

Interview with P2

Interviewer: Hi, thank you for participating in our research interview about the GPT Store. First, could you briefly introduce your experience using the GPT Store?

P2: I've been using the GPT Store for about 6 months now. At first, I was just curious to see what these customized versions of ChatGPT could actually do, and since then I've been using various GPTs on and off.

Interviewer: Can you share what you mainly use the GPT Store for?

P2: I mainly use it to solve some everyday problems, like writing simple code or summarizing articles. Sometimes I'll try out more creative GPTs, like ones that help with design or analyze specific topics.

Interviewer: How do you discover these GPTs? What do you think about the GPT Store's categorization or search functionality?

P2: To be honest, I mostly find good GPTs through social media or recommendations from friends. The categorization system in the GPT Store is a bit messy - I often can't find the kind of GPT I'm looking for, even when they definitely exist.

Interviewer: During your usage of these GPTs, have you encountered any challenges or aspects you're dissatisfied with?

P2: There's one obvious issue - honestly, I don't understand why I should pay for stuff in the GPT Store. There are so many excellent free tools that can do the same tasks. For example, I can use tools like ScholarGPT for academic data or Wolfram for complex calculations, and they're all free. If I already have these free options, why would I pay here?

interviewer: That's an interesting perspective. Could you give some specific examples comparing these free alternatives to the paid options in the GPT Store?

P2: Sure thing. I often need to do some data analysis, and there are specialized data analysis GPTs in the store that might require a paid subscription. But in reality, I can just use regular ChatGPT with some specific prompts, or some open-source analysis tools, and the results are pretty much the same, sometimes even better.

There are also some academic research GPTs that claim to help with literature retrieval and summarization, but Google Scholar plus some basic AI assistants can actually accomplish similar tasks. I feel like many products in the GPT Store are just putting a pretty interface on tools that are already freely available.

Interviewer: What's stopping you from paying for these GPTs?

P2: It's a value-for-money issue. I need to see a clear value enhancement before I'm willing to pay. Many of the GPTs I've seen, to be frank, don't provide enough added value to justify their pricing. Why would I pay a monthly fee for functionality I can achieve with free tools?

Plus, many GPTs aren't updated frequently. Once you pay, the developer might not actively maintain it anymore. In contrast, some free open-source community tools are updated more frequently and have more active communities.

Interviewer: What are your thoughts or suggestions on the GPT Store's business model?

P2: I think they should reconsider their pricing strategy. Maybe adopt a freemium model, where basic functions are free and they only charge for truly advanced and unique features. Or perhaps offer one-time purchases instead of subscriptions.

Also, they need to clearly demonstrate the advantages of each GPT compared to free alternatives. If you want me to pay, you need to make it crystal clear what extra value I'm getting. Right now, that value proposition isn't obvious.

Interviewer: What kind of innovation would make you willing to pay for products in the GPT Store?

P2: If they could offer truly unique features that I can't find elsewhere, I'd consider paying. For example, deep integration with proprietary databases, or genuinely complex workflow automation, not just basic prompt responses.

Also, if they could provide more transparent proof of value, like clearly showing how this GPT saves me time or delivers higher quality results compared to free alternatives.

Interviewer: Finally, if you could say one thing to the development team of the GPT Store, what would it be?

P2: I'd say: "Before asking users to pay, make sure you're providing value that's unique and can't easily be obtained for free elsewhere."

Interviewer: Thank you very much for your time and insights. Your perspective is very valuable for our research.

P2: No problem, hope it helps with your research.