WROOM

*Ideas Amplified with WROOM - Your Personal Writer’s Assistant*

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# 1. Introduction

Dear Reader,

WROOM is a startup looking to create an innovative and comprehensive web application document analysis tool powered by machine learning and text prediction designed for individuals and businesses seeking to create and manage large text-based projects. Access to WROOM would be a significant advantage for individuals working in entertainment, education, research, marketing, sales, or copywriting.

The primary function of WROOM, as we hope to implement it, is for users to have the ability to upload, analyze, and examine documents of any length using a user-friendly chat-based interface and standard GUI document processing capabilities. Using GPT API, users can analyze the content of their uploaded documents and request informed outputs such as keyphrase extraction, summarization, sentiment analysis and language translation, and all of this with the new query versatility that the GPT-3.5 Turbo API and later releases offer.

Our goal is to make use of the processing, organizing, and deconstructing capabilities of the OpenAI GPT API to assist individuals in the writing process, academic, commercial or creative. We envision this product as a maximally universal tool without large biases towards specific industries and use cases. Applications currently using the GPT-3 API do not allow users to upload documents into their systems for analysis as WROOM proposes to do so. If users were given the ability to upload longer texts such as textbooks, research papers, novels, and marketing reports, it would allow them to process the information more efficiently and incorporate it into their own work.

With an easy-to-use and intuitive user interface, WROOM should provide users with a smart “command find” tool that will provide our users with a range of standard project sorting features such as filtering, searching, and organizing. Additionally, WROOM would offer a document editor with standard editing tools allowing users to create new documents within the application. With WROOM, you could harness the latest AI technology to become more productive and efficient, giving them a competitive edge.

Our goal is to raise capital in a pre-seed round by delivering a comprehensive package consisting of a business plan together with a letter of intent, LOI, from a software agency declaring readiness to develop the application once funds are secured. The documents will also need to include a budget estimate from the software agency and a proposed roadmap, together with a detailed outline of the technological approach to development.

Best regards,

| **Karl White**  Founder, CEO  karl.white@wroom.ai  (626) 567-2281 | | |  | **Charles Halbeck**  Founder  charles.halbeck@wroom.ai  (314) 580-5453 | | |
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Karl White and Charles Halbeck are producers, writers, and entrepreneurs who have thrived in the highly competitive entertainment industry in Los Angeles for the past 10 years. During that time, they collectively worked on major Hollywood productions at Showtime, Fox Studios, and Apple TV. With their knowledge of the job market that accompanies the film industry, they aim to help their community by launching tools to make working with large and complex text more accessible and efficient.

# 2. Key features

*Reference Pool*: Once a document or documents are uploaded to the application, users will be able to use WROOM's Reference Pool feature to select specific documents to be used as a source for informing ChatGPT outputs. This feature provides users with greater control over the AI-generated content, allowing them an added ability to focus the powers of the AI, and can help them produce higher quality, more accurate, and more relevant outputs. This could work by allowing the user to toggle on or off specific documents on a minimizable menu, narrowing the scope of the AI’s references. Giving the user control over the AI’s Reference Pool will combat content drift and output degradation.

*Chatbot:* WROOM’s document editors will feature a minimizable/expandable chatbot popover that allows users to perform GPT queries without leaving the document editor. This feature can save users time and make it easier to get the information they need. It allows the user to query for keyword and keyphrase extraction, summarization, sentiment analysis, language translation, and other GPT API capabilities. For every document’s chatbot, there is a chat history that can be easily searched and edited by the user.

*Highlight & Query*: This is a powerful feature that allows users to choose a specific section of a document they want the AI to work on. Users can simply highlight the text they want to modify, and the AI will use the highlighted text as part of the input prompt when the user makes queries. The chatbot will generate outputs pertaining only to the highlighted text. As an example of functionality; this will allow users the option to translate small portions of text into a different language, change the perspective from first person to third person, rephrase for clarity, or offer general feedback. This feature is designed to make editing and modifying small portions of text within a document easier, faster, and more accurate avoiding the hassle of copying and pasting excerpts from the document into the chatbot.

*Add to Document:* This button is a part of every output generated by the AI. When clicked, it automatically copies the text of the chatbot's output and pastes it into the user’s document, at the location of the user’s cursor.

*Project Dashboard*: WROOM's project dashboard is where the files are located with a standard filing system. It has a toggleable view mode that includes a tree diagram "Branch View" that shows how documents are linked together. This feature can help users better understand the structure of their project and navigate through it more easily.

# 3. Target audience

WROOM is designed for those who need to work with large and/or complex texts. It would appeal, for example, to media and entertainment professionals who need to extract essential information from books, marketing analysts who require data-driven insights, legal professionals who need to present concise case summaries, and students and teachers who want to have a better understanding of their textbooks or make lesson planning more engaging. Additionally, WROOM's features are helpful for researchers, project managers, content creators, small businesses, and corporations seeking to automate some assistant-type tasks, generating high-quality content efficiently. WROOM is likely to attract users looking to optimize their projects and improve their productivity using the latest AI technology.

# 4. Platforms & supported devices

WROOM is best suited as a web platform, which users can access via their desktop web browser. This approach allows for maximum accessibility, as users can work on their writing projects from any device with an internet connection. As such, there are no specific device requirements for using WROOM, and it should allow comfortable access from any device with a modern web browser.

While WROOM is currently focused on the web platform, it is possible that the app may expand to other platforms down the line, such as mobile applications. At this time there are no plans for developing a native application. All of this is dependent on the needs of the user base and the resources available for development.

# 5. Monetization strategy

WROOM could offer a hybrid model that combines a subscription-based approach with token limits to provide users with more flexibility and control over their usage. Users could choose a subscription plan that includes a specified allotment of tokens, which can be used to access various features and services of the app, with each token corresponding to a certain number of ChatGPT API requests. Here's an example of possible pricing:

*Free Sign-Up:* $0 - Includes 50,000 tokens upon sign-up. This level should allow users to upload and analyze up to several short documents. Allowing them to gain an appreciation for and understanding of the value of WROOM. [The token cost is $0.10 per new account.]

*Basic subscription:* $9.99/month or a discounted $99/year - Includes a 250,000 token limit per month. This level should allow users to upload and analyze up to 50,000 words per month, 50 articles per month, 10 research papers per month, or several chapters of a book per month.

*Pro subscription:* $19.99/month or a discounted $199/year - Includes a 500,000 token limit per month. This level should allow users to upload and analyze up to 100,000 words per month, 100 articles per month, 20 research papers per month, or 1 book per month.

*Premium subscription:* $49.99/month or a discounted $499/year - Includes a 1,250,000 token limit per month. This level should allow users to upload and analyze up to 250,000 words per month, 250 articles per month, 50 research papers per month, or 2.5 books per month. Premium users can also purchase additional tokens as needed.

Please note that the number of tokens required for analysis may vary depending on the length and complexity of the text being analyzed and that the hypothetical number of books that can be uploaded and analyzed at each level is based on several assumptions and may not accurately reflect the actual number of books that can be analyzed at each level. The Free Sign-Up is meant to provide users with a limited trial version of the product, with the option to upgrade to a paid plan to gain access to monthly-replenishing token supply.

## What would it cost for a user to upload a book to WROOM?

To upload a 100,000-word book to WROOM using the ChatGPT API, you would first need to convert the book into text format. Assuming an average of 5 characters per word, this results in a text size of approximately 500,000 characters.

Next, you would need to tokenize the text, which involves breaking it down into individual words or other meaningful units that the ChatGPT model can process. Depending on the tokenization method used, the resulting token count can vary, but a rough estimate is around 100,000 tokens (one token per word).

To make API requests to the ChatGPT API, you would need to send requests containing the text tokens to the API endpoint. Given the token size and assuming no additional overhead, you would need to send approximately 10 API requests to upload the entire book.

With the current ChatGPT API pricing of $0.002 per 1000 tokens, our rough estimate of **the total cost to upload a 100,000-word book would be approximately $1.20**.

# 6. Key user stories

## Media and Entertainment (Development Executive):

Zach’s user story: As an IP developer, I need to adapt a popular novel into a television series pitch. With Wroom's AI-assistant chatbot, I can quickly extract key plot points, character descriptions, quotes, and all other information from the book, and use them to create a compelling script for the show.

Here is a step-by-step user story for Zach using WROOM to adapt a novel into a television series pitch:

1. Zach navigates to the WROOM website and *logs into his accoun*t.
2. On the *User Dashboard*, Zach creates a *new project* titled "Television Series Adaptation of Fellow Travelers".
3. On the *Project Dashboard*, Zach *uploads* the entire text of the novel “Fellow Travelers by Thomas Mallon” to the WROOM platform, creating a document for that text.
4. Zach creates a *new document* and titles it "Plot Summary" to begin the adaptation process, bringing him to the document editor.
5. Inside the *document editor*: “Plot Summary”
   1. Zach clicks the *Reference Pool* icon, expanding the menu, and *toggles* on the button for the novel document labeled “Fellow Travelers by Thomas Mallon”, cueing the GPT API to consider this text document when generating outputs on this document.
   2. Zach then queries the *chatbot*; "Please list the key plot points and provide brief descriptions of each event."
      * The *chatbot* automatically analyzes the content of the novel and then lists and describes all the key plot points.
   3. Zach copies the chatbot-generated list onto his document where he is able to make notes and edit.
6. Zach exits the document, returning to the *project dashboard*, and creates a *new document* and titles it "Episode Outlines," bringing him to a new *document editor*.
7. Inside the *document editor*: “Episode Outlines”
   1. Zach clicks the Reference Pool and toggles on the button for the documents “Plot Summary” and “Fellow Travelers by Thomas Mallon.”
   2. Zach then queries the chatbot; "Please suggest episode ideas based on the plot points from the novel."
      * The chatbot assistant automatically analyzes the content of the novel and generates a list of potential episode ideas based on the plot list.
   3. Zach copies the chatbot-generated list onto his document and customizes the content to create a comprehensive outline for each episode of the television series.
8. Zach exits the document, returning to the project dashboard, creates a new document and titles it "Fellow Travelers Episode 1 Draft," bringing him to a new document editor.
9. Inside the document editor: “Fellow Travelers Episode 1 Draft”
   1. Zach begins writing his draft of Episode 1 of Fellow Travelers.
   2. Zach clicks the Reference Pool and toggles on the button for the “Episode Outlines” document and the uploaded novel document titled “Fellow Travelers by Thomas Mallan.”
   3. Zach then queries the chatbot; "Please pull dialogue from relevant scenes in the book that could be used in my Episode 1 scenes."
      * The chatbot assistant automatically analyzes the content of the two documents and generates a list of potential quotes from the book and organizes dialogue by scene that appears in the Episode 1 outline.
   4. Zach copies the chatbot-generated list onto his document and customizes the content to include the most impactful and relevant lines of dialogue in each script draft.
10. Zach repeats this process of creating new documents for each stage of the adaptation process, customizing the content generated by the chatbot.
11. When Zach is finished with the adaptation, he exports the final script draft in PDF format and saves them onto his computer.

## Higher Education (Teacher‘s Perspective):

Linda’s user story: As an anthropology professor, I need to find a way to make an ethnography book on Māori people more engaging and accessible for my students. With WROOM I can speed up my lesson planning, which would allow me to customize the content to suit my students' learning needs better.

Here is a step-by-step user story for the interaction with WROOM:

1. Linda navigates to the WROOM website and logs into her account.
2. On the User Dashboard, Linda creates a new project titled "Indigenous Studies Class C 2023”
3. On the Project Dashboard, Linda uploads the entire text “The Maori of New Zealand by Margaret Orbell" to the WROOM platform.
4. Linda creates a new document, titles it “Lesson Plan for The Māori of New Zealand by Margaret Orbell,” bringing her to the *document editor*.
5. Inside the *document editor*:
   1. Linda clicks the *Reference Pool* and toggles on the button for “The Maori of New Zealand by Margaret Orbell," signaling to the GPT API to consider this text document when generating outputs on this document.
   2. Linda queries the *chatbot*; “List all chapters with the main points from each chapter”
      * The *chatbot* assistant automatically analyzes the content of the referenced text and generates a list of all the chapters and the main points from each chapter.
   3. Linda copies the *chatbot*’s summary onto her document and makes additional notes in her document adding her own thoughts to the various chapters and organizing the content she wants to discuss in her class.
   4. Linda decides that she wants to create a lesson plan based on chapter 2 from this text.
   5. Linda queries the *chatbot* a second time; “Write a lesson plan for a 4-hour class on chapter 2 and include possible activities and a learning assessment. Also, suggest an essay question that requires abstract thinking with a rubric.”
      * The chatbot assistant uses its knowledge of the textbook to generate a lesson plan, activities list, assessment ideas, related essay questions, and creates a rubric for the essay assignment.
   6. Linda copies all of this onto the document.
   7. Linda customizes the generated content to her liking.
   8. Linda uploads her customized essay assignment and assessment rubric into canvas and shares it with her students.

# 7. Additional use cases

Wroom has the potential to be utilized for other purposes beyond its original scope, which may not have been foreseen by its founders. These potential use cases could be identified through exploration and experimentation, leading to new opportunities for the application's growth and success.

* A data analyst can systematically generate documents that are of the same type but have unique and relevant context with one query.
* A writer can toggle on Reference Pool documents pertaining to a character’s backstory and traits and ask the chatbot to become their character, so that they can chat with them in order to refine their voice.
* A student can toggle on multiple documents in the reference pool to help find content for a research paper.
* A parent can infinitely generate a weekly meal plan & shopping list based on referenced documents which contain his family’s dietary restrictions, likes & dislikes, and health outcomes.
* A physical therapist could use the tool to store and analyze patient data, using the AI to help with creating an individualized workout plan.
* Journalists could use the tool to fact-check their articles and verify sources by cross-referencing information from their pool.
* A social media marketer can use the tool to generate a variety of post captions and hashtags based on the company's brand values and target audience.
* A language learner can practice writing and speak by toggling on relevant documents and asking the chatbot to correct their grammar and syntax errors.
* A recruiter can generate personalized interview questions for each job candidate based on their resume and its relationship to the job description.
* A scientist can use the tool to analyze and compare large amounts of experimental data and generate insights for further research.

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# 8. Visual aids

A set of Google Documents based WROOM visualizations is available in full resolution in our messaging.

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# 9. Technology stack

## Front-End

* React
* TypeScript
* Vue.js
* TinyMCE

## Back-End

* Ruby on Rails
* Go
* AWS Lambda
* Amazon EC2
* Amazon S3
* Amazon Aurora
* ChatGPT
* GPT Index (LlamaIndex)

# 10. Technological challenges

## Latency

In the context of ChatGPT, latency can be a significant challenge, especially when processing large volumes of text. To address this challenge, efforts will have to be made by the development team to ensure that the user experience will be minimally affected.

## High-capacity text processing and token limits

The token limit is the maximum number of words or tokens that the model can process at a time, and is a major challenge when using GPT to analyze large bodies of text. This can partly be addressed by increasing the size of the model, although it is possible that this would come at the cost of increased latency. Another direction to take towards solving this could be to divide the text into smaller sections and create embeddings using the GPT API with the purpose of relevance analysis when compared to an embedding of the given prompt. A possible tool that could be used here is GPT Index, rebranded as LlamaIndex.

## Pace of change

As we are seeing, OpenAI is employing considerable resources to the development of its GPT LLM. While this can mean new and exciting possibilities, it may also put the product under sustained pressure to integrate the newest features published by OpenAI in case of a feature arms race with the competition.

## Few-shot training of GPT

Few-shot training is a technique of preparing pre-trained LLM (Large Language Model) systems for specific use cases using a limited amount of input from the developer. Different features of the application may require differently tuned chatbots, taking into account whether the task puts priority on creativity or accuracy.

## Language

GPT has the capability to generate content in multiple languages, at this point in time, however, it is unclear whether training data will be added to its subsequent iterations that would cover texts in a larger pool of languages

## Inherent LLM limitations

One possible hurdle for this application of GPT stems from what could be called its original sin. As we know, GPT at its core is a text prediction system able to generate coherent and diverse text. However, it is not designed for or capable of understanding meaning or context of the text it analyzes or generates, relying instead on statistical patterns in the input data to predict the next words in the sequence. As a consequence, the generated text may be inaccurate or irrelevant, but also invented as what is called in AI jargon a hallucination. Since it has been trained on real-world data which reflects societal biases, the resulting answers can contain biases as well.

# 11. Budget & Timeframe for Quotes, MVP Launch, and Development

We are currently in the process of reaching out to investors and are evaluating software development options for our proposed web application, and we would like to request two different budget options from you in order to strengthen our pitch materials.

## Option 1: The "Lightning" package

The first budget option would be a fast and expensive solution that can deliver a viable, marketable application quickly. We understand that this will require a significant investment on our part, but we believe that the benefits of a rapid deployment will give us a strategic advantage against our competitors, thus outweighing the costs. We would like to receive a quote for the following:

* A comprehensive needs analysis and project plan, to be completed within 1 week of contract signing
* A fully functional software solution, to be delivered within 3 months of contract signing
* Ongoing technical support and maintenance for 12 months following the completion of the project

## Option 2: The "Tortoise" package

Our second budget option is for a slower and cheaper solution that can be delivered more gradually. We understand that this will require a longer timeline and may involve some tradeoffs in terms of features or functionality, but we believe that this approach will allow us to stay within more limited budget constraints. We would like to receive a quote for the following:

* A basic needs analysis and project plan, to be completed within 1 week of contract signing
* A minimally viable software solution, to be delivered within 12 months of contract signing
* Ongoing technical support and maintenance for 12 months following the completion of the project
* We appreciate your consideration and look forward to hearing back from you soon.

# 12. Competition analysis

There are several competitors in the AI web application space that offer writing productivity apps with AI, some of which may use OpenAI's GPT API or similar language models. Here are some examples of potential competitors:

## Sci Space Copilot AI

Sci Space Copilot AI (Typeset.io) is an authoring and collaboration solution for researchers. It offers an editor designed for research writing that simplifies version control and collaboration, automates formatting, and publishes instantly in multiple formats. Publishers then get structured metadata from the program. Typeset.io is ideal for academics and researchers who create white papers, teaching material, technical documentation, and journal or research papers as it helps them enhance their workflow and productivity. The founders of Typeset.io struggled with LaTeX and Word while trying to format academic assignments and journal submissions. This led them to realize no one had built a solution for the needs of academics and researchers. Google Docs and Word are unstructured and need continuous re-editing while LaTeX is too complicated for most researchers. Therefore, the founders of Typeset.io created this platform as the ideal bridge – it combines ease of writing and collaboration with the robustness of LaTeX.

*Website:* <https://typest.io>

*Messaging excerpt:* <https://comparecamp.com/typeset-io-reviews-pros-cons-pricing-research-authoring-collaboration-solution/>

*We Are on a Mission to Accelerate Scientific Breakthroughs*

*SciSpace is the easiest way to find, understand, and learn any research paper. For every paper you read, get simple explanations and answers from AI and discover a network of connected and relevant papers — all in one place.*

*We believe scientific breakthroughs are better served when they happen ahead of time. But every day, researchers worldwide waste their precious time sifting the internet for relevant information, formatting and reformatting papers, among other mindless tasks.*

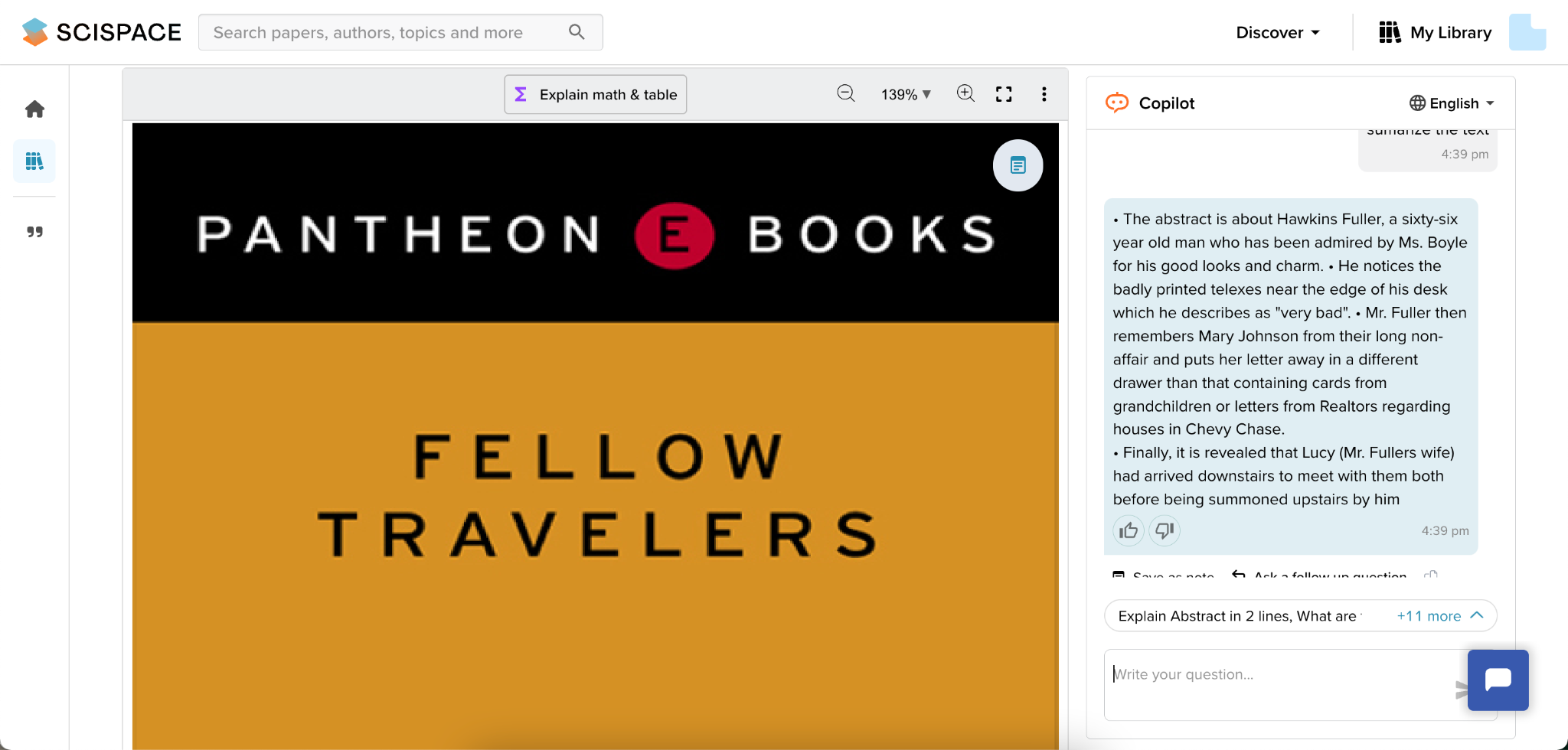
*This is where SciSpace comes in. Our end-to-end purpose-built workspace enables researchers, publishers, and institutions to collaborate and work efficiently, automate repetitive tasks, and discover information quickly. As a repository of research papers across domains — with metadata of 200 million+ papers and 50 million+ Open Access full-text PDFs, we are dedicated and focused on designing features that simplify research discovery and learning.*

*Slogan:* "Accelerate your research journey with Sci Space Copilot AI."

*Features:* Sci Space Copilot AI offers AI-powered suggestions for improving research quality, optimizing data analysis, and simplifying scientific language. It also provides a plagiarism checker and insights into research habits and trends.

*Pricing:* Sci Space Copilot AI offers a free version with limited features, as well as paid plans that range from the “Reasearcher” option at $96 per user/per year to the most popular “Team” option at $144 per user/per year.

*Packaging:* Sci Space Copilot AI is available as a desktop app and a web-based platform.

*Branding:* Sci Space Copilot AI's branding is new and a bit messy. They are undergoing a complete rebrand from typeset.io to Sci Space with their AI powered research assistant called Copilot. 

*Value proposition:* Sci Space Copilot AI's value proposition is to provide a comprehensive research assistant that can help researchers optimize their research quality, data analysis, and communication.

*Market Share:* Sci Space Copilot AI is a new player in the research productivity space and is gaining momentum with its innovative features.

*Customer Base:* Sci Space Copilot AI's customer base includes researchers, scientists, and academics in various fields of study. They also sell directly to research institutions like colleges and to publishing journals.

*Geographical Reach:* Sci Space Copilot AI is available worldwide and supports multiple languages.

*Strengths:* Sci Space Copilot AI's AI-powered research assistant is highly accurate and provides a comprehensive set of features for improving research quality. It also has a competitive pricing structure and is available on multiple platforms.

*Weaknesses:* Sci Space is poorly run and attempting to rebrand currently. Copilot AI is a new feature released in the last year.

*Opportunities:* Expand into new markets such as other realms of publishing. Fix their branding issues. Increase the capabilities and effectiveness of their AI tools.

## Upwork

Upwork is a global freelancing platform that connects businesses with independent professionals, allowing them to collaborate and work together on projects of various sizes and complexity. It offers a range of tools and features that simplify the process of hiring and managing freelancers, including project management, time tracking, invoicing, and communication tools.

*Website:* <https://www.upwork.com/>

*Mission Statement:* Upwork's mission is to create economic opportunities so that people have better lives.

*Slogan:* "Get more done with Upwork"

*Features:* Upwork offers a range of features that help businesses find and hire the right freelancers for their projects, including:

* Talent search: A powerful search engine that allows businesses to find freelancers based on their skills, experience, and location.
* Project management tools: A suite of project management tools that allows businesses to collaborate with freelancers, assign tasks, set milestones, and track progress.
* Time tracking and invoicing: Time tracking tools that allow freelancers to log their hours and submit invoices to clients, streamlining the payment process.
* Communication tools: Built-in messaging tools that enable businesses to communicate with freelancers in real-time, ensuring efficient communication throughout the project.

*Pricing:* Upwork charges a fee of 3% on all client payments. Freelancers are charged a sliding service fee based on their earnings on the platform, starting at 20% for the first $500 earned from a client and decreasing to 5% for earnings over $10,000. However, the pricing is set as a negotiation between employer and freelancers on an hourly rate.

*Packaging:* Upwork is available as a web-based platform and as a mobile app for iOS and Android devices.

*Branding:* Upwork's branding is simple and straightforward, with a focus on simplicity, efficiency, and collaboration.

*Value proposition:* Upwork's value proposition is to provide businesses with access to a vast pool of global talent and to simplify the process of finding, hiring, and managing freelancers.

*Market Share:* Upwork is a leading player in the global freelancing market, with a market share of around 15%.

*Customer Base:* Upwork's customer base includes businesses of all sizes and industries, from startups to Fortune 500 companies, as well as freelancers from around the world.

*Geographical Reach:* Upwork is available worldwide and supports multiple languages.

*Strengths:* Upwork's strengths include its vast pool of global talent, easy-to-use platform, and suite of tools and features that streamline the hiring and management of freelancers.

*Weaknesses:* Upwork faces competition from other global freelancing platforms, and its pricing structure may be a barrier to some businesses and freelancers.

*Opportunities:* Upwork has the opportunity to expand into new markets and industries, develop new tools and features, and improve its user experience to attract and retain more customers.

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# 13. List of features

## Must-have features

* Upload documents for use by the GPT API
* Compatibility with: .pdf, .epub, .doc, .txt
* Reference Pool scoping to create stronger outputs
* Chatbot query system
* Standard word processor
* Save documents/storage
* Data security
* Project management
* Login & signup
* OAuth authentication

## Should-have features

* Expanded word processor
* File search and filtering system
* Printing
* PDF generation
* Analytics and reporting

## Could-have features

* Branch View to show the relationship between each document in the project
* Collaboration features
* Personalization

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# 14. Localization strategy

We propose a localization strategy for the WROOM web application to make it available and easily understood by English speakers as well as Spanish speakers in Latin America and Spain, Hindi speakers in India, and Mandarin speakers in China. Our goal is to ensure that the application is accessible to a wider audience and aligned with local cultural expectations. However, we understand that there are limited starting funds available for this project. Therefore, we propose a phased approach to localization that will enable us to minimize costs and prioritize the most critical aspects of the project.

## Phase 1: English Localization

In the first phase, we will focus on localizing the application for English speakers. This will enable us to provide value to a significant portion of the target audience without incurring the high costs of translating into additional languages. We will also conduct user testing to ensure that the application is easily read and understood by both native and non-native English speakers.

## Phase 2: Hindi, Mandarin, and Spanish Localization

In the second phase, we will focus on localizing the application for Hindi, Mandarin, and Spanish speakers. For this phase, we will use machine translation to minimize costs. We will conduct research on the cultural norms and values of Hindi, Mandarin, and Spanish speaking countries and adapt the application's design, content, and tone accordingly. We will hire professional translators to ensure accurate translations and cultural adaptation. We will also conduct user testing to ensure that the localized versions of the application are aligned with local cultural expectations and easily understood by the target audience.

*We believe that our proposed phased approach to localization will enable us to provide value to a wider audience while minimizing costs and prioritizing the most critical aspects of the project. We look forward to working with you to implement this strategy and to continuously improve the localized versions of the application.*

# 15. User stories

## Education (Teacher’s Perspective)

Gary’s user story: As an AP US history teacher, I need to find a way to make my history textbook more engaging and accessible for my students. Using Wroom's reference pool and chatbot, I can quickly identify key concepts and events in the text to speed up my lesson planning, which would allow me to customize the content to better suit my students' learning needs.

Here is a step-by-step user prototype for the interaction with WROOM:

1. Gary navigates to the WROOM website and logs into his account.
2. On the User Dashboard, Gary creates a new project titled "AP US History Class B 2023”
3. On the Project Dashboard, Gary uploads the entire textbook “A People’s History of the United States By Howard Zinn" to the WROOM platform creating a document for that text.
4. Gary creates a second new document, titles it “Syllabus” bringing him to the document editor.
5. Inside the document editor:
   1. Gary clicks the Reference Pool and toggles on the button for “A People’s History of the United States By Howard Zinn" cueing the GPT api to consider this text document when generating outputs on this document.
   2. Gary types out his learning objectives for the class onto the document.
   3. Gary queries the chatbot; “create a lesson plan for the 9-month course that meets daily for one hour”
      * The chatbot assistant automatically analyzes the content of the scoped textbook and the learning objectives already written on the document and generates a corresponding lesson plan that breaks down the textbook into teachable chunks.
   4. Gary copies the chatbot lesson plan onto his document and customizes the content to better suit his students' learning needs and his teaching style.
   5. Gary queries the chatbot a second time; “Create a list of 5 group activities that will effectively demonstrate the knowledge acquired by students from Chapter 2.”
      * The chatbot assistant uses its knowledge of the textbook to generate a list.
   6. Gary copies option 4 onto his syllabus for week 2.
   7. When Gary is finished customizing his syllabus, he exports the document in PDF form and it saves directly onto his computer.

## Higher Education (Student’s Perspective)

Max user story: As a student in a childhood development psychology undergrad class, I need to write a comprehensive essay on the effects of stress on healthy development of adolescence. Using Wroom's reference pool and chatbot, I can quickly identify and extract relevant information from a wide range of sources, including academic articles, research studies, and psychological literature, to build a strong argument and support my thesis. This would allow me to create a cohesive and well-informed essay, with accurate data and evidence to back up my claims. It would also help me to structure and organize my thoughts more effectively, making the writing process less overwhelming and more manageable.

Here is a step-by-step user story for the interaction with WROOM:

1. Max navigates to the WROOM website and logs into his account.
2. On the User Dashboard, Max creates a new project titled "Essay on the effects of stress on healthy development in teenagers”
3. On the Project Dashboard, Max uploads the entire text of a research study titled “Adolescent Stress and Vulnerability to Psychopathology: The Intersection of Stressful Life Events and Symptoms on Brain and Behavior: Journal of Adolescent Health" to the WROOM platform creating a document for that text.
4. On the Project Dashboard, Max uploads a second document titled “Stress and the Developing Adolescent Brain: Journal ‘Neuroscience’” to the WROOM platform creating a document for that text.
5. On the project Dashboard, Max uploads a third document, a book titled “Stress and Coping in Adolescence by Richard J. Contrada,” to the WROOM platform creating a document for that text.
6. Max creates a new document and titles it “literature and research review” bringing him to the document editor.
7. Inside the *document editor*:
   1. Max clicks the Reference Pool and toggles on the button for the document “Adolescent Stress and Vulnerability to Psychopathology: The Intersection of Stressful Life Events and Symptoms on Brain and Behavior: Journal of Adolescent Health" cueing the GPT API to consider this text document when generating outputs on this document.
   2. Max queries the chatbot; “List the main points from the study”
      * The chatbot assistant automatically analyzes the content of the scoped text and generates a list of all the main points from the study.
   3. Max copies the chatbot generated list onto his document and customizes the content to focus on the key points he wants to discuss in his essay.
   4. Max queries the chatbot again; “please pull direct quotes taken from research subjects.”
      * The chatbot assistant automatically lists the quotes it finds within the text screening for those specifically from research subjects.
   5. Max clicks *add to document* for 2 quotes that he wants to reference in his essay.
   6. Max organizes the information he’s gathered so far.
   7. Max clicks the Reference Pool and this time toggles off “Adolescent Stress and Vulnerability to Psychopathology: The Intersection of Stressful Life Events and Symptoms on Brain and Behavior: Journal of Adolescent Health” and toggles on “Stress and the Developing Adolescent Brain: Journal ‘Neuroscience’” changing the scope of the chatbot’ s focus.
   8. Max queries the chatbot again; “Please summarize findings from this study and include notes on the methodology.”
      * The chatbot assistant automatically scans through the uploaded text and writes out the requested information.
   9. Max clicks *add to document* and Wroom copies the information onto his document.
   10. Max clicks the Reference Pool again and this time toggles off “Stress and the Developing Adolescent Brain: Journal ‘Neuroscience’” and toggles on “Stress and Coping in Adolescence by Richard J. Contrada” changing the scope of the chatbot’s focus.
   11. Max queries the chatbot again; “Please find direct quotes relating to the differences between how teen boys and teen girls cope with the stress of school work.”
       * The chatbot assistant automatically scans through the uploaded text and lists 7 different excerpts from the book.
   12. Max copies the 3rd excerpt and the 6th excerpt into his document.
   13. Max clicks the Reference Pool again and this time toggles off “Stress and Coping in Adolescence by Richard J. Contrada” changing the scope back to its base form.
   14. Max then writes his essay now armed with his gathered information.
   15. Max is nearly finished with his essay but is stuck on his concluding paraphrase. He queries the chatbot again; “can you write out a concluding paragraph based on my essay.”
       * The chatbot assistant generates a paragraph that corresponds directly to the information in Max’s essay.
   16. Max copies the paragraph and rewrites it to match his style of writing and his voice.
   17. Max clicks the Reference Pool again and this time toggles on all three documents changing the scope of the chatbot’s focus to include his entire gathered resources.
   18. Max queries the chatbot one last time; “please generate a citation list for my essay in MLA format.”
       * The chatbot automatically generates a perfect citation list that details all three sources.
   19. Max copies the list onto the bottom of his document.
   20. Max exports the document as a .doc file and saves it to his desktop to be turned in on Monday.

## Marketing (Market Researcher)

Carlos’s user story: As a marketing analyst, I need to gather insights on consumer behavior in the food industry. Using Wroom's reference pool and chatbot, I can quickly identify and analyze relevant information from a wide range of sources, and use it to develop a data-driven marketing strategy for my client.

Here is a step-by-step user story for the interaction with WROOM based on the user story you provided:

1. Carlos, a marketing analyst, navigates to the WROOM website and logs into their account.
2. On the User Dashboard, Carlos creates a new project titled "Food Industry Consumer Behavior Analysis."
3. On the Project Dashboard, Carlos uploads a variety of relevant documents to the WROOM platform, including “consumer research reports”, “industry trend analyses”, and “social media listening reports”, creating a separate document for each source.
4. Carlos creates a new document titled "Consumer Behavior Insights," bringing them to the document editor.
5. Inside the document editor: “Consumer Behavior Insights”
   1. Carlos clicks the *Reference Pool* and toggles on the button for all of the uploaded documents, cueing the GPT API to consider all of these documents when generating outputs on this document.
   2. Carlos queries the chatbot, "What are the top 5 food trends in the industry right now?"
      * The chatbot assistant automatically analyzes the content of the scoped documents and generates a list of the top 5 food trends in the industry, along with relevant statistics and consumer insights.
   3. Carlos clicks *add to document* and Wroom copies the chatbot-generated content onto their document.
   4. Carlos edits and organizes the information from the bullet points into a cohesive analysis of the food industry trends.
   5. Carlos queries the chatbot again, "What are the top 3 consumer concerns related to food safety?"
      * The chatbot assistant uses its knowledge of the scoped documents to generate a list of the top 3 consumer concerns related to food safety, along with supporting data and statistics.
   6. Carlos copies the chatbot-generated content onto their document and customizes it to focus on the most relevant concerns for their client.
   7. Carlos organizes the information from the bullet points into a cohesive analysis of the food safety concerns.
   8. Carlos toggles off the documents “consumer research reports” and “industry trend analyses” leaving just “social media listening reports” toggled on
   9. Carlos queries the chatbot again, "What are the most popular social media platforms for food-related content, and what types of content are consumers engaging with the most?"
      * The chatbot assistant uses its knowledge of the scoped social media listening reports to generate a list of the most popular social media platforms for food-related content, along with the types of content that consumers are engaging with the most.
   10. Carlos copies the chatbot-generated content onto their document and customizes it to focus on the most relevant social media platforms and content types for their client.
   11. Carlos organizes the information from the bullet points into a cohesive analysis of the social media trends.
   12. Carlos toggles back on the documents “consumer research reports” and “industry trend analyses.”
   13. Carlos queries the chatbot one final time, "What are some recommendations for a data-driven marketing strategy based on these insights?"
       * The chatbot assistant uses its knowledge of the gathered insights to generate a set of recommendations for a data-driven marketing strategy, including specific tactics and channels to use for targeting consumers in the food industry.
   14. Carlos copies the chatbot-generated content onto their document and customizes it to create a final report for their client.
   15. Carlos exports the document in PDF form and saves it to their computer to share with their client.

## Legal Services (Paralegal)

Justin’s user story: As a paralegal, I need to review a complex court case and summarize the key arguments and rulings for my supervising attorney. Using Wroom's reference pool and chatbot, I can quickly identify and extract relevant sections of the case, and present them in a clear and concise format for my attorney's review.

Here is a step-by-step user story for the paralegal's interaction with WROOM:

1. Justin, a paralegal, navigates to the WROOM website and logs into his account.
2. On the User Dashboard, Justin creates a new project titled "Smith v. Jones Case" and uploads the entire court case document to the WROOM platform.
3. Justin creates a new document and titles it "Smith v. Jones Case Summary" which brings them to the document editor.
4. Inside the *document editor*: “Smith v. Jones Case Summary”
   1. Justin clicks the Reference Pool and selects the "Smith v. Jones Case" document as the scope of the AI.
   2. Justin queries the AI assistant with the question, "What are the key arguments presented by both sides in the case?"
      * The AI assistant analyzes the document and generates a list of the key arguments from both sides.
   3. Justin reviews the list and selects the most relevant arguments to include in their summary. They copy and paste those arguments into the "Smith v. Jones Case Summary" document and format them in a clear and concise manner.
   4. Justin queries the AI assistant again, this time asking, "What were the key rulings made by the court in this case?"
      * The AI assistant analyzes the document and generates a list of the key rulings made by the court.
   5. Justin reviews the list and selects the most relevant rulings to include in their summary. They copy and paste those rulings into the "Smith v. Jones Case Summary" document and format them in a clear and concise manner.
   6. Justin organizes the information in the "Smith v. Jones Case Summary" document in a logical and easy-to-read format.
   7. Justin proofreads the summary and makes any necessary edits to ensure that it accurately represents the key arguments and rulings in the case.
   8. Justin exports the "Case Summary" document as a PDF and sends it to their supervising attorney for review.

## Non-profit and Advocacy (Environmental Policy Advocate)

Nell’s user story: As a member of a non-profit organization focused on climate change, I need to gather information and data on the impact of carbon emissions on the environment. Using Wroom's reference pool and chatbot, I can quickly identify and extract relevant information from a wide range of sources, and use it to create compelling and fact-based messaging for our advocacy campaigns.

Here is a step by step user story for the interaction with WROOM:

1. Nell, an organizer for a non-profit organization focused on climate change, navigates to the WROOM website and logs into her account.
2. On the User Dashboard, she creates a new project titled "Impact of industrial rocket carbon emissions on the environment."
3. On the Project Dashboard, she batch uploads a list of sources, including “Environmental impact of rocket launches: A review,” “U.S. Global Change Research Program National Climate Assessment,” and “Rocket Emissions and Climate Change: What's the Connection?,” to the WROOM platform, creating documents for each source.
4. Nell creates a new document titled "Research and Data on Rocket Carbon Emissions" bringing her to the document editor.
5. Inside the document editor: “Research and Data on Rocket Carbon Emissions”
   1. Nell clicks the Reference Pool and selects all the documents they uploaded, cueing the GPT API to consider all of these documents when generating outputs on this document.
   2. Nell queries the chatbot; "Pull all the data collected from the different sources on rocket carbon emissions."
      * The chatbot assistant automatically analyzes the content of the scoped documents and lists data pulled directly from the uploaded documents.
   3. Nell copies the chatbot generated list onto her document and customizes the content to focus on the key points they want to emphasize in their advocacy campaigns.
   4. Nell organizes the information into different sections, such as "Effects on Air Quality" and "Impact on Biodiversity."
   5. Nell queries the chatbot again; "Can you generate some statistics on the current state of carbon emissions and their impact on the environment?"
      * The chatbot assistant automatically generates a list of general statistics and data points from relevant sources related to carbon emissions and their environmental impacts from the internet.
   6. Nell copies the relevant statistics onto her document and incorporates them into the appropriate sections.
   7. Nell exits the document editor and returns to the Project Dashboard.
6. On the Project Dashboard, Nell creates a new document titled "Reduce Rocket Emissions Campaign" bringing them to the document editor.
7. Inside the document editor: “Reduce Rocket Emissions Campaign”
   1. Nell clicks the Reference Pool and toggles on the “Research and Data on Rocket Carbon Emissions” document.
   2. Nell queries the chatbot; "What are some effective solutions to reduce carbon emissions?"
      * The chatbot assistant generates a list of potential solutions to reduce carbon emissions, such as renewable energy sources and sustainable transportation, that could offset the carbon emissions generated by rockets.
   3. Nell copies the list onto her document and uses it to inform her advocacy campaign’s messaging.
   4. When Nell is finished customizing her “Reduce Rocket Emissions Campaign” document, she exports it as a PDF file and shares it with her team to inform their advocacy outreach.

## Creative Writing (Novelist)

Symone’s user story: As a fantasy writer, I need to build a comprehensive magic system for my novel series. Using Wroom's reference pool and chatbot, I can quickly identify and extract relevant information from a wide range of sources, including folklore, mythology, and historical accounts, to inform the development of my magic system. This would allow me to create a cohesive and unique magical world, with consistent rules and limitations, that enhances the plot and characters in my novels.

Here is a step-by-step user story for the interaction with WROOM:

1. Symone navigates to the WROOM website and logs into her account.
2. On the User Dashboard, Symone creates a new project titled "Magic System for Untitled African Fantasy Novel."
3. On the Project Dashboard, Symone creates a new document titled "Magic System Overview" bringing her to the document editor.
4. Inside the document editor:
   1. Symone queries the chatbot; “What are the common elements of magic systems found in popular fantasy novels?"
      * The chatbot assistant automatically analyzes the data it has access to and generates a list of common elements in popular magic systems.
   2. Symone copies the chatbot generated list onto her document and customizes the content to focus on the elements she wants to include in her story.
   3. Symone exits the document editor and returns to the Project Dashboard.
5. On the Project Dashboard, Symone creates a new document titled "African Folklore and Mythology" bringing them to the document editor.
6. Inside the document editor: “African Folklore and Mythology”
   1. Symone queries the chatbot: “list the main religions created in central Africa.”
      * The chatbot automatically generates a list of relevant religions.
   2. Symone copies one of the suggestions, “Orisha,” to her document.
   3. Symone queries the chatbot again: “tell me about the Orisha religion.”
      * The chatbot creates a summarized description of ethnographic information about the Orisha religion and the Yoruba people.
   4. Symone copies this information into her document.
   5. Symone queries the chatbot again: “List the gods and goddesses of the Orisha religion.”
      * The chatbot generates the list.
   6. Symone copies the list of gods and goddesses to her document.
   7. Symone queries the chatbot; “Can you provide examples of how magic was used by the Yoruba people?”
      * The chatbot assistant automatically scans through the historical sources and lists examples of how magic was used in the past.
   8. Symone copies the chatbot generated list onto their document and customizes the content to focus on the examples that align with their novel's world.
   9. Symone exits the document editor and returns to the Project Dashboard.
7. On the Project Dashboard, Symone renames the “African Folklore and Mythology” document to “Orisha Folklore and Mythology”
8. Symone then clicks on the document titled "Magic System Overview" bringing her back to that document’s document editor.
9. Inside the document editor: “Magic System Overview”
   1. Symone clicks the Reference Pool and toggles on the button for “Orisha Folklore and Mythology,” cueing the GPT API to consider this when generating outputs on this document.
   2. Symone queries the chatbot again; “Can you help me brainstorm unique limitations and rules for my magic system?”
      * The chatbot assistant generates a list of limitations and rules based on the information from the scoped document and the user's previous requests.
   3. Symone copies the list onto their document and customizes the content to better fit her vision for the novel's world and themes.
   4. Symone clicks the Reference Pool and toggles on all relevant documents to ensure that the chatbot assistant has the best possible understanding of the magic system's context.
   5. Symone writes a detailed overview of her magic system and how it will be integrated into their novel series, using the information gathered from the sources and chatbot generated lists.
   6. User reviews and edits her overview, adjusting the language and tone as needed.
   7. Symone exports the document as a PDF and saves it for future reference.

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# 16. User personas

## Jeremy Stone

*Age:* 36

*Occupation:* Working actor aspiring to be a professional writer

*Marital status:* Has a committed boyfriend

*Location:* Los Angeles, CA

*Biography:*

As a working actor and massage therapist, I have always had a love for the creative arts and storytelling. My ultimate goal is to become a successful writer and share my unique voice with the world. Despite having written several screenplays, I find myself struggling to bring my stories to completion and craft compelling narrative arcs. I am determined to develop my skills as a writer and turn my passion into a fulfilling career. I am constantly seeking growth and new ways to bring my stories to life.

*Pain point:*

As a full-time working actor and massage therapist, I face many challenges in my pursuit of becoming a successful writer. I often struggle with creating stories that have clear and compelling narrative arcs. I may not always take constructive criticism and guidance from others in the industry, as I rely heavily on my own intuition and vision for my work. Balancing my day job with my writing aspirations leaves limited time for me to develop my skills and bring my stories to life. These challenges can lead to feelings of self-doubt and frustration, but I remain determined to overcome them and achieve my goals in the world of writing.

*Goals:*

My ultimate goal as a writer is to bring my unique perspective and voice to the world, and to create stories that resonate with audiences and spark meaningful discussions about the social issues that matter most to me. I want to push boundaries, challenge the status quo, and leave a lasting impact on the world through my writing. I am determined to overcome the challenges I face and make a name for myself in the industry, and to one day be recognized as a professional writer who makes a difference through my work.*Archetype:* Aspiring Professional Writer

Jeremy could possibly be seen as the archetypal "Artist in Search of Inspiration." This archetype represents creative individuals who struggle to find their voice and bring their unique vision to the world, often facing challenges such as rejection and self-doubt along the way.

*Personal quote:*

"I may face rejection and self-doubt, but I won't let that stop me from bringing my stories to life. I will persist in my pursuit of my passion, and I know that one day my voice will be heard."

*Motivation rating:* 21/30

*Motivation scale:  
6/30 = Minimal Interest  
12/30 = Possible Interest  
18/30 = Medium Interest  
24/30 = Strong Interest  
30/30 = Maximal Interest*

* Incentive: 4/5
  + As someone still developing his process he is looking for tools and resources to help him finish scripts. A free trial will allow him to test if it works for him or not.
* Fear: 3/5
  + Potential fear that he won’t finish a script without help
  + Afraid he won’t be able to create compelling stories without help
  + Afraid he doesn’t stack up against other writers
* Achievement: 4/5
  + This app could help him achieve his goal of becoming a working screenwriter.
  + Help him achieve recognition and success as a creative and storyteller
* Growth: 4/5
  + This app could help him become a stronger writer
  + This app could help him
* Power: 3/5
  + No significant gain of power in the industry or field, but wants a more efficient way to develop a story
* Social: 2/5
  + No significant social pressures to use this app, but is curious about it.

*Personality:*

*Based on Myers-Briggs Personality Scores.*

| Extrovert  Sensing  Thinking  Judging | - - - \* -  - - - - \*  - - - \* -  - \* - - - | Introvert  Intuition  Feeling  Perceiving |
| --- | --- | --- |

*Technology skills:*

| IT & Internet  Software  Mobile apps  Social networks | - - \* - -  - - \*- -  - - - \* -  - - - \* - |  |
| --- | --- | --- |

## 

## Kevin Joneshttps://p0.pikist.com/photos/167/487/black-man-african-american-male-african-american-male-model-black-men-person-adult-african-young-smile.jpg

*Age:* 29

*Occupation:* Writer’s Assistant

*Marital status:* Has a girlfriend

*Location:* Los Angeles, CA

*Bio:*

Hi, I'm Kevin Jones, born and raised in Los Angeles, California. I currently work as a writer's assistant in a TV show writers' room. My role involves taking notes during pitch sessions and creating organized reference materials for the writers to use. I use the Otter.AI app to record the sessions and then refine the messy transcripts into clear and concise documents.

Being a writer's assistant has allowed me to develop strong attention to detail and an understanding of the creative process. I enjoy being a part of the writers' room and contributing to the development of the show in my own way. I'm passionate about writing and hope to one day have the opportunity to pursue it more fully.

*Pain point*:

As a writer's assistant, I often work long and demanding hours that can stretch up to 12 hours a day. My first shift is spent in the writers room, where I take detailed notes on the pitch sessions and record them using the Otter.AI app. After the first shift, I then have to spend an additional 5-8 hours refining the messy transcripts into organized and readable documents that can be submitted to the writers that night. The work can be challenging, but I am committed to providing the best support to the writers and making sure that their creative vision is accurately reflected in the notes. Despite the long hours and demanding workload, I am passionate about my job and look forward to the opportunity to further develop my skills and contribute to the success of the show.

*Goals:*

I aspire to become a writer myself one day and I believe my current job as a writer's assistant is the perfect stepping stone. I plan to learn from my experiences in the writers room and make the most of every opportunity to grow my skills. I am determined to work hard and continuously improve, with the goal of moving up the ranks to become a staff writer in the next few years.

*Archetype:* Writer’s assistant (Apprentice)

As a writer's assistant, Kevin's archetype could be seen as the "Apprentice." This archetype represents someone who is eager to learn and grow in their field, and is willing to work hard and make sacrifices in order to achieve their goals. In Kevin's case, he is passionate about writing and is dedicated to improving his skills in order to achieve his dream of becoming a writer himself. This makes him a classic example of the Apprentice archetype.

*Personal quote:*

"I believe that hard work and determination are the keys to success. I may be a writer's assistant now, but I won't let that stop me from pursuing my dream of becoming a writer. Every day is an opportunity to learn and grow, and I'm always striving to make the most of it."

*Motivations:* 28/30

*Motivation scale:  
6/30 = Minimal Interest  
12/30 = Possible Interest  
18/30 = Medium Interest  
24/30 = Strong Interest  
30/30 = Maximal Interest*

* Incentive: 5/5
  + Considering his interest in Ai and new tech he will probably be willing to at least check it out and try it if there is a free trial.
* Fear: 5/5
  + A little fear of missing out on new tech that could improve his ability to write and pitch new story ideas faster.
* Achievement: 5/5
  + Has a strong desire to move up within the industry.
  + Likely to take full advantage of any opportunity.
  + If this app makes him even 1% better than he is now he is likely to buy it.
* Growth: 5/5
  + He is very interested in growing his writing and producing career.
  + He wants to continue developing his craft and improving it.
* Power: 5/5
  + Is seeking to move up in the industry and gain more power and responsibility.
* Social: 3/5
  + Some social pressure to use Ai tools as he sees the value in ai tools and wants to be on the vanguard of any new advancements.
  + Also feels pressure to perform for his bosses and would like the help Ai can offer in completing his job more efficiently.

*Personality:*

*Based on Myers-Briggs Personality Scores.*

| Extrovert  Sensing  Thinking  Judging | - \* - - -  - - - \* -  - - \* - -  - \* - - - | Introvert  Intuition  Feeling  Perceiving |
| --- | --- | --- |

*Technology skills:*

| IT & Internet  Software  Mobile apps  Social networks | - - - - \*  - - - - \*  - - - - \*  - - - \* - |  |
| --- | --- | --- |

## 

## Madison Green

*Age:* 31

*Occupation:* TV Screenwriter and Co-producer

*Relationship status:* Married

*Location:* Los Angeles, CA

## *Bio:*

Hello my name is Madison! I am a TV screenwriter in my 30s, with a passion for storytelling that brings people together. I work in a fast-paced, creative environment, surrounded by a talented team of writers in a writers room. My strength is writing romantic and emotional scenes that resonate with audiences, capturing their hearts and making them feel something real.

I approach each day with energy and excitement, bringing a bubbly personality to the room. Despite my lighthearted demeanor, I am smart, professional, and always striving to push my own limits and improve my craft. Whether I'm brainstorming with my colleagues, developing characters, or writing dialogue, I am always focused on delivering the best possible story for our viewers.

I take pride in my ability to write stories that are both entertaining and meaningful, exploring the complexities of human relationships and emotions with nuance and empathy. I am grateful to be a part of this industry, and I look forward to continuing to write and grow as a screenwriter for years to come.

## *Pain point:*

As a screenwriter in a fast-paced writers room, I've faced my fair share of challenges. One of the biggest obstacles I've encountered is writer's block. With the pressure to constantly come up with new ideas and keep the story moving forward, it's not uncommon to hit a creative roadblock every once in a while.

Also, time constraints and deadlines can be tough to manage. It's a delicate balance to write quickly and still maintain the quality of my work. But despite these challenges, I love what I do and I'm always striving to push myself and deliver the best possible content for our viewers.

## *Goals:*

My goal is to write impactful, heart-warming stories that move audiences and leave a lasting impression in the world of television.

## *Archetype:* Romantic Idealist & middle career staff writer

As a screenwriter specializing in romantic and emotional scenes, she is driven by her passion for storytelling and her desire to connect with audiences on a deeper level. She approaches her work with a positive, bubbly energy and a sense of idealism, striving to write stories that are meaningful and impactful. The Romantic Idealist values creativity, inspiration, and connection, and they are driven by their desire to make a difference in the world through their work.

## *Personal quote:*

"Writing is not just a job, it's my passion. I love the challenge of taking complex emotions and relationships, and crafting them into stories that resonate with people. Every time I write a scene, I have the opportunity to create something magical, to make someone laugh or cry, or to simply touch their heart. And that's what I live for."

## *Motivations:* 14/30

*Motivation scale:  
6/30 = Minimal Interest  
12/30 = Possible Interest  
18/30 = Medium Interest  
24/30 = Strong Interest  
30/30 = Maximal Interest*

* Incentive 2/5
* Fear 1/5
  + No significant fears regarding this app. She is already an established writer with connections.
  + Her process works for her pretty well already.
* Achievement 4/5
  + She desires to grow in her field and will likely follow new trends and new technologies in her field that help her become a better, more hireable writer.
* Growth 5/5
  + As someone who loves to write but has not yet fully mastered the craft she is always looking for new ways to improve her craft and is potentially interested in new emerging writing tools to help her writing improve faster.
* Power 1/5
  + As a well connected staff writer she is already on path toward her goals if not already achieving her goals. She is not necessarily that interested in taking on more power or responsibility.
  + She would listen if her boss—showrunner, producer, etc.—told her she needed to use WROOM in order to be staffed.
* Social 1/5
  + No significant social pressure to use app. At least not yet. When the app becomes industry standard this might change.

*Personality:*

*Based on Myers-Briggs Personality Scores.*

| Extrovert  Sensing  Thinking  Judging | \* - - - -  - - - \* -  - - - \* -  - - - \* - | Introvert  Intuition  Feeling  Perceiving |
| --- | --- | --- |

*Technology skills:*

| IT & Internet  Software  Mobile apps  Social networks | - - \* - -  - - \* - -  - - - \* -  - - - - \* |  |
| --- | --- | --- |

## Zach Abrams

*Age:* 35

*Occupation:* IP Developer, Screenwriter

*Relationship status:* Single

*Location:* Los Angeles, CA

*Bio:*

Hi, I'm Zach Abrams and I specialize in the art of crafting winning TV pitches. As a veteran of the industry, I understand the importance of balancing creative vision with financial pragmatism. In my role as a development executive, I'm responsible for bringing the best ideas to life in a way that maximizes impact while minimizing costs.

One of my key strengths is time management, especially when it comes to putting together a pitch. I know how to strike the perfect balance between generating ideas and honing in on the details that will make a pitch truly compelling. This requires a deep understanding of what makes a story resonate with audiences, as well as an ability to prioritize and streamline the creative process.

At our development company, I work closely with our creative team to turn sourced ideas into powerful, cost-effective pitches that will capture the attention of networks and producers. I know how to boil a story down to its essence, highlighting the most compelling characters, plotlines, and themes while keeping a keen eye on budget constraints.

Through careful planning and a relentless focus on efficiency, I'm able to craft pitches that pack a punch and get results. Whether it's a high-concept drama or a quirky comedy, I bring the same level of dedication and expertise to every project, always striving to strike the right balance between creativity and cost-effectiveness.

In the highly competitive world of TV development, time is of the essence and I have the skills and experience necessary to make the most of every moment, creating pitches that are both powerful and cost-effective, and that will set our development company apart from the rest.

*Pain point:*

As someone who has dedicated my career to the TV development industry, I can attest to the fact that one of the biggest pain points in our field is the intense competition. The market is constantly evolving and it's a challenge to stay ahead of the curve and come up with fresh, innovative ideas that will capture the attention of networks and producers.

Another challenge is the pressure to produce quality content in a timely and cost-effective manner. The stakes are high and there's always a lot riding on every project. At the same time, budgets and schedules are often tight, which means we need to be creative and resourceful in order to bring our visions to life.

Despite these challenges, I wouldn't want to be in any other line of work. The excitement and fulfillment of developing a hit show is what keeps me going, and I'm always up for a good challenge. But there's no denying that the TV development industry can be a demanding and challenging field, and it takes a special kind of person to succeed in this competitive, fast-paced world.

*Goals:*

As a seasoned TV development executive, my ultimate goal is to create and develop groundbreaking, impactful television programs that captivate audiences and make a real difference in the world. I believe that TV has the power to entertain, educate, and inspire, and I'm passionate about using that power for good.

I strive to bring fresh, creative perspectives to every project I work on, constantly pushing the boundaries of what's possible and experimenting with new, innovative approaches to storytelling. Whether I'm working with a team of writers, reviewing incoming story submissions, or making pitch presentations, I'm always on the lookout for ways to take things to the next level.

*Archetype:* Staffed Writer & tech enthusiast

Zach Abrams could be considered as the "Rising Star" archetype. This archetype is characterized by a driven, ambitious individual who is constantly striving for success and recognition in their field. Zach fits this mold, as he has moved from being a production assistant to a writer's assistant to a development executive, continuously climbing the ladder and making a name for himself in the TV industry. His passion for creating impactful, entertaining programming and his relentless drive to achieve his goals are hallmarks of the Rising Star archetype.

*Personal quote:*

"I believe that television has the power to entertain, educate, and inspire. My goal is to create programs that will leave a lasting impact and make a real difference in the world."

*Motivations:* 20/30

*Motivation scale:  
6/30 = Minimal Interest  
12/30 = Possible Interest  
18/30 = Medium Interest  
24/30 = Strong Interest  
30/30 = Maximal Interest*

* Incentive: 3/5
  + Considering his interest in Ai and new tech he will probably be willing to at least check it out and try it if there is a free trial.
* Fear: 2/5
  + A little fear of missing out on new tech that could improve his ability to write and pitch new story ideas faster.
* Achievement: 5/5
  + Has a strong desire to move up within the industry.
  + Likely to take full advantage of any opportunity.
  + If this app makes him even 1% better than he is now he is likely to buy it.
* Growth: 5/5
  + He is very interested in growing his writing and producing career.
  + He wants to continue developing his craft and improving it.
* Power: 3/5
  + Is seeking to move up in the industry and gain more power and responsibility.
* Social: 2/5
  + Some social pressure to use Ai tools as he sees the value in ai tools and wants to be on the vanguard of any new advancements.
  + Also feels pressure to perform for his bosses and would like the help Ai can offer in completing his job more efficiently.

*Personality:*

*Based on Myers-Briggs Personality Scores.*

| Extrovert  Sensing  Thinking  Judging | - - \* - -  - - - \* -  - \* - - -  - \* - - - | Introvert  Intuition  Feeling  Perceiving |
| --- | --- | --- |

*Technology skills:*

| IT & Internet  Software  Mobile apps  Social networks | - - - - \*  - - - - \*  - - - - \*  - \* - - - |  |
| --- | --- | --- |

## Alexander MacKenzie

*Age:* 47

*Occupation:* Novelist & Screenwriter

*Relationship status:* Single

*Location:* Los Angeles, CA

*Bio:*

Hi there! I'm Alexander MacKenzie, a Canadian novelist and screenwriter. I've spent the last 10 years locked away in my secluded cabin in the woods, putting all my energy into my craft. I've managed to produce 15 screenplays and novels during that time, but let's be real, it's not much to show for a decade of my life. I can't help feeling like I've wasted my time. That's why I've decided to make a big change and move to LA. I'm not sure if it's the right move, but at this point, I've got nothing to lose. I just hope that this new chapter in my life will finally give me the recognition and success that I deserve. Wish me luck!

*Pain point:*

"It's hard to admit, but I've reached a point in my life where I feel like I've been working in vain. I've dedicated the last 10 years of my life to writing novels and screenplays, but despite my hard work and passion, I'm still stuck in the same place I was a decade ago. It feels like no one really understands my work or appreciates the time and effort I've put into it. I'm just a guy living in the woods, churning out stories that no one wants to read. It's a bitter pill to swallow, but I'm starting to wonder if it's all been for nothing.

That's why I've made the decision to move to LA. I know that's where the real opportunities are for writers like me. I'm hoping to finally get the recognition I deserve and sell my work to a wider audience. The only problem is, my writing is stuck in one format and I need to quickly adapt it to the other. I need the right tools and resources to help me turn my novels into screenplays or vice versa. I hope that LA will provide me with what I need to finally make a name for myself."

*Goals:*

"I have a passion for the darker, grittier side of storytelling, and specialize in the Horror and Post-Apocalyptic genres. I want to bring my unique visions to the screen and to be recognized as one of the greats in this field."

*Archetype:* Older Struggling Writer

Alexander MacKenzie's archetype could be the Wanderer. The Wanderer is a person who embarks on a journey of self-discovery, often leaving behind familiar surroundings and venturing into uncharted territory. This archetype is often characterized by a sense of restlessness, a longing for adventure, and a desire for new experiences.

In Alexander's case, his decision to leave his secluded cabin and move to LA in pursuit of his career as a novelist and screenwriter aligns with the Wanderer archetype. He is seeking to break out of his comfort zone, to explore new opportunities and possibilities, and to take a chance on his dreams. This sense of adventure and desire for growth and self-discovery is a defining characteristic of the Wanderer archetype.

*Personal quotes:*

"I believe that the greatest stories come from the deepest fears and desires of the human soul. That's what I try to capture in my writing - the raw, unbridled emotions that drive us all."

"Writing is my refuge, my escape from the world. I disappear into my stories, losing myself in the characters and their journeys. Every word is a step towards uncovering the truth, and the process is both cathartic and exhilarating."

*Motivations:* 13/30

*Motivation scale:  
6/30 = Minimal Interest  
12/30 = Possible Interest  
18/30 = Medium Interest  
24/30 = Strong Interest  
30/30 = Maximal Interest*

* Incentive: 1/5
  + Unlikely to be swayed by a free trial.
* Fear: 1/5
  + Has minimal fear of being left behind because of ai technology.
* Achievement: 4/5
  + Is interested in making a screenplay that is financed and turned into a full feature film.
* Growth: 3/5
  + Is interested in growing his skill set as a writer in order to achieve his dream of seeing his films on the big screen.
* Power: 3/5
  + Does want to gain more responsibility and big projects for his writing career.
* Social: 1/5
  + Very minimal social pressure from anyone to evolve his writing process.

*Personality:*

*Based on Myers-Briggs Personality Scores.*

| Extrovert  Sensing  Thinking  Judging | - - - - \*  - - - \* -  - \* - - -  - - - \* - | Introvert  Intuition  Feeling  Perceiving |
| --- | --- | --- |

*Technology skills:*

| IT & Internet  Software  Mobile apps  Social networks | - \* - - -  - \* - - -  - \* - - -  - \* - - - |  |
| --- | --- | --- |

## Craig Lehmann

*Age:* 67

*Occupation:* Showrunner, TV Screenwriter, and Executive Producer

*Relationship status:* Single

*Location:* Los Angeles, CA

*Bio:*

"Hi, I'm Craig Lehmann. I'm a 67-year-old TV writer and showrunner, born and raised in a conservative coal mining town. I've dedicated my life to writing, my career took off in my 40s with a film that got me an Oscar nomination. Throughout my career, I've written several feature films and worked as a senior writer on big-budget TV shows. I've always believed in the power of hard work and perseverance, and I'm proud to be known for my strong pro-gay writing, which has recently led to my being a showrunner for a critically acclaimed gay show on SHOWTIME. I may have sacrificed having a family or a social life for my passion, but I wouldn't have it any other way."

*Pain point:*

"As a showrunner, I have the privilege of being at the creative helm of my own show. But with that privilege comes a lot of pressure and responsibility. I am often faced with numerous important decisions that impact the direction of the show, from casting to budget to writing. While I am confident in my abilities as a writer and storyteller, there are times when I feel overwhelmed by the sheer volume of decisions I have to make. It can be challenging to balance my artistic vision with the practical realities of producing a show, but I am committed to seeing it through and delivering the best possible product."

*Goals:*

My ultimate goal as a writer and showrunner is to use my platform to tell stories that matter. Throughout my career, I've always been drawn to stories that challenge societal norms and push the envelope, especially when it comes to LGBTQ+ representation. I believe in using my craft to inspire change and make a positive impact on the world. With each project I work on, I strive to create something that is not only entertaining but also thought-provoking and meaningful. I want to leave a lasting legacy in the industry and inspire future generations of writers to do the same.

*Archetype:* Veteran Industry Professional

Craig Lehmann could be seen as a mentor or visionary archetype. He is a seasoned writer who has dedicated his life to his craft, and has a strong passion for using his work to challenge societal norms and push boundaries, especially in regards to LGBTQ+ representation. He has achieved great success, but has also made sacrifices along the way, such as sacrificing a family or social life. Despite this, he continues to strive for excellence in his work and uses his platform to inspire change and make a positive impact on the world. This combination of experience, passion, and drive to make a difference marks Craig as a mentor or visionary archetype.

*Personal quotes:*

"I've always believed that there are some folks out there who are born to be writers, and others who are just not cut out for it. I'm proud to say that I'm one of the former. The journey has been tough, but it's been worth every sacrifice to be able to live my life doing what I love - telling stories that challenge societal norms and push boundaries, especially when it comes to LGBTQ+ representation. That's what I was put on this earth to do, and I'm gonna keep doing it until I can't anymore."

*Motivations:* 8/30

*Motivation scale:  
6/30 = Minimal Interest  
12/30 = Possible Interest  
18/30 = Medium Interest  
24/30 = Strong Interest  
30/30 = Maximal Interest*

* Incentive: 1/5
  + Already has his writing process down and is unlikely to change much about it.
* Fear: 2/5
  + A slight fear of not maintaining his position in the industry.
* Achievement: 1/5
  + He is already working at the highest level of his career. Minimal need to prove himself.
* Growth: 1/5
  + He is already a master level screenwriter and producer. Minimal interest in growth.
* Power: 2/5
  + He has an interest in maintaining his position at the height of his career.
* Social: 1/5
  + At the height of his career, he has very few social pressures.

*Personality:*

*Based on Myers-Briggs Personality Scores.*

| Extrovert  Sensing  Thinking  Judging | - - - \* -  - - - \* -  - - - \* -  - \* - - - | Introvert  Intuition  Feeling  Perceiving |
| --- | --- | --- |

*Technology skills:*

| IT & Internet  Software  Mobile apps  Social networks | - \* - - -  - \* - - -  - \* - - -  - \* - - - |  |
| --- | --- | --- |

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