DESIGNERS & GEN AI ADOPTION

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Hey, can you make me a cover image for my project titled “Designers & GenAI Adoption” in a graphic poster design style using white, bright yellow, grey, and black colours, also include human and AI in it. Use simple shapes. Bold the title.

Welcome! You are now viewing insights from 16 designers and adopters of Generative AI (GenAI), sharing their thoughts on the technology.

To view online, visit https://exhibition-designers-genai-adoption.webflow.io/

01

I am a Generative AI...

ADOPTER | **NON-ADOPTER**

02

Welcome, all GenAI adopters and non-adopters!

Do you ever wonder how other GenAI adopters feel about GenAI? They're like you. It maybe not.

In this study, we interviewed and surveyed 15 designers who adopted GenAI in their work. Let's see what they think, from your perspective as GenAI. Let's see what they think.

Let's go!

03

First, let's see their attitudes towards GenAI...

VERY POSITIVE
POSITIVE
NEUTRAL
NEGATIVE
VERY NEGATIVE

04

The designers described GenAI as...

useful, powerful, amazing, cool, fast, quick, exciting, helpful, collaborative, assistant, time saver, enhancer, time saver, productive, enhancing, productivity, disruptive

05

In which design process do the designers use GenAI?

PROBLEM 17% | 40% | 17% SOLUTION

RESEARCH | IDEATION | PROTOTYPE | TEST

For What Tasks do the designers use GenAI?

BRAINSTORM > | IDEATION > | MOCKUP > | INSPIRATION >

06

How much does GenAI assist in the designers works?

4 designers said GenAI assists them 30%.

5%	
30%	
20%	
10%	
50%	
70%	

07

What concerns are the designers most worried about?

copyright! | transparency | ownership | quality of output | work replacement | privacy

08

However, when it comes to GenAI adoption...

What concerns impact the designers' decisions to adopt GenAI the most?

originality

privacy | copyright | ownership | transparency

LOW PRIORITY | MOST IMPORTANT

09

Regardless of the existing risks or harms of GenAI, why do the designers still decide to adopt it anyway?

It saves time!

It allows me to work faster!

It's a good opportunities to get to know how it works and play around!

It helps me.

It's helpful, it good currently.

I feel like I have a useful assistant now than ever !!

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Despite the massive concerns, the participants continue to adopt GenAI, primarily due to its benefits in terms of time efficiency and the enhancement of the creative process.

The findings reveal a pragmatic approach among designers who recognize the advantages of GenAI while remaining mindful of its ethical implications.

The designers emphasized the significance of using GenAI responsibly, with a focus on ensuring data privacy and security, while maintaining the integrity of their work and the broader design ecosystem.

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In the designers reflected on their uses, they underscored the importance of using GenAI as a creative engine to enhance productivity rather than adopting hyperfocus.

Crucially, Instead a cautious approach, they prioritize human oversight to safeguard against ethical risks.

Ultimately, they prioritize ethical inclusion at hyperfocus ML.

Not Lastly...

They recognized the importance of generative outputs to supplement current they employed their creative and design process.

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Lastly...

Do the designers think it's necessary to start adopting GenAI now?

42% NO (FOR NOW) | 33% MAYBE | 25% YES

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Now...

What are your thoughts on GenAI?
Do you feel the same way as these designers?
Are you in the majority or minority of adopters?

Let's share your thoughts!

type your message

SEND