semilattice.ai

Semilattice B2B Website PMF Analysis

October 14, 2025

Website: **semilattice.ai**

Population Model: **Developers - AI focus**

Overall PMF Score

92 /100

Strong PMF indicators - The product shows strong market fit signals.

The PMF analysis reveals a strong interest in the product, with 93% of respondents indicating they are either extremely or very interested in using a service that simulates user behavior for testing content and personalizing AI workflows. Messaging feedback shows that key statements about simulating user preferences and evaluating messaging effectiveness resonate well with the audience, particularly among software developers and AI engineers, who rated these concepts as important and relevant. To enhance product-market fit, it is recommended to refine messaging, showcase case studies, and create targeted landing pages for different user roles.

A) Recommendations

1. Enhance Messaging to Align with Audience Needs

Priority: HIGH

Refine the website messaging to emphasize user behavior simulation as the core benefit for product and feature decisions. Highlight key insights from the user research that show a high interest (90%+ rated 'Important and relevant') in simulating user preferences and evaluating messaging effectiveness pre-launch. Tagline suggestions could include, 'Drive Product Decisions with Simulated User Insights' or 'Validate Your Messaging Before Launch' to directly resonate with what the target audience (predominantly software developers and AI engineers in the Software Development industry) finds most relevant.

Expected Impact:
Improved alignment of messaging with user expectations will likely lead to higher engagement and conversion rates.

2. Foster Interest with Demonstrations and Case Studies

Priority: MEDIUM

Create a dedicated section on the website featuring case studies or interactive demonstrations showcasing how the product simulates user preferences and personalizes experiences. Given that 93% of respondents expressed strong interest in the product, providing concrete examples of its effectiveness could increase trust and encourage sign-ups, particularly among the most interested segments like software developers. This section should clearly illustrate the product's application in real-world scenarios, emphasizing its unique value.

Expected Impact:
Increased user confidence in the product may lead to more sign-ups and better product-market fit.

3. Segmented Landing Pages for Different User Profiles
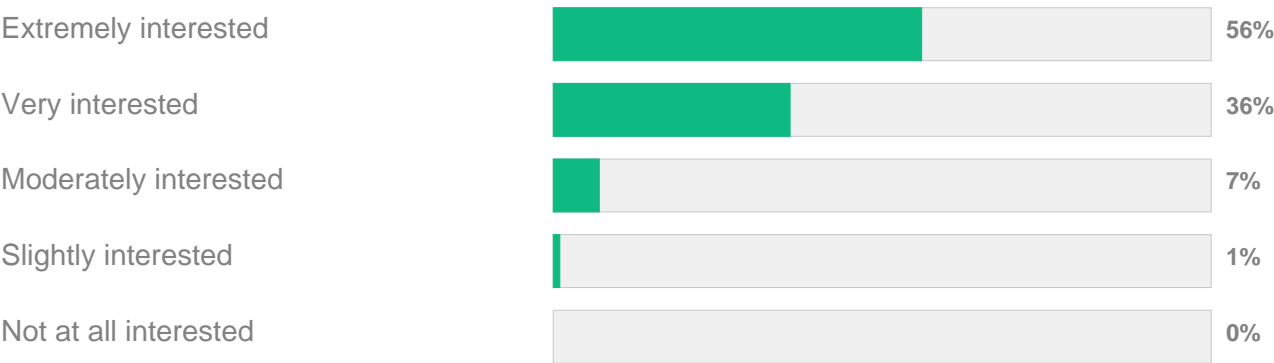
Priority: MEDIUM

Develop targeted landing pages for specific user roles identified in the research, such as 'Software Developers' and 'AI Engineers'. These pages should contain tailored messaging that speaks directly to their distinct needs and use cases of the product, based on industry and role. For instance, features that highlight ease of integration for developers or enhanced analytical capabilities for AI engineers can enhance relevancy and encourage engagement across diverse audience segments.
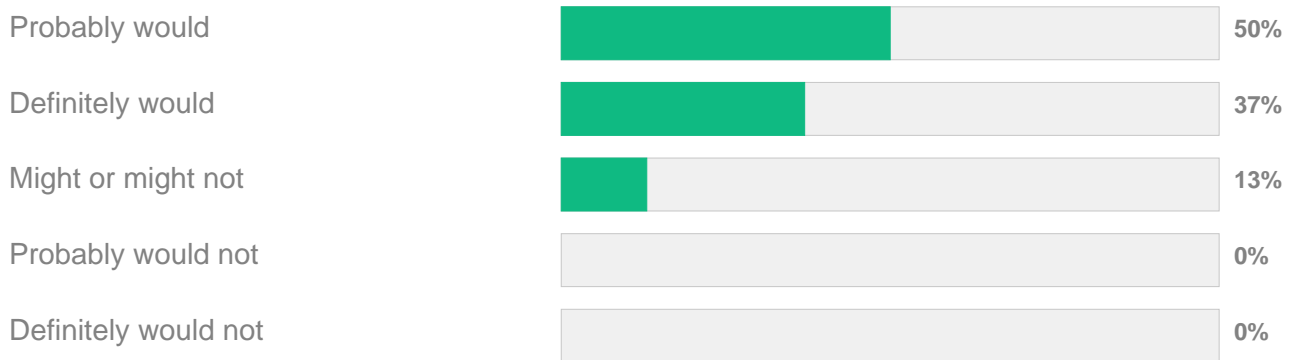
Expected Impact:
Personalized landing pages can boost conversion rates by directly addressing the unique requirements and interests of distinct user groups.

B) Product Interest Metrics

How interested are you in using a product/service which simulates user behavior for testing content and personalizing AI workflows with accuracy benchmarks?

Extremely interested	**56%**
Very interested	**36%**
Moderately interested	**7%**
Slightly interested	**1%**
Not at all interested	**0%**

If a product/service which simulates user behavior for testing content and personalizing AI workflows with accuracy benchmarks were available today at a reasonable price, how likely would you be to sign up?

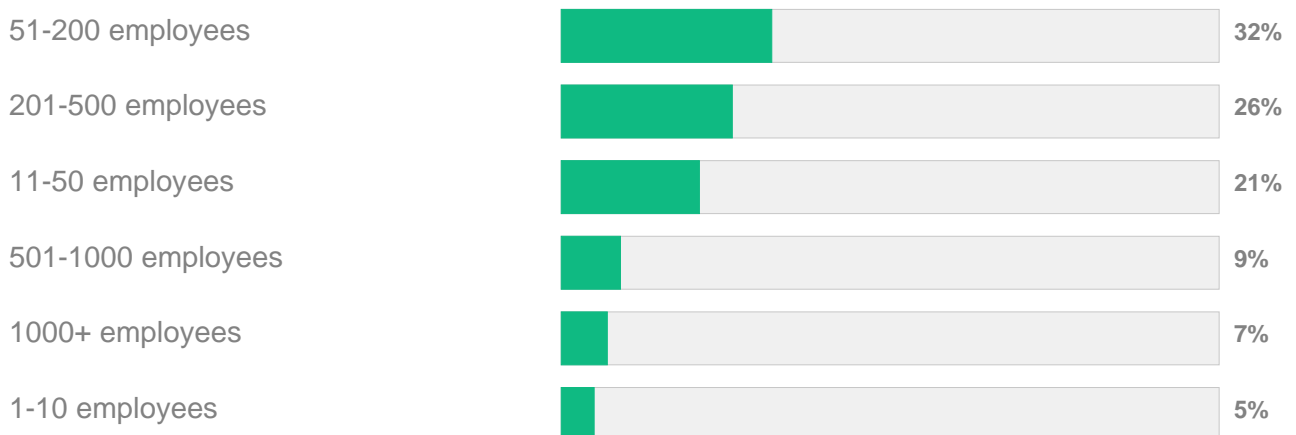|		
Probably would	████████████	**50%**
Definitely would	█████████	**37%**
Might or might not	███	**13%**
Probably would not		**0%**
Definitely would not		**0%**

C) Audience Understanding

Semilattice population model: Developers - AI focus.
A model of Developers with a focus on AI tooling based on the 2024 Stack Overflow Developer Survey. The model targets full-time, part-time, and freelance professionals and covers general and AI-related tooling and technology topics. Estimated accuracy 88%

What is the size of your company?

51-200 employees	███████	**32%**
201-500 employees	██████	**26%**
11-50 employees	█████	**21%**
501-1000 employees	██	**9%**
1000+ employees	██	**7%**
1-10 employees	█	**5%**

What is your role?

Software Developer		**70%**
None of the above		**9%**
AI Engineer		**8%**
Technical Lead		**6%**
Data Scientist		**2%**
Chief Technology Officer (CTO)		**2%**
DevOps Engineer		**1%**
Product Manager		**1%**
UX/UI Designer		**1%**
Marketing Automation Specialist		**1%**
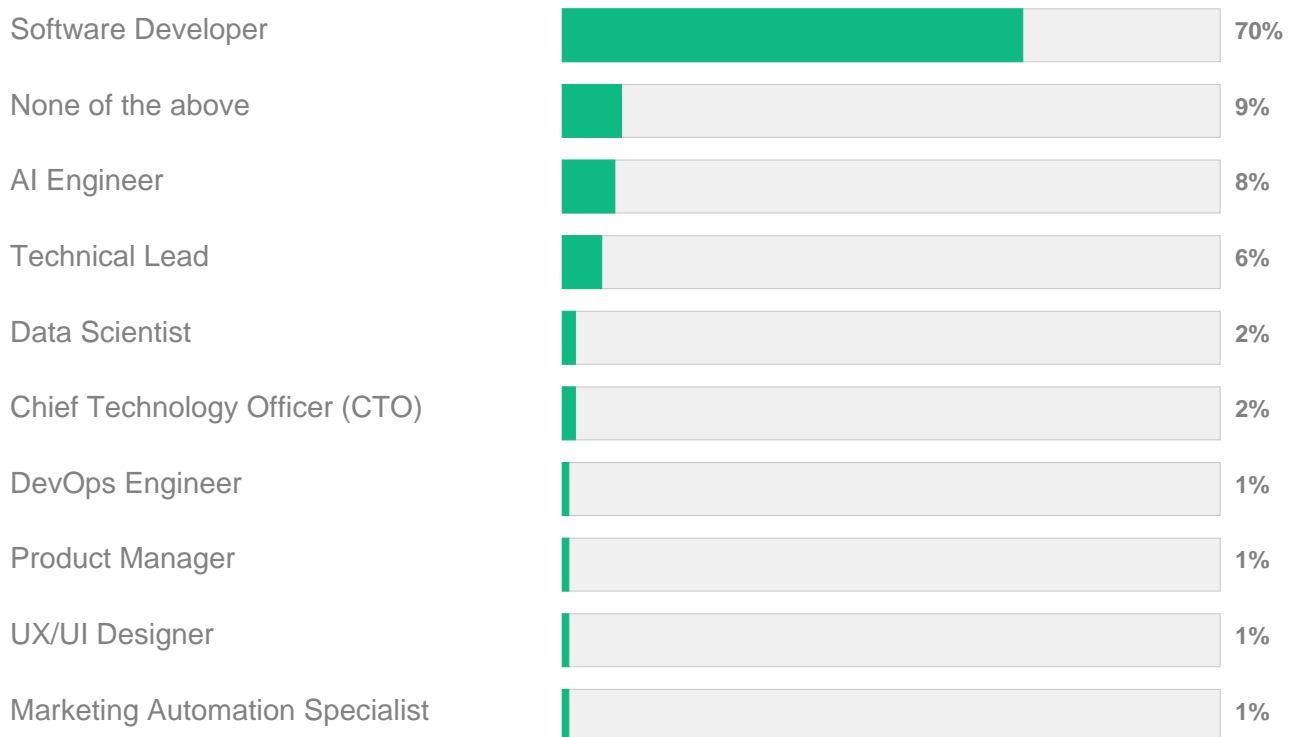
What industry do you work in?

Software Development		**82%**
Artificial Intelligence		**8%**
Other		**6%**
Data Analytics		**2%**
Education Technology		**1%**
Marketing Technology		**1%**
Healthcare Technology		**0%**
Media and Entertainment		**0%**
Financial Services		**0%**
E-commerce		**0%**
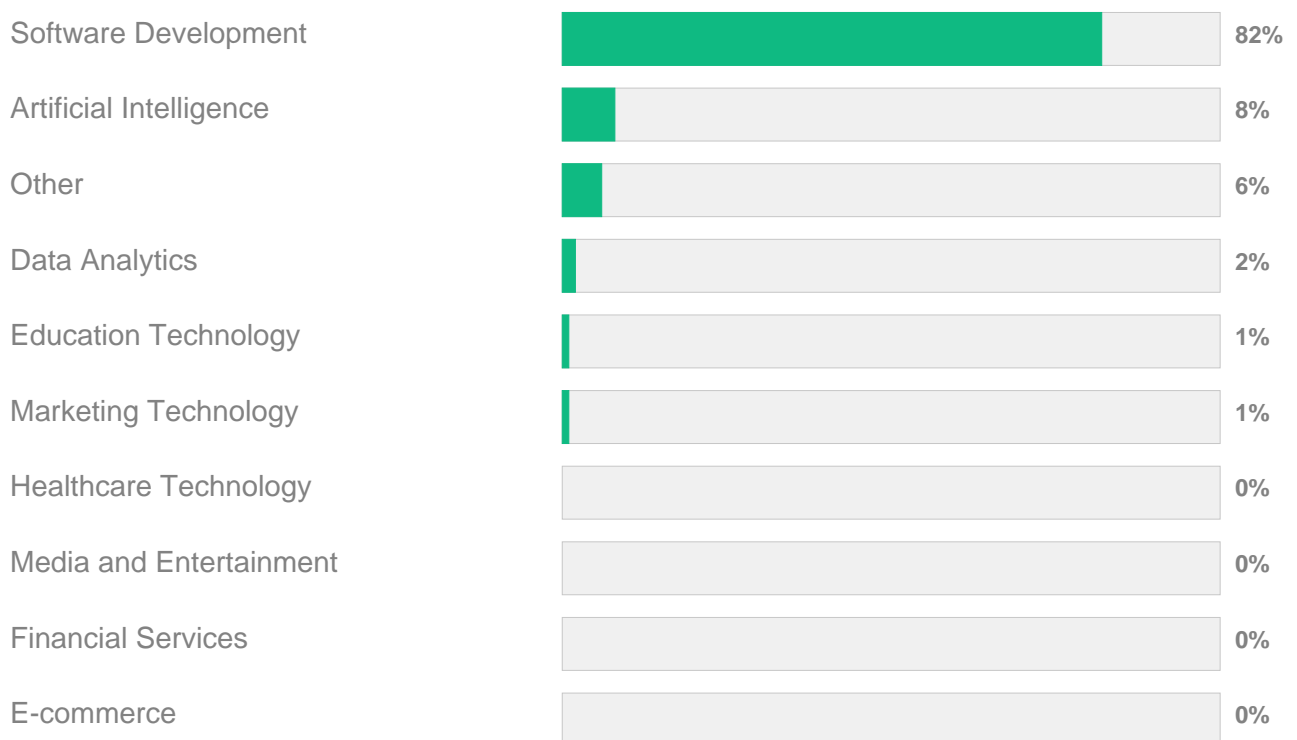
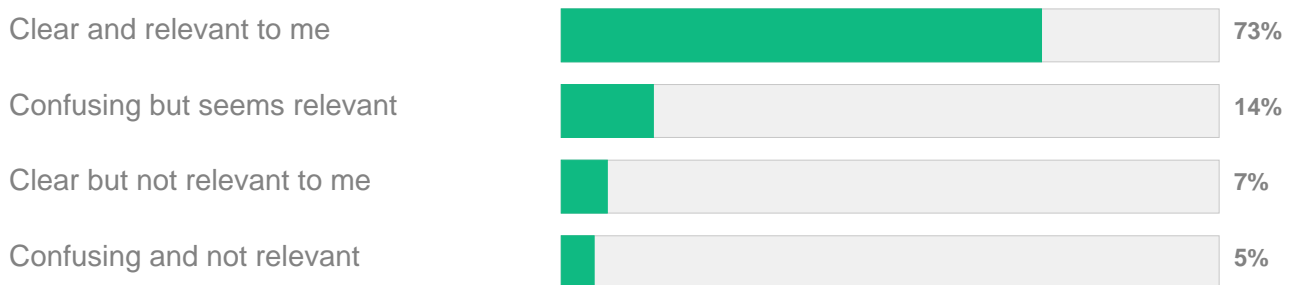*What is your primary goal related to AI / MarTech / Market research infrastructure (developer-focused API for user simulation)?*

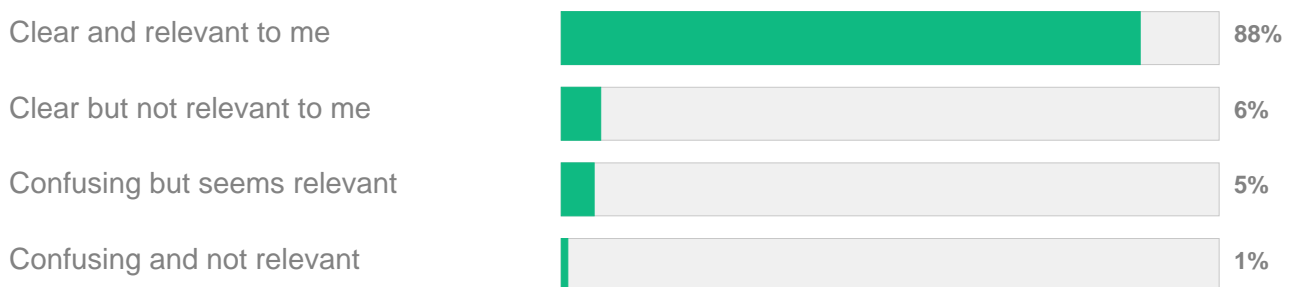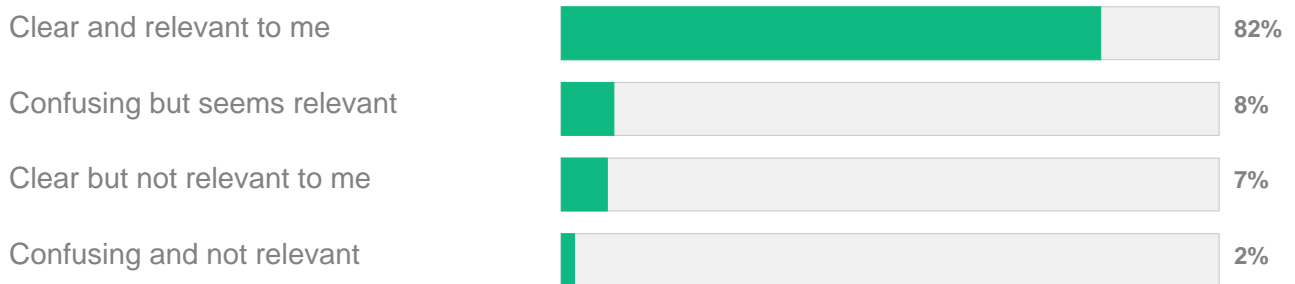|	
Simulate user preferences to inform	**90%**
Validate audience models and improve	**7%**
None of these apply to me	**3%**
Personalise user experience flows and	**1%**
Evaluate messaging and copy	**0%**
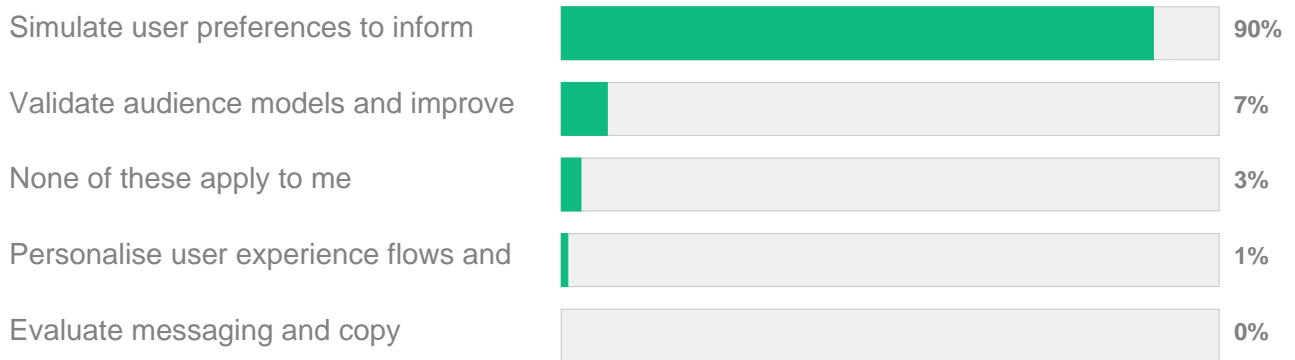
D) Messaging & Value Propositions

Which of the following best describes your reaction to this headline: "User insights as infrastructure"

Clear and relevant to me	**73%**
Confusing but seems relevant	**14%**
Clear but not relevant to me	**7%**
Confusing and not relevant	**5%**

Which of the following best describes your reaction to this headline: "Add simulated user and market data into your AI workflows to test content, personalise UX, and tune decision logic."

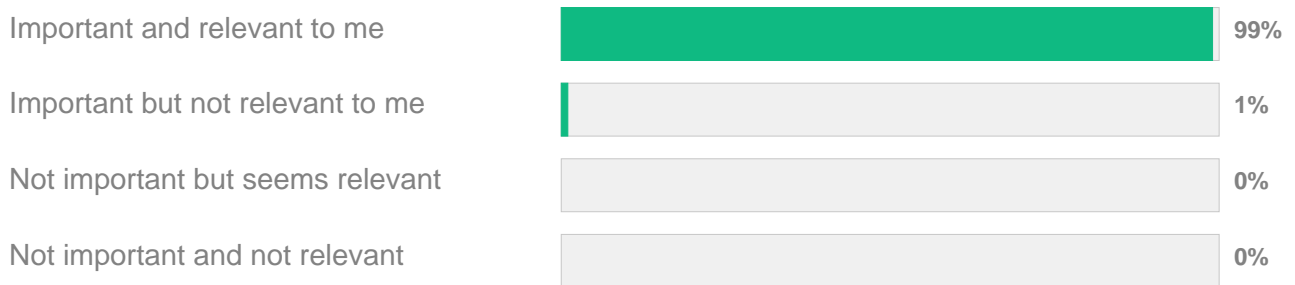|	
Clear and relevant to me	**88%**
Clear but not relevant to me	**6%**
Confusing but seems relevant	**5%**
Confusing and not relevant	**1%**

Which of the following best describes your reaction to this headline: "Test content, empower agents, and personalise UX"

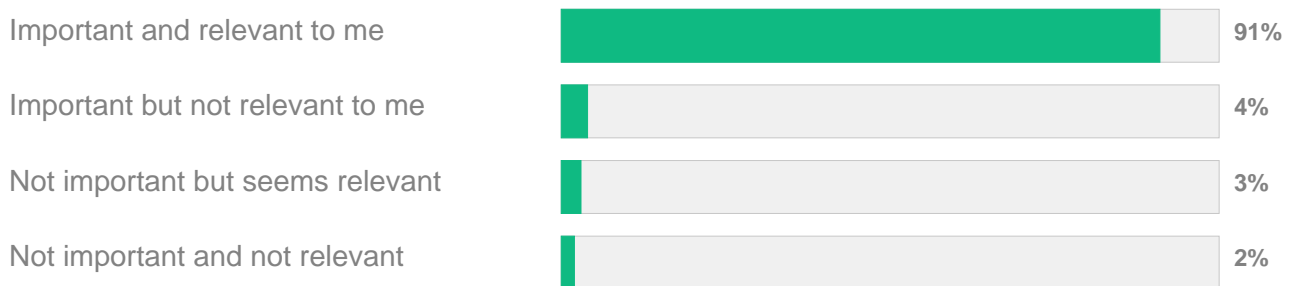| Clear and relevant to me		82%
Confusing but seems relevant		8%
Clear but not relevant to me		7%
Confusing and not relevant		2%

Which of the following best describes your reaction to this statement: "Evaluate which messaging or copy resonates with a target audience before launch"

Important and relevant to me		99%
Important but not relevant to me		1%
Not important but seems relevant		0%
Not important and not relevant		0%

Which of the following best describes your reaction to this statement: "Simulate target user preferences to drive product/feature decisions (e.g., pricing model preferences)"

Important and relevant to me		91%
Important but not relevant to me		4%
Not important but seems relevant		3%
Not important and not relevant		2%

Which of the following best describes your reaction to this statement: "Personalise UX flows and agent responses based on simulated user segments"

Important and relevant to me		91%
Not important but seems relevant		4%
Important but not relevant to me		4%
Not important and not relevant		2%