Assignment using Generative AI

Learning Objectives:

✓ Learn the proper use of prompts for more relevant results with fewer queries.
✓ Understand that sometimes additional queries may need to be needed based on the output or results generated by the AI bot.
✓ Develop the habit of benchmarking between different AI platforms to determine which is the most accurate for your type of query/industry

1. Use the word template provided, and make sure you enter your name and netid. The template is in legal size and horizontal layout-please keep those settings. However, you must save it as a pdf when uploading to the eLearning assignment link. <mark>There is a -5-point deduction if not submitted with your name, netid, and as a pdf</mark>. **Crop any unnecessary spaces around the output. After the template is saved as a pdf, check your work and make sure if any screenshots are used, that they are NOT blurry and that the content is not chopped up or cropped off. There are NO second chances once submitted. Attention to detail and reading instructions is an important habit to develop.**

2. Create free accounts with https://chat.openai.com/ and https://gemini.google.com/ . Caution: be aware that sometimes during heavy traffic to the free version of these platforms, they may not be available, or if you enter too many prompts, you may have to wait one day. **Therefore, do NOT wait until the due date to do this assignment. It will be counted as late if not submitted on time.**

3. Use, if needed, a "cheat sheet," see the example below, which contains suggested prompts and examples. You should always use this prompt structure: **ACT as a [role] create a [task] and show as a [format], set restrictions [enter restrictions]**.

4. When you copy and paste from your output make sure it shows your prompt and the main part of the output, avoid doing more than two screenshots per task

5. <mark>Pick a website to use that meets the following minimum criteria. Please don't email asking me to confirm your choice, if in doubt, read these instructions again, and pick another website.</mark>

   a) Must be in English (however, it can be from any country-e.g., Canada)
   b) Website can be B2C (for consumers) or B2B (sells only to other companies). Avoid industries like restaurants, or "small company" websites with skimpy content and an unprofessional appearance (e.g., plumber, real estate, etc)
   c) The website must offer several products or services with a name, description, image, and a way to either buy it online OR if B2B website, a form to get a quote or more information from a sales rep.
   d) If picking a B2B website, pick only very large companies. In B2B, it is common that they will have a form. If you are unsure, just stick to B2C consumer websites selling physical products, there are millions out there to choose from.
   e) Do NOT use the exact same website I used for this exaample
   f) Warning: If you use a URL and the AI platform says that the website you are using can't be scanned, just find another website

The ChatGPT Cheat Sheet

Act as a [ROLE]

1. Analyst	23. Excel Sheet
2. Teacher	24. Plagiarism Checker
3. Marketer	25. Relationship Coach
4. Advertiser	26. Recruiter
5. Mindset Coach	27. JavaScript Console
6. Therapist	
7. Journalist	
8. Inventor	
9. Lawyer	
10. Ghostwriter	
11. Website Designer	
12. Best Selling Author	
13. Chief Financial Officer	
14. Expert Copywriter	
15. Prompt Engineer	
16. Accountant	
17. Project Manager	
18. Sports Coach	
19. Financial Analyst	
20. Full Stack Developer	
21. Linux Terminal	
22. "Position" Interviewer	

Create a [TASK]

1. Headline
2. Article
3. Essay
4. Book Outline
5. Email Sequence
6. Social Media Post
7. Product Description
8. Cover Letter
9. Blog Post
10. SEO Keywords
11. Summary
12. Video Script
13. Recipe
14. Sales Copy
15. Analysis
16. Ad Copy
17. Web Page

Show as [FORMAT]

1. A Table
2. A List
3. Summary
4. HTML
5. Code
6. Spreadsheet
7. Graphs
8. CSV file
9. Plain Text file
10. JSON
11. Rich Text
12. PDF
13. XML
14. Markdown
15. Gantt Chart
16. Word Cloud
17. Emojis
18. An Analogy
19. Bullet Points

Set restrictions

1. Use poetic language
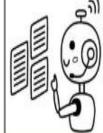2. Adopt a formal tone
3. Write short sentences
4. Code only in HTML/CSS
5. Use Shakespearian style
6. Write using basic English
7. Use only scientific sources
8. Add pop culture references

Prompts For Biz Owners

1. Give me a list of inexpensive ideas on how to promote my business better.
2. Acting as a Business Consultant, What is the best way to solve this problem of [Problem]?
3. Create a 30-Day Social Media Content Strategy based on [Topic 1] & [Topic 2].

Prompts for Developers

1. Develop an architecture and code for a <description> website with JavaScript.
2. Help me find mistakes in the following code <paste code below>
3. I want to implement a sticky header on my website. Can you provide an example using CSS and JavaScript?
4. Please continue writing this code for JavaScript <past code below>

Prompts for Marketers

1. Can you provide me with some ideas for blog posts about [topic]?
2. Write a product description for my [product or service or company].
3. Suggest inexpensive ways I can promote my [company] without using social media.
4. How can I obtain high-quality backlinks to improve the SEO of [website name]?

Prompt Priming

1. ZERO - "Write me 5 Headlines about [Topic]"
2. SINGLE - "Write me 5 Headlines about [Topic]. Here is an example of one headline: 5 Ways to Lose Weight"
3. MULTIPLE - "Write me 5 Headlines about [Topic]. Here is an example of some headlines: 5 Ways to Lose Weight, How to Lose More Fat in 4 Weeks, Say Goodbye to Stubborn Fat, Find a faster way to Lose Weight Fast"

Example of using a prompt:

Create for a given product or service a description and features in an easy-read format

(Then you initially come up with this Prompt

Act as an ecommerce marketing manager create a detailed and engaging product description and features, and show it in a table format for a womens cardigan sweater

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1 You

Act as an ecommerce marketing manager create a detailed and engaging product description and features and show in a table format for a a womens cardigan sweater with these features Oversized, Slip on, 60% Cotton, 40% Acrylic, Long Sleeve and IMPORTED

2 ChatGPT

Product Description:

Stay cozy and stylish with our luxurious women's Oversized Cardigan Sweater. Crafted with a blend of 60% Cotton and 40% Acrylic, this imported sweater ensures comfort and durability for everyday wear. Its slip-on design and long sleeves make it a perfect addition to your wardrobe for effortless layering and warmth. Whether you're lounging at home or heading out for a casual outing, this cardigan sweater promises to keep you snug and chic all day long.

Key Features:

- **Style:** Oversized
- **Closure:** Slip on
- **Material:** 60% Cotton, 40% Acrylic
- **Sleeve Length:** Long Sleeve
- **Origin:** Imported

Product Specifications:

Feature	Description
Style	Oversized
Closure	Slip on
Material	60% Cotton, 40% Acrylic
Sleeve Length	Long Sleeve
Origin	Imported

Why Choose Our Oversized Cardigan Sweater?

1. **Ultimate Comfort:** Made with a soft blend of cotton and acrylic, our cardigan sweater ensures maximum comfort throughout the day.
2. **Effortless Style:** The oversized design and slip-on closure make it easy to layer over any outfit for an instant style upgrade.
3. **Year-Round Versatility:** Whether it's a chilly evening or a breezy afternoon, this sweater is perfect for all seasons.
4. **Quality Craftsmanship:** Imported with meticulous attention to detail, ensuring durability and long-lasting wear.
5. **Easy Care:** Machine washable for convenient maintenance, saving you time and eff

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1 A Act as an ecommerce marketing manager create a detailed and engaging product description and features and show in a table format for this product https://www.altardstate.com/as/sale/sale-sweaters/talia-cable-cardigan/001890_S0212E029JI-0087.html

Show drafts ⌄

Sure, here is a detailed and engaging product description and features for the Talia Cable Cardigan in a table format, based on the information I found on the website:

2 Indulge in Cozy Chic with the Talia Cable Cardigan

Description:

Embrace effortless style and cozy comfort with the Talia Cable Cardigan, a must-have for any wardrobe. This oversized cardigan is crafted from a soft and breathable blend of 60% cotton and 40% acrylic, making it perfect for layering on chilly days or cool summer nights. The relaxed fit drapes beautifully over your figure, while the playful star detailing on the elbows adds a touch of whimsy.

Features:

Feature	Description
Material	60% Cotton, 40% Acrylic
Fit	Oversized
Closure	Open front
Pockets	Two patch pockets
Neckline	Crewneck
Sleeve Length	Long sleeves with star detailing on elbows
Care	Machine wash cold, gentle cycle. Tumble dry low
Available Colors	Oatmeal
Current Price	$79.95 (on sale)

⊞ Export to Sheets