

Executive Summary

Project Overview

RightTool is an AI workflow support platform that translates natural-language goals into structured and executable workflows. It helps users move from intention to action with greater clarity and efficiency.

Problem

The current AI landscape is highly fragmented. Users often face too many tools, models, and plugins, but lack clear guidance on how to choose, combine, and apply them effectively.

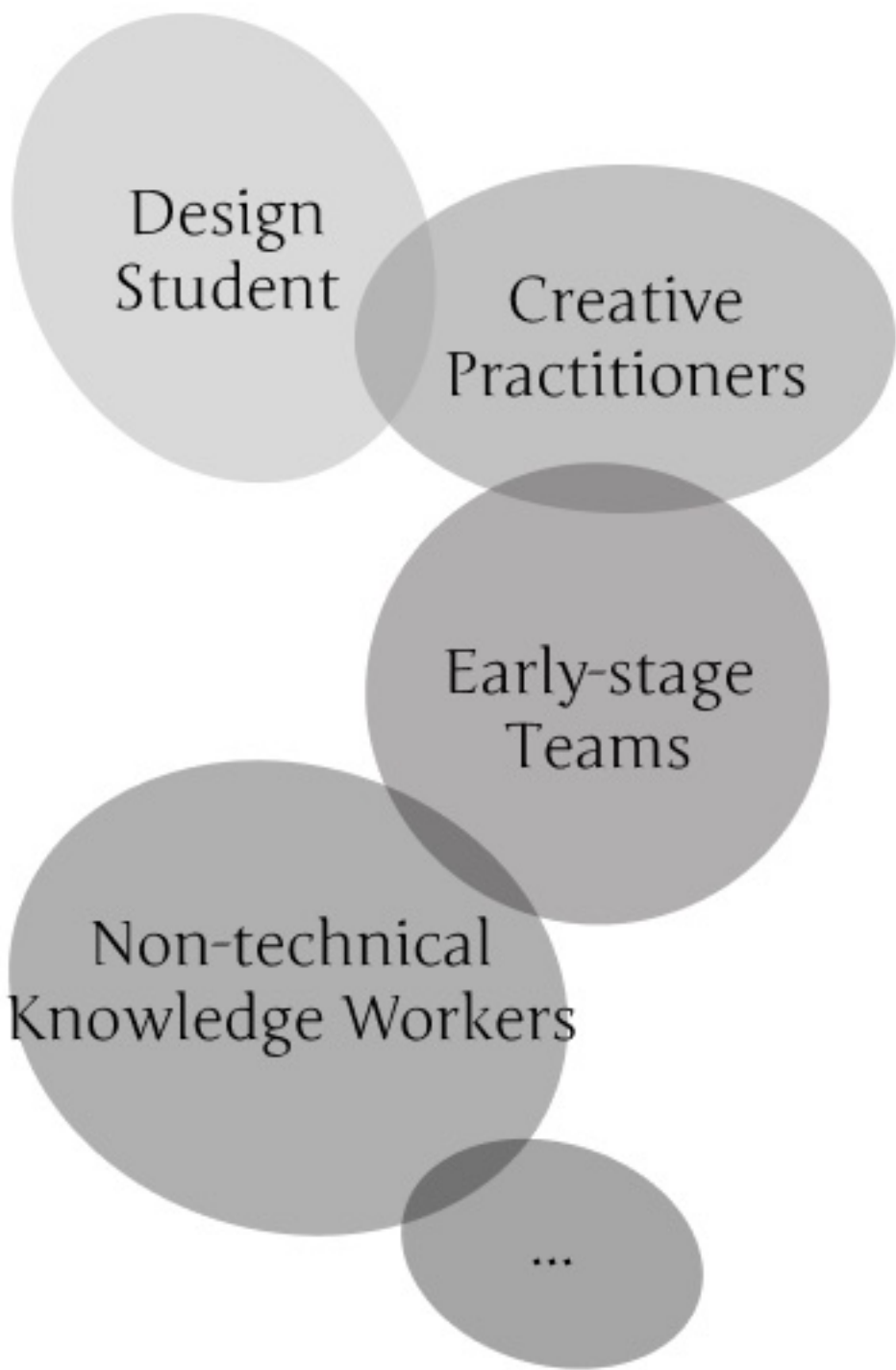
Solution

RightTool acts as an intermediary layer between human intent and AI execution. It breaks down user goals into tasks and recommends suitable tools, models, workflow steps, and prompts.

Market Opportunity

As AI adoption grows, many users still struggle to use AI effectively in practice. This creates a strong opportunity for platforms that support navigation, decision-making, and workflow construction rather than simply offering more tools.

Target Users



These users are often outcome-oriented, but lack confidence in building effective AI workflows.

Business Model

RightTool is designed as a partnership-based plugin service integrated into established software ecosystems. Rather than charging end users directly, the project proposes to collaborate with major software platforms such as Rhino and 3ds Max, generating revenue through licensing, integration fees, or partnership agreements with software providers.

Area	Summary
Problem	Fragmented AI tools and unclear workflows
Solution	Goal-to-workflow recommendation platform
Users	Students, designers, early teams
Model	B2B plugin partnership with software providers

Business Description

Positioning

RightTool is a platform that translates natural-language goals into structured and executable AI workflows.

It helps users identify the right tools, models, and steps needed to complete a task effectively.

Mission

To make AI use more accessible, actionable, and outcome-focused for non-expert users.

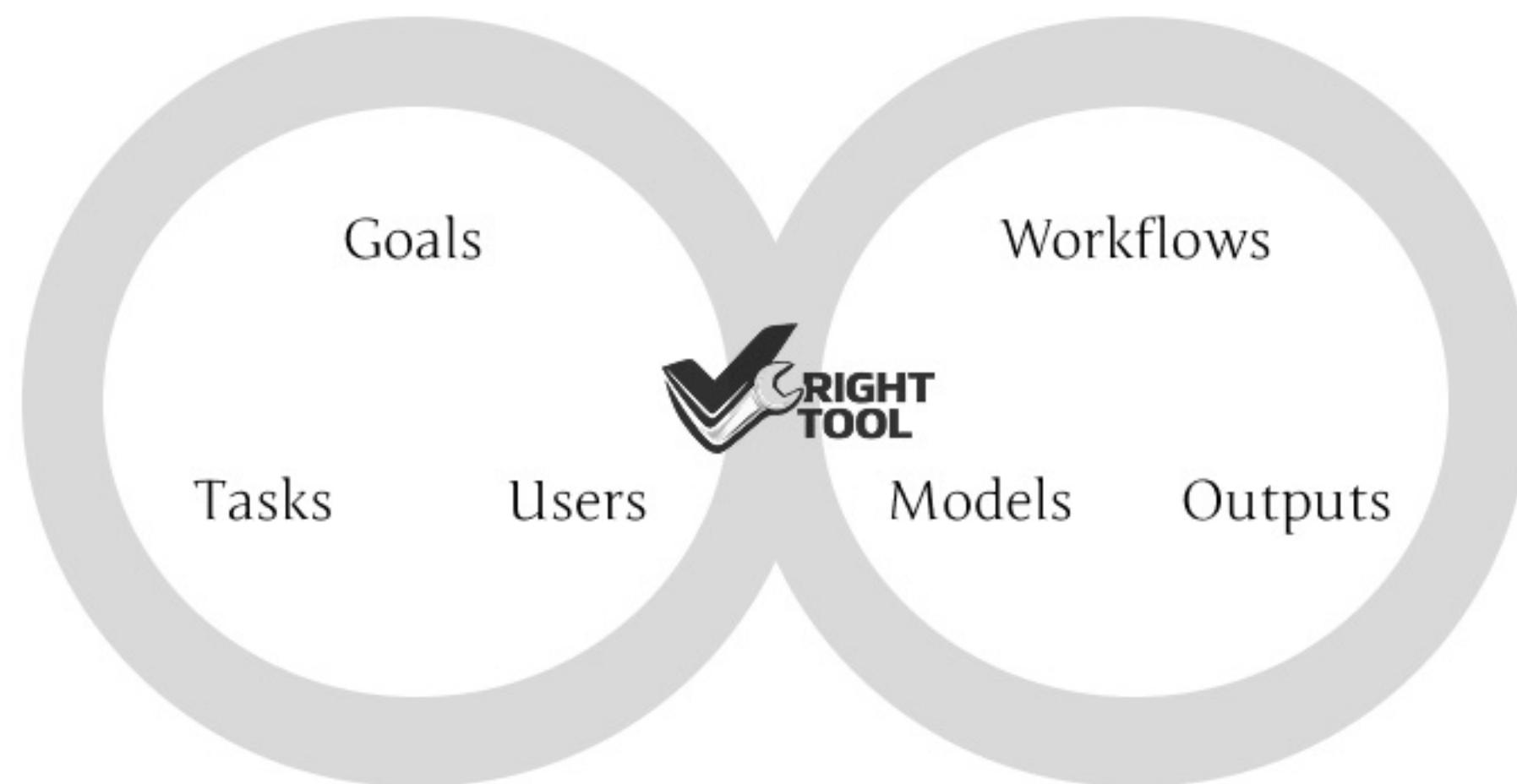
Vision

To become a trusted support layer between human intention and AI execution, enabling more people to work with AI confidently and effectively.

Core Gap

The current AI ecosystem offers increasing numbers of tools, models, and plugins, but limited guidance on how to use them together.

Many users know what they want to achieve, but do not know how to build the right workflow.



Why It Matters

The value of AI no longer depends only on access to tools. It increasingly depends on the ability to select, combine, and apply them in the right sequence.

Why This Approach Is Better

Existing solutions often focus on tool discovery, tutorials, or general chat-based assistance.

RightTool focuses on workflow construction. It is designed to reduce decision fatigue, lower trial-and-error, and improve the clarity of AI-supported work.

Products and Services

Product

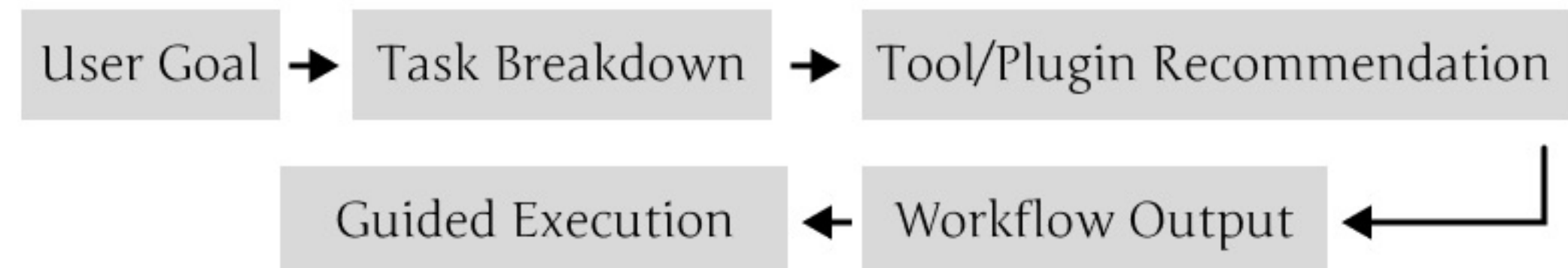
RightTool is an embedded AI workflow support service designed for existing creative software ecosystems. It helps users translate broad intentions into structured and actionable AI-assisted workflows within the software environments they already use.

Task Breakdown

RightTool breaks down complex goals into smaller procedural stages. This allows users to understand not only what tools may be relevant, but also when and why they should be used within a workflow.

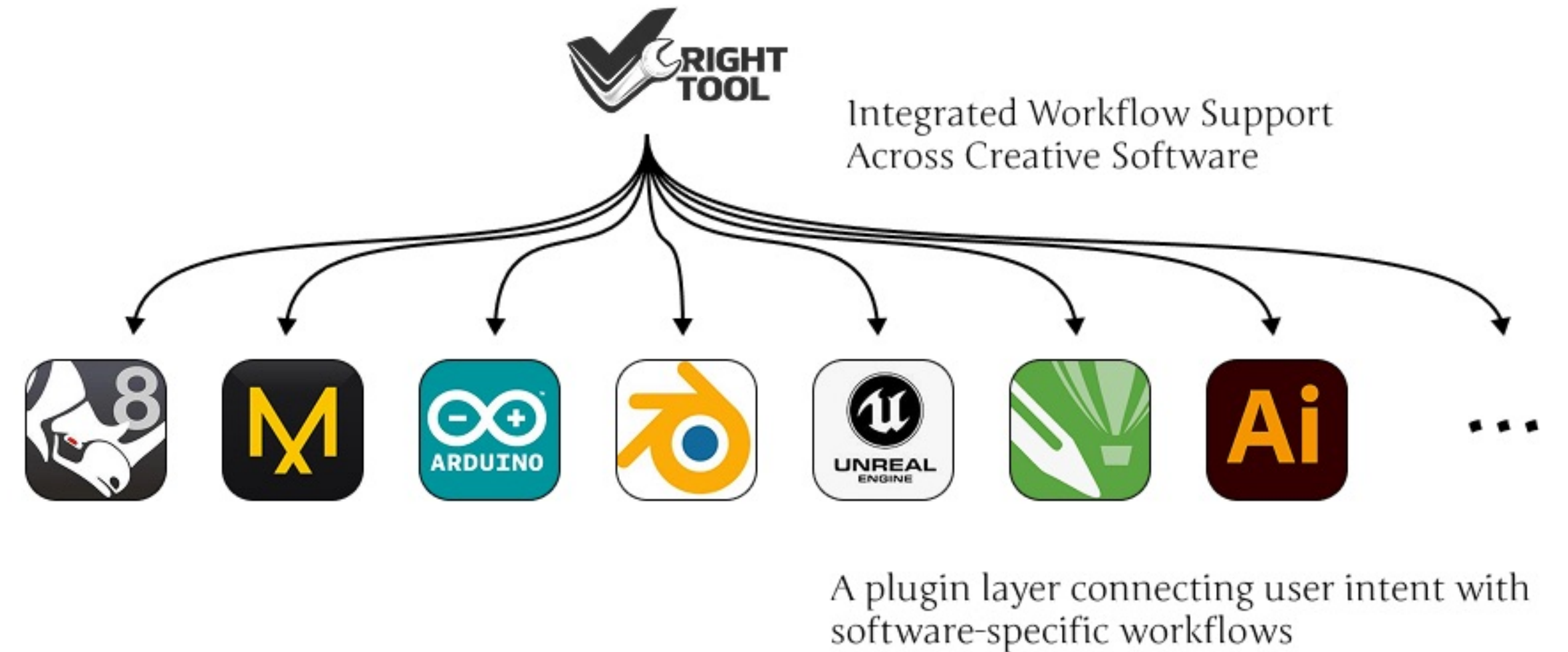
Workflow Output

The platform generates a step-by-step workflow that users can follow directly. Instead of presenting isolated tool suggestions, RightTool offers a connected process that supports execution from start to finish.



Service Structure

The service is designed as a modular plugin layer that can be integrated into larger software platforms. In future development, different service tiers may be introduced, such as individual support, team collaboration functions, or education-oriented packages.



Competitive Advantage



Position in the market

RightTool does not compete as another standalone AI tool.
It operates as a workflow guidance layer across existing tools and platforms.

Revenue Advantage

RightTool is designed as a free-to-use service for end users.
Revenue is generated through platform partnerships, referral-based commissions, and subscription conversion from software providers.
This lowers the barrier to adoption while creating commercial value through ecosystem navigation.

End-to-End Workflow Support

Most existing solutions focus on one stage of the process, such as discovery, prompting, or content generation.
RightTool focuses on the full working chain: from user intention, to platform selection, to step-by-step execution, until the user reaches a satisfactory outcome.

Strategic Differentiation

Its advantage lies not only in recommendation, but in orchestration.
RightTool connects user goals, software ecosystems, and process guidance in a single service layer.

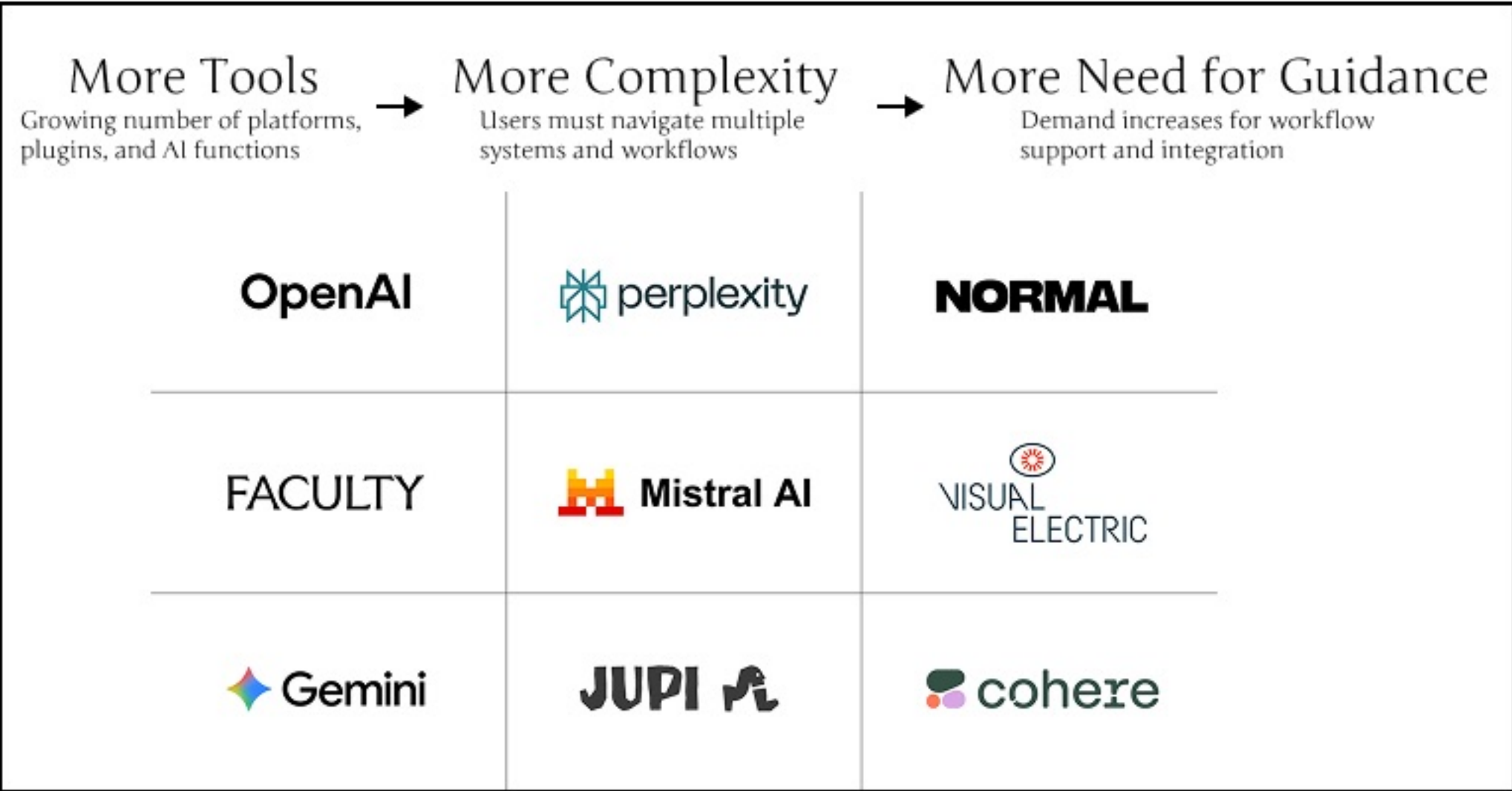
Market Analysis

Industry Context

The creative software and AI support market is becoming increasingly complex. Designers and makers now work across multiple platforms, plugins, and AI-assisted tools rather than within a single software environment.

Market Shift

The value of digital tools is no longer defined only by access. It increasingly depends on whether users can select, combine, and apply tools effectively within a workflow.



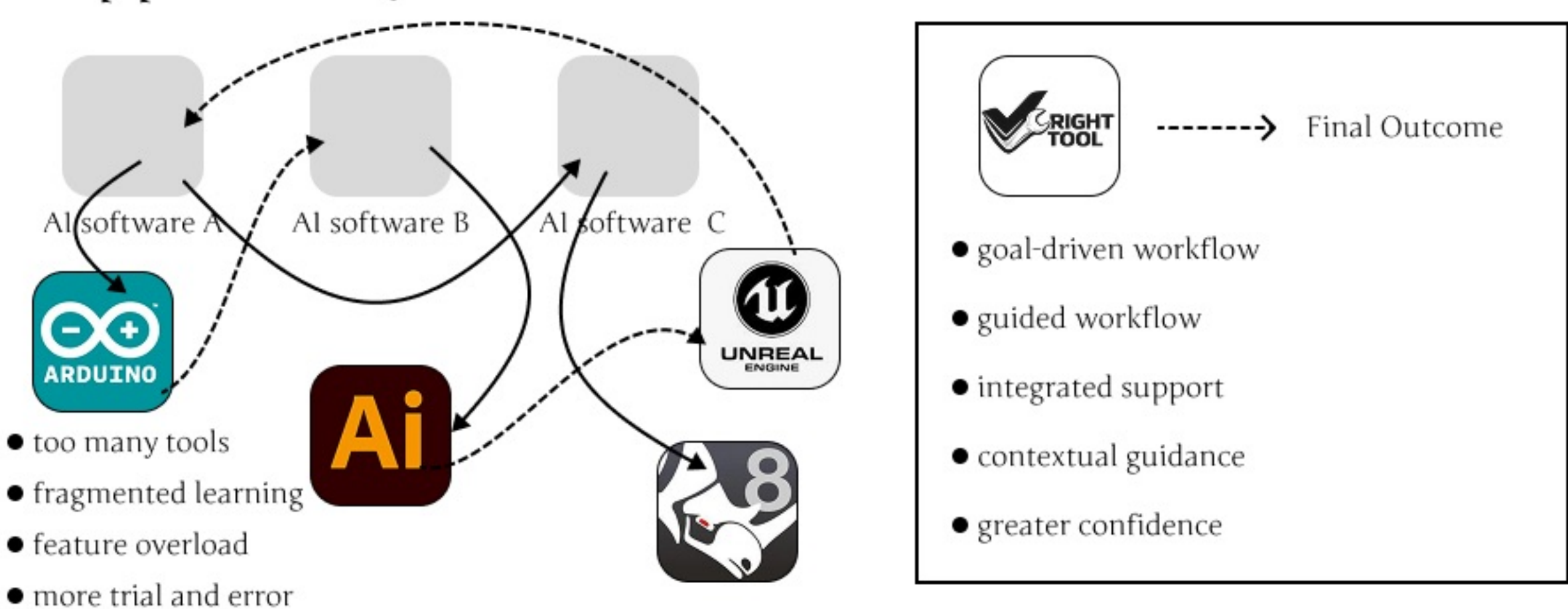
User Demand

As AI adoption continues to expand, many users still lack the confidence and operational knowledge needed to build efficient workflows. This is especially visible in design, modelling, prototyping, and creative production contexts.

Market Gap

Current software ecosystems offer increasing numbers of tools and features, but limited support for workflow construction across platforms. This creates a gap between software capability and user ability.

Opportunity



Customer Segments

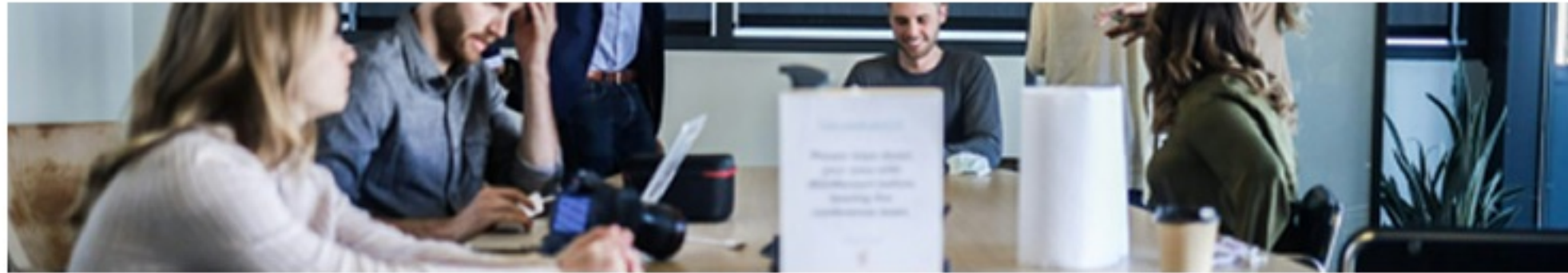


Design Students

Project-based learners working on studio outputs, portfolios, and prototypes.

Primary Need: Clear AI workflows for projects work and faster delivery under time pressure

Key Barrier: Limited experience in tool selection and process design.



Early-Stage Teams

Small teams using AI for ideation, research, and prototyping.

Primary Need: Shared workflows that improve speed and consistency.

Key Barrier: Unclear process across tools and duplicated effort.



Creative Practitioners

Freelancers and independent makers working across multiple platforms

Primary Need: Faster tool matching and smoother workflow transitions.

Key Barrier: Fragmented software ecosystems and repeated trial-and-error.



Non-Technical Knowledge Workers

Users in communication, education, and content roles with clear goals but low technical confidence.

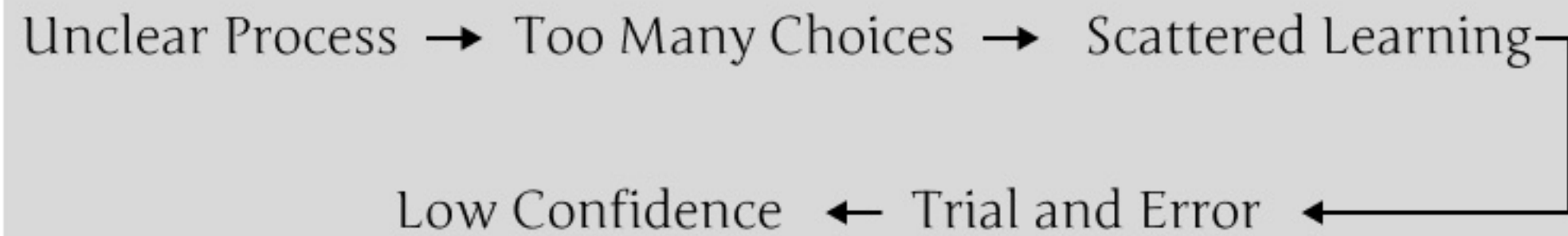
Primary Need: Accessible AI support without specialist software knowledge.

Key Barrier: Low confidence in tool choice and workflow building.

User Needs and Pain Points

Need for Workflow Clarity

Many users know the outcome they want, but not the process required to achieve it. They need support in turning broad goals into clear and manageable workflows.



Difficulty in Tool Selection

Users are often faced with too many software options, plugins, and AI functions. Choosing the right combination can be time-consuming and uncertain, especially for non-expert users.

Fragmented Learning Process

Existing learning resources are often scattered across tutorials, forums, and platform-specific guides. Users must piece together knowledge on their own, which increases cognitive load and slows progress.

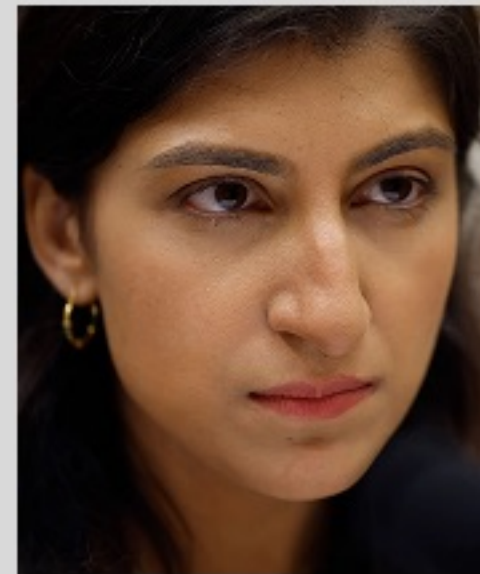
Trial-and-Error Dependency

Without workflow guidance, many users rely heavily on trial and error. This reduces efficiency, lowers confidence, and makes the use of advanced tools feel inaccessible.

Need for Context-Specific Support

Users do not only need access to tools; they need guidance that responds to specific software environments and project contexts. General advice is often insufficient for real production workflows.

Persona



Name: Lina

Role: Design student / early-stage creative practitioner

Software Environment: Rhino, Blender, Adobe Illustrator, AI-assisted tools

Working Style: Project-based, outcome-oriented, cross-platform

Goal

Lina wants to develop design outcomes efficiently, but often works across multiple tools and software environments to complete one project.

Needs

She needs help identifying the right tools, understanding workflow order, and reducing the time spent searching for fragmented guidance.

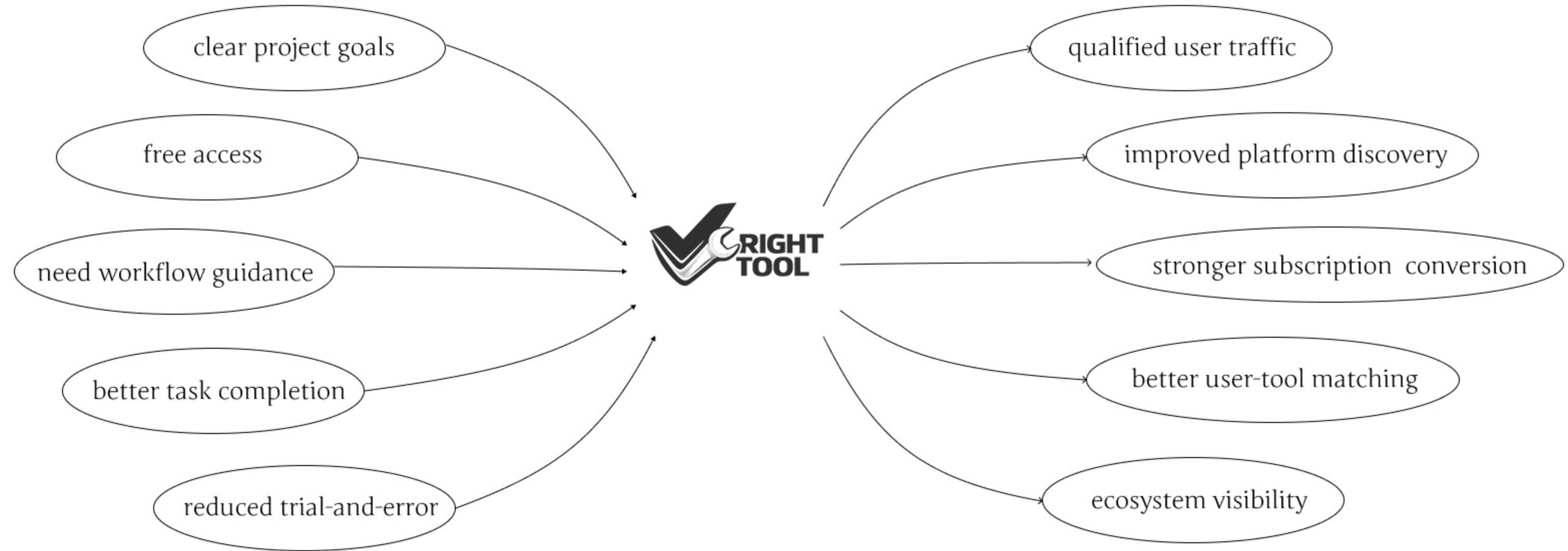
Pain Points

She knows what she wants to make, but not always how to structure the process. Too many choices and disconnected learning resources make workflow construction difficult and inefficient.

Business Model

Users

Software Partners



Marketing, Sales Strategy and Roadmap

Market Entry Approach

RightTool will enter the market through pilot collaborations in education and creative practice environments. Early deployment in design schools, studios, and small teams will help test the service in real workflow contexts and build initial evidence of value.

Growth Path

Following successful pilots, the strategy is to expand through formal software partnerships and institutional adoption. Over time, RightTool may position itself as a scalable support layer across multiple creative software ecosystems.

Partnership Strategy

Rather than selling directly to end users, the project will focus on building partnerships with software providers and ecosystem stakeholders. These partnerships may include plugin integration, co-development, pilot access, or workflow-support collaboration.



Sales Focus

The initial sales focus will be on organisations that benefit from improved user onboarding, stronger workflow support, and better software adoption. This includes software companies, education providers, and design-focused institutions.



Early Stage: Pilot Deployment

Design schools
Studios
Small teams
...

Mid Stage: Partnership Development

Building formal partnerships with software providers and institutional stakeholders

Long Stage: Ecosystem Integration

RightTool aims to become a scalable workflow support layer embedded across multiple creative software ecosystems
--

RightTool’s strategy is not to compete for attention as another tool, but to prove value as a support layer within existing ecosystems.

Operations and Organisation

Core Workflow

Users begin with a goal. RightTool analyses the intent, recommends the most suitable platform, and provides step-by-step workflow guidance until the task is completed.

Service Delivery

The service is delivered through a digital interface that combines goal input, platform matching, workflow recommendation, and guided execution support.

Maintenance and Updating

The platform requires regular updating of tool information, software options, and workflow pathways to remain relevant in a fast-changing AI ecosystem.

Testing and Iteration

User testing is integrated into the development process. Feedback from pilot users is used to improve recommendation quality, workflow clarity, and platform relevance.

Operation Organisation

Product and Service Design

Defines user journey, service logic, and experience structure.

Research and Testing

Validates user needs and supports iterative refinement.

Technical Development

Builds and maintains the workflow system and interface.

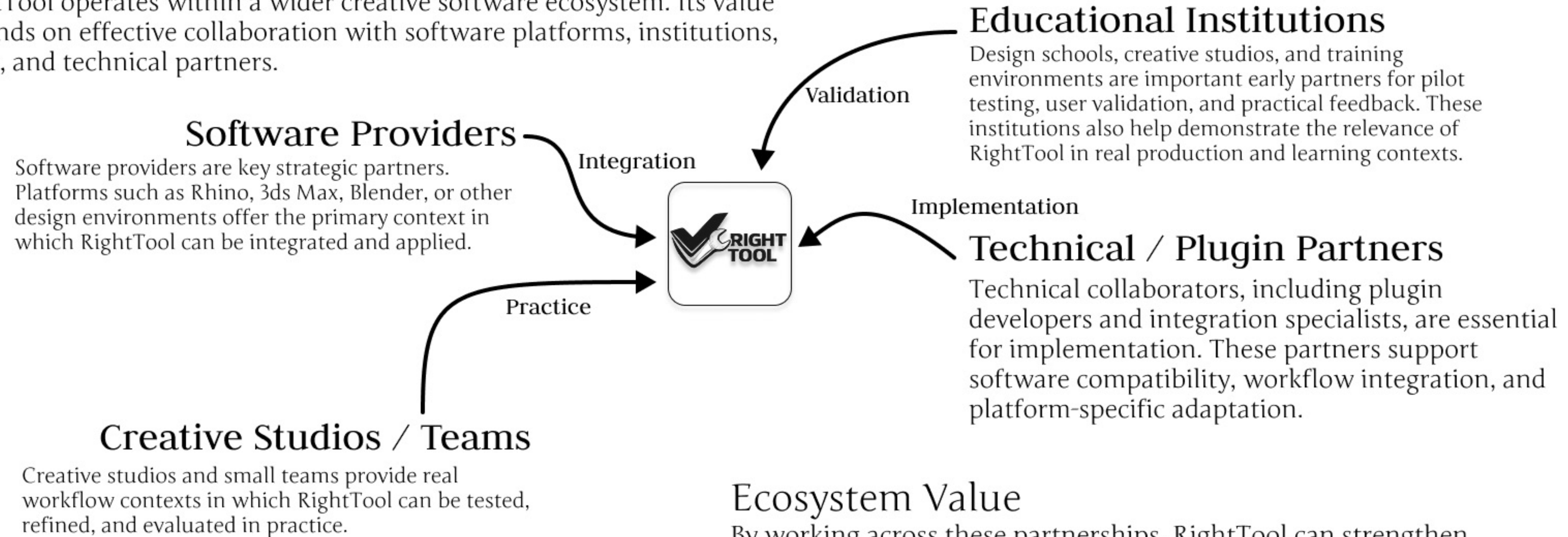
Partnerships and Ecosystem

Maintains platform relationships and monitors software landscape changes.

Key Partnerships and Ecosystem

Ecosystem Position

RightTool operates within a wider creative software ecosystem. Its value depends on effective collaboration with software platforms, institutions, users, and technical partners.



Ecosystem Value

By working across these partnerships, RightTool can strengthen workflow support, improve software usability, and create value for both software providers and end users. This makes the project part of a broader ecosystem strategy rather than a standalone product offer.

Financial Plan / Funding Requirements

Financial Approach

RightTool is positioned as an early-stage digital platform. At this stage, the financial plan focuses on prototype development, pilot testing, and validating the referral-based business model.

Cost Structure

The main early costs include:

- prototype and interface development
- workflow logic and content curation
- user research and pilot testing
- platform maintenance and ecosystem updating

Revenue Logic

RightTool does not charge end users. Revenue is expected to come from:

- referral-based subscription commissions
- software partner agreements
- platform conversion value generated through qualified traffic

Early Financial Projection

In the first stage, the project is expected to operate as a development-led venture with limited or no immediate profit. Revenue is more likely to emerge after pilot validation, partner onboarding, and MVP deployment.

Funding Requirement

The project requires early-stage support to move from concept to a testable MVP. Funding would primarily support:

- prototype development
- technical implementation
- user testing and iteration
- early partnership development

Use of Funds

Requested support would be used to:

- build and refine the MVP
- improve recommendation accuracy
- test core user scenarios
- prepare the platform for pilot deployment

Area	Summary
Main Costs	Development, testing, platform maintenance
Revenue Sources	Referral commissions, partner agreements
Early Projection	Validation first, revenue later
Use of Funds	Technical build, refinement, user testing

Future Vision

Long-Term Direction

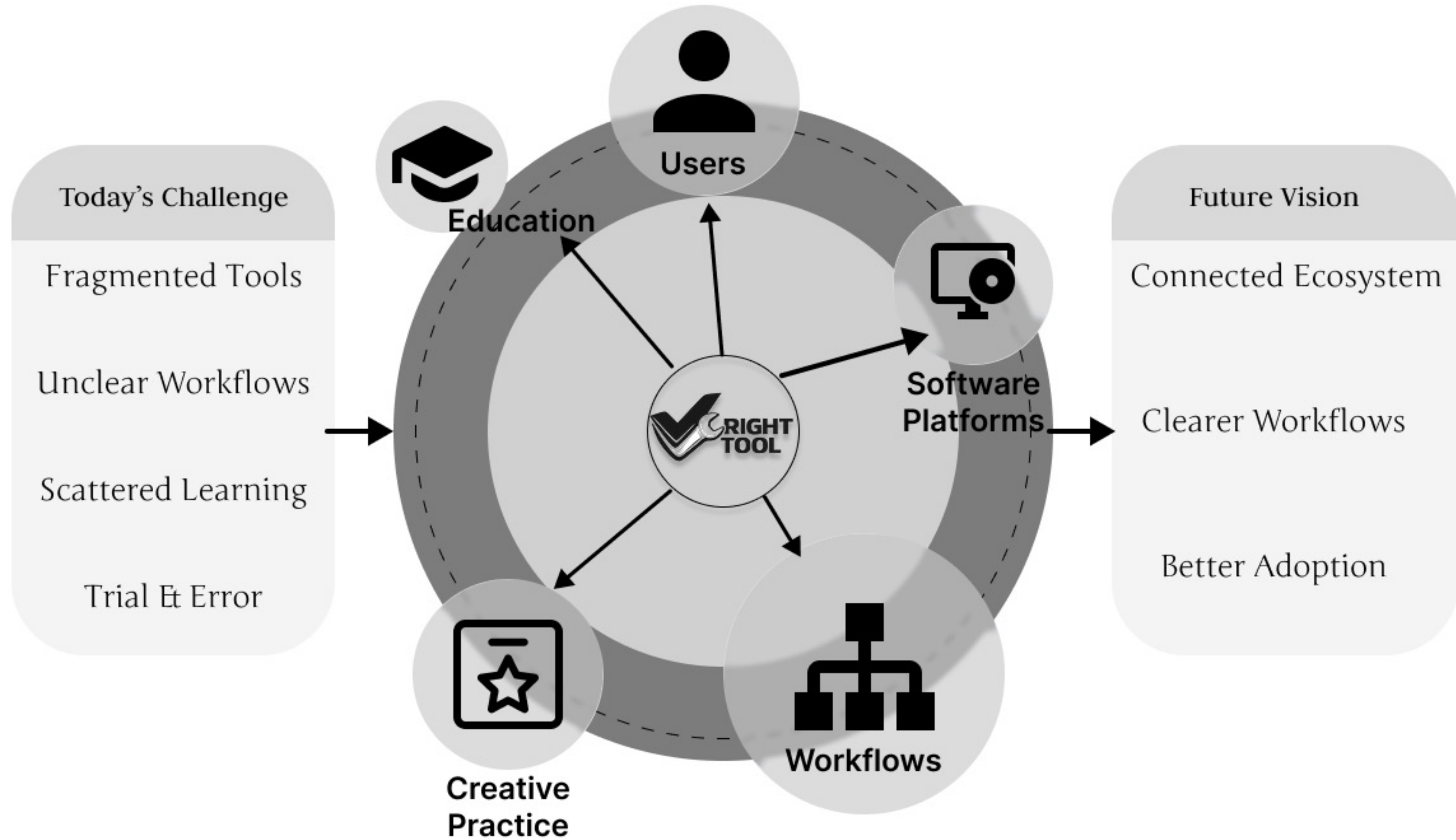
RightTool aims to become a scalable support layer across creative software ecosystems. Rather than functioning as a standalone tool, it is envisioned as a long-term infrastructure for connecting user intention, workflow logic, and software-specific execution.

Broader Application

In the future, RightTool could expand beyond individual design workflows to support a wider range of creative, technical, and educational contexts. Its framework may be adapted to different disciplines, software environments, and collaborative settings.

Ecosystem Role

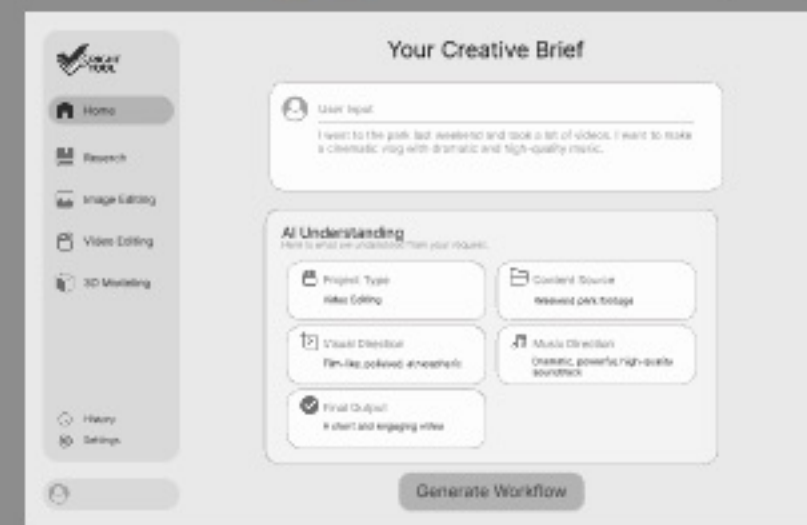
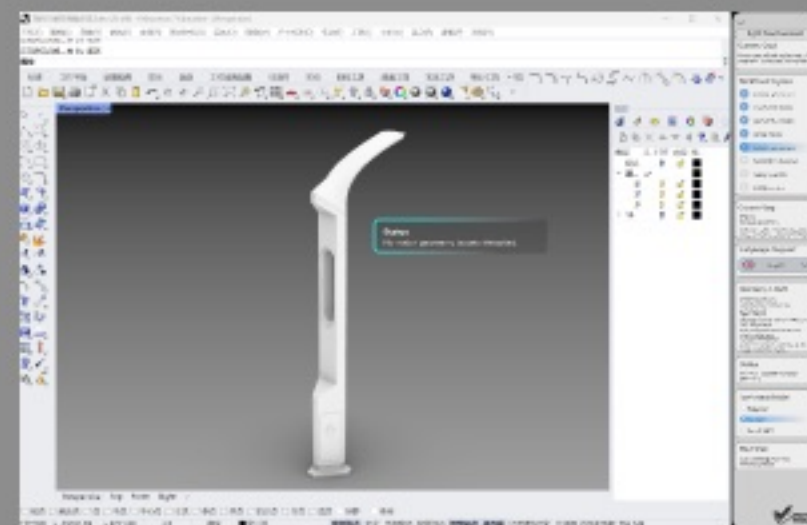
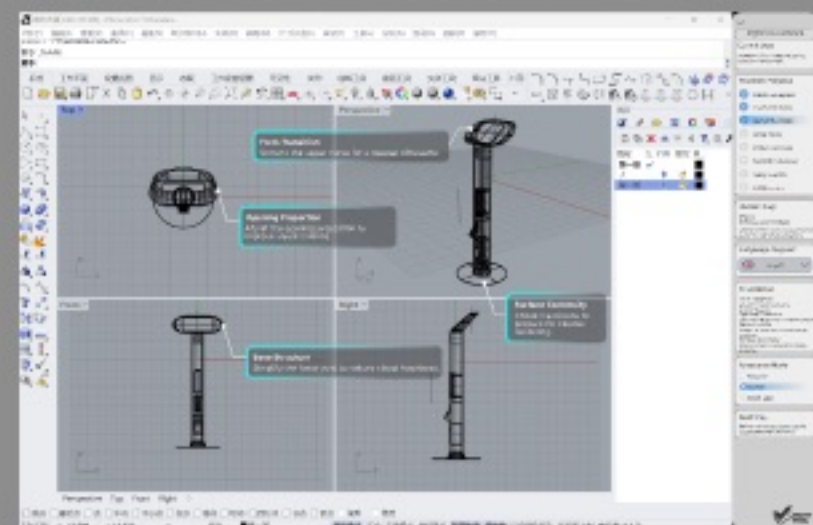
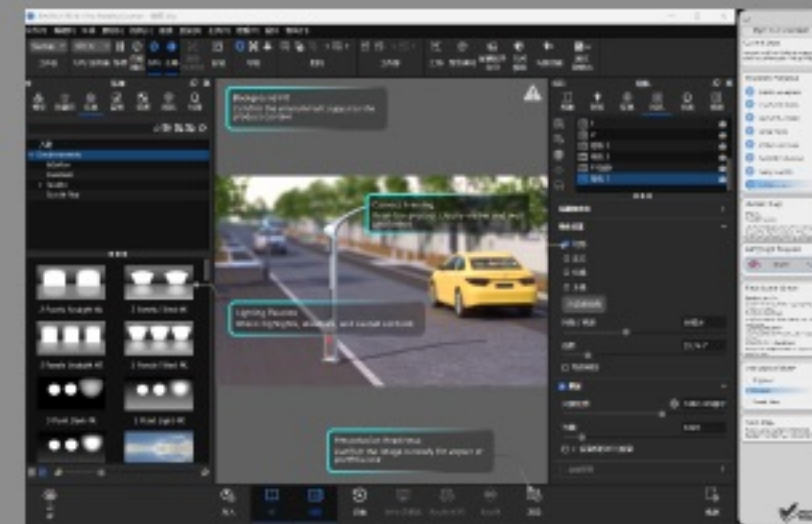
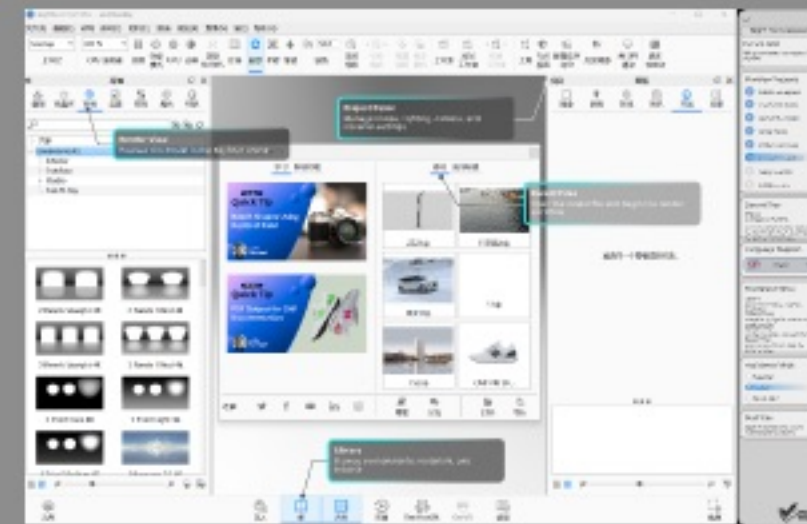
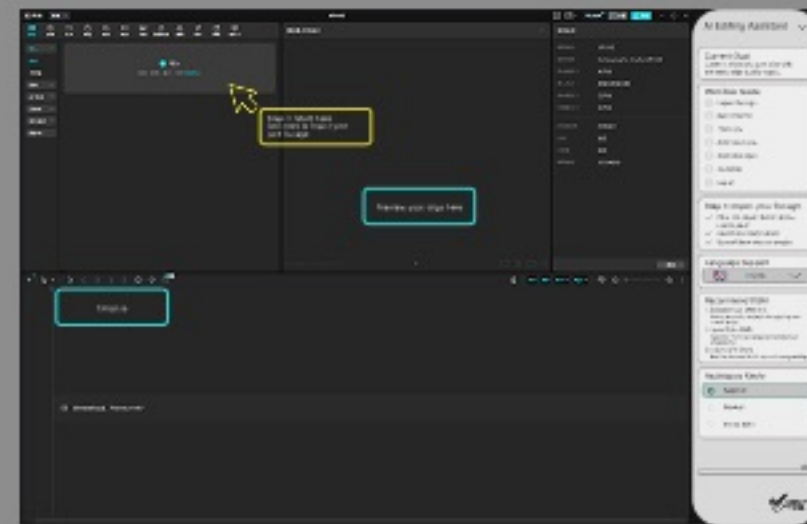
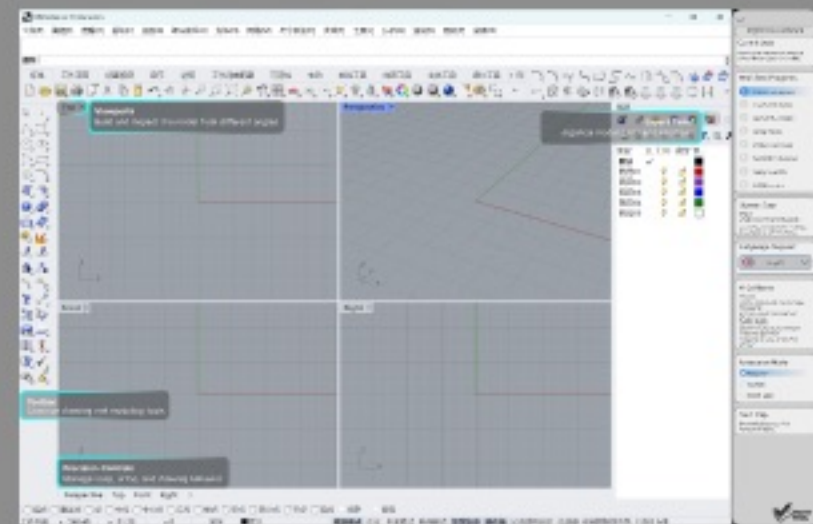
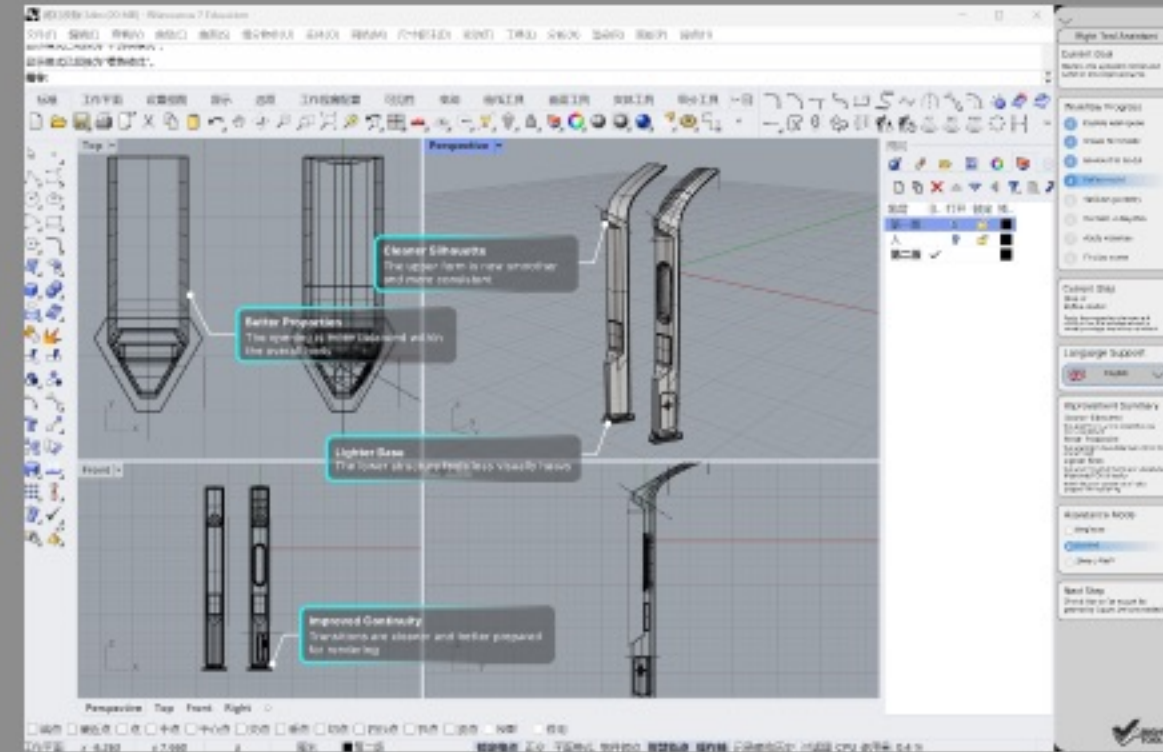
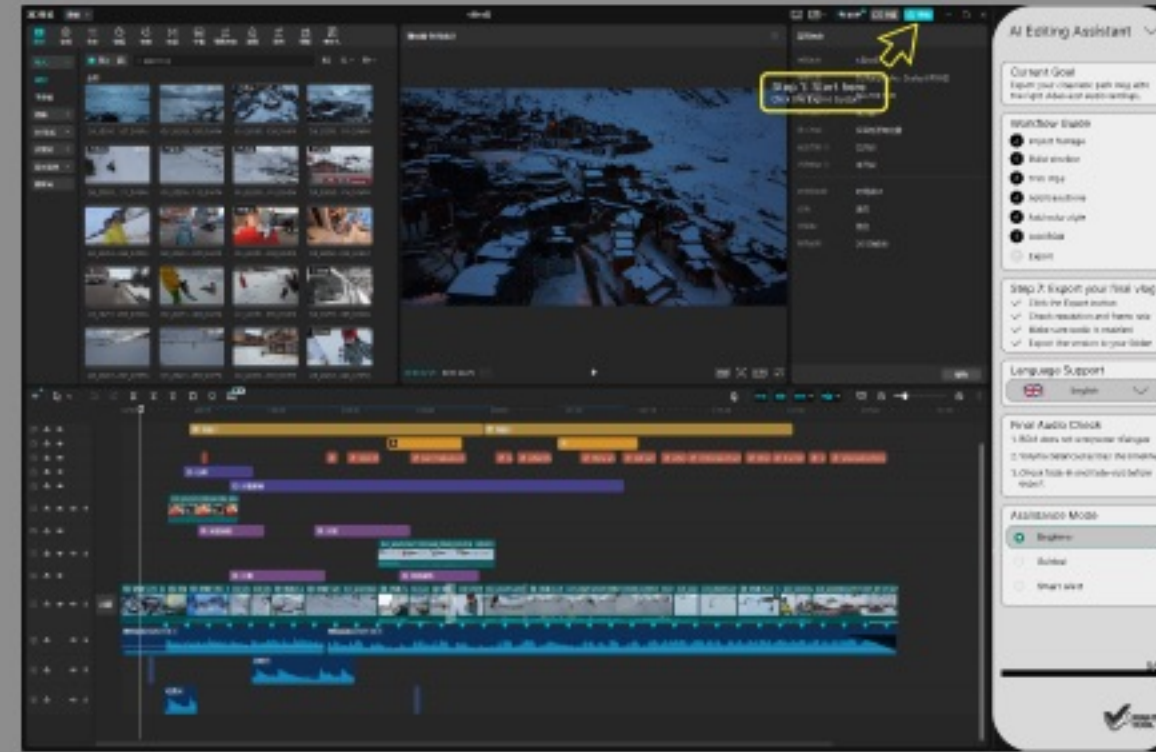
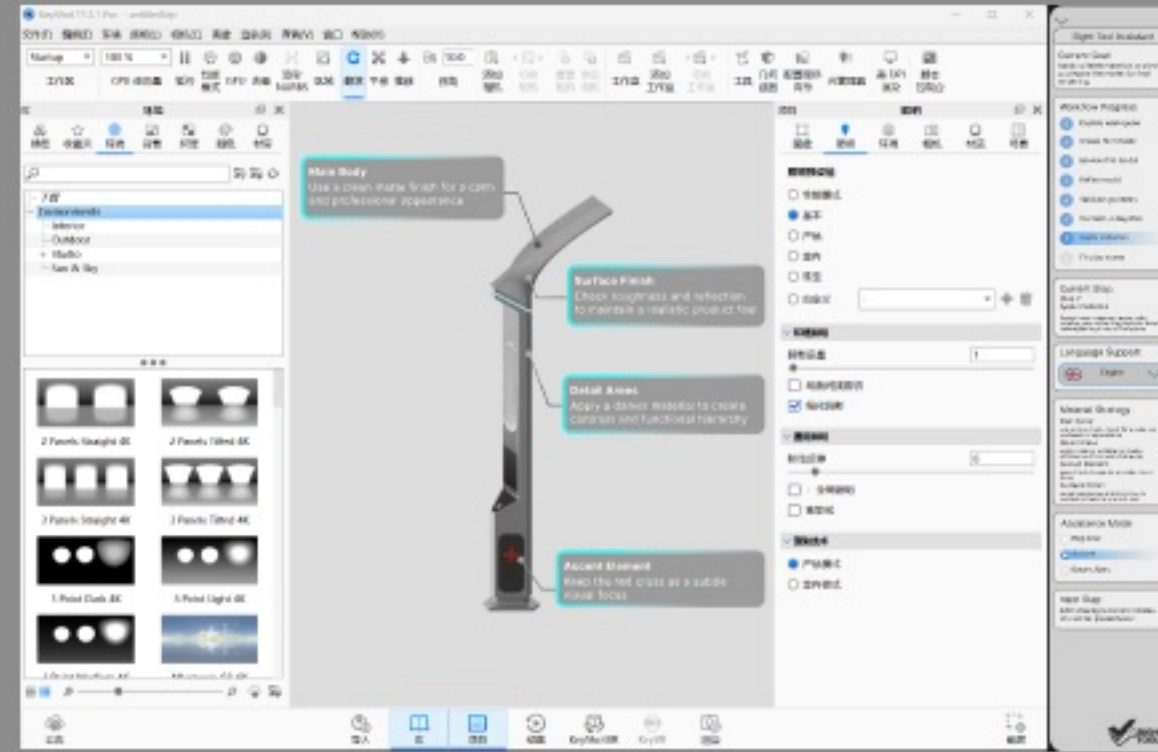
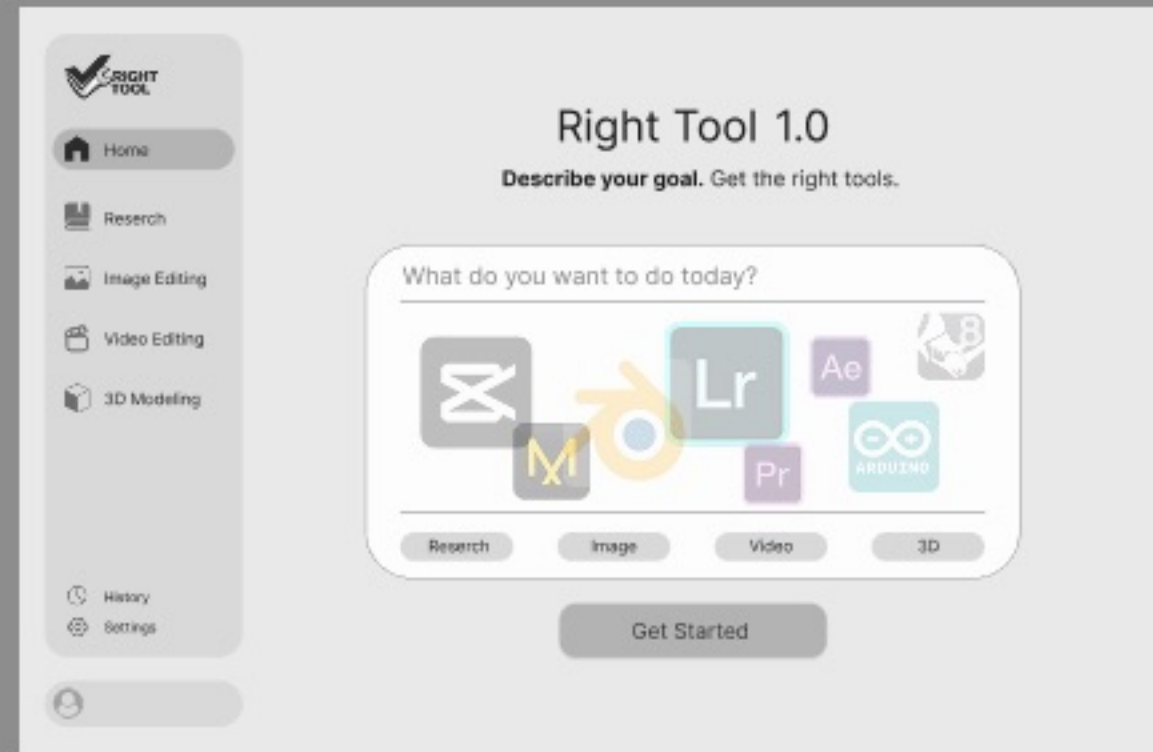
As digital workflows become more complex, the need for guidance, coordination, and integration will continue to grow. RightTool aims to respond to this shift by strengthening the relationship between existing tools and the people who use them.



Future Value

The long-term value of RightTool lies not in producing more software, but in making software ecosystems more accessible, navigable, and effective for a broader range of users.

Prototype

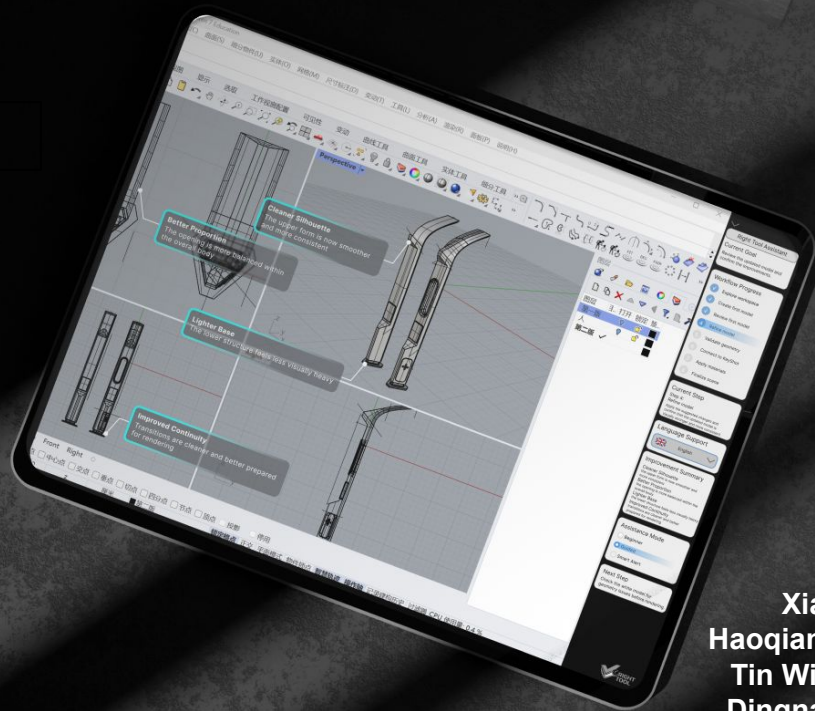




Righttool

From idea to execution — find the right AI tools and workflow for your task

RightTool is an **AI workflow support platform** that **translates natural-language goals** into structured and executable **workflows**. It helps users move from intention to action with **greater clarity and efficiency**.



Xiao Chen
Haoqian Zhang
Tin Wing Kam
Dingnan Chen
Yinuo Yu
Hongyu Cai

Design is being flooded with AI but designers are still left to figure it out alone.

- Adobe Exchange promotes thousands of apps
- Figma is expanding AI design features
- Autodesk is embedding AI across design tools

So why do designers still search outside the platform for tutorials, plugins and workflow advice?

We believe the missing layer is not more tools, but better guidance.

That is why we are designing a platform that helps designers build clearer workflows across tools and plugins.

Value Proposition

1

What sets us apart

- Not another AI tool
- Not another tool directory
- We focus on the gap between tool access and tool use

2

Our superior solution

- Users do not need more options
- Users need clearer guidance
- We help them move from design goal to workable workflow

3

We provide

- task breakdown
- tool / plugin suggestions
- step-by-step guidance
- practical starting points

How big is the problem?

~70–78% of companies use AI in at least one business function

Validation

- **Low workflow visibility in complex tool ecosystems**
As software ecosystems expand, users can access many tools but lack clear guidance to structure and navigate workflows effectively
- **Fragmented workflows & decision overload**
Most platforms support discovery rather than workflow construction, forcing users to switch between tools and external resources, increasing cognitive load and inefficiency

- prototype tested with 50+ users
- 80% reported improved confidence in output quality

1

Economic impact

- high time cost due to fragmented workflows
- inefficiencies in cross-tool decision-making
- increased cognitive load for users

2

Top-down sizing

- Positioned within global AI productivity and enterprise SaaS markets
- Expanding demand for workflow infrastructure and governance systems

3

Bottom-up sizing

- Initial target: designers, consultants, AI-native teams
- High-frequency users of AI workflows with urgent need for validation

“AI tools are abundant, but workflows are missing.”

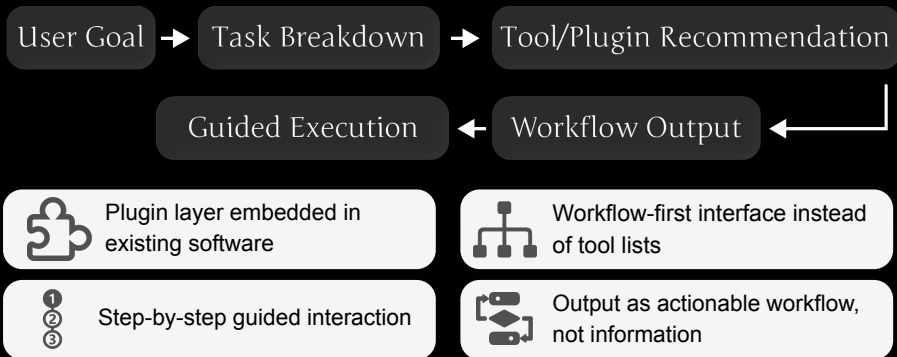
Product or Service

What is it?

RightTool is an embedded AI workflow support service designed for the existing creative software ecosystem. It helps you accurately determine which AI tools to use and the order in which to complete tasks, transforming broad intentions into structured and actionable AI-assisted workflows that integrate into the software environments you already use.



“Secret Sauce”



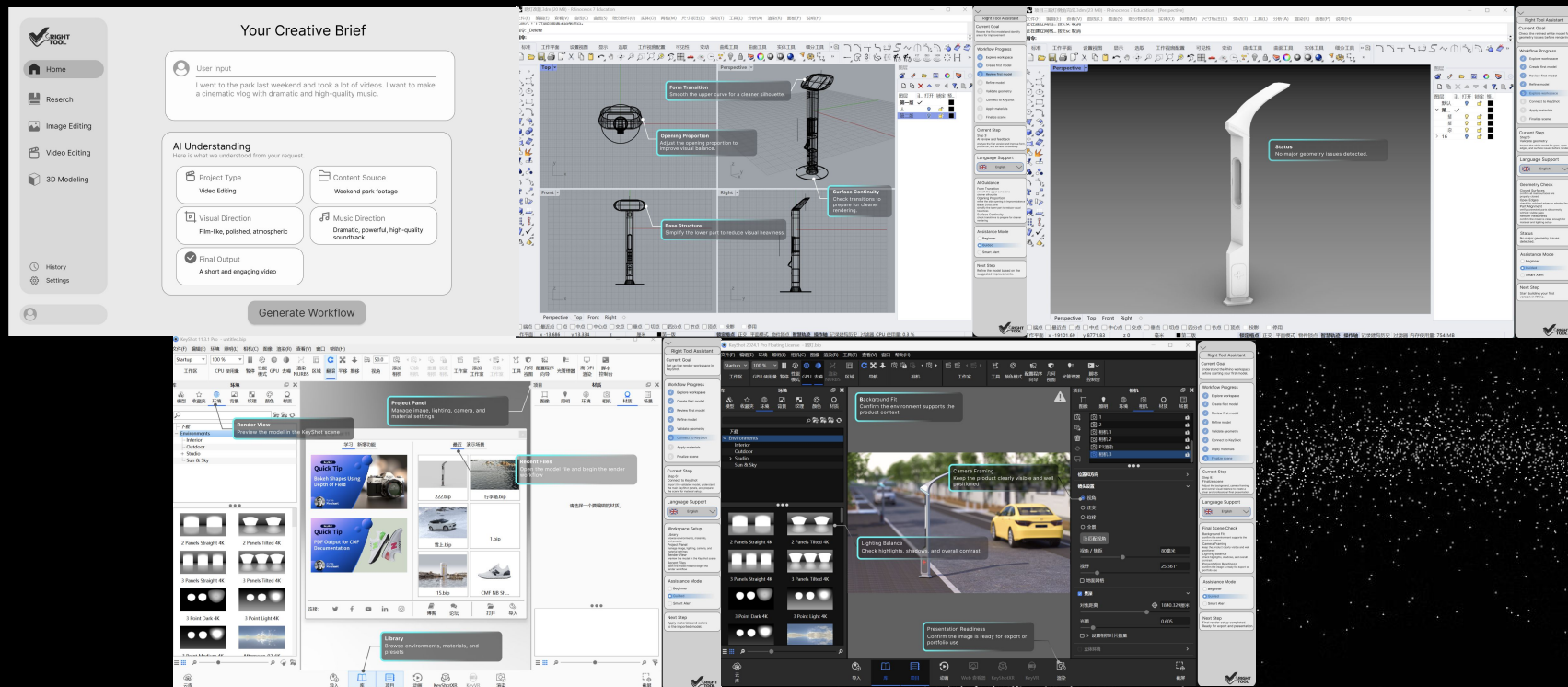
Task Breakdown

RightTool **breaks down complex goals into smaller procedural stages**. This allows users to understand not only what tools may be relevant, but also when and **why they should be used within a workflow**.

Service Structure

The service is designed as a modular, plug-in layer that **can be integrated into larger software platforms**. Future development may include **different service tiers**, such as personal support, team collaboration features, or educational packages.

Prototype



Business Model

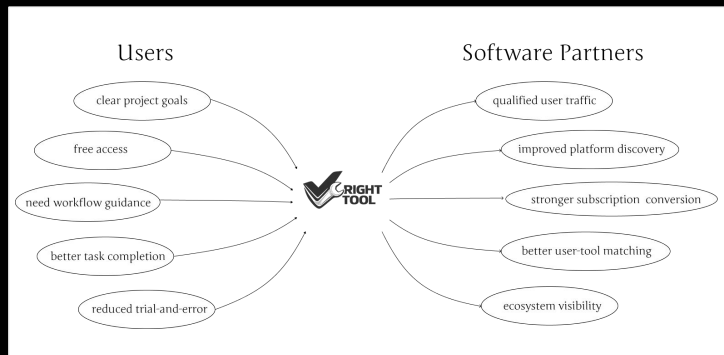
Pricing

Pricing based on:

number of workflows
validation complexity
team size

High-margin structure:

software-based scalability
increasing value with usage
(lock-in via workflows + data)



How will our product reach customers?

Targeting teams already dependent on AI for production

Embedded within existing AI ecosystems

Entry through design, consulting, and innovation

Expansion via team-based workflow standardization

How do we make profits?

Revenue Model

Free for end users (B2C side)

- individuals and teams can use the platform at no cost
- lowers adoption barrier and accelerates user growth

B2B revenue (software partners)

we charge AI tool providers and software companies value provided:

- **user acquisition**
- **when users subscribe to partner tools through our platform**
→ we receive a commission

Competition

	Role	Strength	Gap
Futurepedia	AI tool discovery platform	Broad coverage of AI tools for discovery and comparison	Lacks task breakdown, workflow sequencing and execution guidance
TOOOLS.design	Curated design tool directory	Efficient for quick tool lookup	Functions as a catalogue rather than a guided workflow system
Awwwards	Inspiration and reference platform	Strong for design trends and visual benchmarking	Can't translate creative goals into actionable workflows

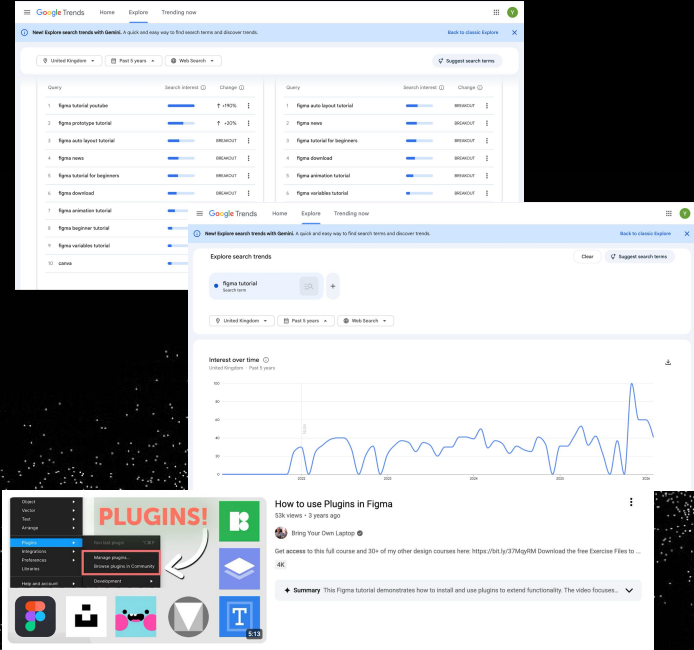
Rightool - Competition

These traffic patterns show that there is already clear demand for discovering AI tools and actively searching for solutions.

	Total Visits	Last Month Change	Pages per Visit	Avg Visit Duration	Bounce Rate
Futurepedia	519.2K	-7.32%	2.74	00:01:14	44.33%
TOOLS design	172.14K	-5.99%	1.86	00:00:40	44.85%
Awwwards	2.597M	-1.6%	3.79	00:03:05	42.80%

Source: Similarweb website traffic data, February 2026

Search demand suggests that users default to off-platform tutorials.



Current competitors support discovery or inspiration.

None of them systematically translate intent into executable AI workflows.

The Team

Role Definition



Haoqian Zhang

Product & System Design

Xiao Chen

Technical Development



Hongyu Cai

UX / Interaction Design

Dingnan Chen

UX / Interaction Design



Yinuo Yu

Research & Strategy

Tin Wing Kam

Research & Strategy



Relevant Experience

- **Background** in interaction design, visual communication, and programming
- Experience in **workflow-based design projects**
- Understanding of **AI adoption challenges**
- First-hand **experience with AI tool overload and unclear workflows**

Key Advisor



Haofei Li

AI Product and Interaction Designer at ByteDance

Former AI product lead with experience in workflow systems and human-centered design.

Next Steps

Key Achievements to Date

- Clearly identified a real user problem: fragmented AI tools and unclear workflows
- Defined a clear solution direction: intent-to-workflow system
- Developed initial workflow structure and system logic
- Designed end-to-end user journey (from input to execution)
- Conducted early-stage user research and validated core assumptions
- Built prototype concepts and interaction flow

Next Steps



Build a functional MVP



Implement core workflow logic (intent → task → tools → steps)



Test with more users and optimize recommendation accuracy based on feedback.



Explore and design platform collaboration possibilities.

- Developing **workflow logic prototype**
- Testing with target users (design students / early designers)
- **Iterating recommendation logic** based on feedback

- **Establish partnerships** with major software platforms
- Expand into **multiple creative and non-technical domains**

Past

Now

Short-term
Milestones

Long-term
Milestones

Future

- **Identified core problem** in AI usage (fragmented tools, unclear workflows)
- Defined concept: intent-to-workflow system
- **Built initial system logic and user flow**

- **Build MVP** (plugin-based version)
- **Improve accuracy** of task decomposition and tool matching
- **Conduct enterprise pilot projects**

- Become a standard workflow support layer across AI ecosystems
- Enable users to move from intention to execution with minimal friction

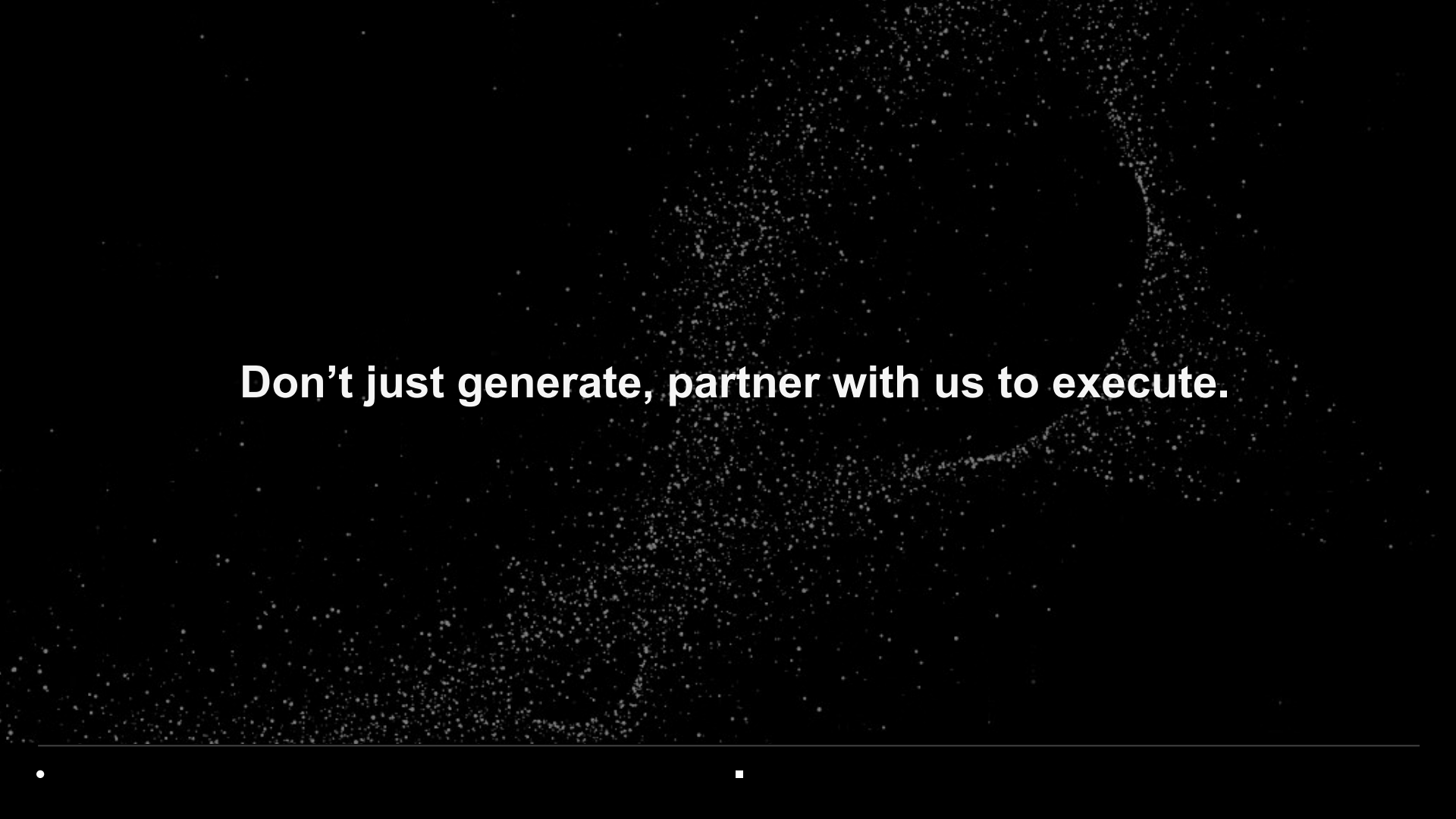
Contact info



Xiao Chen

Product & System Design

Email: XiaoChen@righttool.com



Don't just generate, partner with us to execute.

Xiao Chen Individual Statement

My main contribution to the group project was the development of the business plan structure and its strategic content. I focused on shaping the overall logic of the proposal so that the project could be presented not only as a design idea, but as a viable business concept with a clear market position and growth pathway.

I was responsible for drafting and refining key sections of the business plan, including the executive summary, market analysis, user needs and pain points, and marketing and sales strategy. In these sections, I worked to clarify the problem the project addresses, identify the broader market opportunity, and explain how the idea could create value within existing software ecosystems. I also contributed to structuring the relationship between user demand, workflow support, and the proposed partnership-based business model.

In addition, I helped ensure consistency across the written material by aligning the language, argument structure, and visual logic of the document. This involved editing content produced by the group, simplifying overly repetitive sections, and strengthening the connection between the project's conceptual ambition and its practical business direction. I also contributed to the development of diagrams and page layouts that supported the communication of the business plan in a concise and accessible format.

Overall, my role was to translate the project from an initial concept into a more coherent strategic proposal. Through this contribution, I helped position the project as a realistic intervention within the creative software market, with potential for future development through partnerships, integration, and ecosystem-based growth.

Xiao Chen
MDes Design Futures
10067313