



adaptTo()

EUROPE'S LEADING AEM DEVELOPER CONFERENCE
28th – 30th SEPTEMBER 2026

Spellforge to Experience Workspace
S.Vinod and N.Venditto, Adobe

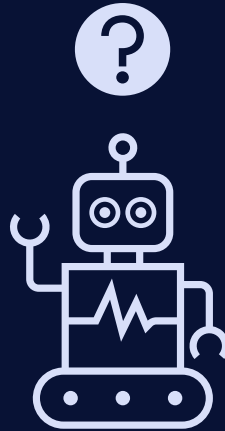
Speakers

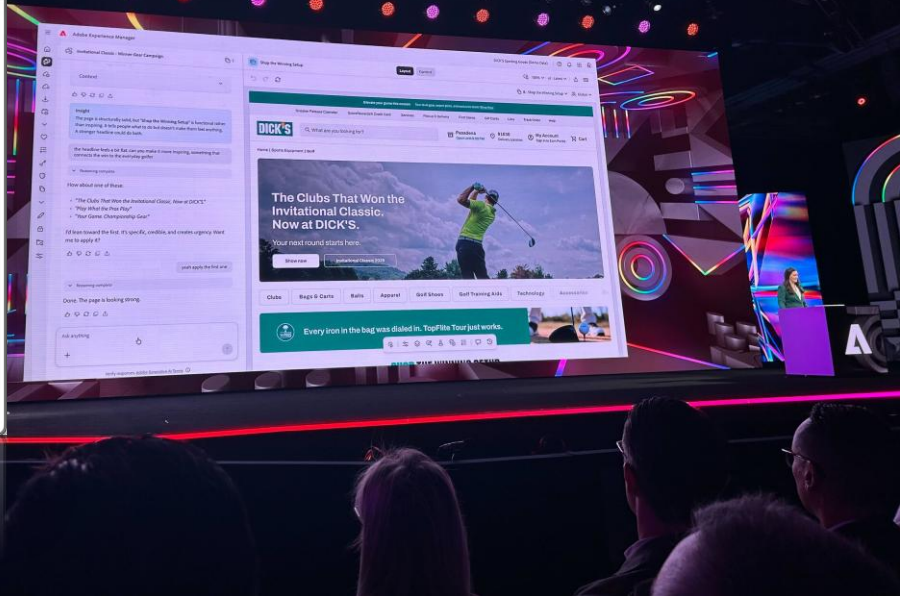
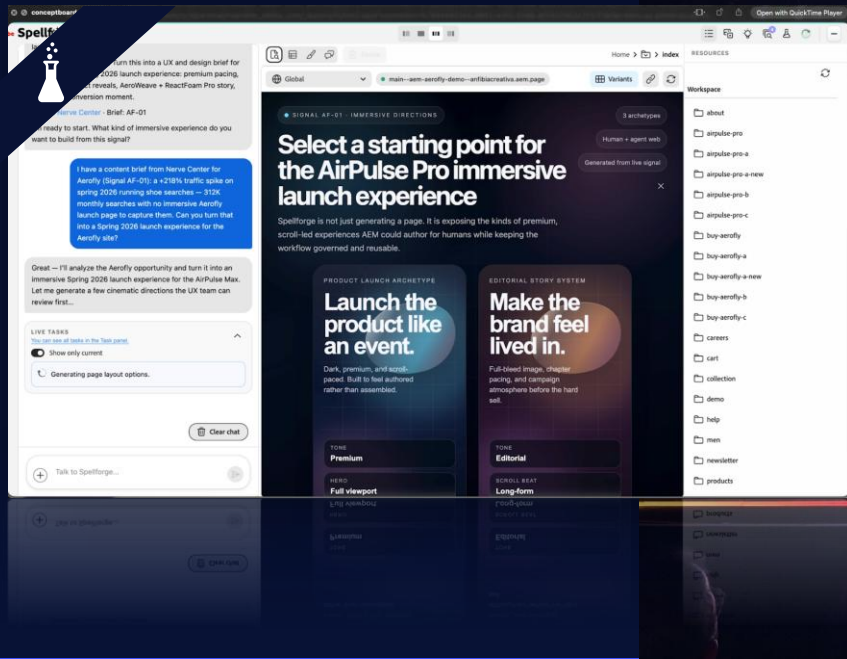


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Evolution: from prompt to skills



Anatomy of a skill





Files

main

Go to file

CHANGELOG.md

SKILL.md

package.json

building-blocks

references

.releaserc.json

CHANGELOG.md

SKILL.md

package.json

code-review

references

scripts

.releaserc.json

CHANGELOG.md

SKILL.md

package.json

content-driven-development

content-modeling

create-site

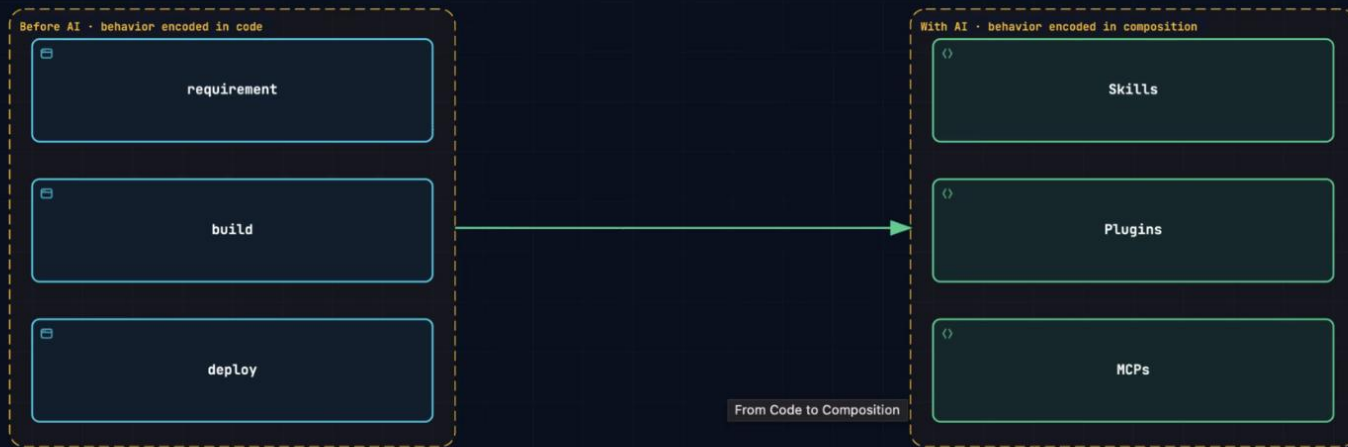
da-auth

skills / plugins / aem / edge-delivery-services / skills / code-review /

trieloff docs(code-review): add concrete review actions and trigger terms to d... 9a46b09 · 2 months ago History

Name	Last commit message	Last commit date
..		
references	fix(aem-eds): align references/ with spec and silence orphan warnings	5 months ago
scripts	refactor: rename the skills directory to plugins	5 months ago
.releaserc.json	refactor: rename the skills directory to plugins	5 months ago
CHANGELOG.md	chore: regenerate all skill CHANGELOGS with path-filtered history	4 months ago
SKILL.md	docs(code-review): add concrete review actions and trigger terms to d...	2 months ago
package.json	refactor: rename the skills directory to plugins	5 months ago

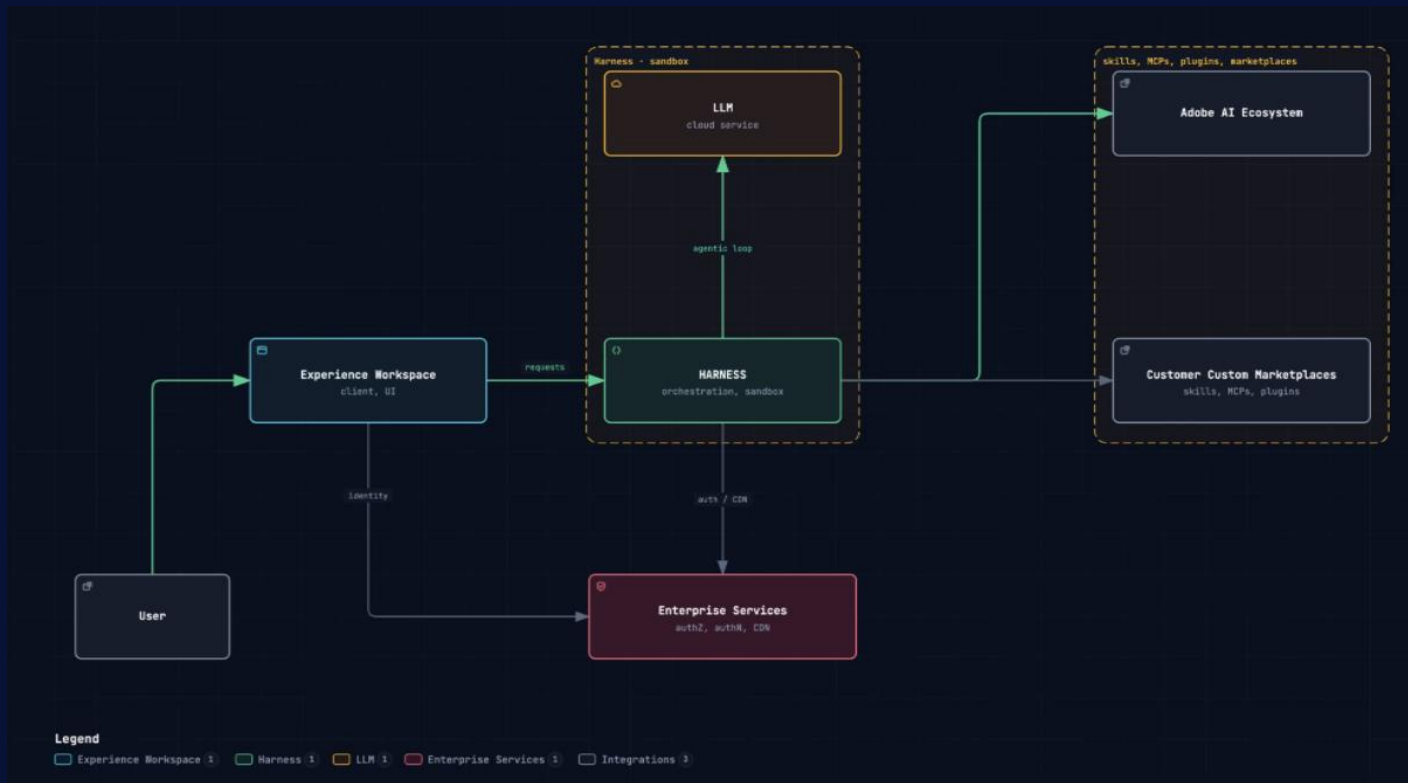
What does AI native mean?



Legend

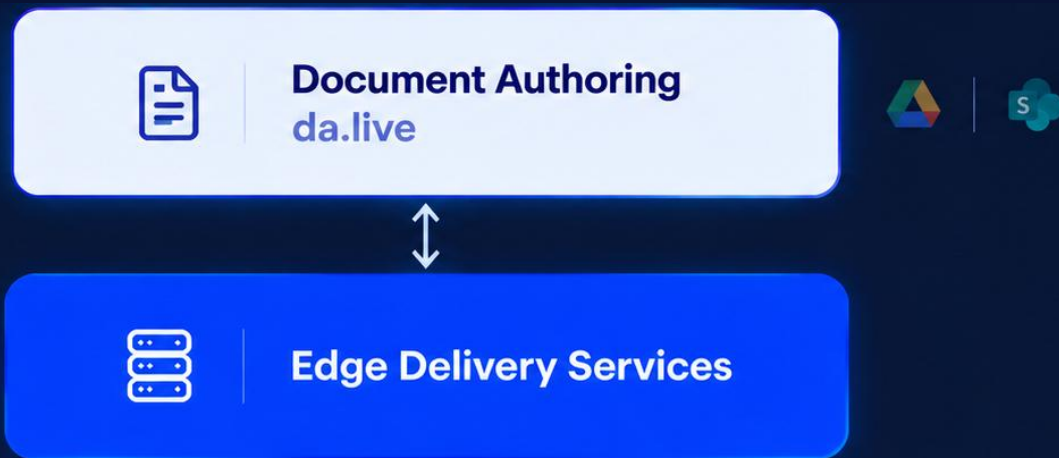
Before AI (code) 3 With AI (composition) 3

The architecture: reasoning + control



Experimentation to Product

The Foundation



The Foundation



Bring It Inside

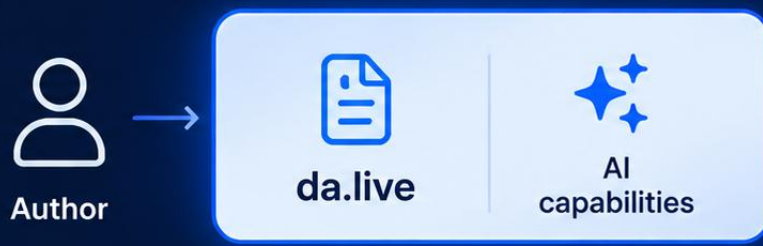
Before

Authors use a separate agent outside the authoring experience.

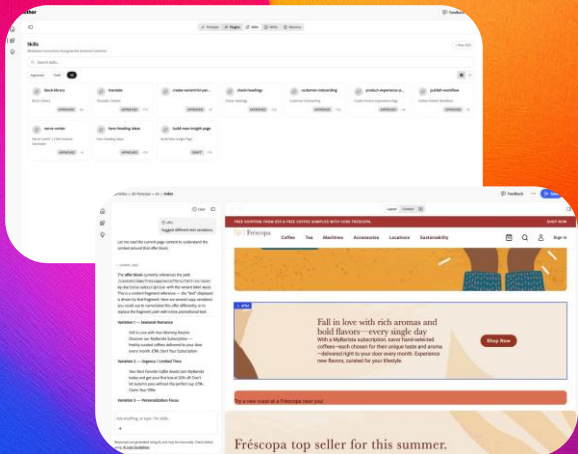


After

AI becomes part of the authoring experience.



Experience Workspace



1

AI in the authoring surface

2

WYSIWYG + in-context editing

3

Context and Governance

Create a page. Translate. Verify. Publish.

Context Changes The Prompt



External agent

You need to provide the context.

On da.live for `/sample-org/sample-site`, create a new page about the history of coffee under `/campaigns/coffee`, and create its German translation under the same folder.



Experience Workspace

The authoring context is already available.

"Create a page about the history of coffee, and its German translation under the same folder"

Context
already available



Site
context



Page
context



Block
context



Selection
context

Generated Has To Be Verified

What exists today

Coffee page + translations
Generated output (no checks)



on-brand?
quality?



Brand governance check

Automatically review against
brand guidelines

Overall: **not fully aligned** — 3 failed, 8 passed, 2 N/A (text). All 5 evaluated images still pass.

❌ **Failures (3)** — all traced to one new line, "Get the lowest prices here!"

- **Do not claim lowest price guarantees** — "lowest prices" implies a lowest-price guarantee. Fix: replace with something like "Shop our latest offers" or "Find your perfect coffee setup."
- **Do not make cheapness claims** — same phrase reads as low-cost positioning. Fix: use quality-focused wording, e.g. "Craft café-quality coffee at home."
- **Modern Classic Duality** — the bargain-driven line undercuts the premium/artisan side of the brand, tilting it toward discount-retail. Fix: swap in wording that stays accessible without cheapening, e.g. "Experience café-quality coffee, tailored to your taste," and add craft/roast/ritual cues.

✅ **Passed (8)** — product quality & ritual claims, thermos claims, machine durability, competitor comparisons, addressing customers, spelling ("Fréscopa" correct), naming & lexicon, sophisticated voice.

Ask anything, or type / for skills...



Fréscopa



Sign in

Your Perfect Cup, Crafted by AI — Just for You.

Meet your new favourite morning companion! The world's first agentic coffee system that learns your taste, lifts your mood, and brews a smile into every single cup. **Get the lowest prices here!**

Meet Your Coffee Agent

Explore Taste Profiles

Overall: **fully aligned**. No failures across text or images.

Text checks — 11 passed, 2 N/A

✓ Passed

- Do not claim lowest price guarantees
- Do not make cheapness claims
- Use approved product quality and ritual claims
- Limit thermos claims to approved temperature retention
- Use approved machine durability and repairability claims
- Avoid negative competitor comparisons
- Addressing customers (second person)
- Spelling — brand consistently spelled "Fréscopa" (the all-caps FRESCOPA is only the promo code, which is fine)
- Naming & lexicon
- Modern classic duality
- Sophisticated voice

— Not applicable

- Compostable cup eco claims
- Transparent sustainability differentiation

Ask anything, or type / for skills...



Fréscopa



Sign in

INTRODUCING THE ATELIER

Your Perfect Cup, Crafted by AI — Just for You.

Meet your new favourite morning companion! The world's first agentic coffee system that learns your taste, lifts your mood, and brews a smile into every single cup.

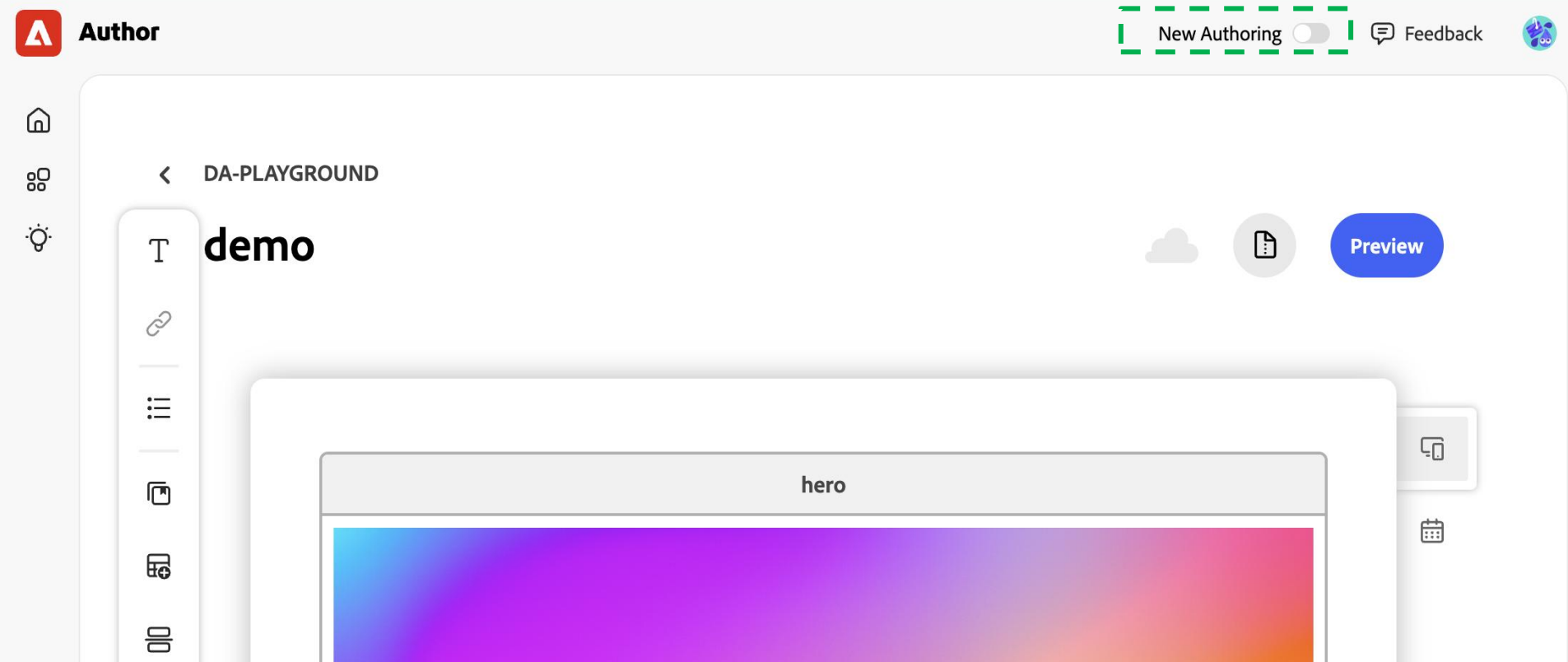
Meet Your Coffee Agent

Explore Taste Profiles

Define It Once

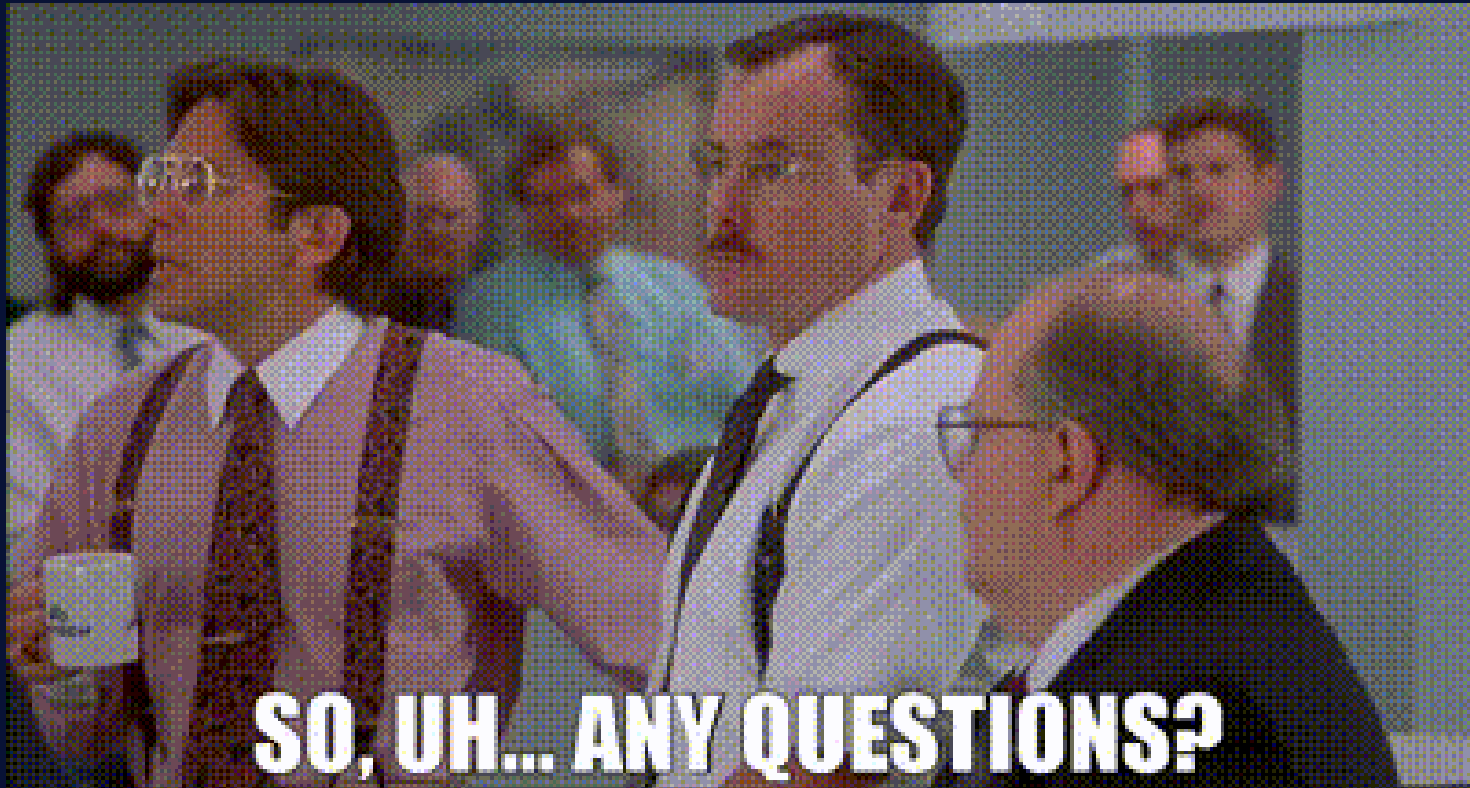


Enable Experience Workspace



The screenshot displays the 'Author' interface. At the top left is the 'Author' logo. On the top right, there is a 'New Authoring' toggle switch (currently off) and a 'Feedback' button. The main workspace area shows a breadcrumb path '< DA-PLAYGROUND' followed by the title 'demo'. A vertical toolbar on the left contains icons for text, link, list, image, and other elements. The central canvas shows a preview of a 'hero' section with a blue-to-orange gradient. On the right side of the canvas, there are icons for a cloud, a document, and a 'Preview' button.

Thank you



Appendix



- [Experience Workspace Dev Live Talk](#)
- [Experience Workspace Documentation](#)
- [context.ing](#)
- [Enterprise Coworker](#)
- [Experience Modernization](#)