AI-Assisted New Product Development

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

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

Streetcrafters can get custom shirts to their customers thanks to [Press-ART](https://www.streetcrafter.com/collections/press-art-sheets). However, Streetcraftrer can earn more profit and attract new customers by having elevated designs. They can do this by utilizing the power of AI to the fullest extent! These days there are many online design tools available to accomplish this. Two of the biggest are KIttl and Canva. The AI tool on these platforms has been honed and developed to work for people, who have little to no experience in graphic design.

* Utilize Kitll or Canva AI designers to get the desired result.
* What questions will you ask the customer before entering data into the AI tool? This will ensure that you end up with a design that completes the wishes of your customers.
* Consider, what elements you can instruct the AI with to reduce the time it takes to get to a final design product.
* Use the Kittl design suite to add elements (Clip art, Uploads, Text) that enhance and complete the AI output.
* Make sure to get the design you create using AI to be “Print Ready” meaning vectorized and high resolution.

Take a look at this video John made on his Youtube channel for an overview of how to utilize AI in designing!

[How To Design A Clothing Brand with ZERO Skills (Step x Step Using A.I.)](https://www.youtube.com/watch?v=OaKXhM80P70)

Rubric

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| --- | --- | --- | --- | --- |
|  | Excellent | Good | Fair | Inadequate |
| **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 |

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