AI Desgin Thinking:

AGENTIC DESIGN WORKSHEET

by Michael van den Berg

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WHAT IS AGENTIC DESIGN THINKING?

Design Smarter AI Agents for Real Business Value

Organizations are starting to transform to new structures and processes that lead to business value from Gen AI. While still in early days, companies are redesigning workflows, elevating governance, and mitigating more risks.

Welcome to the world of new strategic thinking on how the value of AI comes from rewiring companies.

Organizations are beginning to take organizational changes that drive bottom-line impact—for example, redesigning workflows as they deploy Gen AI. Senior leaders are put in critical roles and dedicated teams are established in programs to transform the business and to scale towards new growth.

We've entered a new era where Large Language Models (LLMs) don't just answer questions — they drive action. Businesses that treat AI as a one-off tech upgrade are falling behind.

But those who treat LLM-powered agents as a new operating layer? They're unlocking smarter workflows, better decisions, and entirely new forms of customer and employee value.

At Appsolute Value, we've helped businesses, across retail, banking, and other service industries, rethink how work gets done — by designing and embedding front-end and back-end AI agents into their core business processes.

With the Agentic Design worksheet in the heart of this guide, I will guide you through the early strategic questions and design principles that help you shift from experimentation to transformation in the Gen AI era.

The GenAI opportunities still to unlock.

A recent McKinsey report shows that while large enterprises start showing the way, most respondents have yet to see organization-wide, bottom-line impact from Gen AI use. And most aren't yet implementing the adoption and scaling practices, that are known from earlier research, helping to create value when deploying new technologies.

AGENTIC DESIGN

WORKSHEET

1
Define The Business Opportunity

What is the task or interaction your agent will support?

- Reduce repetitive inquiries from customers or employees
- Improve a specific conversion rate (e.g. checkout, lead gen)
- Automate a high-volume business process
- Personalize support or recommendations

Write your focus use case in 1 sentence: _ _

2
Classify The business goals

Tick one or more:

- Save time or cost (efficiency)
- Grow revenue or conversions (growth)
- Improve experience (CX/NPS)
- Generate insight or innovation

How will success be measured?

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3
Choose the Agent Type

Front-End or Back-End?

- Front-End Agent (customer-facing, via chat or voice)
- Back-End Agent (internal ops, employee workflows)

Pick one task pattern:

- Q&A / Reactive dialogue
- Guided recommendation
- Alerting or monitoring
- Small talk, loyalty, or follow-up flows

4
Sketch The Agentic Flow

5 steps

1. Trigger (what starts the agent?)
2. Data Access (what info is needed?)
3. Decision Logic (how does it decide?)
4. Action Output (what's the result?)
5. Learning (what improves next time?)

5
Check Enablement Readiness

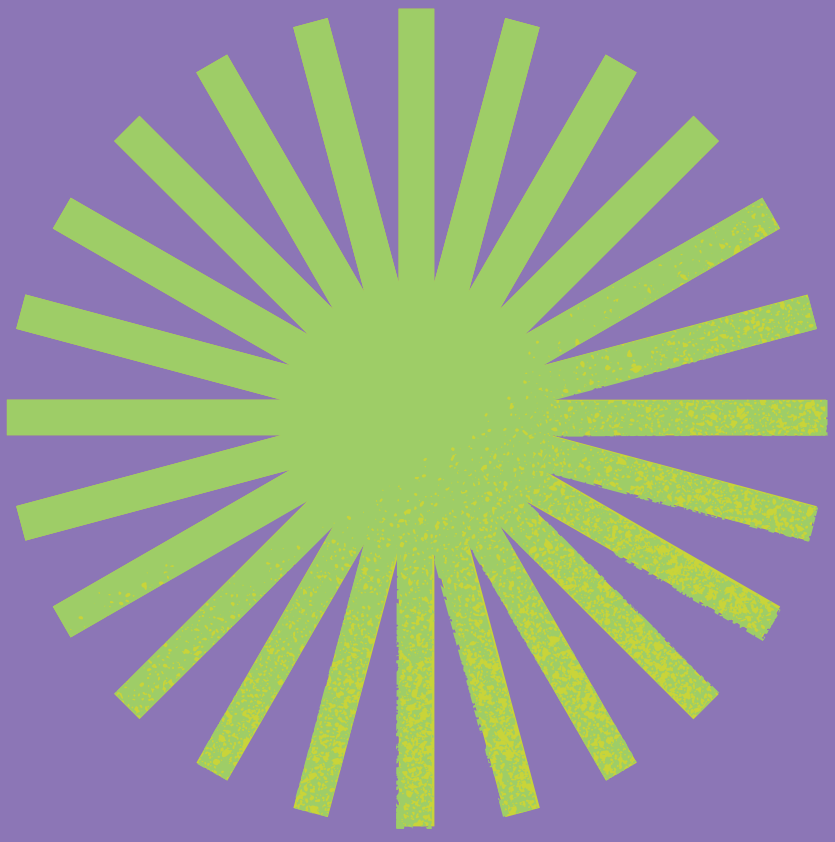
For each ingredient, mark:

- Ready ✅
- Needs Work ⚠️

6 AI Agent foundation ingredients:

- LLM (model choice)
- Prompting (conversation behavior)
- Memory (task/session/history)
- Knowledge Base (your enterprise data)
- Tools/API (CRM, Order Systems, etc.)
- Human-in-the-loop (handoffs, safety)

IN AI DESIGN IT'S NOT ABOUT BUILDING THE WRONG SOLUTIONS IT'S ABOUT SOLVING THE WRONG PROBLEM.



when it comes to AI agents. Agentic Design thinking is the strategy layer behind every successful agent.

Start with questions:

01.

WHO ARE YOU DESIGNING THE AGENT FOR?

And what journey are they on?

Is this a front-end agent serving customers? Or a back-end agent assisting employees? Define the journey moment — e.g. product discovery, order status, onboarding — where the agent adds value. Design from that flow!

02.

WHAT IS THE REAL PROBLEM OR FRICTION?

Too often, AI projects start with tools, not problems. Use the lens of cost, speed, or experience: What process is slow, broken, expensive, or frustrating — for customers or teams?

03.

WHICH USE CASE (INDUSTRY OR INTERNAL) CAN INSPIRE OUR DESIGN

AI success isn't built in a vacuum. Start by mapping proven AI use cases in your industry or role — even better if they're already delivering results (like in financial services or customer service automation).

Use these as a benchmark and source of inspiration.

04.

WHAT DO WE WANT THE AGENT'S TONE, BEHAVIOR AND INTELLIGENCE TO REFLECT

This isn't just a system — it's a digital persona. Will it be directive or collaborative? Reactive or proactive? What knowledge, tools, or decisions must it handle? Define the character before the 'code'.

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05.

HOW WILL WE TEST , MEASURE AND IMPROVE THE AGENT ONCE LAUNCHED

Start small, measure fast. Choose one channel, one use case, and one KPI.

Track usage and quality. Then improve it iteratively — just like any great digital product.

Learn as organization as well, expand into multiple agents, connect them and scale.

BUSINESS GROWTH THROUGH

Agentic Design

Agentic design is not a trend. It's a strategic shift that mirrors how successful companies transformed during the web and mobile tech eras. But this time, the change is deeper — and faster. Front-end agents (like intelligent chatbots) and back-end agents (like automated decision systems) must be designed to act in harmony, aligned with your business goals.

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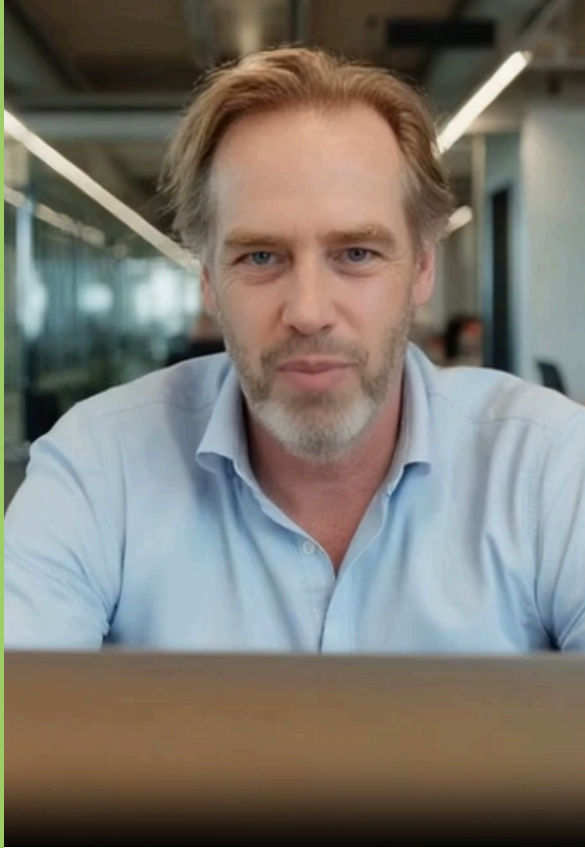
Becoming an AI-first organization requires more than launching a pilot or deploying a single AI agent. As highlighted in recent Gartner reports and echoed by leading strategists, businesses must prepare for a deep transformation. Agentic design isn't about replacing people — it's about building AI systems that work alongside humans, at scale. That requires a rethink of roles, workflows, and digital interfaces, with AI embedded as a core layer in operations and service delivery.

Growth through AI happens when organizations move beyond experiments and connect AI to the core business.

When customer-facing agents drive conversion and service, and back-end agents streamline operations and unlock insights, the entire business accelerates. Each agent — and each connection between them — adds to a flywheel of compounding value.

To make this shift sustainable, organizations must adopt a portfolio mindset: designing not just one agent, but a system of agents. From saving time and reducing costs to delivering hyper-personalized experiences and enabling new business models, agentic design lays the foundation for innovation, scale, and competitive advantage.



MICHAEL VAN DEN BERG

Founder Appsolute Value AI
Digital Transformation Veteran

BIO

Michael van den Berg is a digital transformation veteran with over two decades of experience leading transformation programs across web, mobile, and GenAI waves., for and with executive worldwide.

He has advised banks, retailers, and global enterprises on reimagining customer experiences and business models using emerging technologies.

Today, he helps business leaders design and implement intelligent AI agents that deliver measurable business value.