Project Spec Sheet: AI Content Creator upgrade feature within DisplayCRM

Project Overview

The AI Content Creator is a module within DisplayCRM that leverages Retrieval-Augmented Generation (RAG) to generate marketing content from uploaded source documents. It supports generation of social media content, blog posts, case studies, and other formats, with adjustable filters and tone options.

Goals

- Enable users to upload source materials (PDFs, Docs, etc.)
- Generate marketing content tailored to input documents
- Let users define generation filters like tone, audience, and content length
- Display multiple content options in card format
- Allow users to save and reuse generated content

User Flow Overview

- 1. Upload Source Document
- 2. Select Content Type (e.g., Social, Blog, Case Study)
- 3. Adjust Generation Settings
- 4. Generate Options
- 5. Preview Outputs in Cards
- 6. Save or Export Selected Content

Core Features & Components

Upload Zone:

- Drag & drop or browse to upload source documents
- File types: PDF, DOCX, TXT
- Upload confirmation with filename display

Top Action Area (Figma Frame #1):

- CTA Buttons: "Upload Document", "Generate Content", "Save All"
- Content type selector: Dropdown (Social, Blog, Case Study)

Filters & Content Settings (Figma Frame #2):

- Tone of Voice: Professional, Conversational, Playful, Bold, Technical, etc.
- Audience Type: B2B, Consumer, Executive, Technical, etc.
- Headline Length: Short, Medium, Long
- Body Length: Tweet-sized, Paragraph, Extended
- Keywords/Tags: Free-form input or suggested via AI
- # of Options: Numeric selector (1–10)

Output Display Area (Figma Frame #3):

- Results in card format with: Headline, body copy, tags, keywords
- Each card includes: "Copy", "Save", "Regenerate"
- Saved state visually indicated

Backend Logic (RAG Environment)

- Indexed document content feeds retrieval layer
- Prompts tuned to user-defined filters
- AI model generates output using retrieved chunks + prompt injection
- Results cached per session to enable save/export

Saving Functionality

- User can save:
- Individual outputs
- All generated options
- Saved content linked to user's project or CRM record

File Delivery

Figma file includes 3 layout frames:

- 1. Action Area (upload + CTA)
- 2. Filter/Dropdown Controls
- 3. Card Layout for Output Display

Stretch Features (Post-MVP)

- Editing interface for each card
- Export to PDF, .docx, or social-ready image
- Tag recommendations using keyword clustering
- Al voice assistant to walk users through generation

Marketing Content Builder – Step-by-Step User Guide

Powered by Variant, Built for DisplayCRM

This feature represents a collaborative development between **Variant** and **DisplayCRM**, designed to empower users with Al-assisted content creation using a flexible and intuitive interface. This guide walks through the four key stages of the builder.

Screen 1: Initial Input Interface

Purpose: Begin a new content campaign by setting the parameters for AI-generated marketing content.

Steps:

1. Enter Campaign Name

- o Internal-only field for organizing campaigns.
- Will not appear in the generated social content.

2. Choose Source Material

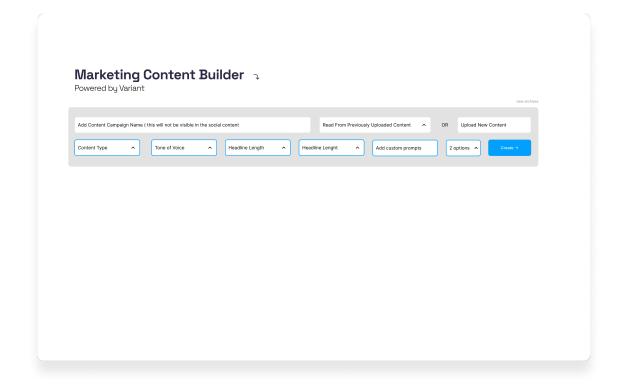
- Select from Previously Uploaded Documents, or
- Use Upload New Content to drop in a fresh file.

3. Set Content Filters

- o **Content Type** Social Post, Blog, Fact Sheet, Case Study
- o **Tone of Voice** Playful, Professional, Bold, Calm
- **Headline Length** Short, Medium, Long, Or Auto (Al Decides)
- o **Body Length** Same options as headline
- o Custom Prompts Optional AI steering input
- # of Options How many variations to generate

4. Click "Create"

Generates content cards based on your input criteria.

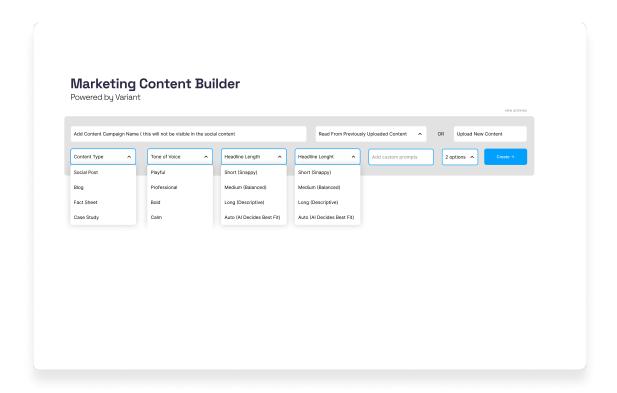


Screen 2: Filter Dropdown Expanded

Purpose: Preview and refine content generation settings.

Highlights:

- Expanded menus show the full range of inputs.
- All selections remain editable before clicking **Create**.



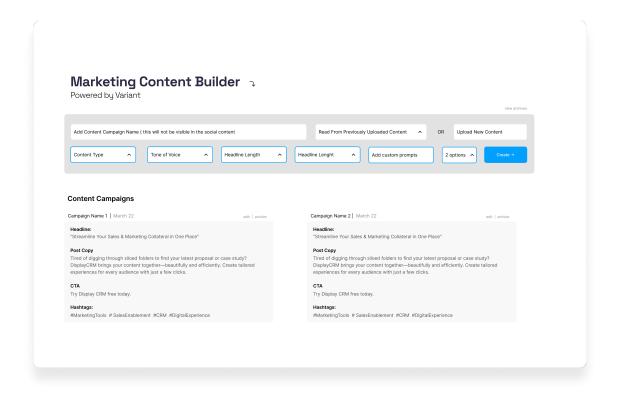
Screen 3: Output Display – Content Campaigns

Purpose: View and manage your generated marketing content.

Layout:

- Each card includes:
 - Headline
 - Post Copy
 - o CTA
 - Hashtags
 - Options to Edit or Archive

- Campaigns are timestamped and labeled for clarity.
- Top-right link to **View Archives** lets you browse past content.

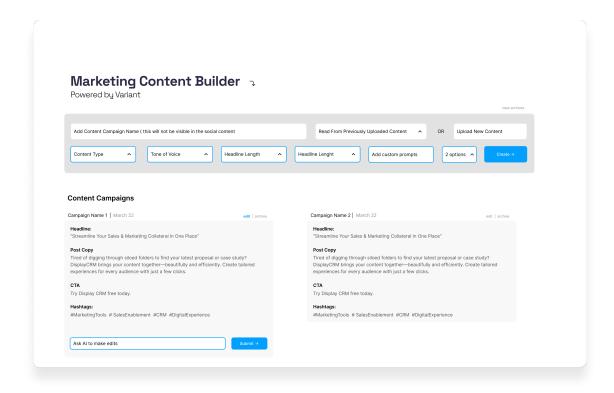


Screen 4: Ask AI to Refine

Purpose: Refine generated content using smart AI prompts.

Features:

- Add instructions in plain language like:
 - "Make this more casual"
 - "Include a benefit statement"
 - "Add emojis for social"
- Click **Submit** and AI will provide revised copy within the same card structure.



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