# Thinking Outside the Box (AI Assisted)

In order to prepare for this assignment, READ the information contained in the document “Streetcrafter Case Study.”

## Preparing to Use AI Tools

### **Understanding AI language models**

Unlike traditional marketing tools that primarily rely on data analysis and historical trends, AI tools like [ChatGPT](https://chat.openai.com/) and [Claude](https://claude.ai/) are designed to generate human-like text responses. These AI language models can be used to understand and generate natural language, making it highly versatile for a wide range of uses, from answering questions to assisting with content creation. AI’s ability to learn from a vast body of text allows it to provide informative, contextually relevant responses across diverse topics.

You input directions, instructions, or a question and the AI tool generates a response. The input that you give to the AI tool is called a prompt.

### **Writing Effective Prompts**

* Be Clear and Specific
  + Example: Instead of "Tell me about entrepreneurship," use "I am planning to start a small business that sells camping gear. I am going to sell only online. Provide me a list of topics that are important to consider while I am in the planning stage."
* Provide context
  + Example: Instead of “Give me examples of how to market biodegradable packaging,” use "You are an expert in marketing. I am working on a new material that will use recycled paper and beeswax and turn them into packaging that can be composted. This material will be used to package food. Suggest 5 different marketing strategies for biodegradable packaging that will be popular with market segments composed of different generational groups."
* Iterative Approach
  + Example: Initial prompt: List 10 innovative marketing strategies used in social media marketing.
  + Example: Follow-up: Of these strategies, which are most effective for health and wellness products?

### **Verifying AI-Generated Information**

* Cross-Check Facts. Do not assume that AI generated output is accurate or authentic. AI often makes up fictional responses to answer questions. Because you cannot be certain of the source of the AI’s output, it is important to verify AI responses with credible sources.
* Critical Thinking. While its responses may seem like AI is doing analysis and critical thinking, the AI tool is actually programmed to respond to your prompt based on patterns in language. It is analyzing those language patterns to generate a response. This is very different from the synthesis of information and critical thinking about concepts that your human mind does naturally. You have to review each response and evaluate the plausibility and accuracy of AI responses and whether they logically make sense.

### **Acknowledging Use of AI**

Your use of AI should be disclosed so that you are not taking credit for work that was not created by you. Use your instructor’s preferred method of acknowledgment.

## Instructions

Medin is in a position to grow. However, he needs your help to see the business to a new level of success. He is so busy managing Streetcrafter that he doesn’t have as much time to effectively perform in sales. This is going to keep Medin stuck at his current success rate. Let's look at some things that Medin needs in a job candidate.



* Attention to detail.
* Passion for clothes and or design
* Mastery of the G-suite products
* Experience in Customer Service
* Basic Shopify Store management experience
* Sales background Prefered

1. Try using an AI tool like [ChatGPT](https://chat.openai.com/) to help you write a job description. This artificial intelligence tool takes information from you, called a prompt, to generate a response. Primarily, the job candidate has to perform customer service-related tasks. These would include.
   1. Quality assurance for orders of Press-Art going out.
   2. Creating new wholesale accounts with larger customers.
   3. Hosting walk-in customers at the office to assess their needs.
   4. Chargeback, Refund, and Customer Experience survey management.
   5. The pay is Minimum wage for 20 hours a week plus commissions on new sales they bring in!
2. Incorporate what you know now about the role and responsibilities + pay of the new Streetcrafter team member. Now, use AI to enhance the Job Description and make it enticing to the right candidate.
3. In Streetcrafter Case Study Medin has a ZERO DEFECTS policy. What qualities would a candidate need to have to follow this policy? List them out.

(Hint: Try using ChatGPT as a brainstorming partner if you are stuck for ideas!)

1. Did using AI help you in writing this job description? If so, explain how it was beneficial.

## 

## Rubric

|  | Excellent | Good | Fair | Inadequate |
| --- | --- | --- | --- | --- |
| **Writing and Communica-**  **tion** | Superior grammar, structure and organization with no typos | Good grammar, structure, and organization with few typos | Poor grammar and/or some typos resulting in weak communication | Lack of clarity, grammar is confusing, and/or many typos resulting in poor presentation of thinking |
| **Understanding** | Submission is comprehensive and detailed | Submission is relevant but not comprehensive | Demonstrates limited or superficial understanding of the concepts underlying the assignment | Demonstrates no or minimal awareness of the concepts underlying the assignment |
| **Application and Analysis** | Demonstrates outstanding ability to synthesize concepts, relates theory to practice, and uses a wide range of supporting evidence | Demonstrates the ability to analyze and synthesize, making use of relevant supporting evidence | Demonstrates limited analysis and some use of supporting evidence | Does not use critical analysis and/or fails to use supporting evidence |

## 

**Authored by**: Lumen Learning. **License**: [*CC BY: Attribution*](https://creativecommons.org/licenses/by/4.0/)