CAPSTONE PROJECT

OUT&ABOUT

TEXT & IMAGE PROMPTS

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NOVA
IMS
Information
Management
School

Out&About

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Disclaimers

Some prompts were used in more than one part of the project. They were only inserted here once, on the part of the project for which they were first created for.

Most of the images were generated using a text-to-image diffusion model called Stable Diffusion, it can be accessed through the following link: https://stablediffusionweb.com/#ai-image-generator

Stable Diffusion doesn't store its users' text or images. This way, the images can be accessed on our GitHub repository. Here you can see the name given to the image and the text used to generate it.

All the real photos were taken by our friend Matilde Domingues, a talented photographer. She gave us permission to use them.

Our logo was designed by our group member, Ana Farinha.

Company Definition Prompts

Company Name

Out&About - Company Name Prompt: https://chat.openai.com/share/499106df-2524-43d5-b911-6afd49fa7561

Problem

Out&About – Problem: https://chat.openai.com/share/40d444ff-139c-4f70-8eb6-0cf8a0b29b0c

Mission and Vision

Out&About - Mission and Vision Prompt: https://chat.openai.com/share/d68325ec-cf73-4440-80ab-c0fffb5f9297

Value Proposition

Out&About - Value Proposition Prompt: https://chat.openai.com/share/707a1cfe-dd18-4b23-a77e-a37ad05c3bd7

Tag Line

Out&About - Tag Line Prompt: https://chat.openai.com/share/04bbff41-c95c-4718-853f-c9744a1bdfcf

Values

Out&About - Company Values Prompt: https://chat.openai.com/share/f80668ac-e69e-48e6-a498-e3799d4ad68d

Personas

Out&About – Personas: https://chat.openai.com/share/26e0766d-8367-49aa-9361-26d888aa6225

Marketing Prompts

Competitors Reviews Pro&Cons

To create this prompt, we started by searching for companies that offer similar services to ours. Then we used the following website: https://www.sitejabber.com/ to check customers reviews.

Out&About - Competitor Reviews Pros/Cons: https://chat.openai.com/share/8282c202-da68-42ed-b83a-bde33f148bec

Instagram Posts

All the Instagram Posts can be found on our GitHub repository.

We tried to create an Instagram account for our company. Unfortunately, it was taken down by Instagram and we couldn't get it back up.

The Instagram posts were created using a generator tool that can be accessed through the following link: https://zeoob.com/generate-instagram-post/

Instagram Post #1 – Image & Caption
Image: The image used in the post is a real photo taken by Matilde Domingues.

Caption: Out&About Instagram Post #1 - Brand Announcement:
https://chat.openai.com/share/3d58d89c-b0d8-4dbf-bf52-d7b019e34679

Instagram Post #2 – Image & Caption
Image: Team Overlooking Bridge in Lisbon – 'photo of four women facing backwards with the Tagus River and a bridge in the background'

Caption: Out&About Instagram Post #2 – Origins:

https://chat.openai.com/share/415419d1-0865-4763-95d7-2fa9eee82a7d

Instagram Post #3 – Image & Caption
Image: Plane taking off – 'plane taking off, sunny day, taken from ground'

Caption: Out&About Instagram Post #3 - Website Announcement:

https://chat.openai.com/share/1173b42d-5e9a-4ccf-897e-7dac19d85260

Instagram Post #4 – Image & Caption
Image: Typical Building – 'photo a typical lisbon building, sunny day, flowers on the windows, taken from the ground'

Caption: Out&About Instagram Post #4 - New Blog Post:

https://chat.openai.com/share/7ec3f057-5b5e-423b-986d-4742b0c24d94

Instagram Post #5 – Image & Caption
Image: Colourful Street - 'photo of colourful lisbon street near a river, sunny day, clear sky'

Caption: Out&About Instagram Post #5 – Launch:

https://chat.openai.com/share/267f9986-f41a-4798-9ccb-e2a20199af98

30 second video script

The script for the video is in a txt file in our github repository.

Out&About: 30 second video:

https://chat.openai.com/share/0c24b9e5-10e3-4322-a65d-f465388eac0d

Blog Posts

All the information about the blog posts, its prompts and images generated can be found on the Website Prompts section of this document.

Website Prompts

Home

We used the tag line created before. The photos are courtesy of Matilde Domingues.

The only prompt created for this part of the website was for 'Explore Lisbon' section. It can be found bellow:

Out&About -Meet the team!/Explore Lisbon | Website Homepage & About Us:

https://chat.openai.com/share/6e307f31-bb79-49b2-b3d2-a6e869afd429

About

The prompt above was also used in the About page. We also used the mission and vision created before.

Our Team
For this part we created a prompt for our biographies:

Out&About - Founders Bios:

https://chat.openai.com/share/cf51e652-f239-4903-a60d-71ceaa58b1b3

We also generated versions of AI versions of ourselves. Images names and prompts bellow:

- AI Beatriz Barreto – 'headshot of young woman with short curly hair for a linkedin profile with a grey background'
- AI Ana Farinha – 'headshot of young woman not smiling with long curly brown hair for a linkedin profile with a grey background'
- AI Mariana Neto – 'headshot of young woman not smiling, with long straight brown hair with blonde highlights, wearing makeup and wearing designer clothes for a linkedin profile with a grey background'
- AI Ana Reis – 'headshot of young woman not smiling and with shoulder lenght straight brown hair for a linkedin profile with a grey background'

Lastly, we created a prompt for our company's milestones:

Out&About – Milestones:

https://chat.openai.com/share/e18881f3-6c26-4ec7-a10e-201d09cbbd35

Product

Out&About - Product Description:

https://chat.openai.com/share/38de669a-4f47-4e56-8dd4-4df791b6f67f

Out&About - Call for Action:

https://chat.openai.com/share/85362e0c-71b6-4b19-928c-babf6072c3d9

Blog

All Blog posts can be found on our website: https://20211631.wixsite.com/out-about/blog

Blog #1

Title: Unveiling Out&About: Your Ultimate Guide to Personalized Activity Recommendations

Image: our logo designed by Ana Farinha

Text: Out&About blog #1 – Introduction:

https://chat.openai.com/share/dc2e59ec-b958-4f2f-9d16-654858cfeb97

Blog #2

Title: Happy Holidays from Out&About: Unwrap the Gift of Memorable Experiences!

Image: Picture Blog Post #2 – 'photo of 4 young women in Lisbon wearing santa claus hats'

Text: Out&About blog #2 - Happy Holidays:

https://chat.openai.com/share/44c24a0c-592f-4d2f-bf4d-c75cfa7d9812

Blog #3

Title: Navigating the World with Out&About: Unveiling Our Core Values

Image: Picture Blog Post #3 – 'a drawing of a cute little robot with a hand on his head and lightbulb above it in a thinking cloud'

Text: Out&About blog #3 - Values Unveiled:

https://chat.openai.com/share/59b22a0a-f19c-4d5a-bf78-ebd8ee84035e

Blog #4

Title: Discover Lisbon's Enchanting Attractions with Out&About: A Guide to the Most Popular Gems

Image: Picture Blog Post #4 – 'photo of a traditional lisbon street, sunny day, traditional tram'

Text: Out&About blog #4 - Lisbon Attractions:

https://chat.openai.com/share/77e01410-bedc-479f-88c0-2e79a0191b97

Blog #5

Title: Discovering Lisbon's Green Gems: The Best Gardens to Explore

Image: Picture Blog Post #5 – 'photo of a beautiful garden with a fountain, sunny day'

Text: Out&About blog #5 - Lisbon's Best Gardens:

https://chat.openai.com/share/eceb2870-3fbc-4ed6-b597-3bdc6aa2e0dc

Pitch Deck Prompts

For the pitch deck we reutilized a lot of the prompts above. The only new one we created was to help us decide how to separate the information into slides. That prompt is below:

Pitch Deck - Problems & Solutions: https://chat.openai.com/share/a75f3d08-8e4c-440c-811c-bc90b2c5399a