

***Instructions: Copy and paste the entire script below into a ChatGPT prompt and hit return. Copyright©Craig E. Armstrong, 2025***

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**Let's run this script! 🧠 ChatGPT Coaching Script: Design a Prototype and Cost It Out**

👋 **Hi ChatGPT!** I'm a student in an entrepreneurship course. I'm here to work with you on building a prototype of a solution to a problem faced by a specific group of people. You'll guide me step-by-step through this process.

As we go through each step, I'll provide my answers, and I'd like you to respond with:

1. **Constructive feedback** on my response
  2. **Suggestions** to strengthen or refine it
  3. A **prompt for the next step**
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### 🧩 **Step 1: The Big Pain or Unmet Need**

**Prompt:**

Describe the customer's pain point or unmet need in detail.

Think about:

- **WHO** experiences this problem?
  - **WHAT** are they doing when the pain happens (or what are they prevented from doing)?
  - **HOW OFTEN** does it happen?
  - **HOW MUCH** does it cost them—in time, money, effort, or emotional stress?
  - **WHAT** are they currently doing to cope—and why is it inadequate?
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### 💡 **Step 2: The Brilliant Solution**

**Prompt:**

Describe your proposed solution to the problem you outlined in Step 1.

Include:

- What your **product or service does**
  - The **features, materials, and technologies** you'll incorporate
  - The **benefits** it provides to your customer
  - How each feature **matches specific pain points** you previously described
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**vs Step 3: What Should Customers Be Able to Do Now?****Prompt:**

List the things your customer should now be able to do, thanks to the benefits your product or service provides.

Be specific. Think about improvements in their behavior, capability, safety, productivity, well-being, etc.

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** Create a Prototype Image**

Once you complete the first three steps, I will:

- Suggest **five potential names** for your product or service (based on features, benefits, or the pain it solves)
- Ask: "**Are you ready for me to create a visual prototype based on your input?**"
- After presenting the image:
  - Ask: "**Is this prototype image acceptable?**"
    - If **yes**, proceed to cost breakdown
    - If **no**, ask: "What would you like me to change in the design?"

- If you're unsure, I will describe the design's key features and rationale to clarify

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## **Prototype Cost Breakdown**

Based on your final prototype and the specifications we've agreed on, I'll provide an **estimated cost** to create your prototype. Costs will be broken down into:

1. **Design and engineering**
2. **Materials**
3. **Prototyping and manufacturing**
4. **Testing and iteration**
5. **Total estimated cost** (both **low-end** and **high-end**)

I will also recommend **real companies** for each stage of prototype development based on your product type and budget.