

Introduction: Perplexity is the world's leading research assistant (“answer engine” quoted by CEO Srinivas in [Lex's podcast](#)) that offers various features that can assist with research, including the ability to create structured reports and organize research threads.

The Market: Overall Gen AI to become \$1.3 Trillion market by 2032 - Could Grow at a CAGR of 42% Over the Next 10 Years). For Specialized Generative AI assistants it is supposed to grow to \$20B by 2027 and \$90B by 2032 ([Bloomberg reports](#)).

The Goal: By improving the research experience – we are aiming to improve the user experience of our researchers which will eventually lead to higher engagement and retention. In long term, by strengthening research experiences, we can build a stronger MOAT against our competitors.

User Personas :

- 1) **Power users (Academia) :**
 - a) Researchers and Post-doctoral/Master's students
 - b) Require data-backed information and references for daily work.
- 2) **Core users (Business) :**
 - a) Conduct weekly/monthly research for corporate analysis.
 - b) Need information without excessive depth.
- 3) **Casual users (General public) :**
 - a) Seek improved search results compared to traditional search engines.
 - b) Use Perplexity and other AI tools for general information.

Markets : India (22% users) ranks second after Indonesia (25%) as current market share.

Feature clarification: Suppose the user wants to do research on the Perplexity AI. In order to come up with good research – it needs a set of **good questions** to ask on the platform. The “Research templates” will allow them to run pre-selected questions and save them as templates.

Factors influencing to prioritize this feature :

1. **User Demand and Pain Points:**
 - Users have explicitly requested this feature, indicating a genuine need.**
 - Research pain points include repetitive queries & lack of structure in workflows.
 - Templates can encourage deeper exploration of topics, leading to increased time spent on Perplexity.
2. **Market Opportunity:**
 - Research is essential across domains: academia, business, and personal use.
 - Existing tools lack a seamless way to create, share, and reuse templates..
3. **Competitive Advantage:**
 - Offering pre-curated research templates sets Perplexity apart from competitors.
 - It aligns with its mission to provide intelligent, efficient search experiences.

Approach:

Since the feature offers new value to our existing customers, analyzing current customers' queries can help us understand the questions they have. Additionally, we should examine the research conducted by customers requesting this feature and the question they typically ask. This insight will aid the team in identifying the problem and design the suitable solution.s

Here's a **high-level overview** of the components involved:

Template Structure	Question Types	Storage	User Interface
Flexible template schema (title, desc, Qs, etc.) for different research types.	Q types (open-ended, multi choice, etc.) with conditional logics (based on previous answers).	DB to store template info (metadata/ content) with version control.	Intuitive interface for template creation, editing, management with pre-filled and user-generated Qs.

1. Identify High-Demand Topics:

- Analyze user search queries, popular topics, and trending subjects.
- Conduct user surveys to understand research interests.

2. Develop Comprehensive Question Sets:

- Collaborate with subject matter experts to create in-depth question sets.
- Ensure questions cover different angles and perspectives.
- Consider using a mix of open-ended and closed-ended questions.

3. Categorize Templates:

- Organize templates into clear categories (e.g., academic research, market analysis, historical events).
- Use tags or keywords for easy discoverability.

4. Iterate and Improve:

- Continuously analyze usage data to identify popular and underutilized templates.
- Gather user feedback to refine existing templates and create new ones.

Sample Template Structure (Consider a "Market Analysis" template):

- **Title:** Market Analysis Template
- **Description:** Analyze a specific market or industry.
- **Questions:**
 - What is the target market for this product/service?
 - Who are the main competitors? What are the key trends in the market?
 - ...
- **Categories:** Market Size, Competitor Analysis, Customer Segmentation, etc.

Additional Features to Consider :

- **User-Generated Templates:** Allow users to create and share their own templates.
- **Template Customization:** Enable users to modify existing templates for specific needs.
- **Collaboration Features:** Allow multiple users to work on a template together.
- **AI-Powered Suggestions:** Use AI to suggest relevant questions or refine existing ones.

Go-to-Market Strategy: Given strong customer demand, we propose an alpha release to our paid customer base, which aligns closely with our Power and Core user profiles. We will closely monitor adoption rates to inform subsequent beta and public releases.

Assumptions / Callouts

- 1) We prioritized Power and Core users based on current request volume, though this assumption will require data validation.
- 2) Given the research-intensive nature of this project, subject matter experts (SMEs) will be consulted for input. Template requirements may vary across geographic regions, especially in academia.
- 3) To refine the template structure, we will conduct focus groups and 1:1 interviews to validate our initial hypotheses based on user feedback.

References :

[A Srinivas: Perplexity CEO on Future of AI, Search & the Internet | Lex Fridman Podcast](#)

[Bloomberg LP | Generative AI to Become a \\$1.3 Trillion Market by 2032](#)

[The best ChatGPT alternatives I've tested | Tom's Guide \(tomsguide.com\)](#)

[Perplexity AI adds feature to turn research into AI reports - The Hindu](#)

[The Latest Perplexity AI Stats \(2024\) \(explodingtopics.com\)](#)