AI-Augmented Design Workflow

Stage	Discovery	Ideation	Sketch/Design	Prototype (low/high fidelity)	Iteration (testing and feedback)
Goals	**Frame the problem, understand users, generate initial concepts**	**Generate solution directions, early design ideas**	**Structure content and flows, validate logic**	**Move ideas into tangible testable designs**	**Validate assumptions with real users**
Best uses	• Research synthesis: Summarize academic papers, competitive analyses, or stakeholder interviews. • Persona generation: Use AI to create draft personas from real data (surveys, CRM, analytics). • Problem framing: Explore different "how might we" angles.	• Workshop synthesis/stakeholders, SMEs, users • Brainstorming flows: Generate multiple versions of a user flow or interaction model. • Sketching UI ideas: Convert text descriptions into rough wireframes or visual sketches. • Naming / content ideation: Quickly produce brand language, microcopy, or naming directions.	• IA suggestions: Cluster content into logical categories. • Flow validation: Ask AI to stress-test a flow ("What happens if the user cancels at step 3?"). • Accessibility checks: Flag jargon, readability, or WCAG issues in early copy.	• Wireframe → mockup: AI converts sketches to Figma layouts. • Auto-populate with realistic data: Generate diverse user names, photos, text blocks. • Design variations: Rapidly explore visual themes.	• Script drafting: Generate unbiased usability test scripts. • Automated analysis: Summarize transcripts and find pain points. • Sentiment analysis: Extract emotional tone from feedback.
The Tools I Use	**NotebookLM** **ChatGPT** **Claude** **Gemini** **Google (SGE)**	**NotebookLM** **Claude** **ChatGPT**	**Figma Make**	**Figma Make** **Builder.IO** **Glide**	**Otter.ai / Grain AI** **NotebookLM** **Caveat these are low-cost/no-cost tools that I use to test/learn/iterate with a specific target audience. For larger studies and feedback there are enterprise level platforms like DScout which I highly recommend**
Sample Prompts	What are the current trends and gaps in [industry/field]? Where is the opportunity space in [industry/field]? What are emerging UX patterns in [industry] that could improve user engagement? What are current UX best practices for [specific interface element]? Generate user personas for [target demographic] using [product/service] Analyze user pain points in [app category] and identify unmet needs Find usability studies about [interaction pattern] and summarize key findings Summarize these 7 interview transcripts into 3 main themes with supporting quotes.	Generate 15 different ways users could complete [specific task] in our interface **How might we** redesign [problematic user flow] to reduce cognitive load? Brainstorm micro-interactions that could delight users during [specific action] Design 3 alternative onboarding flows for a mobile savings app targeting Gen Z Imagine three alternative interaction models for an (XYZ) tracking app: one built around chat, one around a dashboard, and one around gamification. Sketch out the flow of each in bullet points. Generate X alternative concepts for [product/app/feature], each with a distinct approach. Summarize each in 2–3 sentences with one defining visual or interaction idea. Design [feature/product] for three different user personas: [persona A], [persona B], [persona C]. Show how each concept differs in priorities, features, and tone. Reimagine [product/feature] as if it were designed by [brand/product/domain]. Provide 3 concepts. eg - "Design an online learning platform as if it were (1) TikTok, (2) IKEA, and (3) Duolingo. What interaction patterns or aesthetics carry over?"	Create low-fidelity wireframes for a [app type] that prioritizes [accessibility/speed/simplicity] Design a mobile-first layout for [specific user task] with clear visual hierarchy Use the user scenarios (or PRD) I've provided to design a mobile first application Re-design (XYZ) app to better address these user needs Here's a draft sitemap for an elder-care platform. Suggest improvements for navigation clarity. Here is a proposed flow for booking a doctor's appointment in a telehealth app. Identify potential failure points, edge cases, and places where users might get confused or drop off. Suggest fixes Given this list of 25 features and content items for a student portal, cluster them into logical navigation categories. Propose intuitive labels that would be clear to both first-time and returning users.	Build an interactive prototype showing the complete user journey for [specific task] Create a clickable prototype that demonstrates [key interaction] with proper feedback states Design an MVP with the highest value user scenario that will elicit the most responses in a usability study Turn this sketch into a Figma mobile wireframe with material design patterns. Populate this prototype with realistic sample data for 10 different users, with gender/ethnic diversity.	Review this list of observed usability issues from five test sessions. Cluster them into themes, assign severity (high/medium/low), and recommend the top 3 fixes to prioritize. Analyze these interview transcripts from participants testing a travel app. Extract moments of frustration, delight, or confusion, and map them to specific features or screens. Generate 5 usability test tasks for [product/prototype], focused on [goal: discoverability, efficiency, trust, etc.]. Make them clear, neutral, and scenario-driven. Here are test notes from two versions of the checkout flow. Compare user reactions and identify which version performed better on speed, trust, and ease of use. Suggest one improvement for the winning version.
Outputs	Opportunity areas, trend analysis, market analysis, competitive audits, pain point analyses, business models, user personas, journey maps, usability research summaries, design pattern libraries, user behavior insights	Interaction concepts, user flow alternatives, micro-interaction ideas, information architecture options - PRD - user scenarios, creative brief	Wireframes, user flow diagrams, content blocking/business modeling, layout explorations	Mid-fi prototypes, multiple style variations, auto-filled sample data, usability testing demos, stakeholder presentation materials, developer handoff specs	Test plans, heatmaps & path analysis, thematic summaries of feedback