# **Task List**



### 1. Generative AI (GEN AI) Integration

#### **Objective:**

Introduce an Al-powered feature in Cloud Adword Studio that enables users to generate visual content (images/videos) using prompt-based input.

#### Scope:

- Users should be able to:
  - Enter a prompt (text input).
  - Optionally select a model (e.g., DALL·E, Runway, etc.).
  - Choose tags or categories (e.g., food, travel, fashion).
  - Upload a reference image.
- Output should be:
  - Static image (JPG/PNG)
- Store generated media in the media library for easy reuse.

### 2. Cloning Widget on Dashboard

#### **Objective:**

Enable quick replication of content from one store to another via a dashboard widget.

#### **Functionality:**

- A small search widget on the dashboard.
- Input or select a Store ID.
- On selection, a modal should open that resembles the current "Publish Content" screen.
- Display all content currently published on the selected store.

- Allow the user to:
  - Select which content to clone.
  - Select one or more target stores.
  - Publish the same content to the new store(s).

#### **Use Case:**

Faster content rollout across multiple branches/franchises by cloning content from a reference store.



### 🛅 3. Multi-Folder Upload Support

#### **Objective:**

Improve media management by allowing users to upload entire folder structures (with nested folders).

#### **Functionality:**

- Users can upload a root folder via drag and drop or file picker.
- System should:
  - Traverse and replicate folder structure in the media library.
  - Upload all media files contained within.
- Folder hierarchy is preserved in the Cloud Adword media panel.

#### **Considerations:**

- Handle large uploads asynchronously.
- Show upload progress per folder/file.
- Add a "View Folder Structure" option in the media library.



### 4. Media Library Enhancement: Remember Last Path

#### **Objective:**

Improve user experience by retaining navigation memory in the media library.

#### **Functionality:**

- When user accesses the media library (from anywhere: design, publish, etc.), system remembers the last accessed folder.
- The next time they open the media library, it automatically opens that folder by default.

#### **Use Case:**

Reduces repetitive navigation, especially during content-heavy workflows.

# 5. Screen Grouping Feature

#### **Objective:**

Enable grouping of screens into multiple groups for better control and content management.

#### **Functionality:**

A screen can belong to multiple groups.

#### **Use Case:**

Simplifies publishing and campaign targeting for stores with large numbers of screens.



## 🔽 6. Approval Workflow for Cloud Adword

#### **Objective:**

Add a content/campaign approval workflow to ensure quality control before publishing.

### **Functionality:**

- Introduce user roles: Creator, Approver.
- Campaigns created must go through:
  - 1. Draft  $\rightarrow$  2. Review  $\rightarrow$  3. Approved  $\rightarrow$  4. Published
- Approvers receive notifications to approve/reject via email.
- Rejection should have a reason input.

- Include status filters (e.g., "Waiting Approval," "Rejected," "Approved").
- Maintain logs/audit trail of all approval actions.

#### **Use Case:**

Ensures brand compliance, especially useful for large organizations with distributed teams.

### 7. Pinning / Favorites Feature for Quick Access

#### **Objective:**

Allow users to pin or favorite frequently used sections of the Cloud Adword platform for faster access from the dashboard or sidebar.

#### **Functionality:**

- Add a small "Pin" (★) or "Star" (★) icon to key modules or pages (e.g., Publish, Media Library, Reports, Approvals, Campaigns).
- Clicking this icon marks the section as a favorite.
- A new "Favorites" section appears:
  - o On the left sidebar or
  - As a widget on the dashboard.
- Users can click any pinned item for one-click navigation.
- Option to reorder or remove favorites.

#### **Use Case:**

Improves workflow speed for power users who repeatedly access certain parts of the system.