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the focus of the work that my team has been doing  
over the last couple of years  
has been trying to sort through these words  
and other words that you might like  
maybe that begin with C  
and it's really about given that this is our reality  
or it has become a reality  
how do we feel about it what are we gonna do about it  
um how could we make this  
this transition more exciting  
or at least more palatable  
and help people capitalize on what you can do with AI  
and I think it's also  
the place I'm really interested in  
is a justice position of where it helps  
but also where it inhibits  
and we've had questions about this  
and I think there's a lot of unknowns here  
so I'm gonna say a lot of things  
and share some of the research that we've done  
but I also invite all of you to  
to speculate with me because this is a new frontier  
so our hypothesis going into this is that AI  
and design is valuable  
when it extrapolates away the mundane  
so this again  
benefits both the novice and the advanced users  
so we brought in designers  
and developers  
and other UX professionals into these workshops  
to help us imagine what would we want to automate  
what are operate  
what are pain points that people might want to address  
through faster more iterative automated tooling  
and then also looking specifically at what can AI  
do for you and how do you feel about that  
so my favorite question in research  
and I think  
this is the most important question that I ever ask  
in anything that we do um  
but it's especially important here  
is about perceived value  
one of the issues with novel technologies  
and again this is something that we've heard a lot  
from other speakers and particularly AI  
is that it's easy to conflate hype and utility  
right now

there are lots of cool and interesting things you  
can do with AI  
but are we really solving the right problem  
are we even solving a problem at all  
this is doubly important in enterprise contexts  
where you're looking at productivity  
tools to get things done and ultimately  
the end users of these tools  
often weren't the people who chose the tools  
in the first place that was often done by higher UPS  
so you really wanna  
make sure that your end users are getting value out  
of it and that they can articulate it to you  
so coming out of these workshops  
we took concepts that were generated  
and turn them into speculative scenarios  
or really rough prototypes  
and then we investigated these  
with another set of New York professionals  
and we could ask questions like  
what is this doing for you  
what do you think it's for  
how would you use it why would you use it  
why or why not um  
it really try to get again  
at that heart of the value and see what is useful  
what isn't  
and what the barriers to adoption or concerns might be  
and I think another thing that I know  
when I started working in AI  
really made me anxious  
and I see this today among others who are doing it  
is that building AI is really hard  
and even though  
we now have the joy of having all of these tools that  
and kits that allow you to  
to make quick eye AI prototypes  
even getting your head around those can be challenging  
I know I struggle with them sometimes  
so it's fine to do something really quick and dirty  
you can use Wizard of Oz testing  
you can use a storyboard you can draw some pictures  
I've seen some really cool  
generative AI type prototypes  
that don't involve any kind of code at all  
they're just mockups that people make  
and use in interesting ways  
but what's most important  
is that you have a way for your end users  
or your participants

to understand and interpret what you're showing them  
be able to tell you what they see the value as  
or don't see the value as  
and get to that conversation  
it doesn't have to work perfectly  
and it will save you time if you don't shoot for that  
so later then  
we ran a survey with UX professionals  
to understand their attitudes towards AI  
in their design work so we looked at things like  
what do they think about AI  
in general how do they use it in their day to day  
both in personal tools and productivity tools  
um and we asked them about a lot of hypotheticals  
that were different ways that AI  
might come into their design process  
and understand how quickly they were to  
how likely they were to use it or not use it  
and then we were able to develop a framework  
which I'll show you in a second  
for where AI might be useful in the design process  
and where it might not  
so one of the scenarios is  
imagine that you had a design tool  
that could recreate your design for any layout  
or device so when you use this tool  
you can automatically convert a design for iOS  
into a design for a large screen display  
so again a hypothetical tool that might do this  
we ask people what do they think this would do for them  
how would they use it if at all  
um what are their concerns  
what are the benefits and really try to just gauge  
what is the perceived utility of something like this  
so  
we found that there were two major spaces where this  
kind of  
these kinds of AI interventions could be valuable  
the design process so one is the efficiency side  
which are things like linters  
so something that might check your design for  
say accessibility violations  
and then the other thing is generative AI  
which we now know and maybe love  
and that is something  
obviously that we're seeing right now  
something that helps you get started  
helps you get unblocked  
helps you figure out your opportunities  
um get inspired maybe

so again this is a general framework  
but something that I think we'll wanna look at  
maybe the sweet spot is somewhere in the middle  
where you can use it to correct  
but you can also use it to generate for you  
what this looks like in practice um  
we're thinking about kind of the spectrum of assistance  
different kinds of AI  
interventions you could have in design  
so one side is adherents  
not everyone can be an expert in everything  
there are lots of things  
especially if you're in enterprise  
you're working on a big design system  
or you're trying to do something  
for a wide range of devices or um  
or languages maybe where  
you need to make sure that you're following the rules  
and best practices  
but then also sometimes it's great to have inspiration  
sometimes you wanna do a design jam  
but you don't have anyone to jam with  
so this kind of this kind of spectrum can be very  
is a good way to sort of  
think about the different opportunities that AI  
might provide  
one participant in this research study told us that  
a tool should an AI power tool  
should help lower the redundant work  
and help me focus on thinking through the experience  
and strategy so really taking on all set  
all parts of the spectrum um  
but others  
and I think we heard a little bit about this  
from other other speakers um  
there's a lot of value and say  
automating things like AI helping  
helping you adopt layouts  
to a bunch of different form factors um  
if maybe you're not an expert in designing for tablets  
but you know your design has to work on a tablet  
so maybe AI could help you with that sort of like  
as one participant put it  
pair programming what if AI was your pair designer  
now attitudely there is also some nuances  
so I would frame it at the time  
and I think this is still true about a year later  
it as cautious optimism so on one hand there's this is  
there's this desire for efficiency  
how many of you have had to make

like

10 versions of a UI for a bunch of different screens

okay so good number of you have done that um

maybe you like it not everybody does um

so maybe you could hand that over to a tool

but then

there's also the strong desire to maintain control

over the process one thing that we've heard repeatedly

through the studies that we've done is

people say well

what if the tool doesn't get what I want it to do

and then

I have to spend more time cleaning up after it

than I saved by using it in the first place

that could be really messy

and really annoying and then I abandon it

someone else said you know

UX design is kind of like glass blowing

it's a form of art you can make glass at scale

can make all kinds of cups and cool things um

but ultimately

innovation is something that you need a creative mind

behind and as a designer

I really wanna be that creative mind

so I think figuring out this balance

and this balance may be different

in different contexts is going to be key

so another way to think about this is that AI

this is sort of this partnership or even apprenticeship

um you have a human

you have an AI that's doing something

either more on the linting side

or the generative AI side

and then you have this degree of trust over here

so in terms of trust

it's gonna depend on the individual

but also on the task when thinking about trust

you Xers

have often cited

a lot of the things that many of you have talked about

a need for data like good data

knowing where your data came from being

being like assured the data is good data

the material is is opt and all of those things

so I think

understanding what drives trust

is still something that like

we're very interested in

and I would love to talk to other folks here

who are thinking about that

and then  
there's also different things in different contexts  
so you can  
imagine if you wanna generate a bunch of ideas  
and you're not about to ship something  
then using a generative tool might be fine  
but if you want to hand something off to a developer  
for implementation  
you might be more wary of what you're seeing  
and wanna make sure that what is getting shipped as  
right  
so there's this idea that we heard over and over of  
I wanna be able to sign off on any decisions  
that designers make so it's a partnership  
but the designers in the driver's seat  
so with the rise of generative AI um  
I think this is this is something that we're gonna  
need to continue to study  
it can be really tempting  
to hand off a lot of things to automation  
and sometimes that feels necessary  
but it's important to tread carefully  
if you automate too much or too quickly  
what do you lose  
what do designers lose  
and ultimately what do users lose  
so it's worth thinking about generic of AI  
as a partner to UX professionals  
and not a replacement for UX expertise  
and that's  
maybe my optimistic outlook on where we're going  
but I think that where we are now  
that is really critical  
it's a tool that we can leverage  
but it's not the entirety of the process  
speaking of which  
if you're interested in learning more about how to  
design for AI  
I'd recommend checking out the Paraguay book  
um the link got cut off here  
but I'll share that as well after  
this is a resource from Google from researchers  
designers AI scientists  
about best practices from designing with AI  
so lots of cool stuff in here to check out  
and definitely I'm happy to answer any questions after  
okay so to conclude  
uh I think there are a bunch of opportunities for AI  
in the design process and things that I'm hoping to  
that will learn more about in the future um

accessibility  
as many people have mentioned is really important  
there's a lot of kinds of accessibility  
it's not just visual accessibility  
but all there are many different things  
that we need to be thinking about  
but you can't be an expert in everything on this list  
I mean maybe some of you are  
but a lot of people aren't  
so how about we use AI to  
to help people create more accessible designs  
what about internationalization  
translations of big piece of that  
but also  
if you look at the impact of different alphabets on a  
UI or even cultural conventions  
and different ways  
that content is realized in different  
in different countries  
how might AI help you understand that  
if you're not an expert in that space  
I talked a lot about devices so there are like  
I don't know  
thousands of different kinds of phones out there  
with different screen sizes  
so  
adopting for devices that you might not be comfortable  
designing for  
um novel contexts  
technology outside of AI is always evolving  
and I'm partial to enterprise space  
cause that's where I spent my career  
but enterprise is a really big  
challenging world that has a lot of nuance  
so are there ways that we could use AI  
to help guide people who are entering these new spaces  
and then of course efficiency  
we all hopefully wanna be more efficient  
and AI can always help speed you up  
or hopefully help speed you up so to recap  
AI  
has begun to do a lot of things for the design process  
some of it's very experimental  
some of it is interesting and some of it's concerning  
and I think we're gonna see  
we're gonna see what happens  
but ultimately it allows us to create new things  
to uncover new ideas  
and to correct our alignment standards  
and ultimately it's about trust

trust and perceive value  
what are the users getting out of it  
and how much how confident do they feel  
and for that we're just going to have to keep testing  
and researching and prototyping  
and I'm excited to see what everyone does thank you