



Developed by:  
**omni**

# Briefo

The Creative Assistant



**OpenAI Stack Hack** Create Applications Using Generative AI! a week of hacking and fun from 24 February to 3 March 2023.

# The Omni Team:



**Juan Jacobo Viera**  
Front-End Developer



**Gael Zarco**  
Full-Stack Developer



**Muhammed Umair Ali**  
Data Scientist



**Muhammad Mateen  
Ali Hashmi**  
Data Analyst



**Obaloluwa Obidoyin**  
Mobile Developer



**Devanshi Awasthi**  
Student

Our group comprises members from a wide range of backgrounds and cultures who share a common goal of creating awesome projects while expanding our knowledge.

# I think we can all agree that...

Operative tasks are an essential part of many employees daily work life, regardless of industry or job function. These tasks typically involve routine administrative or data-entry work that supports the more strategic or creative aspects of a job.



## *However...*

*...Repetitive and unfulfilling tasks can contribute to a lack of engagement, and can lead to lower productivity as a result.*

**According to a survey by Gallup, only 33% of employees feel engaged at work.**



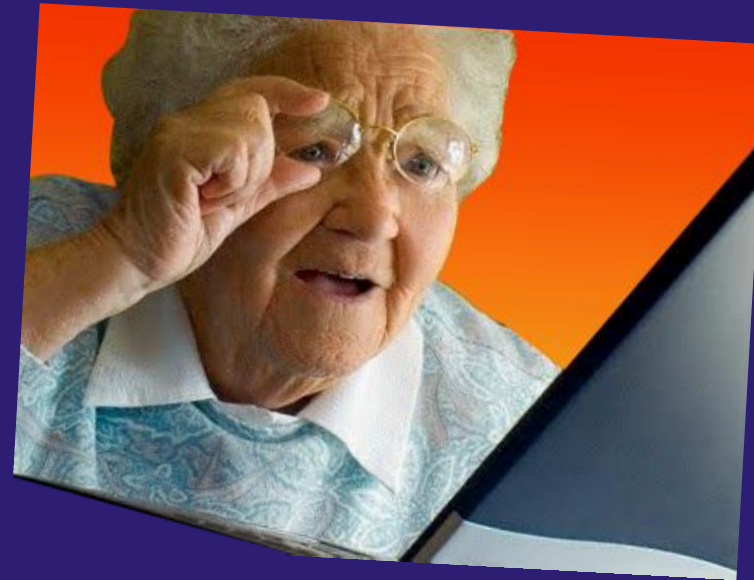
"Most workers, many of whom are millennials, approach a role and a company with a highly defined set of expectations. They want their work to have meaning and purpose."

# In the marketing field...

Brand managers and marketing departments frequently struggle with or lack the time to write **creative briefs**, as the process can be time-consuming, tedious, and may result in writer's block due to uncertainty about where to start.



# But what exactly is a creative brief?



A document that outlines the objectives, challenges, target audience, messaging, and other crucial details of a marketing, advertising, or design campaign.

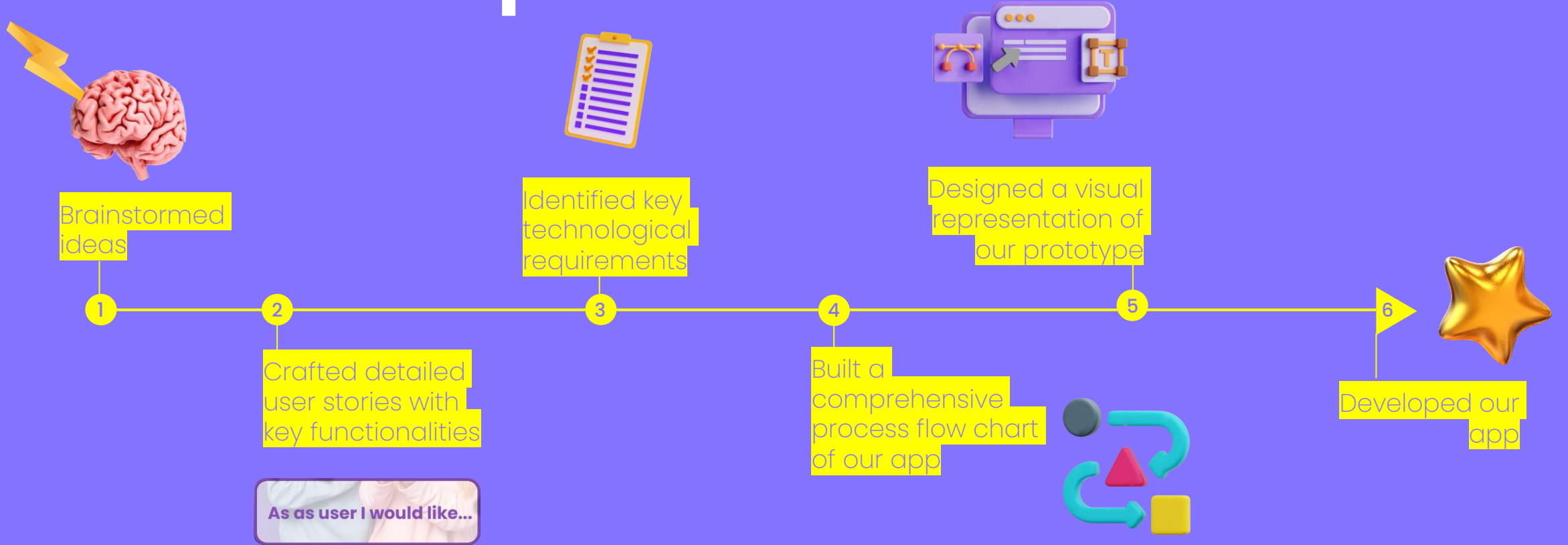


## THE BIG QUESTION:

How can we help brand managers and marketing teams overcome writer's block and spark some creative writing for their brief documents?



# The roadmap



Held daily meetings at 6 pm CET to discuss pending tasks or showcase progress with the team..



After a few days of **hard work** and **a lot of coffee** we came up with...



# INTRODUCING Briefo

the ultimate solution to generate creative brief templates in seconds! With just a few clicks, you can provide the campaign context and Briefo will take care of the rest, saving you valuable hours.



# How it works... over the hood



## **Provide information**

Provide a summary of your brief, keeping in mind that the more contextual information you provide, the better the output will be.



## **Edit to your preference**

Correct any mistakes or unclear sections that you'd like to correct or rephrase.



## **Save and download**

Save the template in a Microsoft Word extension

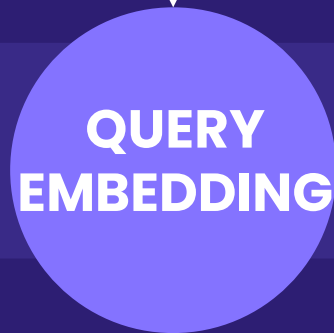
# How it works... under the hood

TECH STACK

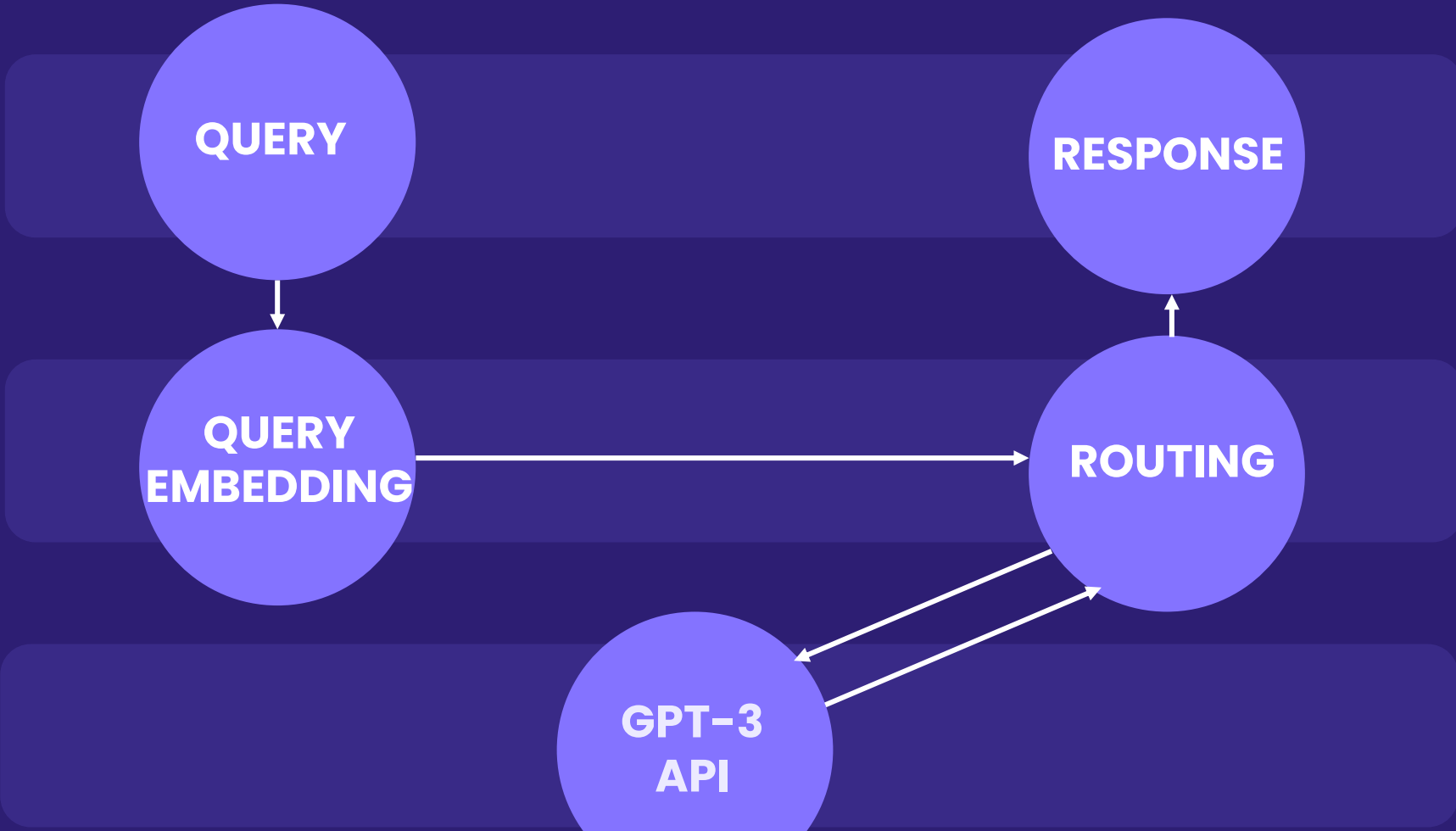
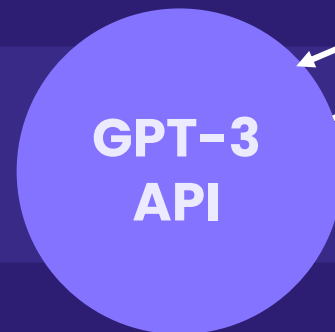
FRONT  
END



BACK  
END



API





# EARLY STAGES OF DEVELOPMENT

User Story Map

The creative Assistant

Home Interface

MVP | 10

- As a user I want an input paragraph area where I can paste my brief context
- As a user I want a clickable button that submits my input
- As a user I want to be able to edit the output given by the app.
- As a user I want attachment input to place company logo \*Optional\*
- As a user, I want to be able to save this document in a microsoft word extension

ideas

Jacobo Posted 5d ago

### Creative assistant

An assistant that generates a creative brief document based on the context provided by the brand manager, streamlining the process of creating comprehensive and effective briefs for their creative agency. (edited)

Work

4

Umair Ali está presentando

## AI Creative Assistant

Enter your prompt:

what is

Generate

Umair Ali

M Mateen Ali Hashmi

Tu

qao-vsej-wjx

josh 90 Today at 2:08 PM

We can use it to show case our app chill let me send a clip

josh 90 Today at 3:18 PM

Check this out

xarco Yesterday at 8:39 PM

Good news guys. After a lot of hard work, I have gotten the frontend and backend communicating! I have also created a loading component to keep our users a little more interested while they wait for brief generation. Let me know what you think. I am taking a break and will attempt to implement docx conversion before tomorrow.

Jacobo Yesterday at 12:58 PM

Updated responsibilities:

Jacobo will work on creating presentation slides, speech guidelines, and finishing up the UI.

Umair's responsibilities include tweaking the inner query of ChatGPT to generate a detailed and comprehensive brief output. He will also create a flowchart visual of our app to attach to the presentation.

Zarco will be responsible for integrating Flask with the React app and determining the best way to convert brief output to a Word document. Additionally, he will serve as our keynote speaker and create a video showcasing our app -- This last task is not for tomorrow.

1

mateen\_hashmi 02/24/2023 2:27 PM

we have many ideas in our idea channel and taking 30 minutes for more brainstorming then we shall select top 3 ideas by maximum liked method. everyone please like idea according to their choice.

2

Hashi 02/27/2023 12:02 PM

@Jacobo

```
Row{
  display: flex;
  justify-content: center;
  align-items: center;
}
Expand styles.css
```

```
<!DOCTYPE html>
<html lang="en">
<head>
  <title>Briefoc</title>
  <link rel="stylesheet" href="//use.fontawesome.com/release
  <link rel="stylesheet" href="styles.css">
Expand index.html
```

# Our way of adding value



## Unlock creativity

Do you experience writer's block when creating brief documents? Don't worry, Briefo has got you covered. Our app will kickstart your brief by providing a pre-built template and structure.



## Communicate like Marcus Tullius Cicero

If you're concerned about your written communication skills, Briefo's got your back. Our app not only helps you to create an effective brief, but also ensures that your objectives are communicated effectively.



## Unleash productivity

automate brief writing process, so you can dedicate yourself to the higher-level tasks that can drive innovation and success, ultimately leading to greater job satisfaction and fulfillment.





## Premium feature

Save all your briefs on our app for quick and easy access whenever you need them in the future.

## Premium feature

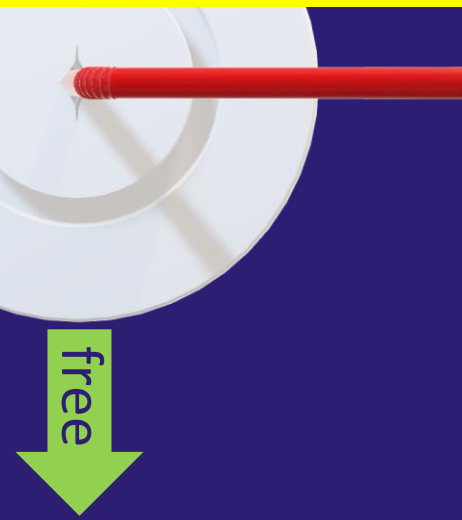
Unlock privileged access to confidential reports filled with valuable market research insights, all thanks to Briefo's data collection from brief templates.

# Freemium Business Model



## Premium feature

Generate unlimited amount of briefs for all your campaigns.



The Users can generate only one brief per week. To create additional briefs, they must subscribe to our paid service.

