

# estha

Unlock your creativity  
without coding skills!

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## CREATE YOUR FIRST AI APP INSTANTLY

With Estha, you can easily **build stunning apps** in just minutes, without any coding experience. Follow six simple steps to **transform your ideas** into functional applications that engage users and solve problems effectively.

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hello@estha.ai  
www.estha.ai



# WATCH THIS VIDEO FIRST

**estha**

anyone can make AI Apps



Click here  
to launch

- How do we construct an app using Estha?
- What do we use the Preview Feature for?
- What is the default Node that is always there?
- What does the Building Guide do?

**Learn more  
about Estha's  
Nodes next**



Watch this video to see

2

# Know about Estha's Nodes & Advanced Techniques



Use these thumbnails to watch specific parts of the video.

Uploading  
Knowledge Base

App Setup Node

Persona Node

Open Question Node

Sounding Board Node

Essay Grader Node

Customisation Node

Designing your Bot and  
Advanced Customisation Tricks



IF-THEN Node

Keyword Link Node

AB Test Node

Combining Meta &  
Action Nodes

Watch this video to see

3

# How we can build an app in minutes.



**Build Your Own  
Bot-App  
Exercise**



# estha

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**MAKE YOU VERY  
OWN WRITING  
BOT APP.**

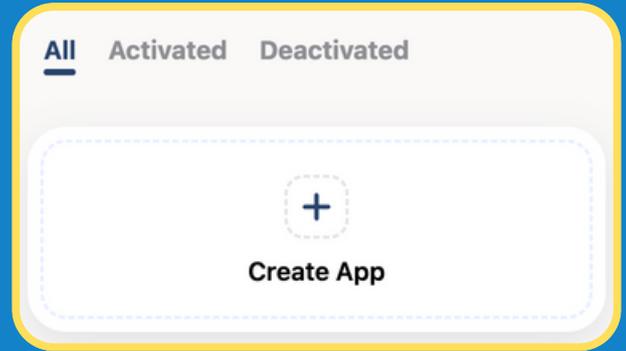
**NOW.**

# 1

## BUILD YOUR OWN APP

Follow the steps below.

- Log into the Estha dashboard and click the large **"Create App"** button.
- Name your project something meaningful—e.g., "My First Bot" or "Creative Assistant."
- **Pro Tip: Choose a name that reflects the purpose of your app** (e.g., "Brainstorm Bot," "Writing Wizard").

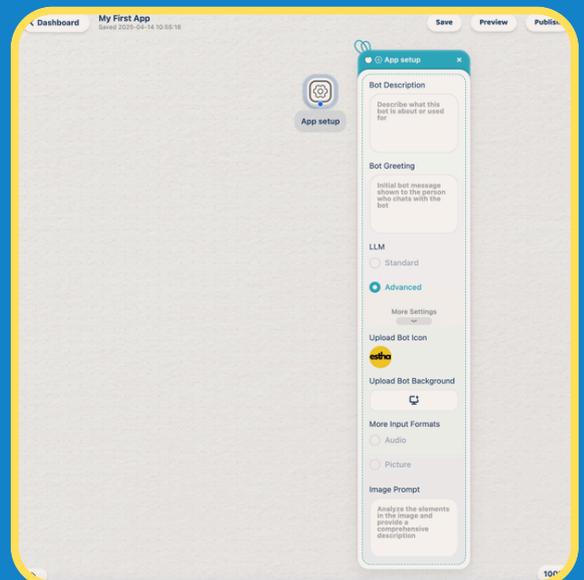


# 2

## CUSTOMISE YOUR SETUP

Customise the App Setup Node this way:

- **Add Bot Greeting** like: "Hi there! What can I help you with today?"
- **Upload App Icon & Background** to match your app's theme (optional).
- **Choose LLM:**
  - Standard for a budget-friendly way to do basic tasks.
  - Advanced for premium, creative, or complex applications.
- **Choose to add Audio / Picture Input** to let users to upload an audio recording or image. In the Image Prompt box, you can tell your app which part(s) of the picture it should focus on.



# 3

## ADD AN EXPERT NODE

- Drag the Expert Node on the left into the Playground.
- Configure it like this:
  - **Upload Knowledge:** add up to 3 files for Knowledge that makes your app unique. Files can be PDF or MS Word Docx.
  - **Set Accuracy Level:** to control how much the bot sticks to your uploaded knowledge.
  - **Customization:** Leave blank and see if the bot performs the way you want.

Always seek permission from the owner of the knowledge if you're not using your own content.

The screenshot shows the configuration panel for an 'Expert' node. It includes an 'Input text' field with a microphone icon, an 'Accuracy Level' slider set to 80% between 'Creative' and 'Accurate' settings, a 'Cite Source' section with a toggle for 'Whether to cite sources for each sentence from the knowledge base', a 'Customization' section with a text area for 'Extra instructions to customize the app', and a 'Persona' section with a text area for 'Speak from the perspective and tone of a specific person (who might be an expert of a field)'.

**Most of the time, you don't need to add customisation instructions.**

**But if you want to be sure that your bot is safe, you can add these guardrails:**

“ Do not entertain any query that are related to:

- Dangerous acts that may harm the user or others
- Sexual connotations
- Profanities and Harassment
- Self-harm and Substance Abuse

If any query fall in these categories, be firm and respond that you will not entertain these comments or queries. ”

# 4

## CONNECT THE NODES

- Hover over the plus sign (+) at the bottom of the App Setup Node.
- Drag the connection to the Action Node you just created -- This ensures that the flow of user interaction starts from the App Setup and follows to the Expert Node.



# 5

## TEST YOUR APP IN PREVIEW

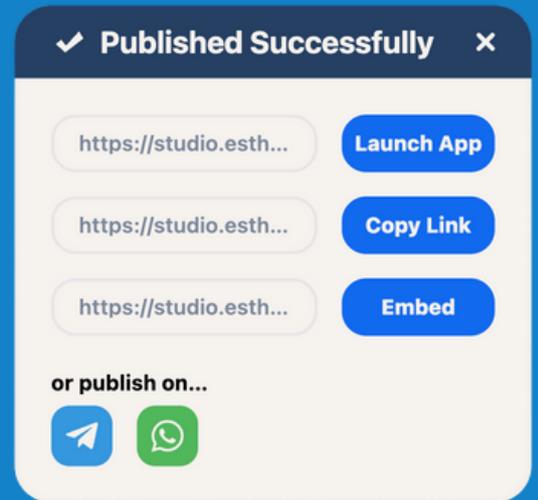
- Click Preview (top-right corner) to test how the bot responds to users.
- Try different types of queries to make sure you're satisfied with the output.
- Add / Adjust Customisation instructions in the Expert Node to make the output more specific to your purpose.
- Iterate and Improve:
  - If the output is too vague, refine your Customization Instructions (e.g., include examples of expected responses).
  - If the bot veers too far off-topic, adjust the Knowledge Accuracy setting closer to 90-100%.



# 6

## PUBLISH & SHARE YOUR APP

- When satisfied with your app, click the Publish button.
- A public link will be generated—you can:
  - **Launch App:** Open it in a browser to test its functionality.
  - **Copy the link:** Share it via email, chat groups, or social media.
  - **Embed it:** Place it on a website or portal for easier access.



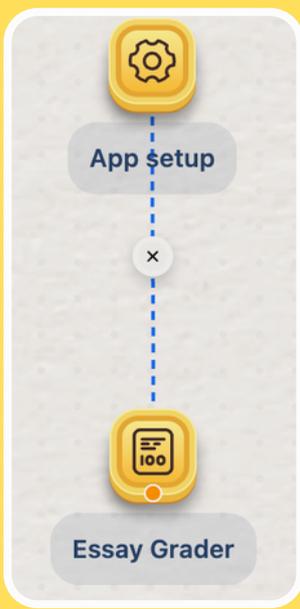
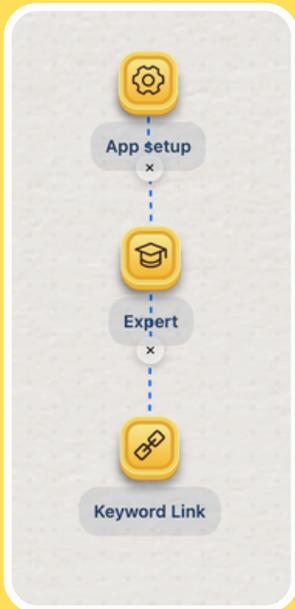
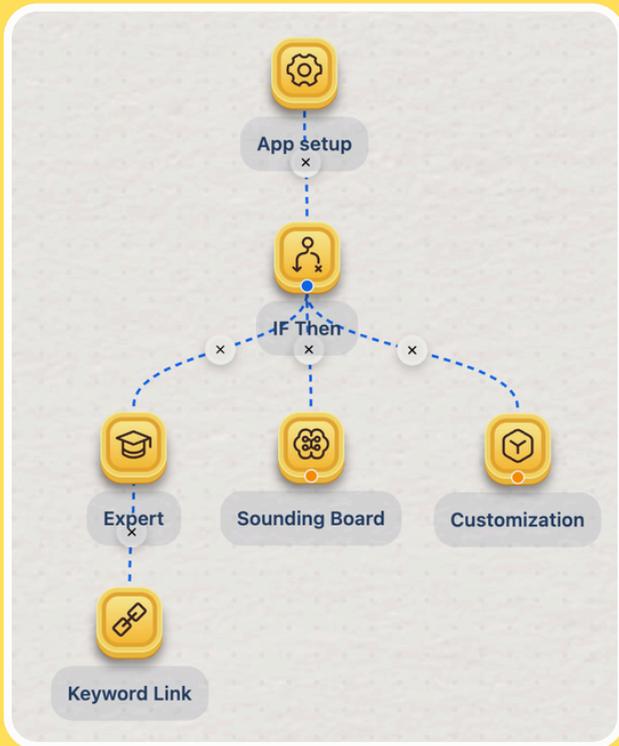
**That's it—your app is live and ready to help users!**



## EXTRA TIPS FOR SUCCESS

- Keep instructions clear and concise: The quality of your Expert Node's Customisation Instructions can make a big difference.
- Use Customisation Instructions to ensure your bot does not entertain prompts that suggest self-harm or enact harm to others as well as containing sexual connotations.
- Start small: Build your first app with a simple single-node flow, then expand it as you become more familiar with Estha.
- Test thoroughly: Preview mode is your best friend—use it to refine responses and ensure you're achieving your desired output. Also use it to test against prohibitive prompts from some users.

# Some App Designs you can make on Estha

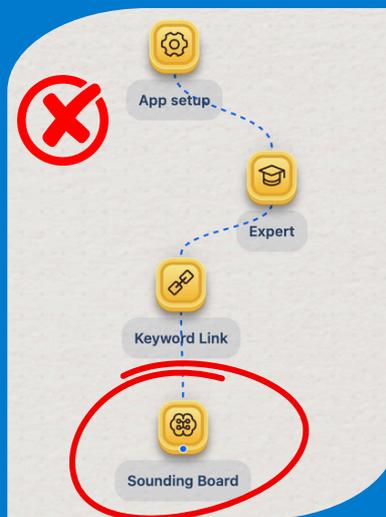


# These Designs CANNOT be done on Estha

Nesting IF-THEN Nodes



Connecting Action Nodes After Keyword Link Node



Connecting two or more Action Nodes in series

