LIVE WEBINAR

Critical AI for Designers

Better decisions, not just faster outputs



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WHERE AI PARTICIPATES

AI can assist every stage. It can't supply the evidence or own the decision.

01 AI assists

Research preparation

Draft interview guides, screeners, assumptions to test

02 AI assists

Synthesis

Cluster notes, propose themes, find contradictions

03 AI assists

Ideation

Generate alternatives, provoke, widen the option space

04 AI assists

UX writing

Explore tone, length, clarity variations

05 AI assists

Prototyping

Generate scaffolds, components, test content

06 AI assists

Design evaluation

Heuristic review, edge cases, accessibility prompts

Evidence Comes from real users, real behaviour and real constraints

Decision Made by people who are accountable for the outcome

THE HIDDEN PROBLEM

AI assistant · recommendation

Recommendation: Simplify the pricing page by showing one plan. Users experience choice overload with three tiers, which reduces conversion. A single, clearly priced plan will increase sign-ups and reduce support questions.

Illustrative example written for this webinar.

Polish is not proof.

ASSUMED

“Users experience choice overload” — which users? Observed where?

CAUSAL LEAP

“which reduces conversion” — a cause stated as a fact

INVENTED CERTAINTY

“will increase sign-ups” — a prediction with no test behind it

WHY WE'RE TEMPTED

It has every signal of a good recommendation.

01

Cites evidence

Quotes interviews and analytics

02

Specific

Three concrete, buildable actions

03

Confident

No hedging, no open questions

04

Quantified

An impact range that sounds measured

05

Convenient

Fast to build, fits the deadline

Signals of quality are not the same as quality.

THE CRITICAL AI FRAMEWORK

Five questions between an AI output and a design decision.

01

ASSUMPTIONS

What is the AI assuming?

02

EVIDENCE

What evidence is this based on?

03

CONTEXT

What context might be missing?

04

VERIFICATION

What should I challenge or verify?

05

HUMAN JUDGMENT

Where does human judgment need to take over?

THE NEXT RESPONSIBLE ACTION

TESTABLE HYPOTHESIS

If we explain data access at the moment of bank connection and let people explore with sample data first, more mobile users will reach budget categories — without lowering trust ratings.

THIS WEEK	NEXT 2 WEEKS	MEASURE	DECIDE
Fix the category picker for screen readers	Prototype test · 8 participants · incl. mobile & assistive tech	Bank-step continuation · hesitation · trust rating	Product lead + design, against agreed thresholds

AI-generated recommendation
Unverified · from a model · nobody accountable

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Validated design decision
Evidence-based · tested · owned by a person

TAKE THIS WITH YOU · SCREENSHOT ME

The critical review prompt

Paste a recommendation. Get an analysis, not an answer.

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Act as a critical UX research partner, not an advocate.

Context: [product, users, goal, constraints]
Evidence available: [interviews, analytics, tests — with sample sizes]
Recommendation to review: [paste it]

1. ASSUMPTIONS — List every assumption the recommendation makes. Mark each as observed, inferred or unsupported.
2. EVIDENCE — For each claim, quote the source in the evidence above. If there is none, say so.
3. CONTEXT — Which users, segments, devices, abilities or constraints are missing or under-represented?
4. ALTERNATIVES — Give at least two other explanations that fit the same evidence.
5. VERIFICATION — Propose the smallest test that could prove the recommendation wrong, with a metric and a threshold.
6. DECISION — State what a human must decide, and what trade-offs or risks they are accepting.

Do not invent numbers, quotes or impact estimates. If something is uncertain, say "uncertain".
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The Critical AI framework

01

ASSUMPTIONS

What is the AI assuming?

Rewrite each claim as "This assumes that…" and mark which ones you've actually observed.

02

EVIDENCE

What evidence is this based on?

Trace every claim to a source: a participant, a metric, a session. No source, no claim.

03

CONTEXT

What context might be missing?

List who isn't represented: devices, abilities, segments, markets, regulation.

04

VERIFICATION

What should I challenge or verify?

Pick the riskiest assumption and define one test, one metric and one result that would change your mind.

05

HUMAN JUDGMENT

Where does human judgment need to take over?

Name the decision, the owner and the values involved before anything ships.

Verify claims against actual evidence — not against how confident they sound.