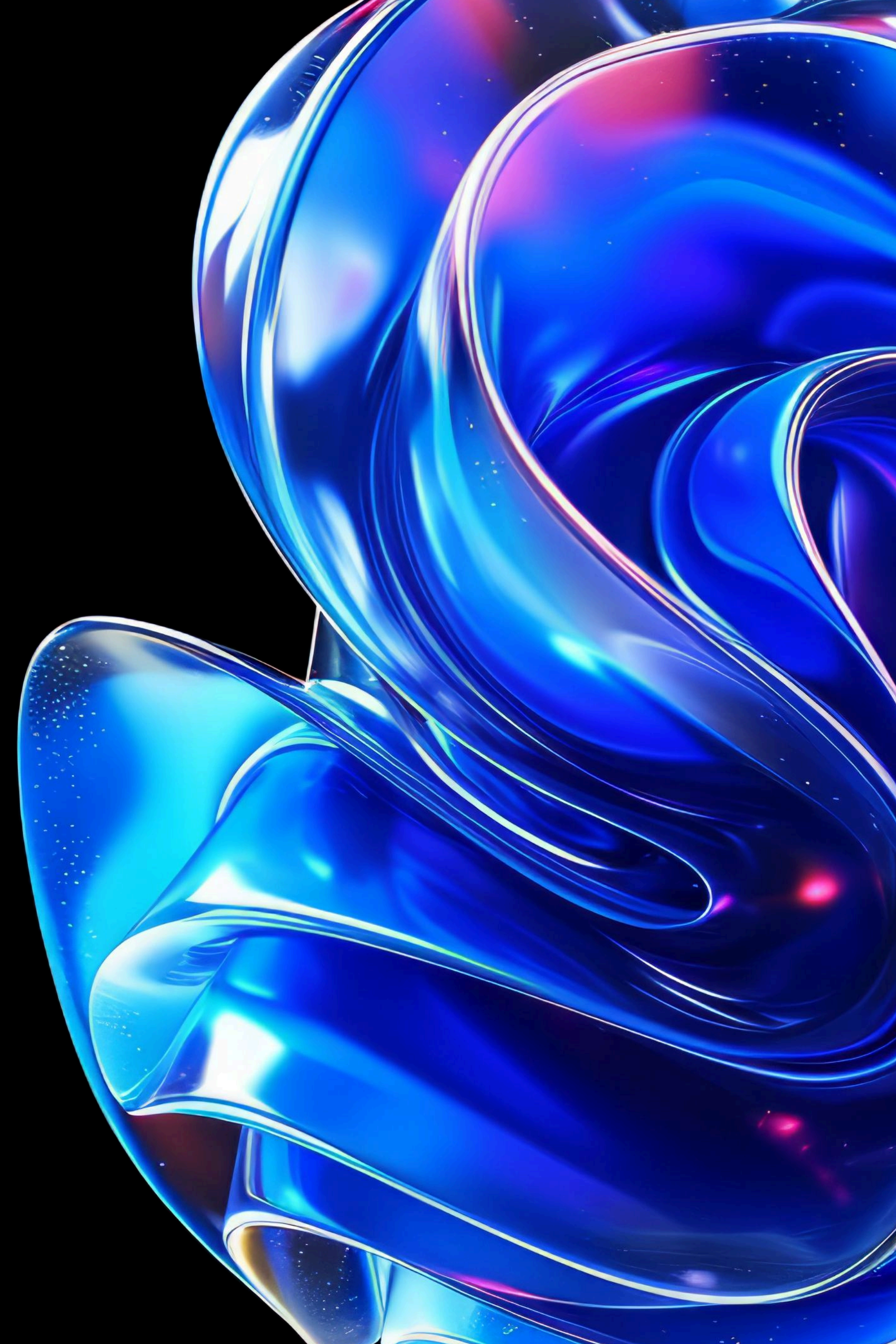


2026

AI Application in UX/UI



1. AI Applications in the UX/UI Process	03
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01

AI Applications in the UX/UI Process

Figma AI

- Previously, prior to Figma's AI integration, designers relied on external tools like Photoshop or online editors for image processing tasks such as background removal, image generation, and editing. This process was time-consuming and labor-intensive.

1. Direct Image Processing with AI Tools

- Text-to-image generation
- Background removal
- Editing and object removal via prompts
- Image resolution upscaling

Prompt (delete object)

- Remove the orange car



Figma Make

What is Figma Make?

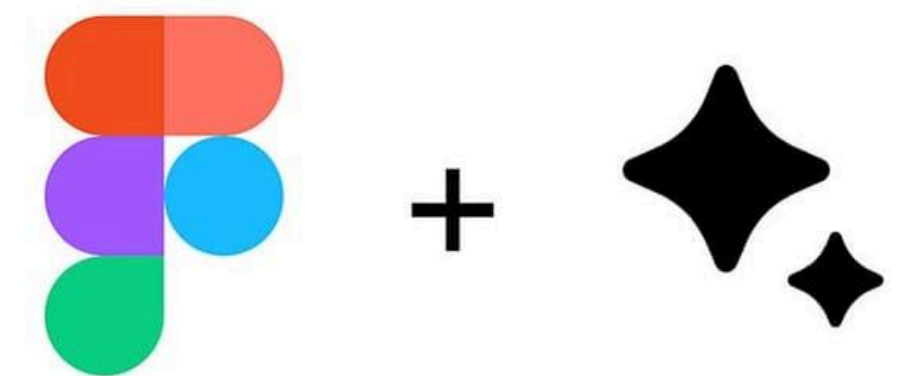
- Figma Make is part of the Figma AI suite, first introduced in 2024. This represents a breakthrough advancement, transforming Figma from a manual design tool into a "design-by-prompt" platform.
- By 2026, these features have matured and become deeply integrated into the workflows of Designers and Developers.

1. Generate Designs from Prompts

- Simply enter a description → AI will automatically generate a complete interface, including layout, colors, and UI components.

2. "Understanding" Design Systems

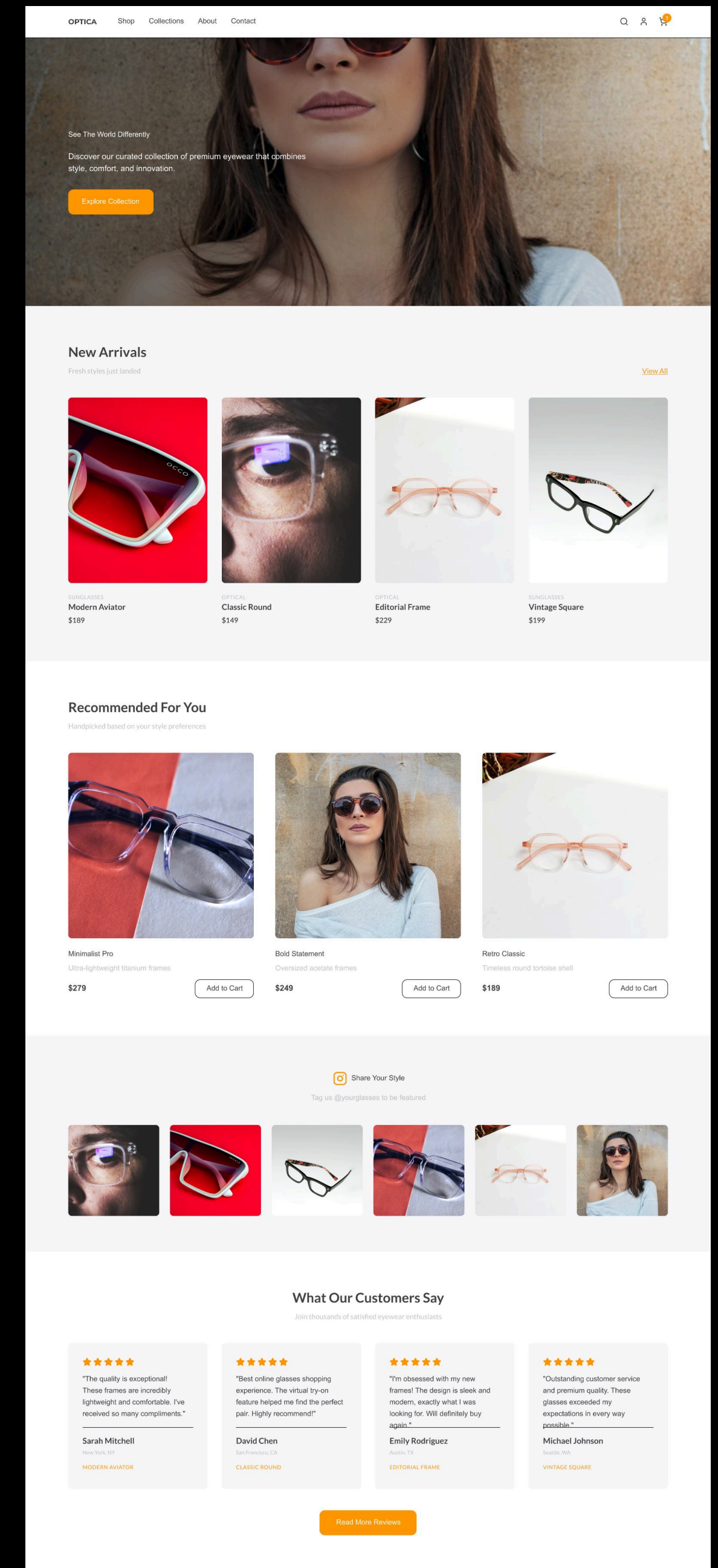
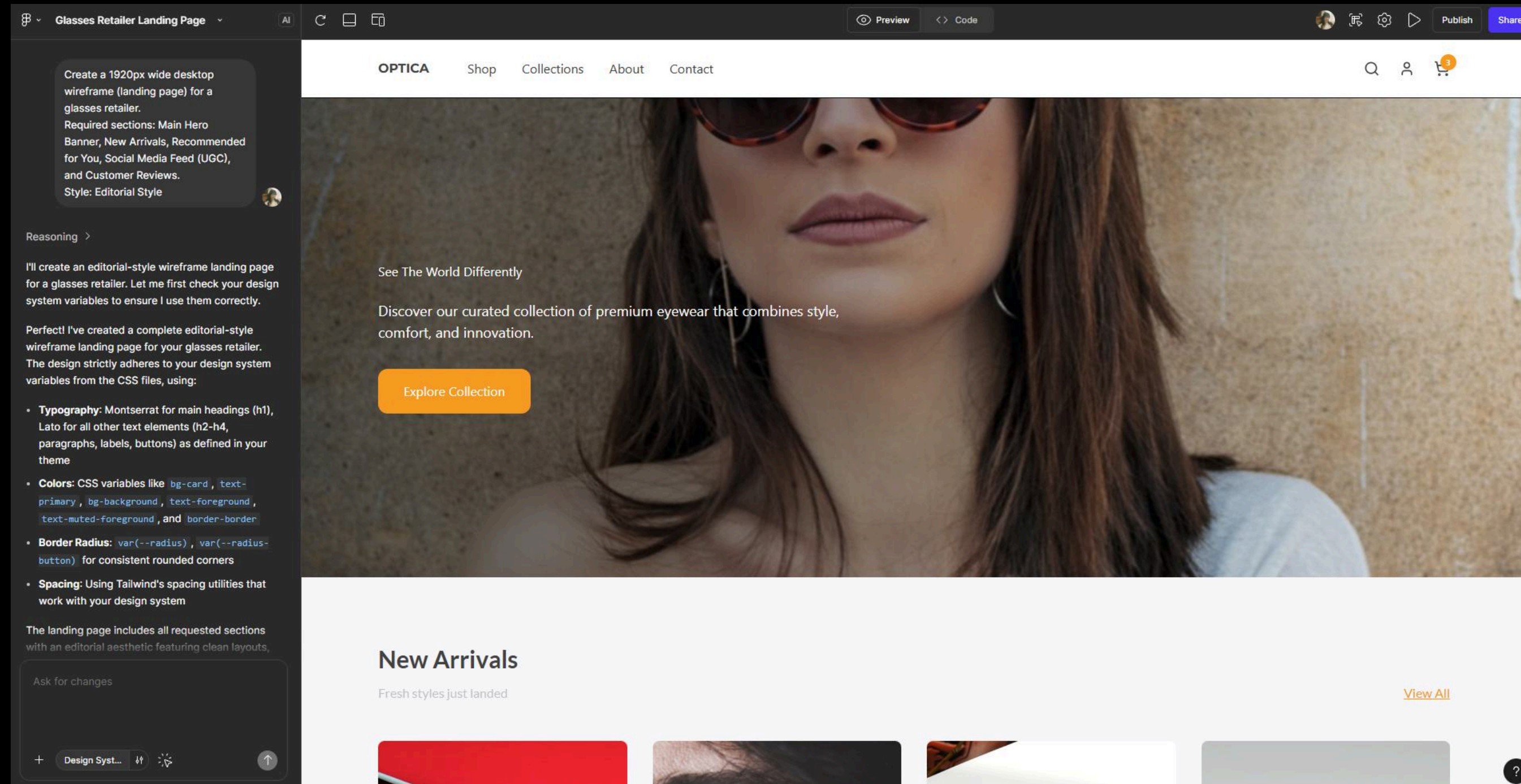
- A Design System is a centralized "library" containing all design components and the rules for their usage to build a digital product (such as a website or application).
- Connect to an existing library (Design System) → Figma Make can utilize the correct established styles and components to ensure brand consistency in the generated designs.



Figma Make

Prompt (with Design System attached)

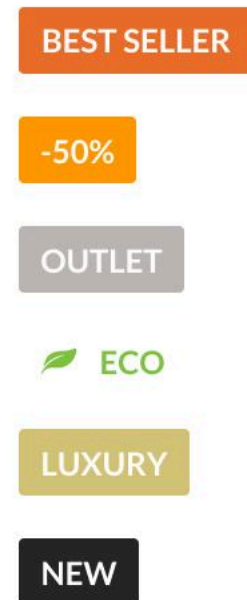
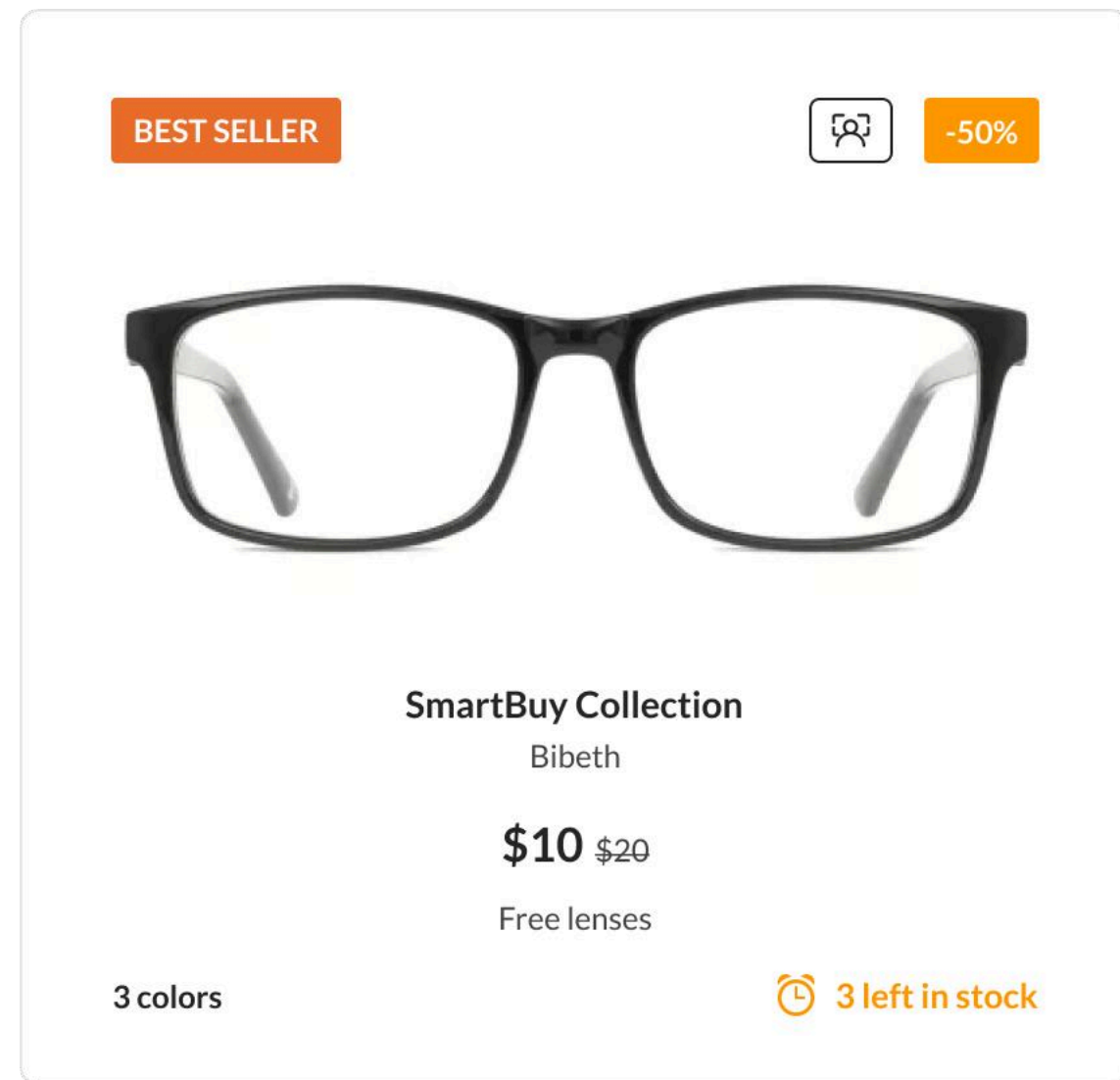
- Create a wireframe (landing page) for a glasses retailer.
- Required sections: Main Hero Banner, New Arrivals, Recommended for You, Social Media Feed (UGC), and Customer Reviews.
- Style: Editorial Style



Figma Make

Prompt (with Design System attached)

- Redesign these product tags so they do not look like a button.



Reasoning >

I'll create several different design proposals for the product tags so you can choose your favorite style.

Perfect! I've created 6 different design proposals for the product tags:

- 1. Outlined Border** - Clean outlined style with 1.5px colored borders and matching text (current design)
- 2. Subtle Filled** - Light pastel background colors with colored text for a softer, less intrusive look
- 3. Pill-Shaped Minimalist** - Fully rounded pill shape with thin borders for a modern, friendly appearance
- 4. Subtle Shadow** - Light borders with shadow effects to add depth and dimension
- 5. Dashed Border** - Dashed borders for a distinctive, informal informational look
- 6. Left Accent Bar** - Vertical colored bar on the left edge for a clean, modern minimalist style

Each proposal maintains the informational aesthetic while offering different visual approaches. Let me know which style you prefer, or if you'd like to see any variations!

Create alternative tag designs
Version 5

Ask for changes

Product Tag Design Proposals

Choose your preferred tag style

Proposal 1: Outlined Border

Clean outlined style with colored borders and matching text



Proposal 2: Subtle Filled

Light background colors with colored text for a softer look



Proposal 3: Pill-Shaped Minimalist

Rounded pill shape with thin borders for modern appearance



Proposal 4: Subtle Shadow

Light borders with shadow for depth and dimension



Proposal 5: Dashed Border

Figma Make

3. Transform Static Designs into Interactive Prototypes

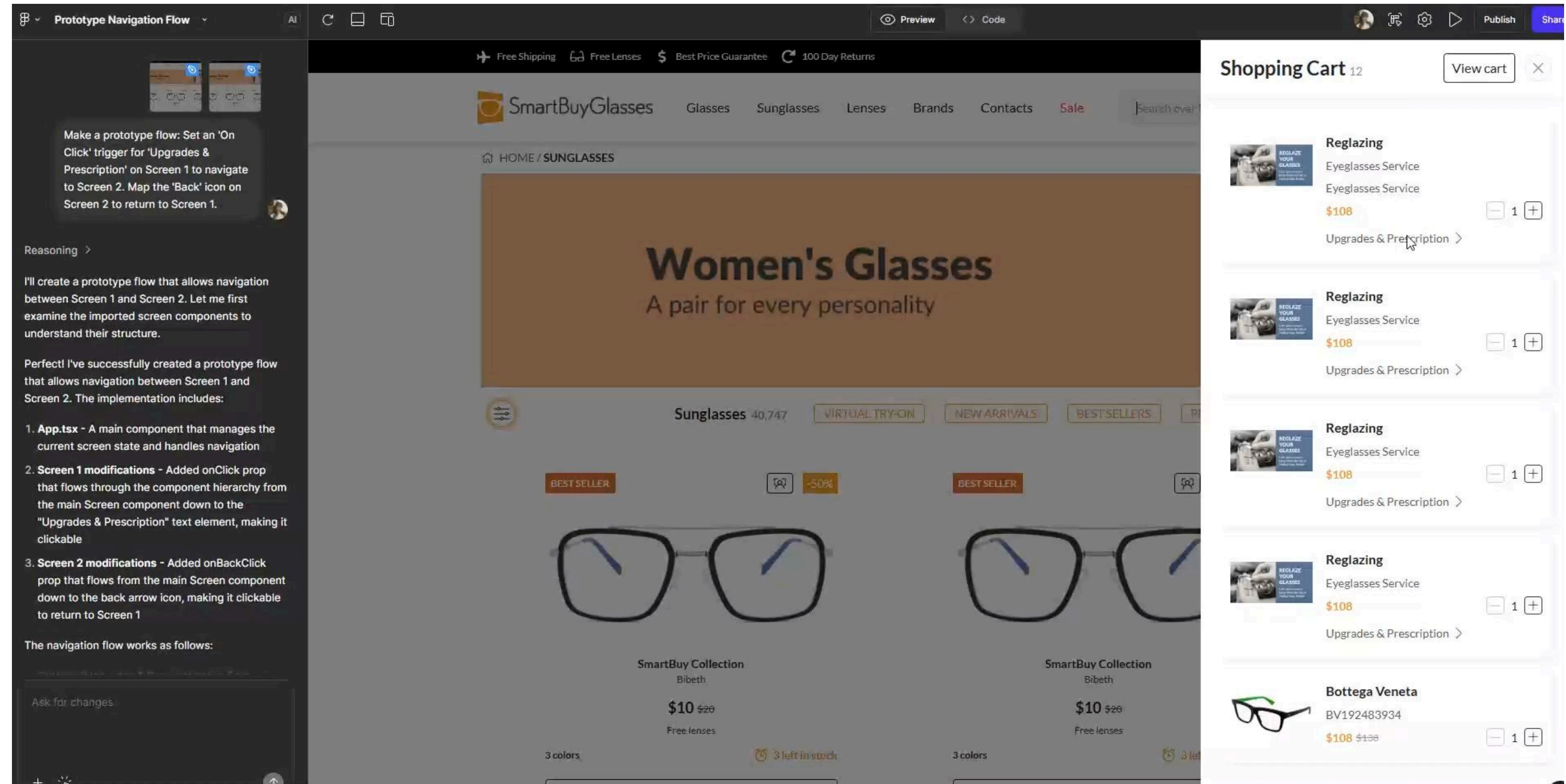
- Attach existing Figma design files to the prompt → Figma Make generates an interactive prototype; for example, clicking a button will navigate to a new page.

Prompt #1

- Make a prototype flow: Set an 'On Click' trigger for 'Upgrades & Prescription' on Screen 1 to navigate to Screen 2. Map the 'Back' icon on Screen 2 to return to Screen 1.

Prompt #2

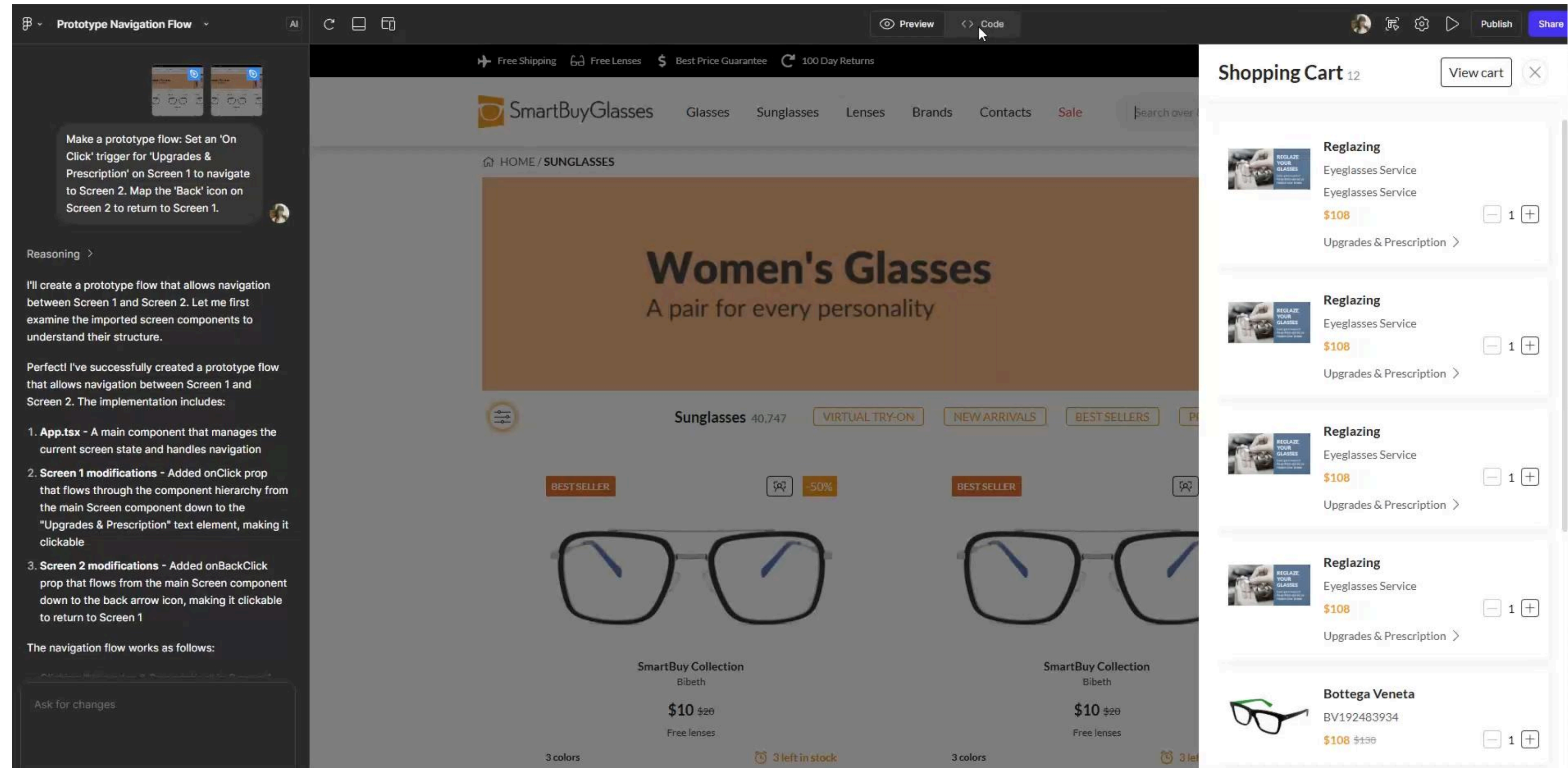
- Please add slide in/ fade in animation for the white panel on the right side only



Figma Make

4. Export to Code

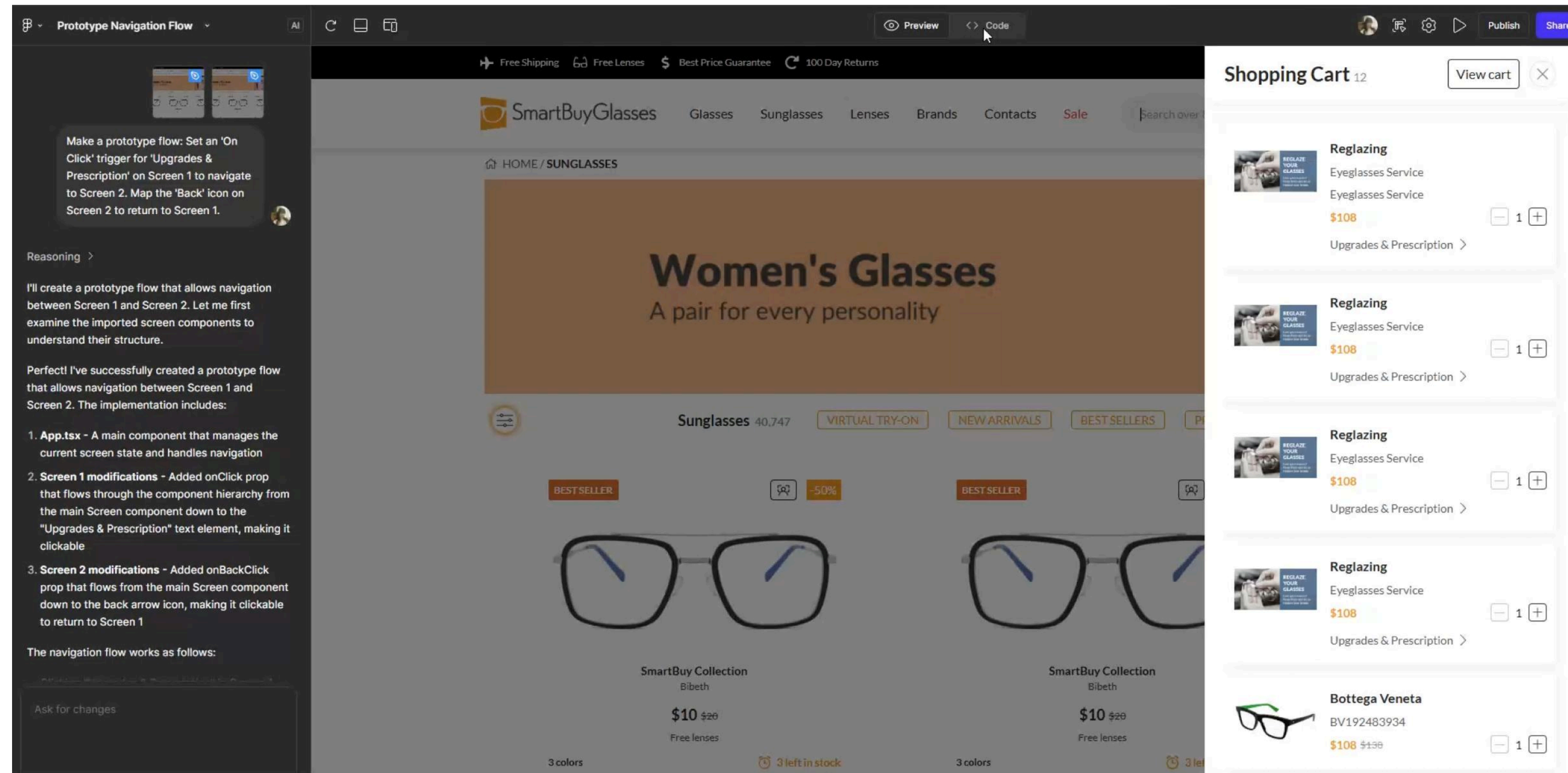
- Figma Make does not simply generate static images; it creates applications based on actual source code (HTML, CSS, React...).
- Developers can view and retrieve this source code for practical implementation, helping to bridge the gap between design and development.



Figma Make

Key Advantages

- **Speed:** Enables the creation of MVPs (Minimum Viable Products) or conceptual wireframes in minutes rather than hours.
- **Customizability:** The generated designs are not static images but consist of fully functional Layers and Auto Layouts, allowing for the modification of every minute detail.
- **Multi-language Support:** Capable of directly translating design content into multiple languages while preserving the original layout.



Figr

What is Figr?

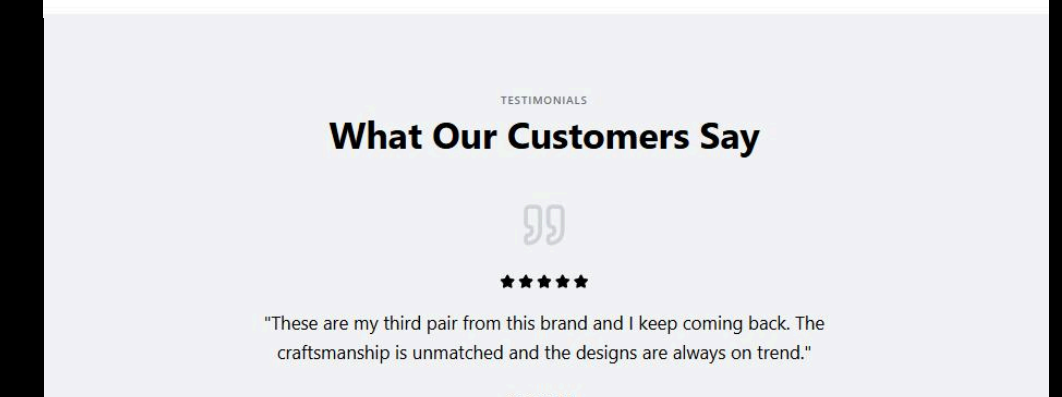
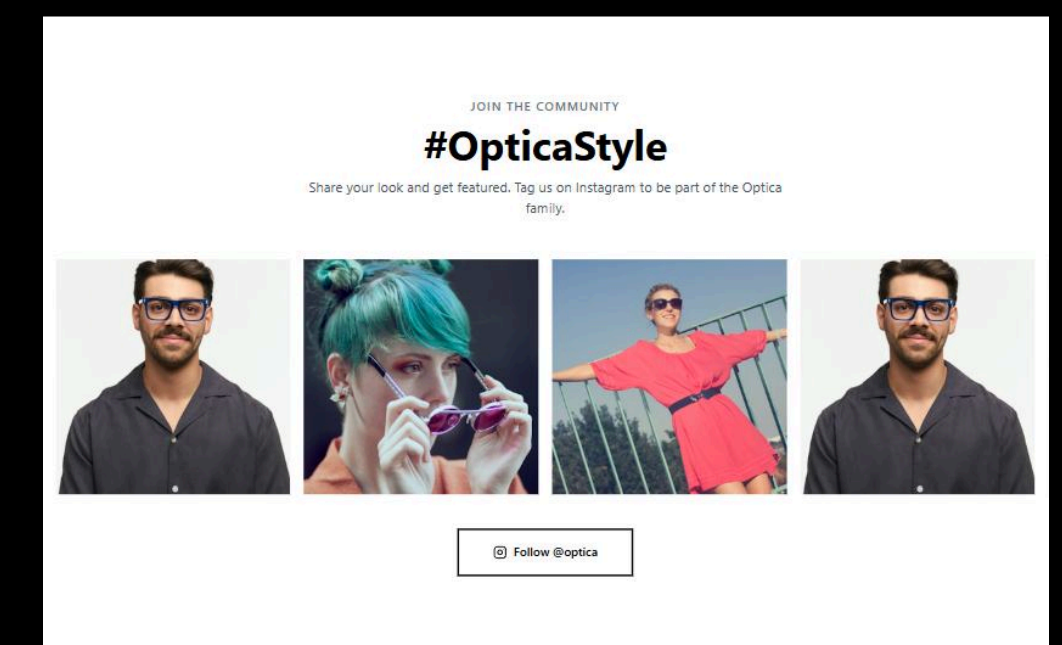
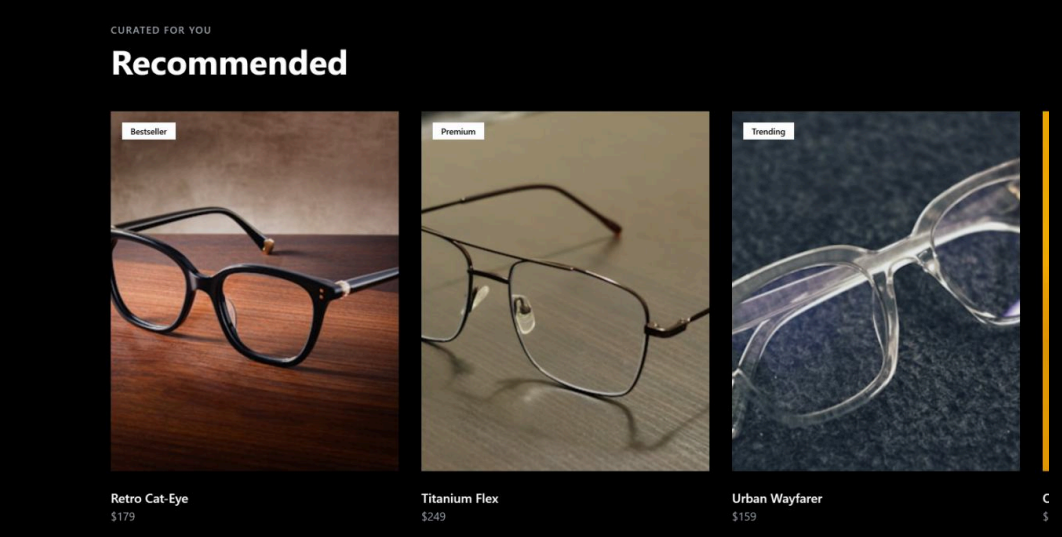
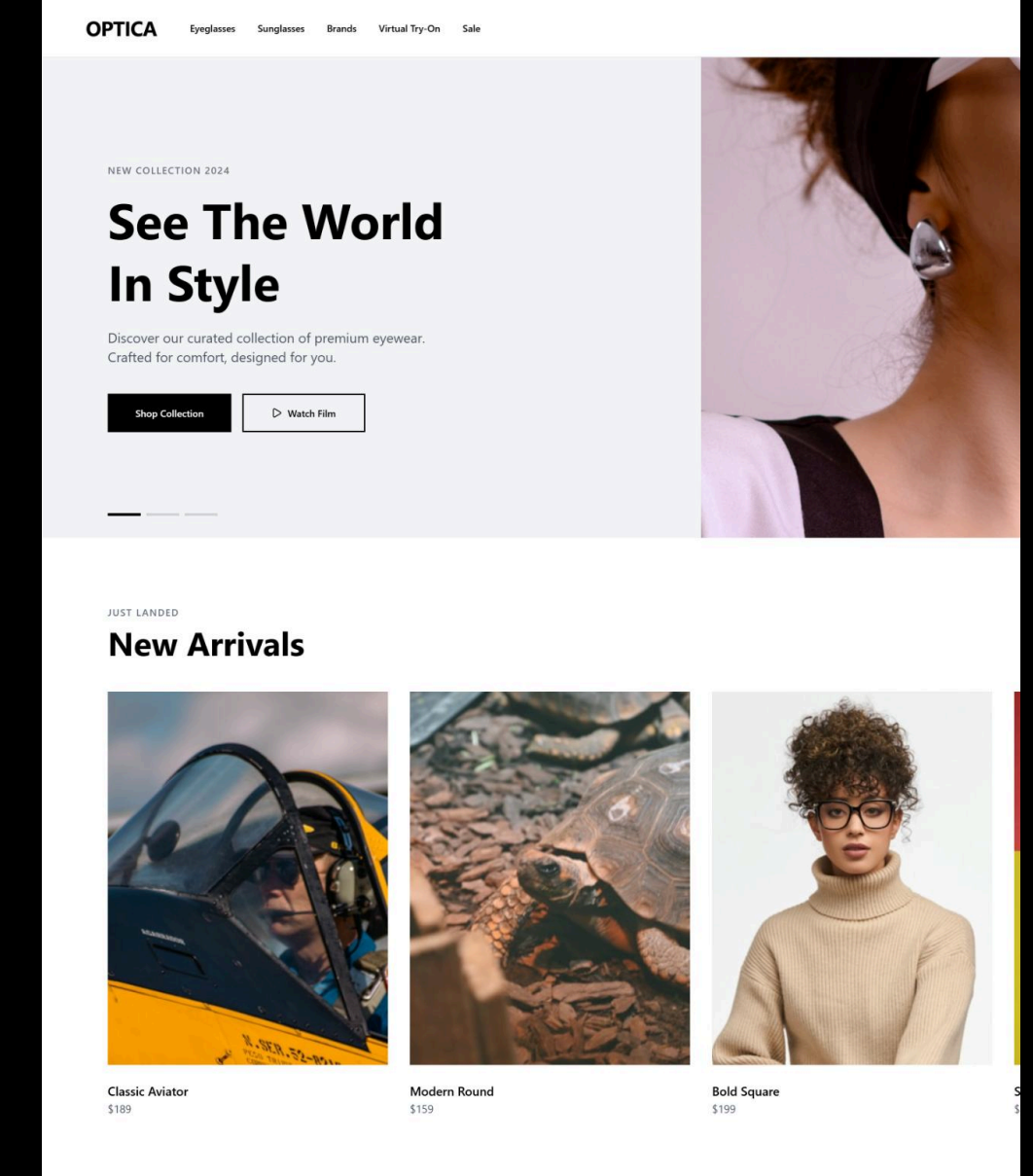
- In the UI/UX design landscape of 2026, Figr (commonly known by its domain figr.design) is an AI-powered digital product design platform that is garnering significant attention.

1. Features Similar to Figma Make

- It performs functions comparable to Figma Make (generating designs via prompts, integrating with existing Design Systems in Figma, and creating interactive prototypes).

2. Conversion from PRD to User Flow

- Upload a PDF/Doc file containing the Product Requirement Document (PRD).
- Figr will analyze the document and generate the User Flow first.



Vision Easy Shop

Chat Frames

Expand canvas

+ 38%

I have a PRD for an Eyewear E-commerce website. Please analyze the requirements below and generate the full user flow and first wireframe for all pages.

PRD below:

Product Goals
To build a premium e-commerce platform for eyewear, focusing on a seamless user experience that helps customers find the perfect frames for their face shape quickly and confidently.

Target Audience
Trendsetters: Users looking for the latest fashion-forward eyewear.
Prescription Users: Customers who need to customize lenses based on medical prescriptions

Core Features & Functional Requirements

Homepage
Hero Section: High-quality image slider featuring the "New Summer Collection."
Smart "Face Shape" Filter: A quick-access tool to filter glasses by face shape (Round, Square, Heart, Oval).
Featured Categories: Carousel layout for Sunglasses, Eyeglasses, and Contact Lenses.

Grid Page (Product listing page)
Advanced Filtering: Filter by Material (Acetate, Titanium, Metal), Frame Shape, Color, and Price Range.
Quick View/Hover Effect: Show alternate colors or a 45-degree angle view upon hovering over a product card.

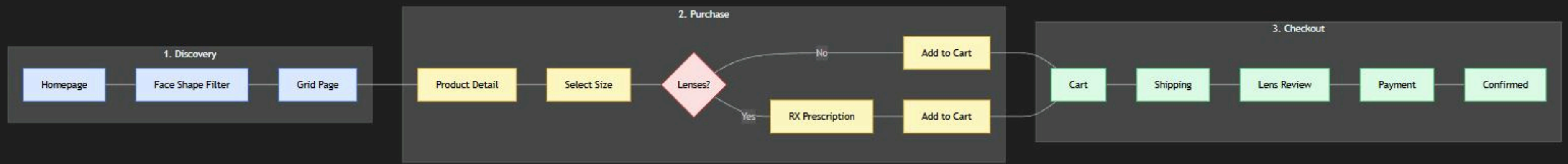
Product Detail Page (PDP)
Virtual Try-on (VTO): A prominent "Try It On" button to activate the user's camera for an AR-based overlay.

Lens Configurator:
Step 1: Select size (if have)

The image shows two diagrams generated by the AI. The first, titled "Eyewear E-commerce User Journey", is a flowchart starting with "Homepage" and "Face Shape Filter", leading to "Grid Page", "Product Detail", "Select Size", a decision diamond "Lenses?", and then either "RX Prescription" or "Add to Cart", finally leading to "Cart", "Shipping", "Lens Review", "Payment", and "Confirmed". The second, titled "Eyewear E-commerce Wireframes", shows a visual layout for the "1. Homepage" with a hero section, filters, and category carousels, and a "2. Grid Page (Product Listing)" with a grid of product cards and filters.



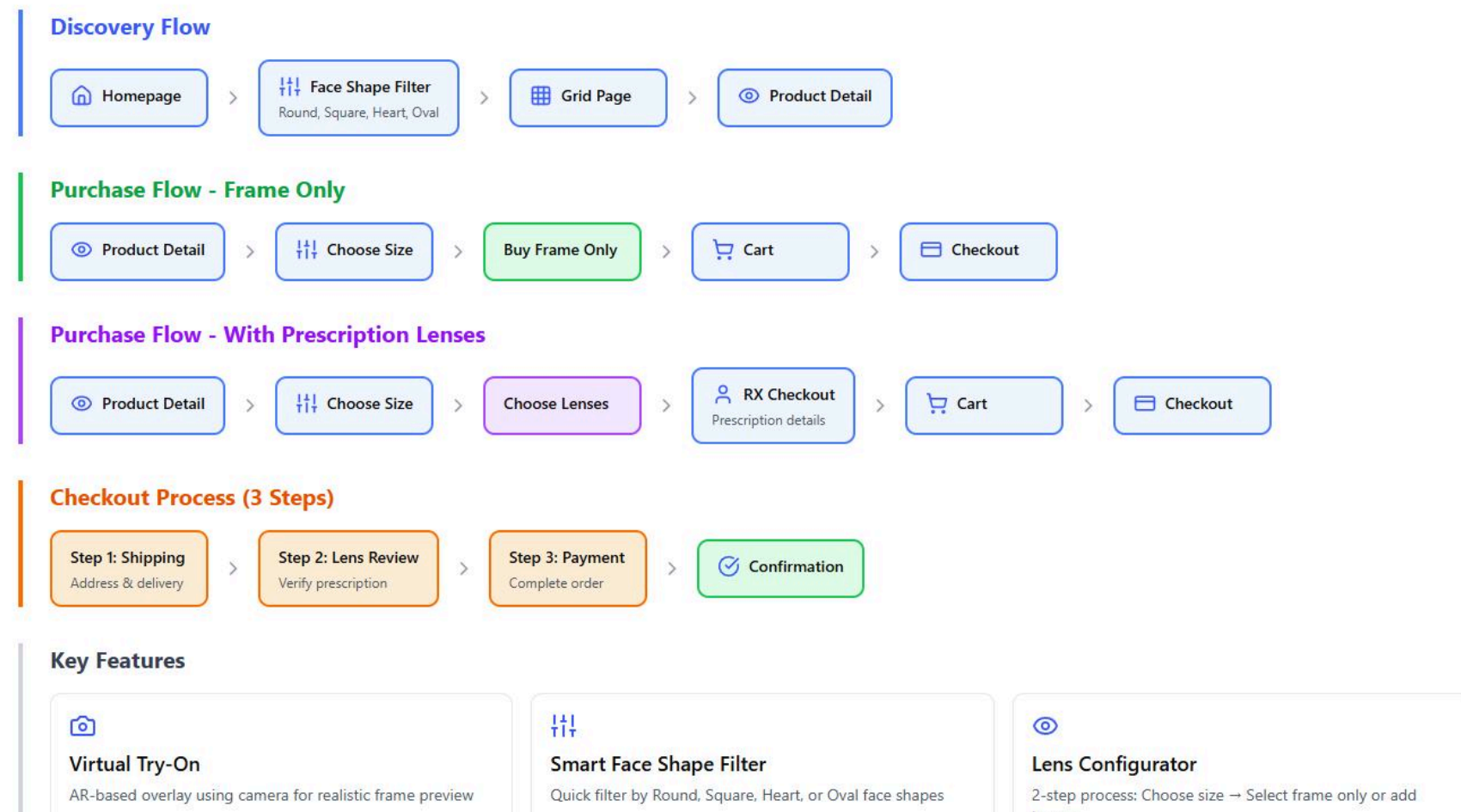
[Link](#)



Figma Make

1. Built-in Figma integration
2. Fast & simple Design System integration → Understands the Design System to generate consistent designs.
3. Quickly creates First Drafts from text prompts.
4. Pricing: \$16/month for Professional Plan (3,000 AI credits/month).

→ Focuses on rapid idea realization for validation (PoC - Proof of Concept).



Figr

1. Standalone platform + Figma plugin.
2. Integrating with Design Systems requires more time and effort to set up.
3. Ability to read documentation and generate user flows.
4. Pricing: \$16/month for Starter Plan (100 credits/mo) | \$124/month for Starter Plan (1,000 credits/mo).

→ Suitable for later project phases, ideal for product maintenance.

ChatGPT

What is ChatGPT?

- An AI trained on vast amounts of internet data, capable of understanding and generating human-like responses in natural language.

The Role of ChatGPT in UI/UX

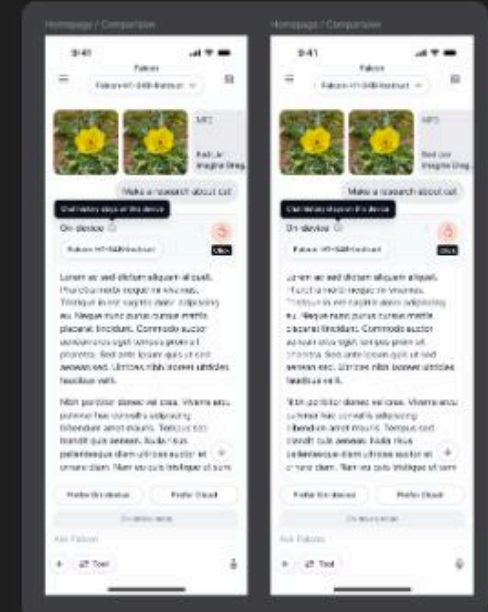
- **Research**
 - Assists in conducting research, defining problems, explaining concepts, and finding reference solutions.
- **UX Writing**
 - Drafts and optimizes content, providing suggestions for text and microcopy.
- **Review UX**
 - Acts as a user to provide feedback and suggest product improvements.
- **Ideation**
 - Brainstorms ideas, proposes UX flows, and compares design alternatives.
- **Information Architecture**
 - Suggests screen structures, organizes features, and validates user flow logic.



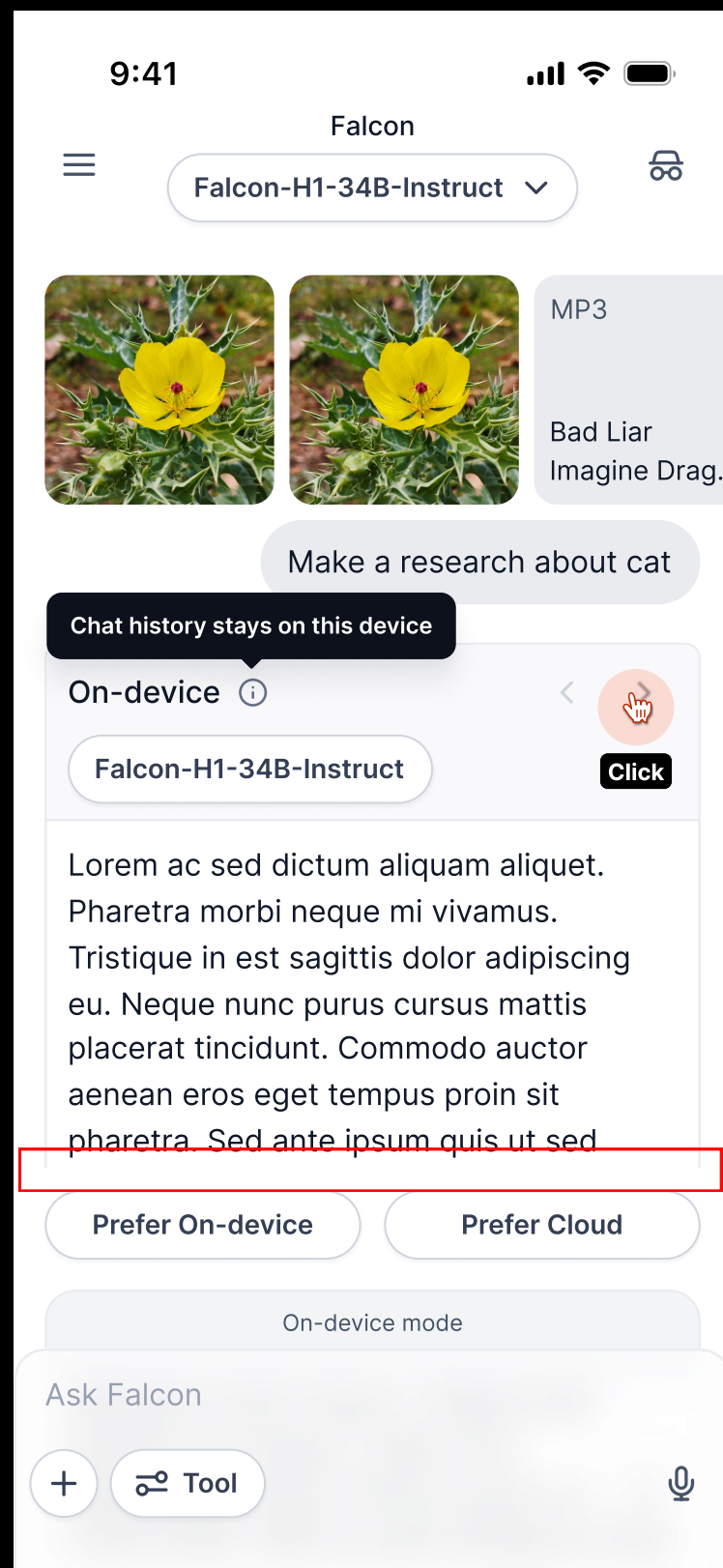
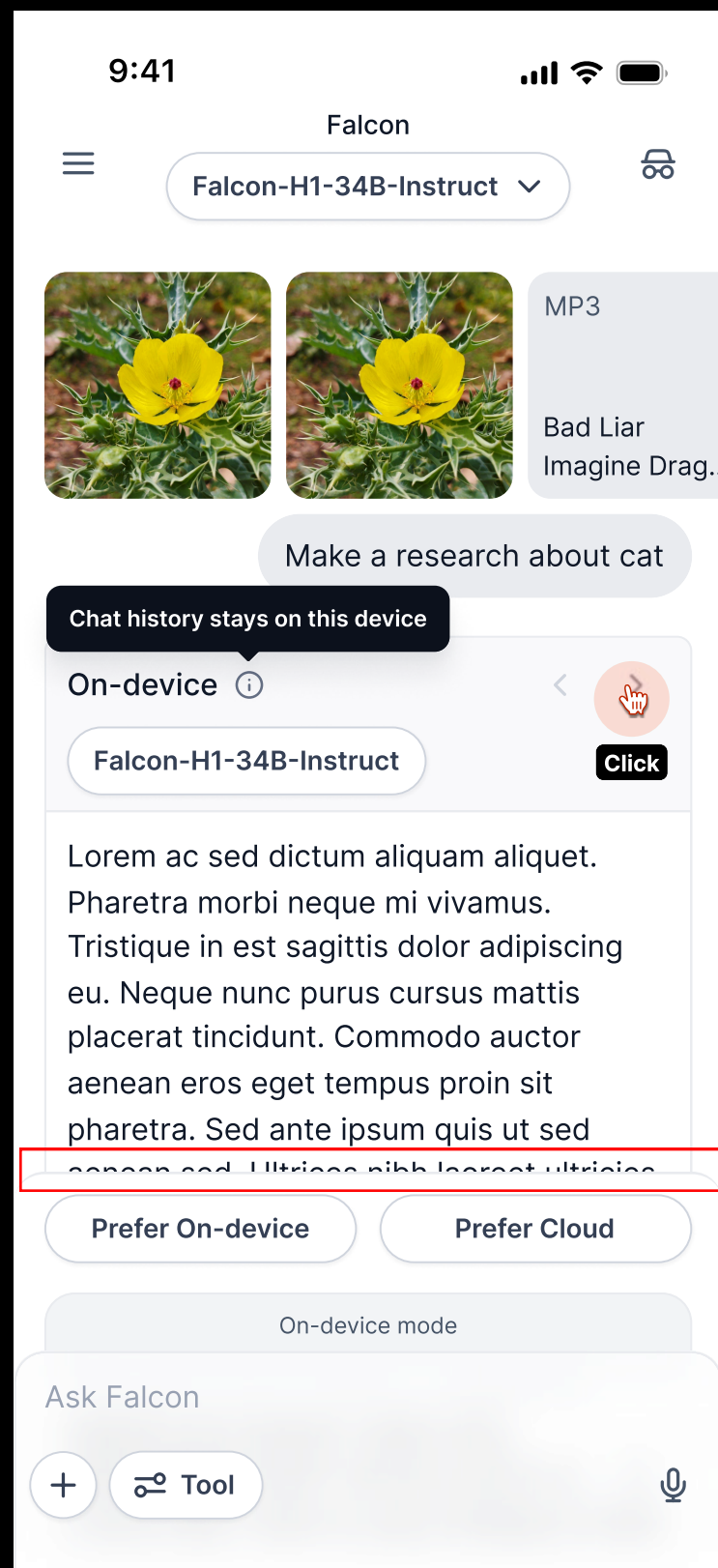
ChatGPT

• Review UX

- Acts as a user to provide feedback and suggest product improvements.



At the bottom of the chat, you can see the line on the "Prefer On-device" and "Prefer Cloud" on the container. Which would you prefer "no line" or "line"?



Short answer: I'd prefer *no line*.

Longer UX take (designer brain on 🧠):

Why no line works better here

- **Reduces visual noise:** That area already has buttons + mode text. The line doesn't add new meaning.
- **State is already clear:**
 - You already say "Prefer On-device / Prefer Cloud"
 - And you already show "On-device mode"

The divider becomes redundant.
- **Feels lighter & more modern:** Especially for an AI/chat product, fewer hard separators = more "fluid" experience.
- **Avoids false hierarchy:** The line makes it feel like a strong boundary (almost like a section break), while this is really just a **preference toggle**, not a new section.

When a line *would* make sense

Use a line **only** if:

- This preference affects **privacy / data storage** in a critical way and you want to *slow users down* intentionally, or
- You later add **more controls** below it (e.g. "Clear local history", "Sync settings"), turning this into a real *settings section*.

My recommendation

- **No line**
- Use **spacing + subtle background** (which you already have) to separate it.
- If you still want affordance:
 - use **microcopy** ("You can change this anytime") instead of a divider.

If you want, I can also suggest:

- a better wording for "Prefer On-device / Prefer Cloud", or
- an interaction pattern (segmented control vs buttons) that fits this flow better.



Maze AI

What is Maze AI?

- An AI feature within Maze that rapidly collects and analyzes user feedback for research and usability testing.

The Role of Maze AI in UI/UX

- **Automated Survey Design**
 - Simply input the testing goal, and the AI automatically generates a well-structured and diverse questionnaire.
- **Rapid Qualitative Data Analysis**
 - Summarizes key takeaways from user feedback and categorizes responses into "Positive", "Negative", or "Neutral".
- **User Experience Optimization**
 - Automatically identifies screens that cause user friction/confusion and suggests UI improvements.

ChatGPT

Pros

- Accelerates design workflows.
- Acts as a user or reviewer to detect UI/UX issues early.
- Cost-effective; enables quick decision-making with limited time and resources.

Cons

- Cannot replace actual user research.
- Generates generic responses without sufficient context.
- Prone to AI hallucinations and fake sources.

Maze AI

Pros

- Quick setup; delivers results in days rather than weeks.
- Automatically summarizes insights, categorizes feedback, and identifies patterns quickly.

Cons

- Relatively expensive (\$99/month).
- Low tester volume → less accurate insights.
- Requires an existing prototype to be effective.

02

Using AI in UX/UI to Accelerate POC Production

A. Definition

1. What is a Proof of Concept (POC)?

- A small-scale experiment to verify the feasibility, effectiveness, or potential of an idea, primarily focusing on technical or logical aspects.
→ Answers the question: "Can it be done?" (It is not a complete product).
- Timeframe: 2-6 weeks, depending on the PoC's objectives.

3. Types of PoC

- **Requirement Clarification PoC:**
→ A quick test to accurately understand client expectations before quoting (especially for fixed-price contracts).
- **Collaboration Testing PoC:**
→ Focuses on building trust; e.g., building a small module to understand the current system.

2. Benefits

- Identifies technical/logic risks and expectation gaps early, avoiding unfeasible investments.
→ Reduces project risks.
- Allows clients to evaluate the partner's capabilities while providers deeply understand client needs & systems via a shared learning curve.
→ Builds trust & mutual understanding.
- Enables quick, low-cost testing to refine ideas before a major rollout.
→ Optimizes cost & time.

- **Technical Risk PoC:**
→ Verifies technological/technical feasibility before making any commitments.
- **Budget & Capacity Control PoC/MVP:**
→ Measures team performance & costs; e.g., starting small to refine the process before scaling up.

B. Steps to Execute an Effective POC



Define Objectives

Identify specific pain points and establish success criteria (KPIs) to measure outcomes.



Design & Plan

Select the right technology and map out user flows. Focus strictly on core features.



Build the POC

Develop minimally (fast but sufficient), concentrating solely on the key features that require validation.



Monitor & Collect Data

Evaluate results using data, internal feedback, or insights from beta testers.



Make a Decision

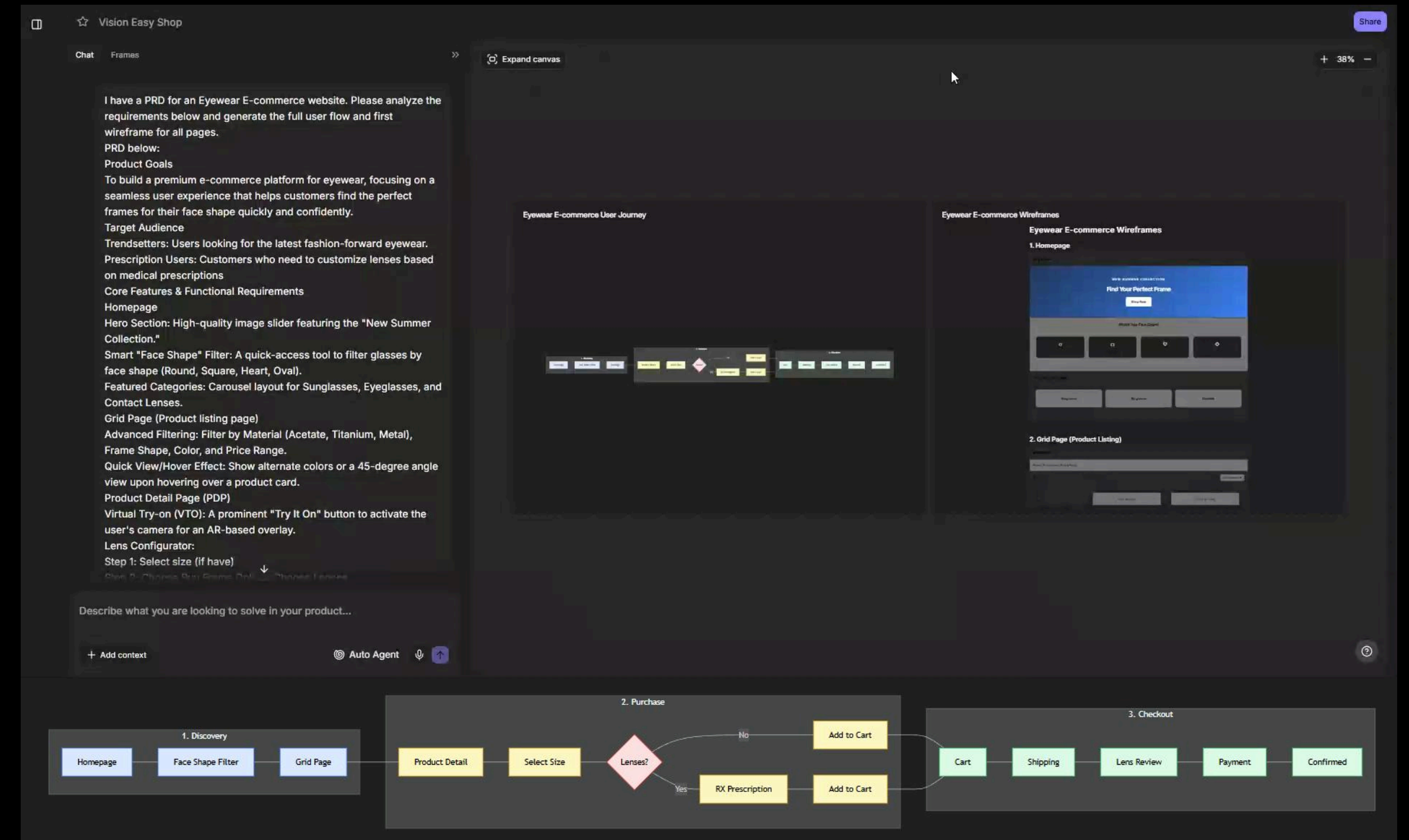
Based on the outcomes, decide the next step: proceed, pivot (adjust), or halt development.

C. At which phase does UI/UX get involved?

Using Figma to generate flows and wireframes

Step 2: Design & Planning (2-4 weeks)

- Understand & Narrow UX Scope
 - Remove non-essentials (e.g., onboarding, settings).
 - Keep only 1-2 core user tasks (e.g., Scan candidate CV → Match CV with JD).
- Create Ultra-Simplified User/Task Flows
 - Focus on the happy path + 1-2 critical edge cases.
 - Keep it linear (3-5 steps); avoid complex branches, choices, or loops.
- Wireframe Core Features
 - Design only the essential screens needed to demo key functionalities.
 - Create a simple prototype for better visualization (depending on timeline).



→ Final Outputs

- Essential core flows for the product.
- Key screens to demo core features (Low-fi or Hi-fi).
- Simple clickable prototype (Optional).

Pros

- Fast generation.
- Reduces personnel costs.
- Easy to iterate and test.

Cons

- Requires clear and specific prompts.
- Needs human review & validation.

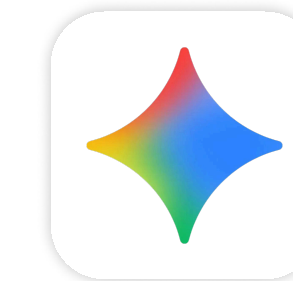
03

AI Applications in UI/UX at SETA: Reality & Challenges

A. In Practice

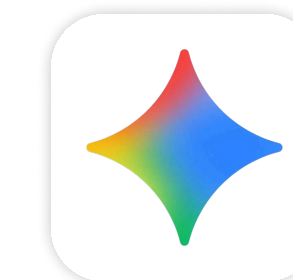
1. Research & Problem Discovery

- **Synthesize** user insights, pain points, and market trends.
- **Compare** competitor products and identify common UX patterns.



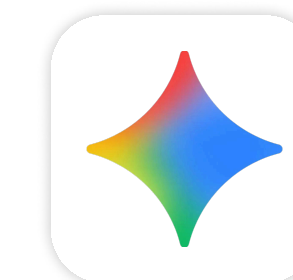
2. Ideation & UX Solutions

- **Explore** new ideas, common flows, and existing product/solution references.
- **Review & audit** designs.
- **Generate** prototypes or design concepts.



3. UX Writing & Content

- **Assist** with UX writing, optimize content, and suggest text/microcopy.
- **Refine** text for clarity, friendliness, and the correct tone of voice.



4. Automation & Code Support in Design

- **Explain** code snippets.
- **Create** mini-tools to solve design-related coding issues.



B. Main Limitations & Barriers

- **Generic Outputs:** Results lack depth and project-specific customization.
→ Best used as a reference; rarely directly applicable to the UI.
- **Struggles with Complexity:** Difficulty handling complex problems.
→ Poor understanding of requirements; tends to lose context over time.
- **Cannot Replace Actual Design.**
→ Strong at generating text, but weak at creating implementable UI.
- **High Hallucination Rate:** Prone to generating fake sources, dead links, and outdated or factually incorrect solutions (Reliability $\leq 50\%$).
- **Lack of Objectivity:** Biased during evaluations and comparisons (exhibits prompt-bias towards the user).
- **Performance Issues:** Figma Make is currently slow and laggy (~3 minutes per response).



04

Conclusion

How Must Traditional UI/UX Designers Adapt? Will AI Replace Us?

1. Prompt Engineering as a New Foundational Skill

- AI's output quality relies entirely on how well prompts, context, and requirements are structured. This pushes designers to strengthen their core expertise and structural thinking.

2. UX Research Remains the Hardest to Automate

- User interviews, behavioral observation, and insight synthesis require human empathy and judgment. AI can assist in analysis, but cannot replace the human role in leading research.

3. Systems Thinking (Design Systems & Tokens) is More Crucial Than Ever

- As AI excels at generating visual UI, human designers must control the system architecture, define rules, and ensure consistency. AI accelerates production, but humans design the structure.

4. Increased Focus on Accessibility & Inclusive Design

- Driven by stricter legal requirements and industry standards. AI can check contrast and suggest colors, but the final decision and accountability remain with the Designer.

5. Storytelling & Facilitation Remain Highly Human Skills

- Persuading stakeholders, presenting design decisions, and guiding discussions cannot be replaced by automation (at least in the near future).

→ AI will not eliminate the UI/UX Designer role. Instead, it shifts the focus away from mere production tasks towards **critical thinking, systems design, and communication skills** - traits that are hard to replace and increasingly valuable in an AI-assisted design environment.

Thank you!

