Category

Data & AI

Generative AI for Product & UX Design Playbook

Using generative AI to explore more design directions, without letting it homogenize the output

- Practitioner
- Intermediate
- Template Included

- Administrator
- 13 October 2021
- 4 minute(s)

Overview

A framework for using generative AI in product and UX design workflows — rapid prototyping and design exploration, avoiding generic AI-aesthetic homogenization, and maintaining genuine designer judgment and craft as the final arbiter of design quality.

Does using generative AI in design work risk producing generic,

homogenized output across different products and companies? It's a genuine risk if AI-generated design elements are used uncritically — generative AI models trained on similar broad datasets can converge toward similar visual and interaction patterns, making deliberate designer judgment and distinctive brand-specific direction essential to avoid

homogenization.

Where does generative AI add the most genuine value in design

workflows? Rapid exploration of a wider range of design directions and variations early in the process, accelerating the divergent-thinking phase, while designer judgment remains essential for selecting, refining, and ensuring the final direction reflects genuine brand distinctiveness.

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