

AI & **EXPERIENCE**

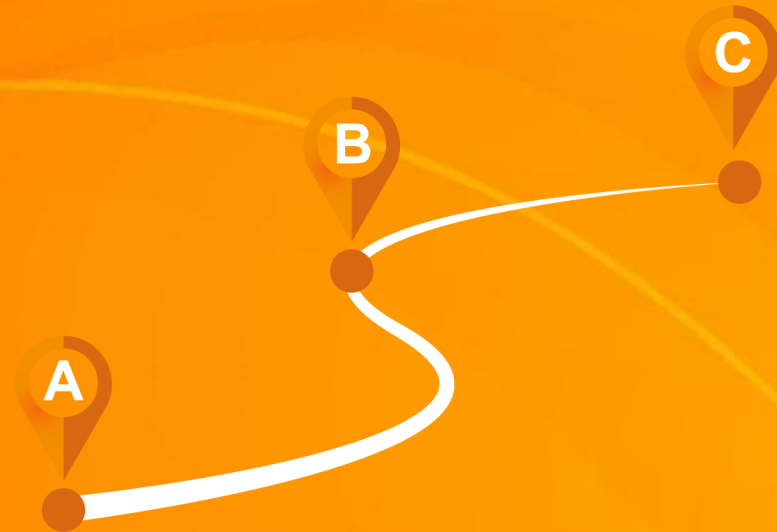
DEMYSTIFYING **FIVE BELIEFS**

KEYNOTE APCC 23-10-25
DR. ZANNA VAN DER AA



NOTE TO SELF

DON'T FOMO INTO AI.
YOU KNOW YOUR BUSINESS.



BELIEF 1

ARTIFICIAL INTELLIGENCE
IS WORKFLOW AUTOMATION.



BELIEF 2

ARTIFICIAL INTELLIGENCE
IS EXTREMELY FAST.



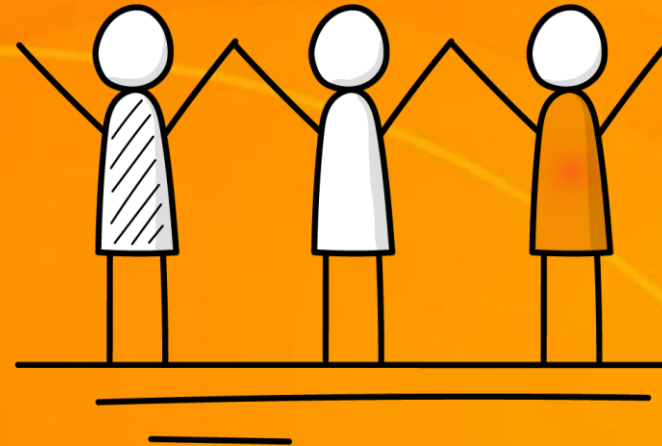
BELIEF 3

AI SHOULD BE DESIGNED
FOR **EFFICIENCY.**



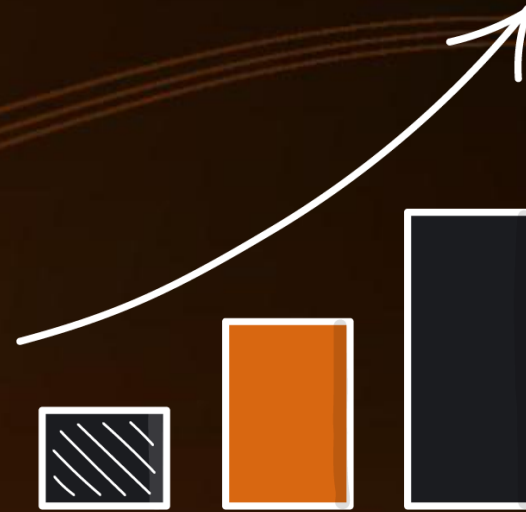
BELIEF 4

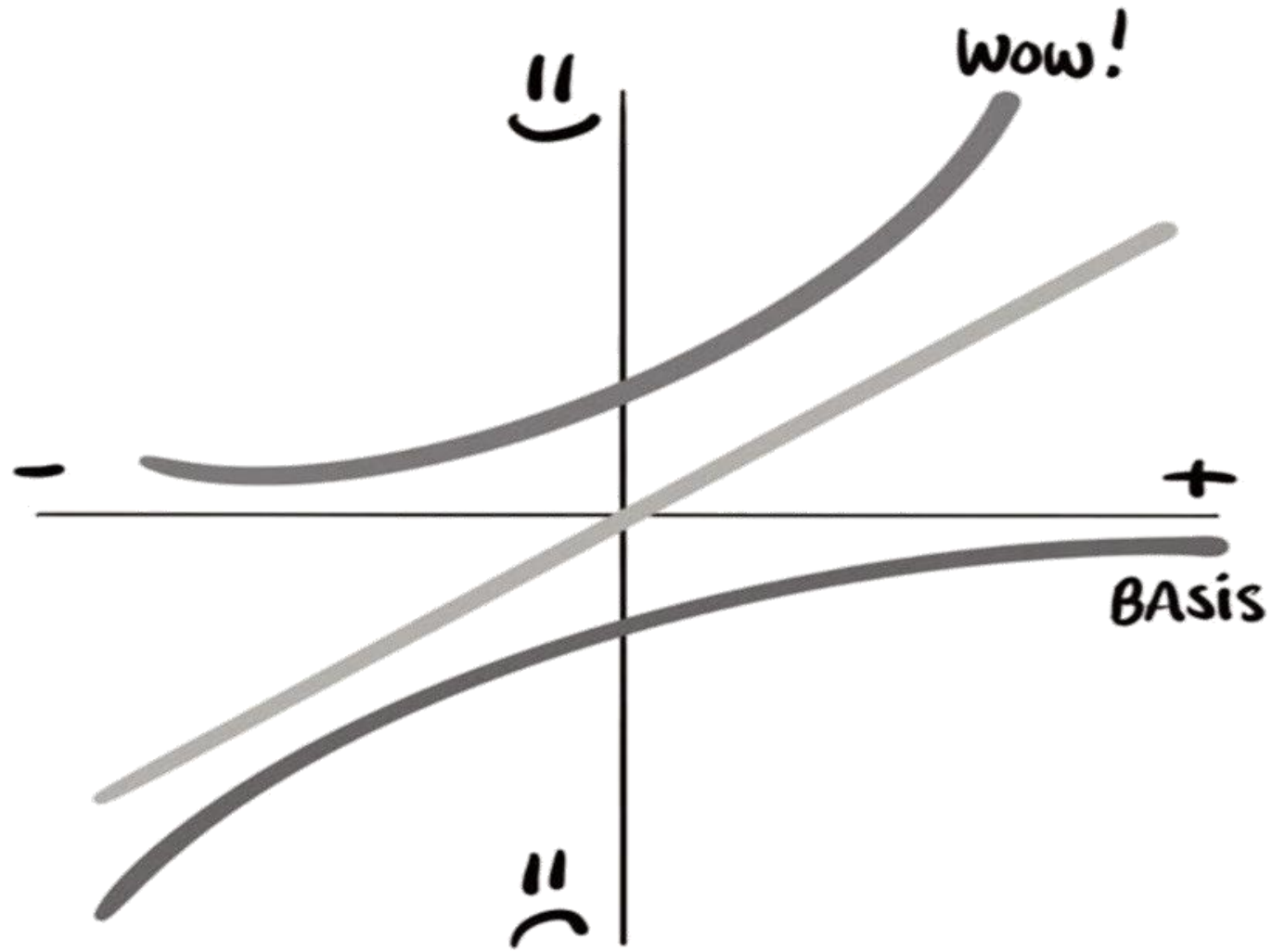
**CUSTOMER & EMPLOYEE
NEEDS ARE CHANGING.**



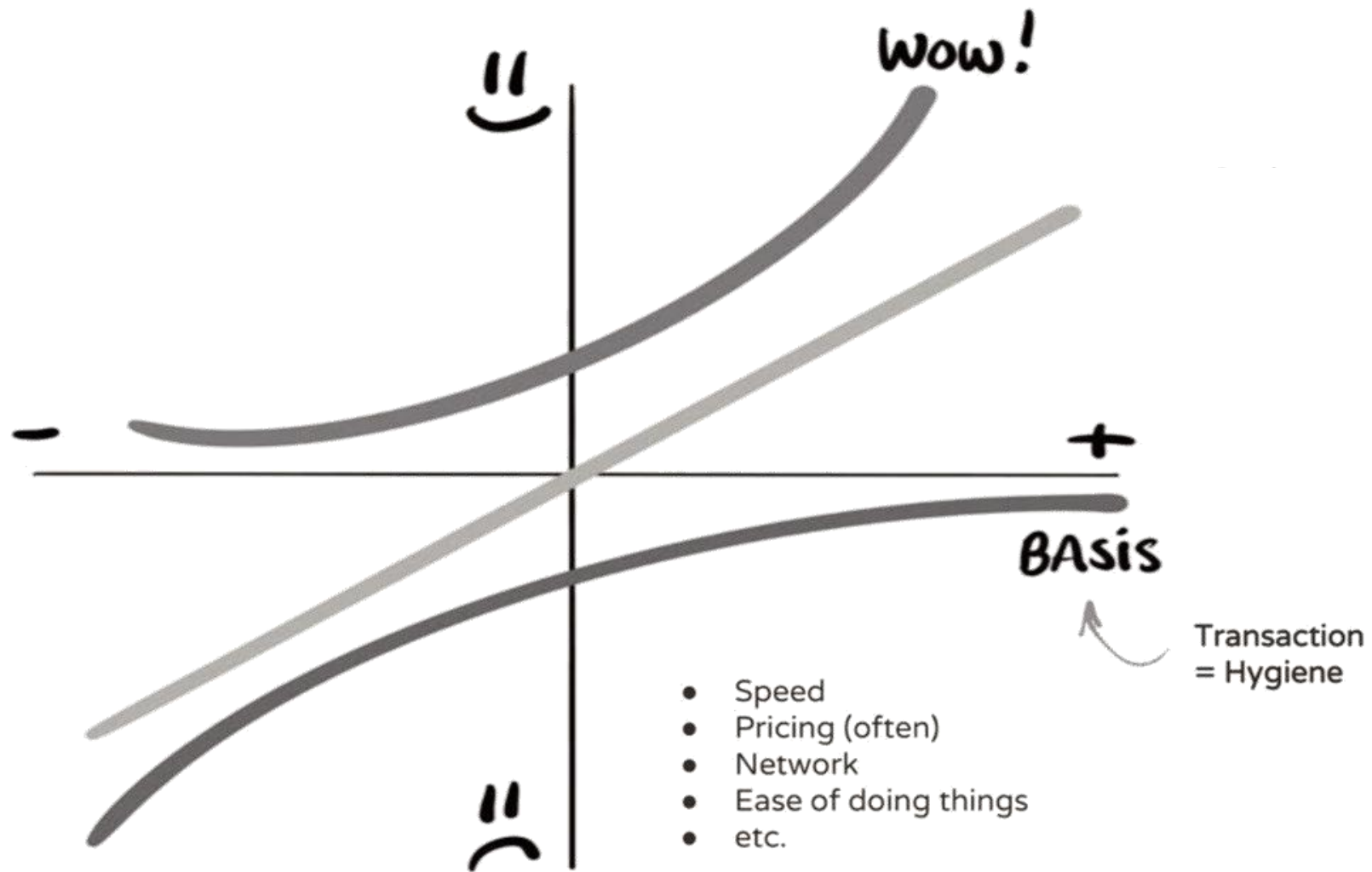
BELIEF 5

REMOVING **FRICTION** IS
WHAT **MATTERS** MOST.

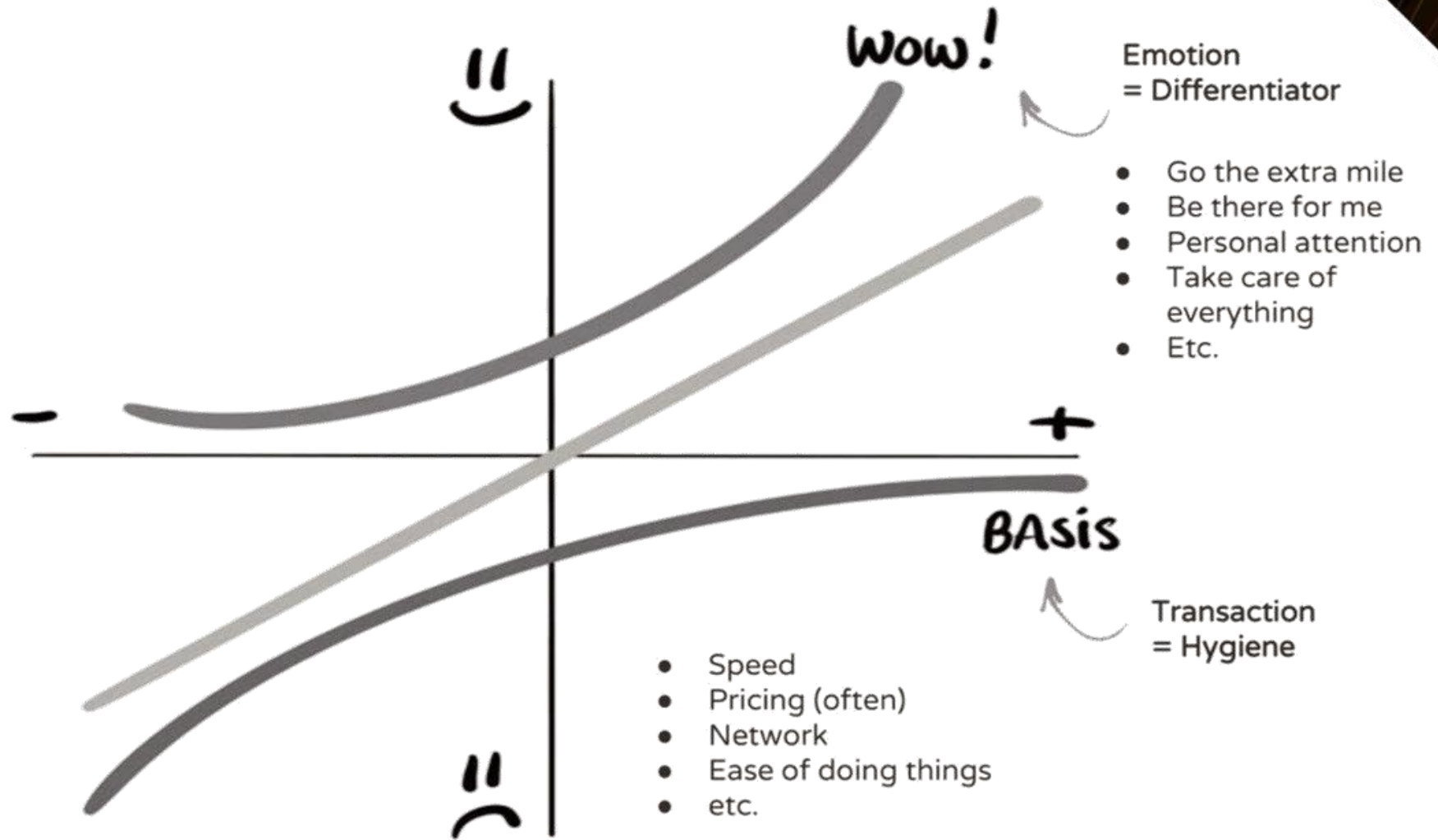




Kano model



Kano model

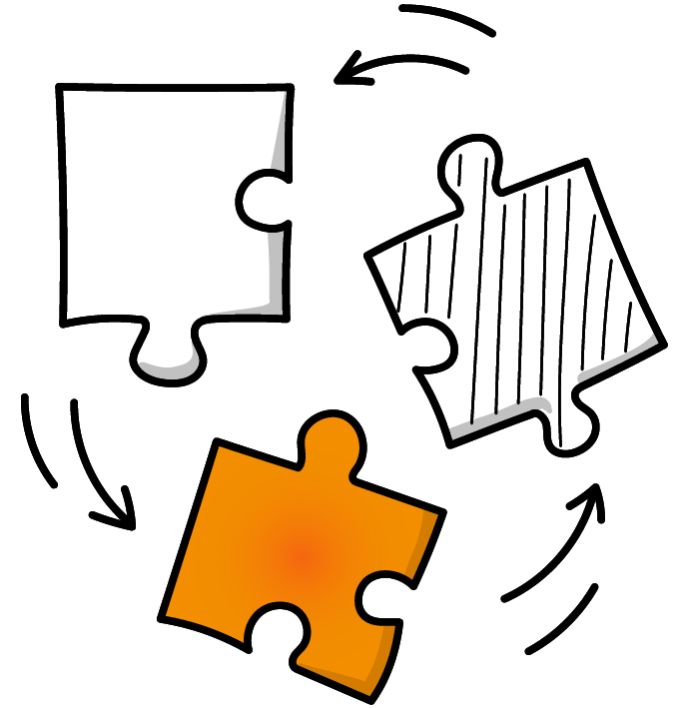


Kano model

USE **DESIGN PRINCIPLES** TO **GUIDE** YOU

1

SOLVE BUSINESS PROBLEM



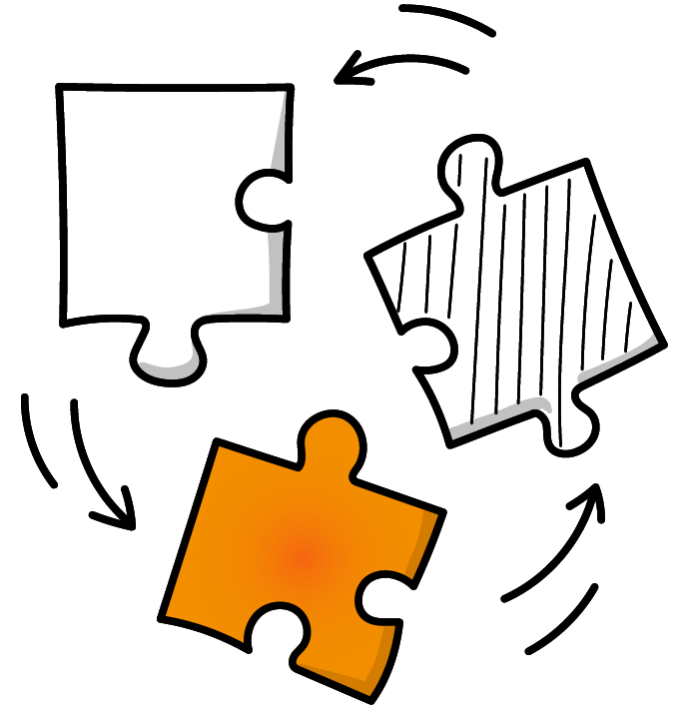
USE **DESIGN PRINCIPLES** TO **GUIDE** YOU

1

SOLVE BUSINESS PROBLEM

2

CHECK DATA QUALITY



USE **DESIGN PRINCIPLES** TO **GUIDE** YOU

1

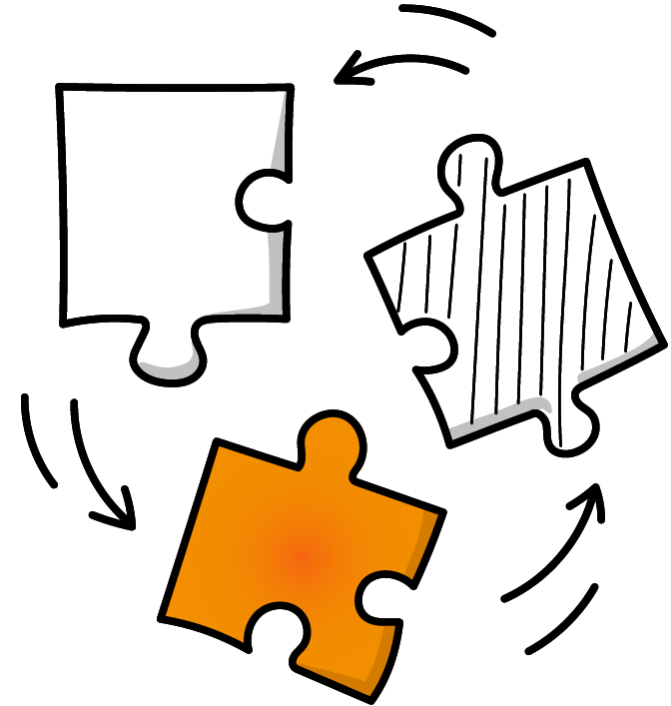
SOLVE BUSINESS PROBLEM

2

CHECK DATA QUALITY

3

CHECK AI OR AUTOMATION



USE **DESIGN PRINCIPLES** TO **GUIDE** YOU

1

SOLVE BUSINESS PROBLEM

2

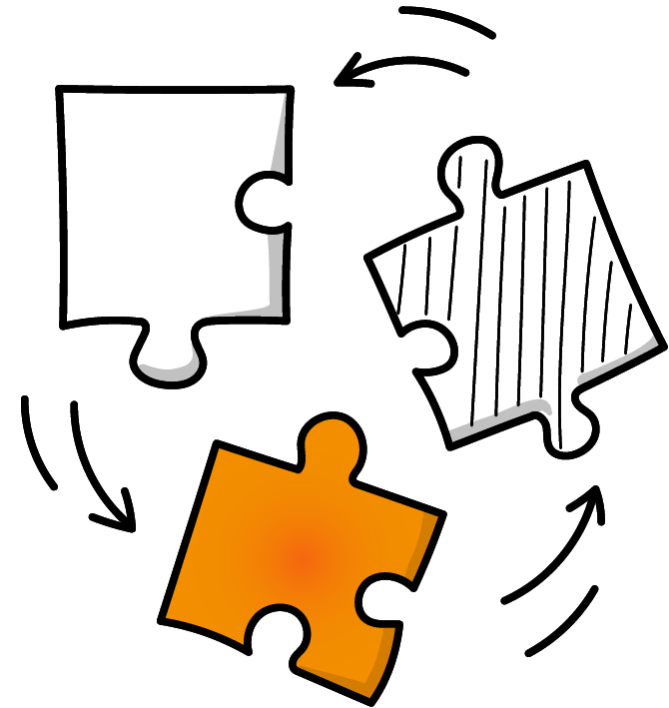
CHECK DATA QUALITY

3

CHECK AI OR AUTOMATION

4

DESIGN THE EXPERIENCES



USE DESIGN PRINCIPLES TO GUIDE YOU

1

SOLVE BUSINESS PROBLEM

2

CHECK DATA QUALITY

3

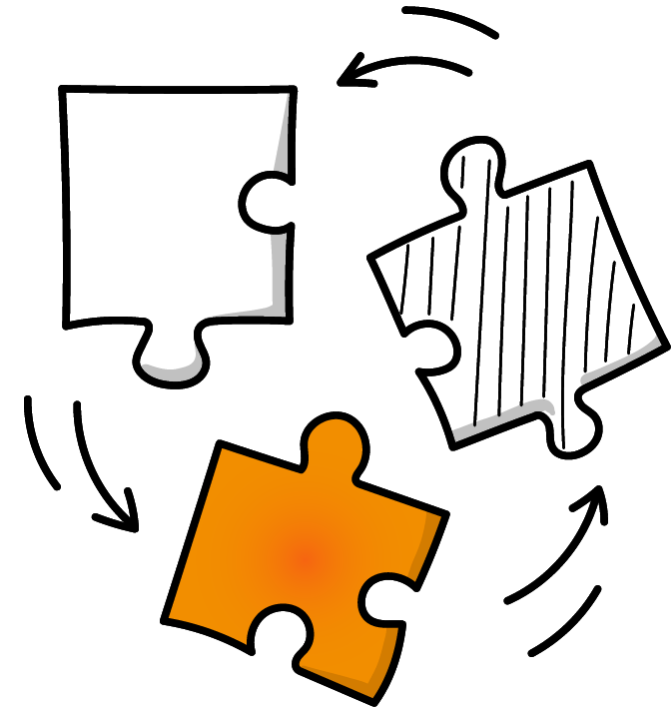
CHECK AI OR AUTOMATION

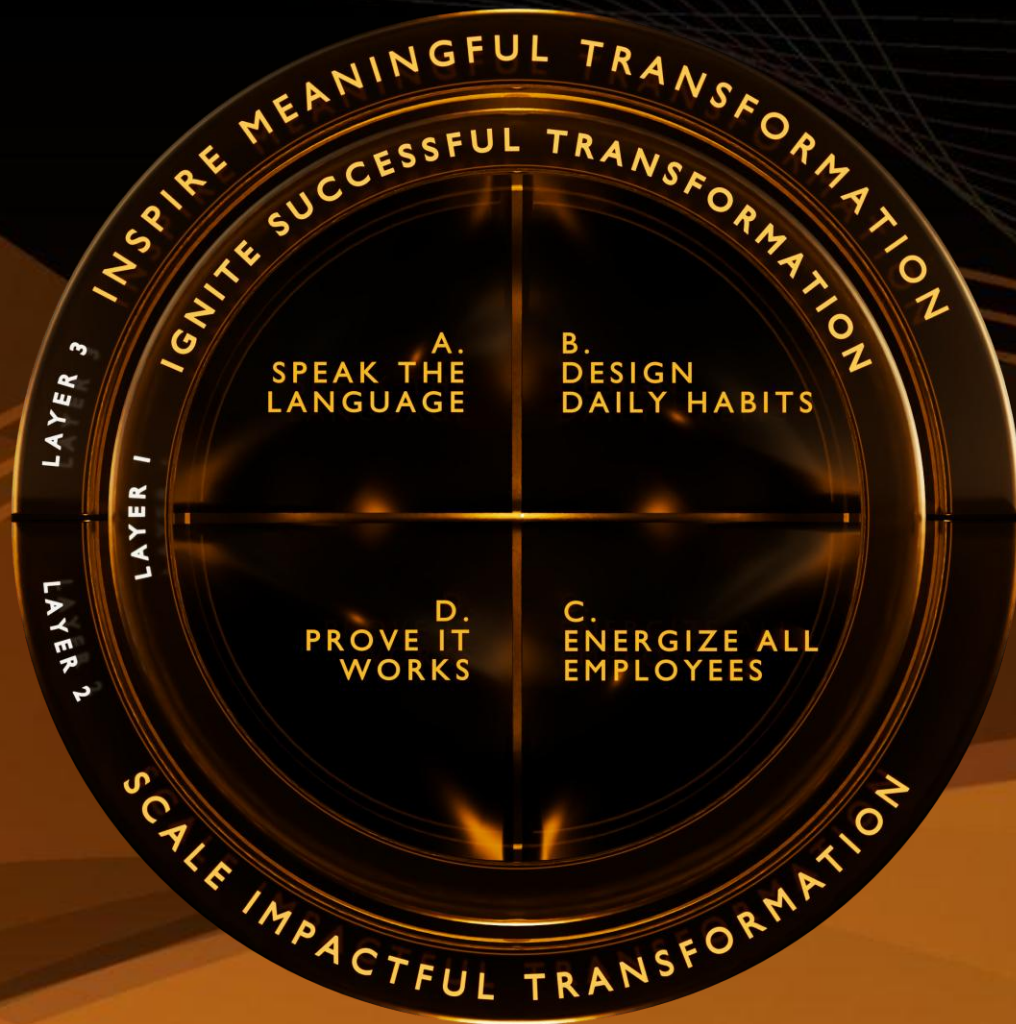
4

DESIGN THE EXPERIENCES

5

DECIDE HOW TO MEASURE





TECHNOLOGY
SHOULD **ENHANCE**
TRANSFORMATION.

MEANINGFUL WORK STARTS WITH CUSTOMERS



CUSTOMERS

Humanness drives great
customer experience.

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CUSTOMERS

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EMPLOYEES

Adding value to customers
drives meaningful work

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PURPOSE

Meaningful work is an
easy bridge to purpose.



LAUNCHES **JAN 2026.**

Early access available,
scan to learn more.



FINAL REFLECTION

**WHICH AI PROJECT SHOULD
YOU CHALLENGE IN YOUR
OWN ORGANISATION?**

