

# **How Claude Cowork Turned Me from a Casual AI User Into a Workflow Creator**

**Sohvi Silius**

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# Hi, I'm Sohvi

- Social Psychologist & UX Researcher
- Day job: User Insights Lead at **Yousician**
- Founder of **Silius Insights**. UX research, training, and AI in research workflows.



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# Who this talk is for

- Non-engineers
- People who use AI but haven't built with it yet
- Anyone who's read about agents, vibe coding, Claude Skills, etc., and gotten slightly anxious

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# My AI journey

- ChatGPT since 2023
- First custom GPT in 2024
- Vibe coding since end of last year
- Started using Claude in January
- Never opened a terminal before February

**Two turning points**

< Notes



## Femcode vibe coding event 4.11.

CURSOR = coding/development \$20

LOVABLE, REPLIT, V0

GITHUB = code archive

VERCEL = hosting \$20

SUPABASE = database \$20

STRIPE = payments

RESEND = emails

OPENAI = AI features





**Sohvi Silius**  • You ...

User Insights Lead at Yousician | AI in UXR | Social Psychologist ...

2mo • 

**Anthropic**'s new product, Claude Cowork, could be the next big thing for UX research, and for many other professions as well.

This week, I was looking into experimenting Claude Code for UX research, but my colleague **Antonija Pek** recommended trying Cowork instead. It was launched only a few weeks ago, so it hadn't gotten into my radar yet.

Claude Cowork is essentially the same as Claude Code, but wrapped in a nice UI for non-technical people. It brings agentic workflows to everyone, no matter the technical skill level.

I've only scratched the surface, but I think this can be a game-changer for AI in UX/customer research.

**Some things I've built**

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# 1. Business Coach Skill

*Sohvi has used the /business-coach skill 22 times in the last six weeks. Almost every other day.*

*We started from scratch. Since then we've worked on a lot – workshops, talks, content, client conversations, even the structure of this talk you're watching now.*

*She often arrives tired and unsure. She tends to leave with a clear next step.*

## 2. Website for my company

*I need to build a website for my side hustle business. The company is called Silius Insights. And I'm not yet 100% sure what are all the things that we'll be selling, but I'm attaching some files for you that you can read to get a sense of where my expertise lies. And it's a solo business, so no other people working on it except for me. So it's quite tied to my personal brand. But the company is called Silius Insights, from my last name. And I want to build a web page. I already have the domain, silusinsights.com. But yeah. And I will start building it with lovable because I have free usage to lovable right now. So I want to build the website with that. And, what else? Before we start actually planning how to build it with Lovable, I want to clarify to myself what is the actual content that I want to include in the page, and then we can move on to planning the structure and the visuals and all that. But let's start with what what I want to put there. I want to keep it really simple at beginning just to build kind of an MVP site just so that I have a site there so it can just include some basic information about, you know, the company and me and lists list briefly what I offer and then my contact information and things like that. And in terms of what I offer, I think it's going to be training, which I've included you a proposal. That I recently made for 1 company, but also I want to focus my expertise on AI using AI in UX research. Yes. And I'm based in Helsinki, Finland. But the language should be English for the website. Let's start thinking about this. Please ask me questions. To clarify what information you need from me to to start planning this website project*

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Silius Insights

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### Make better product decisions through user research

I'm Sohvi Silius, a UX Research Consultant helping design and product leaders understand their users, build research capabilities, and integrate AI into their research workflows.

Let's talk



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# 3. Personalized AI newsletter

## AI Daily Scan

Daily AI news briefing — generated automatically each morning.

Sun 26 Apr 2026

### Big News

#### 1. Meta bets on Amazon's chips to run agentic AI at scale

On Friday, Meta signed a multibillion-dollar deal with Amazon Web Services to use hundreds of thousands of Amazon's own Graviton processors — CPUs, not the GPUs used for training — for its agentic AI workloads. The distinction matters: while training large models still needs expensive GPU clusters, *running* agentic AI (real-time reasoning, multi-step task orchestration, code generation) turns out to be primarily CPU work. The deal covers at least three years and makes Meta one of AWS's largest Graviton customers worldwide — on top of the \$135B in AI infrastructure commitments Meta has already made this year. [TechCrunch](#) | [Bloomberg](#)

#### 2. Google Cloud Next '26 wrapped Friday — here's the AI summary

Google's annual cloud conference (Las Vegas, April 22–24) closed with a sweep of infrastructure and agent announcements. Most notable: two new specialised AI chips — one for training models faster, one for running them at 80% lower cost per unit of work than the previous generation. Google also launched a platform for building and managing AI agents at enterprise scale, a new data layer that lets AI act on live business data in real time, and a \$750M fund for partners building on its stack. This is Google positioning itself as the infrastructure backbone for the agentic AI wave hitting enterprise teams now. [Google Cloud Blog](#) | [Channel Insider](#)

### Tools & Products

- **Adobe CX Enterprise Coworker** — announced at Adobe Summit last week. Adobe is replacing its Experience Cloud brand with a new AI-agent platform where persistent AI "Coworkers" handle tasks autonomously across Adobe's own apps and external platforms (Anthropic, AWS, Google, Microsoft, OpenAI). Built on open standards that let AI agents from different vendors talk to each other — meaning it's not a walled garden. Not yet generally available, but signals the direction enterprise software is moving: cross-stack agents, not just in-app assistants. [Adobe](#) | [MarTech](#)

# 4. UX research knowledge base and workflows

## Navigation guide for agents

**IMPORTANT: Do not read this entire file.** It is 2,500+ lines. Instead:

1. Read this navigation guide and the table of contents below (~80 lines)
2. Identify which sections are relevant to your task
3. Use the line numbers to read only those sections

## Task-to-section mapping

Task	Read these sections (line ranges)
Writing a research proposal or plan	Sec 1 (lines 89-375), Sec 2 (lines 376-486), Sec 6 (lines 1685-1861)
Creating a training workshop	Sec 1 (lines 89-375), relevant method from Sec 3, Sec 4 (lines 1542-1627), Sec 5 (lines 1628-1684), Sec 8 (lines 1992-2062)
Helping with interview preparation	Sec 3.2 (lines 874-1148)
Writing about usability testing	Sec 3.1 (lines 489-873)
Helping with survey design	Sec 3.3 (lines 1149-1264)

What should I know about Claude Code when I'm starting to use it as a non-technical person? Use cases relate to my work as a user researcher, business owner, potentially a vibe coder

Explain to me what CLI and IDE mean

How do I create the CLAUDE.md file? I started using claude code already but never created the file at least I was not aware

Can you walk me through a process of creating a skill?

I need to take the API into use. how do i do that?

Help me understand the most common "bash and "curl" etc things I see when I use Claude Code for different things, mostly non-coding tasks like searching, editing files etc

Give me a list of commands available

How do I set up git on my computer and why does it matter for me

Are we using too much of the context window already?

**If you haven't started yet,  
you are not late.**

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# Common blockers

- No time
- Don't know what's possible
- No one nearby to help

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# How to get started

1. Find your own AI coach
2. Pick one task you're already working on
3. Start with one small experiment, and learn as you go

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# Quick tips

- Give Claude Cowork/Code context documents. The more, the better.
- Use markdown. LLMs read it best.
- Build Skills from workflows you already do.
- When something breaks, take screenshots and ask Claude to help.
- Stuck on how to prompt? Do a braindump and ask Claude to write a proper prompt.

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# Thank you!

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