SEAMFUL

Designing AI Products

FLAGSHIP

Six weeks on the design decisions that keep an AI feature useful when the model gets it wrong.

Cohort 11 · January 19 to February 25

Tuesdays and Thursdays, 9 to 10:30 am PT (noon to 1:30 pm ET)

$2,150 · 6 weeks · 24 people, in critique groups of six

What you'll be able to do

01 Map what a model actually returns for your feature, including the failures the demo never shows.

02 Design the ways people ask: examples, constraints, and suggestions that show what the model can do.

03 Show evidence and limits, where you have them, so people can check an answer.

04 Design correction and undo that people find and use.

05 Build a test set with engineers and review traces with them.

06 Write a case study that explains your decisions to your team.

Who it's for

- Product and UX designers with two or more years of shipping software, now working on an AI feature.
- Product managers who write the specs for AI features.
- Design engineers and researchers who sit between design and the model team.

Who it's not for

- People new to design. We don't teach the fundamentals.
- Anyone looking for prompt-writing tips or for how to train models. We design the product around a model; we don't build the model.
- Anyone looking for a first job in design. We don't do job placement.

The project

You work on one feature all six weeks. Bring one you're designing at work. If yours is under NDA, choose one of three course briefs: a support assistant for a regional bank, a search tool for a legal team, or a note-taking assistant for a clinic. The course ends with that feature reworked and a case study written about it.

Week by week

01 **What the model actually does**

We start with the feature you brought and fifty real outputs from it, not the demo. You sort them by how they fail: wrong, correct but unhelpful, or not safe to show at all. Then you find where the design has to do the work.

You make: a failure map of your feature.

02 **How people ask**

An empty box assumes people know what the model can do. A rigid form hides it. This week covers the ground in between: examples, suggestions, constraints, and the moment someone rewrites a request.

You make: two input designs, one of them tried with three people.

03 **Answers people can check**

An answer is only as useful as someone's ability to check it. We work on showing evidence where it exists, marking what the model inferred, and giving a partial answer when a full one isn't reliable.

You make: a redesigned answer view.

04 **When it's wrong**

Every AI feature ships with wrong answers. This week covers correction, undo, trying again with a hint, and feedback that reaches the team instead of disappearing into a thumbs-down.

You make: a recovery flow for the three most common failures on your map.

05 **Evaluating with engineers**

We turn your failure map into a small test set, write a rubric in plain language, and review traces with a guest engineer. This is the heaviest week, closer to seven hours.

You make: a test set and rubric your team can reuse.

06 **Final critique**

You present the reworked feature to your critique group and two guest critics. Then you write it up: what you changed, what you tried and dropped, and what you'd test next.

You make: a written case study, reviewed by Nadia or Theo.

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Dates, tuition and paperwork

LENGTH	6 weeks
SCHEDULE	Tuesdays and Thursdays, 9 to 10:30 am PT (noon to 1:30 pm ET)
LIVE TIME	12 live sessions, 18 hours
HOURS A WEEK	About 5 hours a week
GROUP	24 people, in critique groups of six
TUITION	$2,150. One payment. Companies can pay by invoice.
REFUNDS	Full refund until the end of week two.
INVOICE, PURCHASE ORDER, W-9	Your company can pay by invoice or purchase order. We send a W-9 on request. Write to teams@seamfulschool.com.

What's included

- 12 live sessions with Nadia Kessler and Theo Baptiste, with recordings and written notes
- A critique group of six for all six weeks
- Open office hours every Friday
- Three course briefs, if you can't use your own work
- The Seamful field guide: worksheets for failure maps, test sets, and rubrics
- Monthly open critiques for six months after the course
- A certificate of completion for attending or watching every session and presenting at the final critique

Instructors

Nadia Kessler

Co-founder, instructor

Fourteen years designing software, the last five on products built on language models. Between cohorts she still works with product teams.

Theo Baptiste

Co-founder, instructor

Design engineer. Theo spent four years building prototyping and evaluation tools for an AI search team.

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