# 🎓 AI-Powered Setup Wizard + 🧠 Prompt Optimizer

## ✅ Module Overview

The AI Setup Wizard is the onboarding brain for each new brand entering the Lavishta-powered SaaS ecosystem. It detects the brand’s industry, tone, audience, product catalog, and social footprint, and configures default behaviors across all modules. It works hand-in-hand with the Prompt Optimizer engine, which helps fine-tune all AI prompt behaviors brand-by-brand.

## 🎯 Goals

* Eliminate onboarding friction
* Auto-setup defaults per module based on brand insights
* Let brands choose tone, language, persona style
* Calibrate GPT prompt structures per brand
* Recommend best-fit campaign types, auto-post schedules, and language settings

## 🧠 Features Breakdown

### 1. **AI Brand Onboarding Engine**

* **Inputs Collected**:
  + Brand name, logo, website URL
  + Industry (e.g. skincare, fitness, food)
  + Target audience (e.g. Gen Z, Moms, Men, Teens)
  + Social links: Facebook, Instagram, WhatsApp
  + Language preferences
* **Backend Actions**:
  + Scrapes website + FB/IG for keywords, captions, visual tone
  + Categorizes industry vertical
  + Detects common language style (formal, casual, emoji usage)
  + Analyzes average post formats, offer frequency
* **Outputs**:
  + Brand Persona Snapshot
  + Pre-configured GPT Prompt Styles
  + Auto-defaults for:
    - Gamification campaign types
    - Inbox reply tone
    - Blog voice (expert vs casual)
    - Language translation toggles

### 2. **Prompt Optimizer Engine**

* Stores AI prompts per module:
  + Inbox replies
  + Blog generation
  + Campaign post captions
  + Reels scripts
  + UGC replies
* Allows:
  + Brand admins to edit base prompt for any module
  + Test run prompt versions and compare output (A/B style)
  + Lock default prompt or allow assistants to tweak it
* Tracks:
  + GPT token usage per prompt
  + Response success scores (via thumbs-up/down or click-throughs)
  + Prompt performance log (accuracy, tone match, etc)

## 🧩 Workflow

### Step-by-Step Brand Setup:

1. User clicks “Start Setup Wizard”
2. Uploads logo → auto-color theme extracted
3. Inputs industry, audience, socials
4. System shows pre-filled Persona Profile (editable)
5. Brand chooses tone presets:
   * Voice: Expert / Friendly / Quirky / Minimalist
   * Emoji Use: High / Low / None
   * Language: Bangla / English / Hindi / Urdu
6. Suggested modules + campaign types shown with toggle
7. Prompt templates for each feature pre-filled and editable
8. Auto-save + send summary to admin panel

## 💡 Prompt Editing UI

* Live prompt editor per feature (with version history)
* Side-by-side comparison of prompt versions
* Prompt templating engine:
  + Variables: {brand\_name}, {audience}, {product\_type}, etc
  + Conditional logic: IF campaign\_type = contest THEN use engaging tone
* Superadmin templates library (can push to brands)

## 🔧 Backend Requirements

### Tables:

* brand\_profiles
  + brand\_id, industry, audience, voice\_style, emoji\_level, language, socials, color\_palette, etc
* ai\_prompts
  + prompt\_id, brand\_id, feature\_name, prompt\_text, version, token\_usage, updated\_by

### Services:

* AI Profiler API (scrape and analyze)
* Prompt Manager API
* Persona Builder Service
* Wizard Engine: guides user through onboarding flow

## 🤖 AI Prompts Examples

**Prompt to generate brand persona summary:**

Based on this brand's website, FB/IG posts, and audience type, summarize the tone, style, and ideal content type they prefer. Provide a summary like:  
- Brand Tone: ...  
- Target Audience: ...  
- Preferred Campaign Style: ...  
- Emoji Usage: ...

**Prompt to auto-create inbox reply prompt:**

Write a default reply for a skincare brand in Bangla targeting women aged 20-35 asking about delivery. Keep it helpful, casual, warm, and less than 80 words.

## 🔐 Roles & Permissions

* **Superadmin**:
  + Define prompt templates globally
  + Set locked prompt zones for brands
  + Track prompt usage logs
* **Brand Admin**:
  + Customize prompts
  + Edit persona setup
  + Run setup wizard again (if rebranding)
* **Editors**:
  + Preview prompt outputs
  + Suggest edits (requires approval)

## 📊 Metrics to Track

* Completion rate of Setup Wizard
* Prompt edits per brand
* GPT usage per module per brand
* Response engagement by prompt version

## 🔄 Integrations

* Auto-posting: pulls tone from Setup
* Inbox auto-replies: use prompt from Wizard
* Campaign Generator: chooses formats based on audience fit
* Blog Engine: adjusts tone + keywords
* Localization: aligns with Setup Wizard’s language pick

## 🧠 Benefits

* Faster onboarding for clients
* Less support time to customize AI replies
* Scalable prompt management across 100s of brands
* Consistent brand voice across all outputs

✅ Document complete. Let me know if you’d like to export or illustrate the Setup Wizard UI flows next.