

8th of April 2024

PRACTICAL APPROACHES TO USE AI IN YOUR DESIGN LIFE

Agenda

- 1 **About me**
- 2 **AI in the design process**
- 3 **AI for learning**
- 4 **Ethics and responsible use of AI**
- 5 **Q&A**

About me_

RIZIKI NIELSEN

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- MSc Design & Innovation from DTU Lyngby
- In Kvalifik for 5 years
- UX, UI, Graphic Design, Illustration, Branding, 3D, Motion Design, Webflow, No-Code Development

2022 Webflow Speed Build top 16

2023 Webflow Speed Build 3rd place





 Enterprise Partner

kvalifik



About Kvalifik_

WE GIVE CHANGEMAKERS DIGITAL SUPERPOWERS

Kvalifik is a digital innovation agency based in Copenhagen. Since 2015, we have helped startup companies, NGO's and corporates realize their digital ambitions in the form of websites, web platforms and apps. We do this with agile development methods, modern web technologies in the toolbox and a constant focus on the value that we build has for the users in the end.

Webflow has been our weapon of choice since 2020. We have 5 certified Webflow experts on our talented team and are proud to be the first agency in the Nordic countries to become a Webflow Enterprise Partner.

AI in the Digital Design process

Design process

MidJourney

The screenshot shows a Discord chat window for the server 'kvalifik' in the channel '# ai-art+'. The left sidebar lists various channels and voice channels. The main chat area displays two AI-generated image sets from MidJourney. The first set, generated by '@Kvalifik (fast)' on 09/02/2024 at 14:06, is titled 'meditations, jump cuts --ar 16:9 --v 6.0'. It consists of four images: a close-up of a hand petting a cat's head, a cat sitting in a field of orange trees, a cat being petted on its head, and a cat's face against a solid red background. The second set, generated by 'Midjourney Bot' on 09/02/2024 at 14:06, is titled 'an orange cat petting its own face while its person is holding it, in the style of playfully conceptual, white background, high-key lighting, spiritual resonance, berndnaut smilde, foreshortening techniques, humorous tone --ar 16:9 --v 6.0'. It consists of four images: a person holding a cat's face, a cat petting its own face, a cat being held in someone's arms, and a cat being petted on its head. Both image sets include a grid of buttons labeled U1-U4 and V1-V4 for image selection and upscaling. The chat input field at the bottom shows the command 'Message #ai-art-+'.

+ Imagine... Replacing placeholder photos



an 80s magazine ad for a toy drone quadcopter, retrofuturism
--ar 16:9



a car transport truck carrying 7 Tesla Model 3 cars
--ar 16:9



professional photography of sheep on a farm
in Uruguay, green environment, mountains,
golden hour, 4K, analog --ar 16:9



studio photography of a trendy danish man, creative professional, welcoming features, street style, merino wool
turtle neck, washed colors, studio lighting, expensive fabrics, pastel studio background, fashion photoshoot,
[Nikon AF-S Nikkor 50mm F/1.8G] --ar 8:9 --style raw

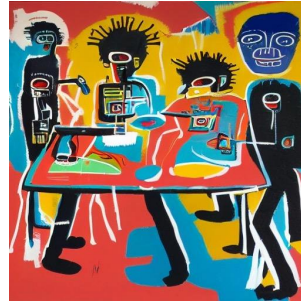
+ Imagine... Visual input for moodboards



blocks streaming into abstract space, colorful purple energy, neon glow, futuristic, fast



a beige oversized crewneck with a print for a digital agency designing and building websites, developing custom apps and providing innovation consulting, using purple as the primary color, nordic inspiration, playful and techy patterns --ar 4:3



a group of creative business people working together around a table; topview; collaboration; joyful; painting style Jean-Michel Basquiat --creative



photography of a truck driver's tramp stamp tattoo on his lower back, very hairy, white t-shirt and blue jeans, outdoor environment --ar 4:3



photography of a shiny bald head, with a melted icecream cone on top, outdoor environment at the beach --ar 4:3

+ Imagine... Unique personas



Persona Anders

Job Salgschef
Education bilsælgeruddannet
Location -
Age 34 år
Gender Mand



About

Anders er salgschef i en koncern med flere bilhuse. For Anders er det super vigtigt at finde de rigtige biler og få dem indkøbt så de kan

a persona portrait photo of a man, 25 - 35 years, danish, car dealership, professional smile, Canon RF 50mm F1.2, bust shot, bright environment, photography

Persona Per

Job Ejer af egen bilhandel
Education Mekaniker eller bilsælger



Persona Lasse

...køber af biler
...i handel
...ve
...år



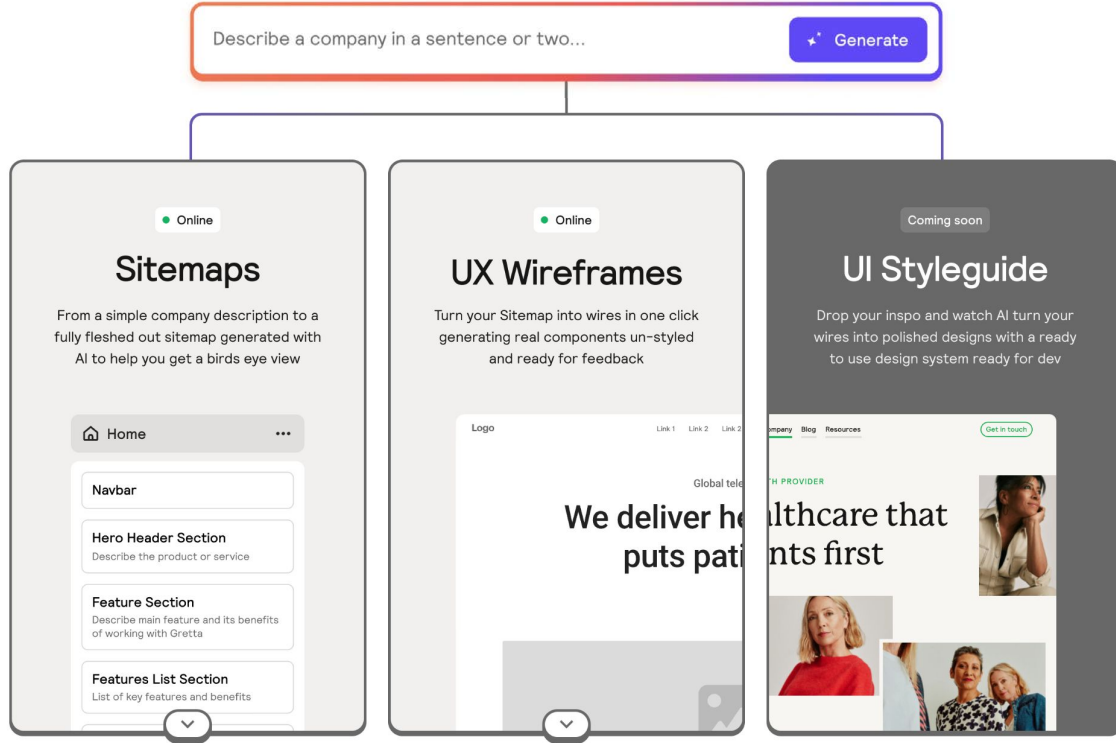
Gender Mand

About

Lasse er indkøber i en større forhandler på omkring 100 ansatte, og køber biler ind til hele regionen. Han foretrækker at købe flere biler så

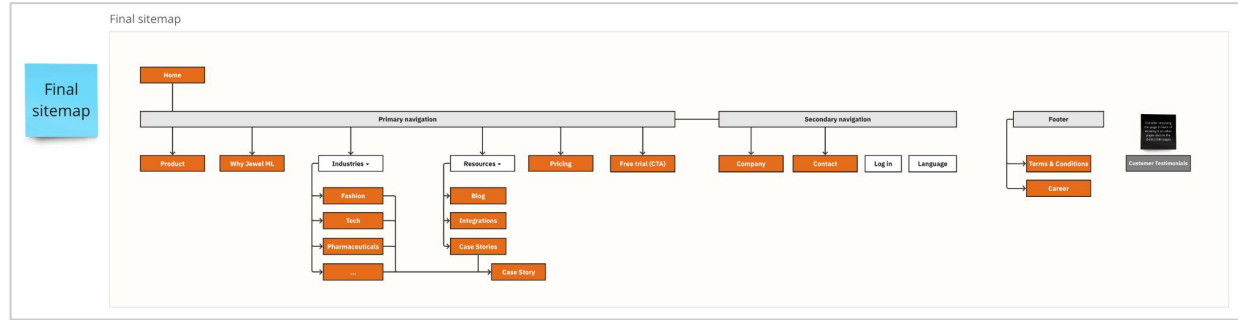
... Han har mellem 4-10 ansatte som er en af en bogholder. Som ejer har han mange

Relume



ReLume

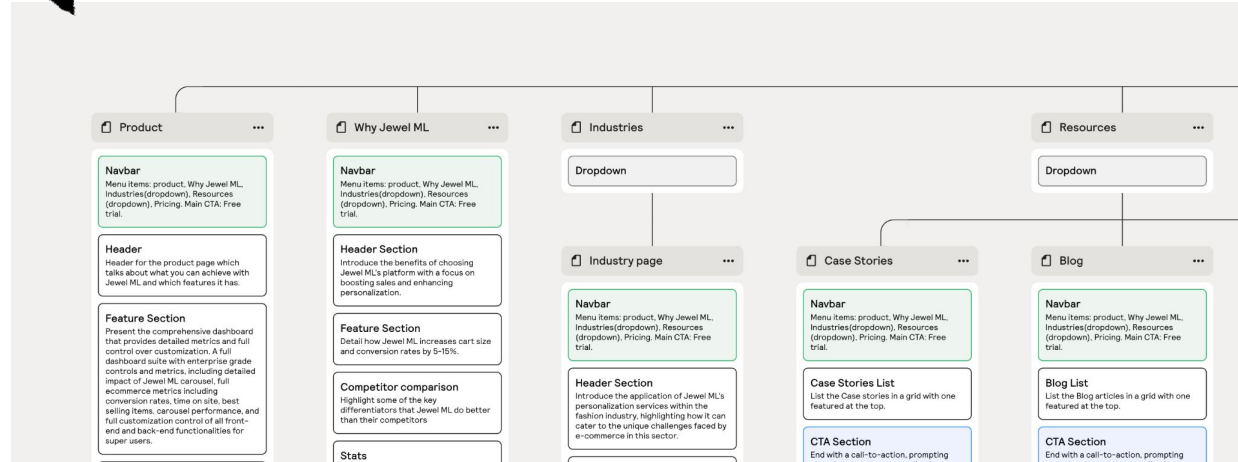
Sitemap



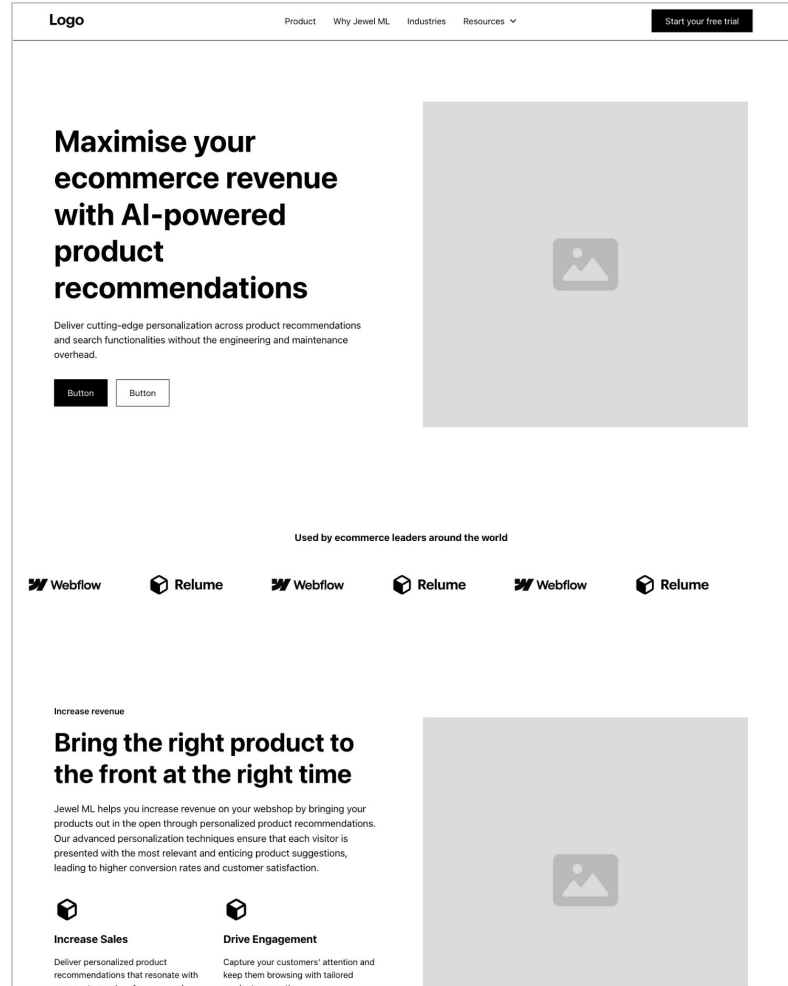
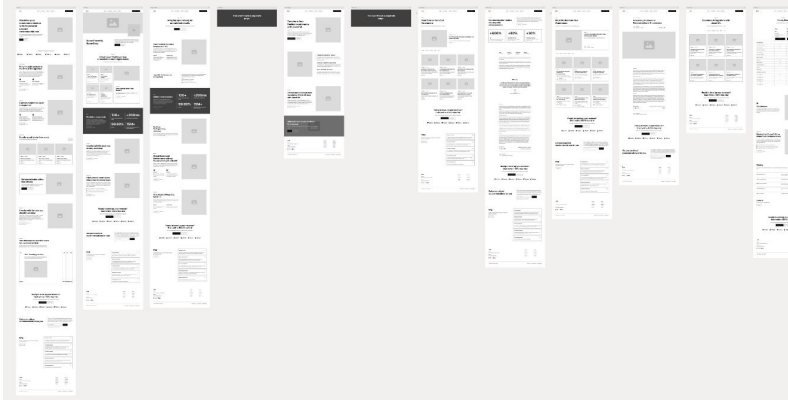
JewelML.com offers a Personalization-as-a-Service (PaaS) platform designed to enhance e-commerce through advanced personalization techniques. Their services focus on delivering cutting-edge personalization across product recommendations and search functionalities for online businesses of all sizes and languages. This is achieved without the engineering and maintenance overhead typically associated with traditional vendors.

We want the following pages:

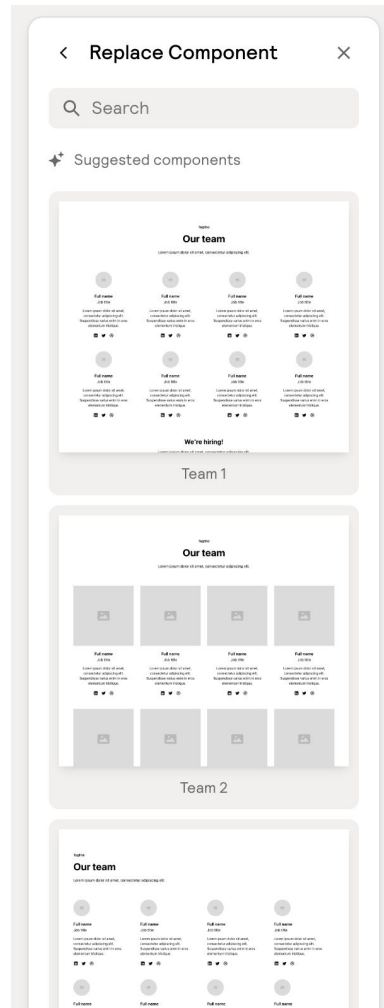
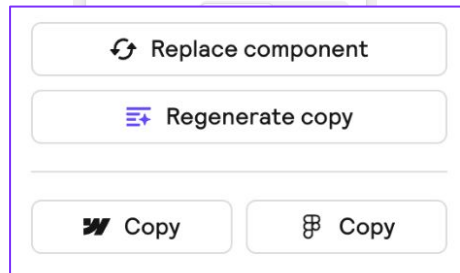
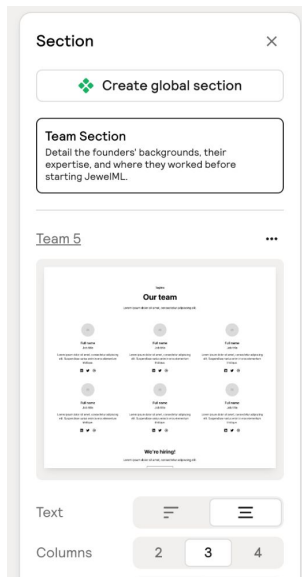
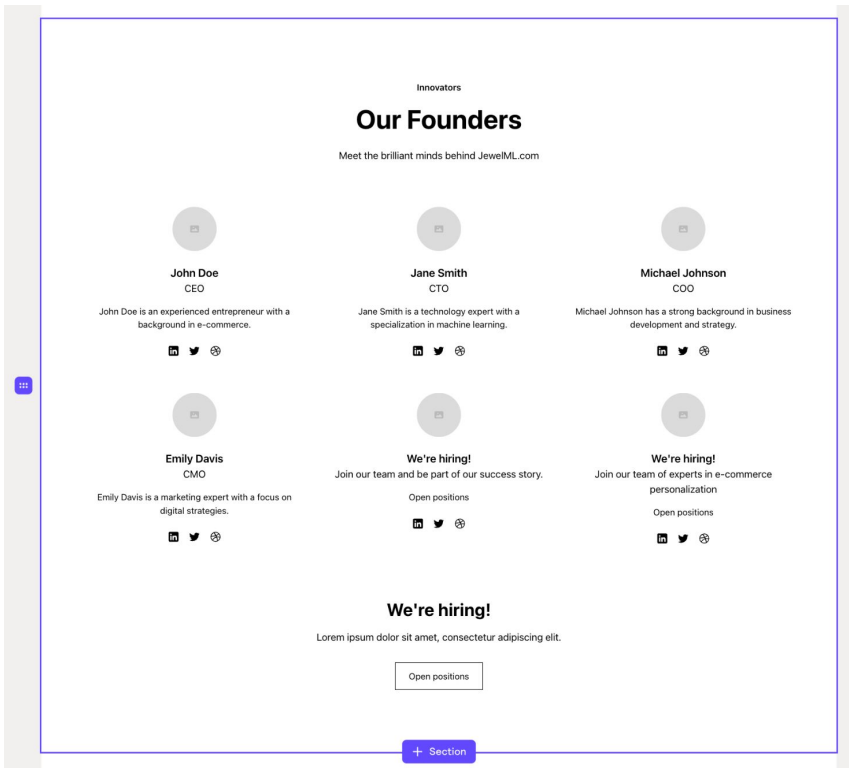
Home, Product, Why Jewel ML, Industries subpages, blog, integrations, case stories, case story subpages, pricing, company, contact, terms and conditions, career



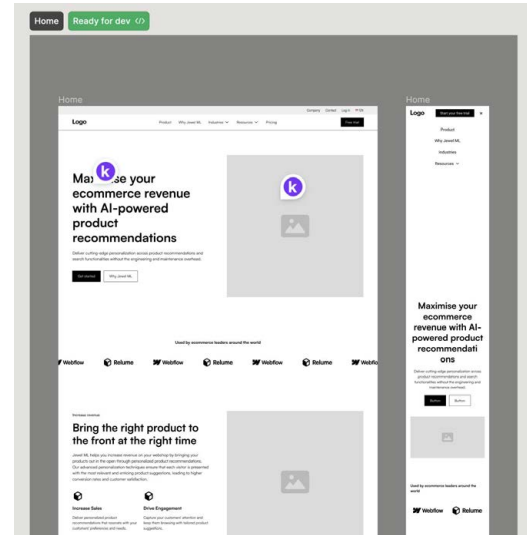
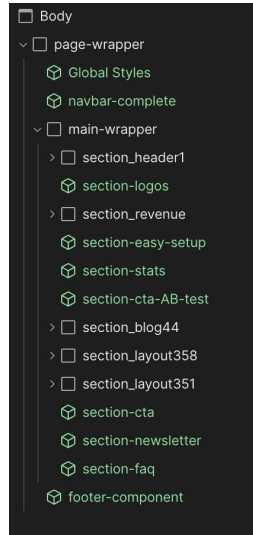
Wireframe + Placeholder copy



Wireframe

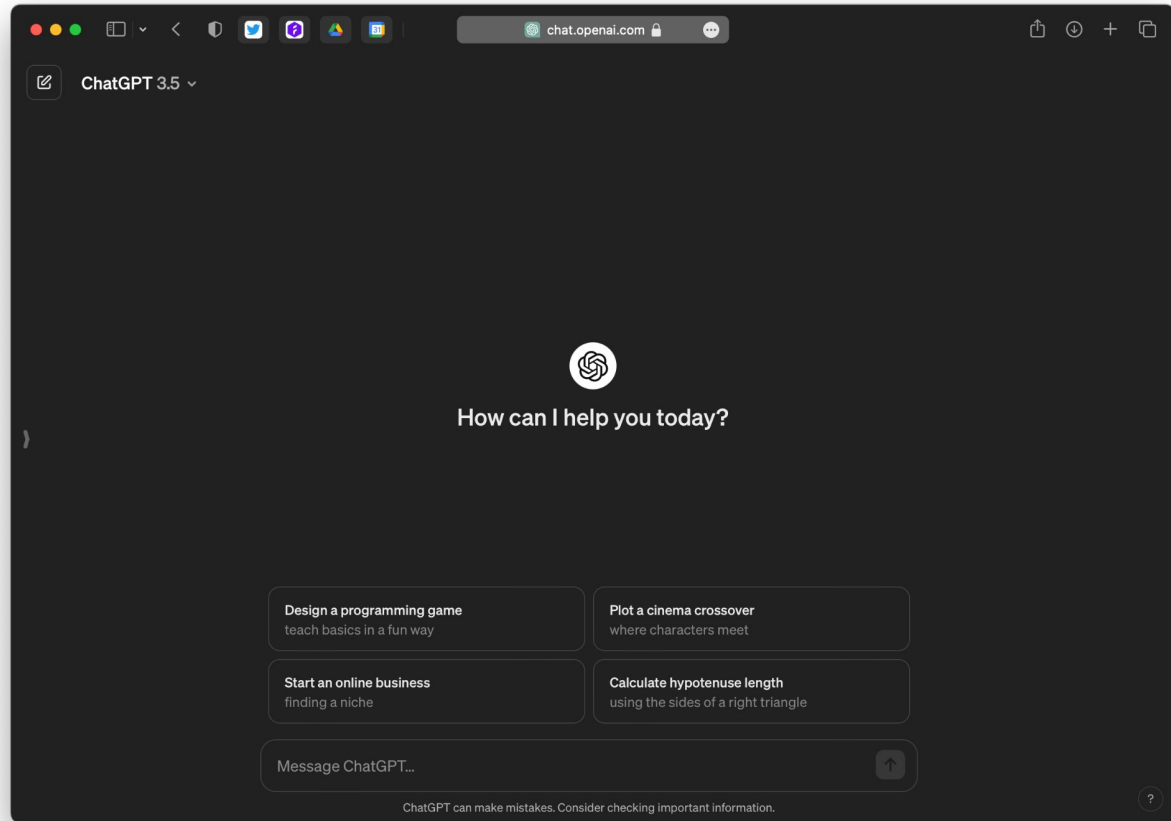


Wireframe



Design process

ChatGPT



Drafting an interview guide

<https://chat.openai.com/share/5776459a-b265-416e-963e-8aafa53358a5>

ChatGPT

Creating an effective interview guide for user interviews about an online market for swapping used books involves crafting questions that delve into the user's needs, behaviors, preferences, and experiences with the concept and the prototype. The aim is to validate the necessity of the platform and understand how intuitive and user-friendly the prototype is. Below is a structured guide that you can use or adapt for your interviews.

Introduction

- Briefly introduce yourself and the purpose of the interview.
- Explain how the information will be used and assure the confidentiality of responses.
- Ask for consent to record the interview for analysis purposes, ensuring to mention that any personal information will be anonymized.
- Provide a short description of the online market for swapping used books.

Background Information

1.

Reading Habits

- Can you describe your current reading habits?
- How often do you purchase books, and where do you usually get them from?
- Have you ever participated in book swapping, either informally or through a platform? What was your experience like?

2.

Previous Experience with Book Swapping/Selling Platforms

SE

You

Write an interview guide for user interviews about an online market for swapping used books. The main purpose of the test is to:

1. Validate that there is a need for the concept
2. Gain input on the user friendliness of our functional prototype

SE **You**

Give me a simplified version with just the different phases of the interview, and set it up in a table along with rough time estimates

ChatGPT

Certainly! Here's a simplified version of the interview guide, structured into different phases with rough time estimates. This table format should help in planning and conducting your interviews more efficiently.

Phase	Activities	Time Estimate
Introduction	- Introduce interviewer and purpose - Explain confidentiality and consent for recording	5 minutes
Background Information	- Discuss reading habits - Previous experience with book swapping/selling platforms	10 minutes
Validating the Concept	- Explore perceived need for the platform - Discuss potential use and engagement - Identify essential features and functionalities	15 minutes
User Friendliness of the Prototype	- Gather first impressions - Evaluate ease of use - Review design and layout - Suggest additional features or improvements	20 minutes
Closing	- Thank the participant - Address any final questions or comments - Explain next steps and potential for further engagement	5 minutes

Total Estimated Time: 55 minutes

Processes and checklists

SE

You

Describe a testing procedure for a website



ChatGPT

Testing a website thoroughly involves several stages, each targeting different aspects of the website's functionality, usability, performance, and security. Here's a comprehensive approach:

1.

Functionality Testing:

- **Link Testing:** Ensure all internal, external, and anchor links function correctly. Broken links should be identified and fixed.
- **Form Testing:** Check all forms for proper submission, validation of data, and error message display.
- **Database Testing:** Verify that data is being retrieved and updated correctly in the database.
- **Compatibility Testing:** Ensure the website works across different browsers (like Chrome, Firefox, Safari) and devices (smartphones, tablets, desktops).

2.

Usability Testing:

- **Navigation Testing:** Make sure navigation links, menus, and buttons are intuitive and consistent throughout the site.
- **Content Testing:** Check for grammatical errors, readability, and appropriateness of content.
- **Accessibility Testing:** Ensure the website is accessible to all users, including those with disabilities (consider screen readers, keyboard navigation, etc.).

3.

Performance Testing:

- **Load Testing:** Determine how the website performs under various loads, especially during peak traffic.
- **Stress Testing:** Test the site's performance under extreme conditions, like high data loads, high user traffic.
- **Speed Testing:** Check the load times for pages and ensure that they are within acceptable limits.

Security Testing:

- **Vulnerability Assessment:** Look for potential vulnerabilities that could be exploited by attackers.
- **Penetration Testing:** Simulate attacks to see how well the site withstands intrusion attempts.
- **SSL Certification Testing:** Verify that secure pages are properly encrypted using SSL certificates.

5.

SEO Testing:

- **Meta Tags and Keywords:** Ensure that meta tags and keywords are properly utilized for SEO.
- **URL Structure:** Verify that URLs are SEO-friendly and consistent.
- **Load Speed and Mobile Responsiveness:** Both are crucial for SEO rankings.

6.

Cross-Platform Testing:

- **Responsive Design Test:** Check if the website adapts to various screen sizes and resolutions.
- **Mobile Compatibility:** Ensure that the website functions properly on different mobile devices and operating systems.

7.

User Acceptance Testing (UAT):

- This is typically done by the client or end-users to make sure the website meets their requirements and expectations.

8.

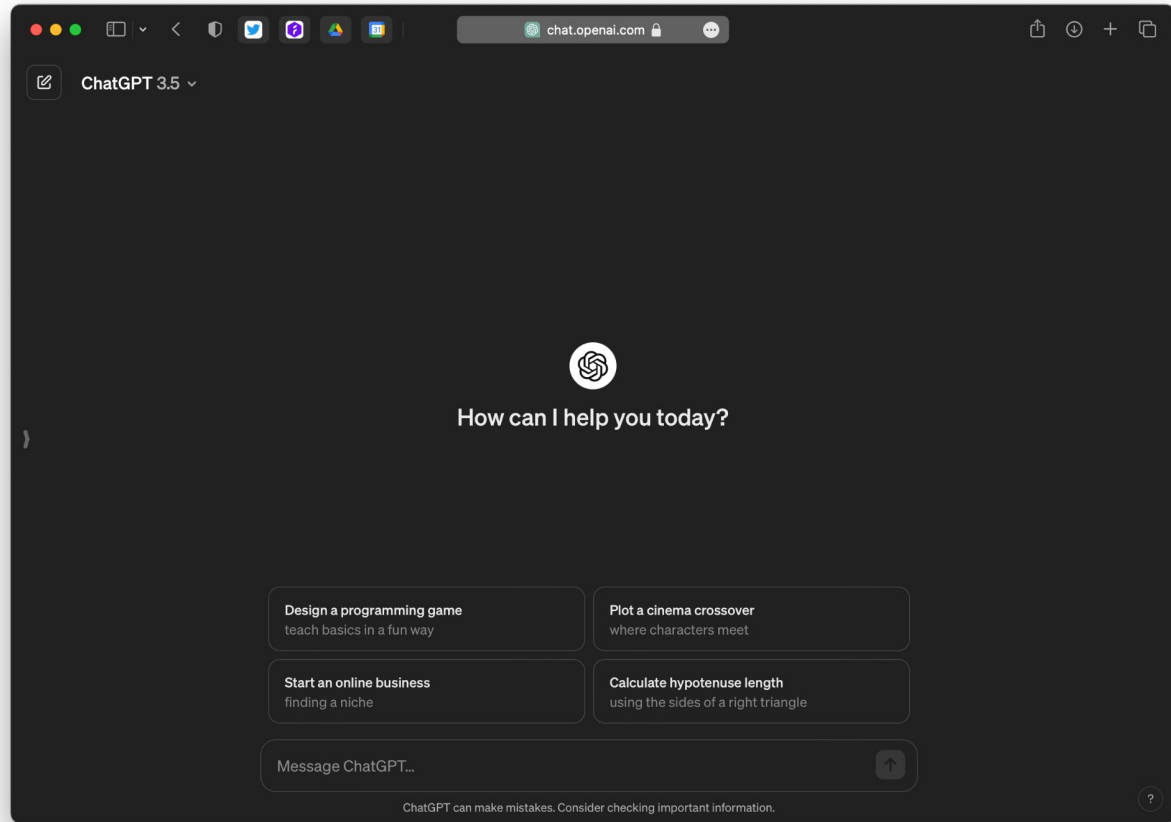
Regression Testing:

- Whenever updates or changes are made to the website, perform regression testing to ensure that new changes haven't adversely affected existing functionality.

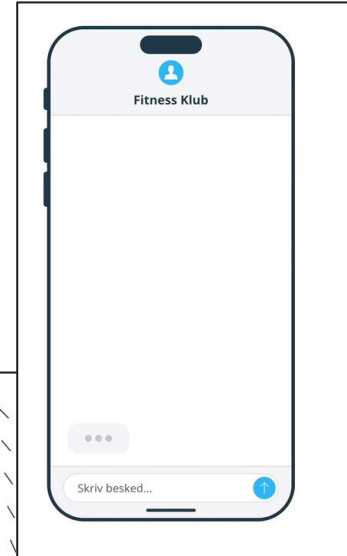
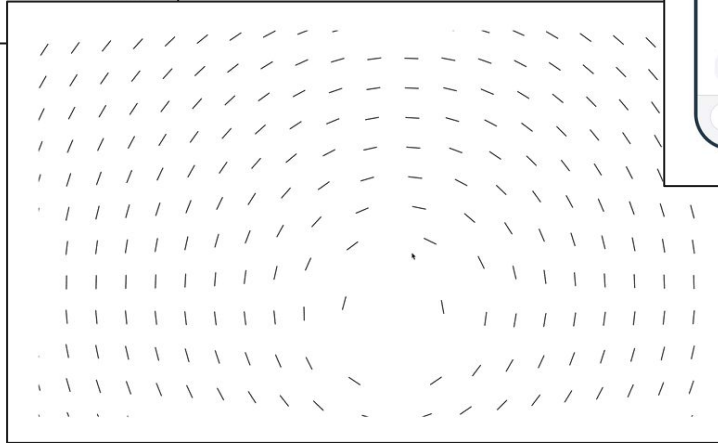
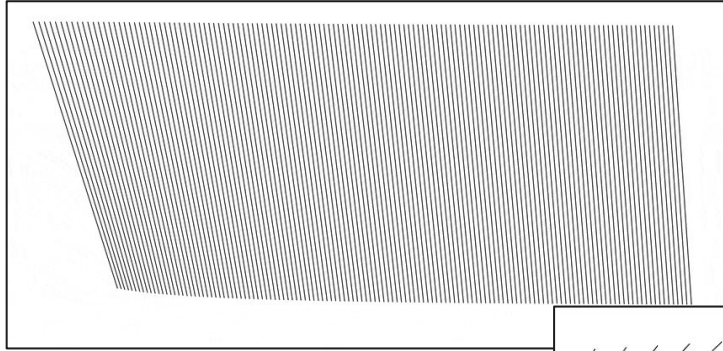
AI AS AN ACCELERATOR FOR PROFESSIONAL DEVELOPMENT

Learning

ChatGPT



Learning



Answering specific questions



You

What are design tokens in the context of design systems

ChatGPT

In the context of design systems, design tokens are essentially the smallest pieces of a design system, acting as the atoms of design consistency. They're like the DNA of your design, defining things like colors, typography, spacing, and more. Instead of hardcoding these values directly into your code, you use tokens as variables that represent these values. This makes it super easy to maintain consistency across your designs and development projects. For example, you might have tokens like "\$primary-color" or "\$spacing-medium" that you can then use throughout your CSS or codebase. If you ever need to update, say, your primary color, you just change the value of that token, and it cascades across your entire system. Handy, right?



Tell me more about how I would use them in a UX/UI design process



ChatGPT can make mistakes. Consider checking important information.

Google search results for "What are design tokens in the context of design systems". The search bar shows the query and navigation icons. Below the search bar, it indicates "Ca. 28.800.000 resultater (0,33 sekunder)". The main result is titled "Design tokens - Adobe Spectrum" with a URL "https://spectrum.adobe.com/page/design-tokens". A snippet of the article text is visible: "Design tokens — or tokens, for short — are design decisions, translated into data. They're ultimately a communication tool: a shared language between design and engineering for communicating detailed information about how to build user interfaces." To the right of the text is a small diagram showing a hierarchy of design tokens: "color" (with a blue square) leads to "color-999" (with a blue square) and "background-color-default" (with a blue square), which then lead to "button" and "action" buttons.

Screenshot of the Adobe Spectrum Design Tokens page. The page title is "Design tokens". Below the title is a subtitle: "Design tokens are design decisions, translated into data. They act as a 'source of truth' to help ensure that product experiences feel unified and cohesive." The page features a navigation menu on the left with categories: Platform scale, Theming, Color, Typography, Object styles, Motion, States, and Iconography. The main content area shows five circular icons representing different design tokens: a yellow circle with a white grid, a blue circle with a white circle inside, a white square with a blue circle inside, a blue hexagon with a white circle inside, and a blue triangle with a white circle inside.



Explain

RI You

Briefly explain:

- what `<noscript>` is
- how it works
- why something like Google Tag Manager uses it
- Any GDPR or privacy concerns

ChatGPT

- **What `<noscript>` is:** `<noscript>` is an HTML tag used to provide alternative content or instructions for users whose browsers do not support or have disabled JavaScript.
- **How it works:** When a browser encounters a `<noscript>` tag, it will display the content inside the tag only if JavaScript is disabled or not supported. This allows website creators to provide alternative content or instructions for users whose browsers do not support or have disabled JavaScript.

RI You

Realistically, in which cases would the noscript be relevant=

ChatGPT

`<noscript>` is relevant in cases where a website relies heavily on JavaScript for crucial functionality, such as:

1.

Content Accessibility: If essential content or functionality on a website is rendered using JavaScript, `<noscript>` provides an alternative means for users who have JavaScript disabled or unavailable to access that content or functionality.

RI You

Can you explain how 'closest' works here?

```
const validationTexts = input.closest('.form').querySelectorAll(".form_validation-text");
```

ChatGPT

In the provided JavaScript code, `closest` is a method used to traverse up the DOM (Document Object Model) tree from the current element. It searches for the closest ancestor element that matches the specified selector.

Let's break down the code:

javascript

Copy code

```
const validationTexts = input.closest('.form').querySelectorAll(".form_va
```

Here's what each part does:

1. `input`: This likely represents an HTML element, typically an input field or any other element.
2. `closest('.form')`: This method is called on the `input` element. It searches up the DOM tree for the nearest ancestor element that has a class of "form". It returns the first element that matches the specified selector, or `null` if no such element is found.
3. `querySelectorAll(".form_validation-text")`: Once the closest ancestor with the class "form" is found, this method searches within that ancestor element for all elements with the class "form_validation-text". It returns a NodeList containing all matching elements.

Expert review

RI You

Review this code and let me know how it can be improved.

```
document.addEventListener("DOMContentLoaded", function () {
  const root = document.documentElement;
  const elementsData = []; // Array to store elements and their attributes

  const parseValue = (value) => {
    return parseFloat(value.replace(',', '.').replace(/[\^d.-]/g, ''));
  };

  const addThousandSeparator = (value, separator, decimalSeparator) => {
    {
      let [integerPart, decimalPart] = value.replace(decimalSeparator,
        '').split('.');
      integerPart = integerPart.replace(/\\B(?=(\\d{3})+(?!\\d))/g, separator);
      return decimalPart ? integerPart + decimalSeparator + decimalPart :
```

ChatGPT

Overall, the code looks well-structured and organized. However, here are some suggestions for improvement:

1.

Reduce Code Duplication: There's some repetition in retrieving and parsing the numeric value (`rawValue`) in both `initAndUpdateElements` and the `MutationObserver`. Consider extracting this logic into a separate function to avoid duplication.

2.

Error Handling: Ensure proper error handling for parsing values and handling unexpected scenarios to prevent potential runtime errors.

3.

Consistent Naming: Ensure consistent naming conventions across the codebase for variables and functions. For example, consider renaming `rawValue` to something more descriptive like `numericString`.

4.

Comments: Add comments to clarify complex logic, especially in the

**PROVIDE CONTEXT AND EXAMPLES
WHENEVER POSSIBLE**

**THE RESPONSE CAN ONLY BE AS
GOOD AS THE PROMPT**

**CONSIDERATIONS,
ETHICS AND
RESPONSIBLE USE**

Considerations

Hallucinations

- It's not a search engine, sometimes it will make up things

Do:

- Always be critical when dealing with facts
- Fact check
- Ask for inspiration

You

What are the speed limits in the US? Are there any other things I need to know as a Danish driver in the US?

ChatGPT

Speed limits in the United States can vary by state and type of road, but here are some general guidelines:

1.

Interstate Highways: Speed limits on most interstate highways typically range from 65 to 75 mph (105 to 120 km/h). Some areas may have lower speed limits due to traffic or road conditions.

As a Danish driver in the U.S., here are some additional things to keep in mind:

1.

Drive on the Right: In the U.S., you drive on the right-hand side of the road. This is opposite to Denmark, where you drive on the left.

2.

Turning Right on Red: In most U.S. states, unless otherwise posted, you can make a right turn at a red traffic light after coming to a complete stop and ensuring it's safe to do so.

You

Can you fact check the below text?

ChatGPT

The information provided in the text is generally accurate. However, there's one significant inaccuracy:

The statement "Drive on the Right" is incorrect for Denmark. In Denmark, as in most of Europe, you drive on the right-hand side of the road, not the left. The rest of the information about speed limits and driving tips for a Danish driver in the U.S. is correct.

You

Make a list of the top things to do or eat for a day trip to Malmö

ChatGPT

Certainly! Here are some top things to do and eat during a day trip to Malmö:

1.

Explore Gamla Staden (Old Town): Take a stroll through the charming cobblestone streets of Gamla Staden, visit Stortorget (the main square), and admire the historic architecture.

2.

10.

Walk across the Øresund Bridge: If you have time, consider taking a trip across the Øresund Bridge, which connects Malmö to Copenhagen, Denmark. Enjoy the stunning views as you cross the bridge.

You

Is it even possible to walk across the Øresund bridge?

ChatGPT

I apologize for the confusion in my previous response. You cannot walk across the Øresund Bridge, as it is a combined rail and road bridge that connects Sweden and Denmark. Pedestrian access is not permitted for safety reasons. However, you can enjoy the breathtaking views of the bridge and the surrounding area from various vantage points in Malmö.

Considerations

Power usage

- Not a lot of confirmed data
- Around 3 - 15x a Google Search, but that's not a fair comparison
- Still early to assess (ChatGPT less a than 1.5 years)

Do:

- Avoid making unnecessary prompts possible

 You

What is the power usage of one prompt (like this one) with ChatGPT 4. Compare it to a Google search. Set it up in a table.

 ChatGPT

Estimating the exact power usage for processing a single prompt with GPT-4 or conducting a Google search involves a range of variables, including the computational efficiency of the data centers involved, the complexity of the prompt or search query, and the energy source powering these data centers. However, I can give you a rough comparison based on general information available up to my last update.

Activity	Estimated Power Usage (Wh)	Notes
ChatGPT 3.5 Prompt Processing	1 - 5	This estimate suggests a slightly lower consumption than GPT-4, considering the model's size and complexity.
GPT-4 Prompt Processing	1 - 5	Broad estimate; actual usage depends on prompt complexity and compute optimization.
Google Search	0.3	Based on Google's reported figures; actual usage may vary based on search complexity and data center efficiency.

Ethics

Art and copyright

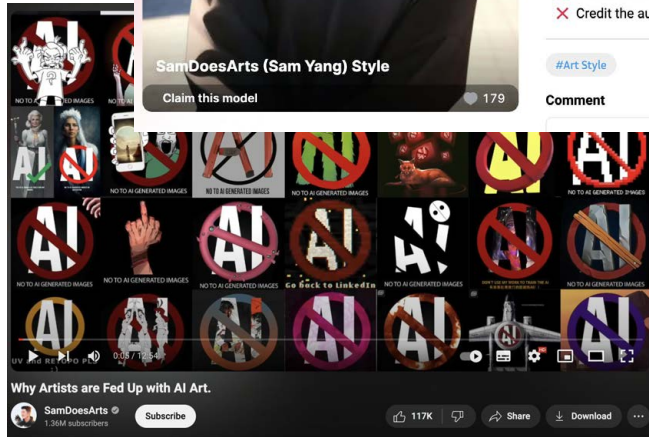
- Questionable data sources for training data
- “It’s like referencing other art” or is it...
- Custom models trained on specific copyrighted material

Do:

- Consider purpose of the imagery i.e. will this be part of the final product?
- Be mindful referencing specific artists when prompting
- Form your own opinion on what is ethical

1,227,526 views 24 Dec 2022

AI art is leaking into the mainstream in the form of stable diffusion and Lensa, but there are serious ethical concerns with this unregulated tech. I'm NOT anti AI, in fact, I believe AI can be of immense benefit to us in the future. But the ethics of AI in its current state MUST be talked about, in order to steer this tech in the right direction. Leave ur thoughts in the comments below!



<https://www.youtube.com/watch?v=5Viy3Cu3DLk>

DEMO

Feel free to connect_

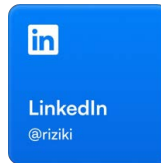


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