

Building AI Applications with the ChatGPT App

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Build Applications on the Platform

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Introduction

Artificial intelligence is changing how applications are built.

For years, AI was added to existing software through APIs and external services. Today, a new approach is emerging. The ChatGPT App is evolving beyond a conversational assistant into an intelligent application platform where users can organize projects, execute tasks, connect external services, create digital assets, and automate complex workflows.

This evolution introduces new ways to build AI-powered solutions. Some applications can be created entirely inside the ChatGPT App. Others remain traditional standalone applications that integrate AI capabilities. Between these approaches is a third model that combines both worlds into a single intelligent solution.

In this article, we introduce these three models of AI application development and explain why they represent the next step in building intelligent software.

Stay tuned for our upcoming book, *Building AI Applications with the ChatGPT App*, where we explore how to design and build AI applications using each of these models.

The Three Models of AI Applications

As the ChatGPT App continues to evolve, it is becoming clear that AI applications can no longer be viewed through a single development approach. Depending on the objective, users, and deployment requirements, applications can be created using one of three architectural models.

Each model connects to the same AI capabilities but differs in where the application runs, how it is built, and how users interact with it.

1. ChatGPT-Native Applications

Applications that run entirely within the ChatGPT App. They use Projects, Tasks, Files, Knowledge, Connectors, and the built-in capabilities of the platform to create intelligent solutions without requiring traditional software development.

2. Standalone AI Applications

Traditional web, desktop, or mobile applications that access AI capabilities through APIs or other integration technologies. In this model, the ChatGPT App is not required for end users because the application operates independently.

3. Hybrid AI Applications

Applications that combine both approaches. Part of the solution is developed and managed inside the ChatGPT App, while external web, desktop, or mobile applications extend its capabilities. This model allows organizations to leverage the strengths of both the ChatGPT platform and custom software.

Together, these three models represent a new generation of AI application architecture. Rather than asking **"How do I integrate AI into my application?"**, organizations and individuals can now ask **"Which application model best fits my needs?"**

In the following sections, we briefly introduce each model and discuss how they can be used to build the next generation of intelligent applications.

Model 1: ChatGPT-Native Applications

The first model represents what may become the most accessible way for individuals and organizations to build AI-powered solutions.

A **ChatGPT-Native Application** is an application that runs entirely within the ChatGPT App. Instead of building a traditional software application from scratch, users combine **Projects, Tasks, Knowledge, Files, Connectors**, and the platform's built-in AI capabilities to create a complete intelligent solution.

In this model, the ChatGPT App becomes more than an AI assistant—it becomes the application platform itself. Each Project can represent a dedicated application, while Tasks act as the application's workflows and services. The AI serves as the intelligent engine that understands requests, reasons over knowledge, executes tasks, and generates meaningful outputs.

One of the greatest advantages of this approach is its simplicity. Users no longer need to build complex user interfaces, manage servers, configure databases, or develop extensive backend services before creating useful applications. Instead, they can focus on defining the business objective, organizing knowledge, and designing intelligent workflows.

This model opens AI application development to a much broader audience. Business professionals, researchers, educators, consultants, entrepreneurs, and students can create powerful AI-driven applications without being professional software developers.

Typical examples include:

- Market Research Applications
- Business Strategy Advisors
- Research Centers
- Project Management Offices (PMOs)
- Legal and Compliance Advisors
- Human Resources Assistants
- Financial Planning Advisors
- Customer Support Centers
- Personal Productivity Assistants

The ChatGPT-Native model demonstrates that the future of AI application development may not always begin with writing code. Instead, it begins with organizing knowledge, defining workflows, and allowing the AI platform to become the intelligent foundation upon which applications are built.

Instead of building software around AI, users build intelligent applications directly on the ChatGPT platform.

Model 2: Standalone AI Applications

While ChatGPT-Native Applications provide a powerful environment for building intelligent solutions within the ChatGPT App, many organizations will continue to require standalone applications designed for broader audiences and specialized business needs.

A **Standalone AI Application** is a traditional software application—such as a web application, desktop application, or mobile application—that integrates artificial intelligence through APIs, the OpenAI platform, Model Context Protocol (MCP), or other AI integration technologies.

In this model, the application operates independently of the ChatGPT App. End users interact directly with the application's own interface, while the AI works behind the scenes as the application's intelligent engine. This approach provides complete control over the user experience, business processes, branding, security, and system integration.

Standalone AI Applications remain the preferred choice for organizations that need to deliver commercial products, enterprise systems, customer-facing services, or applications requiring deep integration with existing business platforms.

Typical examples include:

- Customer Relationship Management (CRM) systems
- Enterprise Resource Planning (ERP) solutions
- Customer Support Portals
- Mobile Banking Applications
- E-commerce Platforms
- Healthcare Systems
- Smart Manufacturing Solutions
- Enterprise Knowledge Portals
- AI-Powered Business Applications
- Public Web Applications

This model continues the traditional approach to software development while enhancing applications with advanced AI capabilities. Developers design the application, build the user experience, integrate business systems, and connect the solution to AI services that provide reasoning, content generation, automation, and intelligent decision support.

Instead of building applications inside the ChatGPT platform, developers build independent applications that connect to the same AI intelligence.

Model 3: Hybrid AI Applications

The third model combines the strengths of ChatGPT-Native Applications and Standalone AI Applications into a single integrated solution.

A **Hybrid AI Application** leverages the ChatGPT App as an intelligent workspace while extending its capabilities through external web, desktop, or mobile applications. Rather than choosing one platform over the other, organizations use each where it delivers the greatest value.

In this model, users can perform research, analyze documents, develop strategies, manage knowledge, and execute AI-driven workflows within the ChatGPT App. At the same time, external applications provide specialized interfaces, business processes, enterprise integrations, and customer-facing services that require capabilities beyond the ChatGPT platform.

This architecture allows organizations to combine the flexibility and intelligence of the ChatGPT App with the scalability and customization of traditional software. Knowledge and workflows can be developed and refined within ChatGPT, while external applications consume, extend, and operationalize those capabilities for employees, customers, or business partners.

Typical examples include:

- Enterprise Knowledge Management Systems
- AI-Powered Customer Service Platforms
- Healthcare Information Systems
- Financial Advisory Solutions
- Research and Innovation Platforms
- Smart Business Dashboards
- Supply Chain Management Systems
- Digital Transformation Platforms

As AI platforms continue to evolve, the Hybrid AI Application model is likely to become the preferred architecture for many organizations, enabling them to combine rapid AI innovation with the reliability and reach of enterprise software.

The future of AI application development is not about choosing between the ChatGPT App and traditional applications—it's about combining them into intelligent, integrated solutions.

Conclusion

Artificial intelligence is transforming not only how we use software, but also how we build it. As the ChatGPT App continues to evolve, it is becoming a powerful platform for creating intelligent applications that were once possible only through traditional software development.

Whether you choose to build applications directly within the ChatGPT App, develop standalone AI solutions, or combine both approaches in a hybrid architecture, these three models provide a new way to think about AI application development. Each model offers unique advantages and opens new opportunities for individuals, businesses, and organizations to solve real-world problems with AI.

This is just the beginning of a new era of application development—one where AI is not simply a feature added to software, but the foundation upon which intelligent solutions are built.

In our upcoming book, ***Building AI Applications with the ChatGPT App — Build Applications on the Platform***, we will explore each of these models in detail. Through practical examples, design principles, and real-world use cases, you'll learn how to build AI applications that harness the full potential of the ChatGPT platform.

The future of application development has already begun. The question is no longer whether you'll build with AI—but how you'll build on the platform.
