

TRAE Work Design Mode Spreading Period Brief - IG&TT Platform

⚠ Please maintain strict confidentiality ⚠

Disclosure prior to the release is prohibited and subjected to legal risk.

Background



TRAE Work (Now called **TRAE SOLO** and will be renamed to **TRAE Work on June 10**) is a standalone AI Agent app available across Desktop, Web and Mobile. It currently has two modes: Code Mode and Work Mode.

With the rapid development of AI technology, the design industry is undergoing profound changes. To address the pain points of high learning costs and limited collaboration efficiency of traditional design tools, TRAE Work is introducing the new **Design Mode** on **Jun 10** on **Desktop** and **Web**. The Design mode aims to help users with design needs complete the entire process of design, modification, finalization and delivery in one stop using AI tools, complementing TRAE Work's professional capability matrix.

- **Code Mode:** Provides a better and simpler coding experience for developers by refocusing the workflow on chat. Define tasks, review results, AI does the rest.
- **Work Mode:** Applicable for all work professionals like product managers, data scientists, marketing and operations, legal and compliance, finance etc.
- **Design Mode:** Enables seamless AI-powered design workflows for designers and non-designers alike by centralizing creation, iteration, refinement, and delivery in one place.

! TRAE Work is not available in the United States and Canada yet. For better product experience, please switch to supported regions to keep using the product.

Key Launch Features

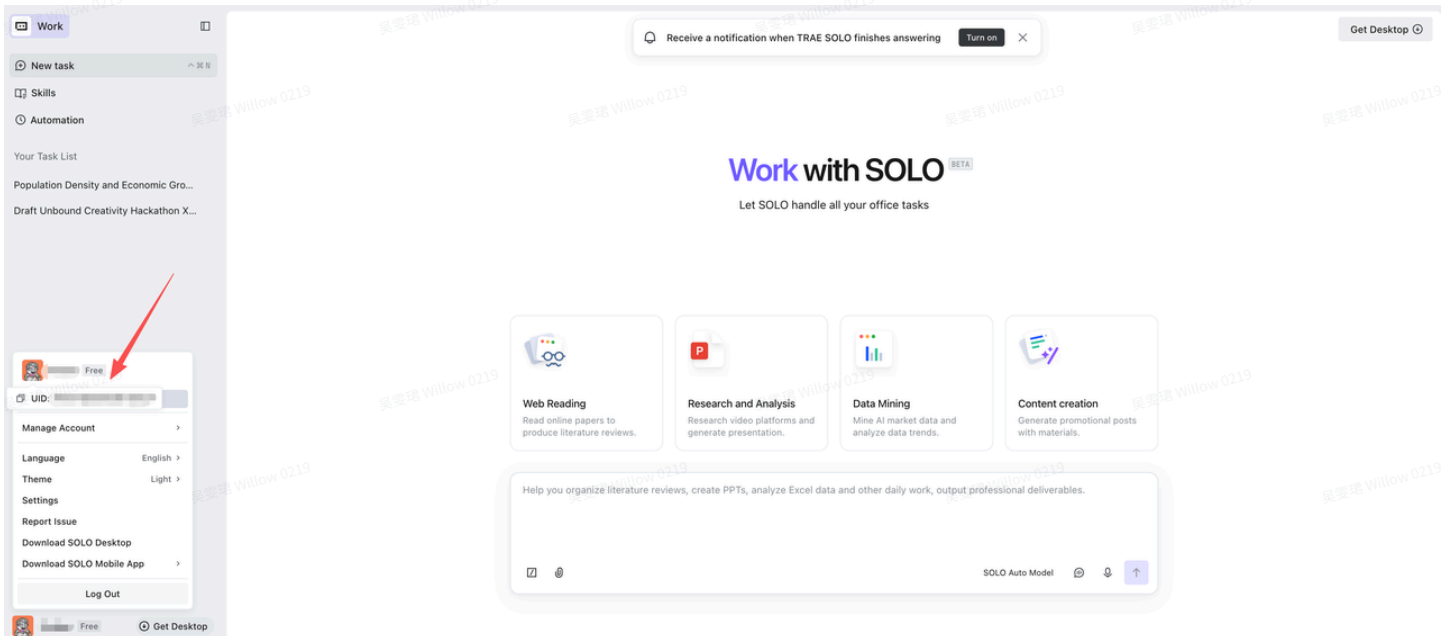


1. **Name Change:** TRAE SOLO --> TRAE Work
2. **New Mode:** Code + Work Mode (Before) --> Code + Work + **Design Mode (After)**

Get Early Access to TRAE Work Design Mode

! TRAE Work is only available in certain regions. For influencers who are based in the US and Canada, it is recommended to **sign up** for a **Non-US** account for better product experience.

1. Log in to your current TRAE account or sign up for a new account to continue.
2. Visit <https://solo.trae.ai/> and get your UID in the profile settings by hovering the cursor on your avatar.



3. Please submit your UID and email address through the form [here](#) so that we can add you to the whitelist. We will notify you once access is enabled, then you can experience the Design Mode on both Desktop and Web.
4. Download the TRAE Work **Influencer Test Package** provided by your point of contact.
5. Start testing.

KOL Deliverables

Spreading Period (6.11 - 6.17)



Short Videos for Spreading and Inspiring

- **Platform:** TikTok, Instagram
- **Format:** Short videos (1 - 3 mins)
- **Post Time:** from June 11 to June 17



- **Content Direction:**

In the video, influencers must clearly mention:

- TRAЕ SOLO evolves into TRAE Work. The all-new Design Mode is live.**
- TRAЕ Work now has three modes in one tool: Code, Work and Design, covering the full development process and life cycle.**

1. Tech/AI Info:

- TRAE Work Design finally makes AI workflows feel connected
- TRAE Work Design Mode Now Live: AI design is no longer a separate step
- Watch how I built from chat to prototype using TRAE Work Design

2. For UI/UX Designers / Design Team Leaders:

- My issue with AI design tools? They ignore the system. I imported our company's design system into TRAE Work Design and here's what I got.
- We needed 3 homepage directions by review this afternoon, how do we manage it with TRAE Work Design?
- 40 screens of changes without breaking consistency. Watch how I tested the new brand direction with TRAE Work Design.
- TRAE Work Design + Figma: rapid generation meets precise refinement. This is what a complete design workflow actually looks like.
- Onboarding a new designer shouldn't take weeks reading brand style PDF. See how TRAE Work Design changes it.

3. For Product Managers

- I built this entire page inside TRAE Work Design without opening Figma once.
- We needed a clickable prototype before the sprint review. No dev, no designer. Just TRAE Work Design.

- I used to spend 3 days aligning on a feature flow. Now I just handle everything in TRAE Work Design.

4. For Individual Developers / Founders / Sales:

- I needed something client-ready but I'm not a designer. Here's what TRAE Work Design delivered.
- Investor meeting tomorrow, but the deck still looks homemade at 11pm. TRAE Work Design fixed that.
- One tool. No tab-switching. Landing page done. TRAE Work gives me Code, Work, and Design - all in one place.
- After using TRAE Work, I don't need 5 tools to ship a product anymore.

Product Information



Key Message



TRAE SOLO evolves into TRAE Work. The all-new Design Mode is live.

Design by Chat. Prototype on Canvas.

Six Core Product Features

Feature Dimension	User Value
 Multi-mode collaboration, one-stop workflow	<ul style="list-style-type: none"> • One-stop workflow: Complete the full process from requirement analysis, design drafts, and prototypes to code on the same platform, without switching tools. • Context continuity: Design drafts can directly reference the requirement background in the conversation, preserving the full chain from requirement to delivery. • Flexible switching: Switch among Code, Design, and Work modes as needed to meet work requirements at different stages.
 Design system management	<ul style="list-style-type: none"> • Seamless migration of design assets: Supports importing existing design systems without losing any design assets. • Brand consistency assurance: AI generates designs based on design specifications to ensure a unified visual style.

	<ul style="list-style-type: none"> • Lower migration cost: Inherits the existing accumulation of design teams and removes concerns about switching tools.
AI conversational design generation	<ul style="list-style-type: none"> • Zero-threshold design: Generate design drafts through natural language descriptions without professional design skills. • Rapid creative exploration: Break through creative blocks and quickly generate multiple options to explore different design directions. • Free people from repetitive labor: AI handles detail adjustments such as colors, fonts, and components, allowing designers to focus on creativity.
Figma ecosystem integration	<ul style="list-style-type: none"> • Seamlessly connects to existing workflows: After TRAE Work quickly generates a first draft, it can be exported to Figma for fine polishing without disrupting designers' existing habits. • Design asset reuse: Design specifications in Figma can be imported into TRAE Work as references for AI generation, maintaining brand consistency. • Collaboration-friendly for teams: Supports some members using TRAE Work for rapid output, while others perform detailed refinement in Figma.
Visual editing	<ul style="list-style-type: none"> • Precise control over design details: Directly adjust CSS properties through a GUI interface to satisfy pixel-level refinement needs. • Reduce uncertainty in AI generation: After AI generates an initial draft, users can manually fine-tune it to ensure it meets expectations. • What you see is what you get: Preview editing effects in real time and compare differences before and after changes using Diff, making operations intuitive and controllable.
Prototype interaction	<ul style="list-style-type: none"> • Quickly validate product concepts: Generate clickable prototypes without development and demonstrate interaction logic to teams or clients. • Reduce communication cost: Align requirements through visual prototypes and reduce misunderstanding caused by text-only descriptions. • Support user testing: Use interactive prototypes for early-stage user testing and quickly collect feedback to iterate on design.

User Scenarios

Target Users	Requirement Scenarios	How to do it with design software	How to do it with Design Mode in TRAE Work
Individual developers (one person)	Scenario: design a webpage	Look for inspiration sites or	Use TRAE Work to generate the page, edit it, and export code or continue development in Code mode.

<p>handles the full chain of development)</p>	<p>want the design result to look good while also connecting smoothly to the development workflow.</p>	<p>templates first, then feed them to AI or create the design manually in design software.</p>	
<p>Designers (primarily enterprise designers)</p>	<p>Scenario 1: Product appearance review Quickly and cost-effectively produce multiple options to find the best practice.</p>	<p>Designers manually draw multiple design drafts in different styles.</p>	<p>Tell TRAE Work the desired style through conversation to quickly generate deliverable design drafts.</p>
	<p>Scenario 2: Want AI-generated pages that follow the team's existing design system rather than generic templates</p>	<p>Continue building the system manually in Figma, while AI can only serve as a reference sketch.</p>	<p>Import the Figma design system into the Design Library, and through prompts or structured inputs such as "Generate a back-end page containing filters, a table, and pagination," call components from the design system to automatically generate specification-compliant page layouts and coded demos.</p>
	<p>Scenario 3: Explore styles while still following the design system.</p>	<p>Manually adjust parameters to see the effect, then complete the modifications.</p>	<p>Under the constraints of the design system, use AI to explore different theme styles such as colors, corner radii, and spacing, and apply them to the entire design draft with one click.</p>
	<p>Scenario 4: Revising design drafts.</p>	<p>Manually select items in batches and modify them.</p>	<p>Use AI to perform batch operations on existing design drafts, such as globally replacing colors and fonts, or generating multiple variants with different content fills based on one page template.</p>
<p>Design team leaders</p>	<p>Want team's design assets to be reusable, portable, and shareable.</p>	<p>Rely on Figma files, manuals, and manual handoff of specifications.</p>	<p>Use the Design Library to centrally manage Themes, Graphics, Components, and Specs, and share them through import and export.</p>

Product managers	Want to quickly get pages that look more like polished design drafts rather than low-fidelity prototypes.	Draw sketches, find references, and repeatedly align with designers.	Directly use the existing Design Library to generate higher-fidelity pages, then use the canvas and prototype relationships to communicate flows.
Founders / Sales	Need documents that conform to a certain level of standardization.	Write copy and handle layout themselves.	AI generates the text content, and by describing the desired style, directly produces a standards-compliant deliverable.