

A FIELD GUIDE TO MACHINE ANSWERS

The tools that answer back

Asking better questions of the machine.

This page isn't about crafting prompts; it's about seeing how the machine constructs its answers—what it draws on, what it ignores, and how previous interactions, memory, and training data shape its replies.

AI tools are everywhere in contemporary design practice at the moment. Helpful at times, unruly at others, and occasionally drifting into something bizarre or simply wrong. This page is not about catching AI making mistakes. It is about scrutinising the outputs on any given query.

When working on a design project, you'll think, make, test, and refine. AI tools can help with some of that ~ but only if you read its responses with care. The activities on this page ask you to question the machine rather than accept its answers at face value.

[Snapshot: July 2026]

Any detail on this page which is about prices, plans and policies will be

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colour on this page

structure headings, the machinery

decay dates, links that rot

durable links that stay good

signposting numbers, dividers

Underlines carry the meaning: an indigo underline should still work in a year. A coral underline marks links that likely expire/break; to pages such as plans or policy ~ expect those to have moved.

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An appendix to the [Design for web](#) handbook.

On how this page is built: [design notes](#).