

SKILLNAVORA · AI PRODUCT MANAGEMENT & GENAI
LAUNCHPAD

Designing AI Experiences (AI UX)

Design AI features people trust and use: interaction patterns (copilot, chat, agent, inline), setting expectations, explainability and citations, feedback and control, failure and handoff design, and testing AI UX.

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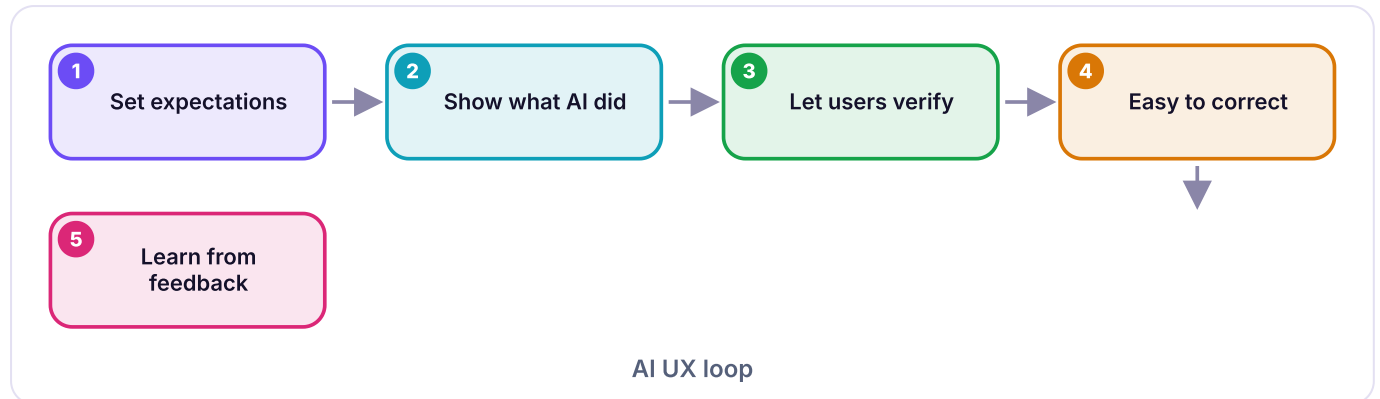
How to use this guide

Each class has goals, concepts with Indian examples, key takeaways and a practice exercise, from basic to advanced. Finish with the final project to build something you can show in interviews.

	Class	Level
Class 1	Principles of AI UX	Basic
Class 2	Interaction patterns	Basic
Class 3	Trust, explainability and citations	Intermediate
Class 4	Feedback, control and personalisation	Intermediate
Class 5	Failure, safety and handoff design	Advanced
Class 6	Testing AI UX and final project	Advanced
Toolkit: templates, cheat sheet, glossary, 6 interview questions, further reading		

Principles of AI UX

Design for uncertainty and the right level of trust.



- **Set expectations:** say what the AI can and can't do; show examples.
- **Calibrated trust:** not too much (blind acceptance), not too little (ignored).
- **User in control:** undo, edit, regenerate, opt out.
- **Transparency:** label AI content; show sources.
- **Graceful failure:** say "I'm not sure" and offer a human or manual path.

Key takeaways

- Design for being wrong sometimes.
- Aim for calibrated trust.
- Always provide control and recovery.

Practice exercise: Audit an AI feature you use against the five principles.

Interaction patterns

Pick the right pattern for the job.

Pattern	Example	Best for
Inline suggestion / autocomplete	Gmail Smart Compose, code completion	Small, frequent help
Copilot side panel	Docs or CRM assistant	Help while staying in the workflow
Chat	Support bot, tutor	Open questions, exploration
Generate-then-edit	Draft email, PRD, image	Creation with human polish
Agent with approvals	Booking, research agent	Multi-step tasks
Invisible AI	Ranking, fraud scores, smart defaults	Decisions users don't need to see

Chat is not always the answer; often a button ("Summarise", "Fix grammar") inside the workflow converts better.

Key takeaways

- Match pattern to task size and risk.
- Prefer in-workflow buttons over generic chat.
- Agents need approvals and progress views.

Practice exercise: Redesign one chat feature as an inline pattern and compare.

Trust, explainability and citations

Help users judge AI output quickly.

- Cite sources with clickable references; highlight the supporting text.
- Show confidence carefully (e.g. "Needs review" labels) rather than fake precision.
- Explain decisions in plain words ("Flagged because the amount is 5× your usual").
- Show what data was used and allow users to exclude data.
- Label AI-generated content, especially images and voice.

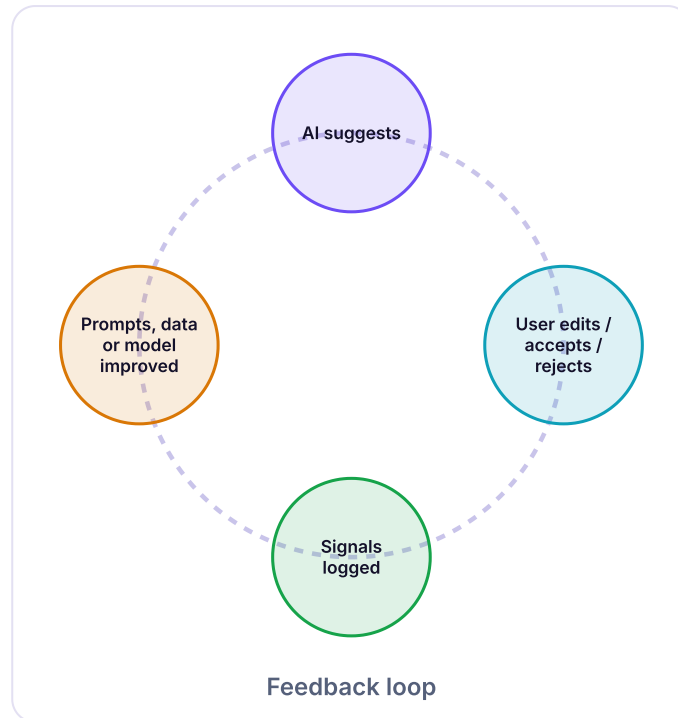
Key takeaways

- Citations and highlights speed verification.
- Explain decisions in user language.
- Label AI content clearly.

Practice exercise: Design the citation UI for an AI answer from 3 policy documents.

Feedback, control and personalisation

Turn user actions into learning signals.



- Explicit: thumbs, ratings, "report a problem" with reasons.
- Implicit: accept, edit distance, regenerate, copy, abandon.
- Controls: tone, length, language, sources to use, memory on/off.
- Close the loop: show users that feedback changes results.

Key takeaways

- Implicit signals are richer than thumbs.
- Give users meaningful controls.
- Feed signals into evals and improvements.

Practice exercise: List 6 feedback signals for an AI resume writer and how you'd use each.

Failure, safety and handoff design

Design what happens when AI can't or shouldn't answer.

Situation	Design
Low confidence / no source	"I couldn't find this in your documents" + search or human
Sensitive request	Safe response + helpline/expert; no judgement
Agent about to act	Preview + confirm; clear undo window
Slow response	Streaming, progress steps, cancel button
Outage	Manual fallback path; status message

Key takeaways

- Every AI feature needs a fallback path.
- Preview and confirm before actions.
- Stream and show progress for long tasks.

Practice exercise: Write failure states for an AI booking agent.

Testing AI UX and final project

Validate AI experiences with users and evals.

- Wizard-of-Oz tests before building (a human plays the AI).
- Prototype with real model outputs, including bad ones; watch how users react to errors.
- Measure: task success, time saved, trust calibration (do users catch wrong answers?), retention.
- Accessibility and Indian language support.

Final project

Design an AI feature end to end: pattern choice, key screens (Figma), expectation-setting copy, citation UI, feedback signals, failure states, and a 5-user test plan.

Key takeaways

- Test with imperfect outputs.
- Measure trust calibration, not only satisfaction.
- Design and evals go together.

Practice exercise: Complete the AI UX final project.

Templates

AI UX checklist

Field	Fill in
Pattern chosen & why	
Expectation-setting copy	
Citation / explanation UI	
Controls (tone, length, sources)	
Feedback signals	
Failure & handoff states	
Accessibility & languages	
Test plan	

Cheat sheet

Term / tool	Meaning / use
Calibrated trust	Users trust AI as much as it deserves
Generate-then-edit	AI drafts, user polishes
Wizard of Oz	Human simulates AI in tests
Implicit feedback	Signals from behaviour (edits, accepts)

Glossary

Handoff	Passing a task to a human
Streaming	Showing output as it's generated

6 interview questions with answers

Q1. Key principles of AI UX?

Set expectations, design for uncertainty, transparency with sources, user control and recovery, graceful failure with handoff.

Q2. When not to use chat?

When a task is small and in a workflow; an inline button or suggestion is faster and clearer.

Q3. How do you build trust?

Citations, plain explanations, labels for AI content, consistent quality, and easy correction.

Q4. What feedback signals matter?

Accept/edit/regenerate/abandon rates and edit distance, plus explicit ratings with reasons.

Q5. How do you test AI UX?

Wizard-of-Oz, prototypes with real and bad outputs, task success and trust calibration metrics.

Q6. Design for an AI agent action?

Preview, confirmation, progress, undo window, and clear logs.

Further reading and tools

- Google PAIR Guidebook: <https://pair.withgoogle.com/guidebook/>
- Microsoft HAX Toolkit (Human-AI guidelines): <https://www.microsoft.com/en-us/haxtoolkit/>
- Nielsen Norman Group: AI articles: <https://www.nngroup.com/topic/ai/>
- Shape of AI (UX patterns): <https://www.shapeof.ai/>

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