



Your next user
won't have eyes

@davekiss

IN JANUARY, I REBUILT
MY PERSONAL WEBSITE.

(thank you)

VIA
TELEGRAM.

SITE

SETTINGS

DOMAINS

PAGES

SEO

DESIGN

NAVIGATION

CODE

OPTIONS

FILES

ANALYTICS

This site is currently inactive

Back

Code

Custom code will not be applied to your live site

You can preview custom code using the dashboard preview, but it will not be active on your live site until you upgrade your site plan.

Upgrade now

Head

Body

CSS

```
<head>
<!-- Global site tag (gtag.js) - Google Analytics -->
<script async src="https://www.googletagmanager.com/gtag/js?id=UA-28259532-1"></script>
<script>
  window.dataLayer = window.dataLayer || [];
  function gtag(){dataLayer.push(arguments);}
  gtag('js', new Date());

  gtag('config', 'UA-28259532-1');
</script>

<script src="https://unpkg.com/@mux/mux-player"
></script>

<link rel="stylesheet"
  href="https://cdnjs.cloudflare.com/ajax/libs/highlight.js/11.6.0/styles/night-owl.min.css">
<script src="//cdnjs.cloudflare.com/ajax/libs/highlight.js/11.6.0/highlight.min.js"
></script>
<script>hljs.highlightAll();</script>

<script>
function clearBlock(e1) {
</head>
```

davekiss.super.site

About Blog Speaking Write better

Hi, I'm Dave. Nice to meet you!

I'm a father of two, maker, and community builder living in Northeast Ohio.

I'm currently working full-time as Sr. Developer Community Lead at Mux.

Latest writing

Ideas are cheap, execution is cheaper

January 4, 2026 writing opinion

I had write access to lebronjames.com hours before The Decision (2014)

Blog

About me

Speaking

Now

Music

Uses

WHY?

01 I don't see a future without agentic collaboration.

02 ...

me



YOUR PRODUCT'S AGENT
EXPERIENCE IS NOW
A RETENTION LEVER.

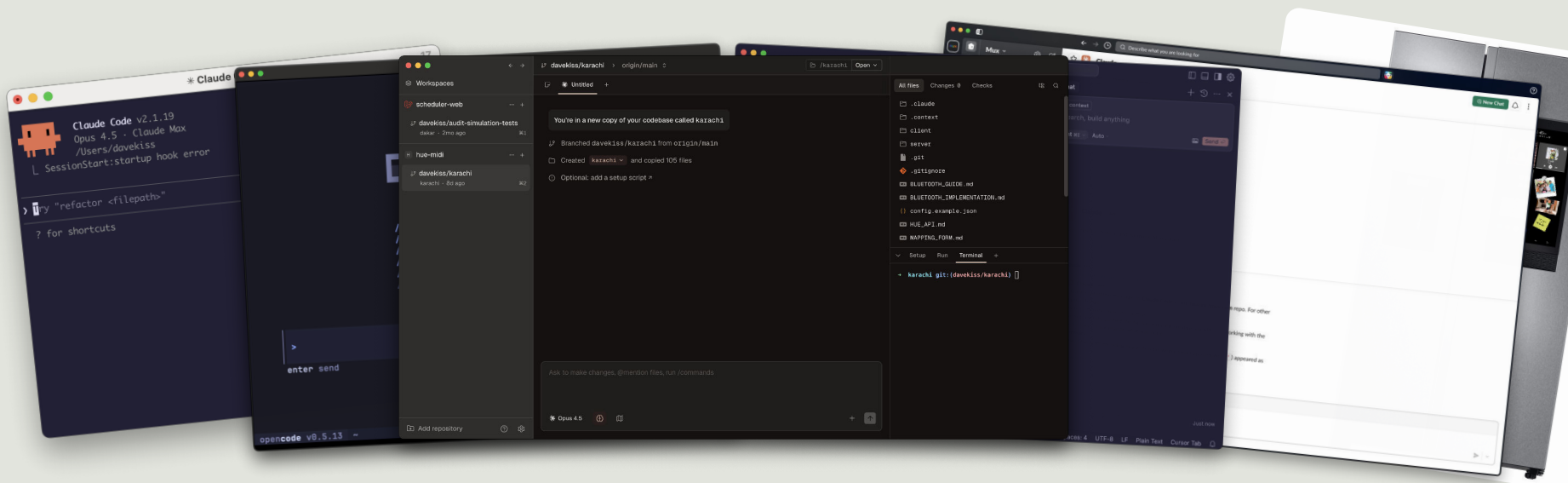
AGENTS ARE USERS.

It's time to design for them.

01 WHY YOU SHOULD CARE
02 SOME OF WHAT'S BROKEN
03 HOW TO ADAPT

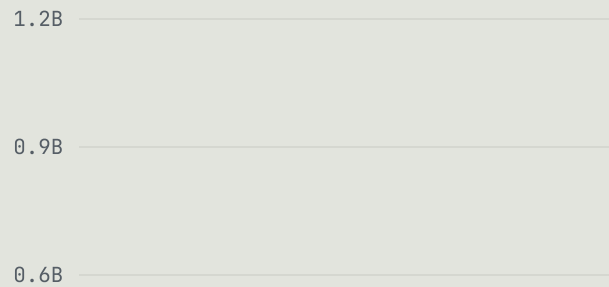


THE FUTURE IS NOW



YOU CAN WRITE CODE ANYWHERE

GitHub · commits per year



FRICTION COMPOUNDS AT SCALE

papercuts × increased interactions = churn risk

Test

Train

Rewrite

Export

Legal

Eval

SWITCHING COSTS COLLAPSED

Migration projects are now config changes

We spent decades optimizing for human ergonomics.

**IT'S TIME TO ASK
WHAT AGENTS NEED.**

AGENTS ARE USERS.

Design for them.

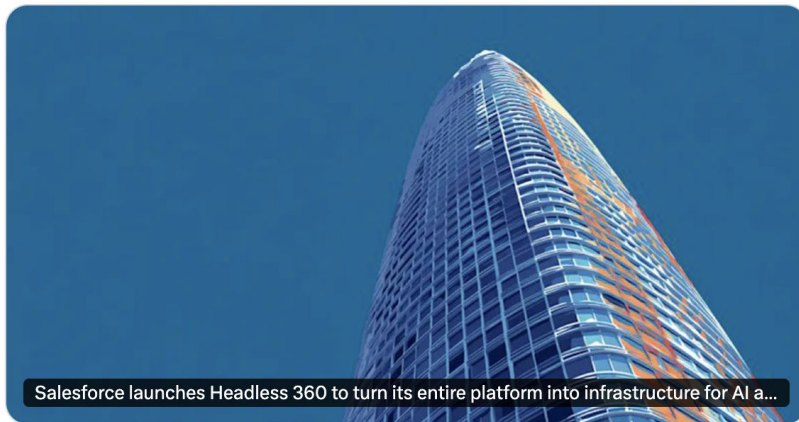
02 AGENTIC NEEDS



Marc Benioff  
@Benioff



Welcome Salesforce Headless 360: No Browser Required! Our API is the UI. Entire Salesforce & Agentforce & Slack platforms are now exposed as APIs, MCP, & CLI. All AI agents can access data, workflows, and tasks directly in Slack, Voice, or anywhere else with Salesforce Headless 360. Faster builds, agentic everything. 🚀
[#Salesforce](#) [#Agentforce](#) [#AI](#)



From venturebeat.com

11:29 PM · Apr 16, 2026 · **5.7M** Views



395



1.5K



6.8K



4.7K



PRO PLAN

\$20 /seat/month

Seats

1? 5? ???



Domitrius  
@domitriusclark



i came back to [@Netlify](#) because i believed in where it was going. Stuff like this is why.

seat pricing made sense when only devs shipped. that world is done. we adjusted.

API access?

CONTACT SALES.

Nah.

Flat-rate subscriptions are easy to cancel.
Outcome-based pricing is self-justifying.

MARKETING MOVED FROM
THE LANDING PAGE
TO THE TRAINING DATA.



YOU CAN'T TELL
WHO'S A BOT ANYMORE.

AGENTS ARE USERS.

Design for them.

EMERGING PATTERNS

llms.txt

AGENTS.md

CLAUDE.md

SKILL.md

this is weird

it's the future



RESPONSIVE CONTENT



IN THE WILD

Resend

resend.com/pricing.md

Neon

neon.com/pricing.md

Auth0

auth0.com/pricing.md

WorkOS

workos.com/pricing.md

resend.com/pricing.md

Pricing

Transactional Email

Plan	Emails	Price
Free	3,000/mo	\$0
Pro	50,000/mo	\$20
Scale	100,000/mo	\$90



Zeno Rocha  
@zenorocha



Agents were getting confused by our pricing.

Turns out JS-based sliders are not the best way for them to parse things.

So today I'm shipping resend.com/pricing.md

Plus, content negotiation (Accept: text/markdown).

Pricing is now machine-readable for AI agents and LLMs.

5:04 PM · Mar 29, 2026 · **188.1K** Views

CLI Generation

ON-DEMAND CLI FROM YOUR OPENAPI SPEC

vercel-labs/speccli

```
$ npx speccli compile \  
  openapi.yml --name weather  
  
$ opencode run  
  'Using ./out/weather, is it raining in NYC?'
```

shawnpana/aur1

```
$ aur1 add petstore \  
  https://.../openapi.json  
  
$ aur1 petstore --help  
  # auto-discovers endpoints, params, auth  
  
$ aur1 petstore GET /pet/1  
  → validates, authenticates, executes
```

HATEOAS for agents

TELL THE AGENT WHAT TO DO NEXT

```
api response · json
{
  "ok": true,
  "result": { "event_id": "01KHF98SKZ" },
  "next_actions": [
    { "command": "inspect 01KHF98SKZ", "description": "Check run status" },
    { "command": "runs [--status <COMPLETED|FAILED|RUNNING>]" }
  ]
}
```


what agents get today

```
{  
  "status": 401,  
  "error": "Unauthorized",  
  "message": "Authentication failed."  
}
```

what agents need

```
{  
  "status": 401,  
  "error": "authentication_failed",  
  "message": "API key expired on 2026-04-01",  
  "next_actions": [  
    {  
      "command": "POST /v1/keys/rotate",  
      "description": "Rotate the expired key"  
    }  
  ],  
  "docs": "docs.acme.com/AUTHENTICATION.md"  
}
```

projects.dev

AGENTS PROVISION THEIR OWN INFRA

```
stripe-cli

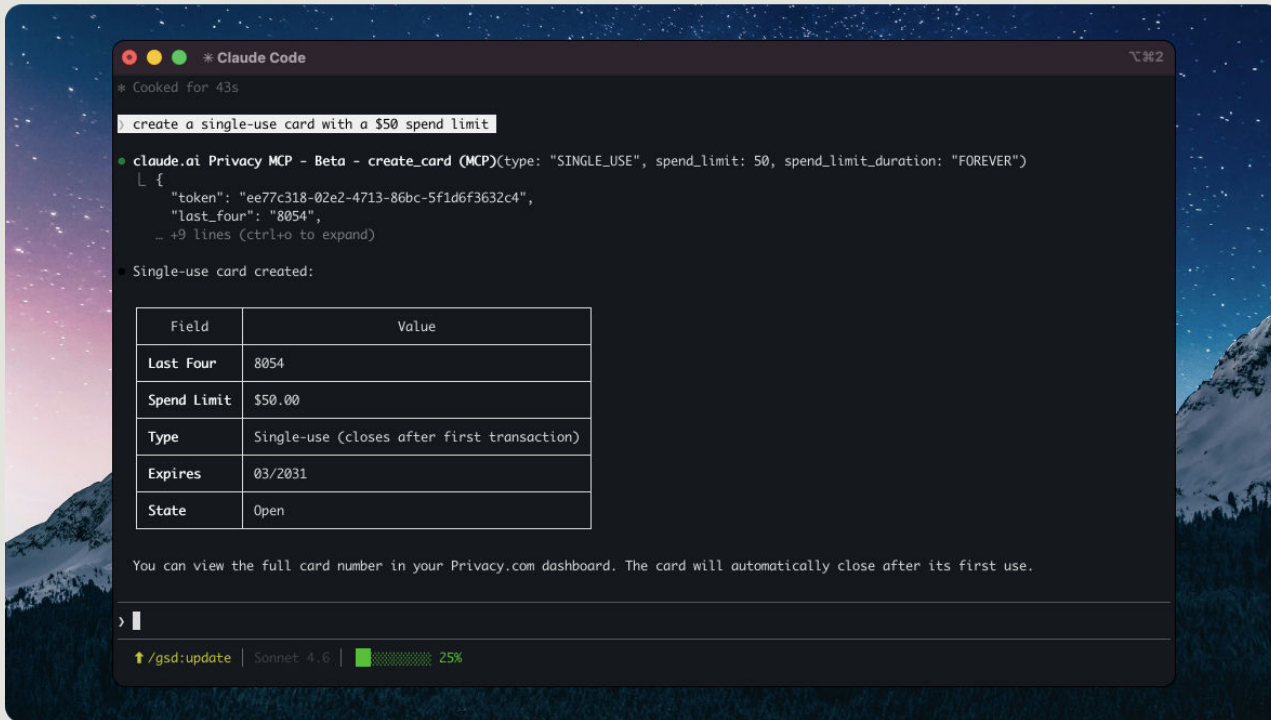
> stripe projects add ingest/app
o Provisioning service...
  | ✓ Configuration complete
  | ✓ Credentials generated & synced
● Provider ready
  | ✓ Created
  | ✓ Added 4 env vars in .env
  | ✓ Modified .projects/vault/vault.json

> stripe projects upgrade
● Select a service
  | Starter <
  | Hobby
  | Pro
```

privacy.com/ai

Agents can pay today. Can you take their dollars?

> create a single-use card with a \$50 spend limit



GIVE AGENTS THEIR OWN IDENTITY

■ USER

■ AGENT

■ MUX

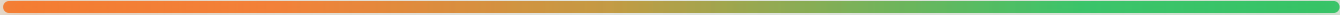
WEBMCP: THE BROWSER IS THE MCP SERVER

```
webmcp • draft web standard • microsoft + google

// your existing function - already in production
async function upgradePlan(planId) {
  const res = await fetch(`/api/subscriptions/upgrade`, { method: 'POST', body: JSON.stringify({ plan: planId }) });
  updatePricingUI(await res.json());
}

// register it as a WebMCP tool - this is all you add
navigator.modelContext.registerTool({
  name: "upgrade-plan",
  description: "Upgrade the user's subscription plan",
  inputSchema: { type: "object", properties: { plan_id: { type: "string", enum: ["starter", "growth", "enterprise"] } }, required: ["plan_id"] },
  async execute({ plan_id }, agent) {
    // human-in-the-loop: browser prompts the user
    const ok = await agent.requestUserInteraction(() => confirm(`Upgrade to ${plan_id}?`));
    if (!ok) throw new Error("Cancelled by user");
    await upgradePlan(plan_id); // reuse your existing code
    return { content: [{ type: "text", text: `Upgraded to ${plan_id}` }] };
  }
});
```

WHAT'S YOUR AGENT ACCESS POLICY?



FULLY GATED

FULLY OPEN

I WORK AT A VIDEO COMPANY.

Agents don't watch video.

A VIDEO ISN'T A VIDEO. IT'S AN ARRAY OF DATA.

transcripts

thumbnails

chapters

moderation

key moments

re-watched moments

translations

summaries

Q&A

MUX ROBOTS

Pre-baked workflows for the data
locked inside your video.

summarize

moderate

chapter

translate captions

ask the video

find key moments

AGENTS ARE USERS.

Design for them.

DX has a new shape.

CAN AN AGENT SUCCEED
on your product?

measure it

AGENT READINESS SCORES

isitagentready.com · orank.ai

Score your site on discovery, content, auth, MCP, and commerce

See exactly where agents bounce

Get prompts to paste into your agent to fix each issue

Discoverability

2/3



robots.txt exists



sitemap.xml exists



Link headers (RFC 8288)



How to implement — paste into your coding agent:

Goal: Include Link response headers for agent discovery (RFC 8288)

 Copy

Issue: Link headers present but no agent-useful relation types found

Fix: Add Link response headers to your homepage that point agents to useful resources. For example: Link: </well-known/api-catalog>; rel="api-catalog" to advertise your API catalog, or Link: </docs/api>; rel="service-doc" for API documentation. See RFC 8288 for the Link header format and IANA Link Relations for registered relation types.

Skill: <https://isitagentready.com/.well-known/agent-skills/link-headers/SKILL.md>

Docs: <https://www.rfc-editor.org/rfc/rfc8288>, <https://www.rfc-editor.org/rfc/rfc9727#section-3>

Audit details >

Three actions

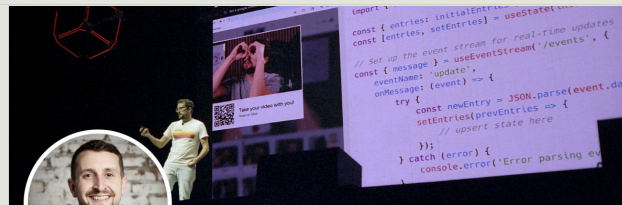
- 01 Ship a `/pricing.md` or `/docs.md` route and make them discoverable.
- 02 Rewrite your top 3 error messages with a fix + a link.
- 03 Run Claude through your product and see where it gets stuck.

START.

THANKS

MUX

mux.com | davekiss.com



Dave Kiss 

@davekiss

dad x2
code, community, and writing [@MuxHQ](https://muxhq.com)
making things for the internet and sharing what i learn along the way

 Cleveland, OH  davekiss.com  Born November 18, 1987

 Joined July 2010 >

200 Following 1,652 Followers

**Agents
are
users.**

**Design
for them.**