White Paper

The human touch in AI:

A human-centric approach for better AI and data product development

Content

* Contributing experts:

SANJA BOGDANOVIĆ-DINIĆ | Head of Data Solutions

Executive summary

Organizations leveraging data and artificial intelligence (AI) have the potential to drive innovation and gain a competitive edge, but many still face significant challenges in aligning these technologies with their business needs. Research shows that nearly 87% of data science projects fail to make it into production due to stakeholder misalignment and a lack of clarity around the final product's purpose. This white paper delves into the root causes of common pitfalls in AI and data-driven technology development, highlighting the importance of having the right people involved at every stage of the project. By implementing a human-centric approach, organizations can navigate the complexities of data and AI, ensuring successful outcomes that drive real business value.

Introduction

The benefits of AI and data-driven decision-making have captured the attention of organizations across industries. With AI's ability to process vast amounts of data and uncover valuable insights, businesses are eager to harness these technologies to optimize operations, enhance customer experiences, and drive growth. Businesses that successfully harness data and AI see significant benefits. According to a McKinsey report, companies utilizing data-driven strategies are 23 times more likely to acquire customers, 19 times more likely to be profitable, and 9 times more likely to retain customers. However, the journey from concept to successful implementation is fraught with challenges.

One major obstacle is misaligned objectives between AI initiatives and core business goals, often resulting in failed projects, wasted resources, and missed opportunities. These misalignments are frequently driven by communication gaps, lack of shared understanding, or siloed decision-making within organizations. For instance, an organization may invest in AI for predictive analytics without fully grasping the business question it’s supposed to answer. This often occurs when technical teams, excited by the potential of AI, push for implementation without ensuring that business leaders and end-users are aligned on the desired outcomes. The result is a solution that generates insights that don’t translate into actionable strategies.

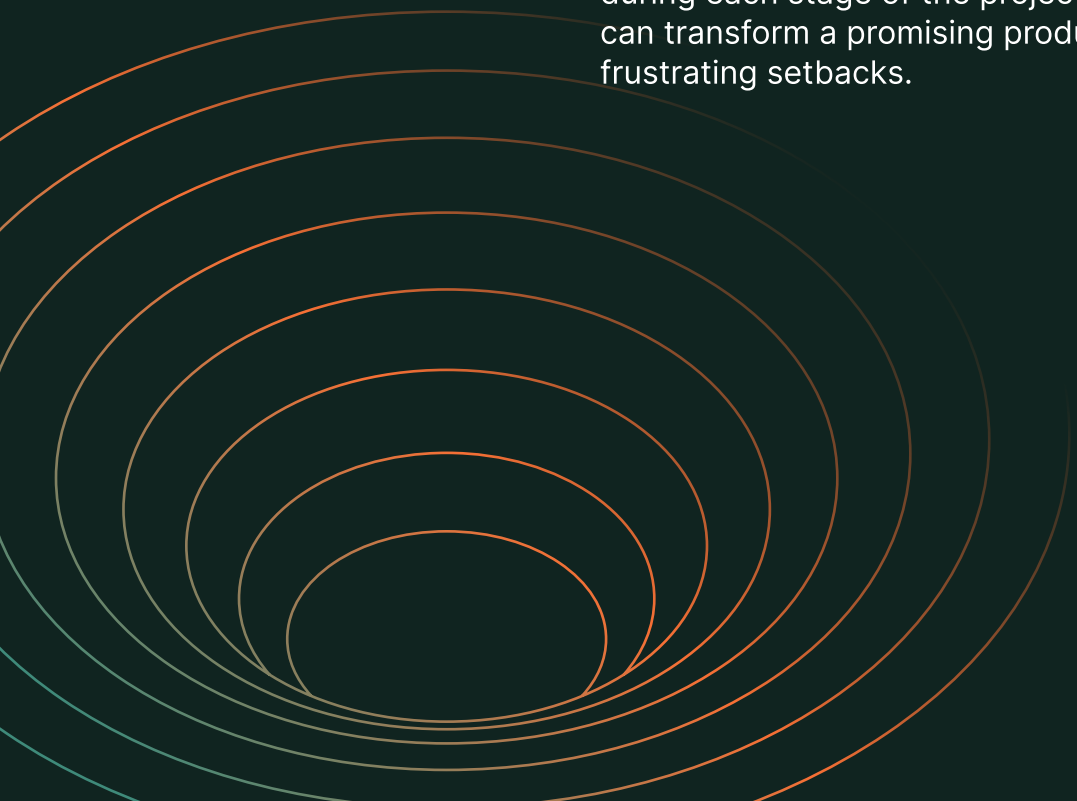
Another common issue is poor data quality. AI models are only as good as the data they are trained on. According to Gartner, poor data quality costs organizations an average of $12.9 million annually, impacting productivity, decision-making, and overall business performance. Many organizations struggle with data that is incomplete, outdated, or inconsistent across systems. A healthcare company, for example, may attempt to build a predictive model for patient outcomes, but if the data comes from fragmented sources that lack standardization, the model's reliability and effectiveness will be compromised.

A successful AI product lifecycle must prioritize several crucial elements: stakeholder engagement, domain expertise, advisory roles for regulatory frameworks, data quality, technology expertise, and ethical considerations. Without a clear focus on these areas throughout the lifecycle, AI projects are unlikely to achieve their full impact. As the data and AI landscape continues to evolve, businesses will need to adopt an approach that aligns technological solutions with real-world business needs and outcomes.

Understanding the pitfalls of data and AI projects

"This data product does not deliver on its promise."

This, and similar statements are all too familiar in the world of data and AI projects. They signal the disconnect between the project's initial excitement and the disappointing realization that the final product falls short of expectations. To understand how this happens, it's important to explore the critical missteps that often occur during each stage of the project lifecycle. These missteps can transform a promising product journey into a series of frustrating setbacks.



Phase 1:

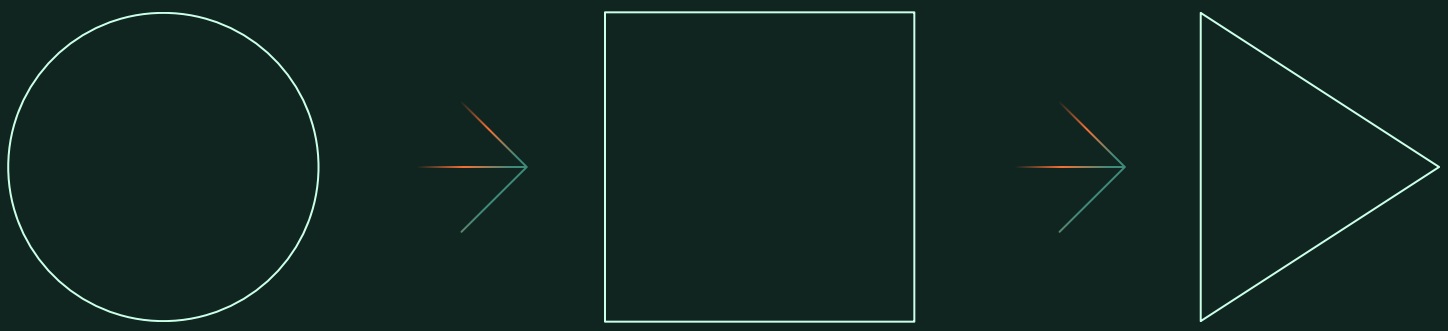
Defining the business need

The product development process often starts with excitement and promising discussions. Stakeholders are eager to leverage AI and data to solve their challenges, and the potential for success seems high. However, this enthusiasm can obscure a critical issue: the shift towards a technology-driven rather than a problem-driven approach. A recent McKinsey report emphasizes the critical need for organizations to prioritize addressing user needs and real-world problems rather than getting swept up in the excitement of new technologies. The desire to "do something with AI" often overshadows the need to clearly define the business problem, which can lead to a final product with functionalities and features misaligned with the original objectives.

Phase 2:

Problem space

In the next phase, the focus shifts to securing stakeholder buy-in by defining the problem space and outlining the project's scope. However, other critical errors can occur. Under pressure to close deals quickly or begin work on an internal project, teams may rush through the problem definition stage, make assumptions based on the blueprints and strategies used in previous projects, or fail to involve key experts. This often leads to an underestimation of the problem's complexity. This underestimation can cause issues later in the development process, leading to significant and costly product delays.



Phase 3:

Data and AI discovery

The discovery phase is a crucial stage in building successful AI projects. It serves as the foundation where the problem is defined, and data requirements are identified. The main goal of this phase is to bridge the gap between business objectives and technical execution, ensuring that AI solutions are aligned with the real needs of the organization. Without a thorough discovery process, AI initiatives risk being built on incorrect assumptions, incomplete data, or misaligned goals, often resulting in failed projects. Skipping or rushing through discovery to start building a product can result in significant challenges, including:

- **Inadequate understanding of current capabilities:** Without a complete understanding of the organization's data environment, teams may design solutions that duplicate existing infrastructure, storage systems, and assets. They may also prioritize initiatives that are unlikely to succeed.
- **Lack of data expertise:** Not involving data experts early in the development process can lead to “data blindness,” where solutions fail to utilize available data or account for its limitations fully. Data blindness can prevent organizations from extracting meaningful insights from data or indicate a lack of visibility, leading to uninformed business decisions.
- **Absence of domain expertise:** Failing to consult domain experts in the development process can lead to industry knowledge gaps and overlooked regulatory and ethical considerations, leading to compliance issues that can delay a product’s release or lead to significant fines post-development.
- **Neglecting data quality and governance:** Failure to address data quality standards and governance in the discovery phase can lead to misalignment of what constitutes “good data.” Alignment on data quality is crucial as it helps organizations determine acceptability ranges for data characteristics like accuracy, relevance, and timeliness. Neglecting these early conversations can result in long-term usability and reliability issues. Recent research found that while nearly 100% of data teams are actively pursuing AI applications, 68% of them aren’t completely confident in the quality of the data powering their AI efforts. This highlights the critical need for robust data governance practices.

Phase 4:

Product delivery

Product delivery is the final phase of an AI project, where the solution is made available for use and integrated into existing workflows. During this phase, multiple key stakeholders are responsible for evaluating the product. Business leaders assess whether the AI solution aligns with organizational goals and delivers on its intended outcomes. Technical teams, including data scientists and engineers, verify that the product operates as expected under real-world conditions. Domain experts review the solution for industry-specific relevance, ensuring it complies with necessary regulations and standards. In some cases, end-users participate in final testing, providing feedback on usability and practical application, while product managers oversee the process to ensure the AI product meets the predefined success metrics before full deployment. In the product delivery phase, the consequences of earlier missteps often emerge:

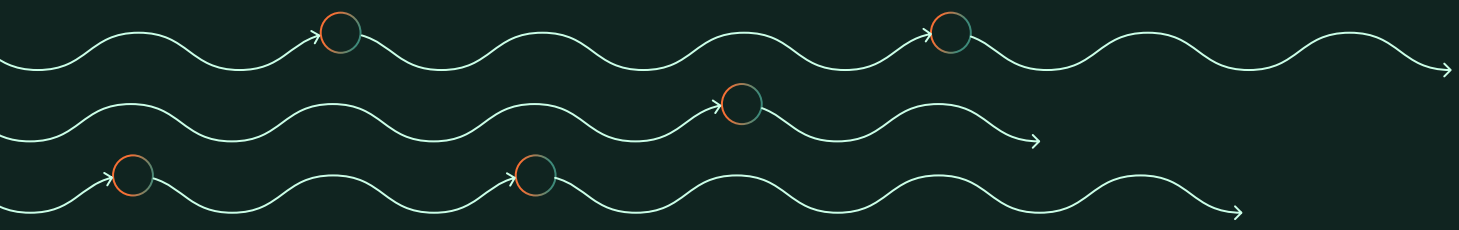
- **Poor team composition and timing:** Domain experts should be involved early in the development process. Bringing in experts later in the development process often leads to late-in-the-process identification of complex and serious issues in the product, which may not be easy or cheap to fix. The time and money needed to fix the issues can push development deadlines and budgets over the target.

- **Data integration challenges:** Teams may struggle with integrating data across systems due to inconsistencies in data semantics — where similar data points have different meanings or interpretations across platforms. These semantic discrepancies create confusion and make it difficult to align data sets at a later stage. Additionally, schema inconsistencies between databases often lead to further integration headaches. For instance, if one system records a customer's name as two separate fields (first name, last name), but another system combines them into one, reconciling this difference can cause delays. Similarly, data from legacy systems may use outdated formats, requiring teams to spend time cleaning and converting data, which can slow down and derail the project. These issues typically come to light during the delivery phase because it's the first time all data sources are actively integrated, revealing previously overlooked inconsistencies in formats, semantics, or schema structures that were not apparent in earlier planning stages.

- **Wrong tools and metrics:** Poor understanding of data needs often stems from a lack of thorough research or scope-setting during the data and AI discovery phase. If teams fail to fully explore the complexities of the data or misinterpret the real business problem the AI solution is meant to solve, they may select tools that aren't suited for the actual demands of the project. For example, a company might choose a data visualization tool that works well for simple dashboards but lacks the capability to handle real-time data streaming or complex AI-driven insights. As the project progresses and these advanced data needs start growing, the chosen tool is unable to scale or process the required data volume, leading to bottlenecks in performance. Similarly, without clearly defined success metrics or KPIs that align with business goals, teams may measure progress in ways that don’t reflect the true value or effectiveness of the AI solution. These issues typically surface in the delivery phase when it becomes evident that the tools chosen lack the necessary capabilities or that incorrect metrics are sidetracking the project and eroding stakeholder trust.

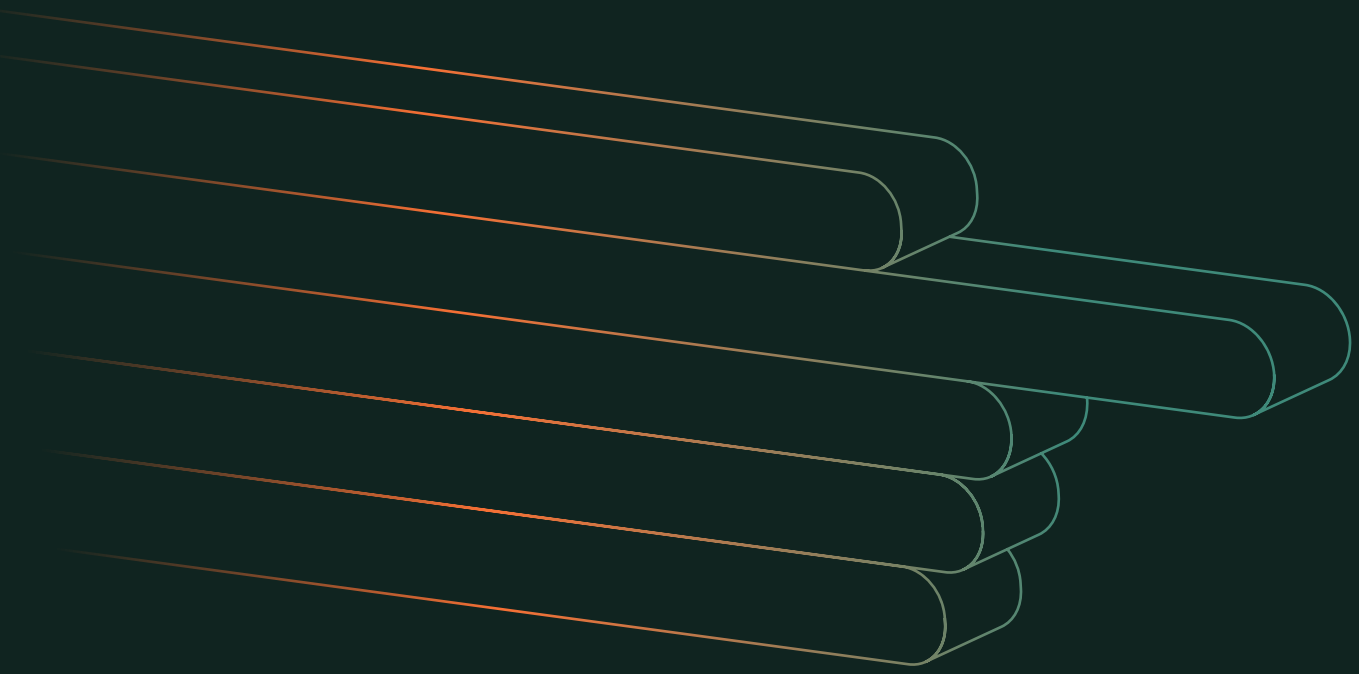
- **Leadership gaps:** Without leadership buy-in on a data product, or if leadership doesn't have a clear understanding of the product's goal and objectives, then gaps may appear in the later phases of development. This could look like unrealistic expectations around the product's release timeline, functionality and features. Trying to correct these gaps during the release phase can be timely and costly.

These common pitfalls highlight the importance of a well-coordinated development team with supporting cross-functional players overseeing data and AI product development. Success depends on a human-centric approach that prioritizes clear problem definition, early stakeholder engagement, cross-functional collaboration, and robust data governance. By addressing these challenges head-on, organizations can align their data projects with business objectives, ultimately delivering solutions that meet expectations and drive value.



Solution: A human-centric approach to data and AI projects

Successful data and AI projects hinge not just on cutting-edge technology but on the people involved. The importance of having the right stakeholders engaged at every project stage cannot be overstated. A collaborative approach that brings together business leaders, domain experts, data scientists, and technical authorities is essential for aligning the project with business goals and ensuring its success. Let's explore the critical roles and the collaborative dynamics needed to drive successful outcomes in data and AI initiatives.



Identifying essential roles

To navigate the complexities of data and AI projects, it's vital to clearly define the roles and responsibilities of each stakeholder involved. Key roles include:

Data product managers

These individuals bridge the gap between technical teams and business stakeholders by crossing data, technology, user experience, and business goals. They oversee the data product life cycle and ensure the product aligns with business goals, provides value to end users, and is built on top of scalable and reliable data infrastructure.

AI technical leaders

Responsible for guiding the technical direction of the project, AI leaders bring a deep understanding of AI technologies and best practices. They ensure that the chosen methods and tools are appropriate for the problem at hand.

Domain subject matter experts (SMEs)

Domain SMEs provide critical industry-specific knowledge and insights that inform the development of relevant and compliant solutions. Their input helps tailor the project to meet specific market and regulatory requirements. It's important to note that the domain SMEs will change depending on your project and industry. For example, in a project focused on predicting patient outcomes using AI, a healthcare SME would be essential. This expert would ensure the model is compliant with healthcare regulations such as the Health Insurance Portability and Accountability Act (HIPAA) and guide the project in understanding clinical workflows, patient data nuances, and medical terminology. Their input would help prevent ethical and legal pitfalls while aligning the AI model with healthcare-specific needs like accurate diagnostic prediction and patient privacy. For a project involving AI-driven supply chain optimization, a logistics and supply chain SME would be crucial. This expert would provide insights into inventory management, distribution processes, and the impact of external factors such as tariffs or shipping delays. Their industry knowledge would ensure that the AI model can effectively manage supply chain disruptions, optimize logistics, and support better decision-making for warehousing and transportation.

Engineers

Data engineers, data scientists, analysts, machine learning and AI engineers, backend engineers, QAs, and DevOps engineers, are all essential for developing the final solution. They bring diverse expertise to tackle complex technical challenges, from data architecture and algorithm design to system implementation and quality assurance. Their collaborative efforts and specialized skills are essential for transforming high-level concepts into robust, production-ready solutions that effectively address real-world problems.

End users

As the ultimate consumer of data and AI solutions, the end user is the most critical in ensuring the success of the data and AI product. Their role is essential for ensuring usability, adoption, and alignment with real-world requirements while also helping to address potential ethical issues. Involving them throughout the development life cycle significantly increases the likelihood of creating a successful, valuable, and ethically sound solution. They can be involved in the discovery phase to provide insights into existing challenges, they can actively participate in testing increments of the product during development and point to early issues and irregularities. Finally, they can provide valuable feedback during product validation and usability testing.

Business stakeholders

Business stakeholders include key decision-makers and influences with a vested interest in the success of the data and AI solution, often including executives, department heads, and investors. They provide strategic direction, allocate resources, and ensure the solution aligns with broader business goals and objectives. Their buy-in is critical for project approval, continued support, and successful solution integration into business operations.

Ethics and governance specialists

These personas are crucial in ensuring data and AI solutions are developed and deployed responsibly, addressing issues such as bias, privacy, transparency, and societal impact. They develop and enforce guidelines, policies, and frameworks to align AI systems with ethical standards and regulatory requirements. Their involvement throughout the development lifecycle helps mitigate risks, build trust with stakeholders, and ensure the long-term sustainability and acceptability of AI solutions in various domains.

By clearly defining these roles, organizations can create a structured team that facilitates effective communication, decision-making, and accountability throughout the project lifecycle.

Building cross-functional teams

The complexity of data and AI projects requires diverse expertise that spans technical, business, and domain-specific knowledge. Building cross-functional teams that include members from different disciplines ensures a holistic approach to problem-solving during the development process.

Combining technical and business expertise:

Data scientists and engineers can provide insights into what is technically possible, while business leaders ensure that the project aligns with strategic objectives and market demands. This combination prevents the development of technically sound solutions that lack practical business value.

Promoting collaboration and innovation

Cross-functional teams foster an environment where different perspectives can be shared, leading to innovative solutions and a more comprehensive understanding of the challenges. Regular interactions between technical and non-technical team members can also boost efficiency in the development lifecycle with faster decision-making.

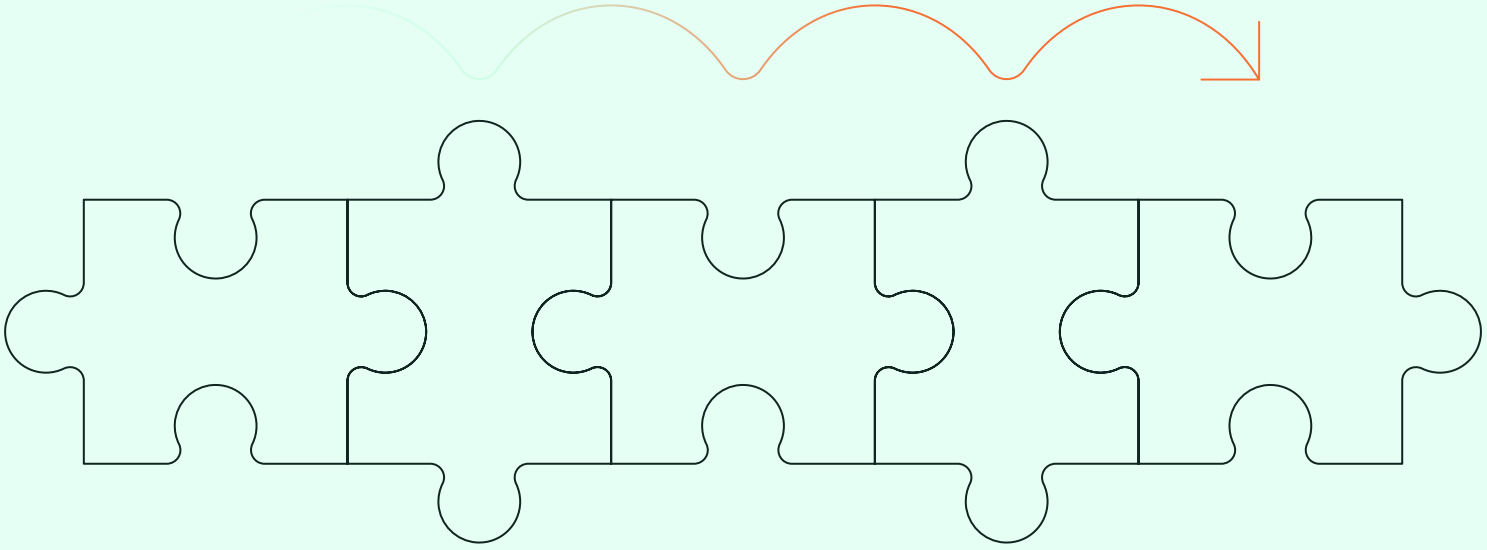
Here are two examples of how cross-functional teams could benefit AI projects in finance and retail:

Finance

Having a cross-functional team in a project aimed at identifying fraudulent transactions using AI, for example, would be essential in achieving its goal. The team would include machine learning engineers, compliance officers, financial analysts, and cybersecurity experts. Machine learning engineers would build the fraud detection models, while financial analysts and compliance officers would ensure the models account for industry-specific risks and meet regulatory standards. Cybersecurity experts would help protect sensitive financial data, ensuring that the AI solution adheres to security protocols and maintains user privacy. This collaboration ensures that the AI system is not only technically sound but also secure and compliant.

Retail

In an AI-driven project focused on personalizing the customer shopping experience, a cross-functional team would include data scientists, software engineers, UX/UI designers, and marketing professionals. Data scientists and engineers would handle the technical development of the recommendation algorithms, while UX/UI designers would ensure the personalized experience is intuitive and visually appealing for customers. The marketing team would provide insights into customer behavior, helping to tailor the algorithm to consumer preferences and shopping patterns. This combination ensures that the technology aligns with business objectives and customer experience.



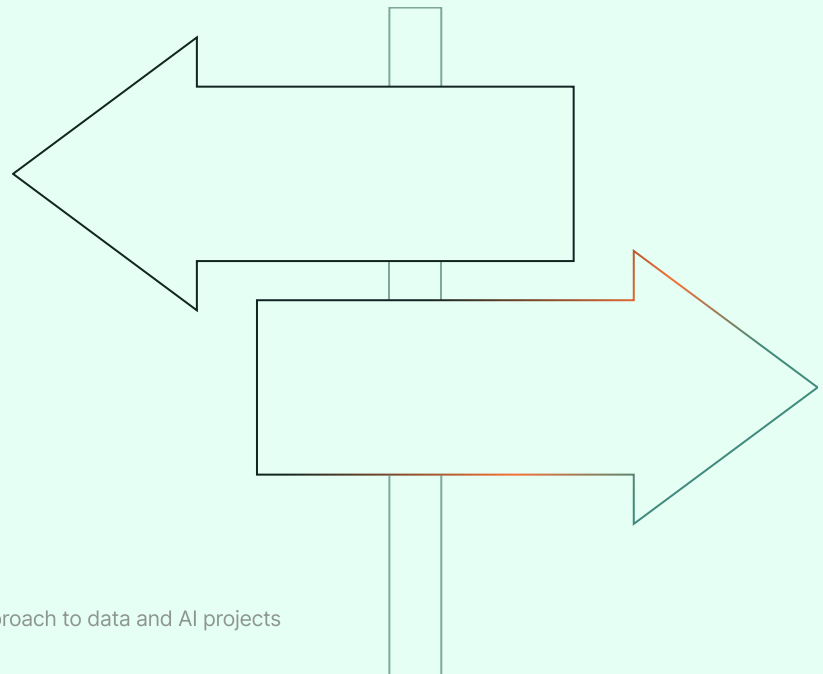
Effective leadership and decision-making

Leadership plays a pivotal role in the success of data and AI projects. Choosing leaders with the right experience and skills can significantly impact a team's ability to navigate project challenges and achieve its goals.

Leaders with experience in data and AI are better equipped to anticipate and manage risks, understand the implications of technical decisions, and guide the project through uncertainties. They can recognize early warning signs and take corrective actions before problems escalate.

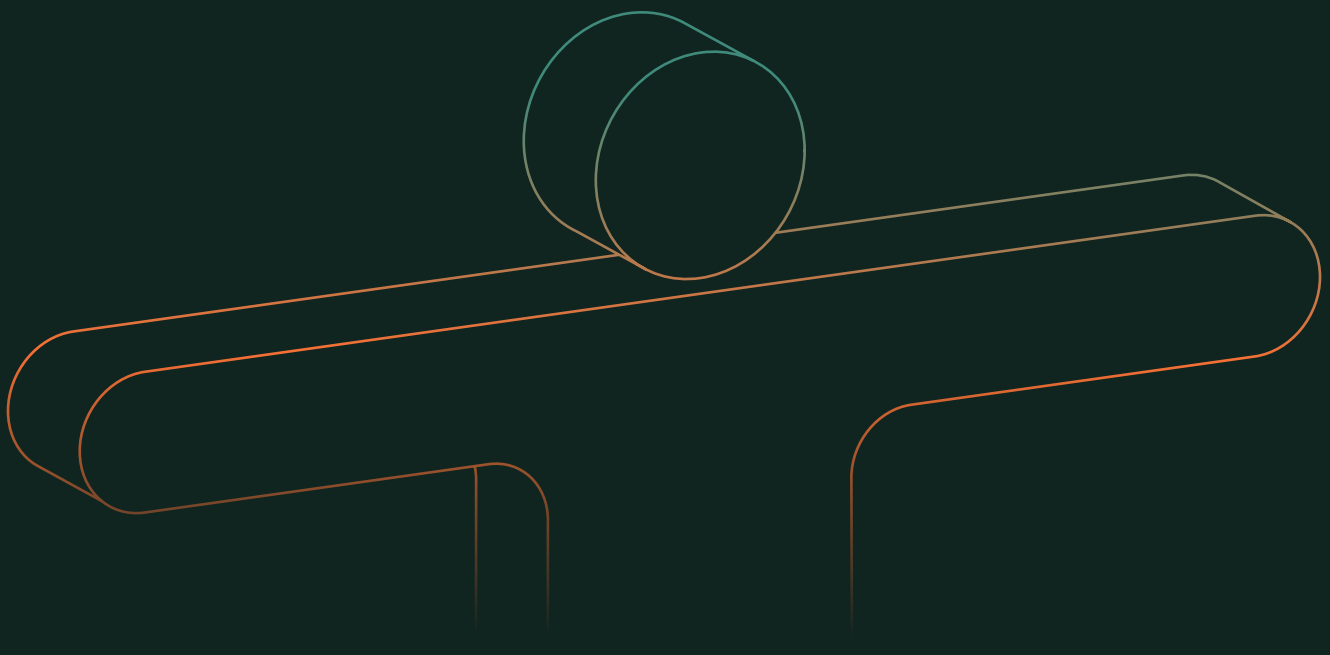
Effective leaders keep the project aligned with business goals and ensure that team members remain focused on delivering value. Their decision-making processes are informed by a solid understanding of both technical capabilities and business needs, enabling them to balance innovation with practicality.

The human-centric approach to data projects must prioritize stakeholder alignment, building cross-functional teams, and establishing efficient leadership. These elements help ensure that projects are not only technologically sound but also well-positioned and responsive to the organization's objectives.



Building a human-centric approach

Every data and AI project comes with its own set of challenges, and the unpredictability of these challenges is what makes the journey exciting. While small challenges in the development process are exciting, it's important to establish a solid development framework to avoid major pitfalls. Proper planning and the right approach can turn obstacles into opportunities for growth and innovation. A human-centric approach to design doesn't end with choosing the right team — it's also important to consider how your team and stakeholders will interact and communicate at every phase of the development process. Together, your team should cultivate an awareness of the project's variables, understand their impact, and prepare safeguards. Here are a few recommendations on how this can be implemented:



Phase 1:

Defining the business need

Objective: Ensure there is an opportunity for mutual success.

The initial discussions are crucial for understanding the stakeholder's business environment and gauging the compatibility of your team's expertise with their needs. Instead of trying to impress stakeholders, focus on understanding their world and how your capabilities fit within it. Evaluate the level of compatibility with the client's needs and the risks involved. This phase isn't just about showcasing what you can do; it's about ensuring that both sides see a viable path to success. It's important to align on requirements and goals at the beginning rather than trying to force a fit.

Questions to ask during this phase:

- **What would a successful product look like to you?**
  (Helps set clear expectations and visualize the outcome.)
- **What are your timeline expectations?**
  (Clarifies the urgency and project scope.)
- **What problem are you trying to solve with this project?**
  (Ensures the solution is problem-driven, not technology-driven.)
- **What does success look like in terms of business metrics?**
  (Focuses on measurable impact, whether it's increased revenue, efficiency, or customer satisfaction.)
- **Are there any existing systems or technologies that the solution needs to integrate with?**
  (Addresses potential data or technology compatibility issues early on.)
- **What are the key risks or challenges you foresee?**
  (Allows for proactive risk management planning.)
- **Who are the key stakeholders and end-users for this product?**
  (Ensures that all relevant perspectives are considered and the solution has support from key decision-makers and meets the needs of its intended users.)
- **How do you plan to manage organizational changes this solution might bring?**
  (Understand organizational readiness and plan for smooth adoption of the new solution.)

By asking these questions and documenting the answers, you ensure that the team and stakeholders are aligned on the goals, timeline, and expectations from the start, significantly reducing the chances of miscommunication or misalignment later in the project.

Phase 2:

Project scoping without overcommitting

Objective: Establish mutual understanding and build a trustworthy relationship.

At this stage, bring in a small team of the right experts — domain experts, data scientists, or AI technologists — to deeply understand the problem space. The goal is not to launch a full-scale implementation but to gain a comprehensive view of the potential project's challenges and opportunities. Assess the organization's data maturity and AI readiness. Share your methods for evaluating data and AI capabilities, ensuring full transparency. This collaborative effort is the foundation of trust and alignment. If the assessment shows that the organization is not ready to properly harness its data or begin a data project, reconsider moving forward or adjust the project scope accordingly. Walking away from an opportunity can be a victory, preserving resources and reputations.

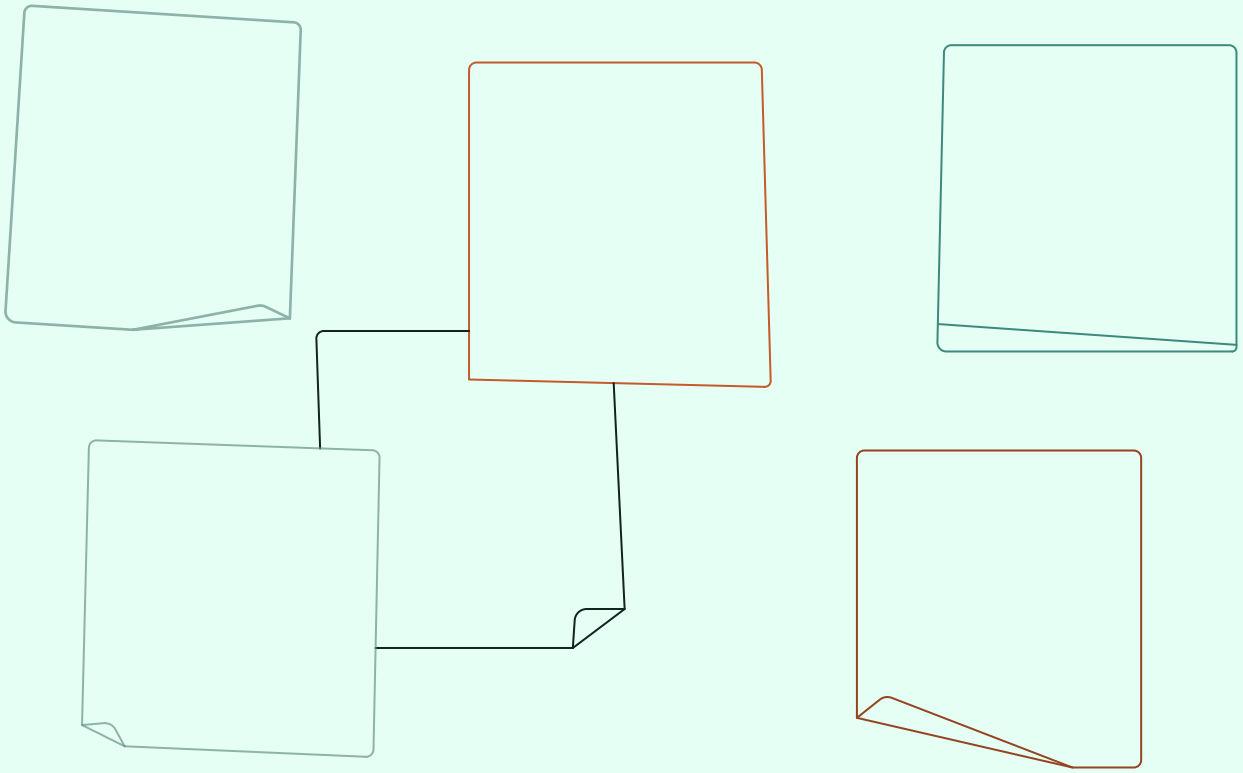
If the organization is ready for the project, it's essential to prioritize the human-centric perspective which fosters clear communication and collaboration. Developing the project scope should involve continuous feedback loops with all stakeholders, ensuring that everyone's concerns, goals, and expectations are taken into account. Building trust through transparency — especially when it comes to potential limitations, risks, and timelines — is key to creating a scope that is realistic and achievable. Additionally, understanding how the project impacts different users and departments will help tailor the scope to align with technical and human needs.

Questions to ask during this phase:

- **What data do you currently have available, and how confident are you in its quality and relevance?**
  (Helps assess the data readiness and identify gaps.)
- **What would the ideal end-state of this project look like for your team or organization?**
  (Clarifies the long-term vision and helps tailor the project scope to align with business objectives.)
- **Who else in your organization is affected by the problem you're trying to solve, and how?**
  (Ensures consideration of the broader human impact and allows you to take all the outcomes of this solution into account.)

- **How do you envision this solution integrating into your current workflows?**
  (This addresses how the AI or data solution will be practically used and adopted by teams.)
- **What are your current resources, and are there any limitations we should be aware of?**
  (Helps gauge whether there are budgetary, staffing, or technical constraints that could affect the project's feasibility.)
- **What specific metrics will we use to determine whether this project is a success?**
  (Ensures that both parties agree on measurable outcomes.)
- **Have there been any previous attempts to address this problem? What were the outcomes?**
  (Learn from past experiences and avoid repeating unsuccessful approaches.)
- **What level of risk is acceptable in attempting to solve this problem?**
  (Understand the stakeholder's appetite for innovative but potentially risky solutions)

By using a human-centric approach and these guiding questions, you can build a collaborative, realistic project scope that sets clear expectations and minimizes the risks of overcommitting.



Phase 3:

Discovery to truly understand the problem

Objective: Manage uncertainty and establish safeguards.

The discovery phase is about gathering the right people to build a clear, shared vision for the solution. This includes business leaders, frontline employees, customer representatives, technical authorities, product leads, and regulatory experts. The diversity of perspectives ensures a well-rounded understanding of the problem and innovative solutions.
Avoid the temptation to focus solely on the technical aspects — embrace a holistic approach that includes the business and user experience. Keep delivery-focused roles like engineers and project managers out of this high-level phase to avoid confusion and maintain strategic focus.
The goal is to solve the problem within the context of the organization, not to retrofit it into your existing frameworks. This genuine engagement will help ensure that the scope is clear and the project is aligned with both technical capabilities and stakeholder expectations, fostering creativity and innovation.

Example of what this phase should look like:
Imagine a healthcare company looking to implement an AI-driven patient management system. During the discovery phase, the team includes not only data and AI scientists, but also healthcare professionals (nurses, doctors), regulatory experts familiar with healthcare compliance, and IT professionals who understand the company's existing data infrastructure. Each perspective is vital. The healthcare professionals provide insights into the daily workflow and the patient journey, regulatory experts ensure the project adheres to legal standards, and IT professionals help identify potential integration challenges. Together, they co-create a solution that fits within the real-world constraints of the healthcare environment, ensuring that the AI system supports patient care, complies with regulations, and integrates seamlessly into existing workflows.

What it shouldn't look like:
Now, imagine the same project, but this time the discovery phase only includes technical leads and data engineers. They focus solely on the AI model's capabilities without considering input from healthcare workers or compliance experts. They design a sophisticated system that predicts patient appointments and medication needs but completely overlooks how the healthcare staff interacts with patients or manages data entry during busy shifts. The solution is technically impressive but impractical for daily use, leading to frustration among the medical staff, compliance issues, and eventual project failure because it didn't address the real-world context of patient care or regulatory requirements.

Questions to ask during the discovery phase:

- **What are the root causes of the challenges we face regarding the problem we're trying to solve?**
  (Dig deeper than surface-level symptoms and identify the fundamental issues that need addressing. This prevents jumping to solutions prematurely.)

- **What are the most challenging edge cases in our current processes, and how frequently do they occur?**
  (Ensure the solution can handle complex scenarios, not just the 'happy path', improving overall robustness.)

- **Where do we see the most significant delays or inefficiencies in our current processes?**
  (Pinpoint areas where improvements will have the most impact, moving beyond general problem statements.)

- **What unofficial workarounds or 'shadow' processes have users developed to cope with current system limitations?**
  (Uncover hidden inefficiencies and user needs that formal processes might not capture, providing insights for intuitive solution design)

- **What specific data assets are we currently not leveraging that could be valuable in addressing this issue?**
  What data do we need but do not collect or do not have access to?
  (Identify untapped and missing data resources and potential new data collection needs, going beyond just listing available data.)

- **Are there any ongoing initiatives in other departments that could complement or conflict with potential solutions in this area?**
  (Align the solution with broader organizational efforts and identify potential resources or conflicts.)

- **Which specific user groups or departments do we anticipate being most resistant to the proposed changes, and why?**
  (Identify key areas for focused change management efforts, going beyond general change management principles.)

- **What constraints (regulatory, technical, operational) should we be aware of?**
  (Identifies potential hurdles that may need to be addressed, such as compliance with industry regulations or technical limitations.)

- **How will success be measured, and what are the key performance indicators (KPIs)?**
  (Defines clear, measurable outcomes that align with both business objectives and user expectations.)

Questions to ask during this phase:

- **Can we walk through a specific scenario where our solution might face an ethical dilemma?**
  How would we want it to behave?
  (Move from general ethical considerations to specific decision-making frameworks, ensuring responsible AI implementation.)

- **What assumptions are we making, and how can we validate them?**
  (Encourages critical thinking about the project's foundation and helps mitigate risks tied to incorrect assumptions.)

- **What assumptions in our current approach might be limiting our thinking about potential solutions?**
  (Challenge ingrained thinking and open up new possibilities, pushing beyond obvious innovation opportunities.)

- **What emerging technologies or recent advancements in our industry could potentially address aspects of this problem in novel ways?**
  (Encourage innovative thinking and ensure the solution leverages current technological capabilities.)

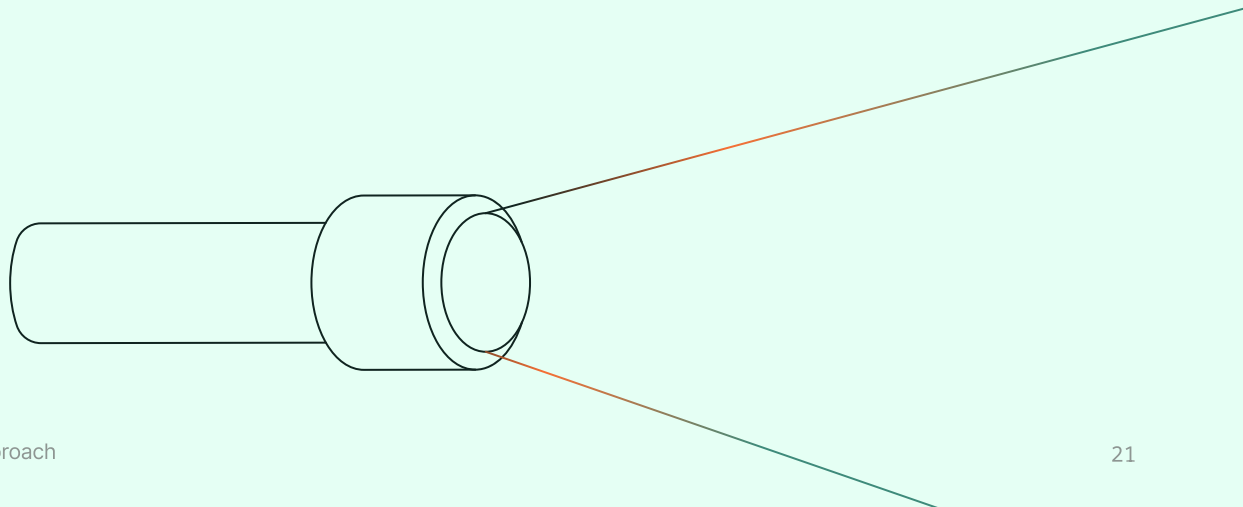
- **How might potential solutions integrate with or enhance our existing systems and processes rather than replacing them entirely?**
  (Explore solutions that build upon existing strengths and investments, potentially easing adoption and implementation.)

- **How can we design a flexible solution to adapt to future changes in our business model or market conditions?**
  (Ensure the longevity and adaptability of the solution, avoiding rigid implementations that might quickly become obsolete.)

- **What aspects of our current approach would break first if we needed to scale 10x?**
  (Identify potential bottlenecks in scalability, ensuring the solution can grow with the organization and their needs.)

- **How could our solution to this problem potentially differentiate us from competitors or create new value for our customers?**
  (Align the solution with a broader business strategy and explore potential competitive advantages.)

By asking these targeted questions, you ensure that the discovery phase builds a strong foundation for the project and aligns everyone with the goals, constraints, and potential opportunities.



Phase 4:

The big reveal (delivery)

Objective: Deliver on the promise and solve the stakeholder's problem.

As you move into the delivery phase, ensure that your staff is equipped to gather and process user feedback. Evaluate communication frequency with stakeholders and tailor your reports to prioritize the most important late-stage development updates. At this point, the solution is transitioning from development to real-world application, and stakeholder engagement is crucial to refining the product based on feedback.

Questions to ask during the delivery phase:

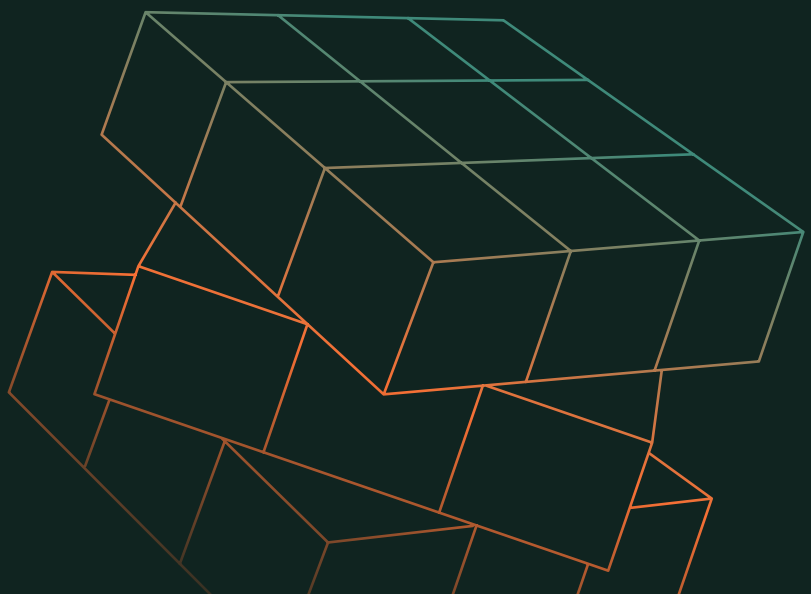
- **How will we gather and act on user feedback after launch?**
  (This ensures a plan is in place to collect user insights and make iterative improvements based on their experience.)
- **Are stakeholders satisfied with the solution's performance during testing or initial deployment?**
  (Engages stakeholders in evaluating whether the solution meets their expectations.)
- **How often should we provide updates on the final adjustments or changes?**
  (Clarifies the frequency of communication, so stakeholders feel informed but not overwhelmed with unnecessary details.)
- **Are there any final regulatory or compliance checks we need to address before full deployment?**
  (Ensures that all compliance and legal considerations are taken care of before the product goes live.)
- **What metrics will be tracked to ensure long-term success, and how will we monitor them?**
  (Identifies KPIs and metrics that will track the product's ongoing success in the real world.)
- **What contingencies are in place if the product doesn't perform as expected post-launch?**
  (Prepares for any potential issues or setbacks that might arise once the product is in use.)
- **How will we handle ongoing support and maintenance?**
  (Ensures there's a clear plan for continued technical support or improvements after delivery.)

By asking these questions, you can ensure a smoother transition from development to delivery and maintain alignment with stakeholders while gathering valuable feedback that can inform future improvements.

Achieving positive outcomes in data and AI projects

The integration of data and AI into business processes presents immense opportunities for innovation and growth. Organizations must recognize that data and AI solutions go beyond technology — they are about solving real problems for people.

Ultimately, success in data and AI projects requires a balanced approach that combines human-centric design and technical innovation with a deep understanding of business needs and ethical considerations. As data and AI continues to evolve, staying agile, learning continuously, and maintaining a focus on real-world applications will be crucial for organizations looking to achieve better outcomes through the use of these technologies.



Engaging HTEC on your data and AI projects

At HTEC, we've learned from past AI projects how to successfully adopt and optimize a human-centric approach as our standard. By focusing on aligning AI solutions with real-world business needs, we ensure that every project is rooted in deep collaboration with stakeholders, thorough data understanding, and continuous feedback.

Our process begins with understanding the client's business challenges and data landscape through collaborative discovery sessions. We design technically robust, scalable solutions that are aligned with real-world user needs, ensuring seamless integration into workflows. Throughout development, we integrate stakeholder feedback quickly and deliver value continuously. Our commitment doesn't end at deployment — we also provide ongoing support to ensure long-term success and scalability.

Ready to unlock the power of data and AI?

Connect with Sanja Bogdanovic-Dinic, Head of Data Solutions.

Palo Alto
101 University Avenue, Suite 301
Palo Alto, CA 94301, USA
Phone: +1 415 490 8175
Email: office-sf@htecgroup.com

London
Huckletree Bishopsgate, 8 Bishopsgate
London EC2N 4BQ, UK
Phone: +44 203 818 5916
Email: office-uk@htecgroup.com

Belgrade
Milutina Milankovica, 7Đ
Belgrade 11070, Serbia
Phone: +381 11 228 1182
Email: office-bg@htecgroup.com