

■ Deep Research Checklist for ChatGPT

Step 1: What kind of question am I asking?

- Concept / Fundamentals (coding, design, definitions) → ■ No Deep Research needed
- Facts / Rankings / Market data / User behavior → ■ Consider Deep Research

Step 2: Does the answer depend on fresh or evolving info?

- Example: 'Top Medicare sites by traffic in 2025'
 - Example: 'Latest senior digital adoption stats'
- If Yes → ■ Use Deep Research
If No (unchanging knowledge) → ■ Regular chat is fine

Step 3: Is this decision strategic / portfolio-facing?

- Example: 'Should the AI Navigator be in the hero section or corner widget for seniors?'
 - Example: 'Which domain names are most SEO-friendly this year?'
- If Yes → ■ Use Deep Research
If No (just a build question) → ■ Regular chat

Step 4: Do I need numbers, sources, or competitor comparisons?

- Example: 'How many seniors use Facebook vs YouTube?'
 - Example: 'Top 10 Medicare Advantage websites by monthly visitors.'
- If Yes → ■ Deep Research will help
If No (I just want reasoning / explanation) → ■ Regular chat

■ Quick Checklist

Use Deep Research when you need:

- Fresh data (2024–2025 market trends, traffic, usage stats)
- Rankings / top lists (competitor traffic, best tools, most popular sites)
- Consumer behavior insights (what seniors read, how they click, where they spend time)
- Evidence to justify portfolio decisions

Don't use it for:

- Fundamentals (CRUD, CSS flexbox, 'what is a CMS')
- Brainstorming (naming ideas, menu layout drafts)
- Coding help (HTML, JS, React snippets)