**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** |
| Help me define a product concept for an AI-powered personalized nutrition platform. Please answer:   * 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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| **Product Concept** | |
| Target markets | * Health-conscious millennials * Busy professionals * People with dietary restrictions（e.g. diabetes, gluten-free） |
| Competitive landscape | * Competitors include MyFitnessPal, Noom, and Lifesum * Elevate Eats differentiates through AI-driven recipe generation |
| Costs to consider | * AI model development * App development & maintenance * Licensing of nutritional data |
| Commercialization strategies | * Freemium subscription model * B2B licensing for healthcare providers * Content partnership with health brands |
| Value proposition | * Elevate Eats helps users make healthy eating effortless by providing AI-curated recipes aligned with personal health goals |

**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** |
| List and prioritize core features for an AI-based nutrition recommendation app. Include at least 5–6 features |

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| **Product Requirements** |
| * Personalized recipe recommendations based on user health data |
| * Dietary preference filtering (e.g., vegan, keto, gluten-free) |
| * Integration with wearable health devices |
| * Weekly meal planning and grocery list generation |
| * AI chatbot for real-time nutrition Q&A |
| * User progress tracking with visual health reports |

**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** |
| Help me draft a one-year product roadmap (Q1 to Q4) for launching Elevate Eats, an AI nutrition app |

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| **Product Roadmap** | | | |
| **Quarter** | **Goals** | **Features** | **Milestones** |
| Q1 | MVP design + AI model training | Recipe engine, user onboarding | Internal prototype ready |
| Q2 | Beta launch | Diet filter, meal planner, feedback system | Public beta released |
| Q3 | Scale + refine | Wearable integration, AI chatbot | 50K users milestone |
| Q4 | Monetization & optimization | Subscription plans, report dashboard | Launch v1.0 + paid plans |

**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:** |   **Create an illustration of two happy and healthy people in a cozy kitchen using a tablet to follow a personalized recipe from Elevate Eats. Emphasize vibrant colors, fresh food, and a clean environment**   |  | | --- | | **DALL-E Output** |   画像が生成されました |

**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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| |  | | --- | | **Prompt:** |   **Design a packaging concept for Elevate Eats as a premium subscription nutrition product. Include vibrant branding, eco-friendly materials, and visual references to health and freshness.**   |  | | --- | | **DALL-E 3 Output** | |