

Core Objects

Three objects. No projects. No folders. No hierarchy.

Study (= Chat)

The primary object. The chat IS the study.

One research question, multiple methods (survey, interviews, focus groups, analytics).

AI has full context across all methods in the conversation.

Finding

The unit of insight. Created via the ■ bookmark action.

→ AI drafts it, researcher edits conclusions. Evidence includes embedded charts and visuals from data cards.

Accessible via header badge.

Report

The unit of communication. Composes multiple findings for a specific audience.

→ Cross-study synthesis layer. Exec summary, research readout, team brief.

Replaces 'project' as narrative.

Labels

Optional, cross-cutting tags. A study can have multiple labels (replaces folders/projects). Multi-assignable.

In-Chat Data Pipeline

Three layers, each with inline actions.

DATA CARD

Raw results from a method. Immutable, factual, no opinion. Has charts, bars, quote cards. [■ Save] [■ Share]

Evidence

→ **AI INTERPRETATION**
AI's first take as a chat message. Provisional, challengeable. Designed to provoke thinking, [■ Save] [■ Share]

Analysis

FINDING

→ Researcher's definitive insight. Created via ■ bookmark modal. Includes embedded charts from data cards as visual evidence.

Insight

Three Paths to a Finding

1 ■ Bookmark on data card or AI interpretation

Point at a result — AI drafts finding in a modal with charts, evidence, conclusions

2 Ask in chat

"Save that as a finding" — AI uses your framing as the starting point

3 AI suggests

After analysis, AI offers a suggestion chip: "■ Save as finding?" — accept or ignore

All paths open a modal over the chat. AI drafts, researcher edits, save or save & share.

Inline Sharing

■ Share from where you are. No drawer. No extraction step.

What you can share directly:

Snapshot

Read-only finding or report. No conversation.

With Context

Finding + view source conversation (read-only).

Full Handoff

Everything. Recipient can continue the study.

Stakeholders, execs

Teammates

Research collaborators

Data card ■

Quick share of raw results. The chart, the numbers. No interpretation. "Did you see this?"

Data + AI ■

Share on AI interpretation bundles the card + analysis together automatically.

Finding ■

Polished insight with embedded visuals, evidence, and editable conclusions.