



2025-01-13 - How AI Will Bring on a UX Resurgence

Monday, January 13 - Led by Jared Spool

AI will be a gift to UX professionals. Just not in the way we think. The gift won't be some new magical tool that somehow makes UX easier. Nor will AI "discover" some previously unheard-of method or technique that will change UX forever. Those are not the gifts AI will give us.

Executives have been rushing to embed AI into every nook and cranny of their organizations' products so they aren't excluded from this so-called technology revolution. This rush has consistently degraded experiences of using the companies' offerings, pushing away their customers.

UX professionals are now well-positioned to clean up the AI mess and ensure that products deliver delightful experiences. With the right skills, practices, and perspectives, UX folks can exceed customer expectations and anticipate users' needs. This new effort will spawn a resurgence of the UX field.

- Why is AI currently degrading the experiences of customers and users?
- What new skills, practices, and perspectives will UX professionals need to clean up their AI messes?
- How do UX leaders use this opportunity to boost the visibility and value of these essential UX capabilities?

Join Jared Spool as he explores the journeys of successful UX teams as they transform their work into becoming strategic. You'll discover how your team will increase influence and contribute to your organization's success.

Before the talk gets started:

- **How this discussion will go:**
 - We'll start with a short presentation on today's topic.
 - We'll spend the remainder of the time discussing your questions.
 - Please put your questions in the chat.
 - Please change your Zoom name to your actual name.
 - Jalia will collect the questions and pick the ones we'll answer today.
- **Things to keep in mind with Zoom:**
 - Feel free to open the chat window if the little Chat pop-ups get distracting.
 - Please put your microphone on mute.
 - If Jalia chooses your question, you can unmute to talk about it with me.
 - Zoom's *Speaker View* will let you keep me visible, and you'll see what I am presenting on the screen.
 - This session is closed captioned.

We will post the recording for this session within a day..



UPCOMING TOPICS

Upcoming Talk UX Strategy topics

Always free. Subscribe to our automatically updated calendar.

Redux: Why Strategic UX Research is the Next Big Thing

Monday, January 20 at noon ET (17.00 GMT)

UX Job Search: What Goes Into An Ideal UX Portfolio

Monday, January 27 at noon ET (17.00 GMT)

A Big Shift in Choosing Our UX Metrics and Goals

Monday, February 3 at noon ET (17.00 GMT)

Upcoming Center Centre courses and programs

Outcome-Driven UX Metrics

Cohorts starting: ***Today, February 18, and March 13***

<https://ux-metrics.centercentre.com>

Advanced Strategic UX Research

Cohorts starting: ***January 27 and March 18***

<https://ux-research.centercentre.com/>

StandOut: A Working Community for Unemployed UX Leaders

Join anytime. Group meets every Friday at 3pm ET (20.00 GMT)

<https://standoutcommunity.cc>

How to Win Stakeholders & Influence Decisions

New cohorts start on ***February 10 and March 10***

<https://winstakeholders.com>

Product Innovation Survival Techniques: Getting Ahead in the Post-AI Era

4 session workshop. Cohorts start: **January 23** and **February 27**

[Details here](#)



Today's Notes

How AI Will Bring on a UX Resurgence

For many people right now, AI is just getting in the way.

It is something that the billionaires are interested in seeing come to fruition.

Few other people are excited about it.

Image from Reddit:



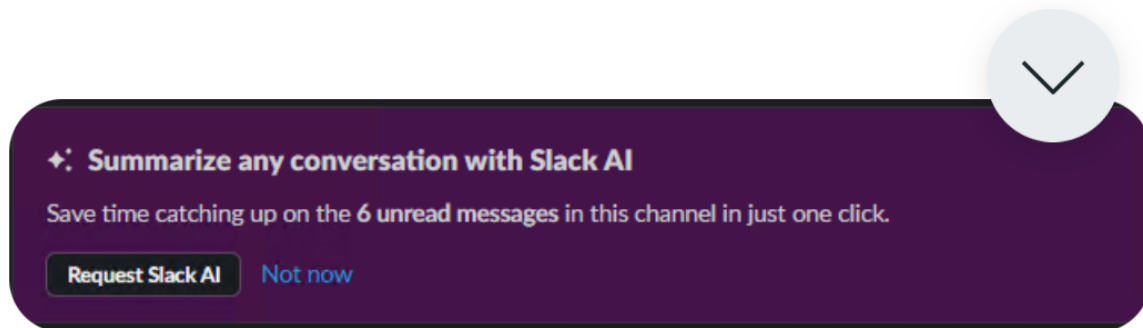
r/Slack
u/iamthedigitalcheese • 2d

Join

I'm absolutely tired of this crap.

The "AI" trend needs to die in a fire. Updated Slack yesterday, now I see this banner in every DM and channel. Everyone in my org is asking me how to get rid of it. I've already hit up /feedback to no avail.

Just opt us out of all of these. First it was the "try AI" button. Send me an email instead of cluttering up our chats.



The Market Maturity model tells us what's happening right now

Stage 1: Raw Iron / Talking Horse

Stage 2: Feature Wars

Stage 3: Experience Focus

Stage 4: Commodity

The UX Strategy Framework tells us what's missing

Strategic UX focuses on achieving outcomes.

UX Outcomes are improvements in users' and customers' lives.

To understand those improvements, we must first understand the users' and customers' **Current Experience**.

The gap between the **Current Experience** and the **UX Outcome** are the **Problems to Solve**.

We use the **Problems to Solve** to ensure we're focused on the right **Solution**.

How AI will drive a UX resurgence

AI is making a mess of our customers' and users' experiences.

And will continue, whether it delivers on its promise or not.

Someone will need to clean up that mess.

To clean up the mess, we need to deliver products, services, and features that customers want.

These products, services, and features all need to make people's lives better.

That's where UX folks come in.

To drive this resurgence,

We'll need to conduct strategic UX research to understand:

Who are customers and users really are.

What those customers and users need.

What their current experiences are like.

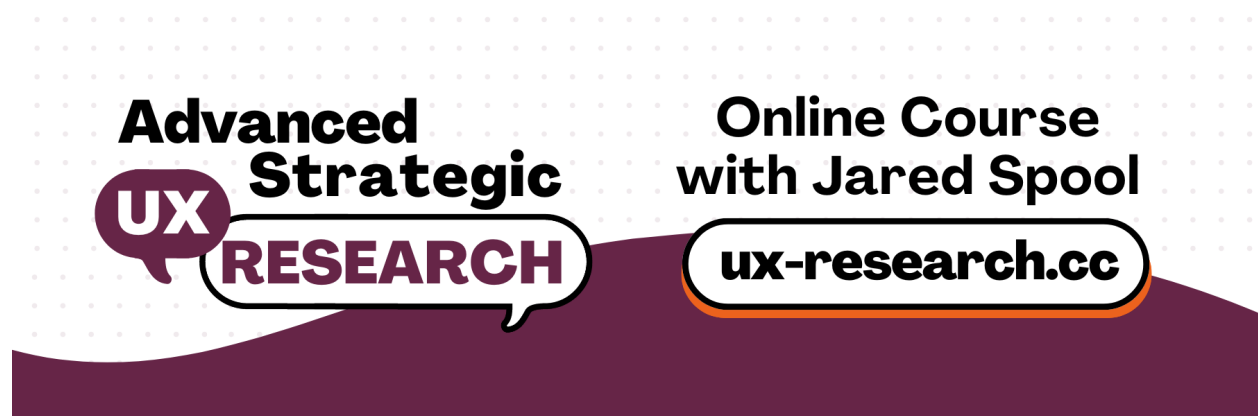
We'll then use that to create UX outcomes and a UX vision that shows what a cleaned-up experience looks like.

Experiences that improve the lives of our customers and users.

We'll use that UX Vision to drive the transformation that will become the Post-AI resurgence of UX.



Our Programs



Four-Week Live Course on Advanced Strategic UX Research

Imagine that by the end of 2025, your organization's long-term direction and strategy will be directly connected to your customers' and users' deepest needs. That's the transformative power of Strategic UX Research.

By investing only four hours each week for four weeks, you'll lead your organization to become the foremost expert in your users' and customers' needs. Choose which cohort best fits your schedule, and let's get started transforming your organization together:

- **Our first cohort starts on Tuesday, January 28**

With Live Group Sessions on Tuesdays and Thursdays at 2pm and 4pm ET.

- **Our second cohort starts on Tuesday, March 18.**

With Live Group Sessions on Tuesdays and Fridays at 11am and 1:30pm ET.



[Join our Adv. Strategic UX Research Course!](#)

Win Stakeholders & Influence Decisions



Next Cohort Starts Today! • [WinStakeholders.com](#)

Acquire UX leadership skills not taught in design schools in our **How to Win Stakeholders and Influence Decisions program**. Work with Jared closely to find a path forward and focus on delivering the meaningful work you've been hired to do. The job you're meant to do.

We're offering a discount for the next few weeks to help you make your next career move as an emerging UX Leader. Discuss your UX leadership challenges with Jared in a free 30-minute Mentoring call.



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**Outcome-Driven
UX METRICS**

**Online Course
with Jared Spool**

UXMetrics.cc

Four-Week Live Course on Outcome-Driven UX Metrics

Establish your team's 2025 UX metrics and goals by investing 4 hours a week in our new Outcome-Driven UX Metrics course, featuring 8 hours of pre-recorded lectures and 8 hours of live coaching sessions with Jared.

You'll learn to set inspiring UX goals, boost your team's strategic impact, and receive personalized coaching while accessing a community of 51,000+ UX leaders.



Join this course and establish your UX Metrics!




▶ [Dive into our UX Strategy Essentials Video Series.](#)

UX expertise anywhere and anytime on your schedule for 90 days, including:

Craft + Lead a Strategic UX Vision • Advanced Strategic UX Research • Outcome-Driven UX Metrics • Transformative Agile UX • [Essentials to Finding Your UX Job for only \\$19.99](#)

STAND OUT

 [Working Community for Unemployed UX Leaders.](#)

Hunting for a UX job is more challenging than ever. It's a mess out there. There's never been so many UX professionals looking for their next job at one time. That's why we've created a working community to ease the struggles of navigating this chaotic job market.

Product Innovation Survival Techniques: Getting Ahead in the Post-AI Era

An Online Workshop with Christine Perfetti and Jared Spool

Customers aren't asking for AI. They want intuitive products that solve real problems. As we move into this new era, customers will demand innovation—but

not technology-driven innovation. They will seek experience-driven innovation that dramatically improves their lives.

This is a new workshop for product managers and UX leaders. The workshop teaches the latest skills, practices, and perspectives necessary for innovation in the post-AI world.

Product Innovation Survival Techniques:

Getting Ahead in the Post-AI Era

Two cohorts: Jan 23—Feb 4, 2025, Feb 27—Mar 11, 2025

 [Explore the workshop details.](#)

Product Innovation Survival Techniques: Getting Ahead in the Post-AI Era



Christine Perfetti

Founder, Perfetti Media



Jared M. Spool

Co-Founder, Center Centre

Learn directly from Jared and Christine



[Leaders of Awesomeness](#) | [Contact Us](#) | [Free 30-Minute Mentoring Call with Jared Spool](#)
