Artifact System: End-User Naming Conventions

UI Labels, Parameters, and Interactions

Purpose: Define consistent user-facing language across all artifact types

Audience: Product, Design, Engineering, Content Design

Version: 1.0

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1. Entry Points & Creation Triggers

Primary Entry Point

What users see: Large input field with placeholder text

```
| What do you want to create?          |
| [Type here or choose below...]       |
```

Placeholder text variations (rotates on page load):

- "Create a weekly report"

- "Make a presentation for Q1 results"

- "Design an infographic for product launch"

- "Build a budget tracker"

- "Write a podcast script"

Quick Action Buttons (Below input field)

```
[📄 Document] [📊 Presentation] [📈 Spreadsheet]
[🎨 Visual] [🎙 Podcast]
```

Button labels:

- Document = "📄 Create document"

- Presentation = "📊 Create presentation"

- Spreadsheet = "📈 Create spreadsheet"

- Visual = "🎨 Create visual"

- Podcast = "🎙 Create podcast"

On click behavior: Opens type-specific quick start flow (see Section 2)

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2. Parameter Collection Strategy

Philosophy: Extract → Auto-fill → Ask Only What's Missing

Goal: Never force forms. Extract from natural language, auto-fill from context, ask only critical gaps.

Success Targets:

- 50% of generations: 0 questions asked

- 35% of generations: 1 question asked

- <15% of generations: 2+ questions asked

2.1 Document

Required Parameters

Parameter	How We Get It	When to Ask
documentType	Extract from prompt ("PRD", "report", "proposal")	Only if completely unclear
content	User's full prompt becomes initial content	Only if too vague ("Create a document")

Optional Parameters (Extract or Auto-fill)

Parameter	Extract From	Auto-fill From	Default	Ask?
dateRange	"Q4", "last week", "Jan 20-26"	Current date + doc type	Current period	No
audience	"for executives", "for team"	User role + past docs	User's team	No
length	"brief", "detailed", "one-pager"	Past preference	Standard	No
dataSource	Explicit mention	Last 3 similar docs	None	No

Extraction Examples

Example 1: Complete extraction (0 questions) ✅

User: "Create a brief PRD for mobile checkout feature targeting
    first-time users with success metrics focused on reducing
    cart abandonment"

System extracts:
✓ documentType: "PRD"
✓ length: "brief" (2-5 pages)
✓ content: Full prompt
✓ audience: "first-time users"

System auto-fills:
✓ dateRange: "Q1 2026" (current quarter)
✓ dataSource: None needed for PRD

Action: Generate immediately (0 questions)

Example 2: Need content clarification (1 question) ⚠️

User: "Create weekly report"
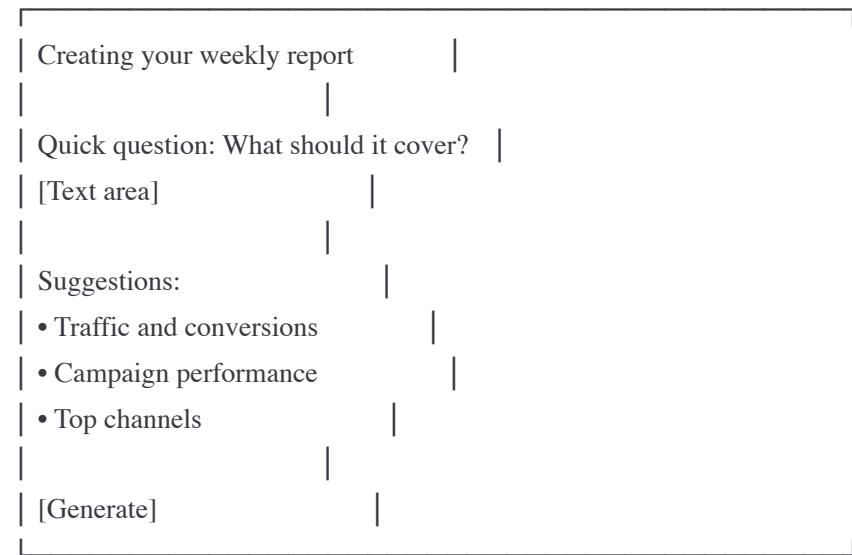
System extracts:
✓ documentType: "weekly report"
✓ dateRange: "Last week" (inferred from "weekly" + Monday)

System auto-fills:
✓ dataSource: "Google Analytics" (used in last 6 weekly reports)
✓ audience: "Marketing team + CMO"

Missing: Specific content

Ask inline:

```
| Creating your weekly report        |
|                       |
| Quick question: What should it cover?  |
| [Text area]            |
|                       |
| Suggestions:             |
| • Traffic and conversions      |
| • Campaign performance        |
| • Top channels           |
|                       |
| [Generate]             |
```

Example 3: Rich context (0 questions) ✅

User: "Create Q4 business review for executives covering revenue,
    customer growth, and product launches"

System extracts:
✓ documentType: "business review"
✓ dateRange: "Q4 2025"
✓ audience: "executives"
✓ content: "revenue, customer growth, product launches"

System auto-fills:
✓ length: "brief" (executives → brief)
✓ dataSource: "Company metrics dashboard"

Action: Generate immediately (0 questions)

When to Ask (Decision Tree)

Has documentType?
├─ NO → Ask: "What type?" [PRD] [Report] [Proposal] [Brief] [Other]
└─ YES

   ↓

Has enough content?
├─ NO → Ask: "What should it cover?" [Text with suggestions]
└─ YES → Generate immediately ✅

Never ask: dateRange, audience, length (use auto-fill)

2.2 Presentation

Required Parameters

Parameter	How We Get It	When to Ask
topic	Extract from prompt	If completely missing
visualStyle	Extract or **MUST ASK**	If not mentioned (affects layout)

Optional Parameters (Extract or Auto-fill)

Parameter	Extract From	Auto-fill From	Default	Ask?
audience	"for executives", "team meeting"	User role + calendar	Team	No
duration	"5 min", "quick", "detailed"	Audience + past decks	10 min	No
slideCount	Calculated from duration	Auto-calculated	10-12	No

Why Style is Required

Critical: Layout determines content amount per slide

- Executive Minimal = 3-5 bullets max per slide

- Marketing Bold = 1-2 key points + large visuals

- Technical = Dense information, small text

Must know style before generating slides so content fits layout.

Extraction Examples

Example 1: Style mentioned (0 questions) ✅

User: "Create a quick executive presentation on Q1 marketing
    results with bold, visual style"

System extracts:
✓ topic: "Q1 marketing results"
✓ duration: "quick" → 5 minutes
✓ audience: "executive"
✓ visualStyle: "bold, visual" → Maps to "Marketing Bold"

System auto-fills:
✓ slideCount: 5-8 slides (calculated from duration)

Action: Generate immediately (0 questions)

Example 2: Missing style (1 question required) ⚠️

User: "Create presentation for Q1 board meeting"
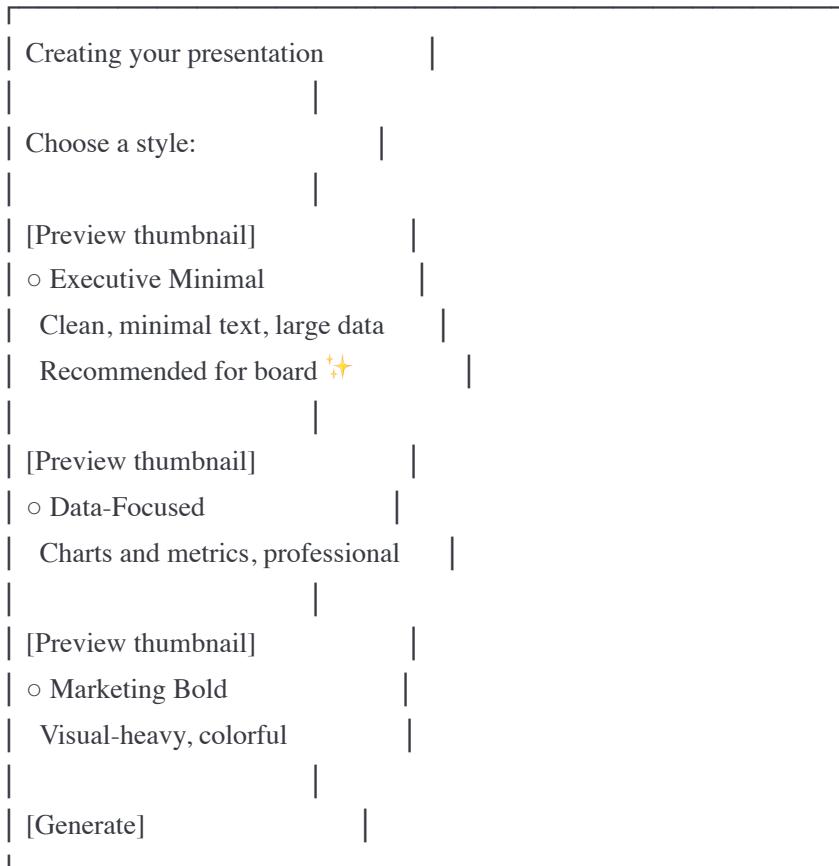
System extracts:
✓ topic: "Q1 board meeting"
✓ audience: "board" → executives

System auto-fills:
✓ duration: "10 min" (standard for board)
✓ slideCount: 8-10 slides

Missing: visualStyle (REQUIRED)

Ask with previews:

```
┌─────────────────────────────────────┐
│ Creating your presentation          │
│                                     │
│ Choose a style:                     │
│                                     │
│ [Preview thumbnail]                 │
│ ○ Executive Minimal                 │
│   Clean, minimal text, large data   │
│   Recommended for board ✨          │
│                                     │
│ [Preview thumbnail]                 │
│ ○ Data-Focused                      │
│   Charts and metrics, professional  │
│                                     │
│ [Preview thumbnail]                 │
│ ○ Marketing Bold                    │
│   Visual-heavy, colorful            │
│                                     │
│ [Generate]                          │
└─────────────────────────────────────┘
```

Example 3: Explicit details (0 questions) ✅

User: "Make a 15-minute technical deep dive for engineering team
      on new architecture using clean technical style"

System extracts:
✓ topic: "new architecture"
✓ duration: "15 minutes"
✓ audience: "engineering team"
✓ visualStyle: "technical" → Maps to "Technical Clean"

System auto-fills:
✓ slideCount: 15-18 slides (calculated)

Action: Generate immediately (0 questions)

When to Ask (Decision Tree)

Has topic?
├── NO → Ask: "What's this about?" [Text area]
└── YES

   ↓
Has visualStyle?
├── NO → MUST ASK: "Choose style" [Show 3 options with previews]
│   (Cannot skip - layout depends on style)
└── YES → Generate immediately ✅

Never ask: audience, duration, slideCount (use extraction + auto-fill)

2.3 Spreadsheet

Required Parameters

Parameter	How We Get It	When to Ask
spreadsheetType	Extract from prompt ("budget", "tracker", "plan")	Only if unclear
dataToTrack	Extract specific metrics/dimensions	If too vague

Optional Parameters (Extract or Auto-fill)

Parameter	Extract From	Auto-fill From	Default	Ask?
timePeriod	"monthly", "Q1", "2026"	Past trackers	Monthly	No
columns	Implied from type + data	Template + usage	Type defaults	No

Extraction Examples

Example 1: Specific (0 questions) ✅

User: "Create monthly marketing budget tracker by channel with
    actual vs planned spend"

System extracts:
✓ spreadsheetType: "budget tracker"
✓ dataToTrack: "marketing spend by channel, actual vs planned"
✓ timePeriod: "monthly"

System auto-fills:
✓ columns: Channel, Budget, Actual, Variance

Action: Generate immediately (0 questions)

Example 2: Generic (1 question) ⚠️

User: "Create budget tracker"
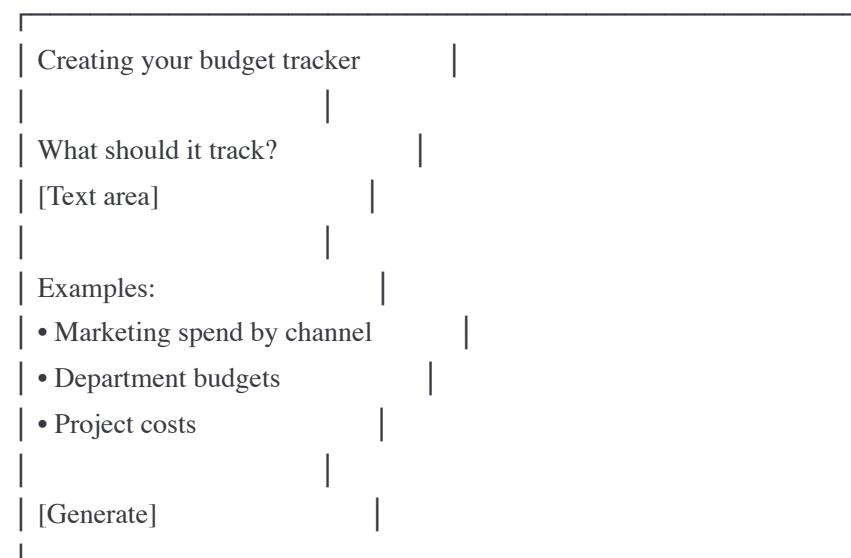
System extracts:
✓ spreadsheetType: "budget tracker"

System auto-fills:
✓ timePeriod: "monthly" (most common)
✓ columns: Budget, Actual, Variance (template defaults)

Missing: What specific data to track

Ask inline:

```
┌─────────────────────────────────┐
│ Creating your budget tracker    │
│                                 │
│ What should it track?           │
│ [Text area]                     │
│                                 │
│ Examples:                       │
│ • Marketing spend by channel    │
│ • Department budgets            │
│ • Project costs                 │
│                                 │
│ [Generate]                      │
└─────────────────────────────────┘
```

Example 3: Context-rich (0 questions) ✅

User: "Track Q1 hiring pipeline by department with candidates,
     interviews, and offers"

System extracts:
✓ spreadsheetType: "pipeline tracker"
✓ dataToTrack: "hiring by department"
✓ timePeriod: "Q1"

System auto-fills:
✓ columns: Department, Open Roles, Candidates, Interviews,
     Offers, Hired

Action: Generate immediately (0 questions)

When to Ask (Decision Tree)

Has spreadsheetType?
├─ NO → Ask: "What type?" [Budget] [Project] [Inventory] [Other]
└─ YES

  ↓

Has dataToTrack details?
├─ NO → Ask: "What should it track?" [Text with examples]
└─ YES → Generate immediately ✅

Never ask: timePeriod, columns (use template defaults)

2.4 Visual (Infographic)

Required Parameters

Parameter	How We Get It	When to Ask
visualType	Extract from prompt ("timeline", "comparison")	If missing
content	Extract specific items/data	If too vague
visualStyle	Extract or **MUST ASK**	If not mentioned (defines layout)

Optional Parameters (Extract or Auto-fill)

Parameter	Extract From	Auto-fill From	Default	Ask?
itemCount	Count items in content	Parse content	4 (reasonable)	No
useCase	"social", "presentation", "print"	User role	Web/digital	No

Why Style is Required

Critical: Layout structure depends entirely on style choice

- Modern Timeline = horizontal, icon-based, 4-6 events max

- Bold Timeline = vertical, illustration-heavy, 8-12 events

- Cannot generate layout without knowing style

Extraction Examples

Example 1: Style missing (1 question required) ⚠️
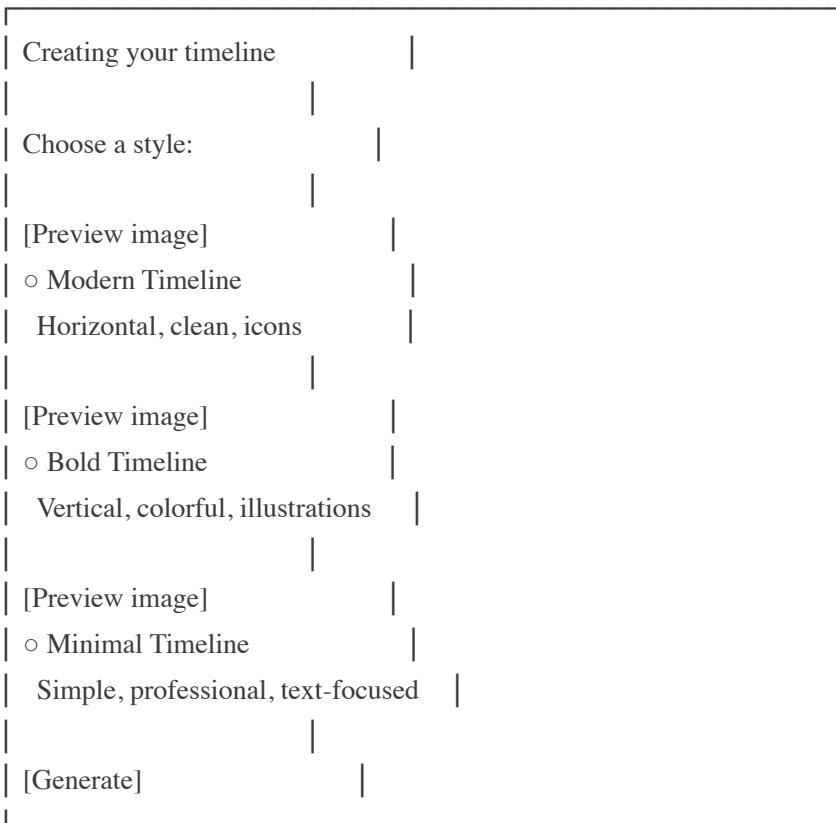
User: "Create product launch timeline with 5 milestones"

System extracts:
✓ visualType: "timeline"
✓ content: "product launch"
✓ itemCount: 5 milestones

Missing: visualStyle (REQUIRED)

MUST ask with previews:

```
| Creating your timeline        |
|                    |
| Choose a style:          |
|                    |
| [Preview image]        |
| ○ Modern Timeline         |
|   Horizontal, clean, icons     |
|                    |
| [Preview image]        |
| ○ Bold Timeline        |
|   Vertical, colorful, illustrations  |
|                    |
| [Preview image]        |
| ○ Minimal Timeline        |
|   Simple, professional, text-focused  |
|                    |
| [Generate]           |
```

Example 2: Style mentioned (0 questions) ✅

User: "Create a clean, modern infographic comparing 3 pricing
    tiers for our website"

System extracts:
✓ visualType: "comparison"
✓ content: "3 pricing tiers"
✓ itemCount: 3
✓ visualStyle: "clean, modern" → Maps to "Modern Clean"
✓ useCase: "website" → 1920×1080 px

Action: Generate immediately (0 questions)

Example 3: Vague content (1 question) ⚠️

User: "Make a colorful social media post about our new features"
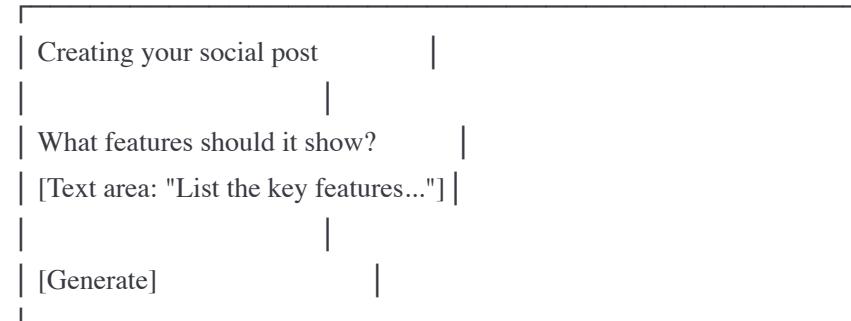
System extracts:
✓ visualType: "social media post"
✓ visualStyle: "colorful" → Maps to "Bold & Colorful"
✓ useCase: "social media" → 1080×1080 px

System auto-fills:
✓ itemCount: 4 (reasonable for social)

Missing: Specific features

Ask inline:

```
┌─────────────────────────────────────┐
│ Creating your social post           │
│                       │             │
│ What features should it show?        │
│ [Text area: "List the key features..."] │
│                       │             │
│ [Generate]            │             │
└─────────────────────────────────────┘
```

When to Ask (Decision Tree)

```
Has visualType?
├── NO → Ask: "What type?" [Timeline] [Comparison] [Process] [Other]
└── YES
     ↓
Has visualStyle?
├── NO → MUST ASK: "Choose style" [Show previews] ← REQUIRED
└── YES
     ↓
Has specific content?
├── NO → Ask: "What content?" [Text area]
└── YES → Generate immediately ✅


Never ask: itemCount, useCase (use parsing + defaults)
```

2.5 Podcast

Required Parameters

Parameter	How We Get It	When to Ask
format	Extract from prompt ("interview", "solo")	If not clear
topic	Extract from prompt	If missing

Optional Parameters (Extract or Auto-fill)

Parameter	Extract From	Auto-fill From	Default	Ask?
duration	"10 minutes", "quick episode"	Past episodes	10-15 min	No
speakers	Implied from format	Format defaults	From format	No

Extraction Examples

Example 1: Complete (0 questions) ✅

User: "Create an interview podcast script about our product launch
    with host and guest, around 15 minutes"

System extracts:
✓ format: "interview"
✓ topic: "product launch"
✓ duration: "15 minutes"
✓ speakers: 2 (host + guest, implied)

Action: Generate immediately (0 questions)

Example 2: Missing format (1 question) ⚠️

User: "Write podcast script about AI trends"

System extracts:
✓ topic: "AI trends"

System auto-fills:
✓ duration: "10-15 min" (standard)

Missing: Format (determines script structure)

Ask:

```
┌─────────────────────────────────────┐
│ Creating your podcast          │
│                      │
│ What format?             │
│                      │
│ ○ Interview (host + guest)     │
│   Conversational Q&A         │
│                      │
│ ○ Solo narrative          │
│   Single voice storytelling     │
│                      │
│ ○ Panel discussion         │
│   Multiple perspectives       │
│                      │
│ [Generate]             │
└─────────────────────────────────────┘
```

Example 3: Explicit format (0 questions) ✅

User: "Create solo episode explaining our new pricing model,
      keep it around 10 minutes"

System extracts:
✓ format: "solo" (explicit)
✓ topic: "new pricing model"
✓ duration: "10 minutes"
✓ speakers: 1 (implied from "solo")

Action: Generate immediately (0 questions)

When to Ask (Decision Tree)

Has topic?
├─ NO → Ask: "What's this about?" [Text area]
└─ YES

   ↓
Has format?
├─ NO → Ask: "What format?" [Interview] [Solo] [Panel]
└─ YES → Generate immediately ✅

Never ask: duration, speakers (use defaults from format)

2.6 Auto-Fill Intelligence

Data Sources for Auto-Fill

1. User History

```javascript
// Last 5 similar artifacts
autoFill = {
  template: artifact.templateId,
  dataSource: artifact.sourceData[0],
  audience: artifact.sharedWith,
  length: artifact.pageCount,
  style: artifact.styleApplied
}
```

Example: User created 6 weekly reports using Google Analytics

→ Auto-fill dataSource: "Google Analytics"

2. Temporal Context

```javascript
// Smart date interpretation
"weekly report" + Monday → dateRange: "last week"
"monthly report" + Jan 5 → dateRange: "December"
"Q1 review" + April → dateRange: "Q1 (Jan-Mar)"
```

Example: User says "weekly report" on Monday

→ Auto-fill dateRange: "Jan 20-26" (last week)

3. Role & Team Context

```javascript
// Organizational context
autoFill = {
  audience: user.team,
  recipients: user.team + user.manager,
  style: team.preferredStyle || company.brandStyle
}
```

Example: User in Marketing team

→ Auto-fill audience: "Marketing team + CMO"

4. Template Defaults

```javascript
// Type-specific defaults
templateDefaults = {
  "PRD": {
    sections: ["Problem", "Solution", "Requirements"],
    length: "8-12 pages"
  },
  "Weekly Report": {
    dateRange: "last week",
    metrics: ["Traffic", "Conversions"]
  }
}
```

2.7 UI Patterns for Questions

Pattern 1: No Questions (Ideal - 50% target)

```
┌──────────────────────────────┐
│ Generating your weekly marketing report │
│                    │
│ Using:              │
│ • Data from Google Analytics      │
│ • Date range: Jan 20-26, 2026     │
│ • Shared with: Marketing team + CMO   │
│                    │
│ [Progress indicator]        │
└──────────────────────────────┘
```

Shows what system is using

User sees and trusts auto-fills
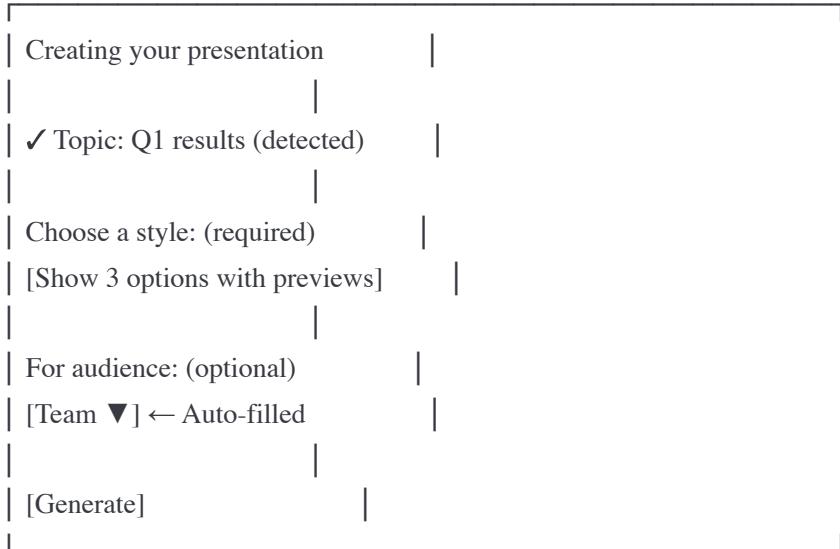
Pattern 2: Inline Question (35% target)

```
┌──────────────────────────────┐
│ Creating your document       │
│                │
│ Quick question: What should it cover?  │
│ [Text area with suggestions]     │
│                │
│ [Generate]           │
└──────────────────────────────┘
```

Single question inline

Not a separate screen

Pattern 3: Required Choice (Presentations/Visuals only)

```
┌──────────────────────────────────────┐
│ Creating your presentation      │
│                    │
│ ✓ Topic: Q1 results (detected)      │
│                    │
│ Choose a style: (required)      │
│ [Show 3 options with previews]      │
│                    │
│ For audience: (optional)      │
│ [Team ▼] ← Auto-filled      │
│                    │
│ [Generate]            │
└──────────────────────────────────────┘
```

Shows what's detected (✓)

Marks required vs. optional

Pre-fills optional fields

2.8 Decision Matrix

User Input	Document	Presentation	Spreadsheet	Visual	Podcast
Type only	Generate	Ask style ⚠️	Generate	Ask style ⚠️	Ask format ⚠️
Type + details	Generate ✅	Ask style ⚠️	Generate ✅	Ask style ⚠️	Generate ✅
Type + style	Generate ✅	Generate ✅	Generate ✅	Generate ✅	Generate ✅
Vague	Ask content	Ask both	Ask content	Ask both	Ask topic

Key:

- ✅ Generate immediately (0 questions)
- ⚠️ Ask 1 required question
- Multiple questions (avoid when possible)

2.9 Success Metrics

Extraction Accuracy:

- Target: 70%+ parameters correctly extracted from NLP

Auto-fill Acceptance:

- Target: 75%+ auto-filled values kept by users

Question Distribution:

- 0 questions: 50% of generations (ideal)
- 1 question: 35% of generations (acceptable)
- 2+ questions: <15% (avoid)

User Satisfaction:

- "System understood my intent": 85%+
- "Didn't feel like filling forms": 90%+

---
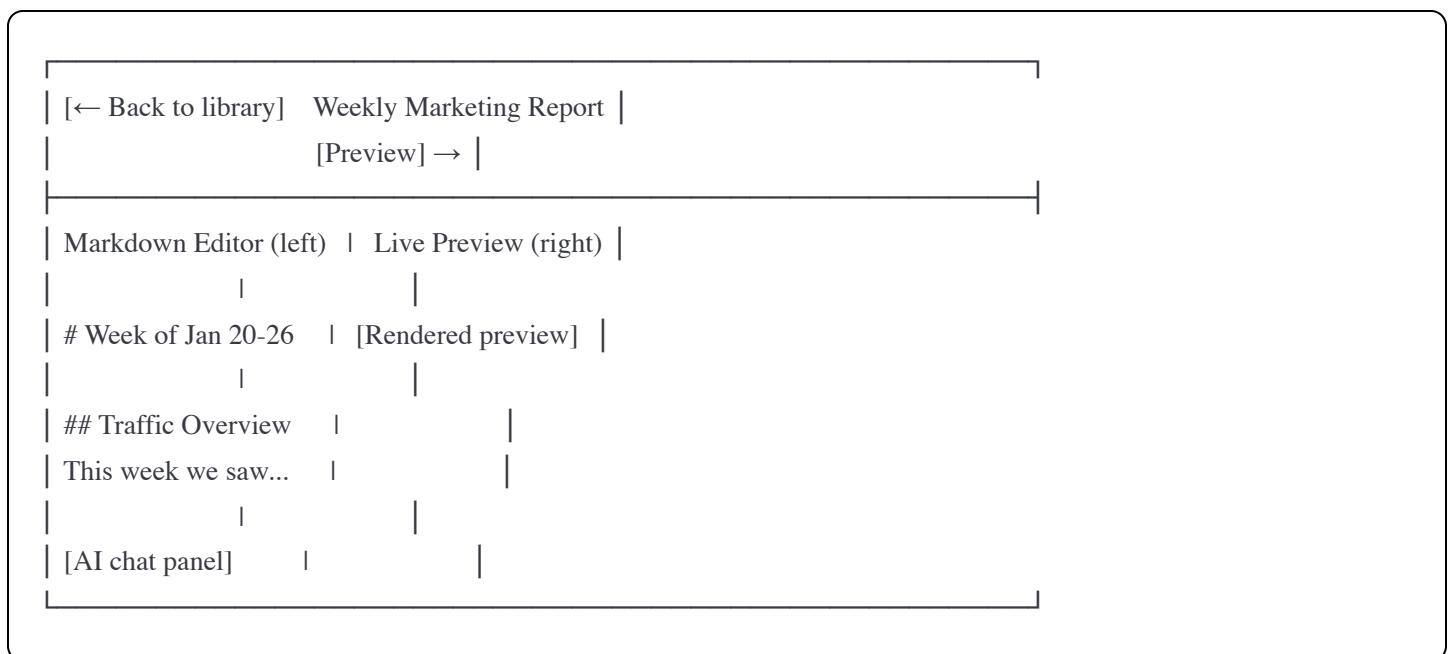
3. Editing Experience by Artifact Type

3.1 Document

View modes:

```
Tabs: [Edit] [Preview] [Export]
```

Edit mode:

```
| [← Back to library]   Weekly Marketing Report |
|                       [Preview] → |
|
| Markdown Editor (left)  |  Live Preview (right) |
|                  |                  |
| # Week of Jan 20-26   |  [Rendered preview]  |
|                  |                  |
| ## Traffic Overview     |                |
| This week we saw...     |                |
|                  |                  |
| [AI chat panel]      |                |
```

Edit tools available:

- Markdown toolbar (Bold, Italic, Headers, Lists, Links)
- AI chat panel (Ask AI to expand, rewrite, add section)
- Inline suggestions (hover over text)

Mode labels:
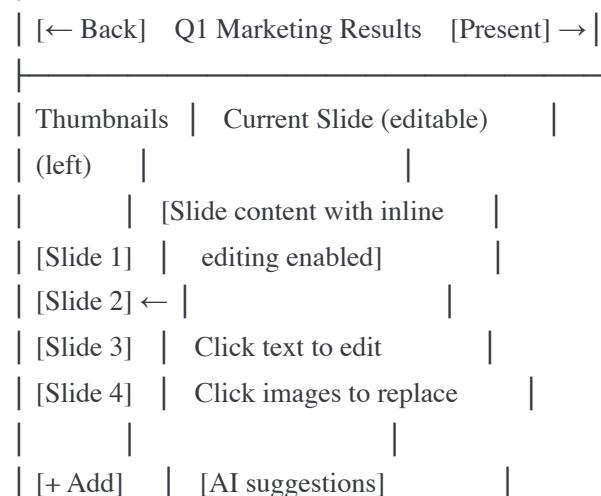
- **Edit:** "Edit document"
- **Preview:** "Preview document" (read-only, shows full styling)
- **Export:** "Export & style"

3.2 Presentation

View modes:

```
Tabs: [Edit slides] [Presentation mode] [Export]
```

Edit mode:

```
┌──────────────────────────────────────────────┐
│ [← Back]   Q1 Marketing Results   [Present] → │
├──────────────────────────────────────────────┤
│ Thumbnails │   Current Slide (editable)    │
│ (left)     │                               │
│            │  [Slide content with inline   │
│ [Slide 1]  │    editing enabled]           │
│ [Slide 2] ← │                              │
│ [Slide 3]  │   Click text to edit          │
│ [Slide 4]  │   Click images to replace     │
│            │                               │
│ [+ Add]    │   [AI suggestions]            │
└──────────────────────────────────────────────┘
```

Edit tools available:

- Text editing (click to edit inline)
- Image replacement
- Add/delete/reorder slides
- Layout picker

- AI suggestions panel

Mode labels:

- **Edit slides:** "Edit presentation"

- **Presentation mode:** "Present" (full screen, no editing)

- **Export:** "Export & finalize"

3.3 Spreadsheet

Single view (no separate preview):

```
┌──────────────────────────────────────────┐
│ [← Back]   Marketing Budget Q1   [Export] → │
├──────────────────────────────────────────┤
│ Grid Editor (like Excel)          │
│                    │
│ A      B      C      D       │
│1 Channel   Budget   Actual   Variance    │
│2 LinkedIn  $15,000  $12,450   -17%       │
│3 Email     $8,000   $8,234    +3%        │
│                    │
│ [+ Add row]  [+ Add column]  [Formula bar]    │
└──────────────────────────────────────────┘
```

Edit tools available:
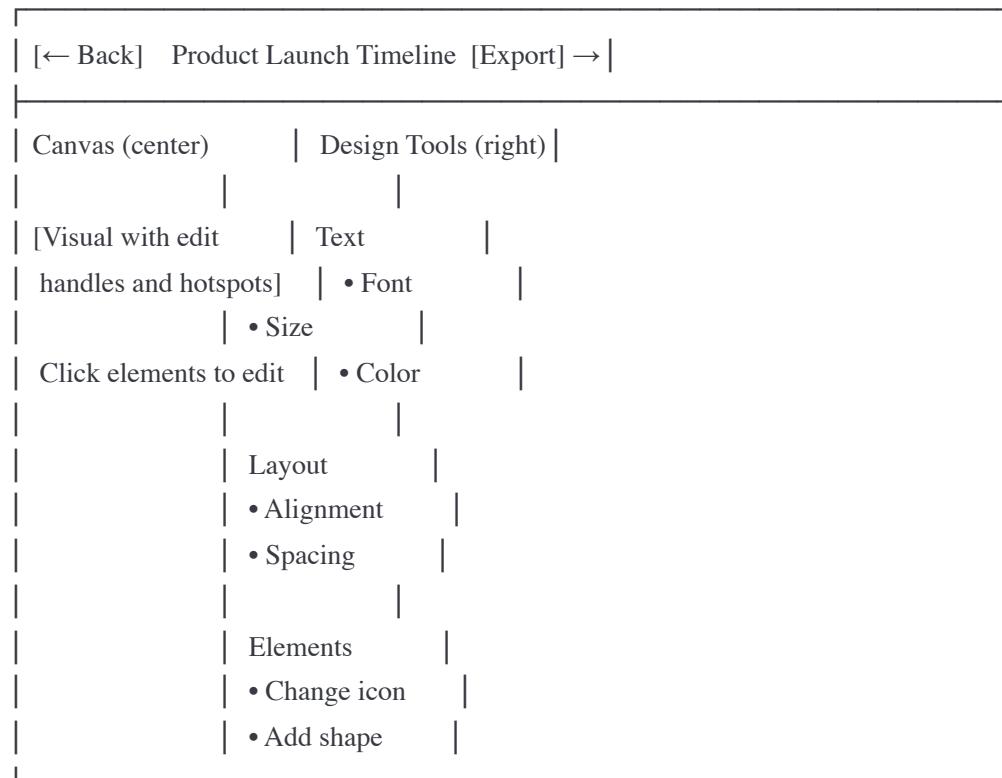
- Cell editing (click to edit)

- Formula builder

- Add/delete rows and columns

- Chart creator

- Format cells (number, currency, percentage)

Mode label:

- Single mode: "Edit spreadsheet"

3.4 Visual

Combined edit + preview mode:

```
┌─────────────────────────────────────────────────────┐
│ [← Back]   Product Launch Timeline  [Export] → │
├─────────────────────────────────────────────────────┤
│ Canvas (center)      │ Design Tools (right) │
│                      │                      │
│ [Visual with edit    │ Text                 │
│  handles and hotspots]  │ • Font            │
│                      │ • Size               │
│ Click elements to edit  │ • Color            │
│                      │                      │
│                      │ Layout               │
│                      │ • Alignment          │
│                      │ • Spacing            │
│                      │                      │
│                      │ Elements             │
│                      │ • Change icon        │
│                      │ • Add shape          │
└─────────────────────────────────────────────────────┘
```

Edit tools available:

- Text editing (click text to edit)
- Icon/image replacement
- Color picker
- Layout adjustments (alignment, spacing)
- Add/remove elements

Mode label:

- Combined: "Edit visual"

3.5 Podcast

View modes:

```
Tabs: [Edit script] [Preview audio] [Export]
```

Edit mode:

```
 ┌─────────────────────────────────────────────┐
 │ [← Back]   Product Launch Episode   [Preview] → │
 ├─────────────────────────────────────────────┤
 │ Script Editor                  │
 │                                │
 │ [INTRO MUSIC - 5 seconds]          │
 │                                │
 │ HOST: Welcome back to Product Talk...      │
 │                                │
 │ GUEST: Thanks for having me!          │
 │                                │
 │ HOST: Let's dive into the launch...       │
 │                                │
 │ [AI suggestions panel]             │
 │ Duration estimate: 12 min 30 sec        │
 └─────────────────────────────────────────┘
```

Edit tools available:

- Text editing (standard text editor)
- Speaker labels
- Production cues ([MUSIC], [PAUSE], [SFX])
- AI suggestions (expand, rewrite dialogue)
- Duration calculator

Mode labels:

- **Edit script:** "Edit script"
- **Preview audio:** "Preview audio" (30-second sample)
- **Export:** "Generate audio"

---
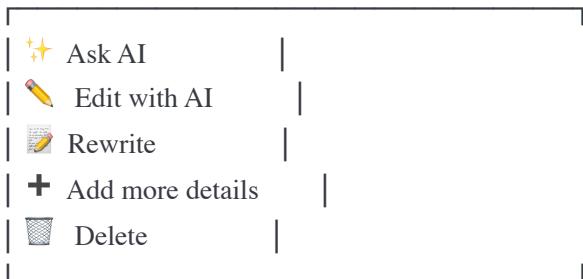
4. Common Tools Across Artifact Types

4.1 Inline Edit Popover

Works for: Document, Presentation, Spreadsheet, Visual

Trigger: Select text → Popover appears

Popover menu:

```
┌──────────────────────┐
| ✨ Ask AI          |  |
| ✏️  Edit with AI     |  |
| 📝 Rewrite         |  |
| ➕ Add more details   |  |
| 🗑️  Delete          |  |
└──────────────────────┘
```

Component name: InlineEditPopover
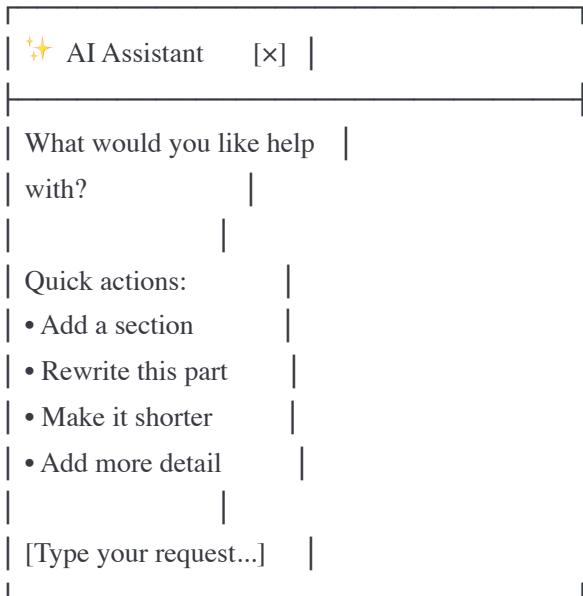
AI actions:

- "Ask AI" → Opens chat with selected text as context

- "Edit with AI" → Inline text field: "What would you like to change?"

- "Rewrite" → Offers 3 alternative versions

- "Add more details" → AI expands the section

- "Delete" → Removes selected content

4.2 AI Chat Panel

Works for: Document, Presentation, Podcast

Location: Right sidebar (collapsible)

```
┌──────────────────────┐
| ✨ AI Assistant    [×] |  |
├──────────────────────┤
| What would you like help   |
| with?              |
|                |
| Quick actions:        |
| • Add a section       |
| • Rewrite this part    |
| • Make it shorter     |
| • Add more detail      |
|                |
| [Type your request...]   |
└──────────────────────┘
```

Component name: AIAssistantPanel
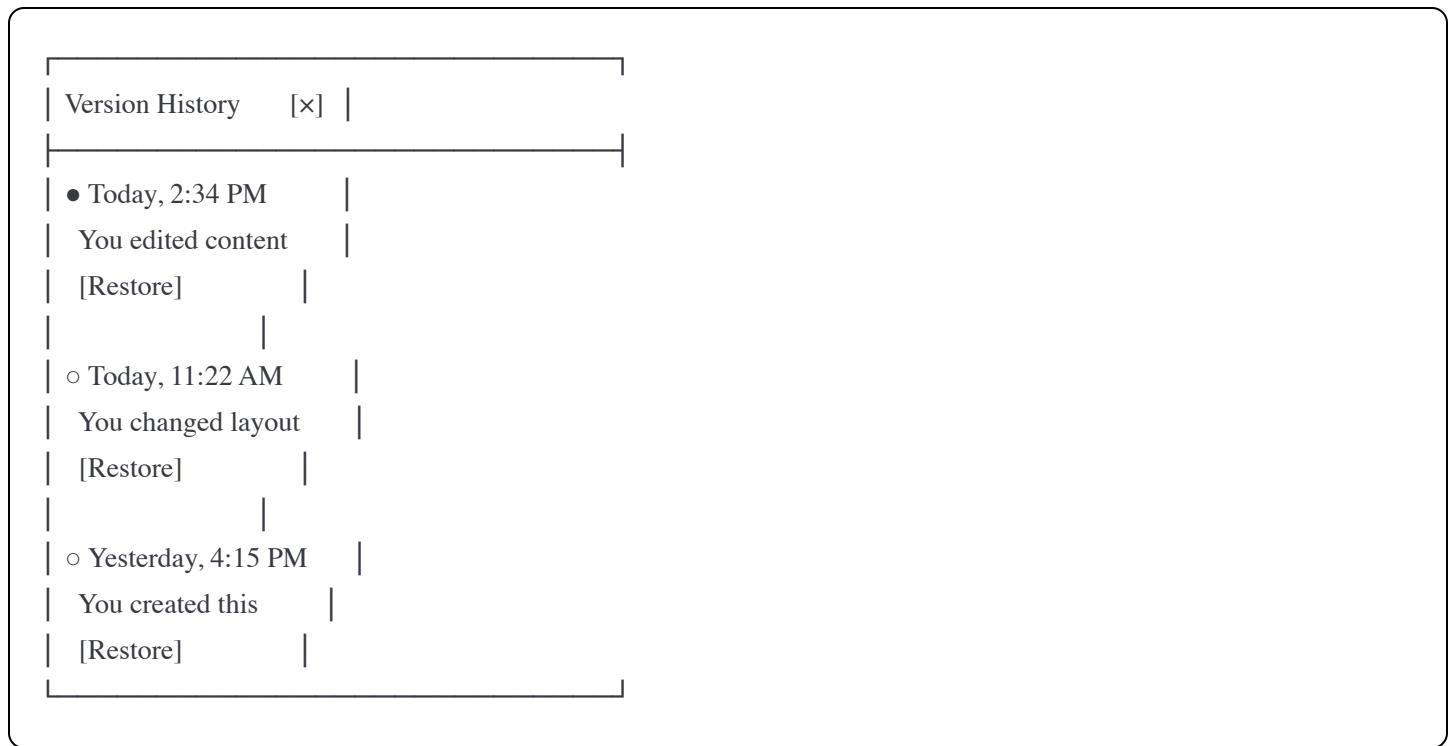
Common prompts:

- "Add a section about [topic]"
- "Make this more concise"
- "Explain this in simpler terms"
- "Add data to support this"

4.3 Version History

Works for: All artifact types

Access: Top bar → [•••] menu → "Version history"

```
┌─────────────────────────────┐
│ Version History      [×]  │
├─────────────────────────────┤
│ ● Today, 2:34 PM          │
│   You edited content      │
│   [Restore]               │
│                           │
│ ○ Today, 11:22 AM         │
│   You changed layout      │
│   [Restore]               │
│                           │
│ ○ Yesterday, 4:15 PM      │
│   You created this        │
│   [Restore]               │
└─────────────────────────────┘
```

Component name: VersionHistory

---
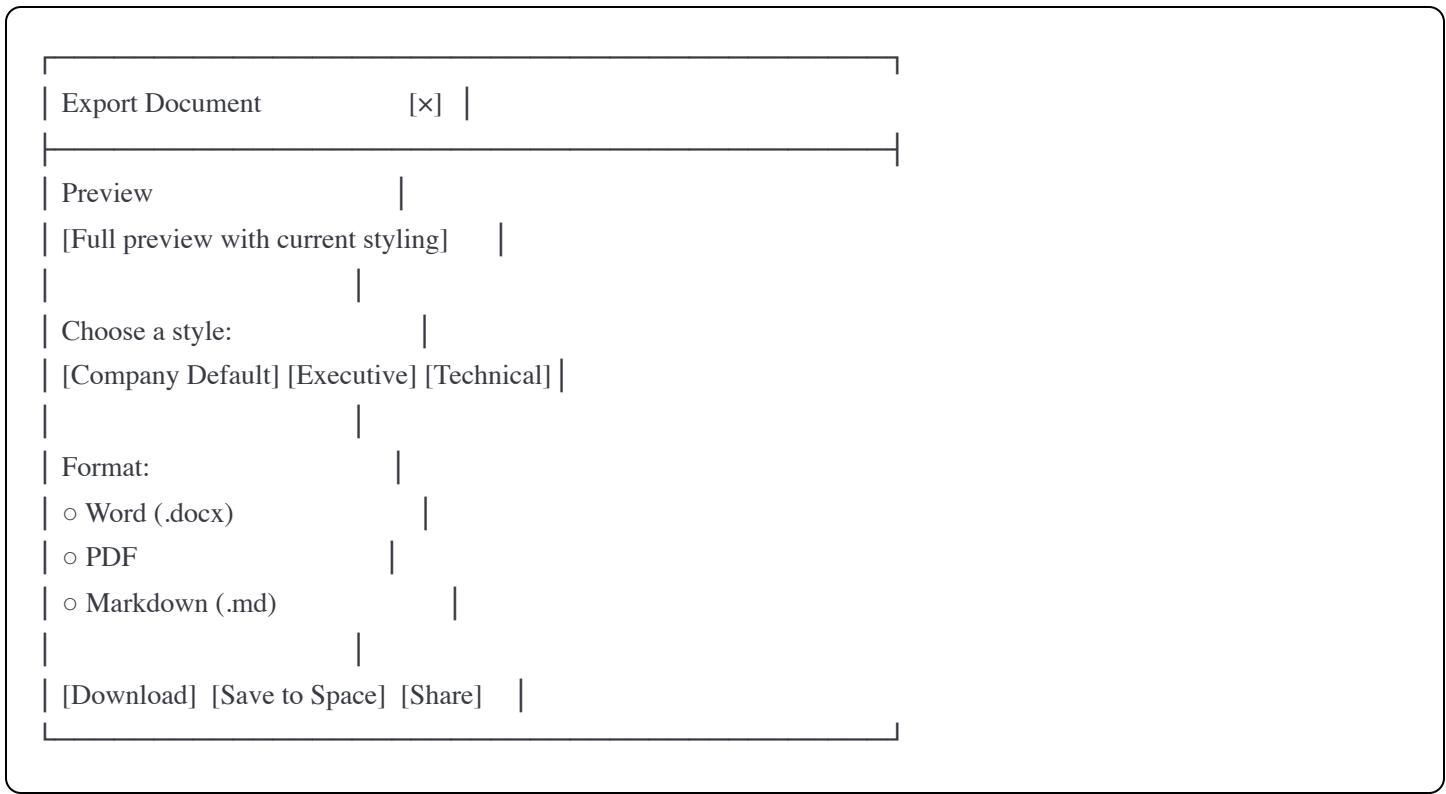
5. Export Options by Artifact Type

5.1 Document

Export button label: "Export document"

Export modal:

```
┌─────────────────────────────────────────────────────┐
│ ┌───────────────────────────────────────┐           │
│ │ Export Document            [×]  │                 │
│ ├───────────────────────────────────────┤           │
│ │ Preview                      │                     │
│ │ [Full preview with current styling]     │         │
│ │                         │                          │
│ │ Choose a style:             │                      │
│ │ [Company Default] [Executive] [Technical] │        │
│ │                         │                          │
│ │ Format:                  │                         │
│ │ ○ Word (.docx)            │                        │
│ │ ○ PDF                   │                          │
│ │ ○ Markdown (.md)             │                     │
│ │                         │                          │
│ │ [Download]  [Save to Space]  [Share]     │        │
│ └───────────────────────────────────────┘           │
└─────────────────────────────────────────────────────┘
```

Export options:

- Style selection: Yes (can change before export)

- Format options: Word, PDF, Markdown

- Additional configs: None

Actions available:
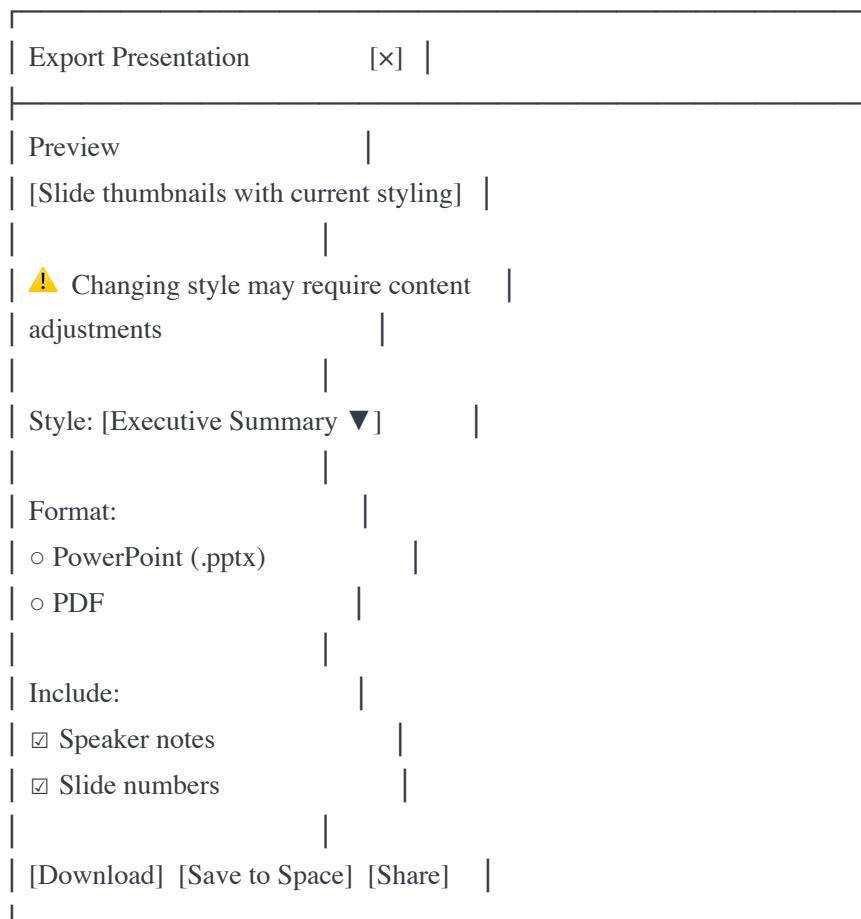
- Download

- Save to Space (if in Space)

- Share (generates shareable link)

- Open in Word (if Word integration available)

5.2 Presentation

Export button label: "Export presentation"

Export modal:

```
┌─────────────────────────────────────────┐
│  ┌───────────────────────────────────┐  │
│  │ Export Presentation        [×]  │  │
│  ├───────────────────────────────────┤  │
│  │ Preview                  │        │
│  │ [Slide thumbnails with current styling]  │
│  │                    │               │
│  │ ⚠  Changing style may require content  │
│  │ adjustments             │          │
│  │                    │               │
│  │ Style: [Executive Summary ▼]     │  │
│  │                    │               │
│  │ Format:             │             │
│  │ ○ PowerPoint (.pptx)        │     │
│  │ ○ PDF              │             │
│  │                    │               │
│  │ Include:             │            │
│  │ ☑ Speaker notes          │        │
│  │ ☑ Slide numbers          │        │
│  │                    │               │
│  │ [Download] [Save to Space] [Share]  │
│  └───────────────────────────────────┘  │
└─────────────────────────────────────────┘
```

Export options:

- Style selection: Yes (with warning about content adjustments)

- Format options: PowerPoint, PDF

- Additional configs: Speaker notes, slide numbers, animations

Actions available:
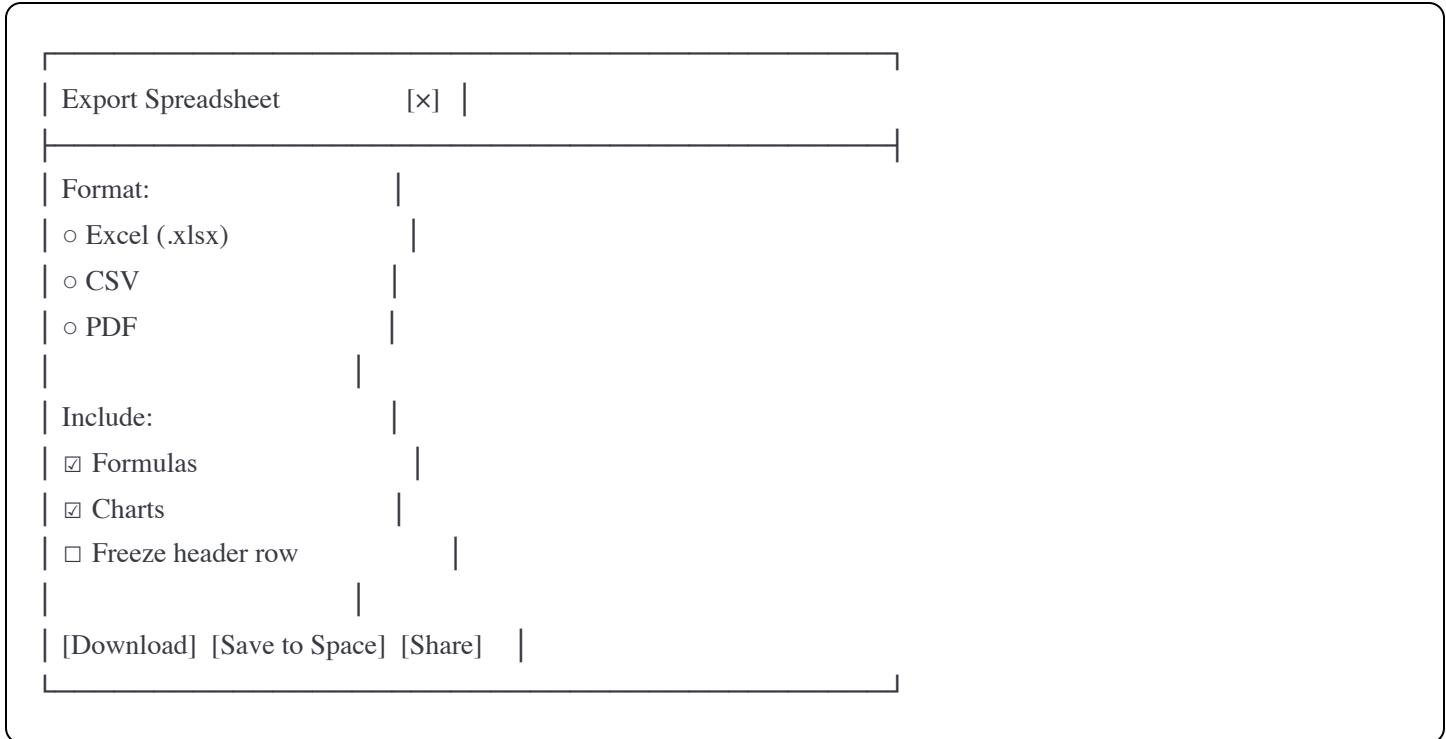
- Download

- Save to Space

- Share

- Open in PowerPoint (if available)

- Present now (opens in presentation mode)

5.3 Spreadsheet

Export button label: "Export spreadsheet"

Export modal:

```
┌─────────────────────────────────┐
│ Export Spreadsheet        [×]  │
├─────────────────────────────────┤
│ Format:                   │
│ ○ Excel (.xlsx)           │
│ ○ CSV                     │
│ ○ PDF                     │
│                           │
│ Include:                  │
│ ☑ Formulas                │
│ ☑ Charts                  │
│ □ Freeze header row          │
│                           │
│ [Download]  [Save to Space]  [Share]    │
└─────────────────────────────────┘
```

Export options:

- Style selection: No (functional styling only)
- Format options: Excel, CSV, PDF
- Additional configs: Formulas, charts, freeze rows

Actions available:

- Download
- Save to Space
- Share
- Open in Excel (if available)

5.4 Visual

Export button label: "Export visual"

Export modal:

```
┌─────────────────────────────────────────────┐
│  ┌──────────────────────────────────┐       │
│  │ Export Visual          [×]  │             │
│  ├──────────────────────────────────┤       │
│  │ Preview                 │                  │
│  │ [Current visual preview]       │           │
│  │                        │                   │
│  │ Where will you use this?       │           │
│  │ ○ Social media (1080×1080 px)      │       │
│  │ ○ Website (1920×1080 px)       │           │
│  │ ○ Print (300 DPI, CMYK)        │           │
│  │ ○ Custom: [width] × [height]       │       │
│  │                        │                   │
│  │ Format:                 │                  │
│  │ ○ PNG                  │                    │
│  │ ○ SVG (vector)            │                 │
│  │ ○ PDF                  │                    │
│  │                        │                   │
│  │ Background:               │                 │
│  │ ○ Transparent  ○ White  ○ Custom  │        │
│  │                        │                   │
│  │ [Download] [Save to Space] [Share]   │     │
│  └──────────────────────────────────┘       │
└─────────────────────────────────────────────┘
```
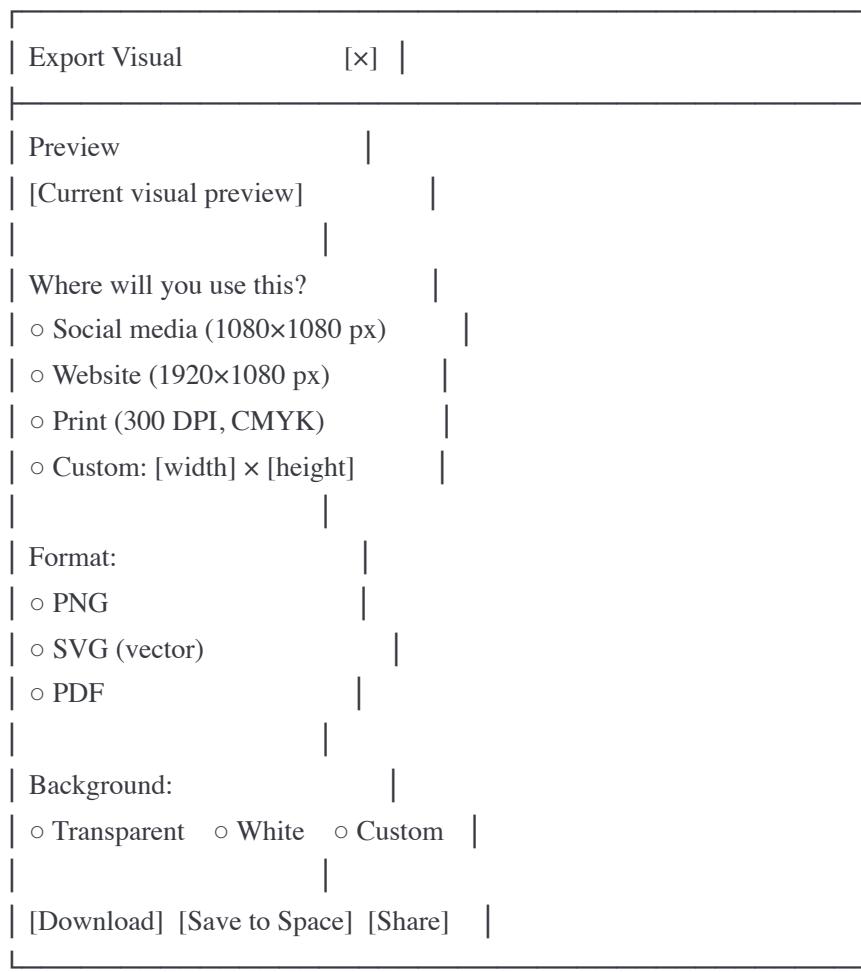
Export options:

- Style selection: No (style locked from creation)

- Format options: PNG, SVG, PDF

- Additional configs: Use case (determines dimensions), background

Actions available:

- Download

- Save to Space

- Share

5.5 Podcast

Export button label: "Generate audio"

Export modal:

```
┌─────────────────────────────────────────────┐
│  ┌──────────────────────────────────┐        │
│  │ Generate Audio          [×]  │        │
│  ├──────────────────────────────────┤        │
│  │ What would you like to export?    │        │
│  │ ☑ Script (.docx)           │        │
│  │ ☑ Audio file (.mp3)        │        │
│  │                     │        │
│  │ Voice settings (for audio):    │        │
│  │                     │        │
│  │ HOST voice:            │        │
│  │ [Professional Female ▼] [🔊 Preview]  │  │
│  │                     │        │
│  │ GUEST voice:           │        │
│  │ [Friendly Male ▼]    [🔊 Preview]  │   │
│  │                     │        │
│  │ Speed: [1.0x ▼]         │        │
│  │ Quality: ● High  ○ Standard    │        │
│  │                     │        │
│  │ ⏱ Generation time: ~2 minutes   │        │
│  │                     │        │
│  │ [Generate & Download]  [Save to Space]  │ │
│  └──────────────────────────────────┘        │
└─────────────────────────────────────────────┘
```

Export options:

- Style selection: N/A (voice selection instead)

- Format options: Script (.docx), Audio (.mp3)

- Additional configs: Voice per speaker, speed, quality

Actions available:

- Download (both script and audio)

- Save to Space

- Share audio file

---

6. Artifact Actions Menu

Location

Top right of every artifact: [•••] button

Common Actions (All Artifact Types)

```
┌─────────────────────┐
│ Rename           │
│ Duplicate        │
│ Version history     │
│ Move to folder      │
│ Share           │
│ Add to favorites    │
│ ───────────────     │
│ Delete          │
└─────────────────────┘
```

Type-Specific Actions

Document:

```
┌─────────────────────┐
│ [Common actions above] │
│ ───────────────     │
│ Open in Word        │
│ Convert to PDF      │
│ Create presentation    │
│ from this        │
└─────────────────────┘
```

Presentation:

```
┌─────────────────────┐
│ [Common actions above] │
│ ───────────────     │
│ Open in PowerPoint     │
│ Present now         │
│ Create document     │
│ from this        │
└─────────────────────┘
```

Spreadsheet:

```
┌─────────────────────────────────────────────────────────────┐
│  ┌──────────────────────────────┐                            │
│  │ [Common actions above]  │                                 │
│  │ ──────────────────────   │                                │
│  │ Open in Excel         │                                   │
│  │ Export as CSV         │                                   │
│  │ Create chart visual   │                                   │
│  └──────────────────────────────┘                            │
└─────────────────────────────────────────────────────────────┘
```

Visual:

```
┌─────────────────────────────────────────────────────────────┐
│  ┌──────────────────────────────┐                            │
│  │ [Common actions above]  │                                 │
│  │ ──────────────────────   │                                │
│  │ Edit in external tool  │                                  │
│  │ Generate variations    │                                  │
│  └──────────────────────────────┘                            │
└─────────────────────────────────────────────────────────────┘
```

Podcast:

```
┌─────────────────────────────────────────────────────────────┐
│  ┌──────────────────────────────┐                            │
│  │ [Common actions above]  │                                 │
│  │ ──────────────────────   │                                │
│  │ Regenerate audio       │                                  │
│  │ Download script only   │                                  │
│  │ Create show notes      │                                  │
│  └──────────────────────────────┘                            │
└─────────────────────────────────────────────────────────────┘
```

7. Library Actions

Artifact Card Actions
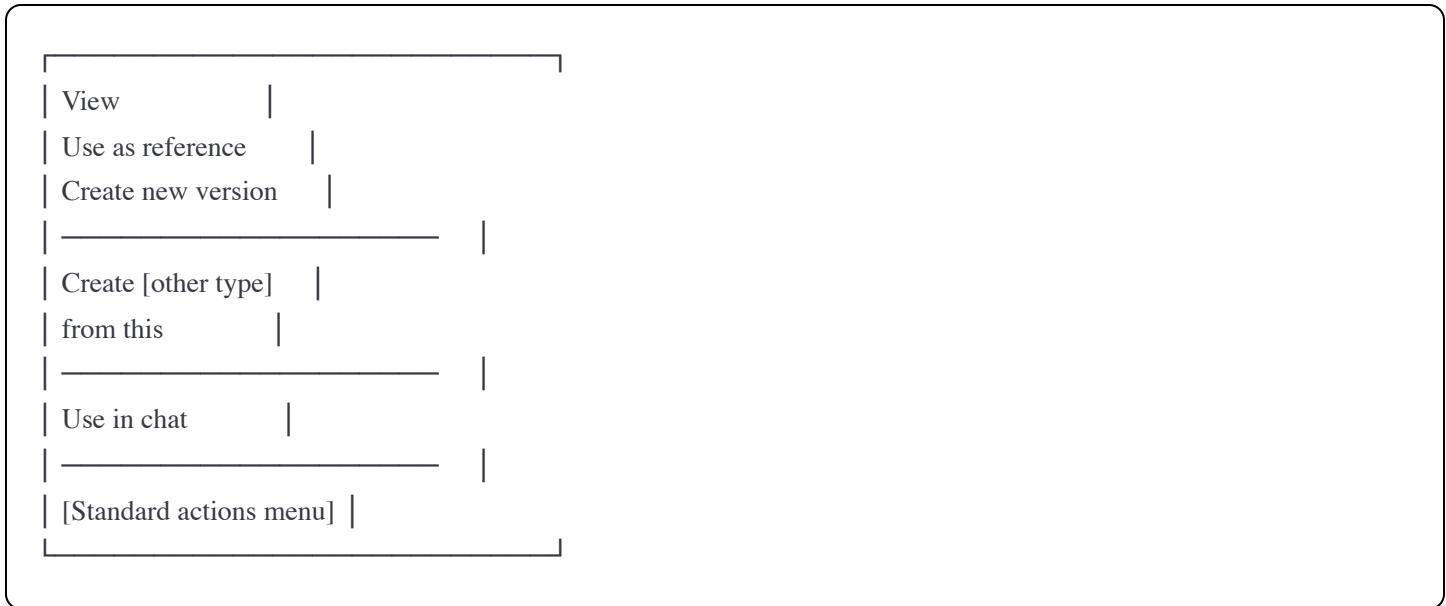
```
┌─────────────────────────────────────────────────────────────┐
│  ┌──────────────────────────────────────┐                    │
│  │ 📄  Weekly Marketing Report        │                      │
│  │ Edited 2 hours ago • Document      │                      │
│  │                      │                                     │
│  │ [Continue editing]  [•••]       │                         │
│  └──────────────────────────────────────┘                    │
└─────────────────────────────────────────────────────────────┘
```

Primary action (button):

- Label: "Continue editing" (if status = draft)

- Label: "View" (if status = completed)

- Label: "Reopen" (if status = archived)

Secondary actions (••• menu):

```
┌──────────────────────┐
│ View             │
│ Use as reference     │
│ Create new version    │
│ ──────────────────── │
│ Create [other type]  │
│ from this         │
│ ──────────────────── │
│ Use in chat       │
│ ──────────────────── │
│ [Standard actions menu] │
└──────────────────────┘
```

Action labels:

- "Use as reference" → Creates new artifact with same structure, empty content

- "Create new version" → Duplicates artifact with updated metadata (e.g., new date range)

- "Create [presentation] from this" → Transforms to different artifact type

- "Use in chat" → Opens AI chat with artifact as context

---

8. Naming Consistency Matrix

Summary Table

Artifact Type	Creation Button	Clarification Title	Edit Mode Label	Preview Label	Export Button
Document	"Create document"	"Creating your document"	"Edit document"	"Preview document"	"Export document"
Presentation	"Create presentation"	"Creating your presentation"	"Edit slides"	"Presentation mode"	"Export presentation"

Artifact Type	Creation Button	Clarification Title	Edit Mode Label	Preview Label	Export Button
Spreadsheet	"Create spreadsheet"	"Creating your spreadsheet"	"Edit spreadsheet"	(No preview)	"Export spreadsheet"
Visual	"Create visual"	"Creating your visual"	"Edit visual"	(Combined)	"Export visual"
Podcast	"Create podcast"	"Creating your podcast"	"Edit script"	"Preview audio"	"Generate audio"

Consistent Verbs

Creation: "Create"

- Create document
- Create presentation
- Create spreadsheet
- Create visual
- Create podcast

Editing: "Edit" + [artifact or component]

- Edit document
- Edit slides (not "Edit presentation")
- Edit spreadsheet
- Edit visual
- Edit script (not "Edit podcast")

Viewing: "Preview" or "View"

- Preview document
- Presentation mode (not "Preview presentation")
- View spreadsheet (same as edit)
- Edit visual (combined mode)
- Preview audio (sample)

Exporting: "Export" or "Generate" (for audio)

- Export document
- Export presentation

- Export spreadsheet
- Export visual
- Generate audio (special case)

Transformation: "Create [type] from this"

- Create presentation from this (from document)
- Create document from this (from presentation)
- Create chart visual (from spreadsheet)

Reuse: "Use as..."

- Use as reference
- Use in chat
- Create new version

---

9. Status Labels

Artifact Status

Status	Label	Icon	Meaning
draft	"Draft"	📝	In progress, not finalized
completed	"Completed"	✓	Finalized and exported
archived	"Archived"	📦	Moved to archive
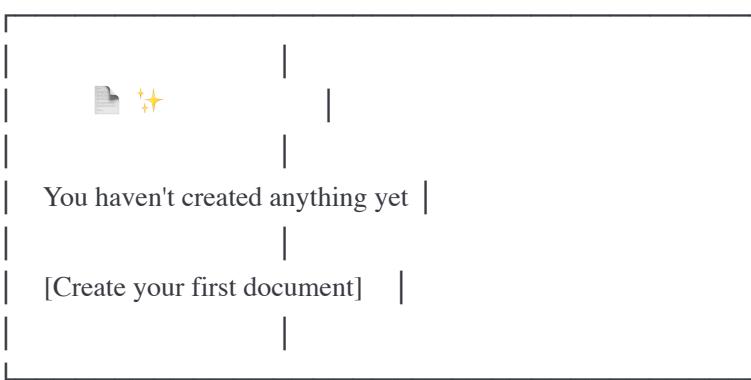
Sharing Status

Status	Label	Icon	Meaning
private	"Private"	🔒	Only you can see
shared	"Shared with [N]"	👥	Shared with specific people
team	"Shared with team"	👥	Visible to entire team
public	"Anyone with link"	🔗	Public via link

10. Error & Empty States

Empty States

Library (no artifacts):

```
┌─────────────────────────┐
│                 │
│     📄 ✨         │
│                 │
│   You haven't created anything yet │
│                 │
│   [Create your first document]  │
│                 │
└─────────────────────────┘
```

Search (no results):

No artifacts found for "Q3 report"

Try:
- Checking your spelling
- Using different keywords
- Browsing all artifacts

Error States

Generation failed:

⚠️ Couldn't generate document

We encountered an issue. Please try again.

[Try again] [Contact support]

Export failed:

> ⚠️ Export failed
>
> Something went wrong while exporting. Your work is saved.
>
> [Retry export] [Download as backup]

Connectivity error:

> ⚠️ Connection lost
>
> Your changes are saved locally. We'll sync when you're back online.
>
> [Dismiss]

---

11. Tooltips & Helper Text

Common Tooltips

Resource Badge: "Click to change data source"

Style Selector: "Choose visual style for your [artifact]"

Version History: "See and restore previous versions"

Share Button: "Share with others or get a link"

AI Assistant: "Ask AI to help expand, rewrite, or improve content"

Inline Helper Text

Clarification forms:

> Optional details (click to expand)
> └─ Appears under required fields

Export warnings:

> ⚠️ Changing style may require content adjustments
> └─ Appears when switching presentation style

Character limits:

125 / 150 characters

  └─Appears under text fields with limits

---

12. Accessibility Labels

Screen Reader Text

For icons:

- 📄 → "Document icon"
- 📊 → "Presentation icon"
- 📈 → "Spreadsheet icon"
- 🎨 → "Visual icon"
- 🎙️ → "Podcast icon"

For actions:

- [•••] → "More actions menu"
- [×] → "Close"
- [▼] → "Expand dropdown"

For status:

- 📝 → "Draft status"
- ✓ → "Completed"
- 🔒 → "Private"

Implementation Checklist

Phase 1: Core Labels

☐ Define all button labels
☐ Define all mode labels (Edit, Preview, Export)
☐ Define all clarification parameter names
☐ Define all action menu items

Phase 2: Consistency Audit

- ☐ Verify verb consistency (Create, Edit, Export)
- ☐ Verify noun consistency (Document vs. Doc)
- ☐ Check for duplicate/conflicting labels
- ☐ Validate with content design team

Phase 3: Localization Prep

- ☐ Create string keys for all labels
- ☐ Document context for translators
- ☐ Mark strings that shouldn't be translated (e.g., file formats)

Questions for Review

1. Should "Create podcast" say "Create podcast script" to be more specific?

2. Is "Presentation mode" clear or should it be "Preview presentation"?

3. Should "Generate audio" be "Export podcast" for consistency?

4. Do we need different labels for "Share" (link) vs "Share" (invite people)?

5. Should Resource Badge say "Data source" or keep as "Resource"?

Last Updated: February 2, 2026
Next Review: Before Beta launch
Owner: Design Team + Content Design