A white cover with green and pink triangles

Description automatically generated

Table of Contents

[Disclaimers 2](#_Toc155363875)

[Company Definition Prompts 2](#_Toc155363876)

[**Company Name** 2](#_Toc155363877)

[**Problem** 2](#_Toc155363878)

[**Mission and Vision** 2](#_Toc155363879)

[**Value Proposition** 2](#_Toc155363880)

[**Tag Line** 2](#_Toc155363881)

[**Values** 2](#_Toc155363882)

[**Personas** 2](#_Toc155363883)

[Marketing Prompts 2](#_Toc155363884)

[**Competitors Reviews Pro&Cons** 2](#_Toc155363885)

[**Instagram Posts** 3](#_Toc155363886)

[**Instagram Post #1 – Image & Caption** 3](#_Toc155363887)

[**Instagram Post #2 – Image & Caption** 3](#_Toc155363888)

[**Instagram Post #3 – Image & Caption** 3](#_Toc155363889)

[**Instagram Post #4 – Image & Caption** 3](#_Toc155363890)

[**Instagram Post #5 – Image & Caption** 3](#_Toc155363891)

[**30 second video script** 3](#_Toc155363892)

[**Blog Posts** 4](#_Toc155363893)

[Website Prompts 4](#_Toc155363894)

[**Home** 4](#_Toc155363895)

[**About** 4](#_Toc155363896)

[**Our Team** 4](#_Toc155363897)

[**Product** 4](#_Toc155363898)

[**Blog** 4](#_Toc155363899)

[**Blog #1** 4](#_Toc155363900)

[**Blog #2** 5](#_Toc155363901)

[**Blog #3** 5](#_Toc155363902)

[**Blog #4** 5](#_Toc155363903)

[**Blog #5** 5](#_Toc155363904)

[Pitch Deck Prompts 5](#_Toc155363905)

# **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 permitted us 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**

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

**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 ones we created where mainly to help us decide how to separate the information into slides. These prompts are below:

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