Project Brief: AutoCat - AI-Powered Survey Analysis Platform for Marketing Professionals

Overview

AutoCat transforms how marketing firms analyse and visualise survey data using Large Language Models (LLMs). We're seeking students who can blend technical expertise with strong user experience design skills to create an intuitive, powerful platform that marketing professionals will love to use.

Core Objective

Create a user-centric survey analysis platform that makes advanced AI capabilities accessible to marketing professionals. The platform should seamlessly integrate with popular survey tools whilst providing sophisticated analytical insights through an intuitive interface.

Key Focus Areas

1. User Experience & Interface Design (Primary Focus)

- Design intuitive workflows for marketing professionals
- Create customisable dashboards for different user roles
- Develop interactive tutorials and onboarding experiences
- Implement real-time feedback collection mechanisms
- Regular usability testing with marketing professionals

2. Marketing Firm Feedback Integration

- Weekly feedback sessions with partner marketing firms
- Rapid prototyping and iteration based on user feedback
- Development of marketing-specific feature sets

- Creation of case-specific templates and workflows
- Regular user experience workshops

3. LLM & Survey Platform Integration

- Implement user-friendly LLM interfaces for non-technical users
- Create seamless connections with major survey platforms
- Design automated data cleaning and preparation workflows
- Build intuitive export options for client presentations

4. Data Visualisation & Analysis

- Create marketing-focused visualisation templates
- Develop presentation-ready report generation
- Implement competitive analysis features
- Build trend analysis and forecasting tools

Required Skills

Essential:

- Strong focus on user experience design
- Experience with user research and feedback integration
- Understanding of marketing industry needs
- Proficiency in data visualisation
- Python programming skills
- Experience with LLMs

Desirable:

- Previous work with marketing firms
- UI/UX design portfolio
- Experience with survey platforms
- Background in market research
- Prototyping tool experience (Figma, Adobe XD)

Project Timeline

Phase 1: Discovery & Research (Weeks 1-2)

- Conduct user interviews with marketing professionals
- Analyse existing workflows and pain points
- Create user personas and journey maps
- Develop initial prototypes

Phase 2: Core Development (Weeks 3-4)

- Build basic interface and workflows
- Implement key LLM features
- Create initial visualisation templates
- Begin regular feedback sessions

Phase 3: User Testing & Iteration (Weeks 5-6)

- Conduct extensive user testing with marketing firms
- Iterate based on feedback
- Refine interface and features
- Implement additional user requests

Phase 4: Feature Enhancement (Weeks 7-8)

- Add advanced analysis capabilities
- Develop custom reporting features
- Create template library
- Implement user suggestions

Phase 5: Refinement & Launch (Weeks 9-10)

- Final user testing and feedback collection
- Performance optimisation
- Documentation and training materials
- Prepare for beta launch with partner firms

What We're Looking For

User-Centric Approach

- Strong empathy for user needs
- Ability to translate feedback into features
- Experience with user testing methodologies
- Skills in creating intuitive interfaces

Technical Capabilities

- Clean, maintainable code
- Experience with modern development practices
- Understanding of data structures and algorithms
- Ability to implement complex features simply

Marketing Industry Understanding

- Knowledge of marketing workflows
- Understanding of agency needs
- Experience with marketing data analysis
- Familiarity with client presentation requirements

Success Metrics

- User satisfaction scores from marketing professionals
- Time-to-value for new users
- Feature adoption rates
- User retention metrics
- Quality of generated insights
- Speed of analysis workflow

User Feedback Integration

You'll be working directly with:

- Marketing agency teams
- Market research professionals
- Brand managers
- Data analysts
- Client service teams

Support Provided

- Regular mentorship sessions
- Access to partner marketing firms
- User research resources
- Development tools and environments
- Design resources and templates

How to Stand Out

- Show examples of user-centric design work
- Demonstrate understanding of marketing workflows
- Present ideas for improving user experience
- Display strong communication skills
- Show ability to integrate user feedback effectively

Next Steps

Selected candidates will begin with:

- Introduction to partner marketing firms
- User research orientation
- Current platform walkthrough
- Initial user feedback collection

We're looking for candidates who can create an exceptional user experience whilst maintaining the technical sophistication required for advanced data analysis. The ideal candidate will be passionate about user-centred design and capable of translating marketing professionals' needs into powerful, easy-to-use features.

Career Development

Successful candidates will have opportunities to:

- Work directly with leading marketing firms
- Develop expertise in UX research and design
- Build a portfolio of real-world projects
- Join our team in a permanent role
- Lead future product development initiatives

The right candidate will help us transform AutoCat into an indispensable tool for marketing professionals whilst maintaining technical excellence and analytical capabilities.