EBONY K. JORDAN

Designing AI people can trust.

AI Experience Architect / Conversational AI Strategy / Agent + Prompt Systems

MY DESIGN PRINCIPLE

Users should not have to understand the system before the system can help them.

THREE CASE STUDIES | ONE REPEATABLE EXPERIENCE-DESIGN METHOD

Prepared for CAI • AI Experience Designer discussion • September 2026

PORTFOLIO NAVIGATION

The experience layer is the product.

My contribution connects human intent, system behavior, delivery constraints, and measurable quality.

01 / PUBLIC-FACING AI

Phoebe | City of Phoenix

Intent architecture, prompts, approved knowledge, clarification, recovery, guardrails and evaluation.

02 / ENTERPRISE AI

Microsoft + WA DOL

Dialogue frameworks, API-connected behavior, routing, transcript-led iteration and quality standards.

03 / AI ENABLEMENT

UltraCare

CRM-ready workflow mapping, role-based forms, exception handling and structured AI-ready knowledge.

WHAT A PRODUCT DESIGN DIRECTOR WILL SEE

Not just what I built: the problem framing, experience trade-offs, representative behavior, test thinking, and collaboration model behind it. Illustrative conversation samples are explicitly marked, not presented as real transcripts.

CASE STUDY 01 / PHOEBE

Public service without the org chart.

City of Phoenix | Digital Experience Specialist / Conversational AI Design Lead

THE HUMAN PROBLEM

Residents ask about missed trash, leaking hydrants, city services and ambiguous situations in everyday language. They do not know which department owns a problem, nor should they need to.

DESIGN DECISION → Start with the task, not the municipal hierarchy.

EXPERIENCE OWNERSHIP

Conversation system

Intents, utterances, routing, response patterns, prompts, grounding, clarification and escalation.

DELIVERY PARTNERS

Cross-functional

City leadership, subject experts, CX, UX, engineering and QA; documented reusable standards.

OBSERVED OUTCOME

Homepage placement

Phoebe was elevated to the Phoenix.gov homepage as a flagship digital service.

What good behavior looks like.

Illustrative design walkthrough based on a supported Phoebe service category — not a production transcript.

RESIDENT

"There is water running down my street."

PHOEBE

"Is it coming from a hydrant, a pipe, or are you not sure?"

RESIDENT

"Looks like a hydrant."

PHOEBE

"I can help you find the right reporting path. Is the water creating an immediate safety hazard?"

DESIGN RATIONALE

1. Avoid a speculative answer.
2. Ask the smallest useful clarifying question.
3. Use approved service knowledge and routing.
4. Detect safety / escalation needs.
5. Preserve context during next step or handoff.

Boundary: This is a representative interaction concept; exact live scripts, operational URLs and thresholds are intentionally omitted.

CASE STUDY 01 / GOVERNANCE AND EVALUATION

Trust is a behavior, not a tone setting.

I design different next steps for confidence, uncertainty, unsupported requests and human-required situations.

CONFIDENT	**Answer or advance the task**	Grounded response; relevant next action
UNCERTAIN	**Clarify before proceeding**	One focused question; context retained
UNSUPPORTED	**State limitation + redirect**	No invented certainty or fabricated services
HUMAN REQUIRED	**Escalate appropriately**	The handoff is part of the experience

QUALITY LOOP

Transcript audits → failed-intent analysis → edge-case / UAT scenarios → prompt, topic and knowledge changes → re-evaluate behavior and task completion.

DESIGN ARTIFACT / REUSABLE EVALUATION

Define success before shipping.

Illustrative acceptance checks for ambiguous service requests; no production metrics are claimed.

01	**Intent + context**	Recognizes everyday phrasing and retains details supplied by the resident.
02	**Grounded response**	Uses approved source and avoids unsupported facts or invented policy.
03	**Recovery**	An unclear query triggers targeted clarification rather than a confident guess.
04	**Escalation**	Hazard, unsupported action, or low-confidence route provides an appropriate handoff.
05	**Usability + access**	Simple language, actionable next step, accessible response pattern.
06	**Post-launch signal**	Review transcripts, failed intents, drop-off, task completion and recurring friction.

CASE STUDY 02 / ENTERPRISE CONVERSATION SYSTEMS

Make enterprise support fail well.

Microsoft + Washington Department of Licensing, with related customer-support work at Fox and Airbnb.

MICROSOFT

Reusable dialogue framework

Decision trees, fallback, response orchestration, prompt logic, response architecture and quality patterns.

WASHINGTON DOL

Diagnose + improve

Intent and utterance design, routing, transcript analysis, Copilot Studio, QnA Maker, and API-connected behavior.

THE REPEATABLE OPTIMIZATION LOOP

OBSERVE

Transcripts / failures

DIAGNOSE

Intent, content or routing?

REDESIGN

Prompts / dialogue / recovery

EVALUATE

Expected paths + edge cases

CASE STUDY 03 / KNOWLEDGE AND ENABLEMENT

Make the next action obvious.

UltraCare | CRM-ready workflow architecture and structured, AI-ready operational knowledge.

THE PROBLEM

Operational knowledge lived in people, scattered tools and informal messages. Work needed explicit owners, checkpoints, verification, timing and exception paths.

01 / DISCOVER

Map the workflow

Document roles, decisions, handoffs, data fields and dependencies.

02 / STRUCTURE

Standardize

Define statuses, required checks, owners, timing and escalations.

03 / TRANSITION

Digitize by design

Build forms and queues to map into CRM records, tasks and automation.

PAPER TO ELECTRONIC | DESIGNED FOR CRM MIGRATION

Platform-agnostic, CRM-ready documentation creates a structured handoff: once the system is selected and configured, forms, statuses, ownership and workflows can transfer into digital processes with minimal redesign. AI-ready knowledge is a foundation, not a claim that a CRM or AI has already launched.

APPROACH / CONTACT

How I move ambiguity into delivery.

Experience strategy with production depth — not a one-off conversational script.

DISCOVER

User goals, workflows, constraints

DEFINE

Desired outcome, requirements, risk

ARCHITECT

Intent, context, knowledge, recovery

PROTOTYPE

Make the behavior tangible

EVALUATE

Acceptance checks and edge cases

SHIP + LEARN

Partner in delivery; review evidence

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Selected work is generalized to protect confidential and sensitive implementation details. Illustrations are conceptual; no confidential production transcripts or unverified performance metrics are shown.