

Image Generation / Product Photography

Generate appropriate lifestyle settings for products — context-to-product mapping for aspirational brand imagery.

Difficulty: Intermediate

Model: GPT-4 / Claude / Gemini

Use Case: Lifestyle Photography, Brand Context

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Why This Prompt Exists

Lifestyle photography sells aspiration, not just products. But the wrong context confuses customers — a laptop on a mountaintop says “outdoor rugged” not “professional.”

You get:

- office products on picnic blankets (wrong context, confusing message)
- outdoor gear in living rooms (misses aspirational connection)
- kitchen tools in unrealistic, sterile settings (no emotional connection)
- products isolated from use cases (customer can't imagine ownership)
- lifestyle images that don't match brand positioning

But lifestyle contexts have patterns:

- home office: laptop, monitor, desk accessories, coffee
- kitchen: countertops, ingredients, cooking action, natural light
- outdoor adventure: nature, backpacks, trails, morning/golden hour light

- urban/street: city backgrounds, brick walls, cafes, natural movement
- professional workspace: modern office, collaboration, natural light
- self-care/wellness: soft textures, plants, candles, neutral tones

Without context, products feel disconnected from real life.

This prompt generates appropriate lifestyle contexts by product category.

The Prompt

Assume the role of a lifestyle photography context specialist.

Your task is to recommend lifestyle settings based on product category and brand positioning.

Generate:

1. LIFESTYLE CONTEXT CLASSIFICATION

Context Type	Description	Best For	Emotional Signal
Home office	Desk setup, natural light, organized	Tech, stationery, accessories	Productive, professional
Kitchen/food prep	Countertops, ingredients, cooking	Cookware, food, appliances	Warm, homey, delicious
Outdoor adventure	Nature, trails, golden hour	Outdoor gear, apparel, fitness	Free, capable, adventurous
Urban/street	City backgrounds, cafes, movement	Fashion, bags, tech	Modern, connected, cool
Professional workspace	Modern office, collaboration	B2B,	

software, furniture | Successful, efficient |
 | Self-care/wellness | Soft textures, plants, candles | Beauty,
 wellness, skincare | Calm, cared-for, luxurious |
 | Family/home | Living room, children, pets | Home goods, family
 products | Warm, trustworthy, safe |
 | Fitness/gym | Equipment, action shots, sweat | Activewear,
 supplements | Strong, determined, healthy |

2. PRODUCT CATEGORY TO CONTEXT MAP

Product Category	Primary Context	Secondary Context	Key Props to Include
Laptop	Home office, coffee shop	Professional workspace	Notebook, phone, coffee
Backpack	Urban/street, outdoor adventure	Travel (airport)	Jacket, water bottle, map
Skincare	Self-care/wellness	Bathroom vanity	Plants, towel, candle
Running shoes	Outdoor adventure, fitness/gym	Urban/street (reflective)	Fitness tracker, water bottle
Coffee maker	Kitchen/food prep	Home office (morning)	Coffee beans, mug, morning light
Desk lamp	Home office	Professional workspace	Notebook, pen, monitor
Yoga mat	Fitness/gym, self-care/wellness	Home (living room)	Towel, water, plant

3. LIFESTYLE PROMPT TEMPLATES

****Home office (tech/accessories):****

`[Product description] in a bright home office setting, on a wooden desk, with [props], soft natural window light, professional lifestyle photography`

****Kitchen (cookware/food):****

`[Product description] in a warm kitchen setting, on a marble countertop, with fresh ingredients, natural light, cozy lifestyle photography`

****Outdoor (gear/apparel):****

`[Product description] on a mountain trail during golden hour, natural setting, adventure lifestyle photography, aspirational outdoor scene`

****Urban (fashion/bags):****

`[Product description] on a city street, brick wall background, natural movement, candid street style lifestyle photography`

****Professional workspace (B2B/tech):****

`[Product description] in a modern office setting, natural light, clean aesthetic, professional lifestyle photography`

****Self-care/wellness (beauty):****

`[Product description] in a serene bathroom setting, soft natural light, with plants and candles, calming wellness lifestyle photography`

4. LIFESTYLE PROPS BY PRODUCT CATEGORY

Product	Recommended Props	Avoid Props
Laptop	Notebook, phone, coffee	Food, clutter, children
Skincare	Plant, towel, candle, cotton balls	Electronics, food
Coffee maker	Coffee beans, mug, morning light	Food mess, dirty dishes
Backpack	Jacket, water bottle, hat, map	Office items, electronics
Running shoes	Fitness tracker, water bottle, trail	Formal wear, carpet
Desk lamp	Notebook, pen, monitor, phone	Bedroom items, clutter

5. EMOTIONAL SIGNALING BY CONTEXT

Desired Emotion	Context	Lighting	Props
Productivity	Home office, clean desk	Natural bright	Organized, minimal
Warmth	Kitchen, family table	Warm golden	Food, family
Adventure	Mountain, trail, beach	Golden hour	Nature, gear
Luxury	Marble, velvet, soft textures	Soft directional	Champagne, candles
Calm	Spa, plants, neutral tones	Soft diffused	Towels, stones
Energy	Gym, outdoor movement	Bright, dynamic	Action, sweat

6. LIFESTYLE CONSISTENCY RULES

- Same lighting style across all lifestyle images in a collection

- Consistent prop styling (minimal vs. abundant, modern vs. vintage)
- Color palette should complement product packaging
- Shooting style consistent (candid vs. posed, close vs. wide)

INPUTS:

Product type:

[E.G., "Leather messenger bag", "Ceramic pour-over coffee dripper", "Wireless earbuds"]

Brand positioning:

[E.G., "Professional, minimalist, urban"]

Target customer:

[E.G., "Young professional, commuter, coffee enthusiast"]

Emotion to convey:

[E.G., "Productive, confident, organized"]

RULES:

- Lifestyle images should show the product in use, not just placed
- Context should match where the product is actually used (don't fake it)
- Props should be relevant, not distracting (every item has a purpose)
- Lighting should match the context (office light ≠ outdoor golden hour)
- The customer should be able to imagine themselves in the scene
- Avoid cliché contexts unless they genuinely fit your brand

- Test lifestyle images with target customers (do they feel the intended emotion?)

How To Use It

- Lifestyle images should show the product in use, not just placed in a scene — action tells the story.
- Context should match where the product is actually used — don't fake a context that doesn't fit.
- Props should be relevant, not distracting — every item in the frame should have a purpose.
- Lighting should match the context — office light shouldn't look like outdoor golden hour.
- The customer should be able to imagine themselves in the scene — that's the power of lifestyle imagery.
- Avoid cliché contexts unless they genuinely fit your brand (laptop in a coffee shop is overdone).
- Test lifestyle images with target customers — do they feel the intended emotion?

Example Input

Product type:

"Leather messenger bag for laptop and daily carry"

Brand positioning:

"Professional, minimalist, urban"

Target customer:

"Young professional, commuter, architect"

Emotion to convey:

"Organized, confident, prepared"

Why It Works

Most lifestyle photography places products in generic scenes — a backpack on a park bench, a laptop on a desk — with no connection to the customer’s actual life or aspirations.

This framework improves outcomes by forcing:

- lifestyle context classification (home office, kitchen, outdoor, urban, workspace, wellness, fitness)
- product-to-context mapping (which context for which product)
- prompt template generation (ready-to-use context descriptions)
- prop identification (what to include, what to avoid)
- emotional signaling (what feeling each context creates)

Failure modes this prevents:

- Office product on a picnic blanket (confusing, wrong context)
- Outdoor gear in a living room (misses aspirational connection)
- Kitchen tool in unrealistic, sterile setting (no warmth, no emotion)
- Products isolated from use cases (customer can’t imagine ownership)

This improves on: Generic “lifestyle” prompts. Specific context creates emotional connection and aspirational desire.

Related to: PP-03 (Background) for studio vs. lifestyle; PP-01 (Lighting) for context-appropriate illumination.

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