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Mau [//www.google.com/device](http://www.google.com/device) em quality

Efficient and reliable AI systems should be designed according to the best general practices for software systems, along with practices that address unique considerations for machine learning. Our main recommendations are described below, with additional resources for further readings. The way real users experience the system is essential to assess the true impact of its forecasts, recommendations and decisions. Design features with its integrated information: clarity and control is essential for a good user experience. Consider the increase and assistance: producing a single response can be appropriate if there is a high probability that the response meets a diversity of users and usage cases. In other cases, it can be optimal for the system to suggest some options to the user. Technically, it is much more difficult to get a good accuracy at one answer (P@1) against accuracy to a few answers (e.g., P@3). Potential feedback model early in the design process, followed by specific live tests and iteration for a small fraction of traffic before full distribution. Involve with a diverse range of users and usage scenarios, and incorporate feedback before and during product development. This will build a rich variety of perspectives for project users and increase the number of people who benefit from technology. Using different metrics rather than a single will help you understand the tradeoffs between different types of errors and consider metrics, including feedback from user surveys, quantities that track overall system performance and product health short and long term (e.g. click-through rate and customer life value respectively), and false positive and false negative rates sliced into different subgroups. Make sure metrics are appropriate for the context and system objectives, for example, a fire alarm system should have a high call, although this means the false occasional alarm. ML models will reflect the data on which they are formed, so carefully analyze your raw data to ensure you understand it. In cases where this is not possible, for example, with sensitive raw data, understand the input data as much as possible in respect of privacy; for example by means of computer aggregates, anonymized synthesis. Does your data contain errors (for example, missing values, incorrect labels)? Your data is sampled in a way that represents your users (for example, they will be used for all ages, but you only have training data from the elderly) and setting the real world (for example, it will be used all year round, but you only have training data from the summer)? Is the data accurate? The difference between performance during training and performance during service is a persistent challenge. During training, try to identify potential splices and work to address them, even by adjusting training data or objective function. During the evaluation, continue to try to get the evaluation data that is as close as possible of the unfolded scenario, i.e. the features of your model are relevant and/or useless? Use the simplest model that meets your performance goals. Supervised systems, consider the relationship between the labels you have, and the elements you are trying to predict. If you use a supervised model to predict the price of a house, what does the label mean? It could mean the market value, or it could mean the asking price, or it could mean the selling price. These different meanings would lead to different results. If you use a supervised model to predict the likelihood of a person buying a car, what does the label mean? It could mean the likelihood of a person buying a car, or it could mean the likelihood of a person buying a car, or it could mean the likelihood of a person buying a car. These different meanings would lead to different results. If you use a supervised model to predict the likelihood of a person buying a car, what does the label mean? It could mean the likelihood of a person buying a car, or it could mean the likelihood of a person buying a car, or it could mean the likelihood of a person buying a car. These different meanings would lead to different results.

People who buy basketball shoes are higher on average, but this does not mean that a user who buys basketball shoes will become higher afterwards; automatic learning models take a large reflection of the models of their training data. It is therefore important to communicate the scope and coverage of the training, so clarify the capacity and limitations of the models. For example, a shoe detector trained with stock photos can work better with stock photos but has a limited capacity when tested with user-generated cell phone photos. Communicate restrictions to users if possible. For example, an application that uses ml to recognize specific species of birds could communicate that the model was trained on a small set of images from a specific region of the world. Improving your education, you can also improve the feedback provided by users on your function or learn from software engineering best quality testing and engineering practices to make sure the AI system is working as expected and can be trusted. Conduct stringent drive tests to test each component of the system in isolation. Conduct integration tests to understand how individual ML components interact with other parts of the general system. Proactively detect the input drift by testing input statistics to the AI system to make sure they are not changing in unexpected ways. Use a standard gold data set to test the system and make sure it continues to behave as expected. Update this test set regularly in line with evolving users and usage cases, and to reduce the probability of training on the test set. Conduct iterative user testing to incorporate a diverse range of user needs in development cycles. Apply poka-yoke quality engineering principle: build quality controls in a system, so that undesirable failures can not happen or trigger an immediate response (for example, if an important feature is unexpectedly missing, the AI system does not issue a prediction). Continuous monitoring will ensure that the model takes into account the real world performance and user feedback (e.g., happiness monitoring surveys, the HEART framework). Problems will occur: any model of the world is imperfect almost by definition. Build time in the product roadmap to allow you to deal with problems. Consider both short and long-term solutions to problems. A simple solution (for example, blacklisting open help you solve a problem quickly, but it may not be the optimal solution in the long term. Short-term balance simple corrections with long-term solutions learned. Before upgrading a distributed model, analyzing how the candidate and the deployed models differ, and how the update will affect the general quality of the system and user experience. AI Manager with TensorFlow a consolidated toolkit for third-party developers on TensorFlow to build ML accuracy, interpretability, privacy and security in their models. Colab tools and tutorials to help model developers exploit Machine Learning Metadata (MLMD) to build template cards. A practical guide that outlines the best practices for ML engineering. Recommended steps to stay focused on the user by our Google UX community. Learning the machine: the high interest credit card of the technical debt ML-specific risk factors and design patterns for refactor or avoid. Communicates how Google's search algorithm works and helps webmasters understand quality and ranking. The People + AI Research initiative publishes practical insights into multidisciplinary and man-centered approaches to design with AI. AI systems are enabling new experiences and skills for people around the world. In addition to recommending books and television programs, AI systems can be used for more critical tasks, such as predicting the presence and severity of a medical condition, matching people to jobs and partners, or identifying if a person is crossing the road. The IT systems of assistance or decision-making have the potential to be fairer and more inclusive in a broader scale than decision-making processes based on ad hoc rules or human judgments. The risk is that any unfairness in such systems can also have a large social impact. Thus, as the impact of AI increases in sectors and societies, it is essential to work towards systems that are fair and included for all. This is a difficult task. First, ML models learn from existing data collected from the real world, and therefore an accurate model can learn or even amplify the pre-existing problematic biases in race-based, gender, religion or other characteristics. For example, a work-matching system could learn to favor male candidates over female ones. Second, ML models learn from data that is often biased. For example, a system that recommends products to users might learn to recommend products that are popular among a specific group of users, which could lead to a bias towards those products. Third, ML models learn from data that is often biased. For example, a system that recommends products to users might learn to recommend products that are popular among a specific group of users, which could lead to a bias towards those products. Fourth, ML models learn from data that is often biased. 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