

Ideation and collaboration between humans, more humans, and AI

**Alex Lobos
Director
School of Design**

Agenda

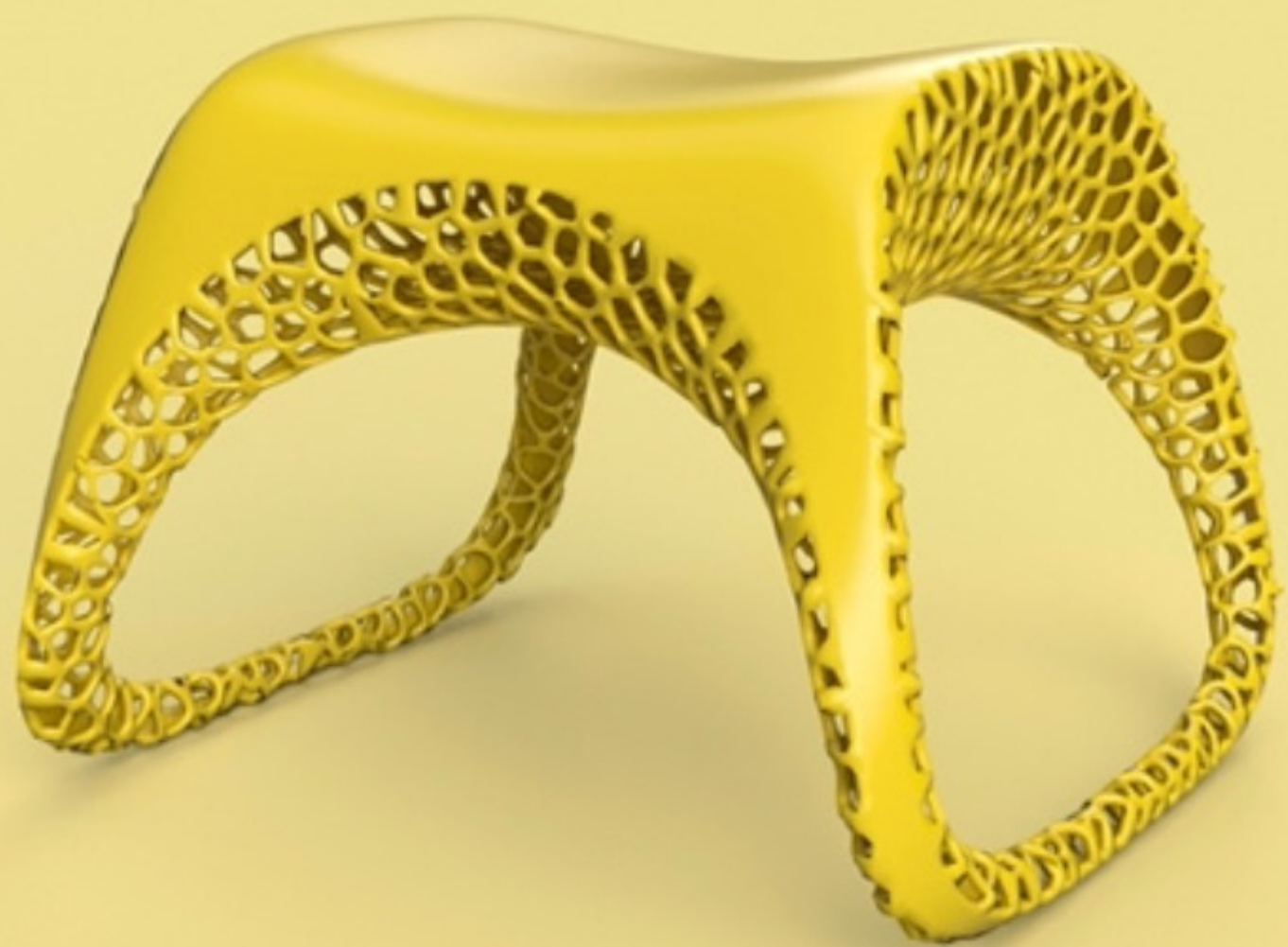
Learning ideas

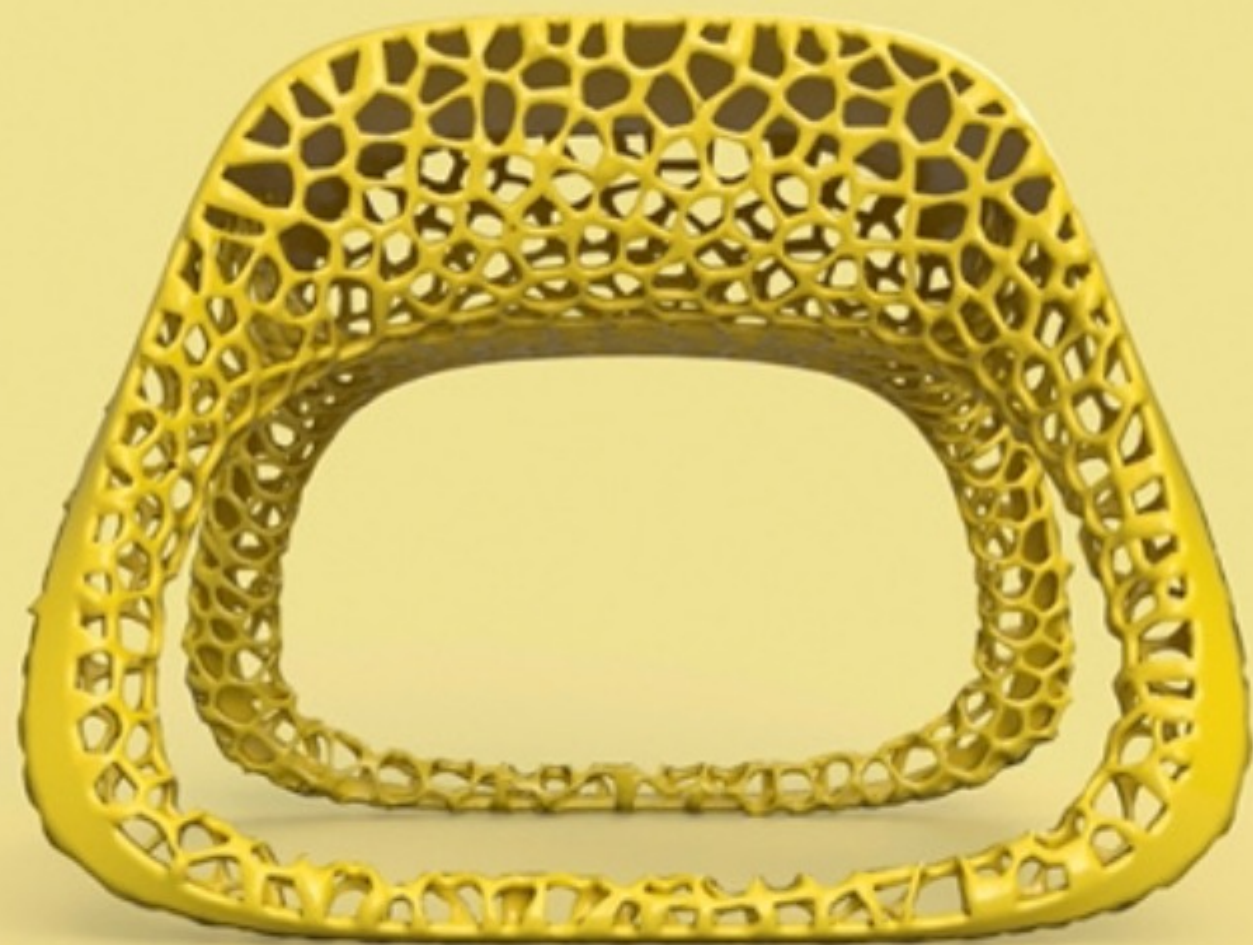
Design process

Collaboration H2H > Miro

Collaboration H2AI > ChatGPT & Vizcom

Discussion



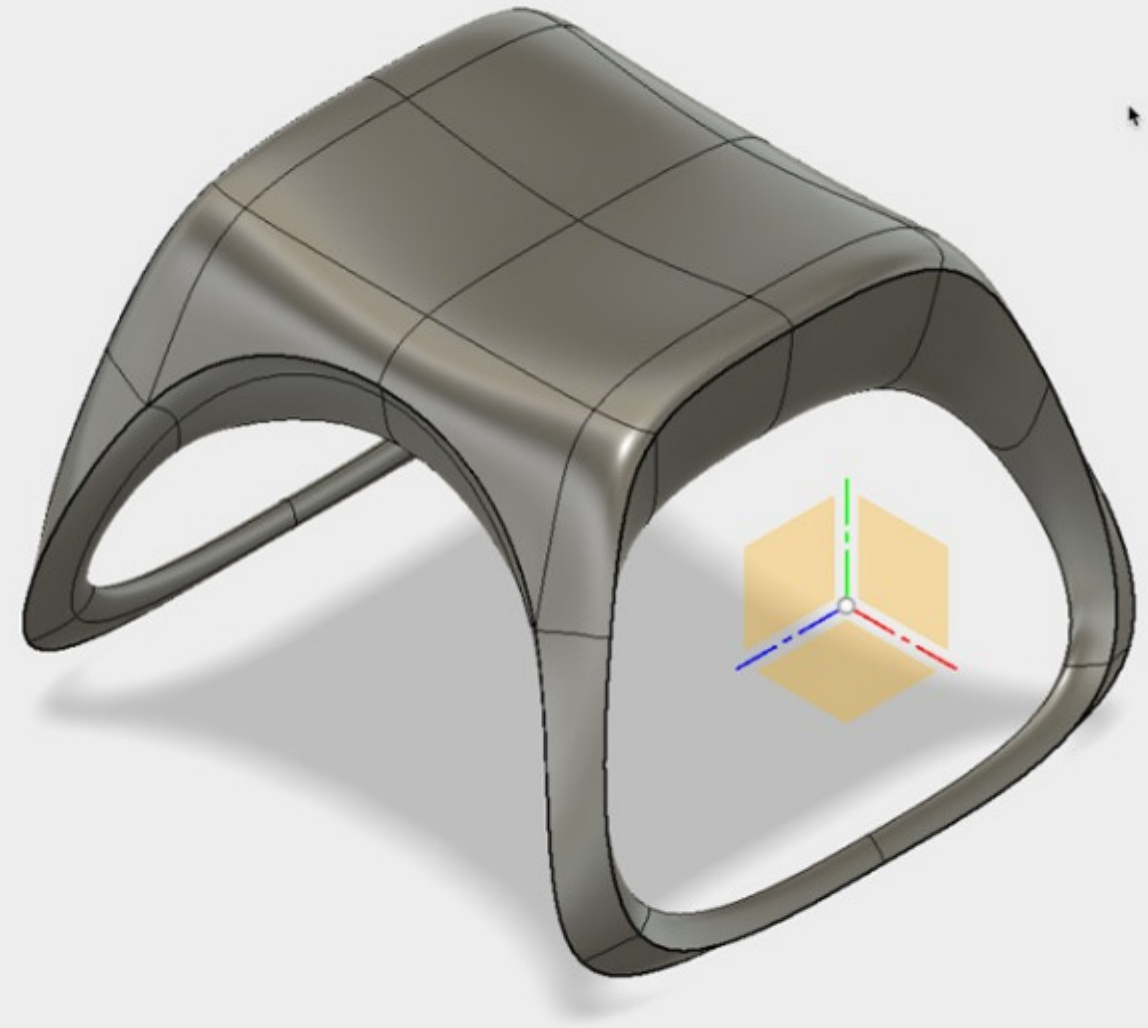


SCULPT

CREATE MODIFY SYMMETRY UTILITIES SKETCH CONSTRUCT INSPECT INSERT SELECT FINISH FORM

BROWSER

- stool 020918 v4
 - Document Settings
 - Named Views
 - Origin
 - Bodies
 - Body2
 - stool_020918_voro_quad
 - Body6
 - Body7
 - Body8
 - Construction



COMMENTS

Navigation icons: pan, rotate, zoom, etc.

Timeline and playback controls.

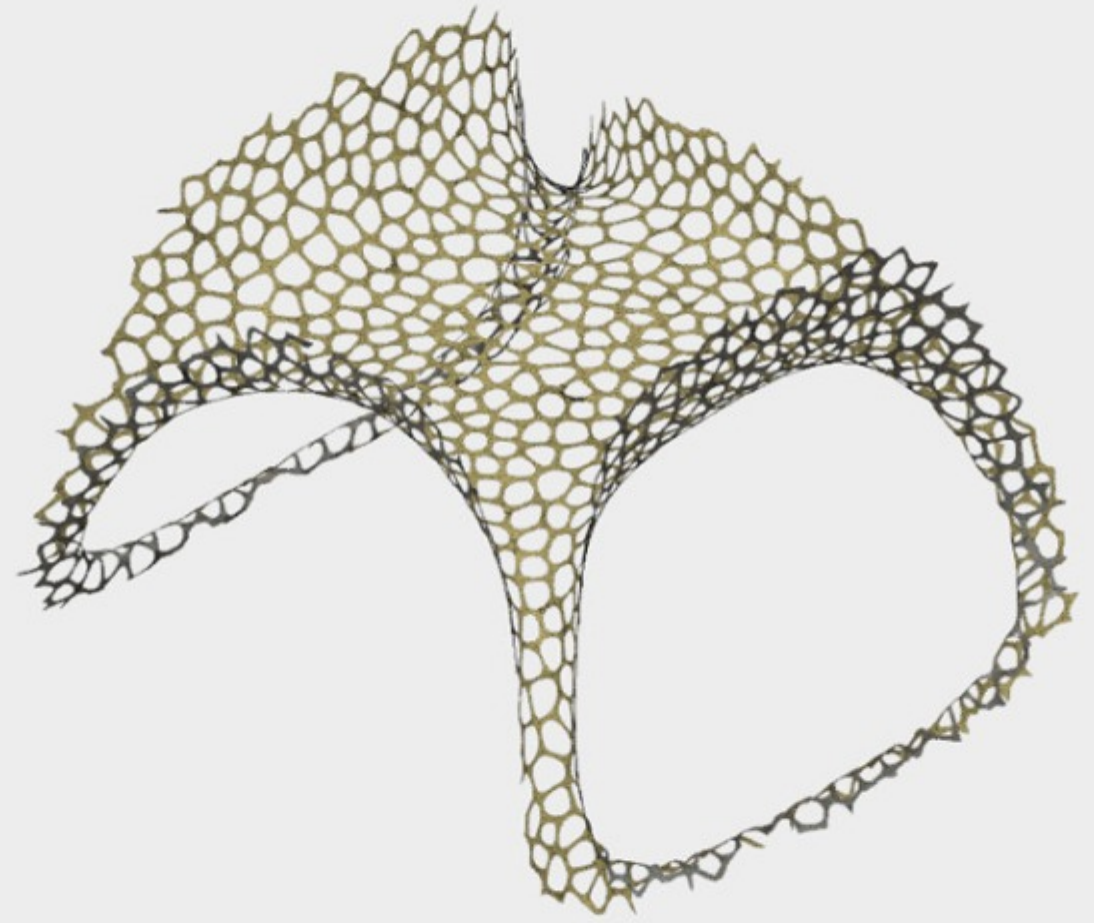
TEXT COMMANDS

SCULPT

CREATE MODIFY SYMMETRY UTILITIES SKETCH CONSTRUCT INSPECT INSERT SELECT FINISH FORM

BROWSER

- stool_021818 v2
 - Document Settings
 - Named Views
 - Origin
 - Bodies
 - stool_bottom_plane_voro ql...
 - Body1
 - stool_top_plane quad



COMMENTS

Navigation icons: pan, rotate, zoom, etc.

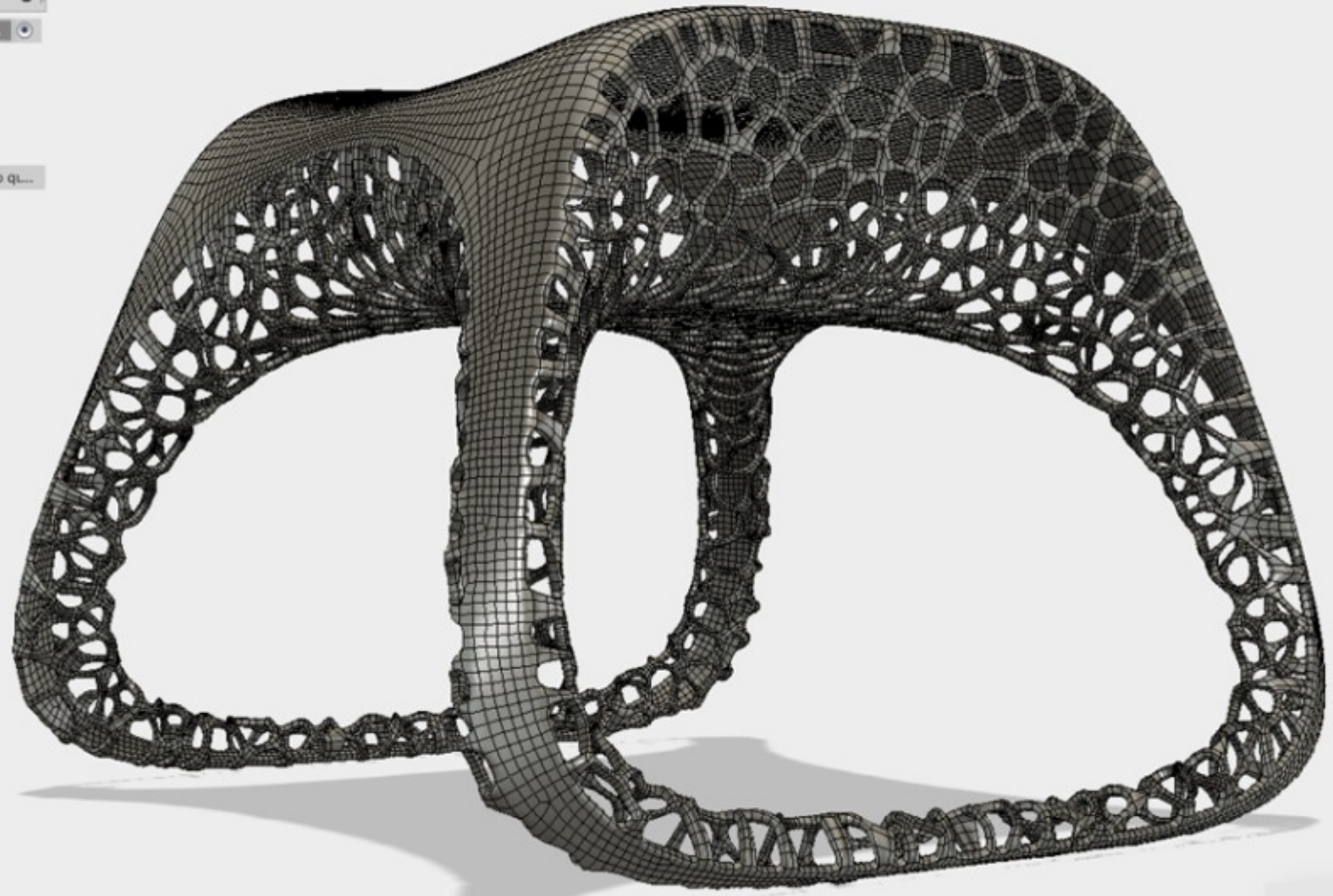
Timeline and playback controls: play, stop, previous, next, etc.

TEXT COMMANDS

SCULPT CREATE MODIFY SYMMETRY UTILITIES SKETCH CONSTRUCT INSPECT INSERT SELECT FINISH FORM

BROWSER

- stool mix 021818 plane sticL
- Document Settings
- Named Views
- Origin
- Bodies
 - stool_bottom_plane_voro ql...
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 - stool_top_plane quad



COMMENTS

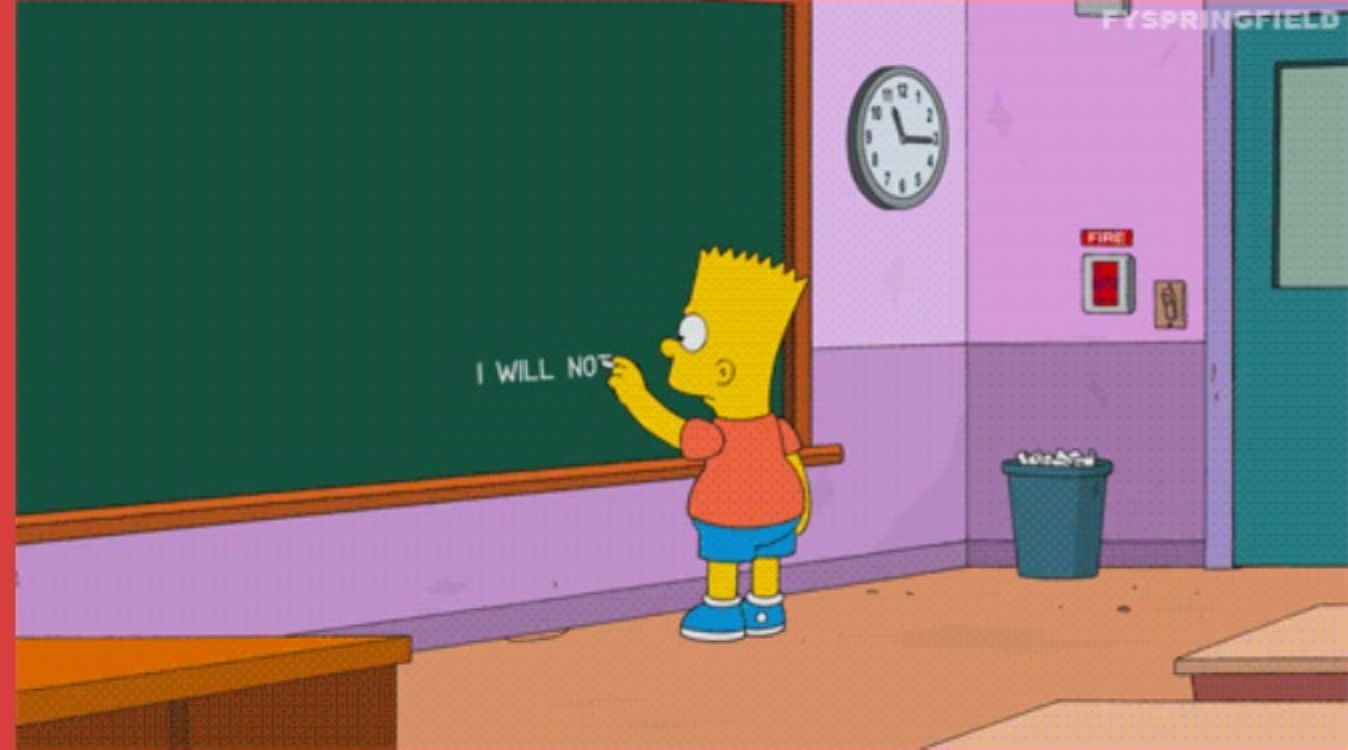
Navigation icons: pan, rotate, zoom, etc.

Navigation icons: back, forward, home, etc.

TEXT COMMANDS

Going beyond Automation

Handling tedious and complex
tasks is just the beginning



Think of AI as a Collaborator

Both provide ideas and
complementary skills



Two Key Concerns

Two Key Concerns



Ownership

Two Key Concerns

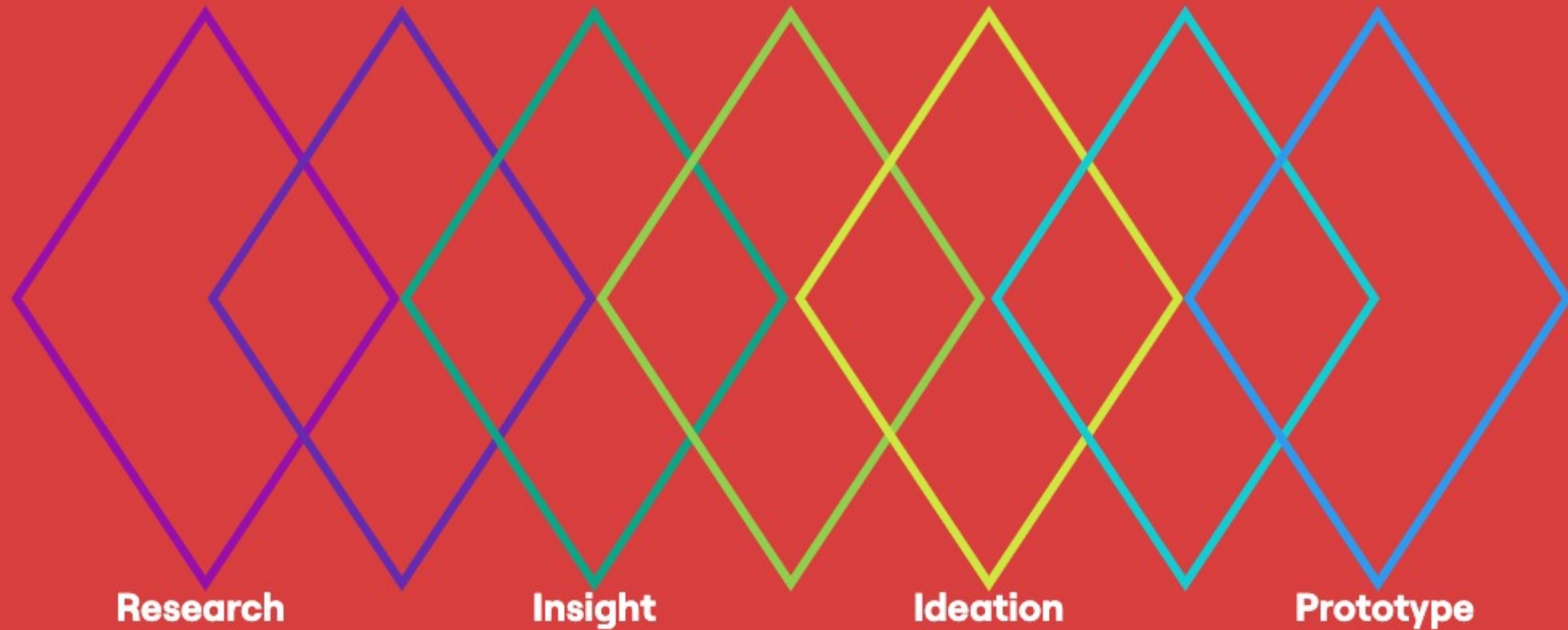


GIF

Creativity

AI's role in the design process

Design Process



Design Process



Research



Insight



Ideation



Prototype

Design Process

Problem

Goals

Direction

Concepts

Final design



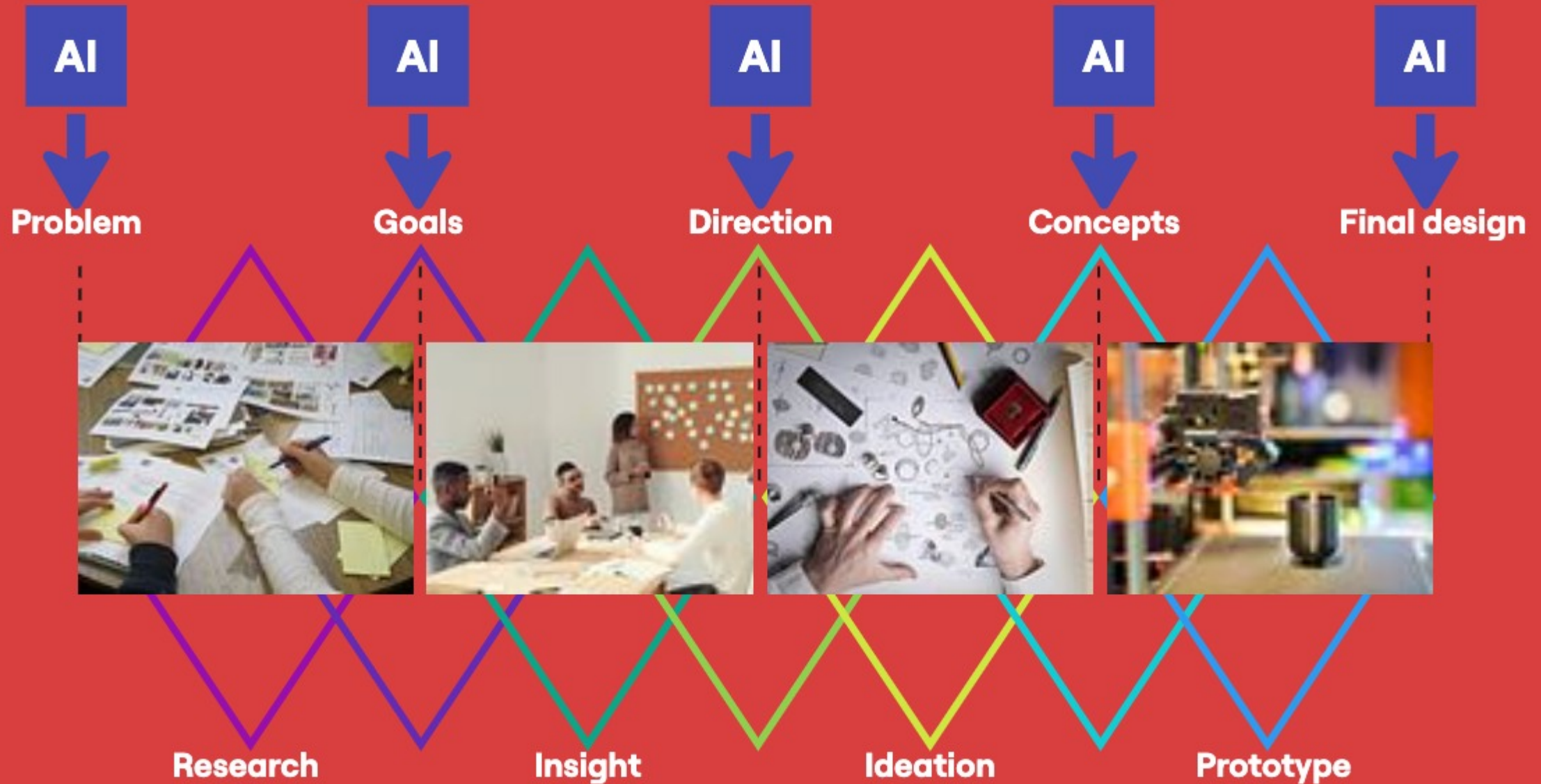
Research

Insight

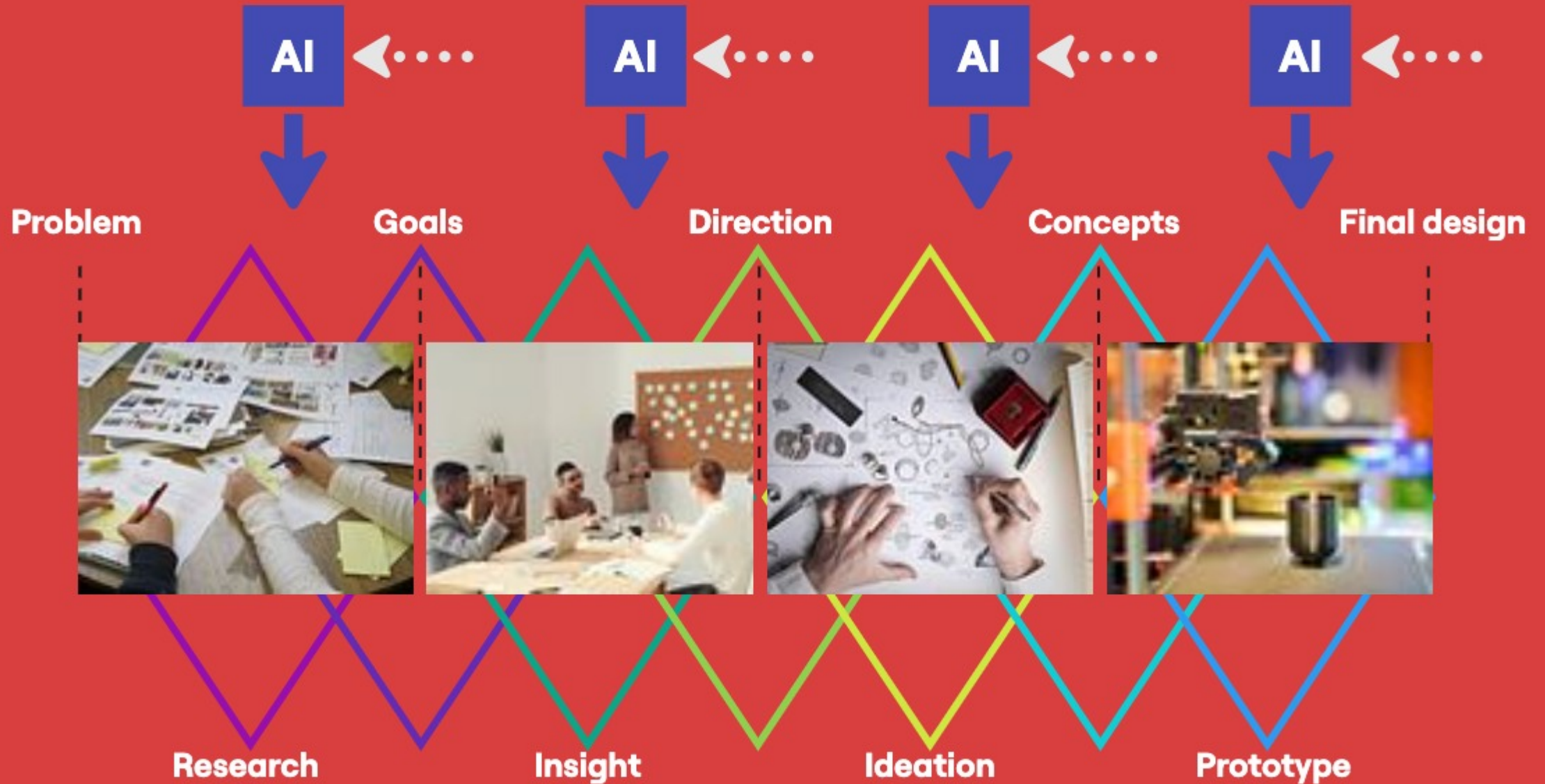
Ideation

Prototype

Design Process



Design Process



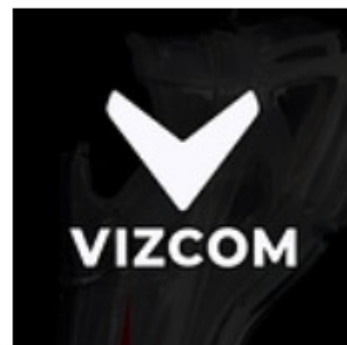
H2H



H2AI



ChatGPT



Collaboration H2H



miro

What is Miro?

Whiteboard app Real-time Collaborative

The screenshot displays the Miro whiteboard interface for a "Team Meeting". The workspace is organized into four main sections:

- Project brief:** Contains a "Design Manager Sync Agenda" document.
- Brainstorm ideas:** Features a central toolbar with text, drawing, and navigation tools. Annotations include a yellow sticky note "Add inspirational images to aid customers" by Juan, a blue sticky note "Transfer data from Google Sheets" by Miriam, and a yellow sticky note "Let's use these fonts" by Wynne, which points to a "Google Fonts" and "Google Earth" widget.
- Action items:** Lists tasks such as "Develop task update functionality" (in progress, by Rubin Kozowicz), "Implement password reset functionality", and "Set up email notification system" (in progress, by Adria Weirnt).
- Project plan:** A Gantt chart for Q1 showing a "Release 1" with tasks like "Service Catalog" (in progress, by Jan 15), "Calendar integration", "User onboarding" (from Jan 12 to Jan 23), and "Page rendering" (done, by Jan 23).

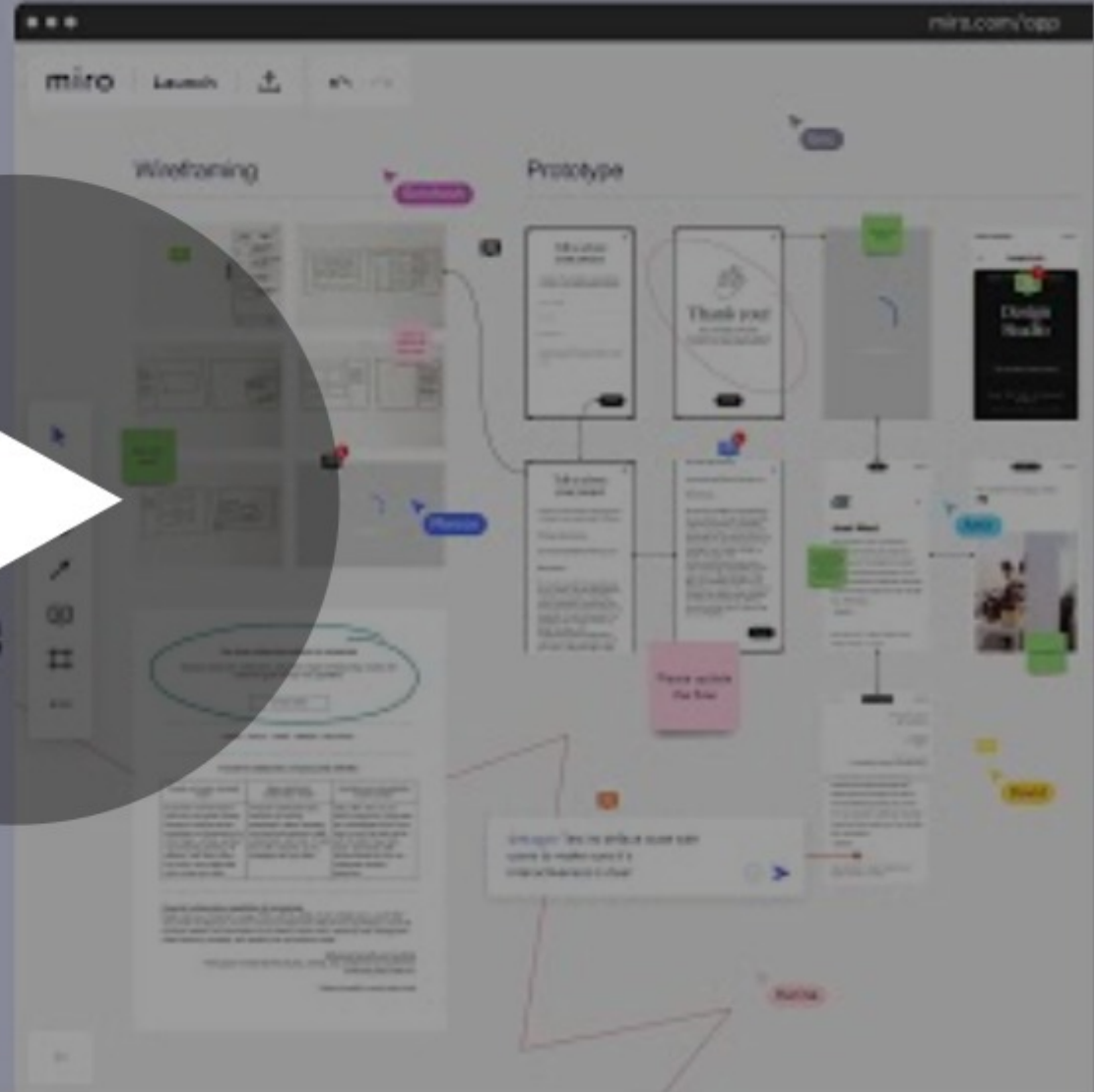
Additional elements include a "Helpful links" section with "Product Metrics" and "Metrics Tracker" charts, and a bottom toolbar with zoom controls (100%) and a help icon.

<https://youtu.be/5sPM5dmudHk>



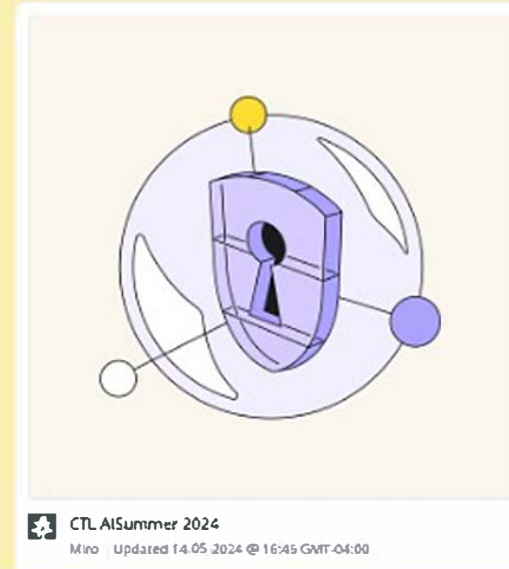
Product demo

**Collaborate
in 90
seconds**

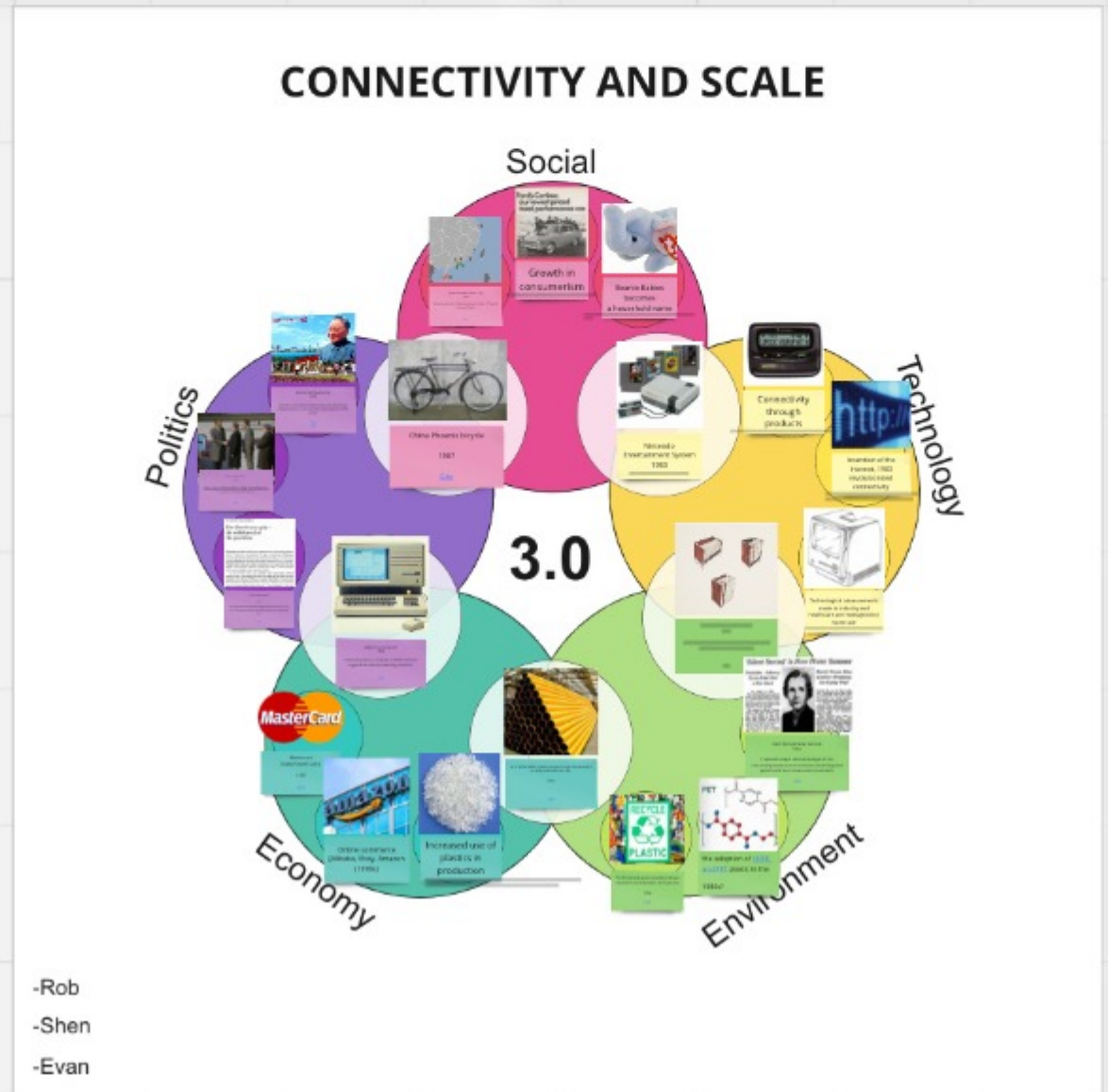


Go to the MIRO board

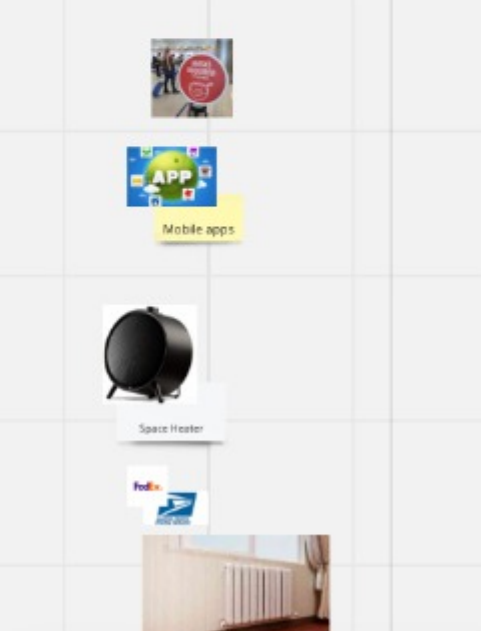
t.ly/HcRpM



Example: Futures Wheel



Frame 4



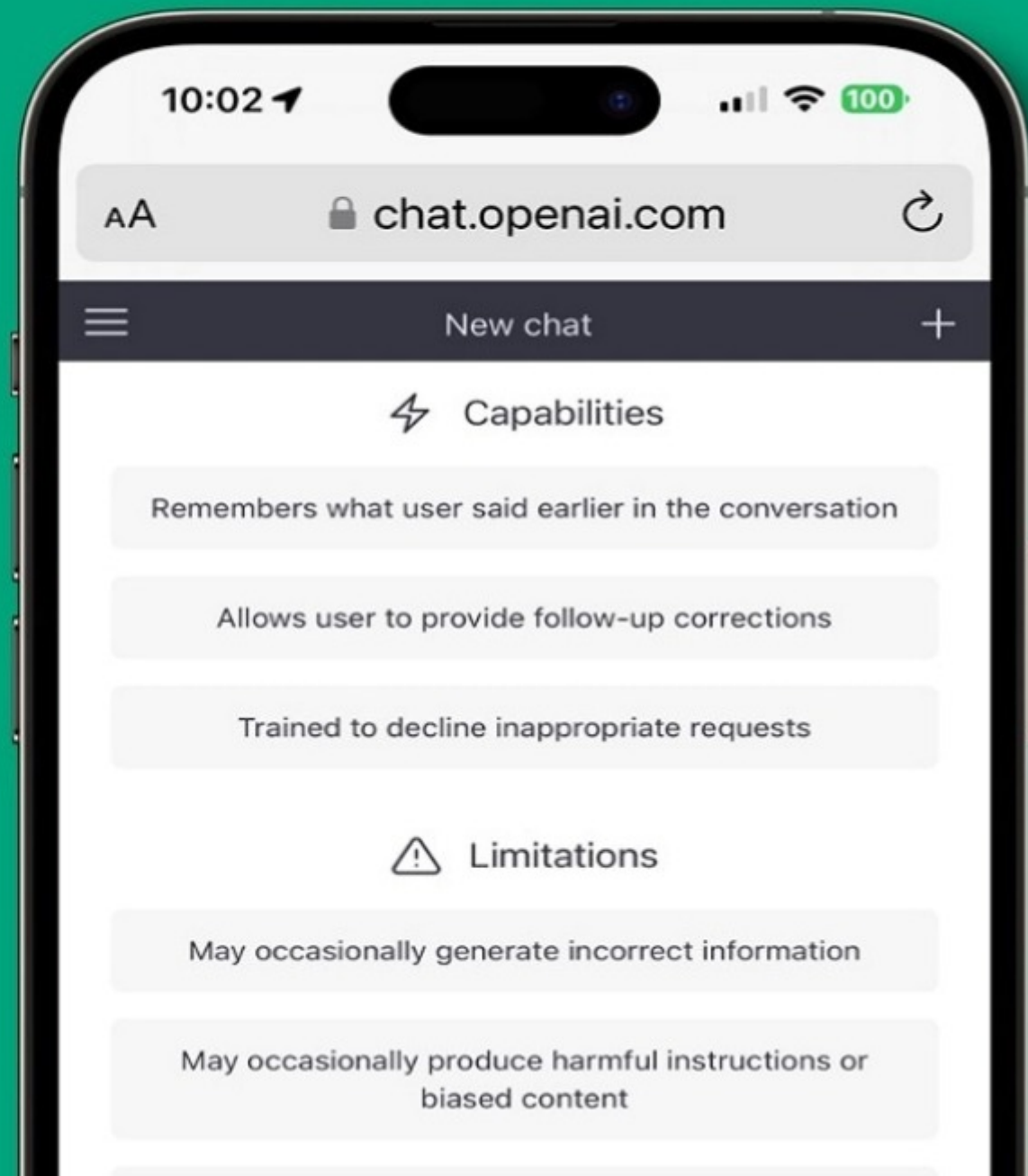
Collaboration H2AI



ChatGPT

What is ChatGPT?

Large Language Models Conversational API



**Let's design
a coffee maker**

Framing the project

Five Whys

Why do you exercise?

Because it's healthy

Why is it healthy?

Because it raises my heart rate

Why is that important?

So that I burn more calories

Why do you want to do that?

To lose weight

Why are you trying to lose weight?

I feel social pressure to look fit

Framing the project



Who are the **most common buyers of coffee makers?**



The most common buyers of coffee makers vary depending on the type of coffee maker and the market, but generally include:

1. **Home Consumers:** Individuals looking to make coffee at home for personal consumption.
2. **Office Settings:** Offices, workplaces, and businesses looking to provide coffee for employees and visitors.
3. **Cafes and Restaurants:** Establishments that serve coffee as part of their menu.
4. **Hotels and Hospitality:** Hotels, bed and breakfasts, and other lodging establishments that offer coffee to guests.
5. **Retailers and Resellers:** Stores that sell coffee makers to consumers, such as department stores, home goods stores, and online retailers.
6. **Corporate and Bulk Buyers:** Companies or individuals purchasing coffee makers in bulk for gifting, events, or resale.
7. **Coffee Enthusiasts and Collectors:** People who collect different types of coffee makers or are passionate about specialty coffee brewing methods.

Framing the project



Who are the most common **home consumers** that buy coffee makers?



The most common home consumers of coffee makers include:

1. **Coffee Enthusiasts:** People who are passionate about coffee and enjoy exploring different brewing methods and coffee flavors.
2. **Busy Professionals:** Individuals who need a quick and convenient way to make coffee at home before heading to work.
3. **Families:** Households with multiple coffee drinkers who prefer to make coffee at home instead of buying it from cafes or coffee shops.
4. **Students:** College students and young adults who want an affordable way to make coffee in their dorm rooms or apartments.
5. **Home Office Workers:** People who work from home and prefer the convenience of having a coffee maker nearby.
6. **Health Conscious Consumers:** Individuals who prefer to make their own coffee at home to control the ingredients and avoid added sugars and artificial flavors.
7. **Budget-Conscious Consumers:** People who want to save money by making their own coffee instead of buying it from coffee shops regularly.

Framing the project



What are the most common **characteristics of coffee enthusiasts** that buy coffee makers?



Coffee enthusiasts who buy coffee makers often share several characteristics:

1. **Passion for Coffee:** They have a deep love for coffee and enjoy exploring different types of coffee beans, roasts, and brewing methods.
2. **Knowledgeable:** They are well-informed about coffee, including its origins, flavors, and brewing techniques.
3. **Seeking Quality:** They prioritize quality in their coffee and are willing to invest in equipment that helps them achieve the best possible brew.
4. **Experimental:** They are open to trying new brewing methods, coffee beans, and flavor profiles to expand their coffee experience.
5. **Engaged in the Coffee Community:** They may be active members of the coffee community, participating in forums, attending coffee-related events, or following coffee influencers.
6. **Invested in Equipment:** They are willing to spend money on high-quality coffee makers, grinders, and other accessories to enhance their coffee brewing experience.
7. **Enjoy the Ritual:** They appreciate the ritual of coffee-making and see it as a relaxing or enjoyable part of their day.
8. **Social Aspect:** For some, sharing coffee with others is important, and they may enjoy hosting coffee tastings or gatherings to share their passion with friends and family.

Building a Persona



Build a persona for a coffee maker's buyer that: has **passion for coffee, enjoys the ritual, and enjoys the social aspect of coffee.**



Name: **Carla**

Age: **35**

Occupation: **Marketing Manager**

Location: Urban area, **possibly a city**

Bio: Carla is a coffee aficionado who **thrives on the rich, aromatic experience of brewing and savoring a perfect cup of coffee.** She starts her day with a **meticulously prepared pour-over or espresso**, relishing the **ritual** as much as the flavor. Carla enjoys exploring **different coffee beans**, experimenting with various **brewing methods**, and honing her **barista skills at home**. For her, coffee is more than just a beverage; it's a passion that she loves **to share with friends and family.**

Building a Persona



Personality Traits:

1. **Passionate:** Carla is deeply passionate about coffee and is always eager to learn more about its origins, flavors, and brewing techniques.
2. **Connoisseur:** She has a refined palate and can discern subtle differences in coffee flavors, roasts, and brewing methods.
3. **Social:** Carla enjoys the social aspect of coffee and often hosts coffee tastings or gatherings to share her love of coffee with others.
4. **Creative:** She is creative in her approach to coffee-making, often coming up with new and innovative recipes and brewing methods.
5. **Detail-Oriented:** Carla pays close attention to detail when brewing coffee, ensuring that every aspect of the process is perfect.
6. **Hospitable:** She loves to make coffee for others and takes pleasure in seeing their enjoyment of her creations.

Building a Persona



Goals and Motivations:

1. **Continual Learning:** Carla is always looking to expand her knowledge of coffee and improve her brewing skills.
2. **Connection:** She seeks to connect with others through her shared love of coffee, creating meaningful experiences and memories.
3. **Quality:** Carla values quality in all aspects of her coffee experience, from the beans to the equipment to the final cup.
4. **Enjoyment:** Ultimately, Carla's goal is to derive pure enjoyment and satisfaction from her coffee-making endeavors, both for herself and for others.

Building a Persona



Create a photorealistic **portrait of Carla**



ChatGPT > **Moodboards.ai**



To create a photorealistic portrait of Carla, I'll **need a bit more information**. Could you describe her **appearance**, including details like age, hair color and style, eye color, skin tone, and any specific features or clothing preferences? This will help me generate an accurate and detailed portrait.



Carla is **35, Marketing Manager**, lives in an Urban area, possibly a **city**. She is **social, detail-oriented, and creative**. She believes in **life-long learning, deep connections**, values **quality** and wants to **feel joy and fulfillment**.

Building a Persona



Create a photorealistic **portrait of Carla**



ChatGPT > **Moodboards.ai**



To create a photorealistic portrait of Carla, I'll **need a bit more information**. Could you describe her **appearance**, including details like age, hair color and style, eye color, skin tone, and any specific features or clothing preferences? This will help me generate an accurate and detailed portrait.



Carla is **35, Marketing Manager**, lives in an Urban area, possibly a **city**. She is **social, detail-oriented, and creative**. She believes in **life-long learning, deep connections**, values **quality** and wants to **feel joy and fulfillment**.



Creating a Mood board



Create a mood board for this persona



ChatGPT > **Moodboards.ai**



Here is the visual mood board created for Carla, a coffee enthusiast. This mood board includes images that reflect her passion for coffee, from the variety of beans to the brewing equipment, and showcases the community and creativity surrounding her coffee experiences. You can view and download the image above to explore the details and get a sense of warmth, creativity, and community that define Carla's persona..



Creating a Mood board



Recreate the board using **more people and places**.



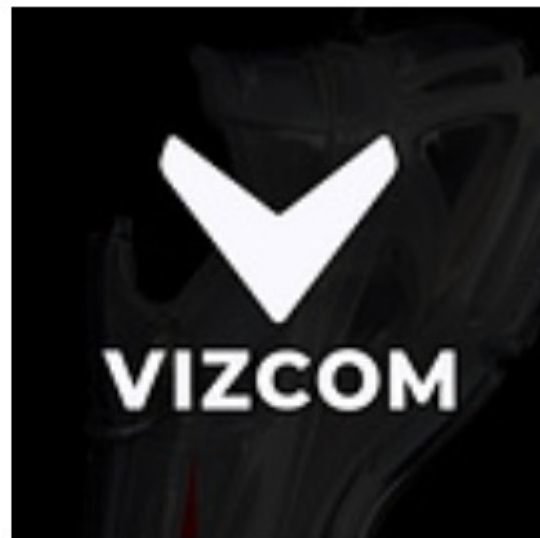
ChatGPT > Moodboards.ai



Here is the revised visual mood board for Carla, now with a greater emphasis on people and places. This version showcases diverse groups enjoying coffee in various settings, highlighting the social and global dimensions of Carla's coffee passion. You can view and download the updated mood board above to see the enhancements that reflect a broader engagement with the coffee community.

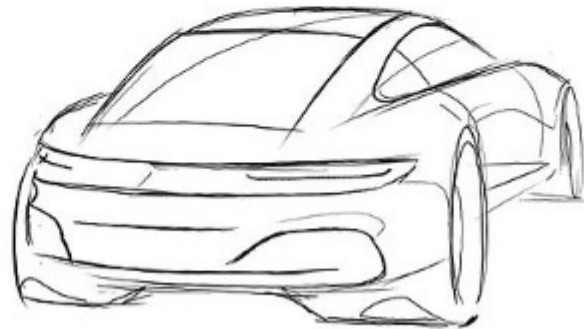
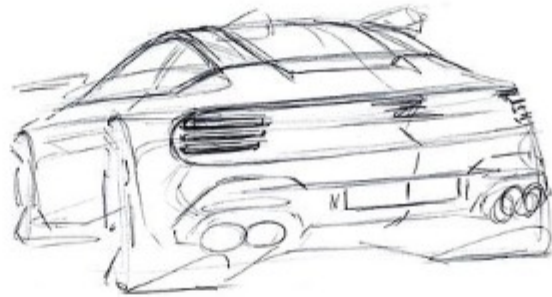
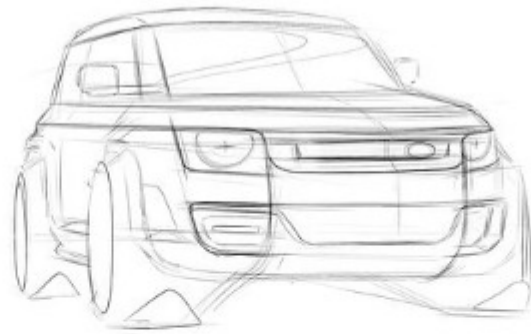


Collaboration H2AI



What is Vizcom?

2D visualization
Image + Prompt
Sketch > Render



https://youtu.be/fBDyCfdx_B4

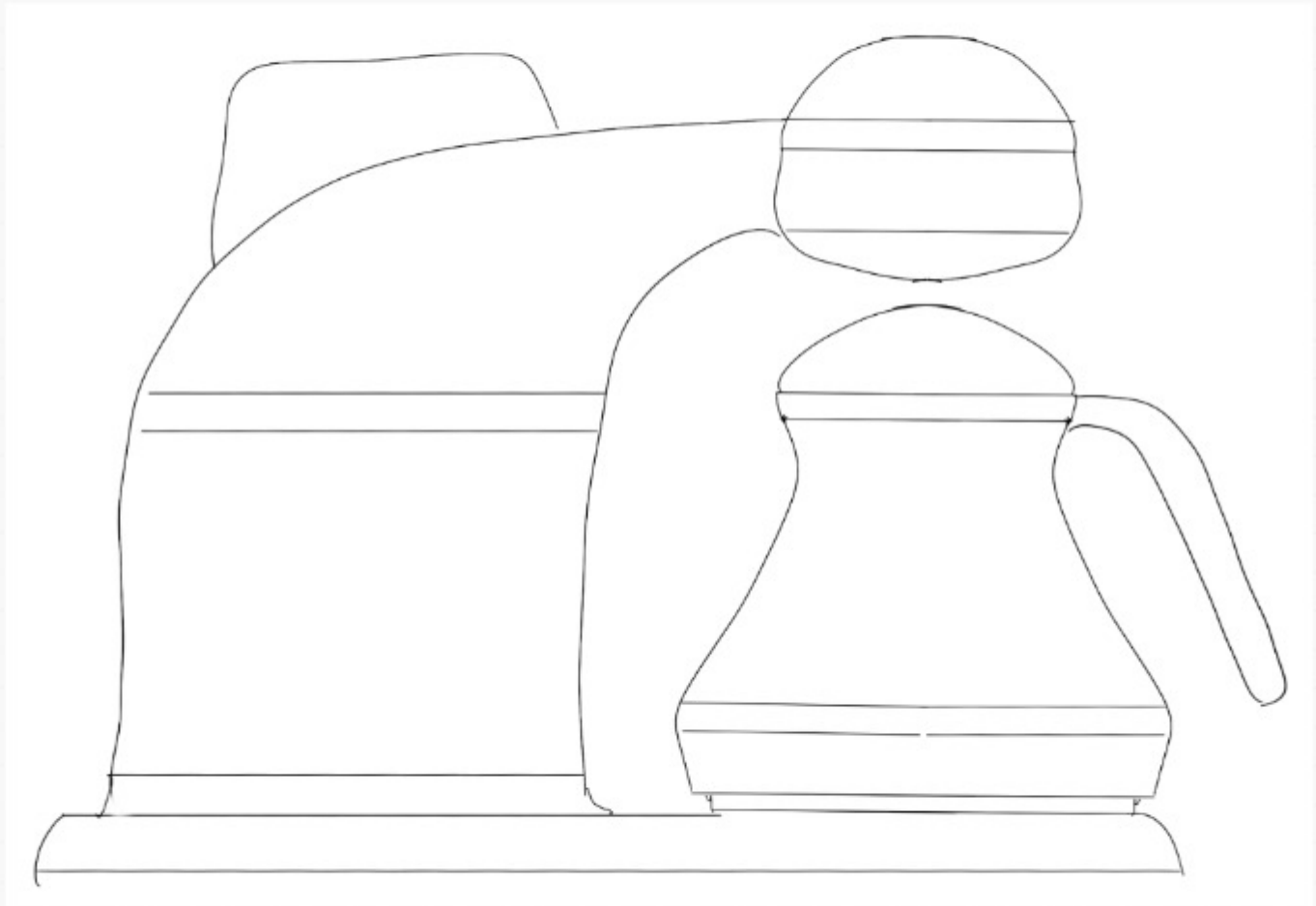
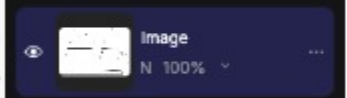


Image



A FREE Export

Layers +



Create

Render Refine

Prompt
Coffee Maker, Pink and steel

Style
Vizcom General

Reference Image +

Drawing influence 90%

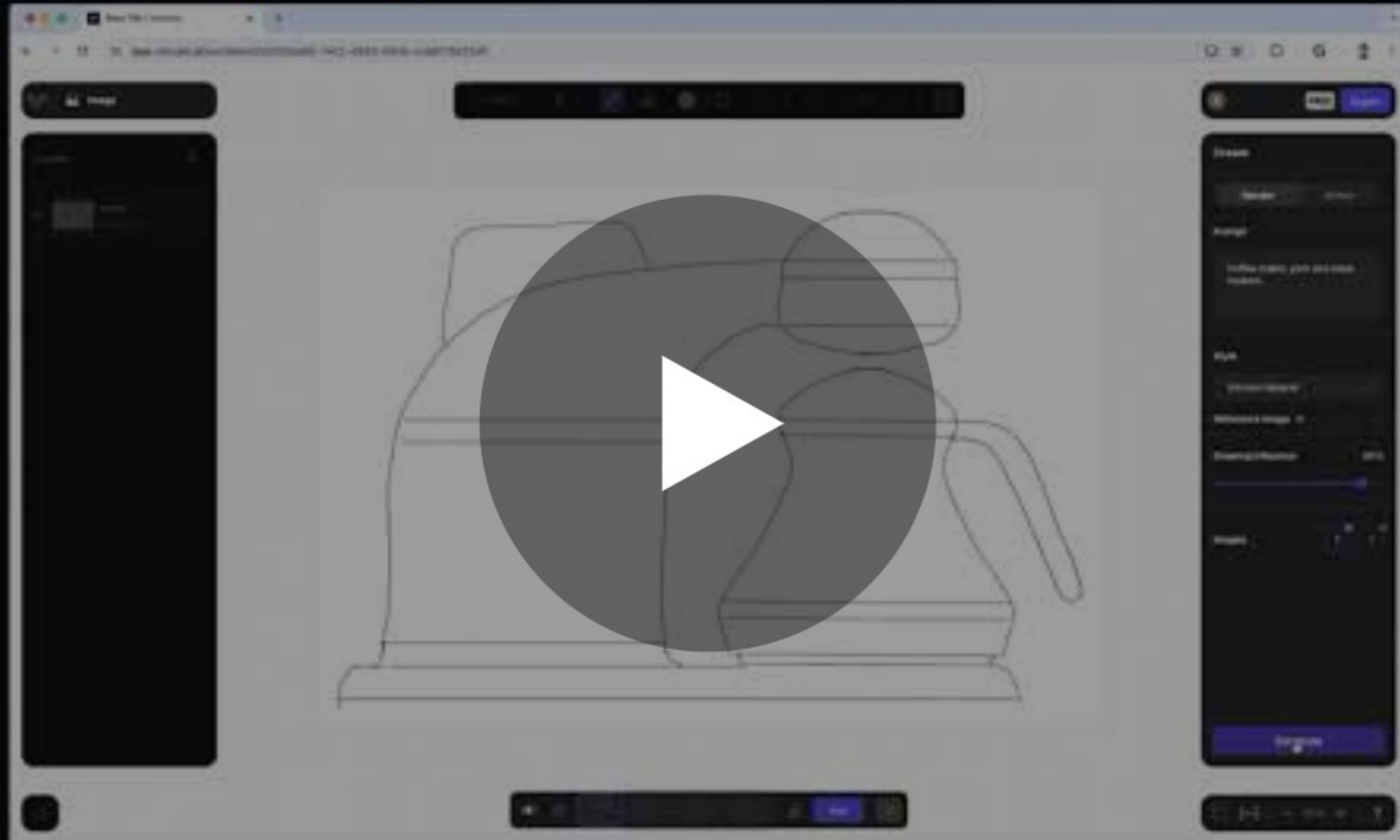
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Create

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coffee maker

Style

Vizcom General

Reference Image

Drawing influence 95%

Images 1 4

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Create

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Prompt

coffee maker

Style

Vizcom General

Reference image

Drawing influence 95%

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Create

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coffee maker

Style

Vizcom General

Reference image

Drawing influence 95%

Images 1 4

Generate



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Create

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Prompt

coffee maker

Style

Vizcom General

Reference image +

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Create

Render Refine

Prompt

coffee maker, pink and steel, modern

Style

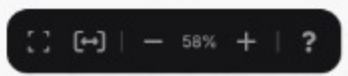
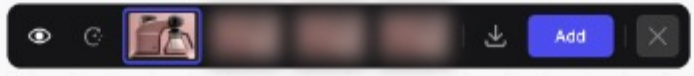
Vizcom General

Reference Image

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Create

Render Refine

Prompt

coffee maker, pink and steel, modern

Style

Vizcom General

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Create

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coffee maker, pink and steel, modern

Style

Vizcom General

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coffee maker

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Vizcom General

Reference image

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Create

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coffee maker

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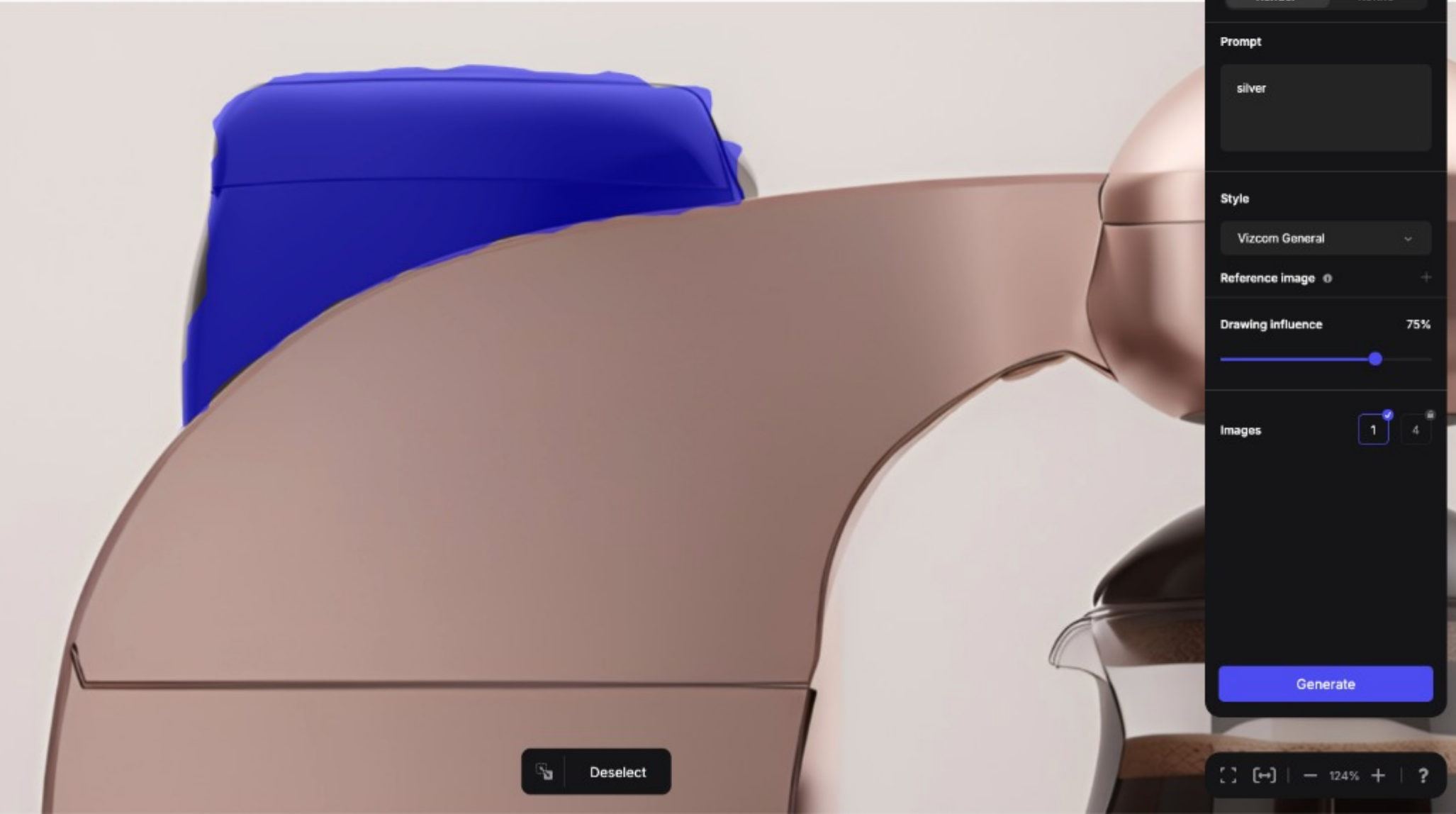
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Create

Render Refine

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What are you creating?

Style

Vizcom General

Reference Image +

Drawing influence 95%

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Image

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Create

Render Refine

Prompt

clock

Style

Vizcom General

Reference image +

Drawing Influence 95%

Images 1 4

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Insert [Tools: Arrow, Eraser, Lasso, Rectangle, Circle, Lasso, Undo, Redo, Close]

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Create

Render Refine

Prompt

coffee maker

Style

Vizcom General

Reference Image +

Drawing influence 95%

Images 1 4

Generate

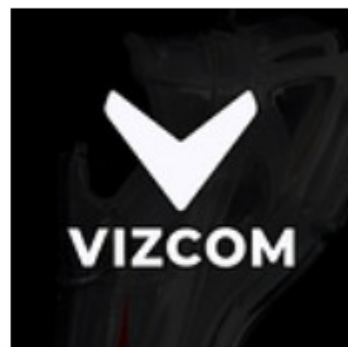
H2H



H2AI



ChatGPT



(H2H)
Let's ^ chat