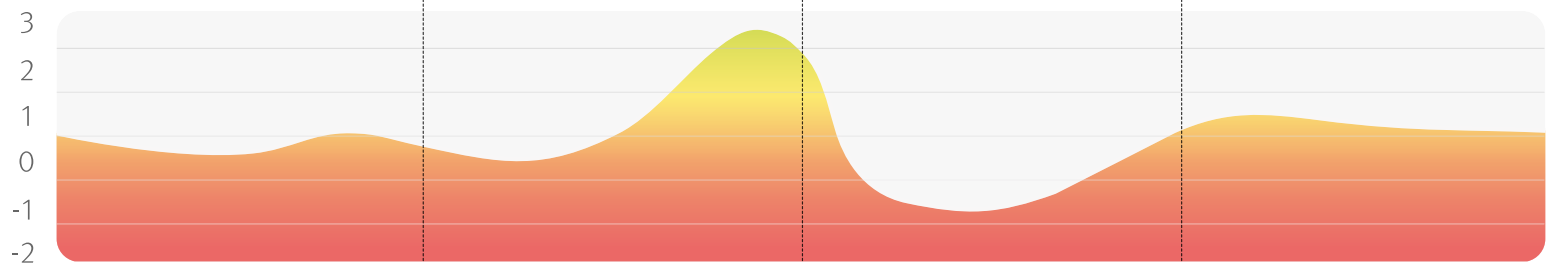
# 4 Stages of AI Image Generation

## An Experience Map

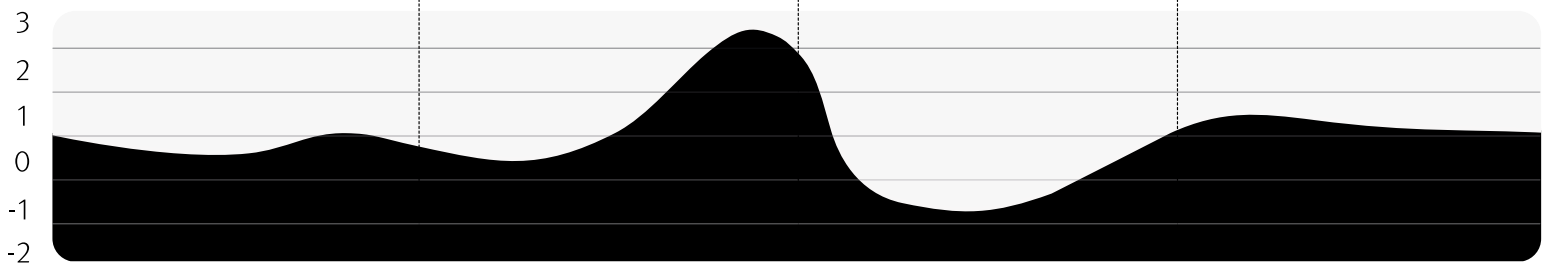
| Stages | Define | Explore | Refine | Export |
|---|---|---|---|---|
| Goal | **Identify an idea and how to start.** | **Iteratively generate diverse images.** | **Tweak image(s) to meet goal.** | **Add final touches.** |
| Actions | Determine the goal (inspiration- or deliverable-oriented).<br><br>Look for inspiration (from past work, other AI tools, or ImageGen crowdsourced websites and communities). | Generate lots of images with a variety of prompts.<br><br>Leverage AI randomness with controlled prompts.<br><br>Shift original idea based on exploration. | Repeat the same prompt with small variations.<br><br>Make small tweaks to one image. | Upscale image.<br><br>Add final touches after exporting to an outside tool (like Photoshop). |
| Satisfaction |  | | | |



*nngroup.com/article/ai-imagegen-stages/*

# 4 Stages of AI Image Generation

## An Experience Map

| Stages | Define | Explore | Refine | Export |
|---|---|---|---|---|
| Goal | **Identify an idea and how to start.** | **Iteratively generate diverse images.** | **Tweak image(s) to meet goal.** | **Add final touches.** |
| Actions | Determine the goal (inspiration- or deliverable-oriented).<br><br>Look for inspiration (from past work, other AI tools, or ImageGen crowdsourced websites and communities). | Generate lots of images with a variety of prompts.<br><br>Leverage AI randomness with controlled prompts.<br><br>Shift original idea based on exploration. | Repeat the same prompt with small variations.<br><br>Make small tweaks to one image. | Upscale image.<br><br>Add final touches after exporting to an outside tool (like Photoshop). |
| Satisfaction |  | | | |



*nngroup.com/article/ai-imagegen-stages/*