

The APEX Framework for Winning with AI- powered UX

A proven approach to designing
impactful AI-powered experiences
and empowering UX teams with
AI tools and strategies

experience
transformation

Designed by **Persistent**



While Gartner predicts spending on GenAI will reach \$644 billion by the end of 2025,¹ results so far have been disappointing. According to a study by MIT, a staggering 95% of corporate AI adoption projects will not achieve ROI, failures that cost organizations both revenue and reputation.²

The problem isn't that AI doesn't work. Instead, most failures stem from businesses bolting AI onto existing workflows without considering what fundamentally needs to change and why. These legacy workflows are often deeply flawed, and adding AI without reimagining the underlying systems only makes things worse.

When AI is thoughtfully integrated into user experiences, it can boost revenues, reduce costs, and drive forward-looking metrics like engagement, adoption, and trust. That's why we developed the AI-powered experience transformation (APEX) framework, our blueprint for delivering low-risk, high-ROI UX transformations.



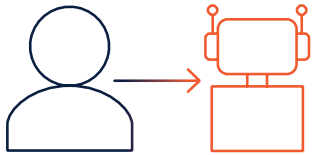


Building AI-powered Experiences with Human Intelligence

Successful AI integration requires designing experiences that make sense for how people think and work.

We focus on three critical interaction patterns.

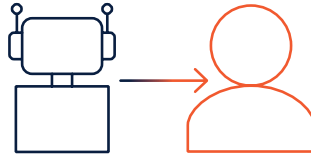
Human to Agent



AI-powered experiences must clearly communicate what users can do through intuitive affordances, helpful constraints, and flexible guidance.

For example, an AI loan assistant shows upfront what it can handle, guides users through valid inputs, and adapts as they respond, avoiding dead ends, errors, and abandoned sessions.

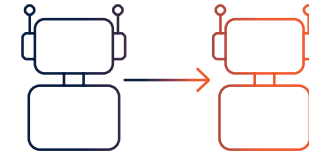
Agent to Human



AI outputs must include experience signals that build trust and provide context through appropriate tone, citations, and framing.

For example, a compliance-scanning AI flags a risky message, cites the relevant policy, and suggests next steps, avoiding vague alerts that create doubt or extra work.

Agent to Agent



Even invisible interactions between AI agents require deliberate orchestration of human priorities, handoffs, decision logic, and traceability.

For example, fraud-detection and transaction-monitoring agents follow predefined protocols with clear escalation paths, avoiding conflicting actions, audit gaps, and customer disruption.

AI-powered Design and Delivery = Better Outcomes and Lower Risk

Rather than attaching AI to existing workflows and hoping for the best, we systematically evaluate which experiences cause the most friction and have the biggest negative impact on your business.

Once we've identified these high-priority experiences, our designers reimagine them to take full advantage of AI. We also strategically use AI in our design process to ensure we're delivering the highest quality results.



Designing For AI

We help organizations create human-centered AI experiences that solve real problems, not just showcase technology.



Our approach

Our process centers your users, your stakeholders, and your business.



Start with problem identification, not technology

Our first question is always, “What’s keeping your users from reaching their goals?” From there, we identify root causes, estimate business impact, and prioritize based on ROI.



Leverage what AI does best

We build AI into experiences to anticipate user intent, recommend (or complete) next steps, and learn from interactions over time.



Turn vision into value

We work with you to align stakeholders around shared goals and KPIs, so progress can be measured and tracked over time.

Designing For AI

We help organizations create human-centered AI experiences that solve real problems, not just showcase technology.



Our toolkit

Our proven tools uncover high-value opportunities for AI adoption.

AI experience guidelines: We've identified and thoroughly documented eight elements of successful AI experience design.

1. Purpose and alignment
2. Ethics and safety
3. Trust and transparency
4. Contextual relevance
5. Clarity and actionability
6. Emotional intelligence
7. Learnability and fluency
8. Continuous improvement

AI experience benchmarking: We evaluate experiences against the criteria described above, providing a deep understanding of where your UX succeeds, where it falls short, and how it compares to industry competitors.

Getting Started with an AI UX Assessment

While every organization is unique, an assessment can usually provide a clear roadmap for UX transformation. Here's our process:

Custom Scoring Method

We create a scoring framework specifically for your business, grounded in your priorities and our established guidelines.



Experience Scorecard

We evaluate your current experiences to identify specific areas where your UX is underperforming.



Competitive Analysis

We map the strengths and weaknesses of your experiences against those of your competitors.



Stakeholder Alignment

We conclude the assessment with workshops or presentations to align executives.



Designing With AI

We integrate AI tools into our UX delivery process and share best practices for using them to improve outcomes. However, we don't adopt AI tools for their own sake. Each tool we use is rigorously evaluated for its ability to enhance our work and deliver value to our clients.



Guiding principles

Our strong ethical framework aligns with our core values, so you can feel confident we're using AI responsibly and strategically.



Innovation

We embrace innovation and work efficiently, using the right tools in the right ways and aligning effort with impact.



Trust

We actively build trust with colleagues, stakeholders, and clients through how we communicate, collaborate, and deliver.



Humanity

We put people first through empathetic, ethical, and inclusive design, leading to better outcomes for clients, business, and society.



Impact

We focus on making a measurable impact that moves our clients, their customers, and our business in the right direction.

Positioning Your Team for Success

Our APEX framework delivers AI-enabled experiences grounded in human requirements and values. By working with Persistent, you dramatically reduce the risk of AI implementation failure while increasing the likelihood of meeting revenue, cost, and other UX goals.

Learn how the APEX framework can help your organization join the 5% of companies that successfully realize ROI from their AI investments.

Contact Us

1 [Worldwide generative AI \(GenAI\) spending is expected to total \\$644 billion in 2025](#), Gartner, March 31, 2025.

2 [The GenAI Divide: State of AI in Business 2025](#), MIT NANDA, July 2025.





Re(AI)magingTM Collaboration

About Persistent

Persistent Systems (BSE: 533179 and NSE: PERSISTENT) is a global services and solutions company delivering AI-led, platform-driven Digital Engineering and Enterprise Modernization to businesses across industries. With over 26,000 employees located in 18 countries, the Company is committed to innovation and client success. Persistent offers a comprehensive suite of services, including software engineering, product development, data and analytics, CX transformation, cloud computing, and intelligent automation. The Company is part of the MSCI India Index and is included in key indices of the National Stock Exchange of India, including the Nifty Midcap 50, Nifty IT, and Nifty MidCap Liquid 15, as well as several on the BSE such as the S&P BSE 100 and S&P BSE SENSEX Next 50. Persistent is also a constituent of the Dow Jones Sustainability World Index. The Company has achieved carbon neutrality, reinforcing its commitment to sustainability and responsible business practices. Persistent has also been named one of America's Greatest Workplaces for Inclusion & Diversity 2025 by Newsweek and Plant A Insights Group. As a participant of the United Nations Global Compact, the Company is committed to aligning strategies and operations with universal principles on human rights, labor, environment, and anti-corruption, as well as take actions that advance societal goals. With 468% growth in brand value since 2020, Persistent is the fastest-growing IT services brand in 'Brand Finance India 100' 2025 Report.

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