



21 Super-Powered AI Use Cases for Learning Design

Aka, how learning design + AI pros use AI in
their day to day work — spoiler: it's not making
videos



At the end of each run of my AI + Learning Design bootcamp, I ask: *which of the AI use cases that we've tried & tested will you adopt first, and why?*

Here are the most popular use cases from the class Sept' 2025, plus my three top tips based on 30+ runs of the bootcamp with ~2,500 learning designers.

Phil 🖐️

Analysis

TLDR: In analysis work, the value of AI is in speeding evidence-gathering and surfacing insights that make problem definition more rigorous.

- **Training Request Triage — Build a prompt or custom GPT** to apply the Rummler–Brache triage methodology to define: is the solution to the stated problem *actually* a training?
- **Skills & Subject Mapping — Build a prompt or custom GPT** to turn needs analysis notes, content docs, SME interviews & research insights into a knowledge & skills map for a specific persona.
- **Weekly Research Digests — Set up an agent** to collect, summarise, and email relevant research insights with "how it impacts your project / work" summaries.
- **Reusable Asset Finder — Set up an agent** to crawl SharePoint/Drive, tag assets by objective and output a reusables index of materials by theme.

Design

TLDR: In the design stage, the value of AI lies in enabling designers to make data-informed design decisions and to create more differentiated and real-world relevant designs, e.g. via the rapid generation of case studies.

- **Objective Writer — Build a prompt or custom GPT** that (re)writes and sequences LOs using learner profile info, to bring consistency in approach and quality across the team.
- **Research-Aligned Course Outlines — Build a prompt or custom GPT** that uses objectives and persona info to produces module outlines (recommended content, activity, assessment) using in-house templates.
- **Case Study Generator - Build a prompt or custom GPT** that turns a course outline + learner profiles into tailored, high-value case studies for specific personas.
- **Instructional Strategy Selector - Build a prompt or custom GPT** to surface optimal instructional strategies based on learner data, practical constraints etc.
- **AI Persona Design Testing — Build a prompt or custom GPT** that simulates learner reactions and returns insights on design decisions, accessibility etc in the process of design.

Development

TLDR: When it comes to development, the value of AI lies less in generating videos, images etc (which still often feel unfit for purpose) and more in enabling prototyping and improving Quality Assurance.

- **Audio Generation** — Use AI tools to turn text-based feedback into audio recordings, to drive its impact.
- **QA Support** — **Build a prompt or custom GPT** using an internal style guide to flag issues + suggest inline corrections to course designs before they go to production.
- **Accessibility / EDI / Bias Review** — **Build a prompt or custom GPT** that applies WCAG/UDL/EDI standards and returns violations + corrected versions for existing and new designs.
- **Clickable Prototype Generator** — **Build an App** (Replit or Base44) which converts storyboards into a low-fi clickable flow (screens, sample copy, checks) for pre-release testing.

Implementation

TLDR: For implementation tasks, the value of AI lies in the ability to scale personalised feedback, provide extra "AI bot" support to learners and to surface information to make it easier to identify and implement design changes.

- **Feedback Optimiser — Build a prompt or custom GPT** which reads student responses and creates a first draft of optimal feedback (succinct, personalised, actionable) in line with a rubric and set of examples, to scale qualitative feedback.
- **On-the-Job Learner Coach — Build a prompt or custom GPT** to turn course content/job aids into an "always on" coach to answer questions and provide links to supporting content in the flow of async online training.
- **Update Digests — Set up an agent** to flag when changes are made to specific tools and/or compliance requirements and generate a weekly report on which trainings might need to be updated, how and why.

Evaluation

TLDR: When it comes to evaluation, the value of AI lies in its ability to turn both qualitative (text based) and quantitative data into actionable findings, making evaluation more efficient, deeper and easier to action.

- **Findings → Action Plan — Write a prompt** to convert evaluation findings into an owner/metric/due-dated improvement plan.
- **Sentiment & Theme Analyser — Build a prompt or custom GPT** to analyse Teams channels related to specific trainings and cluster comments, rate sentiments by theme, and surface quotes + actions.
- **Evaluation Specialist — Build a prompt or custom GPT** to turn a training outline into a set of evaluation questions using our preferred evaluation methods (Kirkpatrick & Brinkerhoff).
- **Feedback-to-Action Loop — Set up an agent/automation** to log actions taken in an LMS, track metrics like engagement, scores etc and generate a set of recommended actions to feed into the next cycle.
- **Impact Analysis - Set up an agent** to analyse the performance data of employees who have received specific types of training and map performance <> training interventions.

My Take Aways from 30+ Bootcamps



TLDR: For innovative Learning Designers and L&D teams, AI isn't a content engine—it's a **quality and impact** engine.

While many of us fixate on faster asset production, others are starting to realise the *real* value of AI lies in shifting the profession away from **creating content** to **creating impact** through strategic, data-informed decision making.

My Three Top Tips:

Beware the Magpie Effect: Don't get distracted by the shiny stuff. Focus on using AI quality and impact gains are greatest: analysis, design & evaluation.

Embrace the *Real* Power of Delegation: Hand off busywork (survey drafts, meeting notes) to AI so you can *reinvest* that time. Use the time saved to learn about high-value tasks, e.g. problem definition, semantic analysis and evaluation strategies.

Prioritise Rigour, not Speed: Work with AI to replace habitual & intuition-led decision making with more evidence-based approaches. Partner with AI research, analysis and general-assistance tools to: go deep on problem definition, run semantic coding on interviews, and analyse your numbers for insights.

Want to join me and a community of people like you to get ahead of the curve & develop your AI knowledge, skills & confidence?



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Happy innovating!
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