

90-Day AI Implementation Roadmap

A Strategic Plan for Integrating AI into Instructional Design Practice

2024-2025 Edition

AI Assistance Disclosure

This document was created with the assistance of artificial intelligence tools to enhance efficiency and formatting. All research sources have been independently reviewed and verified for accuracy. The instructional design frameworks, strategic recommendations, and pedagogical insights presented represent original analysis and professional expertise in the field of instructional design.

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Introduction

Successfully integrating AI into instructional design practice requires a structured, phased approach. This 90-day roadmap provides a proven framework for individuals and teams to adopt AI tools systematically, building skills and confidence while delivering measurable results. The roadmap is organized into three 30-day phases: Foundation, Integration, and Optimization.

Roadmap Philosophy

- **Start Small:** Begin with one tool and low-risk projects
- **Build Skills:** Progress from basic to advanced capabilities
- **Measure Results:** Track time savings and ROI from day one
- **Share Knowledge:** Document learnings and build organizational capability
- **Iterate & Improve:** Refine your approach based on what works

Success Metrics

By Day 90, you should achieve:

- 30-50% reduction in course development time
- Proficiency in 2-3 AI tools
- Documented ROI justifying continued investment
- Established AI ethics and quality standards
- Completed 2-3 AI-enhanced projects

Phase 1: Foundation (Days 1-30)

Goal: Build foundational AI skills, select initial tools, establish workflows, and complete your first AI-assisted project.

Week 1: Assessment & Planning (Days 1-7)

Day 1-2: Readiness Assessment

- Complete AI Readiness Assessment matrix (see Decision Trees document)
- Identify organizational constraints (budget, policies, approvals needed)
- Review current project pipeline to identify low-risk AI pilot opportunities
- Document current baseline metrics (avg hours per course, project timelines)

Day 3-4: Tool Selection

- Use Tool Selection Decision Tree to choose your first tool
- Recommended starter: ChatGPT Plus (\$20/month) for versatility
- If using Articulate 360: Activate AI Assistant (already included)
- Create accounts and familiarize yourself with interface
- Review privacy policies and terms of service

Day 5-7: Ethics & Standards Setup

- Review Ethical AI Guidelines document
- Create personal AI ethics checklist
- Establish quality review workflow (AI drafts → human review → SME validation)
- Set up time tracking system to measure AI efficiency gains
- Brief stakeholders/leadership on AI pilot plan

Week 2: Basic Skills Building (Days 8-14)

Day 8-10: Prompt Engineering Basics

- Practice basic prompts: learning objectives, quiz questions, outlines
- Learn the 4 components of effective prompts: Role, Context, Task, Format
- Test prompt variations and document what works
- Start a prompt library for reusable templates

Day 11-14: Hands-On Practice

- Generate 10 learning objectives for a topic you know well
- Create 20 quiz questions and validate accuracy
- Draft course outline for an upcoming project
- Generate images (if using ChatGPT) or use MS Designer
- Track time spent on each task vs. traditional methods

Week 3-4: First AI Project (Days 15-30)

Day 15-17: Project Selection & Setup

- Select low-risk pilot project (1-3 modules, non-compliance)
- Inform stakeholders this is an AI-assisted pilot

- Set up project folder with AI prompts, outputs, and tracking
- Establish success criteria and timeline

Day 18-25: AI-Assisted Development

- Use AI for course outline and learning objectives
- Generate content drafts with AI, refine manually
- Create assessments using AI, validate with SME
- If using Articulate AI: Use Magic Import feature
- Generate images or graphics using AI tools
- Track all time savings meticulously

Day 26-30: Review & Reflection

- Complete quality review of AI-generated content
- Conduct SME validation session
- Calculate time savings: $(\text{Traditional time} - \text{AI time}) / \text{Traditional time}$
- Document lessons learned and prompt templates that worked
- Share results with team/leadership

Phase 1 Success Criteria

- ✓ One AI tool mastered (proficient use)
- ✓ First AI-assisted project completed
- ✓ 20-30% time savings documented
- ✓ Prompt library started (10+ reusable prompts)
- ✓ Ethics and quality standards established

Phase 2: Integration (Days 31-60)

Goal: Expand AI capabilities, integrate AI into standard workflow, add specialized tools, and build organizational capacity.

Week 5: Workflow Integration (Days 31-37)

Day 31-33: Process Mapping

- Map your current ADDIE/SAM workflow
- Identify AI integration points for each phase
- Create AI-enhanced workflow documentation
- Update project templates to include AI steps

Day 34-37: Template Development

- Refine and expand prompt library (30+ templates)
- Create templates for: Analysis, Design, Development, Evaluation
- Organize prompts by ADDIE phase and task type
- Share templates with team for feedback

Week 6-7: Advanced Skills & Tools (Days 38-51)

Day 38-41: Add Second Tool

- Based on needs, add: Claude (analysis), Synthesia (video), or MS Designer (graphics)
- Spend 2-3 hours learning new tool capabilities
- Complete 3-5 practice tasks with new tool
- Document when to use Tool 1 vs. Tool 2

Day 42-45: Advanced Techniques

- Learn chain-of-thought prompting for complex tasks
- Practice iterative refinement (generate → critique → regenerate)
- Explore multi-tool workflows (Claude for analysis → ChatGPT for drafting)
- Test AI for evaluation: survey analysis, report generation

Day 46-51: Project Application

- Apply AI to 2-3 concurrent projects
- Test advanced techniques in real work
- Use decision trees to guide tool selection
- Document efficiency gains per project

Week 8: Knowledge Sharing (Days 52-60)

Day 52-55: Team Training

- Conduct 1-hour AI basics training for team
- Share prompt library and workflow documentation
- Demonstrate 2-3 high-impact use cases
- Answer questions and address concerns

Day 56-60: Documentation & ROI

- Calculate cumulative ROI from Days 1-60
- Create case study of best AI-assisted project
- Document challenges encountered and solutions
- Present results to leadership with Phase 3 proposal

Phase 2 Success Criteria

- ✓ Two AI tools in regular use
- ✓ AI integrated into standard workflow
- ✓ 30-40% time savings on AI-assisted projects
- ✓ Team trained on AI basics
- ✓ Documented ROI justifying continued investment

Phase 3: Optimization (Days 61-90)

Goal: Refine processes, scale to organization, establish centers of excellence, and achieve sustained efficiency gains.

Week 9-10: Process Refinement (Days 61-74)

Day 61-65: Workflow Optimization

- Analyze which AI applications provided highest ROI
- Eliminate AI use for tasks where traditional methods were faster
- Double down on high-value AI applications
- Refine prompt library based on what works best
- Update workflow documentation

Day 66-70: Quality Enhancement

- Review AI-generated content from past projects
- Identify patterns in what needs human refinement
- Create quality checklist specific to AI outputs
- Establish peer review process for AI-assisted work

Day 71-74: Advanced Integration

- Explore tool integrations (e.g., Articulate + Synthesia)
- Test AI for new use cases: stakeholder comms, project management
- Consider adding third specialized tool if needed

Week 11-12: Scaling & Sustainability (Days 75-90)

Day 75-79: Organizational Scaling

- Create comprehensive AI implementation guide for organization
- Develop training curriculum (Beginner, Intermediate, Advanced)
- Establish AI governance: policies, ethics, quality standards
- Identify AI champions/advocates in different departments

Day 80-85: Center of Excellence

- Establish regular AI best practice sharing (monthly meetings)
- Create shared prompt library accessible to all IDs
- Set up peer mentoring system for AI skills
- Launch internal newsletter or Slack channel for AI tips

Day 86-90: Future Planning

- Calculate final 90-day ROI
- Present comprehensive results to leadership
- Develop Quarter 2 AI strategy and goals
- Identify emerging AI tools to evaluate
- Celebrate wins with team!

Phase 3 Success Criteria

- ✓ Sustained 40-50% time savings
- ✓ AI fully integrated into standard practice
- ✓ Team proficiency in AI tools
- ✓ Organizational AI governance established
- ✓ Documented ROI > 10x tool costs

ROI Tracking Framework

Use this framework to calculate and document your ROI throughout the 90 days.

Metric	How to Calculate	Target by Day 90
Time Savings %	$(\text{Traditional Time} - \text{AI Time}) / \text{Traditional Time} \times 100$	40-50%
Hours Saved/Month	Track actual hours saved per project \times projects/month	15-25 hours
Cost Savings	Hours Saved \times Hourly Rate - Tool Costs	\$800-1500/month
ROI Multiple	Cost Savings / Tool Investment	10-15x
Projects Completed	Count completed AI-assisted projects	5-8 projects
Quality Score	Stakeholder satisfaction ratings (1-5 scale)	4.5+ average
Team Adoption	% of team using AI tools regularly	60-80%

Sample ROI Calculation

Tool Costs (90 days): ChatGPT Plus (\$60) + Articulate 360 (\$437.25) = \$497.25

Time Saved: 20 hours/month \times 3 months = 60 hours

Value (at \$75/hour): 60 hours \times \$75 = \$4,500

ROI: $(\$4,500 - \$497.25) / \$497.25 = 8.1x$ return

Common Challenges & Solutions

Challenge	Solution	When to Implement
Stakeholder resistance	Share early wins, calculate ROI, pilot with supporters first	Week 1-2
Accuracy concerns	Implement robust review process, start with low-risk content	Week 1
Time to learn tools	Block 2-3 hours/week for learning, use structured tutorials	Week 2-3
Inconsistent quality	Build prompt library, create quality checklists, peer review	Week 5-6
Budget constraints	Start with free/low-cost tools, prove ROI, then expand	Week 1
Data privacy issues	Review tool policies, use enterprise versions, avoid sensitive data	Week 1
Team skill gaps	Pair experienced with beginners, create internal training	Week 8-9
Tool overload	Start with 1 tool, add gradually based on need	Week 5-6

Conclusion: Beyond Day 90

Completing this 90-day roadmap positions you and your organization for sustained AI-enhanced instructional design excellence. The skills, processes, and frameworks established during these three months create a foundation for continuous improvement and innovation.

Ongoing Best Practices

- **Quarterly reviews:** Reassess tools, refine prompts, evaluate new technologies
- **Continuous learning:** AI evolves rapidly - dedicate 2-3 hours/month to learning
- **Knowledge sharing:** Monthly team meetings to share discoveries
- **Ethics vigilance:** Regular review of ethical practices and compliance
- **ROI tracking:** Continue measuring value to justify investment

Quarter 2 Goals

- Achieve 50-60% time savings through optimization
- Full team adoption (90%+ using AI regularly)
- Explore advanced applications: AI tutors, adaptive learning
- Become recognized AI center of excellence in your organization
- Train other departments on AI-enhanced workflows

Final Thoughts

The journey to AI-enhanced instructional design is not about replacing human expertise—it's about amplifying it. By following this structured 90-day roadmap, you're building capabilities that will serve you throughout your career as AI continues to evolve. The most successful instructional designers will be those who learn to leverage AI strategically while maintaining the pedagogical excellence, creativity, and learner focus that define great instructional design.

References

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About This Series

This document is part of a comprehensive AI Integration in Instructional Design series:

- Integrating AI in the ADDIE Module
- Integrating AI in SAM
- Ethical Use of AI in Instructional Design
- AI Tool Comparisons and Capabilities
- Prompt Templates
- ROI Framework (calculating return on investment)
- AI Decision Trees