



Conference 2025

UPTech

28 - 30 October



CRAFTED NOT ASSEMBLED:

Shaping Holistic UX
as Intelligent Machines join the Team

with **Dr Jacques Brosens**

MD, Co-Founder | Monkey & River

Co-Founder | Azi User Research Platform



What if UX isn't what we think it is?





What percentage of your UX is shaped
before a designer opens Figma?



If AI can generate a plausible interface in 30 seconds, **where does experience really come from?**



Who owns the experience?

Design, engineering, product, business?

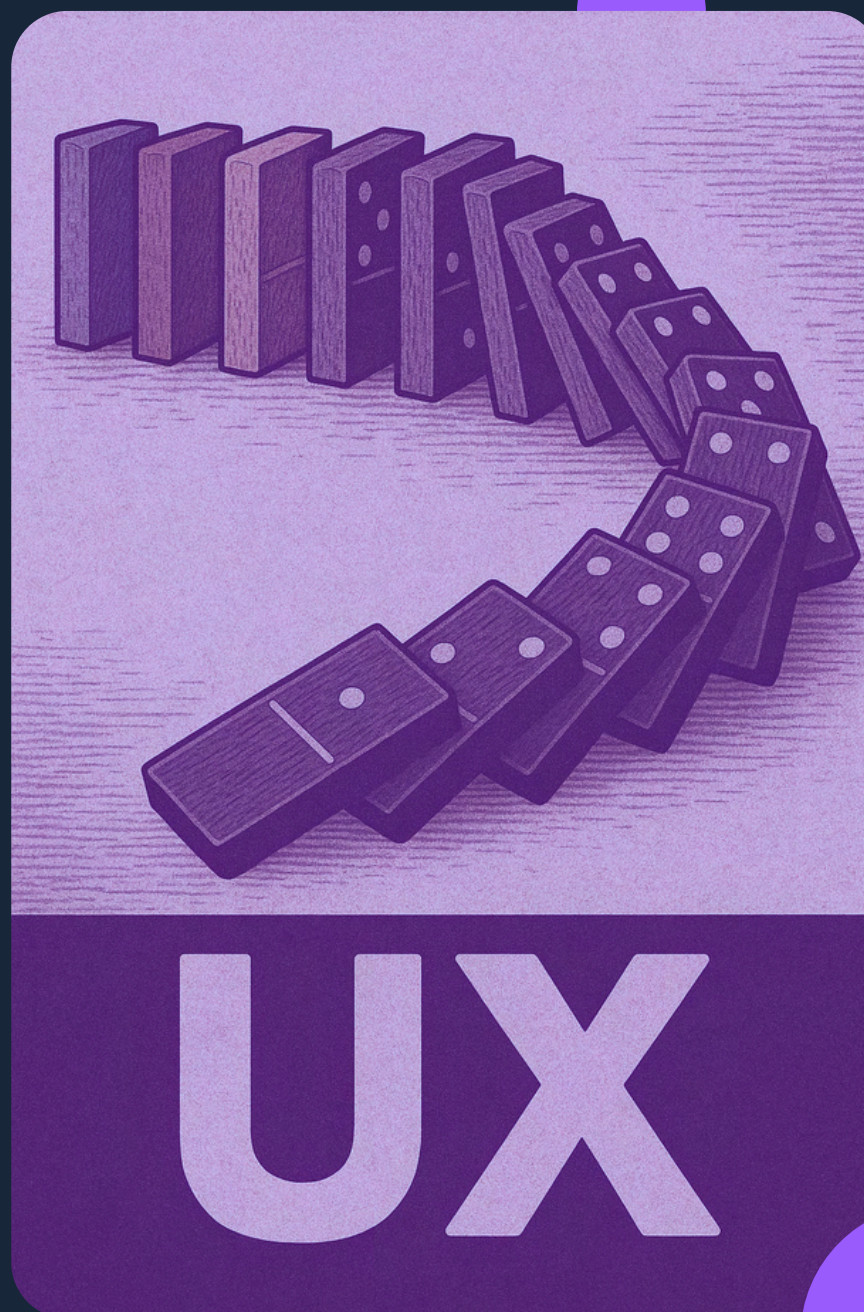


**THERE'S A LOT MORE
THAN MEETS THE EYE**

**WHERE DOES
EXPERIENCE
REALLY BEGIN?**

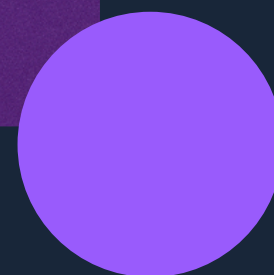


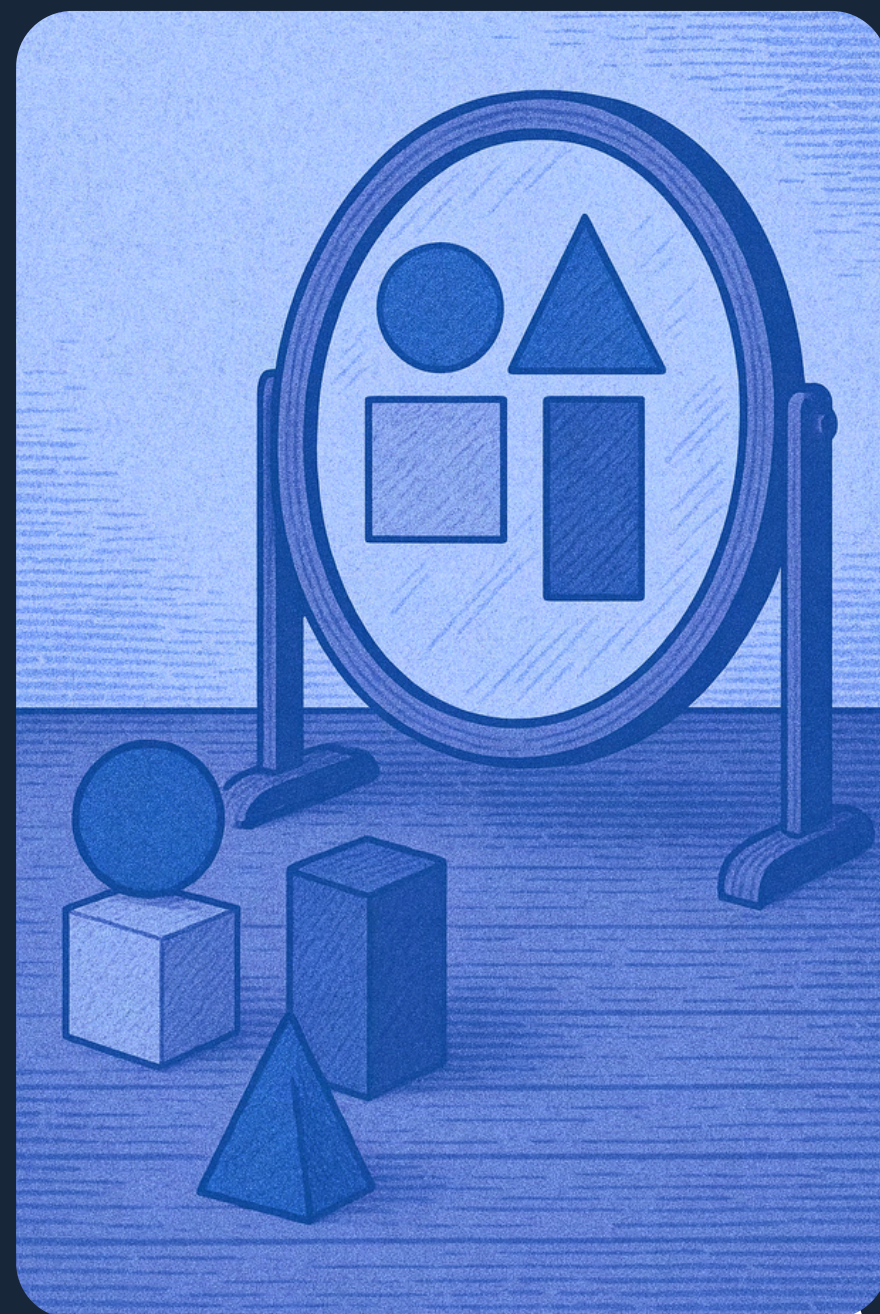
**UX is a
system
outcome**



UX is not a layer.

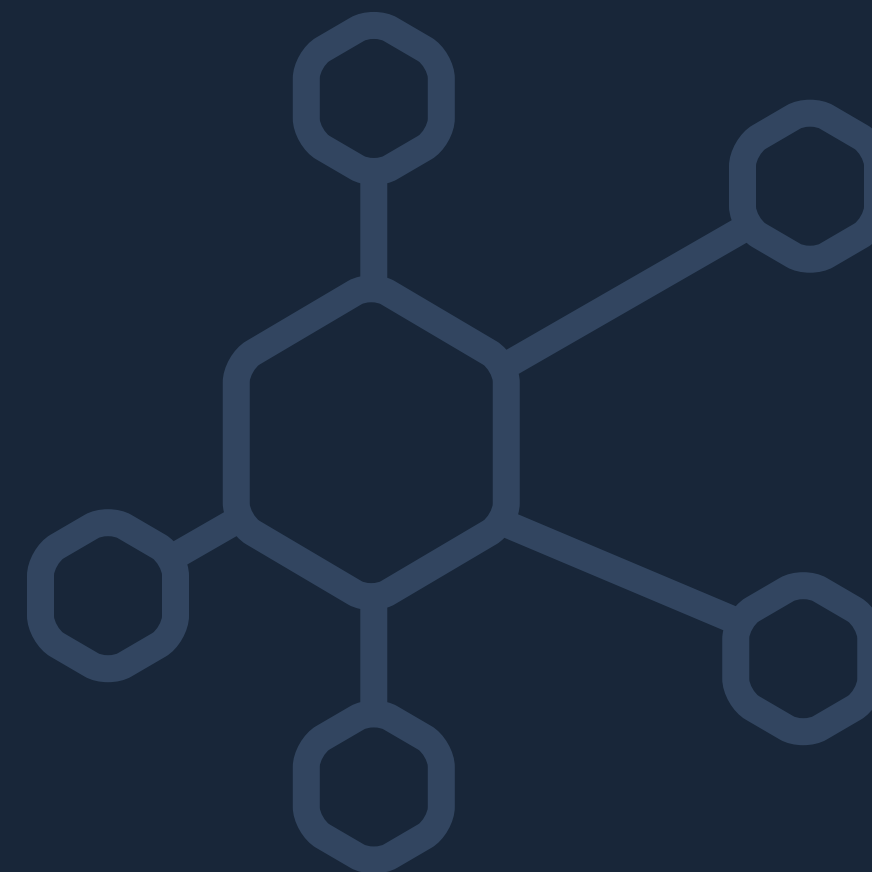
It's an **emergent consequence** of how teams think, structure, and build.

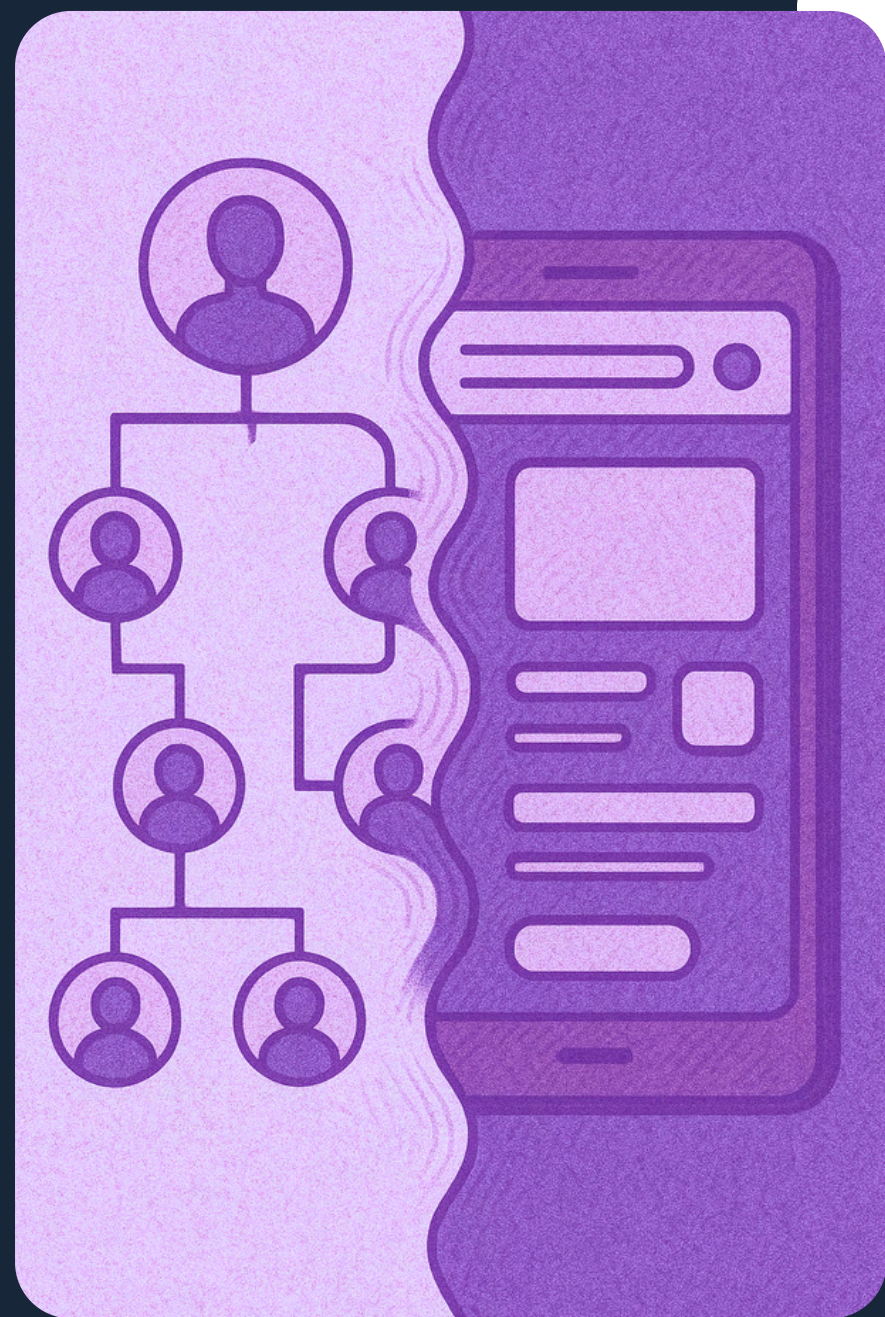




Structure becomes product.

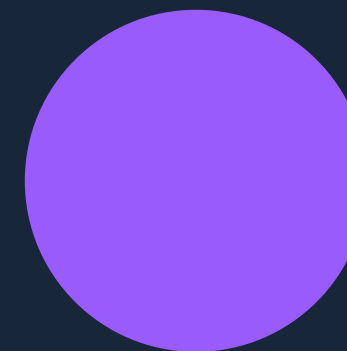
Your **team structure and values** shape the design of the system you're producing.



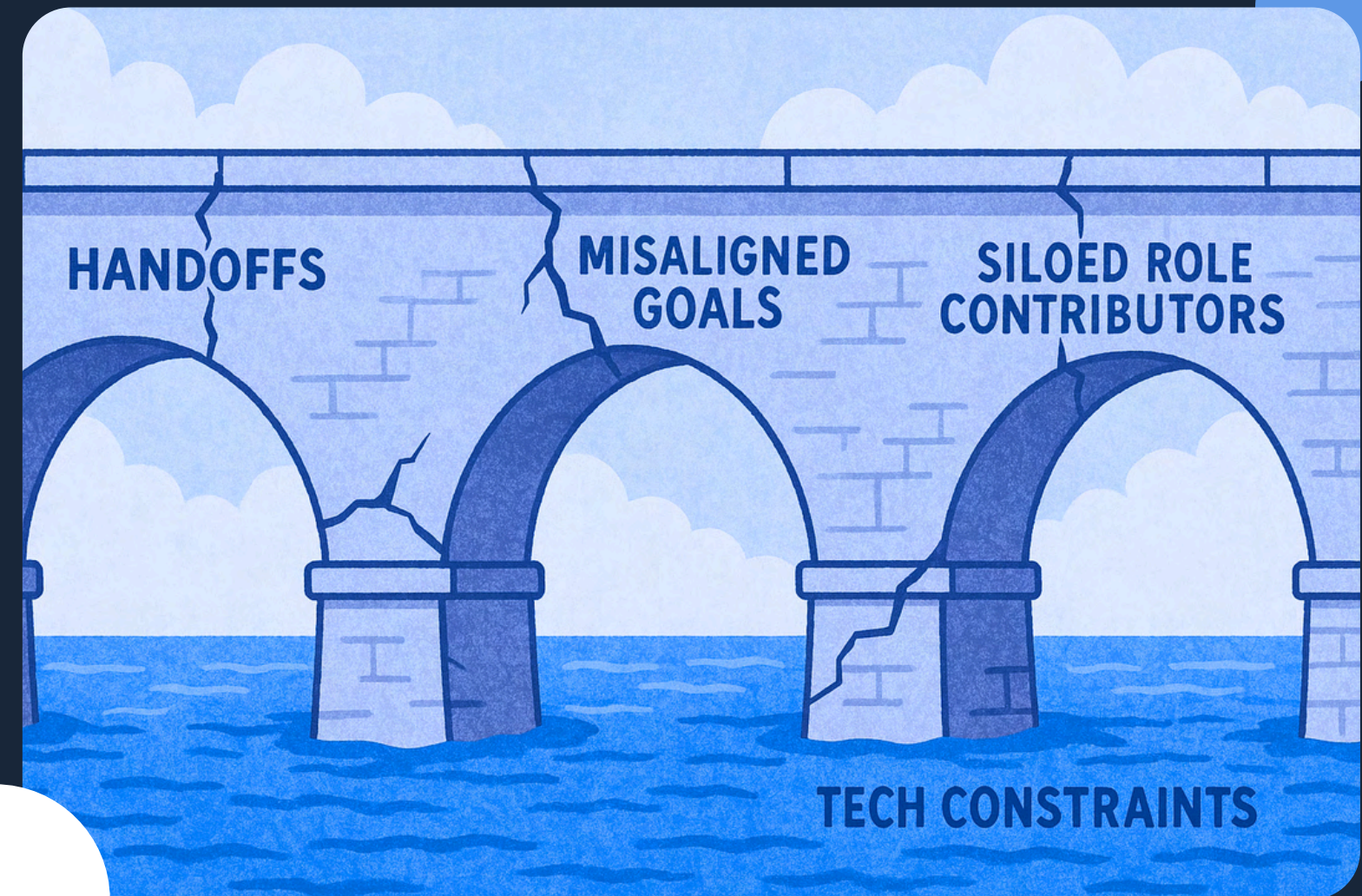


UX

is a reflection
of your Team

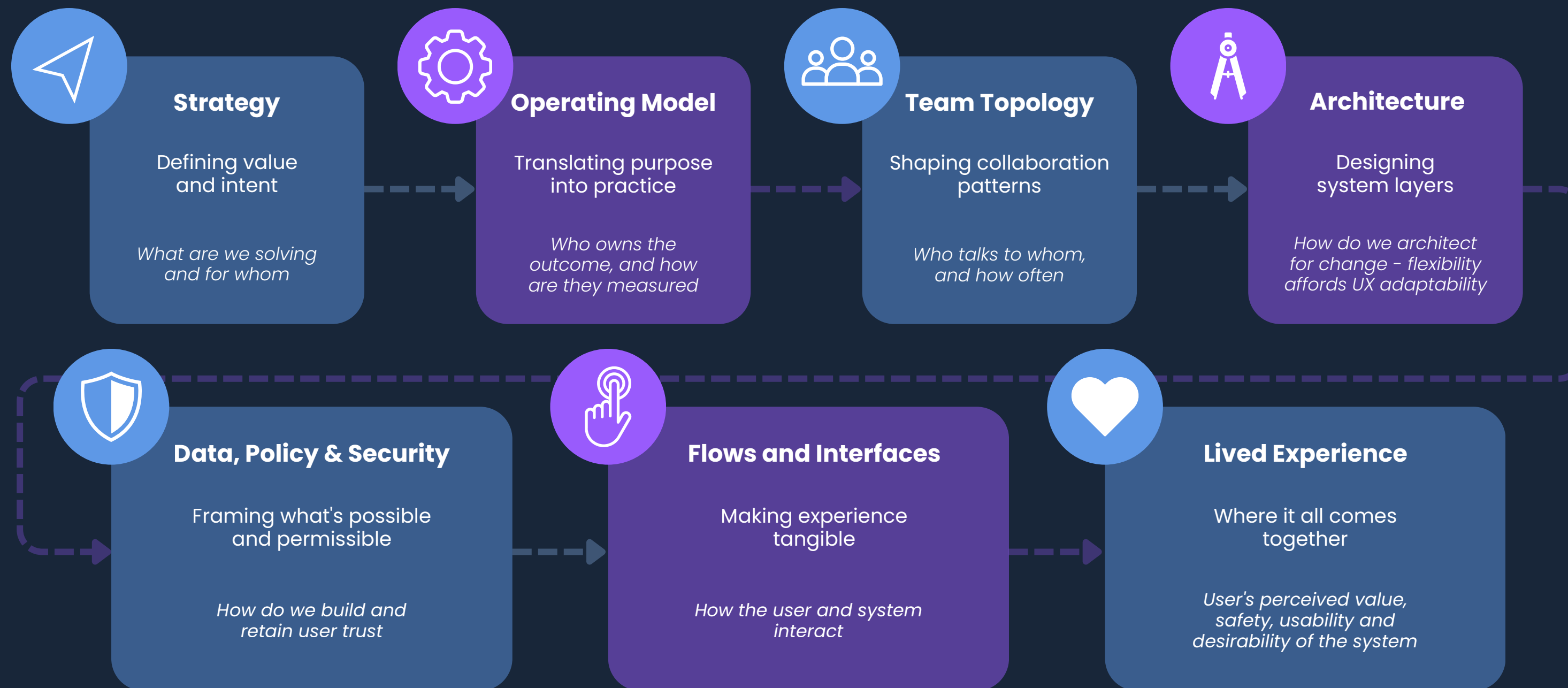


UX debt is organisational debt



The UX Value Chain

Every user interaction is the **visible reflection of invisible choices.**





**Even
perfect
systems
need real
humans**

The **only real test of experience**
is the human experience itself.

Listen to the Missing Voice

Apply user testing to
home in on the **desired**
user experience

5





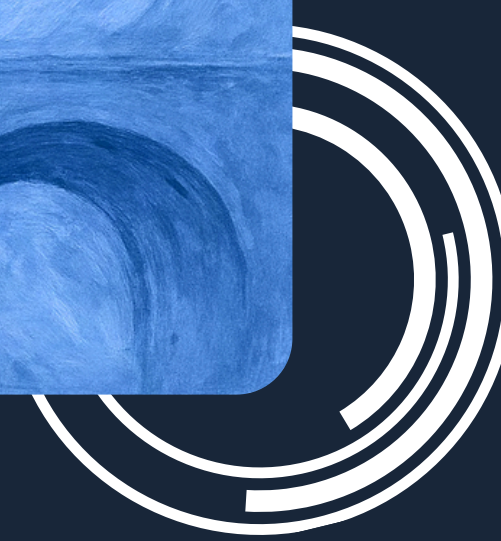
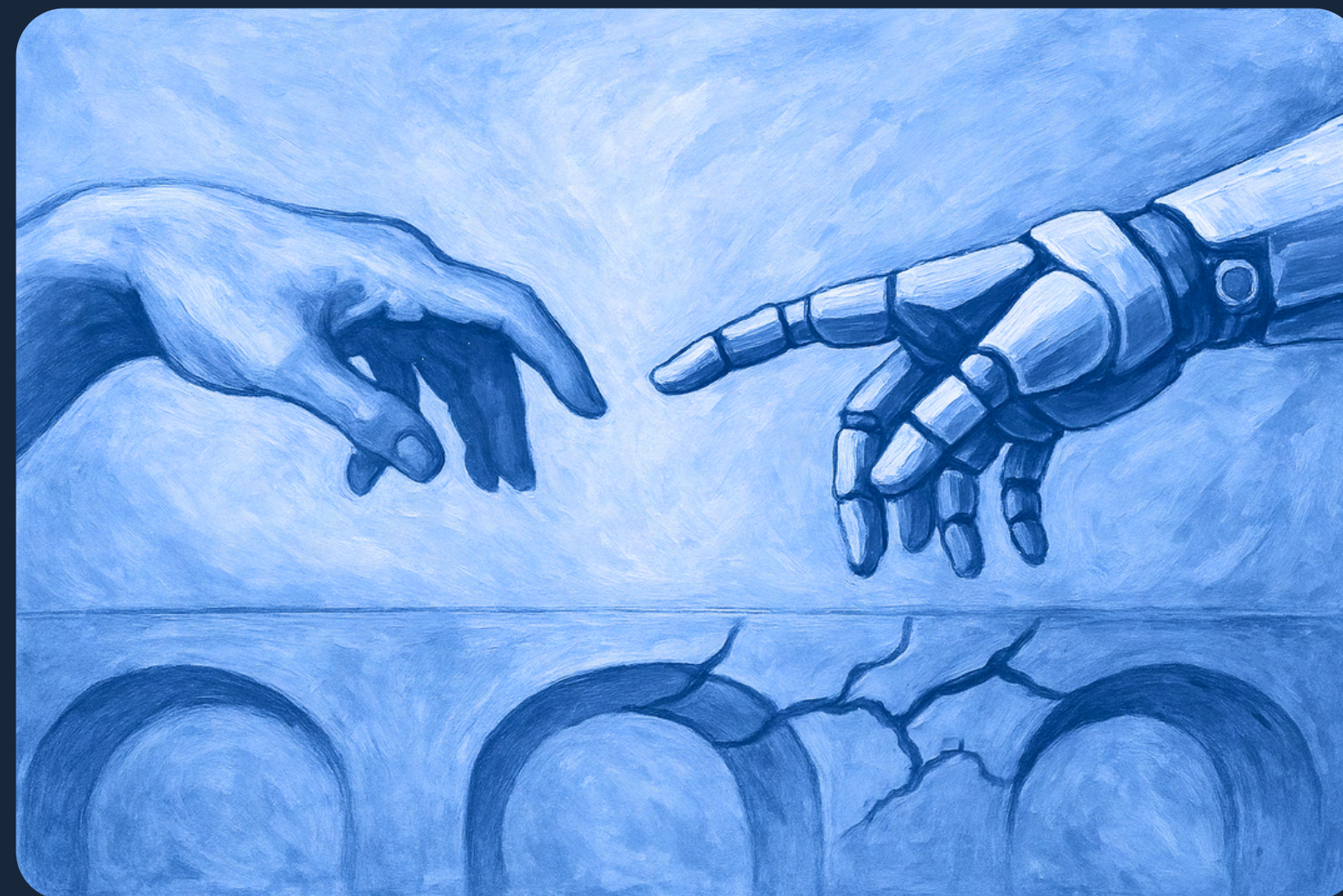
Empathy as a Team Competence

Cultivate **empathy** across the
production team, not just designers



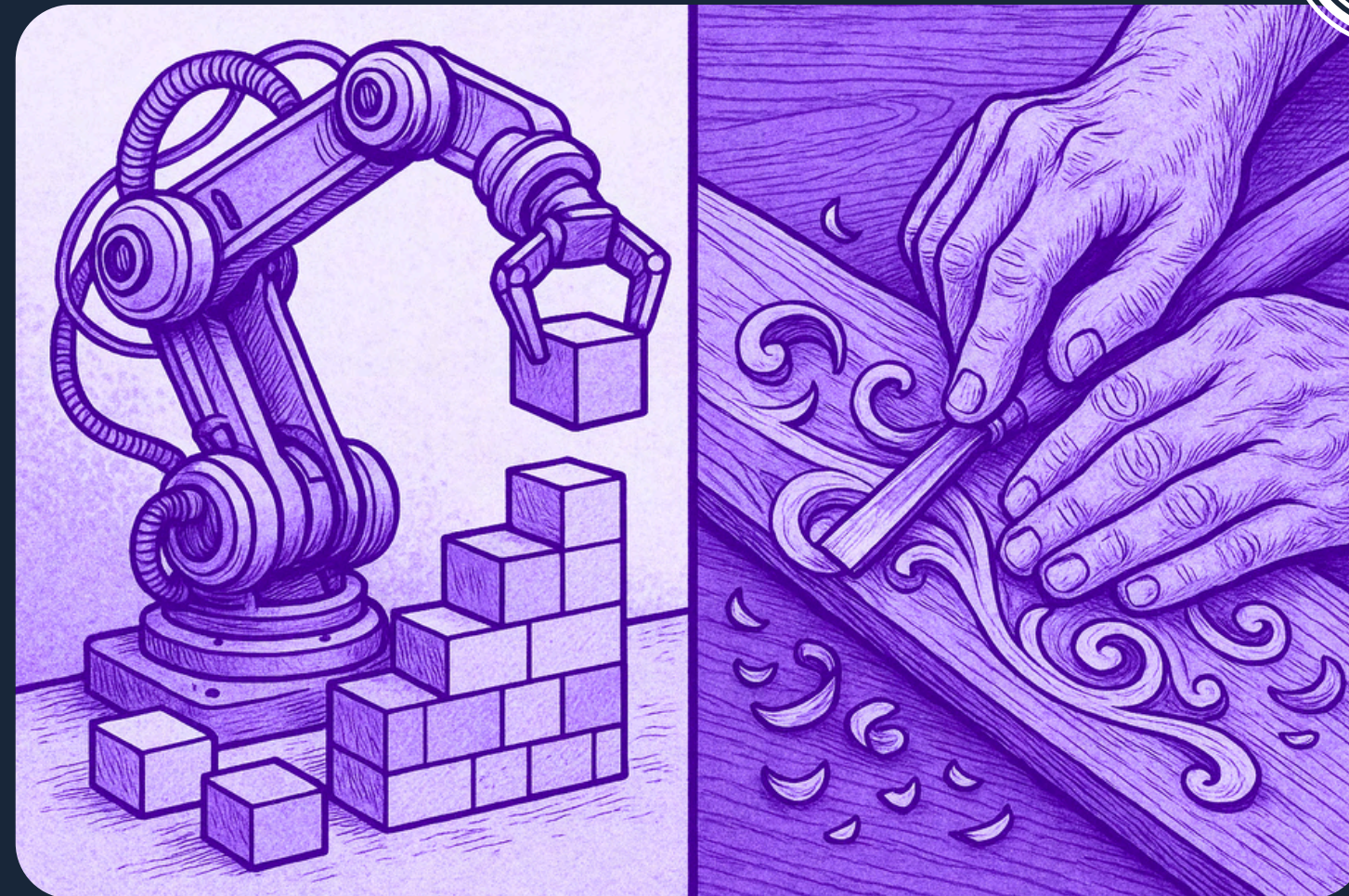
The Rise of the Machine

So what happens when
machines join the team?





**AI can
assemble**

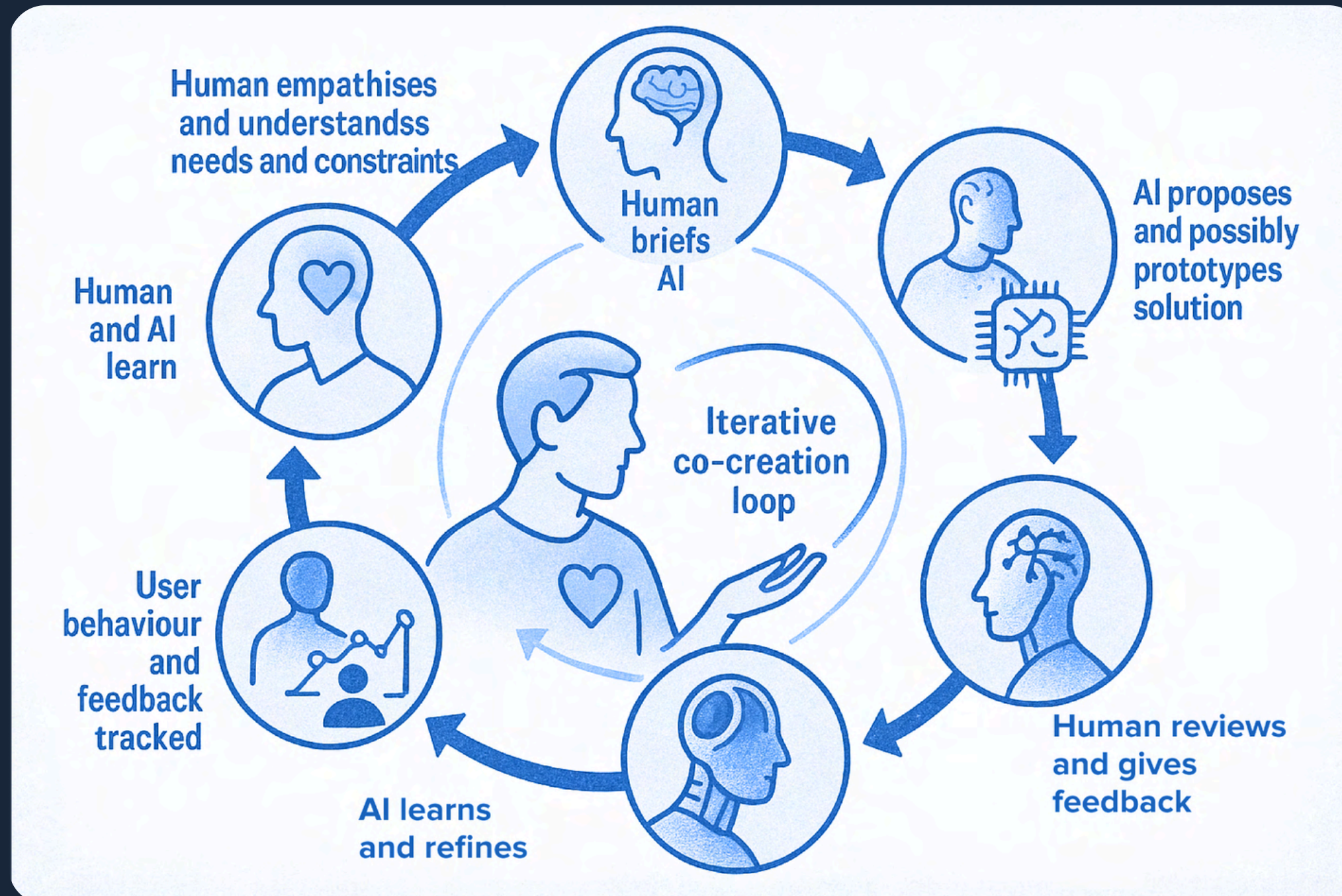


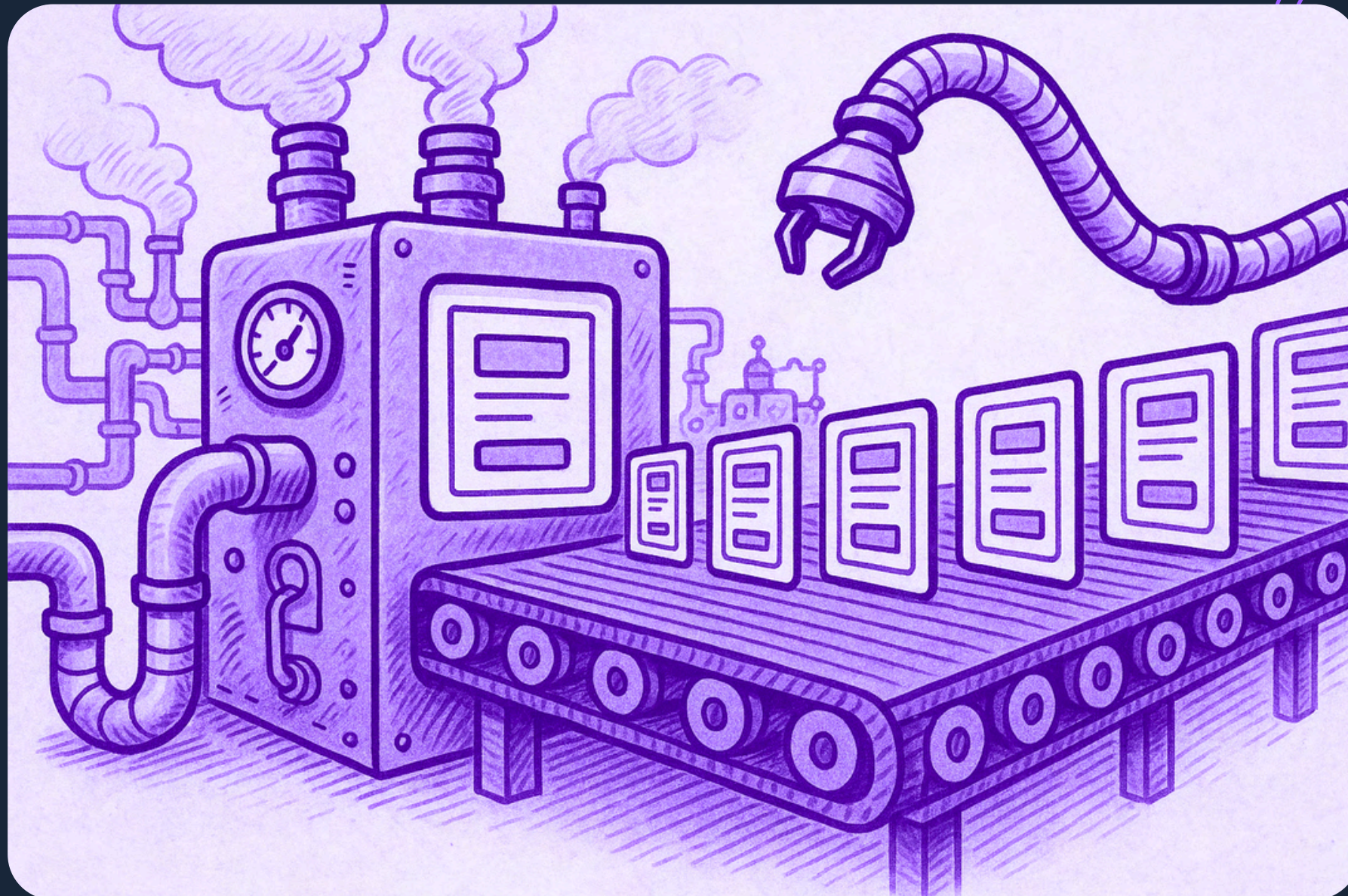
**Humans
must craft**





Forging the Human-AI Relationship





**Automation
without
intent**
*creates
noise*

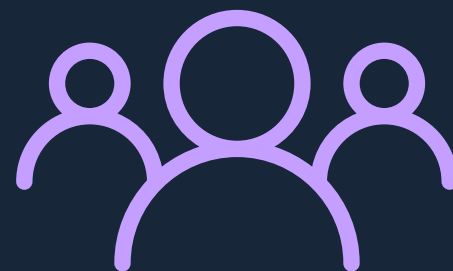


What to Take Home:

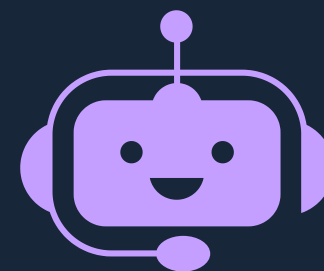
The Craft of Meaningful Experience



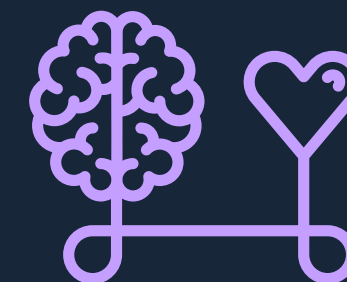
Experience should be viewed as a holistic system outcome



Everyone in the production team has a contribution to make



AI can accelerate assembly, but humans need to ensure purpose, coherence and alignment



Empathy combined with evidence from user testing drives a virtuous iterative co-creation loop

What to do?

3 **Practical
Next
Steps**



1 Declare Experience as a Joint Responsibility



2

Reconsider Team Topology with Holistic UX in Mind



3 Instrument the UX Value Chain



AI
efficiency  **Human**
creativity

 **The future of**
experience design

Sources

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**THANK
YOU!**



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network**

