

DIY Advisor Bot: One-Page Strategic Plan

🌟 **Concept Overview** An AI-powered DIY Advisor Bot that lets users snap a photo of a home project, speak a question aloud, and receive instant, personalized, step-by-step advice. It adapts to the user's toolset and experience level, offering targeted guidance, enriched outputs (e.g. annotated photos, YouTube videos), and even voice personalities like Bob Vila or a Canadian outdoorsman.

🔧 **Core Value Proposition** - Fast, hands-free answers when you're mid-project - Personalized to your tools and skill level - Goes beyond ChatGPT with structured, visual, and conversational support

Target Users - Weekend warriors & home improvement hobbyists - Renters & homeowners doing repairs or upgrades - DIYers who currently rely on Reddit, YouTube, trial & error

🌿 **Key Features** - Photo input + voice-to-text queries - Personalized responses based on toolbox + skill level profile - Structured output: Tools needed, Steps, Gotchas, Video links - Voice personalities: Bob Vila, Tim the Toolman, Canadian outdoorsman - Option to save project history or generate fix summaries

🌱 **Strategic Differentiators** | Basic ChatGPT | DIY Advisor Bot | |---|---| | No memory of tools or skill level | Learns your setup & adapts advice | | Text blob responses | Structured fix guides with visuals & videos | | Generic tone | Choose your guide's voice/personality | | Requires keyboard | Hands-free voice + photo interface |

🌙 **Product Type** - 🧠 AI Agent - 📦 SaaS Subscription (e.g. \$9/mo or \$3 per use) - 🖱️ Web App (mobile-friendly UI first, mobile wrap optional later)

Development Plan Phase 1: Validate

Stack: Streamlit or Gradio + OpenAI Vision/Whisper + Vercel or Hugging Face

Goal: Launch MVP with photo + voice input, basic profile memory, and get real usage feedback


Deliverable: Working web app + test traffic to landing page


Phase 2: Scale

Stack: AWS Bedrock + AgentCore SDK

Goal: Deploy as autonomous agent in Amazon's AI Marketplace

🌲 **Secondary Concept (Future Expansion) Wilderness Interpreter Agent** - Same tech, new vertical - User takes photo + speaks outdoorsy question ("What's this plant? How did this lake form?") - Returns naturalist-level answers with geology/ecology depth

 **Inner Critic's Guardrails** - Validate *before* overbuilding - Only build one product at a time - Demand test comes *before* polish

 **Next Steps** 1. Pick landing page stack (Notion, Carrd, Typedream) 2. Write marketing copy: "Snap. Speak. Fix." 3. Draft MVP feature set and UX flow 4. Build photo + voice input prototype 5. Share for early feedback and email signups