

VixBot Product Design Document: Leave the Thinking to Vix

Part 1: In the Elevator

External Pitch:

Brainstorming is soooo 2022. Welcome to the new world: unleash the power of AI on your business with VixBot!

This advanced assistant can help you tackle any problem, whether you're brainstorming new product ideas, writing sales emails, coming up with a 12 month social media plan, or anything in between. With VixBot, you'll have a constant productivity boost – no more wasting time on tasks. Simply tell VixBot about your company and products, and let the algorithms go to work.

Think of VixBot as the most intelligent employee you've ever had: a problem-solving powerhouse, a jack of all trades and a master of them – always ready to lend a hand and develop creative solutions. Now that's intelligence.

VixBot: The AI assistant that finally frees up your brain for more important things, like napping

Brief User Profile:

VixBot is intended for medium-sized companies with large creative functions such as product management, and outward-facing processes such as marketing & sales. These companies would benefit from an AI assistant that can help them generate more ideas and streamline their workflow, freeing up time and resources to focus on other priorities.

A great example would be Oceanco, a superyacht company that is constantly writing emails, press releases, and coming up with new marketing ideas.

VixBot Business users typically have a high level of responsibility within their organizations and are seeking solutions to problems that require creative thinking and problem-solving skills. They are open to using new technologies to help them meet their goals and may be looking for a tool that can help them improve their way of thinking using AI.

Overall, VixBot Business is designed for users who are seeking a powerful and versatile AI assistant that can help them generate more ideas, overcome creative challenges, and achieve their goals more efficiently and effectively.

- Marketing teams looking to write campaigns or come up with new ways to engage with their audience
- HR teams seeking fun team building activities or ways to improve company culture
- Product management teams brainstorming new features or viral loops
- Finance teams looking for ways to streamline budgeting or reporting processes

Part 2: The Way it Works

The Great Thing About VixBot

... is that it helps people with no knowledge about AI or experience in prompt engineering, get from GPT the results that only the best prompt engineers in the world can.

Features Overview

Companies will primarily use VixBot for business-specific purposes and product-specific purposes. For this reason the core of VixBot will be a dashboard that contains business information, product information and output templates. You will be able to register an infinite number of products to one business. For example, a haircare company may have 20 different haircare products like shampoos, conditioners etc. Each product will have a dedicated page where information is filled out.

The Basic Mechanics VixBot is Powered By

VixBot's main strength is empowering anybody to get great output from VixBot, even if they are bad at prompt engineering. This great output is powered by four

“steroids” or basic mechanics that are accessible from the main dashboard /home page. These are business info, product info, templates and settings. Whenever the user wants VixBot to generate a new output, they will select tags. At the top of their conversation will be the business tag #unilever, then next to it they will be able to select a product tag #cornetto identifying which product they are asking the question for specifically (if any) and then next to it they will be able to select the output template tag, such as #ad-brief. Then whatever output they receive will be tailored to these tags.

- 1) **Business Info:** This is box number 1 on the dashboard and stores general information about the business. On the business page, the user answers some questions asked by VixBot and then can add more information conversationally. They can come back as often as they like to update the answers they have given which are indexed in a “questions outline” on the left of the page like a Google Doc for easy search. The business page is only editable by the admin. Once all answers are given, Vix will write a whitepaper summarizing its understanding of the business, and it will ask the user to edit this whitepaper if there are any misunderstandings.
- 2) **Product Info:** One can register infinite products to a single business and can input as much info about this product as they like. The input system works the same way as business info. Once all answers are given, Vix will write a whitepaper summarizing its understanding of the product, and it will ask the user to edit this whitepaper if there are any misunderstandings.
- 3) **Templates.** The user can create new templates that they will re-use often, for example they might create a template named “#ad-brief” that is a one pager of how they want output of that template to be formatted (visual brief, sound brief, script, budget). To create a template the user either selects “This is a blank template” or “This is a pre-filled template example”. If they create a blank template, it will just be titles that they want a VixBot answer to fill in when they create a new output. If it is a pre-filled template, VixBot will keep the same format but also learn from the style and content when crafting a new output. Generally it will give better future results to use a pre-filled template.
- 4) **Settings.** Using the settings section which is housed within a VixBot conversation, the user can adjust the output using sliders for OpenAI’s built in parameters such as temperature, which measures how creative the answer

should be. This is a great tool to modify the output to get the results you want.

Info Collected

To increase adoption and ensure that VixBot is providing relevant and accurate answers to user queries, users will be asked a series of generic questions about their company when they first set up their VixBot. These questions will be stored in the user's business dashboard -> company conversation and will be updateable at any time.

Bunları Business Info Sayfasında Toplu Olarak tutacağız.

What is your company's name?

What does your company do?

What does your company stand for?

What is the tone of your communications?

Who are your main competitors?

What are your strengths?

What are your weaknesses?

How do you typically grow your business?

What is your team size and structure?

What is your company's culture like?

What are your main business goals for the next year?

What are your company's strengths and weaknesses?

What are your main products or services?

Once the user has asked these questions, they can go back and add information in whatever format they want by simply continuing the conversation. They can also access their previous answers using the appendix on the left of the screen.

Bunları Products Sayfasında Toplu Olarak tutacağız.

The Product Questions will be for each individual product the company lists and will be as follows

Önce product'ı oluşturdun: Örnek: Bamboo Socks. Bamboo Socks'u oluşturunca bamboo socks butonu oluştu. Ona tıklayınca aşağıdaki infoyu girdğin bir sayfa oluşuyor.

Describe your product

What are the main features of the product and how do those features work?

What are the unique selling points of your product or service?

How does your pricing model work?

What channels do you distribute your product through?

Templates

There will be templates on outputs. For example, if the marketing team regularly produces ad briefs, you will be able to define the output format for what an ad brief should include (such as visual brief, sound brief etc.). This templates page will be the third section on the dashboard and the user will be able to produce & name an infinite number of templates that they can call upon for answering a question.

To create a template the user either selects "This is a blank template" or "This is a pre-filled template example". If they create a blank template, it will just be titles that they want a VixBot answer to fill in when they create a new output. If it is a pre-filled template, VixBot will keep the same format but also learn from the style and content when crafting a new output. Generally it will give better future results to use a pre-filled template, so if you don't have one ready, you may choose to copy + paste a public template from a competitor's website etc.

Getting Output - Basic

When getting output from VixBot, the first thing the user will do is go to their conversations screen and either press "Begin a New Convo" or "Continue a Convo". If they decide to continue a conversation they will be taken to a folder system like Google Drive where they can see all their conversations unorganized. Then they can

search by name to find the conversation they want. Eventually it would be nice to have this folder system organized by hierarchy like Google Drive.

If they begin a new conversation they will first name it. From the top of the screen above the conversation box they can select relevant tags they want to use as default for the questions they will type. (#business, #product) They will then type a question and can select a specific tag for the output (e.g. #ad-brief) from the input box.

Output Control - Advanced

Further to this, on the right side of the screen the user can adjust the output using sliders for OpenAI's built in parameters such as temperature and best-of. Sliders that aren't by default built into OpenAI include output settings such as:

- Length: This setting defines the number of words the answer will be.
- Detail level: This setting allows users to choose between a high-level summary of ideas or a more detailed breakdown of each idea.
- Creativity level: This setting allows users to choose between more conventional or more out-of-the-box ideas.
- Time constraint: This setting allows users to specify how much time they have to work on a task, and VixBot will prioritize ideas that can be completed within that time frame.
- Keyword focus: This setting allows users to specify the keywords that they want the answer to focus on.
- Target audience: This setting allows users to specify the demographic of their target audience, and VixBot will generate ideas that are more likely to appeal to that audience.
- Business goal: This setting allows users to specify a specific business goal they are trying to achieve, and VixBot will generate ideas that are more likely to help them achieve that goal.