




Designing AI Experiences for Enterprise Impact

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Agenda

-  **AI as a Disruption**
-  **AI in the Product**
-  **AI in our Process**

Part 1

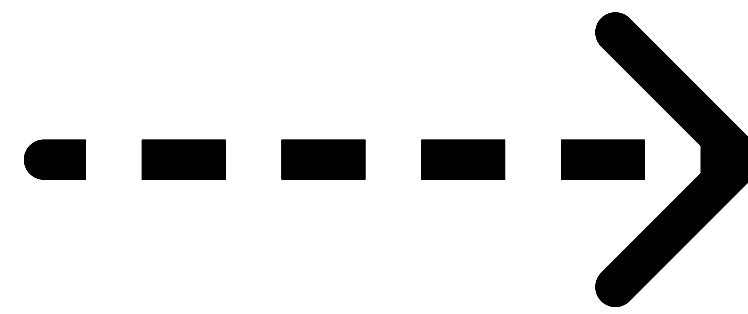
Designing Through Disruption

FYI, we've been
here before...
a few times.

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World Wide Web

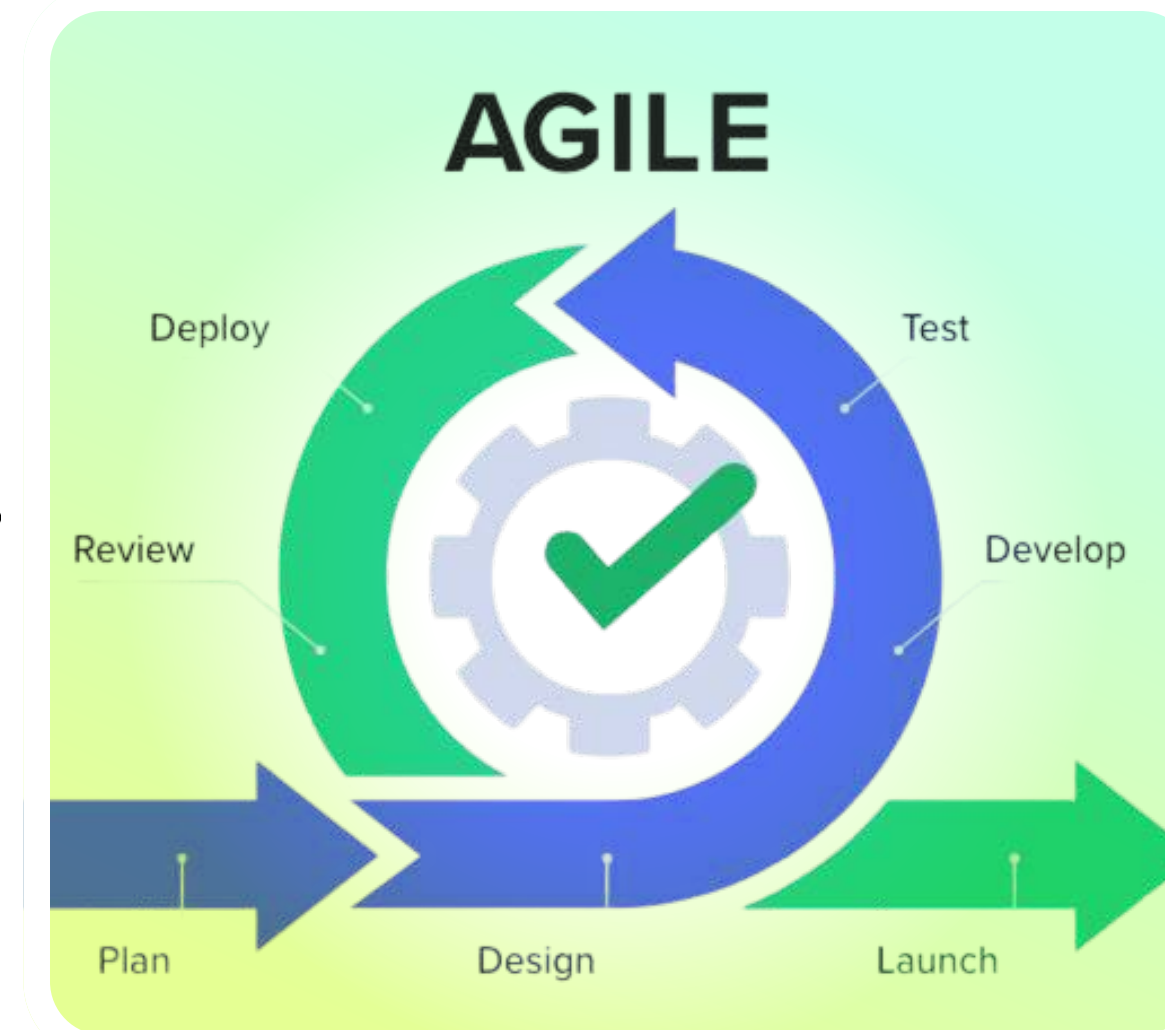
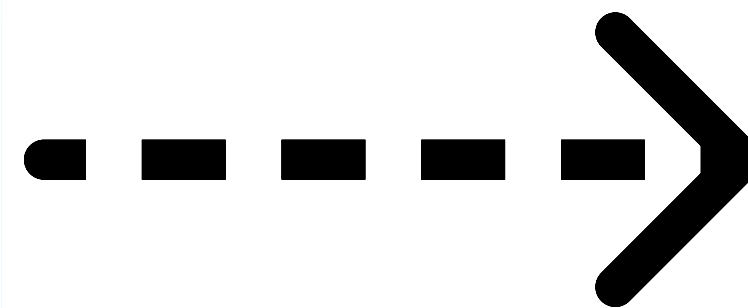
- Physical became digital.
- Brochures became websites.
- Stores became ecommerce.



FYI, we've been here before... a few times.

Agile Sprints

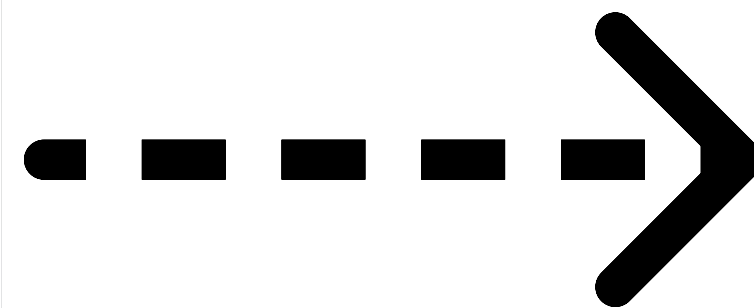
- Not about tools, but how you work.
- Design was no longer a “hand off” stage.
- A rewiring of how we collaborate & iterate.



FYI, we've been here before... a few times.

Mobile Apps

- Everything moved from desk to pocket.
- Mobile-first, responsive layouts.
- Gestures redefined rules of UI/UX.



Key insights for design + AI

1

**Disruptions will
continue**

2

**The technology
isn't the hard part**

3

**Embrace the
discomfort**

Part 2

AI in the Product

Campaign Settings

Campaign name

Send date & time

[Set to now](#)

-- select date & time -- CST

< Apr 2026 >

Su	Mo	Tu	We	Th	Fr	Sa
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	1	2

1 00 AM
2 05 PM
3 10
4 15
5 20
6 25
7
8

ENGAGEMENT KEY

Best Great Very Good Good



Best Send Dates

Picking the right send date for a message is one of the highest-impact decisions our users make.

So we built AI that surfaces the best dates to send, right in the campaign scheduling flow.

TAKEAWAY:
Meet users where their mental model already lives.

ENGAGEMENT KEY

Best Great Very Good Good

Send Time Optimization

Analyzes engagement data and recommends optimal send times — morning, afternoon, evening.

But instead of just recommending, it offers to act: one toggle, and the platform automatically creates three separate broadcasts, one for each window.

T A K E A W A Y :

Automate the calculation, but preserve the approval for a human.

The screenshot displays the 'Campaign Settings' interface. At the top, the 'Campaign name' is 'RCS Campaign Example'. The 'Send date & time' is set to '03/27/2026 @ 11:05 AM , 04:10 PM & 06:20 PM'. A 'Use send windows' toggle is turned on, and a note states: 'Note: Some U.S. laws prohibit messaging residents between [times]. Please take this into consideration before scheduling a broadcast. [Learn more.](#)'

Below the settings, the 'Audience' section shows 'Subscribers & segments' with a search bar and a toggle for 'Only allow 1st subscriptions'. The 'Campaigns' section shows a list of broadcasts:

Name	Message Type	Fallback	Status
RCS Campaign Example - Morning_STO RCS 4016	RCS text	None	Scheduled
RCS Campaign Example - Afternoon_STO RCS 4016	RCS text	None	Scheduled
RCS Campaign Example - Evening_STO RCS 4016	RCS text	None	Scheduled

Orange arrows indicate the flow from the 'Use send windows' toggle to the 'Send date & time' field, and then to the three generated broadcast entries in the 'Campaigns' list.

Image Optimizer

User uploads an image, clicks to optimize, and it crops to the right dimensions for your channel's specs, preserves important content and reduces the overall file size.

The user always sees both optimized and original, and can choose.

TAKEAWAY:
Build the escape hatch option.

Media Upload file | Add media URL

file-name.jpg
PNG • 1920x1080 • 2.4 MB
[AI optimize](#)

photo-1662947190722-5d272f82a526334...
PNG • 1920x1080 • 2.4 MB
[Optimized](#)

Campaign name DRAFT

RCS Rich Card [Edit message type](#)

Media Upload

photo-1662947190722-5d272f82a526334...
PNG • 1920x1080 • 2.4 MB
[AI optimize](#)

Title
Enter your title text here...
0/200 characters

Description
Enter your description text here...
0/2000 characters

Suggestions
[+ Reply or action](#)


Suggestion chips
[+ Reply or action chip](#)

Advanced options
 Fallback message

Optimize your image?


We've optimized your image for display in RCS messages.

Original



No changes to your original image

AI-optimized



- ✓ Cropped to recommended ratio: 16:9
- ✓ Important content moved into the "safe zone"
- ✓ File size reduced to prevent failures

[Cancel](#) [Add optimized image →](#)

Generative AI Copy

Enter a few simple details, our LLM will generate 3+ options scored for optimal performance.

Click to insert your favorite option into the message editor

Then edit or add further customization and/or personalization.

TAKEAWAY:

Give users options, and let them edit any AI-generated content.

The screenshot illustrates the workflow of a generative AI copy tool. It is divided into two main sections: a message editor on the left and a message preview on the right.

Message Editor:

- Message:** A text input field with the placeholder "Enter your message here...".
- Shorten URLs:** A toggle switch that is currently turned on.
- Character/Message Count:** "0/160 characters | 0 messages".
- AI / GENERATE COPY Panel:** A purple-bordered panel with a close button (X) in the top right. It contains:
 - Step 1 - Enter broadcast details below:**
 - Input field: "Enter brand name".
 - Text area: "Using at least 30 characters, tell us what your message is about (ex: offer for women's sweater sale)".
 - Input field: "Insert URL for CTA (optional)".
 - Text area: "Choose one or more message types...".
 - Generate** button.
 - Step 2 - Click on a message to use:** A list of three generated message options, each in a rounded rectangle:
 - Option 1: "Hey girl! Spring is finally here! Kick off the season with a fresh new look! We're having a t-shirt sale just for you! <https://www.style.com/sale/spring>".
 - Option 2: "Spring into style with our fresh new tees! Limited time offer: 20% off all women's tees! Get ready to sweat, sizzle, and slay in our comfy, stylish tops! <https://www.style.com/sale/spring>".
 - Option 3: "SUN'S OUT! Kick off spring with our ultimate women's tee sale! 20% OFF all styles! Don't miss out! <https://www.style.com/sale/spring>".

Message Preview:

- Note:** "Note: This message preview is only a visual guide. Please test on a physical device."
- Preview Message:** "Hey {{ first_name | default: 'girl' }}! 🎉 Spring is finally here! Kick off the season with a fresh new look! We're having a t-shirt sale just for you! <https://www.style.com/sale/spring>".

Workflow Indicators:

- A dashed arrow points from the **Generate** button in Step 1 to the AI-generated options in Step 2.
- A dashed arrow points from the first generated option in Step 2 to the preview message in the preview section.

Last 30 days

All Channels RCS SMS MMS

Alert: SMS opt-out rate trending up 0.1% | Review

Welcome, Jen

I'm your Vibes AI Assistant - I know your program, your campaigns and your audience. Ask me anything or pick a starting point below:

Ask a question or describe a task...

Generate content ideas Find campaign insights View program trends

<p>TOTAL REVENUE</p> <p>\$729K</p> <p>↑ 4% vs last period</p>	<p>REVENUE / MESSAGE</p> <p>\$0.90</p> <p>↑ 4% vs last period</p>	<p>REVENUE / \$ SPEND</p> <p>119.8x</p> <p>↑ 4% vs last period</p>	<p>AVERAGE ORDER VALUE</p> <p>\$87.40</p> <p>Per attributed conversion</p>
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<p>NEW SUBSCRIBERS</p> <p>17.1K</p> <p>↑ 4% vs last period</p>	<p>OPT OUTS</p> <p>17.1K</p> <p>↑ 2% vs last period</p>	<p>CLICK-THROUGH RATE</p> <p>6.1%</p> <p>↑ +0.4 (3X in 90 days)</p>	<p>CONVERSIONS</p> <p>106K</p> <p>↑ 12% (best month ever!)</p>
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Suggestions & Opportunities

- HIGH IMPACT**
Replicate Black Friday 'Back to School' send
Campaign drove 2.4x avg CTR. Similar structure est → est \$34K revenue
- HIGH IMPACT**
No acquisition pop-up active
Comparable accounts see 31% more opt-ins with a pop-up → est +820 subs
- VALUE ADD**
Central time zone sends misaligned
CT segment receives at 8am CT. Shift to Noon CT → est +1.2pp CTR
- QUICK WIN**
RCS has 9.1% CTR - scale to product launched
Only 5 campaigns use RCS. Expanding to 3 more sends → est +\$42K/mo

Channel Performance

RCS	Read 62.4%	CTR 8.3%	GOOD
SMS	Open 32.1%	CTR 2.4%	EXCELLENT
MMS	Open 28.7%	CTR 3.1%	FAIR

Engagement Quality

Delivery Rate	98.9%	↑ 0.3%
Opt-out Rate	0.41%	↑ 0.1%
Conversion Rate	4.8%	↑ 0.6%
Spam Complaints	0.02%	↓ 0.01%
Carrier Filter Rate	1.2%	↑ 0.4%

Intelligence Hub

Dashboard that surfaces the most relevant data and AI-powered suggestions based on a user's role.

TAKEAWAY:

Role-aware AI is still a design problem

Overview Subscription Growth Campaign Per

Last 30 days All Channels RCS SMS

Alert: SMS opt-out rate trending up 0.1% | [Review](#) →

ending up 0.1% | [Review](#) →

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Channel Performance Engagement Quality

AI-driven alerts + CTA link

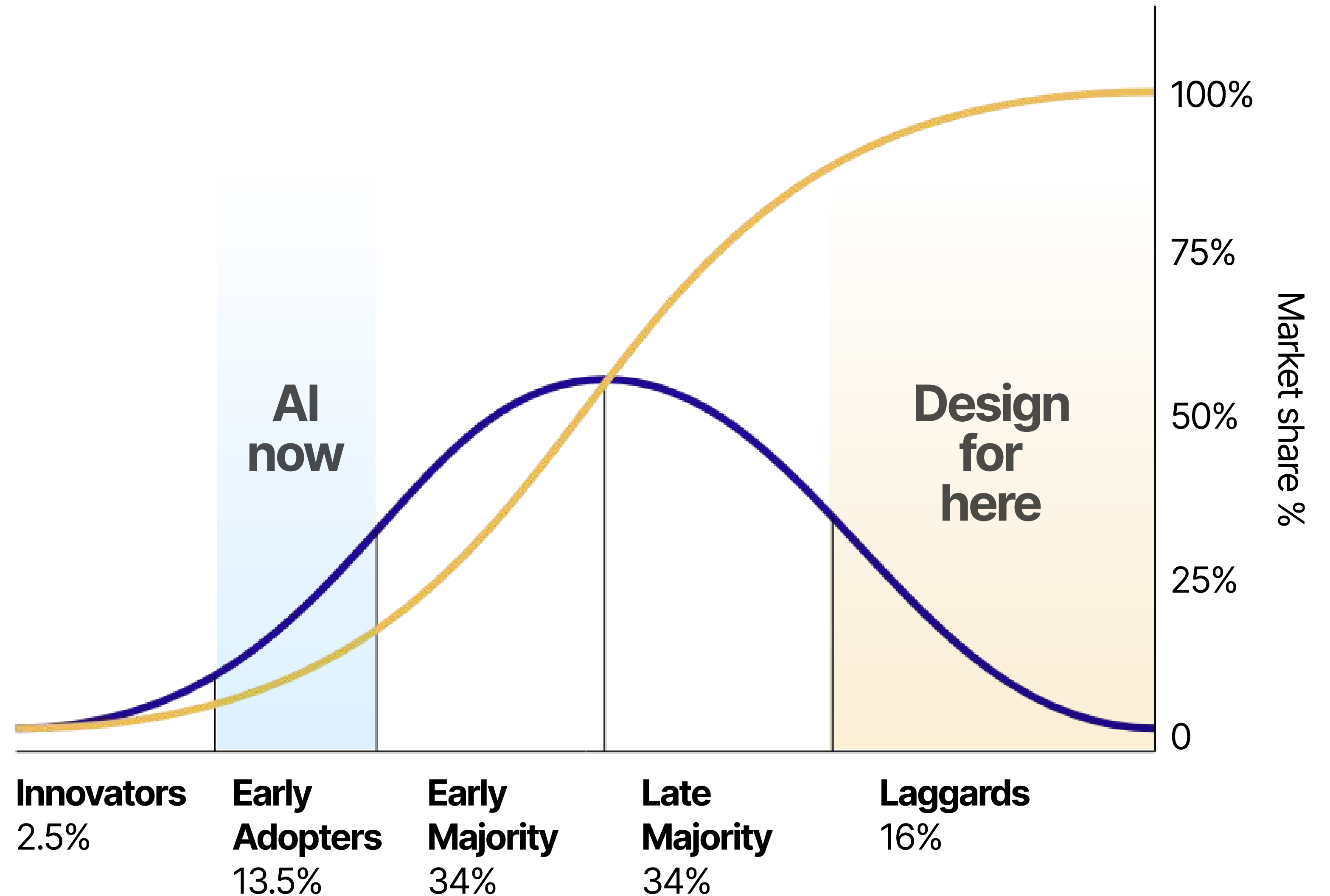
AI Assistant with role-specific suggestions; Opens a sidebar chat UI when user prompts

User specified widgets, including AI-driven data insights & suggestions with action items

User Trust & Adoption

AI is still in the early adopter phase for most enterprise users.

The people using our AI features enthusiastically are the ones who came in already curious, already willing to tolerate some rough edges, already motivated to experiment.



AI Design Principles

**AI should help
reduce decisions,
not shift them.**

**Transparency is
contextual. Some AI
should be silent.**

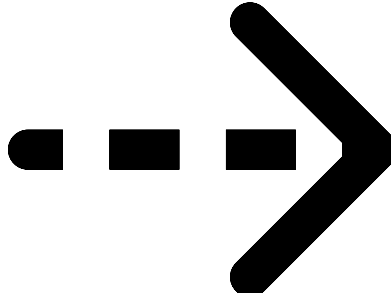
**Build the escape
hatch first.**

Part 3

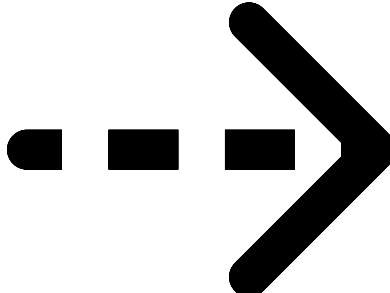
AI in our Process

Prototyping

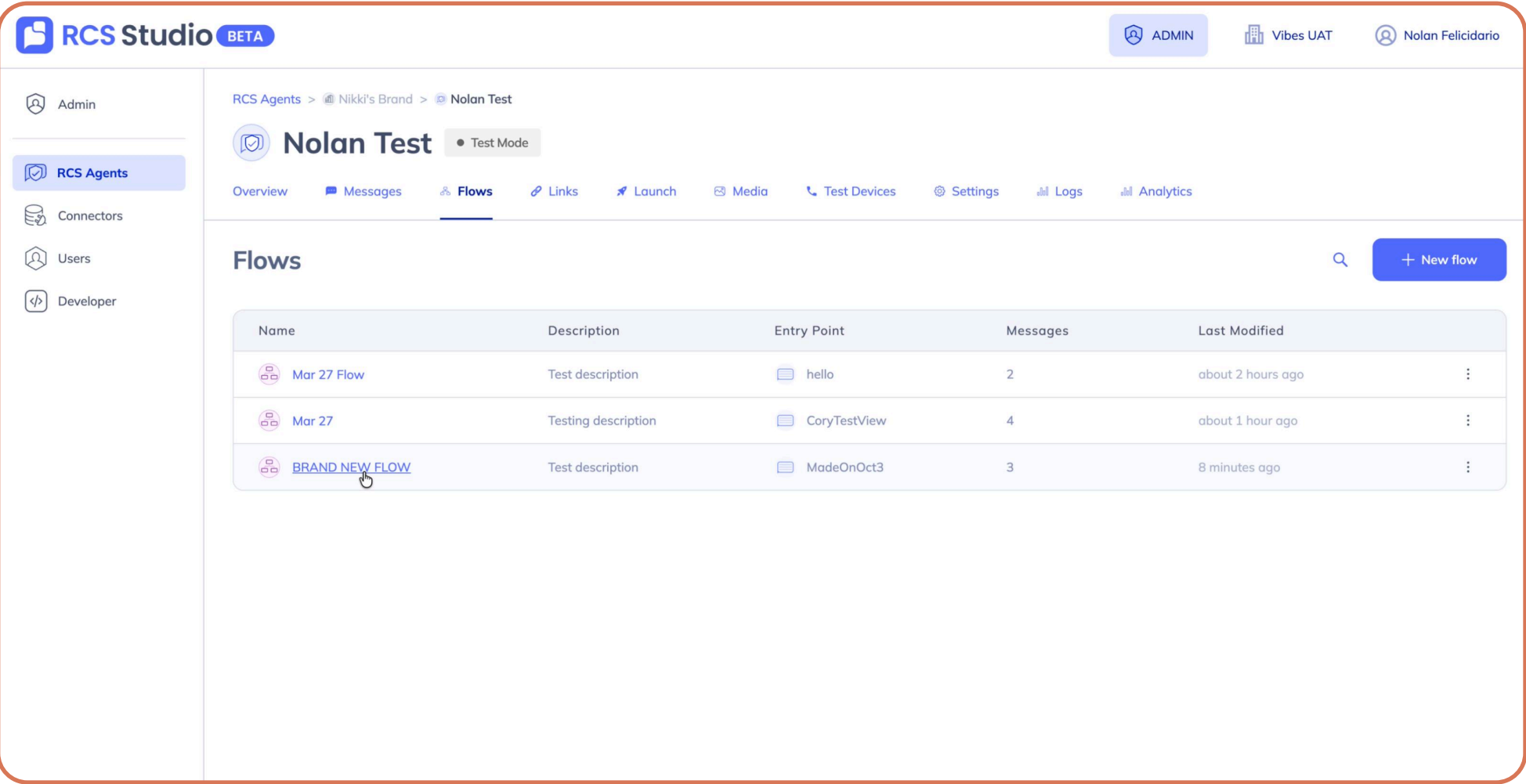
Code



Claude



Prototype in UAT



Pull source code to local

Prompt in Claude Code with reference to DESIGN_SYSTEM.md

Output is actual working FE code in our testing environment that can be put in front of customers & stakeholder for feedback.

Retrospective