## The Rise of Generative Al-Driven Design Patterns



How Generative AI advances are helping shape the future of feature design, from enhancing content interaction to more informed decision-making Order among chaos (Credit: DalI-E)

The ChatGPT revolution has been unfolding for over a year now. While the specific chatbot may not represent a seismic technical shift, the profound change in perception it has engendered within the tech community continues to send shockwaves. Initially, teams across various industries scrambled to mimic and refine the success of chatbots, leveraging the underlying models of GPT to produce solutions that, while similar to ChatGPT, were customized for specific experiences and trained on unique datasets.

As the novelty wears off and the real potential of Generative AI becomes clearer, innovative teams move beyond mere chat functions. Notion AI emerged as a beacon of how AI advancements can be integrated into traditional product features, sparking discussions and excitement about the broader applications of this technology. This was followed by companies like Grammarly and Figma, who have introduced many features that transform content creation and modification, setting a new benchmark for practical AI integration.

Fast forward to this year, and it seems every forward-thinking company has unveiled a roadmap dotted with Al-enhanced features. Product leaders are now under intense pressure to weave Genera-

tive AI into their offerings - not only to deliver gen- desktop services, adapted - not always gracefully uine value but also to compete in a market where - to fit the mobile format. Many were little more Al capabilities are fast becoming a yardstick for in- than clunky mobile renditions of company webnovation. While chatbots and straightforward text sites. At the time, these solutions merely extended manipulation tools remain popular for their proven what was already available rather than unlocking value, the landscape is evolving rapidly.

Startups in every sector are pushing the boundar- form. ies of what Generative AI can achieve, from creat- However, as companies grew bolder in their exing synthetic users for conjoint analyses to agents periments with the capabilities of handheld devicthat can act as junior developers. This surge of es, coupled with the expansion of high-speed increativity is expanding the Overton window, show- ternet, truly innovative solutions began to emerge. casing a future where traditional products are imbued with what seems like a touch of magic. All are powered by the increasingly abstracted applications of underlying LLM technologies.

## **Emerging Al-Enhanced Features**

As I observe the ongoing evolution of Generative Al, several distinct patterns begin to crystallize. There are many ways to look at these patterns, and some have done so through more traditional design elements seen in Al Features. Others have done so by looking at patterns in the user experience. The trends I have begun to notice focus on how Generative AI is being used to make the prod-Al. These standout applications are now staples the real value this technology brings to the table. Recall the advent of mobile technology: initial mobile apps were often mere extensions of existing ten content.

the new value potential inherent in the mobile plat-

A prime example is Uber, which leveraged mobile access's ubiquity to revolutionize how people summon and share rides. This breakthrough wasn't just an adaptation but a complete reinvention, creating unprecedented value by fully harnessing the platform's potential. Just as mobile technology found its footing by embracing its unique capabilities, the LLM revolution is now poised to transform how we interact with digital environments in equally groundbreaking ways.

## **Rewriting Content is a Natural Starting Point**

Content Rewriting: One of the most impactful uses of LLM technology lies in content rewriting, which uct more effective at its intended purpose. These naturally capitalizes on these systems' robust capatterns emerge either as a cascade of mimicry pabilities for generating and refining text. This ap-- where one company's innovation spawns a host plication is a logical fit, helping users enhance their of imitators, each tweaking the concept for their content while engaging with a service. Early impleunique user bases - or as a convergence around a mentations included Notion's feature, allowing usgenuinely transformative capability of Generative ers to transform brief inputs into structured templates, and Grammarly's expansion of its editing on the roadmaps of many companies, representing tools to enable comprehensive content rewrites. These integrations were a natural progression for products designed to streamline and improve writ-