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UX Design in the Age of AI:
From Static Design to Dynamic Experience

Arnie Guha, Partner, CIO, Head of UX
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Brand & Communications **Innovation** **Customer Experience** **Experience Strategy & Design**

Agenda

01 **SETTING THE STAGE**
- SOME CONTEXT AND THE EVOLUTION OF UX

02 **THE SHIFT TO GENERATIVE UX**
- THE EMERGING PARADIGM AND SOME EARLY EXAMPLES

03 **UX DESIGN IN THE AGE OF AI**
- RULES, GUARDRAILS AND ORCHESTRATION

04 **WHAT THIS MEANS**
– FOR UX STRATEGISTS, DESIGNERS AND LEADERS

05 **Q&A**

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Context: a few key points to ground the presentation

- I am **a UX professional**, not an AI engineer
- Our focus at Phase 5 is to study the **Human Factor**
  - Experience
  - Attitudes
  - Behaviour
  - Culture

Image © Arnie Guha

Context: a few key points to ground the presentation

Image © Arnie Guha

A Promethean moment for humankind

- the *sapiens* in *homo sapiens* is on the road to a step-function in cognitive, cultural, even ontological evolution
- AI is not static … and we have not yet experienced the full power of its self-generation and adaptivity
- Now is the time to interrogate and, to the extent, possible, define the broader context of our relationship with AI in terms of User Experience

What's Changed — From Fixed Experience to Dynamic Assembly

From Designed Paths to Responsive Systems

Traditional UX was static and handcrafted

- Every page, state, and flow was pre-defined
- Interfaces were fully authored: fixed layout, copy, and interaction
- Design aimed for clarity, consistency, and task efficiency
- User variation was modeled through personas and branching, not in-session adaptation

Today's interfaces are modular and data-responsive

- Content blocks (headlines, images, CTAs) are swapped based on user attributes
- Personalization engines like Adobe Target, Dynamic Yield, and Salesforce Cloud Personalization drive live variation
- A single page template can render completely different experiences for different segments
- UX is now assembled on the fly from a set of pre-approved components

AI adds a layer of responsive, real-time assembly

- Tools like Salesforce Data Cloud, Figma AI, Wix ADI, and Framer AI use prompts and profiles to generate layouts or copy dynamically
- Some systems now adapt content and tone *in session*, based on behavior, sentiment, or intent
- Interfaces are no longer just pre-designed — they are composed moment to moment, within rule-based constraints

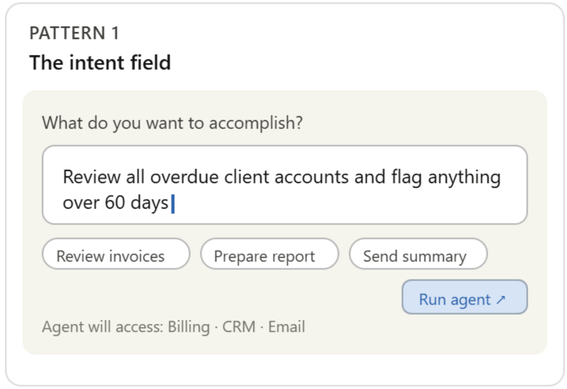
We used to design screens. Now we design the logic that decides what the screen becomes.

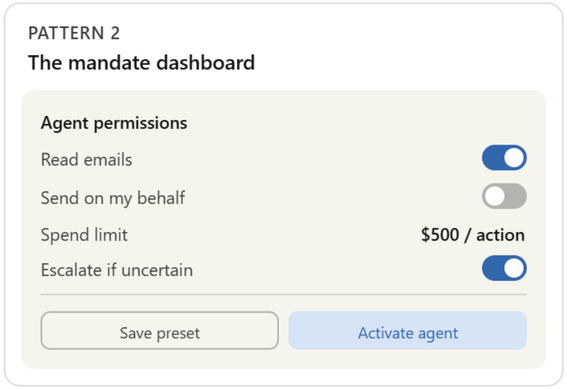
Era Four: The Agentic Interface

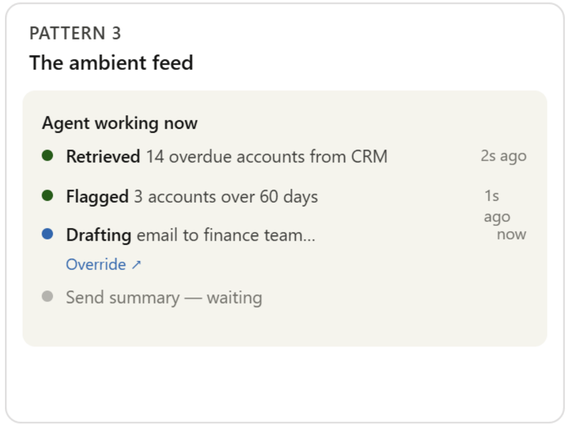
Generative interfaces *assume* ***intent*** and build towards it.

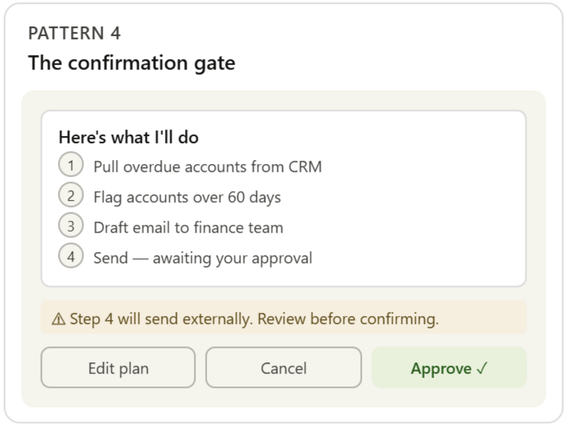
Agentic interfaces invite user-articulation of intent and act on it.

Pattern	Role the arc	Question it answers
1. Intent Field	Intent expression	*What do you want?*
2. Mandate Dashboard	Intent bounding	*How far may the agent go?*
3. Ambient Feed	Intent monitoring	*Is it doing what I meant?*
4. Confirmation Gate	Intent authorization	*Do I approve this specific action?*









The key shift from all prior eras: none of these screens show navigation, menus, or content. They show *intent, permissions, and action* — the user is configuring an agent's mandate, not browsing a product.

Where We Are Now — Modular, Rules-Based UX

Designing with Systems, Not Pages

- Most modern interfaces are **modular**: content blocks, CTAs, images, and layouts are assembled based on user data
- Designers create **variant libraries**; systems choose what to show
- Personalization engines use **rules and segments** — not open-ended generation
- The result feels adaptive, but it's still built from **predetermined parts**

Example platforms:

- Adobe Target, Dynamic Yield, Salesforce Cloud Personalization, Optimizely

Experience is assembled from predefined parts— but the assembly itself is dynamic.

What Powers This? — From Profiles to Assembly Logic

Inputs that drive interface adaptation:

- User type (prospect, client, premium, at-risk)
- Behavioral signals (click patterns, dwell time, recency, product views)
- Contextual factors (device, time of day, campaign source, location)

Outputs that change in response:

- Selected content blocks (e.g., hero images, headlines, CTAs)
- Reordered modules or components
- UI layout and messaging tone shifts (within predefined variants)

Everything shown is either:

- Pre-authored and **selected dynamically**, or
- Lightly **generated by AI within constraints** (e.g., copy variations)

No two users see the exact same version of the same page … but the underlying structure remains stable.

What's Emerging — The Shift Toward Generative UX

Toward On-the-Fly Experience Assembly

Systems are beginning to generate, not just select:

- AI models generate headlines, summaries, image variants, and layouts
- Outputs are based on live user input, sentiment, or behavior
- No longer choosing from a fixed set — the system creates within defined rules

The interface becomes a product of moment-by-moment orchestration:

- Experiences adapt in-session based on evolving user signals
- Content and presentation are shaped by intent inference, not just segment tags

UX is no longer what we design in advance — it's what the system delivers in context.

Still Early But Real ...

Examples of generative interface activity

- **A banking app** rephrasing messages based on tone (e.g., helpful vs. urgent)
- **A product page** regenerating layout priority based on customer type
- **A support chatbot** generating copy that becomes part of the page UX itself

A few of the players:

- Grok AI (Context-responsive, generative output)
- Salesforce Einstein GPT (live content generation in CRM environments)
- Figma AI / Wix ADI / Framer AI (prompt-led design generation with brand-safe constraints)

Example 1: Grok — Adaptive Conversational Interface

Context-responsive, generative output

- **Adjusts tone and style** based on user phrasing, conversational history, sentiment, and real-time context (including live signals from X)
- **Generates responses and content (text, images, code, summaries) dynamically in real time** — not selected from predefined variants
- **Demonstrates how behavior and intent inference, not static layout, define the experience**; the interface feels relational and evolves moment-to-moment
- **Supports voice mode, multimodal inputs (text/image),** and seamless multi-turn continuity

Key UX implication

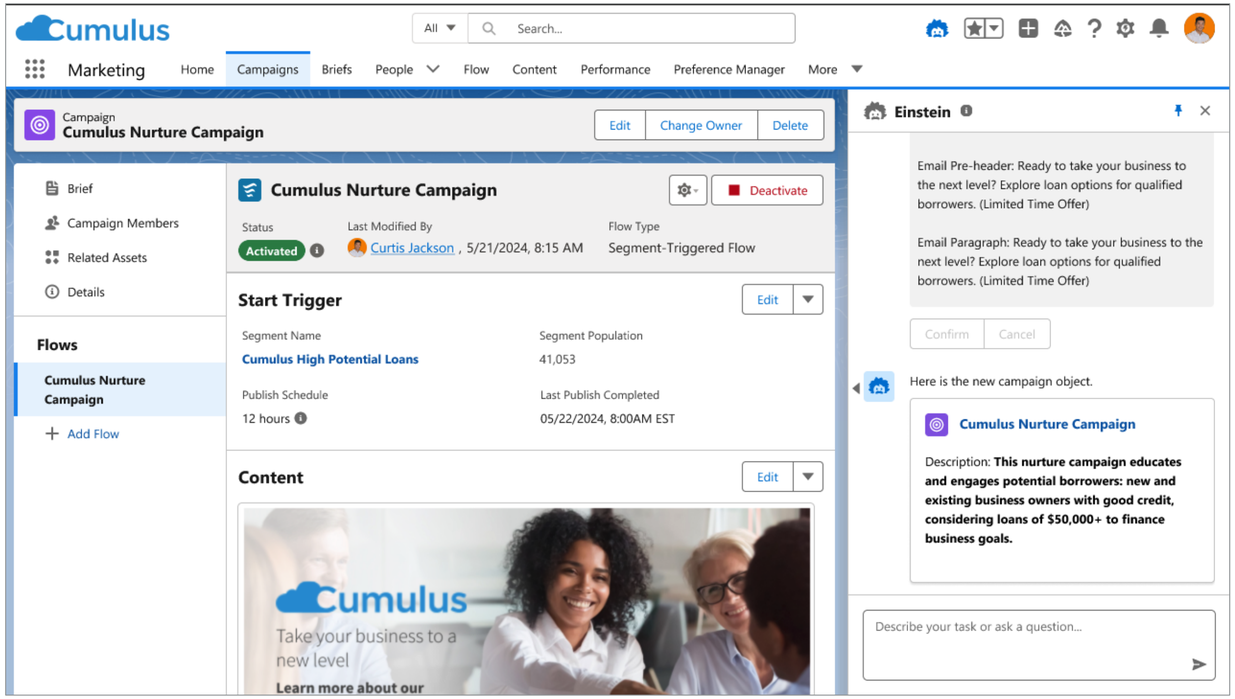
System adapts tone and logic, not just content — interface becomes relational

Sticker Mule deployed Grok across 370+ employees and millions of customers for AI-powered customer support, decision-making, and internal tools. This includes generating responses, automating workflows, and creating personalized customer interactions at scale

Example 2: Salesforce Einstein GPT

Salesforce Einstein GPT

- **Salesforce uses AI to generate inline copy:** responses, product summaries, meeting prep
- **Generated content appears inside existing CRM interfaces —** it's not a separate interaction layer
- **Outputs vary by user, context, and business rules —** with explainability constraints



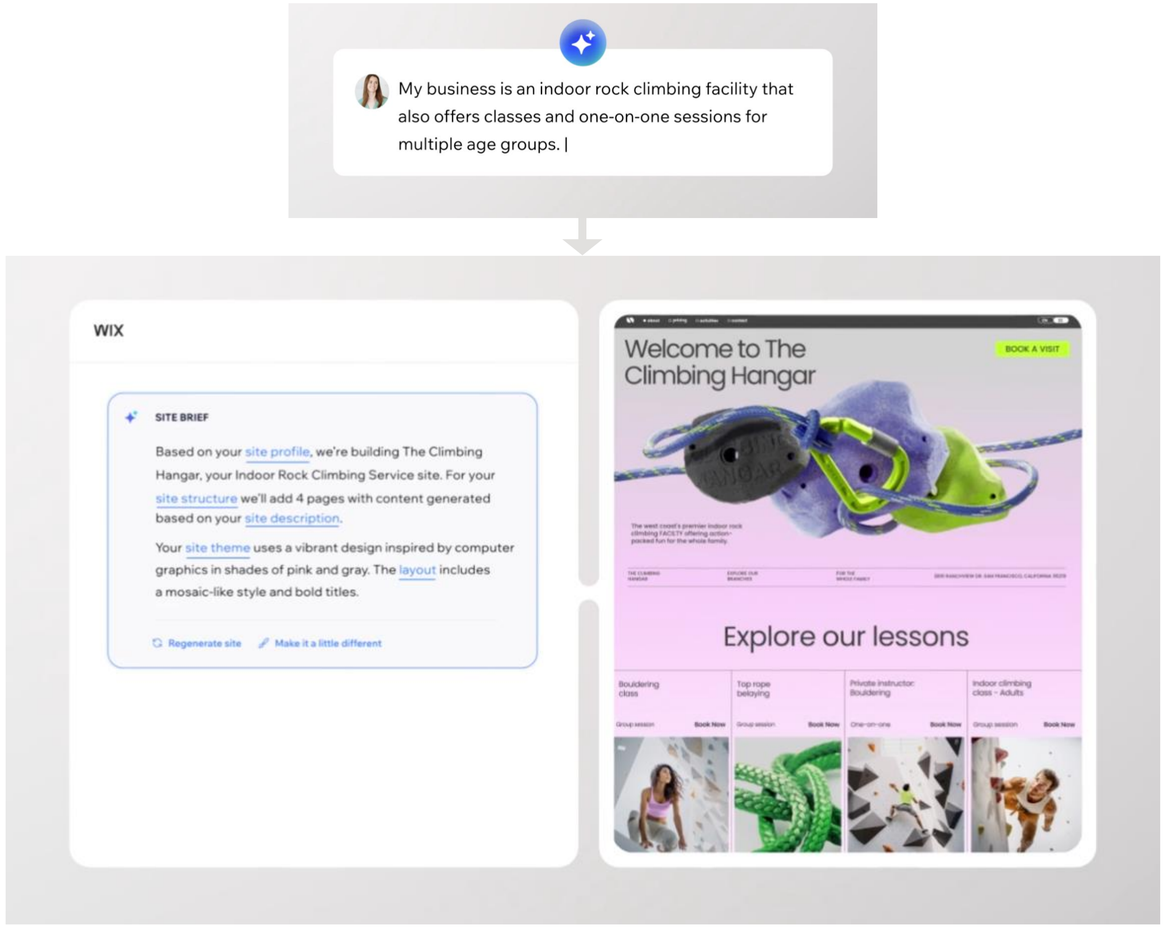
Key UX implication

Content generation becomes part of the working interface, not a sidebar tool

Example 3: Wix ADI / Framer AI / Figma AI

Prompt-Based UI Generation Within Guardrails

- **These tools let users or designers describe what they need** (e.g., “portfolio for a photographer”)
- **The system generates** a page structure, populates placeholder content, adjusts layout and spacing — all in-brand
- **Designers can tweak** constraints, tone, and structure — but much of the **initial UX output is generated**



Key UX implication

The role of the designer shifts from author to orchestrator

Designing UX in the Age of AI: Rules, Guardrails, and Orchestration

Designing for Systems That Decide

The role of the UX designer is shifting

- From creating fixed layouts → to creating systems that produce layouts
- From scripting flows → to defining parameters, hierarchies, and contingencies

What stays fixed is not the interface — it's the rules that shape it

- Content boundaries
- Brand tone and visual language
- Accessibility and compliance constraints
- Structural logic (e.g., "CTAs must always follow primary content")

Designing becomes a layered activity

- UX teams author content *types*, not content instances
- Designers create *design grammars*, systems of tone, structure, and sequencing
- Output is verified, not predefined

Success is grounded in system behavior

- Does the system adapt in the right way?
- Can it explain its choices?
- Can users trust what they see?

How UX Design Is Evolving: From Fixed Outputs to Adaptive Systems

Traditional UX Role	What Now Changes
Define layouts	*Define layout **logic** and **boundaries***
Write copy	*Define **tone systems** and **voice parameters** AI can generate within*
Build journeys	*Build **experience conditions** that govern how flows adapt in real time*
Design screens	*Design **adaptive frameworks** — modular, responsive, rules-driven*
User testing pre-launch	*Implement **continuous UX monitoring** and **drift detection***

Example: JPMorgan Chase + Persado

AI-Generated Copy that Outperformed Humans

JPMorgan tested Persado's AI to generate marketing copy for credit cards and mortgages

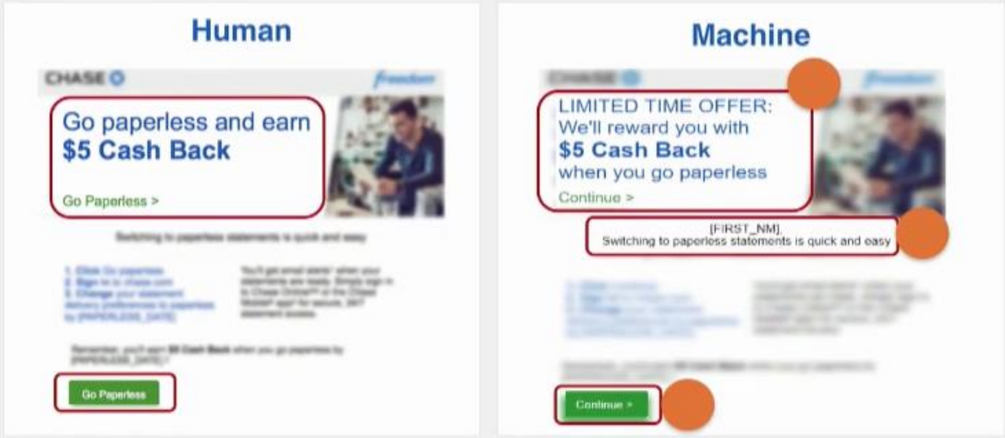
- AI-generated subject lines and messages drove **up to 450% higher engagement** than human-written versions
- A five-year deal with Persado to scale copy generation across campaigns

Deep Dive

https://www.gobeyond.ai/ai-resources/case-studies/jpmorgan-persado-ai-marketing-copy-engagement?2b76cf50_page=14

UX Implications

- Copy is no longer authored, it's parameterized
- Designers and strategists define tone frameworks, not just headlines
- The shift is from writing to governing how writing is generated at scale



Source: https://www.youtube.com/watch?v=EHmGOkuxe2g

Example: Capital One — Eno (Conversational AI)

From Static Interfaces to Responsive Dialogue

Capital One launched Eno, a conversational AI that handles account info, spending alerts, and bill reminders

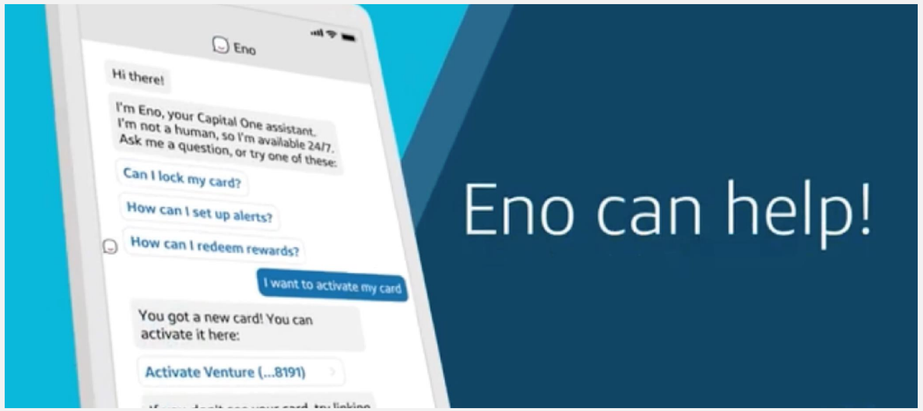
- Integrated across web and mobile — with real-time, context-aware responses
- UX design focused on tone, emotional consistency, and escalation logic

Deep Dive

https://www.capitalone.com/digital/tools/eno/

UX Implications

- The interface becomes a conversational layer, not just a layout
- UX teams design dialogue rules, tone boundaries, and escalation points
- Trust, clarity, and containment are as important as utility



Example: SwipeRx — Modular Interface Optimization

Adaptive UI via Reinforcement Learning

SwipeRx, a mobile app for pharmacists, applies reinforcement learning to personalize product recommendations in real time.

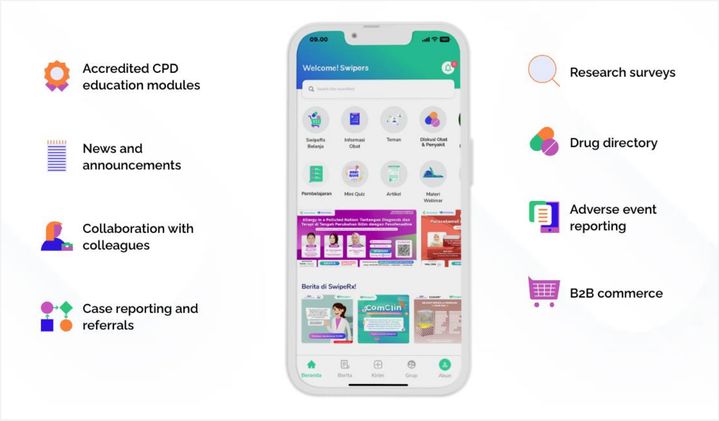
- The system adapts UI layout and content modules based on live behaviors and past engagement.
- Result: pharmacists receive contextually relevant suggestions—improving UX relevance and value per session.

Deep Dive

https://arxiv.org/abs/2408.08024

UX Implications

- UI becomes session-aware and responsive, not static or solely persona-based.
- UX design involves defining adaptation logic rather than fixed layout flows.
- Reinforcement learning enables interfaces to learn and adjust, improving over time.



Tools Designers Will Soon Be Working With

Tool	What It Is	What It Does	UX Relevance	URL
Vapi	A developer-focused platform to build, test, and deploy voice AI agents via API.	**Vapi lets you** build voice agents that handle calls using natural-sounding interactions—purpose-built for technical teams and scale.	• Conversational interface orchestration • Shifts UI from screen to voice layer	vapi.ai
Retell AI	No-code platform for building AI phone agents with memory and personality at scale.	**Retell creates** production-ready conversational voice agents capable of handling calls and administrative tasks seamlessly.	• Real-time tone and memory adaptation • Context-sensitive UX flows via call agents	retellai.com
Gumloop	No-code, drag-and-drop platform for automating workflows and embedding AI logic — recently raised $50M Series B, used by Shopify, Ramp, and Instacart.	**Gumloop empowers** non-technical users to build and deploy AI agent workflows without writing code, using a visual builder that mirrors how designers already think about flows.	• Lets designers prototype and own agent workflows without engineering dependency • Bridges the gap between UX intent and AI execution logic	gumloop.com
Dovetail	AI-powered research repository for storing, tagging, and synthesizing user interviews, surveys, and usability sessions at scale.	**Dovetail surfaces** patterns and themes across research data automatically, reducing hours of manual tagging to minutes and making insight accessible across the whole team.	• Replaces manual synthesis with AI-generated insight themes • Connects user evidence directly to design decisions	dovetailapp.com
Polymet	AI design assistant that generates UI components, prototypes, and code based on prompts.	**Polymet allows** designers to describe a UI or input a reference image and receive production-ready designs and code.	• Enables tone consistency across generative UX • Anchors “governance-by-design” in AI output	polymet.ai
Maze	AI-assisted usability testing and concept validation platform for rapid, continuous research without a lab.	**Maze enables** designers to test prototypes, flows, and concepts with real users, and uses AI to auto-analyze results, flag friction points, and surface actionable findings.	• Tests experiences before and after AI generation • Critical for validating interfaces that don't hold still	maze.co
Sprig	AI-powered in-product research platform that captures user feedback and behavior in real time, without requiring manual study setup or post-session analysis.	**Sprig deploys** targeted micro-surveys, session replays, and heatmaps directly inside a live product — and uses AI to continuously surface themes, friction points, and opportunities from responses as they arrive.	• Closes the feedback loop on interfaces that generate differently for every user • Replaces periodic research with continuous, AI-analyzed insight	sprig.com

Where Things Stand Today: UX Personalization in Practice

Most enterprise interfaces remain modular and pre-authored

- Content blocks are selected dynamically, but not generated
- Tools like Adobe Target and Salesforce Cloud Personalization dominate
- Segment mapping still defines most personalization logic

What's common today:

- Rules-based personalization
- A/B and multivariate testing
- Modular design systems connected to CRM and behavioral data

Real-time, AI-generated UX exists — but is not yet mainstream

- Used selectively in content, chat, and recommendations
- Rare in highly regulated industries due to compliance and explainability gaps

What's emerging:

- Prompt-driven interface generation
- Sentiment-aware layout shifts
- UX powered by real-time inference, not pre-set paths

UX Personalization in Practice: Most Commonly Used Solutions

Tool	What It Does	Used By / Adoption	URL
Adobe Target	Rules-based personalization and A/B testing for modular web experiences; widely used in enterprise and finance.	Used by 70%+ of Fortune 100; strong in banking, insurance, retail	https://business.adobe.com/products/target/adobe-target.html
Salesforce Cloud Personalization	Real-time content decisioning engine; personalizes customer experiences based on behavior and segmentation.	Popular among global financial brands and consumer enterprises	https://www.salesforce.com/products/marketing-cloud/personalization/
Optimizely Web Experimentation	A/B and multivariate testing; enables personalized content delivery via segment targeting and user behavior.	Adopted by enterprise teams in e-commerce, SaaS, and publishing	https://www.optimizely.com/products/web-experimentation/
Dynamic Yield	Delivers personalized web, email, and mobile experiences using pre-set rules and ML-based recommendations.	Used by brands like Mastercard, Sephora, and Urban Outfitters	https://www.dynamicyield.com/platform/
Oracle Maxymiser	Multivariate and A/B testing with audience segmentation; used for optimizing campaigns and user flows.	Adopted by travel, retail, and finance orgs with strong testing culture	https://www.oracle.com/cx/marketing/maxymiser/

UX is Shifting from Crafting Fixed Experiences to Designing the Systems That Assemble Them …

As AI begins to orchestrate layouts, content, and tone in real time, ***the role of UX is no longer about screens***.

It is about ***the logic, rules, and constraints that shape experience*** dynamically, predictively, and ethically.

- The interface is no longer a fixed product: it is a system that **adapts**, **responds**, and soon, will **generate** itself in real time.
- Designers are shifting from pixel-perfect outputs to **logic-perfect rules**.
- In this new reality, trust, coherence, and governance must be built **into the system**, not layered on top.

What This Means for UX Strategists & Designers

From Designing Interfaces to Designing Experience Systems

- **Design the Logic, Not Just the Layout**
  UX now means defining when, how, and why content and modules appear — not just how they look.
- **Collaborate Beyond Design**
  Work closely with data science, compliance, and brand teams to shape adaptive, policy-aligned experiences.
- **Create Guardrails for Generative Tools**
  Prompt engineering, tone controls, and logic rules are becoming design deliverables.
- **Measure Alignment, Not Just Usability**
  Success isn't just ease-of-use — it's whether the system behaves coherently and fairly.

Frameworks like TAR help structure this shift:

T : Trust

A : Alignment

R : Recourse

The Measurement Problem

When the interface changes every time, how do you measure it?

Old metrics … still relevant, but incomplete

Traditional UX measures the quality of a single interaction.

These still matter but they can't tell you whether the system is behaving appropriately across thousands of generated variations.

- Task completion rate
- Time on task
- Error rate
- Satisfaction (CSAT)

We are measuring individual interactions.
We should be measuring system behavior.

The gap

A generative interface that scores well on all four of these metrics ***could still be drifting from brand values, generating unfair experiences for certain user segments, or optimizing for engagement*** *at the expense of trust.*

The metrics were ***designed for a world where the interface holds still.***

It no longer does.

The New Metrics: Governance-Level Measurement

From measuring what happened to measuring how the system is behaving.

Metric	What It Measures	How	TAR Pillar
Perceived Fairness	*Do users believe the system treats them equitably?*	Post-interaction survey: "The experience felt fair"	Trust
Brand Alignment Score	*Do AI-generated outputs feel consistent with brand values?*	Outputs scored by trained raters against brand rubric	Alignment
Explainability Uptake	*When explanation mechanisms exist, do users engage with them?*	Track engagement with tooltips, "learn more" links	Trust
Recourse Activation Rate	*How often do users invoke "not helpful" or "talk to a human"?*	Track activation rate and analyze by context	Recourse
Drift Detection	*Is system behavior changing in ways that violate design intent?*	Continuous monitoring of output distribution against baseline	Alignment

What This Means for Leadership (CMO, COO, Innovation Heads)

Strategic Imperatives for C-Suite Stakeholders

- **Don’t Just Approve Experiences — Approve the Systems That Create Them**
  In an adaptive world, what the customer sees may change daily — but the logic behind it must be stable, explainable, and aligned with brand and policy.

- **Ask: “Can We Explain Why This Was the Experience?”**
  Trust, fairness, and compliance require systems that are not just adaptive, but auditable.
  → *This is where governance frameworks like TAR begin to matter.*

- **Reframe UX as a Strategic Asset, Not a Service Layer**
  UX now governs how AI systems behave — not just how they look. It’s part of the AI stack, the risk register, and the trust equation.

As AI assembles the experience, your governance must assemble the trust.

Design What Endures

Interfaces will adapt.

Content will change.

What endures is the system of trust behind the experience.

This is what UX must become:

not just design, but governance.

Q and A

Arnie Guha, Ph.D.
Partner, Chief Innovation Officer, Head of Experience Design

Phase 5
arnieg@phase-5.com | www.phase-5.com

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