

Ai For Good

AI FOR GOOD

Creating human-centered value through AI applications



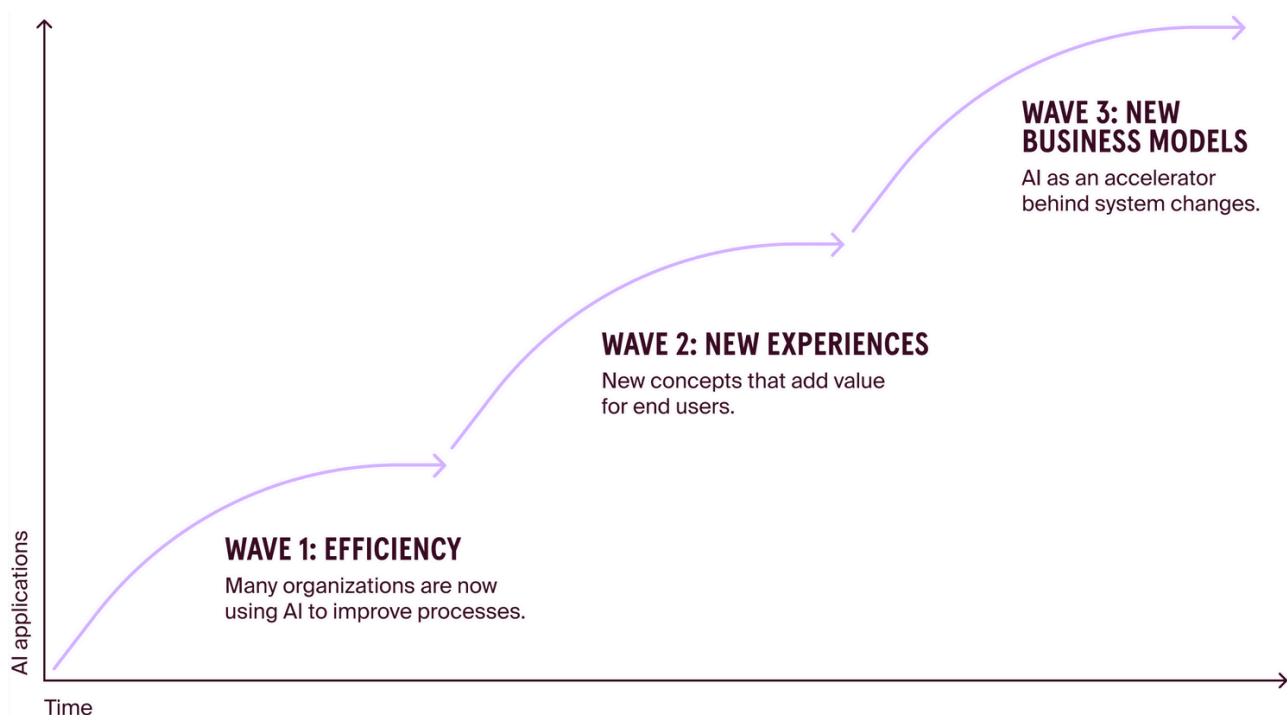
AI with value

Many people within organizations struggle with the question: how can you harness technological opportunities in a valuable and sustainable way? While the possibilities of AI

are expanding rapidly, a clear compass is often missing to apply it in a meaningful, inclusive and future-proof manner.

We help you apply AI to real-world challenges, creating value for both employees and customer experiences. In just two weeks, we take you from exploration to a validated, working prototype, along with a clear implementation plan. Discover how.

Interested? Get in touch with us. →



Many organizations are currently in the first 'wave', focused on optimizing processes

Beyond the gimmick

Norday, together with clients in healthcare, culture, government and services, has developed multiple AI applications that go beyond experiments or gimmicks.

These solutions focus on creating innovative, meaningful experiences, helping brands and organizations stand out, with real impact.



Some recent, award-winning best practices

DEN Awards

Jury report for Wondercast for the Rotterdam Philharmonic Orchestra

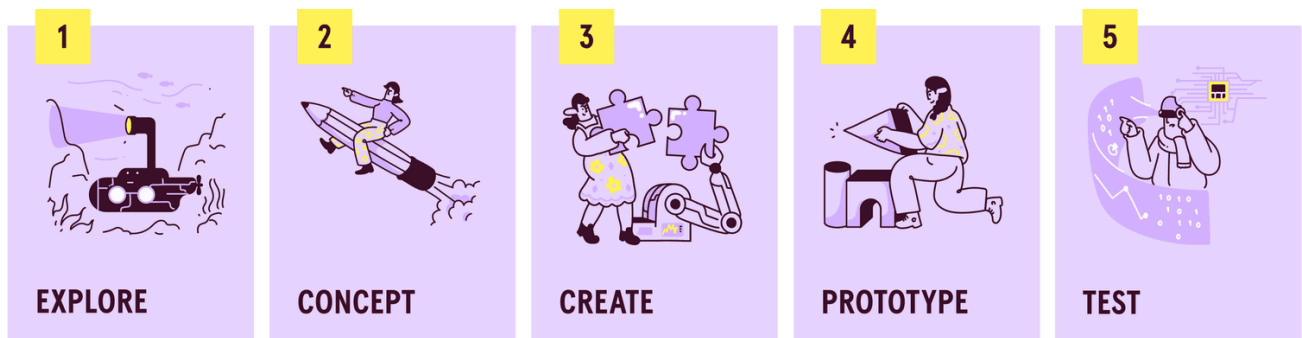
"AI is not treated as a gimmick here, but as a but as a thoughtful tool to engage audiences with music in fresh and meaningful ways. Grounded in a shared vision where technology supports the artistic and educational mission."

AI for Good design sprint

Using a now proven method, we collaboratively arrive at the right “How might we...” design challenge. How do we connect with a new audience? How do we make embracing technology enjoyable and valuable for healthcare professionals? How do we translate vast archives and digital heritage into personal, relevant experiences?

In a two-week design sprint, we co-create a clear problem statement, a concept and a validated, working prototype.

Want to know more? →



The steps in a two-week design sprint

Want to get started right away? Check out our page on the AI for Good design sprint.

[Click here](#) →

Karin Vink
Programme manager The Future of
Thebe

"The tool assistant supports
healthcare professionals use and

properly deploy new healthcare technology to support clients. It was crucial to see the use of the app in the context of the workplace as well as how we use AI agents to unlock the right content."

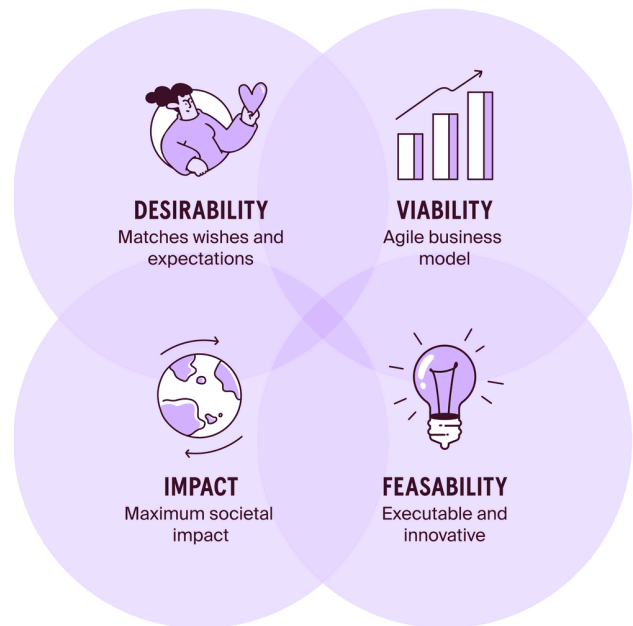


The customer journey at the center

Proven approach

Just like with any other innovation, the application of AI technology itself is never the answer. At Norday, we use design thinking principles and methodologies to drive digital innovation.

It doesn't stop at the concept stage. Together, we implement the idea within your organization, ensure it resonates with your customers/end users and take care of the right setup for content and technology.



Responsible AI

In sectors such as culture, healthcare and the broader public domain, the bar is set high when it comes to ethics and accessibility. Privacy, transparency and even the CO₂ impact of solutions are integral parts of the design and development process.

Lessons learned

Because our clients are frontrunners, we've already gathered valuable lessons to share at this stage. Think of things like: the costs of implementation and scaling, the prerequisites for a robust setup, the smart use of various 'agents' that interact with different data sources and knowledge bases, as well as other types of agents performing different tasks. And most importantly: what it takes to co-develop a concept that is embraced and resonates with end users. We're happy to share these insights!

Get in touch →

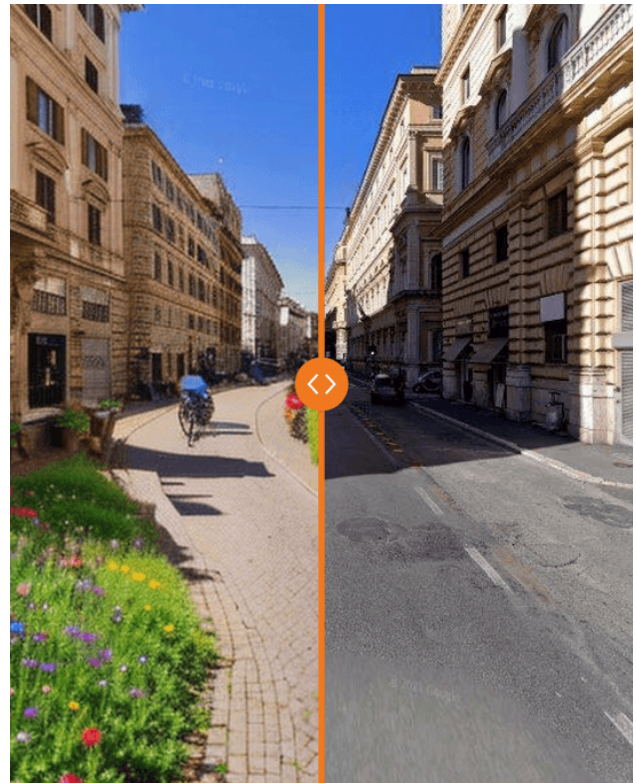
BEST PRACTISES



Wondercast

Hyper-personalised culture podcasts with AI

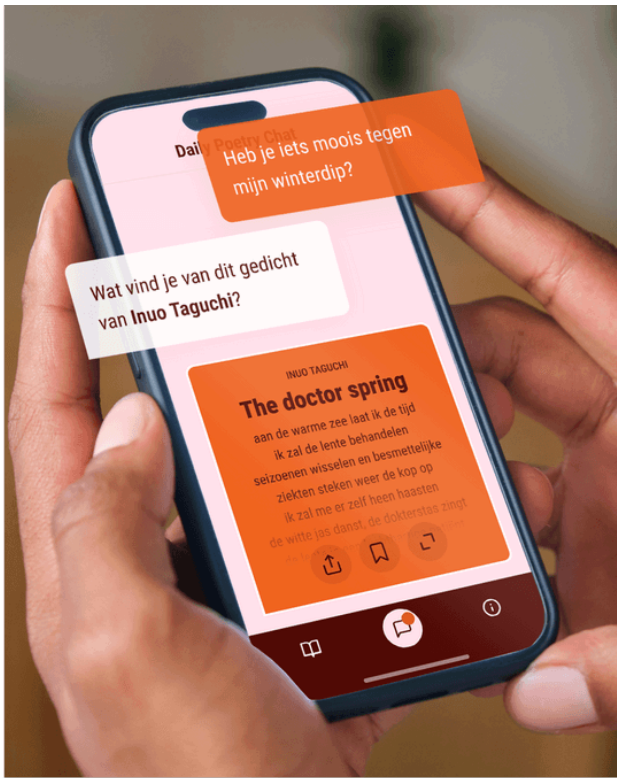
DIGITAL EXPERIENCES



The Netherlands Board of Tourism & Conventions

AI creates greener and cycle-friendly streets

INNOVATION BY DESIGN



Poetry Pal

Poetry inspiration matching your mood

DIGITAL EXPERIENCES

READY TO CHANGE THINGS?



Ready to start innovating too? Contact Marlies de Gooijer

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in [Connect](#)

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We'll send irregular updates with interesting insights from the work that we have made.

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Digital Experiences

Innovation by Design

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