**Instructions:** Use this worksheet to copy the problem solutions shared by ChatGPT based on your prompts.

## **Problems to Solve**

1. Develop a list of unique and innovative design ideas that may appeal to the 20- to 35-year-old customer segment.
2. Conduct marketing research to better understand current trends and customer preferences in the market.
3. Conduct a comprehensive competitive analysis. Identify the top 3 competitors in the market, their product mix, and their share of the market.
4. Develop a marketing plan that provides creative product descriptions and a compelling value proposition that allows Wick and Wonder to stand out.
5. Develop a beta plan that streamlines testing and incorporates greater levels of customer feedback.

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| **Solutions to Problems using Generative AI Chat GPT** |
| **Problem 1** |
| ChatGPT generated a list of 10 innovative candle design ideas, including: • Zodiac-themed candles with birthstone colors • Candles shaped like coffee cups, game controllers, or yoga poses • Scent-layered candles that change fragrance over time • Personalized message candles that reveal a hidden quote when melted • Aesthetic pastel-tone candles for Instagram influencers |
| **Problem 2** |
| ChatGPT analyzed 2024 consumer trends and identified top preferences among young adults: • Natural, eco-friendly ingredients • Gender-neutral or minimalist aesthetics • Multisensory experiences (scent + color + shape) • Storytelling and emotional branding • Limited-edition or seasonal collaborations |
| **Problem 3** |
| ChatGPT listed 3 top competitors:   1. **Yankee Candle** – Classic scents, wide range, 25% market share 2. **Diptyque** – Luxury niche, aesthetic packaging, 10% market share 3. **Bath & Body Works** – Trendy, affordable, fragrance-first, 20% market share   Each offers a different strength: tradition, luxury, or affordability. Wick & Wonder can focus on customization and innovation to stand out. |
| **Problem 4** |
| ChatGPT provided a sample marketing campaign:   * Product name: *"MoodGlow™ Collection"* * Description: “Light up your mood with scents that match your vibe — whether it's Chill Lavender or Boss Mode Cedar.” * Value proposition: “Personalized candles for every feeling. Eco-friendly, hand-poured, and made to match your moment.” |
| **Problem 5** |
| ChatGPT suggested the following beta testing plan: • Launch an “Insider Tester” program with 50 targeted users from the brand’s social community • Distribute free samples of 3 prototype scents • Collect feedback via online surveys and social media polls • Use AI to analyze feedback and identify top-performing designs • Adjust designs before full launch based on insights |