

# Building the Rosenbot



Favorites

MY CHATS

Key Skills for Design Lead...

Formatting Dates in Larav...

Unusual User Research M...

Leadership Skills in Design

Design System Assistance

AI Design Opportunities

Microcopy Update Proposal

Essentials of a Content Str...

Design Tool Standardizati...

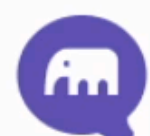
AI Chatbot Development ...

AI Design Opportunities

Boosting DesignOps Inves...

 Slack Community

 Sign out



ROSENBOT

Here are some conversation starters for Design Systems, or ask me anything.

PROMPT

**What tools are recommended for developing design systems?**

PROMPT

**What strategies can I use to promote and encourage the adoption of a new design system?**

PROMPT

**I need to create a design system for a client. Can you assist me?**



Ask anything



Even though all the content it was trained on was written by real humans, Rosenbot is a machine and can make mistakes.

Today

3

1. Why
2. How
3. And what does it mean?

Why?

## A weird new material or capability

Why do we think this is impactful?

1. Use cases galore
2. Weirdly good at some things (the bar exam, summarizing, grammar, categorizing, translation), and weirdly bad at others (basic math).
3. Evolving quickly (agents using tools, voice)



Invention of Bakelite, 1907

# Why?

## A user

As a UX designer, a product person, a design leader  
what is going on in my life right now?

1. The job market is crazy
2. I'm worried about my career
3. Am I building the right skills?
4. There is so much content out there but I can't be reading it all.

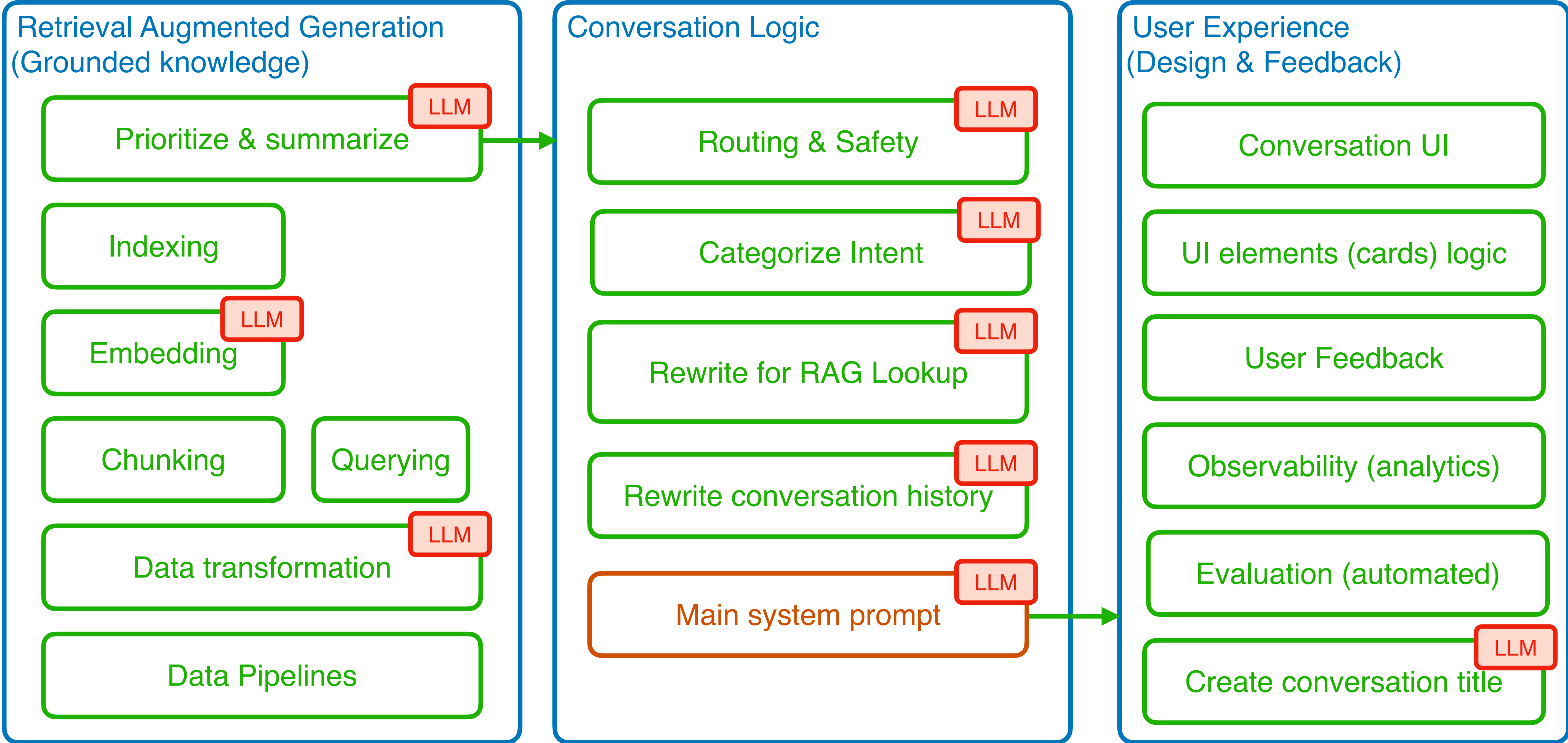
## A publisher

RosenfeldMedia is fundamentally a conveyer of  
expertise, insight and community. An AI  
conversational experience could be a new vector to  
do that, and perhaps help our community get through  
these hard times.

1. It's always available.
2. It has read every Rosenfeld book, watched every  
conference talk, listened to every Podcast.
3. It's fast.

How?

# Elements of a conversation





# Tooling for builders

Tracing

What are the LLMs doing?

[https://  
www.langchain.com/  
langsmith](https://www.langchain.com/langsmith)

Prompt Engineering

Make it have a useful conversation

[https://  
www.langchain.com/  
langsmith](https://www.langchain.com/langsmith)

Eval

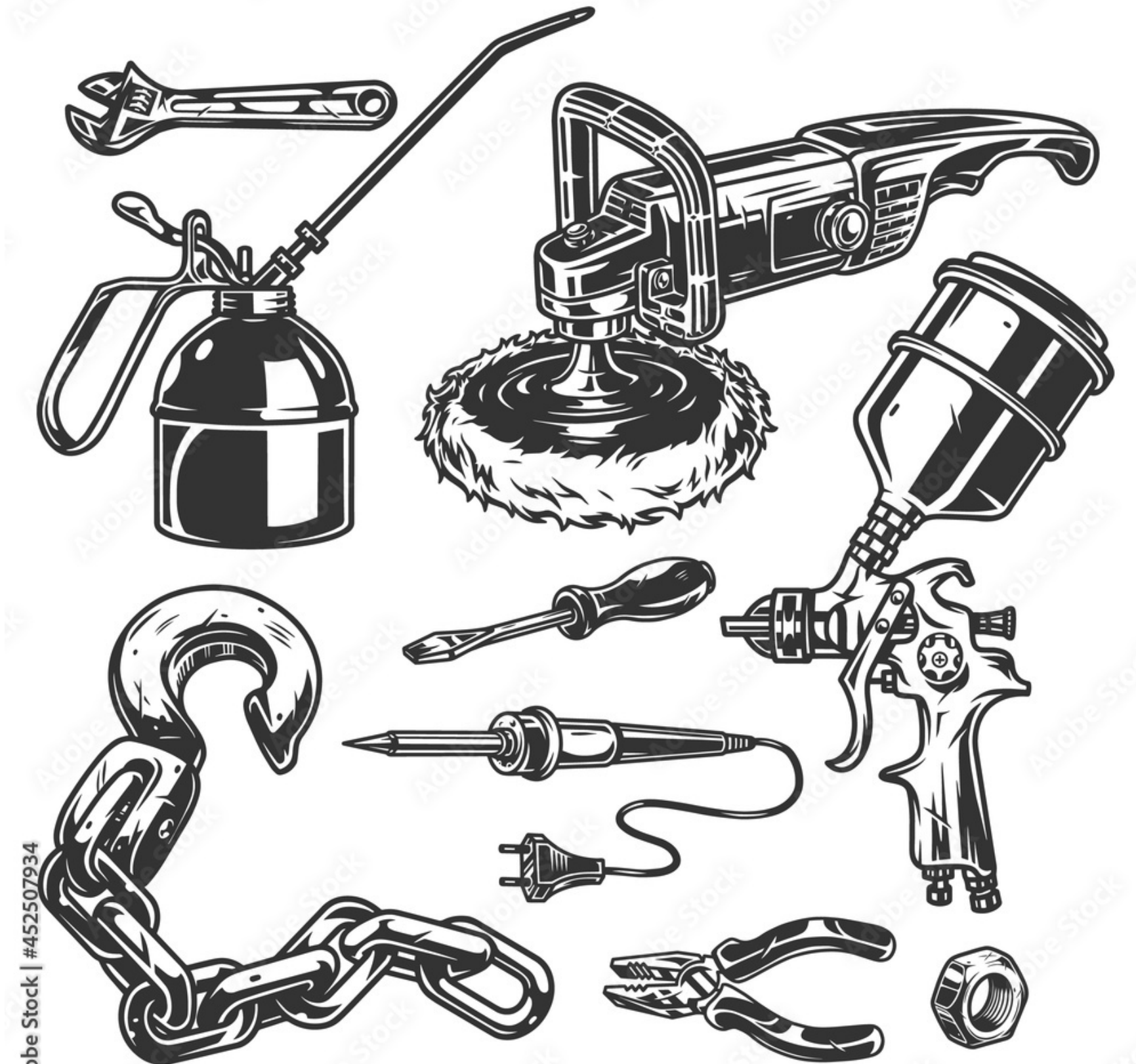
Is the output “good”?  
When are we “done”?

Google Sheets  
New Research  
Methods

Observability

How are people using this?

[https://  
simplyanalyze.ai/](https://simplyanalyze.ai/)



Adobe Stock | #452507934

## Tactic: eval-first

Plan the project around evaluation.

- 1. A third of the budget and a third of the time.**
2. Human eval: experts (is it right?) and end users (is it useful?)
3. Automated eval: identify metrics, and set up tooling. Use LLMs to evaluate output.

Without eval, you're building a demo.



Similar to usability testing, a **prompt deep dive** spends 30 minutes on 1 user prompt, and asks the user to think out loud.

### Technique:

1. Invite a target user to a 30 minute session.
2. Introduce: “we are not testing you, we are testing the bot, permission to record, we’ll ask you to think out loud.”
3. Before starting, describe the **context** in which you are using this prompt.
4. Enter the prompt
5. Think out loud: tell us what you’re reading, **skipping**, what you’re thinking, what you do next.
6. Recap & discussion with user: useful? Not useful? What would **a real person** have said instead?
7. Post session: either take notes **immediately**, or discuss immediately with the team.



What does it mean?

The future is co-created by  
users and technology  
through intentional design

Tooling, concepts, tactics and techniques  
determine **how we do this work**



To invent the future  
make things up

(It was all made up anyway)



mentary in snack-sized mouthfuls

**"I want AI to do my laundry and dishes so that I can do art and writing, not for AI to do my art and writing so that I can do my laundry and dishes."**

Author and videogame enthusiast **Joanna Maciejewska** nails it (although bathroom cleaning goes ahead of laundry and dishes)

To invent the future  
start with people



# Workshop.

<https://www.getsimplyput.ai/>

Thank you