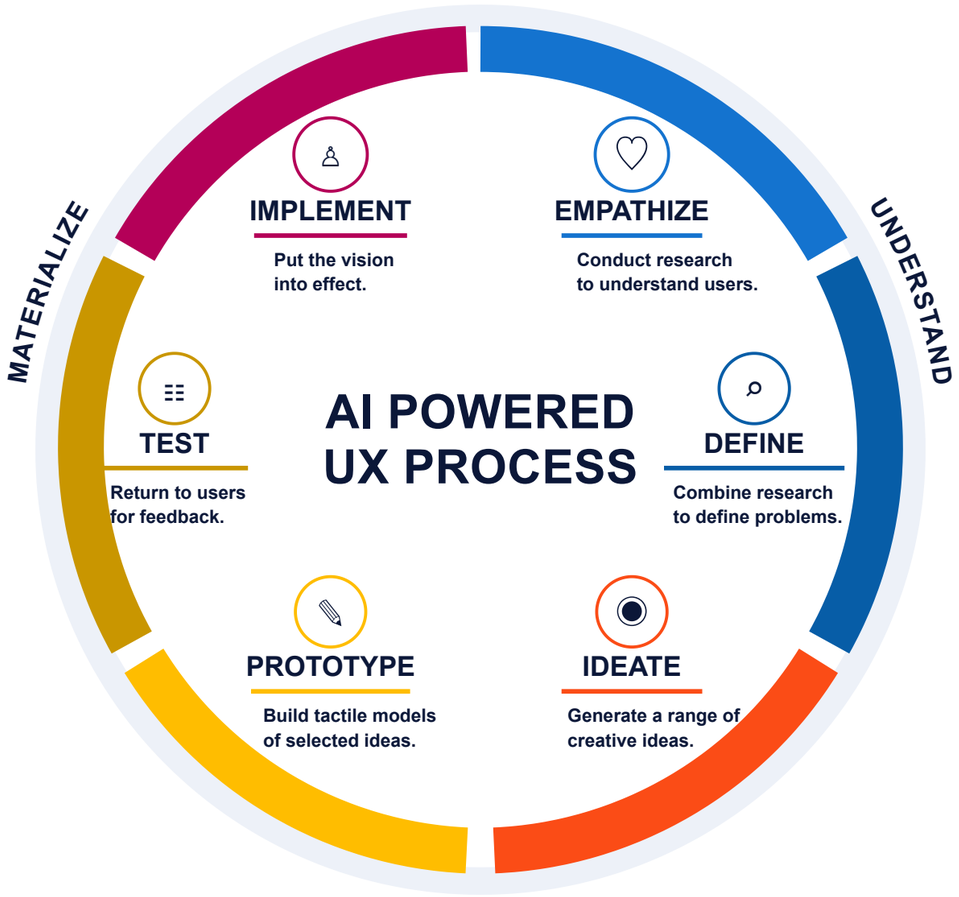


AI accelerates the work. Humans remain accountable for meaning, ethics and decisions.

EMPATHIZE

AI ACCELERATORS

- Prepare the research plan and research questions
- Draft interview guides, prompts and hypotheses
- Organize project context, assumptions and target users
- Transcribe, summarize and tag research evidence
- Mine interviews, surveys, support logs and search data
- Compare abandonment signals across user segments

HUMAN JUDGMENT

- Choose the right users and research approach
- Conduct research with real people—not synthetic users
- Build trust and notice emotion, silence and hesitation
- Probe lived context that data cannot explain
- Check questions for bias and leading language
- Protect consent, privacy and psychological safety

DEFINE

AI ACCELERATORS

- Cluster evidence into themes and journey friction
- Separate availability, provider and insurance signals
- Draft problem statements, principles and success signals
- Pressure-test conclusions and expose contradictions
- Create concise artifacts for stakeholder communication
- Trace findings back to supporting evidence

HUMAN JUDGMENT

- Do not let AI confirm your existing bias
- Separate symptoms from the real root cause
- Decide which evidence is credible and relevant
- Frame the problem without blaming the user
- Prioritize value before asking users for effort
- Verify every conclusion before moving forward

IDEATE

AI ACCELERATORS

- Use research evidence as context for generation
- Explore multiple meaningfully different approaches
- Generate low-fidelity flows before aesthetic UI
- Critique concepts against the defined problem
- Draft UX copy and pressure-test localization
- Generate edge cases, errors and alternate states

HUMAN JUDGMENT

- Specify directions instead of prompting vaguely
- Keep ideation anchored to the research problem
- Focus first on how it works—not how it looks
- Decide which experience is worth pursuing
- Review cultural, language and accessibility implications
- Reject attractive concepts that do not solve the need

PROTOTYPE

AI ACCELERATORS

- Turn selected flows into interactive prototypes
- Add loading, no-results and unavailable states
- Generate realistic content and booking interactions
- Accelerate edits, annotations and design refinements
- Connect design context to code-ready environments
- Produce variants quickly for focused validation

HUMAN JUDGMENT

- Choose tools based on team context and accuracy
- Set the fidelity needed for the learning goal
- Correct design errors before automating the build
- Verify names, states, content and interaction logic
- Decide when production-adjacent code is appropriate
- Polish and review before taking the prototype to users

TEST

AI ACCELERATORS

- Prepare usability plans, scenarios and tasks
- Draft follow-up questions and observation criteria
- Check test questions for leading language
- Transcribe and synthesize usability sessions
- Rank issues by severity, frequency and affected step
- Separate what participants said from what they did

HUMAN JUDGMENT

- Pilot the test internally before recruiting users
- Conduct usability testing with real users
- Moderate with empathy and adapt in the moment
- Probe unexpected behavior without leading
- Interpret behavior in the participant's real context
- Decide which findings require action first

IMPLEMENT

AI ACCELERATORS

- Apply validated fixes and generate before/after variants
- Propagate approved changes across screens and states
- Generate specs, acceptance criteria and QA cases
- Draft analytics events and monitoring plans
- Support design-to-code and pull-request workflows
- Make repeated design–test–iterate loops cheaper

HUMAN JUDGMENT

- Follow evidence → generate → evaluate → test → iterate
- Never use a prompt → generate → ship workflow
- Choose a path that matches organizational readiness
- Align product, design, engineering, clinical and legal
- Decide launch readiness and required safeguards
- Own quality, outcomes and continuous learning

Educational adaptation and AI-layer framework by Nehmat Gereige, AI Design Professor.

Adapted from Nielsen Norman Group's "Design Thinking 101" framework (2016). No affiliation or endorsement implied. Source: nngroup.com/articles/design-thinking/