

PRODUCT TEARDOWN - CONVERSATIONAL AI



BY



Overview

Bard is a large language model (LLM) chatbot developed by Google AI. It is trained on a massive dataset of text and code, and can generate text, translate languages, write different kinds of creative content, and answer your questions in an informative way.

Mission

Bard's mission is to help people learn, create, and explore.

Key Competitors



Key Stats

1 Billion
Users

143M
Monthly
Active
Users

50M
Unique
Users

User Persona



Name: Ashley

Age: 25

Freelance Writer

Background: She has been working as a freelance writer for the past 5 years. She enjoys writing about travel, food, and fashion.

Pain Points: Ashley's biggest challenge is finding the time to write. She also sometimes struggles to come up with new ideas.

Benefits: Bard helps her not just by writing a lot of content but also saves time by providing her quick summary of recent trending topics and hence also helps her in keeping her updated which in turn helps her content relate with her readers much more.

User Persona



Name: Harry

Age: 35

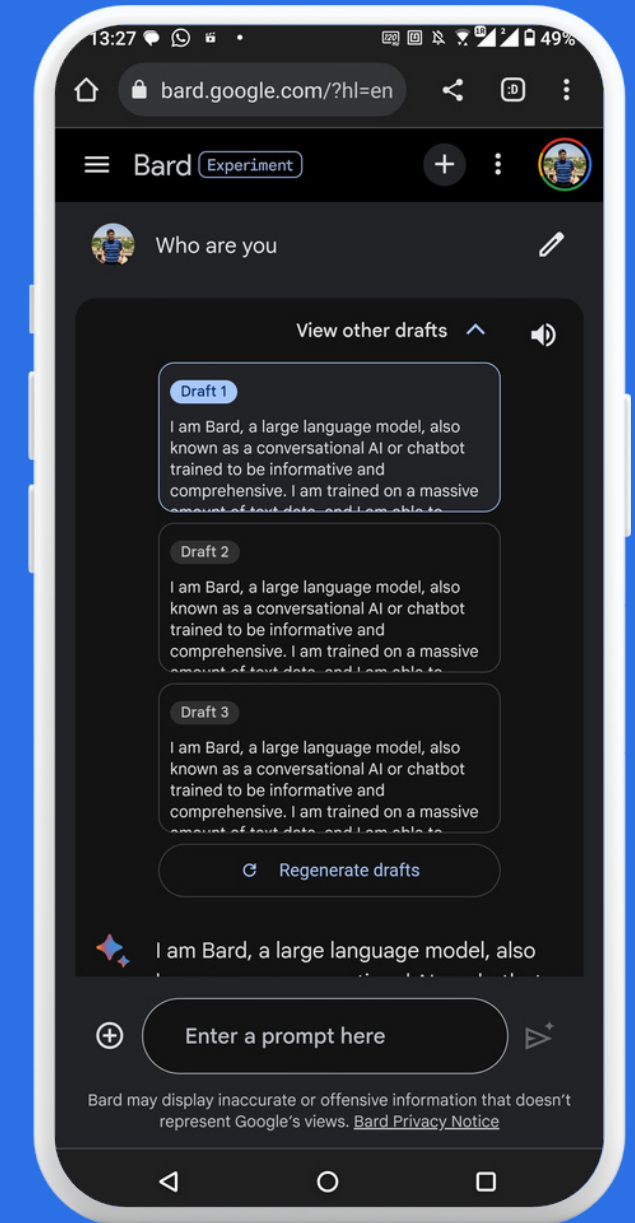
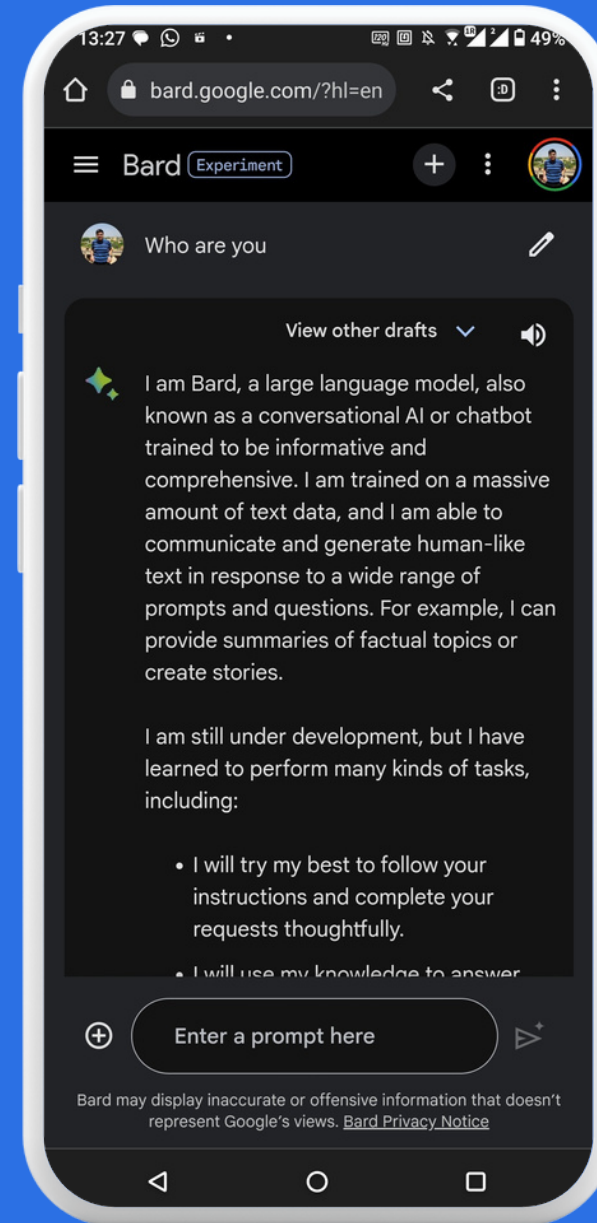
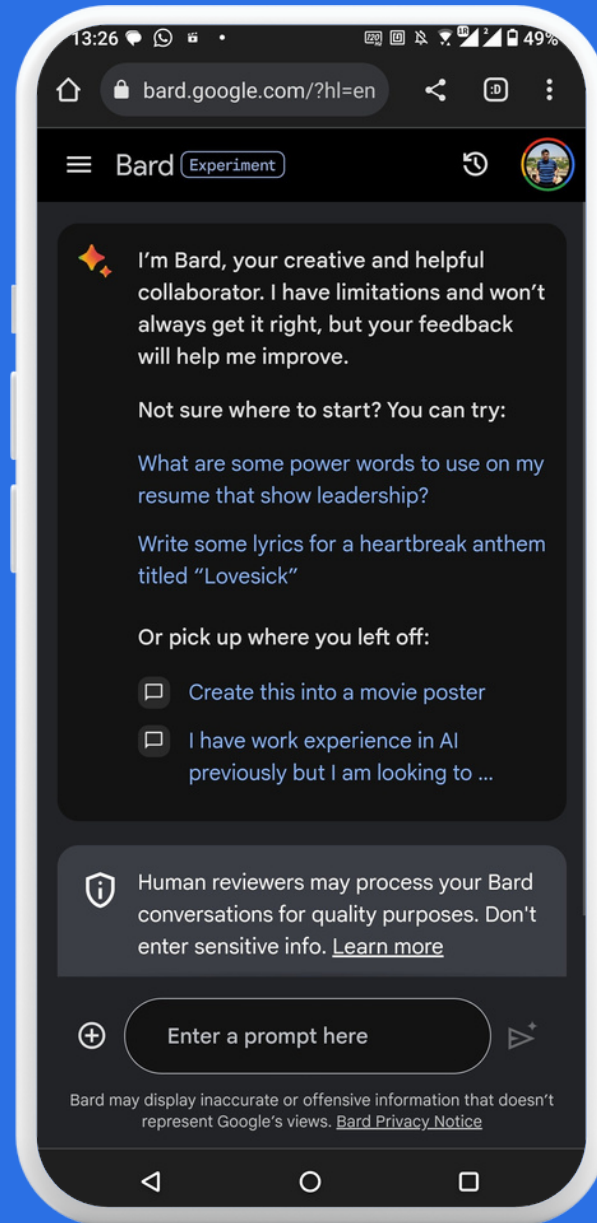
Software Engineer

Background: He has been working as a Software Engineer at XYZ for 10 years but is quite passionate into working as tech lead in startups.

Pain Points: Harry's biggest challenge is managing his job, family and now new job hunt. He has not even made his new resume yet.

Benefits: Bard can definitely help him create his resume but apart from that, it can also provide information about upcoming startups, thereby helping him in his job hunt.

User Journey and Experience

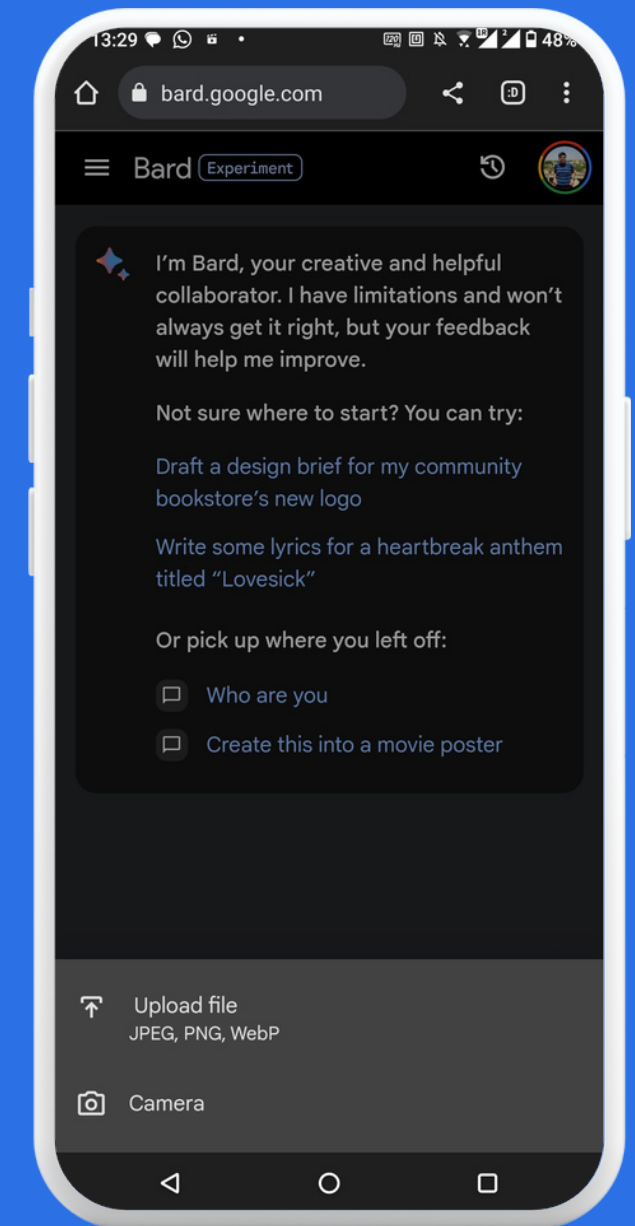
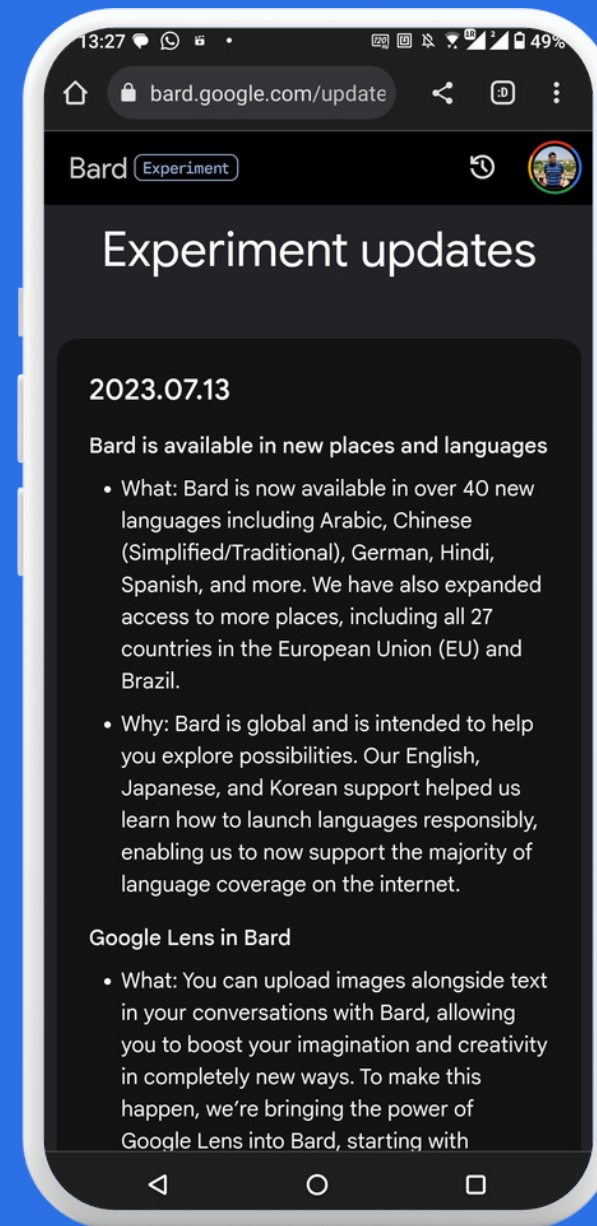
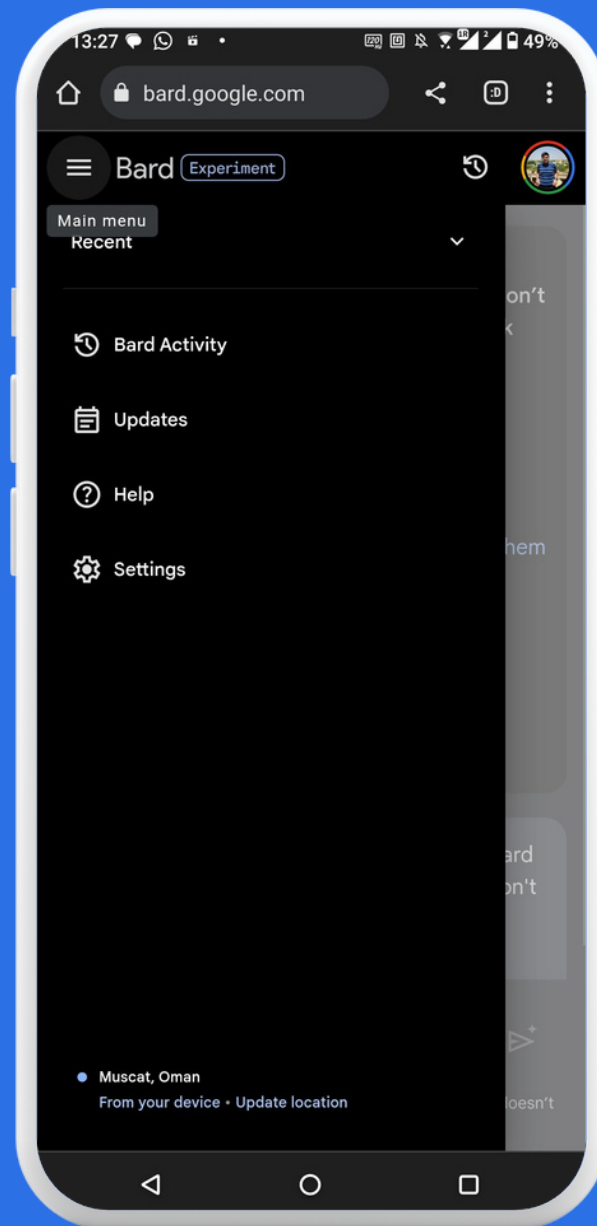


User goes to Google Bard website and gets to see it's description

User wants further clarification and hence enters a prompt

User gets the option of looking at other generated responses also

User Journey



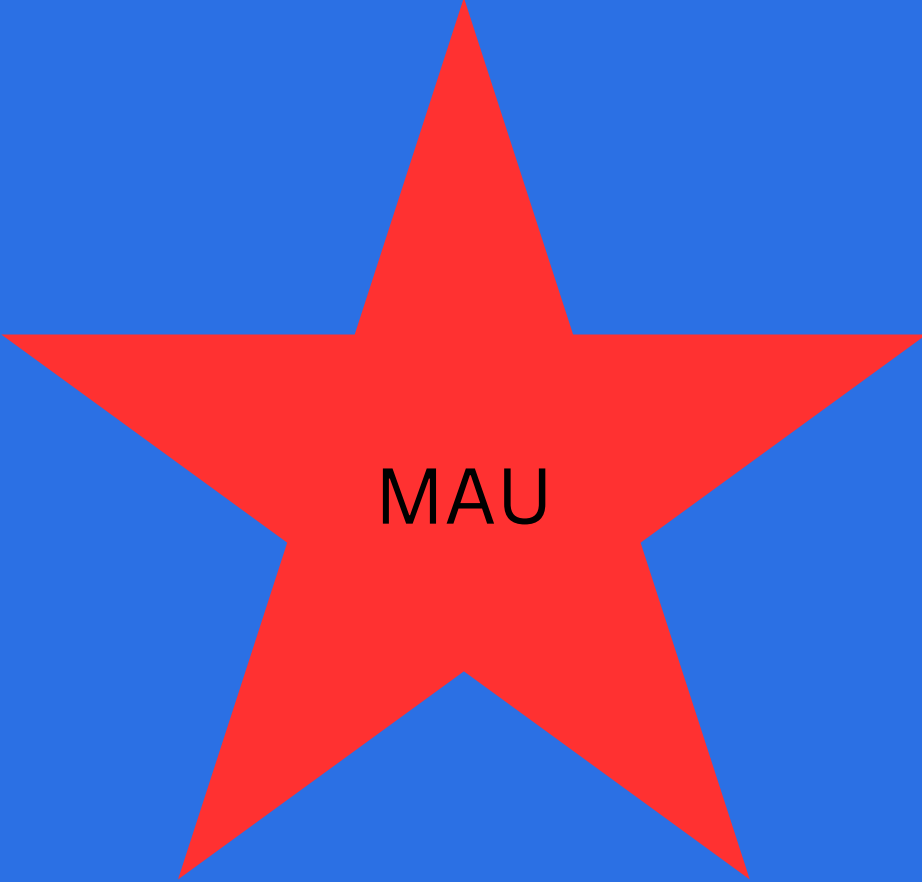
There is a menu on the left where User can view updates, activity, etc

User can stay updated with the regular updates made by Bard

In the latest feature, user can upload image also

Metrics

North Star



MAU

L1

Number of Active Users
Number of Queries
Average Session Time
Rate of Regeneration
User Satisfaction

L2

Social Media Engaement
Number of Unique Page
Views
Organic Traffic
Referral Traffic

Key Insights and Takeaways

- The key advantage which may give it the edge over ChatGPT would be its access to internet.
- A lot of times, this is quite helpful as it helps in analyzing and summarizing articles from links provided.
- Also professionally, it could help a lot of people who are looking for updated data and metrics.
- However, as with all products there were some flaws also which it should improve in upcoming versions.
- I found it at times unable to pick up context from previous response and instead generate new response again.
- At times, users have reported its lower accurate responses as compared to ChatGPT.
- Also it doesn't possess extensions capability yet.
- However, all in all, it's a great productivity tool !