

# Generative AI marketing content creation

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# Project overview



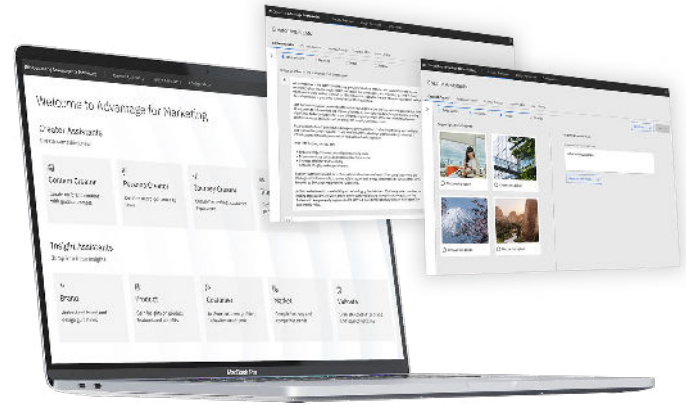
## The product:

For client presentation purposes, IBM asked us to create a high-fidelity, clickable software prototype that help to create marketing content, such as blog articles, using AI.



## Project duration:

2 months



# Project overview



## The problem:

Help marketing specialists spend less time on time-consuming and repetitive tasks, so that they could concentrate on the main tasks.



## The goal:

Position IBM Consulting as a leader capable of providing concrete and innovative solutions in generative artificial intelligence applied to marketing.

# Project overview



## My role:

UI designer

On this project, I collaborated with a business designer.



## Responsibilities:

- User flows
- Visual design of low-fi and high-fi wireframes, prototypes

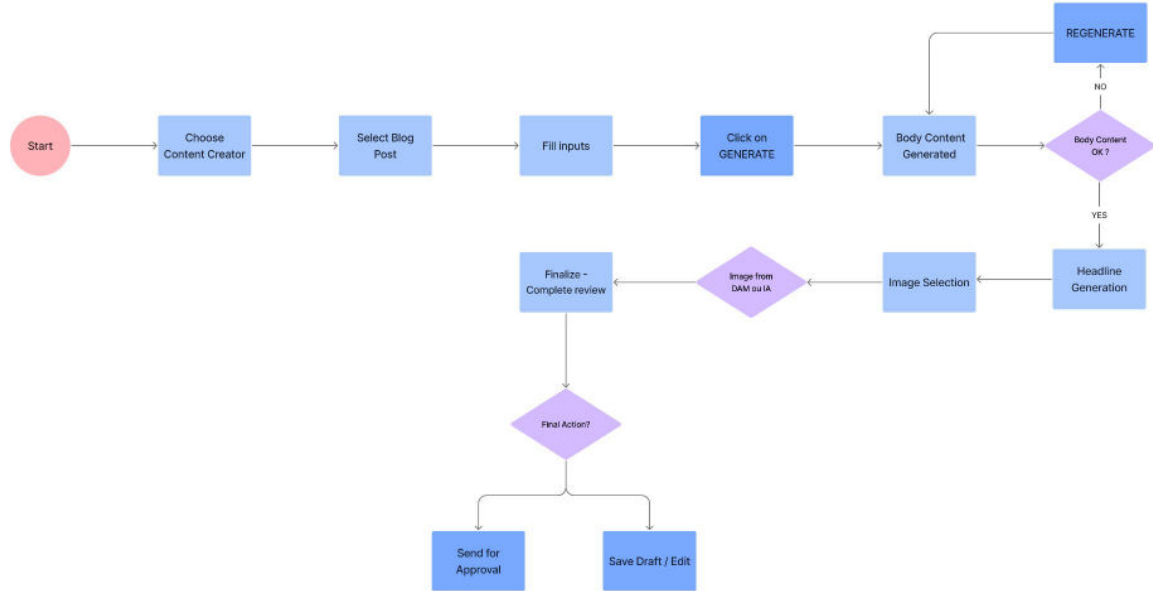
# Starting the design

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- User flow map
- Low-fidelity prototype
- Usability studies

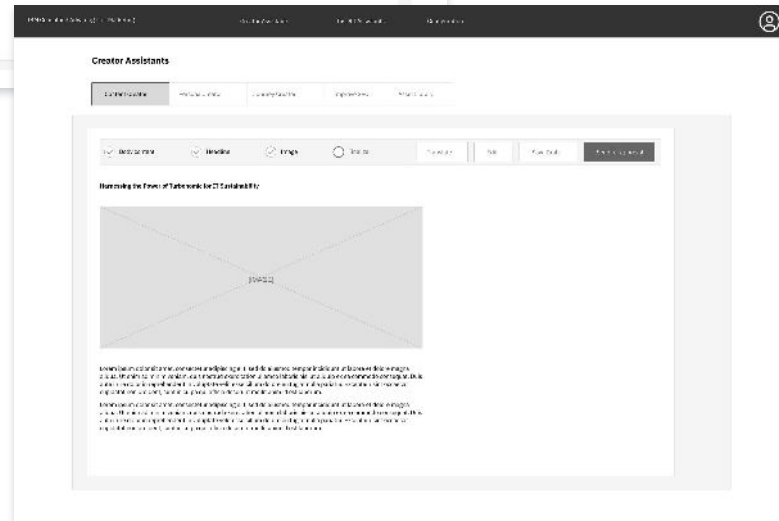
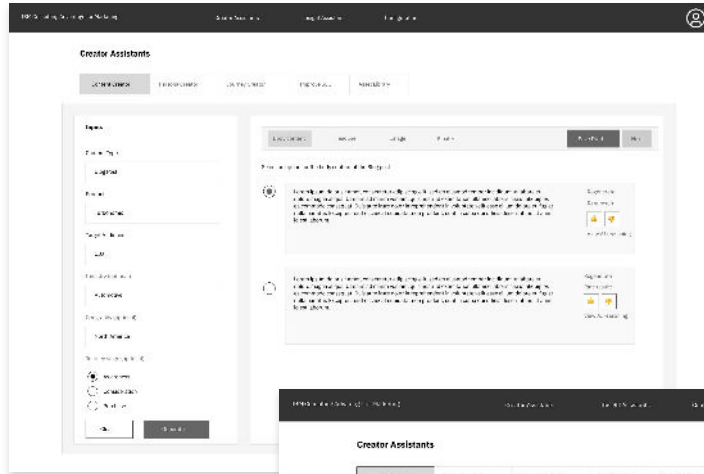
# User Flow

At this stage, I wanted to visualize the user journey through the tool by mapping out each step users will take to complete key tasks, ensuring a seamless and logical flow.



# Low-fidelity prototype

I created a low-fidelity prototype to test functionality before incorporating it into the final design to ensure all essential features and workflows are captured.



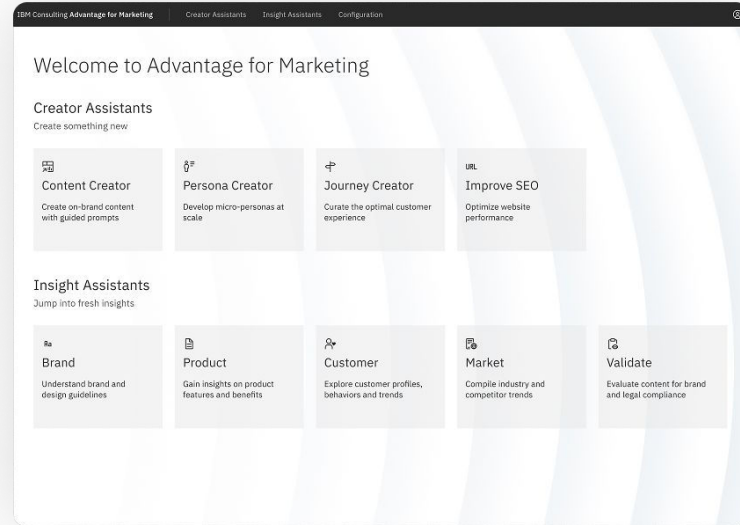
## Refining the design

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- High-fidelity prototype

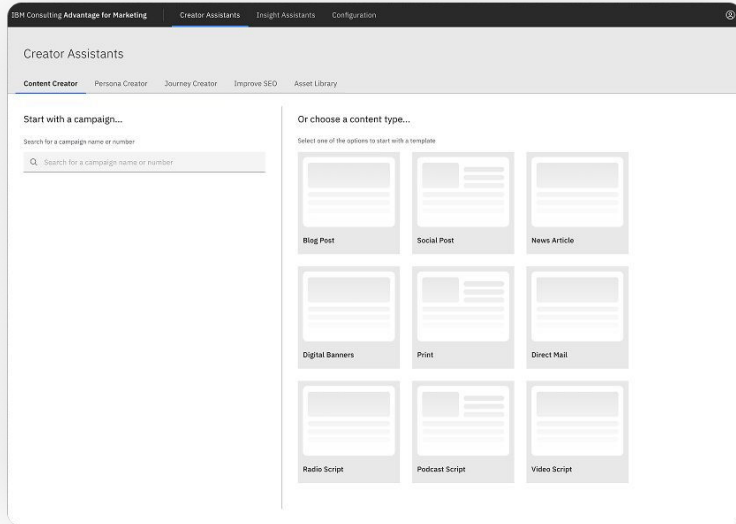
# High-fidelity prototype

After finalizing the IT Tax section, I participated on creating the final designs of the main dashboard with IT Tax perspective with the goal of making them simple and intuitive. Carbon provides a robust technical and design foundation that can easily be extended and maintained over time, supporting the long-term evolution roadmap.

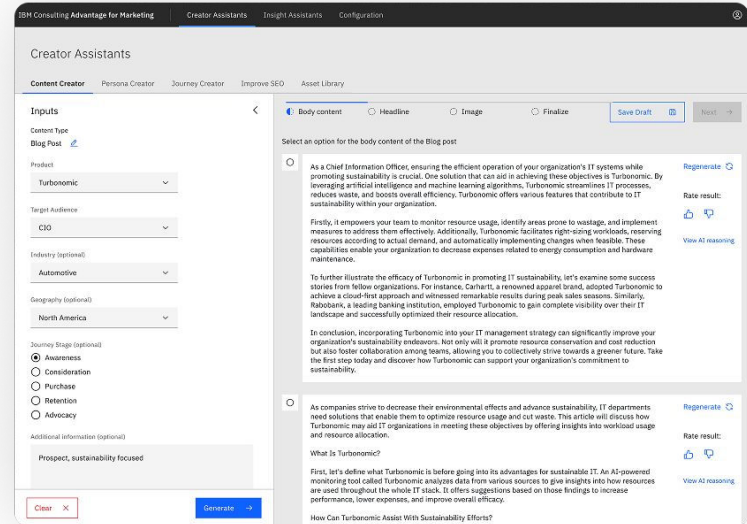


Home page – Creator Assistants & Insight Assistants

# High-fidelity prototype

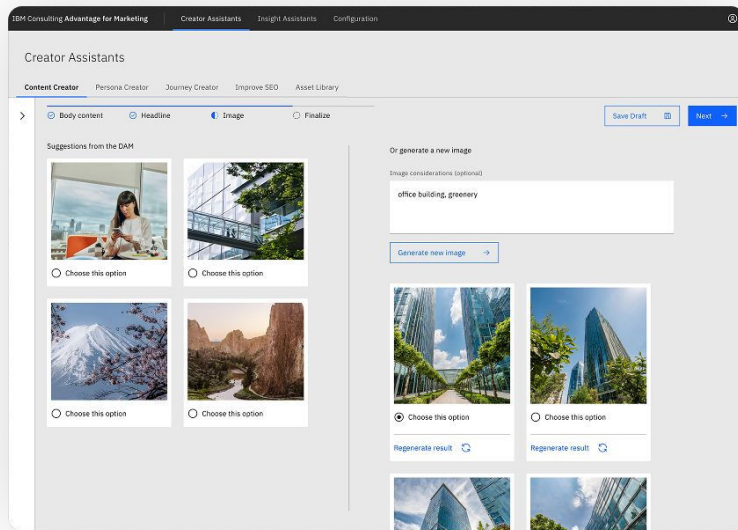


Content Creator – Creation Studio home page

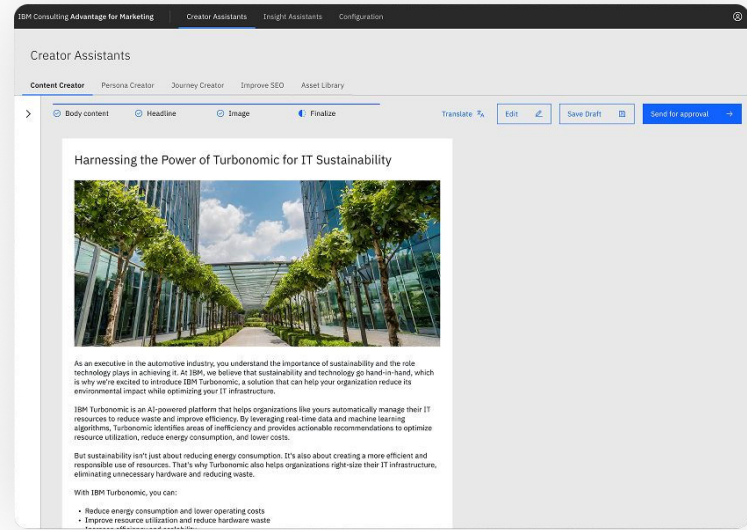


Content Creator – Body content

# High-fidelity prototype



Content Creator - Image



Content creator - Result

Going forward

- Takeaways

# Takeaways



## Impact:

The design of this software prototype had a major commercial and strategic impact for IBM Consulting. By creating a high-fidelity, clickable, and intuitive user experience, the project transformed the concept of generative AI applied to marketing into a concrete and powerful demonstration tool. This enabled IBM to better highlight its capabilities as an expert in AI and marketing solutions to potential clients. By targeting the reduction of time-consuming and repetitive tasks, the tool promises to free up time for marketers to focus on strategy.



## What I learned:

As a UI designer working on this prototype, I have gained valuable insights and knowledge through generative AI. Some of the key things I have learned include:

- AI-centric interface design
- Advanced high-fidelity prototyping
- Commercial/strategic expertise
- Mastery of the Carbon design system

# Let's connect!



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