**Instructions:** Use this Worksheet to document your findings. You can use Copilot, ChatGPT, or Gemini for this project.

**Task 1:** Develop prompts in your preferred generative AI tool to access ideas and complete the product concept entries as required.

The product concept should include the following:

* What markets should we target?
* What is the competitive landscape?
* What costs must we consider?
* How can we commercialize this product?
* Draft a value proposition

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| **Your Prompt** |
| Write a product concept document highlighting the target market, competitive landscape , cost consideration, commercialization strategy and value proposition for the following scenario: The Scenario Elevate Eats is a revolutionary AI-driven platform transforming personal health and culinary experiences. Our vision is to create a seamless integration of technology, nutrition, and wellness that caters to each individual's unique dietary needs and health goals. Elevate Eats Mission provides users with personalized recipe recommendations that are delicious and aligned with their health metrics and dietary preferences. Elevate Eats aims to become essential to daily health management, making healthy eating effortless and enjoyable. |

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| **Product Concept** | |
| Target markets |  Health-conscious individuals, tech-savvy millennials, and busy professionals   * Wellness coaches and nutritionists seeking scalable personalization * Initial focus: UK, US, Canada; expansion into EU and emerging markets |
| Competitive landscape |  Real-time health metric integration (wearables, glucose monitors)   * AI-powered recipe personalization that adapts to evolving goals * Bridges the gap between taste, nutrition, and habit formation * Outperforms generic health apps by offering dynamic, enjoyable meal plannin |
| Costs to consider |  Lean AI infrastructure with scalable personalization engine   * Freemium model with premium tiers for advanced features and B2B licensing * Ethical data monetization and strategic partnerships with food/health brands |
| Commercialization strategies |  Direct-to-consumer app launch with influencer and content marketing   * B2B2C partnerships with gyms, insurers, and wellness platforms * Smart retail integrations and corporate wellness programs |
| Value proposition | * “Elevate Eats makes healthy eating effortless, personalized, and joyful—powered by your own data.” |

**Task 2:** Develop a list of prioritized product features. Create prompts in your preferred generative AI tool to access ideas and complete the product requirements entries as required.

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| **Your Prompt** |
| Acting as 3 experts debate the pro and cons of the features to be included, proceed debating round by round till a final priority list of product features is ready. |

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| **Product Requirements** |
| * Real-time health metric integration |
| * AI-powered recipe personalization |
| * Habit tracker & gamified health goals |
| * GDPR/HIPAA-compliant data vault |
| * Smart grocery list + retail integration |
| * Nutritionist/coach portal |

**Task 3:** Develop a product roadmap to launch the product in versions over a one-year or four-quarter timeframe. Create prompts in your preferred generative AI tool to develop the product roadmap as required.

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| **Your Prompt** |
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| **Product Roadmap** | | | |
| **Quarter** | **Goals** | **Features** | **Milestones** |
| **Q4 2025** | Launch core product<br>- Validate demand<br>- Ensure compliance | AI-powered recipe personalization<br>- Basic health metric integration<br>- Dietary onboarding<br>- GDPR/HIPAA-compliant data vault<br>- Nutrition-tagged recipe browsing | Internal alpha (Nov)<br>- Closed beta (Dec)<br>- Wearable API partnerships<br>- UX feedback loop established |
| **Q1 2026** | Drive retention<br>- Deepen personalization<br>- Test monetization | Habit tracker & gamified goals<br>- Dynamic taste/nutrition engine<br>- Premium tier launch<br>- Social sharing<br>- Feedback-driven recipe refinement | Public launch (Feb)<br>- 10K active users<br>- Influencer campaign<br>- Premium conversion benchmark |
| **Q2 2026** | Extend utility<br>- Build B2B2C channels<br>- Enhance data intelligence | Extend utility<br>- Build B2B2C channels<br>- Enhance data intelligence | Extend utility<br>- Build B2B2C channels<br>- Enhance data intelligence |
| **Q3 2026** | Optimize UX & AI<br>- Drive organic growth<br>- Prep for global scale | Optimize UX & AI<br>- Drive organic growth<br>- Prep for global scale | Optimize UX & AI<br>- Drive organic growth<br>- Prep for global scale |

**Task 4A:** Develop prompts in DALL-E 3 to generate the marketing collateral images as follows:

* Show one or two happy and healthy customers using the product

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| |  | | --- | | **Prompt: Generate a sharp marketing collateral image of two happy customers using the product** |  |  | | --- | | **DALL-E Output** | |

**Task 4B:** Develop prompts in DALL-E 3 to generate the marketing collateral images as follows:

* Provide a packaging recommendation for the product

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