

AI for User Research 101 Course Syllabus

[AI for User Research 101](#) is a free two-week course designed to provide UX research professionals with a deeper understanding of AI's role in their field, identifying key concepts, challenges, and opportunities.

Upon completion of the course, participants will have a solid understanding of where and how AI can be effectively and ethically integrated into their current research processes and organizations.

Week 1 - Leading the Dance with AI – Integrating AI Within the Research Process for Efficiency & Impact

Key Topics:

- A brief introduction to AI in UX research
- AI capabilities and limitations
- Practical AI Applications Across UXR
- Techniques for effective AI use

Focus Areas:

- What the AI Revolution in UXR should mean to you and your organization
- Types of Generative AI
- Context engineering
- Prompt engineering 101
- The *CRAFTe* Framework

Week 2 - Keeping Your Soul – Ethical AI in UXR & Organizational Integration

Key Topics:

- Key ethics considerations
- Organizational adoption and advocacy

Focus Areas:

- Fairness and Non-discrimination
- AI Transparency
- Governance, oversight, and control
- Data security
- Stakeholder conversations and buy-in
- Accountability & responsibility
- Human oversight and control