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today I'm excited to tell you all about how I feel AI will impact the day to day work of product design but to start

I want us to do a brief visualization together to get us grounded so I need you to picture it was earlier this year and you are at a dinner party and we're seated next to each other and we start talking and ask normal things how do you know the host where you from what's your favorite color etc

and I would inevitably turn the conversation to AI I was insufferable it's all I could think about it's all I could talk about and I ultimately would sound like the CEO of Google at a recent Io of AI AI AI

AI AI generated AI AI AI

AI AI

AI AI

AI AI

AI AI

AI AI

AI AI

AI AI AI

and that's the talk thank you thank you Deep Fake Drake for that soundtrack there but how could how could we not be excited there was so much coming out at this time we had text to images that were just blowing my mind every day we had text to video that every day I'm seeing new stuff that I just can't imagine text to code I'm not an engineer but I know how important that was text to Taco but that is in beta it's I hear it's great

and then we have text to text obviously they were all um grappling with at the moment to understand now I know you all have seen the many kind of parlor tricks of what these things can do but I'm gonna give you a few more so let's see let's write a Haiku although now it's outdated but let's write a Haiku about you extra so here's what we got the best and brightest gather in Boulder this fall to share their wisdom all right best and bright it's very flattering from the AI model very nice all right let's try another one here

create a horror Netflix series about you extra
let's see what it's got
and the ghosts of you extrad
where the dead are still designing I feel like
I feel like I could binge watch that over a weekend
could be pretty interesting
all right one more
let's do create a drink inspired by the UX Strat
and here we have the UX refresher
this sounds great and here's a photo of it
now
I was hoping we could all enjoy it together tonight
but I have to catch an early flight
so I had AI generate
what it would look like for us to drink it
in the mountains together
got a nice soundtrack look at how happy we are
this is this is unfortunately
I'm gonna be missing our hands are normal um
I'm particularly disappointed
I'm not gonna be there
because I really wanted to meet this attendee right
here
are they out there right now I can see oh haha
so my
my interest in all of this started actually in 2017
when at the agency I was working at Digitos
I hosted oh gosh that's so tiny I hosted a um
a panel called The Future of design
and some of the more uh
the interesting thought leaders on the panel
were talking a lot about what AI is
and what's coming and how exciting it'll be
and I was planning on stealing all their ideas to
as my own tonight or today
but unfortunately one of the panelist was Mike
I didn't know he's gonna be here
I don't think he's here at the moment
so so from there I had this interest
so I started reading a lot
all the non technical stuff
as much as I could understand
the history and the impact
and I
one book that I really got a lot from was AI and UX
planning on stealing that as well
but it was Gavin's book who spoke yesterday
so stealing all of my content I was gonna speak up
so I think AI will change what we design
but what I'm really more interested in

I wanna talk about today
is how AI will change how we design
so what are the ways what are all the
the different distinct tasks and
and and responsibilities that we have as designers
throughout the entire design process
and in what ways can AI come in and augment or
improve or amplify our skills as designers
in all those stages
so naturally I think the question becomes well
how do we prepare if this is true
then what do we do
is the strategist and the designers here
when Paul recruited me to this
he said people love frameworks
people love frameworks that's how we remember things
so I made up my own based on what I Learned this week
I'm sorry this this year
and also what friends are doing in my own reading
so I see three steps for all of us
you and your team in order to get to a place
where you can really integrate these tools properly
in your workflow so first step just going explore
get to know the concepts of what can be done
just at a high level conceptually
what can these generative AI tools do
second I'm calling mock up just make stuff
whether it's related to your work or not
just kick the tires and see what it can do
and it can't do
and then finally I'm calling it imagine
now do you have a sense of what these things can do
both conceptually and viscerally
now think about what can it mean for your company
and what can it mean for your individual workflows
now love a good mnemonic to wrap it up
so I'm gonna call it x makima
I think this is something that helps me
so a framework for upscuing your AI literacy
competent and confidence I hope you associate it with
but don't confuse it with Ex Machina from the machine
so let's let's let's walk through all these and how
how I see those playing up
so explore I say the focus here is on AI literacy
how
how can you just understand what these things can do
so I know this might be go against what some have said
so far in the conference but
I really think it's more important to understand
what gender today

I can do and not necessarily how it does it
okay so if we have AI literacy No. 1
let's talk about mock up
and this is just experimentation
my good friend Mick Champagne
maybe some of you know her
she's kind of a name in the design world
um in her
she moonlights as an illustrator
and she has this very specific style of illustrations
that are often kind of like
these high contrast colors
and kind of funny themes
but she wondered earlier this year
could she train a model on her imagery
and then be able to you know
generate generate her own images from natural language
so she found the service online
she uploaded a bunch of her content
and then it processed them very officially
and at the end of it she was able to start typing in
you know what do you think
so a dog and roller skates
and I remember it took her style
which you saw for a second
and it gave kind of these wonky things
then she would do a very important one um
a computer farting
I don't know what that would look like in general
but it wasn't getting it right
so she she tried and tried and tried
and she kept refining and kept uploading
and then finally on day 3
it produced this
and she said she was like stunned at the computer
cause she's like I would have drawn this
this is insane
so from there she figured out the prompting
she figured out the refinement
and ultimately she could then keep experimenting
and seeing what her style would look like
with all these celebrities
or different um
different textures and she said
oh at the end of it she says
I think reframing generovei to be a collaborator
and not the enemy is the right move
so
she use this personal experimentation to understand it
as an artist

to see what does this mean for me and my work
so next let's talk about imagine
and by this it's applications you might um
as you might think and how do we
how do we now
if we have this foundational understanding of it
conceptually and hands on
how can we actually use this
for the products and services we're designing
or for the work we're doing day to day
I wanna talk more about these different pieces and um
and kind of walk through a bunch of high level
I know these are all made up
but use cases in which this could be done
in the work we do every day
so the very base level you know
write us a user research plan for study about CPG
websites all right
and we've got some pieces that maybe are worth taking
and and pulling out and adding into the study
we're building or now
we need some survey questions
about renting a car online okay
so let's get a whole bunch of survey questions
I want them on a liker scale
make them more quantitative
and then iterate until we find something
that's actually helpful
okay I want you to take the all of these transcripts
this when I've done studies before
is like the most annoying part for me
but summarize these transcripts into a list of user um
major user pain points and uh
there are this just last week came on from zoom
they're gonna do something called
like the AI companion
and it's the ability to summarize all the notes
at the end
to give action items based on listening in on the call
what about uh
create an executive summary from these transcripts
and these survey results this conceptually can be done
it's just a matter I think of putting it all together
I thought the talk yesterday about dream
GPT and how that I need to look more into that
that was really great
but then what if you now
have to present this to people on your team
let's put that into a deck format
you'll see now with um

what is it Microsoft co pilot and Google Duet
they're showing the ways in which
you can take this spreadsheet
and turn it into this so I can share it
and
I feel like that is gonna be a part of the workflow too
of like what how is this helpful
where are we gonna use it
create a persona based on our user research
so this is again a very simple one
but let's get an image let's get the motivations
we have
everything tied to what is in the research we've done
quantitatively qualitatively
but something that's a little future facing
but I think could happen
is something called silicon sampling
and
there was a research paper that was put out about how
they took all of these um
consumer insights and and data points from specific to
I think it was demographics related to politics
and what people think about um
different ideas and they put them into this persona
that then they could ask questions to it
just prompt it and say like
what would you think about this kind of messaging etc
but why wouldn't that happen for us
with personas in the future
to the point that we could have this
hi I'm Sarah
a user persona created from the hundreds of studies
you have performed I'm happy to make my debut here
at UX Strat how's the talk so far
don't answer that don't answer that
but imagine one day that you have a zoom call
and you just invite Sarah
and she's there with you
and you can test your assumptions
and she can give you input and cited from the research
I don't that's not that future face you
it's not that far off
let's do a few more so give me five ways to improve
improve the grocery store
the idea of idea generation is
like one of the most common use cases
in being more and more baked into the tools
we use every day fig bots
they just came out with this
it's integrated into Fig Jam

and it is capable of generating tons of ideas
on the spot
within the space that you're already working
alright let's look at a few more
um create a storyboard for an occasional public speaker
this is highly relatable
but sometimes if I make a storyboard
I am not an illustrator
I have to go and get someone on my team to do it
and then you could break it down
and help build empathy using these simple storyboards
and this um is on the horizon on the Uber right
back to the airport panic
unsure if his talk was coherent
or if anyone liked his jokes
this is a storyboard for me in Pixar format
um
you've probably all seen these
this idea of finding inspiration
so generate logo ideas for a landscape architect firm
it took me longer to put the slide together
and it did to generate the 12 examples here
but again to be the gatekeeper or the reviewer um
it's important that you can look at these and think
are these two similar to other ones out there
for example when I see this one
I think it looks a lot like the Obama Foundation
and I don't want him coming for me
you know he could probably have a cease and desist
pretty quickly
come on
alright moving on
um let's say let's look at illustrations for my app
rather than going to dribbble or the other places
to get ideas
why not have them come to me and keep refining them to
if not use but at least get inspiration for it
same goes for mobile
you I design where we're in our process
if you look this is all gobbledy gook
there's nothing great in there
and the pictures are weird
but if it gives you a sense of maybe alignment
or layout it could be pretty helpful in that space
let's see same with generate desktop UI inspiration
there's a lot of space
a lot of ways to do that now as well
and then finally I mean
one natural one to think about is
how will this be used let's say within Figma or sketch

there are these different startups out there
that are trying to connect these um
kind of text to you I design
and once you can hook that to your componentry
and your design system
like what will that be for your flows
and how will it move
those are all high level examples to get you thinking
but maybe like what else is there
you know
there's probably a billion other things that you do
every day that could some way be helped by this
so let's do a recap here so my
oh man that meme is right
that meme is right haha
and okay AI will transform what it means to design
okay my sub thesis
it'll change what we design
like I had with AI Labs and the work there
and I'm sure all of your products and services
you're getting demands from either a client
through the agency or your actual product team
it'll change how we design
all of the many examples
I was just trying to walk you through
and then the question becomes
how can we prepare I'm recommending by Super Dorky x
Makima theory here as a framework for upskilling
which stands for explore you and your team
someone on your team to become focusing on AI literacy
bringing everyone up to speed
we have experimentation
just mocking up whatever capacity that needs
wherever in your life and then in that experimentation
remember our two very important roles
as the prompters and the evaluators
and how we are ensuring that
what we're putting out into the world
is actually worth putting out in the world
and then finally we have imagine
how does this apply to the work we do every day
either in the how or in the what
so my hope then
is that
the next time I see you at some sort of dinner party
you are the one that is
telling me about all the incredible applications
you had with these dinner
to VA tools and with any luck
I'm gonna be seated next to this guy

so that's it for me thank you everyone