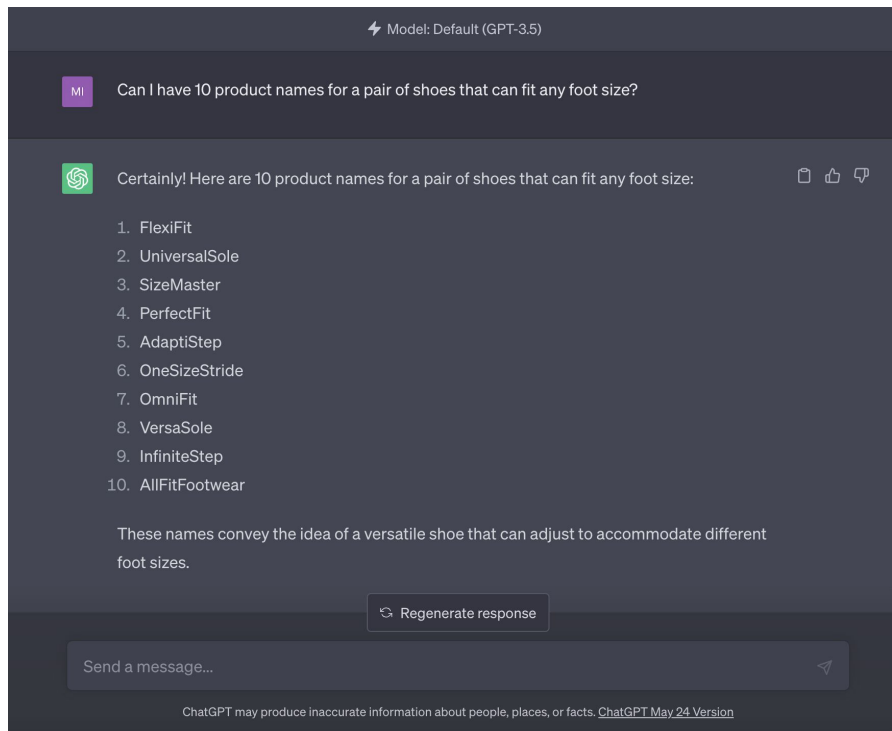# Give Direction

Describe the desired style in detail, or reference a relevant persona.

# 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.

**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.

# Give Direction

— — —



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

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

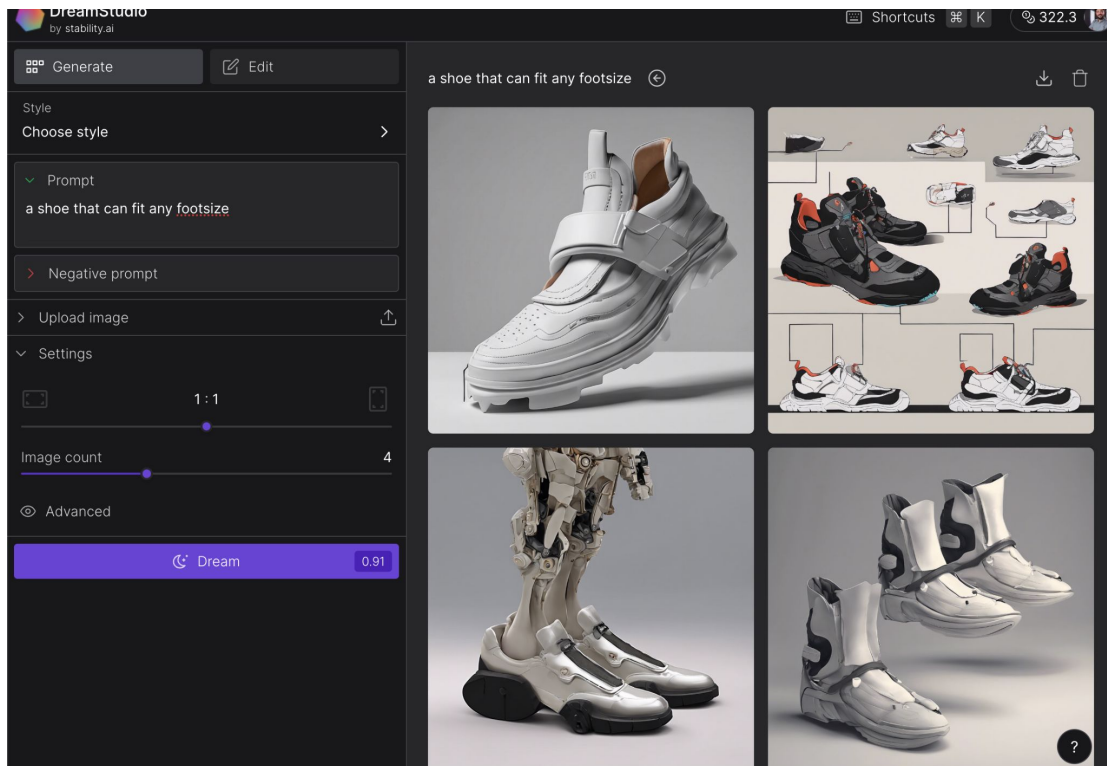Describe the desired style in detail, or reference a relevant persona.

Identify what others are doing to decide what to copy and where to innovate.

# Impact on Results

— — —

| Variable | Results |
|----------|---------|
| Elon Musk | ShoeX, MarsFit, The Shoe Company |
| Walt Disney | Enchanted Slippers, Magic Step, Whimsoles |
| Marc Jacobs | Morph by Marc, The Marc Jacobs Flexible Shoe, FlexForm Oxfords |

# Image Models: Stable Diffusion
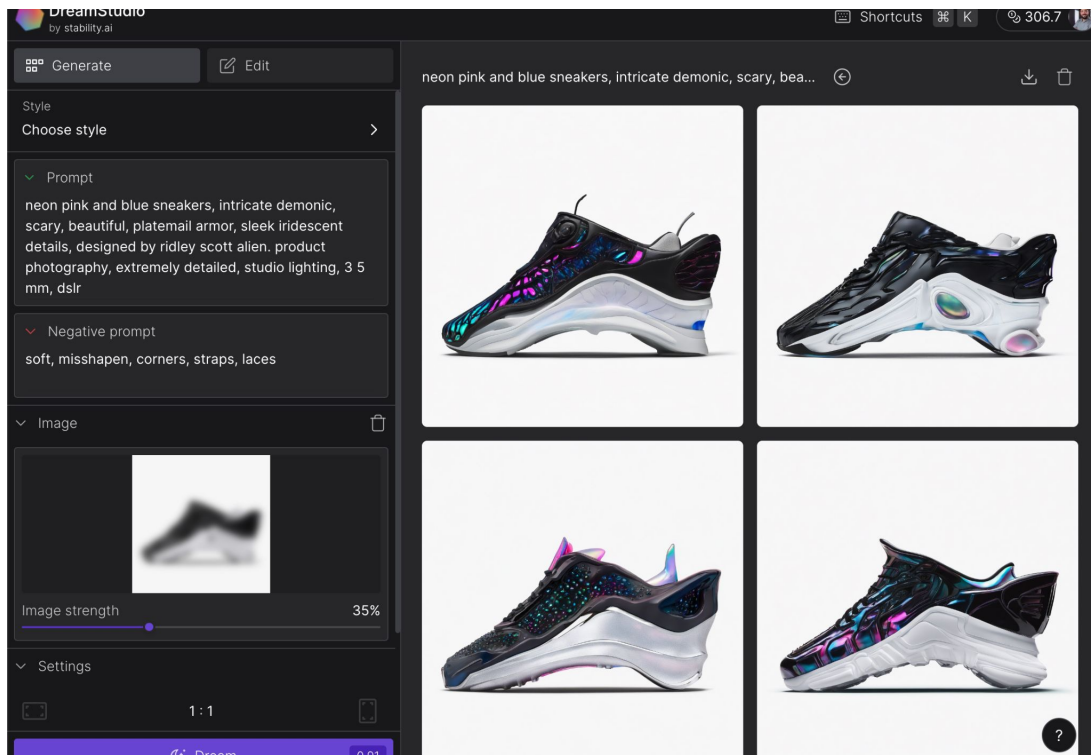
# Prompting Stable Diffusion



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
```

# Give Direction

\_ \_ \_



```
∨  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
```

Describe the desired style in detail, or reference a relevant persona.

Identify what others are doing to decide what to copy and where to innovate.

# Impact on Results

— — —

| **Variable** | Salvador Dali | Van Gogh | Great Wave |
|---|---|---|---|
| **Results** |  |  |  |