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### **Product Information**

**Product Overview and Functionality**

* **Tagline:** “Keep I.T. Simple”
* **What It Is:** AskDunzo will start off as a browser extension and PC Application that lets users request any feature on any website or their PC (e.g., “Add a shortcut to minimize all windows”) by typing a simple request.
* When the app is downloaded, it will be able to add *any* features and conveniences that aren't already there. This applies not just to websites, but to your PC itself, with mobile functionality planned for the future.
* It is powered by an AI called "Dunzo" that generates features on the user's device, through the cloud, to provide a fast and private experience.
* Examples of its use include adding a Dark Mode button to any website or sorting YouTube comments by likes.
* **Core Functionality:** Users type requests (e.g., "Add a dark mode toggle to this site"), and Dunzo interprets and implements the feature within seconds to a minute, depending on the user's subscription tier. Dunzo will inform the user of the approximate time their specific request will take.
* **Visuals:** The product's visuals will also be very simple, so simple in fact, that it would look different from any other website/app on the internet. And yet, it would be just as effective, if not more effective, than any website/app on the internet. Its Logo, a simple, digitally hand-drawn D with a cursor in the middle of it, exemplifies this, and how the product looks, from the website to the extension itself, will take its simple visual appeal from it. The product will be primarily Black and White.

**User Interface and Experience**

* **Interface:** Once downloaded, and after signing up and choosing your plan, to use it, you will simply use the internet like normal, except once you’re on a website, the AskDunzo icon will appear in the user's toolbar. Clicking it opens a text box with the prompt: “What would you like to add or change on this site?” Below this, a note reads, “Type your request, and Dunzo will make it happen!” Users can type requests like “Sort Reddit posts by upvotes” if they are on Reddit, or “Add a download button to Instagram” if they are on Instagram.
* **Smart Suggestion:** The system will feature real-time prompt refinement to help users with their requests if they’re unsure how to word their request properly.
* **Dashboard:** Users will have a dashboard to manage their features, track history, and explore the WebSquare community marketplace.
* **Onboarding:** A two-minute tutorial will be provided to show new users what is possible with the application.
* **Feedback:** Users can report bugs and make suggestions. Premium users have access to human customer service over the phone.
* **Referral Program:** Earn perks (1 extra slot per 2 users invited).   
  If you invite 2 friends, and these friends use AskDunzo, you will earn an extra slot (which is stackable and permanent). The two friends will have to have verified accounts, however, (phone number added). This is to avoid people abusing the system.

**Subscription Tiers & Features**

* **Free Tier:**
  + **Generation Time:** Approximately 30 seconds to 1 minute.
  + **Usage Limit:** 3 feature requests per week.
  + **Feature Duration:** Features expire after a weekly reset.
  + **Complexity:** Limited to basic tweaks such as buttons, filters, and UI changes.
  + **WebSquare Access:** Limited to 1 use per week.
  + **Note**: Free users who sign up for the Data Sharing program and allow us to take 100% of the profits get higher cloud priority than other free users, but lower cloud priority than premium users.
* **Premium Tier ($10/month):**
  + **Generation Time:** 5 to 30 seconds.
  + **Usage Limit:** 50 feature requests per week. Unlimited access to WebSquare.
  + **Feature Duration:** Features expire monthly, with an option to keep them. It includes  
     *Adaptive Feature Maintenance*, where the AI automatically updates a feature if the host website changes. A history and reapply button will also be available.
  + **Complexity:** Supports advanced features, including lengthy and cross-platform requests.
  + **Customization:** Users can tweak how features look.
  + **Preview Option:** A feature preview can be seen before the application.
  + **WebSquare Access:** Unlimited.
  + **Why It’s Worth It:** Unrestricted control and reliability for premium users. Premium users will also have access to over-the-phone, *human* customer service. We will pride ourselves on *speed*, similarly to Old Google.
* **Lifetime Premium ($200 one-time):**
  + **Perks:** Includes all current and future perks forever.
  + **Access:** Gets updates before Premium users and has higher cloud prioritization.
  + **Availability:** This tier is limited to the first year of release, with a cap of 3000 users.

##### **Data Sharing Program**

* **Concept:** Every user will have the option to opt-in to share ***all*** internet usage data (Which will be *100%* *anonymized AND aggregated)* while earning 50% of the profits from its sale. This will allow us to have a revenue source outside of premium subscriptions (thus allowing us to make money from Free users as well).
* **Payouts:** Cash every 3 months.
* **Incentives:**

**Instant Micro-Rewards:** Every user who signs up for the Data Sharing Program gets an extra feature slot that lasts just as long as a premium user’ and is useable for an advanced request (unlike the other 3 free slots that only last up until its weekly reset and are limited to basic requests); Along with this, every user will have the option to block ALL tracking from other companies (Google, Meta, Apple, data brokers, etc.) across *all* their devices that have AskDunzo enabled.

All of this will be given to *anyone* who applies for the Data Sharing program.

**Side Benefit:** Users will also get an *additional* premium feature slot if they opt in for the Data Sharing Program and allow us to take *100%* of the profits.

**Guaranteed Protection:** If any user data is leaked, the user will get FULL monetary compensation. Of course, this will not happen, as we will make it practically impossible, but to assure users, this will be emphasized.

* **Scope:** Browsing History, feature requests and uses, website/app usage stats, etc. Again, all *completely* anonymous *and* aggregated. Every individual user will also be told whom their anonymized data is sold to and what in particular is being sold. All of it will all be on their DashBoard if they choose to opt-in.
* **Why It Works:** You’re paid for your contribution, fostering trust and loyalty. It’s completely safe (unlike what other tech companies do) and users have extra assurance of full compensation *if* somehow their data gets leaked.

##### **Community Marketplace called “WebSquare” (Inspired by the Chrome Web Store)**

***(Will be fully released for everyone to use post 3 months within Beta year.)***

* **What It Is:** A hub to share and install specific user-created features.
* **Elements:**

**Creators:** Premium users publish features. Creators can receive tips from users. We don’t take a share of any of the tips creators earn.

* + **Users:** Free users can use up to 1/week; premium users have unlimited uses.
  + **Discovery:** Categories (e.g., “Instagram features”, “YouTube features”) with ratings, reviews, and verifications. If a user requests a feature that is the same as a verified feature, the AI will use that feature instead of generating one itself.
  + **Gamification and Monetary Incentive:** Badges (e.g., “Top Creator”), leaderboards, $5 bonus for every 1,000 active users every month (not just this, these features will be required to have at least **⅘** Stars rated by users for creators to be paid).
  + **Note:** Features used from WebSquare will not take up Dunzo requests. WebSquare is meant to be a gift to users. However, for free users to use WebSquare unlimitedly, they will have to opt in for the Data Sharing program and allow us to take 100% of the profits.  
      
    Creators will have the option to reduce their earnings by 25% (they still receive 100% of their tips), and in return, they get analytics on feature usage, promotion options within WebSquare (e.g., “Featured Creator” spotlight) and their features will automatically be updated by Dunzo to stay up and running (so they wouldn't have to update it themselves).

**WebSquare Release:** As previously mentioned, WebSquare will be fully launched quarter-way through the first year of AskDunzo’s beta phase. There will be a preview page where WebSquare is intended to appear, accompanied by a “coming soon” *under construction* sign to give rise to anticipation among beta users for its release.

HOWEVER, Premium users (future creators) will have the opportunity to submit their feature requests for preview a month after AskDunzo’s beta release. This submission process will operate on a “first come, first served” basis. Meaning, early submitters will have their accepted features showcased to a larger audience compared to those who submit their features once WebSquare officially launches.  
Our feature-building service that comes with WebSquare for creators (sort of like an IDE, but suited for creating front-end features) will be available for use immediately. So premium users will be able to see it, however, free uses will just see the Under Construction page.

### **Technical Information**

**Architecture and Compatibility**

* **Cloud Processing:** Priority cloud processing is utilized for complex requests from premium users.
* **Compatibility:** The tool is designed to be compatible with all browsers and desktops, with a future goal of being integrated into Mobile.
* **AI Model:** Dunzo will be built using the Best/most cost-effective AI Model available.
* **Creator Tools:** A feature-building service for creators, described as "sort of like an IDE, but suited for creating front-end features," will be available at beta release.