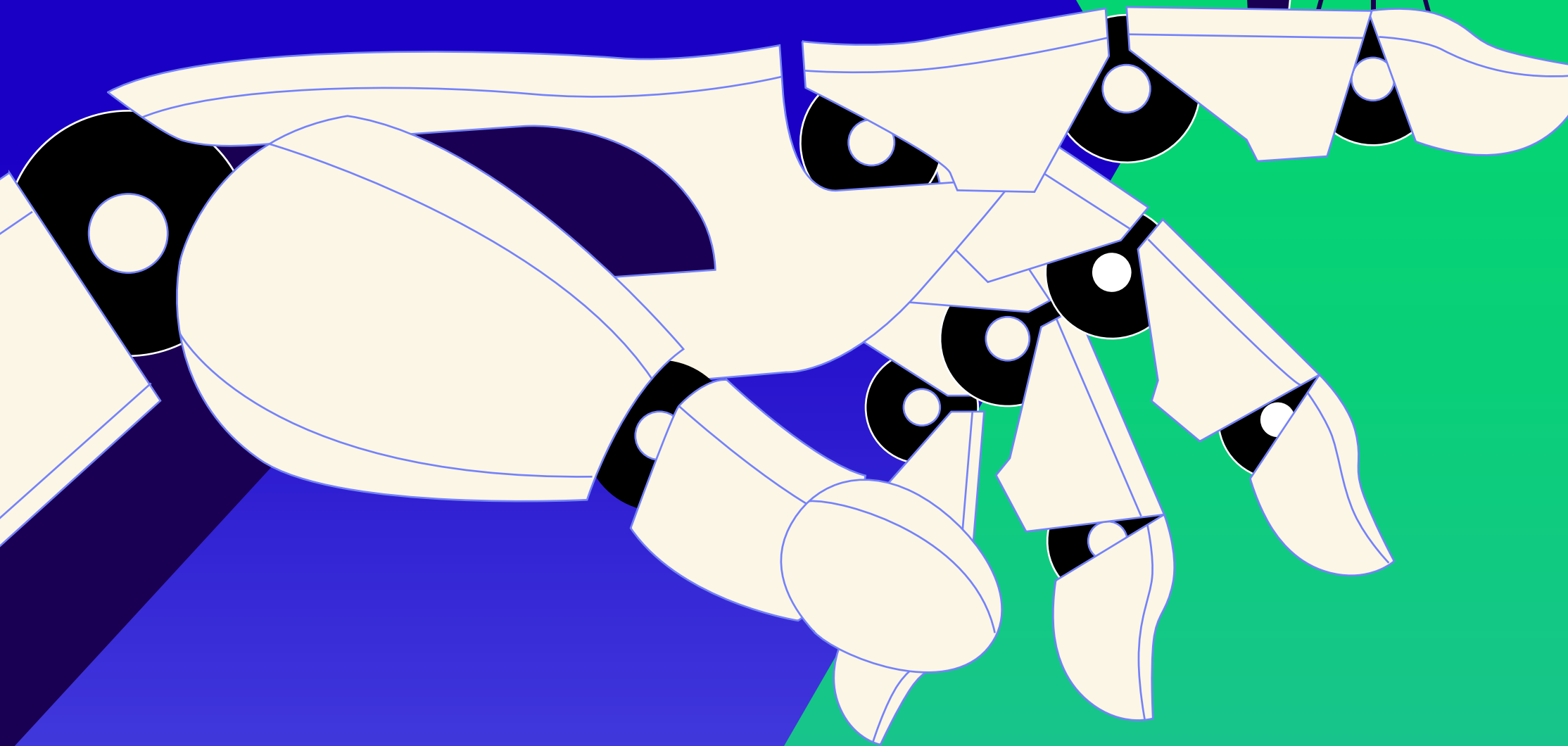


AI Playbook for the Learning Architect

Transform AI-generated drafts into purposeful, emotionally intelligent eLearning experiences



Chapter 1

Overview

AI

AI IS NO LONGER THE FUTURE.
IT IS HERE, NOW.



We have seen AI evolved across industries: science, entertainment, healthcare, business, and education. It is becoming part of our daily lives, and it is something nobody can afford to ignore.

However, we should not see **AI as a replacement**, it **is in fact, an excellent co-creation partner** that will take what we do to another level.

Most people see AI as a productivity tool, here are some examples:

- ✓ *It speeds up content writing*
- ✓ *It drafts outlines in seconds*
- ✓ *It summarises and reformats*



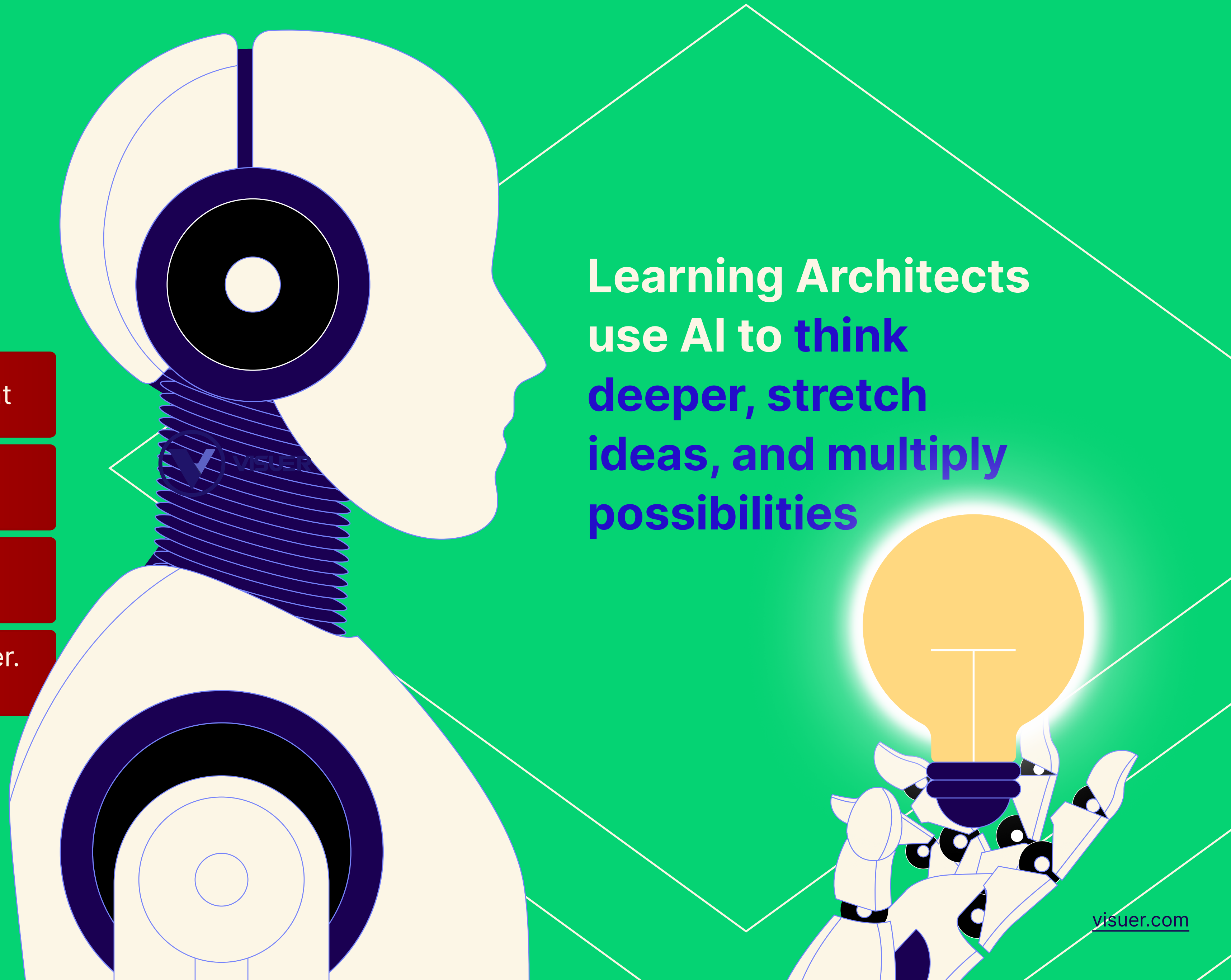
Chapter 1

Overview

! Here are the challenges

- AI-generated content often feels...flat
- It often misses emotional timing, rhythm, and soul
- It lacks subtlety, and cultural nuance
- Because AI doesn't think like a learner. It does not feel like a human

As we look ahead, AI in learning design will evolve from a tool of automation into a **catalyst for collaboration and co-creation**, reshaping how we imagine and learn.



Learning Architects
use AI to think
deeper, stretch
ideas, and multiply
possibilities

Chapter 1

Overview

At this stage, using AI in creative work comes with new challenges such as the content or assets generated by AI:

- Feeling flat, lacking the subtlety, nuance, and emotional connection
- Ideas that are missing the “soul”
- Subjects that lack connection



What AI Miss, and What You Must Catch?

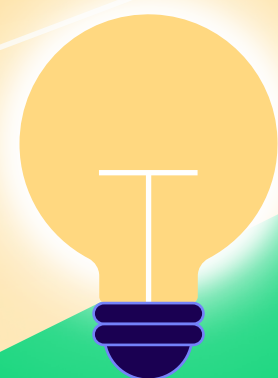
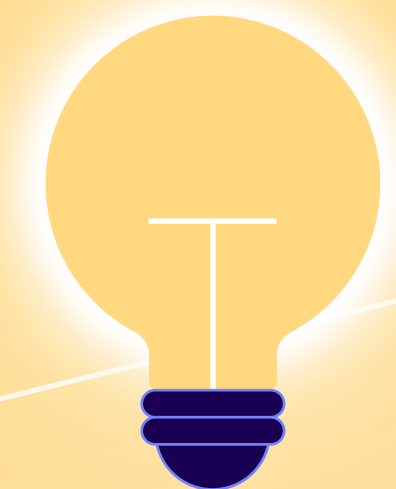
Here are the most common ways AI can get it technically right...but experientially wrong, and what you can do to make it right:

Missed By AI	Why It Matters	What You Can Do
 Flat tone	No connection = no retention	Add human voice, emotional rhythm
 Cultural misstep	Assumes Western/tech-native norms	Localise, simplify, sense-check
 Unfocused flow	Lists ideas without hierarchy	Sequence, chunk, build momentum
 Vague scenarios	Unrealistic, emotionless, generic	Anchor in real-world tension
 Word salad	Verbose explanations or jargon	Rewrite for clarity + human understanding
 Mismatch with reality	Suggests formats/tools that does not work	Apply delivery fit matrix

So, What Does This Mean For Learning Architects?

It means the human role is more vital than ever.

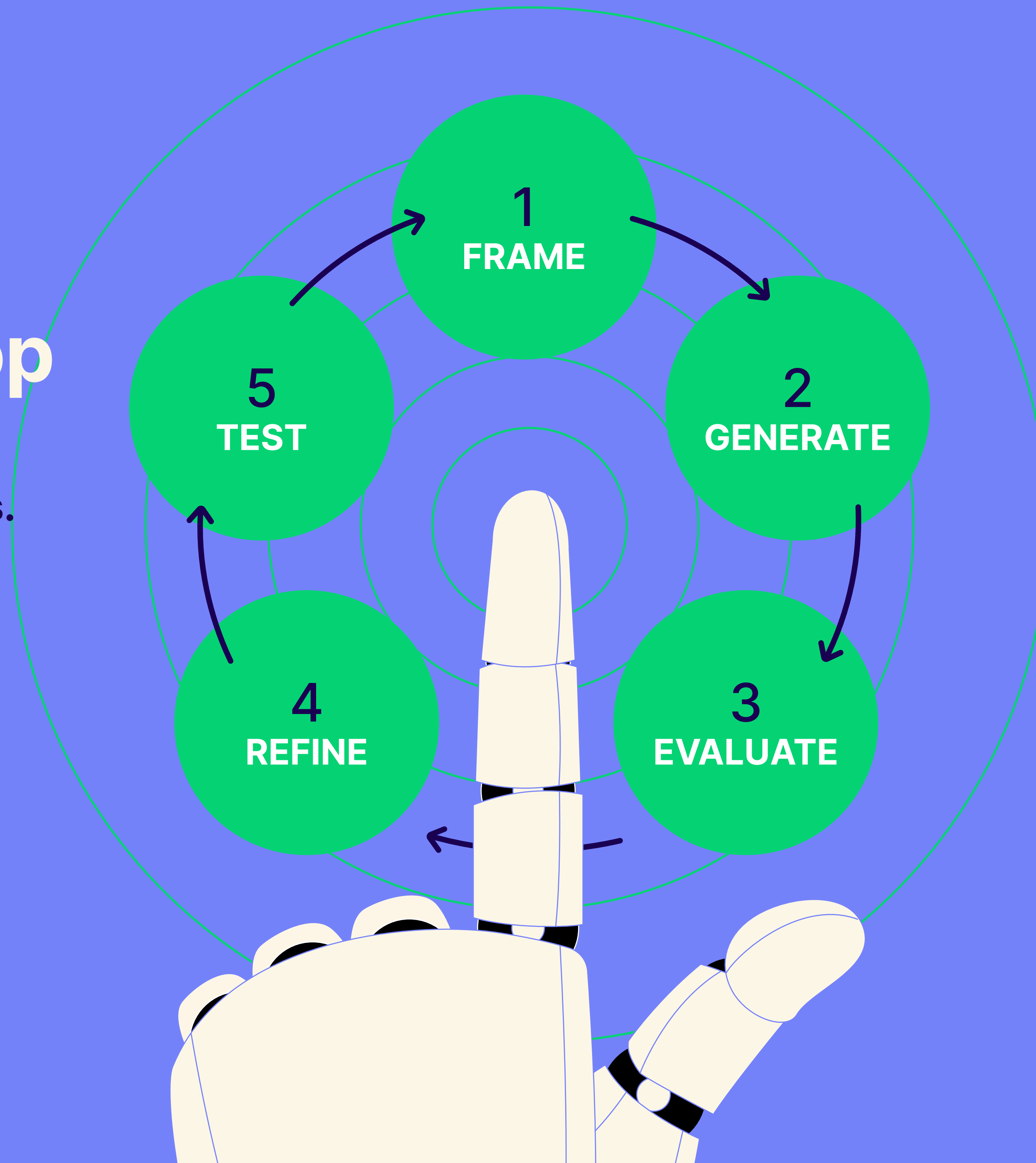
Because you are the one who brings the spark that makes learning relatable, memorable, and effective.



Chapter 2

The AI Design Loop

Co-designing with AI is not a linear process. It is iterative in nature. It looks like this:

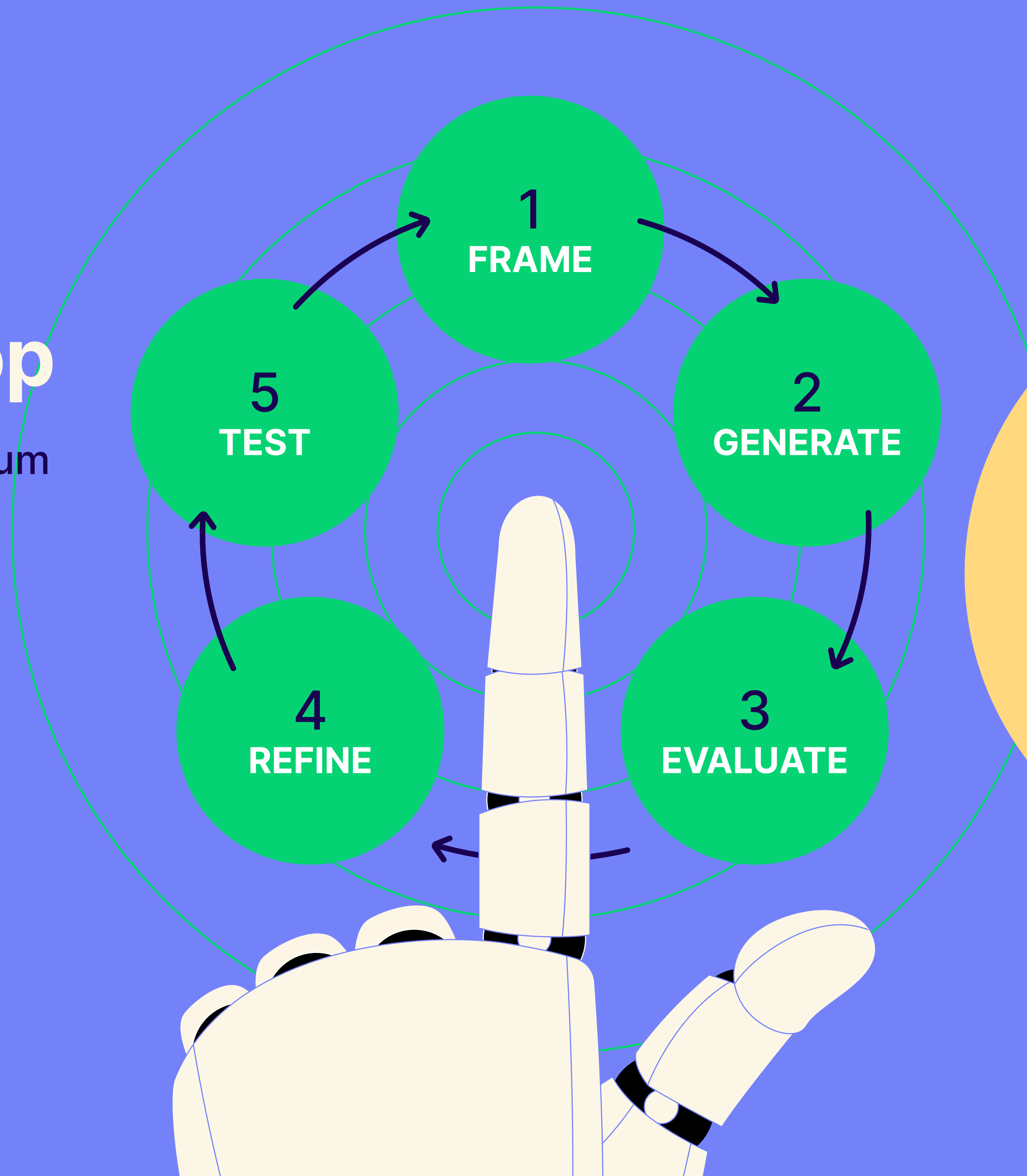


- 1 FRAME**
You define the learning goals, tone, context, and constraints
- 2 GENERATE**
Co-creator with AI to provide options
- 3 EVALUATE**
You assess the options through the lens of a learning architect
- 4 REFINE**
You now guide your AI co-creator to do better
E.g. add more context to sharpen its senses, enhance the prompts, define clearer goals
- 5 TEST**
You imagine real-world usage or get learner feedback

Chapter 2

The AI Design Loop

This loop is the minimum standard expected of responsible design in the age of AI.



Remember this loop and keep it handy as we move to the next chapter on how to utilise it in real world learning experience design work.

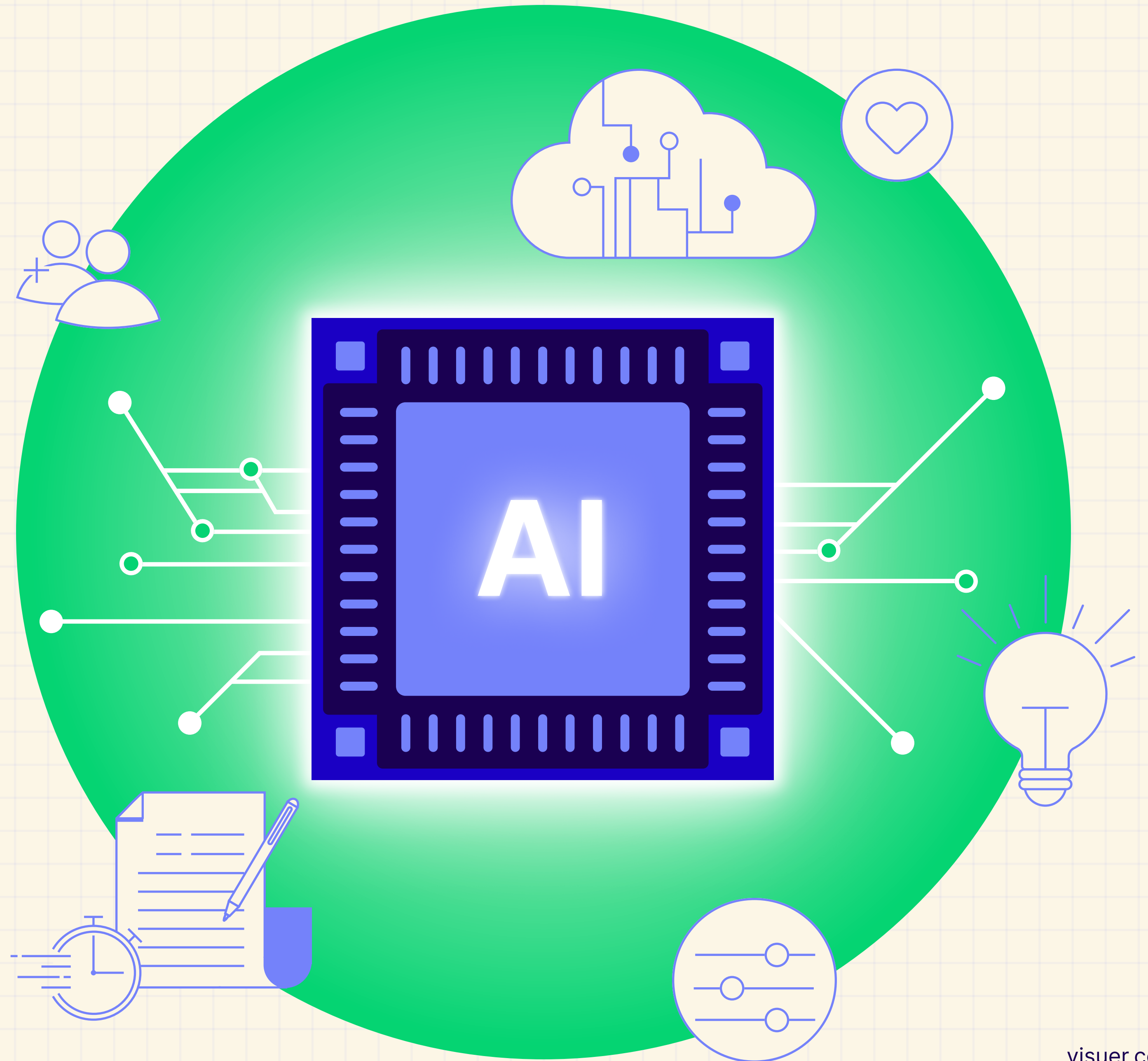
Chapter 3

The 5 Co-Creation Methods

How Learning Architects Work Smarter with AI

This chapter introduces **5 powerful ways Learning Architects use AI in real-world learning experience** design work to improve efficiency, expand creativity, test ideas, and improve quality.

You will not need all 5 methods on every project. But once you master them, you will always have the right co-design approach ready, whether you are brainstorming from scratch or refining a final draft.



Chapter 3

The 5 Co-Creation Methods

1

Rapid Drafting

Beat the blank page and get a prototype up fast, start shaping instead of staring.

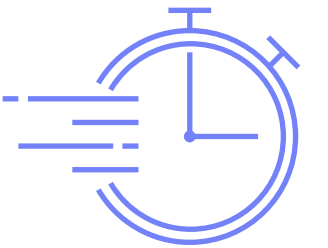
Best use when

- You are stuck, overthinking, or just getting started
- You need quick structural ideas to react to or refine

Repeat to refine

AI Design Loop

Example



1 FRAME

Define clear learning goals or the specific changes desired



"I need a beginner-friendly course to train new retail staff on POS in 3 parts."

2 GENERATE

Ask AI to draft it



Prompt

Create a 3-module training outline for new staff learning a POS system.

3 EVALUATE

Judge the draft



"Module 3 feels too advanced. Is it necessary?" / "The tone is too formal."

4 REFINE

Improve with nuance



Prompt

Rewrite with a more casual tone and add a customer service scenario to Module 2.

5 TEST

Share or simulate



Share with a teammate: "Would this make sense for our frontline retail team?"

Chapter 3

The 5 Co-Creation Methods

2

Scenario Brainstorming

Spark realistic situations and dilemmas that make your learning feel human, not hypothetical.

Best use when

- You need emotionally rich, realistic scenarios
- You are building branching scenarios, dilemmas, or dialogue-based experiences
- You want learners to feel the tension, not just read the theory

Repeat to refine

AI Design Loop

Example



1 FRAME

Define the core dilemma or emotional challenge



"I need a scenario where a new team lead avoids giving feedback and it backfires."

2 GENERATE

Ask AI to list and provide sample dilemmas



Prompt

Give me 3 emotionally realistic feedback avoidance scenarios.

3 EVALUATE

Assess if it is relatable, useful, or too generic



"This one sounds like a movie scene. Would it actually happen in our org?"

4 REFINE

Enhanced with tone, character, or brand fit



Prompt

Rewrite this as a relatable office setting with less drama and more tension.

5 TEST

Preview and review with stakeholders or peers



Ask: "Would this make my learner feel something?" or "Could they see themselves in this?"

Chapter 3

The 5 Co-Creation Methods

3

Delivery Format Exploration

Imagine different ways your content could be delivered beyond just slides and videos

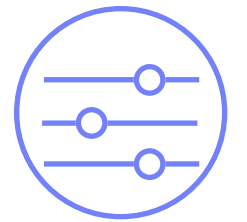
Best use when

- You want to explore alternatives to traditional formats
- You need to pitch ideas across different learning platforms (LMS, mobile, VR, etc.)
- You are working within delivery constraints (e.g. low bandwidth, no audio, frontline teams)

Repeat to refine

AI Design Loop

Example



1 FRAME

Define the outcome and your platform needs



"I need to teach time management to remote workers in under 10 minutes, mobile-first."

2 GENERATE

Ask AI for multiple format options



Prompt

Give me 3 delivery formats for this topic suited for mobile learning.

3 EVALUATE

Assess fit and suitability for learners, platform, and stakeholders



"Is this interactive checklist too passive? Would a chatbot drive more engagement?"

4 REFINE

Customise the experience idea for tone, depth, or platform



Prompt

Turn the chatbot idea into a realistic, 3-step interaction with learner responses.

5 TEST

Share format mockups or narrative samples with users or team



"Let's prototype the chatbot flow and ask 2 sales reps which one feels more usable."

Chapter 3

The 5 Co-Creation Methods

4

Role-Playing Simulation

Role-play and simulate as learners, SMEs, or critics to pressure-test ideas before launch

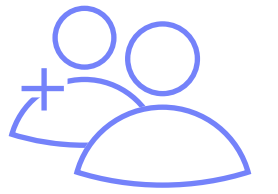
Best use when

- You want to test your content with a simulated learner or SME
- You need to spot potential objections, confusion, or resistance
- You are practising empathy and realism before building interactions

Repeat to refine

AI Design Loop

Example



1 FRAME

Define the role or voice you want to simulate



"I want to simulate a learner who's nervous about giving feedback."

2 GENERATE

Ask AI to role-play that voice



Prompt

Act as a new team leader who's afraid to give feedback. What thoughts do you have?

3 EVALUATE

Assess if the role-play reveals emotional friction or content gaps



"Does this match what our real learners feel? Is the fear of conflict addressed?"

4 REFINE

Update your content or prompt based on these insights



Prompt

Add an empathy line upfront: 'Giving feedback can be awkward, but it doesn't have to be.'

5 TEST

Try a new role: a peer reviewer, a stakeholder, or even a resistant learner



"Now act as an HR manager reading this module. What would you change?"

Chapter 3

The 5 Co-Creation Methods

5

Style Companion

Adapt the tone of the content and improve clarity, making sure it speaks to your audience, not at them.

Best use when

- You are writing for audiences of varied backgrounds or literacy
- Your content sounds too robotic, formal, or SME-heavy
- You need to adapt different tones for different audiences, e.g. leadership, frontline workers, or global teams

Repeat to refine

AI Design Loop

Example

1 FRAME

Define your audience and tone goals



"I need this to feel encouraging and easy to follow for new team leads."

2 GENERATE

Ask AI to rewrite for that tone or literacy level



Prompt

Rewrite this intro in simple English, warm tone, using analogies.

3 EVALUATE

Check if tone feels right, not patronising nor too vague



"Does this feel peer-to-peer? Is anything too casual or confusing?"

4 REFINE

Ask for tonal tweaks, examples, or word swaps



Prompt

Now add a metaphor about coaching a sports team to make the concept clearer.

5 TEST

Run the version by a real learner, or simulate one via AI



"Act as a new hire reading this, what stands out, what is unclear?"

Chapter 4

Practice Lab

The last chapter of this playbook is a an **example of how the AI Design Loop and 5 Co-Creation Methods come into play.**

Here is a sample course that we going to build. We will see the outcome of applying the methodology.

Feel free to adapt it or bring in your own flavour. Use this as a flexible foundation, not a rigid formula.

Example course to develop

Topic: How to Handle a Difficult Customer as a New Retail Assistant

Learning Objective	Constraints
By the end of the module, the learner should be able to: • Stay calm during a customer conflict scenario • Apply a simple 3-step de-escalation method to deal with the situation • Know when and how to escalate issues to a supervisor	DURATION: Max 10 minutes DELIVERY: Mobile-first AUDIENCE: Part-time retail assistants aged 18-25 FORMAT: Needs to include a short scenarios + Interactions LANGUAGE: English, casual tone

Note:
There is no need to use all five methods. Choose the most appropriate ones that best suit the learning experience you are looking to achieve. This is your creative canvas; adapt, remix, and expand it to how it will best work for you.

Chapter 4

Practice Lab

1

Rapid Drafting

Ask AI to **suggest a quick 3-step mobile-first micro-learning structure for your course** on handling difficult customers in retail.

What you should be getting

- A drafted learning flow broken into 3 clear, purposeful sections
- A flow that includes a scenario, a de-escalation method, and a try-it-yourself moment

Example output

Your course structure: Start with a scenario: “Customer yelling at the cashier”, > Introduce the 3-step method (Breathe, Listen, Offer Help), > get learners to make decision and see the outcome.

Repeat to refine

AI Design Loop	To do	Your Note
1 FRAME	Define your structure. What are the 3 key sections of your 10-min mobile course? • (E.g. “Awareness > Method > Practice”)	
2 GENERATE	Prompt “Draft a 3-part mobile-first learning flow for handling difficult customers in retail.”	
3 EVALUATE	Ask questions: • Make sense for part-time, Gen Z retail assistants? • Flow logically from problem to solution? • Feel natural in tone and pacing?	
4 REFINE	Prompt “Make the flow feel more casual, friendly, and real-world—like a peer is guiding them.”	
5 TEST	Share the output with a colleague, SME, or even AI (role-play as learner) and ask: “Would this help me during a real customer conflict?”	

Chapter 4

Practice Lab

2

Scenario Brainstorming

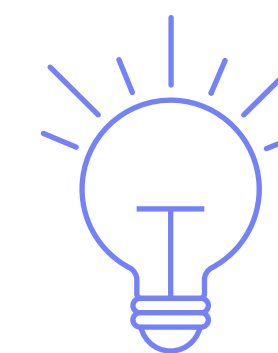
Now you might want to deep dive into the scenario that works best for this module. Ask AI to **generate a few tense or awkward customer interactions**. Focus on tone, emotion, and relatability.

✓ What you should be getting

- A relatable, emotionally grounded scenario that sets the stage for learning
- Dialogue or a situation that makes the learner feel: "Yes, I've been there"

🧠 Example output

Story: A young assistant is asked to help a customer whose voucher code isn't working. The customer becomes increasingly frustrated, accuses the staff of not being trained properly, and demands a manager while others are watching.



AI Design Loop

To do

Your Note

1 FRAME

What kind of customer conflict do you want the learner to experience?
(e.g. Angry customer, passive-aggressive comments, miscommunication)



2 GENERATE

Prompt

"Give me 3 short realistic conflict scenarios a 19-year-old part-time retail assistant might face with a difficult customer."



3 EVALUATE

Ask questions:

Do the scenarios:

- Feel emotionally real and relevant?
- Reflect common triggers in your retail context?
- Avoid clichés or overused tropes?



4 REFINE

Prompt

Ask AI to deepen the moment:

- "Turn the second scenario into a short dialogue with emotional tension."
- "Make the customer rude but not abusive, just enough to feel uncomfortable."



5 TEST

Play it back. Ask a peer or learner:
"Would this feel like something you've actually faced?"



Repeat to refine

Chapter 4

Practice Lab

3

Delivery Format Exploration

Ask AI to **suggest alternative formats** that align with the topic, learner profile, and emotional experience.

✓ What you should be getting

- A mobile-first learning format that is suitable for Gen Z learners
- A design direction to develop without overcommitting to the wrong format

🧠 Example output

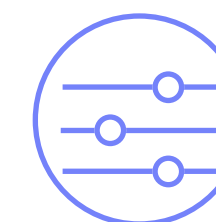
Format: Scenario-based chatbot.
Learner chats with a virtual trainer about what to say and do in the situation

Repeat to refine

AI Design Loop

To do

Your Note



1 FRAME

What are your delivery constraints?
(e.g. Mobile-first, 10 minutes, Gen Z learners, short attention spans)



2 GENERATE

Prompt

"Suggest 3 mobile-friendly formats to teach a de-escalation method for young retail assistants."



3 EVALUATE

Ask questions:

- Which formats are easy to implement?
- Which ones suit the emotional + behavioural goals (Act / Connect)?
- Does the format match the learner's daily context?



4 REFINE

Prompt

Narrow down and shape the chosen format.

- "Turn this into a 3-part chatbot conversation."
- "Write a short TikTok-style script for scenario intro."



5 TEST

Share format ideas with a peer, or build a quick prototype.
Ask: "Would this grab attention and still deliver clarity?"



Chapter 4

Practice Lab

4

Role-Playing Simulation

Ask AI to **pressure-test your design** by simulating high-stake moments or different voices.

✓ What you should be getting

- A realistic customer conflict dialogue with tension and nuance
- 2 to 3 learner response variants (hesitant, confident, reactive)

🧠 Example output

- **A customer conversation scenario.**
e.g. Customer: "I *** told you already! I want my refund!"
- **Option 1 (Defensive):** "Please don't talk to me like that!" → Escalates tension.
- **Option 2 (De-escalation):** "I hear you, let me help sort this now." → Calms and redirects.
- **Learner Reflection:** Which tone builds trust? What would you say?

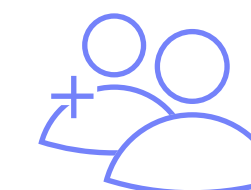


Repeat to refine

AI Design Loop

To do

Your Note



1 FRAME

What emotionally charged moment or learner mindset are you testing?
e.g. When a customer accuses the staff of being unhelpful.



2 GENERATE

Prompt

"Act as a customer who's annoyed that their refund is taking too long. Write a short tense exchange with a retail assistant."

"Now act as the assistant trying to stay calm, but unsure how to respond."



3 EVALUATE

Ask questions:

- Does the conversation feel like something a 19-year-old might face on the job?
- Is there awkward silence, nervousness, or escalation?
- Does the dialogue reflect typical customer language (not overacted or robotic)?



4 REFINE

Prompt

"Make the assistant's response more grounded – like someone new but trying to be polite."

"Add a line from the customer that shows when tension starts to drop."



5 TEST

Share the simulated dialogue with a real peer or pilot learner.
Ask: "Would this feel stressful? Would you know what to say next?"



Chapter 4

Practice Lab

5

Style Companion

Ask AI to **rewrite messages** in a more casual, empathetic, or peer-level voice that resonates with Gen Z retail staff.

✓ What you should be getting

- Language that reflects how Gen Z retail staff speak and respond
- A sense of voice consistency across the learning flow

🧠 Example output

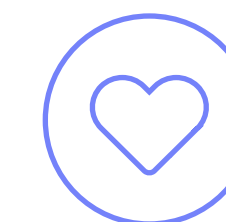
- **Original:** “Ensure all customer complaints are escalated according to SOP.”
- **Rewritten:** “If it gets heated, don’t wing it, call your supervisor fast.”
- **Tone Shift:** clear, casual, human. Same point but now it connects.

Repeat to refine

AI Design Loop

To do

Your Note



1 FRAME

What emotionally charged moment or learner mindset are you testing?
e.g. When a customer accuses the staff of being unhelpful.



2 GENERATE

Prompt

“Rewrite this guidance in a tone a 20-year-old part-time retail staff would actually use.”



3 EVALUATE

Ask questions:

- Does the conversation feel like something a 19-year-old might face on the job?
- Is there awkward silence, nervousness, or escalation?
- Does the dialogue reflect typical customer language (not overacted or robotic)?



4 REFINE

Prompt

Adjust vocabulary, simplify structure, and humanise the tone. (you might combine & play around with method 4 - role playing simulation)



5 TEST

Read it aloud. Does it sound like how you would say it to a colleague?



Make AI Your Co-Creation Partner

You have made it through The Learning Architect's AI Co-Creation Playbook. We hoped you have enjoyed and benefitted from this playbook.

You have learned how to:

- ✓ *Treat AI as your creative companion*
- ✓ *Apply 5 Co-Design Methods that elevate your work*
- ✓ *Build designs that learners actually want to learn from*

This is not the end...

This playbook is a starting point for mastery. The more you prompt, critique, and build, the sharper your architectural instincts become.

“ AI can produce anything.
**But only you know what
matters, how it should feel,
and why it is worth learning.** ”

Ready To Go Further?

► Get Personalised Feedback

Want us to review your AI Design Loop or prompt output?

Book a free 30-minute Learning Strategy Call. We will walk through your ideas together and help sharpen your design.

[Click here to get started](#)

► Connect with Us

Follow us for design inspirations, behind-the-scenes breakdowns, and real-world case studies.

