



## USE CASE

### SUMMARIZE

- The key points from a quarterly earnings call transcript.
- A complex market research report into a one-page executive summary.
- The main points from our latest employee town hall meeting.
- The feedback from our most recent customer satisfaction survey.
- The trends from our website analytics for the past month.
- The key takeaways from a competitor's product launch.

### INFER

- Potential causes of a recent drop in sales.
- Customer needs based on their purchasing behavior.
- Market trends based on our competitor's actions.
- Potential product improvements based on customer feedback.
- Possible impacts of a new government policy on our business.
- The potential impact of a proposed marketing campaign based on past campaigns.

### TRANSFORM

- Technical product specifications into a layman's guide.
- Business strategy jargon into simple language for a company-wide newsletter.
- A series of customer complaints into actionable product improvement suggestions.
- A spreadsheet of raw data into a visually appealing infographic.
- A verbose project proposal into a concise elevator pitch.
- A series of raw customer reviews into a marketing case study.

### EXPAND

- On a company mission statement to create a detailed company vision.
- On a product idea to create a full product development plan.
- On a customer's feedback to propose improvements to our services.
- On a marketing tagline to create a full marketing campaign.
- On a brief market research summary to create a detailed market analysis.
- On a business partnership proposal to create a full partnership plan.

## CONTEXT

- The type and length of the document.
- The intended audience for the summary.
- The main themes or topics covered in the document.

- The type and source of data available.
- Any known patterns or trends in the data.
- Any specific hypotheses or questions that need to be addressed.

- The type of transformation required (e.g., from technical to layman's terms, from data to visuals, etc.).
- The audience who will be using the transformed information.
- Any specific focus areas or key points that need to be included.

- The initial idea or concept and its context.
- The intended audience for the expanded content.
- Any specific themes, goals, or elements that need to be included in the expansion.

## OUTPUT FORMAT

- A one-paragraph summary.
- A bullet point list of key takeaways.
- An executive summary suitable for a board meeting.
- A brief summary for a social media post.

- A list of potential causes or implications.
- A short report outlining inferred trends or patterns.
- A set of hypotheses for further investigation.
- A set of recommendations based on the inferences.

- A non-technical explanation.
- A visual representation like an infographic.
- A brief elevator pitch
- A case study suitable for marketing.

- A detailed plan or proposal.
- A comprehensive vision or mission statement.
- An expanded marketing campaign with different elements.
- A detailed market analysis report.

## TONE OF VOICE

- Formal and concise: For a board meeting or professional presentation.
- Informal and engaging: For a social media post or company-wide email.
- Objective and neutral: For a market research summary or report.

- Analytical and data-driven: For a report on sales trends or market patterns.
- Empathetic and customer-focused: For analyzing customer feedback or reviews.
- Strategic and forward-looking: For inferring the potential impact of a new policy or campaign.

- Simple and straightforward: For transforming technical jargon into layman's terms.
- Creative and visual: For transforming raw data into an infographic.
- Persuasive and compelling: For transforming a product description into a sales pitch.

- Visionary and inspiring: For expanding on a mission statement to create a company vision.
- Detailed and thorough: For expanding on a product idea to create a development plan.
- Exciting and engaging: For expanding on a tagline to create a marketing campaign.