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COURSE BROCHURE

# AI and Behavioural Insights Application Training Course

28 June – 2 July 2027
Barcelona

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Registered in the United Kingdom and Saudi Arabia

# AI and Behavioural Insights Application Training Course

**Ref:** 1588_58240 **Date:** 28 June – 2 July 2027 **Location:** Barcelona **Fees:** 6200 GBP

AI and Behavioural Insights Application is a 1-week training course for policy designers, customer experience leads and change specialists who turn behavioural science and machine learning into tested interventions, and it ends with a Behavioural Intervention Trial Brief. Citizens and customers now meet decisions shaped by algorithms at every digital touchpoint. Jupiter Prime Training offers this course on AI and Behavioural Insights Application.

## Why AI and Behavioural Insights Application Matters Now

Three forces shape the field: digital channels that record choices at scale, predictive models able to segment people by likely response, and growing public scrutiny of manipulation, dark patterns and algorithmic bias. An organisation that pairs behavioural evidence with careful experimentation raises uptake of services, payments or safety practices while keeping trust; one that deploys persuasive models carelessly risks complaints, reputational damage and unfair treatment of vulnerable groups. Oversight of the models in this course draws on ISO/IEC 42001 artificial intelligence management system and the NIST AI Risk Management Framework NIST AI RMF.

## Who Gains Most from AI and Behavioural Insights Application

- Policy and service designers responsible for uptake of public or member services
- Customer experience leads who own journeys, messages and channel choices
- Change and adoption specialists accountable for new habits inside the organisation
- Insight analysts who design trials and judge whether an intervention worked
- Risk and ethics reviewers who approve persuasive or personalised designs

A behavioural insights unit sending a designer, an analyst and an ethics reviewer together gains most.

## AI and Behavioural Insights Application Capabilities

Participants move from intuition about why people act to evidence about what changes their choices.

- Diagnose the behavioural barriers behind a target action — intervention focus
- Design nudges and choice architecture for a digital journey — service owners
- Apply machine learning to segment likely responders — personalisation limits
- Build randomised and A/B tests with clear success measures — trial sign-off
- Weigh manipulation, fairness and consent risks — ethics review boards
- Communicate effect sizes and uncertainty — senior sponsors

## Key AI and Behavioural Insights Application Terms

- Nudge — a change to how options are presented that alters behaviour predictably without removing choices or changing incentives.
- Choice architecture — the design of the setting in which people decide, such as defaults, ordering and framing.
- Cognitive bias — a systematic pattern in judgement, such as present bias or loss aversion, that departs from purely rational choice.
- Randomised controlled trial — an experiment that assigns people to groups by chance to isolate the effect of one intervention.
- Uplift modelling — a machine learning approach that predicts how much a specific person's behaviour changes because of an intervention.
- Dark pattern — an interface design that steers people against their own interests, treated as an ethical red line.

## AI and Behavioural Insights Application Day by Day

### Day 1: How People Really Decide

- Dual-Process Thinking and Heuristics — Where Journeys Lose People
- Bias Catalogue for Services and Products — Choosing Barriers to Target
- Behavioural Diagnosis Interviews and Journey Logs — Defining the Target Action
- Algorithmic Choice Environments — How Feeds and Rankings Shape Behaviour
- Problem Statement for a Behavioural Trial — Sponsor Agreement on Scope

### Day 2: Designing Interventions

- Defaults, Framing and Salience Techniques — Message and Form Redesign
- Social Norm and Commitment Prompts — Uptake of Payments and Renewals
- Timing and Channel Choice Models — When to Prompt Each Group
- Friction Mapping and Sludge Audits — Removing Obstacles to Action
- Intervention Prototype Cards — Selecting Options for Testing

### Day 3: AI for Behavioural Evidence

- Behavioural Segmentation with Clustering — Tailoring Without Stereotyping
- Uplift Modelling for Response Prediction — Who to Target and Who Not To
- Text Analysis of Complaints and Feedback — Hidden Barrier Discovery
- Generative AI for Message Variants — Controlled Testing of Wording
- Model Oversight Under ISO/IEC 42001 and NIST AI RMF — Accountable Personalisation

### Day 4: Experiments and Ethical Limits

- Randomised Controlled Trial and A/B Test Design — Sample and Duration
- Outcome Metrics and Effect Size Estimation — Judging Real Change
- Spillover, Decay and Novelty Effects — Durability of Results
- Manipulation and Consent Tests — Red Lines for Persuasive Design
- Fairness Checks Across Groups — Protecting Vulnerable Customers and Citizens

## Day 5: Practising the Behavioural Intervention Trial Brief

- Barrier Diagnosis Applied to a Live Case — Target Action Choice
- Intervention Shortlist with Segment Logic — Personalisation Boundaries
- Trial Protocol and Ethics Checklist — Approval Readiness
- Results Narrative for Sponsors — Scale, Adapt or Stop Decision
- Behavioural Intervention Trial Brief — Hypothesis, Design, Measures and Safeguards

## Applying AI and Behavioural Insights Application After the Course

- Run a sludge audit on one high-drop-off journey and rank the frictions by likely effect.
- Launch a small A/B test of two message framings with an agreed success measure.

## AI and Behavioural Insights Application Questions FAQ

### What is AI and Behavioural Insights Application and why does it matter now?

It is the use of behavioural science and machine learning to design and test interventions that change choices. It matters now because digital channels record behaviour at scale while scrutiny of manipulation grows.

### Which roles gain most from AI and Behavioural Insights Application?

Policy designers, customer experience leads, change specialists and insight analysts gain most. You will find it most useful if you own a journey or service whose uptake depends on how people decide.

### How does AI and Behavioural Insights Application differ from a general data analytics course?

It starts from human decision-making rather than dashboards. A general analytics course reports what happened; this one diagnoses why people act, designs an intervention and proves its effect through a controlled trial.

### What do you bring back from AI and Behavioural Insights Application?

You bring back a ready trial brief for one real behaviour. It states the barrier, the intervention, the segment logic, the measures and the ethical safeguards a sponsor needs to approve.

## AI and Behavioural Insights Application: The Way Forward

The Behavioural Intervention Trial Brief first informs whether to test a redesigned journey or message, and it is used by service owners, analysts and ethics reviewers. Examples from retail banking reminders and public health appointment uptake show its range. After the first trial, revisit the fairness results, because an effect that helps most people can still disadvantage a smaller group.