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Designing for GenAI

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April 3, 2024

Why should we care as a design collective about GenAI?

It’s not just about building the future with transformative tech, it’s about building it for the people who will adopt it.

Will Gen AI replace designers?

- Understanding Human Behaviour
- Understanding context
- Cultural, social and psychological norms
- Empathy and Ethics
- Iterative Design Process
- Interpretation and synthesis

1

Hacking your own productivity

2

Shaping products that harness Gen AI

3

Re-imagining UI interactions

Hacking your own productivity

TOOLS | PROCESS | LEARNING | COLLABORATION

FIGMA PLUGINS

Wireframe designer
Relume
Freepik
Avatar gen.
...

Hippo AI
FigmaAI
Autoname
ColorAI
Icons8
Write better

TOOLS

UIzard
Midjourney
Galileo
Jasper
Perplexity
50+ ...

PROCESS TWEAKS

Blend traditional processes with AI considerations and tools to unlock AI potential

LEARNING

Udemy/Lynda – 30+
Cultivate team curated list
Gen AI fest
MS & Google playbooks and guidelines

COLLABORATION

Local Gen AI meetups to tinker, discuss

Co-create on internal collaterals, POCs

Product designers will become trusted co-pilots in helping humanize all of our AI Tech.

Designing for user control

What repetitive functions that users perform today are worth automating to deliver efficiency, speed without hampering quality or taking away their sense of control?

Designing for trust & feedback

How do people react to decisions and feedback from AI powered tech and how do we design for trust and transparency?

Designing for time & scale

How do our interactions with automated tech change over time/scale and influence our sense of identity and agency and in turn drive the engagement of these products?

Shaping products that harness Gen AI

USE CASES

USER CONTROL

USER TRUST

USER FEEDBACK

USE CASES

- Content summarization
- Personalized recommendations
- Predictive analytics
- Dynamic content creation
- Marketing campaigns
- Augmented creativity

Shaping products that harness Gen AI

USE CASES

USER CONTROL

USER TRUST

USER FEEDBACK

USER CONTROL

- Explainability of AI
- Customization controls
- Collaborative approach
- Transparent data usage
- Attuned to user roles
- Flexibility and adaptability

Shaping products that harness Gen AI

USE CASES

USER CONTROL

USER TRUST

USER FEEDBACK

USER TRUST

- Intuitive navigation
- User centric language
- Collaborative approach
- Provide clear documentation
- Communicate limitations
- Visual appeal , brand consistency
- Reliable and consistent system

Shaping products that harness Gen AI

USE CASES

USER CONTROL

USER TRUST

USER FEEDBACK

USER FEEDBACK

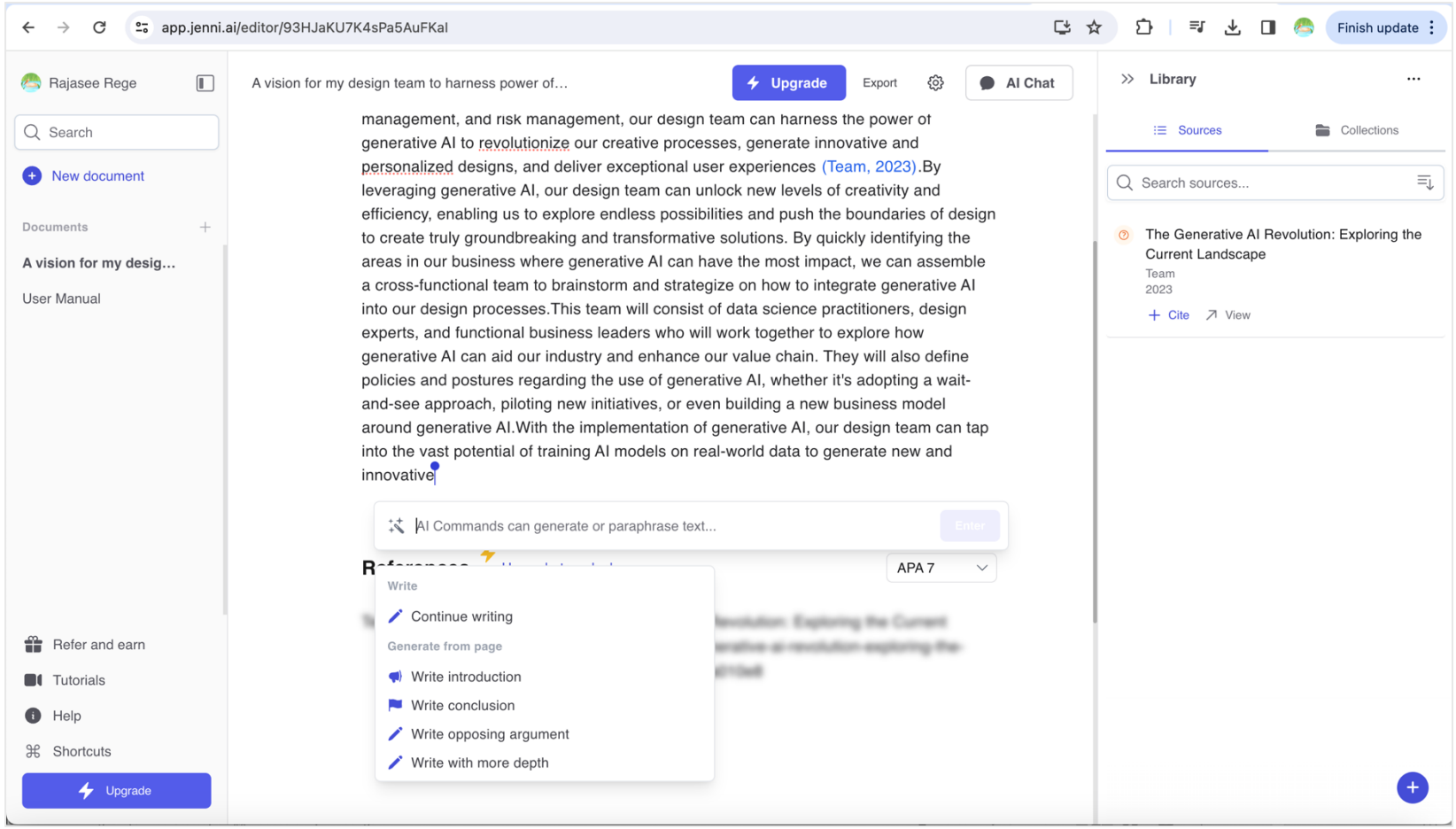
- Natural and unobtrusive
- ‘Adjust’ or ‘revise’ features
- Design for latency
- Encourage user reporting
- Communicate limitations
- Use of interactivity & movement
- Track implicit user behavior
- Continuous feedback loops

Re-imagining UI interactions

EMERGING PATTERNS

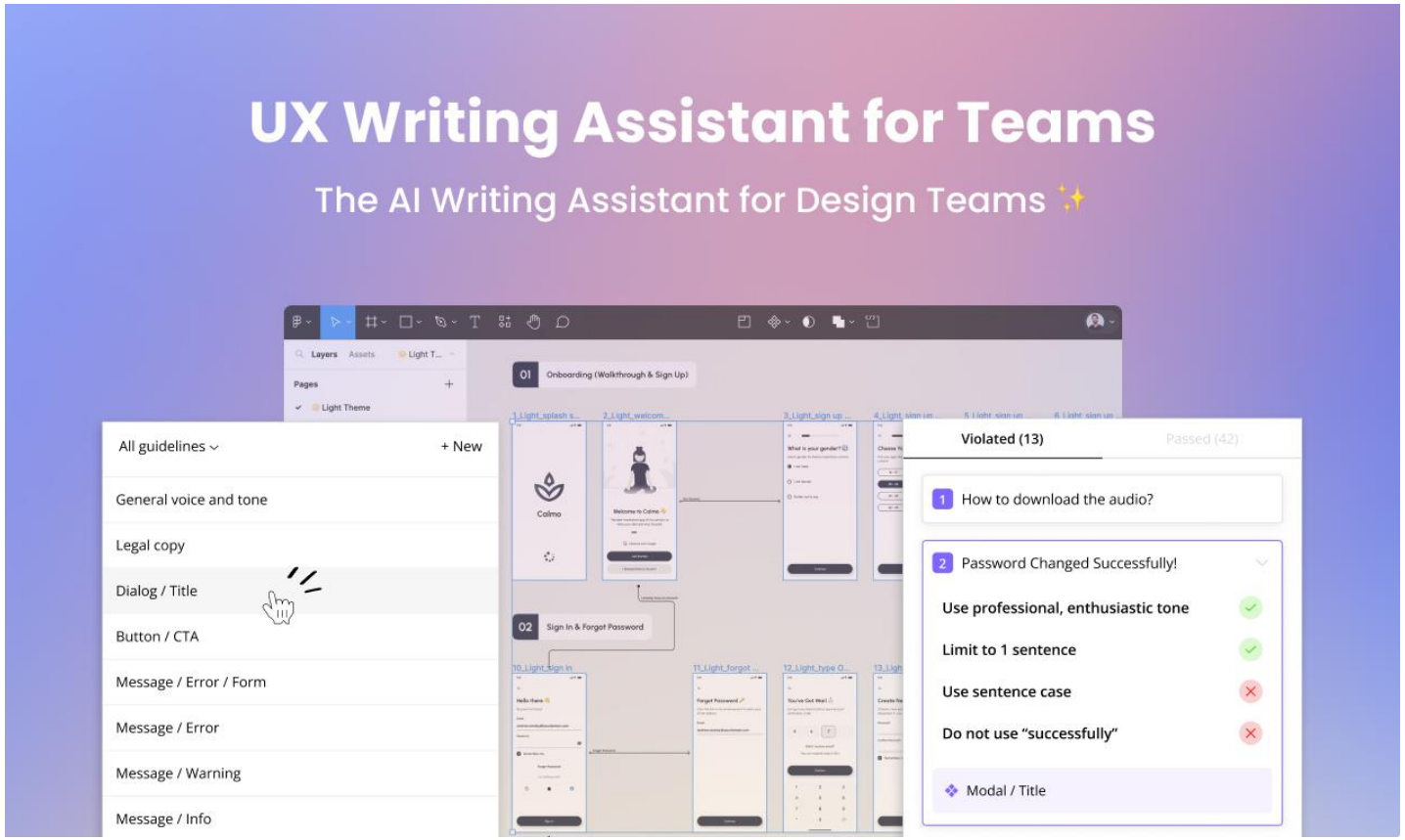
- Dynamic and adaptive
- Predictive of user intents
- Multimodal Interactions
- Buttonless UI

Let’s look through couple of consumer examples where designers have shaped ai solutions to make them a delightful, trustworthy and engaging experience.



Jenni.ai

Super charge your next research paper

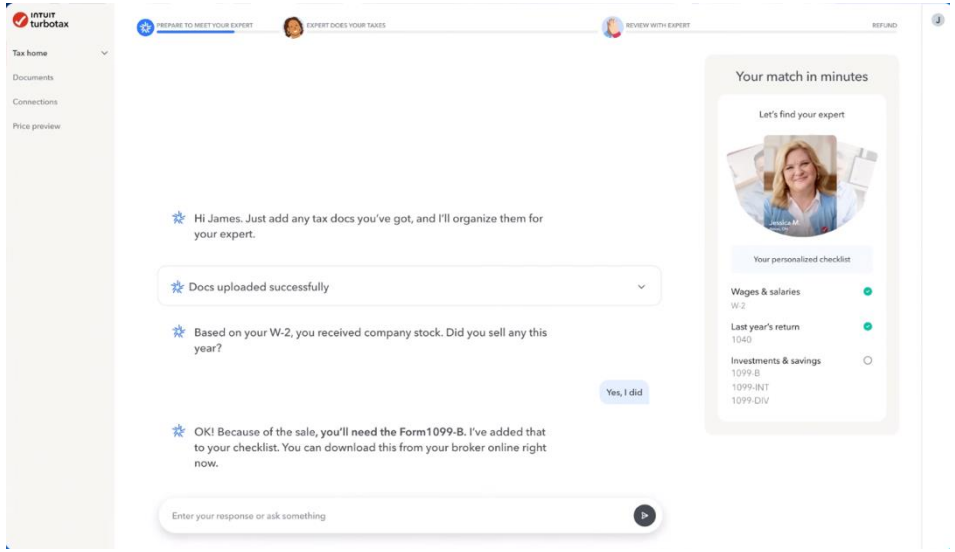


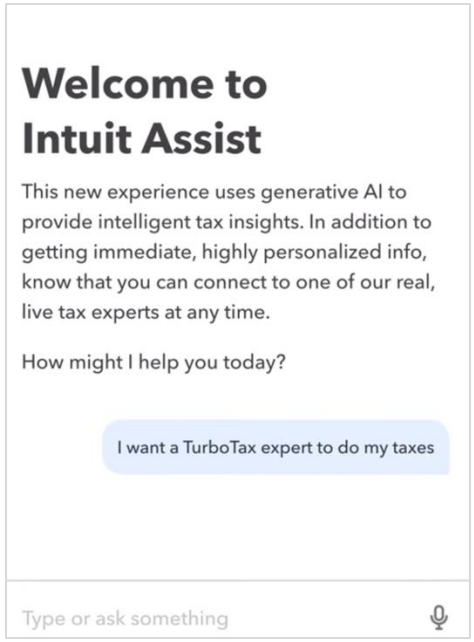
Frontitude

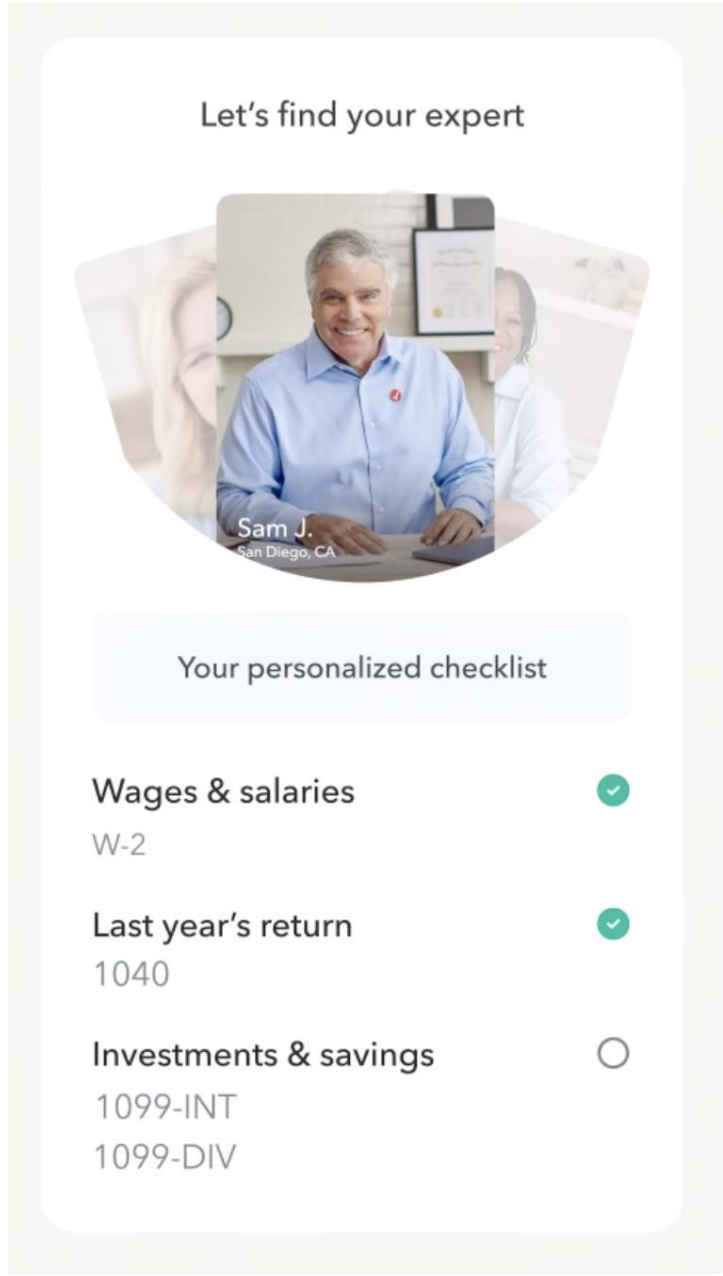
https://write.frontitude.com/

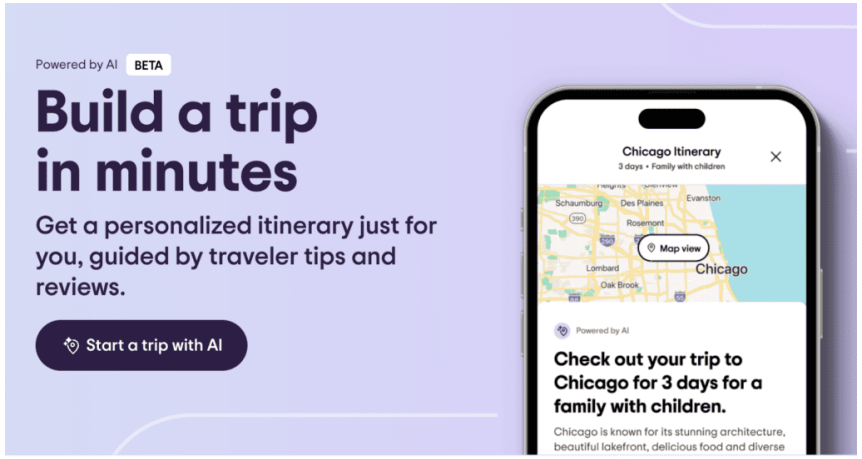
Intuit Assist in Turbotax

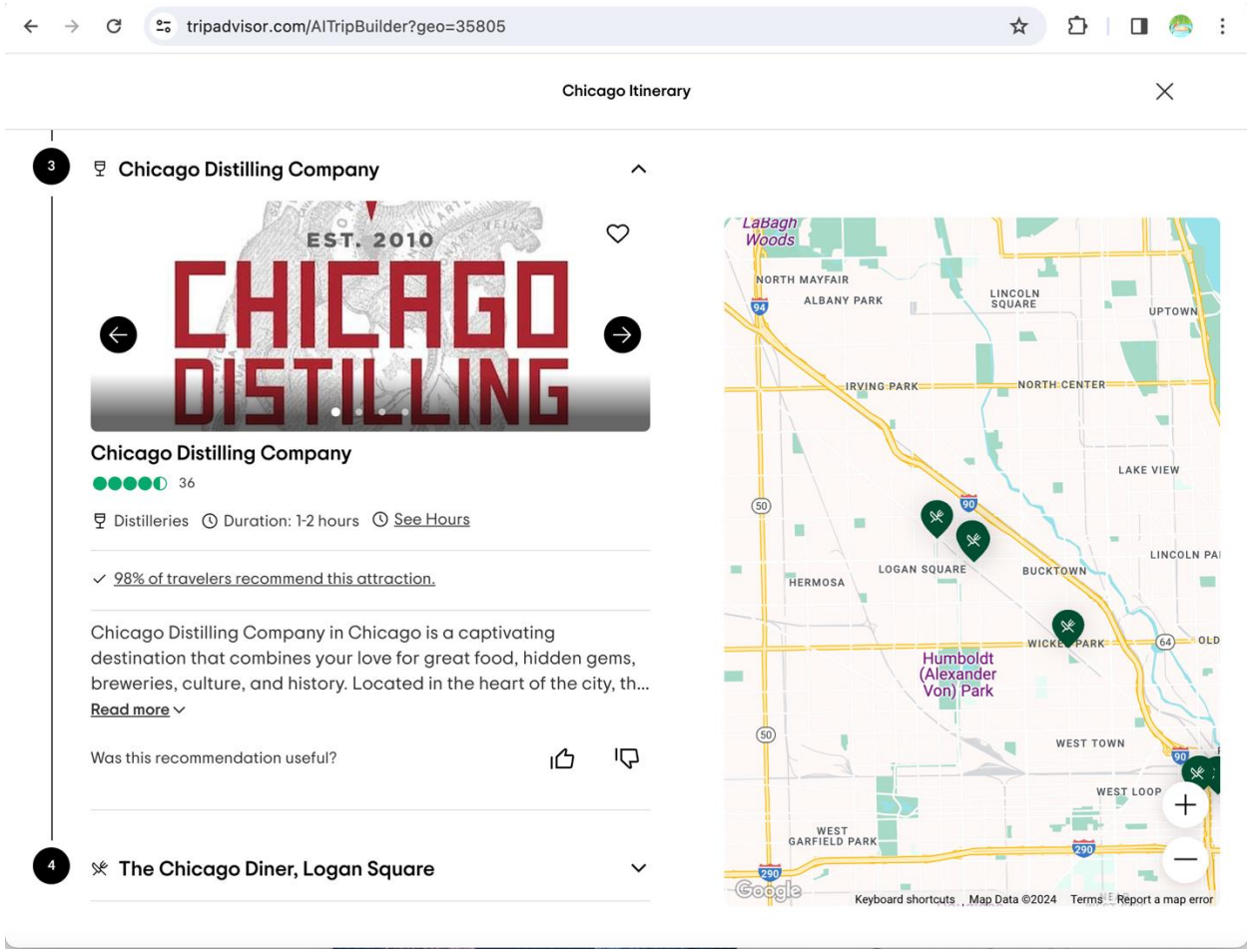
https://www.intuit.com/intuitassist/







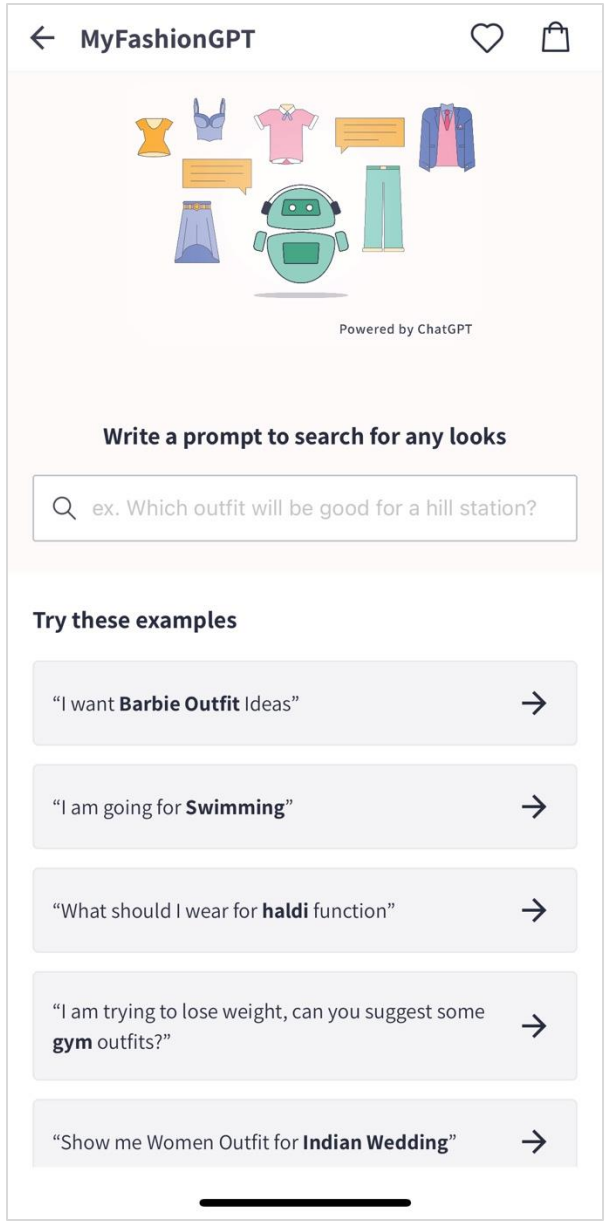


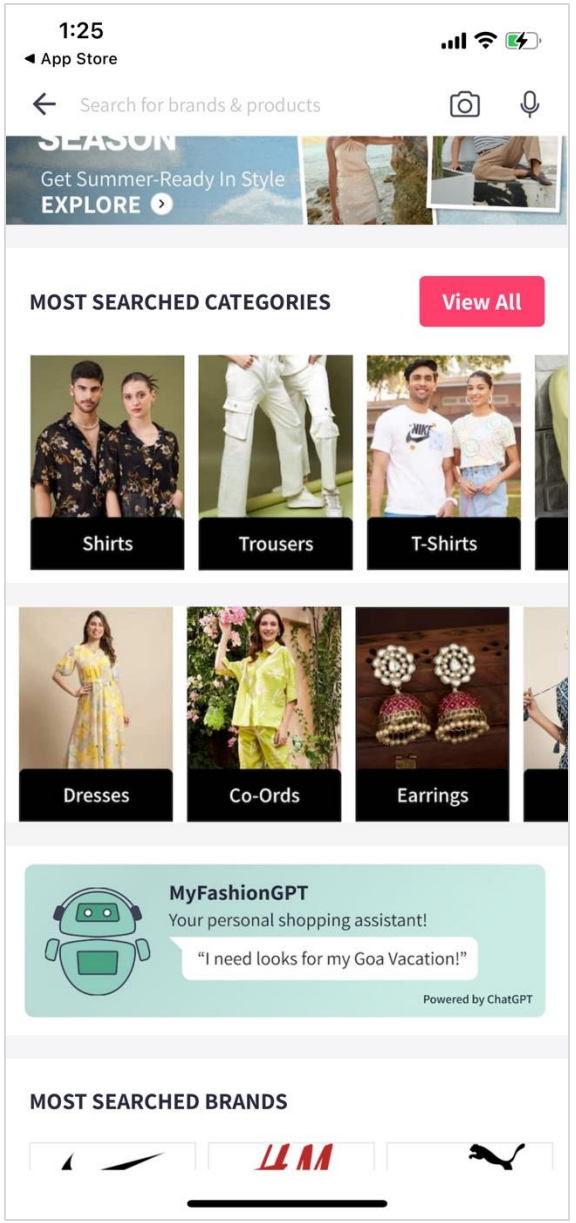


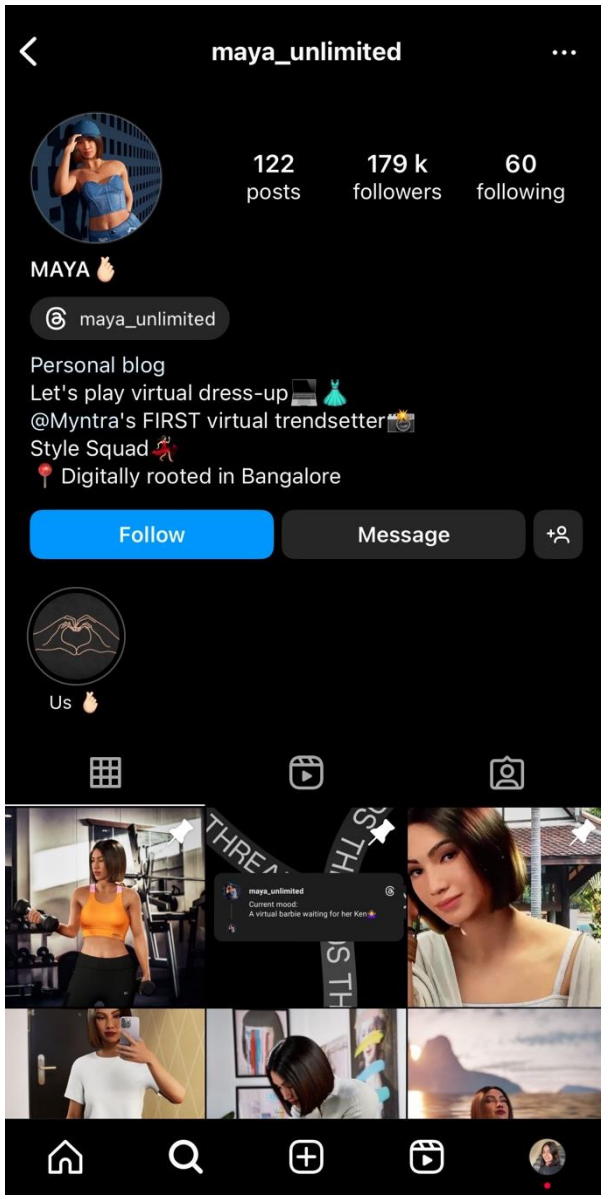
Tripadvisor

https://www.tripadvisor.com/Trips

Myntra

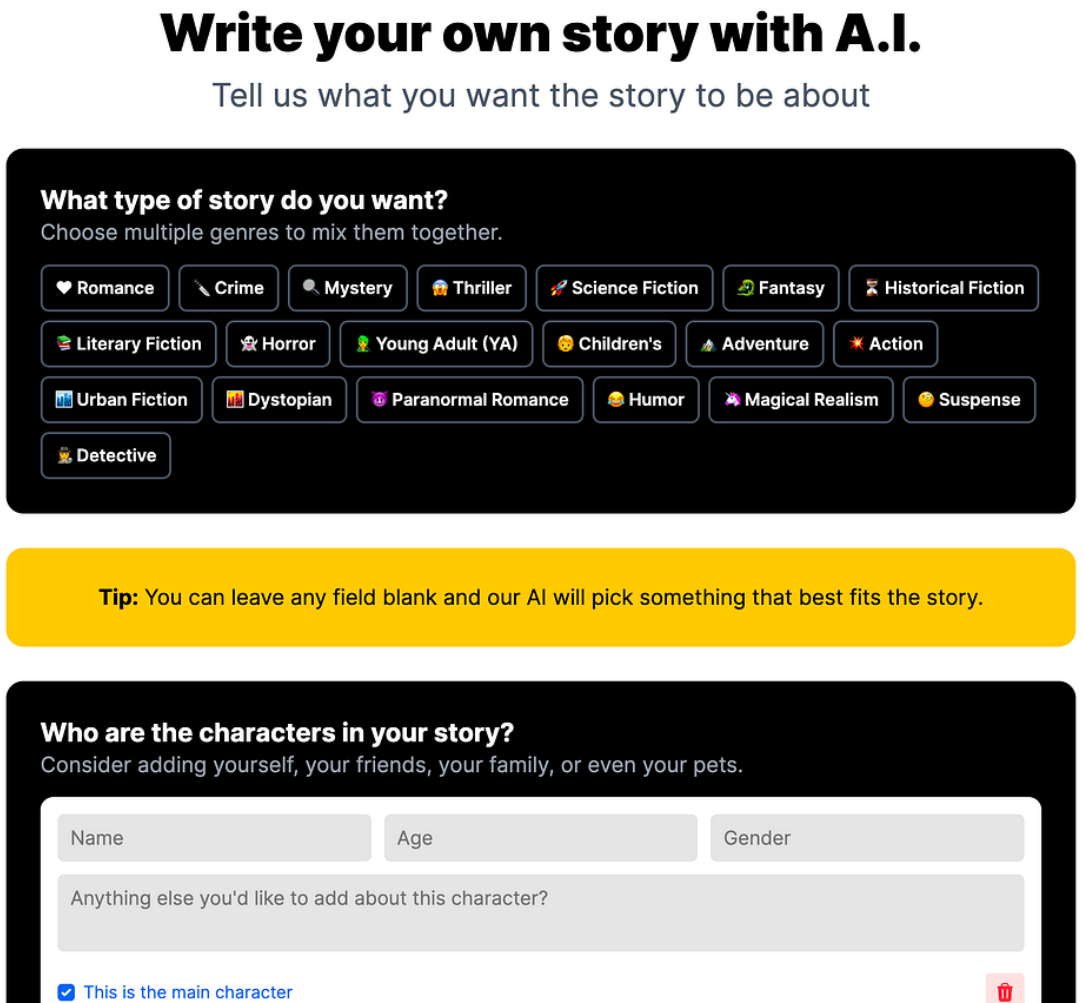

MyFashionGPT
Powered by ChatGPT
Write a prompt to search for any looks
ex. Which outfit will be good for a hill station?
Try these examples
"I want Barbie Outfit Ideas"
"I am going for Swimming"
"What should I wear for haldi function"
"I am trying to lose weight, can you suggest some gym outfits?"
"Show me Women Outfit for Indian Wedding"

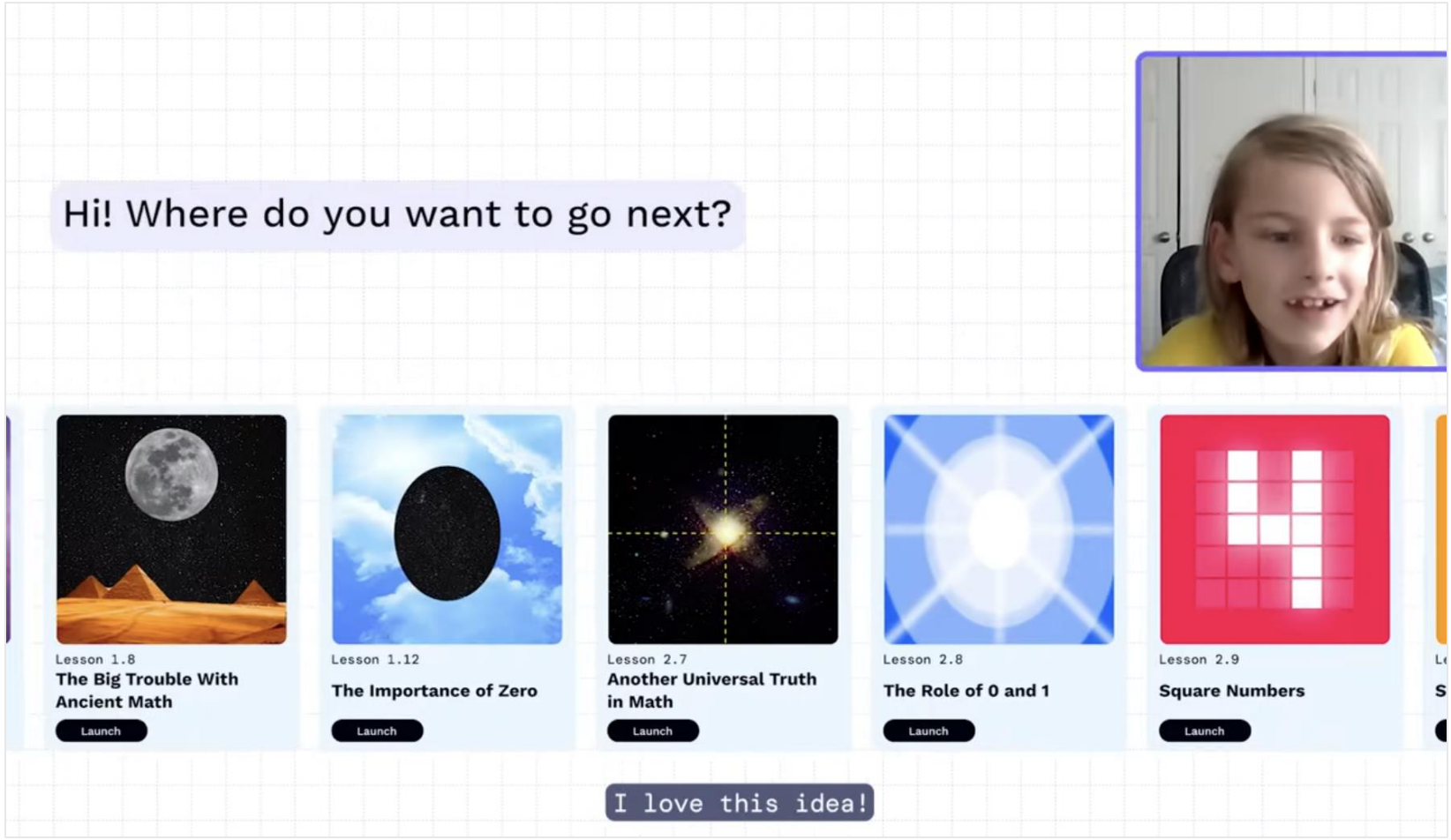

1:25
App Store
Search for brands & products
Get Summer-Ready In Style
EXPLORE
MOST SEARCHED CATEGORIES
View All
Shirts
Trousers
T-Shirts
Dresses
Co-Ords
Earrings
MyFashionGPT
Your personal shopping assistant!
"I need looks for my Goa Vacation!"
Powered by ChatGPT
MOST SEARCHED BRANDS


maya_unlimited
122 posts
179 k followers
60 following
MAYA
maya_unlimited
Personal blog
Let's play virtual dress-up
@Myntra's FIRST virtual trendsetter
Style Squad
Digitally rooted in Bangalore
Follow
Message
Us

Story AI

https://storyai.cc/





Synthesis Tutor

https://www.synthesis.com/tutor
https://youtu.be/WjByL3kcI7Y

To build solutions that improve workflow efficiency, product designers can help you get a deeper understanding of the users' workflow through various discovery methods accelerated by gen-ai tools.

- Primary research/discovery
- Concept validation
- Behavioral design
- Designing for emotions and trust
- Product assessments
- Rapid prototyping for RFPs, pursuits
- Gamification
- Brand identity creation
- Ethics gatekeepers, inclusive design

Experience Driven Gen AI- A Handy checklist for Designers

Experience Driven GenAI – Reflect on these questions, designers!

EXPERIENCE is form, function and FEELINGS

What repetitive functions that users perform today are worth automating to deliver efficiency, speed without hampering quality or taking away their sense of control?

How do people react to decisions and feedback from AI fueled tech and how do we design for trust and transparency?

How do our interactions with automated tech change over time and influence our sense of identity and agency and in turn drive the demand for such products?

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Experience designer's role is pivotal in humanizing and optimizing the interaction between users and generative AI system

Personalized, dynamic experiences

Identify opportunities via research insights where gen AI can enhance user experiences through primary research and bake in user insights and requirements into design specs for the gen AI system to deliver highly personalized dynamic experiences that evolve over time and anticipate user needs and actions.

Smart feedback loops

Design intuitive feedback loops to gather user feedback on AI-generated content to improve it over time especially in case of inaccuracies or inconsistencies.

Design for trust

Provide insights, guidance to the user to build user's trust in the system by providing clarity on how the recommendations were made by the AI. Ensure user consent.

Optimize AI

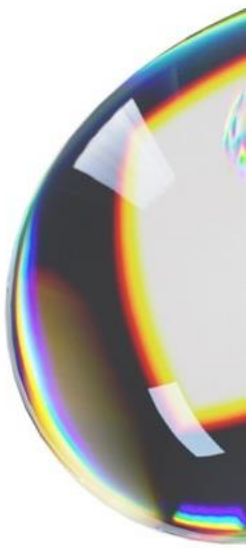
Optimize interface design for a seamless transition between AI-generated and human-generated content. Consider multimodal inputs and outputs like gestures, augmented reality, biometric inputs in addition to dynamic web UI depending on the user context.

Inclusive design

Strive for inclusive design, ensuring that AI-generated content is accessible and caters to diverse user needs and capabilities by establishing a checklist of do's and don'ts

Ethics gatekeepers

Address ethical considerations in the use of gen AI, considering potential biases, ensuring fairness and uncover the psychological effects on users.



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Challenges and opportunities for the experience design practice

Upskill/Reskill

Avail online courses, platforms, software, and resources specifically designed to help individuals understand and work with generative AI technologies.

Heightened collaboration

Collaborate with data scientists, AI engineers, and other experts to gain practical insights.

Experiment & prototype

Apply your knowledge through hands-on projects and prototyping on internal POCs, and client solutions to envision art of possible through continuous discovery methods.

Augment design workflow

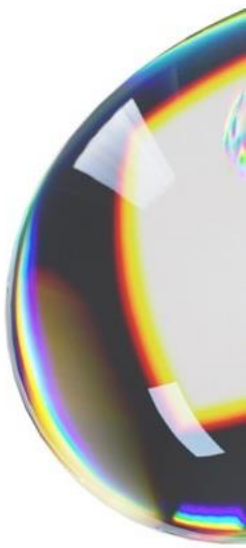
Use AI plugins, software to fasten the creation of UX and visual artefacts, ideate and refine especially for quick wins.

Conduct product assessments

Conduct usability assessments using a revised checklist to ensure apps are rooted in ethics, fairness and satisfy user needs.

Uncover the right questions to solve

Conduct primary research for our clients to gauge and analyse business processes to identify repetitive tasks and manual processes that can be automated through AI.



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