CUBE

Overview

CUBE is a collaborative AI-driven platform designed to help marketing teams discover and refine their target audience. It streamlines audience research through intelligent data processing, real-time team collaboration, and automated cohort generation. With an intuitive chat-based interface, CUBE enables teams to brainstorm, modify audience attributes, and receive AI-generated audience cohorts effortlessly. The platform ensures a seamless workflow—from workspace creation to campaign execution—by integrating data intelligence with human insights, making audience discovery faster and more precise.

Design Philosophy

CUBE challenges conventional UX patterns to create a seamless and intuitive experience for marketing teams. The goal is to simplify complex audience discovery processes through a highly engaging and easily understandable interface.

- **Redefining Norms**
  Instead of rigid dashboards and overwhelming data tables, CUBE introduces a conversational, fluid, and visually intuitive interface.
- **AI-Powered Assistance**
  AI acts as a collaborative team member, guiding users, summarizing insights, and refining audience cohorts with minimal manual effort.
- **Effortless User Flow**
  Every step is streamlined—from setting up workspaces to generating audience insights —ensuring that marketing teams can focus on strategy, not software complexity.
- **Engagement-Driven Design**
  The interface is interactive, minimalistic, and visually dynamic, making audience segmentation and campaign planning feel natural and efficient.

Features

Dashboard & Navigation

- Main Dashboard: Provides a central hub for managing campaigns and workspaces, ensuring users can easily access what they need.
- Profile Section: Users can manage their personal information, account settings, and preferences from a single, intuitive menu.

Gamified Form Filling & Data Collection

- Gamified Interaction: Engage users with a visually appealing, interactive form-filling process that simplifies data collection.
- Step-by-Step Forms: Collect detailed audience information through a series of simple, guided steps.

Collaboration & Brainstorming

- Team Space: A dedicated area for teams to collaborate, discuss ideas, and develop campaigns.
- AI-Powered Interaction: Cube AI interacts with users during brainstorming sessions, asking questions and gathering additional data to enhance insights.

Simplicity & Clarity

- The interface is designed to be clean and uncluttered, with clear instructions and intuitive navigation.
- Complex processes are broken down into simple, manageable steps to guide users seamlessly through their tasks.

Welcome to Cube Audience Manager!

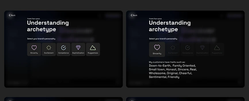
From here, user can begin setting up team space & managing campaigns. As a Team Space Owner, you can invite and manage team members, and start managing your campaigns creation.

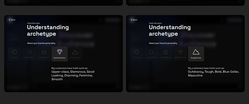
If user start interacting without creating/ or selecting workspace then this will convert to Guest workspace

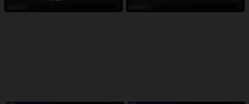
Set Up Your Team space
Step-1 Understanding archetype

From here, select your brand's personality type from these 5 options.

Learn about the traits associated with each personality by hovering on each options







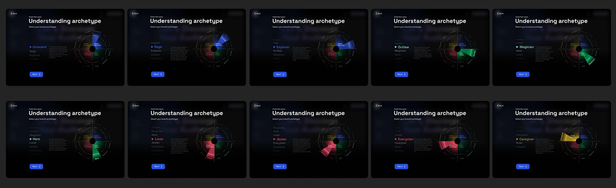
By selecting a personality, the platform will guide you to the next stage where you will select the brand archetype

Set Up Your Team space
Step-2 Understanding archetype

Now, choose the brand archetype that best represents your brand from the available options.

Choose an i that resonates with your brand's mission and vision.

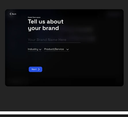
Select from archetypes like Innocent, Sage, Explorer, Outlaw, Magician, and more to define your brand's identity.



Set Up Your Team space
Step-3

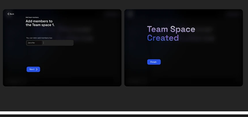
To create a team space, provide your brand name along with the industry and product/services it offers.

This information helps us tailor the experience to your needs



Set Up Your Team space
Step-4

Add members to the team space to start collaborating.
You can add team members now or later from the Brand space settings page.



Your team space has been successfully created.
You can now start collaborating with your team.

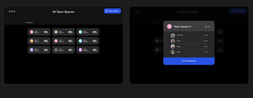
Welcome to your Team Space.

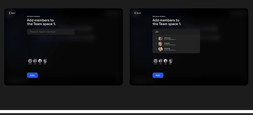
Here, you can manage your campaigns and collaborate with your team members.

- Users land on this screen after logging in.
- The main area for discussions and collaborative audience work.
- Encourages engagement with a welcoming message and clear instructions on starting discussions or adding tasks.

All Team Spaces Overview →

- Shows a comprehensive view of all team spaces the user is part of.
- Includes filter options for easier sorting and finding specific team spaces.
- A central hub for managing multiple team spaces.





Information Processing

- Upon clicking "Summarize," Cube AI processes the information.
- The Rubik's Cube animation provides a visual indication that the data is being processed.

User can see the generated cohort size on this chat interface as a continuation of the chat.

Upon clicking 'Modify,' a popup window will open, displaying all the attributes used to generate this cohort. From there, the user can remove any of the attributes from the list and modify the generated cohort

If the user is ready to proceed with this cohort, they can reply to get the doemload option for that cohort.

You can remove and edit the attributes to modify the cohort. By clicking 'Done,' the platform will use the new information to generate a new cohort.

If the user modifies the given cohort attributes or provides new information, the platform will start analyzing the updated data. If new inputs are entered, the 'Summarize' button will appear at the top of the chat interface again.

By clicking 'Summarize,' the platform will start processing again.

After processing the platform will show you the modified cohort size with the new inputs

If the user is ready to proceed with this cohort, they can reply to get the doemload option for that cohort.