

"Ask Trinka": A User-Centered Approach to Generative AI Integration

Background

Based on user feedback and queries, there is a clear demand for a Generative AI(Chat-GPT)like feature within Trinka. This addition would position Trinka as a comprehensive, one-stop destination for all their writing needs, offering both advanced AI-driven assistance and the specialized proofreading and grammar capabilities Trinka is known for. By integrating this feature, Trinka can address evolving user expectations and expand its value proposition, catering to a broader range of writing tasks in a single platform.

Scope

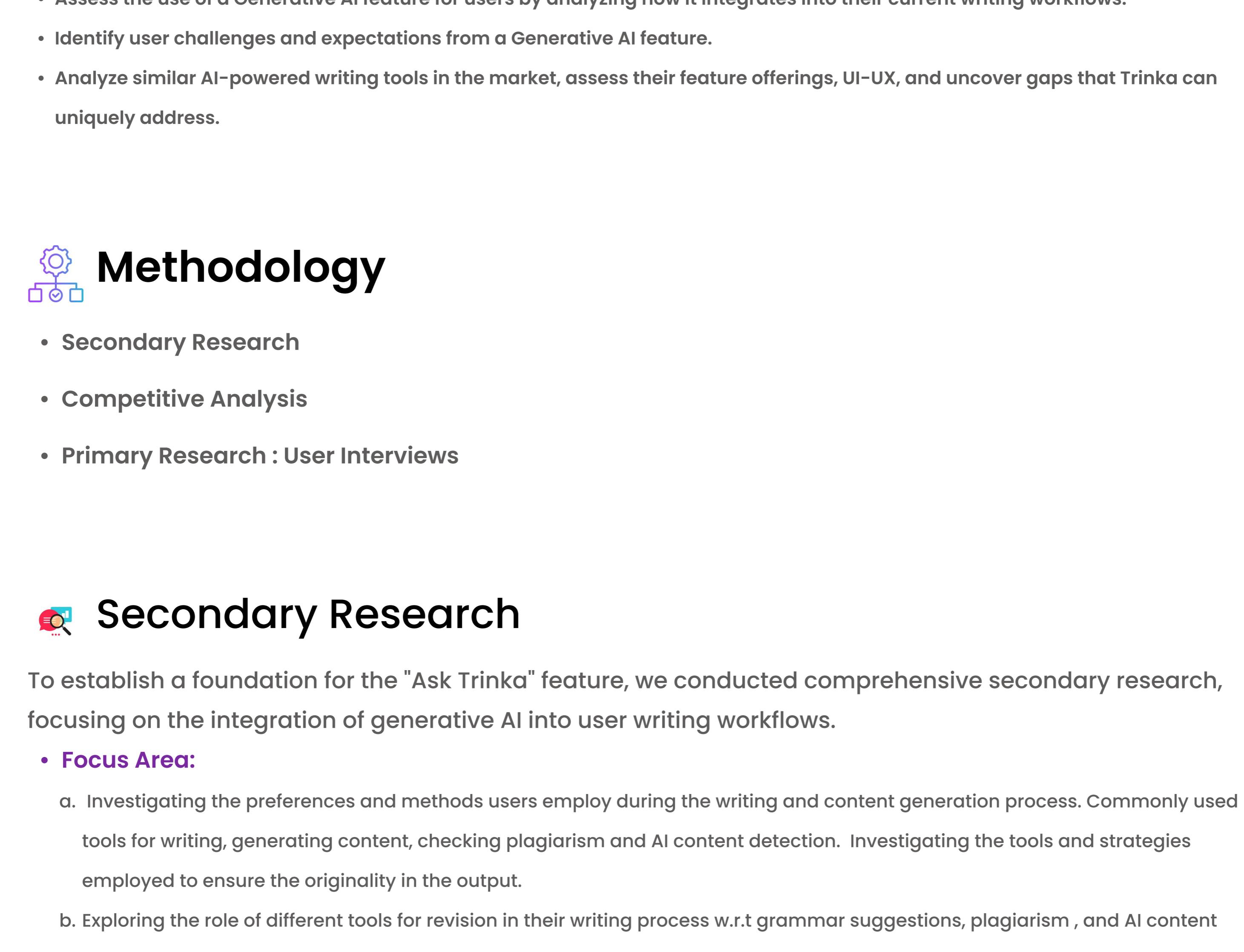
User Interviews, Secondary Research, Competitive Analysis

Tools

Zoom, Calendly, Figma, Google sheets

Timeline

1 month



Objectives

To effectively guide the development of the "Ask Trinka" feature, the research will focus on the following objectives:

- Assess the use of a Generative AI feature for users by analyzing how it integrates into their current writing workflows.
- Identify user challenges and expectations from a Generative AI feature.
- Analyze similar AI-powered writing tools in the market, assess their feature offerings, UI-UX, and uncover gaps that Trinka can uniquely address.

Methodology

Secondary Research

To establish a foundation for the "Ask Trinka" feature, we conducted comprehensive secondary research, focusing on the integration of generative AI into user writing workflows.

Focus Area:

- Investigating the preferences and methods users employ during the writing and content generation process. Commonly used tools for writing, generating content, checking plagiarism and AI content detection. Investigating the tools and strategies employed to ensure the originality in the output.
- Exploring the role of different tools for revision in their writing process w.r.t grammar suggestions, plagiarism, and AI content detection

Process:

- Data Collection : We reviewed articles, blogs , academic papers, reports on Generative AI trends in writing
- Analysis : We categorized the gathered in the following sections :

Purpose of using Gen AI

Challenges faced while using Gen AI

Key Findings :

General Use Case :

- Majority prefer using Generative AI for the purpose of grammar corrections, paraphrasing/refining text and finding gaps in their drafts/ articles
- Generative AI is also used to summarize and translate content
- Other major use case is content generation/ template generation

Challenges faced :

- AI generated content contains hallucinations i.e. some false statements along with accurate information
- The generated data maybe outdated
- There are challenges in maintaining the integrity standard while using the AI generated content.

Competitive Analysis

- Analyzed features of competing tools like , Grammarly, QuillBot, Writer.com, ProWriting Aid, Wordtne to evaluate their Gen AI feature and functionality.
- The competitive analysis highlights Trinka's potential to stand out by addressing gaps such as limited multi-lingual support, absence of fact-checking, and lack of domain-specific recommendations.

We used the below template for the competitive analysis :

	WORDTUNE	GRAMMARLY	QUILLBOT	WRITER	PROWRITING AID
Feature Offerings					
Types of prompts offered by the tool					
UI					
UX	UX	UX	UX	UX	UX

User Interviews

Following an initial exploration of generative AI usage in research workflows through secondary research, we conducted user interviews to deepen our understanding of user behaviors, challenges, and needs. This approach allowed us to validate preliminary findings, uncover nuanced pain points, and gather actionable insights to inform feature development. For conducting user interviews following points were taken into consideration :

Target Audience:

8 active Trinka users, including university students and professors, recruited through personalized email invitations

Interview Process:

a. Semi-structured interview guide was used to ensure consistency while allowing participants to provide detailed responses

b. Scheduling of the Interview was facilitated through Calendly

c. Interviews were conducted remotely through video calls via Zoom, and each session lasted approximately 30 to 45 minutes

Focus Areas:

a. Users' writing workflows

b. Current generative AI usage and experiences

c. Challenges and expectations from a generative AI feature

d. Insights into maintaining integrity and originality while using generative AI

Data Analysis:

a. After the interviews were conducted these sessions were transcribed and inferences were written for each transcript

b. We did thematic analysis for each interview

c. Once all the interviews were conducted, an overall analysis was done and data was organised into common/ unique themes along with Frequency Analysis

Category	Sub-Category	Topic	Frequency
Writing Process	Planning	What is the main goal of the writing process?	Very High (n=8)
Writing Process	Research	How do you approach research for your writing?	Very High (n=8)
Writing Process	Writing	What is the main challenge you face while writing?	Very High (n=8)
Writing Process	Revising	What is the main challenge you face while revising?	Very High (n=8)
Writing Process	Finalizing	What is the main challenge you face while finalizing?	Very High (n=8)
Writing Process	Submitting	What is the main challenge you face while submitting?	Very High (n=8)
Writing Process	Feedback	What is the main challenge you face while getting feedback?	Very High (n=8)
Writing Process	Iteration	What is the main challenge you face while iterating?	Very High (n=8)
Writing Process	Final Review	What is the main challenge you face while doing a final review?	Very High (n=8)
Writing Process	Publication	What is the main challenge you face while publishing?	Very High (n=8)
Writing Process	Impact	What is the main challenge you face while measuring impact?	Very High (n=8)
Writing Process	Feedback	What is the main challenge you face while getting feedback?	Very High (n=8)
Writing Process	Iteration	What is the main challenge you face while iterating?	Very High (n=8)
Writing Process	Final Review	What is the main challenge you face while doing a final review?	Very High (n=8)
Writing Process	Publication	What is the main challenge you face while publishing?	Very High (n=8)
Writing Process	Impact	What is the main challenge you face while measuring impact?	Very High (n=8)
Writing Process	Feedback	What is the main challenge you face while getting feedback?	Very High (n=8)
Writing Process	Iteration	What is the main challenge you face while iterating?	Very High (n=8)
Writing Process	Final Review	What is the main challenge you face while doing a final review?	Very High (n=8)
Writing Process	Publication	What is the main challenge you face while publishing?	Very High (n=8)
Writing Process	Impact	What is the main challenge you face while measuring impact?	Very High (n=8)
Writing Process	Feedback	What is the main challenge you face while getting feedback?	Very High (n=8)
Writing Process	Iteration	What is the main challenge you face while iterating?	Very High (n=8)
Writing Process	Final Review	What is the main challenge you face while doing a final review?	Very High (n=8)
Writing Process	Publication	What is the main challenge you face while publishing?	Very High (n=8)
Writing Process	Impact	What is the main challenge you face while measuring impact?	Very High (n=8)
Writing Process	Feedback	What is the main challenge you face while getting feedback?	Very High (n=8)
Writing Process	Iteration	What is the main challenge you face while iterating?	Very High (n=8)
Writing Process	Final Review	What is the main challenge you face while doing a final review?	Very High (n=8)
Writing Process	Publication	What is the main challenge you face while publishing?	Very High (n=8)
Writing Process	Impact	What is the main challenge you face while measuring impact?	Very High (n=8)
Writing Process	Feedback	What is the main challenge you face while getting feedback?	Very High (n=8)
Writing Process	Iteration	What is the main challenge you face while iterating?	Very High (n=8)
Writing Process	Final Review	What is the main challenge you face while doing a final review?	Very High (n=8)
Writing Process	Publication	What is the main challenge you face while publishing?	Very High (n=8)
Writing Process	Impact	What is the main challenge you face while measuring impact?	Very High (n=8)
Writing Process	Feedback	What is the main challenge you face while getting feedback?	Very High (n=8)
Writing Process	Iteration	What is the main challenge you face while iterating?	Very High (n=8)
Writing Process	Final Review	What is the main challenge you face while doing a final review?	Very High (n=8)
Writing Process	Publication	What is the main challenge you face while publishing?	Very High (n=8)
Writing Process	Impact	What is the main challenge you face while measuring impact?	Very High (n=8)
Writing Process	Feedback	What is the main challenge you face while getting feedback?	Very High (n=8)
Writing Process	Iteration	What is the main challenge you face while iterating?	Very High (n=8)
Writing Process	Final Review	What is the main challenge you face while doing a final review?	Very High (n=8)
Writing Process	Publication	What is the main challenge you face while publishing?	Very High (n=8)
Writing Process	Impact	What is the main challenge you face while measuring impact?	Very High (n=8)
Writing Process	Feedback	What is the main challenge you face while getting feedback?	Very High (n=8)
Writing Process	Iteration	What is the main challenge you face while iterating?	Very High (n=8)
Writing Process	Final Review	What is the main challenge you face while doing a final review?	Very High (n=8)
Writing Process	Publication	What is the main challenge you face while publishing?	Very High (n=8)
Writing Process	Impact	What is the main challenge you face while measuring impact?	Very High (n=8)
Writing Process	Feedback	What is the main challenge you face while getting feedback?	Very High (n=8)
Writing Process	Iteration	What is the main challenge you face while iterating?	Very High (n=8)
Writing Process	Final Review	What is the main challenge you face while doing a final review?	Very High (n=8)
Writing Process	Publication	What is the main challenge you face while publishing?	Very High (n=8)
Writing Process	Impact	What is the main challenge you face while measuring impact?	Very High (n=8)
Writing Process	Feedback	What is the main challenge you face while getting feedback?	Very High (n=8)
Writing Process	Iteration	What is the main challenge you face while iterating?	Very High (n=8)
Writing Process	Final Review	What is the main challenge you face while doing a final review?	Very High (n=8)
Writing Process	Publication	What is the main challenge you face while publishing?	Very High (n=8)
Writing Process	Impact	What is the main challenge you face while measuring impact?	Very High (n=8)
Writing Process	Feedback	What is the main challenge you face while getting feedback?	Very High (n=8)
Writing Process	Iteration	What is the main challenge you face while iterating?	Very High (n=8)
Writing Process	Final Review	What is the main challenge you face while doing a final review?	Very High (n=8)
Writing Process	Publication	What is the main challenge you face while publishing?	Very High (n=8)
Writing Process	Impact	What is the main challenge you face while measuring impact?	Very High (n=8)
Writing Process	Feedback	What is the main challenge you face while getting feedback?	Very High (n=8)
Writing Process	Iteration	What is the main challenge you face while iterating?	Very High (n=8)
Writing Process	Final Review	What is the main challenge you face while doing a final review?	Very High (n=8)
Writing Process	Publication	What is the main challenge you face while publishing?	Very High (n=8)
Writing Process	Impact	What is the main challenge you face while measuring impact?	Very High (n=8)
Writing Process	Feedback	What is the main challenge you face while getting feedback?	Very High (n=8)
Writing Process	Iteration	What is the main challenge you face while iterating?	Very High (n=8)
Writing Process	Final Review	What is the main challenge you face while doing a final review?	Very High (n=8)
Writing Process	Publication	What is the main challenge you face while publishing?	Very High (n=8)
Writing Process	Impact	What is the main challenge you face while measuring impact?	Very High (n=8)
Writing Process	Feedback	What is the main challenge you face while getting feedback?	Very High (n=8)
Writing Process	Iteration	What is the main challenge you face while iterating?	Very High (n=8)
Writing Process	Final Review	What is the main challenge you face while doing a final review?	Very High (n=8)
Writing Process	Publication	What is the main challenge you face while publishing?	Very High (n=8)
Writing Process	Impact	What is the main challenge you face while measuring impact?	Very High (n=8)
Writing Process	Feedback	What is the main challenge you face while getting feedback?	Very High (n=8)
Writing Process	Iteration	What is the main challenge you face while iterating?	Very High (n=8)
Writing Process	Final Review	What is the main challenge you face while doing a final review?	Very High (n=8)
Writing Process	Publication	What is the main challenge you face while publishing?	Very High (n=8)
Writing Process	Impact	What is the main challenge you face while measuring impact?	Very High (n=8)
Writing Process	Feedback	What is the main challenge you face while getting feedback?	Very High (n=8)
Writing Process	Iteration	What is the main challenge you face while iterating?	Very High (n=8)
Writing Process	Final Review	What is the main challenge you face while doing a final review?	Very High (n=8)
Writing Process	Publication	What is the main challenge you face while publishing?	Very High (n=8)
Writing Process	Impact	What is the main challenge you face while measuring impact?	Very High (n=8)
Writing Process	Feedback	What is the main challenge you face while getting feedback?	Very High (n=8)
Writing Process	Iteration	What is the main challenge you face while iterating?	Very High (n=8)
Writing Process	Final Review	What is the main challenge you face while doing a final review?	Very High (n=8)
Writing Process	Publication	What is the main challenge you face while publishing?	Very High (n=8)
Writing Process	Impact	What is the main challenge you face while measuring impact?	Very High (n=8)
Writing Process	Feedback	What is the main challenge you face while getting feedback?	Very High (n=8)
Writing Process	Iteration	What is the main challenge you face while iterating?	Very High (n=8)
Writing Process	Final Review	What is the main challenge you face while doing a final review?	Very High (n=8)
Writing Process	Publication	What is the main challenge you face while publishing?	Very High (n=8)
Writing Process	Impact	What is the main challenge you face while measuring impact?	Very High (n=8)
Writing Process	Feedback	What is the main challenge you face while getting feedback?	Very High (n=