Interview with P4

Interviewer: Thank you for taking the time to participate in our research interview about the GPT Store. Could you start by briefly introducing your experience using the GPT Store?

P4: Yeah, I've been using the GPT Store for about more than one year now. Actually, I'm not just a user - I've also tried developing a few GPTs myself. I'm pretty interested in AI, so I've been following the GPT Store since it first launched.

Interviewer: Great, could you share how you typically use the GPT Store in your daily life?

P4: I mainly look for tools that can improve my work efficiency, and sometimes I check out creative GPTs too. I use it several times a week, sometimes trying new GPTs I've discovered, sometimes using a few favorites that I've saved.

Interviewer: During your usage, have you noticed any obvious issues or areas for improvement in the GPT Store?

P4: Oh, talking about that, I think the biggest problem is the recommendation system. The current recommendation mechanism has serious issues - it heavily favors GPTs that are already popular.

Interviewer: Could you elaborate on this problem?

P4: It's like the system is set up to amplify popular choices, even if they aren't always the best fit for what I'm looking for. I've noticed that whenever I search or browse, it's always those GPTs with high conversation volumes that appear first, while GPTs that might be more suitable for my needs but aren't as popular are much harder to find.

Interviewer: Can you give an example to illustrate this?

P4: Sure. Last week I was looking for a GPT to help me analyze some data. The first page of search results was filled with popular GPTs that had over 1,000,000 conversations, but their functionality was either too basic or too complex for what I needed. I had to go to the third or fourth page to find a relatively niche tool that perfectly met my needs. The experience was terrible - it felt like being on an e-commerce platform where only big brand products get recommended, while products from smaller sellers are buried regardless of their quality.

Interviewer: How do you think this affects creators?

P4: It has a huge impact. As someone who's also tried developing GPTs, I've experienced both sides of this problem. Smaller or newer products barely get a chance to be seen, creating a vicious cycle - nobody sees your product, so nobody uses it; nobody uses it, so it doesn't get enough conversations; without enough conversations, it's even less favored by the recommendation algorithm.

Interviewer: How do you think OpenAI should improve this recommendation system?

P4: I think they should consider more factors, not just conversation volume. Things like user ratings, update frequency, relevance matching, and so on. Maybe they could introduce a "Discovery" section specifically showcasing newly released but quality GPTs, giving new developers a chance to showcase their work.

Interviewer: Besides the recommendation system, have you noticed any other issues?

P4: Yes, another issue I'm particularly concerned about is OpenAI's commitment to creators. When they launched the GPT Store, they mentioned a revenue-sharing plan that would be rolled out in the first quarter. This got many developers, including myself, really excited.

Interviewer: What happened after that?

P4: Well, there's been no substantial news about it until now. When OpenAI mentioned revenue sharing at launch, we were really hopeful. I specifically spent several weeks developing what I thought was a fairly valuable GPT, hoping to get some returns from it. But now, months later, there's been no update. It's discouraging for those who have put a lot of time into developing products here.

Interviewer: How do you think this situation impacts the developer community?

P4: I think it's dampened the enthusiasm of many creators. I know several friends who originally planned to develop a series of professional GPTs, but have now changed their plans and moved to other platforms. Because without a clear monetization path, it's hard to justify continuing to invest a lot of time on this platform. There's too much uncertainty.

Interviewer: Have you reduced your own development efforts on the GPT Store because of this?

P4: Yes, I originally planned to develop at least five GPTs for specialized fields, but I've only done two and then put it on hold. I've shifted my energy to other projects with clearer revenue models. Unless OpenAI clarifies their revenue sharing plan, I'm unlikely to reinvest significant time.

Interviewer: In your opinion, what measures should OpenAI take to address this issue?

P4: First, they need to announce the details of their revenue sharing plan as soon as possible - what's the percentage split, how is it calculated, when will it be implemented. Second, they should provide some interim incentives, like API credits or other forms of recognition for creators of high-quality GPTs, so at least creators' efforts get some acknowledgment. Most importantly, transparency - even if the plan is delayed, they should communicate the reasons and a new timeline promptly.

Interviewer: I see. Going back to the user experience, do you think there are other aspects of the GPT Store that need improvement?

P4: The two points I mentioned earlier are what I'm most concerned about. The recommendation system and commitment to creators are both crucial for the healthy development of the platform. If the recommendation system isn't improved, user experience will be limited; if creators don't get the returns they deserve, quality content on the platform will gradually decrease. These two aspects complement each other.

Interviewer: As both a user and creator, if you could give OpenAI one most important piece of advice, what would it be?

P4: I would advise them to reconsider their long-term development strategy for the platform. A successful platform ecosystem needs to balance the interests of all parties - users need to be able to discover the most suitable tools for themselves, not just the most popular ones; creators need motivation to continue innovating and optimizing their

products. If OpenAI only focuses on short-term metrics, like total conversation volume, while ignoring creator enthusiasm, it will ultimately affect the quality and diversity of content on the platform, which isn't good for anyone.

Interviewer: Thank you very much for your valuable insights. Finally, what's your outlook on the future of the GPT Store?

P4: Despite these issues, I'm still cautiously optimistic about the future of the GPT Store. OpenAI has strong technical capabilities, and if they can seriously listen to feedback from users and creators, address the bias in the recommendation system, and fulfill their promises to creators, I believe the GPT Store can become a very valuable platform. I hope to see more diverse content and a fairer recommendation mechanism so that everyone can benefit.

Interviewer: Thank you so much for sharing your insights today. This has been very helpful for our research.