Goal: AI Strategy LLM User Experience and User Interaction Design

An AI strategy LLM that evaluates companies potential and weakness by analyzing company details provided by the end user. This can be an asset in strategic decision making, competitive analysis, business pivots, growth and expansion strategy, etc.

Introduction

This document provides guidelines and descriptions for the Value Proposition Canvas created for the UI using CSS for web implementation and prototyped in Figma that ensures visual and functional consistency.

Note: To achieve the most authentic experience, please hover your cursor over the value proposition elements to view the pop-ups, and notice the AI bot icon located at the bottom right corner.

CSS Implementation

Implemented with the latest version of CSS.

Structure:

There are two main divisions consisting of three subsections each representing the components. When you hover over the components, a yellow tooltip appears displaying the description.

1) Customer Profile
   - Customer Jobs
   - Pain
   - Gains
2) Value Map
   - Products & Services
   - Pain relievers

- **Gain Creators**

Styling:

Canvas Container:

- **Centralized layout with appropriate padding and margin measurements:**

Pop-up Window (in Pixels)	
Left Padding	12 Px
Right Padding	35 Px
Upper Padding	17 Px
Lower Padding	27 PX

Main Component (in pixels)	
Left/Right Padding	132 Px
Bottom Padding	253 Px

- **Shadow effects for depth**

Pop-up Window (in pixels)	
X	6 Px
Y	16 Px
Blur	5 Px
Spread	0 Px

Opacity	75%
Shadow Color Hex Code	000000

Sections:

- **Flex or Grid layout for responsiveness**
- **Consistent spacing between sections**

Typography:

- **Defined font families: Fibra Alt**
- **Sizes,weights: BOLD and line heights**
- **Clear hierarchical design for titles and content**

Colors
- **A palette consistent with brand guidelines**
  Base Color: Hex Code F0F6F1
  Main Color: Hex Code 398E48

Interactivity:

- **Hover effects for sections to guide users.**
- **An interactive chatbot prototype has been provided**
- **Hovering over the components in the Value proposition canvas triggers Yellow Tooltips to popup where data can be added.**

Figma Prototype

The Figma prototype serves as a blueprint for the CSS implementation, offering a visual representation of the Value Proposition Canvas.

Value Proposition Canvas

Value Proposition Statement
Offering premium service backed by AI driven platforms to empower businesses with instant analysis and comprehensive value proposition within no time to strategise and propel businesses forward.

Customer Profile:

1. Customer Jobs:

- **Business Stakeholders**
- **Entrepreneurs**
- **Investors & Venture Capitalists**
- **Marketing & Strategy Teams**

2. Pains:

- **Difficulty in objectively assessing one's own business.**
- **Time-consuming manual evaluation processes.**
- **High costs associated with hiring consultants for business analysis.**
- **Lack of clarity on the business's real potential and weaknesses.**
- **Bias in traditional evaluations.**

3. Gains:

- **Comprehensive, AI-driven analysis that offers insights without a bias component.**
- **Easy-to-understand visual representation of a company's value proposition.**
- **Swift evaluations can be done in real-time without waiting for reports, hence reducing the turnaround time.**
- **Cost and time savings as compared to manual assessment.**

Value Map:

1. Products & Services:

- **AI-Driven Analysis Tool**
- **Customizable Input Fields allow scalability.**
- **Visual Representation Dashboard offers an easy-to-read Value Proposition Canvas**

2. Pain Relievers:

- **Objective Insights**
- **Speed and efficiency enable instant evaluations**
- **Cost-effective as it provides a premium analysis at a fraction of the cost of traditional consultations**
- **Easy Access & Use**
- **Security & Privacy**

3. Gain Creators:

- **Comprehensive Insights & Strategic Decision Making**
- **Provides businesses with Competitive Advantage**
- **Cost-Effective**
- **Enables predictive decision-making**

Conclusion

The combination of Figma for prototyping and CSS for implementation ensures a visual and functional consistency of the Value Proposition Canvas. With this canvas, businesses can easily identify and align their values, ensuring a fit with their target market's needs and desires.

Potential upgrades:

- **A comparison feature Module that allows businesses to compare their current value proposition with past evaluations.**
- **Integration with other business tools like CRM, analytics tools such as tableau etc., for a holistic evaluation.**

Appendices

A. Figma File Link:

https://www.figma.com/proto/8SCRzkmSDcKUq5tpyS9ydJ/Value-Proposition-Canvas?page-id=0%3A1&type=design&node-id=13-2&viewport=224%2C175%2C0.34&t=l8zpLhWaT3uKjzsE-1&scaling=min-zoom&starting-point-node-id=13%3A2&mode=design

Final Output: