

From Designing Containers to Designing Intelligence

How design thinking translates — and deepens — as we move from screen-based experiences to agentic systems.



MATURITY MODEL What a Complete Agentic System Requires

Translating requirements into a functional agentic experience requires layers of design thinking that go beyond visual mockups. Each phase builds on the last — and the system matures faster when all three are active from the start.

- 1 Define the Logic Layer**
Decision trees, intent mapping, escalation paths — the structure underneath the interface.
- 2 Design for Messy Inputs**
Real users don't follow scripts. The system needs to handle ambiguity, partial info, and unexpected paths.
- 3 Close the Learning Loop**
Failure states are expected. Reviewing them is how the model improves — and how the experience matures over time.