CS147 · ASSIGNMENT 4 · TEAM 3

Telly

Turn everyday food stories into social content and lasting customer connections



The name

tell → **Telly**

THE MISSION

Help small vendors share the stories behind their food

THE FEEL

Short, friendly and approachable, like our AI assistant

THE BELIEF

Every small business has a story worth **telling**

Value prop

Turn everyday food stories into social content and lasting customer connections.

Our differentiation: helping small food businesses scale their authentic relationships without extra marketing expertise or time.

Problem and solution

USERS

Farmers market sellers, independent farmers and personal chefs

FUNCTION

Helps them create authentic content, manage their online presence and share the stories behind their food

REPLACING

Tech savviness, marketing expertise or hours spent on social media

IN THREE SENTENCES

Small food vendors like Jenny and Reese win loyal customers by sharing the stories behind their food in person, but they lack the time and know-how to keep that going online. Telly turns a quick photo or 30-second voice memo into a week of posts and replies in the vendor's own voice. Vendors approve every post and stay connected with customers between market days without becoming marketers.

Primary user: small, independent food vendors

Reese

Personal chef

Jenny

Honey vendor at a farmers market

In general: local farmers & artisanal food makers

- Do everything themselves → little time for marketing
- Little social media experience or confidence
- Social media can feel intimidating / cumbersome

Needfinding insights

REESE

“I want to create a story behind the food and why I picked that… I just don’t have the capacity to do it.”

JENNY

“I don’t think there’s a loss of interest. I think there’s a lack of knowledge.”

Any storytelling solution must avoid creating extra work for producers. How can small food vendors build lasting customer relationships online, without taking time away from their food?

1. Buffer

Social media management for small businesses: planning, publishing, analytics, AI writing and replies.

Similarity: both cut repetitive cross-platform posting work for small businesses.

STRENGTHS

- Simple multi-channel management
- Centralized scheduling
- Platform-specific posts
- Light analytics and AI writing

GAPS

- Assumes you actively manage your own socials
- Ignores seasons and stock
- Loses face-to-face personality

IMPLICATIONS FOR US

- Don’t compete on captions or scheduling
- Voice and photo inputs are key
- Transform real material that vendors provide

BUFFER ASKS

“What should I post?”

→

TELLY ASKS

“What happened in your business today?”

2. Later

All-in-one social platform for planning, publishing, approval, engagement and analytics.

Similarity: AI sits inside one workflow for creating, scheduling and publishing.

STRENGTHS

- Reduces blank-page anxiety
- AI built into the workflow
- Treats AI as a speed layer for repetitive work

GAPS

- AI struggles with brand voice
- Weak cultural judgment and community building
- Complaints about complexity and pricing

IMPLICATIONS FOR US

- Embed AI in the workflow
- Ask vendors for much less strategy
- Make authentic voice a core requirement

LATER ASKS

"Here are better tools for running social media."

→

TELLY ASKS

"Go run your farm, kitchen, or stall. Tell us what happened..."

3. Predis.ai

AI makes posts, captions, images, videos and ads, then publishes them.

Similarity: AI turns a small input into a batch of ready-to-post content.

STRENGTHS

- Less ideation time
- No more blank page
- Usable first drafts
- Create → approve → publish in one flow

GAPS

- Outputs can feel generic
- Brand voice often needs fixing
- Weak hyper-local content

IMPLICATIONS FOR US

- Less AI invention, more AI transformation
- Keep vendors' own wording and photos
- Separate vendor facts from AI suggestions

PREDIS PROMPT

"Generate five interesting posts for my honey business."

→

TELLY INPUT

"The blackberry bloom started this morning."

4. Square Marketing

Customer retention built on POS data, used to write email and text campaigns.

Similarity: helps small sellers keep customers coming back between visits.

STRENGTHS

- Automatic data capture
- No manual CRM to build
- Outreach tied to real customer behavior

GAPS

- Messages are transactional: promos, birthdays, abandoned carts
- Misses the producer's personality, craft and story

IMPLICATIONS FOR US

- Don't ask for data we can capture automatically
- Integrate with POS later instead of building a CRM
- Keep the MVP focused on content and engagement

SQUARE'S FOCUS

the transaction

transaction → customer record → campaign

→

TELLY'S FOCUS

the producer

personality, craft, process and everyday story

5. Hootsuite

Professional suite: publishing, listening, analytics, customer care, AI and team workflows.

Similarity: posting, replies and analytics live in one dashboard.

STRENGTHS

- Centralized, cross-channel workflows
- Real-time monitoring and engagement
- AI that uses context instead of static copy

GAPS

- Treats social as a professional function
- Listening, governance and permissions add complexity

IMPLICATIONS FOR US

- Resist feature creep
- Turn analytics into simple actions
- Center everyday vendor moments, like “I have strawberries Saturday.”

HOOTSUITE

Engagement rate: 4.82%

Sentiment score: 73

Impressions: 8,419

→

TELLY

Behind-the-scenes posts performed especially well this week. Consider sharing another one!

Competitor analysis

	Price	Main benefit	User input	Ease of use	Features	Sales channel	“Wow” factor
Buffer	Free, or $6 per channel/mo	All channels in one place	Plan every post	Easy	Scheduling and AI writing	Self-serve, free plan	Conversational AI workflows
Later	From $25/mo	Less blank-page anxiety	Run a content strategy	Moderate	Planning and AI captions	Self-serve online	AI timing and trend tips
Predis.ai	From $32/mo	Finished posts from AI	Write prompts	Easy	AI images, video, ads	Self-serve, free tier	Prompt → finished ads
Square	$49/mo with Square Plus	Brings customers back	Pick campaigns from sales data	Easy	Email and text campaigns	Bundled with Square POS	Knows customers from sales
Hootsuite	From $99 per user/mo	Run social at scale	Treat social as a job	Complex	Many: listening, care, teams	Enterprise sales	Real-time social listening
Telly	**$20–30/mo (planned)**	**Lasting customer relationships**	**Share a photo or voice memo**	**As easy as possible**	**Few, focused on voice input**	**Farmers markets, local outreach**	**Voice memo → a week of posts**

Direction for Telly

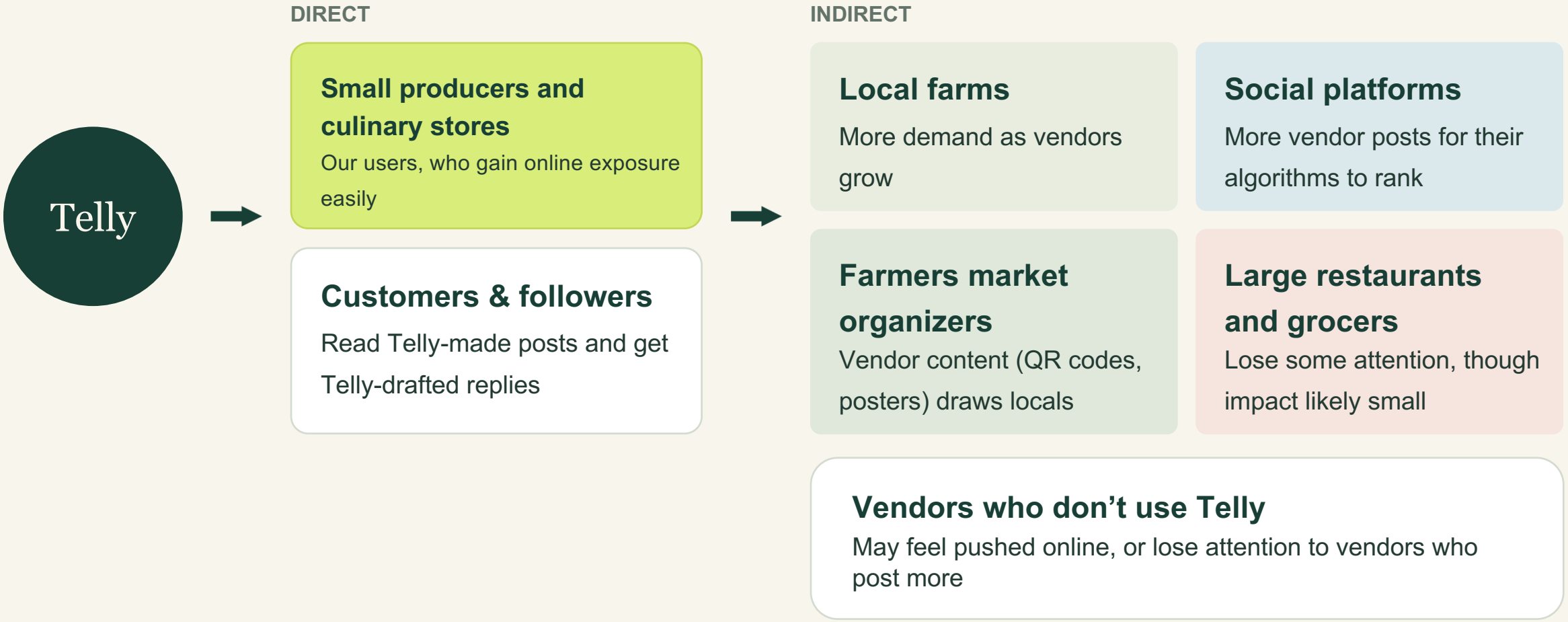
1. Designed around vendors instead of marketers
2. Real vendor input → AI transformation
3. Authentic voice and story as core data
4. Extremely low ongoing effort
5. Create, publish and engage in one hub
6. Local, seasonal and vendor context
7. Simple, actionable analytics

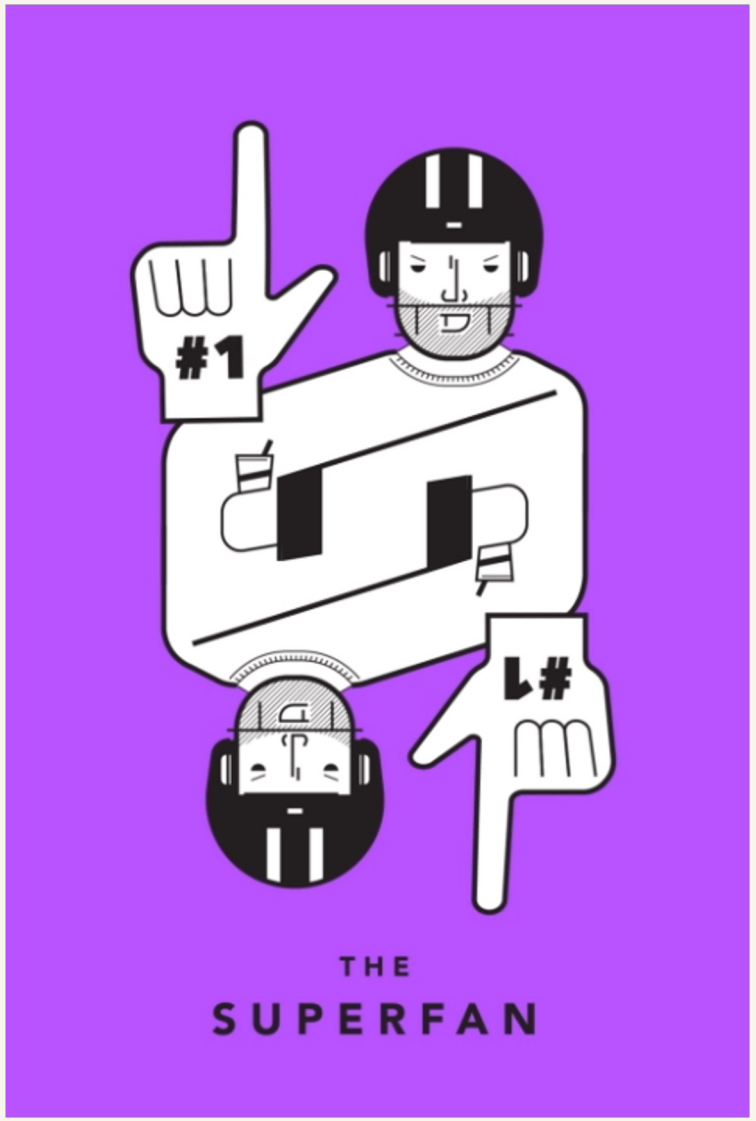
THE UNFULFILLED GAP

Helping very small producers keep an authentic personal presence without turning them into marketers.

Direct and indirect stakeholders

Direct: uses Telly or its output (posts, replies) **Indirect:** affected by Telly without using it





The Superfan

How would a community of your most passionate users behave?

Our most passionate vendors → Use every dashboard tool → Scale aggressively across platforms

They create content on many platforms and track their growth statistics.

The Superfan: ethical implications

IMPLICATION 1

Invisible pressure to go digital

Market vendors know each other. If most go online, those reluctant to rely on digital platforms may feel pushed, creating dissension.

MITIGATION

No vendor rankings or follower contests.

IMPLICATION 2

Feeding short-form addiction

Vendors could promote aggressively without using the apps themselves, misrepresenting what short-form content is and feeding user addiction.

MITIGATION

Suggest a few story-rich posts a week instead of daily volume.

VALUE TENSION

Growth and reach vs. community and well-being

PEOPLE AFFECTED

Vendors who prefer selling in person



The Catalyst

How might cultural habits change how the product is used? And how might your product change cultural habits?

HOW HABITS AFFECT TELLY	Many vendors have little social media experience, so Telly needs a simpler interface and more automation (e.g. a voice agent).
HOW TELLY AFFECTS HABITS	Brings older generations into content creation, leading to more age diversity on TikTok and Instagram

The Catalyst: ethical implications

IMPLICATION 1

AI clutter on social media

Feeds clog with AI-generated video, taking away the authenticity of content vendors make themselves.

MITIGATION

Use only vendors' real photos and words, and label AI-made content.

IMPLICATION 2

Losing track of their own posts

Vendors new to social media may let Telly speak for them without fully seeing what goes out in their name.

MITIGATION

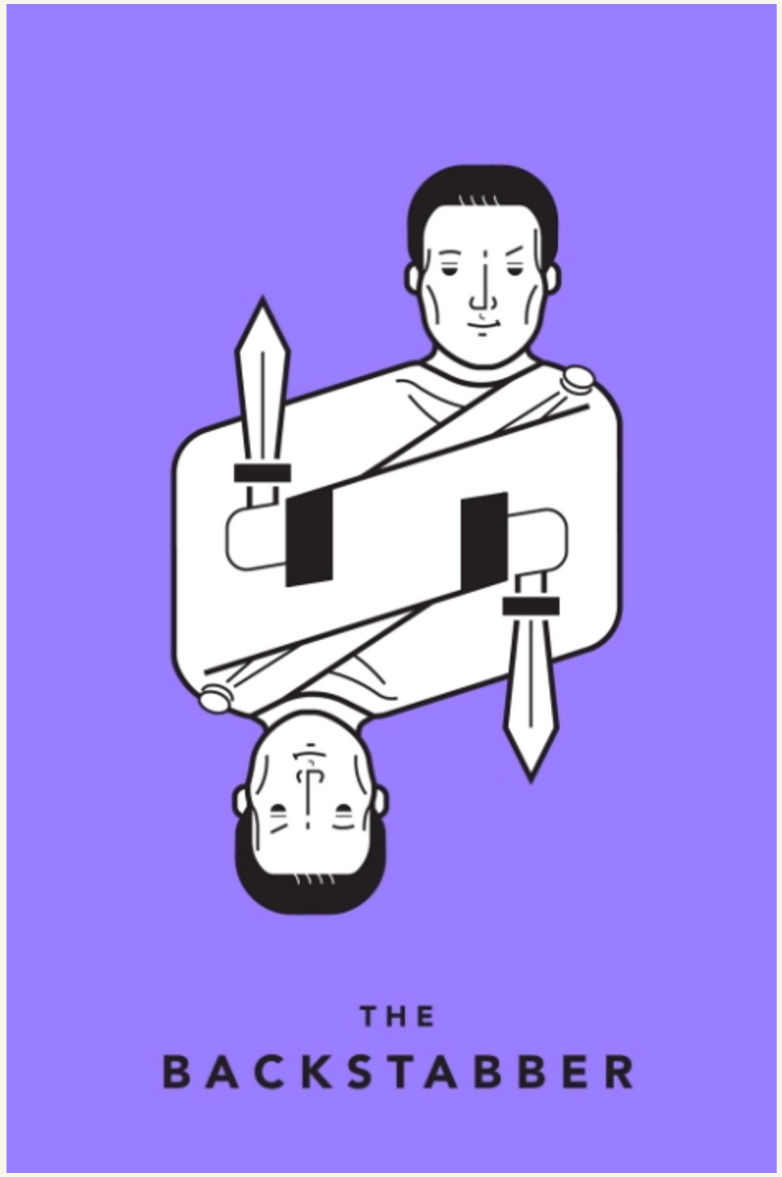
Nothing posts without the vendor's approval.

VALUE TENSION

Convenience and automation vs. authenticity and control

PEOPLE AFFECTED

Vendors new to social media, and customers who can't tell AI content apart



The Backstabber

What could cause people to lose trust in your product?

Stats show the promotion isn't working → No new business comes from it → Vendors lose trust in Telly

Many vendors already distrust social media platforms, which makes things worse.

The Backstabber: ethical implications

IMPLICATION 1

Misrepresented promotion

AI designs and generates the content, adding a layer of abstraction between the vendor and what customers see.

MITIGATION

AI never adds claims like “organic” or “allergen-free” on its own.

IMPLICATION 2

Connection reduced to statistics

Food promotion built on human connection gets reduced to user-engagement numbers.

MITIGATION

Report wins in plain words, offline ones included.

VALUE TENSION

Promotion results vs. honesty and human connection

PEOPLE AFFECTED

Customers who rely on product claims (e.g. allergies), and vendors with small followings

Three tasks

01

Share what you’re selling this week

SIMPLE

02

Tell your food’s story in your own voice

MODERATE

03

Grow a loyal customer base by word of mouth

COMPLEX

Task 1: Share what you’re selling this week

SIMPLE

IN VIDEO: [0:00 – 0:31]

THE SCENARIO

Jenny just harvested wildflower honey. She wants her regulars to know it’s at her stall this weekend, without spending her evening figuring out what to write or how to make it look good.

WHY SIMPLE

The most frequent, introductory task: just one quick photo or voice memo. This task shows our core value immediately.

FROM NEEDFINDING

Reese: “I just don’t have the capacity to do it.” Vendors have no spare time, so sharing this week’s goods has to take seconds.

Task 2: Tell your food’s story in your own voice

MODERATE

IN VIDEO: [0:31 – 0:56]

THE SCENARIO

Shoppers rarely know what makes raw honey different, so Jenny explains it at her stall every week: how her bees forage, why flavor shifts with the seasons, what “raw” really means. She wants that story online, in her voice, so new customers arrive curious and trusting.

WHY MODERATE

It personalizes the tool to her business: Jenny shares knowledge, values and personality, and checks it’s accurate and authentic. Done occasionally, with more thought than a single post.

FROM NEEDFINDING

Reese: “I want to create a story behind the food and why I picked that…” Jenny wins trust by telling her honey’s story at the stall, but the story stops there.

Task 3: Grow a loyal customer base by word of mouth

COMPLEX

IN VIDEO: [0:57 – 1:24]

THE SCENARIO

Jenny’s income depends on who walks past her stall on Saturdays. She wants her regulars to share her posts with friends, starting a network effect that brings in new customers who stay loyal all season.

WHY COMPLEX

A strategic, season-long goal that depends on customers acting as well as Jenny. She gives them reasons to share, sees which posts spread and turns new followers into repeat buyers.

FROM NEEDFINDING

Jenny: “I don’t think there’s a loss of interest. I think there’s a lack of knowledge.” Without a steady online presence, vendors struggle to reach new customers and keep the ones they have.

main char: honey vendor

supporting: market attenders

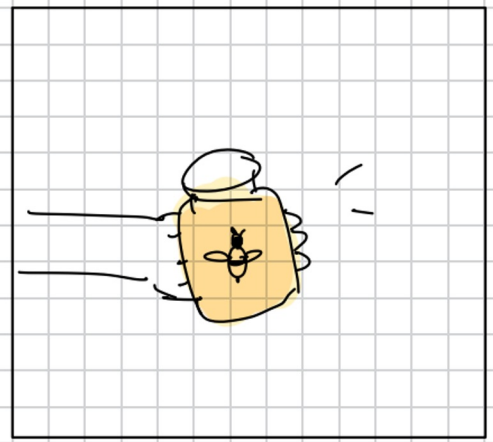
Scene 1: intro, market liveliness!

gloomy (pre telly) (sad music)



passionate convos @ market

wide shot



highlighting her story IRL

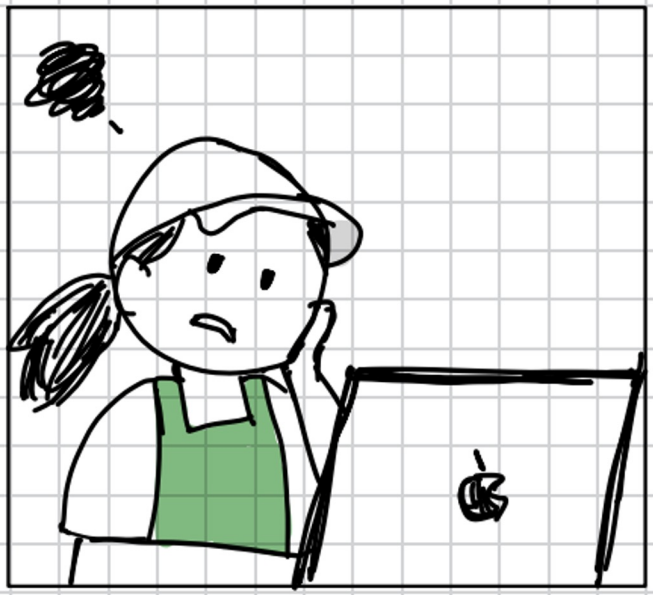


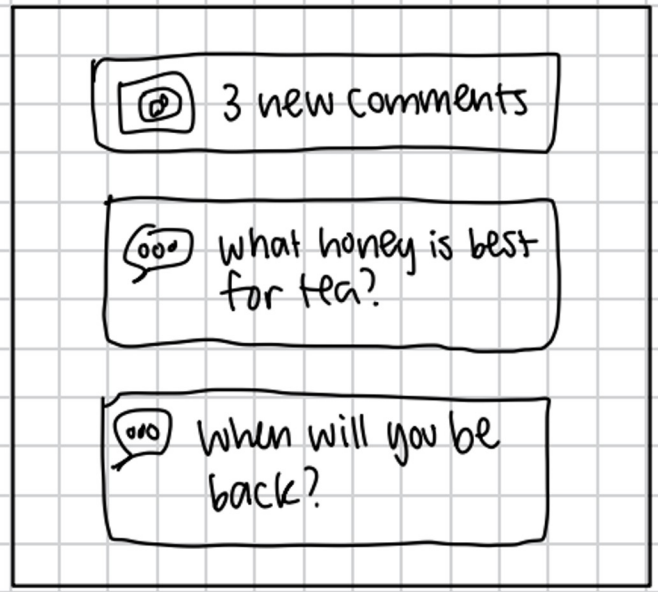
fulfillment from feeling connected!

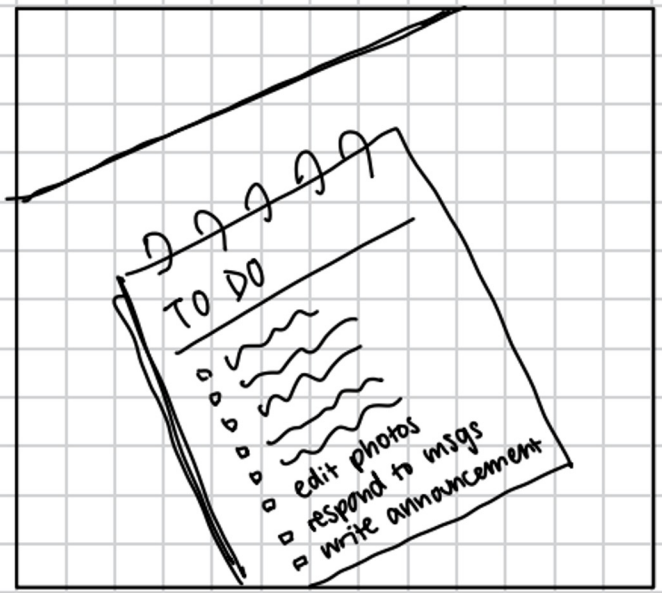
happy explaining

happy customers

scene 2: the problem







feels exhausted & overwhelmed at home

needs to make effort to stay connected w/ customers

social media feels like a full time job

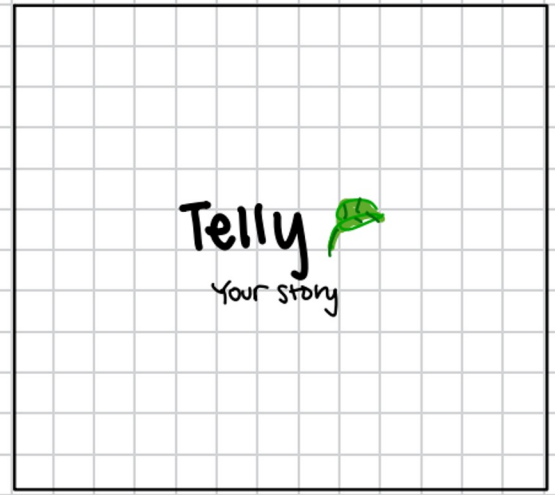
show she is OVERWHELMED (blurry?)

Scene 3: discovering telly



she's overwhelmed...

another vendor recommends telly!



she decides to try it...

(duh duh DUH moment)

BECOMES MORE LIGHTED + happier music ("awakened")



[BLACKOUT SCREEN as her world changes]

scene 4: task 1 (share week's selling options) + task 2 (storytelling)





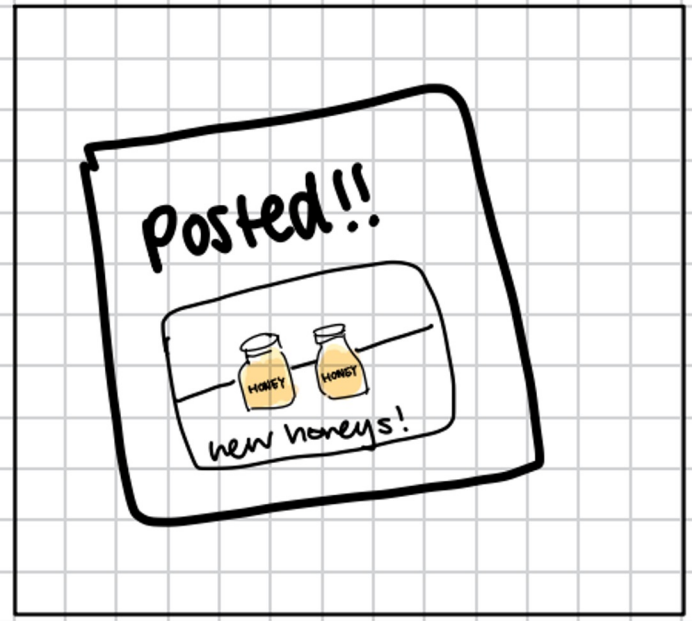


photo + quick voice note (seamless process)

post is ready/live in seconds!

make these intentionally fast paced / "action" shots to show ease

scene 5 : task 3 - create network even beyond market days



customers see the posts, learn her story, feel more connected, get updates

the media "takes care of itself"
- i.e set phone down but it's still handling it



(network creation!)

panning to show the flow of network



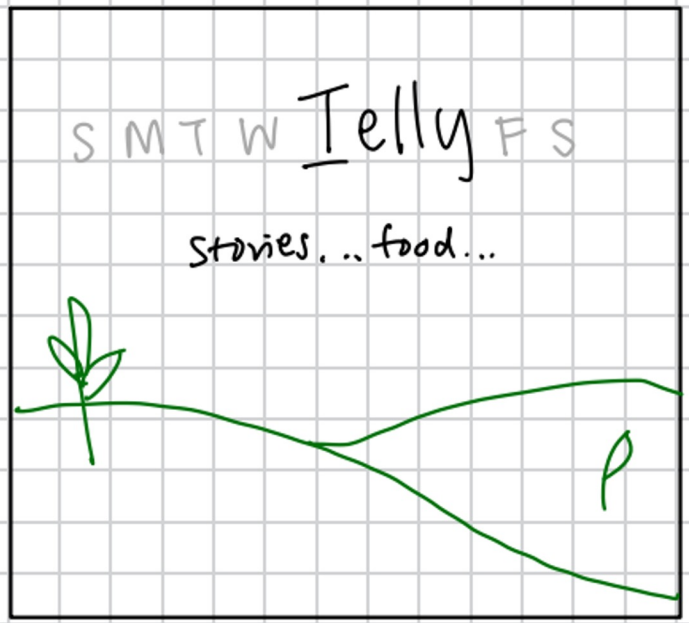
business grows & ppl know her story :)

customers reference the social media/network

scene 6: closing



she's less stressed, more connected, and excited for what's ahead!



the market closes, but the story is open 7 days a week :) Telly!

Concept video



THANK YOU

Appendix: Envisioning the dashboard

- Set up and connect accounts
- Generate platform-specific content
- Review, schedule and publish
- Draft replies to messages and comments
- Track simple, actionable analytics
- Stay consistent with minimal effort

Appendix: Competitor user bases

BUFFER

283k

monthly active users; ~83k paying

LATER

7M+

users across creators, shops, brands and agencies

PREDIS.AI

6.4M+

users; 200M+ pieces of content made

SQUARE

4.5M+

sellers; only some use Square Marketing

HOOTSUITE

200k+

users; 6k+ enterprise customers

Appendix: Our potential user base

1M+

GLOBAL OPPORTUNITY

Small food vendors and producers, over time

300k–700k

BROADER U.S. MARKET

Market vendors, bakers, beekeepers, cottage food, private chefs, food trucks and specialty brands

116k

NARROW U.S. BEACHHEAD

Farms selling direct to consumers: markets, farm stands, CSAs, online sales

Appendix: Extra task not shown in video

Keep in touch with customers between markets · moderate

THE SCENARIO

A customer who bought Jenny’s honey last Saturday comments asking which flavor is best for tea. Jenny wants to reply warmly and keep them engaged until they come back, without spending her evenings on messages.

WHY MODERATE

One-way posting becomes two-way conversation. Replies must be accurate and sound like Jenny. It happens often, but each exchange is small and familiar.

FROM NEEDFINDING

Jenny wins customers’ trust by talking with them at her stall. Vendors depend on these relationships but struggle to keep them going beyond brief in-person visits.