AI in Learning & UX Design

Mike Brown

Image created by DALL-E 3
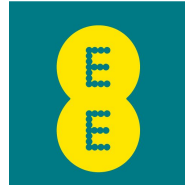
"You won't lose your job to AI, but to someone who uses AI better than you do."

Jakob Nielsen

Image created by DALL-E 3
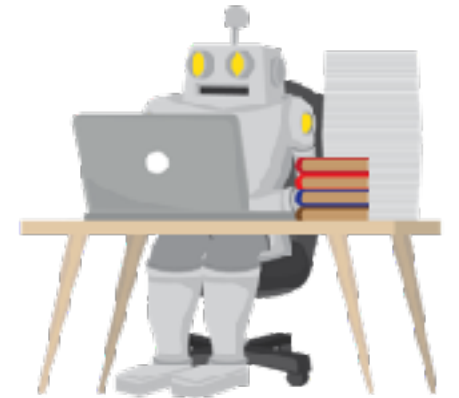
AI Productivity

AI improves **employee productivity**
66%

AI Market size 2027 expected to be
$407billion

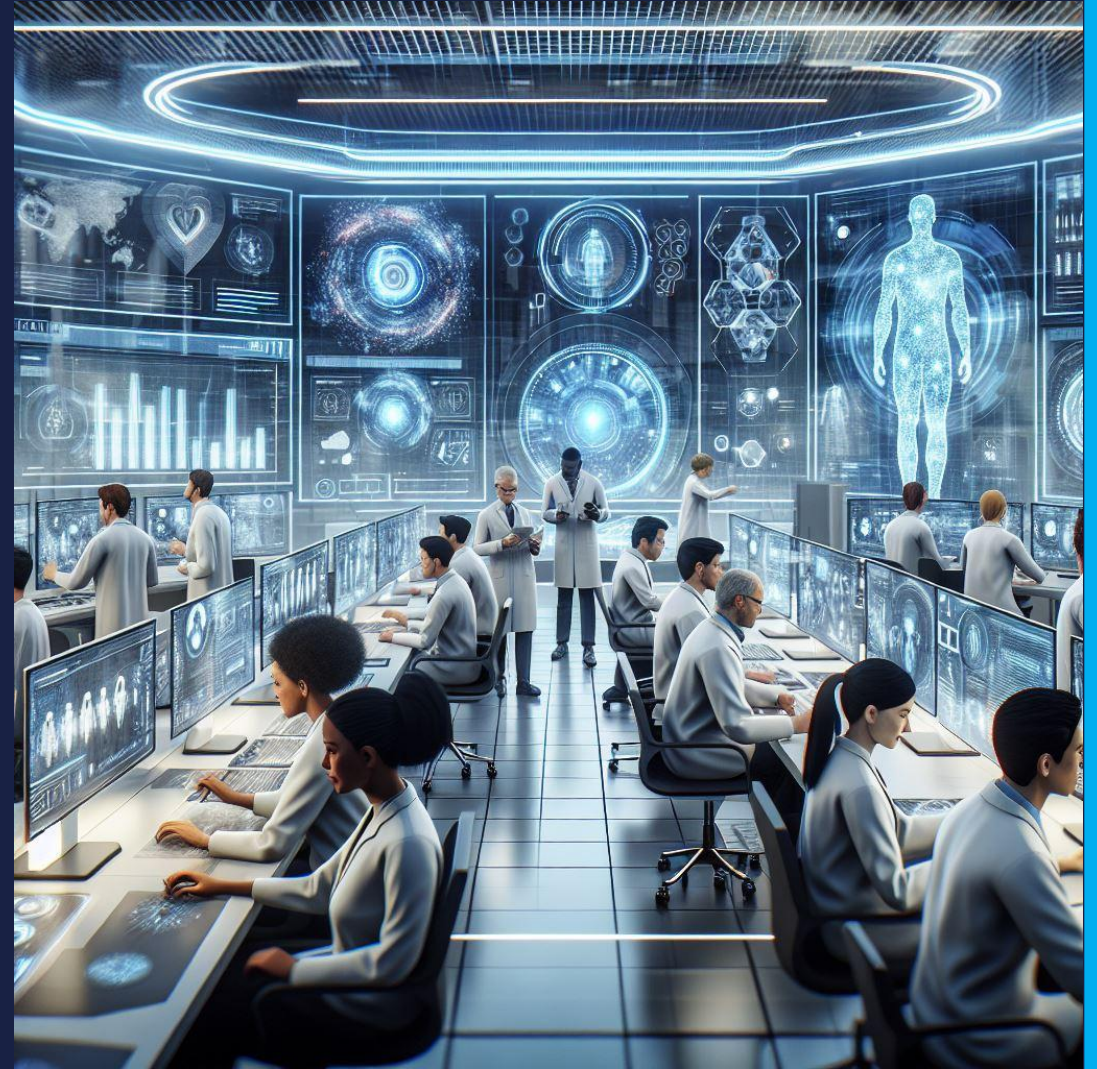By 2030, AI will have an estimated increase on United States GDP of
21%

Learning Admin time savings
60%

Faster Upskilling and reskilling
35%

Measurable Gains

Image created by DALL-E 3

IMPORTANCE

HIGH

FEASIBILITY

LOW   HIGH

LOW

take learning content in one format (such as an elearning course, an online webinar, podcast, video transcript, etc) and convert it into something else (an article in the style of a lifestyle magazine, a 2 minute info download, a teaser trailer). (https://spiral.computer/)

tools that changes text to speech

Use cases to test

Write a set of test questions and answers that test understanding of given learning objectives based on scripted content. The test questions should follow best practice.

Reduce wordcount by summarising content. Give it a script document and ask it to reduce the wordcount to X.

Create problem statements and identify any areas where they appear incomplete or how they could be improved

Write copy for a learning portal

Create a personalised learning journey that adapts depending on how you interact, users current skill gaps, learning ability

Build an entire learning curriculum

Make learning content accessible for people with diverse needs, including writing PDF versions

Help a designer create media assets quickly (text to audio, image generation, video creation and editing, and audio creation).

Show how you've demonstrated skills or applied learning to be able to grade this and then develop further

Help a designer transfer content from a script into Lab (and build the module).

Help a designer build an interactive experience that responds to learner's input in ways that are realistic/engaging and that support learning objectives.

Help a designer understand amounts of own data that often weight into how effective our learning is and what the user experience is like. Can we also use this to give stakeholders more info about levels of knowledge within the audience (i.e. a diagnostic... also combine

Look at data and tell 'how' people are using/accessing/engaging with the content

Help propose, prototype and script learning content, including idea generation, writing module outlines, creating prototypes of ideas and creating a script (inc test questions) that meets key standards based on source content

Create content without an SME background

Help a designer write user stories and/or personas?

Create problem statements and identify any areas where they appear incomplete or how they could be improved

Create user testing scripts

Reduce wordcount by summarising content

Create a Learning Lab page design based on specific parameters

Create, refine or suggest improvements to user flows

Create accurate translations of module content.

Help a designer research a topic they're unfamiliar with

Suggest updates to an existing module when given user feedback and updated content

Choose the best image to include in learning content

Write copy for a learning portal
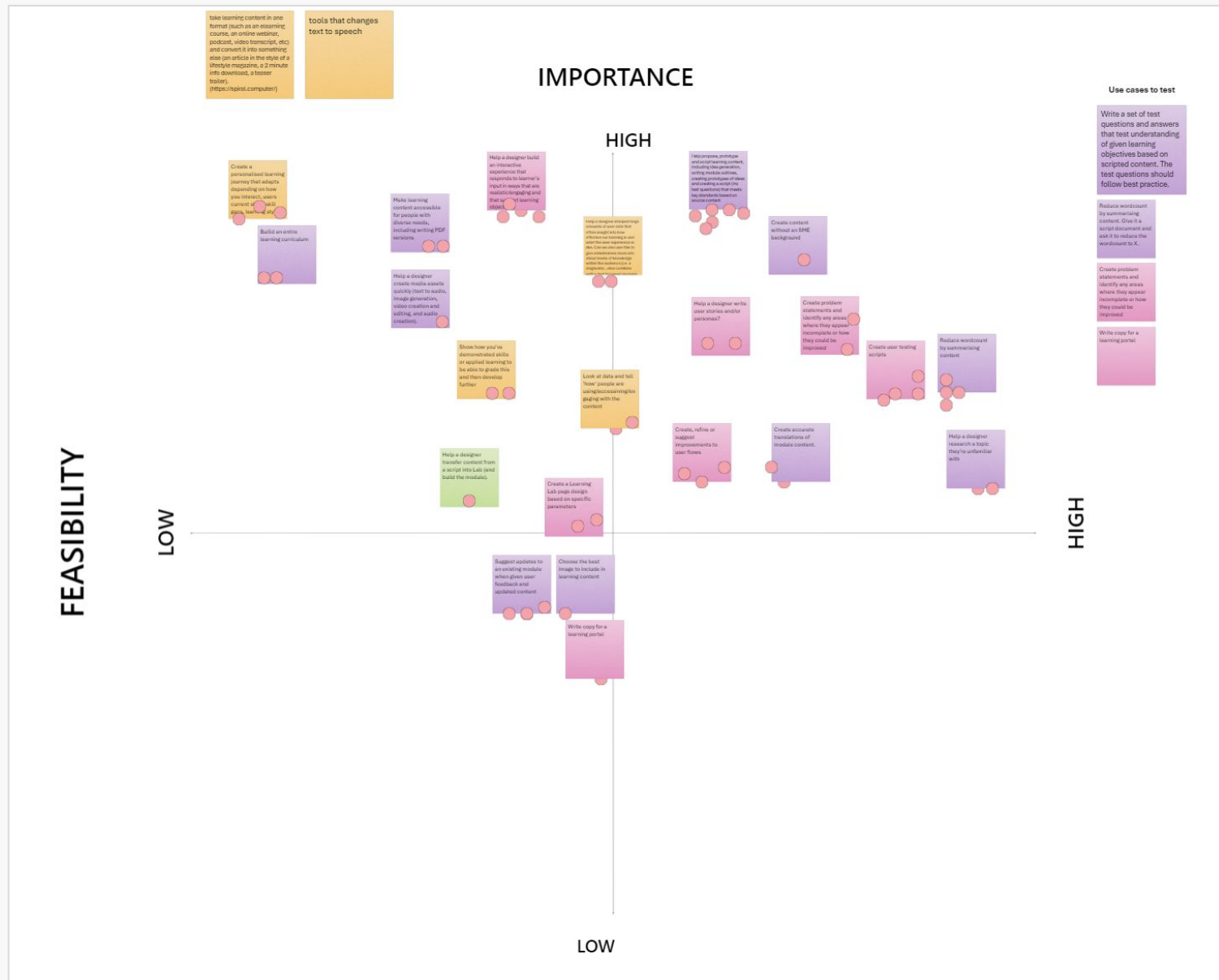
Learning Design
AI Use Cases – Near Term

- **Test Question Generation**

- **Summarising Content**

- **Problem Statement Generation**

- **Copy Generation**

- **Improvements to User Flows**

- **Create content without subject-matter expertise**

AI Use Cases

Test Question Generation

"I want AI to write a set of questions and answers to test colleague understanding of given learning objectives. These should be based on scripted content and follow best practice, increasing question quality and reducing time required for designers to produce validation tests."

The Barclays Way
How we do business
July 2024

🦅 **BARCLAYS**

AI Use Cases

Summarising Content

"I want AI to reduce word count of learning modules by reviewing content provided and creating summaries within a given word Count value."

Digital credentials
Empowering and enabling you to develop and showcase your critical skills.

Add to favourites

Digital credentials is a digitally held certificate which shows that you've demonstrated a certain level of knowledge or skill in a particular area. It's a structured learning pathway for priority technology skills, selected by senior leaders and distinguished engineers, created by subject matter experts, aligned to industry standards and emerging technology.

There are a range of proficiency levels which means there is something for everyone, whether you're just starting out or you're already an expert in your field.

If you'd like to find out more, visit the digital credentials SharePoint site ⬀, or get started by selecting the skill group below to see the digital credentials on offer.
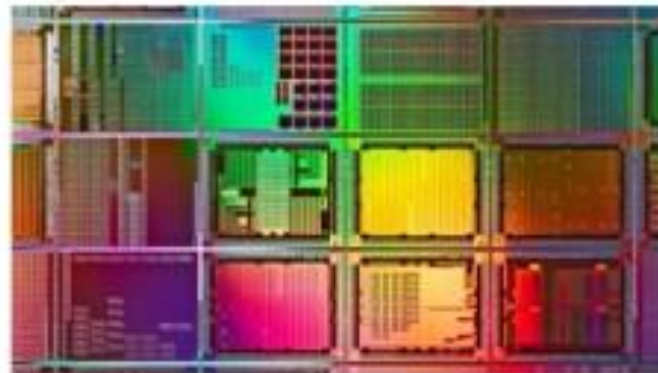
Architecture
Our Architects are our thinkers for tomorrow, focusing on strategic priorities and delivering Enterprise capability roadmaps.
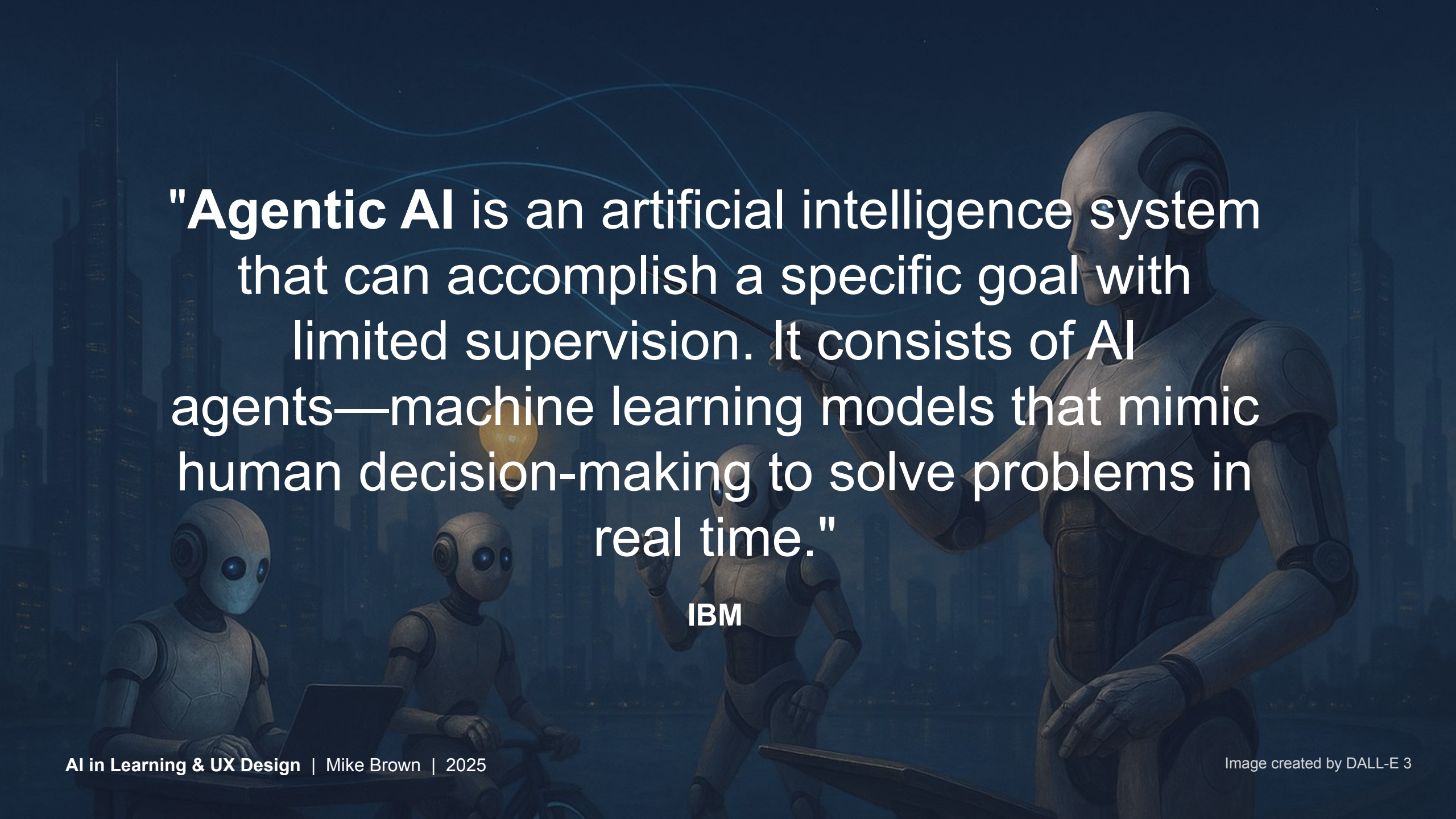
Cyber security
The security of our systems is at the heart of everything we do.

Learning Design
AI Use Cases – Future

- **Virtual Coaching / Training**

- **Media / Asset Creation**

- **Format Conversion**

- **Curriculum Design**

- **Personalised Learning Content**

- **Generative UI**
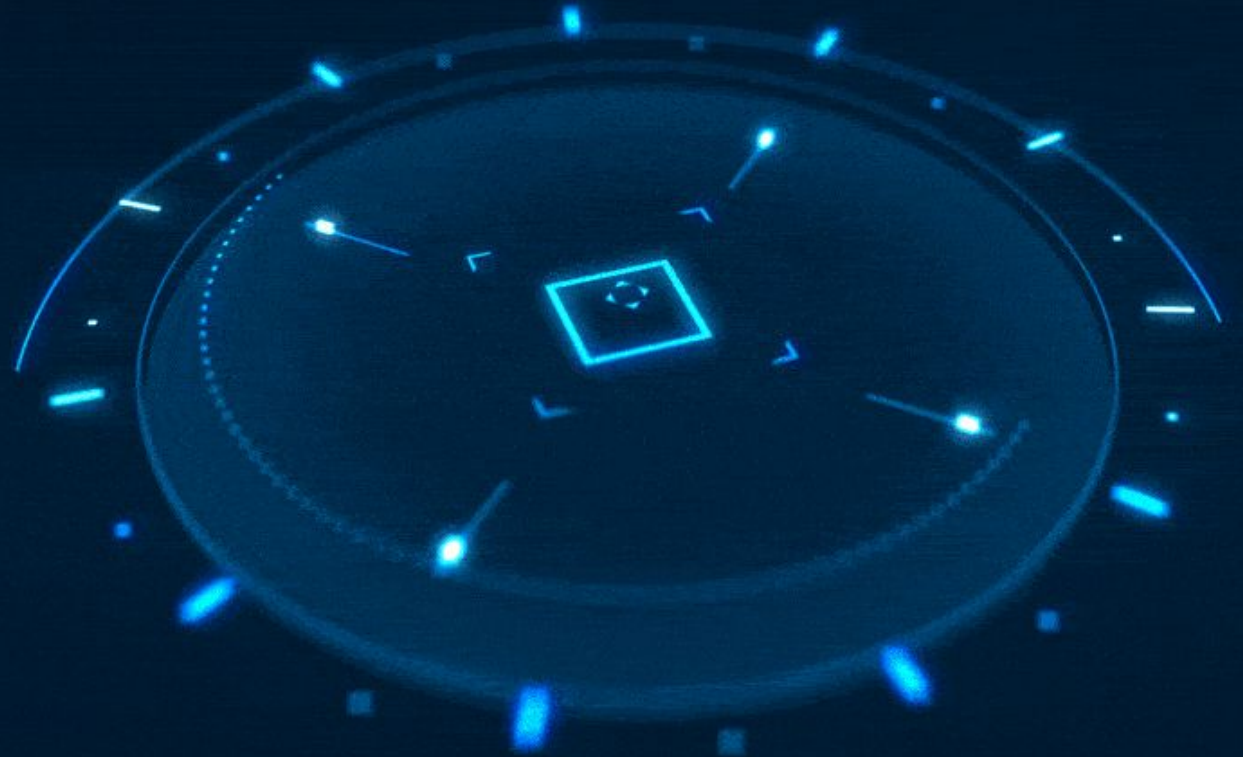
"**Agentic AI** is an artificial intelligence system that can accomplish a specific goal with limited supervision. It consists of AI agents—machine learning models that mimic human decision-making to solve problems in real time."

IBM

Agentic AI

**Human-Orchestrated
Agent Constellations**
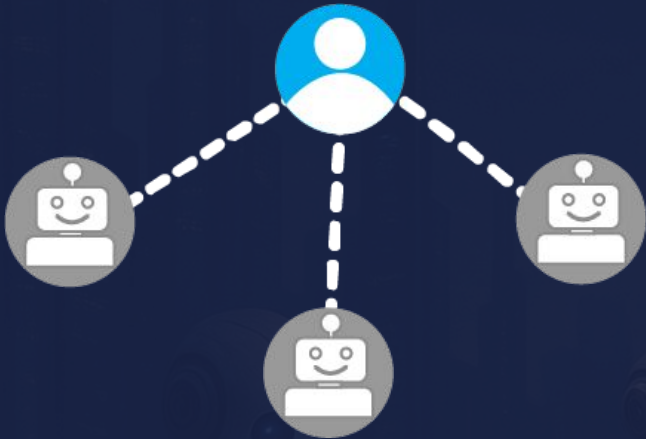
**Agent-Agent Collaboration
with Human Governance**

**Agentic Ecosystems
with Distributed Oversight**

Too big,
too fast…
or too slow?

OpenAI

Meta

Microsoft

Google

amazon

IBM

Figure 4: Expected benefits of using AI in L&D

Create learning content faster
Improve efficiency/reduce costs within L&D
Personalisation/adaptive learning
Facilitate information discovery
Provide extra skills practice
Identify skills
Provide extra knowledge testing
Maintain skills taxonomies
We're not using AI
We don't expect to see any benefits
Other (please specify)

0%   5%   10%   15%   20%   25%
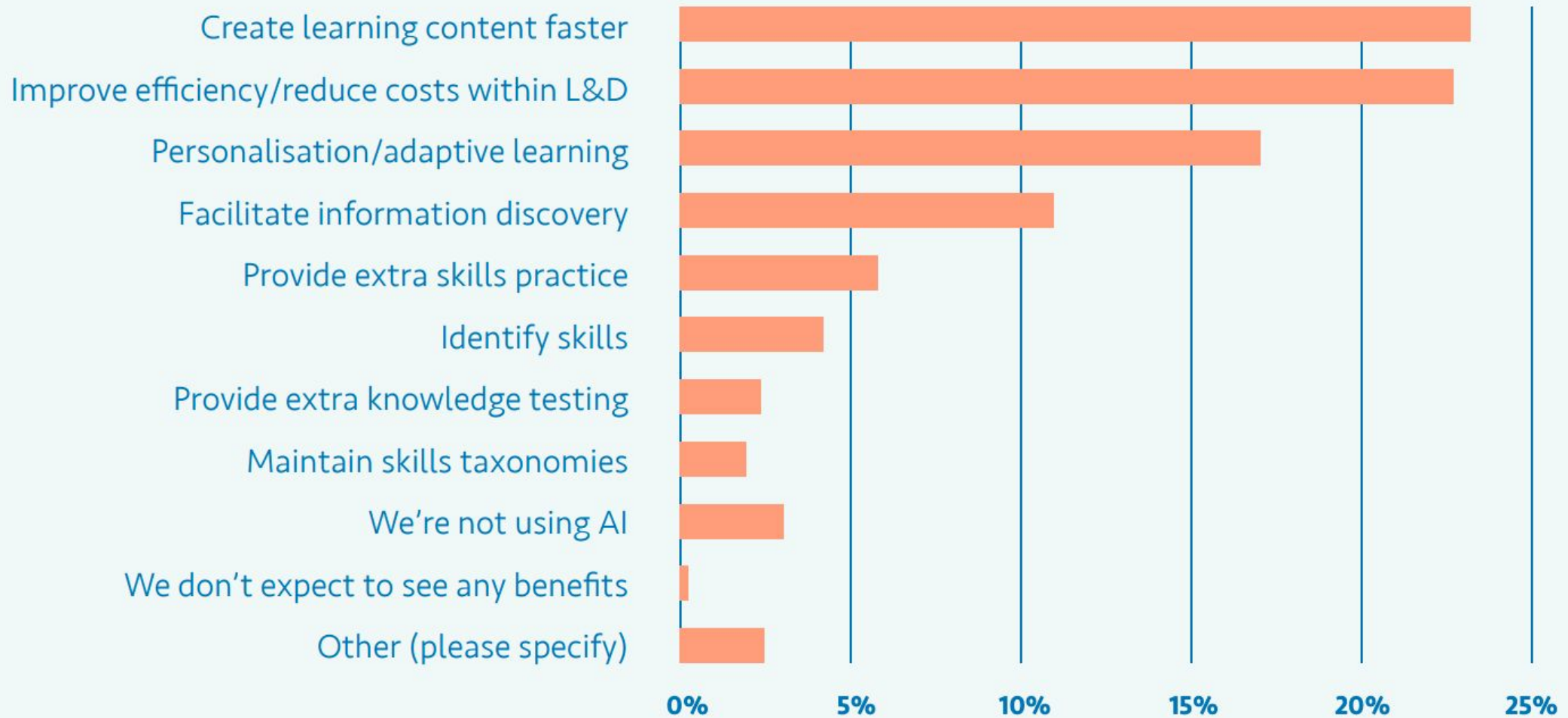
The cost of doing nothing

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Image created by DALL-E 3

On screen: GenAI Hackathon November 2024
It's happening here... It's presentation time!

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Risk and AI

"The era of "move fast and break things" is over. "

Hemant Taneja
Harvard Business Review

Tax risk awareness

🖥 Interactive course   🕐 15m   ⭐ 4.7

Explore the actions you can take to identify and mitigate Tax risk.

NOT STARTED

Climate risk awareness

🖥 Interactive course   🕐 30m   ⭐ 4.7

Explore the actions you can take to identify and mitigate Climate risk.

NOT STARTED

[Financial reporting risk awareness](#)

🖥 Interactive course   🕐 15m   ⭐ 4.6

Explore the actions you can take to identify and mitigate Financial

NOT STARTED

Risk reporting risk

🖥 Interactive course   🕐 30m   ⭐ 4.7

Explore the actions you can take to identify and mitigate Risk reporting

NOT STARTED

Operational recovery planning risk

Treasury and Capital risk awareness

Market risk awareness

🖥 Interactive course   🕐 15m   ⭐ 4.6

Credit risk awareness

🖥 Interactive course   🕐 15m   ⭐ 4.6

AUTOMATION

Image created by DALL-E 3

AUGMENTATION

Image created by DALL-E 3
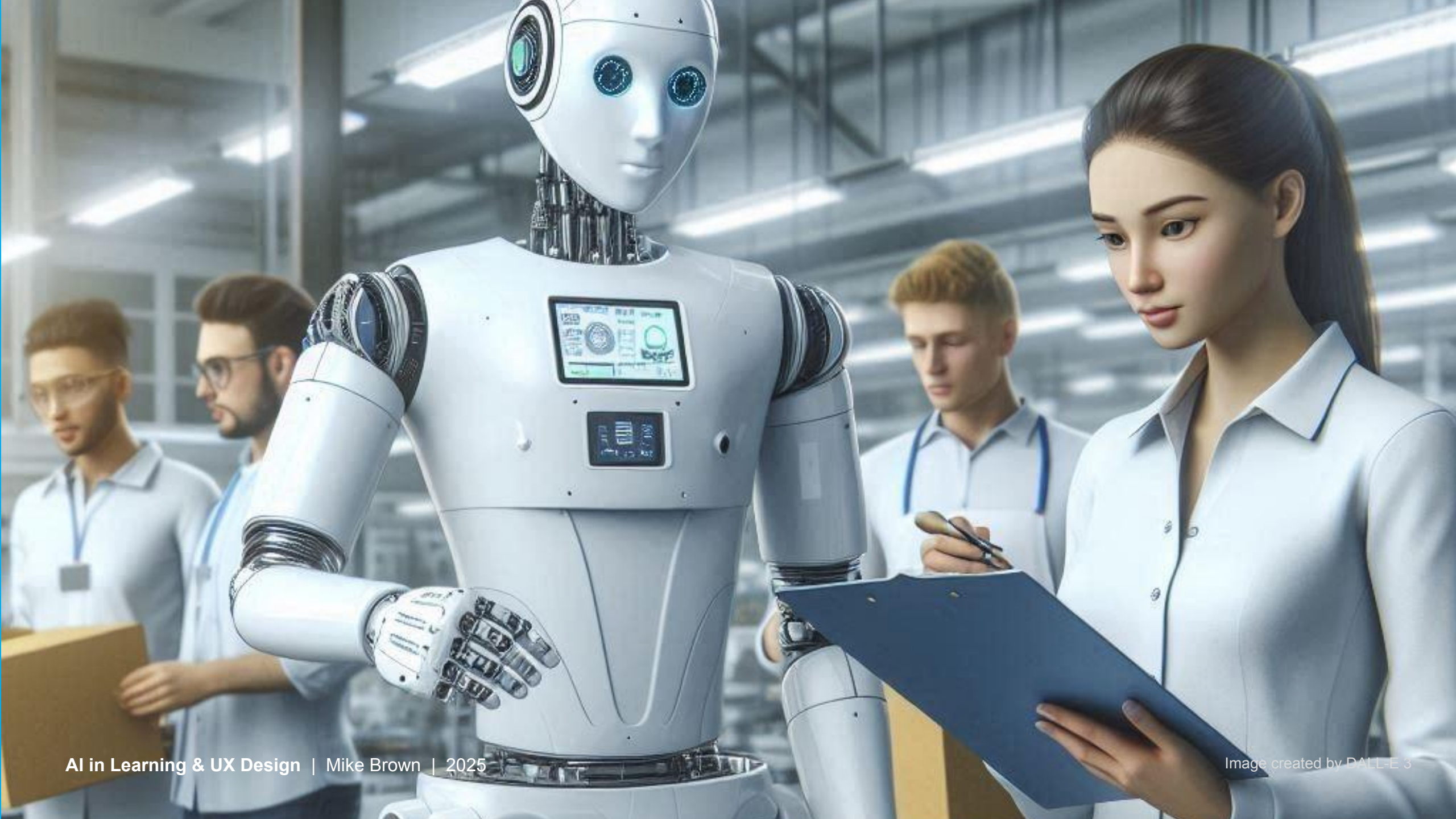
Key Takeaways

MEASURABLE GAINS

- AI Opportunities are vast, but must be relevant

- Smaller process improvements are often more feasible and can be measured and proven

TOO BIG, TOO FAST … OR TOO SLOW?

- It's easy to fall into the trap of too big, too early

- Progress will inevitably be slower than expected

- But just waiting for wider AI progress has its own significant risks

AI AND RISK

- AI offers huge opportunity, but can't be integrated without introducing risk

- Augmentation, rather than Automation is key

- Humans can be the control, to mitigate risk and harness AI's potential

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Thanks

Mike Brown | 2025 | linkedin.com/in/mikeabrown1

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