

UXPro – Generative AI UX Process Tool (Pitch & POC with Watsonx)



Project Overview

UXPro was envisioned as a Generative AI-powered UX Process Tool designed to streamline and automate the end-to-end UX design lifecycle. Initiated within IBM Blue Studio as a strategic pitch and Proof of Concept (POC) leveraging Watsonx, the tool aimed to unify fragmented UX workflows into a single intelligent system.

Although UXPro was not fully productized, a working POC demonstrated how AI could generate structured UX documentation such as user stories, personas, empathy maps, scenario maps, competitive analysis, prioritization grids, and system-generated reports (as reflected in the sample Ux-Pro.pdf output).

The vision was to create a centralized platform where research, ideation, analysis, design strategy, documentation, and feedback loops could coexist within one AI-assisted ecosystem.

As the UX Lead, AI Workflow Strategist & POC Driver, I was responsible for:



Product Concept & Innovation
Conceptualized UXPro as an end-to-end AI-powered UX lifecycle platform



Vision & Enterprise Strategy
Defined the product vision, value proposition, and enterprise positioning



Workflow Architecture Design
Designed the complete UX workflow architecture (Research → Strategy → Documentation → Reporting)



AI Framework & Prompt Engineering
Created structured prompts and AI frameworks for artifact generation



Technical Collaboration & POC Development
Collaborated with Watsonx teams to validate feasibility and develop the POC flows



Stakeholder Engagement & Validation
Developed sample outputs and presented the pitch to stakeholders for validation and buy-in

UX teams often face:

1

Fragmented tools for research, personas, journey mapping, and documentation

2

Heavy manual effort in generating UX artifacts

3

Timeline pressures leading to skipped UX processes

4

Limited stakeholder alignment

5

Inconsistent documentation standards

6

Limited awareness about the importance of conducting thorough UX research, including user interviews, surveys, and usability testing, to understand user needs and behaviors.

Core Pain Points Identified

Through internal discussions, UX practitioner feedback, and process analysis, the following key pain points were identified:

Fragmented Tool Ecosystem

Multiple disconnected tools create context switching and workflow inefficiencies.

Manual Documentation Overload

Repetitive artifact creation reduces time for strategic thinking.

Inconsistent UX Quality & Standards

Lack of standardization leads to uneven documentation and confusion.

Delayed Stakeholder Alignment

Insights buried in long documents slow decision-making.

Skipped UX Phases Under Time Pressure

Structured UX steps are often bypassed due to tight timelines.

Limited Research Synthesis Support

Turning raw research into insights requires heavy manual effort.

Low UX Maturity in Some Teams

Teams without UX expertise struggle to follow structured methods.

Lack of Measurable UX Impact Metrics

UX outcomes are rarely tied clearly to business KPIs.

Project Goals

1. Automate and structure the full UX process using Generative AI
2. Reduce time spent on repetitive documentation tasks
3. Enable data-driven UX decision-making
4. Improve stakeholder alignment through structured outputs
5. Provide measurable ROI through efficiency and quality improvements

POC Achievements

1. Generated personas, empathy maps, and scenario documentation automatically
2. Structured competitive analysis reports
3. Created system-generated UX documentation in PDF format
4. Demonstrated reduction in manual documentation effort

UXPro was designed to support the complete UX workflow:

1

Project Understanding & Requirement Extraction (AI-driven)

Competitive Analysis (SWOT & Market Insights)

2

User Interviews (AI-generated question sets)

Persona Creation

3

Empathy Mapping

As-Is & To-Be Scenario Mapping

4

Ideation & Big Ideas Generation

Prioritization Grid (Impact vs Feasibility)

5

Design Guidelines & Documentation

Usability Test Analysis

6

Feedback & Metrics Reporting

Auto-Generated Case Study / Report (PDF Output)

Technology & Architecture

1

Powered by Watsonx &
Generative AI models

2

Prompt-engineered workflows
for UX artifacts generation

3

Structured document
automation

4

Modular architecture to
support future integration with
design tools

Pros of UXPro

- End-to-end UX lifecycle coverage in a single platform
- Significant time savings through automation
- Standardized UX documentation
- Improved stakeholder communication
- Scalable across enterprise teams
- Data-backed decision support

Cons / Limitations

- Not fully productized (remained at pitch & POC stage)
- AI outputs require human validation
- Risk of over-reliance on automation
- Integration challenges with existing design ecosystems
- Requires high-quality input prompts for optimal results

Competitive landscape (multi-tool vs UXPro “all-in-one”)

Many AI-enhanced UX tools focus on only parts of the workflow (e.g., just journey maps, or just personas), whereas UXPro’s pitch is “most of the UX process in one place.”

Tool / platform	Key focus	AI capabilities	Coverage of UX process	How UXPro differentiate
QoQo.ai (Figma plugin)	UX personas, journey mapping, sitemap, copywriting.	Generates personas, journeys, design briefs, interview questions; embedded in Figma.	Strong on early-stage artefacts; limited on measurement and build-handoff.	UXPro adds market analysis, prioritisation, UI, design handoff, and project measures in one report, though not embedded in Figma.
UXPressia	Journey mapping, personas, impact maps.	AI persona and journey prompts; templates for CX/UX mapping.	Excellent for mapping and storytelling; less focus on wireframes or build handoff.	UXPro combines these with wireframes, UI directions, and build/deploy considerations in a single artefact.
Delve AI	AI personas and journey maps.	Automatically generates data-driven personas and journey maps from digital data.	Focus on personas and journeys, plus marketing recommendations.	UXPro centres on design workflow, big-ideas, prioritisation grids, and UI handoff rather than marketing activation.
UserBit, Eraser, journey-map tools	Research repo, note tagging, journey map generation.	AI assists in template generation and structuring journeys.	Strong for research ops and mapping; weaker for design and build.	UXPro spans from user stories and market charts to wireframes, UI snapshots, and project measures.
Generic GenAI (ChatGPT, Gemini, Copilot, Claude)	General-purpose assistants.	Can help draft personas, journeys, interview guides, etc. via prompts.	Powerful but unopinionated; no fixed UX process or unified artefact structure.	UXPro provides a fixed, opinionated UX process and a repeatable output template tailored to enterprise UX teams.

Business Value & ROI Potential

1. Reduced UX project timelines
2. Lower documentation overhead
3. Improved design consistency
4. Faster stakeholder approvals
5. Increased UX maturity across teams



Key Learnings

1. AI can augment, but not replace, strategic UX thinking
2. Structured workflow automation increases adoption of UX best practices
3. Enterprise UX requires integration, governance, and validation layers
4. A unified UX intelligence platform has strong strategic potential

Future Vision

1. Direct integration with Figma & design systems
2. Real-time analytics dashboards
3. AI-powered usability insights from user testing data
4. Enterprise deployment with role-based workflows
5. Continuous learning model trained on UX project datasets

