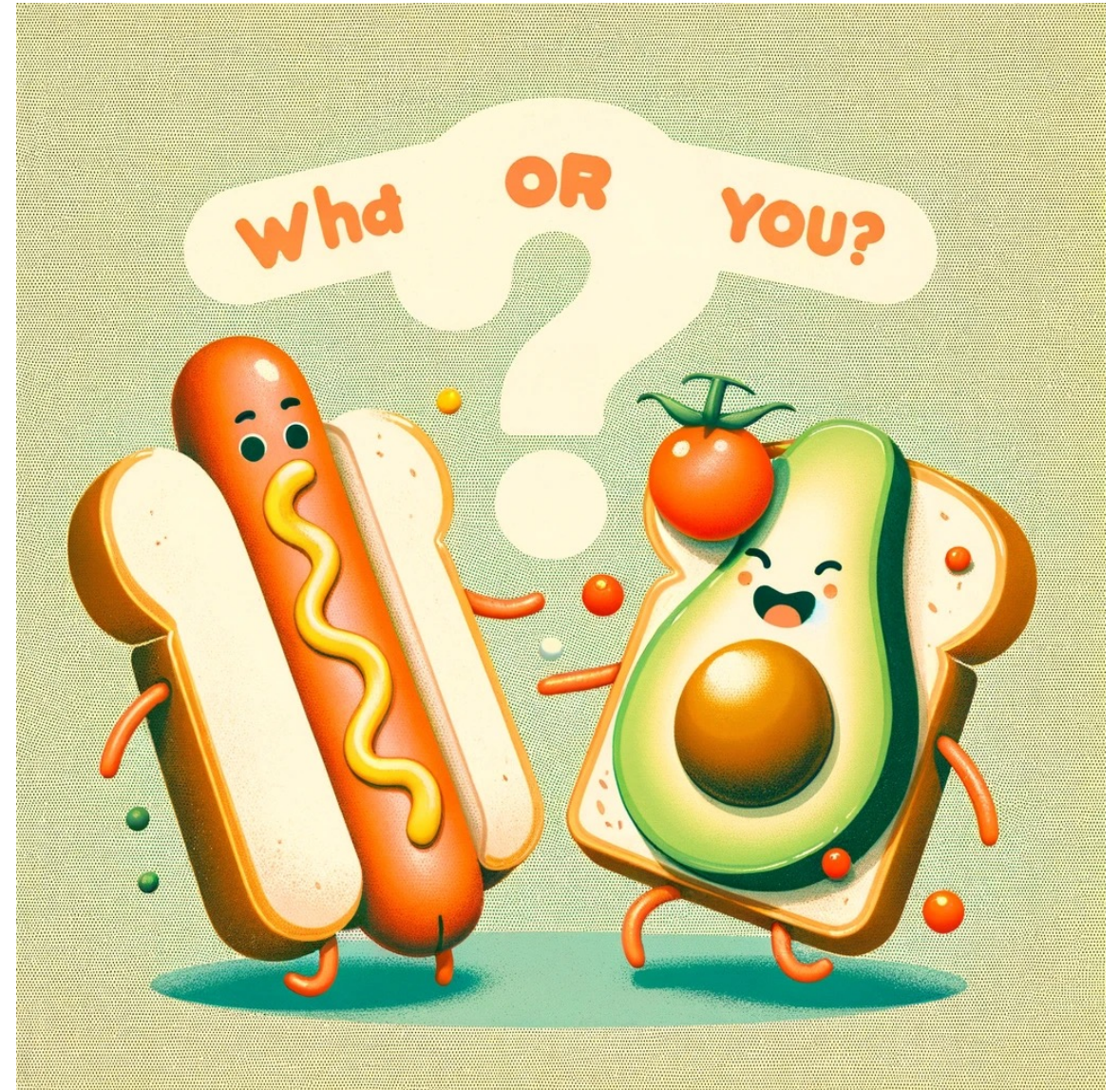


2 QUESTIONS

1. Is a hot dog split open on a toasted bun a sandwich?
2. Is avocado & tomato on toast a salad on a single, oversized crouton?





THE UNIVERSAL LOVE FOR TOAST

Toast has been a breakfast staple for over 2,000 years.

Source: [Today I found out The History of Toast](#)

THE HIPPO'S DEMAND

70% of products fail due to misalignment with customer needs

Source: [Understanding Product Failures - Top Reasons and Examples](#)





THE HIGH-TECH TOASTER FAILS

Today, 64% of U.S. consumers and 59% of all consumers feel **companies have lost touch** with the human element of customer experience.

Source: [Experience is everything: Here's how to get it right.](#) ~ PWC

SHIFTING FOCUS TO THE EXPERIENCE

Products focused on user experience
outperform the market by 219%

Source: [Elf Agency](#)

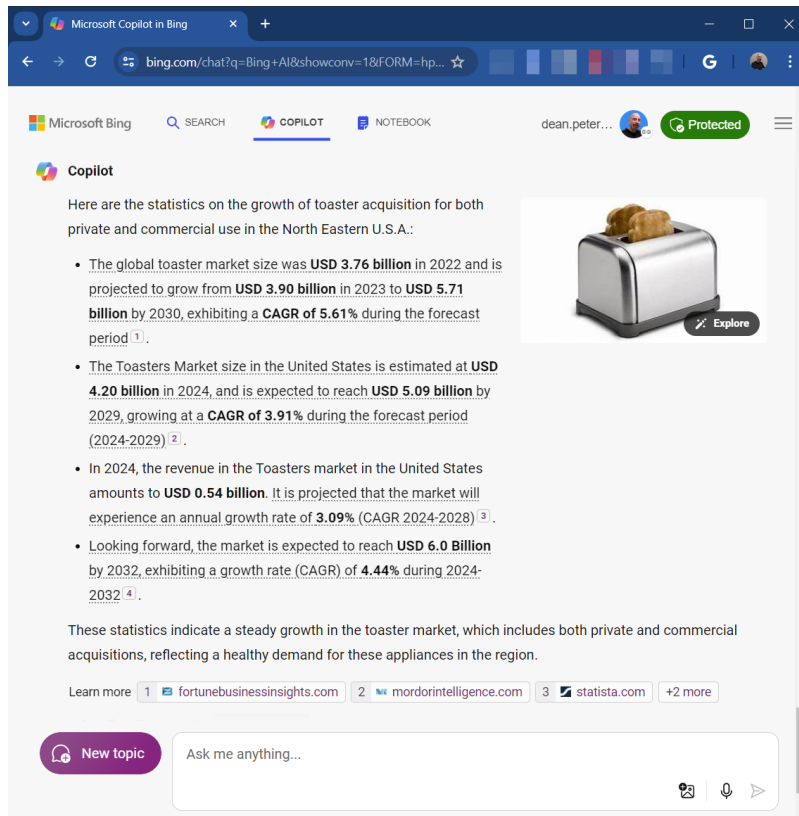




EMBRACING GENERATIVE AI FOR DISCOVERY

Generative AI can analyze data 10 times faster than traditional methods.

MARKET RESEARCH USING COPILOT



Microsoft Copilot in Bing

bing.com/chat?q=Bing+AI&showconv=1&FORM=hp...

Microsoft Bing SEARCH COPILOT NOTEBOOK dean.peter... Protected


Copilot

Here are the statistics on the growth of toaster acquisition for both private and commercial use in the North Eastern U.S.A.:

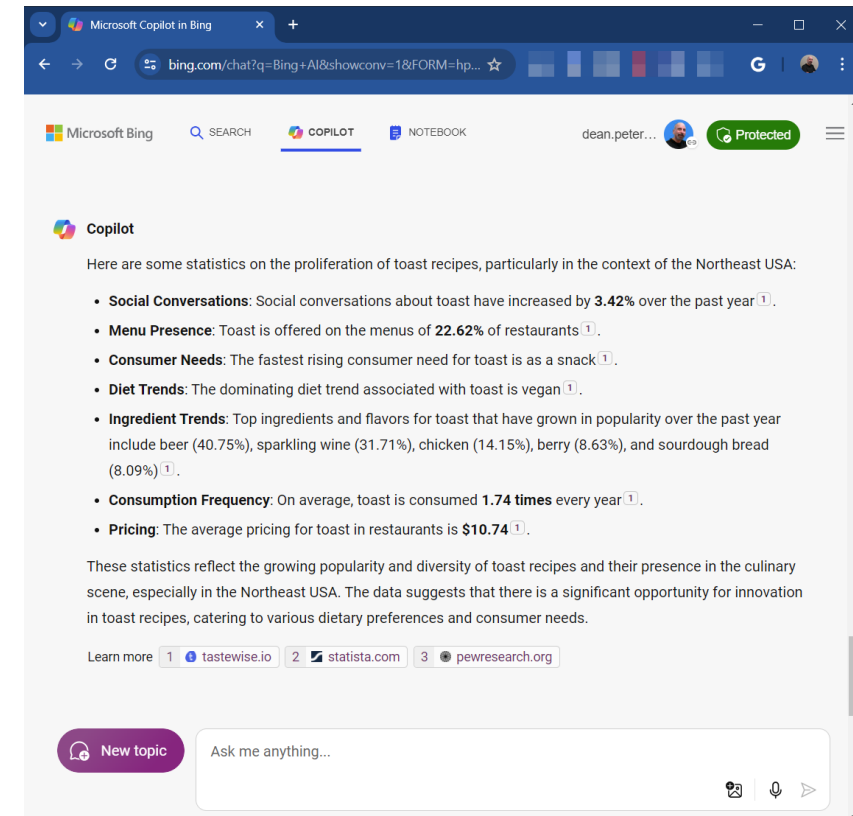
- The global toaster market size was **USD 3.76 billion** in 2022 and is projected to grow from **USD 3.90 billion** in 2023 to **USD 5.71 billion** by 2030, exhibiting a **CAGR of 5.61%** during the forecast period ^[1].
- The Toasters Market size in the United States is estimated at **USD 4.20 billion** in 2024, and is expected to reach **USD 5.09 billion** by 2029, growing at a **CAGR of 3.91%** during the forecast period (2024-2029) ^[2].
- In 2024, the revenue in the Toasters market in the United States amounts to **USD 0.54 billion**. It is projected that the market will experience an annual growth rate of **3.09%** (CAGR 2024-2028) ^[3].
- Looking forward, the market is expected to reach **USD 6.0 Billion** by 2032, exhibiting a growth rate (CAGR) of **4.44%** during 2024-2032 ^[4].

These statistics indicate a steady growth in the toaster market, which includes both private and commercial acquisitions, reflecting a healthy demand for these appliances in the region.

Learn more ¹ [fortunebusinessinsights.com](#) ² [mordorintelligence.com](#) ³ [statista.com](#) +2 more

 Explore

New topic Ask me anything...



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Here are some statistics on the proliferation of toast recipes, particularly in the context of the Northeast USA:

- Social Conversations:** Social conversations about toast have increased by **3.42%** over the past year ^[1].
- Menu Presence:** Toast is offered on the menus of **22.62%** of restaurants ^[1].
- Consumer Needs:** The fastest rising consumer need for toast is as a snack ^[1].
- Diet Trends:** The dominating diet trend associated with toast is vegan ^[1].
- Ingredient Trends:** Top ingredients and flavors for toast that have grown in popularity over the past year include beer (40.75%), sparkling wine (31.71%), chicken (14.15%), berry (8.63%), and sourdough bread (8.09%) ^[1].
- Consumption Frequency:** On average, toast is consumed **1.74 times** every year ^[1].
- Pricing:** The average pricing for toast in restaurants is **\$10.74** ^[1].

These statistics reflect the growing popularity and diversity of toast recipes and their presence in the culinary scene, especially in the Northeast USA. The data suggests that there is a significant opportunity for innovation in toast recipes, catering to various dietary preferences and consumer needs.

Learn more ¹ [tastewise.io](#) ² [statista.com](#) ³ [pewresearch.org](#)

New topic Ask me anything...

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- **Consumer Needs**: The fastest rising consumer need for toast is as a snack¹.

- **Diet Trends**: The dominating diet trend associated with toast is vegan¹.

- **Trend**: There's a growing preference for artisanal breads, such as sourdough, multigrain, and rye, which are known for their complex flavors and textures when toasted.
- **AI Play**: Develop an AI-powered recommendation engine that suggests artisanal bread options based on user preferences and trends. The AI can analyze user data and provide personalized toast recipes, including pairing suggestions with gourmet toppings.

5. Proliferation of Toast Recipes and Social Engagement:

- **Trend**: Social conversations about toast have increased, with a notable presence on restaurant menus and consumer interest in toast as a snack.
- **AI Play**: Launch an AI-powered social media and content platform for toast enthusiasts. The AI can curate and generate engaging content, such as toast recipes, user-generated photos, and trending topics. It can also analyze social media trends to predict and promote the next big toast craze.

These trends highlight opportunities for leveraging AI to enhance the consumer experience in the toast space, from personalized recommendations and health-focused options to gourmet recipes and cultural fusion.



PRODUCT IDEATION USING CHATGPT

- Use market data from CoPilot to seed the ChatGPT or Claude session context.
- Establish outcomes over outputs, such as your digital AI play.
- Ask ChatGPT to provide multiple trends across multiple points of view.

RECOGNIZING THE TRUE VALUE

- Personalized products see a 30% increase in customer satisfaction ~ [Magnolia Blog](#)
- 68% of consumers prefer products that offer personalized options. ~ [Deloitte Digital](#)



PLAYFULLY CHALLENGE

- Challenge Norms
- Encourage Playfulness
- Avoid Rigidity
- Run Simulations
- Gamify Prompts & Conversations





KEY TAKEAWAYS

- Focus on the Problem Space
- Leverage AI for Exploration
- Pursue Outcomes Creatively
- Take Advantage of Templates
- Invest in Training

INVEST IN TRAINING



A screenshot of the Productside website interface. The top navigation bar includes the Productside logo, a search icon, a shopping cart icon, and a menu icon. The main content area features a course titled "AI Innovation for Product Managers" with a breadcrumb trail: "Home > AI Innovation for Product Managers". The course description reads: "Incorporate AI into your roadmap to deliver new, valuable customer the wrong product. This course helps Product Managers evaluate learning and Generative AI to make better products." To the right of the course card is a promotional banner that says "Save up to \$800 off all courses" with a close button (X). Below the course title is a blue banner with the text "FIND YOUR CLASS" and "Live Online". At the bottom of the course card, the text "AI Innovation for Product" is visible. A small image of three people in a meeting is also present in the promotional area.

Q&A INVITATION

Ask me Anything!





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- <https://deanondelivery.com>
- <https://bit.ly/prompts-for-prodmgmt-repo>

