



Generative AI for Engaging User Storyboards

ConveyUX, Seattle
February 2025

Tetiana Gulei | tetianagulei.com

Let's test your intuition

👋 Raise your hand if you think it's AI

1



1



2

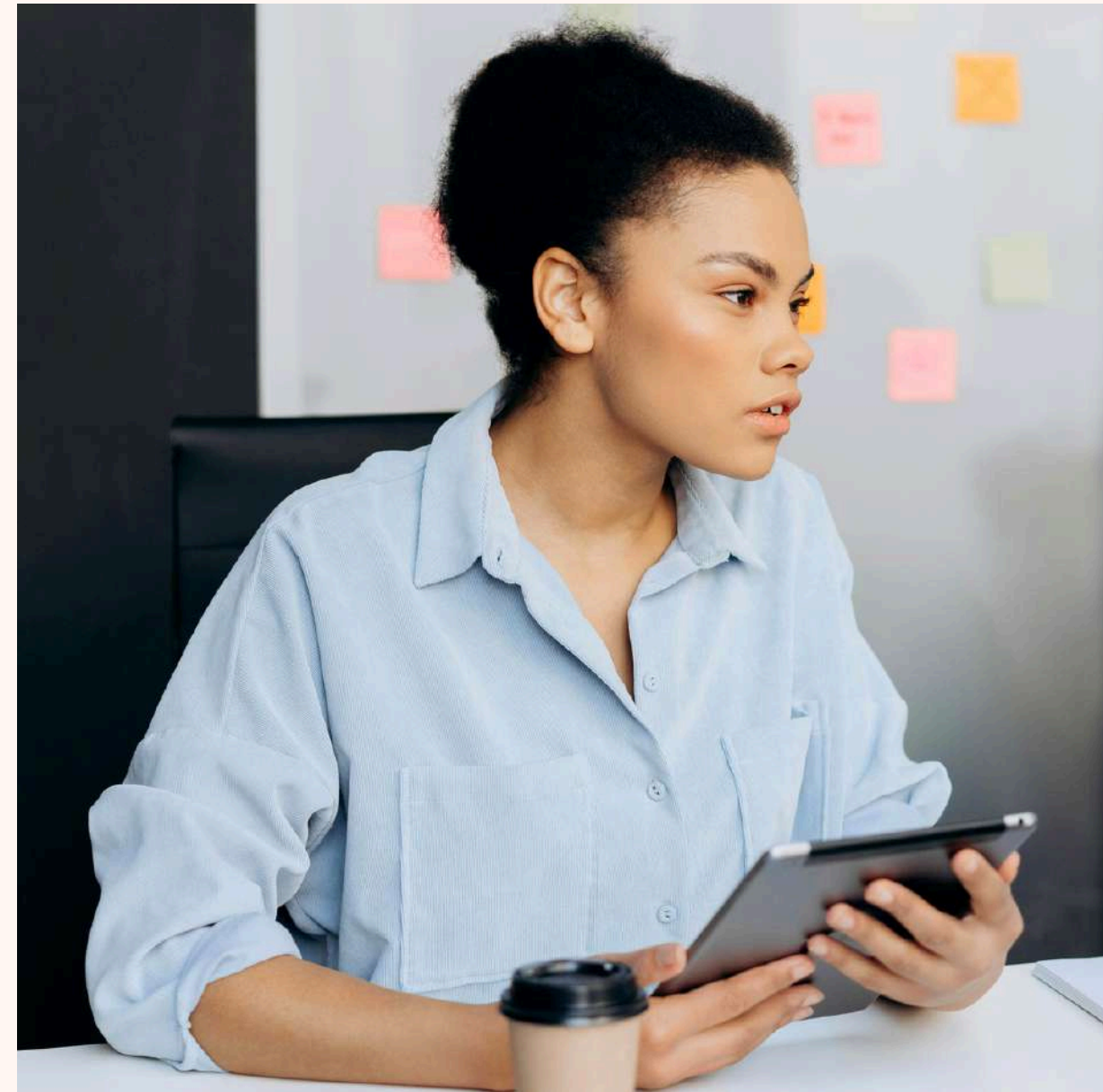


1



✓ AI

2



✗ Real image
Source: pexels.com

tetianagulei.com

Agenda

1

Why storyboards?

2

Using Generative AI

3

Lessons learnt



Hello! I'm Tetiana Gulei

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From Ukraine, based in the Netherlands

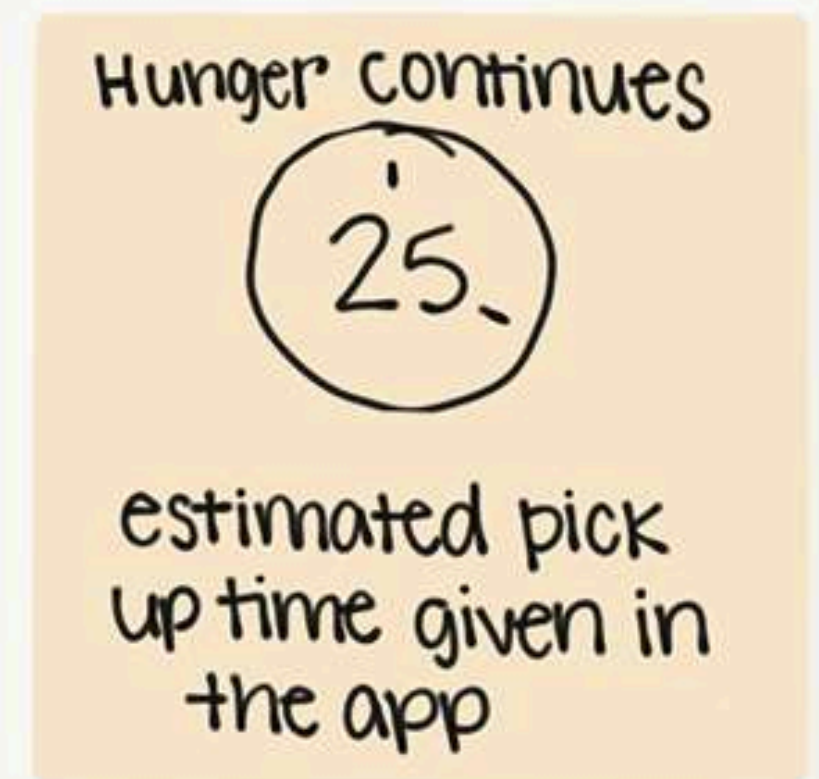
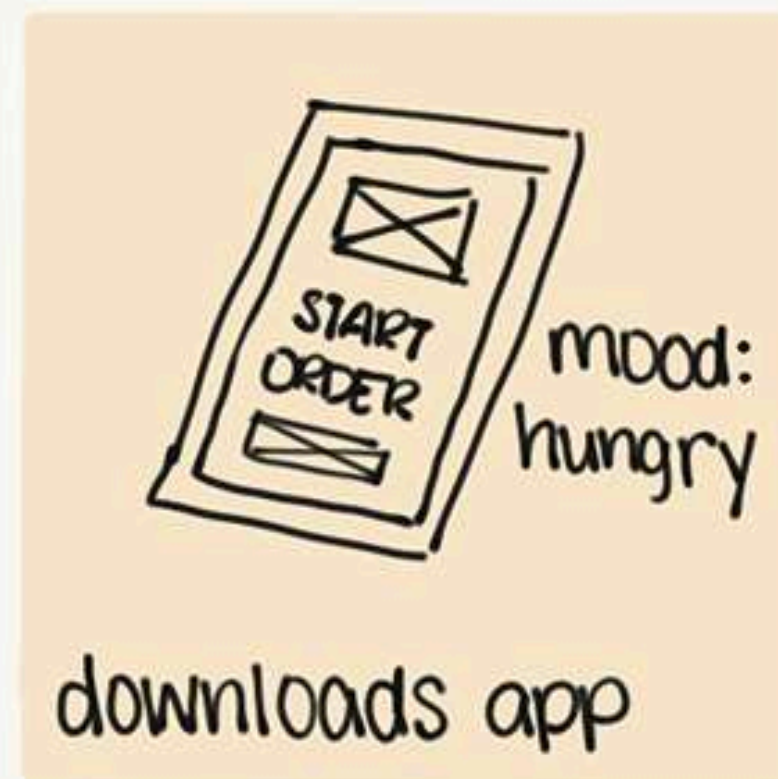
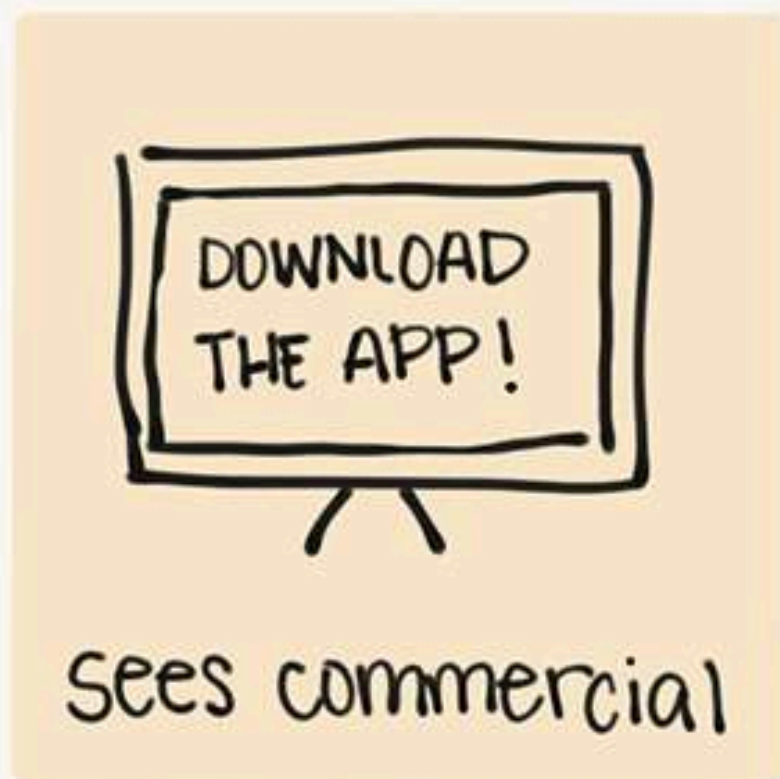
Senior UX Designer @BIMcollab
Instructor @LinkedIn Learning



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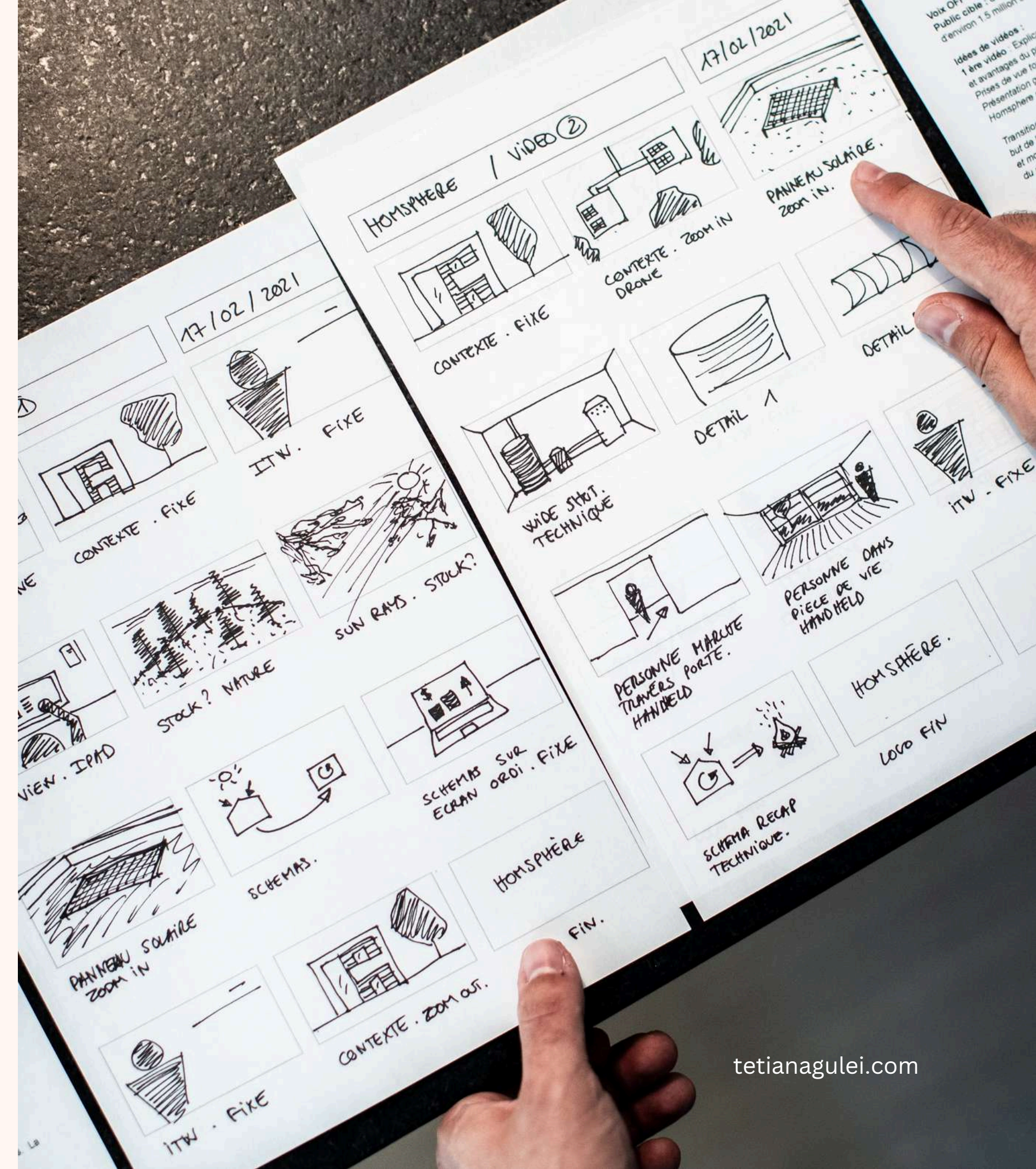
Storyboards

Source: Nielsen Norman Group



What are storyboards?

- Visualization of user's journey with a product
- Communicate a story through images



In UX Design

- Illustrate complex design ideas
- Give clarity to stakeholders and team



Storyboards



Scenario

Storyboards

Scenario

Visuals

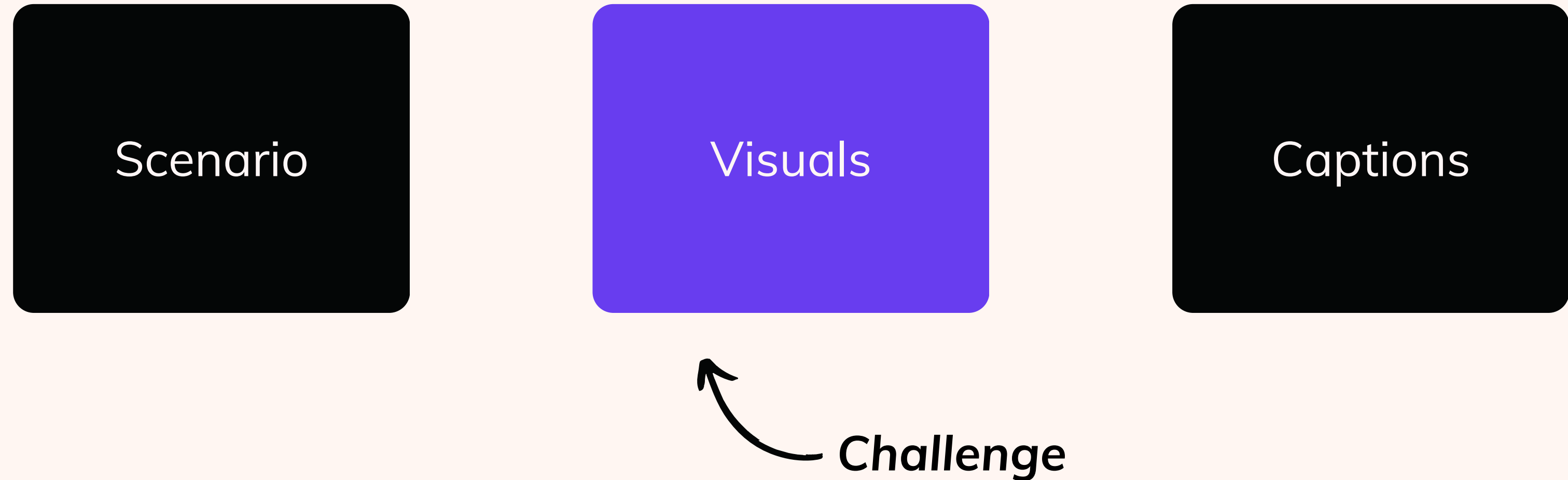
Storyboards

Scenario

Visuals

Captions

How to make visuals engaging?





Sees commercial



downloads app

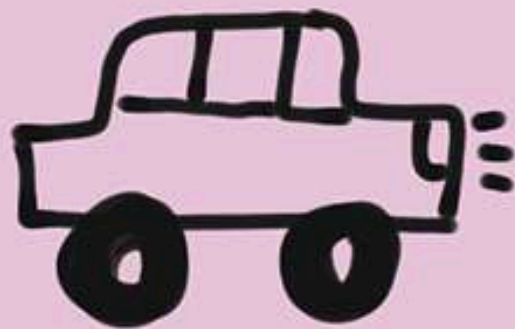


Places Order

Hunger continues



estimated pick
up time given in
the app



DRIVES TO
RESTAURANT



Take
our
sur

complete
survey



e-coupon
in inbox



food

1

It's time-
consuming

1

It's time-
consuming

2

You need
proficiency in
sketching

1

It's time-
consuming

2

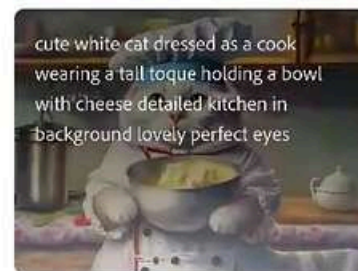
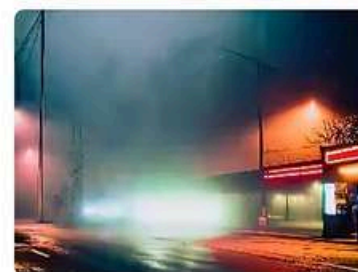
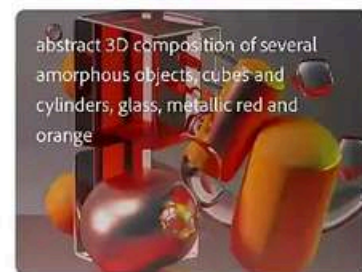
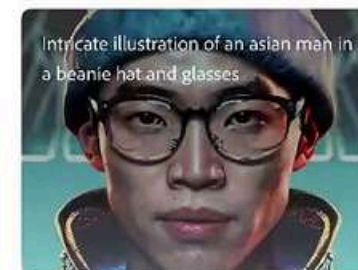
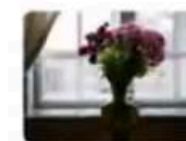
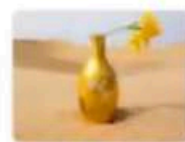
You need
proficiency in
sketching

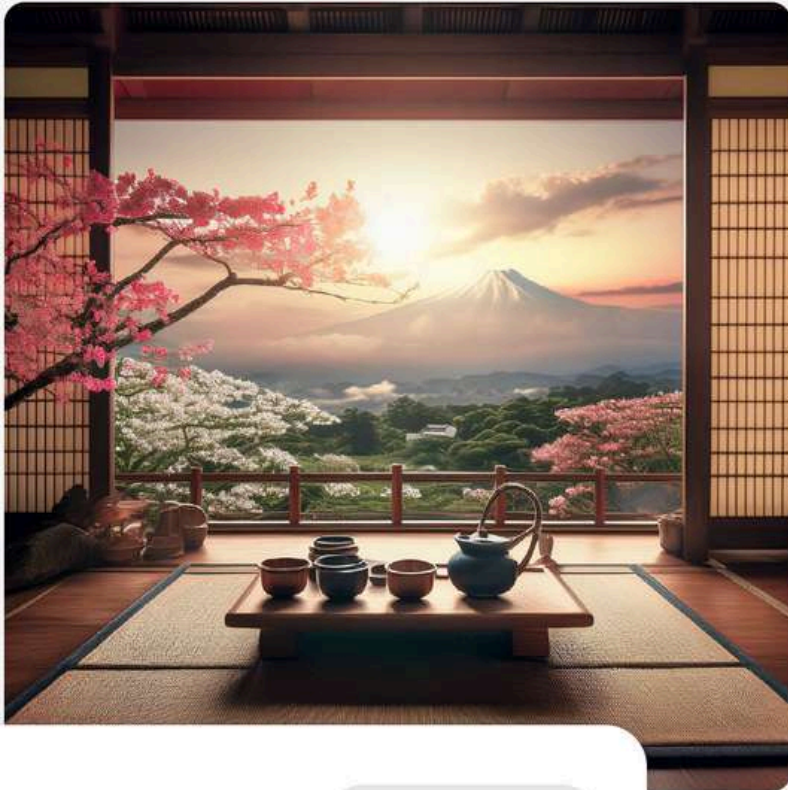
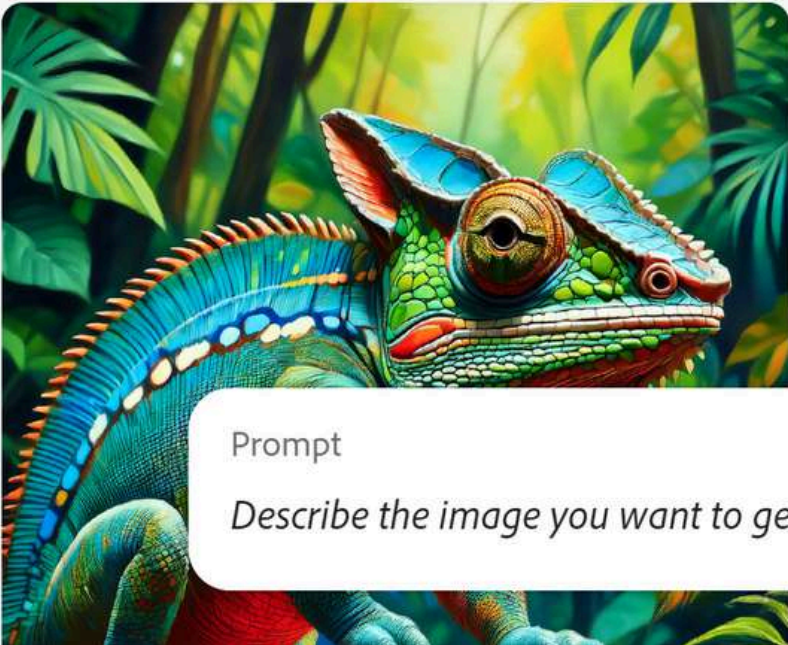
3

Stock images
lack consistency

**But then, I started
exploring Generative AI**

Adobe Firefly





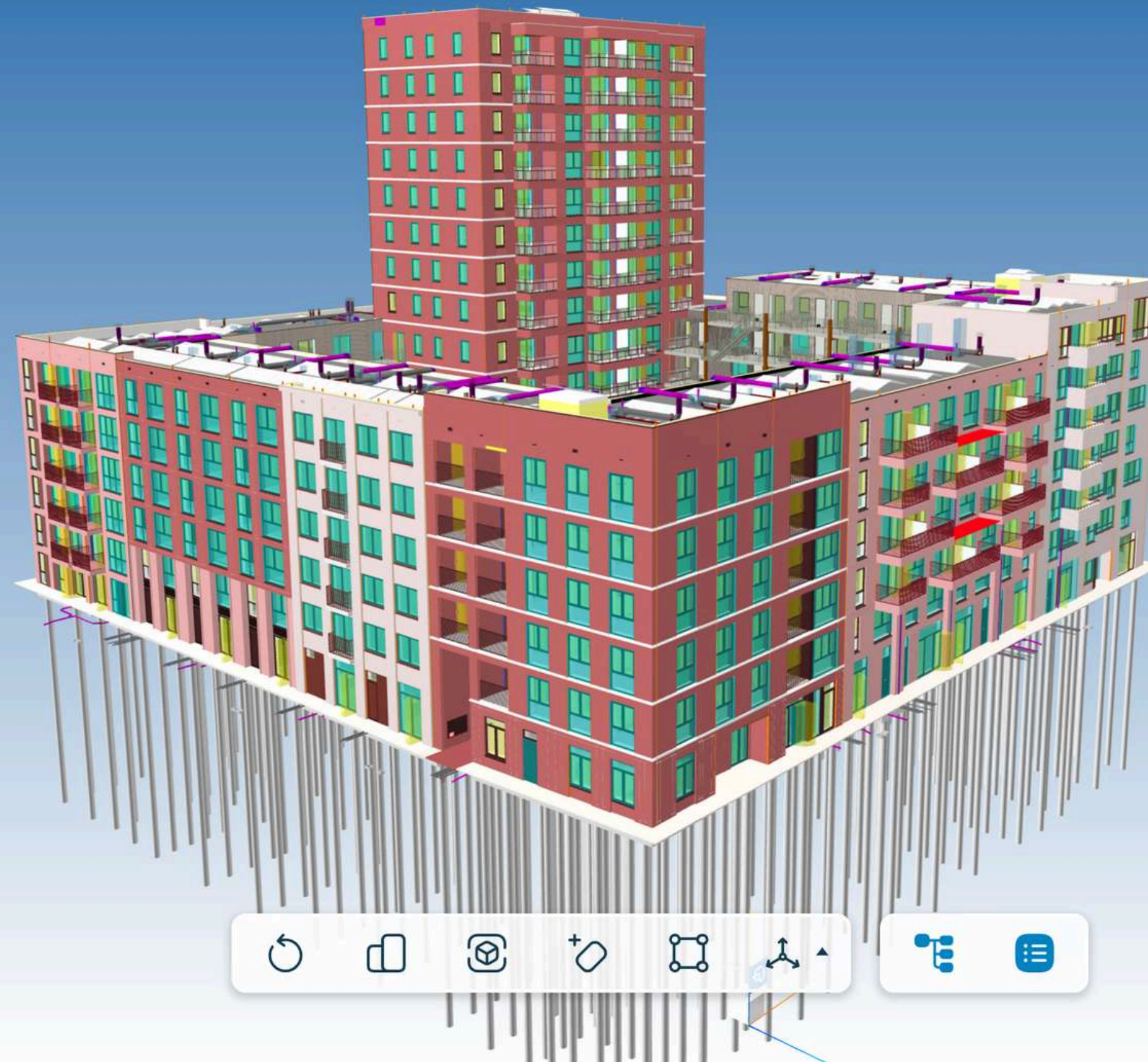
Prompt

Describe the image you want to generate

 Generate

The project

3D Model Webviewer



Navigation

Models

Objects



- ▶ ☒ All models 8 models
- ▶ ☒ D - Building Physics 3 models
- ▶ ☒ D - Engineering 4 models
- ▶ ☒ D - Structural 1 model

Properties

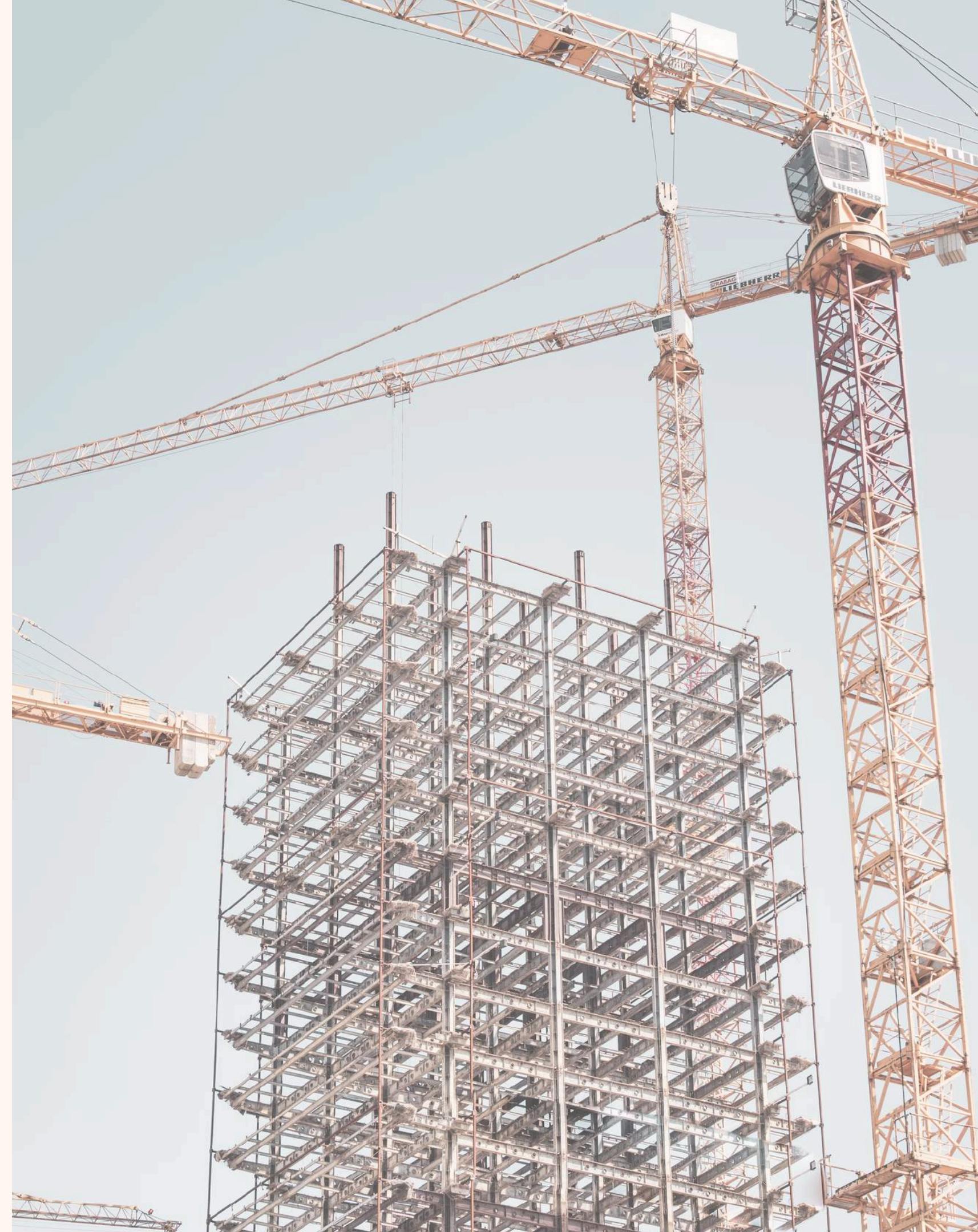
Select an object to see properties





New Demand

- On-site usage for construction projects
- Various features
- Responsive design



Shape product direction

with engaging AI-generated storyboards

Before using Generative AI
Get clarity on:

Main User Scenario

Before using Generative AI
Get clarity on:

Main User Scenario

Key Scenes

Before using Generative AI
Get clarity on:

Main User Scenario

Key Scenes

Context

User persona

Architect - Joe

tetianagulei.com



Main User Scenario

An architect uses a tablet on-site to compare a 3D model with the actual building progress.

4 Key Scenes

1

Arrive at the
construction
site

2

Open the 3D
model web
viewer

3

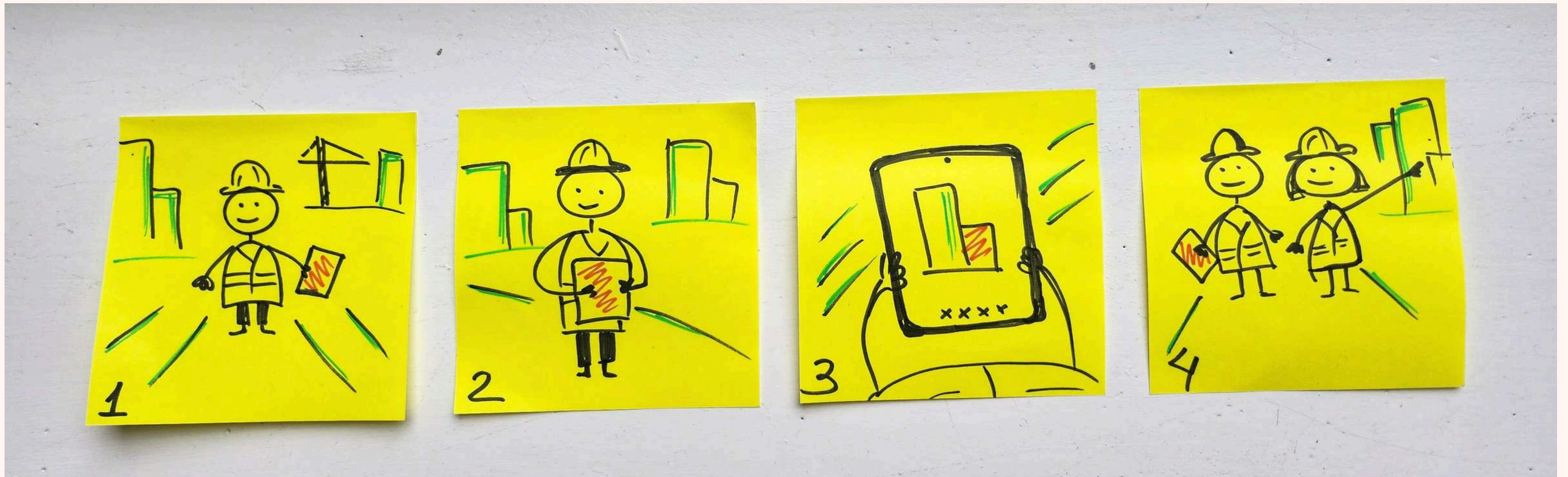
Interact with
the 3D model
(close up)

4

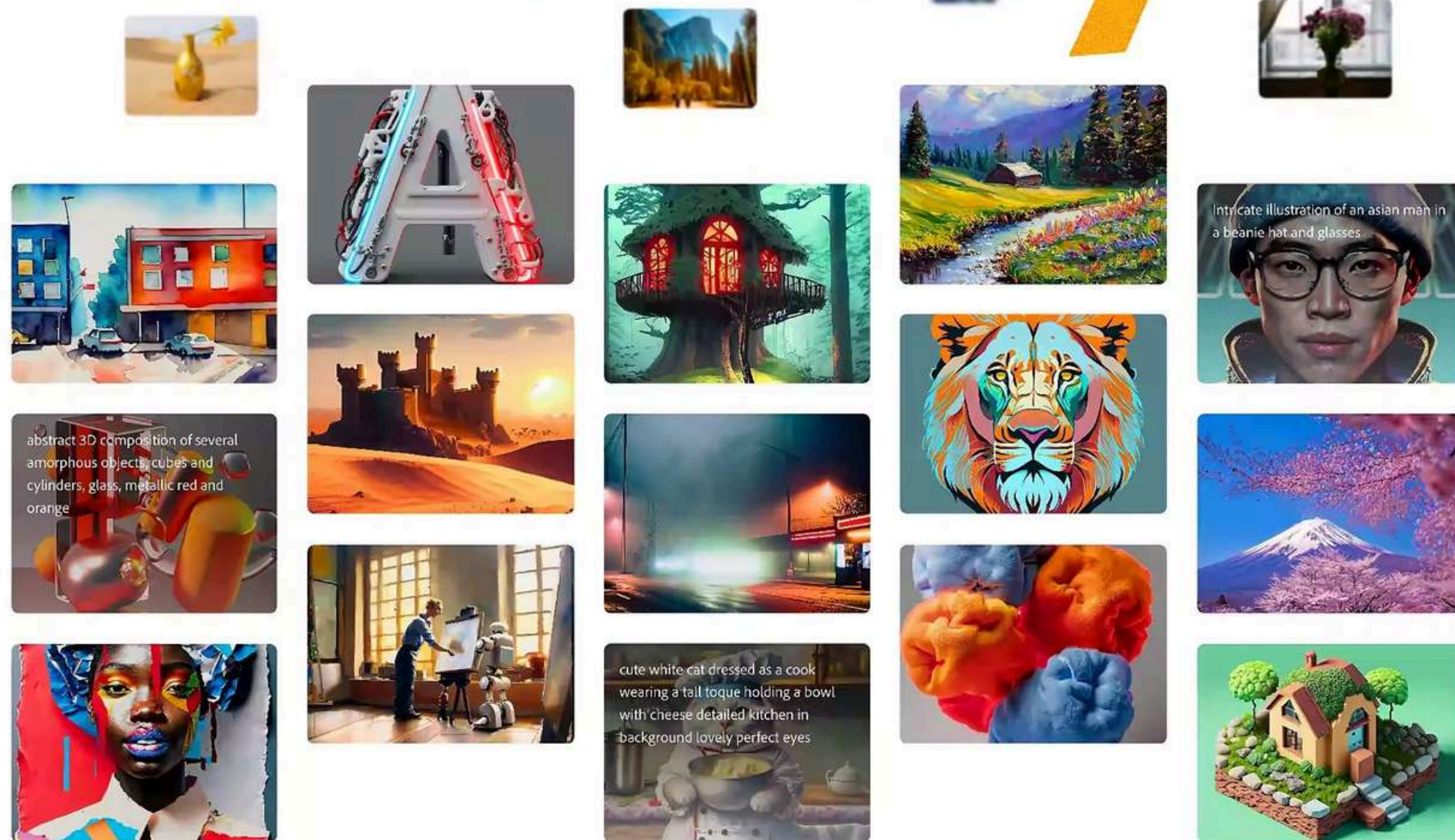
Compare
with the
actual site
(multiple
characters)

Before Adobe Firefly

My Sketches



Adobe Firefly



Key Scenes

1

Arrive at the
construction
site

The Used Prompt


Prompt

An architect arriving at a construction site, holding a tablet in one hand, wearing a hard hat and safety vest.



Suggestions



 Generate



< Text to image



Download all



First result

General settings

Model



Firefly Image 3 (preview)



Aspect ratio



Square (1:1)



Content type



Art



Photo



Auto

Structure



Reference



Upload image



Browse gallery



Prompt

An architect arriving at a construction site, holding a tablet in one hand, wearing a hard hat and safety vest.



Suggestions



Generate



< Text to image



Download all



General settings

Model



Firefly Image 2



Aspect ratio



Square (1:1)



Content type



Art



Photo



Auto



Photo settings



Auto



Structure



Reference



Upload image



Browse gallery

"Walking"

"Full body"



Prompt

An architect walking at a construction site, holding a tablet in one hand, wearing a hard hat and safety vest, full body



Suggestions



Generate



< Text to image

Started experimenting with effects



Download all



Effects (2)

All Popular Movements Themes

Techniques Effects Materials

Concepts



Bokeh effect



Layered paper



Synthwave



Painting



Digital art



Hyper realistic

Color and tone



Golden



Lighting



None



Camera angle



Wide angle



Prompt

An architect walking at a construction site, holding a tablet in one hand, wearing a hard hat and safety vest, full body

Clear



Golden ×



Wide angle ×



Suggestions



Generate



Illustrative effect



Download all



Effects (3)



All

Popular

Movements

Themes

Techniques

Effects

Materials

Concepts



Bokeh effect



Layered paper



Synthwave



Painting



Digital art



Hyper realistic

Color and tone



Golden



Lighting



None



Prompt

An architect walking at a construction site, holding a tablet in one hand, wearing a hard hat and safety vest, full body

Clear



Golden x



Wide angle x



Digital art x



Suggestions



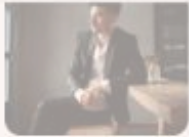
Generate



< Text to image



Download all



Effects (3)



All

Popular

Movements

Themes

Techniques

Effects

Materials

Concepts



Bokeh effect



Layered paper



Synthwave



Painting



Digital art



Hyper realistic

Color and tone



Golden



Lighting



None



Prompt

An architect walking at a construction site, holding a tablet in one hand, wearing a hard hat and safety vest, full body

Clear



Golden x



Wide angle x



Digital art x



Suggestions



Generate

Our first AI-generated visual!

1

Arrive at the
construction
site



Key Scenes

1

Arrive at the
construction
site

2

Open the 3D
model web
viewer on the
tablet

The Used Prompt

Prompt

An architect holding a tablet, with the screen visible showing the homepage of a 3D model web viewer application

Clear



Golden ×



Wide angle ×



Digital art ×



Suggestions



Generate



< Text to image



Download all



General settings

Model



Firefly Image 2



Aspect ratio



Square (1:1)



Content type



Art

Photo



Auto



Photo settings



Auto



Structure



Reference



Upload image



Browse gallery



Prompt

An architect holding a tablet, with the screen visible showing the homepage of a 3D model web viewer application

Clear



Golden ×



Wide angle ×



Digital art ×



Suggestions



Generate

Where is my first character?



Download all



General settings

Model



Firefly Image 2



Aspect ratio



Square (1:1)



Content type



Art



Photo



Auto



Photo settings



Auto



Structure



Reference



Upload image



Browse gallery



Prompt

An architect holding a tablet, with the screen visible showing the homepage of a 3D model web viewer application

Clear



Golden ×



Wide angle ×



Digital art ×



Suggestions



Generate

1st scene

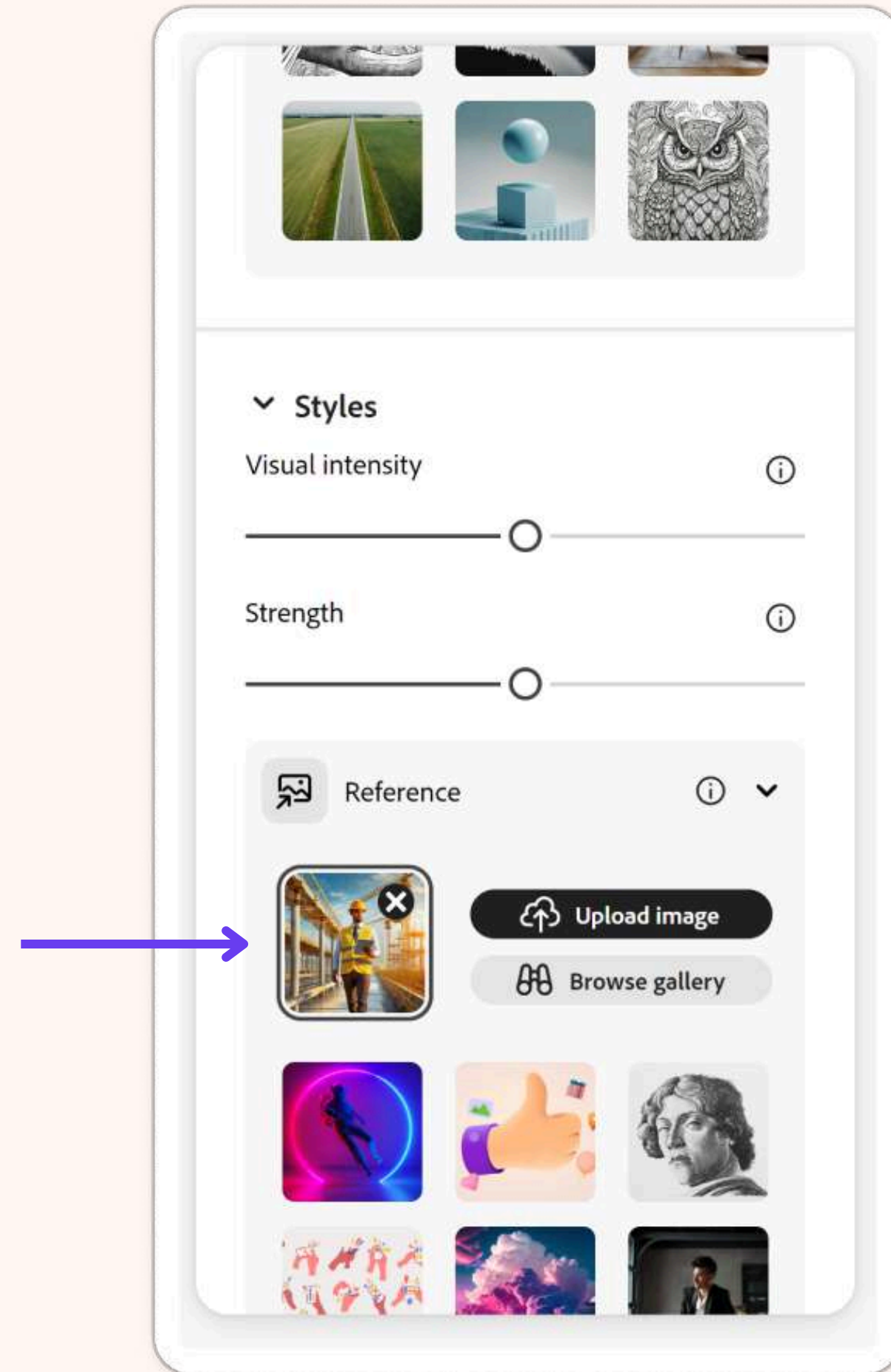


2nd scene



Style reference

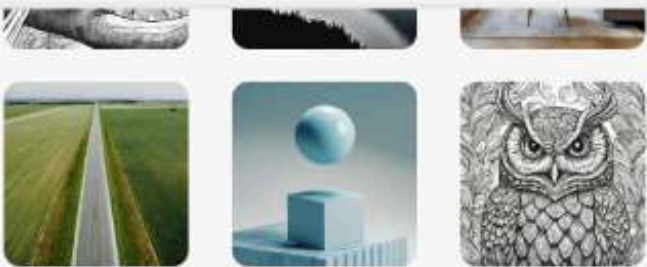
- Match the next images to a reference image's style
- Create a consistent look across multiple assets



Style reference



Download all



▼ Styles

Visual intensity



Strength



Reference



Upload image



Browse gallery



Prompt

A male architect opens a 3D model web viewer application on the tablet and looks at the tablet

Clear



Style reference ×



Art ×



Digital art ×



Suggestions



Generate

High visual intensity



▼ Styles

Visual intensity



Strength



Reference



Upload image



Browse gallery



Prompt

A male architect opens a 3D model web viewer application on the tablet and looks at the tablet

Clear



Style reference ×



Art ×



Digital art ×



Golden ×



Suggestions



Generate

Low visual intensity



▼ Styles

Visual intensity



Strength



Reference



Upload image



Browse gallery



High strength



Prompt

A male architect opens a model web viewer application on the tablet and looks at the tablet

Clear



Style reference ×



Art ×



Suggestions



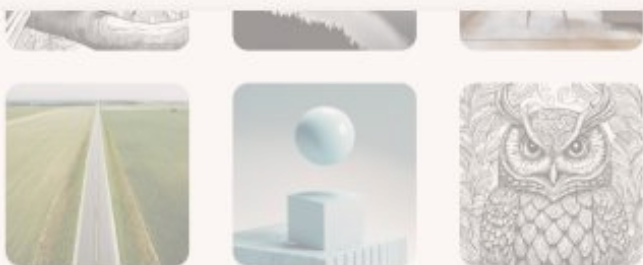
Generate



< Text to image



Download all



▼ Styles

Visual intensity



Strength



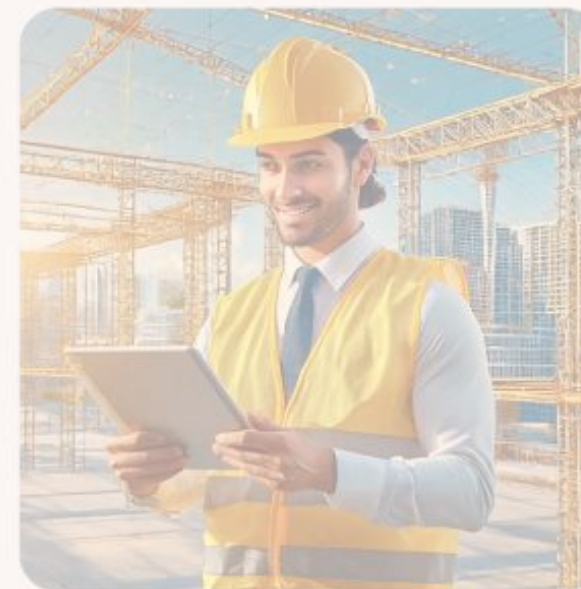
Reference



Upload image



Browse gallery



Prompt

A male architect opens a model web viewer application on the tablet and looks at the tablet

Clear



Style reference ×



Art ×



Suggestions

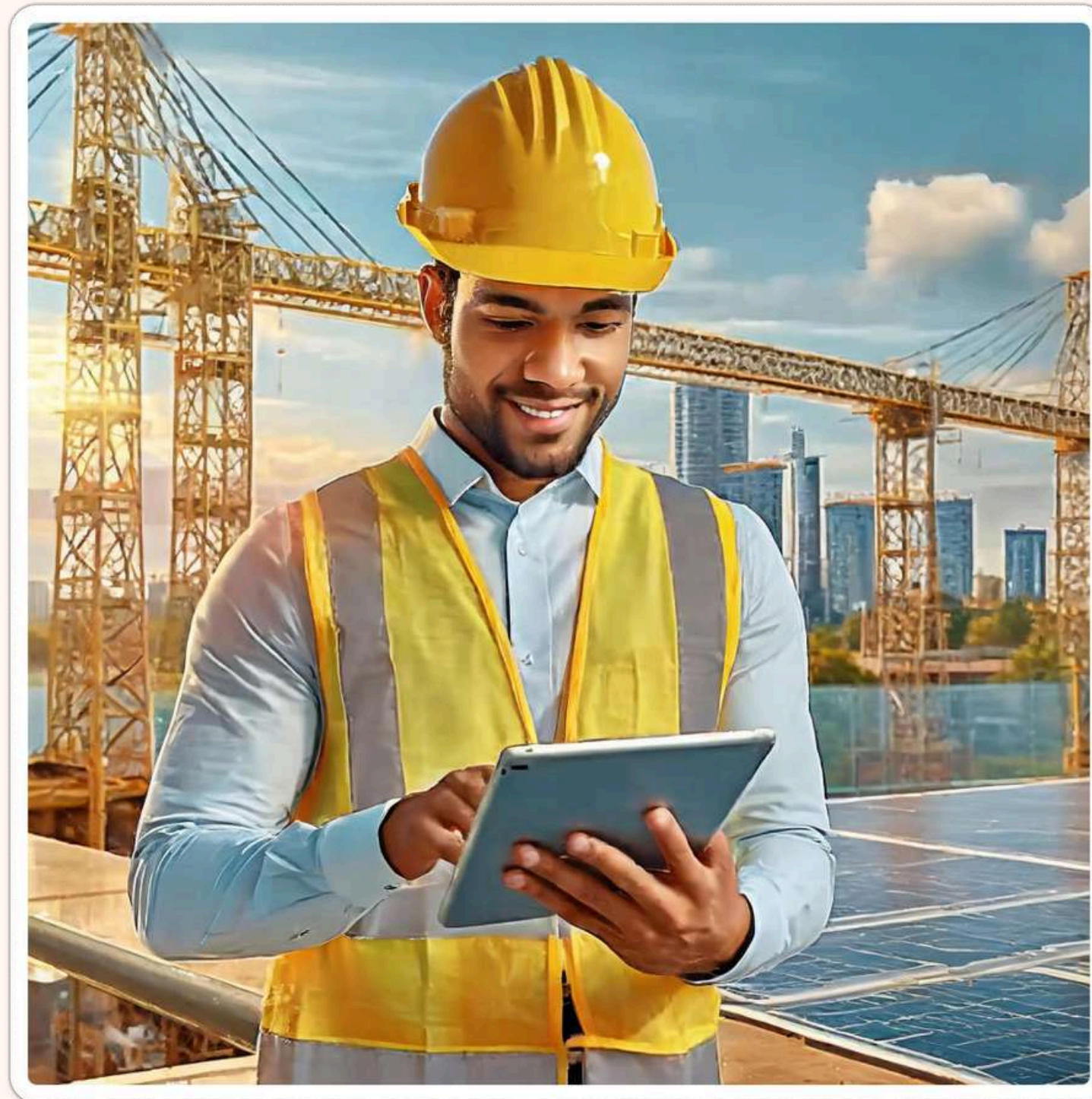


Generate

Our second AI-generated visual!

2

Open the 3D
model web
viewer on the
tablet



Key Scenes

1

Arrive at the
construction
site

2

Open the 3D
model web
viewer on the
tablet

3

Interact with
the 3D model
(close up)

The Used Prompt

Prompt

Close-up of an architect's hands on a tablet, interacting with a 3D model, rotating and zooming to examine different parts of the structure.

Clear



Style reference ×




Art ×



Suggestions



 Generate

Style reference



Download all



▼ Styles

Visual intensity



Strength



Reference



Upload image



Browse gallery



Effects



Prompt

Close-up of an architect's hands on a tablet, interacting with a 3D model, rotating and zooming to examine different parts of the structure.

Clear



Style reference ×



Art ×



Suggestions



Generate

Low visual
intensity

▼ Styles

Visual intensity



Strength



Reference



Upload image



Browse gallery



Effects



All

Popular

Movements

Themes

High strength



Download all



Prompt

Close-up of an architect's hands on a tablet, interacting with a 3D model, rotating and zooming to examine different parts of the structure.

Clear



Style reference x



Art x



Suggestions



Generate



< Text to image



Download all



▼ Styles

Visual intensity



Strength



Reference



Upload image



Browse gallery



Effects



All

Popular

Movements

Themes



Prompt

Close-up of an architect's hands on a tablet, interacting with a 3D model, rotating and zooming to examine different parts of the structure.

Clear



Style reference ×



Art ×



Suggestions

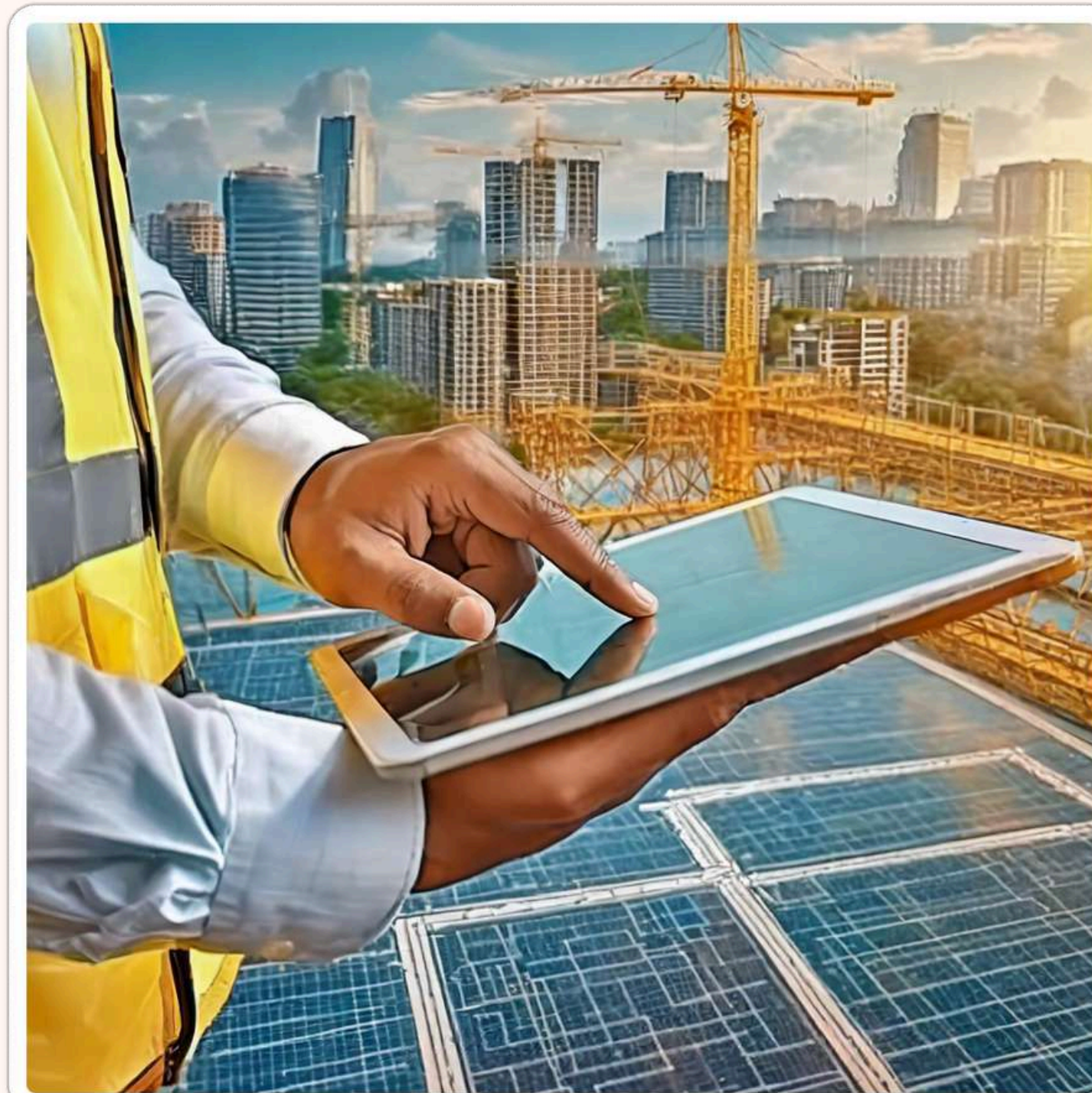


Generate

Our third AI-generated visual!

3

Interact with
the 3D model
(close up)



Key Scenes

1

Arrive at the
construction
site

2

Open the 3D
model web
viewer on the
tablet

3

Interact with
the 3D model
(close up)

4

Compare
with the
actual site
(multiple
characters)

The Used Prompt

Prompt

An architect holding a tablet, discussing with a construction worker and pointing at the building being constructed.

Clear



Style reference ×




Art ×



Suggestions



 Generate

Style reference

▼ Styles

Visual intensity



Strength



Reference



Upload image

Browse gallery



Effects



Prompt

An architect holding a tablet, looking at it while pointing towards the construction site, next to a construction worker

Clear

Style reference x

Art x

☐ Suggestions



Generate



< Text to image



Download all



▼ Styles

Visual intensity



Strength



Reference



Upload image



Browse gallery



Effects



Prompt

An architect holding a tablet, looking at it while pointing towards the construction site, next to a construction worker

Clear



Style reference ×



Art ×



Suggestions



Generate

Final Result!



1

Arrive at the construction site

2

Open the 3D model web viewer on the tablet

3

Interact with the 3D model (close up)

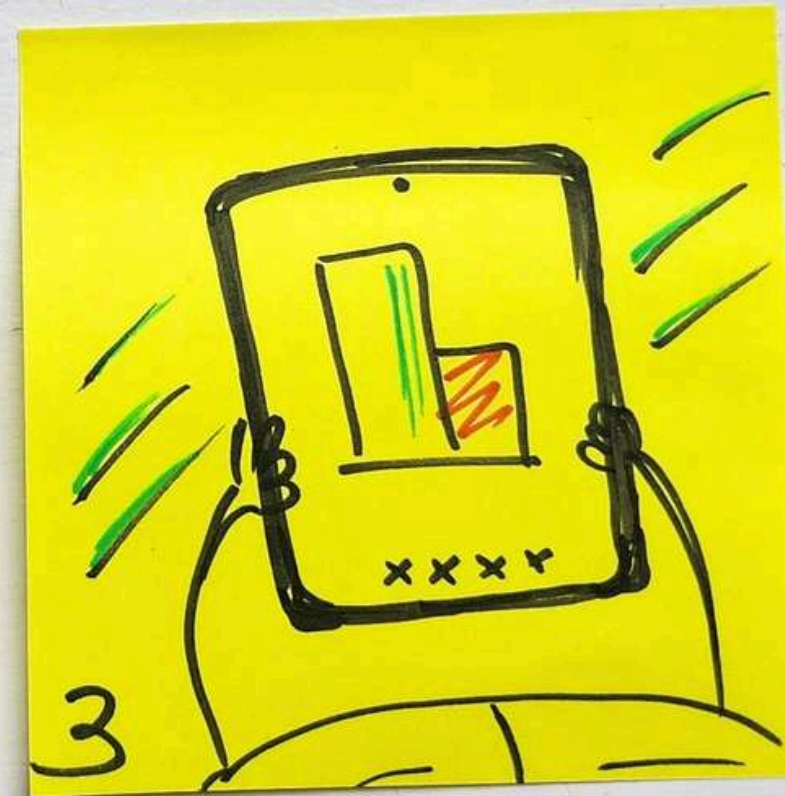
4

Compare with the actual site (multiple characters)

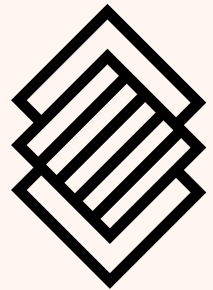
AI-generated images



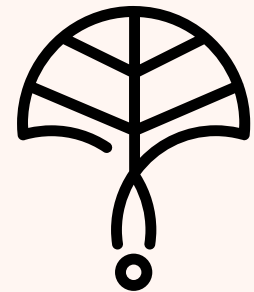
My sketches



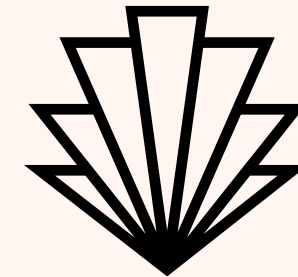
Key Learnings



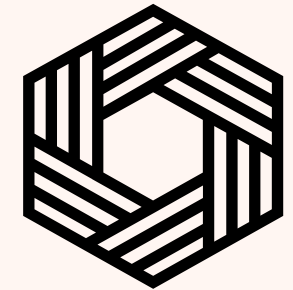
Prompt quality
matters



Plan ahead for
efficiency



Use reference
images for
consistency



AI is still limited

Avoid

Vague prompts

✗ "Architect at a construction site"

Avoid

Vague prompts

✗ "Architect at a construction site"

Contradictory instructions

✗ "Architect in a bright but shadowy area"

Avoid

Vague prompts

✗ "Architect at a construction site"

Contradictory instructions

✗ "Architect in a bright but shadowy area"

List of words

✗ "Architect with tablet, team, equipment, cranes."

Better prompts

Descriptive

Better prompts

Descriptive

Detailed

Better prompts

Descriptive

Detailed

Specific

Be aware of character biases



Unexpected biases

- Toward architectural styles
- High-profile urban over rural projects
- Modern Western architectural style



What can you do?

1

Be mindful of how
you craft prompts

2

Use inclusive
reference images

3

Stay critical

Submit your feedback

Thank you for your feedback



☒ Include image data with your feedback

What went wrong? Select all that apply (required)

- ☐ Poor Quality
- ☐ Unexpected content in results
- ☐ Results not relevant to prompts
- ☐ Distorted results
- ☐ Prompt is incorrectly blocked
- ☐ Other

Add a note (Optional)

Cancel

Submit feedback

Report results



☒ Include image data with your feedback

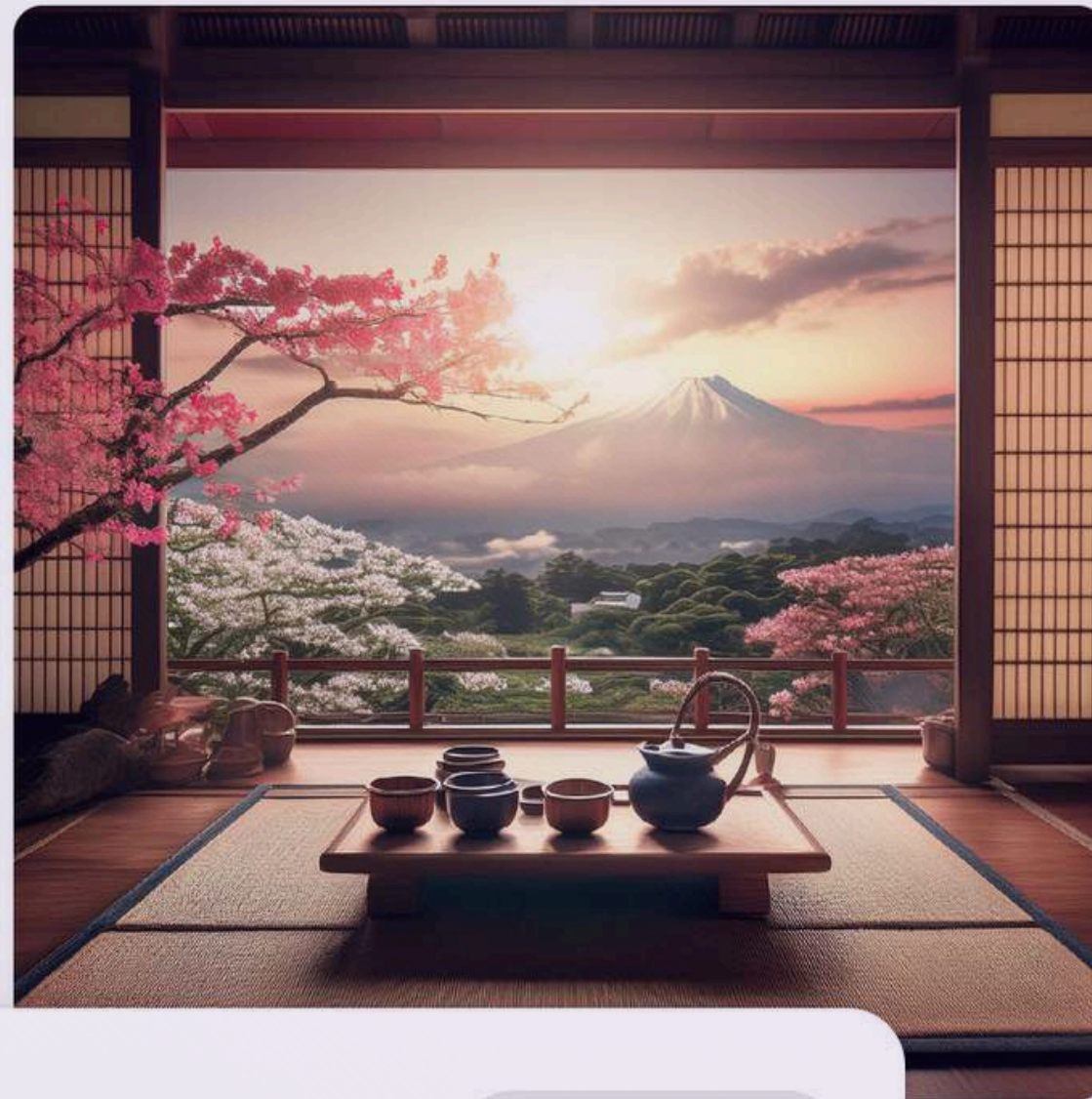
Select all that apply (required)


- ☐ Harmful
- ☐ Illegal
- ☐ Offensive
- ☐ Biased
- ☐ Trademark violation
- ☐ Copyright violation
- ☐ Nudity/sexual content
- ☐ Violence/gore

Add a note (Optional)

Cancel

Submit report



 Generate

Give it a try!

Explore the possibilities
of AI image generators
for your storyboards

tetianagulei.com



slides and
resources



Thank you!

Let's connect

tetianagulei.com

linkedin.com/in/tetiana-gulei