DESIGNING FOR EVERYONE



especially THE BOTS

VERONIKA HNILICKOVA

DESIGN MATTERS TOKYO 2026




"DO
STUFF"

YOUR NEXT USER IS NOT HUMAN

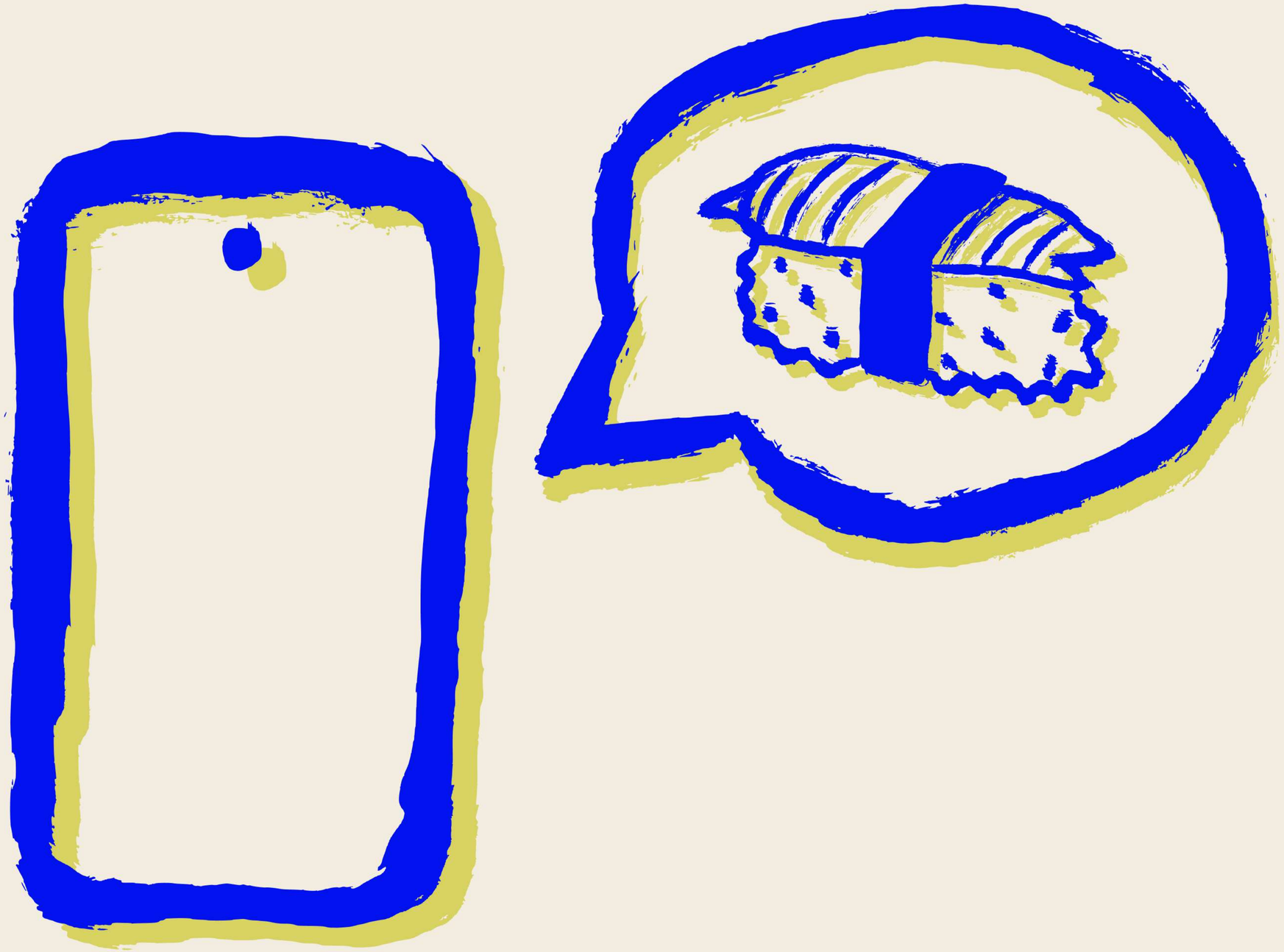
ACTING ON YOUR BEHALF




10,000,00


3,00,00,000

GET ME SOME SUSHI, PRETTY PLEASE



FORGET ALL YOU KNOW



LEARN EVERY THING FROM SCRATCH

VERONIKA HNILICKOVA

PRODUCT DESIGNER

PASSION

FOCUS

DISCIPLINE

HOLISTIC

FAMILIARITY

TECH TRENDS

YOU ALREADY HAVE THE SKILLS

AGENT
EXPERIENCE
≠
AGENTIC
EXPERIENCE



WHAT DOES YOUR PRODUCT LOOK LIKE TO AN AI AGENT?



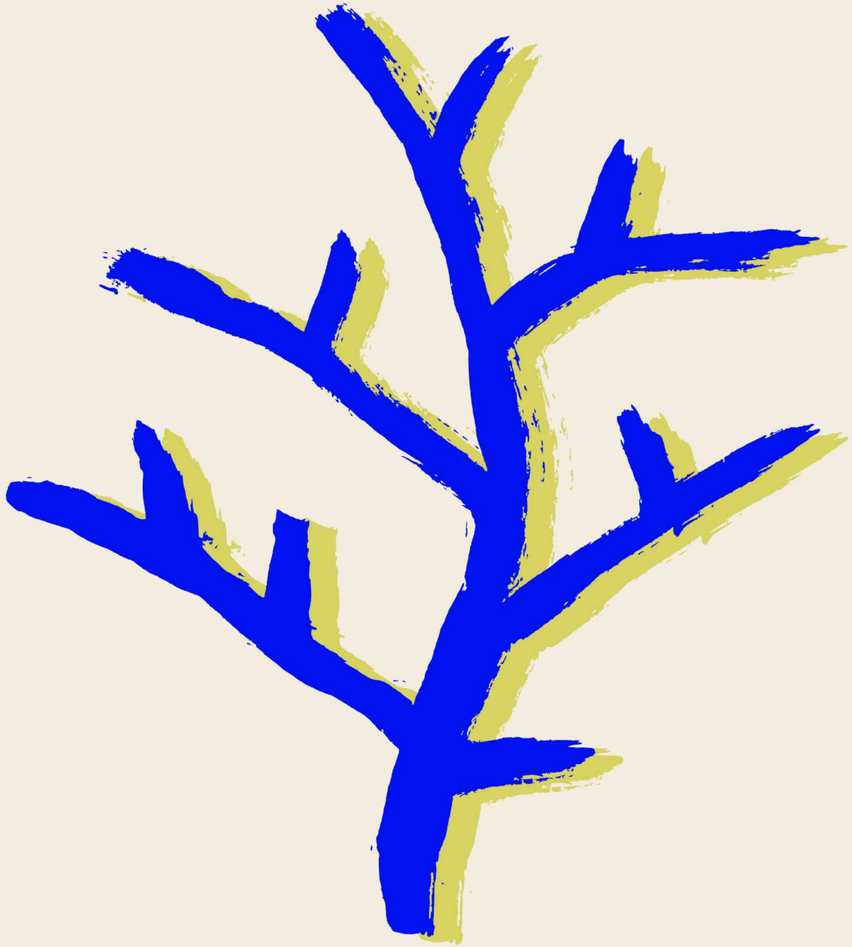
DOM vs A11Y TREE

DOM vs A11y TREE



DOM vs Ally TREE

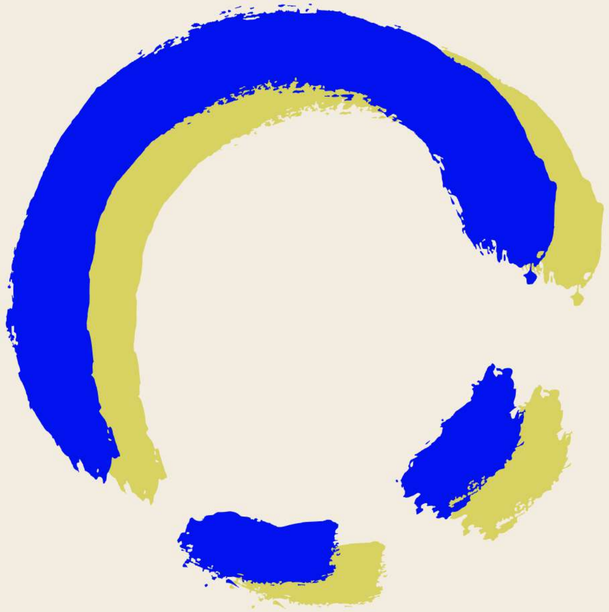




8× FEWER TOKENS PER STEP

WHAT HAPPENS WHEN THE TREE IS A MESS?



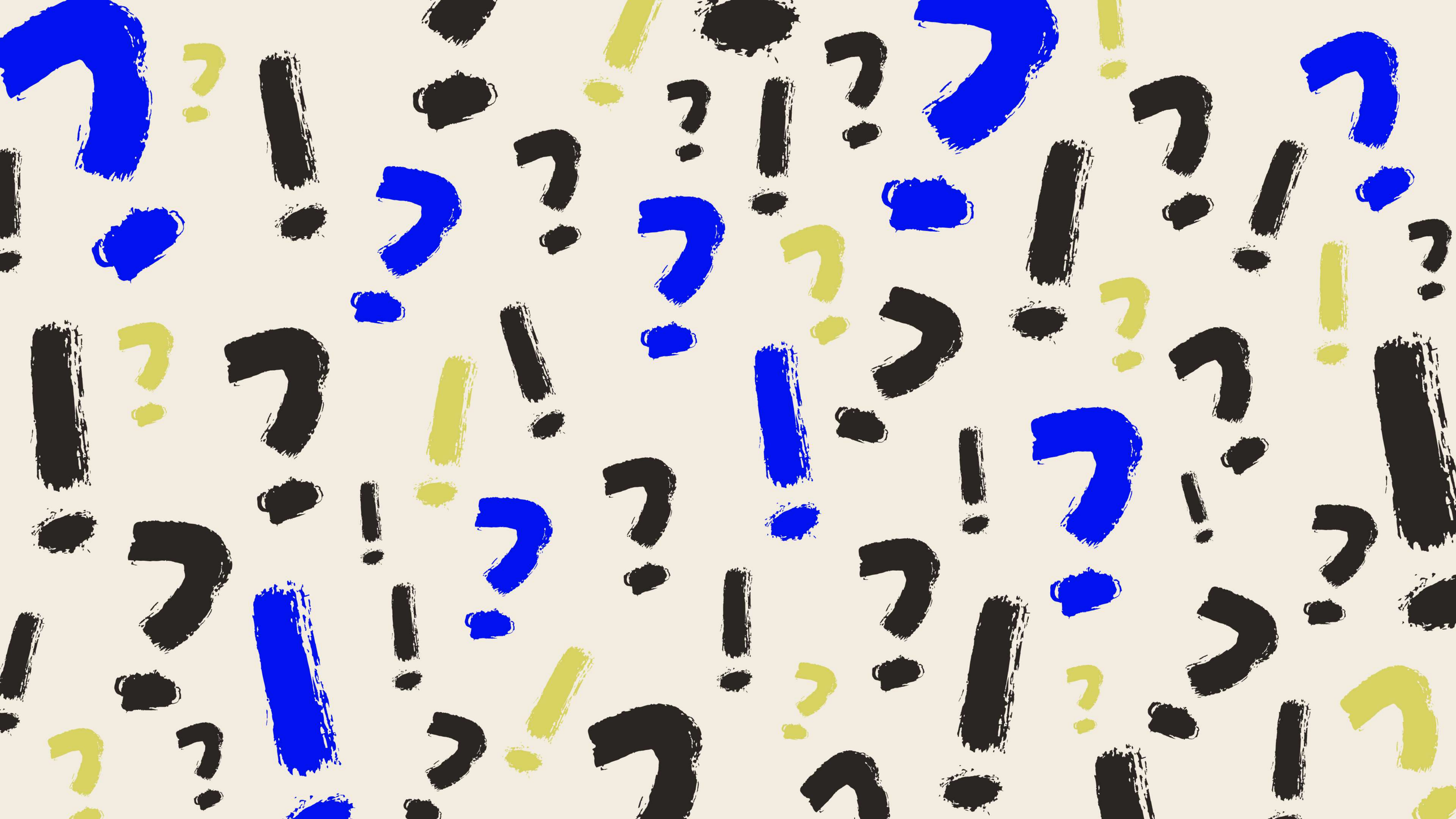


IMPLICIT REASONING ?

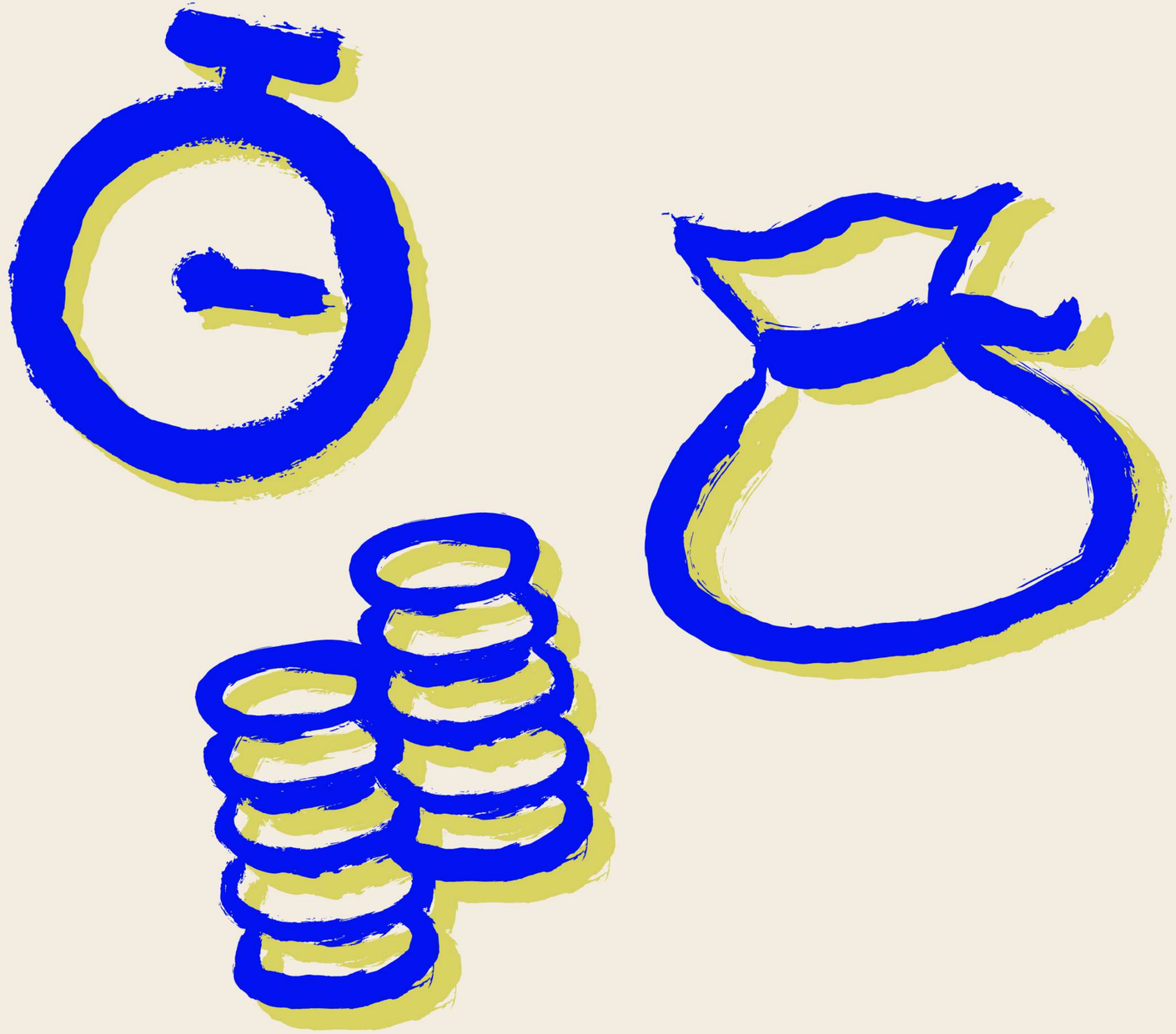
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WHAT HAPPENS WHEN THE TREE IS A MESS?



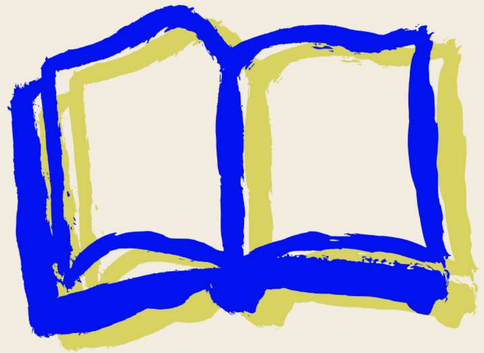
EVERY RETRY COSTS



MAKE THE IMPLICIT

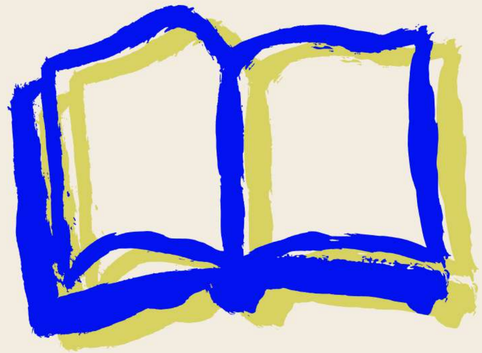
EXPLICIT

FOR SCREEN READER USERS, ARIA CONTROLS THE RENDERING OF THEIR NON-VISUAL EXPERIENCE.



ai agents

FOR ~~SCREEN READER USERS~~,
ARIA CONTROLS THE RENDERING
OF THEIR NON-VISUAL
EXPERIENCE.



AGENT

Ally



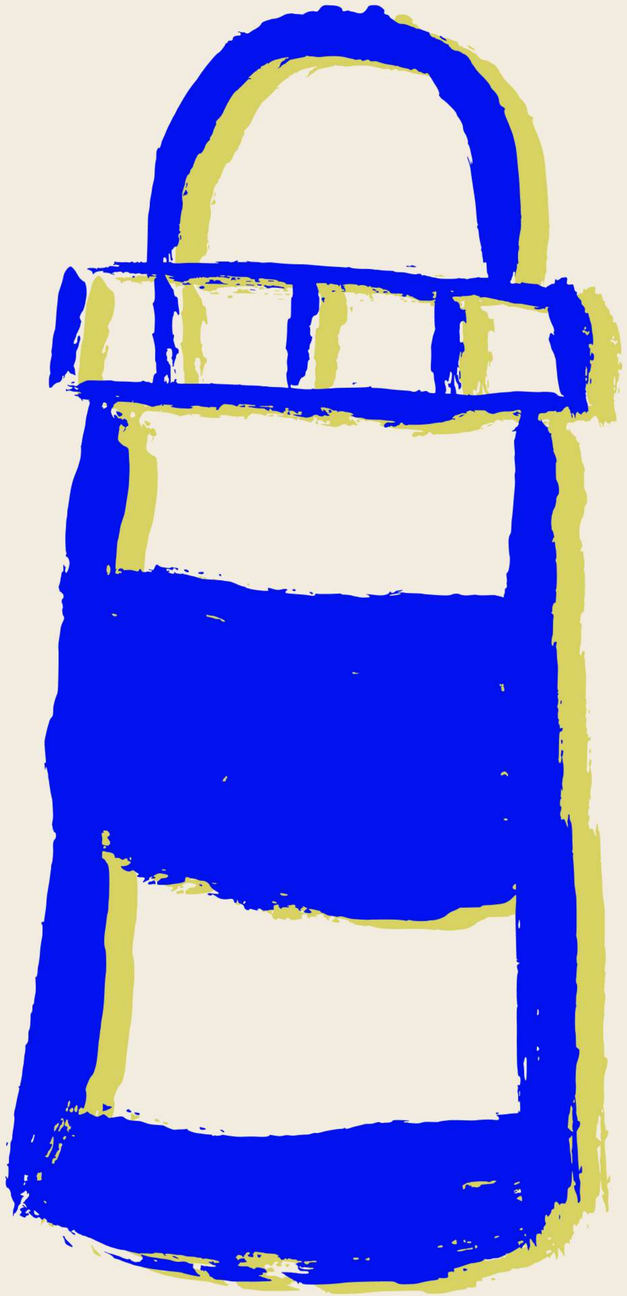
ARIA

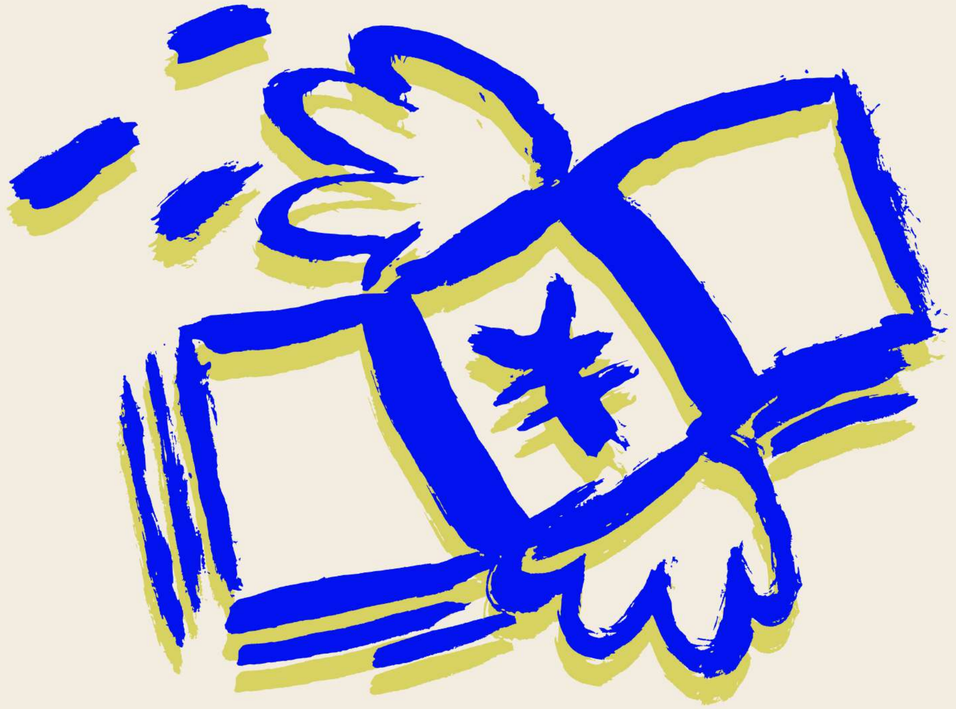
YOU ALREADY HAVE THE SKILLS

HUMANS
COMPENSATE
— AGENTS EXPOSE

NEW CHECK

AGENTIC BROWSING





The Business Case Just Changed

IT'S
ALREADY
HAPPENING



TRAFFIC FROM AI AGENTS:

+7,851%

2025 vs 2024

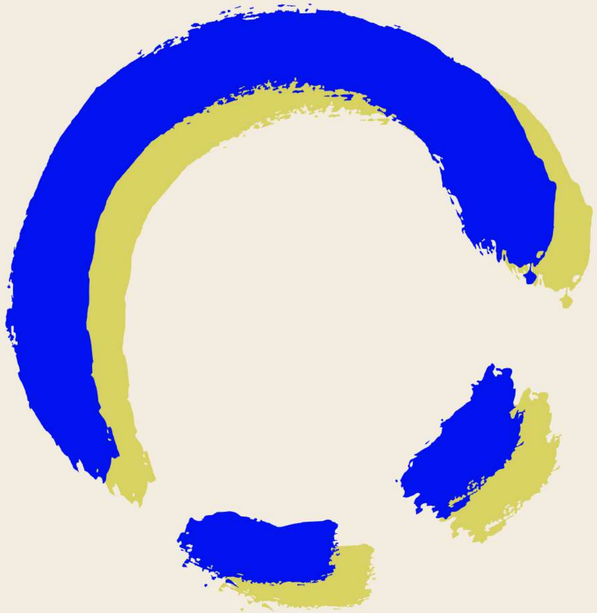


TRAFFIC FROM AI AGENTS:

+25%

2026 MONTH TO MONTH





PLS WAIT ...

AGENT EFFICIENCY IS THE NEW SEO



The Right Thing

↓

The SMART Thing

WHAT ABOUT MCP?

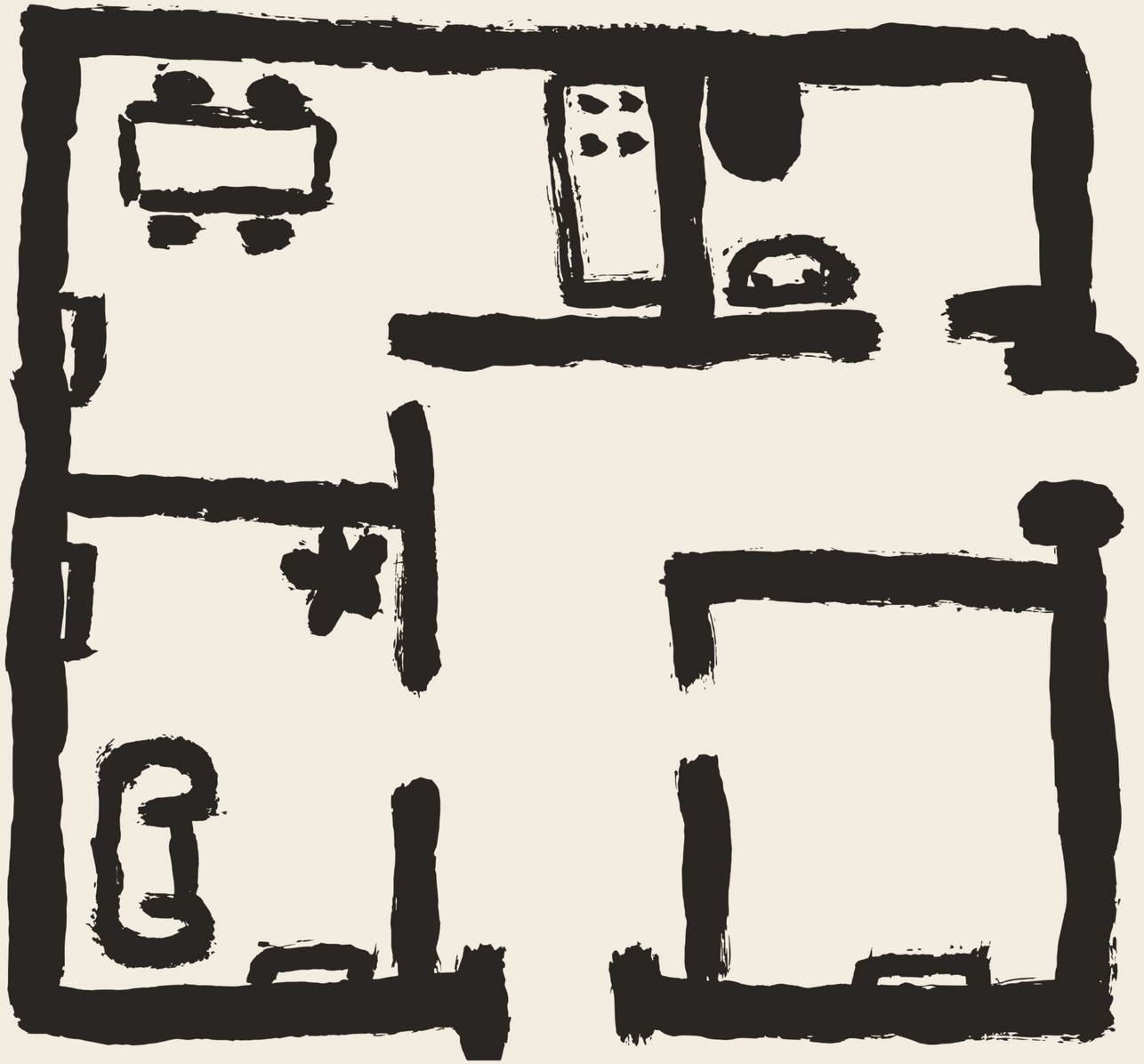
MCP?



MCP
DOOR

FRONT
DOOR


TOILET
KITCHEN
MCP
DOOR
LIVING
STUDY

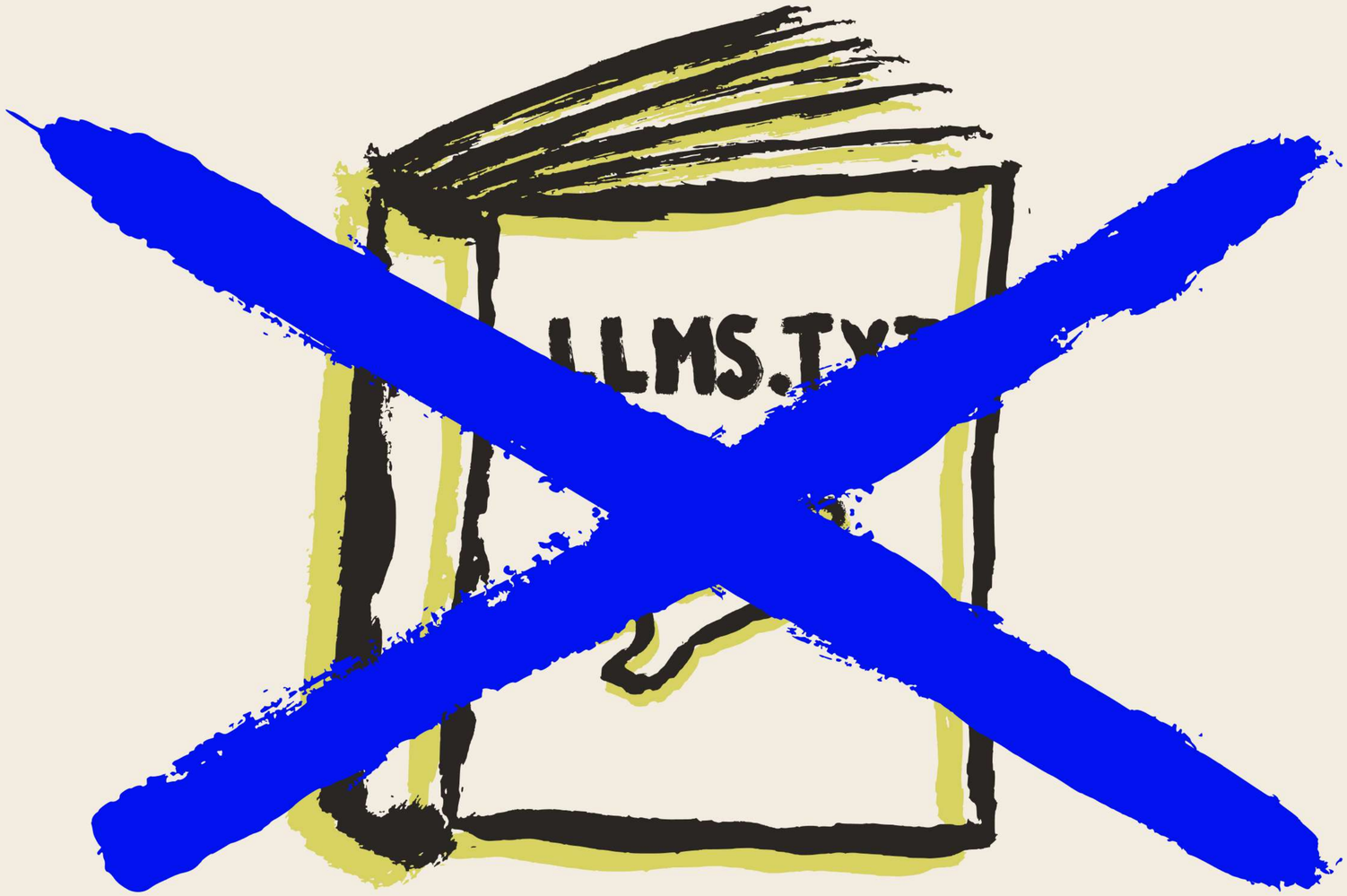




FOCUS ON THE FRONT DOOR




LLMS.TXT


LLMS.TX

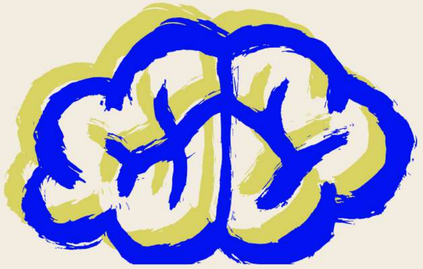
AGENT

EXPERIENCE

≠ ACCESSIBILITY

ANIMATION

EMOTION



VISUAL HIERARCHY

DELIGHT IS
FOR HUMANS.

ACCESSIBILITY
AND STRUCTURE
ARE FOR EVERYONE.



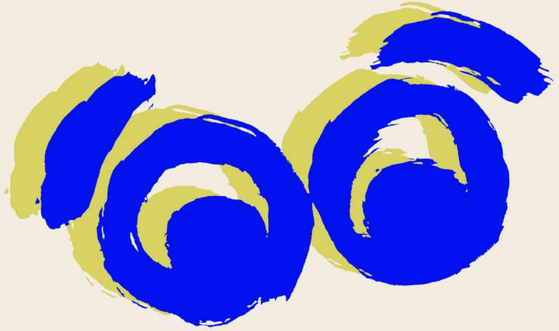
WHO OWNS THE AX?

DEVELOPERS

+AI RESEARCHERS

DEVELOPERS

+AI RESEARCHERS

 + DESIGNERS

RESPONSIBILITY



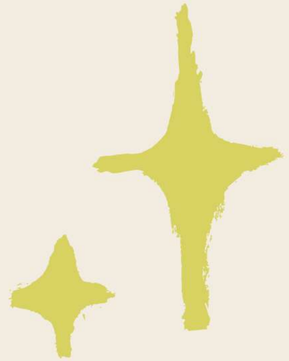
The Right Thing

↓

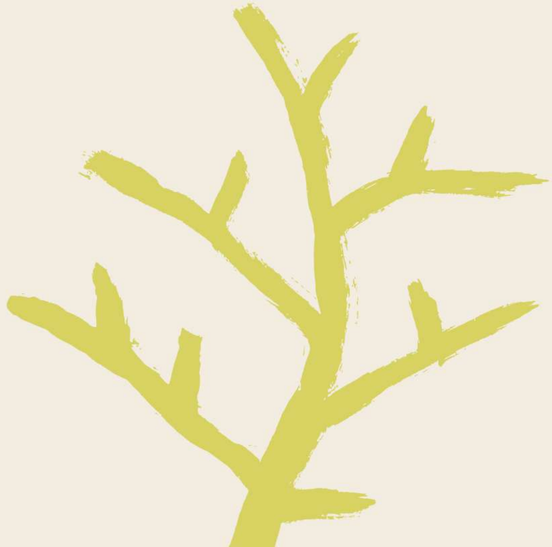
The SMART Thing

TO DO:

- [ ] TAKE AGENT EXPERIENCE SERIOUSLY
- [ ] ACT ON IT NOW
- [ ] START WITH YOUR ACCESSIBILITY TREE

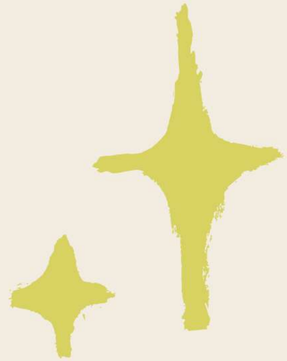




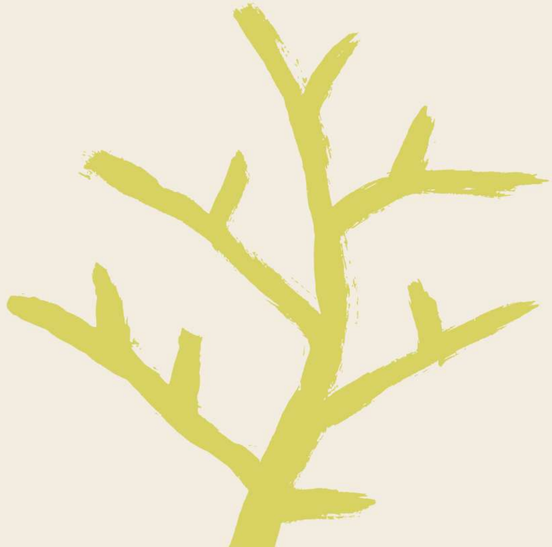


TO DO:

- [x] TAKE AGENT EXPERIENCE SERIOUSLY
- [ ] ACT ON IT NOW
- [ ] START WITH YOUR ACCESSIBILITY TREE

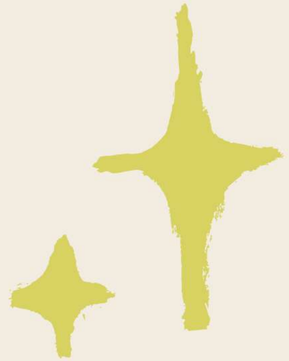




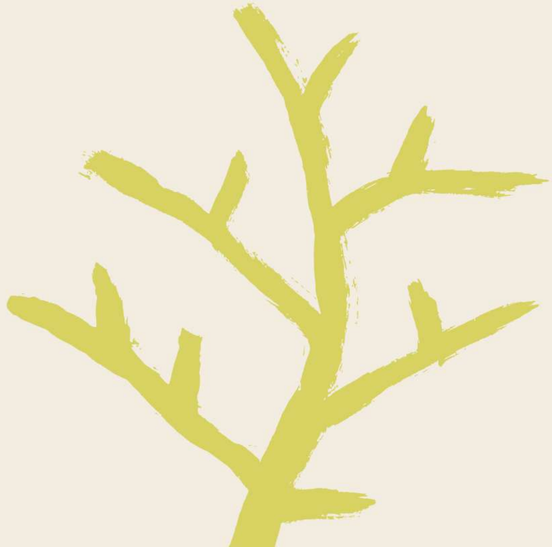


TO DO:

- [x] TAKE AGENT EXPERIENCE SERIOUSLY
- [x] ACT ON IT NOW
- [ ] START WITH YOUR ACCESSIBILITY TREE

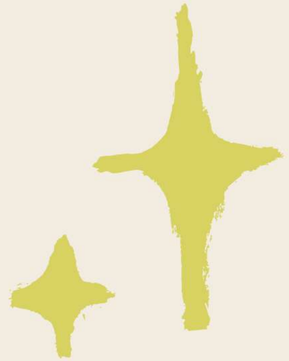




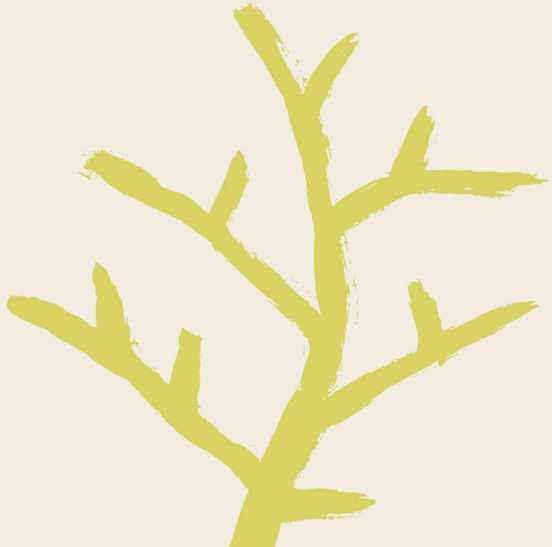


TO DO:

- [x] TAKE AGENT EXPERIENCE SERIOUSLY
- [x] ACT ON IT NOW
- [x] START WITH YOUR ACCESSIBILITY TREE







BUILD PRODUCTS THAT DON'T NEED A MANUAL.

FOR PEOPLE.
AND FOR BOTS.

