



New and improved

# Certificate in AI for User Research

What you'll learn

**How to use AI for research planning, facilitation, analysis and communicating insights**

Duration

**3 weeks**

Commitment

**7.5 hours**

Format

**1 evening per week for 3 weeks  
18:00 - 20:30  
(Irish/UK time)**

Validated by design leaders at:



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# Welcome!

**AI is transforming how research is planned, conducted and analysed. To stay relevant and future-proof your skills, you need to know how to use these tools without losing sight of what matters most: human insight.**

The Certificate in AI for User Research gives you that balance. You'll harness AI to scale your impact, speed up repetitive tasks and bring sharper insights to your projects. At the same time, you'll apply the empathy and critical thinking that define great research.

With these skills, you'll be ready to work smarter across teams, deliver deeper insights and confidently navigate an industry that is evolving rapidly.

We designed this programme to help make sure you're at the forefront of that change.



**Colman Walsh**

Founder, UX Design Institute

# About us

The UX Design Institute is setting the standard as an industry leader in UX education and certification. We've equipped thousands of professionals worldwide with the skills to build impactful careers in design and product.



## Validated by global leaders

Our courses are shaped in collaboration with design leaders from leading tech companies. This ensures the content reflects the real skills and knowledge today's industry and hiring managers demand.



**Our graduates have gone on to build UX careers at some of the world's most renowned companies.**



# Course overview

Take a quick look at what the course has to offer:

## Live, online masterclasses

Join weekly interactive classes led by an expert in human-centred, AI-powered user research. Collaborate with peers in real time and put new techniques into practice.

## Duration

The Certificate in AI for User Research is a 3-week course with weekly evening classes (18:00-20:30, Irish/UK time), totalling 7.5 hours of hands-on learning.

## Hands-on learning

Develop your skills through guided exercises where you'll practice writing prompts and apply your new AI skills to real-world research scenarios.

## Core AI knowledge

Understand where AI adds value in research and where it falls short. Learn to balance efficiency with the empathy and critical thinking that define great research.

## Practical skills

Stay relevant in a changing industry and future-proof your skills by becoming an AI-powered researcher. Use AI for research planning, facilitation, analysis and communicating insights.

## For research professionals

Ideal for anyone who runs or supports research, including user researchers, UX, UI and product designers, product managers and content designers. This course will benefit anyone who wants to use AI to improve the quality and impact of their research.

# What you'll learn

This live, online course offers an interactive, hands-on learning experience. Over three weekly sessions, you'll explore key ways AI can support and transform user research, including:

## ✓ The role of AI in research

Where AI adds value, where it falls short and how it changes the researcher's role.

## ✓ Prompting for research

How to write effective prompts for better research outputs.

## ✓ AI for research planning

See how AI helps you create first-draft research materials like recruitment screeners, discussion guides and online surveys.

## ✓ AI for research facilitation

Learn how AI can help you with note-taking, while also discussing the limitations of AI-moderated interviews and synthetic users.

## ✓ AI for analysis and synthesis

Clustering themes, summarising findings and analysing data while preserving human insight.

## ✓ Communicating insights & evaluating tools

Leverage AI to draft reports and adapt insights for different audiences, while evaluating tools for ethics, cost and usability.

# Course Instructor



## Charlotte Tracey

Lead user researcher, Bupa

Charlotte is a user research leader with over 10 years of experience. She has led research teams at a diverse range of companies, including Bupa, a global health insurer, Gravity Sketch, a 3D design platform, and Fathom, a UX consultancy. Today, her focus is on helping researchers use AI to improve efficiency while keeping human-centred principles at the core.

## What you'll get

By the end of the course, you'll become an AI-powered researcher. You'll be able to:

- ✓ Explain where AI adds value in research and where it falls short
- ✓ Plan and run research more efficiently without losing depth
- ✓ Write prompts that generate richer insights and better outputs
- ✓ Analyse and synthesise findings with AI without compromising empathy
- ✓ Use AI to tailor research insights for different stakeholders and formats
- ✓ Assess AI tools critically, balancing speed and cost against ethics and quality



# FAQs

## **Do I need research experience?**

Yes. You should have experience in user research as part of a design or product role. You don't need to be a full-time researcher, but some familiarity with research practice is required.

## **Do I need AI experience?**

No. You don't need any prior experience with AI.

## **Do I need to attend live?**

Yes. The sessions are interactive and hands-on, with group work and discussions.

## **Will I get a recording?**

Yes. If you can't make one of the classes, a recording will be available for three months.

## **Do I need a mic and camera?**

Yes. Classes are interactive and we recommend you turn on your mic and camera.

## **Do I need to register for some AI tools?**

Yes. You'll need to create free accounts for some AI tools. We'll provide clear instructions before the course starts.

## **Is the course content updated regularly?**

Yes. AI is evolving fast, so we review and update the course content every month to reflect the latest developments in research practice.

## **Will I earn a certificate?**

Yes. All students who complete the course will earn a Certificate in AI for User Research.



Student

has been awarded the

## Certificate in AI for User Research

Date

Student ID

Colman Walsh  
Founder and CEO

**Become an AI-powered researcher.**

If you can't find an answer to your question, please email [hello@uxdesigninstitute.com](mailto:hello@uxdesigninstitute.com) and we'll be happy to help.

