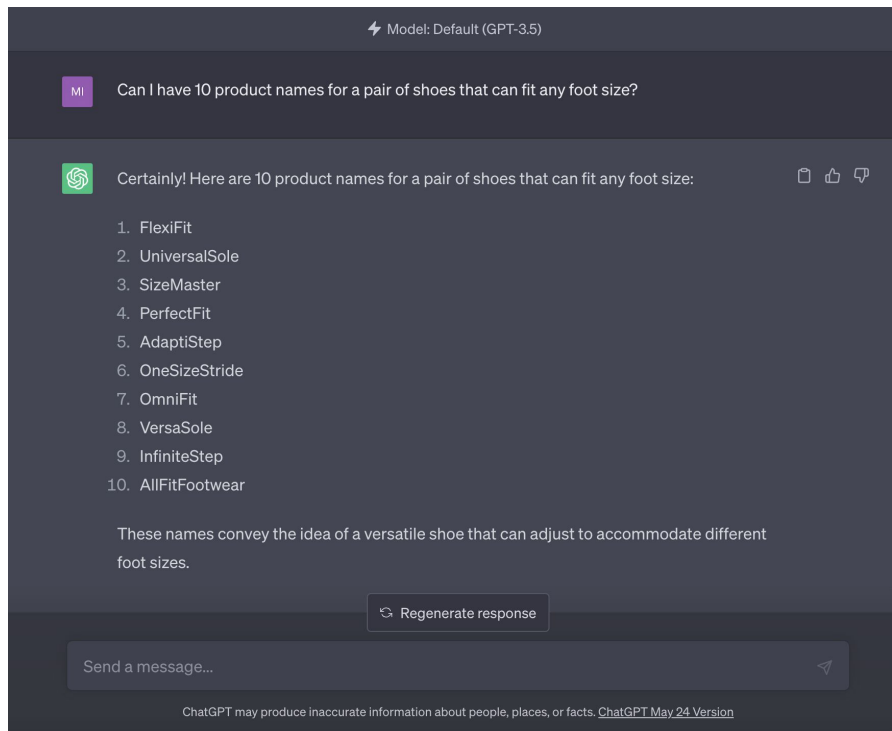


Specify Format

Define what rules to follow, and the required structure of the response

Text Models: ChatGPT

Prompting ChatGPT



This is a simple prompt we can use with ChatGPT when generating a list of ideas for product names.

Prompt Engineering

— — —

This is a prompt template we discovered that reliably yields useful or desired results when generating a list of ideas for product names.

The screenshot shows a chat interface with a dark background. It contains a series of messages between a user (labeled 'You') and an AI (labeled 'ChatGPT'). The user's prompt asks for product names for a shoe that fits any foot size, in the style of Steve Jobs, and requests the results as a comma-separated list. The AI responds with three examples: 'iBarFridge', 'iFridgeBeer', and 'iDrinkBeerFridge'. The user then asks for a watch that can tell accurate time in space, and the AI responds with 'iNaut', 'iSpace', and 'iTime'. The user then asks for a home milkshake maker, and the AI responds with 'iShake', 'iSmoothie', and 'iShake Mini'. The user then asks for a shoe that fits any foot size, and the AI responds with 'iFitShoe', 'iAdapt', and 'iUniversalStep'. Finally, the user asks the AI to rate the product names based on their catchiness, uniqueness, and simplicity, on a scale from 1-5, with 5 being the highest score. The AI responds with a table containing the results.

You

Brainstorm a list of product names for a shoe that fits any foot size, in the style of Steve Jobs.

Return the results as a comma separated list, in this format:
Product description: A shoe that fits any foot size
Product names: [list of 3 product names]

Examples
Product description: A refrigerator that dispenses beer
Product names: iBarFridge, iFridgeBeer, iDrinkBeerFridge

Product description: A watch that can tell accurate time in space
Product names: iNaut, iSpace, iTime

Product description: A home milkshake maker
Product names: iShake, iSmoothie, iShake Mini

ChatGPT

Product description: A shoe that fits any foot size
Product names: iFitShoe, iAdapt, iUniversalStep

You

Please rate the product names based on their catchiness, uniqueness, and simplicity. Rate them on a scale from 1-5, with 5 being the highest score. Respond only with a table containing the results.

ChatGPT

Product Name	Catchiness	Uniqueness	Simplicity
iFitShoe	4	3	4
iAdapt	3	4	3
iUniversalStep	2	5	2

Message ChatGPT...

Prompt Template

— — —

Brainstorm a list of product names for a {product_description}, in the style of {famous_inventor}.

Return the results as a comma separated list, in this format:

Product description: A shoe that fits any foot size

Product names: [list of 3 product names]

Examples

{product_examples}

Please rate the product names based on their catchiness, uniqueness, and simplicity. Rate them on a scale from 1-5, with 5 being the highest score. Respond only with a table containing the results.

Specify Format

— — —

Return the results as a **comma separated list**, in this format:

Product description: A shoe that fits any foot size

Product names: [list of 3 product names]



ChatGPT

Product description: A shoe that fits any foot size

Product names: **iFitShoe, iAdapt, iUniversalStep**

Define what rules to follow, and the required structure of the response.

The response to a prompt may serve as the input to another task, so consistency is key.

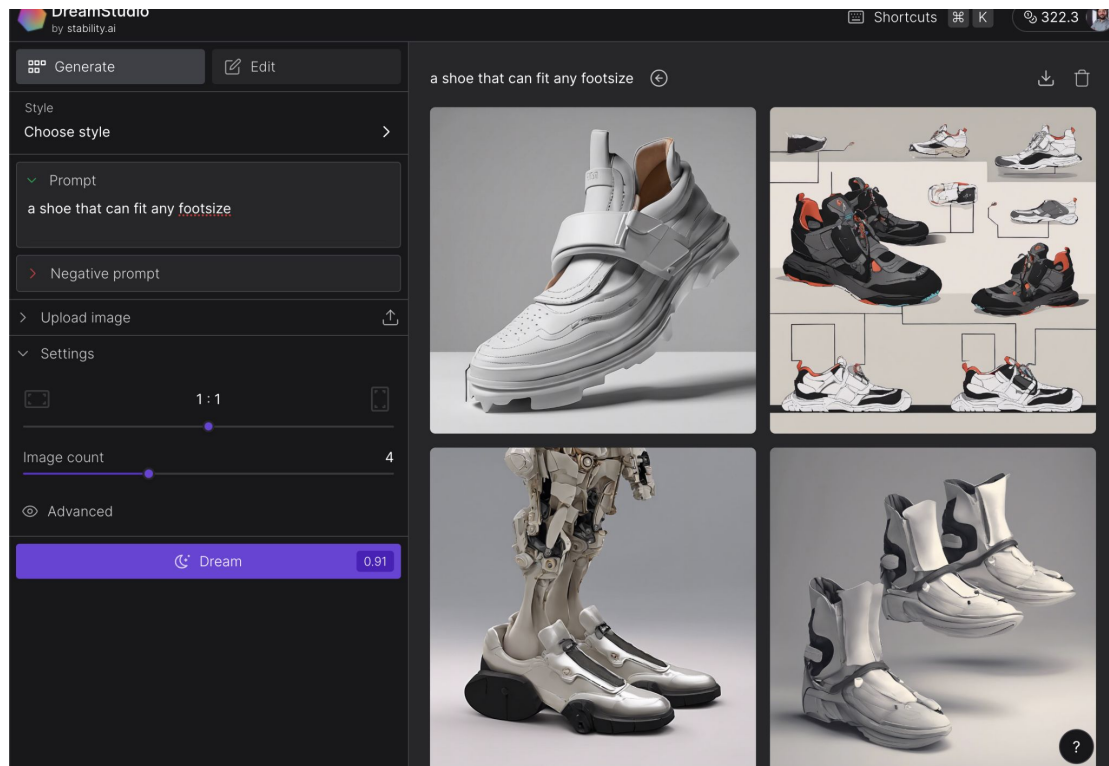
Impact on Results

— — —

Variable	Responses
Numbered List	Product names: 1. iFitShoe 2. iAdapt 3. iUniversalStep
JSON	<code>{"product_names": ["iFitShoe", "iAdapt", "iUniversalStep"]}</code>
YAML	<code>product_names: - iFitShoe - iAdapt - iUniversalStep</code>

Image Models: Stable Diffusion

Prompting Stable Diffusion

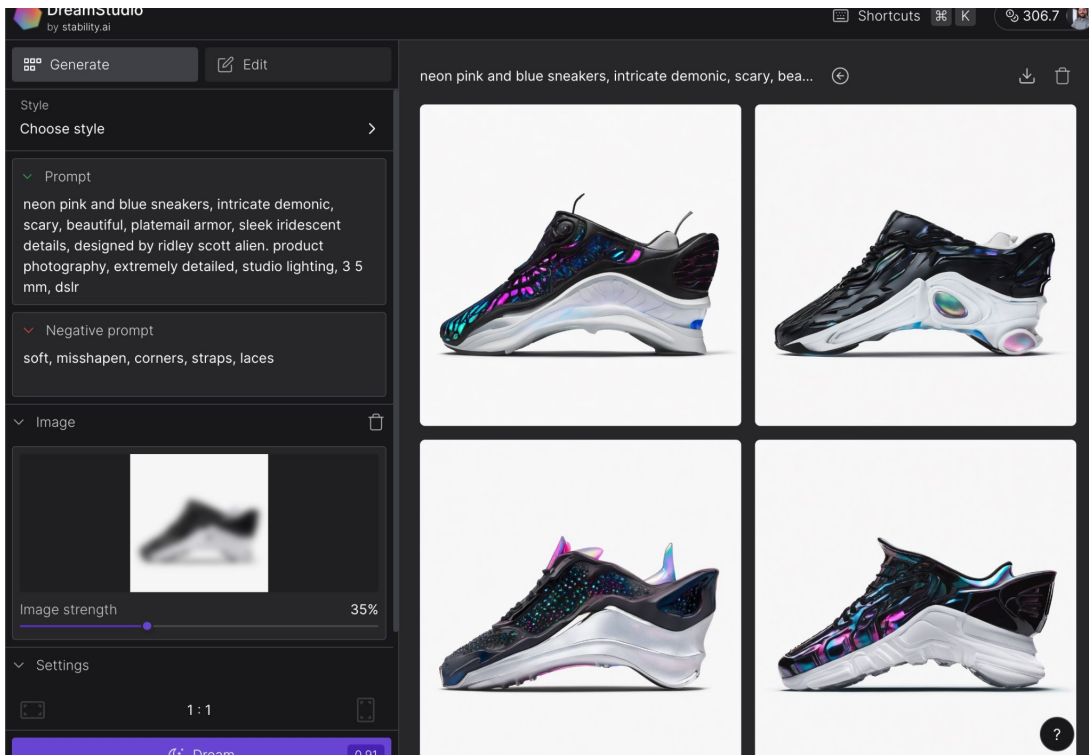


This is a simple prompt we can use with Stable Diffusion when generating an image of a product idea.

Prompt Engineering

— — —

This is a prompt template we discovered that reliably yields useful or desired results when generating an image of a product idea.



Prompt Template

— — —

`{product_type}`, `{style_details}`, designed by `{artist}`. product photography,
extremely detailed, studio lighting, 3 5 mm, dslr

Specify Format

— — —

✓ Prompt

neon pink and blue sneakers, intricate demonic,
scary, beautiful, platemail armor, sleek iridescent
details, designed by ridley scott alien. product
photography, extremely detailed, studio lighting, 3 5
mm, dslr



Define what rules to follow, and the required structure of the response.

The response to a prompt may serve as the input to another task, so consistency is key.

Impact on Results

— — —

Variable	Model Shoot	Streetwear	Vogue Magazine
Results	