



The SERVE Framework™

A practical framework to keep AI projects human-centered from design to implementation.



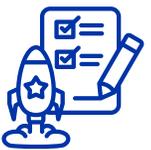
S. Spot the Struggle

Identify specific human struggles before building.



E. Enhance Human Strengths

Design AI to amplify human capabilities, not replace them.



R. Run Real-World Tests

Test with actual users doing actual work, not demos.



V. Verify Human Outcomes

Measure human outcomes, not just technical metrics.



E. Evolve with Feedback

Build feedback loops that prioritize human experience.

The SERVE Framework is more than a checklist. SERVE is a mindset. By starting with human struggles, enhancing strengths, and evolving through real-world feedback, organizations can ensure their AI solutions genuinely serve the people they are built for.