

Your Design Partner in the AI Era: Where Ideas Meet Execution

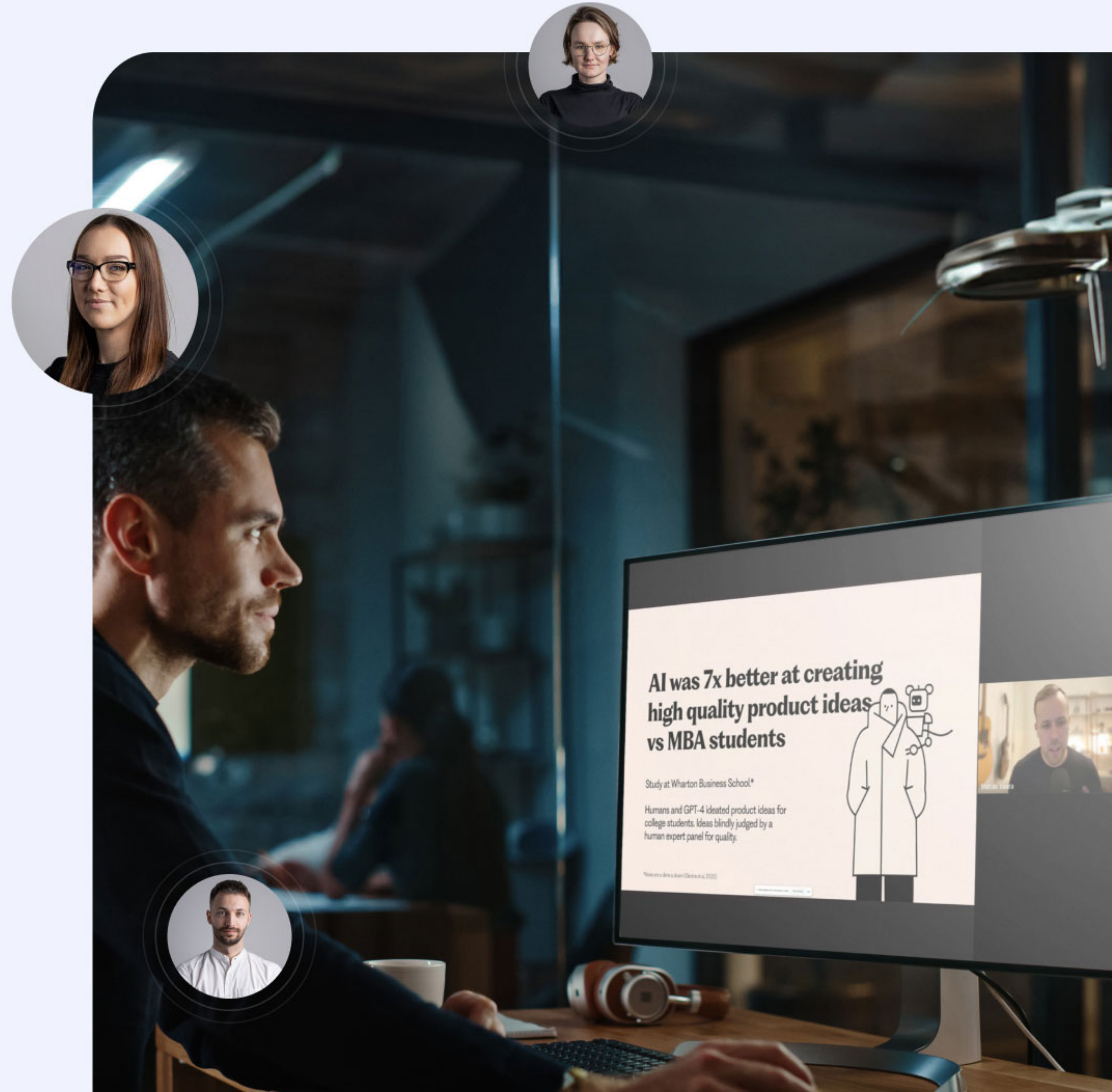
Forging new standards in workflow with hands-on experience in designing products that utilize various AI use cases.



AI for Design

As AI continues to expand across various industries and environments, there is a corresponding evolution in workflow approaches.

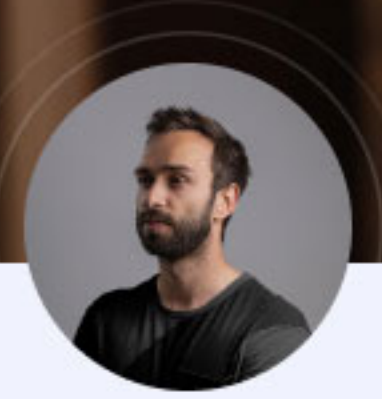
Being part of a software house, we embrace this evolution and are proactively striving to make the most of it. Here's how generative AI is enhancing efficiency within the Product Design Department at STX Next.



01

Qualitative Research Data Aggregation

With the ability to transcribe and use generative AI to analyze and summarize hundreds of in-depth interview dialogues, all the saved time can be devoted to drawing conclusions, analyzing findings, and proposing the best solutions to identified challenges.



02

Domain Knowledge Exploration

The opportunity to use generative AI as an assistant in exploring the most crucial concepts of often complex client domains helps in asking the right questions at the right time.

03

Desk Research Enhancement

Generative AI serves designers as a valuable research assistant, aiding in desk studies, case study analyses, and supplementing user interviews with helpful tips and checklists, e.g., when creating research scenarios.

04

Early Feature Ideation

Since many usability and interface patterns are shared by most digital products, with generative AI, it is now even more effective to perform very early validation of features across specific use cases.

Design for AI

With all of the empowerment coming from generative AI it is more than clear that this is just a tip of an iceberg when it comes to various types of artificial intelligence. What aim to is emerging design patterns for ai powered products.



Below, you can find a couple of real examples

of how we've partnered with our customers to bring the design of AI-powered products to life.



Campaign Setup Automation for Global Media Agency

Reducing data clutter and cultivating consistency across multichannel ad campaigns.

Industry

Media Agency



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Select rule type



Create custom rule (platform-specific rule)

This rule will be checked for entities from selected platform and level.



Custom rule (general)

This rule will be checked for all entities, regardless the platform and level.



Create master rule

Master rule is a template for other rules, regardless the platform and level. Whenever master rule is changing - the changes get applied into all rules created based on that master.



Extract by AI (from entities names taken from advertising platform)

Create rule in few clicks. AI based mechanisms scan the names of all client's campaigns and generate both - the rule (for selected platform and level) and value tables.



Extract by AI (from CSV file)

Create rule in few clicks. AI based mechanisms scan the names of all client's campaigns and generate both - the rule (for selected platform and level) and value tables.

Cancel

Continue

Select rule type



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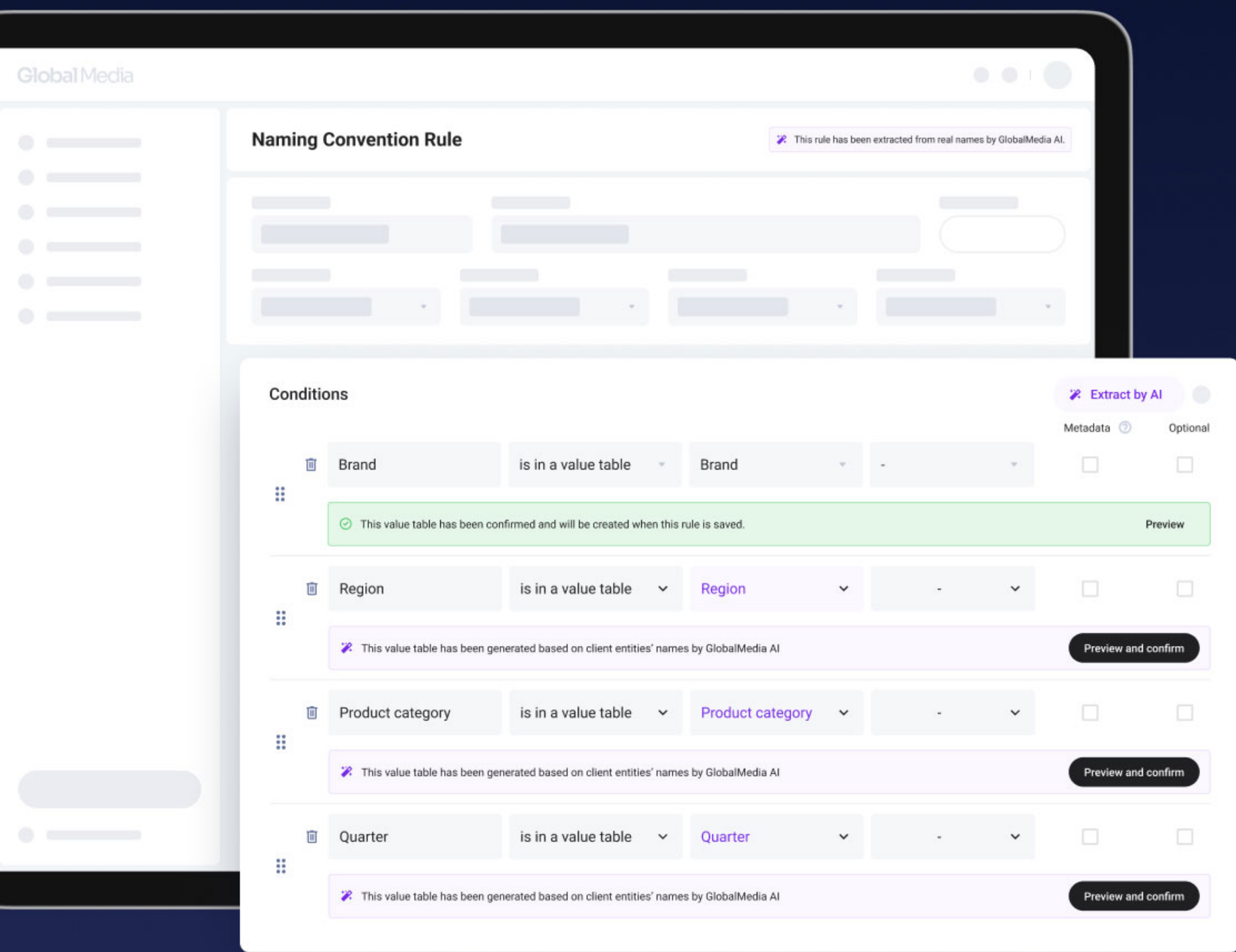


Extract by AI (from CSV file)

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Cancel





01

Pattern Recognition

Increasing number of campaigns and clients causes differences in domain experts workflows and habits. To maintain consistent structure of metadata campaign creation process and foster new technology adaption.

02

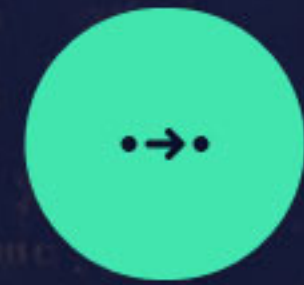
Naming Convention Template Recognition



We reduced part of the media activation team workload to one-click confirmation of pre-generated naming convention recommendations.



AI model analyses existing campaigns metadata and based on that generates all required conditions and values in matter of seconds.



Consistent naming convention improves data navigation and remove bottle neck factor of manual standard checkup.



Product Owner



Machine Learning
Developer



UX Designer



UI Designer

03

Team Structure

The workflow process emphasized close conceptual cooperation between a UX designer and a Machine Learning Developer.

Integration of AI in Quiz Creator for Educational Web Platform

Improving the efficiency of content creation while ensuring a positive experience for both instructors and students.

Industry

Ed-Tech



Question 1

Multiple Choice (Text)

1. Question text

What is the capital of Italy?

[Add file](#) Upload image, audio or video

Add instructions for this question

2. Answer choices Select correct answer(s)

- Rome
- Ljubljana
- Milan
- Abu Dhabi

Add custom feedback for choices [AI feature is available](#)

You do not have to fill in every field

[Delete](#)

[Duplicate](#)

[Done](#)

01

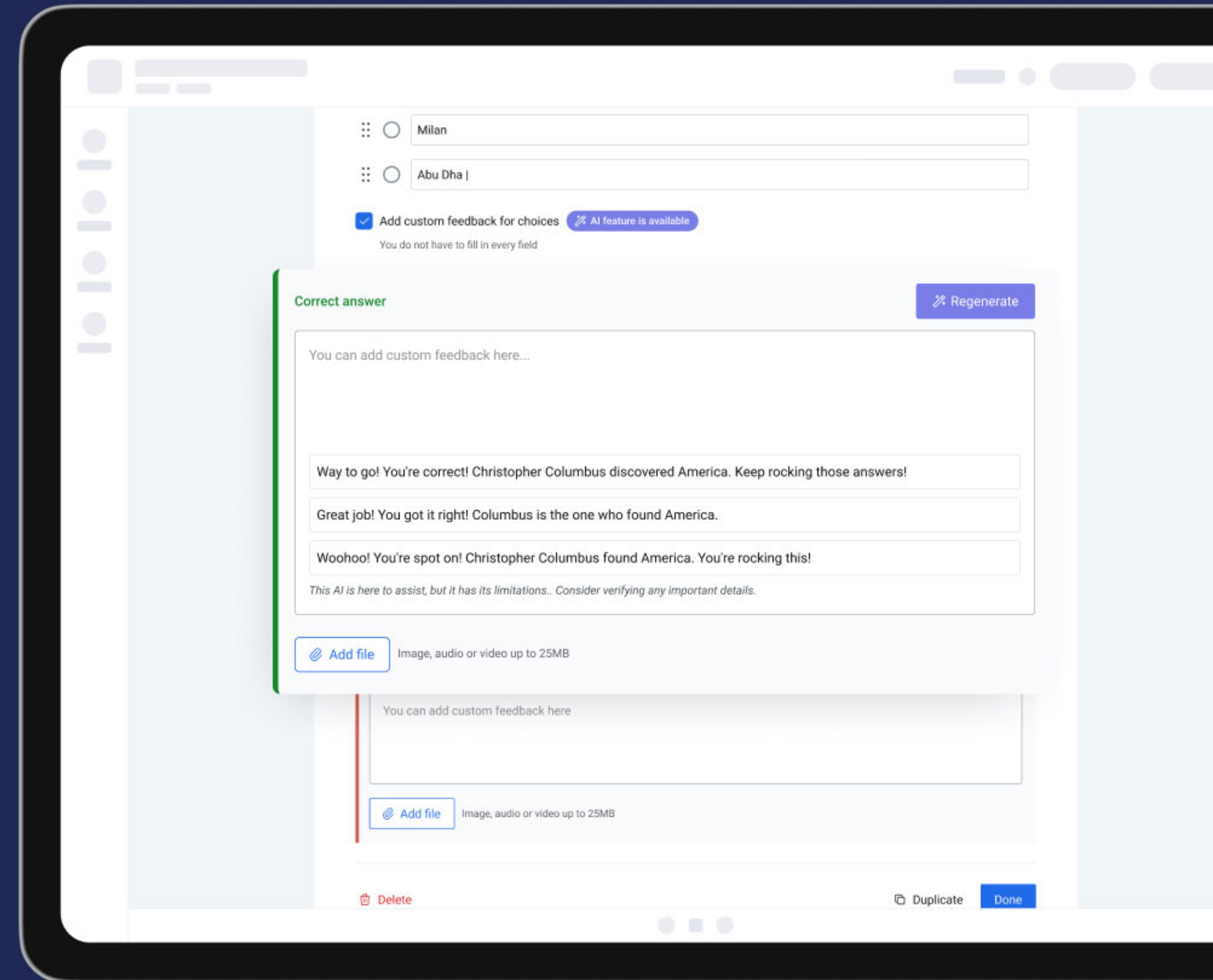
Generative AI



We boosted up instructor's efficiency during quiz with generative AI, allowing them to focus on things that really matter - course content creation.



Reinventing repetitive answers copywriting tasks as a multiple option selection and customization process we equipped creators with solution-generating feedback recommendations based on the previously defined answer key.





02

Team Structure

The ideation phase was strengthened through a very close partnership between the Design team and the Product Owner, with validation provided by a Solution Architect specialist.

Software Support for AI Business Consulting

Designing and developing products that enhance AI adoption and governance compliance in global companies.

Industry

Business Consulting



Value assessment

REQUIRED

Value

Item

REQUIRED

Value description

Influence recruiters on guiding them to the most suitable candidates. Although the AI System is not intended to screen candidates/interviewees but to provide quantitative metrics, the AI System can potentially impact the hiring decision.

Value category

Item

UPLOAD FILE

Enter your question here...

Upload file with your business case
Max size file is 3MB. Supported files types are .xls .csv .pdf

General Information

QUESTION 1

Which domain, area, or sector will

Influence recruiters on guiding them to the most suitable candidates/interviewees but to provide

QUESTION 2

What is the capability of the system

Phasellus at elit non justo convallis ele...
sed maximus massa neque non tellus...
imperdiet volutpat. Praesent rhoncus t...

QUESTION 3

What is the technique used by the

Nunc id arcu diam. Etiam tincidunt, te...
Sed et bibendum nibh. Proin eu lacus...
In hac habitasse platea dictumst. Ut e...
sapien. Donec volutpat vel ligula facilis...

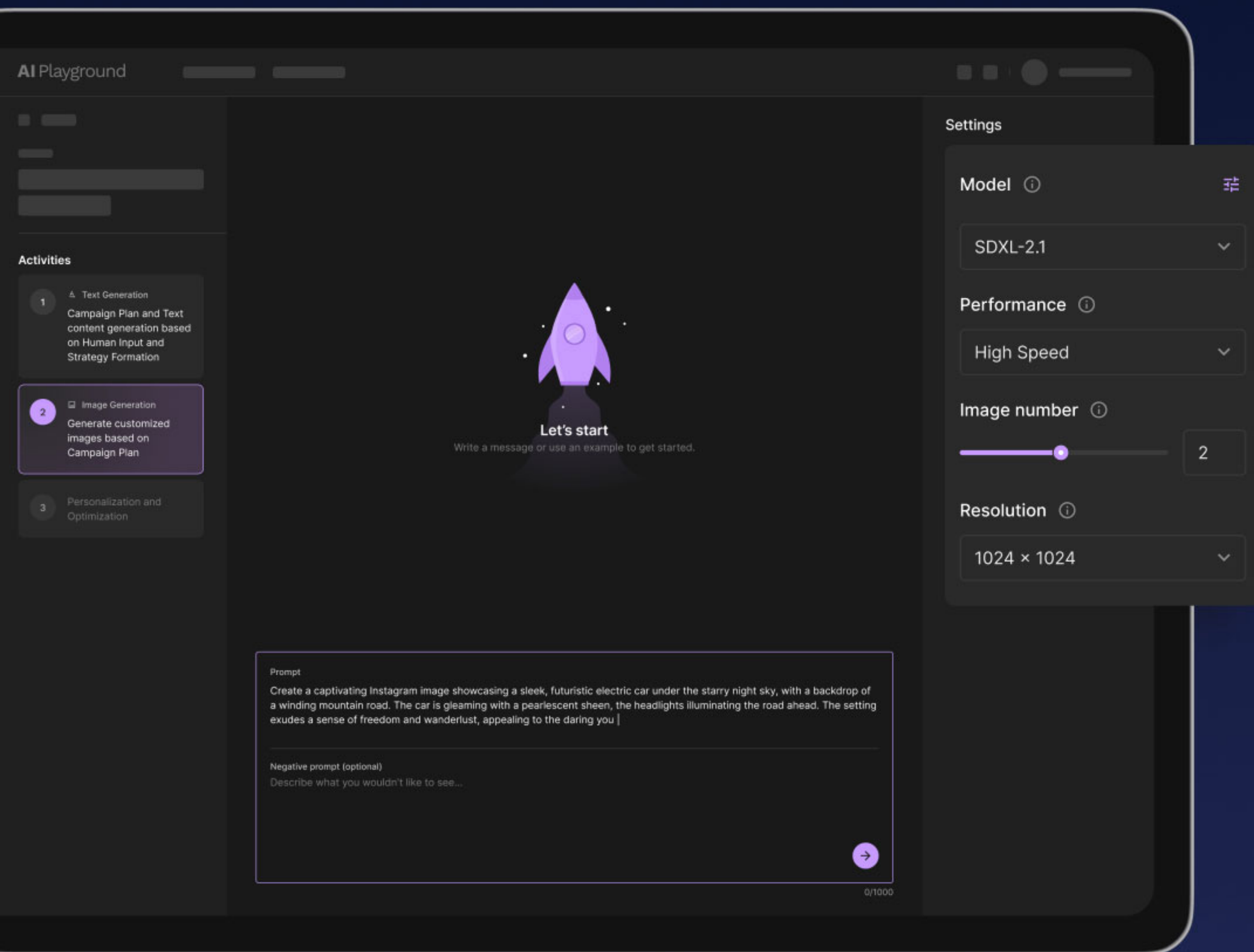
QUESTION 3

What is the intended purpose of t

Aenean vel tortor ut turpis elementum...
Aliquam leo lacus, dignissim ut justo i...

We already have all your answers.

Please click "Next" to start Risk Analys



01

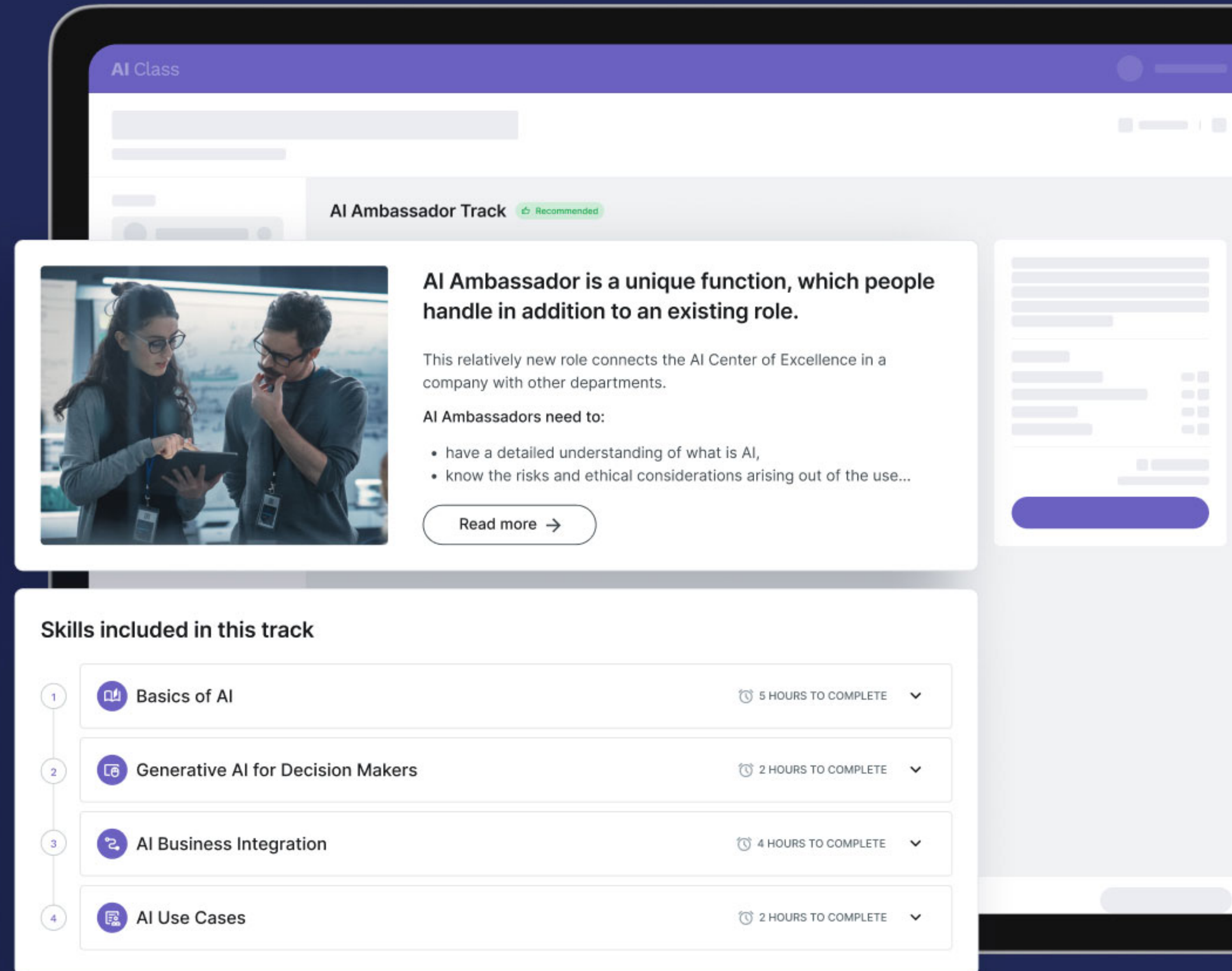
AI Adaptation Support

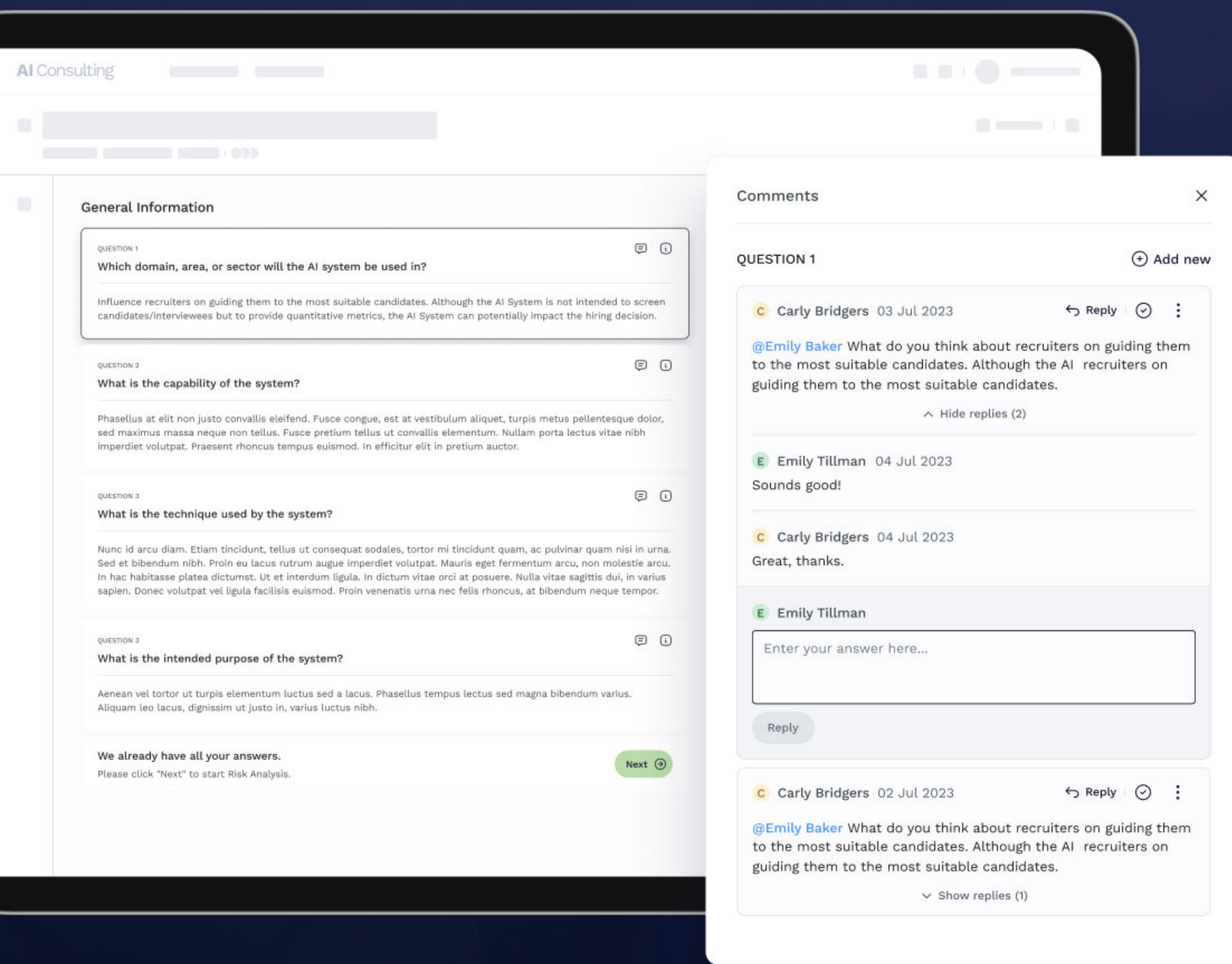
Company very core is a mission to increase and support various industries by introducing number of tools streamlining AI implementation.

02

Workflow Management

Product streamlines the path from idea to implementation. The data-driven and systematic approach advances the organization to reach a higher level of AI maturity by improved transparency, and optimized decision-making. A central cockpit that oversees all company Data and AI workflows unlocks synergies across the company initiatives.





03

Risk Analyser

Helps assess the risk of the AI workflow implementation in company and points to potential implications of workflow fall under specific risk classes of the upcoming EU AI regulations. Tool presents a simplified summary of how risky the workflow is and also refers to potential obligations of the regulation with relevant articles, and supporting information, accelerating the journey to compliance.



Devops



UX Designer



UI Designer



Product Owner



Scrum Master



Solution Architect



Backend Developers



Frontend developers

04

Team Structure

All project initiatives were led and coordinated by the same UX designer, aligning scopes with project Product Owners and Stakeholders.

Roadmap redefined with AI design concepts

Benchmarking and designing how AI can improve tools portfolio of one of the biggest language publishing house.

Industry

Ed-Tech



Oldest first View all students

- /6 View
- /6 View
- /6 View
- /6 View
- /6 View
- /6 View
- /6 View

< **Write review of a café**
English · Writing practice

Requires Approval 5 Completed 0

Search by student... Q

- AC **Amanda Coneo**
AmandaConeo
- JA **Jose Alvarez**
JoseAlvarez
- JB **Julia Bianchi**
JuliaBianchi
- SE **Sam Elliot**
SamElliot
- SO **Sophia Orwell**
SophiaOrwell
- SO **Ophelia Salar**
OpheliaSalar
- SO **Sophia Orwell**
SophiaOrwell

Write review of a café ×
English · Writing practice

< AC **Amanda Coneo** Attempted: 12 Jan 2023, 11:14 AM >

Student answer:

I recently visited a cafe called "The Daily Grind". It is a small, independent cafe lokated in the heart of my city. The cafe is decorated in a warm and inviting style, with exposed brick walls, wooden tables, and comfortable chairs. There is a smal bookshelf in the corner, stocked with books about coffee, food, and travel.

I spent about an hour at The Daily Grind. I enjoyed reading a book and drinking my coffee. The atmosphere was relaxed and inviting, and I feel like I could stay there all day.

Overall, I have a great experience at The Daily Grind. The coffee was delicious, the service was excellent, and the atmosphere was inviting. I would definitely recommend this cafe to anyone looking for a great place to relax and enjoy a cup of coffee.

AI Feedback

- You used double quotation marks around the cafe's name, which I changed to single quotation marks for consistency.
- There were some spelling and typographical errors: "lokated" should be "located," "smal" should be "small," and "feel" should be "felt." These have been corrected.

Your text provides a vivid description of your cafe experience and effectively conveys the inviting atmosphere. The corrected version maintains the same content while improving clarity and correcting minor errors.

Score 5 out of 6 Edit score and feedback Submit

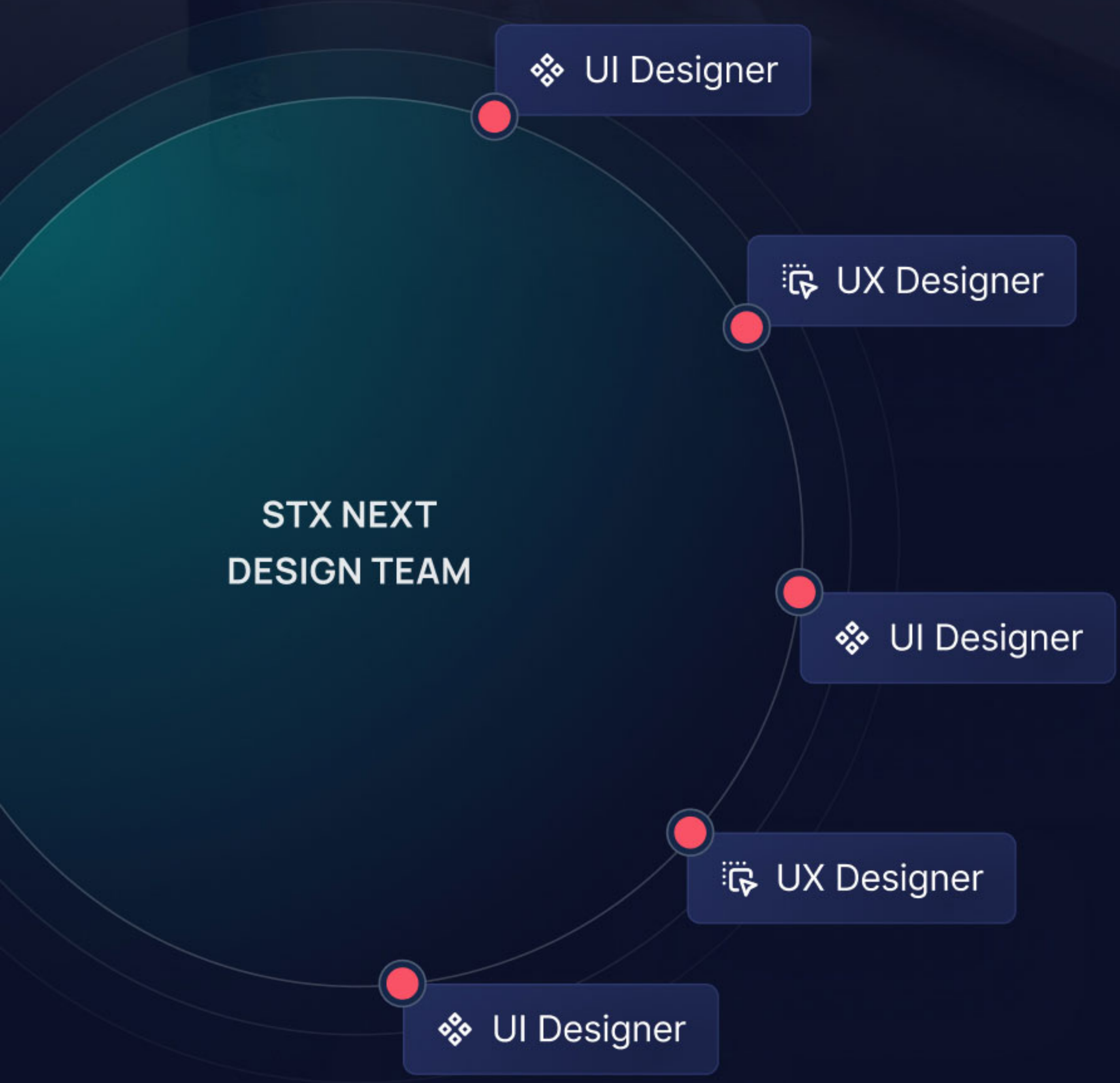
Attempt: 1/1 | Attempted: 12 Jan 2023, 8:42 AM | Score: -/6 View

01

Extended AI Solution Benchmarking

Roadmap redefinition is one of the constant aspects of digital transformation. In our strategic partnership, we conducted an elaborated discovery process that was fully oriented on how various AI solutions can leverage tools created for teachers and lecturers. Designed concepts AI covered areas like pattern and trend recognition in online courses assessment.

Neural language processing used in communication skill assessment in recorded speeches, presentations, or language assessments or AI-driven data analytics processing large volumes of student performance data, providing educators with a comprehensive view of individual and class-wide progress.



02

Team Structure

Concepts were designed based on existing platform features and applications, with validation from design teams and stakeholders shaping the roadmap for upcoming initiatives.

Deliver

 AI-powered

Products With Our Design Team

Our UI/UX designers are primed and ready
to plug into your team to define the NEXT in tech

STXNEXT