**How to Edit Persona JSON Files (For Non-Technical Users)**

This guide helps you update persona profile files (like brandience\_profile.json, icp\_profiles.json) used in the chatbot application. It explains what can be changed safely and what must be left untouched without developer help.

**1. Files You Will Work With**

| **File Name** | **Purpose** |
| --- | --- |
| brandience\_profile.json | Brandience Mode (external client personas) |
| icp\_profiles.json | Exploration Mode (internal audience personas) |

Do **not** edit brandience\_meta.json unless very needed ,where you can see tone details here .

**2. Supported Fields in Each Profile**

The application supports a **rich profile format** with multiple fields:

{

"name": "Restaurant",

"roles": "Chief Marketing Officer (CMO), VP/Director of Marketing",

"industry": "Restaurants (QSR, fast-casual, casual dining, franchises)",

"description": "...",

"goals": [...],

"pain\_points": [...],

"communication\_style": "...",

"triggers": [...],

"marketing\_channels": [...],

"tech\_stack": [...],

"content\_preferences": [...],

"success\_metrics": [...],

"engagement\_preferences": "...",

"decision\_making": "..."

}

**3. Additional Metadata – Defined in prompt\_templates.py**

The following fields **are not part of the editable JSON files**. They are injected from brandience\_meta.json or directly defined inside the prompt\_templates.py code:

"Revenue Range": "$100M–$1B+",

"Geography": "National (U.S.) with regional franchise systems",

"Org Size": "1,000+ units (corporate + franchise)",

"Terms": ["LTOs", "guest count", "ticket averages", "digital conversions", "franchisee alignment"]

**Important:**

* These values are **defined inside prompt\_templates.py** or loaded programmatically.
* If you want to change them, **you must ask a developer to update the Python file or the source logic**.
* Do **not** attempt to insert them directly into the persona JSON files—they will be ignored or may cause the application to behave unexpectedly.

**4. Editing Instructions for JSON Profiles**

**Fields You Can Safely Edit**

| **Field Name** | **Type** | **Editable** | **Notes** |
| --- | --- | --- | --- |
| name | string | Yes | Persona label |
| roles | string | Yes | List of job titles |
| industry | string | Yes | Industry sector |
| description | string | Yes | Natural language summary |
| goals | list | Yes | Business or marketing goals |
| pain\_points | list | Yes | Common challenges |
| communication\_style | string | Yes | Their tone and behavior |
| triggers | list | Yes | Business events that prompt decisions |
| marketing\_channels | list | Yes | Channels they engage with |
| tech\_stack | list | Yes | Tools/platforms used |
| content\_preferences | list | Yes | Content types they prefer |
| success\_metrics | list | Yes | Metrics that define success |
| engagement\_preferences | string | Yes | Expectations from vendors/agencies |
| decision\_making | string or list | Yes | Who makes decisions and how |

**Format Rules**

* Always use **double quotes** (")
* List values must be enclosed in [ ]
* Separate list items with commas
* Do not remove or rename any fields
* Do not add new fields

**5. Example: Before and After**

**Before**

"goals": [

"Boost guest acquisition and frequency"

]

**After**

"goals": [

"Boost guest acquisition and frequency",

"Improve delivery channel performance"

]**6. Do Not Do the Following**

| **Action** | **Result** |
| --- | --- |
| Add a new field like "budget" | Not recognized by the app |
| Change "Revenue Range" inside JSON | Ignored – handled in code |
| Use single quotes or missing commas | JSON error |
| Leave description or goals empty | May break output or produce poor results |

**7. Validation Step**

Before using the file:

* Go to [https://jsonlint.com](https://jsonlint.com/)
* Paste your edited JSON
* Click **Validate JSON**
* Fix any syntax errors shown

**8. Final Reminder**

**Only the listed supported fields can be edited. 🡪These can be found in prompt\_templates.py**

To modify any of the following:

* Revenue Range
* Geography
* Org Size
* Terms

Please go to the prompt\_templates.py file. And you can be able to see the above features defined just change them with what exactly you want.

These are part of the **prompt logic** defined inside the Python backend (prompt\_templates.py) and are **not editable via JSON files.**