Lesson 03: GenAI for Implementing AI Projects

Overview

In this exercise, you will learn to prioritize AI project features by leveraging prompt engineering and ChatGPT to create a 2x2 grid. For a scenario, you will evaluate GenAI features based on their business impact and feasibility and organize them within a 2x2 grid prioritization framework. This session emphasizes crafting precise prompts to guide GenAI in effectively making strategic decisions for you.

Instructions

1. Work through all tasks individually or within your group
2. Use the prompts to interact with ChatGPT to generate insights
3. Divide your time evenly among the tasks to ensure a comprehensive understanding
4. Refer to the provided resources to enhance your problem-solving abilities

Tasks

Scenario: You are the CEO of BillSmart, a SaaS company offering billing solutions for retail businesses. You plan to add a GenAI-powered product flyer generator to make your product stand out. This GenAI feature will dynamically create visually appealing flyers based on customer purchase histories and promotions.
Your task is to utilize prompt engineering skills and GenAI's potential to quickly assess the priority and feasibility of the possible features for this new GenAI project implementation.

Task 1: Define potential AI features

Plan the possible features for the GenAI-powered product flyer generator, such as:
1. Basic flyer generation: Generate flyers with product images, prices, and promotional details
2. Personalized flyers: Tailor flyers to specific customer preferences or purchase history

3. Seasonal themes: Automatically adjust flyer designs based on holidays or seasons
4. Analytics integration: Provide insights into which flyer designs drive higher sales

Task 2: Generate a 2x2 prioritization grid using ChatGPT

Use prompt engineering with GPT to analyze the scenario and evaluate the required features based on business impact and feasibility. GPT will then generate a 2x2 grid as the output, assigning each feature to its appropriate quadrant.

Steps to be followed:

Execute the prompt in ChatGPT to generate the grid output

Discussion Questions (Optional)

If time permits, discuss the following questions:

1. How does using GPT to guide the placement simplify the decision-making process?
2. Were there any surprising placements in the grid? How did GPT's reasoning influence your perspective?
3. How can you apply this framework to prioritize features in other business areas?

Answer key

Step 1: Execute the prompt in ChatGPT to generate the grid output

1.1 **Log in** to your ChatGPT account
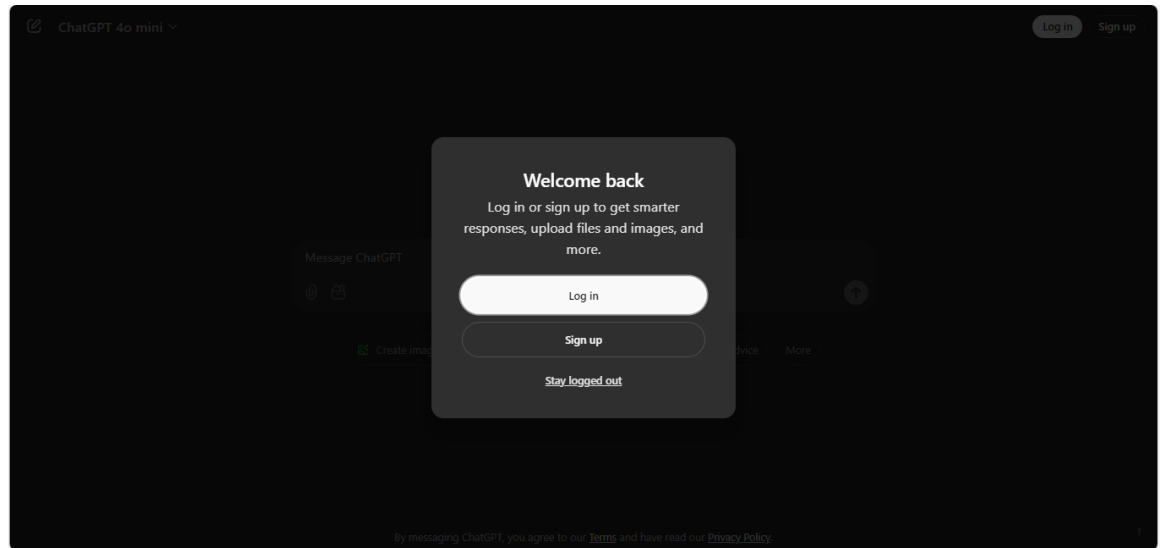
1.2 Copy and paste this prompt as an example to ChatGPT

As the CEO of BillSmart, a SaaS company providing billing solutions for retail businesses, I am exploring the addition of an AI-powered feature to our software. This feature will generate product flyers for retail customers, dynamically showcasing product images, prices, and promotional details. The goal is to provide value-added services to our clients and differentiate our platform.

I need your help to evaluate the following features based on their business impact and feasibility. Using a 2x2 grid, assign each feature to the appropriate quadrant. Here are the criteria for the grid:

- **High Impact + High Feasibility: Top Right (Quick Wins)**

- **High Impact + Low Feasibility: Top Left (Strategic Investments)**

- **Low Impact + High Feasibility: Bottom Right (Incremental Improvements)**

- **Low Impact + Low Feasibility: Bottom Left (Deprioritize)**
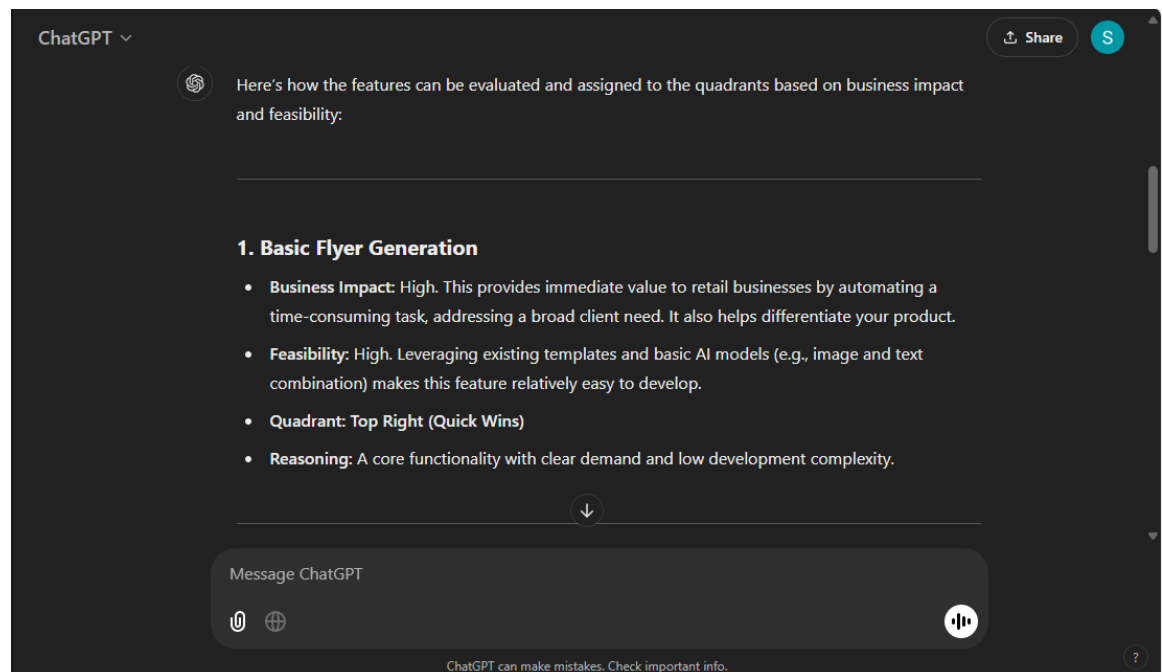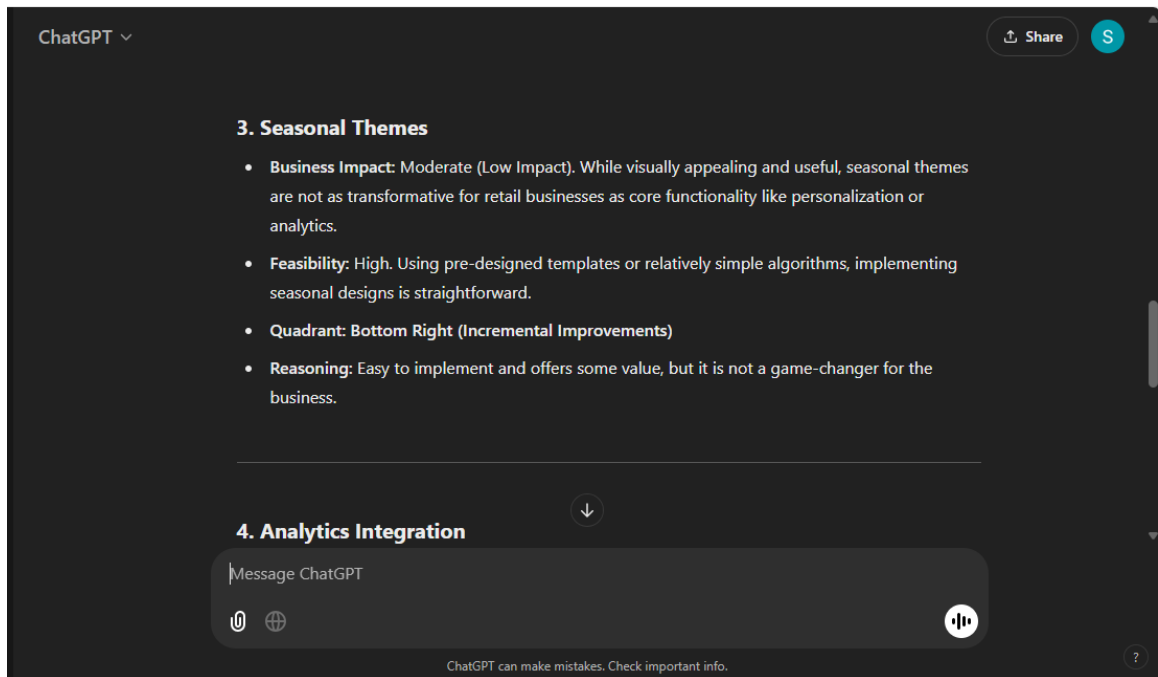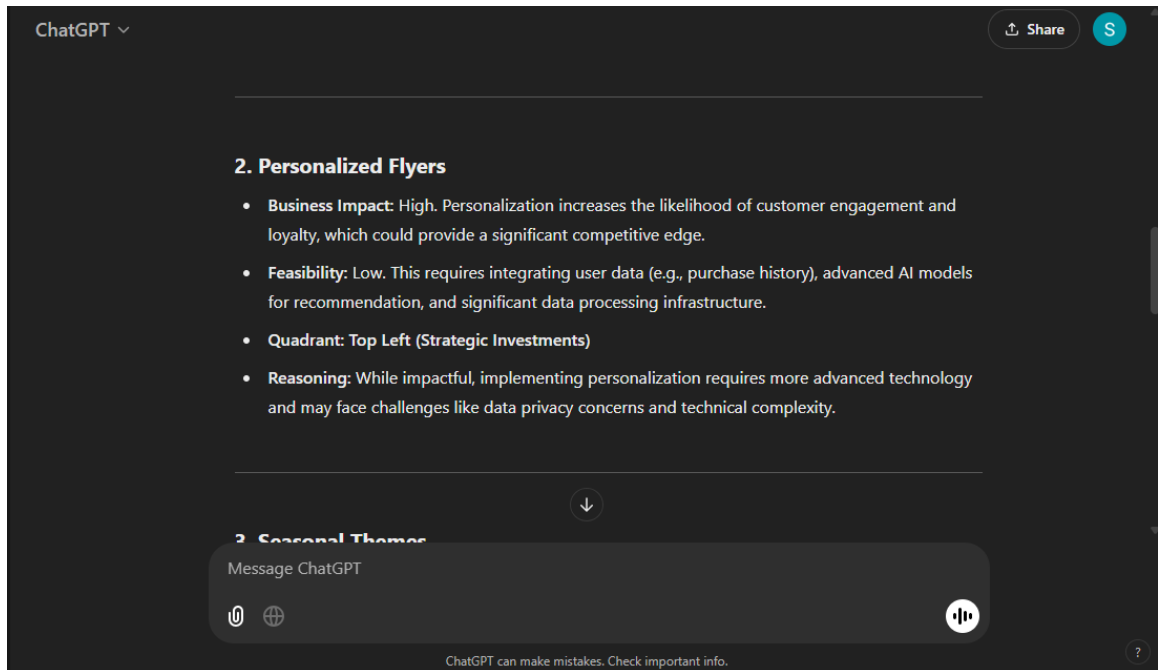
  The features to evaluate are:

1. **Basic Flyer Generation: Automatically generates flyers with product images, prices, and promotions**

2. **Personalized Flyers: Customizes flyers based on individual customer preferences or purchase history**

3. **Seasonal Themes: Creates flyer designs tailored to specific seasons or holidays**

4. **Analytics Integration: Provides insights into flyer performance, highlighting which designs drive better engagement**

   For each feature, consider the following:

- **Business Impact: How much value or competitive advantage does this feature provide to the company and its clients?**

- **Feasibility: How easily can this feature be developed, considering current technology, time, and resources?**

   Assign each feature to the correct quadrant in the 2x2 grid and explain your reasoning for its placement

ChatGPT ∨   ⬆ Share   S

Here's how the features can be evaluated and assigned to the quadrants based on business impact and feasibility:

1. Basic Flyer Generation

- **Business Impact:** High. This provides immediate value to retail businesses by automating a time-consuming task, addressing a broad client need. It also helps differentiate your product.
- **Feasibility:** High. Leveraging existing templates and basic AI models (e.g., image and text combination) makes this feature relatively easy to develop.
- **Quadrant: Top Right (Quick Wins)**
- **Reasoning:** A core functionality with clear demand and low development complexity.

Message ChatGPT

ChatGPT can make mistakes. Check important info.

2. Personalized Flyers

- **Business Impact:** High. Personalization increases the likelihood of customer engagement and loyalty, which could provide a significant competitive edge.
- **Feasibility:** Low. This requires integrating user data (e.g., purchase history), advanced AI models for recommendation, and significant data processing infrastructure.
- **Quadrant: Top Left (Strategic Investments)**
- **Reasoning:** While impactful, implementing personalization requires more advanced technology and may face challenges like data privacy concerns and technical complexity.

3. Seasonal Themes

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- **Business Impact:** Moderate (Low Impact). While visually appealing and useful, seasonal themes are not as transformative for retail businesses as core functionality like personalization or analytics.
- **Feasibility:** High. Using pre-designed templates or relatively simple algorithms, implementing seasonal designs is straightforward.
- **Quadrant: Bottom Right (Incremental Improvements)**
- **Reasoning:** Easy to implement and offers some value, but it is not a game-changer for the business.

4. Analytics Integration

4. Analytics Integration

- **Business Impact:** High. Offering insights into flyer performance can help clients optimize their marketing efforts, increasing the perceived value of your platform.

- **Feasibility:** Low. Analytics requires collecting and analyzing usage data, potentially needing significant backend enhancements and dashboards for visualizing data.

- **Quadrant: Top Left (Strategic Investments)**

- **Reasoning:** Though impactful, this feature involves more effort and expertise to implement robustly.

Final Assignment to the 2x2 Grid:

	High Feasibility	Low Feasibility

Final Assignment to the 2x2 Grid:

	High Feasibility	Low Feasibility
High Impact	**Basic Flyer Generation** (Quick Wins)	**Personalized Flyers** (Strategic Investments)
Low Impact	**Seasonal Themes** (Incremental Improvements)	**Analytics Integration** (Strategic Investments)

This prioritization ensures you start with impactful features that are quicker to deploy, while planning for more strategic, complex capabilities that drive differentiation. Would you like to discuss implementation strategies or next steps?

Example GPT Output for All Features:

Feature	Quadrant	Reasoning
Basic Flyer Generation	High Impact + High Feasibility (Top Right)	Simple to implement with existing AI tools; directly adds value to customers.
Personalized Flyers	High Impact + Low Feasibility (Top Left)	Personalization adds great value but requires advanced data collection and fine-tuning.
Seasonal Themes	High Impact + Low Feasibility (Top Left)	Enhances flyer appeal significantly but involves complex design adjustments and AI workflows.
Analytics Integration	High Impact + High Feasibility (Top Right)	Adds actionable insights for retailers; feasible with standard data analytics integrations.

Final Assignment to the 2x2 Grid:

	High Feasibility	Low Feasibility
High Impact	**Basic Flyer Generation** (Quick Wins)	**Personalized Flyers** (Strategic Investments)
Low Impact	**Seasonal Themes** (Incremental Improvements)	**Analytics Integration** (Strategic Investments)

Visualizing the 2x2 grid:

Once the outputs are ready, you can manually or automatically map the features onto a grid and use it for your POC presentation and implementation planning stage.