

Progress Workshop

Introduction

After completing my inspiration phase of the human centered design methods I continued with the ideation phase. In the ideation phase I have held multiple brainstorming sessions with my group members and alone to come up with ideas for the problem that was found. After the brainstorm sessions a concept needed to be formulated. In this document you will find how I came up with the ideas for the concept, how the eventual concepts are created together with the test and iterations.

Target audience

The target audience for this problem are employees of GroupM in the creative departments that lack the knowledge to effectively use generative AI in their workflow. The creative departments we focus on are: Design & motion departments.

Within this target audience we found two personas:

Persona 1 didn't try generative AI and the problems they experience are:

- They don't know where to begin or start with this new technologie.
- There are too many tools available.
- Don't know in which situation she can use generative AI.

Persona 2 has tried generative AI and the problems they experience are:

- They always need to double check the output as the output is often not good.
- They find it difficult to get the desired output and would like to know how they could improve.
- The information is biased and often incorrect.
- (sometimes) Are afraid of plagiarism when using generative AI.

Problem

The problem that was discovered during the inspiration phase is: The employees of GroupMs creative department have insufficient knowledge to effectively use generative AI in their own workflow.

This problem was discovered because one of the main frustrations mentioned by not only the creative department but others as well is that they find it difficult to get the desired output and they don't know where to use generative AI in their own workflow. Due to this problem I formulated a new design challenge.

Design challenge

Design a training program that enables employees within GroupM creative departments to learn about generative AI text prompts in order for them to effectively use it within their daily workflows.

Requirements

I also created some requirements for the solution to uphold:

- The solution should teach the target audience everything needed for them to effectively use generative AI in their own workflow.
- The solution should be a fun and interactive experience.
- The target audience should be able to continuously learn from generative AI due to the vast amount of new developments.
- Therefore the solution should also be easily adjustable to the rapid evolving environment.
- The solution should be easy to implement in GroupM.

| | | | | | | |
|---|--|--|--|---|--|---|
| Copy schrijven duurt lang en is ze niet super goed in. | Handmatig simpele advertenties maken. | Copy schrijven duurt lang (elke post heeft een andere tekst nodig). | Rapporteren/d ocumenteren is iets wat hij niet leuk vindt. | Tijd is geld, als het haar tijd scheelt gebruikt ze het. | inspiratie opdoen. | Teksten schrijven. |
| Veel advertenties maken die erg op elkaar lijken (wat Smartley doet bij grotere klanten). | Financieel overzicht bijhouden is een taak waar je snel achterloopt. | Uren kosten geld (besparing geeft ruimte). | Copy schrijven is een taak die lang duurt. | Code schrijven voor After effects | DALL-E voor het genereren van omgeving rondom een object (beter dan Photoshop) | Text to speech wanneer goed genoeg, scheelt dit tijd. |
| Commercie deel is niet haar sterkte kant. | Te veel Smartley gebruiken haalt de creativiteit weg. | Klanten die die efficiënt omgaan met de feedbackrondes (ping-pongen) | | Tijd besparen door ChatGPT het schrijfwerk te laten doen en zelf alleen als controle te dienen. | Copy schrijven zou tijd kunnen besparen als de kwaliteit goed is. | As long as it saves money, customers willing to pay |

Thema: General information (GAI)

Thema: Technology

Thema: Society/Law

Thema: Problems

Thema: Opportunities

Thema: Market

Insight statements

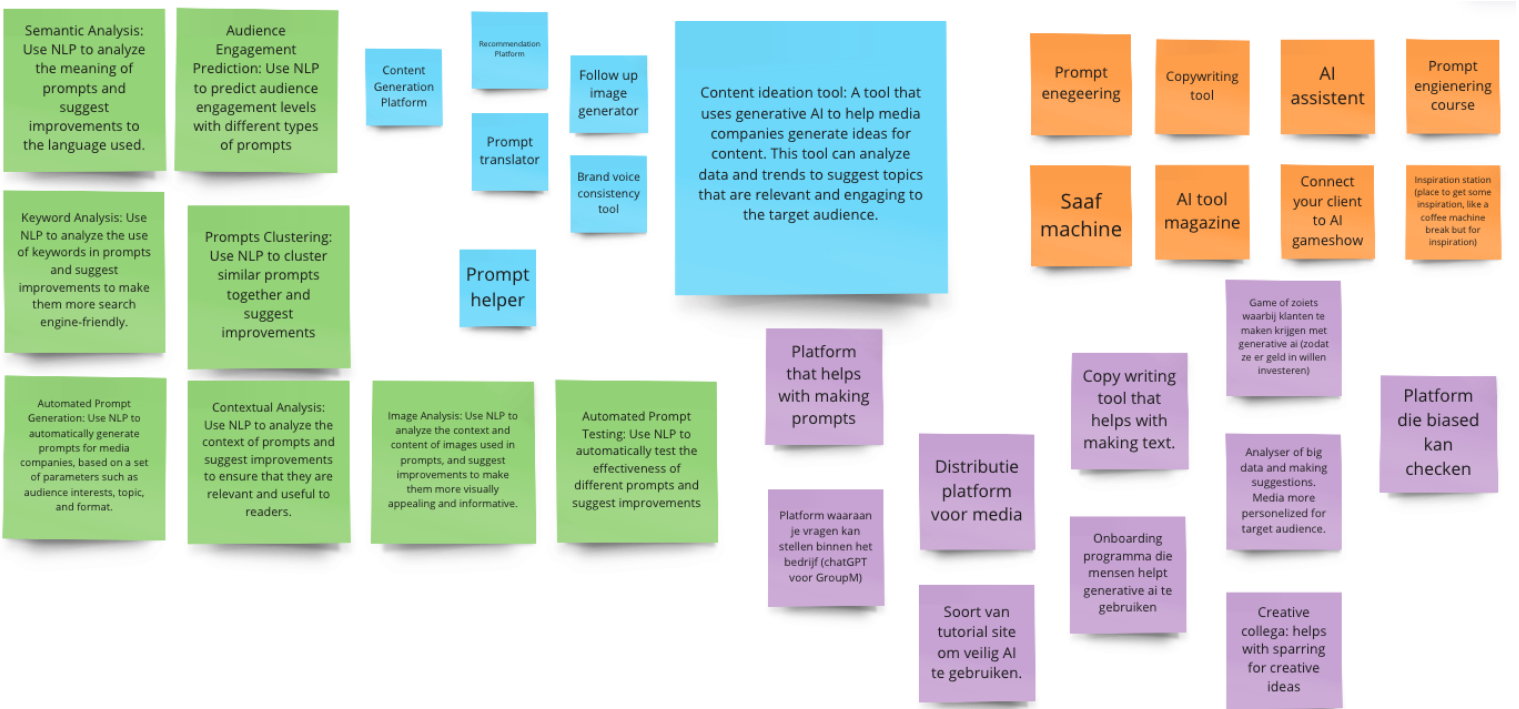
| Theme | Insight statements |
|---|---|
| General information about Gen AI | <ul style="list-style-type: none"> - Synthetic media is content generated with an AI. - Generative AI can be very realistic and not distinguished between made by computer or human. - Content that can be generated with AI are: text, audio, video, image, etc which make up most advertising materials. - The three primary factors that contributed to the growth of generative AI are: improvement in models, better and more data, and greater computer capacity. - Generative AI uses a prompt to generate new content. It is a short sentence describing what you want. Using a lot of adjectives usually creates the best desired output. |
| Technology | <ul style="list-style-type: none"> - NLP (Natural Language Processing) can help format the prompt, with the following techniques: Sentiment Analysis, Text Summarization and Text Classification. - There are many types of generative AI such as: Generative Adversarial Networks (GAN), Large Language Models (LLM), Variational Auto-encoders and autoregressive models. - The GAN model was a big breakthrough for generative AI |

| | |
|----------------------|---|
| | models. |
| Society/Law | <ul style="list-style-type: none"> - As there is no insight of used datasets some data could be copyrighted. - People are afraid that generative AI will take over their jobs but GroupM employees see its potential use. - Currently there are no national/global laws concerning the use of generative AI (in marketing) - The laws concerning transformative media currently dictate the use of generative AI |
| Problems | <ul style="list-style-type: none"> - A common problem with generative AI content is that it is biased such as: ethnicity, political, and more. - Generative AI can generate hurtful content and deliver incorrect information. - Due to the vast amount of computer power & data GAI needs, it is very costly to train such an AI. - Employees of GroupM mention that copywriting takes a lot of time. - Repetitive tasks & documenting takes up a long time. - Employees of GroupM say that using Smartley takes away from creativity. |
| Opportunities | <ul style="list-style-type: none"> - Generative AI can speed up the entire creative process from inspire, creation, delivery & distribution of content - Text is well developed AI and can be used for repetitive tasks such as copy, making this more efficient. - Businesses see many potential in generative AI as it can save time and money. |
| Market | <ul style="list-style-type: none"> - GroupM is responsible for 30% of ads globally - GroupM predicts that in 2032 90% of advertisements will be generative AI based - There are already companies using generative AI in their advertisement and were very successful. - Between 2022 - 2030 the market for generative AI is expecting to expand at a CAGR (Compound Annual Growth Rate) of 34.6%. |

It was very chaotic in the beginning as we all did our research separately. It became a lot clearer after the affinity diagram what everyone was working on and the general insights of my own research.

Brainstorm session 1

The first brainstorming session was together with my group members. In this brainstorm session we wanted to focus on solutions that could potentially make a workflow more efficient with generative AI. We used the insights statements to come up with possible ideas to the problems that were discovered when using generative AI.



Results

This brainstorming session gave a lot of new ideas to what potential tool we could make:

- A platform to easily distribute media advertisements on.
- Creative colleague, this idea would give recommendations on designs when asked or when someone is stuck on an idea.
- A platform to check the output of generative on biases, incorrect information, etc.
- Prompt tool to make it easier to write prompts.
- Copywriting tool that would make things easier.
- And more.....

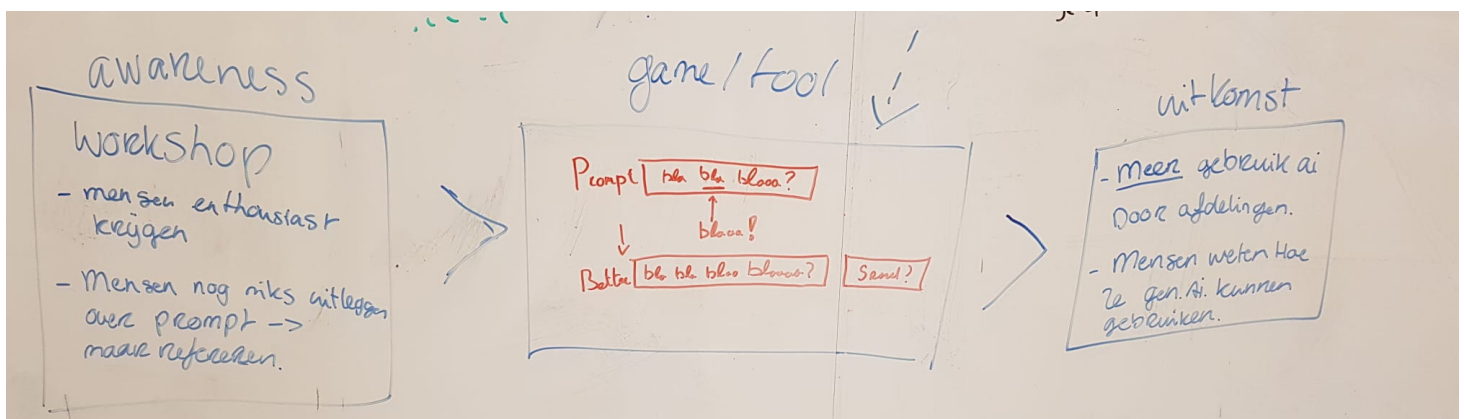
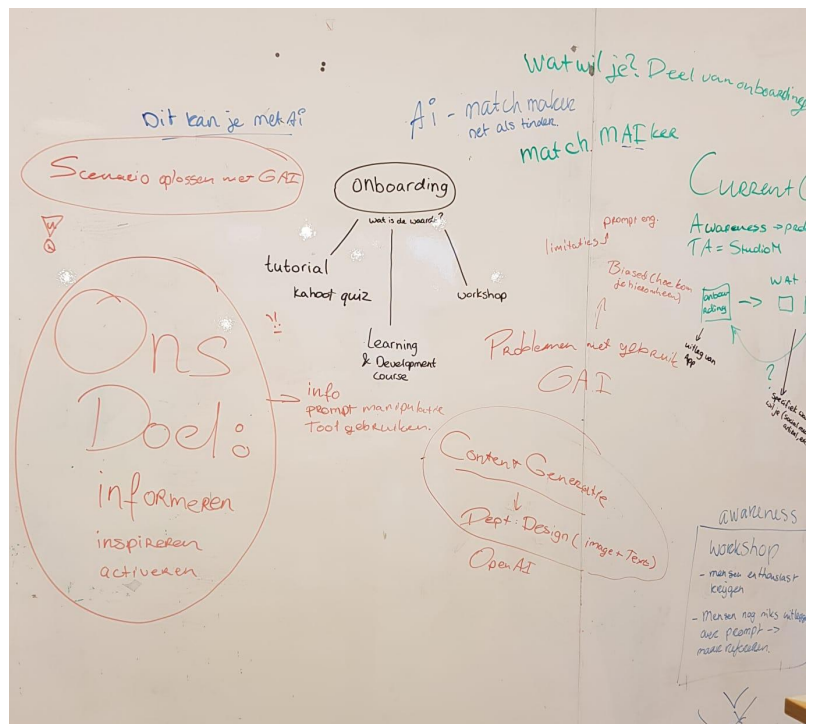
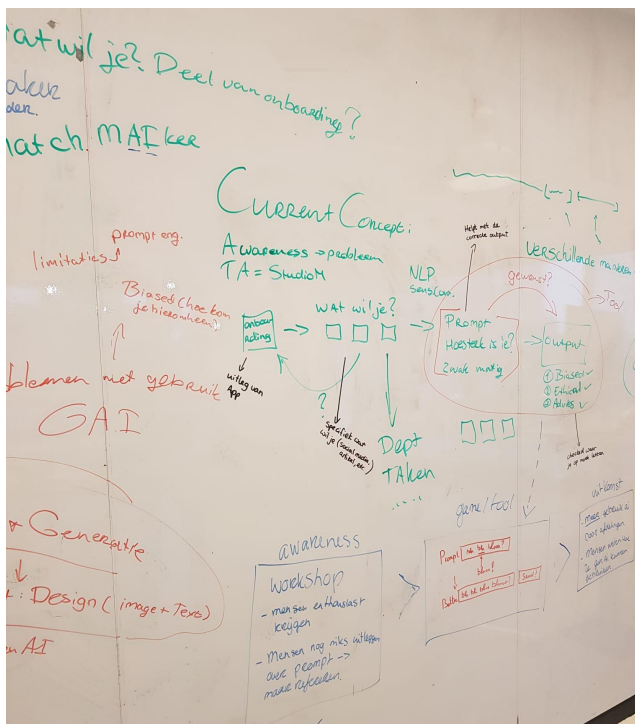
Feedback & reflection

During the company visit of my coach, I explained to her what I had been up to, what my progress so far was but also discussed the problem and design challenge I had formulated. After talking to her about the problems I discovered with generative AI she asked me what the real problem was for the employees of GroupM. After looking back at the interviews and I

created persona's and an empathy map it became clear that copy writing they absolutely didn't like, but their general knowledge of generative AI is limited. Often people mentioned that they didn't get the desired output or results, always needed to double check the output and didn't know where generative AI could help their general workflow. So after looking carefully back at the problems it became clear that of course they wanted to make their work more efficient but to do so they first needed to learn how they could use generative AI. This inspired the second brainstorm session.

Brainstorm session 2

The second brainstorming session was also together with my group members. Here we came up with multiple ideas on how to solve this problem for the target audience. The people that didn't try generative AI needed to get first familiar with the topic and get inspired by it. As they hadn't tried it yet. My thought was that they needed some extra encouragement to begin with this technology. Below you will find some photos of the brainstorming session.



Results

The results of this brainstorm session was that we found it important to first inform the target audience, inspire and activate into using generative AI. As for the target audience that didn't try generative AI yet needed something extra to begin I came up with a workshop.

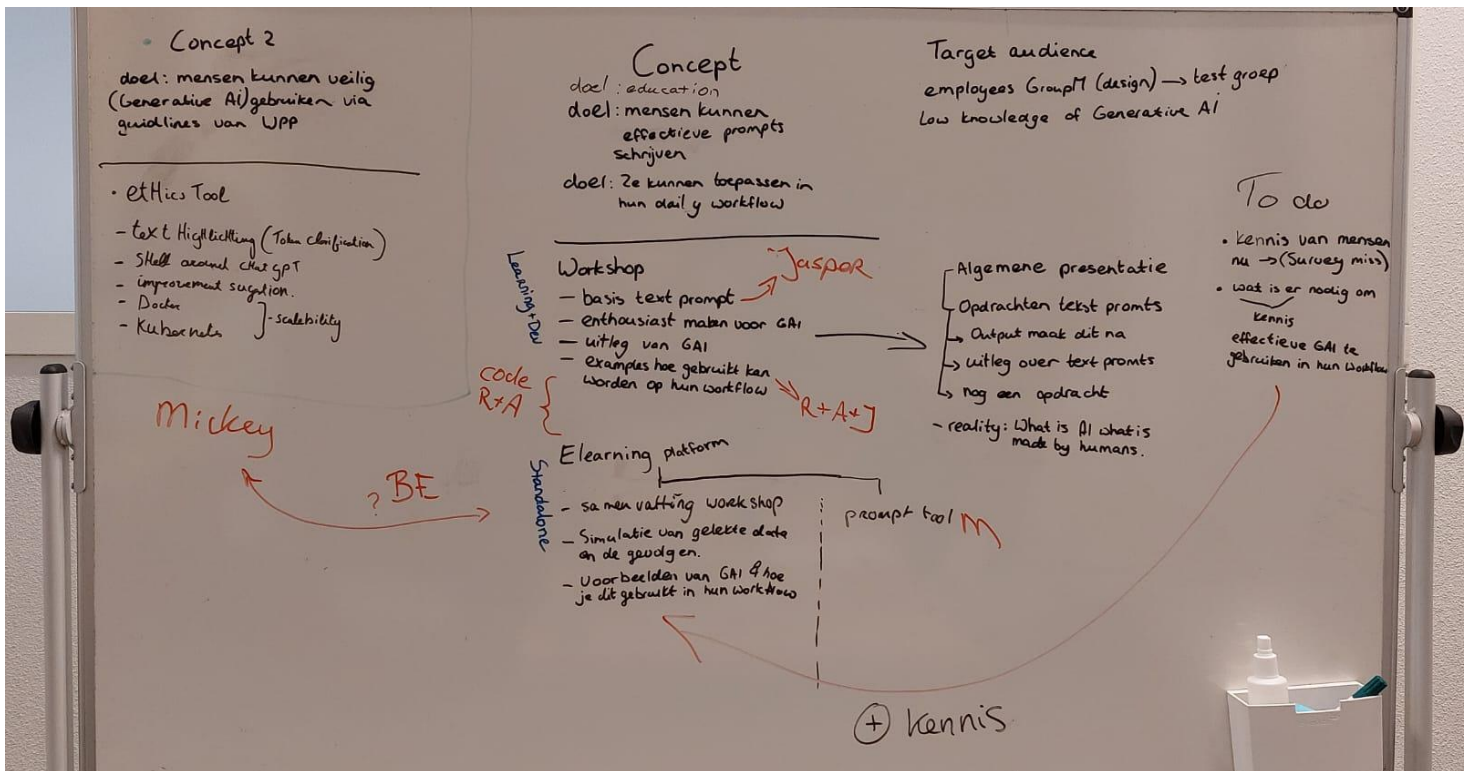
Workshops are given everywhere in GroupM, meaning that is low entry and can easily be followed for the absolute beginners. Workshops are also easily adjustable if new developments take place. Within the workshop there would be interactive elements for the beginners to try with generative AI.

The only downside of the workshop is that it is only given once and after that the employees couldn't get information or practice anywhere else with generative AI. So another solution needs to be formulated where people could practice generative AI after the workshop.

In the brainstorm the idea was to create an eLearning platform for the employees to do exercises for prompting. This way the target audience would see how they can use text prompts to effectively use generative AI.

Brainstorm session 3

After the results of the second brainstorm we wanted to get a better understanding of how the eventual workshop/eLearning platform would look like. What was the goal? What would they do? What would they need to learn? So we came together and created a more in-depth brainstorm session of the workshop & eLearning platform.



Results

In this brainstorm session I wanted to make it clear to myself what information would be discussed in the workshop and platform. Also think of some ways to make it interactive and fun.

Workshop

- Wanted to teach people how to write text prompts that would be done through exercises.
- The workshop should make people excited about Generative AI
- A basic explanation of the technology itself.
- Use examples from the workflow how generative AI could be used.

eLearning

- For the eLearning a summary of the workshop for people that didn't attend.
- Again examples from their workflow to use generative AI.
- Use a simulation case where people would leak data and let them see the consequences.
- Within this eLearning platform would be a prompting tool to give the users feedback on writing text prompts.

The only problem is that I didn't have a clue what some interesting methods are for making a workshop / eLearning platform and what information the target audience needed and wanted. For this reason I started two new researches.

1.1 Conclusion

After multiple brainstorming sessions it became clear that there would be a workshop to inform, inspire and activate beginners to use generative AI in their workflow. For the second part of the concept it would be an eLearning where the target audience could learn how to write text prompts but how it works and will look I didn't have any ideas. This would be done later after there would be a clearer vision on what we wanted to achieve with this concept. In the brainstorming sessions I struggled to come with valuable ideas as I myself have never created a training program.

1.1 Recommendations

After these brainstorm sessions it became clear that more information was needed to create this concept. For this reason the next step was to research. Research one would be to get to know the domain of training programs, what is important, methods, tools, within Group, etc that could be used for this concept. It is important to find out what the target audience's current knowledge is on writing text prompts. Certain assumptions can already be made on the target audience research but to test it again would be helpful in pinpointing better learning material. After having it clear what they want and need to learn, the follow up research will need to have all the required information to teach people.

Insights research: Training program

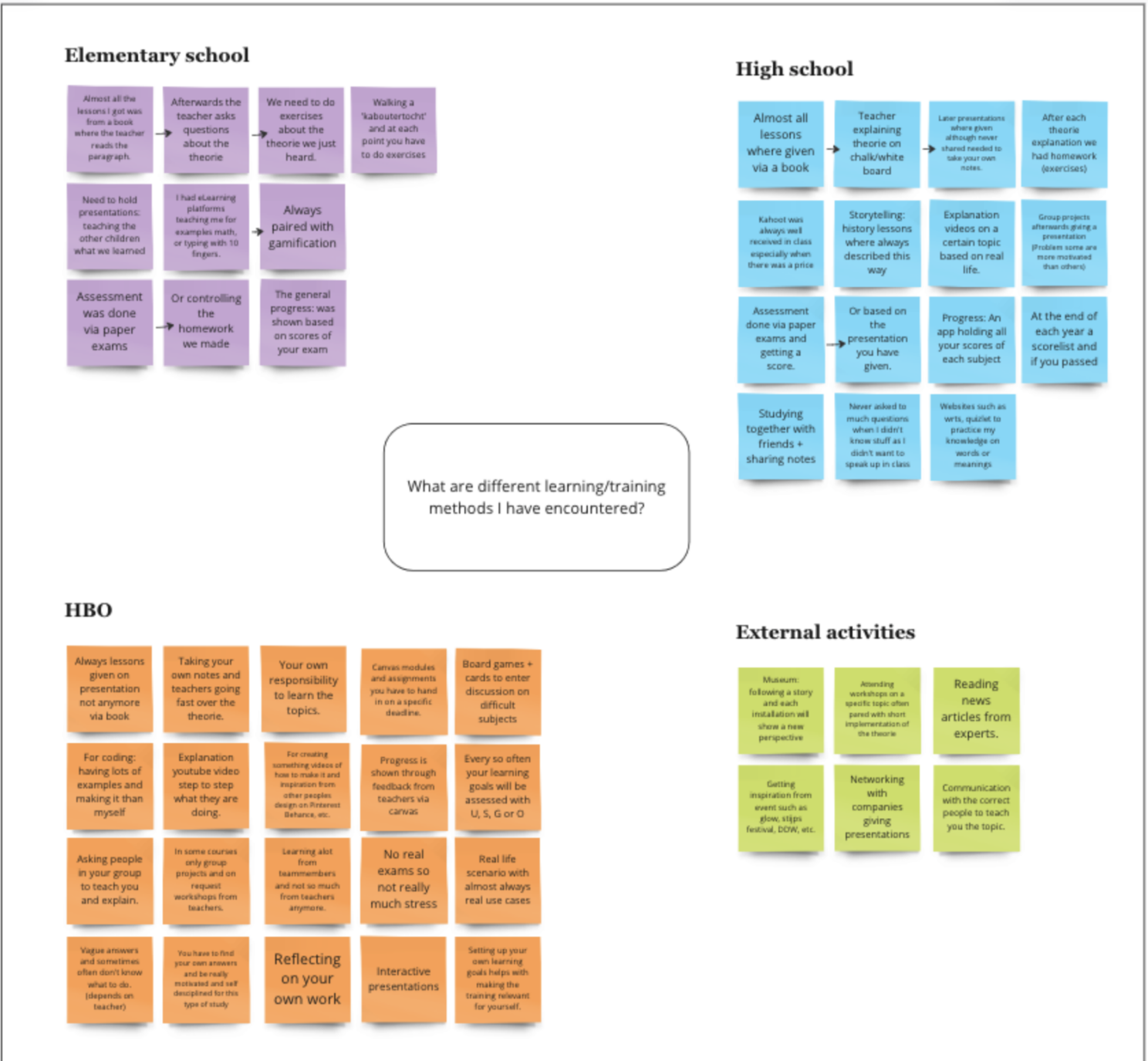
- An effective training program should have clear goals in mind of what to achieve. You need to create training goals that are realistic to achieve.
- The training program should always be relevant for the target audience. It helps by showing their current knowledge and the progress they have made. Give feedback and see when someone needs help.
- Methods, each person learns differently choosing multiple methods is better.
- Hands-on experience is perfect for practicing skills, real-life scenarios can help the target audience see the relevance and case study so that they can learn from each other and practice with the theory.
- Fun and engaging, gamification could help create a healthy competition between co-workers, making them open to learn from each other.
- The training program should be easily accessible and low entry level. GroupM has their own learning & development platform to enroll in these kinds of training.

Insights research: Required knowledge

- Survey current knowledge: The missing knowledge is writing effective inputs to generate good outputs, in which work situations you can use generative AI and the legal and ethical concerns around generative AI.
- Template for basic set-up for image and text generation.
- Practice is the most important and best way to learn skills such as writing prompts.
- Use the creative cycle of GroupM and real life scenarios to pinpoint where they could use it. Also the examples given with prompting should be real-life.
- Teach the target audience about the risks of using text prompts and teach them about the WPP principles.

Brainstorm session 4

In this brainstorm session I wanted to think and figure out what (interactive) elements I could use in the workshop and platform. I started with the question: What are different learning/training methods I have encountered? I have also been through training a lot in my life and wanted to find inspiration in methods that I found fun and helped me through school.



Results

When people teach you a certain topic it always starts with an explanation of the theory , followed up by practice or exercises. There are multiple fun methods that I have encountered:

- You can use storytelling to capture the target audience and make them invested in your story.
- You can use interactive elements engaging the people to join the presentation will help retain theory quicker.
- Videos help with explanations of difficult theory.

Practicing with the theory is often done via exercises but there are a lot of methods that you can use to let the audience practice:

- The eLearning platform can help exercising more fun by giving them a score after giving a correct answer.
- Group projects you learn from each other.
- Individual project taking on challenges to learn.
- Real life scenarios help with giving it relevance.

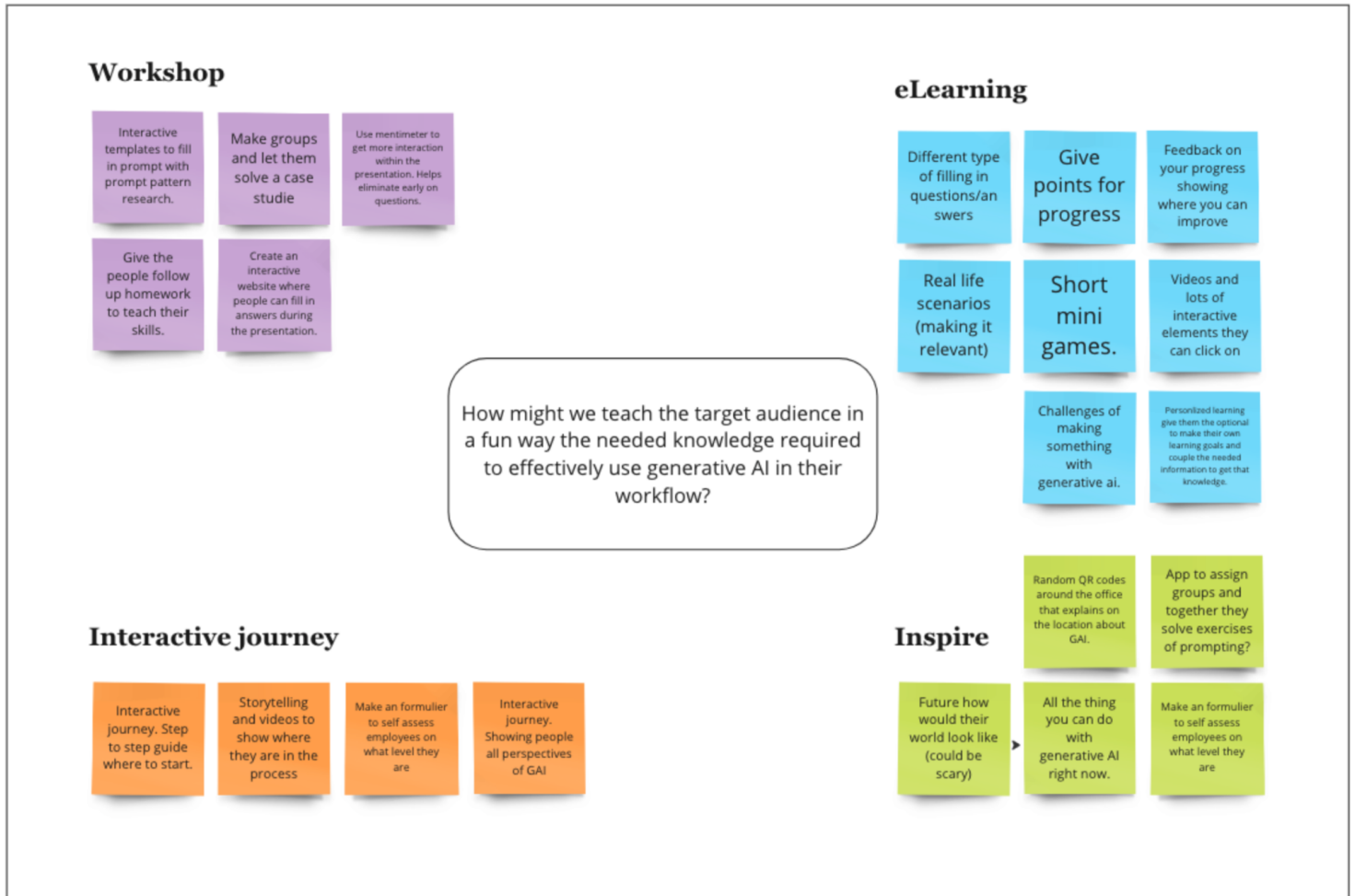
For assessing the theory the most common way that was used is paper exams. This often gives the participant lots of stress before making them and waiting in anticipation what score they will get.

- Giving feedback and coaching on their journey towards an exam helps with making the participant confidence in their knowledge.
- Reflecting on your own work helps with being critical of your own work and to do better on the next project.

For the workshop itself it is important to make the theory easy to follow and engaging. Involve the target audience in the story. After theory they need to exercise. As one of the problems is that the target audience doesn't know in which situations to use generative AI, it is important to use only real life examples. During the exercises it is important to give feedback to show them how they could improve.

Brainstorm session 5

For this brainstorm session I wanted to think of fun ways to teach people the information. The question for this session is: How might we teach the target audience in a fun way the needed information required to effectively use generative AI in their workflow?



Results

For the workshop I found it important that people could learn from each other and have an interactive experience with the workshop some ideas where

- Interactive templates to fill in prompt patterns.
- Make groups and let them solve a case study.
- Use mentimeter to keep the target audience active and involved.
- Give the people follow up homework.
- Create a website where people can fill in their answers for the exercises.

For the elearning platform:

- Use multiple different types of answering questions.
- Give points for their progress
- Feedback on the progress showing how much they improved.
- Real-life scenarios to make it relevant.
- Mini games.

- Videos and lots of explaining material.
- Challenges of making something with generative AI.
- Give them the option to make their own learning goals.

My brain was stuck in the concept of creating a workshop and eLearning but I also wanted to think of different ways to teach the target audience.

- This interactive journey was inspired by a museum storytelling, having different stands where they could see different viewpoints on generative AI. This uses a lot of storytelling and the employees walk through that story.

Insights workshop: Generative AI for publishers

This event was created for Publishers to get to know generative AI through a hands-on experience. We as a group were invited to join this workshop and help with the interactive part. This workshop sparked some of the best ideas. In this event they used a case study or challenge in which the participants needed to come up with a product, image, and description all created with generative AI. They would present this at the end and a winner was chosen. This part of the workshop was very well received and everyone found it fun to do this challenge in groups.

I took this inspiration and used this in my next idea of the platform. Weekly challenges in which the employees need to create something with generative AI to complete this challenge. Afterwards a vote will take place choosing a winner. Not only that the highlight area will show how they created the image meaning that you can continue learning from each other.

1.2 Conclusion

After the insights from the research and brainstorming I had a better understanding of what methods could be helpful and which information the target audience needed to know. The workshop will have interactive elements like Mentimeter, uses hands-on experience to teach them how to prompt and at the end of the presentation will create a case study together to use their theory into practice. Then again I also wanted to give them some homework to look back on or information flyers.

The platform was not this certain I had multiple ideas:

1. **The platform will use cards to fill in the blanks.** Similar to Quizlet where people learn from the back of the cards and type in the front the answers. This could be used for prompting, making effective text prompts with the right cards.
2. **eLearning platform with games:** This platform would be mini games to teach the target audience how to text prompt. Lots of explanation videos, and other interactive elements.
3. **Creative cycle.** Through the creative cycle the participants can click on a phase in the creative cycle, then choose which tasks they would like to learn, and practice.

4. **Weekly challenges:** Through weekly challenges the participants could learn different types of generative AI and can see where it could be applicable in their own workflow. As the challenges will only be use cases in their workfield.

1.2 Recommendations

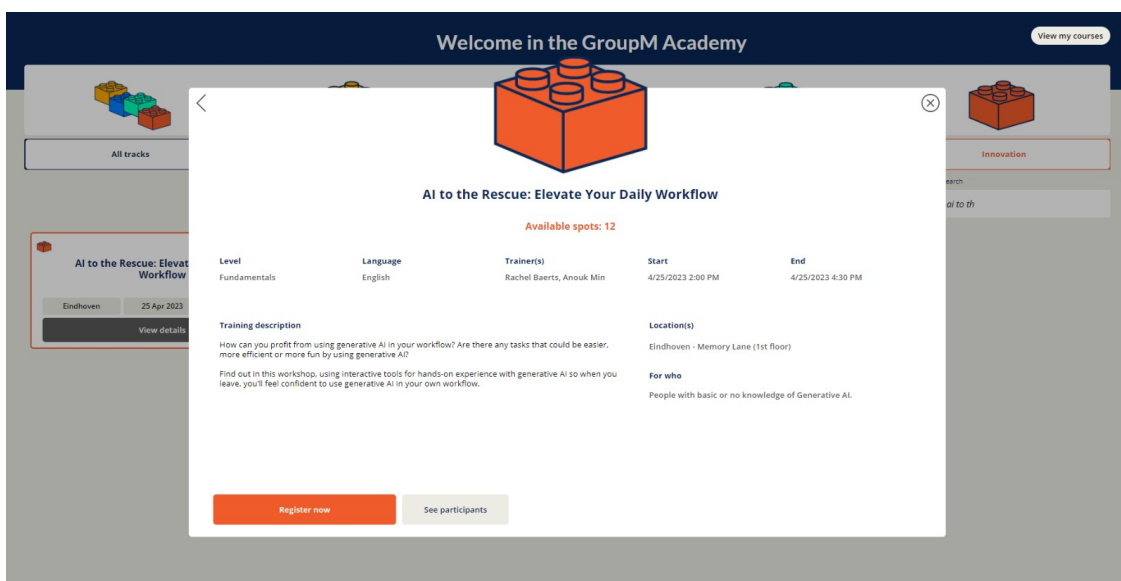
The workshop became very clear on how the general structure would be, for this reason the workshop would be created, the interactive elements worked out and tested. Before the real workshop would be given there will be a trial round and receive feedback.

The platforms are still novel ideas, for these ideas low-fidelity prototypes will be created and the ideas worked out in more detail. At the end an eventual concept/idea will be chosen.

Workshop creation

The workshop is one part of the concept and was chosen to inform and inspire beginners in the creative departments to learn about generative AI (text prompts) and how they could use it in their own workflow. As mentioned above I created two researchers to find out all the information needed to create this workshop.

For the training program research the most important information I needed was, how to create an effective training program, what methods or learning techniques are there and would be useful and what was GroupM currently doing now. From this research I could create the general structure of the workshop and what the potential fun elements could be in the workshop. One other important finding was the learning & development platform where they posted the general workshops of GroupM. I held together with Anouk, an interview with a team member from learning & development. This interview was meant to find out in general what the platform is for and how we could put our workshop online on this platform. In this interview we talked about why we wanted to create a workshop and what the possible information will be. She was very enthusiastic about our idea and told us that she would plan the workshop together with her team. She handed us a list of information we needed to fill in to start planning the workshop. The official deadline for the workshop would be on 25th of April.

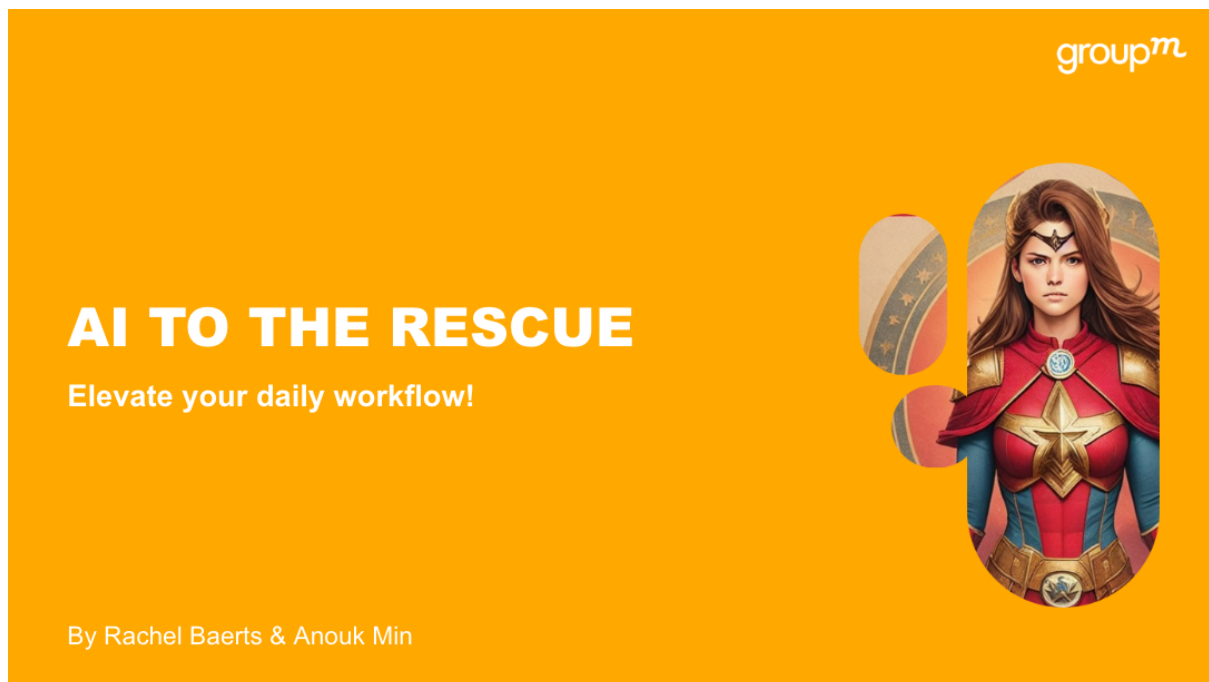


The other research was to gather all the knowledge needed to get the target audience started with generative AI text prompts in their own workflow. In this research three main topics were important to include in the workshop:

- The possibilities / use cases with generative AI in the participants workflow.
- How to effectively write text prompts to get the desired outputs.
- What the potential risks are of using generative AI on legal and ethical terms.

These topics should be addressed in the workshop and the research provided all the information needed to put in the presentation. I created the workshop together with Anouk and shared both our findings on how the workshop should look like.

Iteration 1



[Workshop link](#)

For the first workshop we had a set deadline on the 25th of April and after finishing our research we created together a document on how and what was important for the workshop. We set the training goals, learning objectives, the target audience, a general planning for the workshop and the possible exercises. In the beginning I had difficulty with starting on the workshop as it was not yet clear how the workshop would look like. I decided to just begin and find out how the workshop will be.

I created for myself a concept book with a better explanation of why I chose this concept.

As the final deadline was set Anouk and I wanted to first hold a test round for the workshop. We did this in the Labs environment. The main goal was to find out what the general experience of the workshop was, if the story is correct, how to do the transitions between the speakers, and if they learned anything new. This trial run was done on the 18th of April.

Workshop content

- **Introduction to generative AI:** The workshop starts with a general introduction of who we are and what information will be given in the workshop. So a short overview of the workshop. I wanted to involve the target audience in the workshop so I came up with the idea to use Mentimeter and at the beginning of the presentation let the participants share their thoughts on generative AI. This way we had a clear idea what the expectations were.



In Mentimeter people could join by entering a code. The question for this was: What are your thoughts on generative AI? A word web would be generated with all the things they thought of generative AI. We discussed this during the workshop. After discussing this we would give an explanation of what generative AI is.

- **Use cases:** After describing what generative AI is, the next part was to describe the possible use cases with generative AI. I chose to use the creative cycle in the previous research. In the creative cycle I described what possible applications are with generative AI in their own workflow.
- **Real or Fake:** To show the importance of how generative AI has evolved I did a little test on what was a real image and what was synthetic. In this part the participants needed to say what they thought was real or fake.
- **Text prompts:** After showing what generative AI is and the benefits it could have we continued with text prompting. To start we wanted to know what the general knowledge is of text prompting and would discuss this with the participants. We did this again via Mentimeter. We wanted this information to see the general progress of the participants' prompt writing skills. After discussing their answers Anouk explained the theory of text prompting for image and text generation.
- **Ethical and legal:** After they had the theory of text prompting we wanted to explain what to look out for when you are using generative AI. To prepare them to not use sensitive data in the hands-on experience.
- **Hands-on experience:** In the hands-on experience they got an assignment on the presentation and needed to create a prompt and put it in the generative AI. There

were a total of three exercises. After writing a text prompt we discussed what the answers were and explained the theory with the example.

- **Case study:** After having a short break they were split into groups and worked together on a final assignment which they needed to present.
- **Final takeaways:** At the end there would be a short recap of the entire presentation.

This was the general structure of the first workshop.

Feedback

General feedback participants

In general the feedback from the participants was that the part where we needed to explain prompting, it went too fast. Overall it was not really clear what the purpose of the workshop was. The presentation was very fun and interactive, especially the case study and exercises. It was really nice to put theory into practice. They learned how to use prompt patterns and learned more about the ethical and legal considerations when using generative AI.

Feedback coach

- In the beginning it should become clear what the purpose of the workshop is going to be. What do you want to achieve? What do the participants get from the workshop? Setting the correct expectations will help in having the participants not disappointed by the final output.
- The title of the workshop is AI to the rescue reverse back to the purpose of the workshop. Make a coherent story of what you want. This was not very clear from the introduction.
- It is important to set the expectations in the beginning so instead of a content page use the expectations for the workshop.
- At the end of each chapter or segues in the workshop make a short recap of what was said. Make it clear when a chapter ends and a new chapter begins.
- In the actual workshop it is important to introduce yourselves, who we are, what we do, our background etc. and relax. It is a workshop that should be fun.
- There should be a more in depth explanation of generative AI. Show the audience different domains or the crazier aspect of generative AI. Show the importance.
 - Perhaps information about why it is a game changer; Why people think it is useful or scary links this back to mentimeter. If you have the thoughts of the people you can anticipate what people will say and adjust your story.
- For the prompting part: give advice, show the platforms available, and split things over different slides. The powerpoint should be an aid to the workshop not leading.
- Separate the text and image parts. Do exercises right after you have given the theory.
- When giving feedback to people, tell them why it is good and what they can do to improve. Give the participants clear takeouts and action points.

Feedback on design

- Don't put white text on orange, it makes it very hard to read.
- Work in general on the presentation skills, make sure the presentation runs smoothly.

- Make the instructions clear for the participants, give them a timeframe to make exercises.
- Use less words on slides, again it should aid you not lead.
- Use animation to make your story clearer.
- Make sure you summarize the takeaways.
- Add maybe some background music when people are put into groups.

Reflection

The first part of the workshop didn't go that well. The introduction lacked information about what the participants could expect from the workshop. The Mentimeter was a good idea but I struggled with coming up with good answers on the word web and prompting answers. It is important to prepare for what kind of answers I can expect.

For the exercises it was not clear enough how much time was left for each exercise making it difficult for participants to estimate how long they had left. Another problem was that when making the exercises the assignment would be on the powerpoint, so you can't switch between theory and exercise. At the end of each exercise we wanted to discuss what a good prompt would be. The participants needed to say it out loud making it difficult to interpret. Real or fake with this exercise/quiz it was not clear what the participants needed to do.

The case study went pretty well, people were split into groups and needed to create a final product. Again here time was not clear on how much was left and made it difficult to estimate at what time they needed to make the presentation. Everyone had a laptop with them and they weren't really talking to each other. The next time there will be only one so they have to communicate with each other. However, everyone really liked the interactive elements in the presentation. It was perceived as fun and very engaging, the first part went a little too fast to take in this information.

For the actual exercises it is better to use miro this way you have the answers in one public space also it is important to use more real-life scenarios in the actual exercises.

Iteration 2



[Workshop link](#)

After having lots of feedback from the previous workshop. Anouk and I started on the final workshop. The feedback was very helpful in the creation of the final as we had many points to look into when creating the presentation. As mentioned in the feedback the story wasn't really strong and clear. For this reason I created a script. A script that would help the story and could be used as a handover of what was said in the presentation. In the script the translation between Anouk and I became clear. For this presentation I created the structure of the presentation and look. Anouk checked and added information where needed. [Link to script](#)

Workshop content

With the script it became a lot clear of what the purpose and the point we wanted to bring across the workshop. Based on the feedback we changed the content of the presentation.

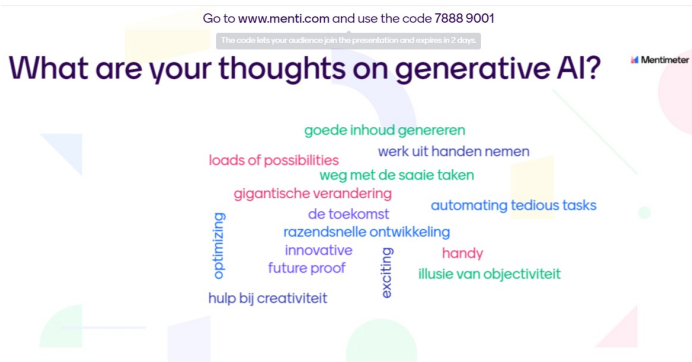
- **Introduction:** The introduction of the workshop we introduced ourselves, told about the purpose of the workshop and set the expectations for the workshop.

groupm

WHAT CAN YOU EXPECT

- A clear definition of what generative AI is
- What the benefits are of using generative AI in your workflow
- How to write effective text prompts
- Legal and ethical aspects when using it

- **Your thought on Generative AI:** In the previous workshop I struggled with giving good answers. In the script are certain answers anticipated and a written script for each.



Possible outcomes + responses:

Helpful: Generative AI can be helpful when creating content or optimizing your own workflow. Or when you need quick inspiration or a summarization on a topic.

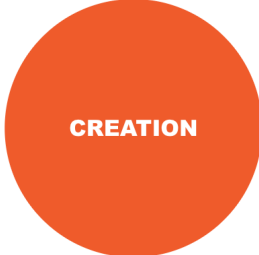
Scary: Very new technology, many people think that it could take over their job or when used it causes legal & ethical violations. In the workshop we will discuss this topic.

Innovative: It shows us a new way to interact with technology and technology was never creative before.

Hype: You heard it alot in the news but it is such an hype because there are so many benefits and possibilities when using it.

- It was also important to give our own vision on the matter of generative AI and involve the participants' answers in the workshop. This helped a lot in creating a better story.
- **Use cases:** In the previous workshop the crucial part missed on how you can use generative AI in your own workflow. As this was one of the goals of the workshop this needed to be worked out a lot better. To create a better story I explained certain phases of the creative cycle and showed them what task you can use generative AI for together with an example.

groupm
groupm



CREATION

EXAMPLE

A close-up of a frosty, ice-cold soda can surrounded by a sandy beach and a bright blue sky

Always check the output

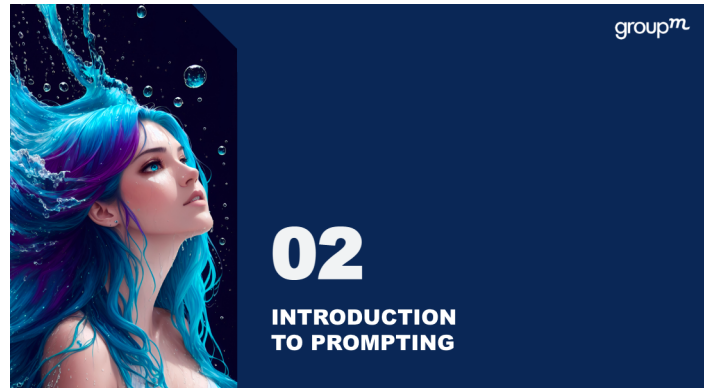


Mockups - storyboarding - copywriting - coding

- **Summary of chapter:** To wrap up a chapter I wrote at the end the main takeaways. This will make it clearer for the participants what was said but also helps in the translation to the new chapter. Each chapter was given a title with a blue background, and number.

SUMMARY

- Generative AI can create fast, highly realistic content and is accessible for everyone to use.
- Generative AI in your own workflow is best used for:
 - Inspiring new ideas
 - Summarizing
 - Giving multiple alternatives or recommendations
 - Creating new content



- **Prompting/exercises:** For the prompting chapter I changed multiple things. The examples given per prompt pattern are real-life scenarios that could be used in the target audience workflow. Also the way of doing exercises. I created a miro board with the exercises, theory and the input field for the answers.

Exercise 1: How do you write prompts now?

Exercise 1
 How do you currently write prompts
 You've been asked to give a presentation to students from the MBO about the use of traditional media in an increasingly digital world. You're having trouble thinking of the right content for the presentation and you wonder which subjects you should incorporate in your presentation.
 What prompt would you use to generate the content for the presentation?

Instructions

1. Choose your own color
2. Write the prompt on the post it notes.
3. You can write multiple prompts

Your answers

- In this miro board participants can read the exercise, the instructions, the answer field and the post it notes. This is the first exercise meaning they didn't get any theory as we wanted to test their knowledge of test prompting first.

Exercise 2.1: Prompting - act as

Exercise 2.1

"Imagine you are a marketer with over three years of experience in the travel industry. You need to write a prompt for ChatGPT that would help write a travel blog for the target audience. The target audience are women interested in exploring local cuisine, art and culture, and historical landmarks. They have less time around the age of 3 and a husband."

Use the 'Act as' prompt pattern to create a tone-of-voice that would make ChatGPT talk like an expert. Your prompt should be no longer than 250 words."

Instructions

1. Choose your own color
2. Write the prompt on the post-it notes
3. You can write multiple prompts
4. You can work together on writing prompts

Your answers

Act as a marketer with 3 years of experience in the travel industry. Write me a travel blog for women interested in exploring local cuisine, art, and culture, and historical landmarks. They have less time around the age of 3 and a husband.

Act as a marketer with over three years of experience in the travel industry. Write me a travel blog for women with less around 3 years old, interested in exploring local cuisine, art, culture, and historical landmarks.

Act as a marketer with over three years of experience in the travel industry. Write me a travel blog for women interested in exploring local cuisine, art and culture, and historical landmarks. They have less time around the age of 3 and a husband.

Act as a marketer with over three years of experience in the travel industry. Write me a travel blog for women interested in exploring local cuisine, art and culture, and historical landmarks. They have less time around the age of 3 and a husband.

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Act as a marketer with over three years of experience in the travel industry. Write me a travel blog for women interested in exploring local cuisine, art and culture, and historical landmarks. They have less time around the age of 3 and a husband.

Theory 2.1: Prompting - act as

PROMPT PATTERN

ACT AS....

You can let GPT play a role to make it talk like an expert and use the right tone-of-voice.

The more detailed the description of your *persona* the better ChatGPT can give answers.

Examples

- **Act as a marketer** who has worked in the field for over a good three years give recommendations based on his expertise.
- **Act as a product owner** that has over 20 years experience of creating great story pitches. Write me a pitch on [topic].

- At each exercise we put a prompt into ChatGPT to get answers and to show the participants how more specific you are with writing prompts the better output you get.
- Everytime an assignment starts we start a timer of five minutes in miro with music.
- I used miro because instead of asking the participants to show their prompt, this way they were all in one place and could easily discuss the answer together.
- [Link to miroboard](#)

PROMPTING WEBSITES



TEXT GENERATION

- <https://www.seotraininglondon.org/promptbot/>
- <https://www.greataiprompts.com/chat-gpt/best-chat-gpt-prompts/>
- [ChatGPT plugin for Chrome](#)
- <https://github.com/ff/awesome-chatgpt-prompts>

IMAGE GENERATION

- <https://stablediffusionweb.com/ControlNet>
- <https://prompt.noonshot.com/>

- **Prompting websites:** At the end of the presentation of course there was a summary of the main takeaways of the presentation but we wanted the target audience to practice themselves. We gave them a list of good sites to write prompts in. Not only that but at the end of the workshop we created a cheatsheet.
- **Cheatsheet:** In the cheatsheets is a detailed description of how to write text generations and image generation prompts with the ethical and legal concerns. In this cheatsheet there is more information on how to write better prompts. The cheatsheet was meant for people to have a small extra document to look at when

they are going to use generative AI and could possibly help them write better prompts. [Link to cheatsheet](#)

Learning objectives validation

Introduction

The workshop had certain learning objectives to achieve. To test these I created a survey to be filled in by the participants of the workshop. It is important to test these to see if the workshop was successful and achieved its goal. I will use the results of the survey and the answers given during the workshop.

| | |
|---------------|--|
| Main Question | Are the learning objectives of the workshop achieved? |
| SubQuestion | <ul style="list-style-type: none">- What was the general experience of the workshop?- Has the target audience improved their prompting skills?- Are they able to use generative AI in more use cases within their work?- Are they more aware of the ethical and legal considerations? |
| Method used | Survey |
| Date | 09-05-2023 |

Results

Within the workshop there are assignments given to write text prompts. The first assignment was to test what their understanding right now was of generative AI and see after giving the theory and feedback if they improved their prompts.

The first assignments was to generate a prompt for this scenario:

Answers:

- I want to teach students about the use of traditional media in an increasingly digital world. Write me 5 topics.
- Can you make a list of subject suggestions about the use of traditional media in an increasingly digital world?
- Give me an overview of the most important topics related to the use of traditional media in an increasingly digital world, and provide a summary per topic.
- Write an engaging story about the usage of traditional media in an increasingly digital world for students with MBO level education.

- Can you give me the 5 most important points on the use of traditional media in a digital world?
- What are important topics related to the use of traditional media in an increasingly digital world?
- I want to teach students about using traditional media in a digital world. Which subjects should I incorporate?
- If I want to teach students about traditional media in a digital world, what are the most important subjects?

The prompts written are good but in some there are some crucial elements missing. They are often missing the purpose of the prompt that ChatGPT should write. When asked about topics ChatGPT can give an enormous list of topics but to get a better fine tuned answer it is important to give the context. For this reason you can use the amount that ChatGPT should write, some used this but a lot didn't. Some mentioned to also write a text in presentation style for the target audience. The more specific you are the better your results will be.

Exercise 2.1

"Imagine you are a marketer with over three years of experience in the travel industry. You need to write a prompt for ChatGPT that would help write a travel blog for the target audience. The target audience are woman interested in exploring local cuisine, art and culture, and historical landmarks. They have two kids around the age of 9 and a husband.

Use the 'Act as' prompt pattern to create a tone-of-voice that would make ChatGPT talk like an expert. Your prompt should be no longer than 250 words."

Answers:

- Act as a marketer with over three years of experience in the travel industry. Write me a travel blog for couples with kids around 9 years old, interested in exploring local cuisine, art, culture, and historical landmarks.
- Act as a marketer with 3 years experience: write a travel blog about ... in the style of a famous travel blogger and include: local cuisine, art, culture, historical landmarks. target audience is a hetero couple with 2 kids around the age of 9.
- Act as a travel blogger and write a travel blog. The target audience are woman interested in exploring local cuisine, art and culture and historical landmarks. They have two kids around the age of 9 and a husband. Provide me with 2 different versions.
- Act as a marketer with over three years of experience in the travel industry. Write me a blog on the subject of travel. The target audience are women interested in exploring local cuisine, art and culure, and historical landmarks they have a husband and two kids around the age of 9. Give me three different versions of the blog.
- Act as a marketer with three years experience in the travel industry. Write me 5 travel blog posts for a target group of married mothers with 2 kids around 9 years of age, who are interested in local cuisine, historical landmarks, art & culture.

Here the assignment was to use the 'Act as' pattern to write your prompt. After giving the theory they got to write their own or together with someone a prompt. As we see here the prompts look very similar to each other and lack specific details. For example, make the story compelling. The important part of this exercise is to see if people can use this prompt pattern and if they can take the most important information from the context and make a good prompt with that. Everyone used to act as a marketer but... to write a travel blog maybe it is interesting to write as a famous travel blogger. I only saw one using this. They lack some originality and creativity to their prompts.

Exercise 2.2

"Imagine you are a digital marketer who wants to create an effective social media strategy for a new product launch. You have identified the following steps: defining the target audience, selecting the appropriate social media platforms, creating compelling content, and scheduling posts. However, you are unsure if there are any missing steps or if any of the steps are unnecessary.

Write a 'recipe' prompt for ChatGPT that would provide a complete sequence of steps for creating an effective social media strategy. Fill in any missing steps and identify any unnecessary steps. The prompt should be no longer than 250 words."

Answers:

- I am creating a social media strategy for a product launch. I believe I need to define the target audience, select the appropriate platforms, create compelling content and schedule posts. I would like to know if I should add steps or remove some from the list above to come to a complete social media strategy.
- I am trying to create an effective social media strategy for a product launch. The current steps I've defined are: defining the target audience, selecting the appropriate social media platforms, creating compelling content, and scheduling posts. Fill in any missing steps and identify if any of the current steps are unnecessary.
- I am creating a social media strategy for a new product launch. I have identified the following steps,, can you fill in any missing steps and identify any of the unnecessary steps?
- I want to create an effective social media strategy for a new product launch. I have identified the steps: defining target audience, selecting social media platforms, creating content, and scheduling posts. Which steps am I missing, and which steps might I leave out?
- I'm writing an effective social media strategy for a new product launch. I have identified the following steps: can you tell me which steps i'm missing and if there any unnecessary steps?

For this assignment they needed to use the recipe pattern. They all used it very well, their prompt target is clear, the context, and managed to complete this exercise well. However, missing is the specification of only writing it up to 250 words.

Exercise 2.3

"Imagine you are planning a trip to a Barcelona and need help deciding on the best places to visit. However, you are not sure where to start or what information to provide. ChatGPT should ask questions until it has enough information to provide recommendations on places to visit, restaurants to try, and things to do.

Answers:

- I want you to ask me questions about my interests regarding travel and food. I want you to keep asking questions until you have enough information to give me a list of 5 restaurant recommendations and a list of 10 sightseeing locations. Both of these are in Barcelona.
- I want you to ask me a question about planning a trip to barcelona. I want you to ask me questions until you have enough context to recommend places I like to visit such as restaurants, places, things to do and other activities.
- I want you to ask me questions about my interests so I can write the right prompt regarding travel.
- I want you to ask me questions about my traveling preferences so you can provide me with recommendations on places to visit, restaurants and activities.

When talking about this pattern people were very interested that ChatGPT could also be used for this kind of thing. I mentioned this was also a way to do research so that you can ask ChatGPT what context it needs to write a compelling story. In general their prompting has improved. They define the context better and create clear goals in their prompts overall.

Survey

After two weeks a survey was sent to check with the participants if they learned anything from the workshop and what their general experience was.

The first question being: **How did you experience the workshop?**

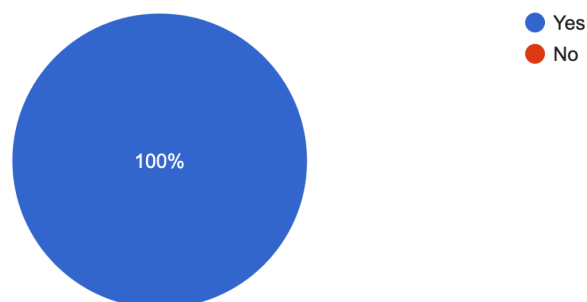
Everyone really liked the workshop, it was interesting and well prepared with practical and playful exercises. Someone mentioned they like the switches between theory and practical assignments.

“The explanation of generative AI was clear and it was nice to get practical tips on how to write effective text prompts. The final assignment was very fun to do. Generative AI is really in the beginning stages. In the future I would like to see more of these sessions that teaches people the practical use cases with generative AI. This way people will actually use it.”

Have you learned anything new about generative AI through the workshop?

Have you learned anything new about generative AI through the workshop?

8 antwoorden



Following up with the question: **What have you learned?**

People mostly mentioned they learned a lot more ways on how to prompt. How they could use AI for ideation and be creative in this process.

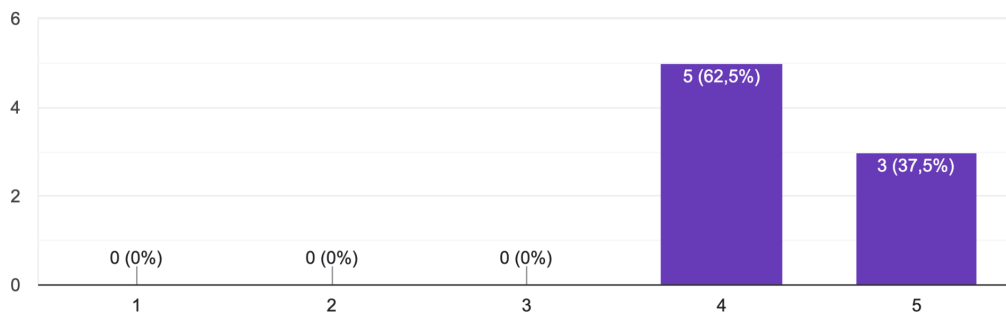
General tips & tricks for writing text prompts and how they could use ChatGPT to help with research our analyses which would help them greatly with their work. The main thing learned is definitely writing better text prompts and in some already how to use it in parts of their workflow.

To measure if the learning objectives are achieved I created statements in which participants could agree and disagree if they were applicable to them. Overall it would have been better to actually test them but for now I take them upon their word if they learned more from the workshop.

Statement 1: I am able to create more effective text prompts.

I am able to create more effective text prompts.

8 antwoorden

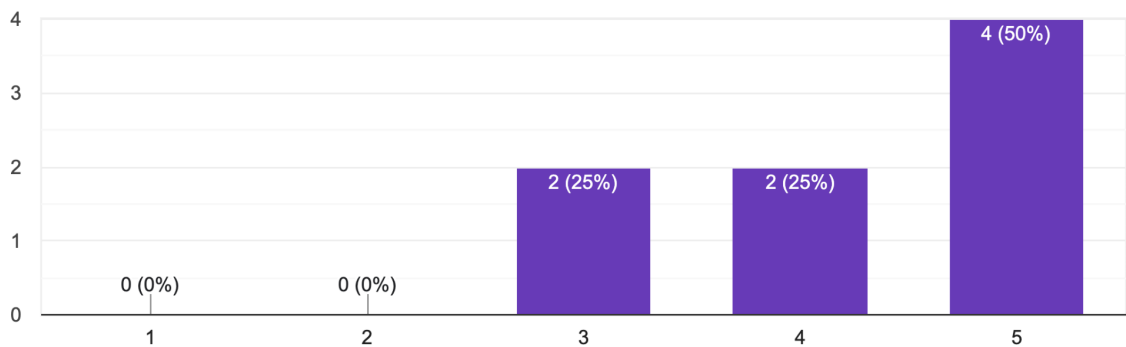


Everyone agreed that they learned more about how to create effective text prompts through the workshop. This was also seen through the assignments and their improvement. Here they confirmed again they have learned a lot more about text prompting via the workshop.

Statement 2: I have learned more use cases for generative AI in my own workflow.

I have learned more use cases for generative AI in my own workflow.

8 antwoorden

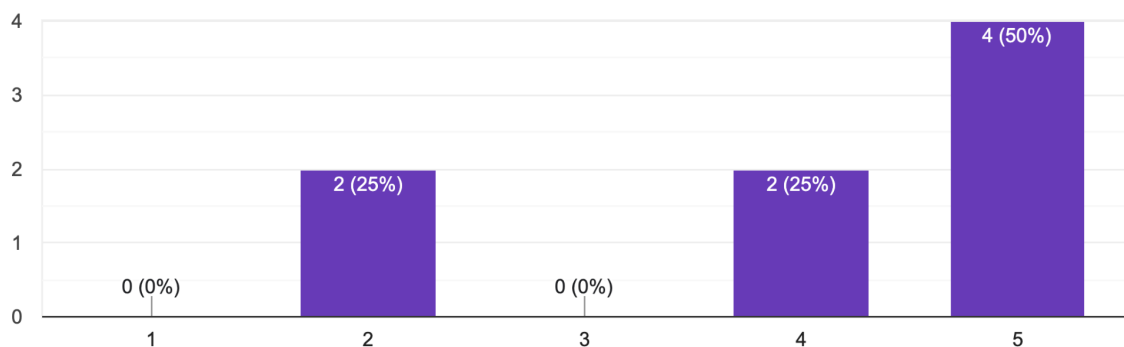


Overall the score is high, most people agree that they learned more use cases with generative AI in their own workflow. In some answers some already mentioned that they use it for ideation or researching.

Statement 3: I am more aware of the ethical and legal concerns when using generative AI.

I am more aware of the ethical and legal concerns when using generative AI.

8 antwoorden



Here the group is overall divided between whether they have become more aware or didn't about the ethical and legal aspects of generative AI. In further comments it was explained that they think they are missing some ethical aspects that weren't as thoroughly discussed in the workshop. Another mentioned they found it difficult to use these guidelines when using generative AI but they have become more aware of the general legal and ethical aspects to watch out for.

Conclusion

The workshop was fun, interesting and well prepared with a good switch between theory and practical exercises. They really liked the case study and one mentioned that he wanted to see more of these sessions that teaches people the practical use cases with generative AI. He mentioned that this way people would actually use it. For the other learning objectives it was important to see if their prompt writing improvement. From the first to last exercises there is already a growth in writing better and effective prompts. Within the survey it was again mentioned as one of the main things they learned from this workshop. The second objective was to teach people more use cases with this technology. Within the survey people mentioned they use it now for ideation to spark creativity and researching. However, the ethical and legal awareness are divided. The workshop has proven to have reached the learning objectives of writing better prompts and more use cases. The ethical and legal awareness has risen but the explanation should be better.

Reflection

For the eventual creation of the workshop I learned a lot. I had never before created a workshop meaning everything from choosing the methods, making it interactive was new to me. In general I don't like to give presentations or stand in front of groups but I knew the best solution for the problem was creating a workshop. For this reason I went out of my comfort zone and created a workshop which resulted in a successful end product.