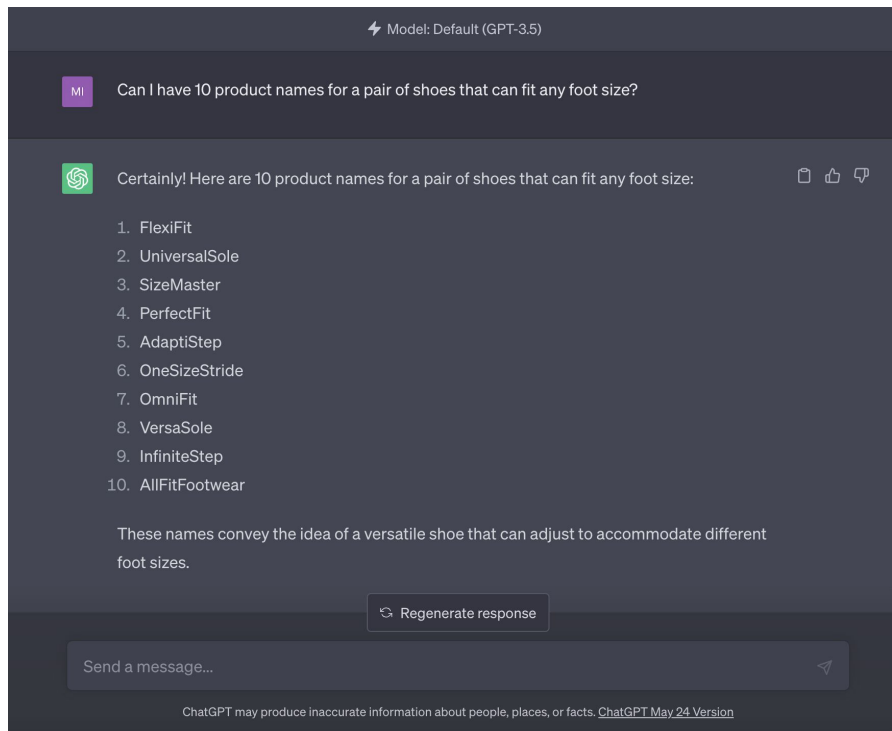


Provide Examples

Insert a diverse set of test cases where the task was done correctly

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 conversation with a user and ChatGPT. The user asks for product names for a shoe that fits any foot size, in the style of Steve Jobs. ChatGPT provides three examples: iBarFridge, iFridgeBeer, and iDrinkBeerFridge. The user then asks for a table of ratings for these product names based on catchiness, uniqueness, and simplicity. ChatGPT provides a table with the following data:

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

The interface includes a text input field at the bottom with the placeholder text "Message ChatGPT..." and a send button.

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.

Provide Examples

— — —

Examples

Product description: A refrigerator that dispenses beer

Product names: iBarFridge, iFridgeBeer, iDrinkBeerFridge



ChatGPT

Product description: A shoe that fits any foot size

Product names: iFitShoe, iAdapt, iUniversalStep

Insert a diverse set of test cases where the task was done correctly.

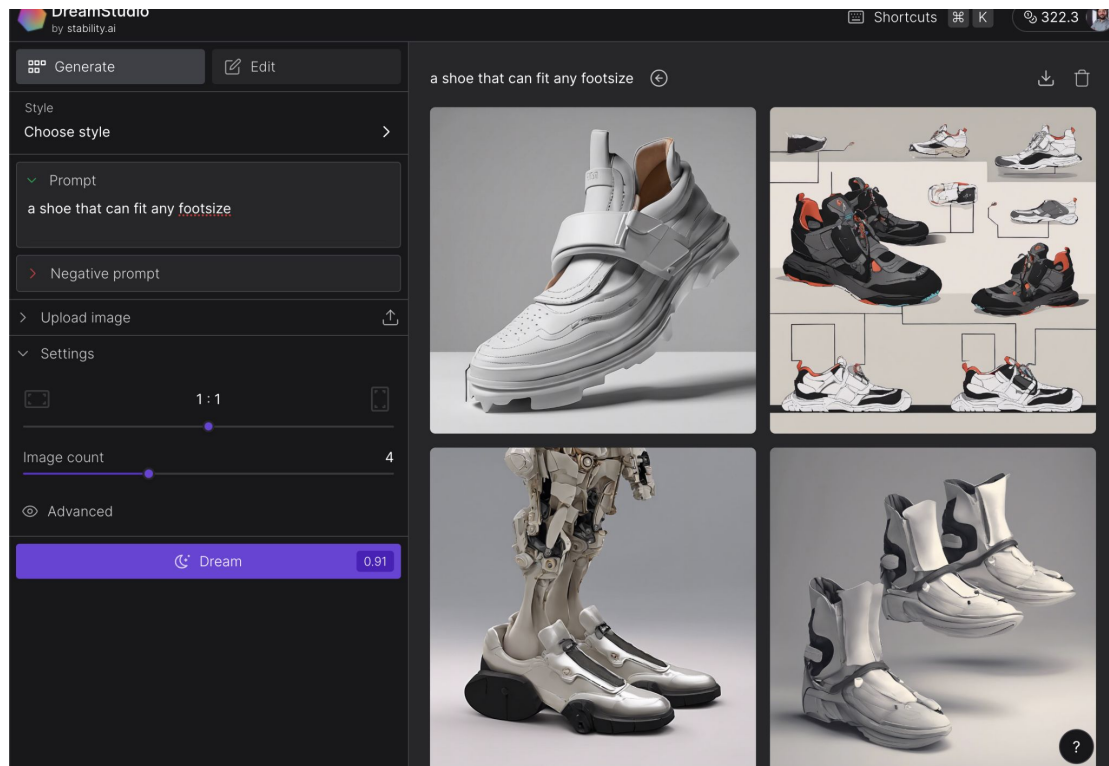
Adding examples improves reliability, but too many examples can constrain creativity.

Impact on Results

Variable	Responses
Apple ---	Apple UniFit, Apple FlexWalk, Apple OmniFit
--- Mini	iFit Mini, OmniSneak Mini, Flexform Mini
Air ---	AirSnug, AirFit, AirSoleFlex

Image Models: Stable Diffusion

Prompting Stable Diffusion

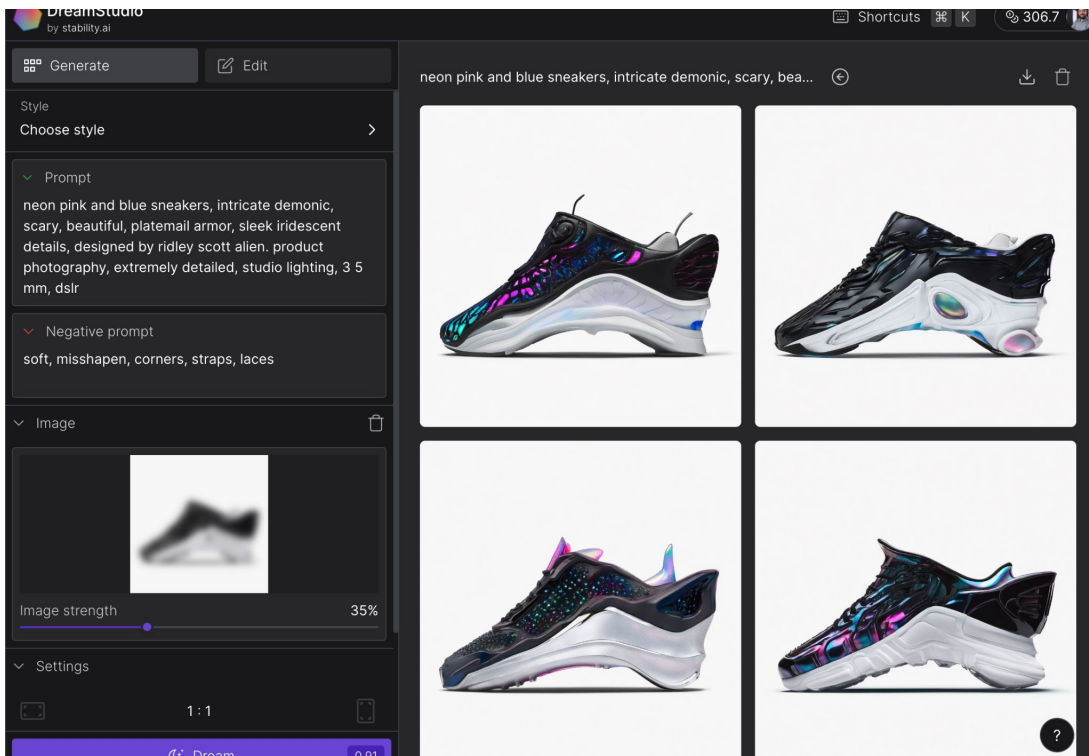


This is a simple prompt we can use with Stable Diffusion when generating an image of a product idea.

Prompt Engineering

— — —

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

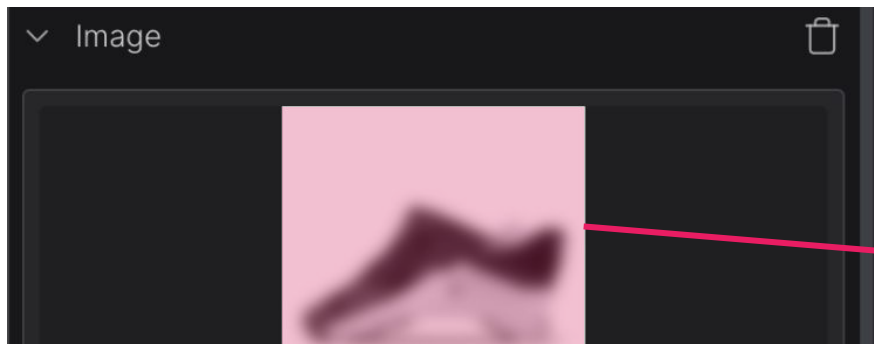


Prompt Template

— — —

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

Provide Examples



Insert a diverse set of test cases where the task was done correctly.

Adding examples improves reliability, but too many examples can constrain creativity.

Impact on Results

— — —

Variable	Wool Shoes	Crocs	Platform Heels
Results			