



Designing AI Features

AI has the potential to transform products — but only when applied with purpose. In this course, you'll learn to harness UX methods and research techniques to uncover pain points, identify meaningful opportunities, and frame AI use cases that solve real customer problems. Learn how to shape AI concepts users can trust and design experiences that genuinely improve their lives.

COURSE OPTIONS



Live Virtual
Half-Day or 1-Day



In-person
Half-Day or 1-Day

WHAT YOU WILL LEARN...

- How to apply the UX process to shape meaningful AI features
- Techniques to uncover user pain points and map AI opportunities
- Ways to frame use cases that balance user needs with feasibility
- Principles for designing AI experiences that build trust and confidence
- Methods for validating AI concepts before development
- Strategies to collaborate with cross-functional teams to bring AI features to life

WHO SHOULD ATTEND?

Ideal for UX designers, researchers, product managers, and innovation teams exploring AI-powered features. This course is especially valuable for those who want to ensure AI work is research-driven, user-centered, and focused on solving meaningful problems.



COURSE OUTLINE

FOUNDATIONS: UX + AI

- Opportunities (personalization, prediction, automation, generative content) and challenges (trust, explainability, bias, uncertainty) unique to AI
- The adapted UX process for AI
- Exercise: Brainstorm examples of AI successes and failures in everyday products

RESEARCH: FINDING AI OPPORTUNITIES

- Methods for uncovering your opportunities
- Mapping user journeys to locate “AI touchpoints”
- Exercise: Identify potential AI value areas on a sample journey map

DEFINE: FRAMING AI USE CASES

- Balancing feasibility with desirability
- Creating clear AI opportunity statements
- Exercise: Write three opportunity briefs based on research insights

IDEATE & PROTOTYPE AI FEATURES

- Designing for trust, transparency, and user control
- Prototyping methods (Wizard-of-Oz, UI mockups, and simulated outputs)
- Exercise: Sketch and prototype one AI feature and prepare for testing

TEST & VALIDATE AI CONCEPTS

- Testing AI when the tech isn’t built yet
- Determining what to measure
- Exercise: Peer test prototypes and capture key insights

INTEGRATION & WRAP-UP

- Collaborating with data science and engineering to prioritize AI opportunities and create roadmaps
- Capstone: Refine your AI opportunity, concept, prototype, test and create a mini case study
- Presentations, discussion, reflection, and future trends

KEY LEARNINGS

Build the capability to design AI features that are research-driven, trustworthy, solve real problems and deliver measurable value.

50%
Theory

50%
Practical

COURSE DETAILS

DELIVERY OPTIONS

In-person or Live Online

Half-Day, 9:00am - 1:00pm

1-day, 9:00am - 4:30pm

Course includes a one-hour lunch break.

COURSE MATERIALS

In-person

Participants receive a printed course booklet
A laptop is not required for this course.

Live Online

Access to our Learning Management System

REGISTRATION

Visit our website for our prices and registration
www.akendi.com/ux-training.

Our workshops, courses, and certifications teach processes and tactical skills for teams of 6 or more who want to elevate product delivery.

LOCATIONS

In-person training courses are delivered in your location. Ask us for more details!

Register today!

www.akendi.com/ux-training

CUSTOM TRAINING AVAILABLE

Akendi offers customised training courses designed to fit your organization’s specific needs.

Contact us at training@akendi.com for more information.