

HCIX VALUE AND ROI ARCHITECTURE

ROI is measured across the same architecture layers used to design the experience

1. ROI ACROSS HCIX ARCHITECTURE LAYERS

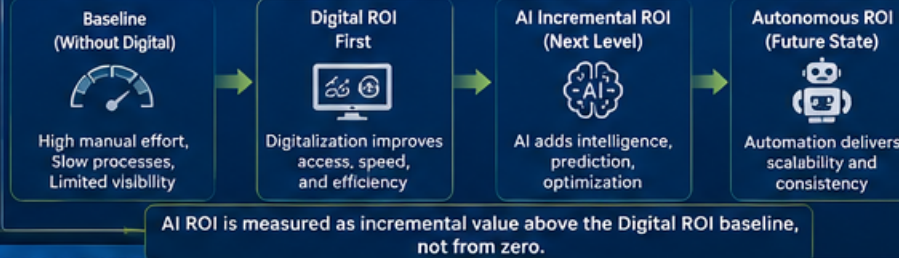
HCIX LAYER	1. HUMAN LAYER	2. EXPERIENCE LAYER	3. PROCESS LAYER	4. PHYSICAL LAYER	5. DIGITAL LAYER	6. INTELLIGENCE LAYER (AI)	7. AUTONOMOUS LAYER	8. BUSINESS LAYER	9. STRATEGIC LAYER
VALUE FOCUS	Satisfaction, Engagement, Wellbeing, Adoption	Experience Quality, Usability, Accessibility, Journey	Efficiency, Cycle Time, Consistency, Standardization	Safety, Productivity, Utilization, Operational Effectiveness	Digital Transformation Value, Information Accessibility, Workflow Efficiency	Better Decisions, Prediction, Recommendations, Optimization	Automation, Scalability, Reduced Manual Effort	Revenue Growth, Cost Reduction, Profitability, Market Position	Long-term Value, Sustainability, Competitive Advantage
EXAMPLE OUTCOMES	Higher engagement, Better experience and satisfaction	Better journeys, Easier interactions, Lower friction	Faster processes, Less rework, Higher quality	Faster workplace, Higher asset utilization, Better productivity	Faster access to information, Digital efficiency, System adoption	Improved accuracy, Better insights, Optimized actions	Reduced manual work, 24/7 operation, Consistent execution	Higher revenue, Lower cost, Better margins	Sustainable growth, Resilience, Future readiness
TYPICAL ROI METRICS	eNPS, CSAT, Adoption Rate, Retention	Journey Score, CES, Task Success Rate, Accessibility Score	Cycle Time, STP %, Rework %, Error Rate, Process Cost	Utilization %, Safety Incidents, Downtime, OEE, Capacity Use	Time Saved, Digital Adoption, Automation Rate, System Usage	Forecast Accuracy, Decision Quality, Model Impact, Insight Adoption	Automation Rate, Labor Hours Saved, Process Throughput	Revenue Impact, Cost Savings, Profit Impact, ROI, Payback	Shareholder Value, Market Share, Strategic KPIs
VALUE CONTRIBUTION	Foundation Value	Experience Value	Operational Value	Physical Value	Digital Value	Intelligence Value	Automation Value	Business Value	Strategic Value

VALUE ACCUMULATES ACROSS LAYERS

2. ROI PROGRESSION MODEL



3. DIGITAL ROI AS THE FOUNDATION FOR AI ROI



7. IMPORTANT CONSIDERATIONS

- ✓ AI is still evolving and maturing.
- ✓ ROI calculations should include uncertainty factors.
- ✓ AI accuracy and reliability vary by use case.
- ✓ Adoption and change management impact ROI.
- ✓ Governance, ethics and compliance affect value.

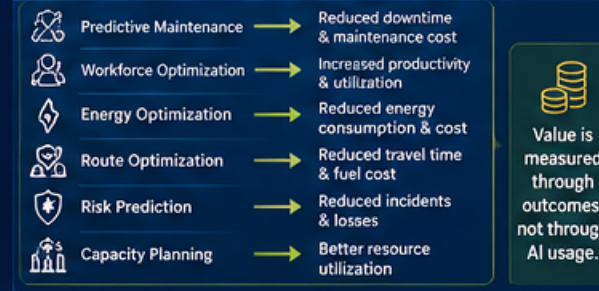
4. ROI VARIES BY PERSONA



5. ROI VARIES BY INDUSTRY



6. INVISIBLE INTELLIGENCE ROI (OUTCOMES WITHOUT DIRECT INTERACTION)



SCOPE OF HCIX
We focus on Human-Centric Intelligent Experiences.

We do NOT include physical robots or human replacement through robotics.



HCIX VALUE PRINCIPLE

The objective of HCIX is not to maximize technology investment. The objective is to maximize value creation across human, physical, digital, intelligent, autonomous, business, and strategic layers.



Better Humans



Better Organizations



Better Societies

BY ASSEM HIJAZI

EXPERIENCE · KNOWLEDGE · IDEAS

assemhijazi.me

Explore my work

Scan to visit my website



HCIX Value and ROI Architecture

This infographic maps HCIX value and return on investment across nine architecture layers: human, experience, process, physical, digital, intelligence, autonomous, business, and strategic. Each layer connects a value focus with example outcomes and measurement indicators. The model shows how value accumulates across an experience, with digital improvements establishing a baseline for assessing the additional contribution of AI and autonomy. It also explains why ROI varies by persona and industry, and highlights invisible-intelligence use cases. The central message is to evaluate outcomes relative to investment, adoption, reliability, governance, and context rather than measuring success through technology deployment or AI usage alone.

Explore the complete framework

Related book: [HCIX - Human-Centric Intelligent Experience Framework](#)