Build 2 Demo Feedback 7/31

1. General
   1. Can we replace “brain” icon for angel to compass?
   2. Each acknowledgement from answer should be equal parts:
      1. Supportive/encouraging
      2. Coaching, educational, and constructive. Informative/educational to help them understand that aspect of their business as well as “constructive” so they know what they’re getting into
   3. Transitions need to be much more detailed, see prototype. They need to describe what the experience is, how features work, and what to expect. They also need to summarize what was completed in the previous phase so the customer feels heard. It should also exude excitement to get the user excited about their business idea and promote user engagement. Also include dynamic inspirational quotes from famous historical and current figures. Don’t use current political figures (last 40 years) to avoid political polarization
   4. We need the full business planning questionnaire, with caveat that it will become dynamic as Angel learns about their business idea and modifies questions to accommodate that unique business (plumbing vs. bakery).
   5. Guiding questions should be tailored and supportive of the topline question to help the user provide a deep response vs. introducing related, but different planning aspects into the same topline question.
2. Ethos
   1. Empowerment and support
      1. Change last sentence to “We use AI to simplify and centralize the business launch experience by providing recommendations and advice that are both practical and inspiring to help you launch the business of your dreams.”
   2. Bespoke and Dynamic
      1. Bespoke > tailored
      2. User > you
      3. Change last sentence: This tailored approached provides you with support and guidance that matches with where you’re at in your entrepreneurship journey and your unique business idea.
   3. Unified Experience with Agentic Expertise
      1. Rename this to Mentor and Assistant
      2. Reword description to: You’ll interact with Angel, an AI tool built solely to support you in building the business of your dreams. Angel acts as a mentor to provide advice, guidance and recommendations that helps you navigate the complex entrepreneurial journey. Angel is also an assistant that progressively learns about your business and can help you complete aspects of your business planning and pre-launch steps.
   4. Action-Oriented Support
      1. Good
   5. Supportive Assistance
      1. User > you
      2. Change second sentence to: We also provide constructive feedback, whether asking tough questions or providing relevant business/industry insights, to help you better understand the business you want to start.
   6. \*New Ethos\*
      1. Title: Confidentiality
      2. Description: Your business idea is your business idea, end of story. We will not divulge your unique business idea to others so you can rest assured that you can work securely to launch your business. Having your trust and confidence is important to us so that you feel comfortable interacting with Angel to launch the business of your dreams.
3. KYC
   1. KYC context should be used to tailor response to each biz plan question. Can we build it so every time the user submits an answer to business plan, it calls relevant KYC answers to provide a tailored response?
   2. Overall questions and guiding questions in KYC may cause user to only answer guiding questions instead of first/lead question and miss important information
   3. Ventures > Businesses
   4. Intro goes straight to question and missing full intro, see prototype
   5. When given the 3 questions, can we pre-structure the response section to mirror the number of guiding questions?
   6. Remove KYC questions that pertain to business specifics
      1. Remove: where do you want the business to exist (web, physical store)
      2. Change: What skills do you think you don’t know?
         1. To: rate your level of comfort with the below skills
      3. See attached docs
         1. KYC highlights are the ones present, no highlights mean missing
         2. Bizplan red highlights means it’s a business planning question in the KYC form and should be moved to business plan
   7. KYC should match the original KYC template
      1. It’s ok if it’s ~20 questions because the questions should be simple and direct.
   8. KYC guiding questions or structure should help the user understand the question and/or simplify their response through guidance – see question structure of “How confident do you feel about the following areas?”
   9. Do you have a timeline for when you expect to be profitable?
      1. Business question that Angel is supposed to help with
4. Business Plan
   1. Transition to business plan is too brief, needs full explanation. See prototype
   2. When generating domain suggestions, it should recommend to check domain purchasing websites like GoDaddy to verify availability
      1. How did it know explorepak.com is available?
   3. When it generates a response, can we insert buttons to “accept”, “modify”
   4. Competitive analysis should include proactive research and questions to confirm or guidance for further review
      1. To this point, I think we should allow web seearch to be used during business planning.
   5. Responses should include “recommend”, “consider”, “think about” vs. “do this”, “you need to” to reduce legal risk exposure
   6. Remove “\*”
   7. Progress bar should be for
      1. Current subsection
      2. Overall business plan phase (and apply to roadmap and implementation when we get there).
   8. Angel needs to be critical, in a nice way, regarding answers provided (or not provided)
      1. EX: human-led vs. travel website data shows human-led has been shrinking and now pertains more to wealthy and above clientele which is typically done through referrals only. This may difficult to start your clientele list, but we’ll strategize ways to generate brand awareness for your business.
   9. Research being done when generating roadmap
      1. Need to disclose that’s being done on backend so customer not worried about it. Call this out in the transition when starting Business Plan and again when transitioning from Business Plan to Roadmap
   10. Context awareness
       1. is it smart enough to compare current answer to previous answers to check for conflicts?
   11. Remove redundant questions
       1. A. KYC – what problem are you looking to solve
       2. A. BP – what problems does your tool solve for entrepreneurs
       3. B. KYC - what is your revenue model?
       4. B. BP – how do you plan to generate revenue?
   12. Roadmap static as an artifact that they don’t interact with
       1. But needs to change as user edits business plan
       2. Then roadmap and implementation evolves to match those changes
   13. If user walks away and session times out, it allows the user to input an answer, then it disregards and auto redirects to log in page. If user restarts an expired session, should prompt them to sign in again to prevent churn
   14. Question: tell me about your target customers and what their needs are
       1. Change: how does your product align with their expectations and habits?
       2. To: How does your business address their pain points/problems?
   15. When at question “What challenges do you foresee…” The progress bar transitioned to “RD 10%”, but this is still business plan.
   16. Support provides basic guidance/restates question. While it’s ok to reframe original question, it should provide deeper education and guidance to help user craft deep/thoughtful answers. As well as provide authoritative resources the user can consult to better understand the question, and they info they need, to craft strong responses.
   17. After using Draft or Scrapping, user should be served an “accept” or “modify” choice
       1. If accept, move on
       2. If modify, provide a follow up question to the effect of “ok, let’s work together to hone in this answer to what you need. Would you provide feedback about the aspects that didn’t work for you? We’ll work together to get this right for you.”
   18. Business plan artifact (access through button)
       1. Competitors were surface level and I know there are closer competitors. Needs to use deep research to provide best possible information.
   19. Question – when selecting Edit Plan, what happens?
   20. Business plan seems very surface level. This is a major trust building milestone where it should be in-depth, holistic and highly detailed so the user understands the business they want to launch and that Angel understands them (the customer). It will also flow through to Roadmapping and Implementation to ensure those artifacts and experiences are highly detailed, accurate and have everything the customer needs to launch their business. It should be a blend of the users direct answers and what deep research used to fill in the blanks.
   21. Navigational
       1. Is Angel dynamic enough to allow a user to upload a previously created business plan, answer the relevant business planning exercise questions and surface relevant questions only, to create an enhanced business plan/offer feedback?
       2. Can we include a navigational bar on the right panel of the UI to help the user understand where they’re at in the process as well as easily navigate back to a question to provide more information they thought of?
          1. Would need to think through easily identifying and selecting the previous Q&A to modify