Use Case Project Template

A structured framework for applying AI to real business problems, from idea to measured outcome.

Purpose

This document helps you guide and track each use case for AI in the format of a project, building the discipline of structured, repeatable AI application rather than one-off experimentation.

Symptom (i.e. the problem we are trying to solve):

Objective (what does success look like?):

The Process

Improve AI communications by referencing your Personal DNA file and the CRISP method for prompting AI. Ensure you specify that we use AI to create a CRISP prompt for AI — so you don't have to worry about the technical stuff.

> **Download the templates:** Personal DNA file and CRISP cheat sheet are available at https://www.TechBridgeUnlimited.com

Phase 1: Divergent Thinking

Use an AI LLM of your choice to give you more options (divergent thinking).

Step 1	Ask ChatGPT to "create a CRISP prompt that gives me 10 ideas about…"
Step 2	Use the resulting prompt by copying and making any required edits to get exactly what we are looking for. Record the prompt in the form below.
Step 3	Review the output and highlight the ideas that you think merit further evaluation. Begin to form clarifying questions about the promising ideas (you are doing the steering based on human discernment).
Step 4	Save any output that you feel is helpful to your thinking. At this stage you are creating volume; in the next phase you begin to constrain output into targeted goals.

Record your CRISP prompt from Step 2 here:

Phase 2: Grounding the Data (RAG)

Use NotebookLM (or a similar tool capable of grounding data) to create a corpus of data to support Retrieval Augmented Generation (RAG).

Step 1	Have NotebookLM discover sources relevant to your objective.
Step 2	Add your source data from Phase 1 to the corpus of data.
Step 3	When creating new content (i.e. reports, analysis, etc.) based on the data corpus, create a new CRISP prompt. Continue to do this, getting different perspectives (e.g. roles and structure), occasionally saving responses as a Note in the Notebook and optionally converting them to Sources.
Step 4	Ask clarifying questions, also saving responses as notes when appropriate, and optionally converting them to Sources.

Phase 3: Concrete Output for Execution

Create concrete output to use in execution.

Step 1	Use NotebookLM to create useable artifacts for learning and executing (presentations, reports, quizzes, videos, audio podcasts, etc.).
Step 2	Use CRISP method prompts to produce usable outputs (e.g. business plans, marketing strategy, go-to-market strategy, sales plan, etc.).

Phase 4: Measure Outcomes

Step 1	Capture relevant information from each of these phases to inform future projects and benchmark your progress.
Step 2	Periodically update this document or your appropriate measurement systems with milestones and results (both intended and unintended).
Step 3	Review these insights and record them for continuous improvement feedback.

Milestones, results & continuous improvement notes:

Quick Reference: 4-Phase Summary

Phase	Focus	Tool
1. Divergent Thinking	Generate a wide range of ideas	ChatGPT (or any LLM)
2. Grounding (RAG)	Build a sourced data corpus	NotebookLM
3. Concrete Output	Produce usable artifacts & plans	NotebookLM + CRISP prompts
4. Measure Outcomes	Capture results & improve	This template / your tracking system

Ready to start your next use case? Visit https://www.TechBridgeUnlimited.com for the Personal DNA file, CRISP cheat sheet, and more TechBridge Unlimited resources.