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Digital Design, AI and Governance

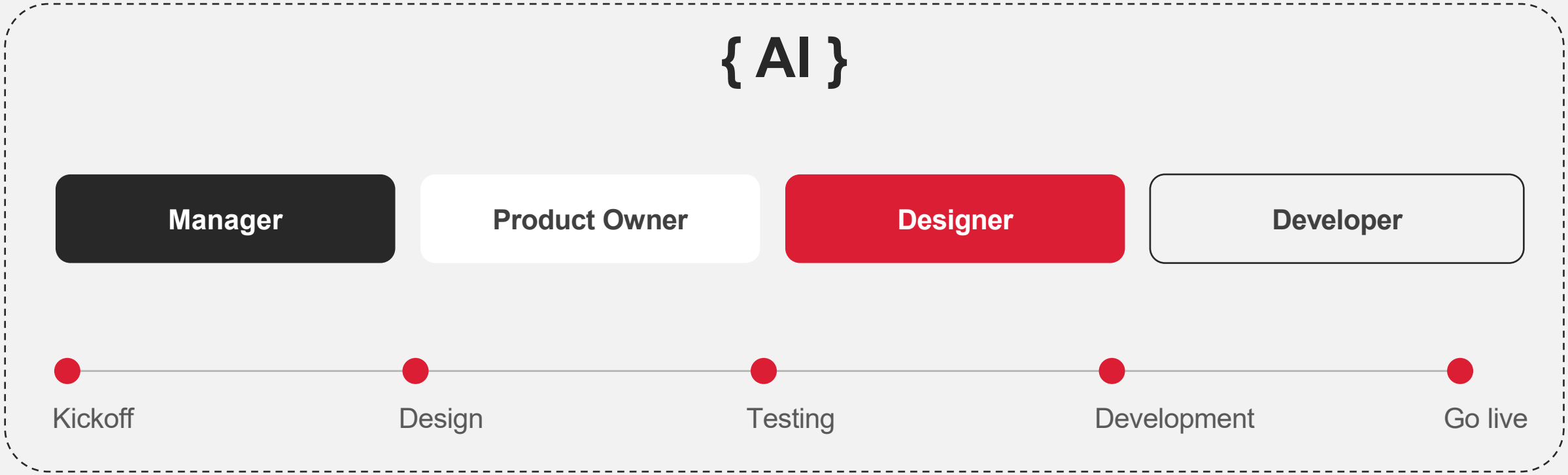
Moving faster without losing trust





Participate in the survey

One workflow.
Four roles.



Question:

When you hear “design governance,” what comes to mind first?

- [ ] Rules and approvals
- [ ] Consistency and design systems
- [ ] Accessibility and inclusion
- [ ] Risk and compliance
- [ ] Clear ownership and decisions

AI can help us reach clarity faster, but it cannot create alignment between people.

Preparation can be delegated.
Ownership cannot.

Design

Anyone can now generate a prototype. But who owns the design?

Prototype access can be open. But the output is not yet a design decision.

Question:

Does the role of the creator change the authority of the prototype?

- [ ] **Yes:** A designer’s prototype starts with more design authority
- [ ] **No:** Every prototype should pass the same validation gates
- [ ] **Partly:** Same gates, different review depth based on risk
- [ ] **It depends:** The purpose matters more than the creator
- [ ] **The real issue:** Who approves it, not who generated it

A generated prototype must earn its authority

AI increases the number of options we can explore.
Design determines which option is useful, understandable and trustworthy.

Test the design before testing the customer

If the prototype is wrong, are we testing the design or testing our mistakes?

User testing

AI personas surface hypotheses. Real people validate decisions.

Synthetic findings become research questions,
not customer truth.

Question:

What would make you trust an AI-generated user-testing finding?

- [ ] **Consistency:** Several AI personas identify the same issue
- [ ] **Evidence:** The finding matches existing research or analytics
- [ ] **Replication:** A different AI setup produces the same result
- [ ] **Real people:** Participants demonstrate the behavior in a study
- [ ] **All of these:** Confidence comes from triangulation, not one source

Can you own code you did not write?

The developer’s role moves from producing every line manually toward defining, reviewing, testing and taking responsibility for the result.



Go-live

AI can summarize risk. Only human authority can accept it.

AI may accelerate delivery, but it should not bypass quality, security or accountability.

Question:

Where should governance be strongest?

- Kickoff
- Design approval
- Before go-live
- After launch
- Testing
- Throughout the process

What each role must retain

Independent hypothesis and design rationale

Designer

Problem, priorities and acceptance decision

Product Owner

Understanding, maintainability and rollback

Developer

Risk challenge, authority and accountability

Manager



AI accelerates the process.
Design shapes the experience.
Governance protects the outcome.



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