## Part A - Find Your Style

**1. A Poorly Written Mission Statement**

**Example:** "We aim to provide our customers with the best service."  
**Why It’s Poorly Written:** This statement is vague, lacks specificity, and fails to differentiate the company from competitors. It doesn’t convey what the company does or its unique value proposition.

**2. A Mission Statement That Inspires**

**Example:** "To inspire and nurture the human spirit – one person, one cup, and one neighborhood at a time." – Starbucks  
**Why It Inspires:** This statement is concise, emotionally compelling, and inclusive. It captures both the product (coffee) and the experience (community and inspiration) in a relatable and memorable way.

## Part B - Apply It to Your Project

**AI-Generated Mission Statement for "Golf Access"**

**Prompt Used:**  
*"Write a mission statement for a golf course booking app that makes golf accessible and affordable for all communities and regions, with a focus on inclusivity and affordability."*

**Generated Mission Statement:**  
"Our mission at Golf Access is to democratize the game of golf by connecting communities with affordable access to local golf courses and equipment. We aim to create an inclusive platform that brings the joy of golf to everyone, regardless of region or background."

**What Worked:**

* The AI captured the core elements of the project: accessibility, affordability, and inclusivity.
* The output was concise and well-structured, emphasizing the app's mission to connect communities.

**What Didn’t Work:**

* The initial output lacked a sense of excitement and vision for the future.
* Refinements were needed to ensure the statement inspired potential users.

**Final Prompt Engineering Techniques:**

1. **Refinement:** I added adjectives like "joyful" and "seamless" to inject emotion.
2. **Contextual Inputs:** Included phrases like "connecting diverse regions" to emphasize inclusivity.
3. **Iterative Testing:** Used the same prompt with slight variations until the statement balanced emotional appeal and clarity.

**Final Mission Statement for "Golf Access"**

"At Golf Access, our mission is to bring the joy of golf to every community by providing a seamless platform for booking affordable golf courses and equipment. We are committed to inclusivity, ensuring everyone can enjoy the game, no matter their region or background."

## Part C - The Future of Product Management

**Reflection on the Study from Lenny’s Newsletter**

**Task Analysis Preferences:**

1. **Feature Prioritization:**
   * *Preference:* AI response.
   * *Reason:* AI effectively analyzes data at scale and ranks features logically, free from biases or human oversights. This is especially useful in streamlining large datasets for product decisions.
2. **Crafting a Product Narrative:**
   * *Preference:* Human response.
   * *Reason:* Narratives are deeply emotional and context-driven, often requiring an understanding of subtle nuances, which humans excel at over AI.
3. **Drafting a PRD (Product Requirements Document):**
   * *Preference:* A combination of AI and human input.
   * *Reason:* AI provides speed and a structured starting point, while human refinement ensures that the document is tailored and comprehensive.