

TECHNOLOGY TRANSFER PRESENTS

JAMES HOBART

Integrating AI into UX

Enhancing Enterprise Applications

ONLINE LIVE STREAMING

JUNE 3-4, 2025

DUE TO TIME ZONES, THIS CLASS WILL TAKE PLACE IN 2 AFTERNOONS
FROM 2 PM TO 6 PM ITALIAN TIME



info@technologytransfer.it
www.technologytransfer.it

ABOUT THIS SEMINAR

This seminar enables professionals to integrate AI into enterprise transactional systems with a user-first approach. Participants will gain foundational knowledge of AI technologies, learn how to align them with user needs, and explore methods for designing transparent, trustworthy AI-driven interfaces at scale. Through interactive exercises, rapid prototyping, and strategic planning, attendees will develop practical tools to enhance the user experience across large, complex enterprise environments.

WHO SHOULD ATTEND

- Integrate AI into large, complex enterprise ecosystems while keeping the user front and center
- Employ human-centered design to foster trust, clarity, and usability in AI-driven features
- Use data-driven approaches to continuously refine and personalize user experiences
- Prototype, test, and iterate rapidly to respond to user feedback and changing requirements
- Develop strategic, scalable plans to sustainably incorporate AI solutions into enterprise workflows

Benefits to Your Organization

- Accelerated delivery of intuitive AI-enhanced solutions that reduce training and support needs
- Improved usability and satisfaction in large-scale enterprise environments
- A structured framework for ongoing iteration, optimization, and stakeholder alignment
- Enhanced competitiveness by aligning advanced AI capabilities with genuine user needs

WHAT YOU WILL LEARN

- UX/UI Designers & Researchers
- Product Managers & Owners
- Software Developers & Engineers (front-end, integration)
- Data Scientists collaborating with UX teams
- IT Professionals & System Architects in enterprise systems
- Business Analysts & Consultants focused on UX improvements
- Digital Transformation Leaders in corporate/government settings

OUTLINE

Opening Session

- Welcome, Introductions, and Participant Expectations
- Course Objectives and Agenda Overview
- The Value of Integrating AI & UX in Enterprise Transactional Systems
- Identifying Key Trends and Opportunities

1. Understanding AI Technologies Through a UX Lens

- Overview of Core AI Concepts (Machine Learning, NLP, Computer Vision) in Enterprise Contexts
- How AI Improves Usability, Personalization, and Efficiency
- Case Studies: AI-Enhanced Interfaces that Solve Real User Problems

2. Human-Centered Design for AI Applications

- Aligning AI Capabilities with Actual User Tasks and Goals
- Ensuring Transparency, Explainability, and Trust in AI Features
- Interactive Exercise: Mapping a User Journey That Incorporates AI Responsibly

3. Scaling AI in Large Enterprise Applications

- Integrating AI into Legacy Systems, Complex Tech Stacks, and Multi-Channel Ecosystems
- Handling Enterprise-Grade Governance, Compliance, and Security
- Managing Cross-Functional Teams and Stakeholders to Maintain User Focus
- Scenario Exercise: Identifying Integration Challenges and UX Solutions in a Complex Enterprise Setting

Wrap-Up Day 1

- Recap of Day 1 Key Takeaways
- Preview of Day 2 Topics (Prototyping, Data-Driven Personalization, Strategic Planning)
- Q&A and Reflections

4. Prototyping and Validating AI-Driven UX

- Rapid Prototyping Methods for AI Features (Conversational, Predictive, Adaptive Interfaces)
- User Testing Approaches: Low-Fidelity Prototypes, Quick Iterations, and Incorporating Feedback
- Hands-On Workshop: Participants Prototype a Simple AI-Enhanced Feature and Outline a Validation Plan

5. Leveraging User Data for Personalization and Optimization

- Data-Driven UX: Translating Analytics into Actionable Improvements
- Real-Time Personalization Tactics to Tailor the Experience for Diverse User Segments
- Ensuring Data Privacy and Maintaining User Trust While Utilizing Analytics

6. Implementing AI Solutions in Enterprise Systems

- Technical Integration Strategies (APIs, SDKs, Cloud vs. On-Prem) with a UX Focus
- Agile Methodologies and Cross-Team Collaboration to Support Continuous UX Refinement
- Resource Planning: Budget, Talent, and Training for Sustained AI/UX Success

7. Strategic Planning for AI-Driven UX

- Aligning AI Initiatives with Business and User Objectives at Scale
- Change Management, Stakeholder Engagement, and Communicating the Value of UX-Driven AI
- Risk Assessment: Identifying Potential Challenges and Developing Contingencies
- Final Activity: Craft a High-Level Strategic Roadmap for Large-Scale AI Integration

Closing Session and Q&A

- Recap of Course Learnings and Actionable Next Steps
- Additional Resources, Templates, and Tools
- Participant Feedback and Course Evaluation

SPEAKER

James Hobart is an internationally recognized “*User Interface Design*” consultant based in California, USA. He specializes in the Design and development of large-scale, high-volume Client/Server applications.

He is an expert in GUI Design for transaction processing systems and strategies for migration from character-based systems to GUI and Web-based technologies. Mr. Hobart has over 20 years of software development experience and over 10 years of GUI application Design experience. James Hobart is president of Classic System Solutions Inc.

INFORMATION

<p>PARTICIPATION FEE</p> <p>€ 800</p> <p>The fee includes all seminar documentation.</p> <p>SEMINAR TIMETABLE</p> <p>2.00 pm - 6.00 pm (Italian Time)</p>	<p>SEMINAR TIMETABLE</p> <p>9.30 am - 1.00 pm 2.00 pm - 5.00 pm</p> <p>HOW TO REGISTER</p> <p>You must send the registration form with the receipt of the payment to: info@technologytransfer.it</p> <p>TECHNOLOGY TRANSFER S.r.l. Piazza Cavour, 3 - 00193 Rome (Italy)</p> <p>PAYMENT</p> <p>Wire transfer to: Technology Transfer S.r.l. Banca: Cariparma Agenzia 1 di Roma IBAN Code: IT 03 W 06230 03202 000057031348 BIC/SWIFT: CRPPIT2P546</p>	<p>GENERAL CONDITIONS</p> <p>DISCOUNT</p> <p>The participants who will register 30 days before the seminar are entitled to a 5% discount.</p> <p>If a company registers 5 participants to the same seminar, it will pay only for 4. Those who benefit of this discount are not entitled to other discounts for the same seminar.</p> <p>CANCELLATION POLICY</p> <p>A full refund is given for any cancellation received more than 15 days before the seminar starts. Cancellations less than 15 days prior the event are liable for 50% of the fee. Cancellations less than one week prior to the event date will be liable for the full fee.</p> <p>CANCELLATION LIABILITY</p> <p>In the case of cancellation of an event for any reason, Technology Transfer's liability is limited to the return of the registration fee only.</p>
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June 3-4, 2025

Registration fee:
€ 800

If anyone registered is unable to attend, or in case of cancellation of the seminar, the general conditions mentioned before are applicable.

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