Logix Academy

Product Portfolio Using GenAI Tools

Overview

Learners will create a complete product portfolio using AI tools to generate content, visuals, and even a pitch video, leveraging ChatGPT, DeepAI, and Descript.

Product: Smart portable mug for maintaining beverage temperature

Steps

1. **ChatGPT - Generate product name and tagline:** Using ChatGPT, create a catchy product name and tagline that will attract customers.

2. **ChatGPT - Product description and Features:** Using ChatGPT, generate a small product description and key features.

3. **DeepAI - Portfolio Visuals:** Using DeepAI generate sleek illustrations for the product

4. **Descript - Pitch Video:** Using the text generated with ChatGPT and visuals with DeepAI, create a product pitch video in Descript.

Final Output

An appealing product pitch video that contains:

- Product name and tagline
- Product features
- Visuals
- Call to action (optional)

Solution

ChatGPT - Generate product name and tagline: Using ChatGPT, create a catchy product name and tagline that will attract customers.

Generate a creative name and tagline for a portable electric travel mug

ChatGPT - Product description and Features: Using ChatGPT, generate a small product description and key features.

Write a brief product description for GoMug, and highlight some of its key characteristics

DeepAI - Portfolio Visuals: Using DeepAI generate sleek illustrations for the product

Generate a high quality image for a sleek, portable, rechargeable mug in a home office setup

Descript - Pitch Video: Using the text generated with ChatGPT and visuals with DeepAI, create a product pitch video in Descript.

Please follow the same pattern that we did in the demo project. Upload the product image, then add the text generated by ChatGPT and add a voice speaker. Arrange the image to be on top of voice part and stretch the image to cover the entire duration of the audio. Finally, add captions. If you any confusion, please follow the same steps as shown in the demo video.