**App User Flow Experience Document: Google Ads KPI MCP Server Prototype (Enhanced for Artifacts)**

This document outlines the anticipated user experience when interacting with Claude Desktop to retrieve and visualize Google Ads KPI data using the MCP server prototype. It differentiates between the initial prototype experience and the envisioned future experience with enhanced visualization capabilities.

**1. User Persona:**

* **For Now (Prototype) & Future Plans:** A marketing analyst or campaign manager who needs to quickly understand the performance of their Google Ads campaigns. They are comfortable using natural language interfaces and are looking for efficient ways to access and interpret their data.

**2. Current State (Manual Process):**

* **For Now (Prototype) & Future Plans:** Currently, the user likely needs to log into the Google Ads interface, navigate through various reports, apply filters and segmentations manually, and potentially export data to spreadsheet software for analysis and visualization. This process can be time-consuming and require specific knowledge of the Google Ads platform.

**3. Proposed Flow (Prototype):**

* The user opens Claude Desktop.
* The user initiates a conversation with Claude using natural language, expressing a request for Google Ads performance data. For example: "Show me the cost and conversions for my campaigns last month."
* Claude, recognizing the intent, will trigger the Google Ads KPI MCP server in the backend (this interaction might be implicit to the user in the prototype).
* The MCP server receives the request, authenticates with the Google Ads API, retrieves the requested data (likely account-wide initially), and formats it according to the MCP protocol.
* The MCP server sends the structured data back to Claude Desktop.
* Claude receives the structured data and presents it to the user in a textual or tabular format within the chat interface. The user might then need to manually interpret this data.

**4. Proposed Flow (Future - Visualization):**

* The user opens Claude Desktop.
* The user initiates a conversation with Claude using natural language, expressing a request for Google Ads performance data, potentially also indicating a desire for visualization. For example: "Visualize the cost and conversions for my campaigns last quarter, broken down by campaign type as a bar chart."
* Claude, recognizing the intent for data retrieval and visualization, will trigger the Google Ads KPI MCP server.
* The MCP server receives the request, authenticates with the Google Ads API, retrieves the requested data (with specified segmentation, if any), and formats it according to the MCP protocol, potentially including metadata hints for visualization.
* The MCP server sends the structured data back to Claude Desktop.
* Claude receives the structured data and, leveraging the Claude Artifacts framework, automatically renders the requested (or a suggested) business visualization (e.g., a bar chart showing cost and conversions by campaign type) within the Claude Desktop interface, likely in a separate Artifact panel or directly within the chat.
* The user can then interact with the visualization (e.g., hover for details, zoom, potentially filter or change the chart type through natural language prompts to Claude).

**5. Key User Interactions (Prototype):**

* **Initiating Request:** Typing a natural language query related to Google Ads KPIs in Claude Desktop.
* **Receiving Data:** Reading the textual or tabular response provided by Claude within the chat interface.
* **(Implicit) Triggering MCP Server:** The user might not be explicitly aware of the MCP server being triggered.

**6. Key User Interactions (Future - Visualization):**

* **Initiating Request with Visualization Intent:** Typing a natural language query requesting Google Ads KPIs and potentially specifying a visualization type or asking Claude to visualize the data.
* **Viewing Visualization:** Observing the rendered chart or graph within Claude Artifacts.
* **Interacting with Visualization:** Hovering over data points for details, zooming, panning, and potentially using natural language to further refine the visualization (e.g., "Show me this as a line chart," "Filter out campaigns with zero conversions").
* **Saving/Exporting Visualization (Future Consideration):** Potentially having the option to save the generated visualization as an Artifact or export it in a common format.

**7. Error Handling:**

* **For Now (Prototype):** If the MCP server encounters an error (e.g., invalid request, API error), Claude will display a generic error message to the user within the chat interface, indicating that the data could not be retrieved.
* **Future Plans (Iteration & Enhancement):** More specific and user-friendly error messages will be provided. If a visualization cannot be rendered, Claude might suggest alternative chart types or provide information about the issue. Error logging on the backend will help developers diagnose problems.

**8. Success States:**

* **For Now (Prototype):** The user successfully receives accurate Google Ads KPI data from Claude Desktop in a structured format after making a natural language request. This allows them to quickly access key performance information without navigating the Google Ads interface.
* **Future Plans (Iteration & Enhancement):** The user can effortlessly retrieve and visualize their Google Ads KPI data through natural language interaction with Claude Desktop. The generated visualizations are insightful, easy to understand, and allow for quick identification of trends and performance drivers. The user can seamlessly iterate on their visualizations through further natural language commands, gaining a deeper understanding of their campaign performance without requiring specialized data analysis skills or knowledge of the Google Ads platform.

This enhanced App User Flow Experience document illustrates the intended user journey, highlighting the evolution from a data retrieval focused prototype to a future where Claude Artifacts seamlessly render business data visualizations, empowering users to gain insights from their Google Ads data more effectively through natural language interaction.