

# Intro + Section 1: Delivering Strategic UX & Design into the AI World

## To Get Started:

1. Watch **the Intro Video** and **the Section 1 Videos**. This document includes their notes.
2. Note any questions that occur to you and **add them to the questions section in the Maven Syllabus**.
3. **Then attend the Live Q&A** prepared with the lecture videos watched and your questions for Jared ready.

## TODAY'S NOTES

### Delivering Strategic UX & Design into the AI World

#### Welcome to *UX & Design in an AI World: Strategic Foundations*

Jared Spool is your host for this 3-session course.

### Course Introduction

In this 3-part course, we'll explore the challenges of UX & Design professionals when researching, designing, and delivering AI-based functionality.

AI functionality puts different demands on the UX professionals than non-AI functionality does.

This course explores the challenges of building AI into your products and services.

Many organizations are pushing to integrate AI into their products and services.

This push can have excellent results when the new AI functionality solves a clear problem for the users and customers.

However, in the current economic environment, executives and senior stakeholders demand that teams add AI to their products without a clear customer benefit.

These senior officials are afraid that their products won't be seen as competitive without an AI offering.

In many cases, they're already claiming their product is "intelligent" even without any functionality that could be recognized as AI.

UX professionals must approach this AI functionality with a strategic UX mindset.

In this course, we'll unpack the skills, practices, and perspectives of strategic UX.

We've divided the course into three sections:

### **Section 1: Delivering Strategic UX & Design into the AI World**

We'll discuss the frameworks for a strategic approach to UX and Design.

- We'll discuss what people mean today when talking about AI.
- We'll explore the limitations of each common AI approach, from a design and delivery perspective.
- We'll share why a *problem-first* approach is superior to the more common *solution-first* approach.
- We'll explore what you'll require for AI functionality to contribute value to your organization's bottom line.
- We'll discuss how UX folks keep their perspective using the SOUR framework.
- We'll explore the current experience liabilities that come with AI, so you can be prepared to deal with them.

### **Section 2: Bringing on AI Value through Intelligent UX & Design**

We'll discuss the frameworks for ensuring AI delivers value to our customers and users.

- We'll discuss how UX professionals employ the Kano Model to encourage the necessary investment in design and research for AI functionality.
- We'll explore the *Magic Escalator of Acquired Knowledge* framework to identify the best approach to help users learn how to use new AI capabilities.
- We'll share how UX professionals can reduce burden and increase customer and user value when designing and implementing AI.
- We'll discuss how we model the user's domain expertise, and how we can apply that model to ensure our AI functionality contributes the most value.

### **Section 3: The Strategic UX & Design Process in an AI World**

We'll discuss the necessary changes to your process for your successful AI integration.

- We'll discuss how to position your UX research best to uncover your AI functionality's benefits and requirements.
- We'll explore how you'll use a UX Vision to inspire your peers in development and product, along with essential stakeholders, to prioritize your UX efforts.
- We'll share the best techniques for precisely measuring when you've improved your customers' and users' lives with your AI functionality.

This course will focus on delivering AI functionality that customers love and users find valuable.

We'll discuss how AI can improve your customers' and users' lives today.

The big challenge that UX professionals have is that the hype of AI has set expectations too high.

Unfortunately, those expectations are not met by today's AI capabilities.

In this course, we'll focus entirely on what AI can do today.

We won't spend time exploring what it might do in the future.

(Other courses explore its future potential.)

We also won't spend any time on AI tools for UX professionals.

(Many other courses explore UX-AI tooling.)

You'll want to watch all the videos for section one before our first live Q&A session.

As questions occur to you, please add them to the **Questions** section of the Maven course syllabus.

We'll answer them in the live Q&A sessions.

AI functionality puts new demands on UX and design professionals that we haven't seen in a long time.

Let's explore the challenges we're facing and how to tackle them.

## Part 1: What do people mean by AI?

Most people don't know what AI means.

They know that it's *artificial intelligence*.

However, they can't tell you what makes AI different from other technologies.

Part of the problem is the definition of *intelligence*:

*"the ability to learn or understand or to deal with new or trying situations"*

— [Merriam Webster](#)

While AI can give the illusion of learning or understanding, it technically can't do that (today).

Maybe it will have this capability in the future, but it does not have it today.

This illusion creates challenges for UX professionals who must deliver AI functionality.

People are expecting intelligence where there's only the illusion of intelligence.

Paper: **Apple - The Illusion of Thinking: Understanding the Strengths and Limitations of Reasoning Models via the Lens of Problem Complexity**

The Illusion of Thinking: Understanding the Strengths and Limitations of Reasoning Models via the Lens of Problem Complexity  
Recent generations of frontier language models have introduced Large Reasoning Models (LRMs) that generate detailed thinking processes...

 <https://machinelearning.apple.com/research/illusion-of-thinking>

In current usage, AI describes many different things.

- Sophisticated algorithms that seem intelligent.  
*These are buried in applications, and users often don't realize they are there.*
- Large Language Models (LLMs, aka Generative AI) like ChatGPT  
*These use predictive models to generate phrases.*  
*There's no intelligence built into these models.*
- "AI Agents"  
*These are fancy automation scripting tools.*  
*Again, there's no intelligence built into these tools.*
- "Artificial General Intelligence"  
*AGI does not exist today.*  
*It's a romanticized version of computers from science fiction.*

Most AI discussions today are about LLMs or GenAI.

Algorithms are proven for use today.

They have limitations, but people understand how to design for them.

Example: **The Adelaide Score**

**World-first AI breakthrough helps SA hospitals**

South Australia's latest medical game-changer isn't a new pill – it's an AI system built by two young Adelaide doctors

<https://thepostsa.au/health/2025/04/17/how-sa-doctors-are-using-ai-to-cut-hospital-delays/>



LLMs are available today.

LLMs are limited to these capabilities:

- Chatbot (Asking questions or "talking to")
- Searching, summarizing, or comparing complex documents
  - This capability includes "asking questions" of documents
- Transcription
- Translation
- Web search
- "Deep Research" (Long-form web search that generates a document)
- Generating text, images, voice, or video
- Photo and video editing
- Write, edit, or "maintain" code

AI functionality based on LLMs will be some combination of these capabilities.

Example: **Abridge Clinical Scribe**

AI-assisted notetaking gains steady support from Kaiser Permanente physicians

One-year review of ambient scribe technology finds evidence it could reduce documentation burden.

<https://divisionofresearch.kaiserpermanente.org/ai-assisted-notetaking-gains-steady-support-from-kaiser-permanente-physicians/>



Agentic AI is still in its nascent stages.

You can build simple Agents today that are very unreliable.

It's rare to find agentic AI applications running in production settings.

AGI doesn't exist at all.

It's what many people imagine AI to be.

Based on the literature and culture of science fiction.

Yet, we can not deliver any functionality that behaves this way.

(LLMs give the illusion of intelligence, without having any.)

UX and design professionals are being asked to deliver "future" AI today.

Executives have been frightened into thinking AI is necessary or their companies will be destroyed.

They're creating "AI All The Things!" mandates.

This fear sets very high expectations for what AI can do.

Marketing has decided that everything we deliver from now on has AI.

The UX professional's challenge is to deliver something that feels intelligent with today's technology.

To do that, we need to focus on value.

## Part 2: An outcome-based approach to AI functionality

### What happens when we treat AI integration as a *deliverable*?

What we deliver into the world is an output, not an *outcome*.

Outputs have no "inherent quality."

That means we can't tell whether it is a good or a poor-quality output.

*Outcomes* are the opposite of outputs.

An *outcome* is the change in the world that we want to see.

Because we've delivered something.

Outcomes have "inherent quality."

The change in the world can either be positive or negative.

Ideally, we want to make the world better.

Nobody sets out to make the world worse.

Outcomes can be business objectives, such as increased revenue or retention.

However, we'll be focusing on UX outcomes.

A UX Outcomes answers the question:

*If we do a great job <on this new feature, capability, product>, whose life will we improve and how will we improve it?*

## **Taking a *problem-first* approach**

Stakeholders often present AI functionality to their UX teams as an already-chosen solution.

We know we'll build some AI into the product.

But we haven't identified the problem.

When taking a *solution-first approach*, the only success criterion is "delivery."

This approach focuses on an output, with no "inherent quality."

For successful AI integration, we need to switch to a *problem-first approach*.

This approach means starting by understanding the users' current experiences.

From there, we identify the UX outcomes we'll use as our criteria for success.

We'll identify the problems to solve and determine if AI is the best choice.

## **Part 3: What makes your AI functionality valuable to your customers?**

### **We start with our user's *experience***

The experience is what our user sees, feels, thinks, acts, and does.

The experience includes interacting with our products and services.

However, it also includes time spent when they are not interacting with our designs.

Everyone else in the organization will focus on our product or service.

We must bring the experience back into the discussions and conversations.

An experience-based UX approach is more strategic than a product-based approach.

It provides more information about opportunities for innovation and market leadership.

### **Are we delivering *Poor UX*, *Good UX*, or *Great UX*?**

*Poor UX* is when we fail to deliver what our users need.

We deliver *missed expectations* and *unmet needs*.

We force *undue burden* onto our users.

Poor UX frustrates our users and customers.

*Good UX* is when we *meet expectations* and *meet needs*.

Users perceive that the design requires a *reasonable burden*.

Customers will pay a little more to get their needs met.

There's nothing remarkable about that.

*Great UX* is when we *exceed expectations* and *anticipate needs*.

Our designs *eliminate burden*.

Customers will pay substantially more when their needs are anticipated.

Great UX is highly remarkable.

Article: **The Diagram that Shows the Value of Great UX**

The Diagram that Shows the Value of Great UX

One of the questions I get an awful lot these days is, "How do we show that a great experience produces immense value for the organization?" We can think of experience as a spectrum from extreme frustration to delight. Our work is to transform our users' experiences from being frustrated to

[+ https://articles.centercentre.com/the-diagram-that-shows-the-value-of-great-ux/](https://articles.centercentre.com/the-diagram-that-shows-the-value-of-great-ux/)

## Part 4: Working with the perception of AI

We're setting high expectations for what AI can do.

Meeting those expectations will be difficult.

The gap between what people think AI can do and what it can do today is very large.

This gap will cause immense frustration when the functionality can't do what is being promised.

That frustration will be blamed on poor user experience work.

### Users don't care about whether your product contains AI or not

Users and customers don't care that your products or services contain AI.

They're looking for value, which translates into making their life better.

They want your products and services to:

- Exceed their expectations.
- Anticipate their needs.
- Eliminate their burden.

### In many cases, AI is a liability


AI feels problematic to many people.

Recent research shows that the more literate people are about AI, the less they trust it.

Article: **Wired - *The Less People Know About AI, the More They Like It***

**The Less People Know About AI, the More They Like It**

You might assume that tech-savvy people are the most open to using AI, but research suggests it's actually those who are least familiar with it.

 <https://www.wired.com/story/the-less-people-know-about-ai-the-more-they-like-it/>




**People distrust being on the receiving end of AI**

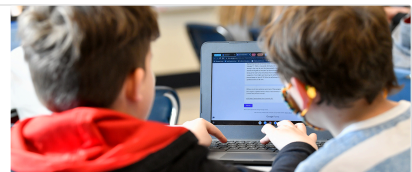
Teachers dislike it when their students use AI on their assignments.

Article: **Pew Research - *A quarter of U.S. teachers say AI tools do more harm than good in K-12 education***

**A quarter of U.S. teachers say AI tools do more harm than good in K-12 education**

High school teachers are more likely than elementary and middle school teachers to hold negative views about AI tools in education.

 <https://www.pewresearch.org/short-reads/2024/05/15/a-quarter-of-u-s-teachers-say-ai-tools-do-more-harm-than-good-in-k-12-education/>




Students dislike it when their teachers use AI to create syllabi.

Article: **NYTimes - *The Professors Are Using ChatGPT, and Some Students Aren't Happy About It***

**The Professors Are Using ChatGPT, and Some Students Aren't Happy About It**

Students call it hypocritical. A senior at Northeastern University demanded her tuition back. But instructors say generative A.I. tools make them better at their jobs.

 [https://www.nytimes.com/2025/05/14/technology/chatgpt-college-professors.html?unlocked\\_article\\_code=1.e08.yslE.Zf\\_l\\_8KdgIYX&smid=url-share](https://www.nytimes.com/2025/05/14/technology/chatgpt-college-professors.html?unlocked_article_code=1.e08.yslE.Zf_l_8KdgIYX&smid=url-share)




Employers dislike receiving AI-generated job applications

Article: **NYTimes - *Employers Are Buried in A.I.-Generated Résumés***

**Employers Are Buried in A.I.-Generated Résumés**

Candidates are frustrated. Employers are overwhelmed. The problem? An untenable pile of applications — many of them generated with the help of A.I. tools.

 [https://www.nytimes.com/2025/06/21/business/dealbook/ai-job-applications.html?unlocked\\_article\\_code=1.e08.relr.j8F7BK2ZptHm&smid=url-share](https://www.nytimes.com/2025/06/21/business/dealbook/ai-job-applications.html?unlocked_article_code=1.e08.relr.j8F7BK2ZptHm&smid=url-share)




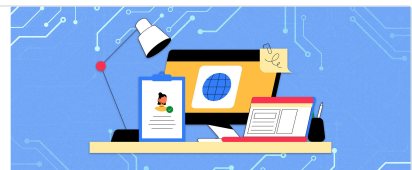
Job applicants dislike AI hiring practices

Article: **Fast Company - *What job seekers hate (and love!) about your AI hiring process***

**What job seekers think of your AI hiring process - Fast Company**

Recruiters tout all kinds of tech that makes hiring more efficient. But what do job seekers think of the new AI hiring process?

 <https://www.fastcompany.com/91341953/what-job-seekers-hate-and-love-about-your-ai-hiring-process>



## Most AI implementations never get put into production

An IBM study of 2,000 CEOs found that only 25% of AI initiatives have returned value that exceeded their investment.

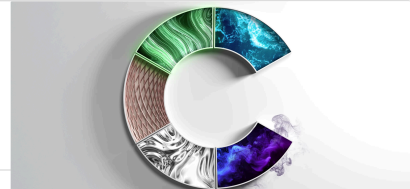
Only 16% of initiatives have scaled to enterprise-wide.

Article: **IBM - CEOs Double Down on AI While Navigating Enterprise Hurdles**

### IBM Study: CEOs Double Down on AI While Navigating Enterprise Hurdles

A new global study by the IBM Institute for Business Value found that surveyed CEOs are committed to advancing AI solutions across their organization even as they face challenges from accelerating technology adoption.

<https://newsroom.ibm.com/2025-05-06-ibm-study-ceos-double-down-on-ai-while-navigating-enterprise-hurdles>



Product teams delivering AI capabilities must communicate the functionality's value.

However, they can't trigger people's poor perceptions of AI.

## Part 5: Dealing with AI's unrealistic expectations - the SOUR framework

What special demands does AI make on your users' experience?

Understanding the differences can help mitigate frustration due to missed expectations.

And, ideally, create opportunities to exceed expectations.

### The SOUR framework

We can assess qualities of our AI functionality using a **Spectrums of Usable Reality (SOUR)** framework

This framework puts attributes on a spectrum from *future science fiction expectations* to *today's reality*:

#### The accuracy spectrum

Science fiction literature has taught people that AI is always accurate.

Yet, the reality of today's AI is that it often hallucinates or omits critical information.

Depending on the model and contexts, hallucinations and omissions can be 40% or more.

Accuracy is different in non-AI functionality.

Spreadsheets return the correct mathematical results 100% of the time.

Database systems never omit records that match the search criteria.

Users used to non-AI functionality may have expectations similar to those of AI functionality.

Designers may need to provide guiding functionality to check for errors or omissions.

*Example: In a medical transcription application, the doctor must verify excerpted data (such as prescribed medications and dosages) before submitting the data into the electronic health records.*

At one end of the spectrum is the sci-fi perfect accuracy.

At the other end of the spectrum is what we can ship today.

Where, in between, are the expectations of your stakeholders and executives?

Where are the expectations of your users and customers?

How will you temper those expectations to get close to what you can deliver?

### **The *predictability* spectrum**

In science fiction literature, if you ask an AI or robot to do something, it will do it the same way every time.

In common conditions with many models, identical requests will produce dramatically different results.

One researcher fed the same GenAI model the same prompt with the same interview data thirteen times.

They asked the model to take the data, identify valuable insights and quotes, and sort them into distinct categories.

The researcher got a unique result each time.

Categories ranged from 5 to 18, and no two rounds ended with the same category schema.

The insights and quotes were wildly different each time.

The number of fake quotes (hallucinations) varied each round.

Key insights were omitted in each round.

The insights that were omitted varied each round.

Non-AI systems act 100% predictably.

Your email inbox only changes when you download new mail or delete a message.

Your word processor doesn't show different contents every time you open the same document.

That's what we've come to expect of computers.

Except that LLMs work differently.

Compensating for the unpredictability is challenging for the product team.

Some LLMs can be tuned to be more predictable.

Some can't, which makes it hard to meet the users' expectations that identical triggers will produce similar results.

### **The *ease of control* spectrum**

In science fiction literature, AIs can respond correctly to any instruction.

Their response is correct even when the individual giving the instructions hasn't previously worked with that particular AI system.

They just ask it to do something, and it knows exactly what their intention is.

*"Open the pod bay doors, Hal."*

For contemporary LLMs, *prompting* is an art form.

Current social media and blog posts are filled with instructions on which prompts will generate the best results.

When someone complains about the LLM not cooperating with their request, they're often told that they "didn't prompt right."

Today's LLMs are not easy to control.

Users are frequently advised to learn *prompt engineering* as a skill.

Modern-day interfaces sometimes require training.

However, UX has strived to make interfaces *intuitive for the last three decades*.

An *intuitive interface* is one where a new user operates it without training.

How intuitive does your executive team expect your AI to be?

How intuitive do users and customers expect?

How will you temper those expectations about the training your design will require?

## **The *detail completeness* spectrum**

In science fiction, characters only need to ask the AI to do a thing once.

The AI system produces results that match the user's thinking with a single request.

Today's LLMs often get a request partially correct on the first prompt.

It will match most of what you expect.

However, you'll have to refine your prompt and submit it again to get it exactly the way you want.

This refinement can take multiple iterations and may never be 100% how you want.

For example, a UX designer was recently trying to design a web page for their personal site.

They had a clear goal in mind.

Yet, the LLM-based design tool they chose couldn't correct the typefaces, no matter how they reframed the prompt.

The tool insisted on using different typefaces for different parts of the page, even though this violated basic design principles of minimizing typeface variation in a single design.

How much control over your AI functionality do your stakeholders and executives expect?

How much control over your AI functionality do customers and users expect?

How will you temper their expectations when they may need multiple, time-consuming iterations to achieve their desired results?

## **The *observability* spectrum**

In science fiction, when a user asks their AI system to explain the reasoning or deduction process behind something the AI has said or done, it can always describe how it got to the result.

The AI always knows its process.

Today's LLMs cannot "know" or discern how they produce a result.

Because the LLM works from a mathematical model of probable phrases, it doesn't know why it says what it says.

Unfortunately, if you ask it to explain its reasoning, it will give you an answer.

However, it's a lie.

It's not describing what it did.

It uses the predictive model of phrases to answer the question, independent of the actions it took.

This response seems convincing; however, it's factually inaccurate.

Imagine an LLM being used by a broker to propose their clients' financial advice.

If a client asks how the broker came to this advice, the only answer can be, "I don't know how the system I use came up with this advice."

This response may not be desirable if the brokerage firm wants to promote a reputation as an investing expert.

Do your stakeholders and executives expect your AI functionality to explain its reasoning process?

Do your customers and users?

How will you temper their expectations when your AI functionality can't explain itself or gives false explanations?

## **The *computational learning* spectrum**

In science fiction, AI systems always learn from the humans around them.

For example, in Star Trek, the Data character learned to tell jokes and bluff at poker.

When the AI systems make mistakes, humans can teach them a better approach, which they will apply later in the story.

Today's AI can't learn from its mistakes.

Though current models often say phrases like "I'll try to do better next time," they cannot learn to do better.

They base their responses on probability models that only change when the entire model is updated.

The models aren't updated based on reactions from the humans that use them.

They update through larger and more extensive training sets, replacing the previous ones.

(There is a short context window where some changes occur during an interactive session, but they will reset once the context window expires.)

Do your stakeholders and executives expect the models always to be learning and improving their responses?

Do your customers and users?

How will you temper everyone's expectations about the continuous improvements of the responses from the AI?

### **The *computational speed* spectrum**

In science fiction, the AI system always responds immediately.

It only pauses for dramatic effect.

In today's AI systems, response speed is a function of the thoroughness of the model application.

For example, when using AI to generate code fragments, models that respond quickly produce worse quality code than models that react more slowly.

Those higher-quality responses can take 20 minutes or more per prompt.

Do your stakeholders and executives expect immediate responses with high-quality results for every prompt?

Do your customers and users?

How will you temper everyone's expectations about the quality/computational speed tradeoff?

### **The *contextual awareness* spectrum**

In science fiction stories, the AI systems know their surroundings without being explicitly fed contextual details.

They can even alert the story characters to a change in context that they may not have noticed.

With today's AI systems, any context needs to be explicitly supplied as data or a prompt to the LLM by the user.

It cannot, on its own, detect context changes or the implications of such a change.

For example, a chatbot does not know that a different user has started entering chat text than the person who started the conversation.

In a live conversation, a customer service rep would realize they were now talking with someone different.

Do your stakeholders or executives strongly expect how your AI functionality will respond to contextual changes?

Do your users or customers have strong expectations about what the AI functionality can deduce from the context?

How will you adjust to their expectations or temper them to match what your functionality is capable of?

Of course, over time, the AI models are improving.

However, improvements are slow.

It can be a year or more between model updates.

With each update, the reality of what AI can deliver improves.

Lately, those improvements have been modest iterations.

It seems we're still far from the AI that Sci-fi promised us.

Managing stakeholder and user expectations will always be a challenge for UX professionals.

We must share techniques and methods for setting and managing these expectations.

## Part 6: Liabilities of LLMs

We can't discuss Generative AI platforms without talking about their extensive liabilities.

They come with baggage that makes building designs on top of them problematic.

Historically, these issues would not be considered UX challenges.

However, changes to account for the liabilities will dramatically affect the experience users have.

### Liability: Cost sustainability

Right now, except for one company — Nvidia — every AI company is losing money.

In some cases, they have losses of billions of dollars.

To make money, they'll need to increase their prices massively.

Their investors, who have been subsidizing their expenses, will require this.

Case study: Cursor

Cursor was making about \$42 million a month in early 2025.

Cursor was Anthropic's biggest customer (with GitHub CoPilot being the second largest).

In May 2025, Anthropic dramatically raised its prices to its largest customers, including Cursor.

Cursor, in turn, had to raise its prices to its customers.

Many customers left after the price increase because Cursor was no longer affordable.

What if these price increases happen to your company?

How will you respond if your service providers raise their prices when their investors insist they become profitable?

Article: **Ed Zitron - AI is a money trap**

#### AI Is A Money Trap

In the last week, we've had no less than three different pieces asking whether the massive proliferation of data centers is a massive bubble, and though they, at times, seem to take the default position of AI's inevitable value, they've begun to sour on the idea that

<https://www.wheresyour.ed.at/ai-is-a-money-trap/>



### Liability: Intellectual property theft

LLMs are trained on materials they find online.

The LLM companies used many of these materials without permission.

Many IP owners are now suing these companies for intellectual property theft.

Copyright law is always slow to catch up when technology changes.

However, the law has historically always protected the IP owners.

That's likely to happen again this time.

What will your organization do when (not if) the IP owners start requiring license fees to use the models?

These fees are likely to substantially raise the cost of using the models.

### **Liability: Exploitative labor practices**

Part of the process of creating training models is to remove obscene or offensive materials.

The offensive material can only be removed by hand.

The LLM companies contract with third parties who hire individuals to review all the source material and remove anything offensive.

These third-party organizations pay individuals in remote places, such as Kenya, \$0.90-\$2.00 per hour to make AI safe.


The process involves exposing the individuals to horrific content.


These people get severe PTSD from this work.

Will your customers and co-workers be ok learning the horrific human conditions your AI functionality is enabled by?

Article: **Christina Wodtke - I Love Generative AI and Hate the Companies Building It**

I Love Generative AI and Hate the Companies Building It  
A Ranking from Most to Least Evil

 <https://cwodtke.medium.com/i-love-generative-ai-and-hate-the-companies-building-it-3fb120e512ac>



### **Liability: Privacy issues**

Another way that AI companies train their systems is by using the data supplied to them by their customers.

Every time someone uploads data into the model for analysis or summarization, they can copy it for training.

For example, the medical transcription service uploads every doctor-patient conversation, complete with private medical information, to their AI platform vendor.

There is no protection in place for the privacy of the patient or the doctor.

Will your customers be upset to learn that the AI companies are training their models and possibly revealing private information to other users?

### **Liability: Environmental sustainability**

Generative AI requires massive amounts of electricity and water.

Data centers use the same power as small countries.

To cool the servers, the data centers need massive amounts of water.

These data centers have substantial adverse effects on the environment.

While many AI companies start by talking about carbon offsets, none have managed to keep their promises.

And they're all building new data centers to support future growth.

The demands on the environment will only get worse.

At some point, communities will demand that these centers pay for the damage they're doing.

Will your customers be willing to foot the costs of the damage your services are doing to the environment?

It's unlikely that any organization delivering AI functionality will escape these liabilities.

You can ignore the problem until you have to deal with it.

Or, you can start thinking now about what your alternatives might be.

These liabilities are an experience design challenge of the highest form.

## Section 1 Summary

This first section covered the high-level challenges that UX professionals face when delivering AI functionality.

We explored:

- The different types of AI people talk about today.
  - Algorithms, GenAI, Agentic AI, and Artificial General Intelligence
- How to employ an outcome-based approach to AI functionality.
- How you'll make AI functionality valuable to your customers.
- How you'll work with your stakeholders' and customers' perceptions of AI.
- How you'll deal with unrealistic expectations of AI's capabilities.
- How you'll prepare to deal with the liabilities incurred when building AI functionality.

The next section will look at frameworks for ensuring AI delivers value to your customers and users.

Don't forget to add your questions to the Maven course site.

You can add your questions to the section labeled "Questions."

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### UX in AI Lightning Talks

You can also find these in the Maven Course Syllabus

**[How AI Will Bring On A UX Resurgence](#)**

**[The Best UX Metrics for AI-Functionality](#)**

**[Why Designing for GenAI is Different](#)**

## Leaders of Awesomeness Community

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