

Product Management Ideation Sprint

S19 | 💡 Product Spec 💡

QuiteLikeU™

There's no one quite like you online. Every word in your sales-generating content should reflect that.

Spec Status: **Draft** / **Peer Review** / **Mentor Review** / **Complete**

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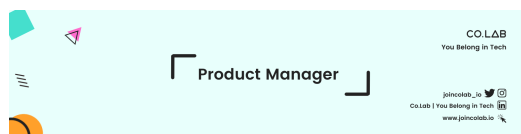
Last Updated: 04/12/2023

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Summary

Easily check your online content & copy for uniqueness and originality with QuiteLikeU. QuiteLikeU helps entrepreneurs and content creators ensure their written sales copy and marketing materials doesn't infringe on others' intellectual property, so they can confidently build a brand that's just like them - and not anyone else.

Problem Statement

How might we create an environment where online entrepreneurs can confidently produce written sales copy that is unique and doesn't unintentionally infringe on others' intellectual property?

Problem Background

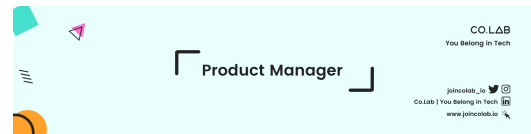
According to the United States Bureau of Labor and Statistics, there are 33 million small businesses in the United States - and nearly 50% of them will fail within five years of starting. 42% of the time, that's because there is no market for their product or service. But 30% of the time - it's because of cash flow. In a world where businesses must stay nimble and visible online to maintain cash flow, they need to constantly put out marketing materials to stay top of mind.

This means businesses need to constantly put out unique written content to advertise and stand out, but it's increasingly difficult to come up with fresh ideas that other entrepreneurs haven't already come up with.

According to CB Insights, 14% of businesses fail due to poor marketing while based on a study conducted by Fundera, 42% failed due to unoriginal or useless products and services.

Intellectual property infringement is a huge issue in the online entrepreneurship world, especially on social media, and entrepreneurs need a way to check what they're creating quickly and efficiently without worry they're stealing or using another brand's unique messaging or trademarked or copyrighted ideas.

With the advent of AI like ChatGPT and Bard that can create on-demand copy for entrepreneurs, sounding like everyone else can literally mean a business owner can't generate enough cash to stay in business.



While there are tools like the United States Patent and Trademark Office's Intellectual Property Tool - that just checks their database for registered trademarks and copyrights. It doesn't scan or crawl social media to check if certain phrases or taglines are being used.

QuiteLikeU does.

Goals

1. Provide copywriters, content creators and entrepreneurs with a content score to understand where they need to edit their content to make it less like everyone else's.
2. Protect entrepreneurs' intellectual property by reducing the risk of infringing on someone else's
 - a. Identify language that has been trademarked or copyrighted by other business owners or is in the process of registration
 - b. Avoid costly legal battles with intellectual property firms
 - c. Avoid the need to rebrand or change entire marketing or messaging strategy
3. Save entrepreneurs' time by quickly highlighting where they need to craft unique copy that may have been generated by other time-saving measures such as templates or A.I. like ChatGPT

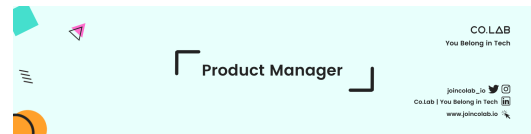
User Stories

1. As a copywriter, I want to check if the ideas I'm coming up with in the content I write for my clients have been used before.
 - a. As a copywriter, I want to be able to copy and paste phrases I write and see what other business owners have used them and how often.
2. As a small business owner/entrepreneur, I want a uniqueness score for the content I create.
3. As a small business owner/entrepreneur/content creator, I want to be able to edit out phrasing and wording that other businesses are known for.

Proposed Solution

QuiteLikeU Similar to web-based apps like Hemingway App, users of QuiteLikeU will have the ability to enter in sales copy they've written and receive various outputs to help them determine the "uniqueness" factor of their copy.

They can input where the copy was generated from (i.e. professional copywriter, self-written, written by ChatGPT or other AI). This gives the tool a good foundation for understanding the likelihood of uniqueness.



Another filter to help produce the best results would be industry.

They can also input where the copy will be posted - i.e. apps like Instagram or TikTok, email, YouTube, Twitter, LinkedIn, etc. This gives the tool a good foundation of what apps it can crawl. While it won't be able to crawl emails, it can check website content in lieu of that.

Users can also input specific competitor social media pages, which can filter out results so a creator/entrepreneur/copywriter can see if they're writing similar to someone else in the same niche.

Scenarios

1. **Registered/In Registration Intellectual Property Checker:** As a user, I want to be able to input my copy and see if anyone else has registered or is in the process of registering the language federally.
 - a. **Scenario:** This feature would crawl the United States Patent and Trademark Office site and Gazette for trademarks and copyrights related to the language used within the copy. The tool would provide exact or close matches based on trademarks that are registered or have been applied for.
 - b. **Acceptance Criteria:**
 - i. The user inputs their copy
 - ii. The user receives a score: potential matches found/not found
 - iii. The user receives a more comprehensive list of several different kind of matches if any are found - exact, relative (metrics to be determined at a later time), and close pulled from the USPTO database
 - iv. The user can then save the matches as a note for future content to avoid
 - v. The user can also remove infringing language from the copy in the app
2. **Social Media Checker:** As a user, I want to be able to input my copy and see if anyone else has registered or is in the process of registering the language federally.
 - a. **Scenario:** This feature would crawl text-based content on social media apps such as but not limited to Instagram, Twitter, and YouTube and return a score of how often a phrase is used on social media.
 - i. MVP would focus only on caption-based text.
 - ii. V2 of the product would be able to scrape or crawl transcription text on videos and within photos.
 - b. **Acceptance Criteria:**
 - i. The user inputs their copy
 - ii. The user inputs their filters - social media platform, type of copy, competitor if available

- iii. The user receives a score: potential matches found/not found
 - iv. The user receives a more comprehensive list of several different kind of matches if any are found - exact, relative (metrics to be determined at a later time), and close pulled from the filter designations
 - v. The user can then save the matches as a note for future content to avoid
 - vi. The user can also remove infringing language from the copy in the app
- 3. Editing:** As a user, I want to be able to see in real-time how unique my copy is as I make edits.
- a. **Scenario:** Users will be able to craft copy directly in the platform and get real time score updates on uniqueness if they change out phrases. They can also see if a phrase will be hard to read, is too long or complicated, or how close to a competitor's wording they are getting.
 - b. **Acceptance Criteria:**
 - i. The user inputs their copy
 - ii. The user receives real time uniqueness score updates and language matches from their filters as they type, edit, remove
 - iii. The user indicates they are satisfied with uniqueness score
 - iv. The user is able to then edit for clarity and check if sentences are too long or hard to read
- 4. Sharing:** As a user, I want to be able to reduce the amount of apps I use to create and post content. I want to be able to post the copy I finalized directly from QuiteLikeU.
- a. **Scenario:** Users will be able to connect QuiteLikeU to their social media app to post directly on their behalf.
 - b. **Acceptance Criteria:**
 - i. The user can connect the app to social media posting platforms and post directly through API

In other words, QuiteLikeU will be the go-to for any entrepreneur or content creator who wants to create a unique brand online with words that aren't used by or belong to anyone else.

Milestones

Milestone 1 - User & Market Research to Refine & Finalize Feature Set (**SPRINT: 1 WEEK**)

- Share problem space with cross-functional team and align on spec
- Conduct additional user research to determine feature prioritization
- Conduct additional market research to determine additional gaps in marketspace to help with feature prioritization, design, and minimal viable product
- Prioritize MVP feature
- Finalize spec

Milestone 2 - Development on MVP Feature (**SPRINT: 1 WEEK**)

- Determine best platform for product architecture - i.e. web app like examples above (hemingwayapp)
- Determine frontend/backend level of effort and impact - i.e. is API required for crawling web/social media/how feasible is it
- Determine priority user stories and most high-impact target customer
- Finalize high level roadmap based on market research, design, and eng feedback/review
- Conduct UX research on design elements for engagement

Milestone 3 - Mockup of MVP Feature (**SPRINT: 2 WEEKS**)

- Develop minimal viable mockup for user interface based on UX research
- Develop single API or backend tech for priority crawl source (i.e. social media, USPTO database, etc)
- Complete initial mockup
- Share mockup design
- Test mockup functionality
- Invite beta feedback

Milestone 4 - Beta Version of Application (**SPRINT: 2 WEEKS**)

- Collect beta feedback
- Implement user acceptance criteria with beta feedback

Milestone 5 - User Acceptance Testing Complete (**SPRINT: 2 WEEKS**)

Milestone 6 - Final Launch of Product (WEEK 8)

Measuring Success

1. User Adoption:

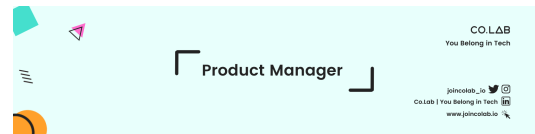
- a. User adoption: 100 users in first month post-launch
 - i. Increase user base 20% every quarter
- b. # of Returning user visits: 50% of first-time users return within one week and utilize features

2. User Satisfaction

- a. **Content Uniqueness Score Improvement**
 - i. Goal: 90% of all users are able to increase uniqueness score by 15% for individual content pieces
- b. **Time Saved**
 - i. Goal: Cut 2 hours of copywriting editing time
 1. Measured by user survey at input asking estimation of time spent and post-tool usage

Open Questions / Appendix

- What engineering limitations should be kept in mind?
- Will social media apps block API or “crawler” and not allow for scraping?



- What is the threshold for “uniqueness”? What is the “criteria” for it?
 - What would count as the same/not? I.e. obviously would need to remove common words like the, and, to - but what about common idioms? Phrases. This could be a complicated language model to set up.
- Is this a tool that goes beyond the entrepreneur/content creator/copywriter market? I.e. intellectual property lawyers? Would they consider this an asset?
 - Thinking ahead - could create licensing tool/connect to database of lawyers should too many matches occur & client needs to rebrand