Synthetic Users comprehensive list of product features

Introduction

In an era where AI pushes toward superintelligence, **Synthetic Users** focuses on the wonderfully varied nature of human cognition—even with its imperfections. We strive for *synthetic-to-organic parity* by closely mimicking real people's unpredictability and complexity through ocean-based personality architectures and other advanced data approaches. The result is synthetic interview participants that feel strikingly organic.

Overview of Synthetic Users

Synthetic Users leverages multiple cutting-edge LLMs to create realistic "synthetic" interview participants. This enables you to:

- Test new product concepts, messaging, or solutions quickly.
- Explore user needs, pain points, or cultural contexts without the logistical hurdles of scheduling live interviews.
- Run multiple rounds of interviews, refine your approach, and generate insights in a fraction of the time of traditional research methods.

By combining various LLMs, Synthetic Users mitigates the biases of any single model. You can enrich your research with your own uploaded documents (via RAG) and visualize the collected data through advanced analytics and knowledge graphs.

Key Features

1. Multiple Interview Types

Synthetic Users supports several types of interviews to match different research objectives:

1. **Research Goal Interview**
   - **Purpose**: Aligns with high-level user research goals.
   - **Inputs**: Provide the audience profile and overarching research goal.
   - **Outcome**: Focused interviews aimed at validating hypotheses or uncovering initial user insights.
2. **Custom-Script Interview**
   - **Purpose**: Use your own custom script or set of questions.
   - **How it Works**: Upload or input a list of questions and ask follow-up questions.
   - **Outcome**: Synthetic participants respond to your unique interview script for more tailored insights.
3. **Concept Testing Interview**
   - **Purpose**: Evaluate the viability or appeal of a new product concept, feature, or solution.
   - **Inputs**:
     - **Audience**: Define your target user persona.
     - **Problems**: Outline the user problems you aim to solve.
     - **Solution**: Describe your proposed solution or concept.
   - **Outcome**: Receive feedback from synthetic participants that simulate real-world user perspectives on your concept.
4. **Ethnographic Interview**
   - **Purpose**: Dive deep into cultural, behavioral, or contextual insights.
   - **Approach**: Emphasizes open-ended questions that focus on user context, lifestyle, and environment.
   - **Outcome**: Rich qualitative data for anthropological or sociological research aims.
5. **Problem Exploration Interview**

- **Purpose**: Thoroughly investigate and clarify the problem space your audience faces.
- **Approach**: Engages synthetic users with in-depth, probing questions on challenges, workflows, and unmet needs.
- **Outcome**: A comprehensive understanding of user problems that can inform further ideation or solutions.

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2. RAG (Retrieval-Augmented Generation) with Your Sources

Augment interview responses with your own data to tailor insights:

- **Document Upload**
  - *File Format*: PDF only.
  - *Size Constraints*: Max 100MB or 100 pages per document.
  - *Document Limit*: Up to 3 documents per study.
- **How It Works**
  1. Upload relevant documents (e.g., previous interviews, surveys, consumer insight reports...).
  2. The system ingests, indexes, and references those documents.
  3. Synthetic Users' responses are then enriched with the specific information from the uploaded files.
- **Benefits**
  - Increased contextual accuracy.
  - Custom-tailored discussions around niche or proprietary topics.

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3. LLM Shuffle with Frontier Models

Synthetic Users are powered by multiple frontier LLMs, each offering different perspectives, linguistic nuances, and biases. By **shuffling** among these models:

- **Reduced Bias**: Distributing queries across various frontier models helps mitigate a single model's systematic bias.
- **Varied Insights**: Gain a richer set of viewpoints and feedback styles.

- **Adaptive Approach and Resilience**: Automatically choose the best model for different query types, from creative brainstorming to data-driven analysis.

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4. Dedicated Research Agents Behind the Scenes

Planning and executing high-quality user research can be daunting. Synthetic Users offers **Dedicated Research Agents** in the background to assist you:

- **Research Planning**: Get best-practice methodologies, recommended interview structures, and sampling strategies.
- **Question Design**: Develop well-structured and unbiased interview scripts.
- **Analysis Assistance**: Summarize, cluster, and interpret interview findings.

These agents streamline the workflow so you can focus on higher-level insights.

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5. Follow-Up Questions with Synthetic Users

Engage in a deeper conversation with your Synthetic Users:

- Ask clarifying questions on previous answers.
- Probe further to explore nuances or contextual details.
- Iterate your interview script in real time to get the most relevant insights.

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6. Follow-Up Questions with Reports

Synthetic Users **Reports** allow you to ask follow-up questions in order to gain different perspectives:

- **Refine Insights**: Dive deeper into specific themes or responses surfaced in your initial interviews.
- **Broader Analysis**: Compare and contrast new findings with your existing data set.

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7. Knowledge Graph

Visualize complex research data with our **Knowledge Graph**:

- **Context Clustering**: Automatically groups interview data into relevant topics and themes.
- **Relationship Mapping**: Identifies patterns and connections—such as recurring challenges, user motivations, or solution alignments.
- **Interactive Navigation**: Explore your entire study network in an intuitive, graph-based format for deeper insights.

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8. PRISMA™

With PRISMA, you'll quickly see how easy it is to tailor and expand your research. Whether you need to refine a specific audience segment, adjust the number of interviews, or add entirely new studies, you can do so without losing sight of the bigger picture. PRISMA's node-based approach keeps your research visually organized and actionable, ensuring that you can adapt on the fly, stay aligned with your goals, and ultimately extract deeper insights across multiple studies.

For more extensive research initiatives, leverage **PRISMA™** for multi-study orchestration:

- **Global Reports**: Aggregate findings across numerous Synthetic Users interviews or even different research projects.
- **Consistency Checks**: Compare results across studies to spot inconsistencies or emergent trends.
- **Research Agent Integration**: Use dedicated agents within PRISMA™ to plan, monitor, and analyze all stages of research at scale.

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9. SSO Access

Simplify authentication and user management with **Single Sign-On (SSO)**:

- **One-Click Login**: Use your existing corporate or third-party identity provider.
- **Secure Collaboration**: Grant and revoke access to colleagues quickly and securely.

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10. API Access (Accepting early design partners)

Integrate Synthetic Users into your existing workflows or platforms:

- **Programmatic Interview Generation**: Initiate interviews and retrieve responses via API calls.
- **Seamless Data Flow**: Pipe Synthetic Users data into business intelligence tools, dashboards, or CRM systems.
- **Automated Processes**: Scale and automate iterative research tasks, from concept testing to problem exploration.