

# insight-lab.ai

Smart Insight Strategies

STEP BY STEP TUTORIAL

Get started now!

# Prepare the input

Interview-number-1-with-respondent-Nicole

**Interviewer (I):** Thank you for agreeing to this interview. To start off, how would you describe your relationship with chocolate?

**Respondent (R):** I have a love-hate relationship with it. I've always loved the taste and the way it makes me feel, but there's also a pang of guilt I feel when I eat it, mainly due to health reasons.

**I:** That's interesting. Can you elaborate a bit more about the emotions you associate with chocolate?

**R:** Absolutely. When I was younger, chocolate was a treat. It meant celebrations, family gatherings, or even a reward for good behavior. So, there's a lot of nostalgia attached to it. But as I grew older and became more health-conscious, the guilt set in. Every time I eat chocolate now, I think about the sugar, calories, and the potential weight gain.

Accessibility: Good to go

- ✓ Transcribe your in-depth interviews or focus-group discussions to well structured transcripts, ideally in word format (.docx).
- ✓ Add a uniform title to each interview. We recommend to insert a random name to each interview title.
- ✓ Make sure, each question and answer is indicated with „Interviewer:“ or „Respondent:“.

# Upload Documents and Audio

The sidebar menu includes the following items from top to bottom:

- Change Role (with a circular arrow icon)
- Chat (with a speech bubble icon)
- Teams (with a group of people icon)
- Tutorials (with a graduation cap icon)
- Admin (with a person icon)
- Log Out (with a power button icon)

At the bottom of the sidebar, there is a user profile section with the email address `sweet@gmail.com`.

words, highlighting the most relevant emotional, social, and behavioral

aspects of chocolate  
respondents of the  
respondents.

The interviews reveal  
encompassing emot  
respondents, choco  
often intertwined w  
lifestyle choices.

**\*\*Emotional Aspects**  
Chocolate is frequ  
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ing stressful or l

le companion. This emotional connection often stems from  
d memories and family traditions, where chocolate was a treat  
erations and special occasions. However, this emotional

- ✓ Make sure you are on the „Chat“ menu of the app.
- ✓ Click „Add File“ in order to upload your document or audio.
- ✓ Click „Add file & anonymise“ if you want to automatically remove critical personal information, such as names, or phone numbers.
- ✓ If you upload an audio file, it is automatically transcribed.
- ✓ Formats: docx, pdf, xlsx, mp4, M4A

Name	Date modified	Type	Size
Original	2023-10-10 21:54	File folder	
In_depth_interview_1.docx	2023-10-10 21:05	Microsoft Word D...	16 KB
In_depth_interview_2.docx	2023-10-10 21:07	Microsoft Word D...	16 KB
In_depth_interview_3.docx	2023-10-10 21:27	Microsoft Word D...	16 KB
In_depth_interview_4.docx	2023-10-10 21:35	Microsoft Word D...	15 KB

Change Role

Chat

Teams

Tutorials

Admin

Log Out

Insight K-Graph

+ Add File

+ Add File & Anonymise

Output Chat

More Options ...

In\_depth\_interview\_1...

In\_depth\_interview\_2...

In\_depth\_interview\_3...

In\_depth\_interview\_4...

In\_depth\_interview\_5...

In\_depth\_interview\_6...

In\_depth\_interview\_7...

In\_depth\_interview\_8...

call recording with Pe...

sweet@gmail.com

call recording with PeBa\_7 Jun 2023 at 09\_08\_08.mp4.docx file uploaded successfully.

words, highlighting the most relevant emotional, social, and behavioral aspects of chocolate and chocolate consumption mentioned by the respondents of the 8 interviews. Do not summarize an individual, single respondents.

The interviews reveal a range of experiences, encompassing emotional responses, chocolate preferences, and lifestyle choices.

**\*\*Emotional Aspects:\*\***

Chocolate is frequently associated with emotional support. Many respondents mentioned feeling comforted during stressful or low mood periods, with chocolate acting as a reliable companion. This emotional connection is often highlighted during celebrations and gatherings, where chocolate attachment is sometimes linked to concerns about health impacts, such as weight gain.

**\*\*Social Aspects:\*\***

Socially, chocolate plays a pivotal role in fostering togetherness and

Please enter your prompt here

- ✓ The successful upload of a document is confirmed with a message at the top of the application window.
- ✓ You will see the uploaded documents listed in the menu on the left.
- ✓ You can delete documents by clicking the bin.
- ✓ Anonymized documents are indicated with „@“

Change Role

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Admin

Log Out

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In\_depth\_interview\_6...

In\_depth\_interview\_7...

In\_depth\_interview\_8...

call recording with Pe...

sweet@gmail.com

### /. \*\*Chocolate Subscription Boxes\*\*

# Prompt for Report

- ✓ Now you can tell the app what kind of summary or analysis you want it to perform.
- ✓ Make sure that your instructions are specific and precise.
- ✓ We recommend indicating the desired length of the output document.
- ✓ It is good practice, to specify the topic and/ or context of the summary you want the app to write.

Please write a brief, concise overall summary of a maximum of 800 words, highlighting the most relevant emotional, social, and behavioral aspects of chocolate and chocolate consumption mentioned by the respondents of the 8 interviews.



Insight K-Graph

+ Add File

+ Add File & Anonymise

↓ Output Chat

More Options ...

In\_depth\_interview\_1... 🗑️

In\_depth\_interview\_2... 🗑️

In\_depth\_interview\_3... 🗑️

In\_depth\_interview\_4... 🗑️

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In\_depth\_interview\_6... 🗑️

In\_depth\_interview\_7... 🗑️

In\_depth\_interview\_8... 🗑️

call recording with Pe... 🗑️

Change Role

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Teams

Tutorials

Admin

Log Out

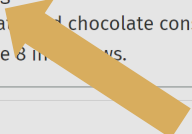
sweet@gmail.com

- Tasting notes and pairing suggestions included

- ✓ The app will take some time to analyse the documents and prepare the summary.
- ✓ Depending on the number and length of documents, this might take 10 to 30 seconds, or even a minute.

Please write a brief, concise overall summary of a maximum of 800 words, highlighting the most relevant emotional, social, and behavioral aspects of chocolate and chocolate consumption mentioned by the respondents of the 8 interviews.

Please enter your prompt here



Insight K-Graph

+ Add File

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↓ Output Chat

More Options ...

In\_depth\_interview\_1... 🗑

In\_depth\_interview\_2... 🗑

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In\_depth\_interview\_7... 🗑

In\_depth\_interview\_8... 🗑

Change Role

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👤 sweet@gmail.com

# Review Report

The interviews reveal a multifaceted relationship with chocolate, dimensions. Across the element in their lives, interactions, and

**\*\*Emotional Aspects:\*\***

Chocolate is frequently associated with comfort, nostalgia, and emotional support. Many respondents describe chocolate as a source of solace during stressful or low moments, likening it to a reliable companion. This emotional connection is often rooted in childhood memories and family traditions during celebrations and special occasions. For some, this attachment is sometimes accompanied by concerns, particularly for those who are health-conscious or have dietary restrictions linked to concerns about sugar content, cholesterol, and other health impacts, such as weight gain or conditions.

- ✓ Review the summary report.
- ✓ Use the "Output Chat" button in the menu to download the entire conversation (session).
- ✓ Edit the report in Word.

**\*\*Social Aspects:\*\***

Socially, chocolate plays a pivotal role in fostering connections and creating shared experiences. It is a staple in family celebrations, social gatherings, and even professional settings. For some, chocolate symbolizes unity and camaraderie, whether it's shared during family milestones, social events, or even as a gesture of appreciation in professional environments. The act of sharing chocolate can strengthen bonds and create lasting memories, transcending generations and

Please enter your prompt here

👤 🗑

# Change role

Select your role!

## Qualitative Research



Analyze, summarize and interpret transcripts of in-depth interviews, group discussions, open ended, or consumer conversations

## Product Innovation



Write innovative ideas and needs analysis

## SEA



## Content Writing



Write personal, specific posts or blogs for your social media channels

You can select the “Change Role” menu item and then choose the role that is most convenient for your task.

We have currently 4 predefined roles. More roles, such as categorization and counting, will follow soon.

After selecting your role, you will be guided through a small number of parameter questions – all related to the role – before you get back to the chat window.

One of the parameter questions is the language of the chat output. Select the preferred language from the drop-down menu.



# More Options

Here you can

The screenshot shows a dark-themed sidebar on the left with navigation icons for 'Change Role', 'Chat', 'Teams', 'Tutorials', and 'Admin'. The main content area has tabs for 'Insight' and 'K-Graph'. Below the tabs are buttons for '+ Add File', '+ Add File & Anonymise', and 'Output Chat'. A 'More Options ...' button is highlighted with a white box and a yellow arrow. This menu contains four options: 'View Transcripts', 'Scrape URLs', 'Clear Chat', and 'Change password'. Below the menu is a list of chat items, each with a document icon and a trash icon. The last item is 'https://data-iq.ch'. At the bottom of the sidebar, there is a 'Log Out' button and a 'Super Admin' button.

Add URL

## View transcripts

You can review the quality of the transcripts of the uploaded audio files. Just click "view" next to the name of the audio file.

## Scrape URLs

You can enter URLs. insight-lab.ai automatically extracts text information (<h>, <p>) from the website.

## Clear chat

Deletes the whole chat content.

## Change password

Make sure to use a secure password.

# Extract text from Websites

Change Role

Chat

Teams

Tutorials

Admin

Log Out

Insight K-Graph

+ Add File

+ Add File & Anonymise

Output Chat

More Options ...

View Transcripts

Scrape URLs

Clear Chat

Change password

In\_depth\_interview\_5...

In\_depth\_interview\_6...

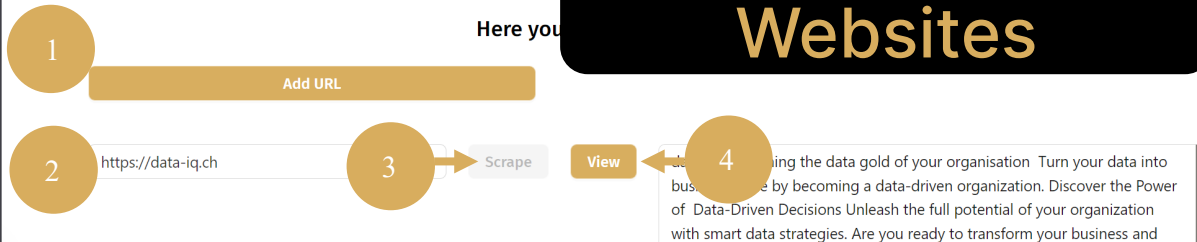
In\_depth\_interview\_7...

In\_depth\_interview\_8...

https://data-iq.ch

admin@gmail.com

Super Admin



You can select „Scrape URL“ in order to extract text strings from websites

- 1) Click on “Add URL”. A new empty field will appear.
- 2) Enter the URL (format `https://....`)
- 3) Click on scrape. The text is extracted within a few seconds
- 4) Click on “view” in order to review the extracted string.
- 5) You will see that the extracted text is added to your customized document database and is ready to be used in the “Chat” window, e.g. in order to create google ads based on the website content.

# Set Parameters

## System Prompt

1 You are a product manager with the task of creating new innovative product concepts that address the needs of an interviewer and a respondent, each beginning with "\*\*\*\*\*" and ending with "\*\*\*\*\*" in a structured and/or group discussions. Do not report individual respondents. Please write in English.

## Change System Variables

Please select the preferred language for the chat.

2 English (default)

3 Prev

Document Delimiter ("\*\*\*\*\*")

4  Temperature 0.1

You can switch to the „Admin“ tab and fine-tune the agent’s behaviour:

- 1) You may want to adapt the system prompt to your specific research project.
- 2) You can change system variables which control the behaviour of the agent, e.g. defining the output language of the chat.
- 3) Ticking the box „Document Delimiter“ will automatically add a delimiter to each document while uploaded.
- 4) Increasing the temperature will allow the app more „creativity“, e.g. for preparing recommendations, personas, or for copy writing.

Change Role

Chat

Teams

Tutorials

Admin

Log Out

K-Graph

# Contact

insight-lab.ai

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