

ACCELERATING AI INNOVATION

The Transformative Power of Research



NIKETA JHAVERI

Sr. Manager, UX



Professional Journey



Head of User Experience,
Automotive



Director of User Experience



VP of User Experience

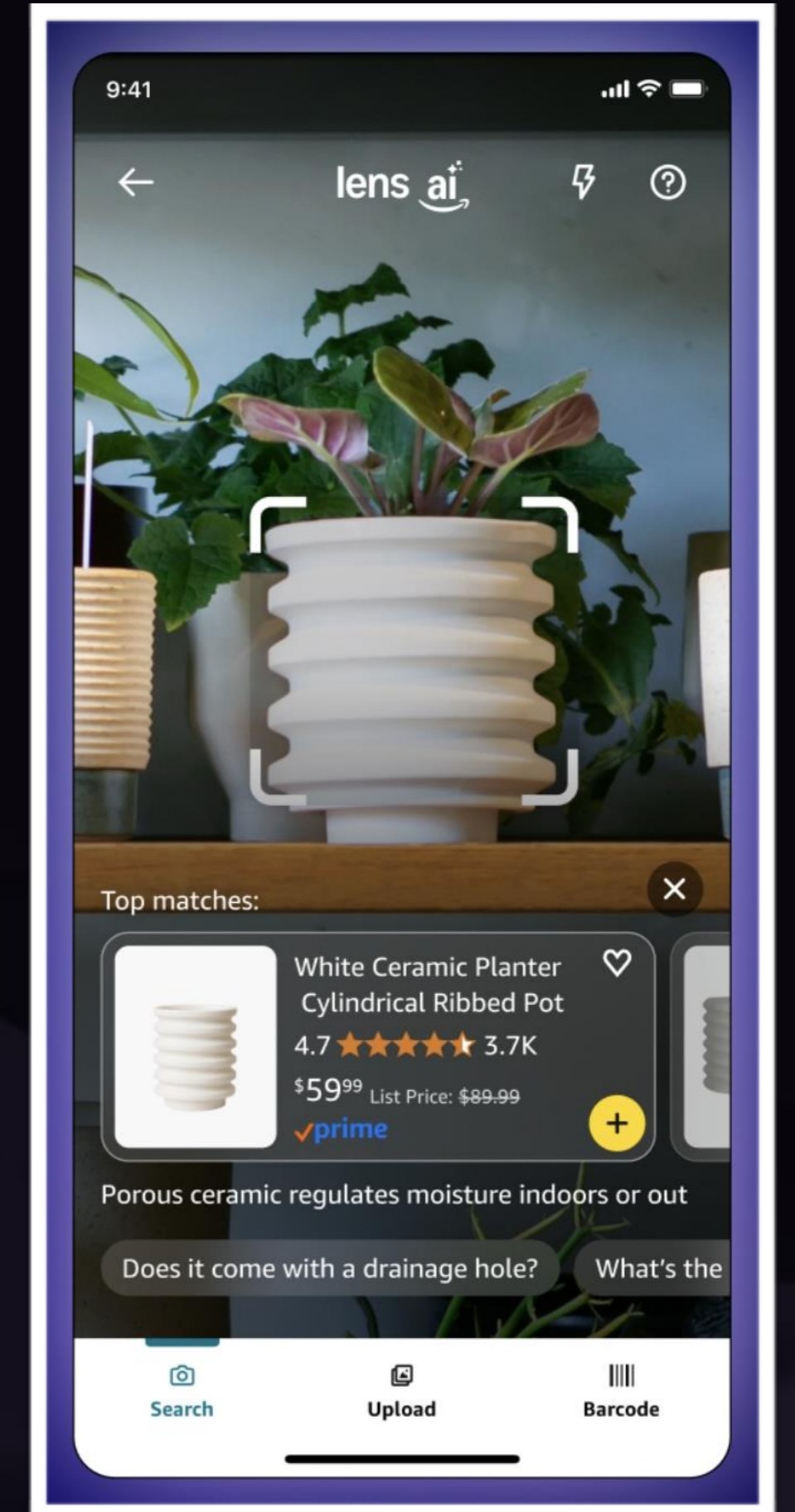
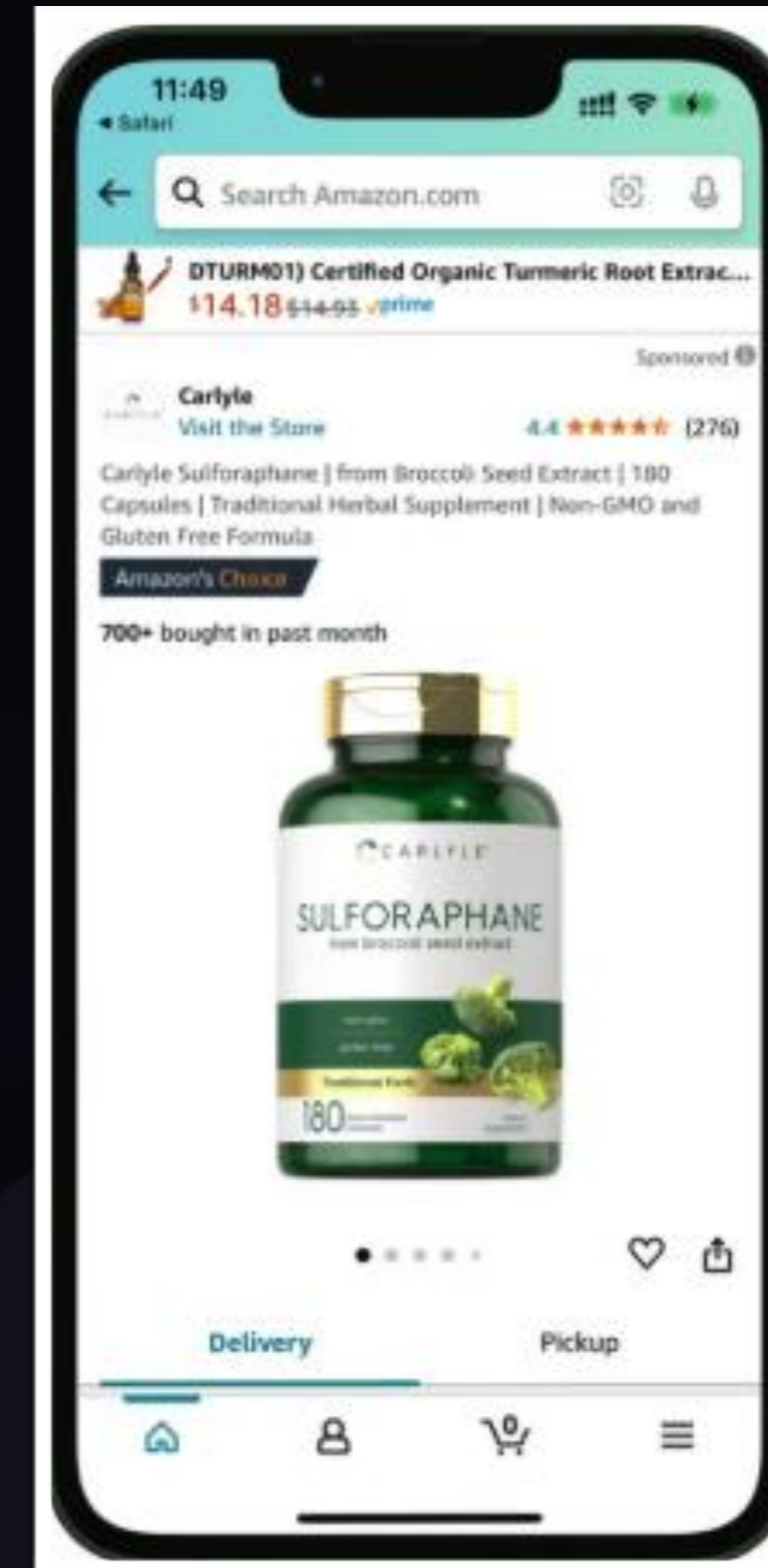
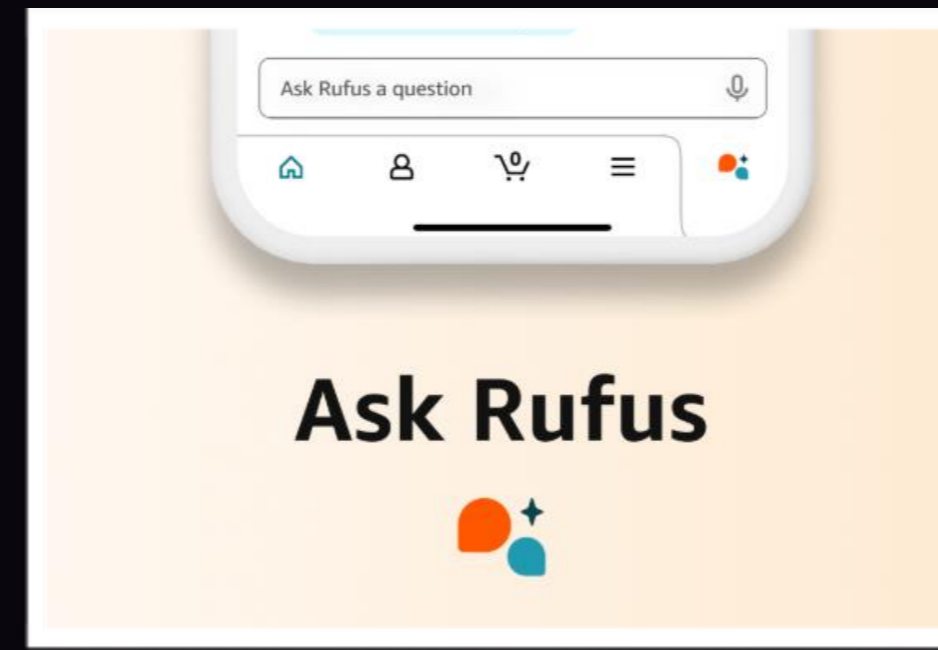
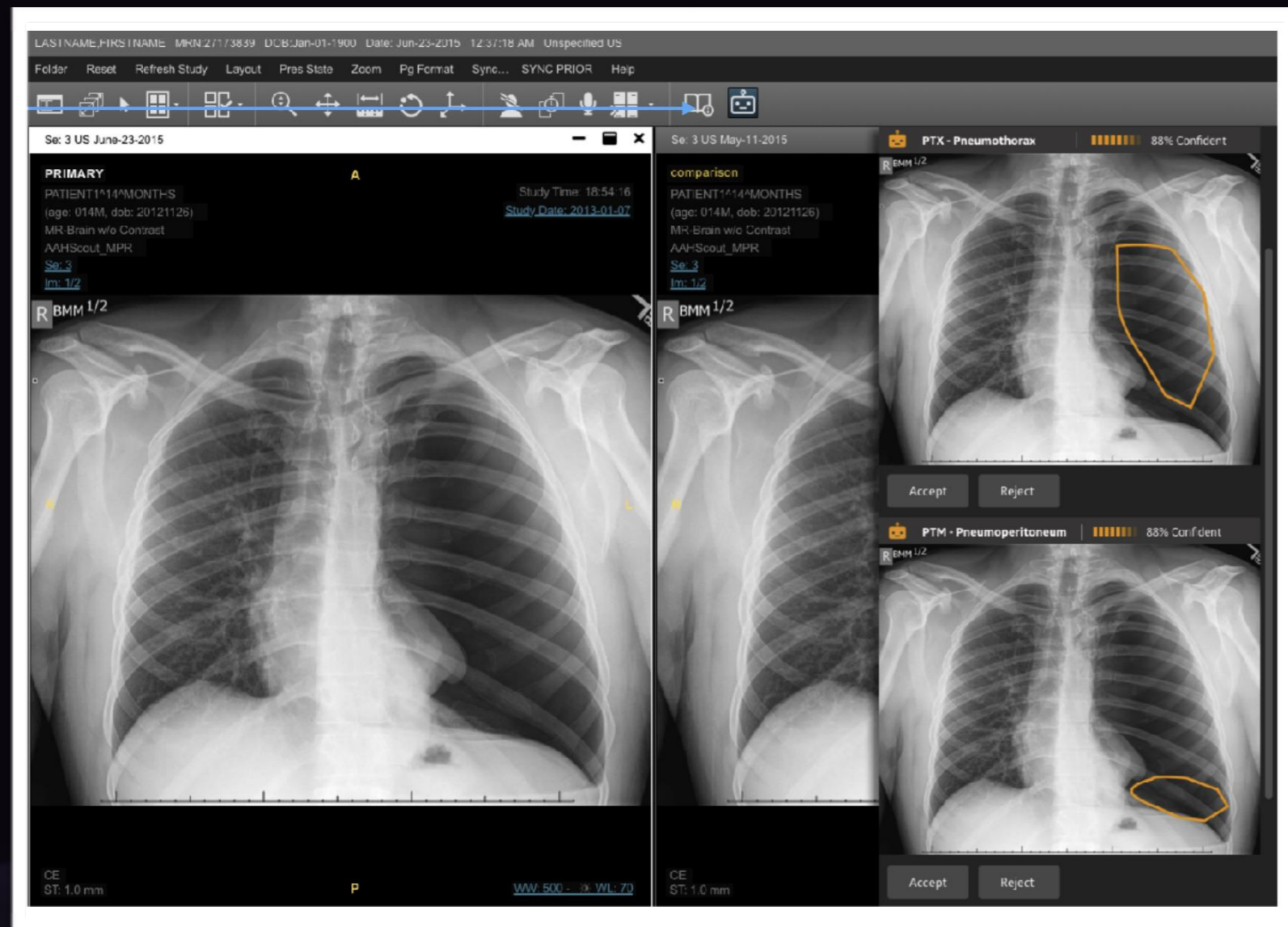


Sr. Manager, UX



Masters Human Computer Interaction

Products I worked on



The Evolution of Research Methods

Manual Era (Pre-2000s)

Core Method:

In-person ethnography, paper surveys.

Big Shift:

Time-intensive, small samples.

Impact:

Deep human connection (40 interviews → 6 months).



Digital Era (2000s–2010s)

Core Method:

Remote surveys, online focus groups, digital usability labs.

Big Shift:

From hours of transcription → click-through dashboards.

Impact:

Global reach, faster cycles (Netflix A/B testing)



Cloud & Data Era (2010s–2020s)

Core Method:

Big data, analytics dashboards, real-time tracking.

Big Shift:

Decisions driven by behavior (logs) vs. what people say.

Impact:

Instant quantitative insights (retailers predicting demand).



AI-Augmented Era (Now, 2020s–)

Core Method:

AI-assisted research—theme clustering, predictive modeling, sentiment analysis.

Big Shift:

From manual analysis → intelligent pattern recognition

Impact:

Human + machine collaboration (100 interviews in an afternoon).





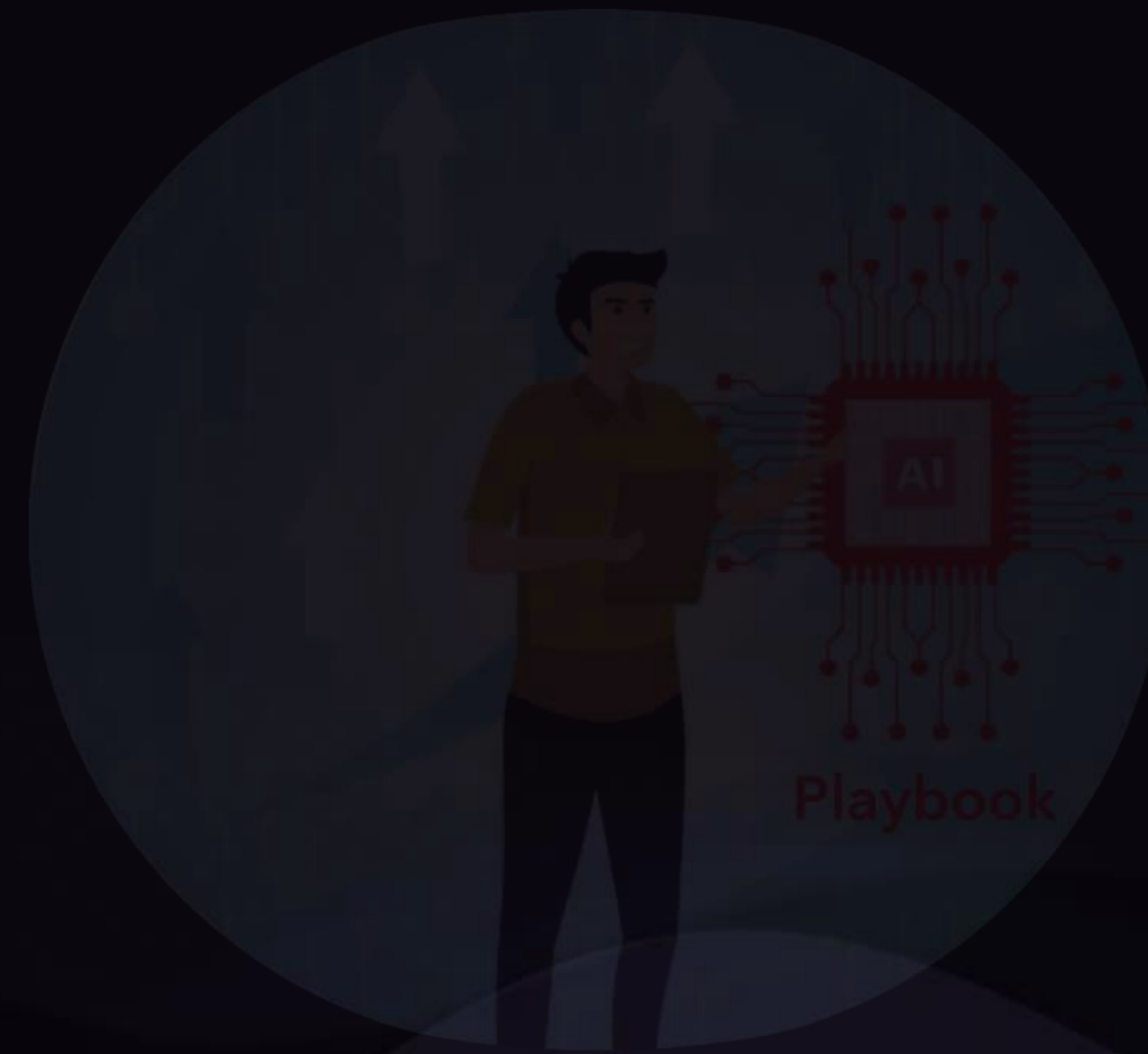
Researching at Amazon



Researcher's Playbook



Researching at Amazon



Researcher's Playbook

Researching at Amazon
Amazon's AI Assistant - Rufus

Meet Rufus

Researching at Amazon

Research at Scale



9 Global Markets

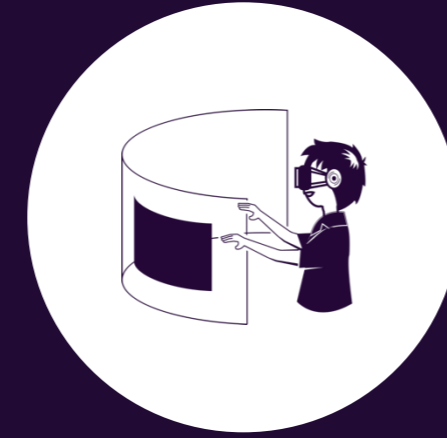
- USA
- UK
- France
- Germany
- Italy
- Japan
- India
- Canada

Researching at Amazon

Global Challenge



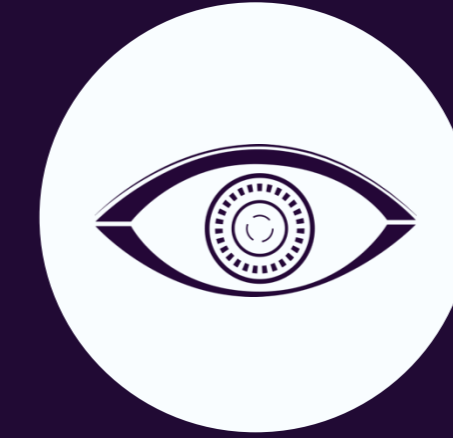
Cultural Nuance
vs.
Standardization



Language &
Contextual
Meaning



Synthesizing Data
Across Markets

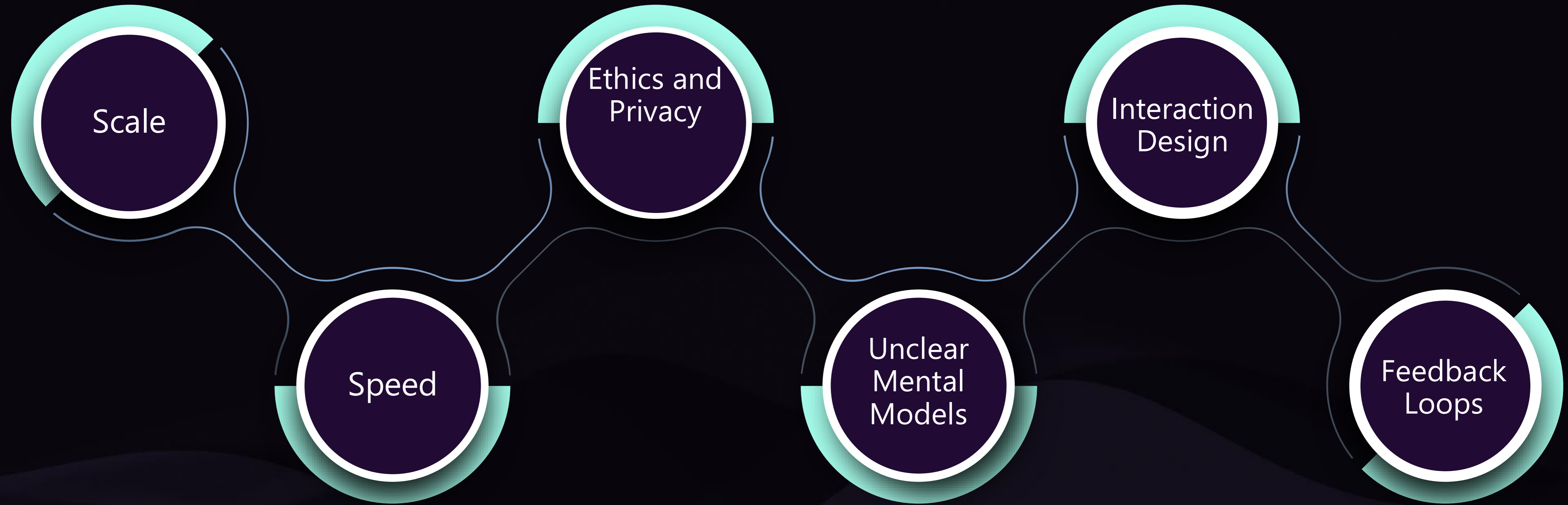


Ethical & Legal
Boundaries



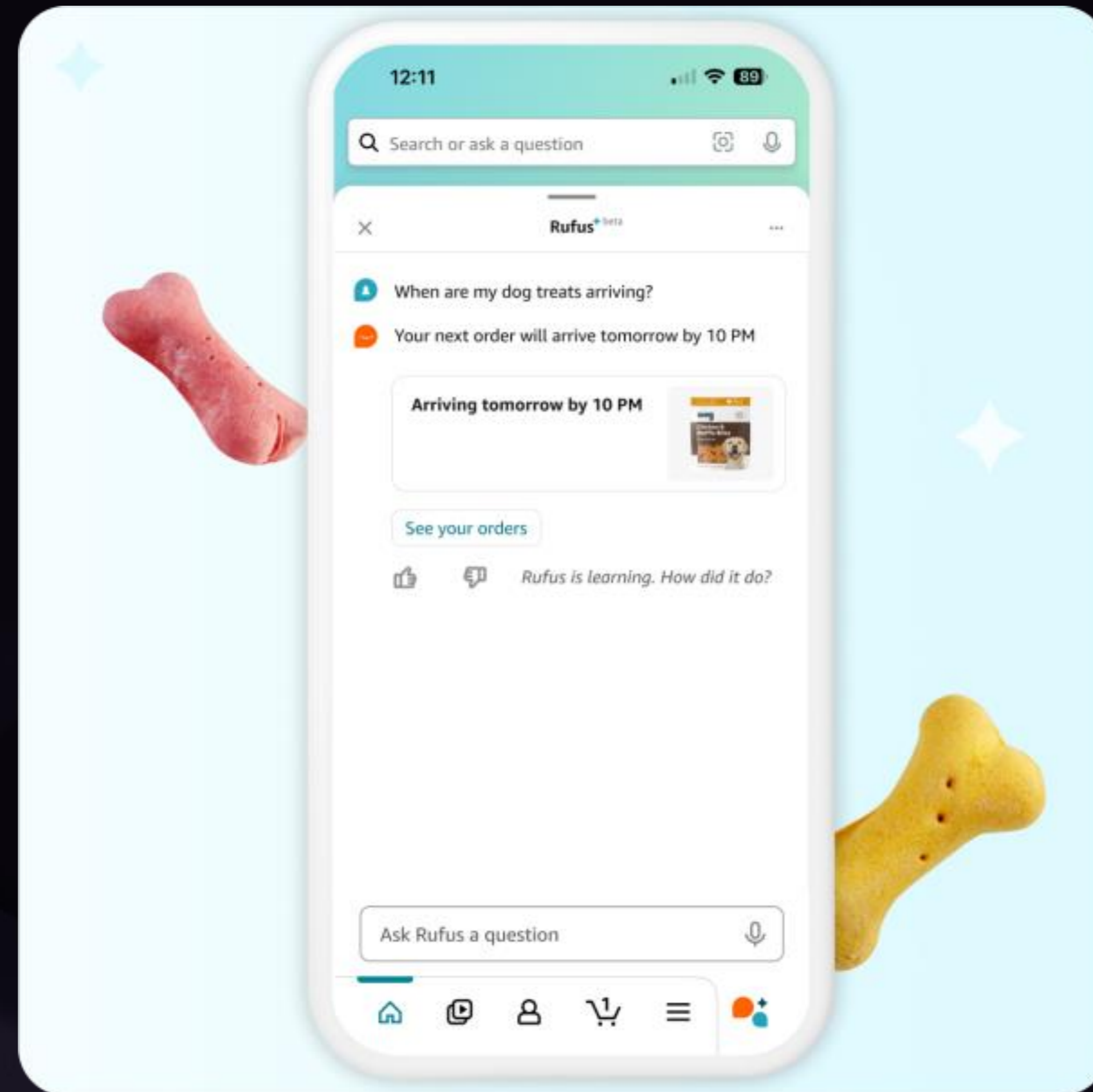
Bias in Global
Research
Interpretation

Local Challenge



Researching at Amazon

Input



Market Data

Product Data

User Data

Business Data

Researching at Amazon Process with AI Tools



AI accelerated every stage, from discovery and hypothesis to synthesis and iteration.

Output

01

Conversation
Pattern
Framework

02

Product
Features
Framework

03

Sentiment
Analysis
Framework

04

Customer
Pain points
Framework

05

Localization
Framework

Researching at Amazon

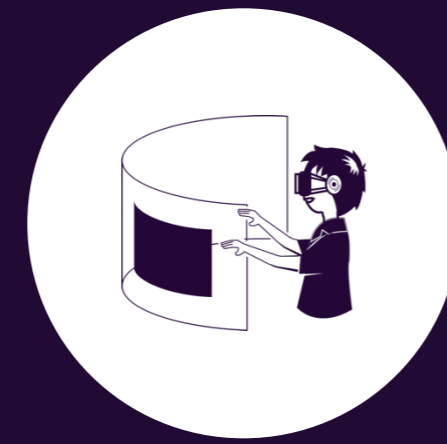
Framework Example

Emerging Themes	Global Ranking	USA	UK	India	Germany	Japan	France	Italy	Spain
Feature 1	H	M	L	H	M	L	H	M	L
Feature 2	L	H	M	L	M	L	M	L	M
Feature 3	L	H	H	H	M	L	M	L	M
Feature 4	M	L	M	M	L	H	M	L	M

The Old Way



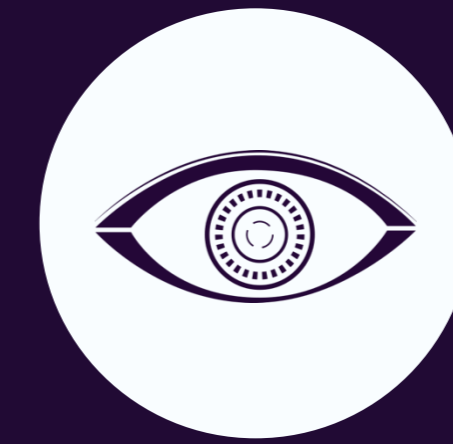
Weeks to
synthesize
insights



Markets
researched one at
a time



Insights arrived
too late to act



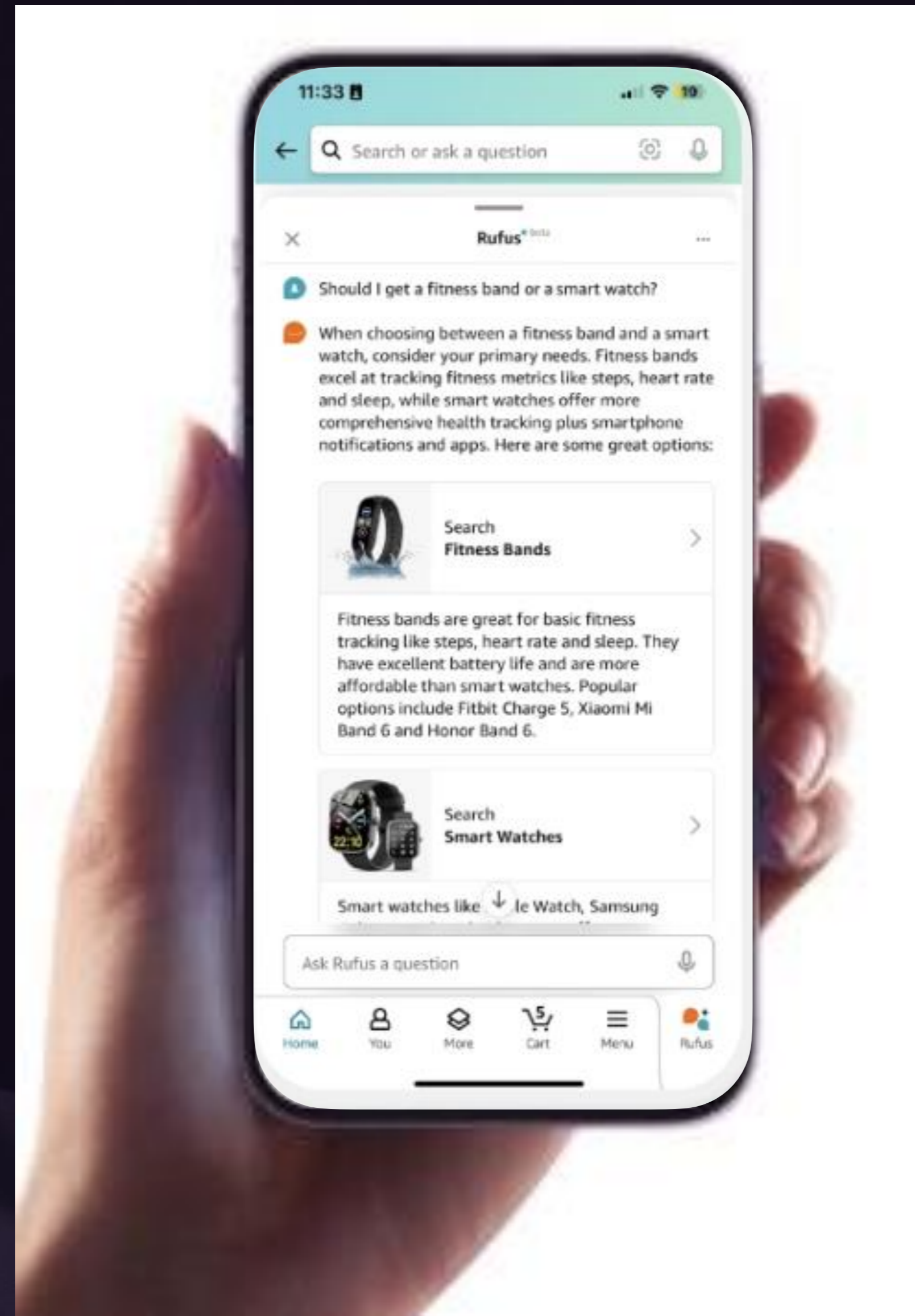
Pattern-finding
was manual



Scale exposed
every gap

Researching at Amazon

Result



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Impact



40%

Synthesis Cycles



20%

Cost Reduction



2x

Increase in
insights



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Researcher's Playbook

Researcher's Playbook



Skills



Evolving Role



Impact

Leading

Strategic storytelling,
Ethical foresight

Insight orchestrator,
Trust builder

Research as a
strategic engine

Influencing

AI literacy, Cultural
empathy

Sense-maker, Trust
enabler

Influence business
direction

Integrating

Prompt engineering

Human-AI
collaborator

Translate data into
stories

Applying

Tool proficiency

Insight accelerator

Reduce time to
insights

Learning

AI curiosity & data
literacy

Emerging researcher

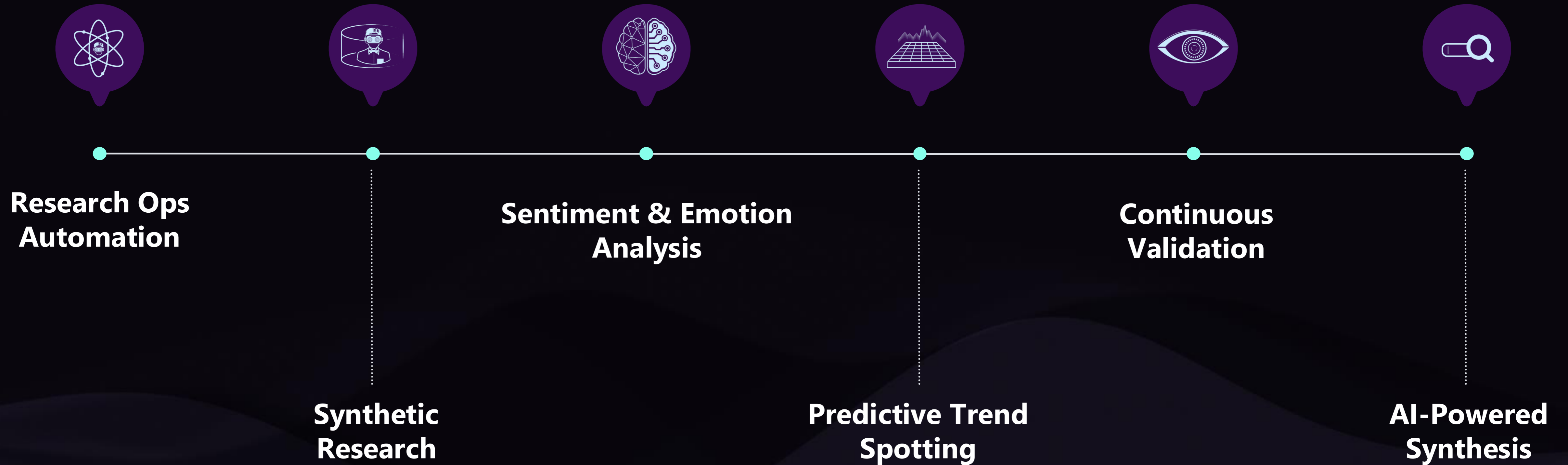
Early wins &
reflections

Research Maturity



Researcher's Playbook

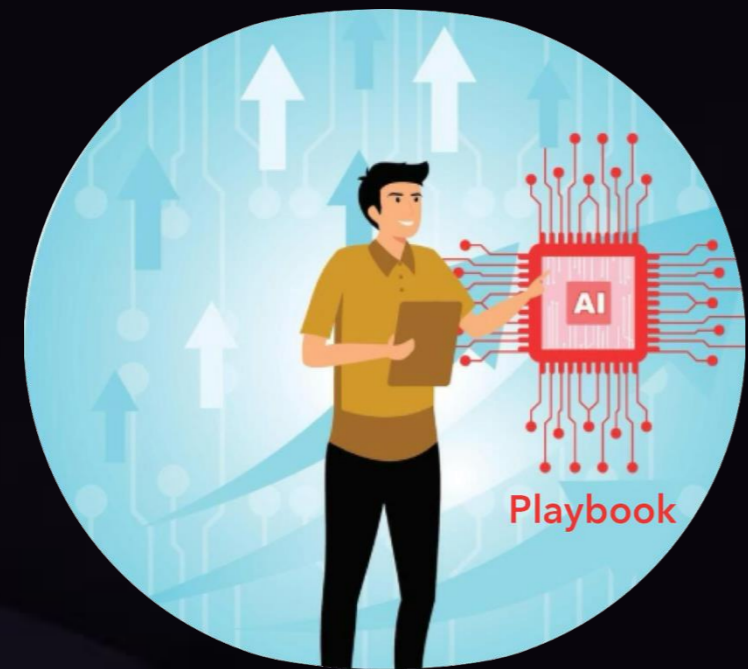
Future Trends



Recap



At Amazon, we saw how research doesn't just inform AI, it teaches it.



No longer just observers — we're strategic partners



Innovating Across Time, Together

For Professionals at the Intersection of UX, Design, Research, Technology and AI

Reflect on the past | Realize the present | Reimagine the future

THURSDAY, MAY 21, 2026, 9AM - 5PM

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The future of AI innovation won't be defined by algorithms alone, but by the questions researchers dare to ask.



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