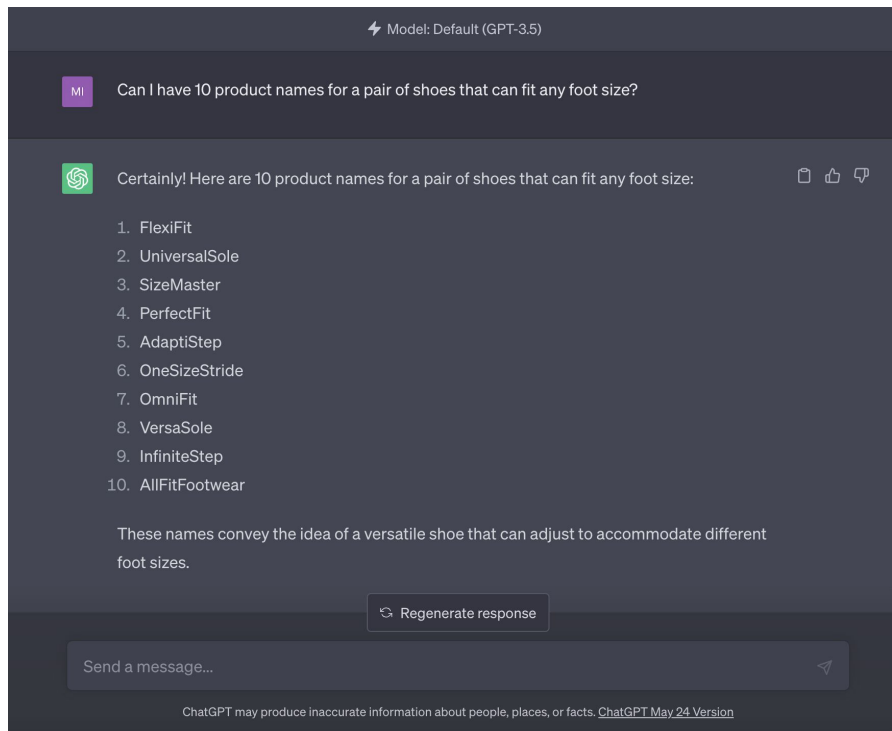


Evaluate Quality

Identify errors and rate responses, testing what drives performance

Text Models: ChatGPT

Prompting ChatGPT

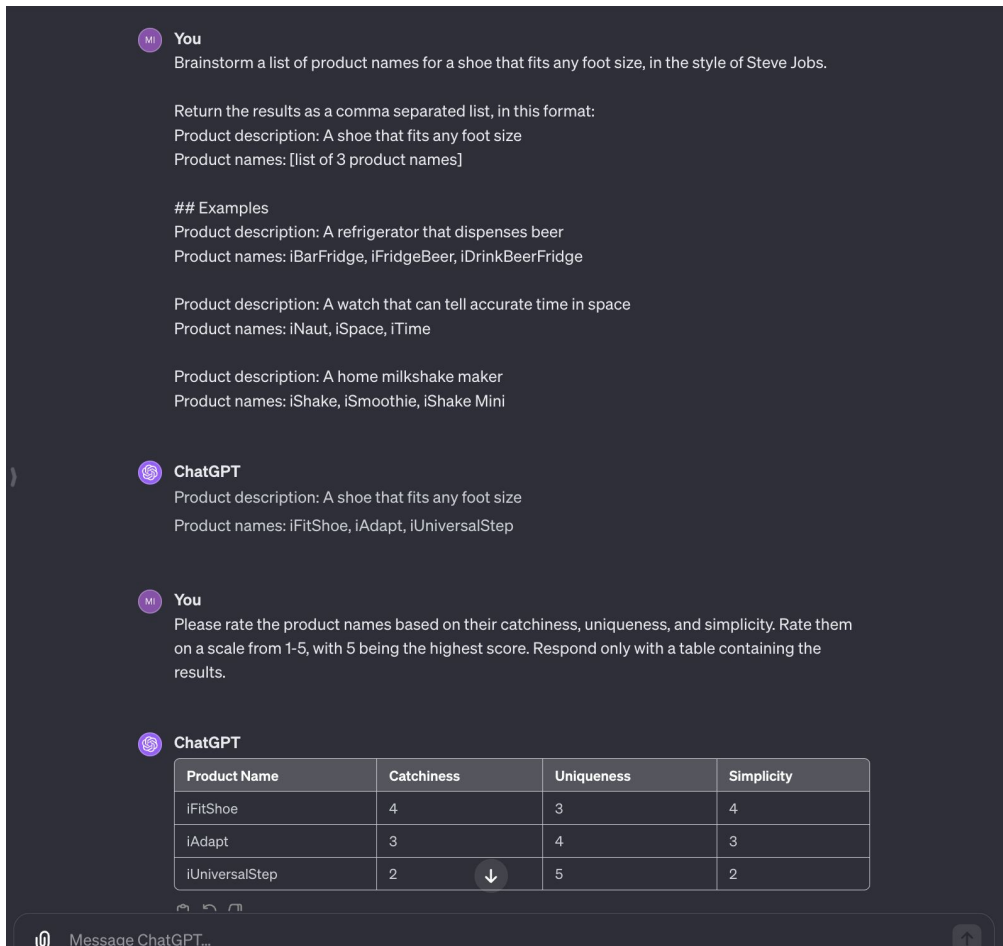


This is a simple prompt we can use with ChatGPT when generating a list of ideas for product names.

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 ChatGPT interface with a dark theme. It displays a series of messages between a user (labeled 'You') and the AI (labeled 'ChatGPT').

User Message 1: Brainstorm a list of product names for a shoe that fits any foot size, in the style of Steve Jobs.

ChatGPT Response 1: 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]

User Message 2: ## Examples
Product description: A refrigerator that dispenses beer
Product names: iBarFridge, iFridgeBeer, iDrinkBeerFridge

ChatGPT Response 2: Product description: A watch that can tell accurate time in space
Product names: iNaut, iSpace, iTime

User Message 3: Product description: A home milkshake maker
Product names: iShake, iSmoothie, iShake Mini

ChatGPT Response 3: Product description: A shoe that fits any foot size
Product names: iFitShoe, iAdapt, iUniversalStep

User Message 4: 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 Response 4: A table with 4 columns: Product Name, Catchiness, Uniqueness, and Simplicity. The rows are: iFitShoe (4, 3, 4), iAdapt (3, 4, 3), and iUniversalStep (2, 5, 2). There is a small downward arrow icon next to the '5' in the Uniqueness column for iUniversalStep.

At the bottom of the interface, there is a text input field with the placeholder text 'Message ChatGPT...' and a send button icon on the right.

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

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]

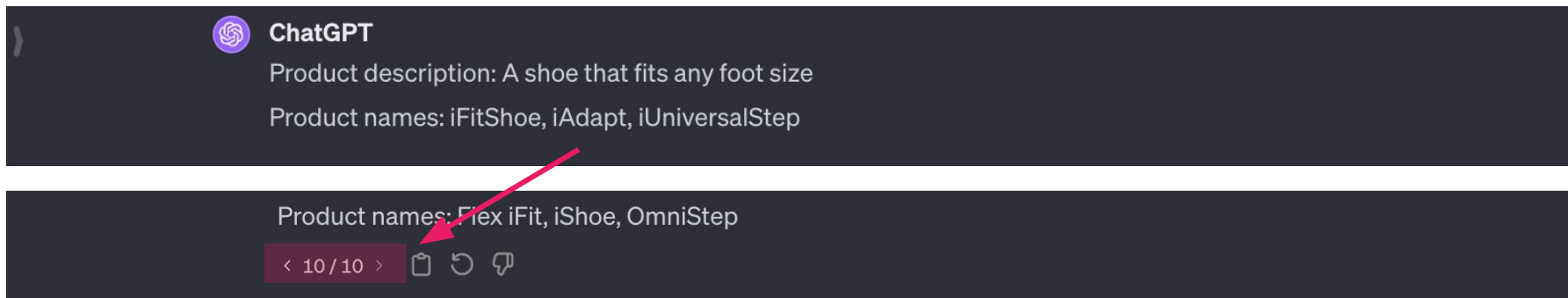
Examples

{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.

Evaluate Quality

— — —



Identify errors and rate responses, testing what drives performance.

Try different combinations systematically to identify where it fails and succeeds.

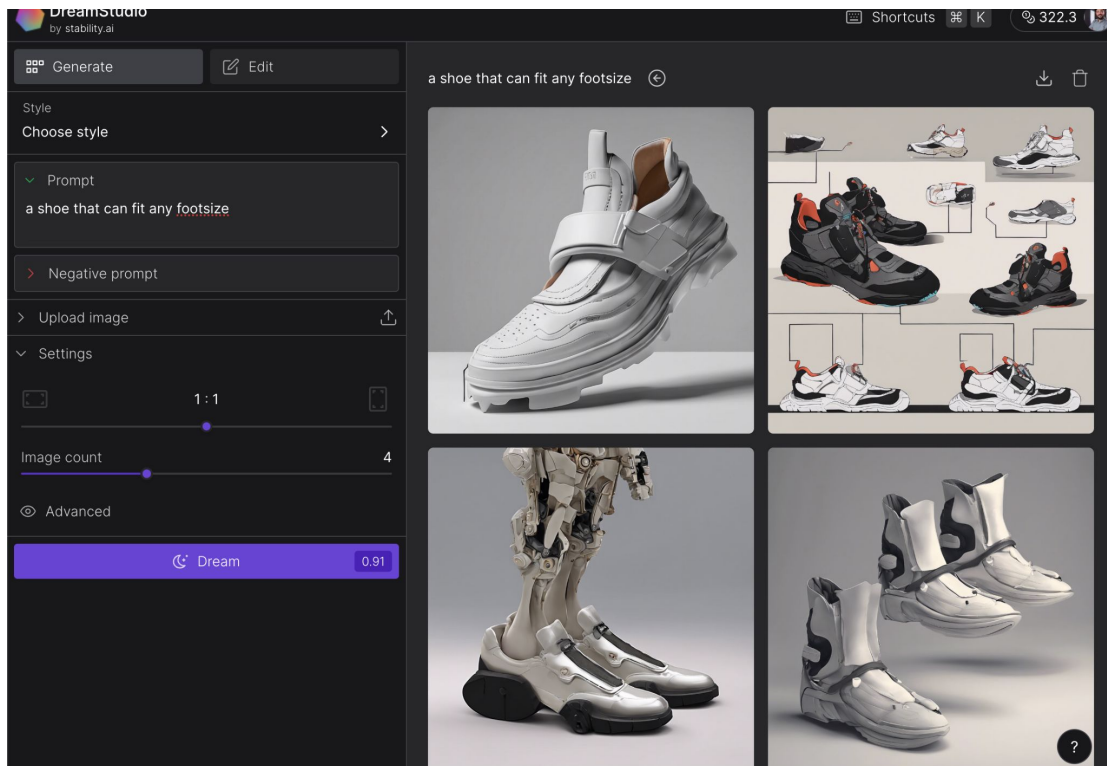
Impact on Results

— — —

Variable	Responses
Quality	Flex iFit, iShoe, OmniStep
Length	iShoe, Adapt-a-Step iSneakers , iFlex
Format	<p>Product Description: A Pair of Shoes that Can Fit Any Foot Size</p> <p>Innovative and revolutionary, these shoes are designed to adapt to any foot size, no matter how large or small...</p>

Image Models: Stable Diffusion

Prompting Stable Diffusion

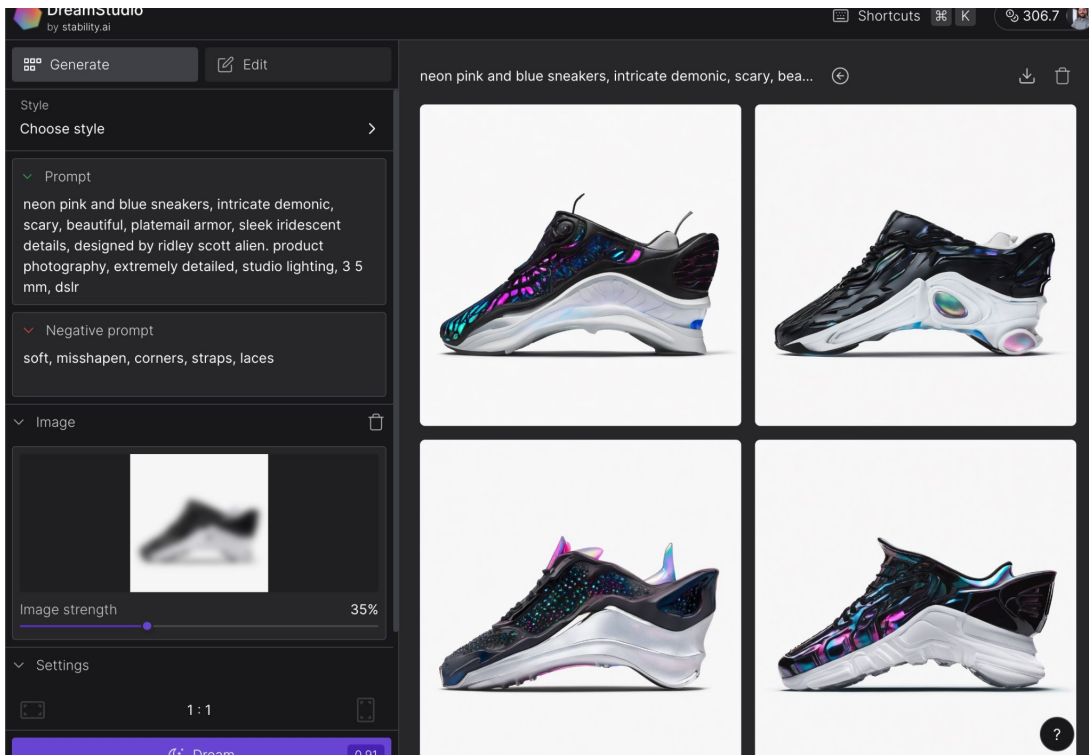


This is a simple prompt we can use with Stable Diffusion when generating an image of a product idea.

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`

Evaluate Quality



Identify errors and rate responses, testing what drives performance.

Try different combinations systematically to identify where it fails and succeeds.

Impact on Results

Variable	CFG Scale: 3	CFG Scale: 7	CFG Scale: 14
Results	 An AI-generated image of a sneaker at CFG Scale 3. The shoe has a white midsole and a black upper with some iridescent, rainbow-like patterns on the side and heel. The overall appearance is somewhat soft and less detailed.	 An AI-generated image of a sneaker at CFG Scale 7. The shoe features a white midsole and a black upper with more pronounced iridescent patterns. The details are sharper than in the Scale 3 image.	 An AI-generated image of a sneaker at CFG Scale 14. The shoe has a white midsole and a black upper with very sharp, vibrant iridescent patterns in shades of pink, blue, and green. The image is highly detailed and clear.