

REAL AI ADOPTION. ON A REAL STACK. IN PUBLIC.

Design in, page out.

What it actually takes to let an agent build your website.

— Co-hosted by **Mike Rizzo** (Founder, MarketingOps.com) + **Alex Korin** (Ability AI)



TODAY'S QUESTION

Can an agent take a design and ship a live page?

And — the part nobody tells you — *what do you have to decide first?*

THE GOAL, STATED PLAINLY

A human designs it. The agent builds and ships it.

THE HUMAN

Designs, approves, sets the boundaries

THE AGENT

Builds the page and ships it live

Which changes the job. You're becoming a **go-to-market product manager — an architect**. You don't do the build. You design the system that lets the agent do it.

ATTEMPT #1

The Figma one-shot.

- Use Figma's own tech and its MCP connection.
- The agent reads the design straight through MCP and starts building.

OUR HONEST READ

It kind of works — if you babysit it like a junior front-end developer.

ATTEMPT #2

Kill the babysitting — give it a feedback loop.

Let the agent check its own work instead of asking you to.



— Each one stops and hands back. That's the feature, not the friction.

WHERE IT BREAKS

WORK IN PROGRESS

The loop runs away from us.

~80%

of runs infinite-loop for about an hour

1 hr

Trinity's timeout - it kills the job half-built

WHAT WE'RE TRYING

Chunk the work, with human checkpoints between chunks — "hero section done, come review." We haven't found the happy medium yet.

FORK #1

Page builder, or lightweight stack?

VISUAL EDITORS

Elementor, Webflow, Framer, Unbounce — a plugin, a hosted builder, a design-native tool, a landing-page tool. We're on Elementor.

Anyone on the team edits it, visually, including layout. The markup is generated for you. You don't own it, and an agent can't reliably build into it. With Elementor you also pay for it in page weight.

PLAIN HTML/CSS KIT

A developer or the agent edits it. Lightest — this page ships 108 KB.

Best case for an agent: it's just components.

Today we run both. We're leaning toward plain HTML/CSS plus the agent — faster pages for visitors, a cleaner surface for the agent to build against. The trade-off is real: fewer people can edit it.

THE REAL UNLOCK

A reusable component library.

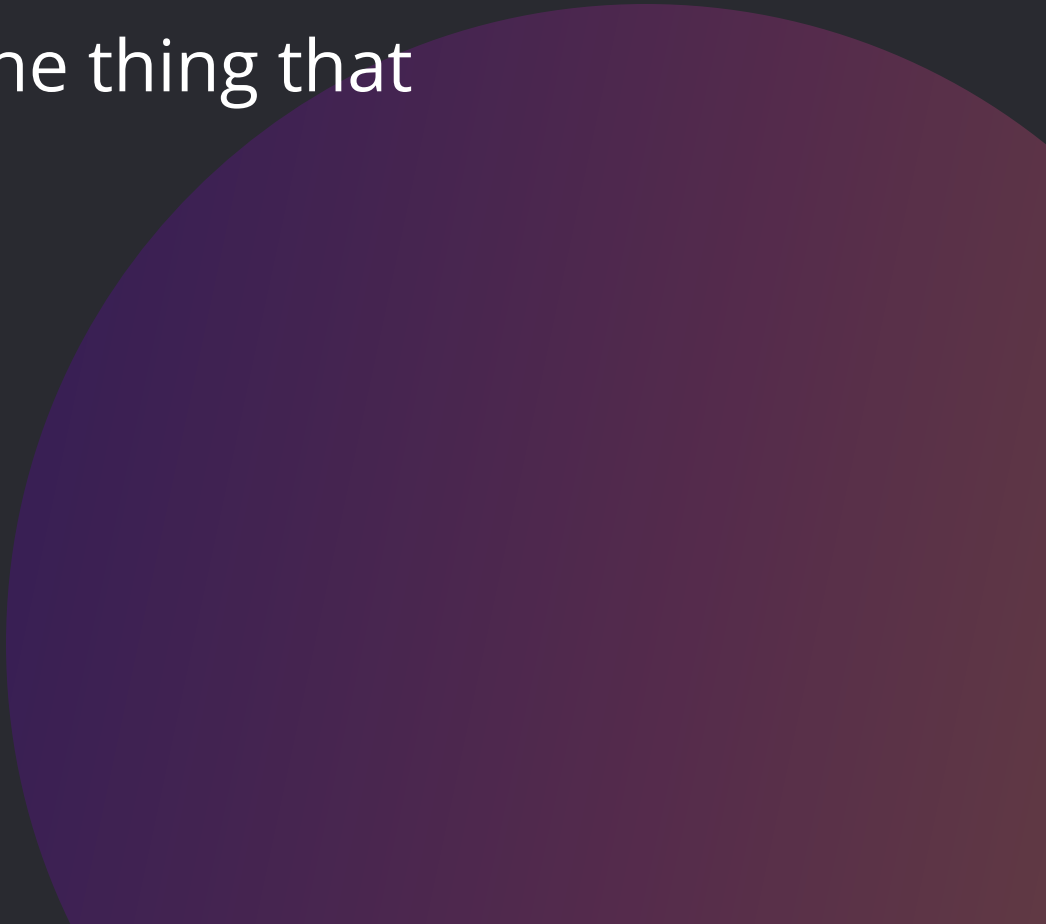
- Build your blocks **once**, in plain HTML and CSS.
- The agent detects roughly **80% reuse** , builds only what's genuinely new, and flags those pieces to the team.

The front-loaded designer work isn't overhead. It's the price of admission.

YOU ALREADY KNOW THIS FEELING

It's naming conventions and UTMs, all over again.

Unglamorous. Standardized. Nobody's favorite afternoon. And it's exactly the thing that makes the automation on top of it reliable.



WHY TRANSLATION IS HARD

The design and the browser don't speak the same language.

FIGMA MCP GIVES YOU

JSON + screenshots

THE GAP

THE BROWSER NEEDS

HTML + CSS

— Tools that output raw HTML/CSS/JS shorten the hop — there's simply less to translate.

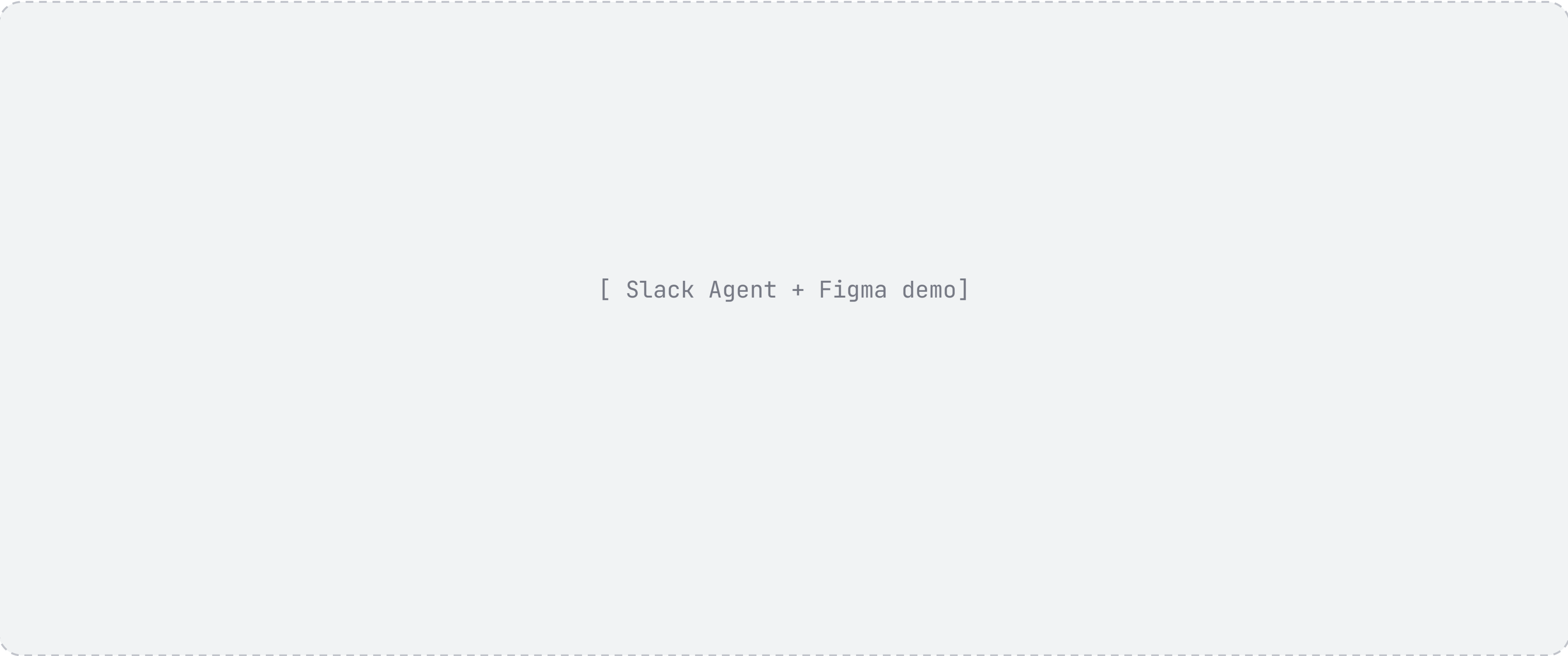
PART TWO

The demo.

Fair warning: the live tooling is flaky today. If it stalls, that's part of the picture too.

DEMO · HERO GENERATION

Figma design to web page



[Slack Agent + Figma demo]

Photos in, hero section out.



B · Gallery Pop



C · Nocturnal Streetb...



A · Editorial Signage



CLAUDE DESIGN, EXPLAINED

A canvas that thinks in containers, not layers.

Layers show up as groups and sections — dev-style
divs and containers

Click any element and you see its CSS

On first login it prompts you to set up a design
system

Change the design system and it inherits everywhere

EXAMPLE REQUEST YOU'LL GET

"Can we build an agent to build our website pages for us?"

That's the whole brief. One sentence, no scope. The work isn't answering it — it's asking the five questions that turn it into something you can actually plan.

— Five questions, coming up. Take them back to your team.

QUESTION 1 OF 5

Do you prefer a website that can still be edited by humans?

WHAT'S UNDERNEATH IT

Our team often likes to make small edits, and our WYSIWYG editor is where that work happens. If we move to agents, we'll have to work on change management to adopt this new process.

GUARDRAILS THIS FORCES YOU TO DEFINE

- Who can interact with the agent
- Who can push content live
- What content it's allowed to build from

How much freedom do you want to give an agent for designing assets and writing content?

WHAT'S UNDERNEATH IT

An agent can go rogue and create content that may look nice, but there's foundational work that needs to be completed to make sure it's on brand. Setting up an agent with unlimited boundaries is easy. Setting up an agent that needs boundaries and brand guidelines takes time.

WHAT THAT COSTS YOU UP FRONT

- A set of design templates and systems for it to operate inside safely
- A governance loop, so designs get approved by a stakeholder

These processes are what keep the brand consistent while the team moves as fast as agents allow.

QUESTION 3 OF 5

Where does the agent stop and wait for a human?

WHAT'S UNDERNEATH IT

This is the one we're living right now. Left to run end-to-end, our builds loop for an hour and time out half-finished. Checkpoints aren't bureaucracy — they're what makes the work recoverable.

WHAT THIS FORCES YOU TO DEFINE

- How big a chunk of work is (a section? a page?)
- Who gets pinged at each checkpoint
- What happens to the work when a run fails

What are we willing to build once, before the agent builds anything?

WHAT'S UNDERNEATH IT

Every hour of component and template work up front is an hour the agent doesn't spend improvising. Skip it and the agent invents; do it and the agent assembles. Someone has to fund that first stretch of unglamorous work.

WHAT THIS FORCES YOU TO DEFINE

- Which blocks cover most of your pages
- Who owns and maintains them
- What happens when the agent needs something new

QUESTION 5 OF 5

How will we know it worked?

WHAT'S UNDERNEATH IT

We learned this one the hard way. We shipped a rebuild, saw the page perform, and still couldn't prove what it did further down the funnel — because we hadn't wired up the tracking first. Answer this before the build, not after.

WHAT THIS FORCES YOU TO DEFINE

- Whether you're measuring speed, quality, or revenue
- What tracking has to exist before launch
- What result would make you roll it back

THE TAKEAWAY

Four decisions to make before you start.

01

Where do your designs live?

02

How much pre-work will you do?

03

Light stack or heavy stack?

04

Figma, Elementor, Webflow, or Claude Design?

The tool matters less than the pre-work that lets the agent operate inside boundaries you set.

OVER TO YOU

What are you using — and what have you gotten to work?

We're stuck on the same problems you are. If you've found a fix, a tool, or a workaround, bring it into the chat.

WHERE THIS GOES NEXT

We didn't bring you a finished pipeline. We brought you the process.

Next, we keep pushing on the checkpoint loop and the component library — a direction we're exploring, not a promise. You'll see whatever we find, including the parts that don't work.