

OpenAI 直播跟踪(五): Projects 功能发布, 整合 ChatGPT 各功能于一处

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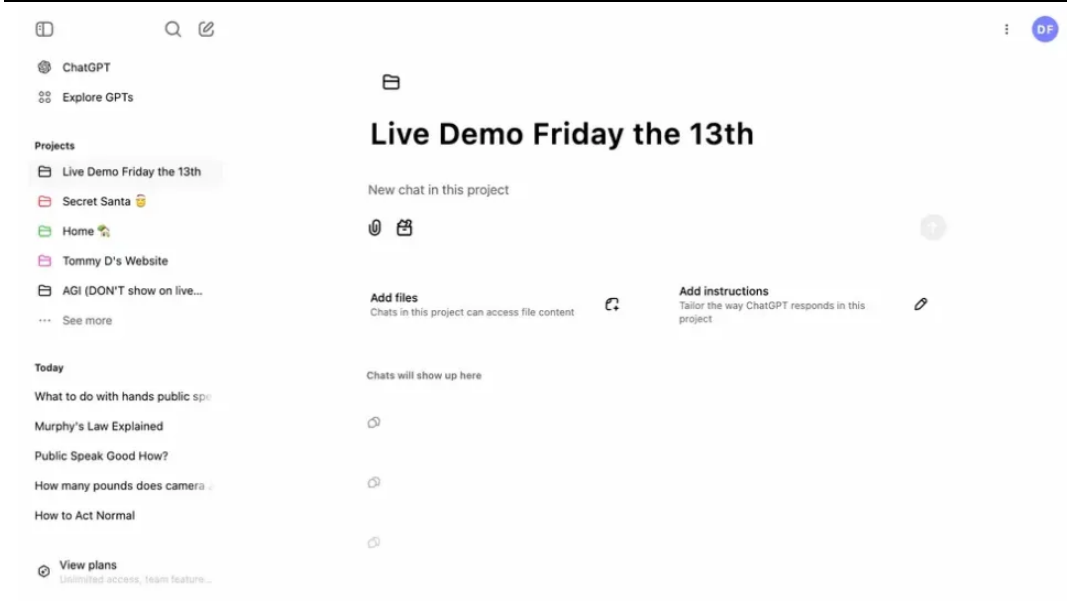
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投资要点:

- **Projects in ChatGPT 发布, 整合 ChatGPT 各种功能。**12月13日(直播第五天), OpenAI 推出了名为“Projects in ChatGPT”的新功能。根据腾讯科技官微, 该服务可以将 ChatGPT 的各种功能整合至一处, 便于用户创建并管理各类项目, 它不仅支持 Canvas 界面, 还能通过 ChatGPT Search 轻松接入互联网资源。根据 OpenAI 的说法, Projects 提供了一种全新的方式对文件和聊天进行分类管理, 简化了涉及多个聊天的工作管理。Projects 将聊天记录、文件和自定义指令集中存放, 方便统一管理。用户可以将其用于持续进行的工作, 也可以仅仅用来保持工作内容的整洁。
- **Projects 使得定制 ChatGPT 更加便捷。**作为 ChatGPT 中一种新的对话组织与定制方式, Projects 将赋予用户将聊天与数据分组的能力, 从而使用户能够依据自身需求更加便捷地定制 ChatGPT。在 Projects 中, 用户可以充分利用 ChatGPT 的所有功能, 包括 SearchGPT、Canvas 以及编码等。
- **Projects 高度能够实现各类信息的高度整合。**在创建 Projects 的过程中, 用户可以在一个集中化的界面内设定标题、自定义文件夹的颜色、上传与 Projects 相关的文件, 并编写说明来指导 ChatGPT 如何最高效地协助用户完成 Projects。在 Projects 内部, 用户可以即刻开启对话, 并通过侧边栏轻松地将过往的对话记录添加到 Projects 中, 便于支持用户稍后继续对话。用户能够分享他们正在撰写小说的多个笔记和文件, Projects 中的每个新对话都能直接访问这些数据, 省去了每次会话开始时重复共享文档的繁琐步骤。此外, Projects 内的任意对话均可访问 Projects 内的所有信息, 用户还可以像操作文件夹那样, 利用 Projects 将类似的对话整合在一起, 实现更加高效的管理。
- **Projects 特定指令可以覆盖常规 ChatGPT 指令。**直播中, OpenAI 团队给出了 Projects 应用实例: 组织 Secret Santa 活动。工作人员上传了 Secret Santa 群组名单及愿望清单, 随后指示 ChatGPT 随机为成员分配愿望, 并让 ChatGPT 为小组起草了一封电子邮件。在此过程中, 用户还有权为该 Project 设定特定的 ChatGPT 指令, 这些指令将覆盖可能存在的常规 ChatGPT 指令。但 OpenAI 提醒用户, 指令需尽可能具体。例如, 若用户要求 ChatGPT 基于数据撰写一封电子邮件, 它可能会详尽地包含诸如谁想要什么圣诞礼物等具体细节。
- **Projects 在 C 端/B 端均有广阔应用前景。**在另一实际应用案例中, OpenAI 团队展示了“家庭维护项目”。通过上传日志及设备的详细信息, 用户可以借助 ChatGPT 迅速获取实用信息, 比如冰箱滤水器是否需要更换等。随后, OpenAI 团队还利用 Projects 功能创建了个人网站, 同时借助 Canvas 对网站模板进行了修改。ChatGPT 成功识别了模板代码并准确完成了修改。但值得注意的是, 用户仍需自行解决网站的托管问题。在个人聊天场景中, 用户可以要求 Projects 提取并处理存储在聊天中的数据, 甚至让它根据数据调整内容或创建新表格。
- 我们认为, Projects 将 ChatGPT 的各项功能整合至一处, 可以说 Projects 就是一个“功能全家桶”, 使得用户能够更加便捷的执行各类任务, 为未来执行多步骤任务奠定了基础, 从另一方面来说, Projects 并非是技术上的重大突破, 而是侧重于用户体验的改进, 这也说明目前除了技术的迭代以外, 让 AI 变得更“好用”、“易用”, 进而让 AI 应用更好落地也是现在 AI 业界的重要方向。
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图 1 Projects 应用界面示例



资料来源：腾讯科技官微，HTI

APPENDIX 1**Summary****Investment Highlights:**

OpenAI launched 'Projects in ChatGPT' on December 13, integrating various ChatGPT functions for project management. It supports Canvas and ChatGPT Search for internet resources. Projects centralize chat records, files, and instructions for efficient management, allowing customization based on user needs. Users can group chats and data, utilizing all ChatGPT features like SearchGPT and Canvas. Projects enable high integration of information, allowing users to set titles, customize folders, and upload files. Conversations can be easily added to Projects, facilitating ongoing dialogue. Specific instructions can override regular ChatGPT commands, as demonstrated in organizing a Secret Santa event. Projects have broad applications in both consumer and business sectors, such as home maintenance and personal website creation. We believe Projects enhance user experience by integrating ChatGPT functions, laying the foundation for multi-step tasks. Companies to watch: Wondershare Technology, ArcSoft Corporation, Xgd Inc, Hangzhou Arcvideo Technology, Hithink RoyalFlush Information Network, Shanghai Newtouch Software, Beijing Kingsoft Office Software, Fujian Foxit Software Development, Weaver Network Technology, Seeyon Internet Software, 360 Security Technology Inc., Hand Enterprise, Chinasoft International, Sense Time Group, Iflytek, Guangzhou Sie Consulting, Hangzhou Hikvision Digital Technology, Zhejiang Dahua Technology.

Risk Warning: AI technology and application development may be weaker than expected.

附录 APPENDIX

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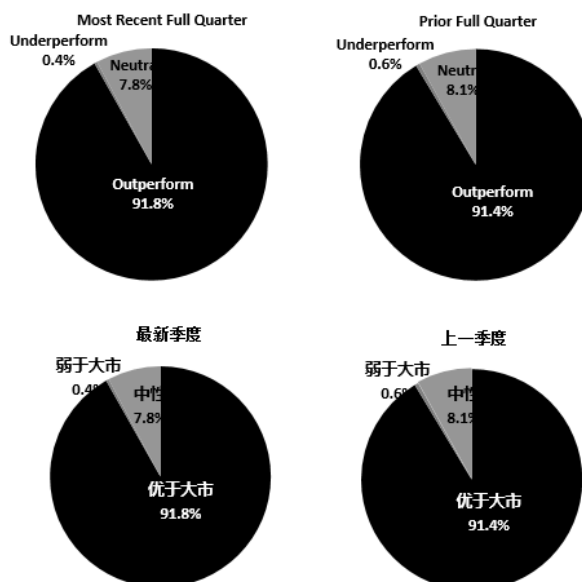
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|-------------|-------|------------|------|
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