# **Determine if Al adds value**

Al is better at some things than others. Make sure that it's the right technology for the user problem you're solving.



## Aim for

Use AI when the predictive system can create a valuable personalized experience that couldn't exist without it.

Don't use AI just because you can. Heuristics or manual control can often create better experiences. Here, using music preferences to suggest workouts will likely lead to a worse experience than letting people manually choose workouts.

Avoid

## Al is well suited for applications like:

#### **GOOGLE PHOTOS** Image recognition



#### NETFLIX **Recommended content**



#### HOPPER Predicting future events

# Make clear what the system can do

# Help the user understand what the AI system is capable of doing.

#### MICROSOFT WORD Including introductory blurbs

₽ Search Word Document 1 - Saved ~ View 🖻 Share 🛛 🖓 File Layout References Review Help Insert C Editing Home **Calculating Editor Score** For documents with 100-plus words, we display a score and update it as you go through Editor's suggestions. Corrections Spelling Grammar Refinements Formality Punctuation Conventions Vocabulary Conciseness 4 ~ Inclusiveness 4 Clarity ~ Acronyms Sensitive Geopolitical References ~ Perspectives Similarity Check for similarity to Page 1 of 1 0 words Time to Read: Omin English (U.S.) Text Predictions: On 📓 General - 60% + Give Feedback to Microsoft

#### амаzon Using explanation patterns



#### GOOGLE PHOTOS Exposing system controls



#### GOOGLE MAPS Demonstrating system inputs



## .11 ? Gas 🗜 Groceries 📃 🖻 Pharmacies $\diamond$ BRIDLE TRAILS 6 Microsoft Misitor Center $\triangleleft$ ROSSROADS $\odot$ $\oplus$ Saved Contribute Updates Commute

#### GOOGLE MAPS Showing set of system outputs



# Make clear how well the system can do what it can do

Help the user understand how often the AI system may make mistakes.

#### LINKEDIN

#### 2:12 1 .... 🗢 💴 Search ## E Q Search See all People you may know at Microsoft X O 27 mutual connections O 19 mutual connections Connect Connect X Microsoft Microsoft Connect Connect See all People you may have worked closely with 咎 Ê Jobs Post Notifications Home My Network

## Matching language with system

#### **UBER EATS KAYAK** Matching numbers with system Reporting system performance





#### **GOOGLE MAPS** Providing low perform. alerts

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	nin (1) h Ave
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	0.2 m
۲	<b>Turn</b> Pass
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ſ	Turn
	100 f
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	100 f
23	



# Show contextually relevant information

 $\sim$ 

Display information relevant to the user's current task and environment.

MICROSOFT WORD Understanding relative context

## Acronyms

Here are definitions that we were able to find for acronyms in the document.

BPO

**Business Planning and Operations** 

Found from your email 🗸

#### EDC

2 definitions found

#### European Development Center

Found from your file  $\checkmark$ 

#### **Error Detection and Correction**

Found from your file 🗸

			I Q
All News Videos	Images Shopping	More	Settings Tools
About 58,900,000 results (	0.42 seconds)		
Showtimes for	Incredibles 2		
All times are in PT			
Today	Tomorrow	Mon, Aug 6	Tue, Aug 7
	6 5 1 Nicht		
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Varsity Theater - Map 6:40pm 9:10pm Regal Thornton Place	Stadium 14 & IMAX - Ma	p	

**GOOGLE SEARCH** 

## Match relevant social norms

Ensure the experience is delivered in a away that users would expect, given their social and cultural context.

#### **GOOGLE PHOTOS**

#### Identifying relevant social norms



#### CORTANA

#### Using socially appropriate tones





# Mitigate social biases

Ensure the AI system's language and behaviors don't reinforce undesirable and unfair stereotypes and biases.

#### ANDROID

#### Suggesting more genders



#### **BING SEARCH** Showing diverse images



# Supporting efficient invocation

Make it easy to invoke or request the AI system's services when needed.

#### MICROSOFT EXCEL Time-saving services

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	А	В	С	D	E	F	G	Н	
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5				Location	State				
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7				Portland, OR	OR				
8				Chicago, IL	IL.				
9				San Francisco, CA					
10				Phoenix, AZ	AZ				
11				Austin, TX	ТХ				
12				Los Angelos, CA	CA				
13				Bellevue, WA	WA				
14				Huston, TX	ТХ				
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#### AMAZON Invoking recommendations



# Supporting efficient dismissal

Make it easy to dismiss or ignore undesired AI system services

#### INSTAGRAM

#### Supporting efficient dismissal



#### siri Supporting efficient dismissal



## Time services based on context

# Time when to act or interrupt based on the user's current task and environment

#### **APPLE MAPS**

#### Suggesting based on time



#### MICROSOFT OUTLOOK Accounting for context





# Set the right expectations

Be transparent with your users about what your Alpowered product can and cannot do.

## Plant pal United States

Plant pal helps you identify 400+ plant types native to the United States and determine if they're safe for adults, cats, and dogs.

## Plant pal

A botanist you can keep in your pocket. Use it to identify any plant and determine if it's safe for people and pets.

## Aim for

Clarify the AI's limitations, especially in high stakes situations.

Avoid suggesting that the tech works perfectly in highstakes situations if the tech isn't yet reliable.

Avoid

#### GOOGLE FLIGHTS Clarifying Al limitations



#### GOOGLE MAPS Calibrating expectations



pocket. determine

> Al systems are probabilistic, making it critical that we help calibrate users' expectations about the system. In the pjg term, users may rely on your product more because they're less likely to overtrust your system and be disappointed.

# Explain the benefit, not the technology

Help users understand your product's capabilities rather than what's under the hood.

#### 😡 OWL

Owl is an educational tool that adapts to your learning style and is available anytime to help you achieve your educational goals

#### 🕒 OWL

Owl is an innovative Al-based chatbot that leverages a neural conversational model and natural language processing techniques

## Aim for

Emphasize how the app will benefit users.

## Avoid

Avoid emphasizing the underlying technology.

#### **GOOGLE LENS** Emphasizing user benefit



#### FLO Delivering new value



## Stay on top of your health

Logging symptoms helps Flo detect possible imbalances in your body and advice you to see a doctor.



#### Continue

#### SIDECHEF Conveying a better experience



## **Be accountable for errors**

Understand the types of errors users might encounter and have a plan for resolving.



## Provide a way forward

Providing access to a person can be one way to make sure users' concerns and problems are directly addressed.

## Make changes to product

Sometimes the user's error can't be directly remedied but actions can be taken to make sure other users don't encounter the same problem.



#### TUNE Manual control





#### NOOM High-touch customer support



# Be transparent about privacy and data settings

From initial onboarding through ongoing use, continue to communicate about settings and permissions.



## Aim for

Communicate what data is being collected and shared, and give users the ability to control their preferences.

#### GOOGLE

#### Communicating collected data



#### **APPLE BOOKS** User-controlled preferences

	9:41	
<	Account	Not
5	Store	
	Recommen	ndatio
	Recomment	dations
	and series y	ou've
	Book Club	
	Receive upo	lates f
	Club.	
F	Reading G	oals
	Goal Comp	oletion
	Get notified	
	reach your g	goals.
	and an and the second	

interaction data with your Apple ID.



#### TWITTER Proactive permissions



# Add context from human sources

Help users appraise your recommendations with input from third-party sources.



## Third-party experts

Reference third-party experts that the user trusts.

## Social proof

Provide context from relevant communities that the user trusts.

#### CAVIAR Referencing third-party experts





## MICHELIN rated

Award-winning dishes to complement your fine tastes.



C Hupo \$\$ • Szechuan, Chinese, Noodles, Vegetarian, Dim... Free delivery • 41 min

Mile End Delicatessen \$\$ • Canadian, Comfort Food, Sandwiches, Sandwi... Free delivery • 41 min Q Ô Ξ ٢ 30

Orders Home Pickup Search Account

#### TWITTER Appraising through social proof









#### LINKEDIN Calibrating trust



# Let users give feedback

Give users the opportunity for real-time teaching, feedback and error correction.



#### YOUTUBE Giving feedback on suggestion



#### NETFLIX Giving thumbs up or down



#### **INSTAGRAM** Flagging unwanted suggestions



# Let users supervise automation

Maintaining control over automation helps users build comfort and correct when things go wrong.



## Aim for

Enable users to review and approve options.

Avoid

Avoid automating without giving users a way to undo, or allow users to make a choice in the first place.

#### **GOOGLE CALENDAR** Supporting controls to override



#### **GOOGLE PHOTOS** Maintaining control

11:{ ◀ Sear	50 🔊
×	Memories
Mana	age what you see in
$\odot$	Hide people & pet
<b>—</b>	Hide dates
•••	Advanced
Choo	ured memories ose memories to sho os view
	ications age memories notifi



#### TUNE Supervising automation



# Automate in phases

Progressively increase automation under user guidance.



User is able to select from a number of options manually with no system intervention.

## Partial automation

The system provides recommendations to the user and allows her to choose among them.

The system makes decisions on behalf of the user in a fully autonomous way. Users should still have the ability to take control back as needed.

#### ETSY **Progressing automation**

## AAPTIV





#### Automating with user guidance

#### MICROSOFT OUTLOOK Automating recommendations

10:55 √		.∥ 奈 ∎
×	New Message emmanuel.coloma@sharecare.com	
To:		$\sim$
Subject:		
Hello,		
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	just			like	е		think	ing
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## Give control back to the user when automation fails

Give your users a way to move forward even when the system fails or offers poor quality output.



Help users to take over when automation fails.

#### **GOOGLE PHOTOS** Moving forward from failure



#### HOPPER Taking action





#### How Price Freeze Works

Worried this price will go up? Need more time to decide? Freeze the price right where it's at!

Q Pick the flights you want to freeze.

Freeze the flight price for US\$130.00/ traveler.

You'll have 3 days to apply your deposit towards purchase of the frozen flight before it expires.

If the flight price increases, Hopper will cover you up to US\$100.00/traveler in

If the flight price decreases, you will pay

#### Continue

#### WALMART Redirecting users for support



## **Determine how to show model** confidence, if at all

If you decide to show model confidence, make sure it's done in a way that's helpful to your users.



Show confidence in a way that is easier to interpret and understand when making a decision. Provide recourse for when the system is less than fully confident.

Don't use numeric confidence in situations when it's difficult to interpret. Consider how the percentage compares to other similar items. Also consider the alternative: In this case, there's an 18% likelihood the plant is dangerous.

#### **GOOGLE FLIGHTS** Showing helpful confidence



#### LINKEDIN Interpreting helpful decisions



#### NATURE ID **Providing recourse**



# **Explain for understanding, not** completeness

Focus on giving your users the information they need in the moment, rather than a full run-down of your system.



Expose aspects that impact user trust and decisionmaking.

Aim for

Don't try to explain the entire system, especially when the rationale is complex or unknown.

Avoid



#### FACEBOOK Including partial explanations



## GOOGLE

16:08 ⋪ Safari		••1]	<b>?</b> 📃
federal reserve	e interest rate:	s 🌷	E
call for a measured response to inflatio		to take approad rates to 2 hours at	ch to ra avoid
About this result	BETA		×
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<ul> <li>These questions a and may be helpful</li> </ul>	영양 문제, 영양 관계 영양 전 전 전 전 전 전 전 전 전 전 전 전 전 전 전		erms
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Send feedback on th	iis info		
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Privacy settings	Q How Search	- Horks	

#### Focusing on in the moment info

#### **GOOGLE MAPS** Explaining for understanding



# Automate more when risk is low

Consider user trust and the stakes of the situation when determining how much to automate.



## Aim for

Be more proactive with automation when failure tolerance is higher.

## Avoid

Avoid automating without user control in high-stakes situations.

#### SIDECHEF

#### Automating when risk is low



#### GMAIL Controlling is optional

13	:50	17				
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Hell	о,					
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a	a	s		d		1
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1	123	N.				

**:** 



#### OTTER Automating product flow



# Make it safe to explore

Let users test drive the system with easily reversible actions.



## Before

## After

Users can see the quality of recommendations without sharing their workout history.

Users see how the recommendations change with shared history. This allows them to make an informed choice on whether to share data.

#### SIDECHEF Opportunity to test



## **ETSY** Experimenting with experience



This will help new users who are eager to get started, or who don't have time to fully consider and configure their preferences before diving in. It will also support users who are wary of sharing this information before they fully understand what the system offers in return. User preferences and context are always changing. Giving piecemeal undo options allows them to manipulate preferences recommendations without needing to fully reset.

# **Anchor on familiarity**

As you onboard users to a new Al-driven product or feature, guide them with familiar touchpoints



## Aim for

Use familiar concepts from your product's domain to help users set expectations and feel comfortable with the material.

## Avoid

Avoid using clever and novel solutions just for the sake of it when a familiar solution will be more effective.

#### LINKEDIN Using familiar UI touchpoints



#### TWITTER Calibrating trust in system





#### **NEW YORK TIMES** Focusing on the key task



# Make precision and recall tradeoffs carefully

Determine whether to prioritize more results or higher quality results based on your product's goals.



## Precision

No false positives are classified, but some true positives are missed.

All true positives are classified, but some false positives are captured.

Recall



## Recall

Precision Enable users to include results (true positives) that

may have been excluded.

Enable users to exclude results (false positives) that may have been included.

#### **APPLE MUSIC** Prioritizing recall



If your product is in a lower stakes domain and it's not a problem for users to sort through a longer list of recommendations. Your user will get a larger set of results, some of which may be less relevant, though offering more discovery.

#### ΑΑΡΤΙΥ Prioritizing precision



If you are building a product in a high stakes domain (such as healthcare), and the risks stemming from an error are high, you will likely want to be more conservative with your model output, and only give recommendations for the things the system is most confident of.

# Go beyond in-the-moment explanations

Help users better understand your product with deeper explanations outside immediate product flows.



## Onboarding

Help users understand how the system works at a higher-level.

#### AIRBNB Helping better understand



#### **GOOGLE FLIGHTS** Providing deeper explanations



#### **GOOGLE MAPS** Showing how it works



# Design for your data labelers

Make sure that data labelers have well designed tools and workflows.



## Aim for

Use multiple shortcuts to optimize key flows, provide easy access to labels, let raters change their minds, and auto-detect and display errors.

#### GOOGLE PHOTOS Designing for data labeling

## 16:09 1 ..... 🕈 🔳 < Search Does this contain "Farms"? 0 ? ~ No Not sure Yes Done Previous

#### GOOGLE SEARCH Accessing labels with ease

11:50 🖈	. II 🗢 🔳
← Feedback	SEND
Giving feedback on " <i>Headquarters:M</i>	lountain View, CA"
What seems to be the issue?	?
Incorrect Outdated	Incomplete
Offensive Controversi	al Other
The data you provide helps improve If you are the subject of or official re this knowledge panel, you can claim Learn more	presentative of an entity depicted in
For a legal issue, make a legal remo	val request.
	e — Private

#### тікток Understanding the labels

11:58 7 Search	<b>?</b> ∎
Report	×
Select a reason	
Misleading information	>
Dangerous organizations and individuals	>
Illegal activities and regulated goods	>
Frauds and scams	>
Violent and graphic content	>
Animal cruelty	>
Suicide, self-harm, and dangerous acts	>
Hate speech	>
Harassment or bullying	>
Pornography and nudity	>
Minor safety	>
Spam	>
Intellectual property infringement	>
Other	>

# Support efficient correction

Make it easy to edit, refine, or recover when the AI system is wrong.

#### **GOOGLE PHOTOS** Switching classifications

#### **GOOGLE MAPS** Giving user control for edits



#### **BING SEARCH** Undoing automated actions

#### **GOOGLE PHOTOS** Batch-editing data

	.il 🕈 🖿
	Remove
16	
16	
5	
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6	

# Scope services when in doubt

Engage in disambiguation or gracefully degrade the AI system's services when uncertain about a user's goals.

#### **GOOGLE SEARCH Disambiguating before acting**

stir fr	у						<b>پ</b> ۹	
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#### **APPLE MUSIC** Avoiding cold starts



#### **KOMMUNICATE CHATBOT** Falling back to other strategies



## Make clear why the system did what it did

## Enable the user to access an explanation of why the Al system behaved as it did.

## PINTEREST

Localizing explanations



## INSTAGRAM Globalizing explanations



#### **GOOGLE MAPS** Presenting properties of outputs



#### GMAIL

#### Mapping input attrib. to outputs

Help Center	Community	
·	e markers in Gmail	
3mail uses several sig	nals to automatically mark your emails as important or r	not important.
Want to get more o	ut of Google apps at work or school? Sign up for a free	G Suite trial 🖄
low Gmail d	aaidaa which amaila ara importa	nt.
Gmail uses several sig	ecides which emails are importa nals to decide which messages to automatically mark as nd how often you email them pen	
Gmail uses several sig • Whom you email, an • Which emails you op • Which emails you re	nals to decide which messages to automatically mark as id how often you email them pen iply to	
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Gmail uses several sig • Whom you email, an • Which emails you op • Which emails you re • Keywords that are ir • Which emails you st	nals to decide which messages to automatically mark as id how often you email them pen iply to n emails you usually read	s important, including:

#### See your important emails

a vallow Importance marker 🗮 If an email base't be

Learn more about advertising on Instagram.	Tukwila Renton
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	🛕 Start 📰 Steps & more
	◀

V

Don't use past actions to predict which emails are important Hide importance markers in Gmail		
Change your importance marker settings	ge your importance marker settings	`
Change your importance marker eattings		

#### NETFLIX Mapping behaviors to outputs



#### **IMAGE RECOGNITION** Explaining through examples

photos or videos?



#### GRAMMARLY

## Explaining through "what if"



Award-Winning Directors



e confi	hedging language or unnecessary qualifiers to sou ident.
Incl	
incl	usive language
	SAMPLE ISSUE
1	he venue is accessible for guests who are confined to wheelchairs.
• 251,64	RY: SEMUTIVITY
-	

## **Remember recent interactions**

Maintain short-term memory and allow the user to make efficient references to that memory.

SIRI

#### OUTLOOK

#### **Displaying recent interactions**

Sugge	ested People	
•	Daisey Phillips daisey.phillips@contoso.com	
	Darla Cooke darla.cooke@contoso.com	
7	Judy Rhodes judy.rhodes@contoso.com	
0	Kate Wilkinson kate.wilkinson@constoso.com	
4	Mona Kane mona.kane@contoso.com	

# 2:07 1 Remember to pick up milk on your way home Tap to Edit Defende to pick up milk on your MESSAGES To: Ian McDonald Remember to pick up milk on your way home Dancel Send



# Learn from user behavior

Personalize the user's experience by learning from their actions over time.

#### MICROSOFT OFFICE Listing likely need and behavior

Help	Q Tell me what you want to do	Open
U D	Recently Used	~ ₹≣
	Check Accessibility	
	t⊐ New Comment	
	<sup>abc</sup> Spelling	
	Тгу	
	Print	
	Margins >	
	Download a Copy	all the

## AMAZON Personalizing recommendations





# Update and adapt cautiously

Limit disruptive changes when updating and adapting the AI system's behaviors.

#### **FACEBOOK**

#### **Comprehensive updates**



#### **SPOTIFY**

#### Immediate and partial updates





# Encourage granular feedback

Enable the user to provide feedback indicating their preferences during regular interaction with the AI system.

#### GOOGLE

## Encouraging explicit feedback



#### **GOOGLE MAPS Requesting feedback on outputs**





#### **INSTAGRAM** Reporting inappropriate content



#### FACEBOOK Using interaction as feedback



# **Convey the consequences of user actions**

Immediately update or convey how user actions will impact future behaviors of the AI system.

#### FACEBOOK Conveying before action



#### **APPLE MUSIC** Conveying after action



#### **APPLE HEALTH** Reconfirming with user

1:23 ⋪ earch	al S	•
	Summary	
MEDICA	LID	×
*	Emergency Access to Medical ID In an emergency, your Medical ID can provide first responders with life-savir information.	
	Review Medical ID Access	
HEALTH	CHECKLIST	×
0	Make sure the Health features on you iPhone are set up the way you want them. Review	r
avorit	es	Edit
8 Steps	8:04 AN	A >
<b>53</b> st	eps	
Show A	II Health Data	>
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ð Step	5	>
	ep count last week was higher on e than it was two weeks ago.	
0.50	7	
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-	browse	

#### **INSTAGRAM** Conveying in help

2:06 ⋪		♀ 😡
×	About Instagram Ads	
	ng to make sure that ads stay true to the community. Here's how they work.	the spirit of
Sponsored	posts	
You can tap relevant.	on the menu icon to hide ads you do	on't find
How does I show me?	nstagram decide which ads to	~
What can I	do if I see an ad I don't like?	~
	e an ad you don't like by tapping the t corner of the sponsored post, and the de This.	
information not Faceboo interests. Yo information Instagram a off this setti same numb on Faceboo specific bus information	e ads you see relevant and useful, we about your activity on sites and apps ok Company Products to learn about ou can opt out of seeing ads based or in your device settings. This setting c ds you'll see on the device you're usi ng doesn't delete any data. You'll still er of ads, but they'll be based on thin k Company Products, or they may be iness that you've shared your contact with, if we've matched your profile to at or if you've shared data with them of	that are your of this controls the ng. Turning see the ngs you do from a t their
information and other Fa determine y Company a preferences preferences	Facebook ad preferences to control h from partners to show you ads across acebook Company Products. If we ca ou've made a choice on other Facebo ccounts that you use, we'll apply you to them as well. To make sure your a are applied, connect your Instagram bok account.	s Instagram an ook r ads d
Does Instag photos or v	gram let advertisers use my	$\sim$

Learn more about advertising on instagrar

# Provide global controls

Allow the user to globally customize what the Al system monitors and how it behaves.

## MICROSOFT WORD Customizing control

Word Options	?	X
General Display	abc Change how Word corrects and formats your text.	
Proofing	AutoCorrect options	
Save	Change how Word corrects and formats text as you type: <u>AutoCorrect Options</u>	
Language	When correcting spelling in Microsoft Office programs	
Ease of Access	Ignore words in UPPERCASE	
Advanced	✓ Ignore words that contain numbers	
Customize Ribbon Quick Access Toolbar Add-ins Trust Center Experiment	<ul> <li>✓ Ignore Internet and file addresses</li> <li>✓ Flag repeated words</li> <li>Enforce accented uppercase in French</li> <li>Suggest from main dictionary only</li> <li>✓ Custom Dictionaries</li> <li>French modes: Traditional and new spellings ▼</li> <li>Spanish modes: Tuteo verb forms only ▼</li> <li>When correcting spelling and grammar in Word</li> <li>✓ Check spelling as you type</li> <li>✓ Mark grammar errors as you type</li> <li>✓ Frequently confused words</li> <li>Show readability statistics</li> </ul>	
	Choose the checks Editor will perform for Grammar and Refinements          Writing Style:       Grammar & Refinements       Settings         Check Document       Settings	

#### BING SEARCH Selecting settings

0	Settings	~
G	Search history	
*	My interests	
~	My saves	
9	My places	
<u>‡</u> ¢	Fun & Games	
	Feedback	
	SafeSearch	Moderate

# Notify users about changes

Inform the user when the AI system adds or updates its capabilities.

#### OUTLOOK WEB Showing updates

Help	×
Tell me what you want to do	Q
What's new	
Suggestion Box Share your ideas with us	~
Mentions Alert people when they're mentioned	~
OneDrive Share cloud files with email	~

#### Mobile

Outlook for iOS, Android, & Windows Phone

#### See more

Y

Need help?



Help

Feedback

Community

Legal

Privacy & cookies