

# AI Product Review Assignment

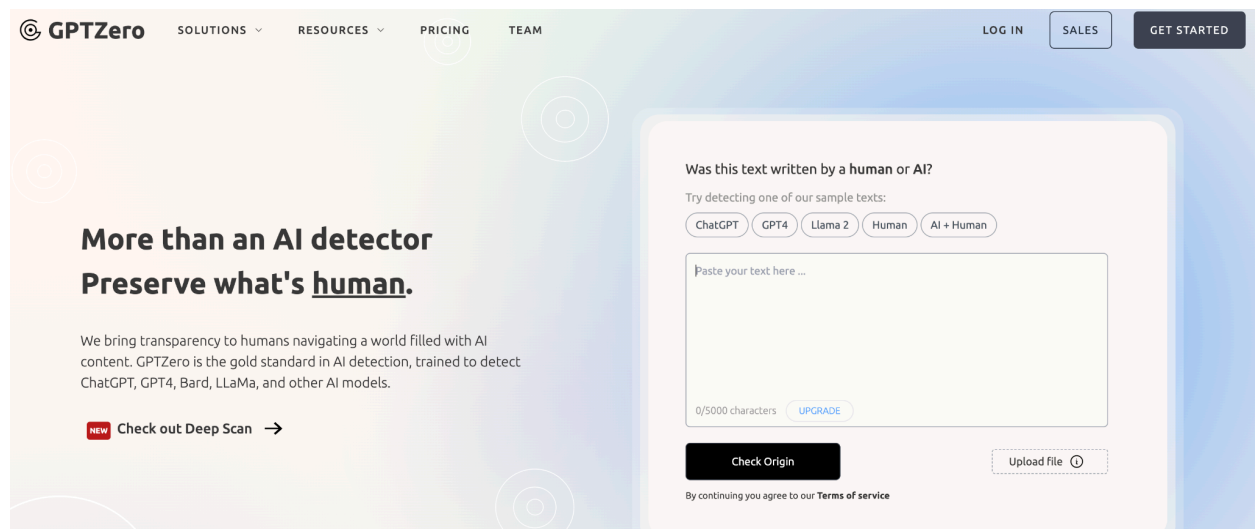
Product: GPTZero

Website: <https://gptzero.me/>

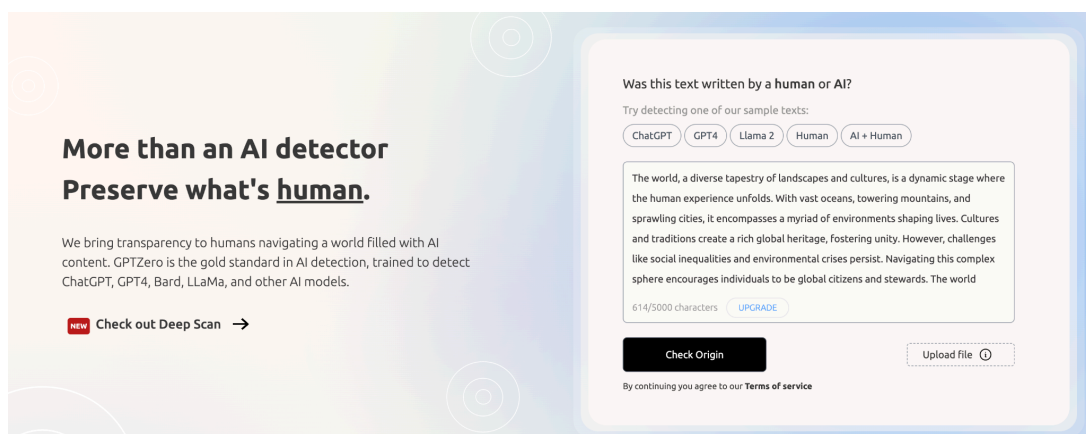
**GPTZero is a classification model that predicts whether a document was written by a large language model trained on a diverse corpus of human-written and AI-generated text.** It provides predictions on a sentence, paragraph, and document level and can be used to flag situations where AI is used in writing text. The classifier's accuracy increases as more text is submitted.

## Part I. Experience the Product

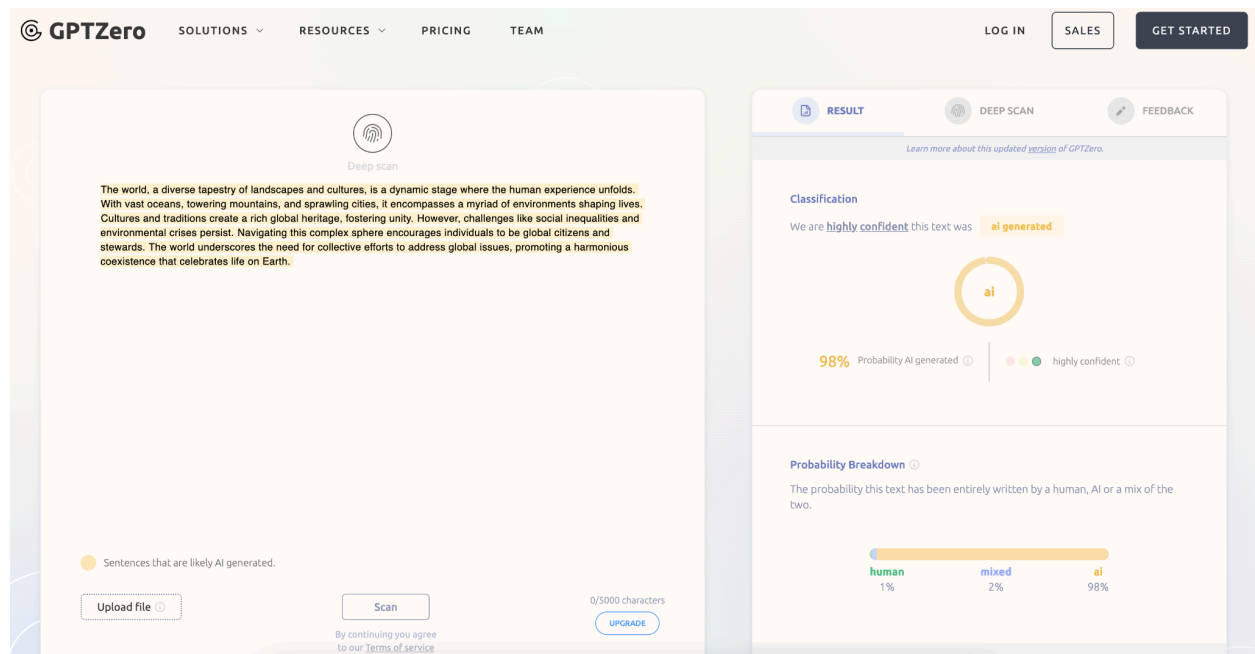
1. Even before logging in it gave me an option to test the product. So even before registering on the website, I was able to do a test drive of the product.



2. I put in a sample content generated by ChatGPT. [Here](#) is the ChatGPT link which I used to generate sample content to test the product, and click on “Check Origin”.



3. It predicted that this content was 98% AI-generated and 2% human. Which was correct to a major extent. This gave me the urge to register and start using the product.



4. The registration form is simple and takes less than a minute to register.

First Name \* Last Name

Abhijit Patharkar

Email Address \*

arp2236@columbia.edu

Password \*

.....

Organization

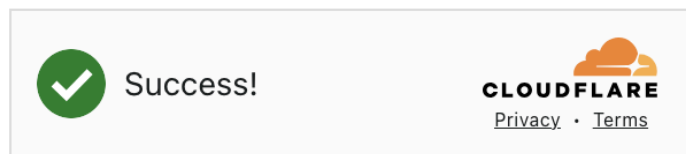
Columbia University

Role \* Industry

Student Education - College/Uni

Interestingly they asked me about my role and industry, which signifies that the prediction of the product might vary from role to role and industry to industry.

5. They had proper validations and captcha in place to avoid robots registering into their system.



Captcha expired. Please refresh the page and try again.

Register

6. After registration they took me to the landing page without showing any loading icon, additionally they displayed a message for 5 seconds to check my mail and confirm my signup. This was very cumbersome because before I could read the whole message and capture a screenshot, the message disappeared leaving me clueless about what to do next.

### Log in

Log in to access your GPTZero account.



Log in with Google



Log in with SSO

or

Email \*

arp2236@columbia.edu

Password \*



[Forgot Password?](#)

Login

Don't have an account yet? [Create Account](#)

7. I got a mail in my inbox, however, the content in the mail was barely readable due to the choice of colors used in the mail.

## Confirm your signup to GPTZero

Follow this link to confirm your new user:

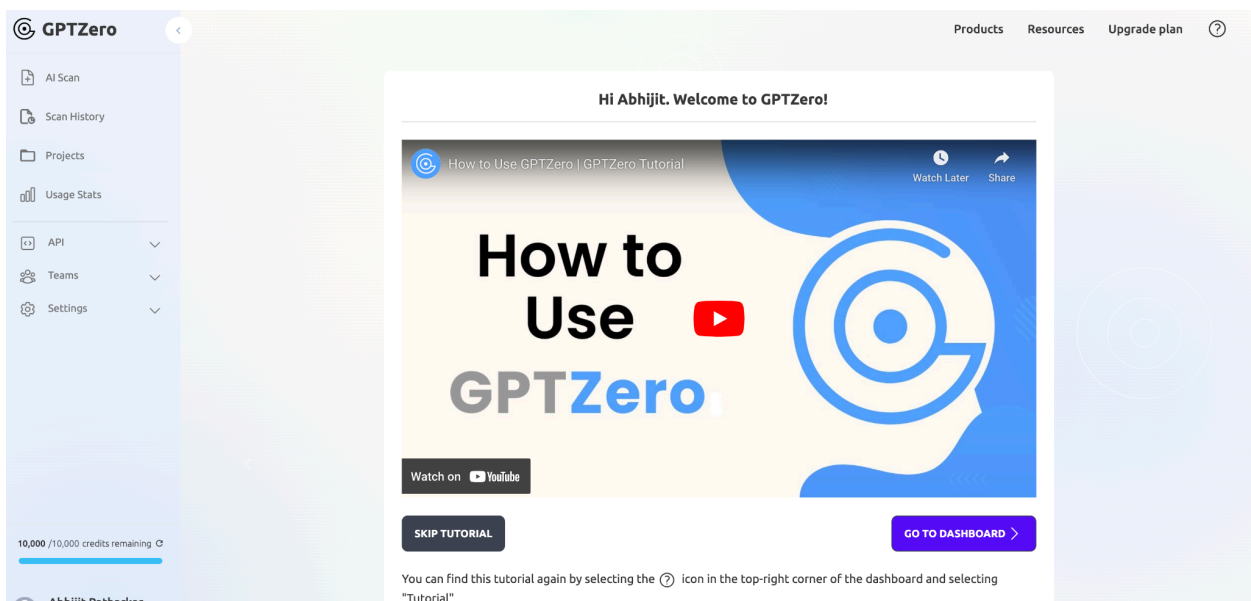
Confirm your mail

Or copy and paste this link into your browser:

```
https://lydqhgdzhvsqldcodbfxi.supabase.co/auth/v1/verify?token=
bdf187a2abd0ea31c790dc17169c3624af0415677f11834a4a1d264a&
type=signup&redirect_to=https://app.gptzero.me/
```

Replying to this email will not confirm your account.

8. Clicking on “Confirm your mail” did 2 things implicitly, confirming my email address and also logging in. This interaction is debatable, although it enhances the user experience, some may call it a security flaw. Upon login, I was presented with a tutorial video about “How to Use GPTZero”.



9. Watched the [video](#) and here are my insights about the Tutorial video:

- The voice in the video is generated by AI, for a product that predicts whether the content is generated by AI or not, it does not look good that their tutorial video is generated by AI.
- The version of the app used in the tutorial is different than the one I was logged in. This is a major red flag.
- The speed of the tutorial was slow and repetitive. The video could have been more
- Plagiarism Check: One of the key features of the product is predicting plagiarism, however, it is not called out on their home page. They mention it somewhere at the bottom in small font.

10. Now I use the same text that I generated earlier via ChatGPT, add a few of my sentences and try the product again to see if there is a difference in the results. Before doing that they entice me in signing up for a Premium account.

Get 14 days free GPTZero Premium

Your credit card details will be required to start your free trial. You will not be charged until your trial ends.

Organization

Role \*

Industry

Start your free trial Cancel

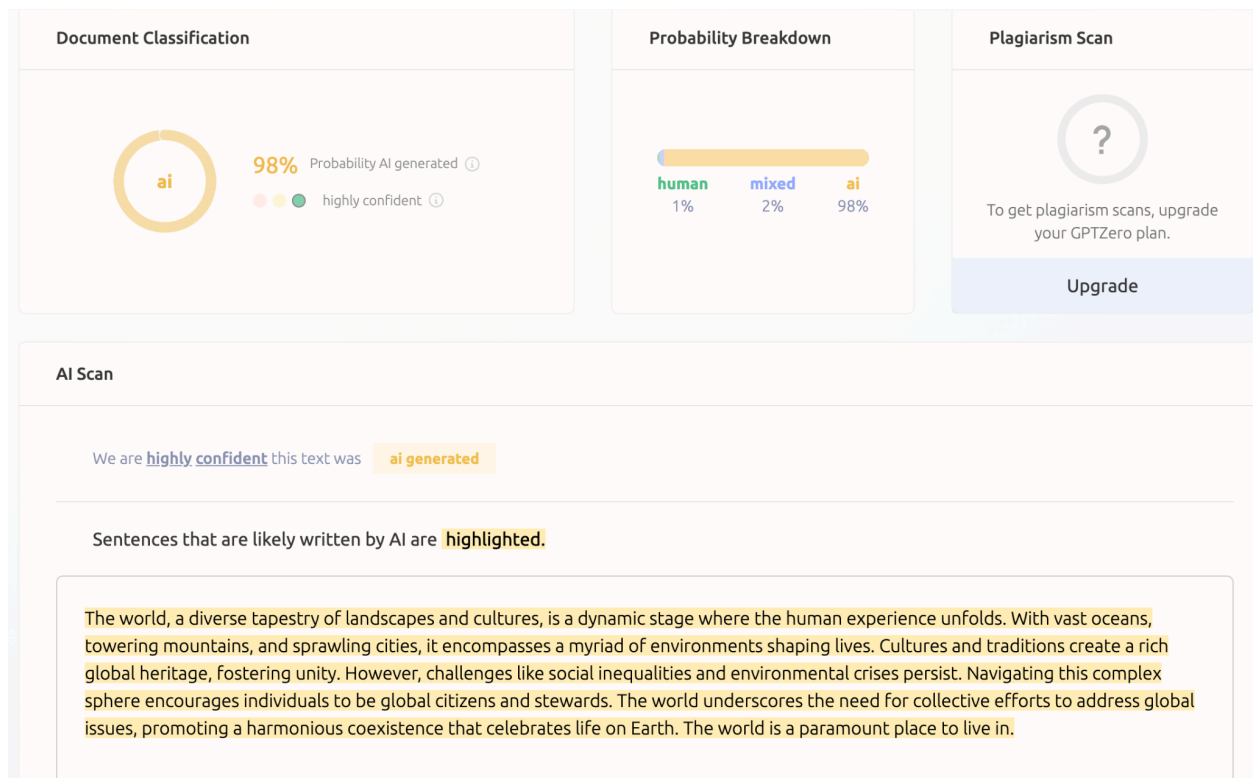
**PREMIUM** MOST POPULAR

**14 days FREE**

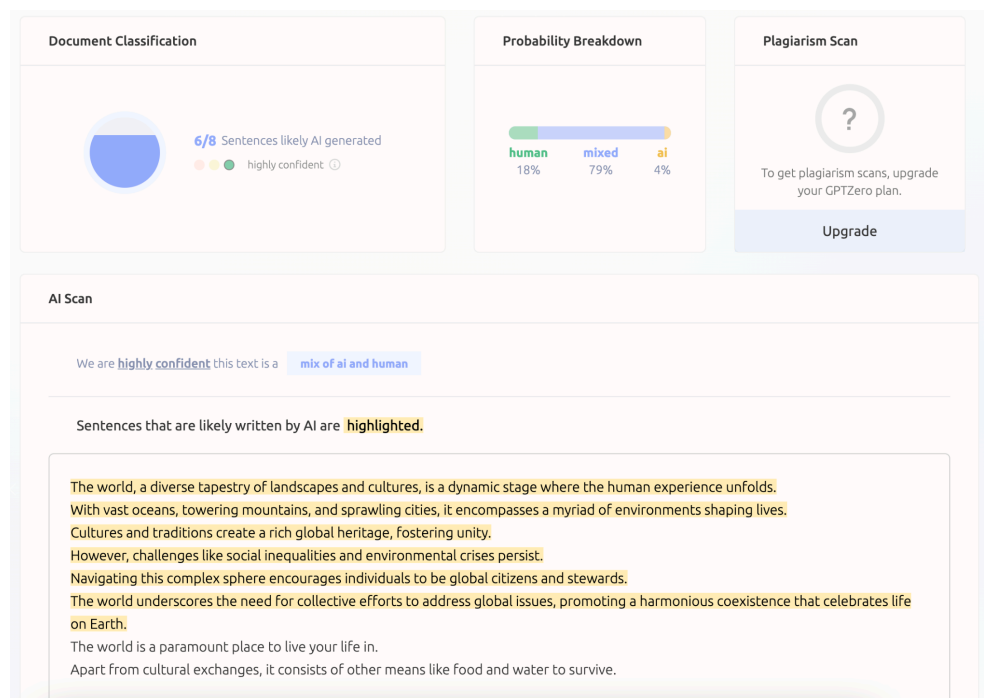
Our most popular plan, recommended for individuals who want full access to all our features, including plagiarism scans.

- ✓ Up to 300,000 words per month
- ✓ Plagiarism scanning
- ✓ Premium AI detection models
- ✓ Unlimited batch file scanning
- ✓ Team billing management

11. I added "The world is a paramount place to live in." and still it predicted that it was generated using AI.

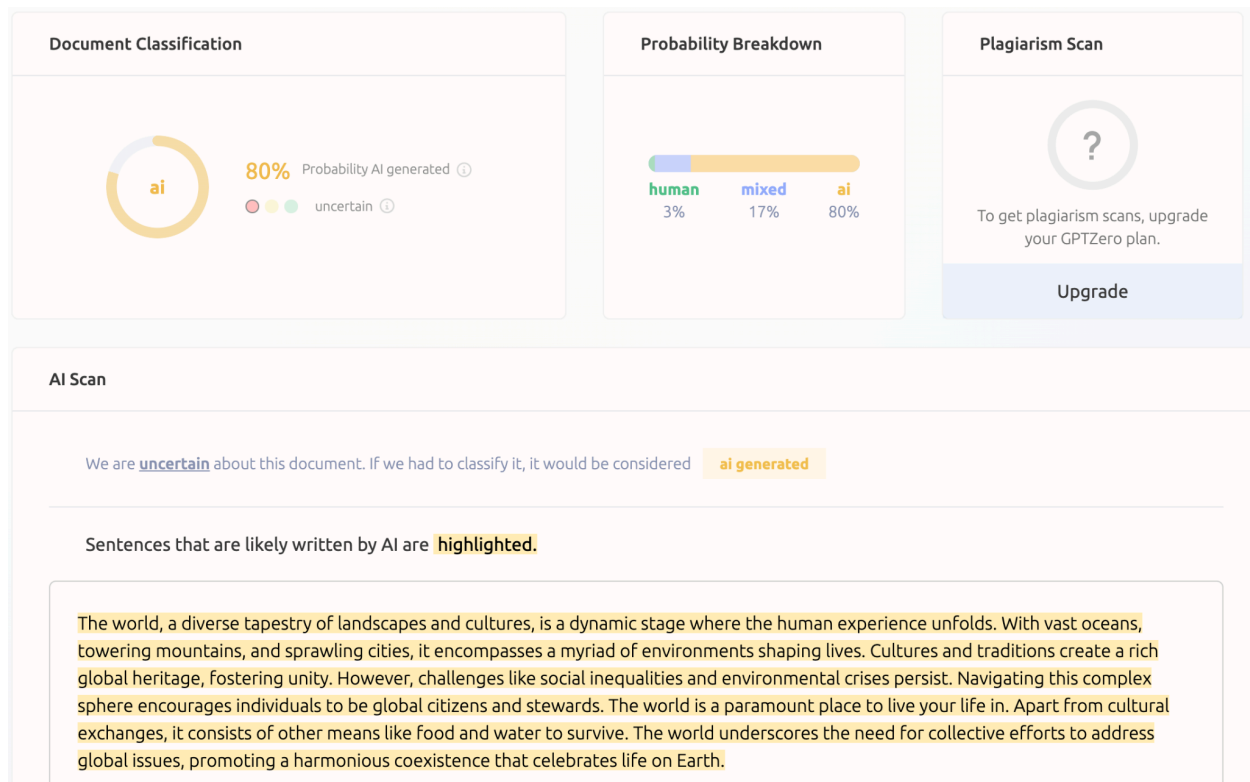


12. I try to add some more content to see if it predicts correctly. I add this: “The world is a paramount place to live your life in. Apart from cultural exchanges, it consists of other means like food and water to survive.” The results were outstanding:



The 2 sentences exactly detected that they were written by a human. However, the Probability Breakdown tilted heavily in the human favor. 18% human and 4% AI. This tells me something about the algorithm even a couple of sentences can bring in the human probability quite a lot.

13. When I blended in a couple of sentences embedded in the ChatGPT content, it did not detect it correctly and tilted it back in the AI favor.



This reduces my confidence in the product of clearly predicting whether the content was sourced by a human or an AI. I will most probably not go in for an upgrade.

## Part II. Analyze what you've just experienced

1. What problem does the product solve?

**Helps teachers and professors predict whether a student's work was sourced from an AI. Similarly, for students, it helps them to validate their work before submitting it.**

- a. On a scale of 0-4, how well does the product solve the problem?
- 2**

- b. Explain your reasoning behind your score.

**Overall, the user experience of the product was filled with quirks, some small and some big. However, leaving the quirks aside, the functionality of the product was erratic, uneven, and at times wrong. Even though the product only predicts and does not provide solid results, the test cases that were run were very specific for it to provide specific predictions.**

2. Who is the target user/team for this product?

**College Universities, Journalism houses, Students.**

- a. On a scale of 0-4, how close do you think this product is to "product market fit" (e.g: do you think the ideal user would actually use this product).
- 4**
- b. Explain your reasoning behind your score.

**This product presents a good solution for College Universities, Journalism houses, and Students, offering a classification model tailored to predict the origin of written content. With its prediction capabilities at the sentence, paragraph, and document levels, GPTZero becomes an essential tool for academic institutions, enabling them to identify instances where AI might influence written material. Journalism houses benefit by verifying the authenticity of content, ensuring a higher standard of journalistic integrity. Students find GPTZero to be a great resource for enhancing their research and writing skills.**

3. What is the "job to be done" based on the flow you evaluated? *Job to be done* (the 'job' the end user is asking the product or service to do for them, for example, "When \_\_\_\_ happens, I want to take \_\_\_\_ action, for \_\_\_\_ reason" or When I have [a problem], I want a [solution] so that I can have a [desired outcome].

**"When universities encounter the challenge of identifying AI-generated content in written material, they want to utilize this product to predict and identify, ensuring academic integrity."**



4. What value does the product provide to a user?

**This product delivers significant value to users by providing a reliable and efficient means to predict the origin of written content, allowing universities, journalism houses, and students to uphold academic integrity, ensure content authenticity, and enhance research and writing skills.**

a. On a scale of 0-4 is the advertised value proposition met in the user experience?

**1**

b. Explain your reasoning behind the score.

**The low score is attributed to uneven or erratic responses. Users may face challenges in accurately identifying the origin of the content, potentially leading to misjudgments.**

5. What metric would you use to define success for the part of the product you are reviewing?

**“Accuracy Rate”, correctly identifying the origin of written content across various text lengths (sentence, paragraph, and document levels).**

### **Part III. Parting Thoughts**

1. What did you like about the product?

**GPTZero has impressed me on multiple fronts. Firstly, its user interface is exceptionally well-designed, offering an intuitive and user-friendly experience that enhances accessibility. What sets GPTZero apart is its various forms of handling content of varying lengths – from sentences and paragraphs to entire documents, and even scanned documents. The availability of an API for seamless integration into customer systems further enhances its practicality, allowing for a smooth incorporation of the tool into existing workflows. There is a feature to segregate documents into projects, which lets the user organize their content effectively. To summarize, it has a sleek UI, good result categorization, content size adaptability, API integration, and project segregation.**

2. What recommendations do you have to improve the user experience of this product?

**Here are ways GPTZero could have improved:**

**1. Version Mismatch in the Tutorial:**

**Addressing version mismatches in the tutorial is crucial for user onboarding and a seamless experience.**

**2. More Accuracy in the Predictions:**

**Drastic improvement in accuracy predictions is critical for the success of GPTZero. Continuous refinement of the algorithms, leveraging the feedback loop, and**

**incorporating advancements in natural language processing technologies can contribute to enhancing prediction accuracy. Additionally, it would be great to provide users with the ability to customize the model according to their specific requirements.**