

The background of the slide features a dense, abstract pattern of wavy, organic lines in shades of orange, yellow, and blue. These lines are arranged in a circular, radiating pattern from the bottom left, creating a sense of depth and movement.

Generative Design

AI Drives a UX Paradigm Shift

The following UI samples
were created in **real-time** by AI
based on the prompt shown.

*Disclaimer: This was a quick prototype to
demonstrate viability, not a polished design*

How to change the oil in my car?

Features

- 2-dimensional layout
- Type treatments
- Different types of layout
- Manage order in 2-dimensions

How to Change the Oil in Your Car

Preparation

Make sure you have all the necessary materials before starting. Refer to the list below:

- ✓ New oil (type and amount specified in your car's manual)
- ✓ New oil filter
- ✓ Oil filter wrench
- ✓ Socket wrench
- ✓ Oil drain pan
- ✓ Funnel
- ✓ Gloves
- ✓ Car jack and jack stands (if necessary)
- ✓ Clean rags or paper towels

Step 1: Lift the Car

If necessary, use the car jack to lift the front of the car and secure it with jack stands.



Step 2: Drain the Old Oil

Place the oil drain pan under the drain plug. Use the socket wrench to remove the drain plug. Allow the old oil to drain completely into the pan.



Step 3: Replace the Oil Filter

Use the oil filter wrench to remove the old filter. Apply a small amount of new oil to the rubber gasket on the new filter and install it by hand.



Step 4: Add New Oil

Use the funnel to pour the new oil into the engine. Refer to your car's manual for the correct type and amount of oil.



Find coffee shops in West Seattle

Coffee Shops in West Seattle

Top Results



Realfine Coffee

4480 Fauntleroy Way SW, Seattle, WA 98126

[View Map](#)



Ampersand Cafe

5251 California Ave SW, Seattle, WA 98136

[View Map](#)



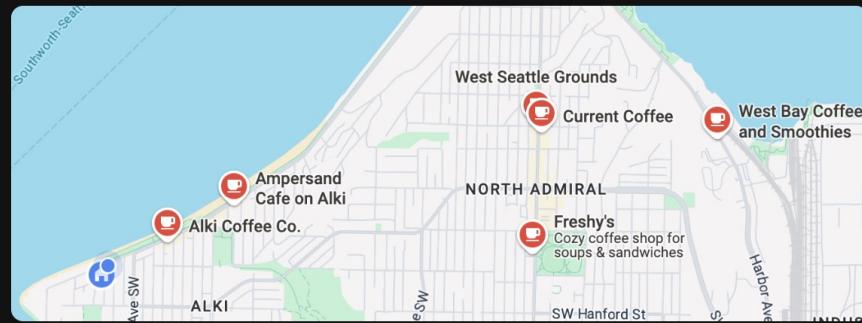
Sound & Fog

4735 40th Ave SW, Seattle, WA 98116

[View Map](#)

Features

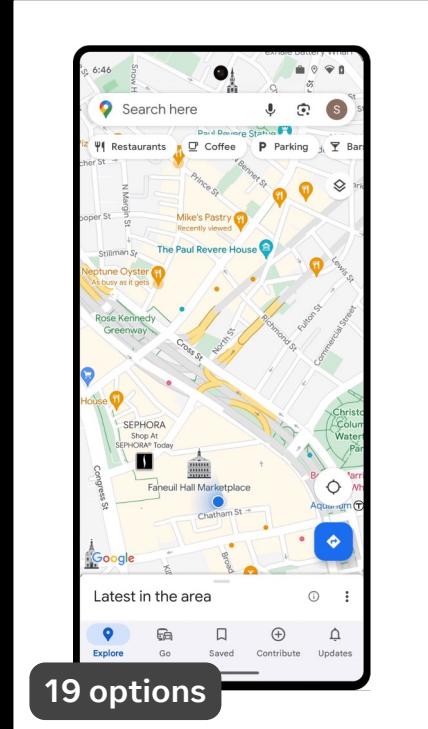
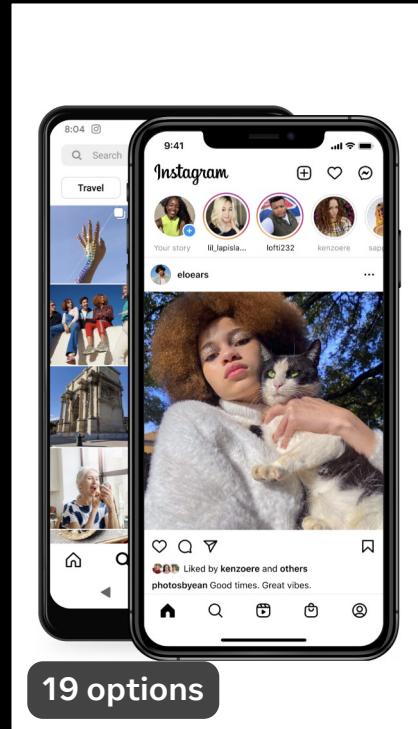
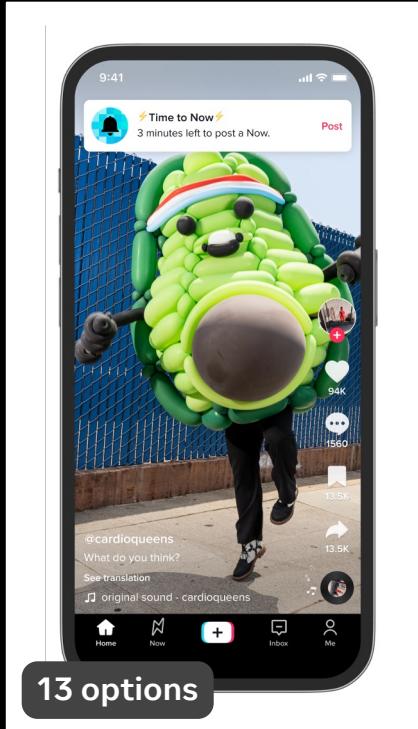
- Interactive elements
- Type treatments
- Ability to use APIs



Today's design is deterministic; it is defined once and then the same design is used over and over by many different users.

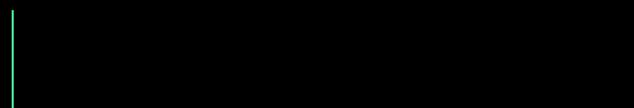
This means all possibilities have to be accounted for, leading to complex designs with many options for the user.

This leads to designs that represent the **lowest common denominator**.



How can we advance
from **lowest common denominator**
to **personalized & contextual?**

From deterministic to generative



always produces the
same output from a
given initial state

Personalized,
contextualized and
customized

As if you had a
personal designer
every moment



Deterministic design – The way we currently design is **static**; a design is created once, then presented many times to many users



Deterministic AI design – Current AI designs are **templated**; the template is created once, then filled with real-time content from the AI.



Generative design – Each design is generated **dynamically** for a specific user and specific request.

Generative design

Personalized UI, tailored to you

Contextualized UI, appropriate
for each situation

Unlimited layouts, enabling
flexible responses

Long tail use cases, enabling
services otherwise unavailable

Cross-app scenarios enabling
agentic behavior for complex
tasks

template

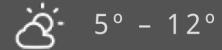
generative

New York, NY • 7 day forecast

MON	TUE	WED	THU	FRI	SAT	SUN
22°	28°	27°	22°	20°	19°	19°

22°	19°
19°	20°

London, UK • 4/10 - 4/12



5° - 12°

Amsterdam, NL • 4/12 - 4/15



3° - 9°

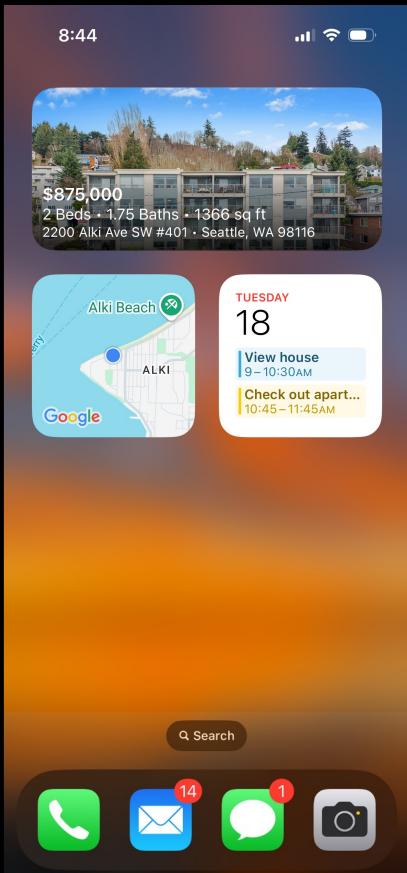
Athens, GR • 4/15 - 4/25



19° - 28°

Templates only show the most common situations. Generative UX can create a UI for your **specific circumstances**, for instance if you are going on a trip to different locations.

Agentic: AI handles multiple services and creates a custom UX



What would take multiple apps today ...

Find Apartments for Sale - Personalized for You



Luxury Downtown Apartment

123 Main St, Springfield

Tour Scheduled:

Tomorrow at 10:00 AM

Confirm Tour

Directions from Home:

1. Head north on Elm St
2. Turn right onto Oak St
3. Continue on Main St
4. Destination will be on the right



Modern City Apartment

456 Oak St, Springfield

Tour Scheduled:

(image generated by AI)

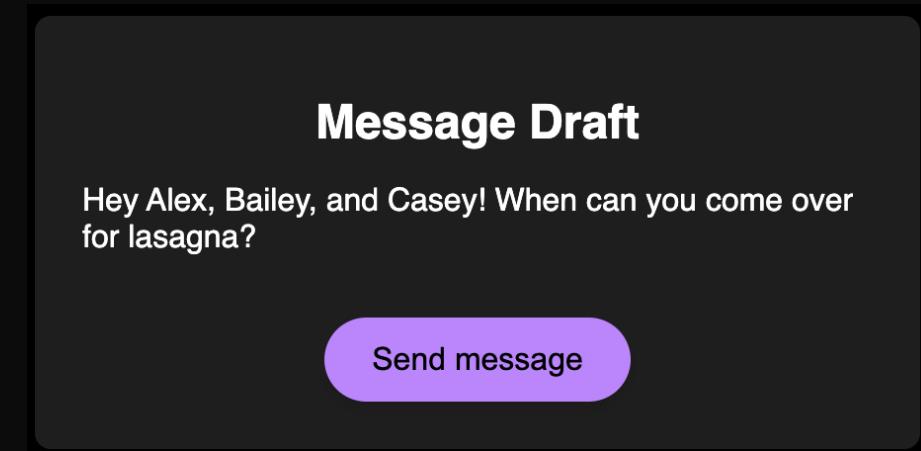
could be done in one layout by generative UX

Scenario

Some more
generative UX examples:
Organize a dinner party

Scenario

“Ask Alex, Bailey and Casey when they can come over for lasagna”



Scenario

“Show me recipes”

Lasagna Recipes



Classic Lasagna
Traditional Italian lasagna with layers of rich meat sauce and creamy béchamel.

[View Recipe](#)



Vegetarian Lasagna
A delicious vegetarian lasagna loaded with fresh vegetables and ricotta cheese.

[View Recipe](#)



Spinach and Mushroom Lasagna
Hearty lasagna with layers of spinach, mushrooms, and creamy ricotta.

[View Recipe](#)

Scenario

“Show ingredients for classic lasagna”

Ingredients for Classic Lasagna

✓ 500g ground beef

✓ 1 onion, chopped

✓ 2 garlic cloves, minced

✓ 800g canned tomatoes

✓ 2 tbsp tomato paste

✓ 12 lasagna noodles

✓ 500g ricotta cheese

Scenario

“Create a shopping list for things I don’t have”

Shopping List for Fresh & Perishable Ingredients

 500g ground beef

 1 onion

 2 garlic cloves

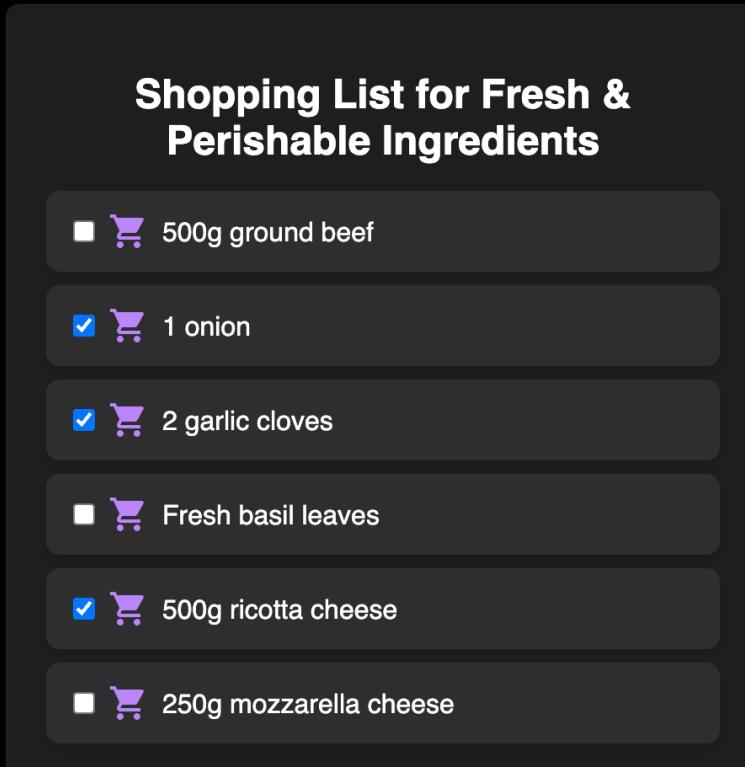
 Fresh basil leaves

 500g ricotta cheese

 250g mozzarella cheese

Scenario

“Add checkboxes”



Personalized

Based on your preferences and behavior

Contextualized

Taking your situation into account

Agentic

Service-based rather than app-based, enabling agent behavior

Summary

Currently we create deterministic design with AI content

Generative design will change the nature of the design itself

Designers will evolve from executing to curating the design