UX GUERRILLA™
ACADEMY

UCD + AI
RESEARCH & INSIGHTS
DESIGN & PROTOTYPE
TEST & VALIDATE
RESPONSIBLE AI

AI in User-Centred Design (UCD)

Practical ways to recognise, apply and get value from AI across the UCD process.



DISCOVER AI OPPORTUNITIES | APPLY AI ACROSS THE UCD PROCESS | CREATE & TEST SOLUTIONS | USE AI RESPONSIBLY & ETHICALLY | DELIVER REAL VALUE

AI That Enhances UCD

6 WEEKS (12 SESSIONS)

FOR UCD TEAM MEMBERS, BAs, DESIGNERS & DELIVERY TEAMS

COURSE OVERVIEW

Smarter approach. Better design. More effective services.

Artificial Intelligence is reshaping how teams understand users, investigate problems, design services and deliver better experiences. For UCD professionals, the opportunity goes far beyond generating content.

This hands-on six-week programme helps designers, researchers, business analysts and delivery professionals recognise, evaluate and apply AI across the UCD lifecycle: research, evidence synthesis, journey mapping, service design, process analysis, prototyping and delivery.

Explore AI assistants, agents and automation alongside accessibility, privacy, research integrity, transparency, human oversight and trust. No programming or AI model development is required.

AT A GLANCE

DURATION	6 weeks / 12 interactive sessions
FORMAT	Live online, fully remote
AUDIENCE	Individuals in UCD, UX, research, business analysis and delivery
FOCUS	Practical AI application, responsible design and measurable value
DELIVERABLE	AI in UCD Practical Application Portfolio

PROGRAMME STRUCTURE

Six weeks. Twelve interactive sessions.

WEEK 01

AI foundations for UCD professionals

Sessions 1–2: Generative AI, LLMs, agents and automation; identify valuable use cases across research, analysis, design and delivery.

Output: AI opportunity map for a UCD workflow

WEEK 02

AI-enhanced user research and knowledge

Sessions 3–4: Research planning, guides, transcription, coding assistance, thematic synthesis, retrieval and evidence traceability.

Output: AI-assisted research and evidence synthesis pack

WEEK 03

AI in UX, service and process design

Sessions 5–6: Personas, journeys, blueprints, concepts and prototypes; investigate inefficiencies, dependencies and root causes.

Output: AI-supported journey or service blueprint

WEEK 04

Designing AI-enabled services

Sessions 7–8: AI assistants, agents and automation; design human oversight, accessible interactions, handoffs, exceptions and trust.

Output: AI-enabled service concept and interaction design

WEEK 05

Responsible AI and practical delivery

Sessions 9–10: Validation, testing, hallucinations and bias; integrate tools, governance, security and team workflows.

Output: Validation checklist and AI-enabled workflow

WEEK 06

Measuring value and building capability

Sessions 11–12: Measure productivity, quality and outcomes; present an applied case study and team adoption roadmap.

Output: AI in UCD case study and adoption roadmap

FOUR CORE LEARNING AREAS

Use AI thoughtfully across the design lifecycle.

01

AI capabilities and UCD opportunities

Understand generative AI, language models, agents and automation. Identify high-value opportunities across UCD and delivery workflows.

02

AI-enhanced research, analysis and design

Use AI to support evidence organisation, qualitative synthesis, knowledge management, journey mapping, service blueprints and process improvement.

03

Designing AI-enabled services and experiences

Explore assistants, agents and automation while designing accessible human–AI interactions with appropriate transparency and control.

04

Responsible adoption and measurable impact

Validate outputs, protect research integrity, address privacy, bias and governance, and measure quality, efficiency and service outcomes.

LEARNING OUTCOMES

Practical AI skills. Better UCD decisions.

01 Recognise useful AI opportunities across UCD, business analysis and delivery.

02 Understand AI capabilities and limitations, including agents and automation.

03 Support research planning, evidence synthesis, qualitative analysis and knowledge retrieval.

04 Apply AI to user journeys, service blueprints and situation or process analysis.

05 Develop and assess AI-assisted design concepts and prototypes.

06 Identify AI assistant and intelligent automation opportunities in services.

07 Design accessible, trustworthy human–AI interactions with appropriate oversight.

08 Validate outputs and address research integrity, privacy, security and bias.

09 Measure impact on efficiency, quality, customer experience and service outcomes.

10 Develop a practical adoption plan for a UCD or delivery team.

PRACTICAL PROGRAMME DELIVERABLE

Build an **AI in UCD Practical Application Portfolio**: opportunity assessment, AI-supported research and analysis, journey or service improvement proposal, AI-enabled service concept, validation and risk considerations, and an adoption roadmap.

Participants distinguish AI-generated suggestions from verified evidence and professional decisions.

COURSE PRICE & DETAILS

Build AI-enabled UCD capability.

STANDARD INDIVIDUAL	**£695** Six weeks / 12 live-online sessions
EARLY-BIRD	**£595** Subject to applicable booking conditions
STUDENT / GRADUATE	**£495** Eligible students and graduates
CORPORATE BOOKING	**10% off** 3–4 places booked together
CORPORATE BOOKING	**15% off** 5 or more places booked together
TARGET AUDIENCE	**Individual professionals** UCD and UX designers, user researchers, service designers, business analysts, product, delivery and transformation teams
REQUIRED EXPERIENCE	**No coding required** Some familiarity with research, design, business processes or delivery is helpful; no AI model-development experience required
DELIVERY & MATERIALS	**Live online** Interactive sessions, digital materials, practical exercises, group discussions and attendance certificate

Pricing status: These prices follow UXG Academy's six-week Knowledge Development structure. Their application to Course #8 is proposed and awaits confirmation. Prices exclude VAT where applicable; discounts do not stack.

Any paid AI tool subscriptions required for exercises must be confirmed before publication.