Lab with Lou: Survey Insights

Legend

BACKGROUND | AI TOOLS | Workflow | Challenges | Prototype Feedback | Overall Impression | Quotes | Other

P1

VIDEO

Owns his own mental health private practice

Data

Is new to media content creation

Data

"I started a, like Instagram for my practice maybe like a year and a half ago and I've been posting more and more on there, I just, it's hard to find the time to kind of learn or master, you know, what I'm trying to do and like the IG world is to spend that time to do it."

Data

Reason for doing content creation is to expand his business

Data

"I do want to be in the content creation space, it's kind of got my name out there and draw in more, more potential clients."

Data

uses Canva

Data

"making stills or making different backdrops with verbiage is kind of what I was thinking about."

Data

he has a blog on their website and some information they want to post into merged...

Data

"But aside from that, I don't really use ChatGPT too much within my work"

Data

Has used Chatgpt as a resource for simplifying the process

Data

"like a resource to help me kind of, you know, if you're creating posts or whatever the case may be."

Data

"Finds it challenging to integrate the things he wants to talk about into a post"

Data

"It's been challenging, it way to make that really simplify it for myself to know how I can integrate some of the stuff I want to talk about into like a single post."

Data

he has a list of topics on what he would like to interest content on

Data

"Every so often, I'll add something to that list of topics that I would want to make into a social media post."

Data

Going through the prototype

Understood the purpose of the onboarding/choosing the audience, tone, platform)

Data

Went into "Generate accurate information", as this would allow him to create factual and appealing content for his audience.

Data

when he landed on the next screen, he mentioned he would copy/paste a part of the information he received, like the key ideas of content, and would work on that.

Data

"So that's probably when I would go first, is seeing how I can provide accurate, truthful, factual information that has empirical data that backs it. So I want to. I would want to start there and then I would probably go into my own style of, one what comes up that I see, and then maybe try to see if there's anything that I could grab onto that's maybe trending in that moment of time. And then I try to integrate that. Break that into, something that maybe looks visually appealing for."

Data

He would like to have a graphic created specific on the part of information he wants to work with. Mentioned having a link that would give him an option to create a graphic, or an image, right next to the text

Data

"Let's say I wanted a graphic or something about x specific, one of those bullet points. If there's a way that I can have a graphic with that information overlaying the graphic or integrated into the graphic. So if, for example, I really like the color palette of this, I'm like, oh, I can see myself selecting that option and then it generating some type of Graphic for me to post really easily. I'm just thinking in terms of what's simplifying things for me."

Data

"If I really like the first point, then if there's some link or something I can click into that gives me an option of an image or of a chart or something about that point specifically, then that makes it really easy for me to then save that and then utilize it right away."

Data

P1 was confused if he can use the content as it is, feeling doubtful if the content is unique, if

Providing sources that the data is accurate

Data

"I guess if there was some type of, I don't know, reassurance in some way that this is like specific AI generated information that is a collection of data from these different sources, at least to what my thresholds criteria was"

Data

"Can I just take this chart and then just put it in an image and then post that? Like, I'm sure a thousand other therapists have the exact same chart up or something like that?"

Data

"I think that would be helpful to it there were some way to, like, see the sources. Be providing access to the information just to reassure me that the data is accurate."

Data

Mentioned Wikipedia when talking about how he would prefers to see the sources

Data

"like what Wikipedia does where there's sort of these really small footnotes by, you know, that links to like specific resources."

Data

Prefers to have the sources next to the bullet points, he he could click into them and read the article.

Data

"If the first bullet point there if the source for that was right there, I could click into that and I'm like, they would provide this type of source, but it's from some various somewhere or some article somewhere that I can kind of click into that easily, then that would help me quite a bit."

Data

Talking ab the image #1

He would like to have a caption on it as well, that he could utilize it when posting.

Data

Talked ab the hashtags and captions that are trending on Instagram

Data

"I'm assuming there's some type of positive impact to that and triggers, keywords or whatever."

"So if there's something that I can easily take that that applies to this image. Then again, that simplifies my process."

Data

"If I want to post that, I would assume that it would be nice to have some type of caption also underneath it. That is. That is simplified also for me to utilize."

Data

Left side menu

"Audience" Icon - he said is for sharing

Data

Not sure what the tabs under "Suggested trends" mean

Data

"Not sure what the tabs under "Suggested trends" mean

Data

Found the "Related" Tab useful and cool

Data

"I think the related page is really cool because then it helps me. Kind of helps me generate more ideas about what else or how else I can like."

Data

Overall impression

Its cool, if it can help him to simplify his process. Liked the chart and image creation feature

Data

"I think the more specific it can get or the more filtered it can get in terms of if I enter some specific information or if I select specific information that I feel like this is really cool."

Data

"anything that's going to be able to help me to simplify this process I think would be really cool."

Data

"I were to enter some information in, if it can just pop something up and provide me with a clean, like, looking chart or image like that, then that's really cool.

That would be exactly what personally I would be looking for and I would want to."

Data

P2

VIDEO

P2's a health educator, [illegible] and school health coordin. nonthwide.

Data

The type of content that they typically post on social media or blog content.

Data

Audience

Set group facilitation for people. Anywhere from like my groups range from anywhere from like 10 people to 15 people plus.

Data

- uses Canva for creating decks and social media graphics
- chatgpt for suggestions on creating content

Data

Going through the prototype

P2 started with the "check content accuracy" path

Data

Mentioned might not need "Top creators for" for content, but other might

Data

Confused about "Copilot"

Data

I don't necessarily need top creators on this content, but I like the some people might. Videos on this content I think is very helpful. After the fact, I'm like, I'm not sure what Copilot is. Or maybe if there was a know I with like a question mark seeing what copilot is. I don't know what copilot is.

Data

When fact checking the content of the AI on the topic, P2 would personally research articles on the subject. And then she would reference those articles.

Data

"would probably research a bunch of different articles about the but personally about statistics on weight discrimination. Whether in the workplace probably I might also focus on education as well. Like certain industries but I'm not sure what those are."

"I would just reference some articles I think to begin with. That's the my first thought process."

Data

Trust is AI - 70% 80%

She fact checks the information, because when it comes to health and wellness, even though there are some standards, one privacy is different.

Data

When doing social media posts on health related topics, she is using more general content.

Data

"When I'm doing social media posts and producing content for online, it's definitely more geared towards, like, you know, the health benefits of chocolate, for example.

Some people might be allergic. Right. Some people might actually really love it. But it's just general kind of facts that I would use."

Data

"For example, so if we were to take something like that and we were to put it into chatgpt and it's probably not going to fit entirely with a client who is extremely stressed out and their nervous system is flaxey. I would not put them on like a. The risk run because I know that that would flare up their nervous system.

So I focus on its individually."

Data

Confused about the claims in the facts checking section

Data

"I'm curious to know, are these claims something that called?"

Data

Issues with the pop up "Academic journal" on the content text.

Data

She would prefers to have the option to save the article

Data

"what might be interesting but a like if if needed to save this article for later because this is the highlight of it. Like I'm like, I want to look at the article and be like, oh f**k, this is actually really good. I'd like to save it."

"So, so maybe there's like a star or I can click on the circle and highlight it to then I can ping it for later."

Data

Would love a feature to favorite certain articles

Data

I would love to have a section where I could like favorite certain academic journals. I don't necessarily like the way that it's set up currently that I'm like the platform aggregates for specific articles maybe then I can also search back for like, okay, within those aggregates, or within those sites."

Data

Finds the fact checking to be very important, especially in her field.

Data

I think the fact checking aspect of it.

Data

Confused about Direct to camera video under trend.

Data

"I'm not sure what trend is or trending is that like for socials right where it's like it would pull the top blocks and stuff like that for?"

Data

Tabs under "Additional info" finds them to be important.

Data

"I think these are more important than suggested trends. Unless you are pitching it like as something to be super supportive to just social."

Data

"Related"section should be an auto section. Some information is going to be, as she thinks it might go under other tabs, like top facts.

Data

"This might be interesting how content creation/ suggestions are being presented to the user, preferences in terms of weight discrimination and how we can improve the conversation I feel like should be under sources or top facts."

Data

Overall impression

It looks really clean.

Data

I really like when I can hover over an icon and there's like a little bit of text description as to what it is.

Data

But those icons down here are really self explanatory in terms of audience citation and then home.

Data

This landing page is pretty straightforward. So curious to know trending topics.

Data

So I think if there's a suggestion or a push to have the user be really clear on their query, I think that would be really helpful because we can say the health benefits of kale. That's what I would say.

Data

I do feel like this could be really amazing in terms of like generating inspiration for that. But that's how I personally use it. I don't rely on specific information from chatgpt. I rely on it however I feel like it takes away my personal voice.

Data

P2 wonders if the AI is able to pick up her voice and style

Data

I would be curious to know if eventually if I were to rewrite within the platform, if the AI would pick up my own voice and style.

Data

P3

Video

Women's health grant program supervisor

Due to obligations in current job and legality, I'm not allowed to be independent health advocate+

Certified health education specialist- CHES® certified. 10 years

Pinlay Lou

- Like Canva
- ChatGPT (Copypond)

Pinlay Lou

P3 going through onboarding screen. Had thoughts about wanting to know what population not just male.

Due to the fact that we prompted user to work on the topic " weight discrimination.

Pinlay Lou

P3 going through creating prompt

P3 wanted to click through on the first topic in the list, which is "weight discrimination"

Pinlay Lou

So if I were to click on these free bullying, is it only going to create kind of like a blog post or a campaign only for. With more than bullying.

Pinlay Lou

So I feel the really looking at this firsthand, I'm going to be using one of these four options I see choose which way I want to go.

Pinlay Lou

P3 wanted to focus on expanding the audience so she evaluated it is finding the audience.

Pinlay Lou

That specific population has three parameters, parameters of maybe age, gender identity or even specifically geared to one geographic area.

Pinlay Lou

It's very important when we're doing any type of communication strategy to understand who we're being very specific on who that specific audience is. And I want to know this bullying, it could be school bullying. It could be like what bullying? Who's bullying.

Pinlay Lou

P3 suggested some sort of drop down in the chat I she meant suggestion based on her score 1

Pinlay Lou

P3 describing her process which details the audience specific criteria.

Pinlay Lou

I'm just going to use ChatGPT as an example. If you're using ChatGPT, you put in the specific question you have and then you can continue to refine that question. And I think that's the more so that it could actually understand what your messaging is and make that specific output be what you want it to be.

Pinlay Lou

If I'm putting weight discrimination and I asked male and then it was an age maximum of 25. I can't remember exactly what that page said. And I'm not sure if that's something that we can change a little bit more descriptive. So other than that, I'm also targeting employees who work in Los Angeles because I'm also looking at the my employer work related discrimination. And so now I can kind of take it a little bit better so it could be more suited for that specific campaign that I'm trying to or that awareness I'm trying to bring.

Pinlay Lou

P3 wanted to go more in depth when looking at the left panel.

Pinlay Lou

So when you're saying 34 million people in the US experience weight discrimination, that can be impactful. If we're comparing it as a where to a smaller population, maybe that's not impactful. In the US compared to maybe a different national attack, for example, for comparing this to Australia, maybe it's comparing it to Texas. So that can be impactful.

Pinlay Lou

But I would just like to learn a little bit more where this fact is coming from.

Pinlay Lou

I don't know if they're intended for you to follow and just kind of get a specific setting on those. I don't know if these are just like click and like anonymous campaign and use and and you can just copy and paste. I'm not sure how these functions are used. They could be used.

Pinlay Lou

P3 background is [illegible] Everyone would begin suggest a possible MVP value

Pinlay Lou

That way we can definitely assess and just our MVP and then have some more in depth and then maybe we have more work to go through all the whole channels that just [illegible] and posting it into canva. So, yeah, I don't know.

Pinlay Lou

I like I mentioned, many organizations like Kaiser Theater, Sinai, all of these hospitals, they have specific guidance on how material is phrased, specifically around bullying. Because bullying, you are very specific. I don't know if they would use AI as a method of building a campaign.

Pinlay Lou

They might use it as a method of getting information to add it into the campaigns. But just by itself, inputting information and then creating the campaign itself, I don't think they would do that because they definitely have a fidelity to stick to the specific branding team or branding

Pinlay Lou

So if you're going to do something like for example, Kaiser, you're going to the really good citation from the American Cancer Society, which is a very credible source, however, you can't use it for your campaign because you have permission to use a specific citation.

Pinlay Lou

So if you're using different organizations, even though they're credible, they may not allow them for any organization to have specific citation requirements. So we definitely start from the beginning, finding what those citations are, where they are coming from.

Pinlay Lou

I think I use it earlier, where you have the top facts right here. I'm assuming there are citations that you can use. So I'm assuming that's going to navigate you to those or the sources up here. You can be able to find them here.

Pinlay Lou

P3 going through creating images

Pinlay Lou

I would assume I would take you to it's not that we can create it in canva because I think that that would be done, you can do some edits. So

Pinlay Lou

Usually since like I mentioned, verbiage is very specific to organizations and their campaigns. It's not that we're going to use the image yourself. And so then, yeah, I would just basically open my canva, I'd like to see what templates they have for that. They have a lot of selection of images that you can choose from, then a lot of different charts. And then you can use from there. I'm not definitely sure if they have the ability to upload. Definitely issues with copyright and all that stuff because you're basically are paying for it. Like I mentioned, there are certain organizations that don't allow them to have specific citations. So I'm not sure what they have set up according to the branding.

Pinlay Lou

So in that situation, basically we would have to follow that fidelity of that branding.

Pinlay Lou

I think so, yeah, definitely. It's nice to see. I wish that you could click on it and for it to kind of give you a little bit more information on that specific image. Maybe ideas of how you can edit that. An infographic or.

Pinlay Lou

Let's see. I like the images. Literal of what it would give you, I like the [illegible] and the [illegible]. If you can play with the images or that way your specific post looks kind of how you want it so that it's not just like the same thing that everyone else on time and how for it to give you different options.

Pinlay Lou

Maybe you can edit it. To. It's a little bit sci-fi could be tailored to how you like it.

Pinlay Lou

It depends. I know that there's different types of carousels and different videos and stuff. So depending on what the material is in our audience is how we kind of gear that into our social media platforms.

Pinlay Lou

But I was also when I mentioned like infographics, we sometimes use Canva for infographics as well. So then we use those images as well.

Pinlay Lou

P3 going back to building Audience

Pinlay Lou

It's a little skeptical in it just because the whole, kind of tailoring it to a specific audience. Unless like I can literally like input all my parameters and make sure that it's a very tailored last specific audience at that point then I'll be okay with it.

Pinlay Lou

But let's say I want to add females or if I'm specific to males, maybe I'm looking for a difference between, you know, gender non conforming versus gender, conforming versus gender. Maybe I'm looking for a difference between those two things. I'm hoping that after I do something like that it would generate more information.

Pinlay Lou

My only concern with that is that now we're expanding the audiences so it's kind of difficult to find a very specific tailored information for one person, like one set of audience and then you expand it. It Gets a little bit difficult to find that specific data point. So that might be really cool to see how the AI would kind of like, tailor it for both audiences. That would be interesting.

Pinlay Lou

Yes. If I wanted to add an audience, I'm assuming that I am combining both audiences or kind of comparing perhaps one audience from the other to see maybe. Perhaps like, let's say we're doing weight discrimination and I want to add a second audience one versus audience two, and is there like a association between that?

Pinlay Lou

Just making sure citations are like. You could choose from citations. It'd be nice if you could choose citations for specific sources like I mentioned. Just filtering out to give you citations from the Journal of Health Education or Journal of Institute of Hello, depending. Also, another thing that might be a little tricky.

Pinlay Lou

I don't know how it's going to be done is keeping up to date with these citations. So definitely with health. I'm not sure if there's any health professionals working on this project. They can probably help with that. There's a new thing coming up every single day.

Pinlay Lou

Every single day is a new day. There's things coming up. There's things that are being updated. There's task forces that are being updated. So I definitely need to make sure that it's not only using the most accurate, but the most up to date, giving you the most accurate, the most current data at the time.

Pinlay Lou