



Image:text ratio

Font Consistency

Aesthetics

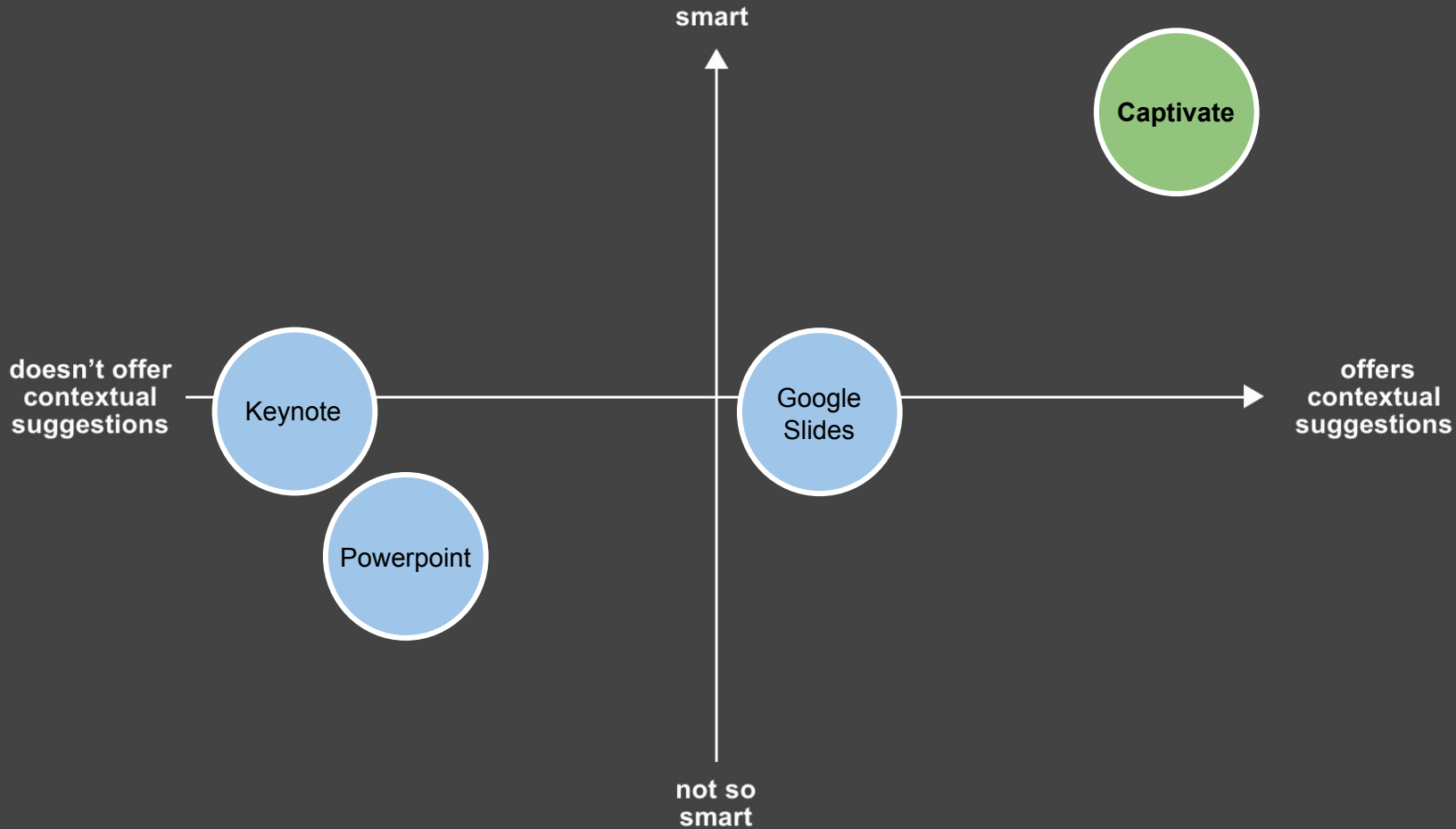
It's never the  
user's fault



This is importaint

Captivate

ai



## Captivate

**45** to persuade stakeholders

MINUTES

GOAL

AUDIENCE

### Magic ideas

A|

Hide

Here are some typefaces that are a better fit for the content you are presenting.

Times New Roman

Athelas

Georgia

Didot

Batang

Garamond

?

“

Hide

Here are some quotes that can help make this slide more memorable

“Don't cry because it's over, smile because it happened.” — Dr. Seuss

“Two things are infinite: the universe and human stupidity; and I'm not sure about the universe.” — Albert Einstein

?



Ideas



Checklist



Fixes

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### Checklist



#### Typography



You are using more than 2 typefaces in your presentation.

It is recommended to keep the style and size limited to two each, for the entire deck



#### Quote

“Don't cry because it's over, smile because it happened.” — Dr. Seuss

The quote seems like a good fit



#### Images



Here are some recommended images that you can use to replace text on some slides



#### Alignment



It is recommended that you left align all the text that is not a title or a heading



Ideas



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### Quick fixes



The information on this slide could be presented better. **Consider aligning the the content on your slide.**

?



There is too much text on this slide. **Consider selecting a picture you would like to replace it with.**

?



Ideas



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Fixes

Live demo

# Brainstorm

What are my goals? Who is my audience?

**Demo: Fill out brainstorm and onboarding form**

# Empowering our Users

Demo: Quick fixes + fonts +  
replace text with images

## **Design:**

At first, we gave out user forms so that we could identify our user personas. Then we developed proto-personas based on the results.

Then we built a front end web design for our product. This entailed several paper prototypes, sketches on the blackboard, and interacting prototypes on sketch.

## **Human-Centered AI:**

We tried to put the human first before the computer. We understand the power of technology, especially its ability to mimic human intelligence. However, we wanted to give our users that control, so that they can learn alongside the tool.

## **More Intelligent Design Values:**

We also wanted to give our users a sense of achievement and learning. This can only happen if they believe that they worked for they're results. Thus, we give small suggestions but mostly stay out of the way of the user.

# Software Architecture

## Servers

Google Apps  
Script

Cloud SQL  
Database

Natural Language  
Processing Server

## Languages

Python

SQL

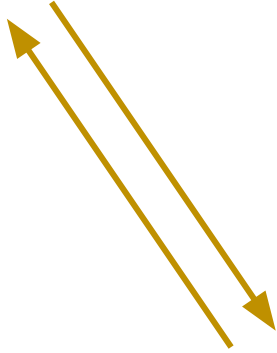
Javascript

Materialize

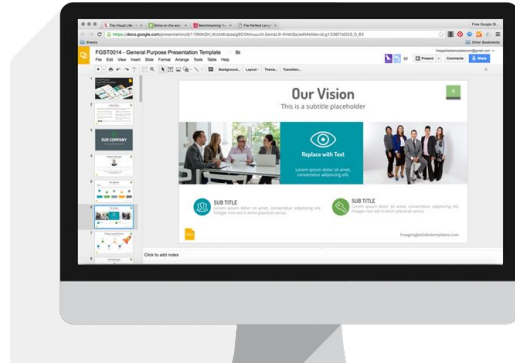
JQuery



Google Slides Cloud Servers



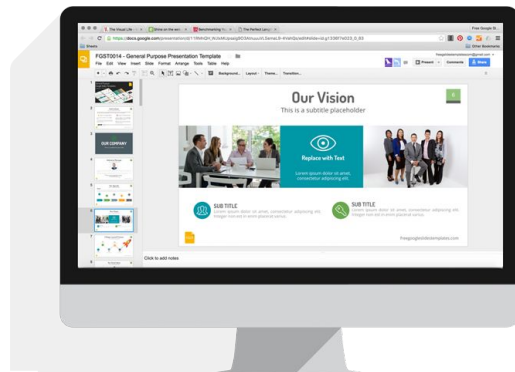
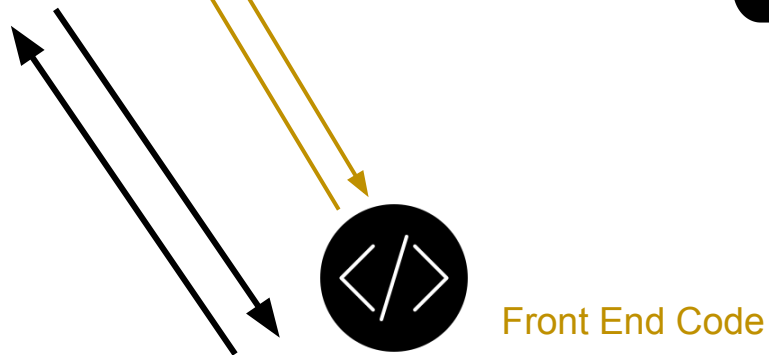
Google Slides  
Architecture  
(Normally)



Google Slides Client Software



# Google Slides Architecture with Captivate AI



Google Slides Client Software

# Artificial Intelligence

## Problem

How to give smart content suggestions without much user data?

## Solution

Extend on pretrained machine learning models to build our own tools!

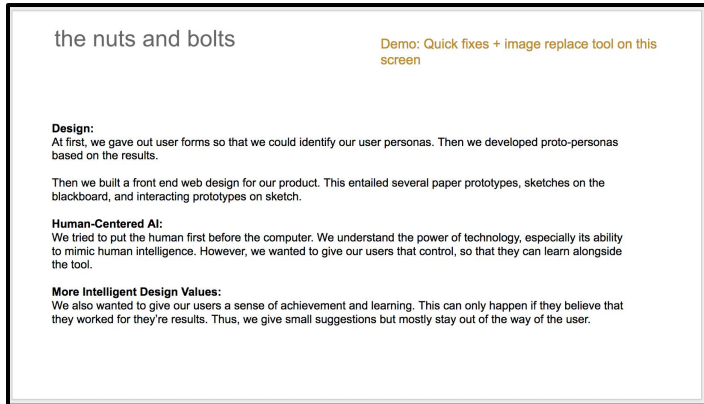
## Tools Used

Google Natural Language API

Word2Vec

# Extracting Keywords with Google Natural Language API

Example slide (from demo):



the nuts and bolts

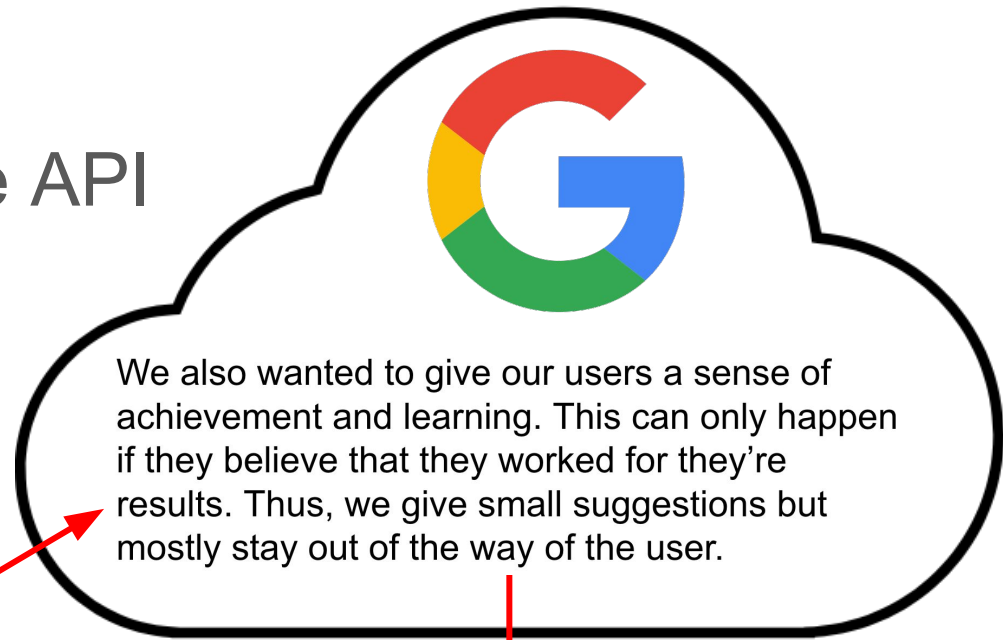
Demo: Quick fixes + image replace tool on this screen

**Design:**  
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Keywords & Entities:

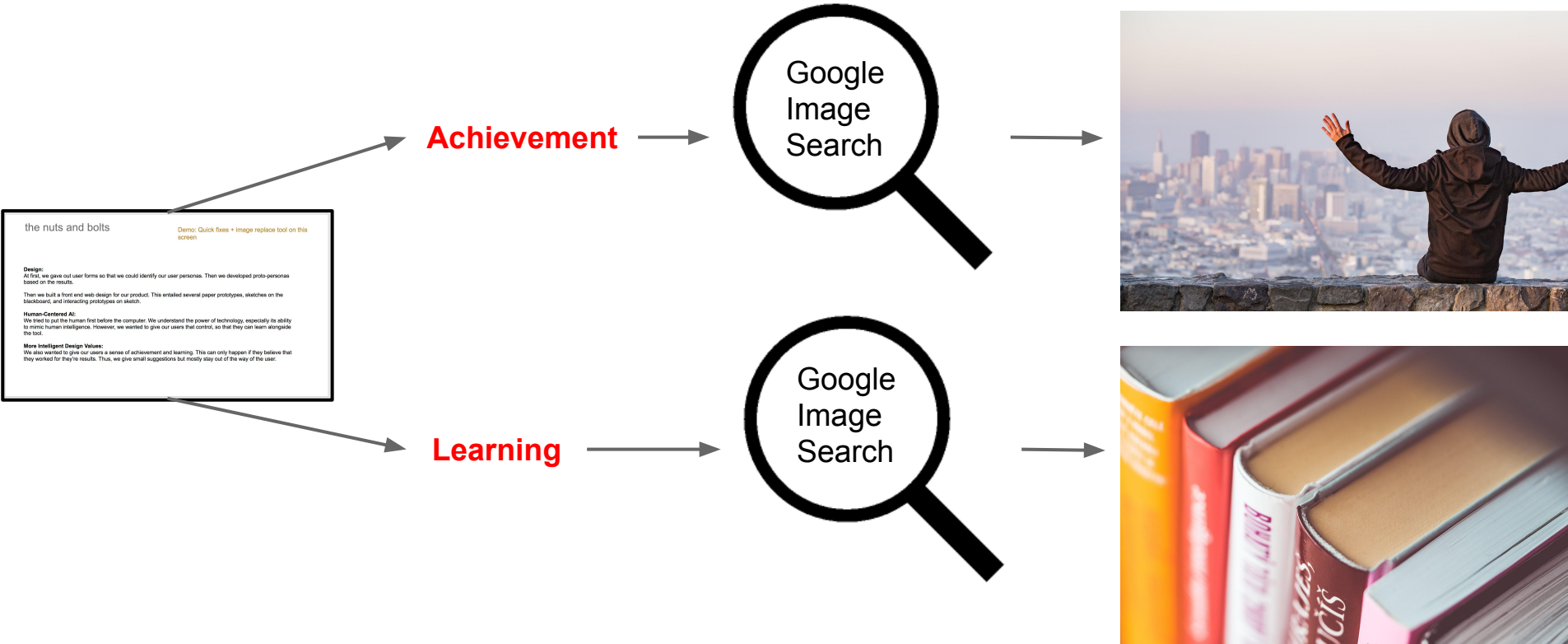
Achievement, Learning, Results, Suggestions

# Suggesting Images

Slide Text:

Extracted Keywords:

Suggested Content:



# Suggesting Quotes (Word2Vec)

Text:                      Extracted Keyword:              Word Embedding:              Related Topic:              Suggested Content:

“This product started from a small idea”

Idea

$$\begin{bmatrix} 0.3 \\ -0.2 \\ 0.4 \\ \cdot \\ \cdot \end{bmatrix}$$

Chance

**Mark Zuckerberg : The biggest risk is not taking any risk... In a world that changing really quickly, the only strategy that is guaranteed to fail is not taking risks.**

# User research

Generative

50

responses

Hypothesis  
testing

Feature  
prioritization

Formative

8

tests

UX flow &  
UI elements

Feature  
addition/deletion

# Privacy policy

- How we handle and secure user data
- Legal terms + Message to users
- <http://www.captivate-ai.us/privacy-policy>

All ▾

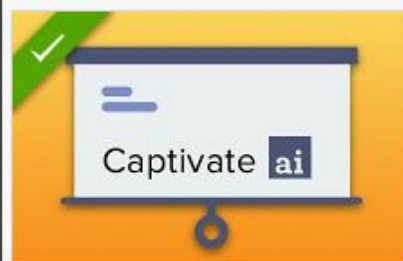
Search add-ons

# Your wireframes, everywhere

**balsamiq**



**Balsamiq Wireframes for Slides (FREE T...**  
19,407 users



**Captive-AI**  
518 users



**Top Stock Photos for Google Slides**  
9,991 users



**Magic Make Copies**  
2,011 users



**Advanced Find & Replace**

2,725 users



**SlideContents**  
2,581 users



**Doc Variables**  
1,112 users

# Any questions?



available in the  
chrome web store

[goo.gl/dVVO3T](https://goo.gl/dVVO3T)

# Next steps

## User Experience

Dynamic  
on-boarding

Notification dots

Narrative

## Monetization

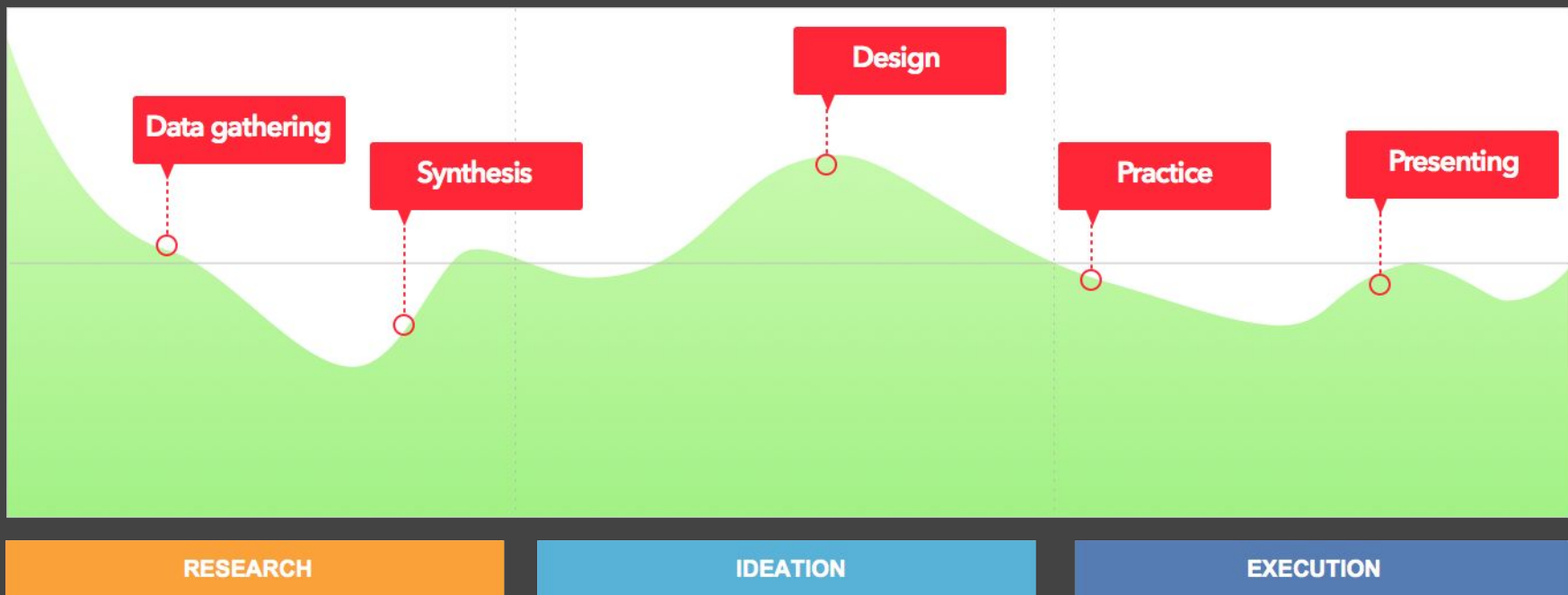
Free and  
Freemium



HAPPY



SAD

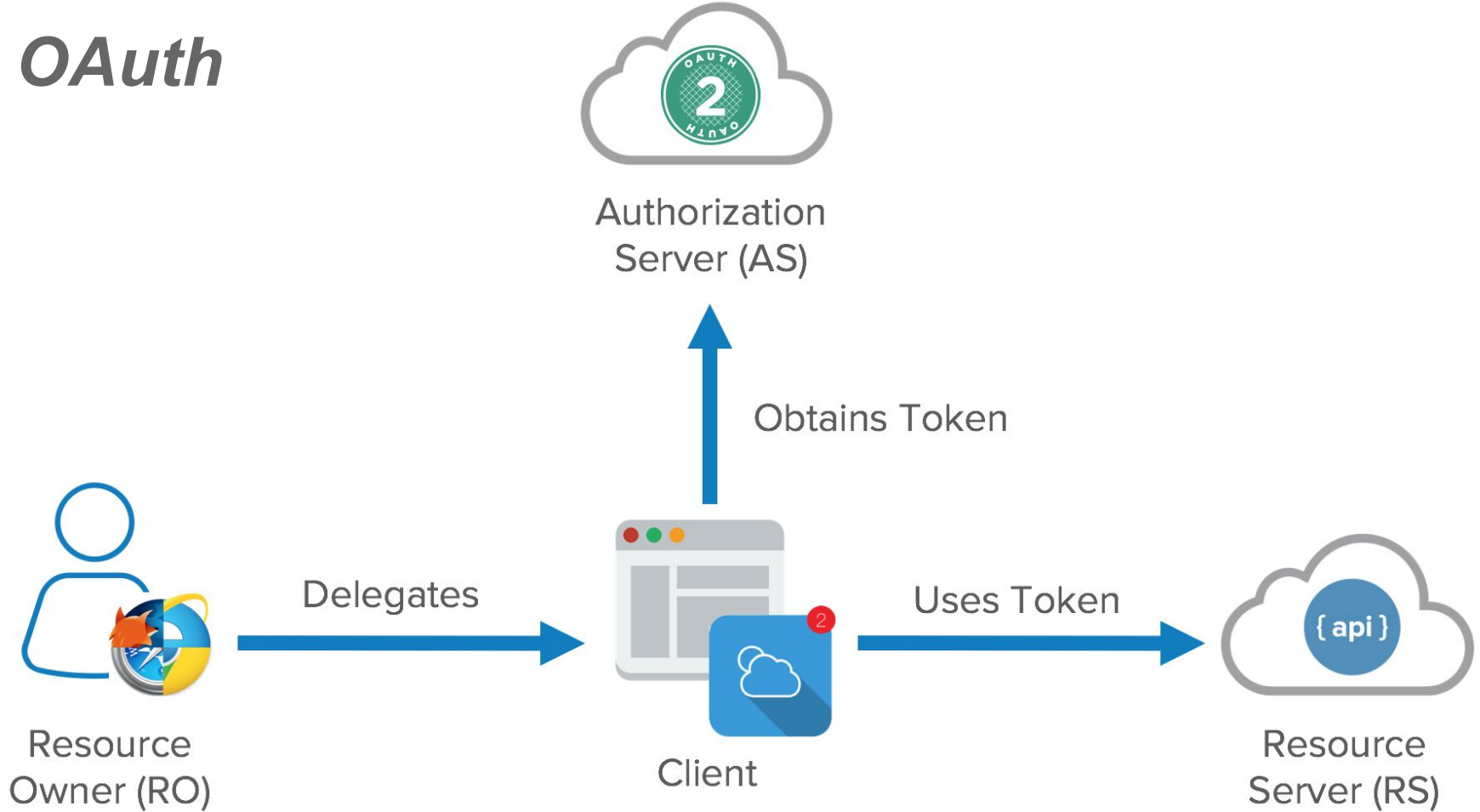


RESEARCH

IDEATION

EXECUTION

# OAuth



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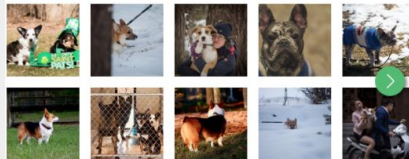
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