



general idea behind it

web/desktop app
(also potentially
suitable for mobile)
that is really easy to
use for a person
with no design/ tech
background

After getting content from
creators (ready video/photo/...) The marketing-manager (Jasvee) can easily adjust it for different countries, nationalities, ages, etc. Also, she can easily change objects with no knowledge of design

The marketers can
also easily update
the information and
make more variants
that follows the
same branding
principle

some automatically
updated database
(no need to do it
manually) - auto text
search on internet?

concrete features

recommendations
for regions (e.g.
arabic countries),
so that end user is
in focus - weather,
culture, etc.

suitable for different
platforms (tiktok,
YouTube, Instagram,
fb, twitter, context
ad in internet, etc)

system memory of
fonts, colors and
logos etc and easily
combine them with
the content already
created

simple text
templates for
various kind of
events/ products/
themes etc. that can
be edited further

speech
detection +
translation

music
choice by
keywords

clicks
instead of
manual
texting

cut different
parts of
original video
in various
ways

others (ar,
effects,
filters, etc)

advices of
colour/ fonts
combinations
from design
perspective

overview of
all available
versions

interaction with app

stock cloud of content
created by previous users
(something like big
database), via keyword
search => ai generates the
general version based on
demand.
*but companies should no
see others solutions*

interactive
content, you can
point on image
and it
detects&changes
the object

Marketing manager
selects the set of colors
(design pattern) of
certain company and
automatically adjust
created from creators
content

interactions
should be
fluid and
natural

should be
informal and
includes
"storytelling"
when interacting
- UX

historical
data

random
data

UX	managerial tasks		pitch		video	step-to-step ideas for videos	what to film for it	duration (sec)
INFORMAL COLOURS	market statistics/ growth		interesting intro		VERY interesting intro	person 1 says: something is not right! language is not clear - we are not sure what we are not supposed to project	person 1 speaks in non-english	5
"cool/funny" but formal	competitors/ trends		market overall - statistics			another person does not understand what was said	person 2 stands nearby and does not understand	1
animations/ graphics	value proposition		problem space		question, involve market statistics	"the worst" is not a marketing language - it is not being interesting to the customer	person 1 says sorry	5
	user case! - for demo		user persona			I know what you like doing: looking for, well, that's like... or at least do that "something is right?"	person 1 says I can't do that because the phone is not working	5
	persona		solution - maybe have some cuts from video		solution	and I also know what you do and like about doing advertisements. But as we related to you	person 1 says and another person 2 is not (maybe in phone)	7
	kpi?		value		more details	we will help you build something new here in the future. It will be like what you really like	person 1 says and person 2 is not working carefully (maybe in phone)	5
some costs are need to show that it is cheap and easy			why better than competitors + market growth			maybe they can understand it with all content advertisement just have one simple ad	phone is shown in the ad download that and then "there are many different versions" appear	4
			kpi			how is it possible?	*phone means (it's about the data or something complicated?)	3
			further steps		showing real product	ok, here we go	scrolling fast many pictures	4
			conclusion/ contacts		showing vision product	what about ads: give and creative based on random and historical data?	show how our ai works	6
					show on certain example	or NLP with function of translation?	show how our ai works	5
						by the way, let's be just creative in our vision and see "phone case"	person 1 says and again shows his phone case	6
						storytelling for case	dashboard (learning) and -- click on performance	3
						storytelling for case	click on target group - students 18-20 y.o. from Finland in the morning	6
						storytelling for case	click on brand design - junction rpg	4
						storytelling for case	click on platforms to use - tik Tok	4
						storytelling for case	download original object of case	7
						storytelling for case	on dashboard the dashboard is not working. maybe they are not working. maybe they are not working. maybe they are not working.	15
					problem is solved	and... now you can see the ad which is related to you!	the ad was shown on the screen. I noticed it. I noticed it. I noticed it.	10

database

frontend

ml

ai

random

1. part: marketing manager selects the socio-demographic parameters, gets sets of "prohibited themes" and sends it to designers

Model takes as input content generated by AI (could take all random modifications or based on some intuition)

AI gets as input content created by designers and based on it creates 1000+ different modifications

historical data

2. part: content manager can see all the modifications made by AI, change them or add some special features

ML gets conversion rate from end-users and changes the model according to it (better ads becoming better rate)

AI can e.g. change background, "time/season" of photo, change colours&fonts for companies preferences

user-generated general stock cloud

2. part: marketing manager sees the process and results of continuously working ML and uses best of them

at the end ML provides statistically "best" ads

user-generated general stock cloud

manual data

add database



SMARTACE

ANIMATED VIDEO OF HOW PRODUCT WORKS

SELECT
LOG IN

SOME WORDS
ABOUT
PRODUCT

SIGN UP

LOG IN



SMARTACE

ANIMATED VIDEO OF HOW PRODUCT WORKS

LOGIN IN
PRODUCT

SOME WELCOME
WORDS (e.g.
welcome back!)

LOGIN

PASSWORD

n
op
b
ho

AUDIO

TEXT

PICTURES

VIDEOS

COLOUR

GAME

EFFECT

NAME YOUR
PROJECT

CONNECT
DATABASE

PREFERENCES

ADD PROJECT
MEMBERS

UPLOAD ORIGINAL OBJECT



MY
PROJECT

SELEC
NEW

+ CREATE
NEW PROJECT

MY
PROJECT

MY
PROJECT



SMARTACE ACOUNT

BRANDING
GUIDEBOOK 1

COLOR
COBMINATION

+
BRANDING
GUIDEBOOK

FRONTS

LOGO

DESIGNING
STYLE
(MULTICHOICE)



SMARTACE
ACOUNT

**COLLECT
PERSONAL
INFROMATION**



SMARTACE



AUDIO

TEXT

PICTURES

VIDEOS

COLOUR

GAME

EFFECT

Name:
Project Junction

CONNECT
DATABASE

SELECT
PLATFORMS

TARGET
GROUP

ADD PROJECT
MEMBERS

- RANDOM
- HISTORICAL
- GENERAL
- MANUAL

UPLOAD
ORIGINAL
OBJECT

AUDIO

TEXT

PICTURES

VIDEOS

COLOUR

GAME

EFFECT

- CHOOSE FONT
- CHOOSE COLOUR OF FONT
- MAKE AUDIO FROM TEXT
- MAKE TEXT FROM AUDIO
- TRANSLATE TEXT

SOME OBJECT
WE ARE
WORKING ON

AUDIO

TEXT

PICTURES

VIDEOS

COLOUR

GAME

EFFECT

NAME YOUR
PROJECT

CONNECT
DATABASE

PREFERENCES

ADD PROJECT
MEMBERS

- TARGET GROUP
- DESIGN
GUIDEBOOK
- PLAMFORMS TO
USE

UPLOAD
ORIGINAL
OBJECT



SMARTACE

ANIMATED VIDEO OF HOW PRODUCT WORKS

SELECT
SIGN UP

SOME WORDS
ABOUT
PRODUCT

SIGN UP

LOG IN

AUDIO

TEXT

PICTURES

VIDEOS

COLOUR

GAME

EFFECT

NAME YOUR
PROJECT

CONNECT
DATABASE

PREFERENCES

ADD PROJECT
MEMBERS

- **TARGET GROUP** →
- DESIGN
GUIDEBOOK
- PLAMFORMS TO
USE

SEX: FEMALE
AGE: 18-30
COUNTRY: FINLAND
STATE: ESPOO
TIME: MORNING
PRODUCT: ...

+ ADD: ...

DAD
ORIGINAL
OBJECT

CHOC
TARG

AUDIO

TEXT

PICTURES

VIDEOS

COLOUR

GAME

EFFECT

NAME YOUR
PROJECT

CONNECT
DATABASE

PREFERENCES

ADD PROJECT
MEMBERS

- TARGET GROUP
- DESIGN
GUIDEBOOK
- **PLAMFORMS TO
USE**



- INSTAGRAM
- FACEBOOK
- TIK TOK
- YOUTUBE
- TWITTER

UPLOAD
ORIGINAL
ECT

CH
PLAT

AUDIO

TEXT

PICTURES

VIDEOS

COLOUR

GAME

EFFECT

NAME YOUR
PROJECT

CONNECT
DATABASE

PREFERENCES

ADD PROJECT
MEMBERS

- TARGET GROUP
- **DESIGN
GUIDEBOOK**
- PLAMFORMS TO
USE



UPLOAD LOGO
CHOOSE FONT
CHOOSE BRAND
COLOURS
+ ADD: ...

UPLOAD
ORIGINAL
PROJECT

CHO
BRAND