**Product Ad Slide - Date: 9/3/2025**

**Team Member:**

1. Apiwan Thumsamisorn
2. Hudson Turner
3. Choose a product by visiting Amazon, searching for electronics, and filtering by price.
   1. **Keyboard**
   2. **Headphones**
   3. **Phone telephoto lense**

**My product is a keyboard.**

1. Create the first draft of your advertisement. You may include images or videos in your finalized version. For the first draft, you can choose to include them or leave them out.

First draft:

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| **We started by collecting images of the keyboard and gathering basic information about the keyboard that we wanted to present. We also wanted to emphasize the fact that it was a Mechanical keyboard.**  **“The Keychron K10 is a wireless mechanical keyboard that features hot swappable magnetic switches with a premium aluminum and wood frame. This product is the perfect keyboard for people that spend long hours in front of a computer.” and we included this image** |

1. Create a prompt for generative AI tools (e.g., ChatGPT) to draft an advertisement.

First prompt:

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| ***“Please provide the advertisement for product for Keychron K10 HE Hall Effect Keyboard Wireless, Magnetic Switch Hot Swappable, Adjustable Actuation Rapid Trigger Mode with Aluminum + Wood Frame***  ***Audience: Grad Students for MCIS who are tech savvy***  ***Price: $150***  ***Highlight the key features and make it for advertising and make it easy to understand and memorable”*** |

1. Compare your draft with the AI-generated version and incorporate AI suggestions at your discretion. You may include images or videos in your finalized version. For the second draft, you can choose to include them or leave them out.

Second draft:

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| 🚀 **Enter the Future of Typing – Keychron K10 HE** 🚀  Not just a keyboard. A launchpad for your code, research, and gaming.  ✨ **Futuristic Features:**   * **Hall Effect Magnetic Switches** → Lightning-fast, laser-precise keystrokes. * **Adjustable Actuation + Rapid Trigger** → Customize sensitivity for coding marathons or split-second gaming moves. * **Hot-Swappable Freedom** → Swap switches, swap styles—no limits. * **Full-Size Custom RGB** → Every keystroke glows with dynamic light. * **Aluminum + Wood Frame** → Premium durability with futuristic aesthetics. * **Wireless Multi-OS Support** → Mac, Windows, Linux—seamless across all your worlds. * **2 Color Options** → Pick the finish that matches your vibe.   🌌 For **$150**, upgrade to a keyboard that’s not just built for grad school—it’s built for the future. |

1. Revise your prompt to further refine your advertisement.

Second prompt:

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| * **We realized that the response to our prompt was way too long and that we needed to shorten down the output “Yes please do tagline with no exceed of 60 words limit”** * **We also realized that we wanted to make the product seem more modern, so we wanted to emphasize certain features. We used the prompt “add features like lasers to keystrokes”** * **After running the previous prompt, we realized that it was too long again and had to run “can you make it to 60 words “ to help shorten it down** |

1. Finalize your advertisement through a combination of human and AI efforts and practice your presentation. For online / distance students, you may include images or videos in your finalized version. If you choose to do so, you can upload your images or video directly to the Canvas submission box.

Finalized advertisement:

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| A screenshot of a computer keyboard  AI-generated content may be incorrect. |