

Course Outline

AI-Powered User Experience (UX) Design

What if you could complete a UX project in half the time and with half the manpower, while achieving greater precision and delivering solutions that more deeply meet the needs of end users? This course shows you how to intelligently and seamlessly integrate AI into your existing UX practice, accelerating the work without losing the human touch. Built on the proven Double Diamond framework popularised by the UK Design Council, the course takes you through Discover, Define, Develop and Deliver, while demonstrating how AI can supercharge each stage. From accelerating user research and uncovering insights, to generating ideas and rapidly developing prototypes, you will learn how to combine human judgement with AI capabilities to achieve more, in less time, and ultimately create better experiences and stronger business outcomes.

Target Audience: Professionals looking to harness AI to make the UX design process faster, smarter and more effective.

Class Size: 20

Timing: 9am to 6pm

Stages	Learning Outcomes
INTRODUCTION	• A caution about the dangers of AI usage for UX design • Learn the CO-STAR Framework for prompts
DISCOVER	• Learn different user research methods to discover user pain points, and possible uses of AI for each method (<i>'Where to use AI' under Universal Laws</i>) • Learn the FRESH™ Framework to structure the pain point discovery process. Use AI to discover possible pain points from the Enterprise and Hopes stages of FRESH™ through roleplay* • Use AI to highlight possible user pain points through photographs* • Use AI to perform the first round of Pain Points prioritisation (Impact vs Complexity)* • Learn to use the Persona Map as an empathy tool towards the user. Use AI to create a draft user Persona Map*
DEFINE	• Learn the Root Cause Analysis approach to obtaining insights. Use AI to suggest possible root causes* • Learn the Job-To-Be-Done (JTBD) approach to obtaining insights. Use AI to suggest possible JTBDs* • Use AI to prioritise the root causes and JTBDs

	• Learn the UX Challenge Statement formula. Use AI to craft the draft Challenge Statement*
DEVELOP	• Learn Human-centred ideation techniques using the Persona Map and trends. Use AI to brainstorm ideas based on these techniques • Learn the HOW-NOW-WOW grid for idea prioritisation. Use AI to identify the WOW ideas • Use AI to suggest implementation approaches for seemingly impossible WOW ideas
DELIVER	• Learn the four main Rapid Prototyping formats. Use AI to suggest suitable formats and to generate low to medium fidelity prototypes • Use AI to obtain possible user feedback through roleplay
CONCLUSION	• Key summary of the salient points covered in this course • Stark reminder that humans are the drivers, while AI are the complements – Not the other way around • Reflections and personal applications

* For further verification through user research.