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COURSE BROCHURE

Generative AI Journey Mapping and A/B Experimentation Training Course

25 – 29 January 2027
Milan

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Registered in the United Kingdom and Saudi Arabia

Generative AI Journey Mapping and A/B Experimentation Training Course

Ref: 1278_48022 **Date:** 25 – 29 January 2027 **Location:** Milan **Fees:** 7200 GBP

Generative AI Journey Mapping and A/B Experimentation is a 1-week training course for customer experience, marketing and digital channel managers who want faster, evidence-based journey changes, and it produces a journey test roadmap. Language models can now draft personas, journey maps and page variants from reviews and transcripts in hours, yet many teams still ship changes without a controlled test. Jupiter Prime Training offers Generative AI Journey Mapping and A/B Experimentation as a test-and-learn course.

Why Generative AI Journey Mapping and A/B Experimentation Matter Now

Three groups shape the subject. Digital product owners face long backlogs of journey ideas and need a fair way to choose. Marketing and brand teams can now produce dozens of copy and layout variants cheaply, which raises the risk of testing noise rather than insight. Finance and leadership ask for proof that a redesign moved conversion or retention, not just opinions. Organisations that pair generated maps with disciplined experiments learn quickly and avoid costly redesigns; those that skip testing chase vanity metrics. The course refers to ISO/IEC 42001, the AI management system standard, and the NIST AI Risk Management Framework AI RMF for oversight of generated content.

Who Gains Most from Generative AI Journey Mapping and A/B Experimentation

- Experience designers who build personas and journey maps
- Marketing managers who own landing pages, emails and campaign copy
- Digital channel managers who run app and web funnels
- Conversion specialists who plan and read controlled tests
- Research leads who synthesise surveys, reviews and interviews

A growth squad pairing a designer, a channel manager and a conversion specialist gains most, since hypotheses, variants and readouts then flow through one roadmap.

Generative AI Journey Mapping and A/B Experimentation Capabilities

Participants practise turning customer voice into maps, maps into hypotheses and hypotheses into clean tests.

- Build draft personas and journey maps from verbatims, then validate them with interviews — research leads
- Specify testable hypotheses linked to journey pain points — product owners
- Design generated copy and layout variants within brand rules — marketing managers
- Calculate sample size, test duration and minimum detectable effect — conversion specialists
- Assess results with guardrail metrics and segment checks — channel owners
- Communicate test learnings and the next sprint of experiments — leadership

Key Generative AI Journey Mapping and A/B Experimentation Terms

- Journey map — A visual of the stages, touchpoints, emotions and pain points a customer experiences while reaching a goal.
- Synthetic persona — A model-drafted customer profile, built from real feedback and checked before use.
- A/B test — A controlled experiment that randomly shows two versions to comparable users and compares outcomes.
- Minimum detectable effect — The smallest change a test is designed to detect with acceptable confidence.
- Guardrail metric — A measure watched during a test to ensure a win does not harm another outcome.
- Test roadmap — A prioritised sequence of hypotheses and experiments for a journey over coming sprints.

Generative AI Journey Mapping and A/B Experimentation Day by Day

Day 1: Customer Voice to Journey Map

- Verbatim Mining With Language Models — Clustering Reviews, Chats and Survey Comments
- Synthetic Persona Drafting — Summarising Needs Before Fieldwork
- Generated Journey Maps — Plotting Stages, Emotions and Pain Points
- ISO/IEC 42001 and NIST AI RMF — Overseeing Generated Content
- Interview Validation — Checking Maps Against Real Customers

Day 2: From Pain Points to Hypotheses

- Funnel and Path Reports — Locating Where Customers Abandon
- Hypothesis Statements — Linking Change, Audience and Expected Effect
- ICE and PIE Scoring — Prioritising the Test Backlog
- Primary and Guardrail Metrics — Defining What Success Means
- Personalisation Rules for Segments — Deciding Who Sees Which Experience

Day 3: Generating and Governing Variants

- Copy and Microcopy Generation — Producing Headline and Button Options
- Layout and Image Variants — Mocking Up Page Alternatives
- Brand and Accessibility Checks — Filtering Variants Before Launch
- Variant Count Discipline — Avoiding Diluted Traffic
- Test Briefs — Documenting Setup for Developers and Analysts

Day 4: Running and Reading Experiments

- Sample Size and Power Calculators — Setting Test Duration
- Randomisation and Sample Ratio Checks — Trusting the Split
- Significance, Confidence Intervals and Peeking — Avoiding False Wins
- Segment and Novelty Effects — Interpreting Results Carefully
- Multivariate and Sequential Designs — Choosing Beyond Simple Splits

Day 5: Practising the Journey Test Roadmap

- Case Journey Map — Applying Verbatim Mining and Persona Drafts
- Case Hypothesis Backlog — Applying Scoring and Metric Choices
- Case Test Design — Applying Variant Rules and Power Calculations
- Readout Rehearsal — Presenting Results and Next Tests
- Journey Test Roadmap — Sequencing Hypotheses Across Sprints

Applying Generative AI Journey Mapping and A/B Experimentation After the Course

- Mine one month of customer comments with a language model and update the journey map for a key funnel.
- Launch one A/B test from the prioritised backlog with a power calculation and a guardrail metric agreed in advance.

Generative AI Journey Mapping and A/B Experimentation Questions FAQ

What are Generative AI Journey Mapping and A/B Experimentation and why do they matter now?

They combine model-drafted personas and journey maps with controlled experiments that prove which changes work. They matter now because variants are cheap to produce, so disciplined testing decides which ideas deserve rollout.

Which roles gain most from Generative AI Journey Mapping and A/B Experimentation?

Customer experience, marketing and digital channel managers gain most, together with experience designers, conversion specialists and research leads.

How do Generative AI Journey Mapping and A/B Experimentation differ from a next-best-action analytics course?

They focus on mapping and testing journey changes. A next-best-action course builds models that pick actions per customer; this course covers voice-of-customer mining, hypotheses, variant generation and experiment statistics.

What do you bring back from Generative AI Journey Mapping and A/B Experimentation?

You bring back a roadmap built on a case, with a validated journey map, a scored hypothesis backlog, test designs and readout templates.

Generative AI Journey Mapping and A/B Experimentation: The Way Forward

The journey test roadmap first informs the product owner's decision on which hypothesis to test next. Designers, marketers and conversion specialists then run its experiments. After a few sprints, revisit the scoring weights and guardrails, since results in sectors such as online retail or airlines often show which kinds of change move behaviour and which only shift clicks.