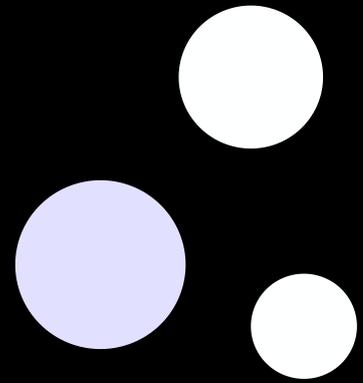


# First Win Lab

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A product-native learning prototype  
for first-time enterprise AI users



## The problem

Many users open a chat-based AI tool and hesitate. **They do not type a first prompt, or they stop after the first attempt.** This prototype is designed **to reduce that initial friction** and help users reach a repeatable “first win” quickly.

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## Concept

First Win Lab is a short interactive experience (about 5–7 minutes) that guides a first-time user through a simple loop:

**Start → Refine → Save → Repeat.**

It is intentionally designed to feel like an embedded product experience rather than a traditional course.

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## Learning Objectives

### 1) Activation

Given a guided role-based starter prompt, the learner will submit a first prompt by editing the starter prompt and running it, within 2 minutes. **(execute, submit)**

### 2) Iteration

Given an initial AI output (starter prompt), the learner will improve the output by applying at least one refinement (tone, structure, specificity, or length), which produces an output that meets a lightweight checklist. **(apply, refine, improve)**

### 3) Transfer and habit

Given the completed prompt, the learner will save a reusable starter template and commit to a next-use plan by choosing one real task to try next and scheduling a follow-up action within **24 hours** (or as a plan). **(create, plan, implement)**

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## Design Choices

<b>Real prompt environment</b>	(AI-powered). Outputs are generated live to make iteration authentic.
<b>Guided micro-instructions</b>	One-time tooltips and minimal coach prompts support learning without adding cognitive load.
<b>Quality check</b>	A simple rubric encourages judgment (format, constraints, tone).
<b>Transfer built in</b>	The learner saves the final prompt as a template and can optionally add a calendar reminder (Google/Outlook) with the saved prompt included.
<b>Polish</b>	Modern UI, restrained motion, and an optional short primer video to set expectations without blocking interaction.

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## Deliverables

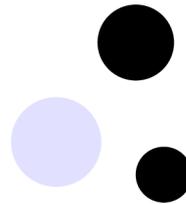
<b>Deliverable</b>	<b>Format</b>
Project Brief (including learning objectives and style guide)	PDF
Primer Video	MP4 HD (1080p)
Interactive App	Web App (Prototype)

# •• First Win Lab

## MAIN LOGO



## LOGO MARK



## COLOUR PALETTE



#e1e1ff



#cdffff



#ffe8d9



#0000e0



#ffffff



#000000

## BRAND FONTS

### Headings

Body copy

Letter spacing:

Max line length:

### Poppins Bold (700)

Poppins Light (300)

0 for headings, 0.2px for small labels

42–60 characters for body text

## BRAND PHOTO STYLE

