How to build trust in your AI processes

If your team adopts AI tools for research, but stakeholders don't trust the output, it creates friction, duplicative work, and slows adoption.

It's your job to build that trust.

AWS Design Leader Maria Papaleo recommends this critical approach for transparently integrating AI in your research processes to build trust in outputs among stakeholders.

Maria is a strategic product design leader at Amazon Web Services and the co-founder of UXxUX unConference. She recently joined HeyMarvin for a conversation about **"Why the Laws of UX Still Matter When Designing with AI."**

Key Takeaways:

Advocate for transparency standards in AI tooling across teams.

Build trust by designing explainable systems

Create internal "Glass Box" guidelines for your own AI workflows

Strategic design leader Maria Papaleo identified a critical gap in AI and UX design: the lack of transparency and trust in AI system outputs.

She noticed users and stakeholders frequently asked, "**How do I trust the output?**" **and "How do I know that it's right?"** when interacting with AI systems. This lack of trust became a barrier to the adoption and effective use of AI tools.

Organizations can address this problem by implementing what she calls the **"Glass Box Law."** The core idea is that AI systems must be as transparent as possible, so users can see and understand how decisions are made — just like looking into a glass box.

"If you put something in a glass box, you can see exactly what's inside it. The same should be true for AI systems. Users should be able to easily understand what the AI is doing, why it's doing it, and how it reached those decisions."

7 ways to put a **"glass box"** around your AI systems

Keep your team in the loop

1

First and foremost: Don't wait to disclose that you are using AI tools in your process. Always make sure stakeholders know what's happening when it's happening — especially if AI is involved.

2

Make it easy to "look inside the glass box"

Save all information about your AI tools and systems where it's easily accessible to everyone. Users should not have to comb through complex menus and documentation to find answers.

Show its work

3

Your AI tools should walk you through their results, just like any other co-worker explaining their reasoning. For example: "I'm suggesting we reschedule this meeting because you've declined similar meetings in this time slot before."

4

Speak like a human

The AI output should sound like real people. No robot speak at all, no beeps and boops, no unnecessary adverbs. Translate technical jargon into everyday language.

Leave a paper trail

5

Implement history features so users can look back and understand why AI generated certain responses. Think of it like having a conversation history.

6

Read the room

Context matters. When AI explains itself, it should match the user's intent. Less is more when you're in a hurry. But users should be able to get more details when they want to dig deeper.

Keep the person in control — always

7

Being transparent is not enough. Users need to be able to course-correct and adjust AI's work on the fly.

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When users can see the inside of the glass box of your AI systems, they're more likely to trust and effectively use the tools. It's the difference between a mysterious stranger making decisions or having a trusted advisor who's on their side.

Even better, it sets you up to be that trusted advisor.

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