



Templafy AI Assistant - Early Adopters Feedback

APRIL 2025

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Context & Setup

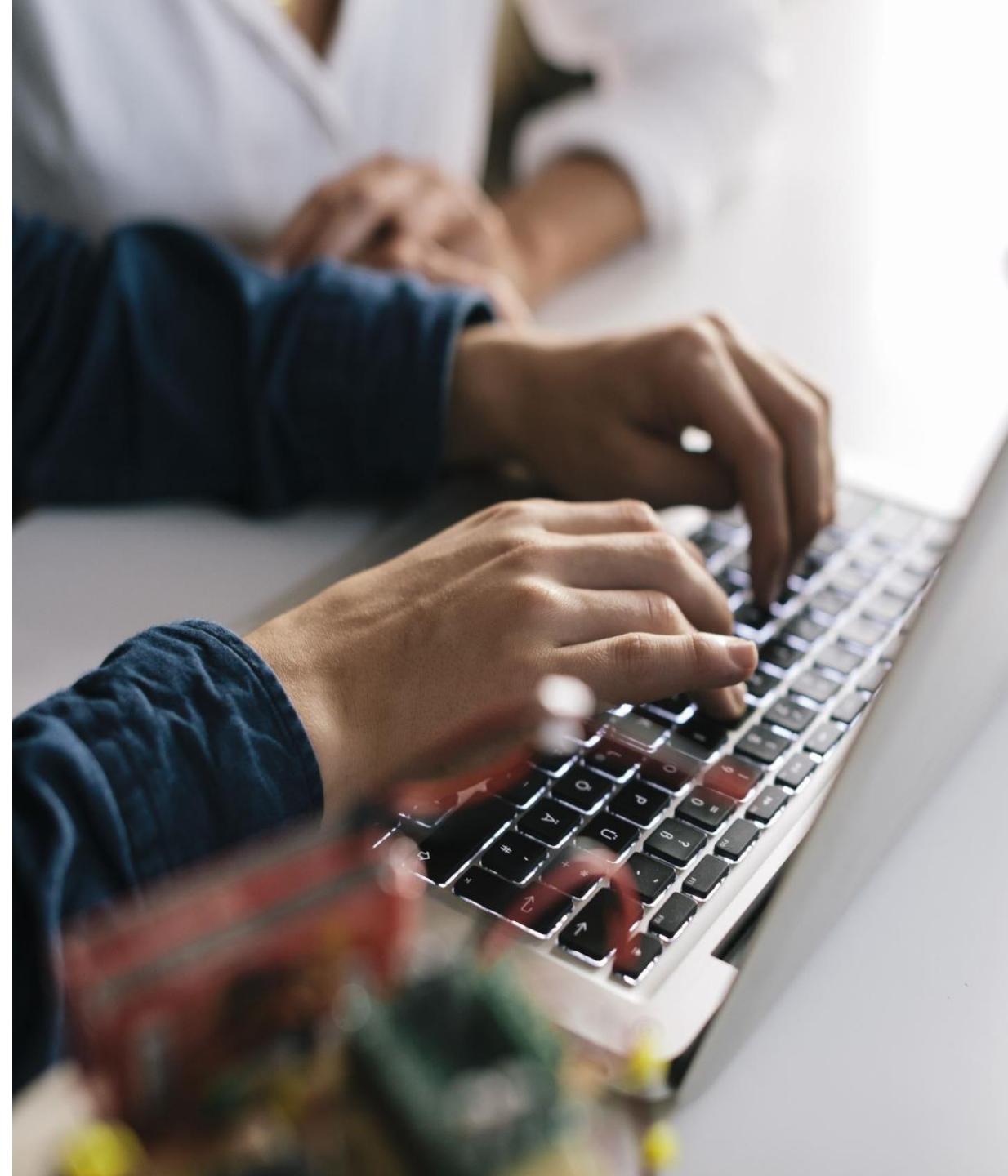
Templafy AI Assistant – Introduction

Templafy AI Assistant is an integrated, AI-powered tool that supports users in:

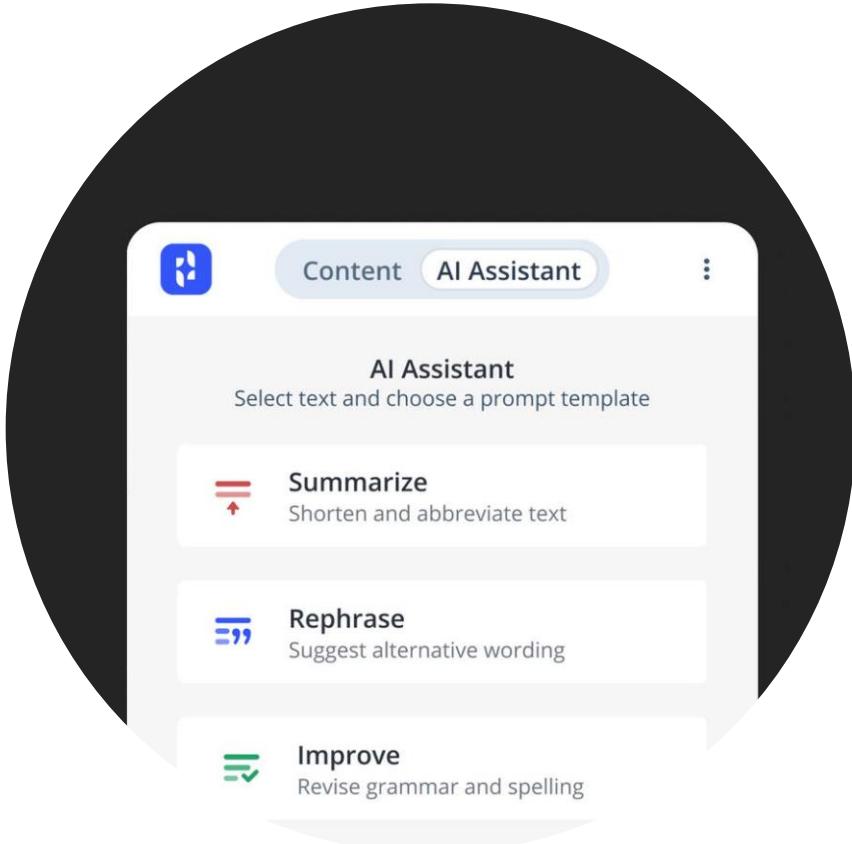
- Drafting and editing content
- Translations
- Rephrasing and summarizing text
- Generating templates and slide content

It's designed to:

- Increase productivity
- Reduce manual effort
- Ensure brand and legal compliance — all within the Templafy platform



Pilot parameters and success criteria



Early adopters user group:

150 users across different business functions

Duration:

2 weeks (end of March to early April)

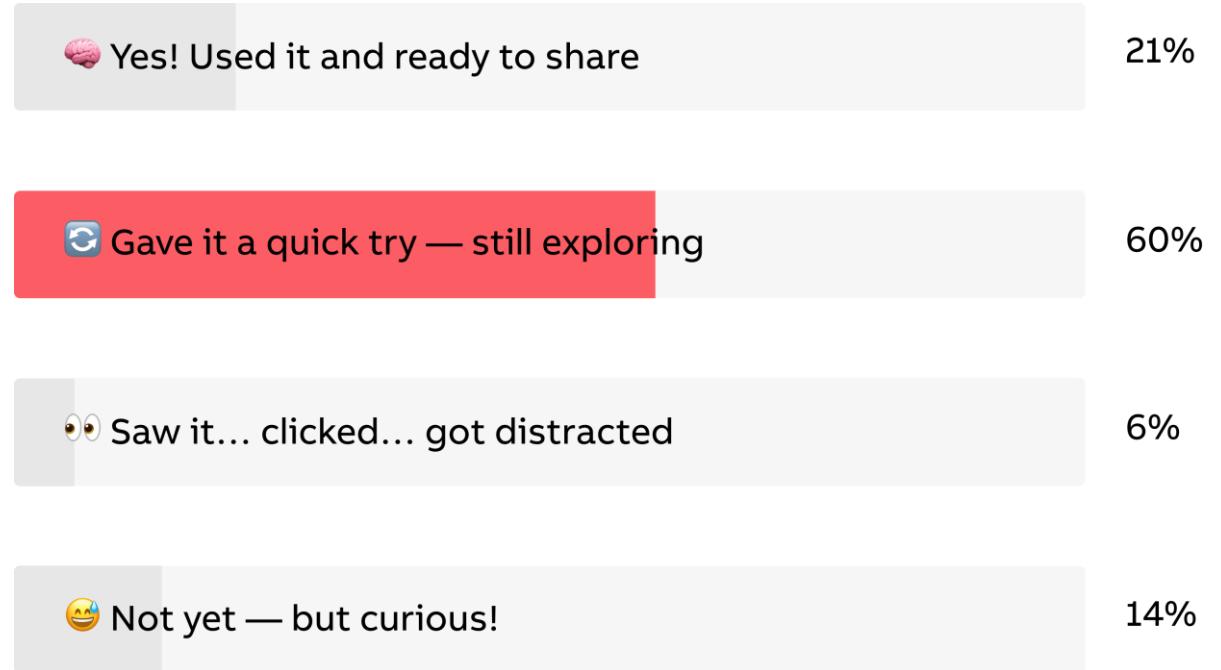
Success will be measured by:

- adoption rate across the pilot group
- overall user satisfaction
- observable efficiency gains in daily workflows

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Engagement & Adoption

User Reach and Initial Engagement



Most participants interacted with the AI Assistant at least briefly, with the majority still in exploration mode — indicating strong initial curiosity but a need for continued guidance and engagement.

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Impact & Value

Main benefits highlighted by early users

Email improvement:

More professional tone, better phrasing, quick replies, sentence polishing

Translations and language help:

Fast translation, simplify/adjust/lengthen text, multilingual support

Document enhancement:

Drafting, rewriting, improving clarity and flow, improving audit notes

Time saving & efficiency:

Faster writing, reduced effort, productivity boost

Presentation & content support:

PowerPoint slides, ABB content, summaries, structure generation

Simple & intuitive use:

Easy to get started, helpful without being complex

Templafy AI Assistant is most appreciated for helping users write faster, translate, sound more professional in emails, and simplify complex content — especially across emails, documents, and presentations.

Types of tasks supported by the Templafy AI Assistant

Emails (26%)

Writing, improving tone, replying faster, translating content

Documents (26%)

Drafting, editing, simplifying technical language, content generation

PowerPoint & Slides (19%)

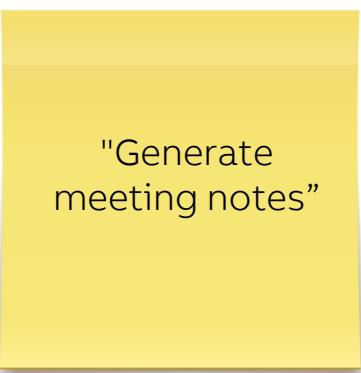
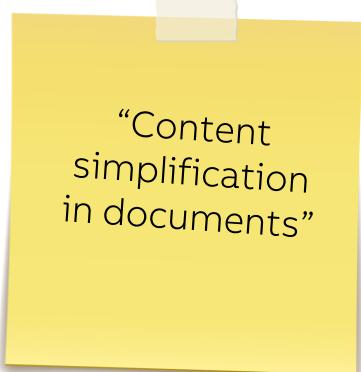
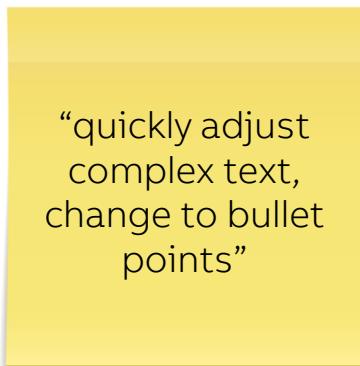
Creating bullet points, rewriting text, optimizing slide content

Translations (12%)

Fast translations across languages and formats

Summarizing (10%)

Summarizing emails, texts, and slide content for quicker understanding



The AI Assistant is already supporting a wide range of everyday content tasks — with a strong focus on writing, improving, and simplifying communication.

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Challenges & Feedback

Barriers reported by users

Technical access & visibility issues

Some users couldn't find the add-in in Outlook, or experienced slowness and inconsistent availability in certain clients or views (e.g. when previewing emails).

Usability and UX concerns

A few users found it unintuitive — especially when trying to reuse language preferences or adjust translated content. Some accidental text replacement was also mentioned.

Lack of training or guidance

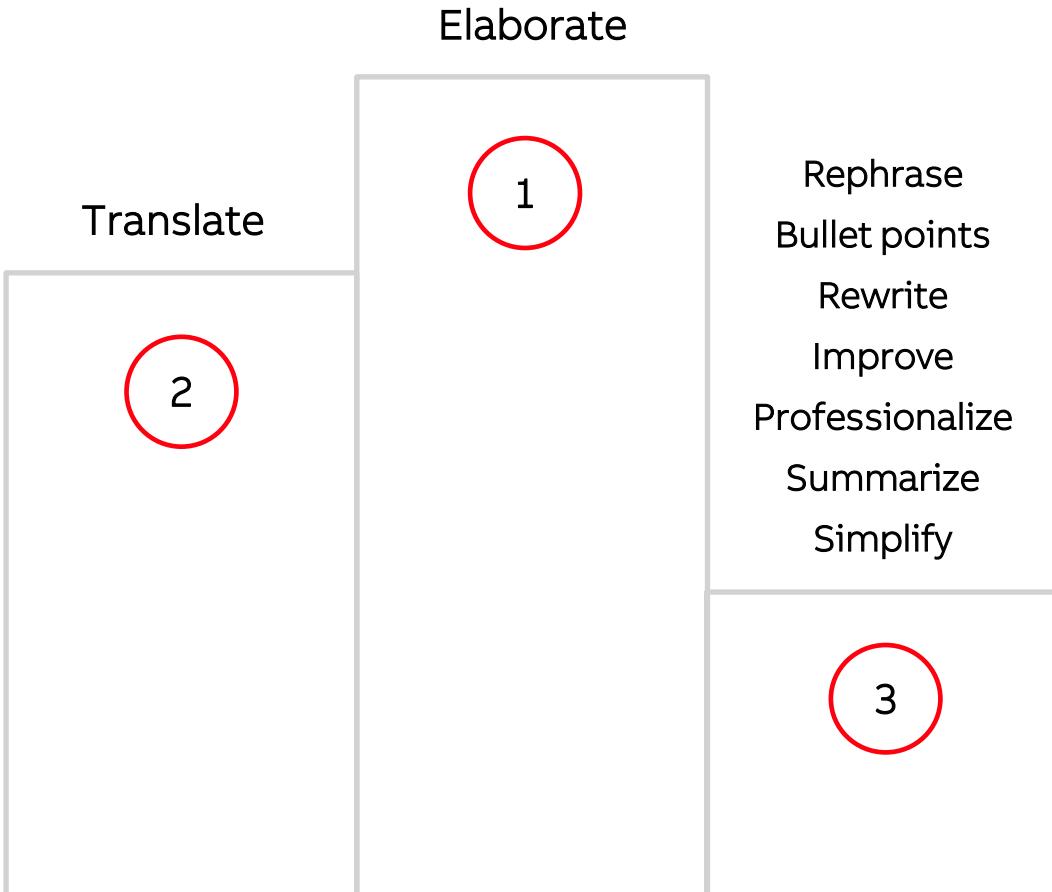
People mentioned not knowing how to open or use the Assistant, or forgetting it's there. This points to a need for clearer onboarding and prompt examples.

Competing habits & tools

A handful of users defaulted to other AI tools (like Copilot) or mentioned habit change as a blocker.

Most barriers are fixable through better onboarding and prompt guidance.

Most valued features and prompts



The most frequently mentioned prompts were “**elaborate**”, “**translate**”, and “**rephrase**” — indicating strong demand for language support, content expansion, and tone refinement. These usage patterns highlight the Assistant’s value in helping users communicate more clearly and effectively across formats.

The Wishlist: Top feature requests + creative ideas

Top 5 most requested features:

Image generation

Excel support

Adobe integration

Elaborate & rewrite slide content

Keep formatting when copying text

Other ideas:

- 💡 “Have a *Copilot-like chat instead of just prompts*”
- 🎯 “Create slides with *ABB branding*”
- ✳️ “Suggest layout, icons, and visuals based on my text”
- 🎥 “Video-based training inside the tool”
- 📊 “Turn text into *SmartArt-style graphics*”
- 🔄 “Slide-to-document and document-to-slide transformation”
- 🗄 “Use internal data sources for content suggestions”
- ✖️ “Make it a floating window I can move around”

These ideas reflect how users are thinking beyond just writing — toward visuals, workflows, and intelligent design support.

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Early adopters – Summary

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Validating the tool's impact

The early access phase confirmed that the Templafy AI Assistant supports daily tasks like writing, translating, simplifying, and presenting — with visible gains in efficiency and content quality.

Gathering user feedback

We collected actionable feedback across teams:

- Top use cases
- Most useful prompts
- Barriers and improvement areas

This feedback is now shaping onboarding, training, and messaging.

Addressing key challenges

We've identified and prioritized the most common blockers:

- Technical visibility
- Lack of awareness
- Prompt guidance

Solutions are being developed ahead of the global rollout.

ABB