

# AI in Service Design

What separates production evidence from portfolio performance.

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Most design portfolios illustrate AI concepts. Very few have shipped AI products to enterprise clients, measured adoption behaviour under real accuracy variance, and redesigned the trust architecture mid-deployment. The two engagements below are proof — not theory.

## eConnect: Trust Calibration for AI Invoice Processing

FinTech · 1.8M+ documents/year · Enterprise

- Trust Architecture over Accuracy**

Redesigned confidence heatmaps after a 95%-accurate AI was rejected. 87%-accurate version with visual trust cues got 3x adoption.

€1.7M

Annual cost savings

- Human-in-the-Loop as Training Signal**

Reframing "fix mistakes" as "teach the AI" raised correction engagement from 34% to 89% — and AI accuracy from 78% to 94%.

8.7/10

AI Trust Score

- Colourblind-Safe Confidence Heatmaps**

Dual texture+colour coding for WCAG compliance and 8% of male users with CVD. Validated with 6 colourblind participants.

86%

Error reduction

**KEY INSIGHT** Transparency > Accuracy

Users did not reject AI because it was wrong. They rejected it because they could not see its reasoning.

## Rappit: GenAI Developer Platform Design

Low-Code · Enterprise · 4x velocity uplift

- Transparency as the Primary Trust Signal**

Eye-tracking revealed 23% of attention on code panel. Made it a primary trust surface — code approval 73% → 98%.

4x

Dev velocity

- Model-First UX Architecture**

73% of developers start with data relationships, not UI. Pivoted product to model-first, re-prioritising 6 weeks of engineering.

94%

Task success

- GenAI Suggestion Design**

Designed progressive disclosure for AI-generated code: show suggestions, show reasoning, show alternatives. Reduced override rate 41%.

82/100

SUS Grade A

**KEY INSIGHT** Visibility = Trust

Developers don't fear automation. They fear the black box. Make the AI's work visible and they will trust it.