

ABSTRACT

The ideation process is a crucial stage in graphic design that demands a high level of creativity from designers. However, many young designers face challenges during this process due to various factors such as art block, stress, mental fatigue, and tight deadlines, which can significantly affect their creativity and innovation. This study offers an innovative solution through the design of an AI-based application prototype aimed at supporting the ideation process efficiently without diminishing the designers' creativity and personal touch. The design approach follows the Design Thinking method, which includes the stages of empathize, define, ideate, prototype, and test. Data were collected through interviews, observations, and literature studies to understand the needs of young designers in Bandung. The application design prioritizes ease of use, visually engaging interface, and features that support a fast and flexible ideation process while preserving originality and personal expression. The final outcome of this research is a mobile application prototype that was tested through usability testing by potential users to evaluate its effectiveness in supporting the ideation process.

Keywords: Ideation Process, Artificial Intelligence (AI), Art Block, Application Prototype, Design Thinking, Innovation