

# Prompts-Based Buying Decisions for Personal Products

This presentation outlines a structured framework for leveraging AI tools to make informed buying decisions for trending personal products. We will explore the process of using prompt engineering to automate product research, comparison, and tailored recommendations.



# A Step-by-Step AI-Driven Approach

To achieve our goal of an AI-driven buying decision framework, we followed a clear set of instructions, each designed to build upon the last and refine our product selection process.



## Research the Products

Categorize, identify trending products, and gather key features, pros, and cons.



## Create a Product Comparison Document

Summarize features, pros & cons, and price for three shortlisted products.



## Design a Decision Matrix

Compare products based on price, performance, usability, and value for money.



## Write a Buyer's Guide

Provide tailored advice for professionals, students, and enthusiasts.

# My AI-Powered Workflow for Product Selection

My approach utilized **Prompt Engineering** with ChatGPT and Google Gemini to automate each stage of the product buying decision, from initial research to final recommendations.

## Step 1: Base Prompt (Objective & Structure)

Defined the objective, structure, and deliverables for the product buying playbook.

[Output 1](#)

## Step 2: Master Prompt (Full Playbook)

Generated a comprehensive research-backed **Product Buying Playbook**.

[Output 2](#)

## Step 3: Gemini Prompt (Comparison Document)

Created a 2-3 page **Product Comparison Document** from playbook insights.

[Output 3](#)

## Step 4: Master Prompt + Attachment (Refined Comparison)

Enhanced the **Comparison Document** using additional prompts and attachments.

[Output 4](#)

## Step 5: Decision Matrix Prompt (Criteria Comparison)

Designed a **Decision Matrix** comparing products on key criteria.

[Output 5](#)

## Step 6: Base Prompt (Buyer's Guide)

Generated a preliminary **Buyer's Guide** for three user segments.

[Output 6](#)

## Step 7: Master Prompt + Attachments (Final Buyer's Guide)

Produced the final, structured **Buyer's Guide** with segmentation and product matches.

[Output 7](#)

# STEP 1 & 2: Initial Prompting for Product Playbook

## STEP 1 (BASE PROMPT) CHAT GPT

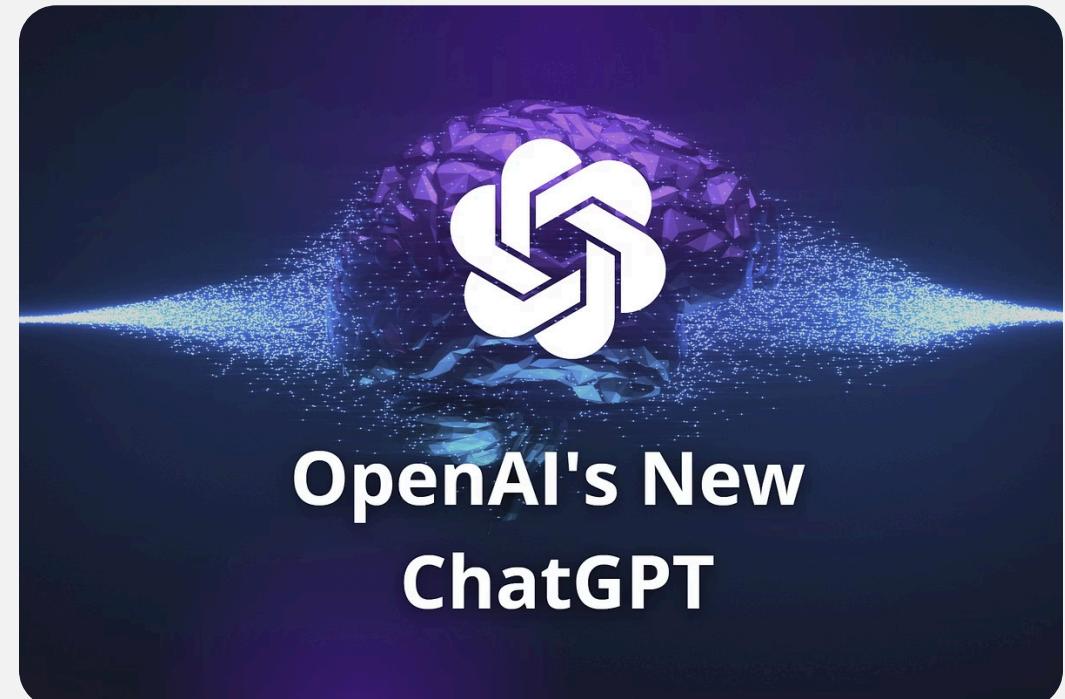
I want to buy a Personal Product for myself in India in 2025. You are a prompt master who specializes in writing prompt for LLM models. Write a prompt which I can feed to any LLM model to create a detailed playbook that anyone can use as a knowledge base to make a Product buying decision. List the objective, deliverable requirements and structure of the playbook. Also Include the findings on Trending personal products in the market belongs to category tech for each product gather key features like Specifications, functions, design, material, performance etc., Pros and Cons like strength, weakness, reliability, limitations and Also include the important guidelines and name of top experts from YouTube or other medium suggesting trending products in market, blogs which the product should study to create this playbook.

### □ OUTPUT 1 CHAT GPT

## STEP 2 (MASTER PROMPT) CHAT GPT

Create a master prompt based on the above product details clearly with objective

### □ OUTPUT 2 CHAT GPT



# STEP 3 & 4: Generating the Product Comparison Document

## STEP 3 (BASE PROMPT) Product Comparison Document GOOGLE GEMINI

Please Create a prompt for the following, I have got the playbook from CHAT GPT. Create a Product comparison document based on above information. The Product Comparison Document should be of (2-3) Pages. Summarize your findings for the 3 Products based on Features, Pros and cons, Price for Buying decision of a Personal Product

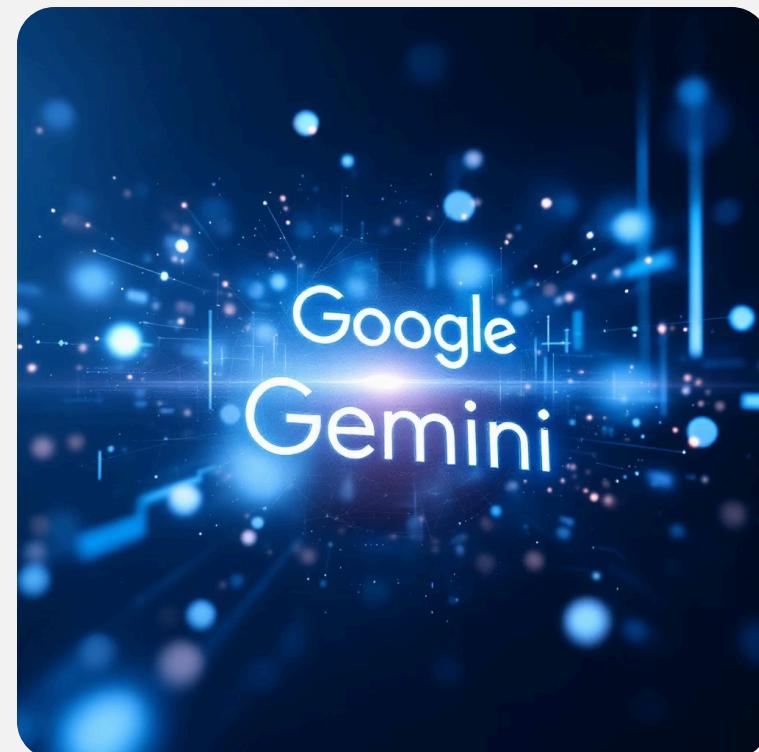
### OUTPUT 3 GOOGLE GEMINI



## STEP 4 (MASTER PROMPT) Product Comparison Document + OUTPUT 2 (ATTACHMENT) GOOGLE GEMINI

I have created a Master Prompt using ChatGPT as mentioned below and also find attachment file which includes detailed Product Buying Playbook. This Playbook presents a comprehensive analysis of personal product trends, key features, and consumer insights. Based on this research, I will now create a 2-3-page Product Comparison Document summarizing three shortlisted products highlighting their features, pros and cons, and pricing to support an informed and strategic buying decision.

### OUTPUT 4 (Product Comparison Document) GOOGLE GEMINI



# STEP 4: Crafting the Decision Matrix Prompt

## STEP 4 (BASE PROMPT) DECISION MATRIX (No Attachment Uploaded)

CHAT GPT

I want to create a prompt that generates a decision matrix to compare products based on key criteria such as price, which refers to affordability for each user group; performance, meaning how suitable the product is for its intended use; usability, which focuses on ease of use and the overall user experience; and value for money, determining whether the product is worth its cost. Please also refer to the attached file named "OUTPUT 2," which contains a detailed Product Buying Playbook presenting a comprehensive analysis of personal product trends, key features, and consumer insights. In addition, kindly review the attachment titled "OUTPUT 4," which is a Product Comparison Document summarizing three shortlisted products, highlighting their features, pros and cons, and pricing to support an informed and strategic buying decision.

**OUTPUT 5 (MASTER PROMPT) DECISION MATRIX )**

Premium consumer comparins



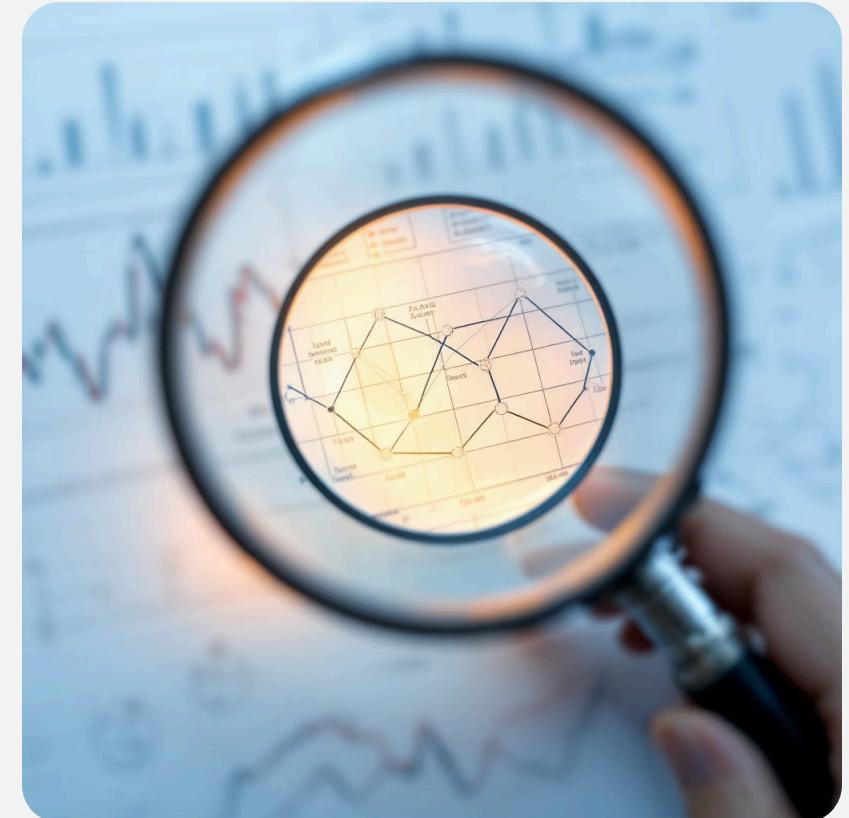
	Mid-range wireless earbuds charging sound cade	Fitness
Camera quality	✓	✓
Battery earbuds	✓	✓
Sound selection	✓	✓
App selection	50	Price

# STEP 5: Executing the Decision Matrix with AI

## STEP 5 (MASTER PROMPT) DECISION MATRIX (Attachment Uploaded)

### GOOGLE GEMINI

You are a consumer-strategy analyst. Carefully study the Product Buying Playbook (file: OUTPUT 2) and the Product Comparison Document (file: OUTPUT 4). From these sources extract all relevant facts, trends, feature sets, pricing tiers, pros and cons, and consumer-segment insights for the three shortlisted products they discuss. Next, synthesise this information into a clear decision matrix that enables side-by-side comparison across four key criteria: price (affordability for each identified user group), performance (fitness for the product's intended use), usability (ease of use and overall user experience), and value for money (the degree to which benefits justify cost). Present the matrix as a single table: list the products as rows; use the four criteria as columns; where helpful include a concise justification in each cell (one or two short phrases). After the table, write a brief narrative (no more than 150 words) highlighting the strongest option for each criterion and offering an overall recommendation, grounded in evidence from the two attachments.



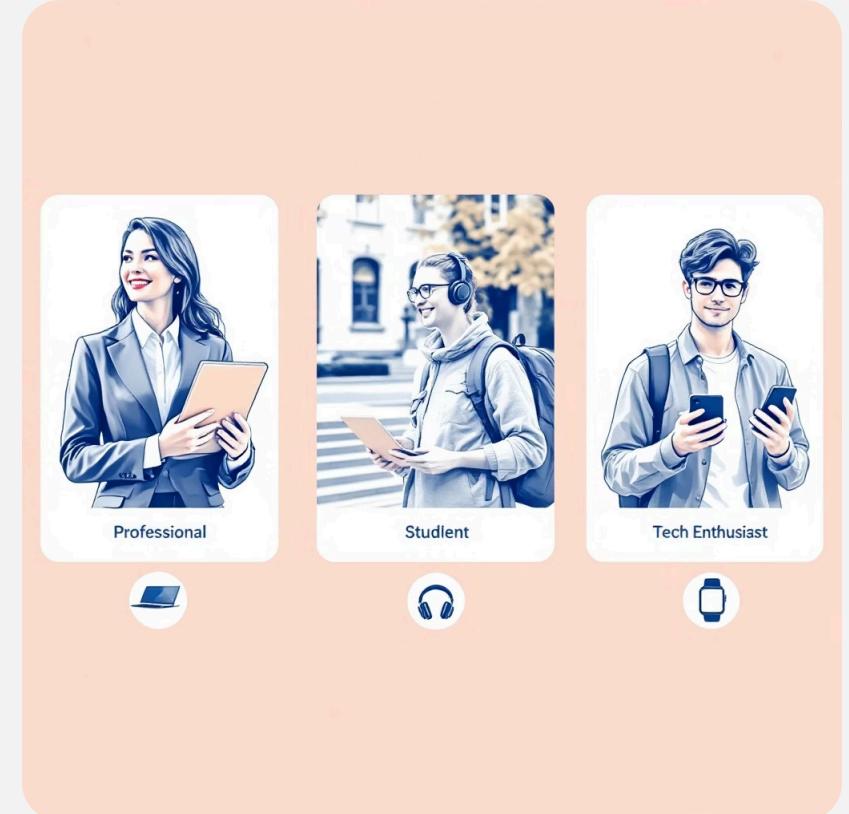
**OUTPUT 6 (DECISION MATRIX) GOOGLE GEMINI**

# STEP 6: Building the Buyer's Guide Prompt

## STEP 6 (BASE PROMPT) (BUYERS GUIDE) (No Attachment Uploaded)

### CHAT GPT

I want to create a prompt to write a comprehensive Buyer's Guide for making informed decisions when purchasing a personal tech product. The guide should include recommendations tailored to different user segments offering a professional, high-performance, efficient, and durable option; an affordable, functional, and reliable choice for students; and a premium, feature-rich, and future-proof selection for enthusiasts. You may refer to the file named "Output 2", which includes a detailed product buying playbook on trending tech products, outlining key aspects such as specifications, functions, design, material, and performance, along with pros and cons like strengths, weaknesses, reliability, and limitations. Additionally, use insights from "Output 4" for comparing three products based on features, pros and cons, and price, and consult "Output 6", which provides a decision matrix evaluating products based on affordability (price), performance, usability, and overall value for money across different user groups.



### OUTPUT 6 (MASTER PROMPT) BUYERS GUIDE

# STEP 7: Finalizing the Comprehensive Buyer's Guide

## STEP 7(MASTER PROMPT) BUYERS GUIDE (Attachment Uploaded) GOOGLE GEMINI

Using the data and insights from the following reference files Output 2, which provides a detailed product buying playbook covering specifications, functions, design, material, performance, and a thorough evaluation of pros and cons including strengths, weaknesses, reliability, and limitations of trending personal tech products; Output 4, which compares three products based on features, pros and cons, and pricing; and Output 6, which includes a decision matrix evaluating products across affordability (price), performance, usability, and overall value for money across different user groups, write a comprehensive Buyer's Guide to help users make informed decisions when purchasing personal tech products. The guide should offer clear and tailored recommendations for three distinct user segments: a high-performance, efficient, and durable product for professionals; an affordable, functional, and reliable option for students; and a premium, feature-rich, and future-proof selection for tech enthusiasts. Ensure the guide synthesizes each product's key specifications and performance characteristics, highlights their respective advantages and drawbacks, and presents a final summary or decision matrix that allows readers to easily compare the products and determine the best fit based on their needs and priorities.



### OUTPUT 7(BUYERS GUIDE)

# Access Full AI Outputs on GitHub

Interested in diving deeper into the AI-driven product selection process? All the prompts and generated outputs are available for your review.

## Access the Complete Repository

**Want to explore the actual AI outputs from each step?**

👉 Check the GitHub repository link provided in this LinkedIn post to access:

- Prompt files
- All 7 step-by-step outputs
- Final buyer's guide and decision system

