



Discovering and Defining a User's Story

Discover how **ChatGPT Agents** help users automate workflows safely, boost productivity, and unlock creativity, creating balance in an AI-driven work environment.

PRESENTED BY JULS LEE (ENES 660)

Feature Selection: Chat GPT Agents (Open AI, 2025)

What are ChatGPT Agents?

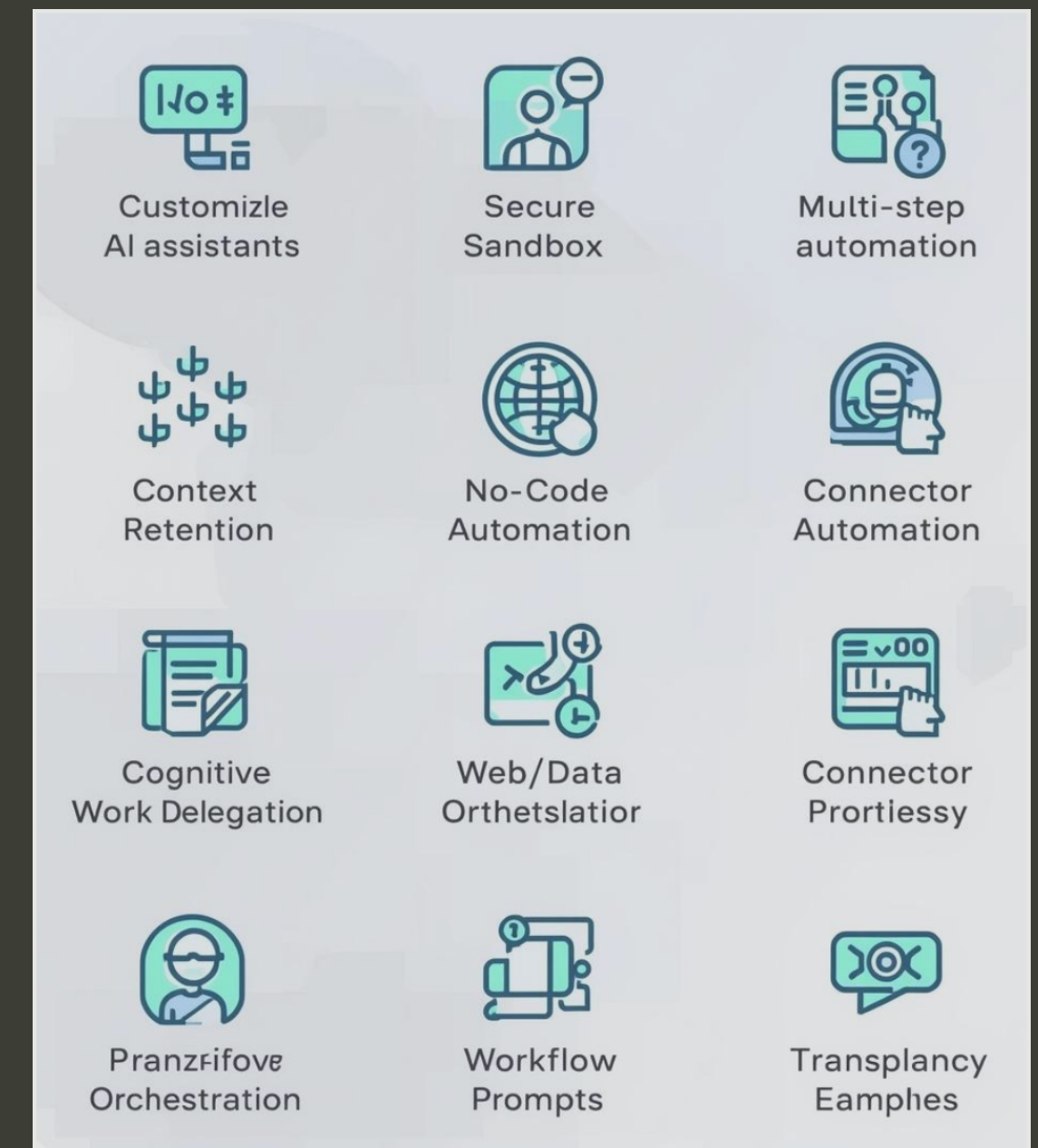
- Smart AI assistants that can think, reason, and act for you.
- Run safely in a secure space (sandbox) and can complete multi-step tasks like reports, emails, or summaries.
- Easy to build through simple chat prompts — no coding needed.
- Remember context and follow instructions on their own.
- Help users safely hand off repetitive mental work.

What It Does

- Automates web and data tasks like browsing sites, analyzing info, or running scripts.
- Connects to tools like Gmail, Google Drive, GitHub, and calendars.
- Plans and completes workflows from start to finish.
- Keeps users in control with full transparency. You can watch, pause, or take over anytime.
- Example prompts: “Summarize my meetings,” “Plan a client campaign,” “Create a slide deck of competitors.”

Problems It Solves

- Turns ideas into action faster.
- Saves hours spent on manual research or reporting.
- Reduces app-hopping by combining tools in one workspace.
- Automates complex, multi-step workflows with natural language.
- Makes automation easy for people who aren’t technical.
- Keeps safety and oversight with permission-based control.
- Boosts productivity while keeping things simple and secure.



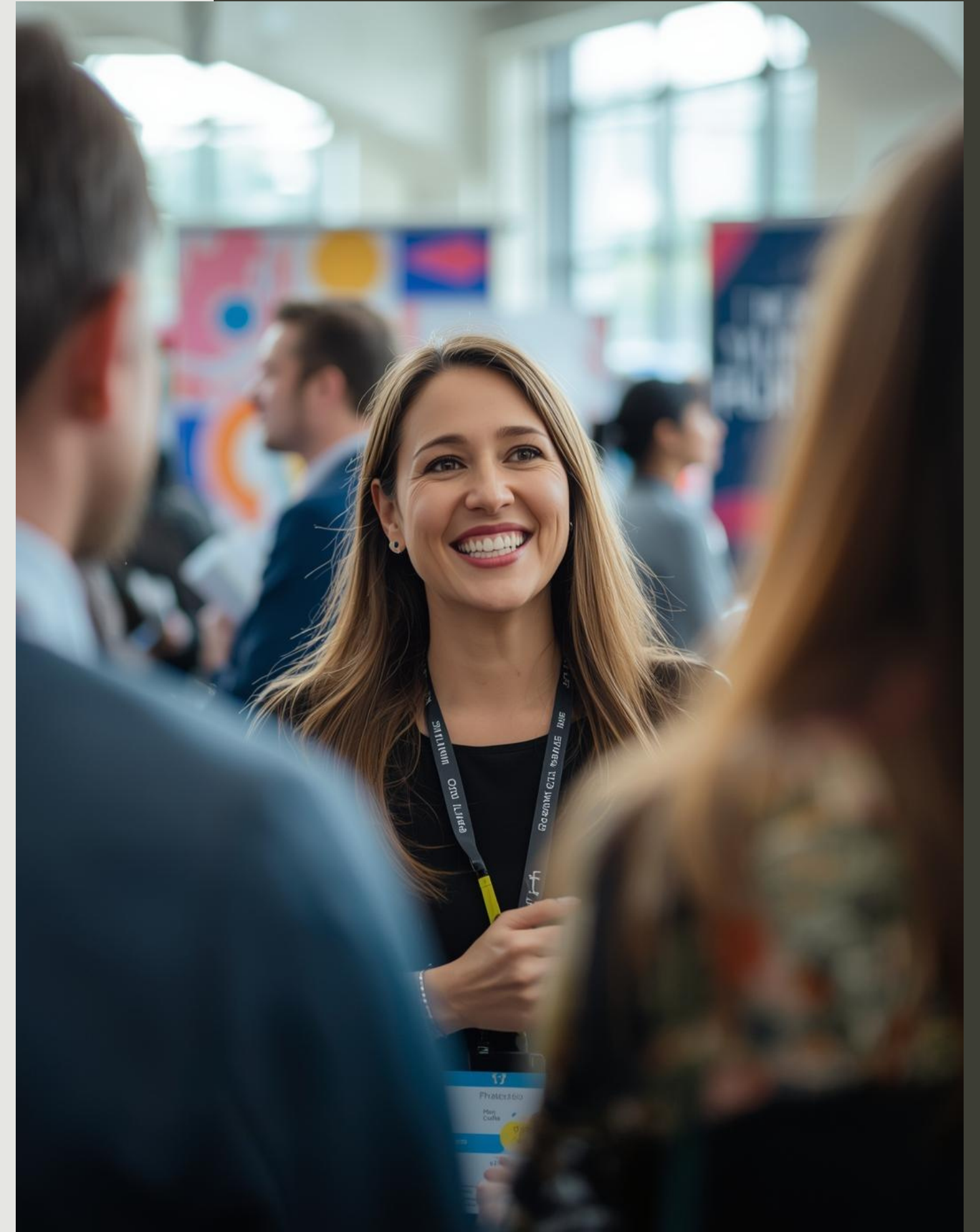
Personal Motivation

Inspiration from the Maryland Symposium on AI-driven tools

Why I Chose This:

I was inspired by the workshops I attended at the Maryland Symposium on October 16th, where I learned how to build my own productivity agents using ChatGPT Agent. These agents now help me with everyday tasks like meal planning, organizing Gmail, and generating weekly report summaries. They've saved me hours of research and data gathering, giving me more time with friends and family.

As an aspiring product manager building AI-driven tools, I'm fascinated by how autonomous agents can reshape daily workflows and redefine user trust in technology. One challenge in this assignment was learning to think bigger and to imagine new ways AI could operate in real work settings. Before this, I mainly used ChatGPT for research and writing. The Maryland Symposium and this course opened my eyes to its potential in leadership, operations, and business transformation. I believe I've only begun to explore what's possible with ChatGPT Agents.



Character profile: Alexa Martinez

User Persona: Understanding the Marketing Manager's Needs and Goals

Alexa Martinez, a 32-year-old Marketing Manager in Austin, TX, wants to automate routine tasks so she can focus on creative strategy and leadership. She values efficiency and data security in her work.

Background

- She has moderate technical skills and regularly uses tools like Notion, Zapier, and ChatGPT for work and personal projects.
- She juggles emails, reports, client updates, and creative approvals.
- She works remotely and uses AI for writing and summaries but still loses hours to repetitive tasks.

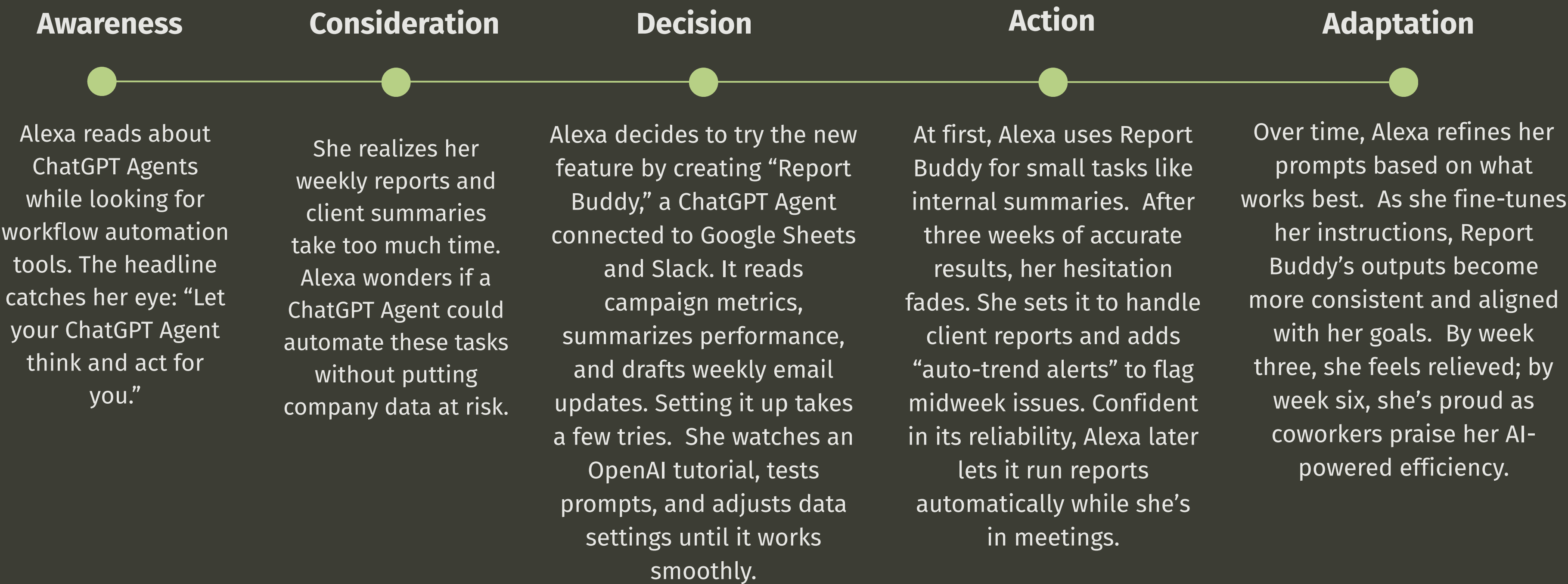
Motivations

- Wants more time for creative strategy and team coaching.
- Hopes to speed up reporting and campaign updates without burning out.
- Aims to stand out by delivering insights faster than her competitors.

Concerns & Privacy Comfort

- She's careful about sharing company data with ChatGPT.
- She wants clear visibility and audit logs before trusting automation.
- She prefers to keep a human review step before letting AI run tasks fully on its own.

Narrative Journey: Alexa's Story & Trust Evolution



Alexa's Motivation (Why)

As a Marketing Manager, Alexa wants an AI agent that handles routine reporting and data summaries so that she can free up more time to focus on creative strategy and team leadership without feeling overwhelmed.



REPORTING DONE FAST & ON TIME

Alexa wants to automate report creation to save time and ensure consistent, accurate outputs. This lets her focus on creative strategy, campaign planning, and team coaching, while her company benefits from faster insights, reliable reporting, and smarter, data-driven decisions.



EMOTIONAL RELIEF

Alexa feels relief from burnout and digital overwhelm caused by repetitive tasks. She takes pride in being an early adopter of AI at her company and begins to feel her work has real impact by moving from routine admin work to initiatives that drive growth and revenue.

From relief → pride → purpose.



ETHICAL RESPONSIBILITY

Alexa's motivation isn't just about saving time. She wants to use AI responsibly, protecting company data and maintaining transparency. She values keeping human oversight in place so creativity and empathy stay central to her work.



Report Buddy: Success Metrics and Evolution

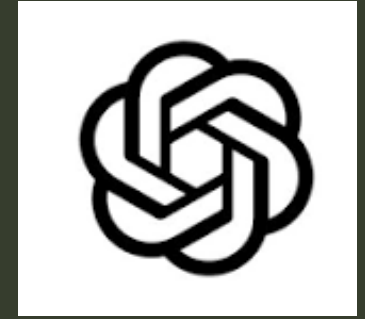
Alexa’s “Report Buddy” tracks metrics such as completion time, edit rates, internal user adoption, and trust ratings. These data points guide ongoing iterations to improve accuracy, usability, and team confidence. Over time, these metrics will be prioritized to optimize performance and ensure future scalability.

Metric	Goal	Why It Matters
Weekly report completion time	↓ by 75% (4 hrs → 1 hr)	Efficiency gain
Edit rate on Agent drafts	< 10%	Output quality
Internal user adoption	≥ 5 team members	Scalability
Trust rating (Team survey)	8 / 10 or higher	Emotional acceptance

Benchmarks are based on Alexa’s typical 4-hour manual report cycle and industry averages for marketing analytics tasks.



ChatGPT Agents: Evolution



Evolving Report Buddy's Performance to better meet user needs

Accuracy Improvements

Continuous data checks help Report Buddy catch mistakes and keep reports clear and correct. This helps make every report more reliable.

Tone Alignment

Feedback from users helps Report Buddy learn how to match the right tone for company communication, making messages sound natural and professional.

Ongoing Monitoring

Implementing a robust tracking system that checks Report Buddy's work in real time. This helps fix issues quickly and keeps reports accurate and consistent.

Integrations

Report Buddy works smoothly with tools like Google Workspace, Slack, and company CRM systems, saving time and keeping teams connected.

More Personalized Agents for Enhanced Interaction

- **Personalized Agents:** Future versions could remember Alexa's usual projects and how she likes her reports, so she spends less time setting things up each week.
- **Collaborative Agents:** Different agents could share updates between teams like marketing, design, and sales, saving Alexa time and keeping teams in sync.
- **Visual and Voice Features:** Live charts and voice summaries could help Alexa see results faster and spot key insights during meetings.

References and Sources

- OpenAI (2025). Introducing ChatGPT Agent: Bridging Research and Action.
- Retrieved from: <https://openai.com/blog/introducing-chatgpt-agent>
- OpenAI Help Center (2025). ChatGPT Agent Release Notes & Overview.
- Retrieved from: <https://help.openai.com>
- OpenAI (2025). New Tools for Building Agents.
- Retrieved from: <https://openai.com/index/new-tools-for-building-agents>
- OpenAI (2025). Introducing AgentKit.
- Retrieved from: <https://openai.com/index/introducing-agentkit>
- MacRumors (2025, July 17). OpenAI Launches ChatGPT Agent That Can Complete Tasks For You.
- Retrieved from: <https://www.macrumors.com>
- Belitsoft (2025). OpenAI's ChatGPT Agent Outperforms the Model Alone.
- Retrieved from: <https://belitsoft.com/news/chatgpt-agent-openai-20250717>

Note: ChatGPT was used to help refine the writing and to research OpenAI's ChatGPT Agent features for this assignment.