Store Planning Workbook – Part 2

Review & Approve Your AI Store Brief

Section 3: Quick Store Planning

Video: Create Your One-Page Store Brief Using AI

AI Gives You a Draft — You Approve the Facts

The AI-generated Store Brief is only a draft.

Your job is to check whether it accurately represents your business.

Do not accept suggestions automatically. Remove anything that was assumed, invented or not yet decided.

Reminder: Use your Store Planning Workbook – Part 1 as the reference source while reviewing the AI output.

1 Where Is My AI Store Brief?

AI tool used:

- ☐ ChatGPT
- ☐ Claude
- ☐ Other: _____

Where I saved the generated brief:

_____

_____

Date reviewed:

_____

2 Quick Structure Check

DOES THE BRIEF INCLUDE THE RIGHT INFORMATION?

- ☐ Store overview
- ☐ Main product category
- ☐ Primary customers
- ☐ Customer need
- ☐ Main products / initial range
- ☐ Selling geography
- ☐ Basic value proposition
- ☐ Known special requirements or restrictions
- ☐ Open questions / decisions for later

Anything important missing?

_____

_____

_____

Check the AI Output Against Your Real Business

Compare the AI-generated brief with your Part 1 answers and your actual business facts.

AREA	ACCURATE?	NEEDS CORRECTION?	NOT DECIDED?
Store overview	☐	☐	☐
Product category	☐	☐	☐
Main products	☐	☐	☐
Target customer	☐	☐	☐
Customer need	☐	☐	☐
Selling area	☐	☐	☐
Value proposition	☐	☐	☐
Special requirements	☐	☐	☐

3 What Needs Correction?

1. AI wrote:

Correct information:

2. AI wrote:

Correct information:

3. AI wrote:

Correct information:

4 Did AI Assume Anything?

UNSUPPORTED ASSUMPTIONS TO REMOVE

- ☐ Customer age / gender I never provided
- ☐ Pricing or affordability claims
- ☐ Market demand claims
- ☐ Product quality claims
- ☐ Delivery promises
- ☐ Shipping availability
- ☐ Geographic expansion plans
- ☐ Business experience
- ☐ Product benefits not verified
- ☐ Other: _____

Assumptions I need to remove or rewrite:

> **AI suggestions are drafts. Business facts must be verified by you.**

What Is Still Not Decided?

Do not force the AI to complete information you have not decided yet. Mark uncertain areas clearly so they can be handled in later planning lessons.

1 My Open Decisions

Open decision	Status
1 _____	☐ Decide later ☐ Need clarification ☐ Need more research
2 _____	☐ Decide later ☐ Need clarification ☐ Need more research
3 _____	☐ Decide later ☐ Need clarification ☐ Need more research
4 _____	☐ Decide later ☐ Need clarification ☐ Need more research
5 _____	☐ Decide later ☐ Need clarification ☐ Need more research

2 Final Review Checklist

BEFORE YOU APPROVE THE STORE BRIEF

- ☐ Product information is accurate
- ☐ Customer description is accurate
- ☐ Selling geography is accurate
- ☐ Value proposition is realistic
- ☐ Special requirements are correct
- ☐ Unsupported AI assumptions are removed
- ☐ Undecided details are clearly marked
- ☐ The brief is short and practical
- ☐ The brief does not contain final website copy
- ☐ The brief reflects my current business direction

My brief is ready for the next planning stage:

- ☐ Yes
- ☐ Almost — a few items still need clarification
- ☐ No — I need to revise it again

My Approved Store Brief

You may either rewrite the final approved version here or use this page as a structured summary of the version saved in your AI chat/document.

STORE OVERVIEW

MAIN PRODUCT CATEGORY

SELLING GEOGRAPHY

MAIN PRODUCTS / INITIAL RANGE

PRIMARY CUSTOMER

CUSTOMER NEED

BASIC VALUE PROPOSITION

SPECIAL REQUIREMENTS / RESTRICTIONS

OPEN DECISIONS FOR LATER

1.
2.
3.

Store Brief Approved

I have reviewed this Store Brief against my actual business information.

I understand that it is a planning document, not final website content.

I will update it if my business direction changes.

Name:

Date:

Keep This Brief Ready

Save this approved Store Brief together with:

- Store Planning Workbook – Part 1
- your Interactive Store Brief Creator prompt
- your earlier Business Model and Store Operations resources

You will use this planning information in later Shopify lessons.