FOR IMMEDIATE RELEASE

Novel Cognitive Design Approach Unveiled at Lisbon Web Summit

Lisbon, Portugal - November 10, 2023 - Momentum Design Lab, a leading design consultancy globally ranked #1 on Clutch since 2016, reveals an innovative new Cognitive Design approach at next week's Lisbon Web Summit. Building on the widely accepted Jobs-to-be-done framework, this groundbreaking approach is part of Momentum's methodology for designing more natural, intuitive human-AI experiences by focusing on augmenting human cognition. You can read about the approach in Momentum's whitepaper called "Rethinking Jobs to Be Done for the AI Era: A Cognitive Design Approach."

https://momentumIO.com/ai-services

"We are thrilled to unveil our Cognitive Design methodology on the global stage at Web Summit," said David Thomson, CEO. "This approach marks a paradigm shift in human-centered AI design that promises to shape the next generation of intelligent interfaces."

Cognitive Design delves below surface tasks to uncover hidden cognitive jobs ripe for AI augmentation. Advanced techniques like cognitive interviews and walkthroughs reveal users' mental models, reasoning patterns, and pain points. The focus expands beyond jobs for productivity to encompass discovery, creativity, and learning.

Momentum's principles for Cognitive Design integrate AI seamlessly with human strengths like emotion, social skills, creativity, and wisdom. This creates AI-enhanced systems that feel like collaborative partners rather than mere tools. Extensive user testing and feedback ensure designs resonate with real human needs and thought processes.

"At Momentum, we believe the future lies in a harmonious melding of human qualities and AI skills," said Peter McNulty, Head of Design. "Cognitive Design provides a human-centered compass for crafting AI that feels like a natural extension of our own cognition."

Attendees can learn first-hand how this innovative approach is shaping the next phase of intelligent interface design by attending David and Peter's presentation, "Define the Future State of AI with Cognitive Design," in the Corporate Innovation Summit track.

Momentum invites all Web Summit attendees to visit **Booth E342** from November 14 to November 16 to explore how cognitive design can elevate their products and customer value with AI-powered solutions.

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About Momentum Design Lab:
Momentum Design Lab, an HTEC Group company, is a global software design firm ranked #1 on Clutch since 2016, specializing in human-centric digital experiences and AI transformation. With expertise in areas like user research, UI/UX design, and software engineering, Momentum partners with leading companies to develop innovative software solutions. Leveraging technologies like AI and cloud computing, Momentum creates solutions that enable intuitive and meaningful human-computer experiences. Momentum is driven by a belief in human-centered design. By deeply understanding user needs and goals, Momentum crafts software that feels like a natural, collaborative partner. Through aligning with client business objectives and customer motivations, Momentum designs optimal software engagement and interactions.

About HTEC Group:
HTEC Group is a global, digital, product development, and engineering services firm powering the technological evolution of the world's most impactful organizations – from disruptive start-ups to Fortune 500 companies. Founded in 2008 in Belgrade, Serbia, the company is now headquartered in San Francisco, with more than 2,000 experts spread across the traditional engineering hotspots of Central and Southeast Europe and consulting, innovation, and product design offices in Silicon Valley, New York, and London. With the highest level of expertise and extensive experience in a multitude of business domains – including Healthcare, Retail, Transportation and Smart Mobility, Logistics, FinTech, Green Energy, Media, and Deep Technology – HTEC is both an ideal technology partner for its clients and the ultimate growth platform for its employees.