

BERT: from behavioural concept to cross-platform beta

Designing and launching a contextual behavioural-insights product while balancing user value, explainability, privacy and AI reliability.

ROLE Co-Founder, Product & Technology	TIMELINE Mar–Aug 2026	CORE TEAM 3 contributors	STAGE iOS & Android beta
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Outcome: Delivered the first beta in five months. Of 27 registered users, 20 completed a Blueprint; 12 submitted structured feedback that established the next-release priorities.

THE PROBLEM

Traditional workplace assessments can compress people into fixed labels even though behaviour changes with pressure, trust, ambiguity and team context.

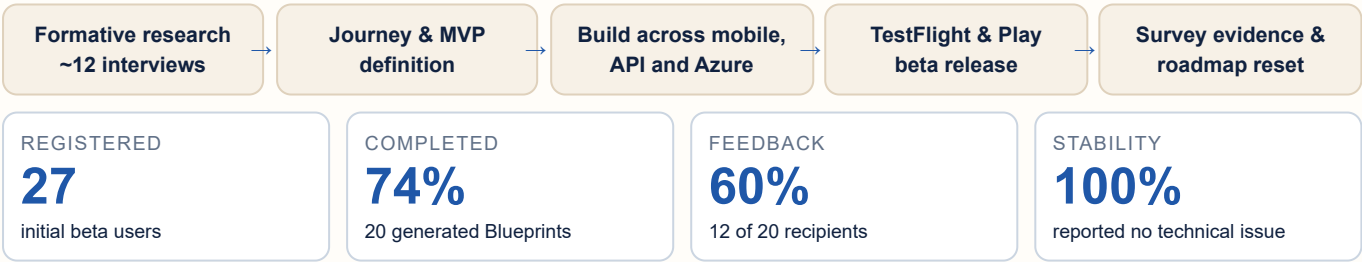
BERT explored whether an adaptive mobile experience could capture behavioural evidence and turn it into a useful, shareable “Blueprint” without presenting it as a permanent personality type.

MY OWNERSHIP

I translated the product concept into journeys, roadmap priorities, requirements, user stories, acceptance criteria and API behaviour. I coordinated product strategy, UI/UX and engineering through beta delivery.

DiscoveryRoadmapPRDs AI strategyAnalyticsLaunch

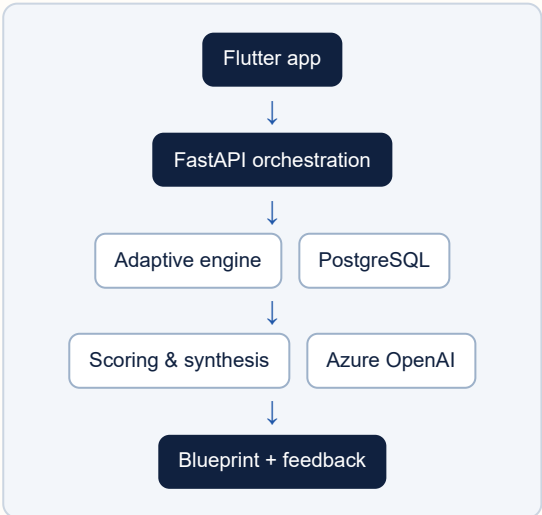
FROM HYPOTHESIS TO BETA



PRODUCT AND AI DESIGN

- **Context over labels:** model behavioural tensions, uncertainty and contradiction rather than assigning a fixed type.
- **Evidence before language:** deterministic scoring creates the structured interpretation before Azure OpenAI rewrites the narrative.
- **Validated fallback:** invalid or unavailable AI output falls back to the deterministic report.
- **Server-owned logic:** versioned selection and scoring remain consistent across mobile releases.

SYSTEM VIEW



What the beta taught us

The beta demonstrated usability and perceived value, but also challenged the clarity and differentiation of the core experience.

POSITIVE SIGNALS

83%

Journey rated easy or very easy

92%

Blueprint rated moderately+ accurate

100%

Rated at least moderately useful at work

67%

Likely or very likely to share

USER VOICE

“The top four strengths felt accurate and reflected my personality well.”

“Make it applicable and relevant to work environments. It feels a little too theoretical.”

THREE PROBLEMS TO SOLVE NEXT

1 · Trust and onboarding

58% rated the birth-data explanation unclear; 42% selected OTP as a difficulty. Comments identified autofill, paste, birth-year and location friction.

2 · Assessment efficiency

75% noticed repeated statements and 50% found the assessment too long. Users requested clearer wording, examples and progress visibility.

3 · Blueprint specificity

67% said the result felt generic and 42% found it repetitive. Users wanted more workplace scenarios, collaboration content and concise language.

Strategic tension

Archetype names could improve recall, but fixed types would undermine the contextual proposition. Test flexible “working-pattern” summaries instead.

PRIORITISED NEXT-RELEASE ROADMAP

Priority	Product response	Measure
P0	Explain why birth data is requested, how it affects the experience and how it is protected.	Birth-step completion; clarity rating
P0	Improve OTP delivery states, full-code paste, autofill and resend behaviour.	OTP request-to-verification conversion
P0	Make Blueprints more specific, evidence-linked, contextual and concise.	Genericness, repetition and accuracy ratings
P1	Remove low-information repetition, explain consistency checks and use adaptive stopping.	Completion time; abandonment; repetition rate
P1	Add visible progress, resumability and clearer generation status.	Generation completion and successful return
P2	Surface section-level feedback and explain how responses improve the product.	In-app feedback participation

Responsible boundary and limitations: BERT remains a reflection and team-conversation aid—not a hiring or performance-decision instrument. Evidence is directional: 12 iOS respondents, early-adopter and self-report bias, no controlled experiment, longitudinal outcomes or formal psychometric validation.

Product lesson: Shipping a stable AI experience did not prove differentiation. The next challenge is to earn trust, reduce friction and show why each insight is specific, contextual and useful—not to add more features.

MY CONTRIBUTION

Product framing · Roadmap and prioritisation · Requirements and acceptance criteria · User journeys · Technical architecture · AI integration strategy · Analytics and telemetry · Privacy readiness · Cross-functional delivery · Beta launch · Feedback synthesis