

# Content X-Ray

## The Need - Customer

A customer / user is trying to evaluate whether to work with Explosive Brands and needs a further demonstration of value that highlights the kind of thing they will get from such an engagement.

## The Need - Explosive Brands

To show to the world that Explosive Brands are embracing AI tools, augmenting our core competencies and workflows to increase the scalability of these, generate more value for customers and ensure that we are able to deliver consistency of output at greater speed without any real impact on cost.

## The Goal

Provide Explosive Brands prospects with clear demonstrable value immediately. The ultimate feeling that we would like to and aim to convey with this tool is that it is like having a consultant copywriter and keynote speaking master in your pocket to look over and evaluate your document.

## The Solution

An AI Content X-Ray that will analyse a current document or webpage and offer insights as well as possible improvements across three key areas:

1. **Accessibility and readability.** How difficult is the document to read, understand and what level of English would someone need to have in order to understand it?
2. **Effectiveness and sentiment.** How persuasive is the document, how successful is it at conveying the message it needs to in simple terms? How well does the document use metaphor in a way that draws the reader in? What is missing from the document that should be there, what is in the document that is unnecessary or ineffective.
3. **Structure.** What visuals could be used to improve readability and comprehension? How are the ones currently in the document working? Are they useful or could they be clearer?

This will form the first foundation of an AI tools page on the Explosive Brands site that will eventually offer other single service analysis like webpage content x-rays, video content x-rays etc but purely as single assets.

The ultimate aim however will be behind the scenes. To create a tool that evaluates all customer comms across the visible channels they use such as social, google, etc in order to determine how effective these digital channels are currently at communicating the value the customer provides, and recommendations for where they could improve in this.

## The How

An interface where the user can upload a current PDF or PPT Document and have it evaluated by the tool in a matter of seconds that provides them with a report emailed to them.

The tool will capture simple details such as name, email, phone number and possible budget, then allow the upload of the document to be evaluated.

## Supporting Content

Explosive Brands will gather best in class examples and will use this tool to gather insights on them as per the above. Moving forward from this, the same will be done with webpages, video and social media content.

## Possible Names

### General Content Analysis Tools:

1. **ClarityScope** - Suggests a tool that provides a broad, clear view of the document's quality and complexity.
2. **TextTherapy** - Implies improving and healing the text, akin to medical therapy.
3. **DocuPulse** - Indicates checking the 'pulse' or health of a document.
4. **MythosMeter** - Incorporates "Mythos" to suggest deep narrative understanding.
5. **InsightInk** - Highlights the tool's ability to provide deep insights into written content.
6. **LexiMed Analyzer** - Specialized analyzer for medical documents, combining language and medical focus.
7. **ScriptHealer** - Suggests remedying issues in text communication.
8. **EchoScribe** - Draws on "Echo," a figure from mythology, reflecting the essence of the text.
9. **Papyrus Pulse** - Combines ancient writing materials with modern document assessment.
10. **WisdomWeaver** - Focuses on weaving comprehensive, wise insights into documents.

### Forensic and Detailed Analysis Tools:

1. **TextForensix** - Suggests a detailed, investigative approach to analyzing documents.
2. **AnalytiScript** - Focuses on detailed examination of written content.
3. **DocuDiagnostics** - Emphasizes a systematic approach to document evaluation.

4. **ScriptProbe** - Conveys thorough analysis with an investigative approach.
5. **TextualTelemetry** - Combines detailed content monitoring with data analysis.
6. **LexiconLens** - Focuses on detailed examination through a 'lens' of language.
7. **InkSleuth** - Indicates a detective-like analysis of content.
8. **DocuDecode** - Highlights the tool's ability to unravel and clarify complex texts.
9. **ScriptScan** - Suggests detailed scanning and analysis of scripts or documents.
10. **ForensicTextualis** - A scholarly approach to deep textual analysis with a Latin twist.

### **AI-Enhanced Tools:**

1. **AI DocuScope** - AI-powered comprehensive document examination.
2. **ScriptAllyzer** - Emphasizes an AI-driven approach to script analysis.
3. **TextForensix AI** - Highlights advanced AI capabilities in forensic text analysis.
4. **NeuroText Diagnostics** - AI-driven detailed document analysis.
5. **LexiLogic AI** - AI-enhanced logical analysis tool.
6. **ScriptIntelliProbe** - AI-driven in-depth document investigation.
7. **AI InkSleuth** - Uses AI in the detective-like exploration of content.
8. **PapyrusPilot AI** - AI guides the analysis of historical and complex texts.
9. **ScriptScan AI** - Rapid and efficient document scanning powered by AI.
10. **AI ForensicTextualis** - Sophisticated, AI-enhanced forensic examination.

### **Tools Integrating AI with General Analysis:**

1. **ClarityScope AI** - Leverages AI to provide a clear view of document quality.
2. **TextTherapy AI** - Uses AI to enhance document comprehensibility and effectiveness.
3. **DocuPulse AI** - AI assesses the 'pulse' or health of a document.
4. **MythosMeter AI** - AI capabilities measure text complexity with a mythological flair.
5. **InsightInk AI** - AI-driven insights into content improvement.
6. **LexiMed Analyzer AI** - AI-powered specialized analysis for medical documents.
7. **ScriptHealer AI** - AI enhances the healing and improvement of documents.
8. **EchoScribe AI** - AI enhances the mythical echo to reflect and refine documents.
9. **Papyrus Pulse AI** - Ancient wisdom combined with modern AI technology for document assessment.
10. **WisdomWeaver AI** - AI weaves comprehensive insights into documents.