



## How to Use AI and ChatGPT for Efficient UX Research

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**How to Use AI and ChatGPT for Efficient UX Research:** Are you curious about how Artificial Intelligence, or AI, will assist you in gaining insights about your customers faster than before? This course is for you!

You will be taught what Large Language Models such as ChatGPT will speed up the User Experience (UX) research process. This class will provide step-by-step instructions to seamlessly incorporate AI tools in the UX Research process for greater effectiveness and to gain essential insights from users quickly!

AI is quickly changing this field of Design as well as UX study. Leveraging AI tools like ChatGPT is vital to remaining at the forefront of technology, opting, itemizing your research, and providing more insight. If you're an experienced researcher or are new to UX, The techniques you learn in this class will help you conduct UX research faster and more precisely, making your results more beneficial to your client or colleagues. These techniques can be used in every UX investigation, regardless of whether you're in a professional environment or pursuing personal projects. The instructor is an expert in the field who has worked for over ten years in hands-on UX Research for agencies, large corporations, and startups, as well as training UX in professional courses and workshops worldwide.

### What You Will Learn:

- Fundamentals of UX Research and AI Enhancement
- Making use of Large Language Models with a concentration on ChatGPT
- Establishing the AI-integrated UX research procedure
- Utilizing ChatGPT for user-interviews and qualitative analysis
- Fast and accurate creation of insights by using AI
- Ethics and best practices when using AI

### Who This Course is For:

- This course is designed for designers, pros, duct managers, UX professionals, and even enthusiasts who want to discover the possibilities for AI to enhance UX research.
- No prior experience with AI, as well as UX Research, is required.
- A desire to know more about your customers and users is all you require!



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