

Developing an AI-Powered UX Research Point of View (POV)

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Abstract

User Experience Research (UXR) Points of View (POVs) distil complex data into actionable insights for product strategy and design, providing a focused perspective on user needs, pain points, and motivations, enabling teams to make informed decisions. This workshop aims to integrate Generative AI into every level of the UXR POV pyramid Framework (<https://www.uxrpovplaybook.com/>) to equip UX Practitioners with the essential tools needed to develop and articulate a persuasive PoV. The workshop will guide participants in utilizing Generative AI tools to establish a plan/roadmap for defining a POV; leverage plays and best practice cards that support the journey through the UXR framework; and develop a clear, structured POV narrative. The proposed workshop will provide exemplar case studies where AI will be utilized in conjunction with the UXR playbook to offer an opportunity for HCI researchers, and UX professionals to define their Point of View.

CCS Concepts

• **Human-centered computing**; • **Human computer interaction (HCI)**; • **HCI theory, concepts and models**;

Keywords

User Experience Research, Points of View, Generative AI, Playbook, Insight Generation

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1 Motivation

A User Experience Research (UXR) Point of View (POV) [1] is a perspective based on data, evidence, and insight that shapes how you observe, interpret, and represent the needs of your target users. It is built on a foundation of knowledge, research practices, and

insights into a specific domain or business problem. The UXR Playbook [2], introduced at CHI 2024 [1], provides a set of criteria, standards, and tools to guide research practitioners in forming and communicating compelling POVs that ultimately drive impact.

Interestingly, despite their importance in industry settings, there are very few examples of UXR PoV's in research publications that focus directly on developing POV's. However, other publications have indirectly discussed the need for a POV in UX, for example, Dix et al. [3] state that we need tools to encourage design in context and look towards next-generation design tools that are not simply replete with features but actively support best practices. Similarly, Wiberg and Churchill [4], in the 2024 July-August ACM Interactions, mention the critical role that UX can play in the development of responsible AI. They emphasize that systems are becoming increasingly AI-driven, and UX engagement needs to provide a means whereby users can engage directly with the underlying AI components. Both of these publications suggest that practitioners need to take a holistic approach to solving problems, emphasizing the importance of building a Point of View that considers the full user and system contexts.

Dogan and Giff [5] critically discuss the future of User Experience research across the tech industry and hence the shift from classic usability research towards design-led approaches, quantitative research discipline, A/B testing and telemetry. However, they argue that UX research lacks a method to help researchers and practitioners to form a compelling PoV that drives impact through evidence-based resources, including best practices. Recently, there has been significant advancement in the power and efficacy of Large Language Models (LLM's) and GenAI tools that can support UX practitioners in their ability to consider the complete user context, although it is seen as critical to have a human/expert in the loop [6][7].

UXR POV's were further explored and expanded at a dedicated CHI 2025 workshop [8], whereby attendees applied the UXR POV Playbook to a number of real-world case studies, providing attendees tools and guidance to define a POV, while at the same time, enriching the Playbook with additional case studies and best practices. In addition, the authors of the UXR POV Playbook have organised multiple workshops/events across academia and industry to further refine the POV Framework (i.e., Panel Discussions with Google Cloud UX Researchers, a POV Summit with UX Researchers at Admiral Insurance, and a dedicated UX POV workshop at Ocado Technologies).



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During the CHI 2025 Workshop and subsequent industry events, it became clear that while the UXR POV Playbook provides practitioners with an approach to navigate the layers of the UXR POV Framework, the process of crafting compelling POVs can be difficult, time-consuming, and resource-intensive. Adding to the concerns of practitioners is the growing need for strategic and generative research, whereby UXR professionals often face challenges such as data overload, synthesis complexities, and the need for stakeholder alignment

This workshop therefore builds upon previous efforts, to define and expand the UXR POV Playbook, while also providing clear examples and guidance on developing a compelling POV. In addition, the workshop will harness emerging Generative AI (GenAI) technology as a powerful tool that can offer new solutions to the problems faced by practitioners, by streamlining traditionally time-consuming tasks and enhancing the various stages of POV creation.

Specifically, this workshop aims to integrate Generative AI into every level of the UXR POV framework [1]. By focusing on human-AI collaboration, implementing a reliable Expert System [7] in combination with state-of-the-art LLM's [9], and responsible AI practices Wiberg and Churchill [4], we seek to enhance both the efficiency and effectiveness of UXR POV development. The goal is to demonstrate how GenAI tools and agents can augment, not replace, human researchers, ultimately leading to more insightful and impactful user research. An expanded UXR POV Playbook, incorporating GenAI tools and practices, will provide practitioners and academics with advanced methods to build, land, and effectively communicate POVs.

1.1 Objectives

The proposed workshop has the following objectives:

a) **Enable practitioners to leverage the UXR POV Framework together with purpose built GenAI Tools to develop clear and compelling points of view:** While GenAI can be effective in helping practitioners to plan and build a compelling point of view, it is most powerful when it augments human researchers, rather than replacing them. Specifically, GenAI tools and AI agents can assist UX researchers in streamlining and enhancing various stages of POV creation. This includes applications such as automated theme extraction, drafting and summarization of reports, personalized POV generation tailored to specific audiences, and hypothesis generation and exploration. The UXR POV Playbook, with its four-level pyramid structure — Foundational, Data Collection, Insight Generation, and UXR POV—provides a structured framework and therefore provides practitioners with an approach and best practices for developing a POV, in addition to a clear structure that is necessary for leveraging LLM's.

- Workshop attendees will be introduced to the UXR POV Playbook/cards, open source and proprietary tools and LLM's, an exemplary case study containing project artifacts (i.e., PhD thesis, raw data, and reference material), templates and prompts to assist in POV development.

b) **Guide participants in utilizing UXR POV GenAI tools to:**

- **Establish a plan/roadmap for defining a POV:** GenAI tools will be incorporated at the Foundational level of the UXR POV framework, allowing practitioners to leverage

templates and AI agents to assist them in clearly defining project details including goals, user needs, data sources, and stakeholder information. This can help researchers with ideas for a research plan and hypotheses in addition to defining clear business objectives and a robust research project purpose, and importantly can facilitate stakeholder buy-in and alignment.

- In addition to working through an exemplary case study and artifacts, workshop attendees will have the opportunity to leverage the tools on their own projects.
- **Leverage plays and best practice cards that support the journey through the UXR framework:** The UXR POV Playbook is enhanced by integrating GenAI into each level of the pyramid, from foundational work to final POV articulation. This includes a library of plays which offers specific play cards featuring best practices for tasks like addressing stakeholder funding bias, and data collection best practices. The workshop will also explore guidelines and best practices for incorporating GenAI in the UXR POV creation process, covering aspects such as data preparation, GenAI tool selection, prompt engineering, output evaluation, and collaboration, which can further inspire new play cards for the playbook.
- Workshop attendees will have access to a library of Play Cards/Best Practices that will be made available to them for use on their own projects.
- **Develop a clear, structured POV narrative in a medium of choice (powerpoint slides, document, podcast, movie):** GenAI tools can assist in crafting compelling narratives by generating initial drafts of UXR report sections, such as background research or summaries of key findings, thereby freeing researchers to focus on higher-level interpretation, recommendations, and storytelling.
- Attendees will learn techniques that will help them to craft multiple compelling narratives to better land their POV to different stakeholders

2 Length of Workshop

This will be an in-person workshop (180 minutes including 2 sessions with a break).

3 Organizers

Huseyin Dogan: Bournemouth University. Huseyin Dogan is a Professor of Human Computer Interaction at Bournemouth University, UK. He was the General Co-Chair for the 30th International British Computer Society Human Computer Interaction Conference. His research on Accessibility and Assistive Technology has been featured on the BBC South and BBC Radio Solent. Prior to Bournemouth University, he worked as a Research Associate at Loughborough University. He has eight years industrial experience working as a Human Factors Higher Scientist for BAE Systems Advanced Technology Centre. Prof Dogan received his Engineering Doctorate (EngD) in Systems Engineering from Loughborough University, MSc in Human Computer Interaction with Ergonomics from University College London (UCL), and BSc in Computer Science from Queen Mary University of London.

Stephen Giff: Google. Stephen is UX Research Strategist and Manager. He has led UX teams at Microsoft and Google and is currently head of data science for the Google Cloud Business Platform Team. Stephen has a passion for evolving the UX Research discipline and has participated in numerous events evangelising the importance of establishing and communicating POV's. Originally hailing from London, UK he now lives in Seattle, US. He has a Degree in Psychology from Birkbeck, University of London, and a Masters in HCI from UCL.

Renée Barsoum: Admiral. Renée Barsoum is a forward-thinking research leader dedicated to empowering cross-functional teams by bridging the gap between users and product development. With a keen interest in fostering innovation through customer-centricity, she is on a mission to strategically elevate User Experience Research (UXR) practices across various industries. Currently employed at the Admiral Group, Renée brings valuable experience from previous roles at OcadoTechnology, Pitney Bowes, and Right-move.

Alan Dix: Swansea University & Cardiff Metropolitan University. Alan Dix is a Professorial Emeritus at Cardiff Metropolitan University and at Swansea University. He is also a Member of the ACM CHI Academy and Fellow of the Learned Society of Wales. He is known for his extensive research in HCI and co-authored HCI textbook. His other works include TouchIT on the confluence of physical and digital design, and “Artificial Intelligence: Humans at the Heart of Algorithms” textbook, which has grown considerably with a second edition published in 2025. Recent work as part of the InContext project has looked at the requirements for next generation UX design tools.

4 Plans to Publish Workshop Proceedings

The workshop proceedings will be published via ArXiv as similar to the CHI 2025 workshop proceedings.

5 Accessibility and Offline Materials

Our plan incorporates standard accessibility guidelines, covering event accessibility, document and web accessibility, and providing subtitles and full transcription for all presentations. No additional accessibility requirements have been requested. The offline material including exemplar use cases and outputs from the workshop will be shared on the workshop website (<https://www.uxrpovplaybook.com/chi2026workshop>).

6 Workshop Activities and Schedule

6.1 Pre-workshop activities

Selecting the right activities to drive engagement, encourage contributions, and help practitioners and researchers to create valuable artifacts is crucial to workshop planning [10]. We will have a Call for Participation from academia and industry to propose use cases and plays; authors will be able to opt-in for a further exploration of their case study during the workshop. These submissions will be used in the workshop breakout sessions as highlighted in the workshop activities below.

6.2 Workshop activities and schedule

14:00 - 14:15 | Introductions and Workshop Goals

14:15 - 14:30 | Overview of Three Use Cases

Present the three pre-selected use cases, clarifying user context, needs, and research aims for participants.

14:30 - 15:10 | Activity One – Foundational Planning with UXR POV Framework and GenAI

Participants upload the AI folder containing the UXR POV framework and relevant use case information, including artifacts, user goals, needs, data sources, any domain knowledge and stakeholder details.

Prompt the AI to recommend additional materials and assist in generating research plans and hypotheses. Use GenAI for domain landscape overviews and literature reviews, collaborating with AI agents for planning and hypothesis generation.

Review and critique AI-generated foundational plans, discussing refinements as needed.

15:10 - 15:30 | **Break**

15:30 - 16:00 | Activity Two – Leveraging the UXR POV Framework

Prompt the AI to suggest UXR POV building blocks, plays, and best practice cards to support the use case research work and achieve the UXR POV.

Discuss how the AI outputs help reach the required UXR POV, and review for biases or inaccuracies.

16:00 - 16:30 | Activity Three – POV Narrative and Communication

Prompt the AI to propose a UXR POV narrative and supporting materials tailored to stakeholders (executives, designers, engineers, etc.)

Discuss communication strategies, emphasizing the importance of narrative for UXR POV impact.

16:30 - 16:45 | Key Learning Share-Back

Each subgroup shares their most important learning and potential improvements.

16:30 - 17:00 | Workshop Close

Summarize main insights on using UXR POV framework and GenAI for improved UXR POV.

Outline follow-up actions.

6.3 Post-Workshop Plans

- Publish use cases, UXR POV building blocks, plays, best practice cards and GenAI prompts to UXR POV Playbook Website already developed by the organizing team - <https://www.uxrpovplaybook.com/>.
- Publish Workshop Proceedings via ArXiv.
- Publish an article sharing workshop outputs in ACM Interactions Magazine, or similar.
- Write an article for The Conversation, a media outlet publishing articles written by academics and researchers.

7 Call for Participation

User Experience Research (UXR) Points of View (POVs) distil complex data into actionable insights for product strategy and design, providing a focused perspective on user needs, pain points, and

motivations, enabling teams to make informed decisions. This workshop aims to integrate Generative AI into every level of the UXR POV pyramid Framework (<https://www.uxrpovplaybook.com/>) to equip UX Practitioners with the essential tools needed to develop and articulate a persuasive PoV.

The workshop will guide participants in utilizing UXR POV GenAI tools to establish a plan/roadmap for defining a POV; leverage plays and best practice cards that support the journey through the UXR framework; and develop a clear, structured POV narrative.

Authors are invited to submit a paper to the CHI Workshop on “Developing an AI-Powered UX Research Point of View (POV)” to further develop the initial UXR PoV playbook using GenAI. We are interested in UX case studies, plays, and best practices that can be embedded into the playbook. Selected papers will be used as exemplar case studies during the workshop.

- Primary submission: consists of an extended abstract in the ACM Master Article Submission Templates (single column; 4-8 pages, excluding references).
- Secondary submission: submit a one-page statement of interest for consideration, including interest/related experience, and anticipated contributions.
- Submissions by email (.docx or .pdf format) to hdogan@bournemouth.ac.uk, sgiff@google.com.

The workshop proceedings will be published via ArXiv. At least one author of each accepted submission must attend the workshop. We expect 30-40 participants to attend this workshop.

Workshop website: <https://www.uxrpovplaybook.com/chi2026workshop>

8 Expected Size of Attendance and Past Workshop

We expect 25-40 participants to attend the workshop, and 26 participants attended this workshop at CHI 2025 [8]. The emphasis on the previous workshop was on building a UXR POV with no AI involvement. The current workshop guides participants in utilizing GenAI tools to establish a plan/roadmap for defining a UXR POV through prompt engineering, open source and proprietary tools and LLM's.

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