



Training Date : **20-21 /2 / 2024**

Venue : **Rotana Hotel**

Price : **500 JOD**



WHO SHOULD ATTEND

1. UX designers.
2. Entrepreneurs.
3. UX researchers.
4. Product managers.
5. Digital strategists.
6. Business Analysts.
7. Students.
8. Anyone who wants to know how to get into the minds of customers using the AI tools.

Two-Day AI in UX Course for Senior Level (6 hours each day)

Target Audience: Senior-level professionals from all industries with some understanding of UX and an interest in applying AI.

Course Goal: Equip participants with advanced knowledge and skills to strategically leverage AI for building exceptional and impactful user experiences.





COURSE OUTLINE:

DAY 1

Demystifying AI for UX (6 hours)

Morning (3 hours):

- Deep Dive into AI Technologies: Exploring essential AI concepts like machine learning, natural language processing, and computer vision, and their implications for UX.
- AI-powered User Research: Unlocking advanced insights through sentiment analysis, predictive modeling, and personalized surveys.
- Ethical Considerations in AI-driven UX: Navigating bias, transparency, and user privacy during design and development.
- Case Studies: AI Success Stories in UX: Analyzing winning examples of AI integration in various industries.

Afternoon (3 hours):

- Personalization and Recommendation Engines: Tailoring experiences and driving engagement with AI-powered recommendations.
- Adaptive Interfaces and Chatbots: Designing dynamic interfaces and conversational flows that learn and adapt to user behavior.
- AI-assisted Design and Prototyping: Exploring tools and platforms that leverage AI for faster, smarter design iteration.
- Future of AI in UX: Anticipating emerging trends and potential applications of AI in the UX landscape.



DAY 2

Implementing AI in Your Organization (6 hours)

Morning (3 hours):

- Building an AI-ready UX Team: Assessing current skills, upskilling strategies, and fostering a collaborative AI culture.
- Integrating AI into Existing Workflows: Aligning AI-powered UX with your development processes and design methodologies.
- Measuring the Impact of AI on UX: Defining KPIs and frameworks to evaluate the success of AI initiatives.
- Managing AI-powered Projects: Addressing potential challenges, mitigating risks, and ensuring ethical implementation.





Afternoon (3 hours):

- **Advanced Hands-on Workshop:** Participants choose a specific AI application for UX (e.g., personalized content creation, chatbot design) and work on a real-world project using industry-specific tools and resources.
- **Expert Panel Discussion:** Invite leading AI and UX practitioners to share their insights and answer questions from participants.
- **Sharing and Feedback:** Participants present their workshop projects, receive peer and expert feedback, and discuss best practices for implementation.
- **Q&A and Wrap-up:** Address any remaining questions, highlight key takeaways, and provide ongoing learning resources.



INSTRUCTOR PROFILES

Ahmad Alhuwwari

He is a UX/ CX Mentor | Evangelist | Consultant with more than 23 years of experience in UX, Multimedia & IT fields, based now in Jordan.

UX Consultant is a fancy way of saying he plans how to present the things you see on your computer screen so that they are easy to understand, engaging, and compelling. Things like the navigation, forms, categories, and words on intranets, websites, web applications, and business systems.

Doing this professionally since 2006; while he was studying for Master's in Australia, he designed & evaluated the User Interfaces of many business applications, websites, and machines, his passion for User Experience is endless.

Ahmad's training skills were developed through his engagement in several workshops and training courses in many universities, colleges, companies, and private/public organizations. He has more than 20 years of proven solid teaching experience local & International. He teaches more than 100K students online & offline throughout his career

He established the "Jordan UX Community" & "Arabic UX Community" To raise awareness about UX topics in the MENA region, he is a regular speaker at conferences (ArabNet, Adobe EXTRA PRO CC, Google DEVDAY, AmmanTT, etc.) about Education, Multimedia & UX topics.

Ahmad believes that "Knowledge must be free for all" and "Understanding the user is the most important aspect of creating a successful product!"

Ahmad is the founder of UX Waves (UX Research Agency), and he is now working as the CX/UX Senior Consultant in KSA.

FOR REGISTRATION

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