

Chapter 6 – Bonus Exercise

Design an app that takes a user prompt and several user parameters, and generates marketing or copywrite text, but matches your company's brand voice and tone.

This is a Design Exercise. No code is required.

1. Draw a flow diagram of your design.
2. Highlight the LLM you selected (or will fine-tune)
3. List the libraries needed
4. List out any other tools or requirements

When designing a GenAI application, consider the following:

1. Size of input/output -> number of tokens
2. Security/privacy -> cloud vs offline
3. Performance and scaling requirements -> LLM choice, (cloud vs offline)
4. Cost -> LLM choice, (API calls vs running own GPU's)
5. Features Needed -> fine tuning API, context/system args, meta args (temperature, TopP, etc)