

The Future of UX

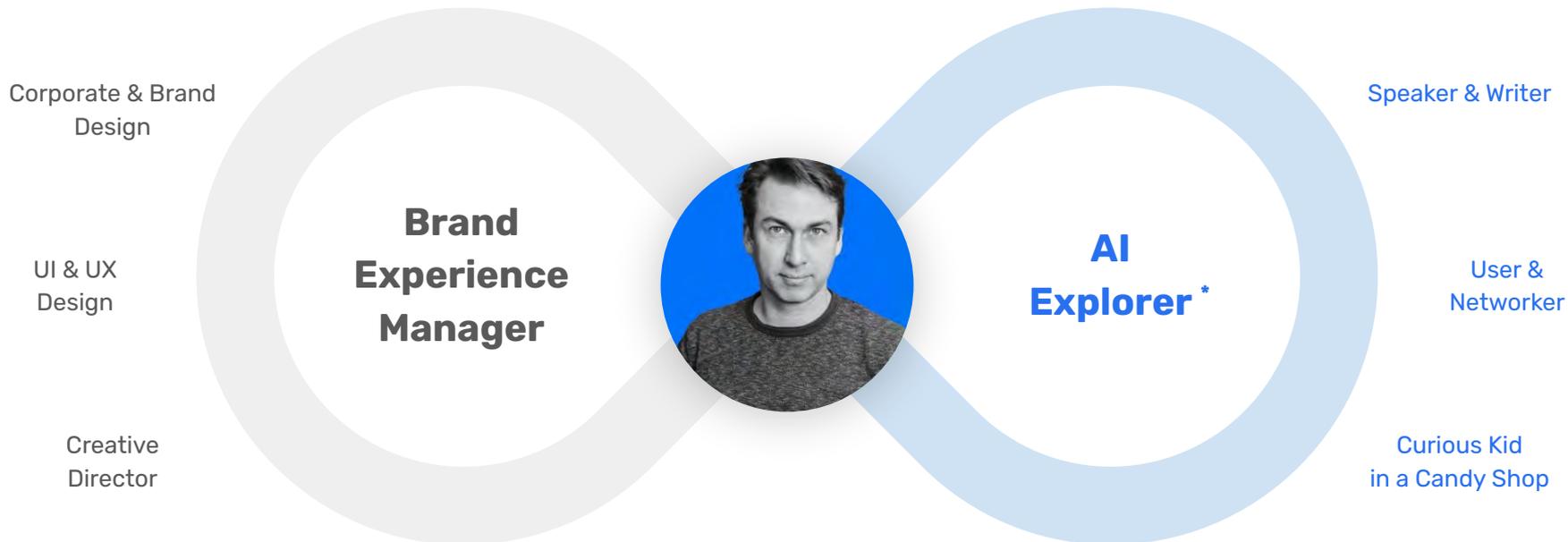
Leveraging AI for Design, Research, & Career Growth

Boye Aarhus 23 Conference
UX Track – Handout
7. Nov. 2023, Dennis Oswald



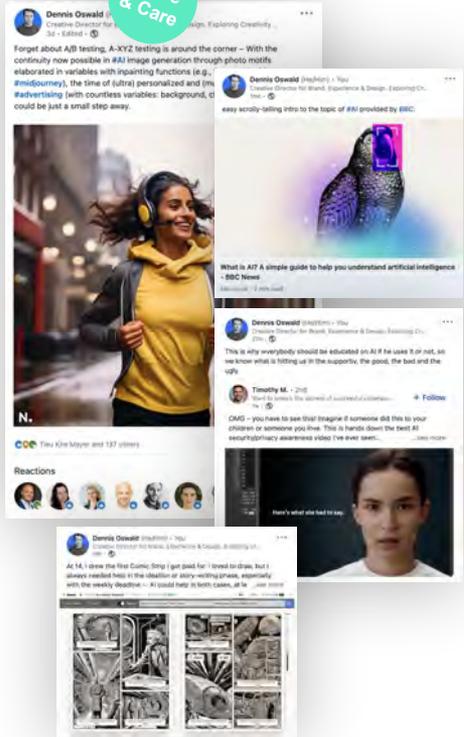
Hello, I am **Dennis**

Netgen Switzerland

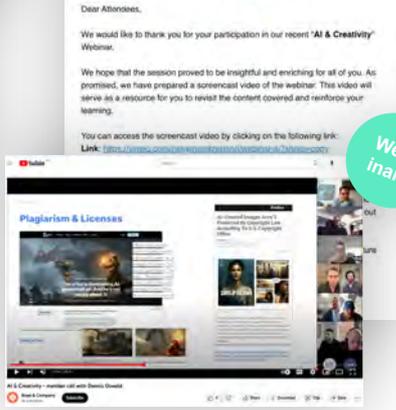
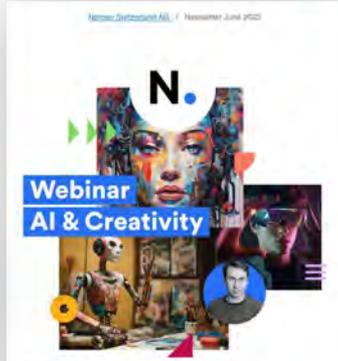


Me, getting on people's nerves ...

Share & Care

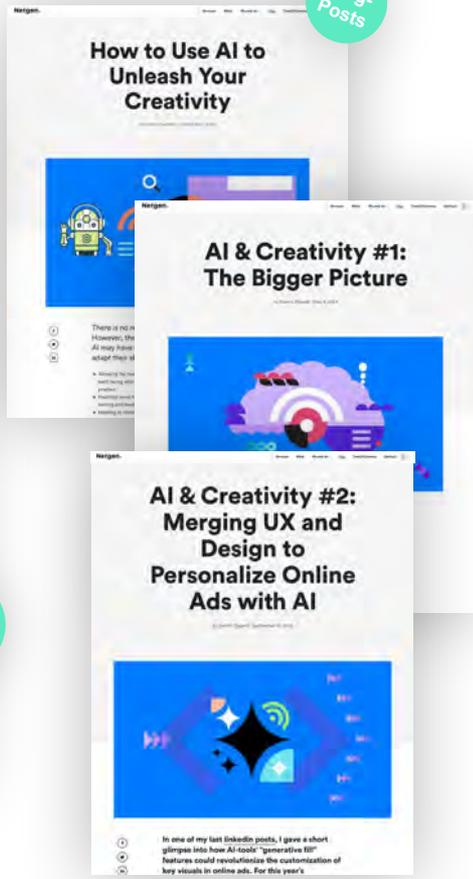


Talks & Conferences



Web-inare

Blog-Posts

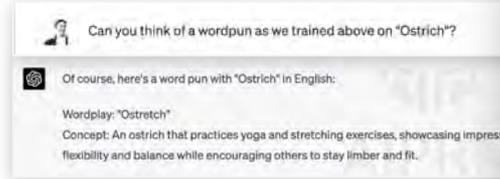
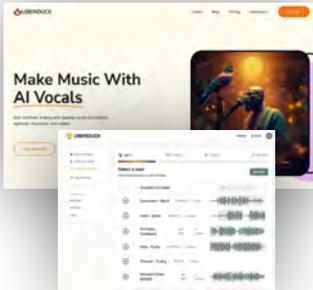


Me, being a curious kid in a candy shop ...



As a movie enthusiast, I now can envision the wildest ideas

- e.g. prompt movie posters with midjourney from a single line of prompt, e.g.:
Action movie poster of Mother Theresa fighting Gandhi



Chit-chat with ChatGPT and Midjourney about ideas for my "Fankas.Tiere" pun project



or imagine dialogs (midjourney) and animate them with "D-ID" that have never happened.



«**If you had chosen a term other than artificial intelligence in the early years, something boring like *symbolic analysis* or *pattern matching*, which would be also true, **then people today wouldn't be freaking out so much.****»

“Wenn man in den Anfangsjahren einen anderen Begriff gewählt hätte als künstliche Intelligenz, irgendwas Langweiliges wie symbolische Analyse oder Musterabgleich, was auch zuträfe, dann würden die Menschen heute nicht so sehr ausflippen.”

Andrew McAfee
[SPIEGEL Interview, Nr. 10/2023](#)

342 days ago

The iPhone (or Oppenheimer) Moment for AI
2 months to hit 100m monthly users

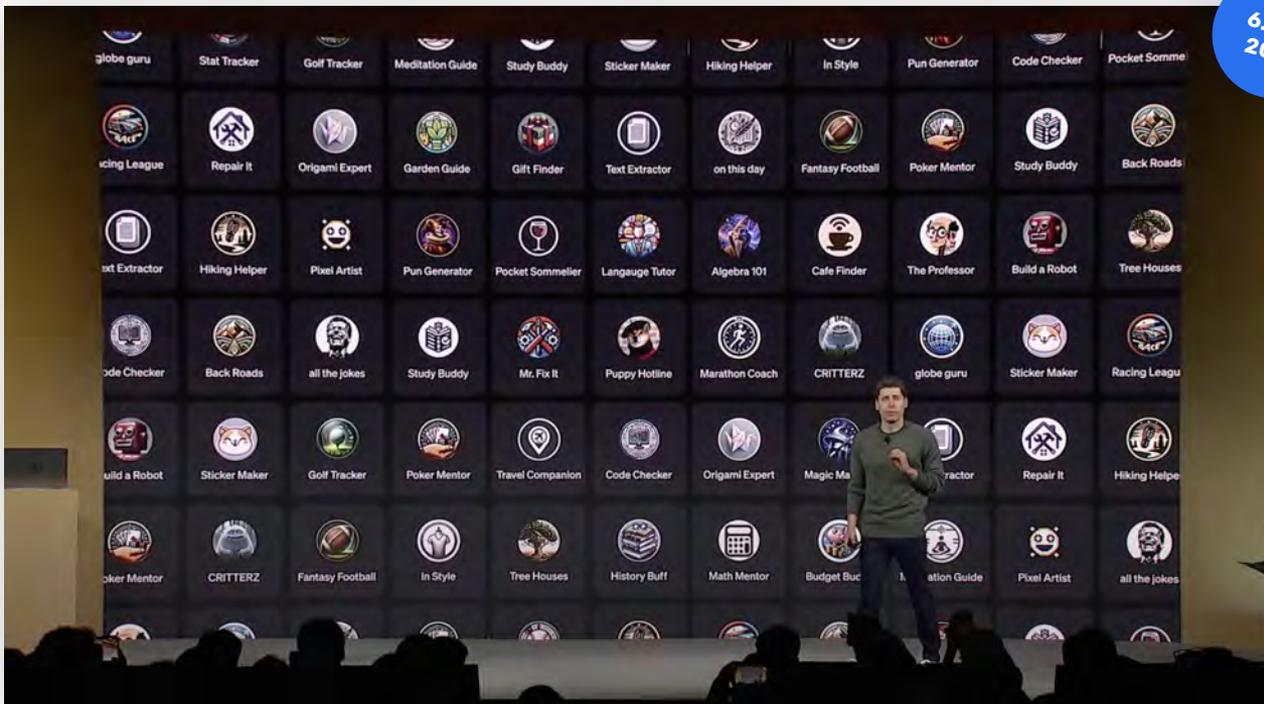


13.5 hours ago

6.11.2023 DevDay OpenAI, 6pm-11:30, San Francisco

GPTs = tailored ChatGPT (agent-like experiences)

6. Nov
2023



globe guru	Stat Tracker	Golf Tracker	Meditation Guide	Study Buddy	Sticker Maker	Hiking Helper	In Style	Pun Generator	Code Checker	Pocket Somme
acing League	Repair It	Origami Expert	Garden Guide	Gift Finder	Text Extractor	on this day	Fantasy Football	Poker Mentor	Study Buddy	Back Roads
xt Extractor	Hiking Helper	Pixel Artist	Pun Generator	Pocket Sommelier	Language Tutor	Algebra 101	Cafe Finder	The Professor	Build a Robot	Tree Houses
ode Checker	Back Roads	all the jokes	Study Buddy	Mr. Fix It	Puppy Hotline	Marathon Coach	CRITTERZ	globe guru	Sticker Maker	Racing League
uild a Robot	Sticker Maker	Golf Tracker	Poker Mentor	Travel Companion	Code Checker	Origami Expert	Magic Ma	tractor	Repair It	Hiking Helpe
oker Mentor	CRITTERZ	Fantasy Football	In Style	Tree Houses	History Buff	Math Mentor	Budget Buc	ation Guide	Pixel Artist	all the jokes

AI image generation



-v1
Feb 2022



-v2
April 12, 2022



-v3
July 25, 2022



-v4
Nov 5, 2022



-v5.1
May 3, 2023



-v5.2
June 23, 2023



AI image generat



-v1
Feb 2022



CAT in 2017



CAT in 2022



CAT in 2023 generated with creamAI Alpha



Jacques Alomo · 2nd 🏆

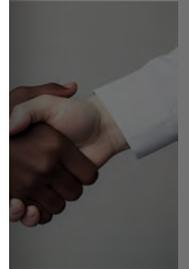
Head of AI Innovation sharing knowledge via (digital) keynotes...
Munich

👤 21K followers

1024 x 1024



-v 5.2
the 23, 2023

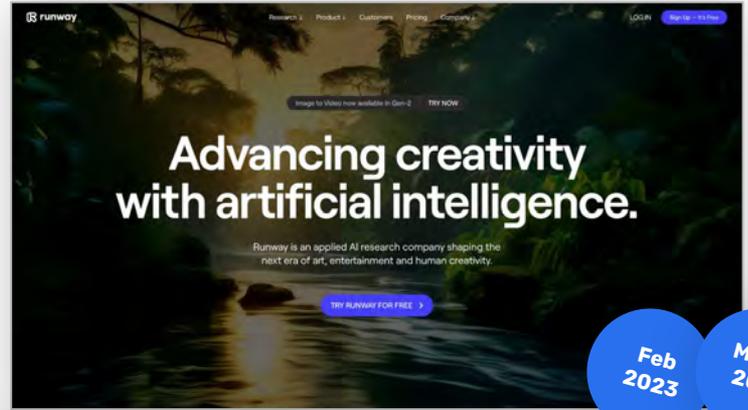




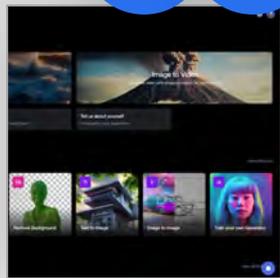
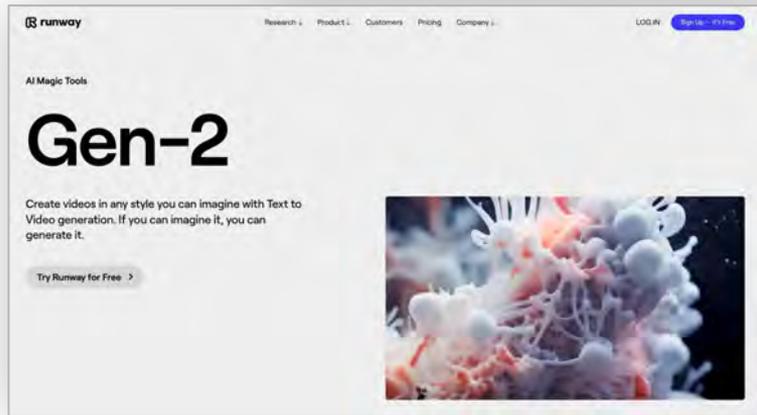
AI video generation



Sep 2022



Feb 2023
March 2023



AI video generation

Submitted on 29 Sep 2022

GEN:48

4 DAY SHORT FILM COMPETITION

BY **runwayStudios**

[VIEW WINNER](#) [VIEW FINALISTS](#)

1ST EDITION GEN:48 GRAND PRIX WINNER 2026
BY DAN HARMILL, JEFF HOOD



PRESENTING PARTNERS



TERMS AND CONDITIONS
PRIVACY POLICY



Runway
41,119 followers
19h · 🌐

We have released an update for both text to video and image to video generation with Gen-2, bringing major improvements to both the fidelity and consistency of video results.

Try it now at runwayml.com



 You and 647 others

43 comments · 112 reposts

Try Runway for Free >



Paul Graham 

@paulg



The scary thing about the speed at which AI is evolving is that it isn't yet mainly evolving itself. The current rate of progress is still driven mainly by improvements in hardware and in code written by human programmers.

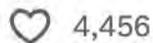
2:18 PM · Oct 1, 2023 · **763.1K** Views



241



527



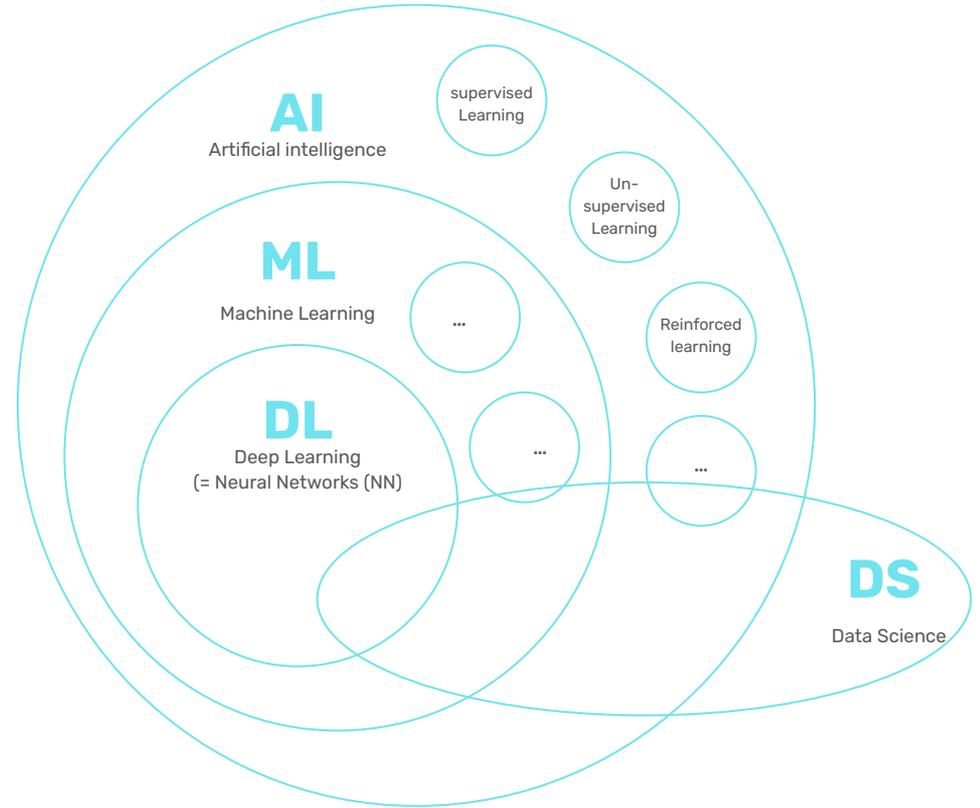
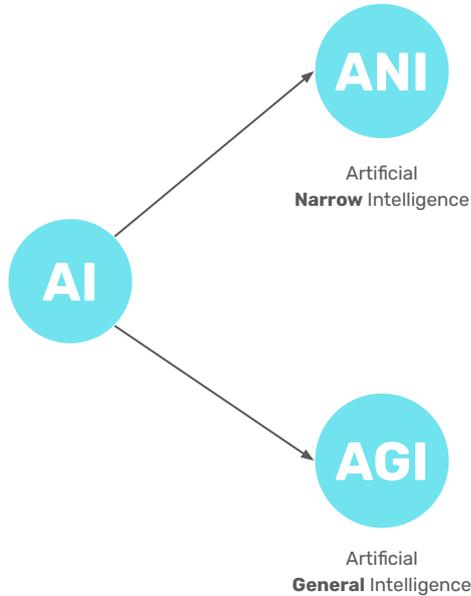
4,456



292



Terminology of «AI»



Large Language Models

**Darling,
have you
forgotten
today is...**



Large Language Models

Darling,
have
forgo
today,



What color are the feathers of the parrotfish?



The color of parrotfish feathers varies depending on the species and the environment in which they live. Parrotfish are colorful fish, often featuring vibrant colors such as red, blue, green, yellow and orange. These vibrant colors are used to camouflage themselves in coral reefs or to attract potential mates. Since your background is in creativity and design, you could use these colors and patterns as inspiration for your creative work.



Welche Farbe haben die Federn des Papageifischs



Die Farbe der Federn des Papageifischs variiert je nach Art und Umgebung, in der sie leben. Papageifische sind bunte Fische, die oft lebendige Farben wie Rot, Blau, Grün, Gelb und Orange aufweisen. Diese lebhaften Farben dienen dazu, sich in Korallenriffen zu tarnen oder potenzielle Partner anzulocken. Da Ihre Hintergrundinformationen im Bereich Kreativität und Design liegen, könnten Sie diese Farben und Muster als Inspiration für Ihr kreatives Schaffen verwenden.

Diffusion Models

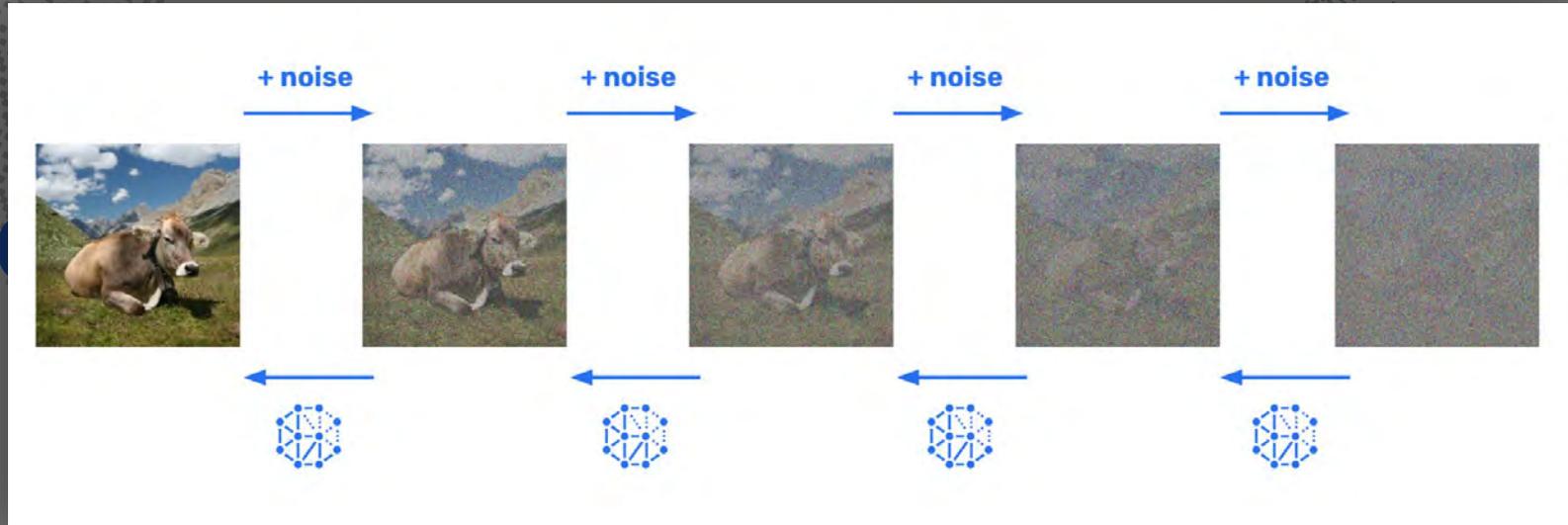
noise



shape



Diffusion Models



Diffusion Models

High-resolution image reconstruction with latent diffusion models from human brain activity

Yu Takagi^{1,2*} Shinji Nishimoto^{1,2}

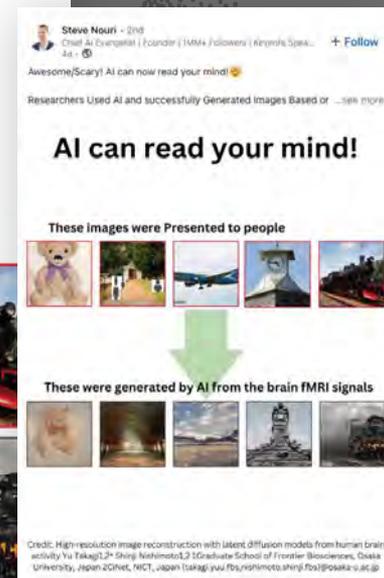
¹Graduate School of Frontier Biosciences, Osaka University, Japan

²CiNet, NICT, Japan

{takagi.yuu.fbs,nishimoto.shinji.fbs}@osaka-u.ac.jp



Figure 1. Presented images (red box, top row) and images reconstructed from fMRI signals (gray box, bottom row) for one subject (subj01).



noi

be

How AI^{*} will impact ~~your~~ everybody's job!



***Note**

Yeah, I know I should use the other terms like Machine learning or Deep learning instead of AI, but you know... I won't

Why is this crucial for everyone?



Future of Job Report

2023 - WEF

«Artificial intelligence, a key driver of potential algorithmic displacement, is expected to be adopted by nearly 75% of surveyed companies and is expected to lead to high churn – with 50% of organizations expecting it to create job growth and 25% expecting it to create job losses.»

Future of Jobs

Reskilling needs

WORLD
ECONOMIC
FORUM

44%

of workers' core skills
are expected to change
in the next five years



Source: World Economic Forum,
Future of Jobs Report 2023.

Harvard Business School

Boston Consulting Group

FACULTY & RESEARCH

Publications

2023 WORKING PAPER | HBS WORKING PAPER SERIES

Navigating the Jagged Technological Frontier: Field Experimental Evidence of the Effects of AI on Knowledge Worker Productivity and Quality

By: Fabrizio Dell'Acqua, Edward McCreel, Ethan Mollick, Hila Lifshitz-Assaf, Katherine C. Kellogg, Soran Rayanandri, Lisa Krayer, François Candellon and Katrin H. Lakshmi

Format: Print | Language: English | Pages: 58

ABSTRACT

The public release of Large Language Models (LLMs) has sparked tremendous interest in how humans will use Artificial Intelligence (AI) to accomplish a variety of tasks. In our study conducted with Boston Consulting Group, a global management consulting firm, we examine the performance implications of AI on realistic, complex, and knowledge-intensive tasks. The pre-registered experiment involved 758 consultants comprising about 7% of the individual contributor-level employees at the company. After establishing a performance baseline on a similar task, subjects were randomly assigned to one of three

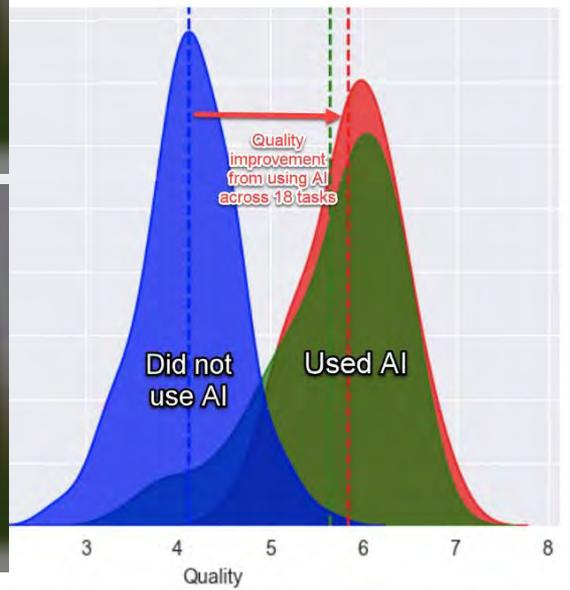
PAPER <https://www.hbs.edu/faculty/Pages/item.aspx?num=64700>

“for 18 different tasks selected to be realistic samples of the kinds of work done at an elite consulting company, consultants using ChatGPT-4 outperformed those who did not, by a lot. On every dimension. Every way we measured performance.”

Ethan Mollick
Centaur and Cyborgs on the Jagged Frontier

“Consultants using AI finished 12.2% more tasks on average, completed tasks 25.1% more quickly, and produced 40% higher quality results than those without. Those are some very big impacts.”

Ethan Mollick
Centaur and Cyborgs on the Jagged Frontier



Distribution of output quality across all the tasks. The blue group did not use AI, the green and red groups used AI, the red group got some additional training on how to use AI.

ARTICLE <https://www.oneusefulthing.org/p/centaur-and-cyborgs-on-the-jagged>

Nature

AI and science: what 1,600 researchers think

NEWS FEATURE | 27 September 2023 | Correction 10 October 2023

AI and science: what 1,600 researchers think

A Nature survey finds that scientists are concerned, as well as excited, by the increasing use of artificial-intelligence tools in research.

Richard Van Noorden & Jeffrey M. Perkel



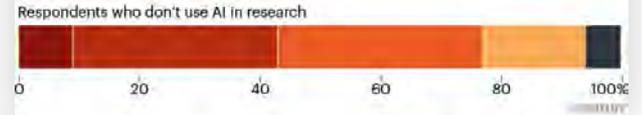
AI ANTICIPATIONS

Q: How useful do you think AI tools are for researchers in your field?

Legend: Essential (dark red), Very useful (red), Useful (orange), Slightly useful (light orange), Not at all useful (dark grey)



Q: How useful do you think AI tools will become for researchers in your field in the next decade?



Article

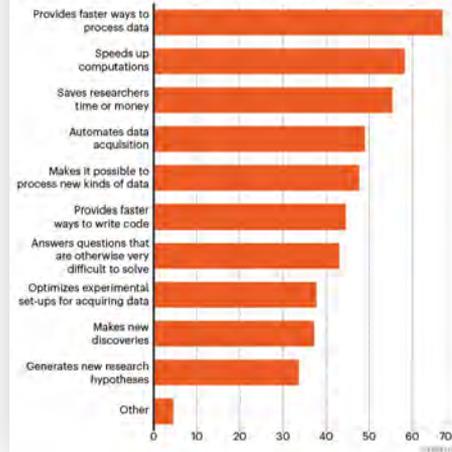
<https://www.nature.com/articles/d41586-023-02980-0>

PDF:

<https://www.nature.com/articles/d41586-023-02980-0.pdf?pdf=button%20sticky>

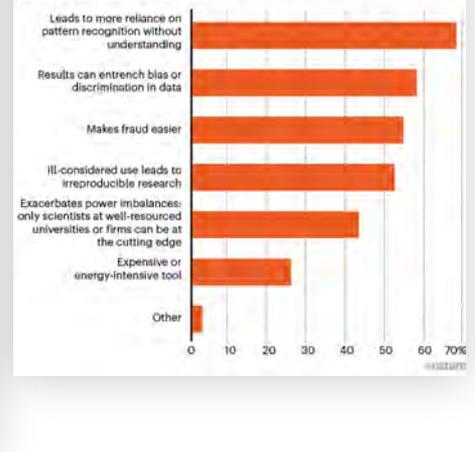
POSITIVE IMPACTS OF AI

Q: Considering machine-learning methods, what do you think are positive impacts of AI in research? (Choose all that apply.)



NEGATIVE IMPACTS OF AI

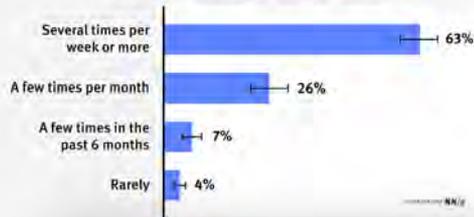
Q: Considering machine-learning methods, what do you think are negative impacts of AI in research? (Choose all that apply.)



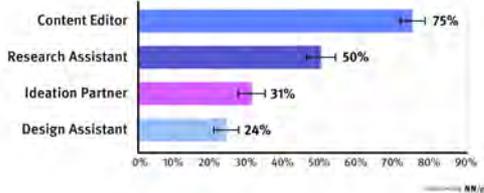
NN/g Nielsen Norman Group

AI as a UX Assistant

Most UX Professionals Use AI Several Times a Week for Work



UX Professionals Use Generative AI Tools Mostly for Content Work



Content Editor

Generating and editing text based on specifications or copy given by UX practitioners

Tasks	Examples
Generating UX microcopy	<ul style="list-style-type: none"> Error messages Navigation labels Help text
Creating a specific type of content	<ul style="list-style-type: none"> Press release Job descriptions Objectives and key results User stories Problem statements
Expanding, trimming, revising, or summarizing the text based on limits or constraints	<ul style="list-style-type: none"> Summarize a report into key points Descriptions with limited characters
Converting the text for a specific audience	<ul style="list-style-type: none"> Explain UX to non-UXers Improve the readability for a certain grade level
Enforcing a specific tone of voice	<ul style="list-style-type: none"> Keep the consistency of tone of voice throughout an app
Rewording and proofreading	<ul style="list-style-type: none"> Catch grammar issues Reword to increase clarity

Research Assistant

Conducting desk research and preparing UX-research documents

Tasks	Examples
Desk research	<ul style="list-style-type: none"> Study a new topic Check best UX practices Get resource recommendations Acquire new domain knowledge Summarize key points based on provided content
UX research tasks	<ul style="list-style-type: none"> Draft study protocols, scripts, and interview guides Finalize task wording Generate recruitment text Summarize insights and extract themes from research sessions Generate research reports and presentations

Ideation Partner

Exploring variations of content, including text and multimedia, ideating solutions, and reviewing ideas

Tasks	Examples
Exploring variations of content	<ul style="list-style-type: none"> From text to visuals At different granularity <ul style="list-style-type: none"> High-level strategic planning like presentation outlines Specific details like content on a slide and word choices
Ideating potential scenarios and solutions	<ul style="list-style-type: none"> Edge cases and scenarios Workshop activity ideas Feature generation
Roleplaying, asking the AI to play a specific role	<ul style="list-style-type: none"> Ask it to be a stakeholder Ask it to be a domain specialist to give suggestion and provide feedback
Validating ideas and identifying gaps	<ul style="list-style-type: none"> Check if ideas make sense Review if there are gaps in workflows and plans

Design Assistant

Generating and editing images and videos, and design deliverables

Tasks	Examples
Generating and editing images and videos	<ul style="list-style-type: none"> Generate visuals for interfaces, presentations, mood boards Create visuals consistent with existing ones
Creating design deliverables	<ul style="list-style-type: none"> Photo personas (photos and text) Storyboards and user flows Wireframes and prototypes UX maps (journey maps, empathy maps)
Providing recommendations	<ul style="list-style-type: none"> Color schemes IA recommendations

[nngroup.com/articles/ai-roles-ux-professionals](https://www.nngroup.com/articles/ai-roles-ux-professionals)

nngroup.com NN/g

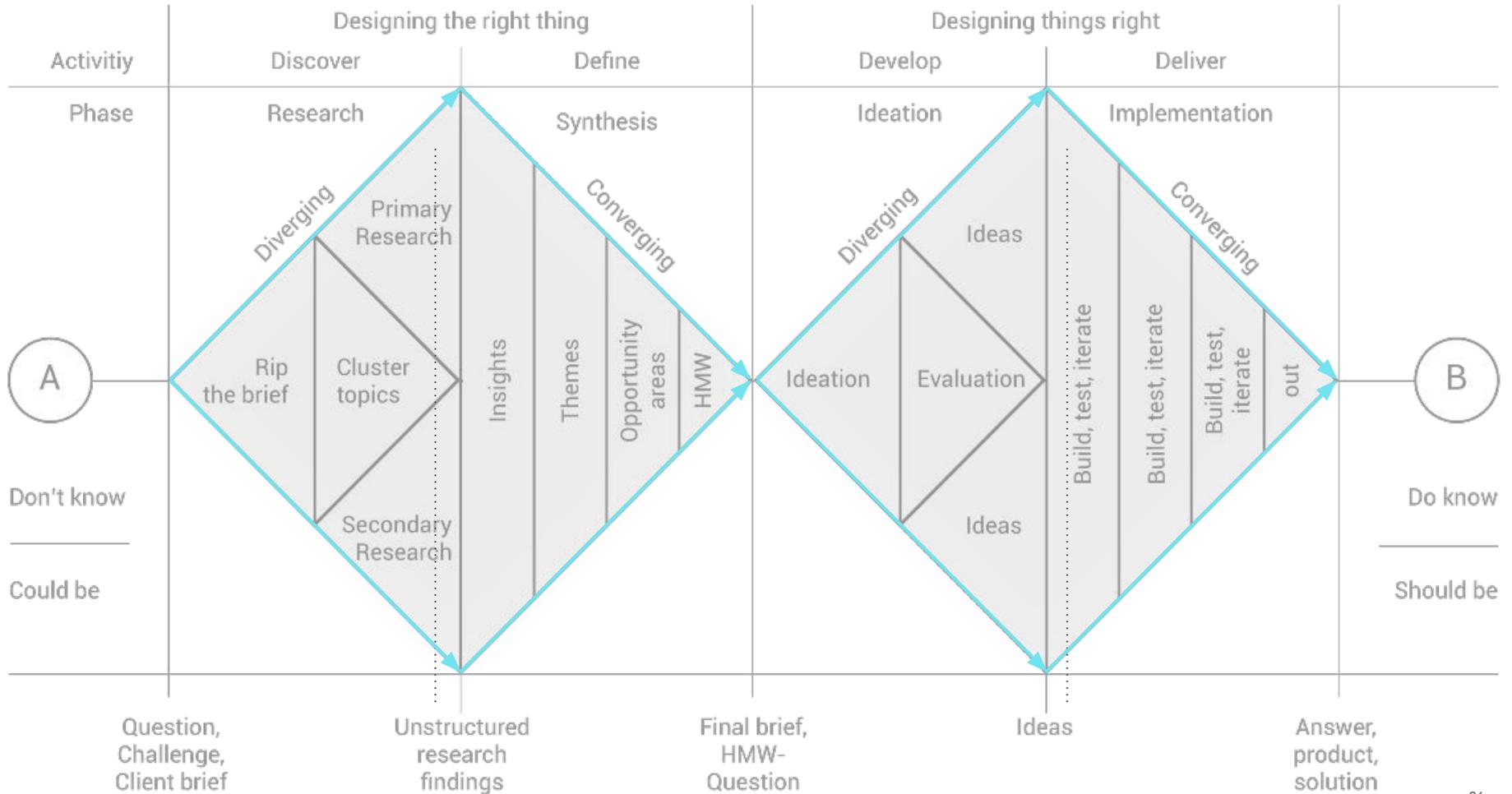
AI as a UX Assistant

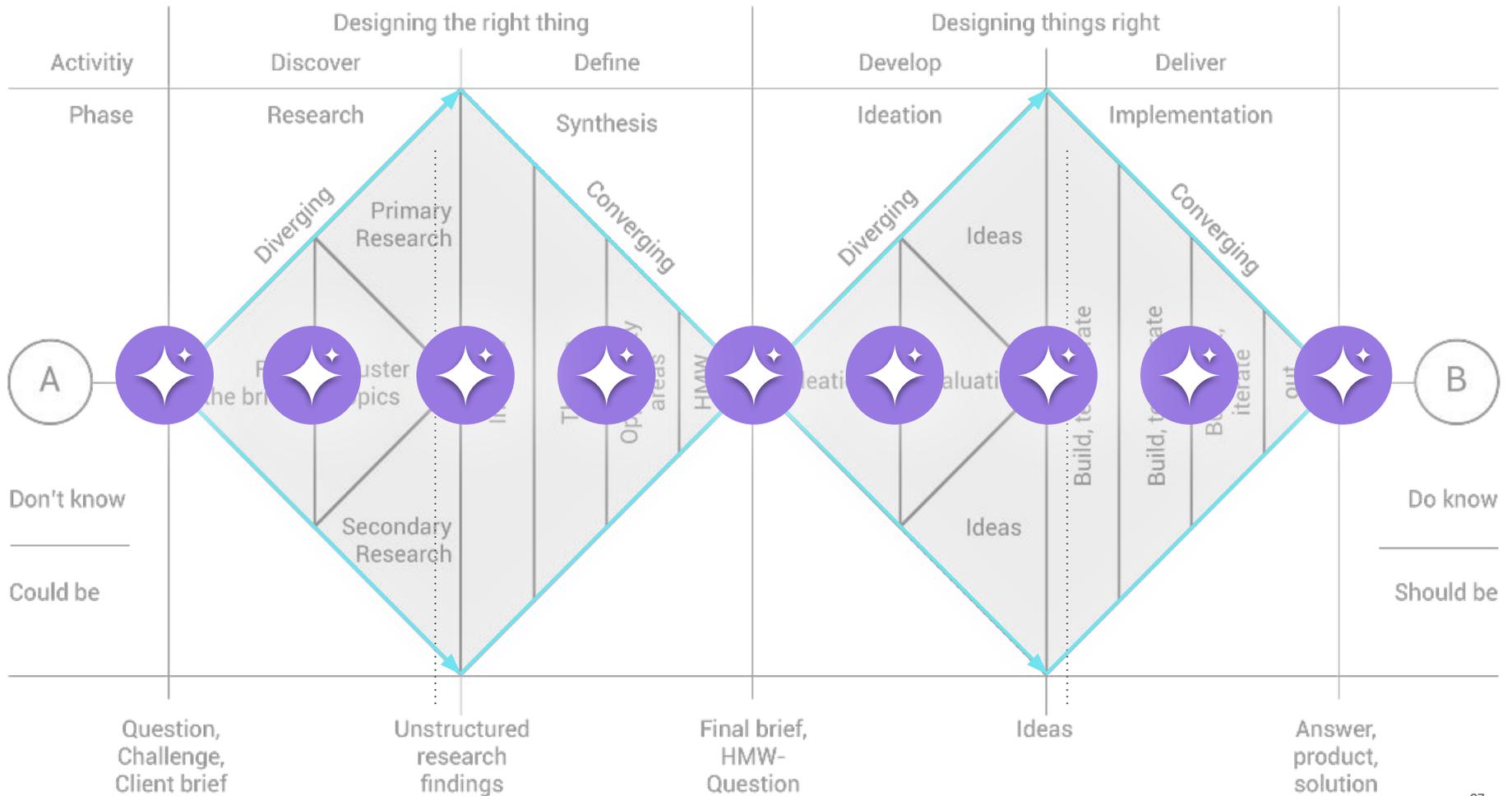
Summary: Generative AI tools support UX professionals by acting as content editors, research assistants, ideation partners, and design assistants.

By NN/g, NN/g 2023 and Future Work on October 21, 2023
Theme: Artificial Intelligence



Article <https://www.nngroup.com/articles/ai-roles-ux/>





The Power of AI in Enhancing the UX Design Process



1. Data-Driven Design Decisions.
2. Personalization and User Empathy Analysis
3. Automated Design Tools
4. Improved Accessibility and Inclusivity
5. User Testing and Feedback
6. Natural Language Processing (NLP) for Conversational UX.
7. Predictive Design Trends

<https://medium.com/@Ankush.A/the-power-of-ai-in-enhancing-the-ux-design-process-d57328f7276b>

RESEARCH (Discover)



1. **User Interviews:** Automated execution, transcription & translation / Sentiment analysis / Pattern recognition / Follow-up question suggestions.
2. **Surveys & Questionnaires:** Dynamic questionnaire adaptation / Real-time data analysis / Predictive analytics / NLP for open-text responses
3. **Competitive Analysis:** AI-driven market research / Automated competitor UX analysis / Sentiment analysis on competitor reviews / Predictive modeling
4. **Usability Testing:** Real-time user tracking / Automated user behavior analysis / Predictive analytics for feature success / Sentiment analysis / Behavioral pattern recognition
5. **Analytics Review:** Real-time performance tracking / AI-driven user segmentation / Predictive analytics / Automated insights generation
6. **Literature Review:** AI-driven literature recommendation / Sentiment analysis on reviews / Topic clustering / Automated summary generation.

Designing the right thing

Designing things right

Activity

Discover

Define

Develop

Deliver

Phase

SYNTHESIS (Define)



1. **Affinity Mapping:** AI-driven clustering / Topic modeling / Real-time updates / Suggestive tagging
2. **Persona Development:** Data-driven persona generation / Dynamic updates / Predictive analytics / NLP for qualitative data
3. **Problem Statement:** AI-assisted problem framing / Trend analysis / Data-backed validation / Hypothesis testing (HMW) / automated BMC & VPC
4. **Journey Mapping:** Automated touchpoint identification / Emotional journey tracking / Predictive modeling / Real-time journey adjustments
5. **User Flows:** AI-driven flow optimization / Automated touchpoint analysis / Predictive analytics / Real-time data incorporation
6. **Heuristic Evaluation:** Automated heuristic checks / AI-driven recommendations for improvements / Real-time evaluation updates / Sentiment analysis for expert reviews
7. **SWOT Analysis:** Real-time performance tracking / AI-driven user segmentation / Predictive analytics / Automated insights generation

A

B

Don't know

Do know

Could be

Should be

Question,
Challenge,
Client brief

research
findings

HMW-
Question

Answer,
product,
solution

Designing the right thing

Designing things right

Activity

Discover

Define

Develop

Deliver

Phase

IDEATION (Develop)



1. **Brainstorming:** AI-assisted idea generation / Trend analysis / Feasibility checks / Sentiment analysis for collaboration / Idea visualisations / Co-partner
2. **Prototyping:** Auto-design suggestions / User behavior simulations / Predictive analytics / Automated A/B testing, or even Hyper-Personalized testings
3. **Wireframing:** Layout generation (text2code, scribble2code) / User flow analysis / Real-time design adaptations / Automated accessibility checks
4. **Storyboarding:** AI-driven narrative generation / Real-time storyboard optimizations / Automated consistency checks / Sentiment analysis for user emotional journey
5. **A/B Testing:** Real-time data tracking / Automated result analysis / Predictive modeling for test outcomes / Sentiment analysis for qualitative feedback
6. **High-fidelity Mockups:** AI-driven design improvement suggestions / Real-time user interaction simulations / Predictive analytics for design elements / Automated color or Font scheme suggestions

A

B

Don't know

Do know

Could be

Should be

Question,
Challenge,
Client brief

research
findings

HMW-
Question

Answer,
product,
solution

IMPLEMENTATION (Deliver)



1. **Usability Testing:** Real-time user tracking / Automated behavior analysis / Predictive analytics / Sentiment analysis
2. **Development Hand-off:** Code generation / Real-time collaborative editing / Consistency checks / AI-driven project management
3. **Performance Analytics:** Real-time tracking / User segmentation / Predictive analytics / Performance improvement suggestions
4. **Iterative Improvement:** Change impact analysis / Real-time user feedback / Predictive modeling / Automated A/B/(Z) testing
5. **Quality Assurance:** Automated test scenarios / Real-time bug tracking / Predictive modeling for bug occurrences / AI-driven performance benchmarking
6. **Documentation:** AI-assisted content generation / Real-time document updates / Automated version control / Sentiment analysis for user feedback

Fazit

Designers must leverage AI analytics to make informed and proactive decisions. Understanding their audience and prioritizing critical information will enable them to create excellent designs.

- AI will change the ~~creative~~ process by making it **more efficient and effective.**
- AI will help ~~creators~~ **to generate ideas more quickly** and to evaluate and revise them more effectively.
- AI will also help ~~creators~~ to **better understand their audiences** and to **tailor their content to meet their needs.**

How to leverage AI for your work



***Note**

Yeah, I know I should use the other terms like Machine learning or Deep learning instead of AI, but you know... I won't

How to leverage AI for your work

Network / *Learn*



Get **early access** for AI-tools; Sign **newsletters & podcasts**; Attend **conferences**; **Follow AI-leaders** for free on social media.

Play / *Fail*



Find a side / **fun project** ; be not afraid to fail ; Split teams into AI & non-AI to compare; Try humor, Use **metaphors**.

Think / *Critic*



Stay alert; Have a slack ear for fears of others; Be aware of negative aspects, such as: **biases, censorship, plagiarism, fraud, injustice & environmental impact**.

Explore / *Implement*



Think about where and how to **implement into existing processes**; start small and **focus & succeed**.

Tell / *Share*



Share your findings; Communicate your insights, internally & externally; Install an AI ambassador in your team/company.

«As **generative AI is becoming a commodity**, it is clear that the problem is migrating from how to create to what to create. In other words **what strategy is needed to standout in a sea of AI outputs.**»



[Salmane Saadani](#)

Chief Product Officer Storyroom

Using AI to turn Data into Communication
& Branding Strategy



Santiago 

@svpino



AI will not replace you. A person using AI will.

2:00 PM · Jan 5, 2023 · **3.4M** Views

6,229 Retweets **663** Quote Tweets **39.3K** Likes

Santiago
<https://twitter.com/svpino>

AI Assists

GPT-4 is OpenAI's most advanced system, producing safer and more useful responses



GPT-4 Developer Livestream

GPT-4 can solve difficult problems with greater accuracy, thanks to its broader general knowledge and problem solving abilities.

creativity view source large content

GPT-4 is a more capable and conversational than our previous GPT models. GPT-4 can interact with users on creative and technical writing tasks such as generating design writing, copywriting, or writing a user's writing style.

your

Explain the plot of Cinderella in a sentence where each word has to begin with the next letter of the alphabet from A to Z, without repeating any letters.

Open

A MESSAGE FROM OUR CEO

An important next step on our AI journey

Feb 06, 2023 4 min read

Sunder Pichai
CEO of Google and Alphabet

How Bard Works
A Responsible Approach to AI

the world's most advanced and most universally accessible AI systems.

Since then, we've continued to make investments in AI across the board, and Google AI and DeepMind are advancing the state of the art. Today, the scale of the largest AI computations is doubling every six months, far outpacing Moore's Law. At the same time, advanced generative AI and large language models are capturing the imaginations of people around the world. In fact, our Transformer research project and our field-leading paper in 2017, as well as our important advances in diffusion models, are now the basis of many of the generative AI applications you're starting to see today.

Introducing Bard

It's a really exciting time to be working on these technologies as we translate deep research and breakthroughs into products that truly help people. That's the journey we've been on with large language models. Two years ago we unveiled next-generation language and conversation capabilities powered by our Language Model for Dialogue Applications (or LLaMA for short).

OpenAI Research AI GPT-4 Safety Company

ChatGPT can now see, hear, and speak

We are beginning to roll out new voice and image capabilities in ChatGPT. They offer a new, more intuitive type of interface by allowing you to have a voice conversation or show ChatGPT what you're talking about.



2M Developers	92% Fortune 500	100M Weekly active users
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Grok

Conversational AI for understanding the universe

MANYONE ON AI

Three key takeaways from today's OpenAI announcements

The hyper quick cheat sheet to today's first ever developer conference hosted by Open AI the company behind ChatGPT. Here is a link to the full event <https://www.youtube.com/watch?v=U9mJuUkhUzk>.



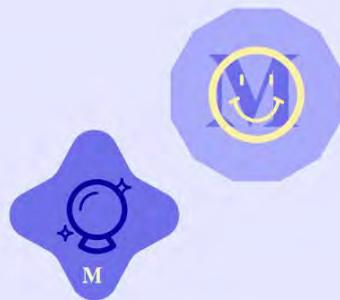
A new model

A new model called "Turbo" was introduced - faster, cheaper (2-3 times cheaper) and more multimodality (read: voice, text, code input and output). Commercial use cases are now more feasible than before with fine tuning and custom model options.

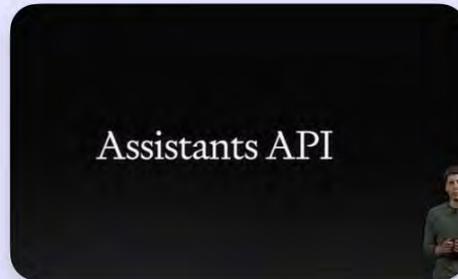


A new Ecosystem

Open AI introduced new ecosystem of apps assistances - they call them GPTs. Customised AI assistance bots that remember the context of their task and can be trained on custom data. They can be used privately (no code needed to build them) or "published" in their store (new creator revenue share program coming up).



THOUGHTS & CONSIDERATIONS

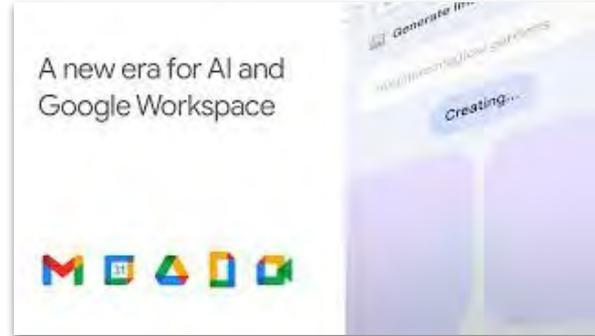
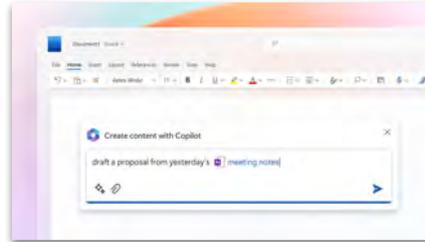


A new way to build API's

A new era of development and User Interface design is born. Assistants API - allows developers to build API's supporting multimodal UI development on the go - with natural language input.

Manyone

AI Assists



Text -2-Text

LUIE, RASCO LLMs SESSIONS

THE text Fx PROJECT

AI-powered tools for rappers, writers and wordsmiths.

- A=B
- /AA
- Scene
- Chain
- POV

TextFX is an AI experiment that uses Google's PaLM 2 large language model. These 10 tools are designed to expand the writing process by generating creative possibilities with text and language.



sudo write

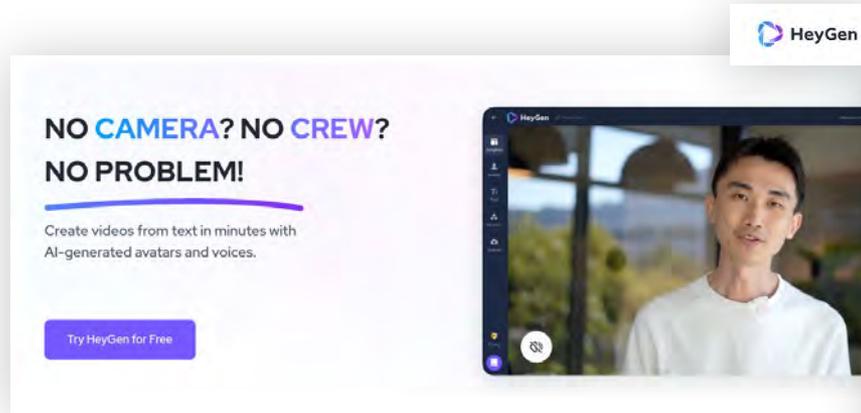
FAQ Pricing Log in

Sudowrite is the **non-judgmental**, **always-there-to-read-one-more-draft**, **never-runs-out-of-ideas-even-at-3AM**, AI writing partner you always wanted.

Try Sudowrite for free

VANITY FAIR The New York Times THE NEW YORKER The Atlantic THE VERGE The Washington Post

Text/Video-2-Speaker

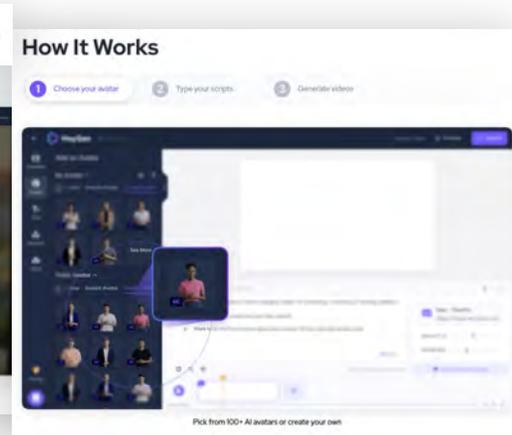


HeyGen

NO CAMERA? NO CREW? NO PROBLEM!

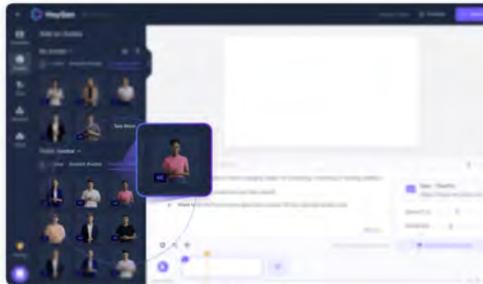
Create videos from text in minutes with AI-generated avatars and voices.

[Try HeyGen for Free](#)

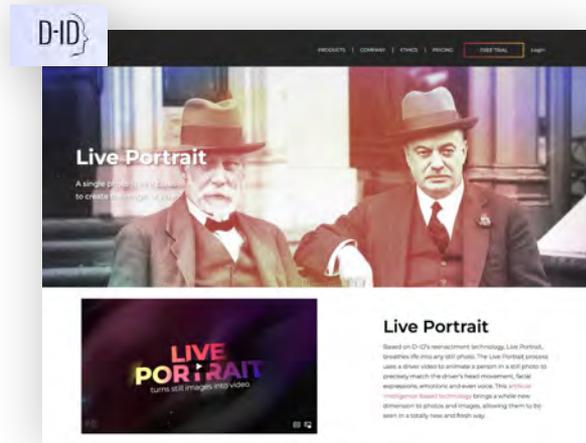


How It Works

- 1 Choose your avatar
- 2 Type your script
- 3 Generate video



Pick from 100+ AI avatars or create your own



D-ID

Live Portrait

A single professional portrait to create personalized videos



Live Portrait

Based on D-ID's re-enactment technology, Live Portrait, creates life-like avatars from still photos. The Live Portrait process uses a driver video to animate a person in a still photo to precisely match the driver's head movement, facial expressions, emotions and even voice. This artificial intelligence-based technology brings a whole new dimension to photos and images, allowing them to be seen in a totally new and fresh way.



synthesia

Create professional videos in 60+ languages

Synthesia is a web-based platform for creating a video with AI avatars and voices. Thousands of avatars are ready to create videos on topics. 82% faster than Netflix.

[Create a Free AI video](#)



Trusted by 12,000+ companies of all sizes

REUTERS | Teleperformance | WPP | B/S/H/ | BBC

Text-2-Image

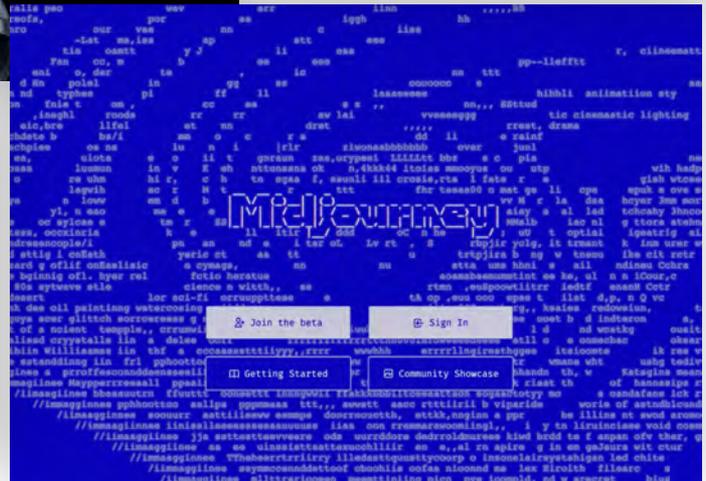
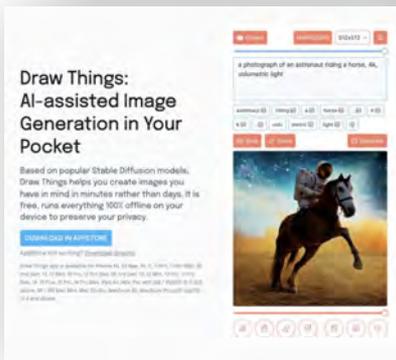
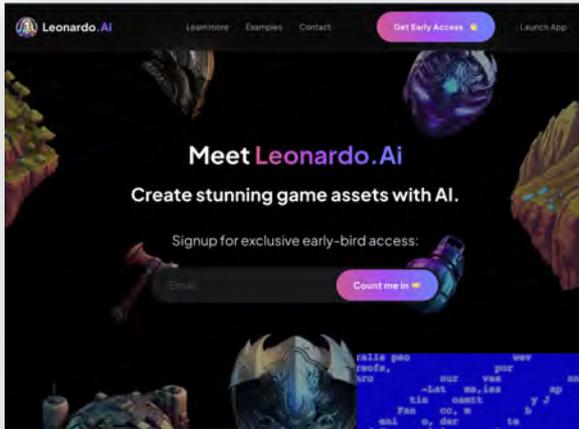
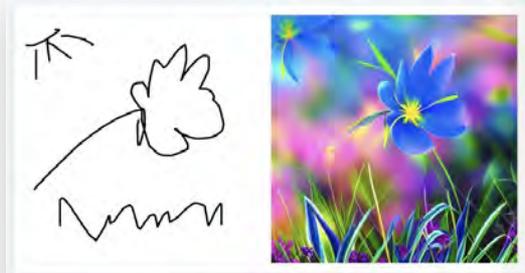


Image -2-Image



Scribble Diffusion

Turn your sketch into a refined image using AI



"Flower in the grass with sunshine"

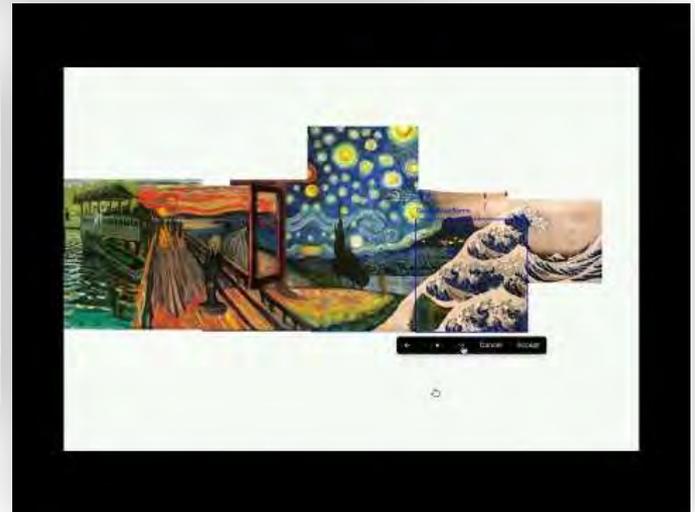
Copy link

the sun setting behind the mountains

Go

Use the AI to generate images from text. This is a demo of the AI image generator.

Powered by: ControlNet by Lvmin Zhang, Romb3k, Wang, and Lobato.



text/image/video -2-video

8. Feb
2023

AI Magic Tools

Gen-1

Use words and images to generate new videos out of existing ones.

[Try Runway for Free >](#)



- Gen-2
- Gen-1
- Text to Image
- Image to Image
- Infinite Image
- Inpainting
- Frame Interpolation
- Custom AI Training

21. Mar
2023

runway

Research | Product | Customers | Pricing | Company

LOG IN [Sign Up - It's Free](#)

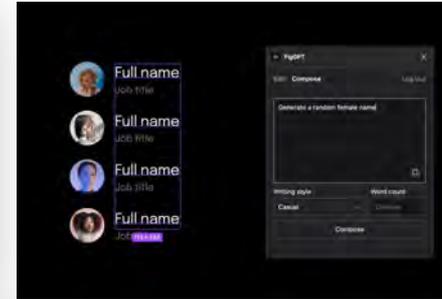
AI Magic Tools

Gen-2

Create videos in any style you can imagine with Text to Video generation. If you can imagine it, you can generate it.

[Try Runway for Free >](#)





Text -2-UI

Galileo AI

Idea to design in an instant, powered by AI

Galileo AI creates delightful, editable UI designs from a simple text description. It empowers you to design faster than ever.

[Request early access](#)

Describe your design... [Generate](#)

Text-2-Code

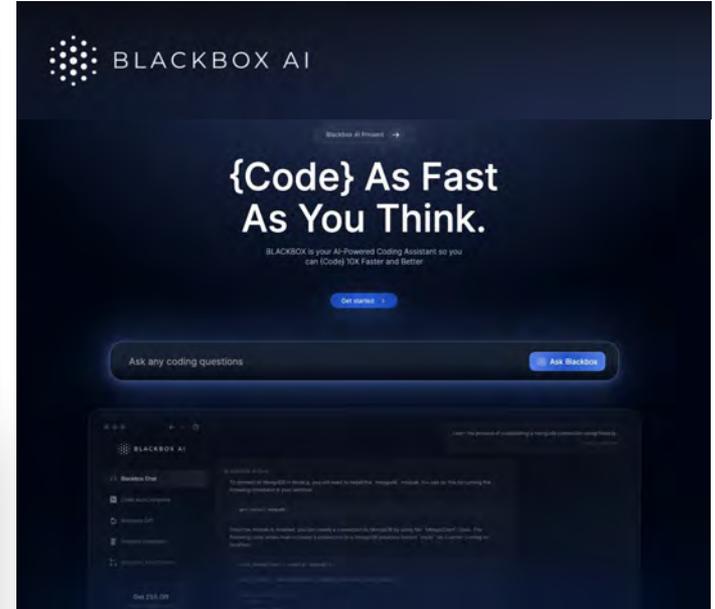


 The code can be optimized as follows: 👍 💬

```
python Copy code
```

```
def padded_dict(keys, values):  
    pad_dict = dict(zip(keys, values[:len(keys)]))  
    return pad_dict
```

The optimized code combines all three conditions into a single line, which uses the slicing operator `[:len(keys)]` to extract the first `len(keys)` values. This ensures that the length of `values` will not be greater than `keys`.

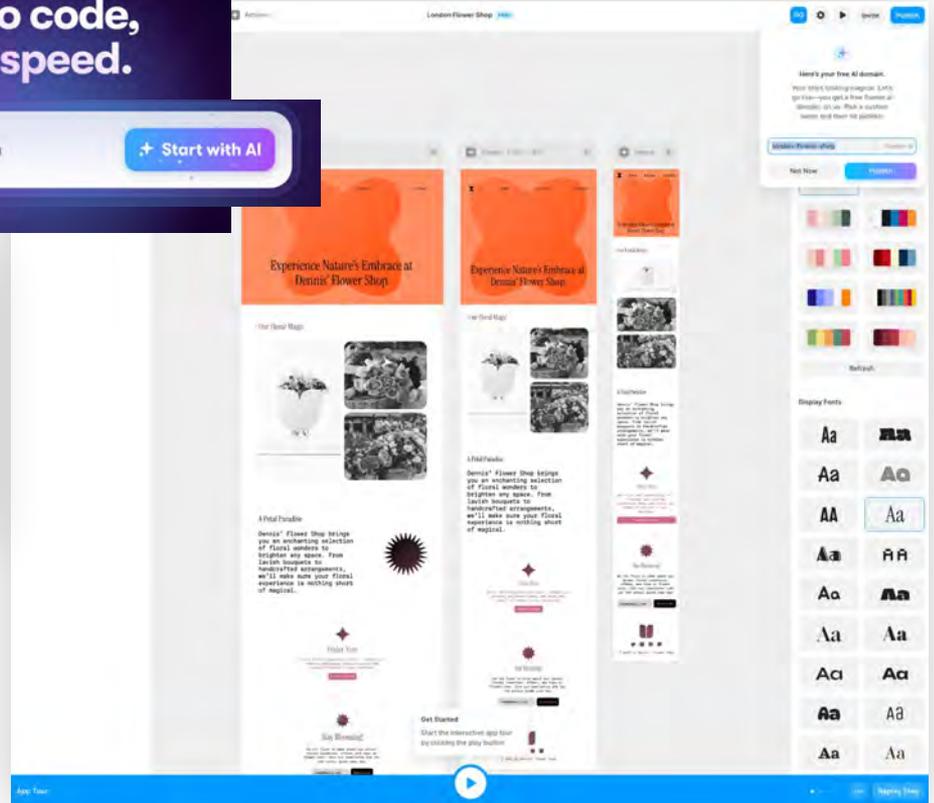


Text-2-Website

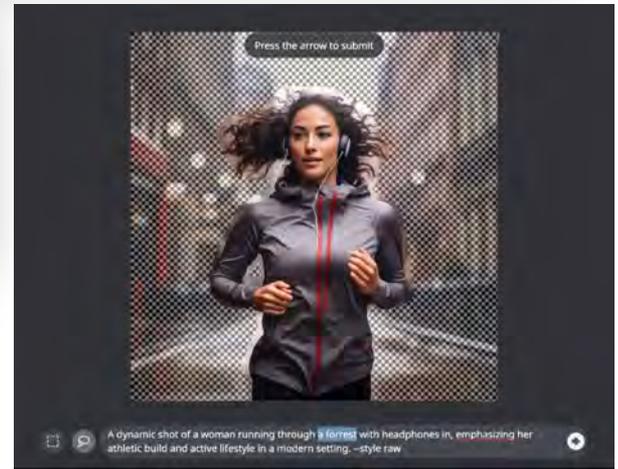
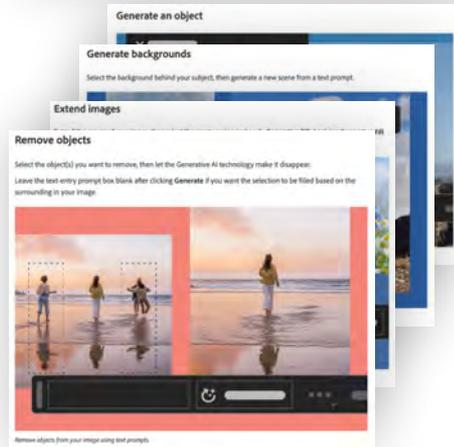
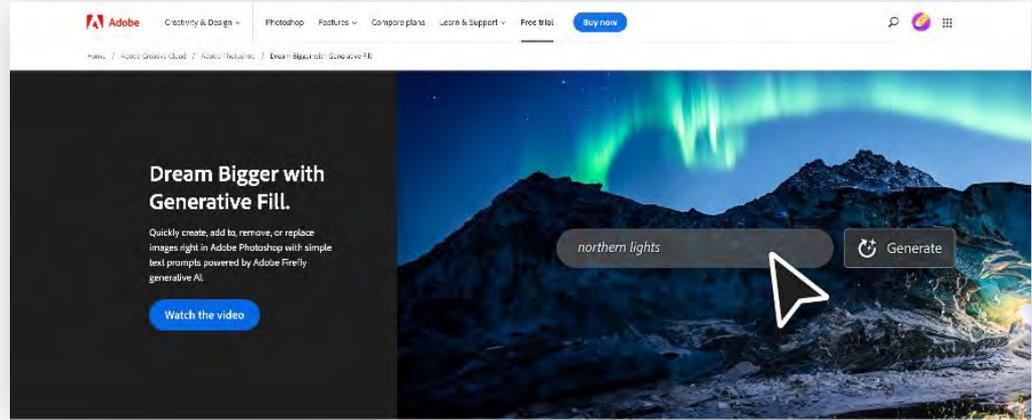
Start your dream site with AI. Zero code, maximum speed.

AI An event called Jazz Nite in Amsterdam

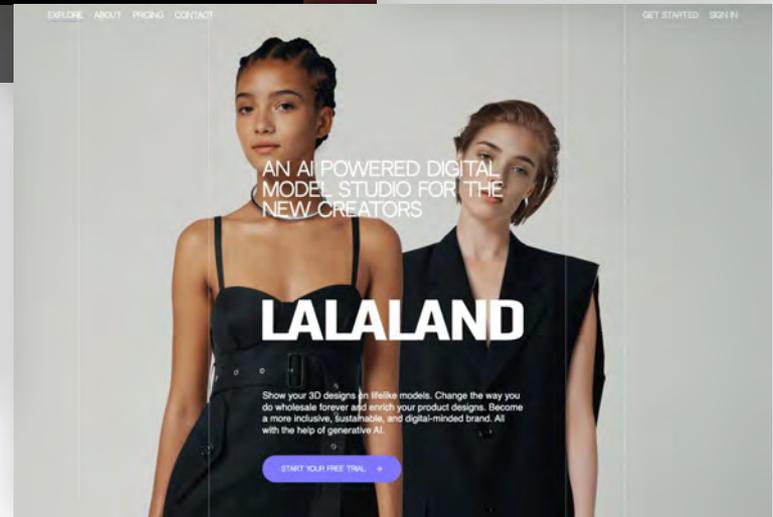
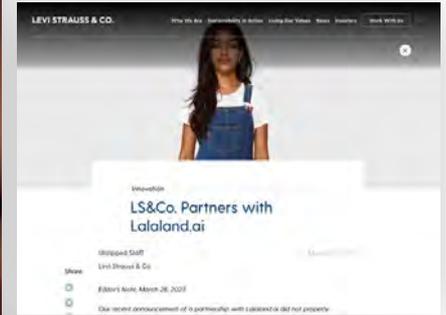
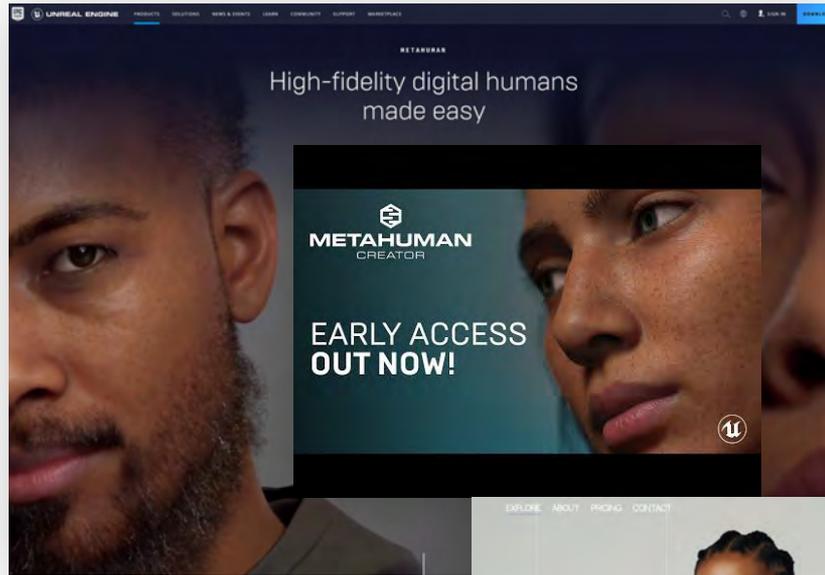
+ Start with AI



Text-2-Generative Fill



Code-2-human



Let's be lazy and let the AI run the job...?

Experimental Run Throughs

From Desk Research & UX
to Visualization & Communication



Prototypical Use Case 1

Merging UX and Design to Hyper-Personalize Online Ads with AI tools

Being **dangerously lazy!**
Ignoring Bias issues for
demo reasons

- 1. We are creating an online portal that people can use to find out about diseases, about their own fitness, as well as those of their children or parents. The portal offers interactive information, should be worth reading and should be a first point of contact. It does not replace a doctor. Two questions about this: 1) What could be the target groups for such an online portal? 2) What informative content sections worth reading can be for such an online-portal?
- 2. Can you name 3-4 possible "User Stories", i.e. generate application examples (and output them in table form: 1. Target group column 2. User Journey/application example column 3. Reason for user story in connection with online content of the portal)
- 3. Please detail example 1! A user who recently received a diagnosis is looking for information about their illness, based on 6-8 possible interactions of the user with the online medical portal

1. Research

Giving ChatGPT a short briefing framse set and tasks

- a. Medical Online Platform
- b. Target groups
- c. Interactions User Flows
- d. Create User Stories

...

Target group of health conscious people

Persona Lisa Müller

- Age: 32 years
- Occupation: Marketing Director
- Marital status: Single
- Hobbies: Yoga, running, hiking, reading, gardening
- Challenges: Lack of time for her busy schedule, stress, wanting to stay fit and healthy
- Other features: Active on social media, frequent traveler, health-conscious, environmentally friendly



Lisa Müller

Jobs to be Done

1. Find information about health and fitness quickly and efficiently
2. Discover new workout or training techniques
3. Learning about sustainable health trends and news

Goals

1. Quickly finding reliable and up-to-date information on health topics
2. Get personalized advice or support that fits her active lifestyle
3. Discovering the amount of attention in supporting information sites

2. Create Personas

Create Profile insights and Visualization

- a. Personal information
- b. Pains, Gains Jobs-2b-done
- c. Image prompting
- d. Prompt optimization

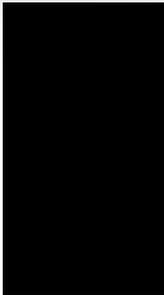
...

For Lisa Müller:

1. **Headline:** "Unlock Your Optimal Health!"
 - **Copy:** Dive into curated wellness content tailored just for the modern go-getter like you.
2. **Headline:** "Meditation, Yoga, Diet? We've Got You Covered!"
 - **Copy:** Explore our platform for the latest tips and techniques that align with your dynamic lifestyle.
3. **Headline:** "Your Reliable Source for All Things Health!"
 - **Copy:** Cut through the noise. Access up-to-date, scientifically-backed information with...

Urban Runner: A dynamic shot of a woman (resembling Lisa) running through an urban environment with headphones on, emphasizing her athletic build and active lifestyle in a modern setting.

A dynamic shot of a woman (resembling Lisa) running through an urban environment with headphones on, emphasizing her athletic build and active lifestyle in a modern setting. —ar 6:6 —style raw —@fancypost

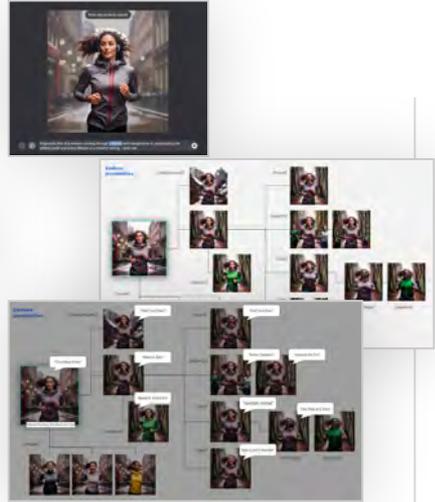



3. Creation

Create Key Visuals and Key Messages

- a. Headline, Copy variations
- b. Prompt generating
- c. Image generating
- d. AI animation of Visual

...



3. Customize

Create hyper-personalized variations of Key Visual/Text

- a. Using prompt variations
- b. Vary Headlines/Copy according to visual

...

Blog post <https://netgen.io/blog/ai-creativity-2-merging-ux-and-design-to-personalize-online-ads-with-ai>

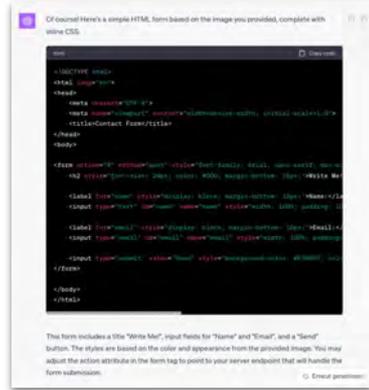
Prototypical Use Case 2.1

Rapid prototyping – from **Scribble** to **HTML/CSS** via **ChatGPT** to **WYSIWYG Website**



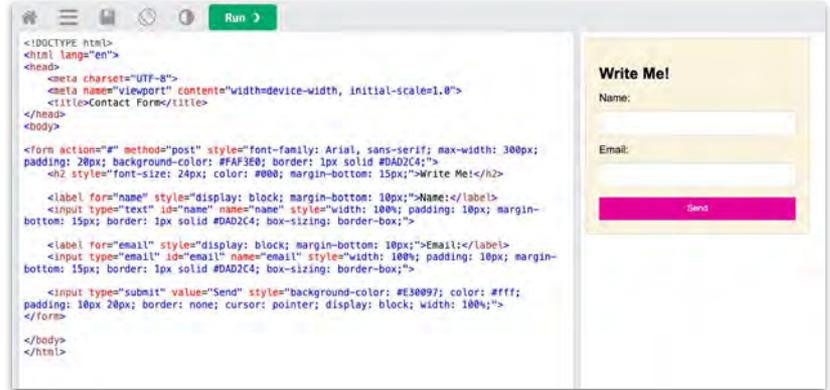
1. A photo of a simple scribble on a Post-It for a contact form

- Headline
- Form Fields
- Button



2. Upload to ChatGPT and ask for Code

- HTML
- CSS



3. Copy/paste HTML code into HTML editor tool

- HTML
- CSS

4. WYSIWYG output

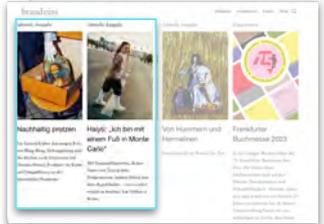
- UI layout
- rough prototype

Linkedin Post: https://www.linkedin.com/posts/dennis-oswald-4a260222_chatapt-activity-712104707022912256-MFs7?utm_source=share&utm_medium=member_desktop

Prototypical Use Case 2.2

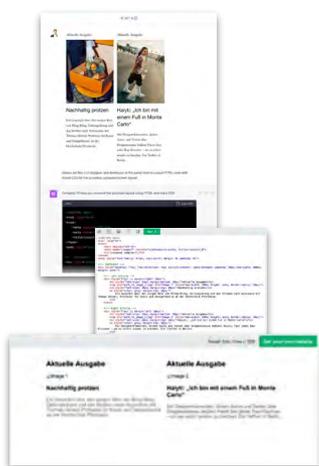
Rapid prototyping – from **Layout/Screenshot** to **HTML/CSS** via **ChatGPT** to **WYSIWYG** Website

Original screenshot



1. Any screenshot of a website or layout

2. Ask Chat GPT to built HTML/CSS for it



2. Copy HTML/CSS into WYSIWYG

as the images will not be linked can you write the same code however substitute the 2 images by gray rectangles in the proportion of ratio 1:2 for both images?

ok next step, integrate the following image URLs into the code, also use their original ratio

- image 1: <https://storage.muc1.de.bnerd.com/public-p-8c79-402b-8f41-283b194555a3/pictures/pictures/45730/268765e5dd57078d45615f570750baacd9c952074/>
- image 2: <https://storage.muc1.de.bnerd.com/public-p-8c79-402b-8f41-283b194555a3/pictures/pictures/45729/bdf606d0cecdb355308764b557bdc73c8f13434/>

can you add some interaction functionalities for me?

- for h2 please set main color to green, use a serif font, make them half the size and add mouseover to underlined, also increase space so zoomed images will not be overlapped
- for images on mouseover small zoom effect
- h3 use serif font in italic and double the size

Keep the last style changes you made, and add two more columns to the right with the content provided screenshot. In addition, here are the image URLs for image 3 and image 4



3. Ask ChatGPT in "natural Language" for several optimizations ...

- Image placeholders
- Image URL
- Text colors, styles and sizes

4. Copy code to WYSIWYG and improve

- Add effects, e.g. Hover, Image-Zoom
- Ask for additional two Columns
- Optimize proportions, spaces etc.

Generated HTML + generated Modifications



5. WHYSIWYG output

Prototypical Use Case 3

Heuristic website analytics by ChatGPT (according to Jakob Nielsen's 10 Usability Heuristics for User Interface Design)

Analysis via URL

1a. Pre-set ChatGPT
Ask to act as an UX expert

Hello! You are a UX expert and your are a top shot of the topic of "Heuristic" and "Heuristic Analysis" - Are you familiar with topic, methods and examples in this field?

Hello! Heuristic analysis is indeed a fascinating and crucial aspect of user experience (UX) design. It involves evaluating a product or system's user interface using recognized usability principles (heuristics). Here's a breakdown of some tools, methods, and examples in this field:

Tools and Methods:

- Heuristic Analysis:** Applying established usability principles such as Jakob Nielsen's 10 Usability Heuristics.
- Usability Testing:** Involves observing users as they interact with the product to identify usability issues.
- Persona Development:** Creating fictional characters that represent different user types to guide design decisions.
- Task Analysis:** Breaking down tasks into smaller steps to identify potential points of failure or confusion.
- Wireframing and Prototyping:** Creating visual representations of the user interface to test layout and flow.
- Accessibility Audits:** Ensuring the product is usable by people with disabilities.
- Competitive Analysis:** Studying competitors' products to identify best practices and areas for improvement.
- Surveys and Questionnaires:** Gathering user feedback and preferences.
- Analytics:** Using data to track user behavior and identify usability issues.

Real-World Example:

- Jakob Nielsen's 10 Usability Heuristics for User Interface Design** is a classic example of a heuristic set used in evaluations. Applying these heuristics in a structured analysis can uncover many usability issues in a variety of digital products.

1b. provide URL
Provide an URL, ask to scan content

OK, but please can you do it for: <https://ergomedico.com/>

Durchsuchen beendet

Based on Jakob Nielsen's 10 Usability Heuristics for User Interface Design, here's a heuristic analysis of the website <https://ergomedico.com/>:

1. Visibility of System Status

- The language used on the site is professional and seems to match the terminology familiar to the target audience.
- Information is logically presented under different headings making it easy to understand.

2. User Control and Freedom

- The navigation menu provides an easy way to jump between different sections of the website.
- However, there isn't a clear "back to top" button, which could have provided better user control and freedom.

3. Consistency and Standards

- The website maintains a consistent design, with a common layout and navigation menu across different pages.

4. Error Prevention

- The website doesn't have many interactive elements that potentially generate errors.
- However, any forms on the website should have clear error prevention measures such as input validation.

5. Recognition Rather Than Recall

- The navigation menu and other UI elements are self-explanatory, minimizing the memory load required from users.

6. Flexibility and Efficiency of Use

- The website seems to lack advanced search functionality, which could impact the efficiency of use for more experienced users.

7. Aesthetic and Minimalist Design

- The design is simple, clear, and focuses on presenting information in a clear and straightforward manner.
- There might be a bit of an overload of options in the navigation menu, which could be streamlined for simplicity.

8. Help Users Recognize, Diagnose, and Recover from Errors

- There is no visible error messaging or feedback system to assist users in case they encounter issues on the site.

In summary, the website performs well in terms of consistency, matching system and real-world conventions, and recognition over recall. However, it could benefit from improved user control and freedom, error prevention, and assistance in recovering from errors.

Analysis visual via Screenshots

2a. Inputs to ChatGPT
Ask to act as an UX expert and upload a screenshot

Can you do a Heuristic Analysis for a provided Screenshot according to "Jakob Nielsen's 10 Usability Heuristics for User Interface Design" for me please?

Of course! Please go ahead and upload the screenshot you'd like me to analyze. After I receive the image, I'll do a heuristic analysis based on Jakob Nielsen's 10 Usability Heuristics for User Interface Design.



2b. Check & Refine
Check answer and enquire

Let's continue with a heuristic analysis based on the provided screenshot, using Jakob Nielsen's 10 Usability Heuristics for User Interface Design:

1. Visibility of System Status

- As with the previous screenshot, the header remains consistent, making the user aware of their location within the website.
- The announcement bar at the top still provides relevant and timely information.

2. Match Between System and the Real World

- The language remains accessible and comprehensible for a wide audience.
- The expertise to develop drugs faster to improve and save lives is a clear value proposition that resonates with users interested in healthcare.

3. User Control and Freedom

- As before, navigation remains clear with visible items such as "Learn More" and "What Our Users" sections.

4. Consistency and Standards

- The design retains its consistency with familiar elements like the navigation bar and visual content structure.

5. Error Prevention

- The design remains consistent, with clear call-to-action buttons and concise information, reducing potential user errors.

6. Recognition Rather Than Recall

- The clear organization, primarily using "Solutions" and "Therapeutic Expertise" aids in user recognition of offerings.

7. Flexibility and Efficiency of Use

- The "Solutions" section, with expandable and clear filters, can help both new and returning visitors navigate to their desired content.

8. Aesthetic and Minimalist Design

- Images in use effectively supplement the text. The design remains focused on the primary content without unnecessary additions.

9. Help Users Recognize, Diagnose, and Recover from Errors

- Based on the provided screenshot, clear error handling capabilities are not immediately visible.

10. Help and Documentation

- The information is structured in a way that allows both high-level audiences ("Solutions for Health, Innovation & Drug Development") and deeper dives ("Therapeutic Expertise").

The webpage seems to do a good job in aligning with Nielsen's usability heuristics, offering a visually appealing and user-friendly design that conveys its message effectively. Again, a full analysis would benefit from an interactive exploration of the website.

Can you say something about visual appearance like color usage or contrast?

Of course! Let's delve into the visual design elements, specifically focusing on color usage, readability, and overall visual aesthetics based on the provided screenshot:

Color Palette:

- The primary colors in use are blue and white, which convey a sense of trustworthiness and professionalism. The many blue is a subtle and calming hue, often associated with expertise and reliability.

← Post



Here's a demo of the gpt-4-vision API that I built in [@bubble](#) in 30 min.

It takes a URL, converts it to an image, and sends it through the Vision API to respond with custom landing page optimization suggestions.



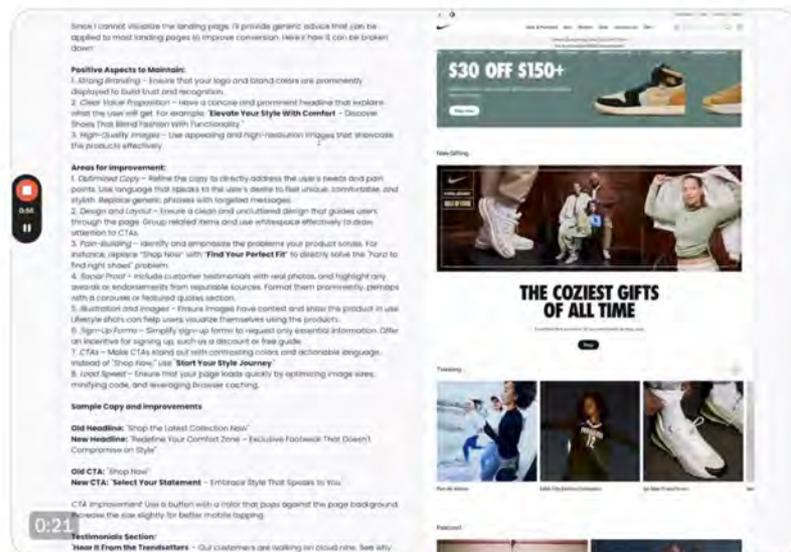
11:55 PM · Nov 6, 2023 · 12K Views

← Post



Here's a demo of the gpt-4-vision API that I built in [@bubble](#) in 30 min.

It takes a URL, converts it to an image, and sends it through the Vision API to respond with custom landing page optimization suggestions.



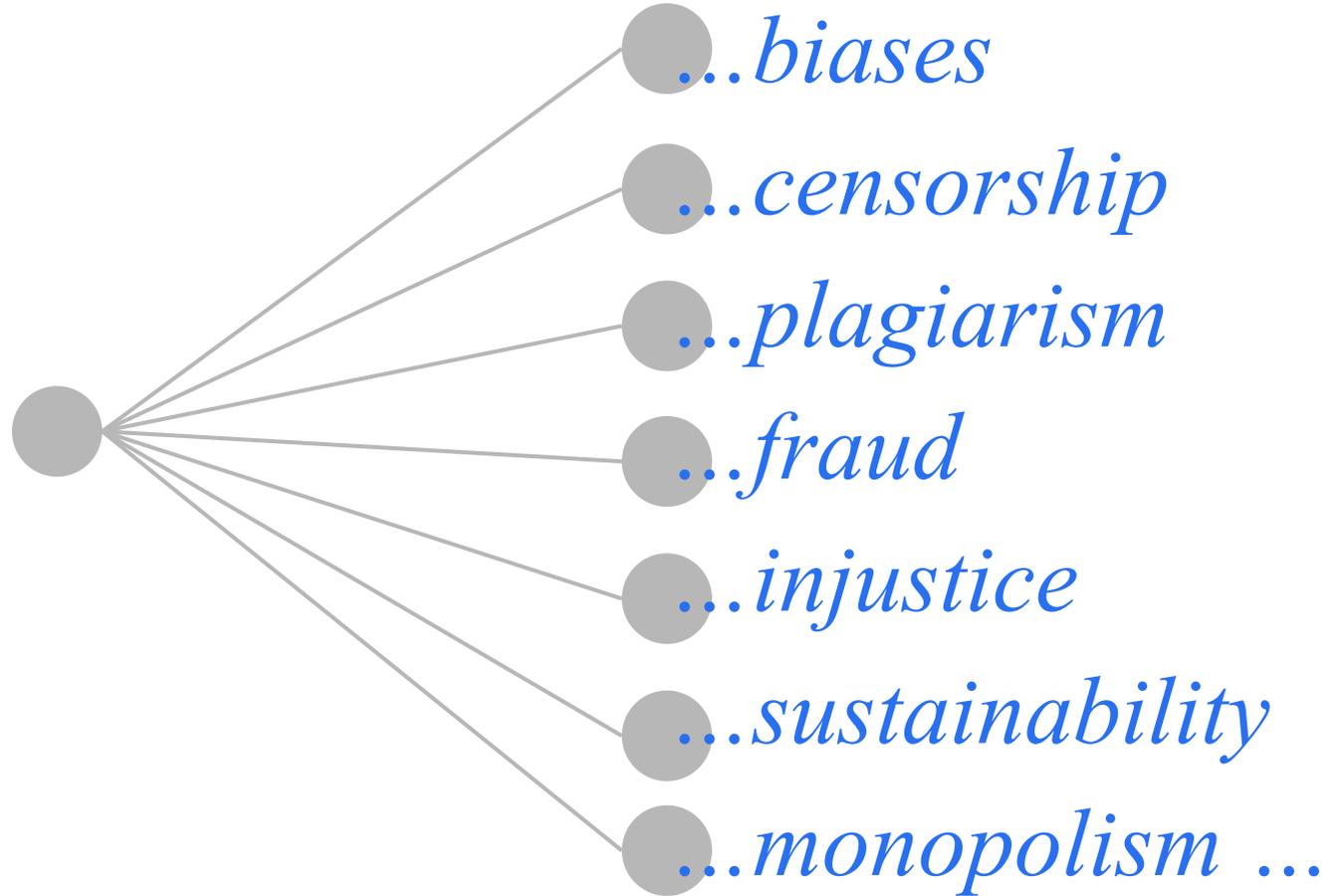
11:55 PM · Nov 6, 2023 · 12K Views

«With great power
comes great
responsibility.»»



Uncle Ben
Spiderman Movie

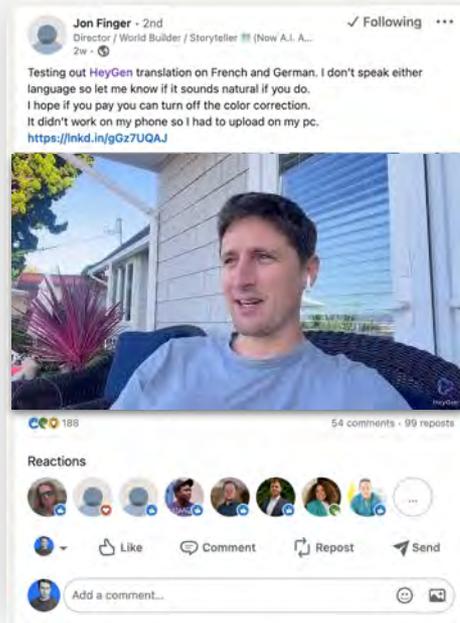
AI issues



Reality is broken !



<https://www.economist.com/by-innovation/2023/04/28/yuval-noah-harari-argues-that-ai-has-hacked-the-operating-system-of-human-civilisation>



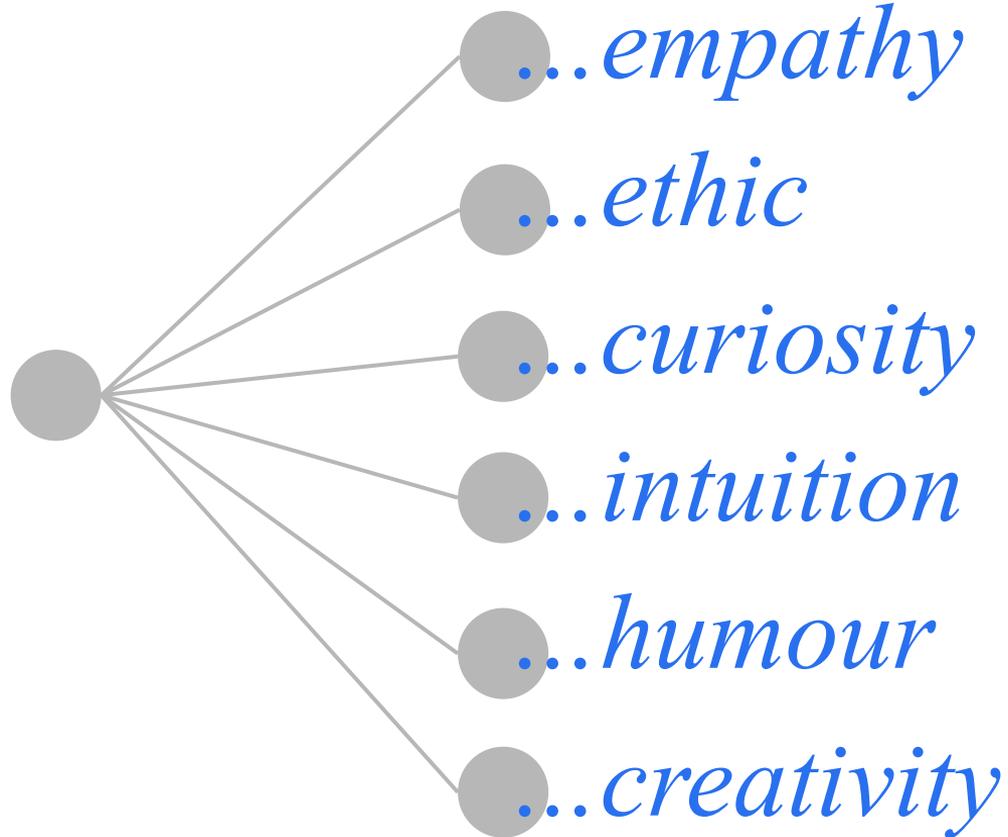
https://www.linkedin.com/posts/jonfinger_testing-out-heygen-translation-on-french-actul-7106843190443327488-v7C?utm_source=share&utm_medium=member_desktop



<https://x.com/nickfloats/status/1714951840595370311?s=20>

I would say...

**Let's focus
on human
strengths**



The Key (UX) Question for the Future:

How to create trust in times of AI ?

**In times where “reality is broken”,
you can not longer rely on:**

Text, Sound, Voice, Images, Video?



Netgen

Your generator of change
for digital experiences.



Technology
& development



Digital strategy
& consulting



Design & user
experience



Customer
success & growth



Let's stay in contact



Dennis Oswald
dennis@netgen.io
+41 44 244 59 58
[Linkedin](#)

Netgen.
SWITZERLAND

Netgen Switzerland AG
Seestrasse 356
CH-8038 Zürich