



#### Salsa proudly sponsoring

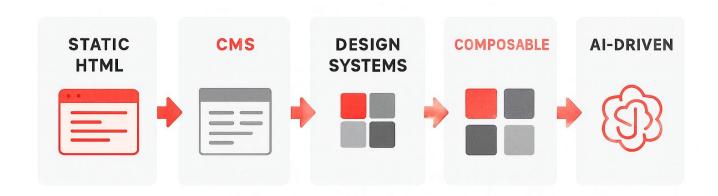
DrupalSouth Community Day 2025

## Say hello to the Al Agent: your newest persona.

Al agents, the next voice in UX design.



#### The evolution of web pages.

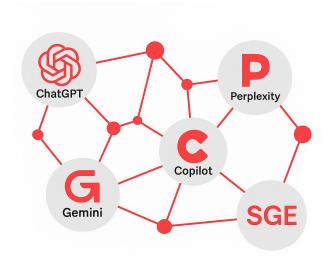




## What if your next site visitor isn't human?







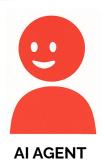
We design for humans – yet bots now do all our searching.



# Meet your new persona: the Al Agent.

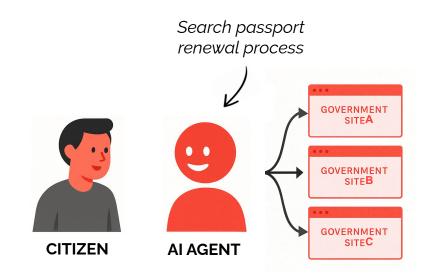
How do I renew my passport?





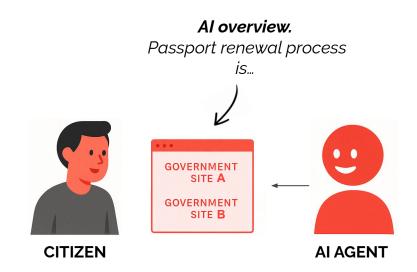


# Meet your new persona: the Al Agent.





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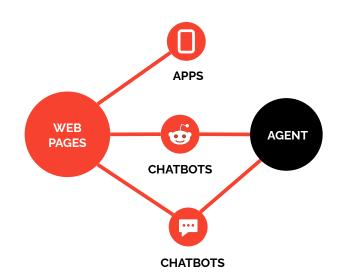
## Designing for two audiences: humans & machines



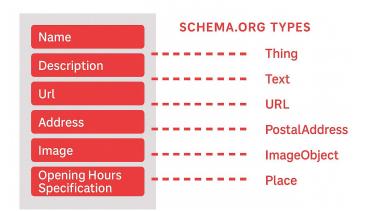




## The page is now an endpoint.







Schema.
Metadata. APIs.
The new UX
surface.



### Government-grade UI schema standardisation for humans and AI.



#### The Design System Schemas

designsystemschema.org



## Metadata discipline = credibility in the AI ecosystem.





# If an AI Agent visited your site tomorrow, would it understand you?



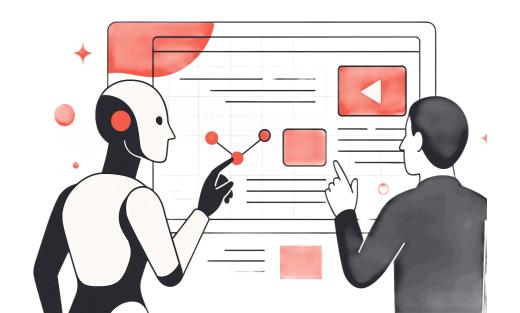
### Salsa Digital and the Drupal Al initiative.



<sup>\*</sup> https://www.drupal.org/project/ai\_context



#### Co-designing with Al.





#### Let's continue the conversation.

Chat with us anytime, human-to-human.





#### Thank you.

Salsa Digital

Building a more open government