

Claude Certification Quest

World 0: The Basic Words
and Your First Prompt

Initialize World 0



You already have everything you need.

The goal of World 0 is to remove beginner fear. You do not need to know how to code. You do not need developer accounts, APIs, or complex software.



No Coding Required

If you can write an email, you can use AI.



The Console

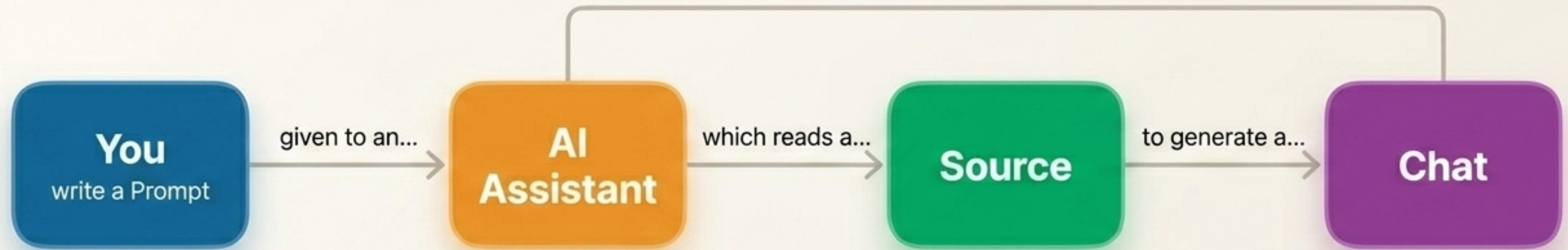
We use NotebookLM as your study and research tool.



The Assistant

We use Claude to practice applying what you learn.

The Anatomy of an AI Interaction



Every AI workflow is simply a cycle through these four elements.

Component 1: The AI Assistant

Technical Definition

A tool that responds to natural language instructions and helps draft, summarize, explain, brainstorm, classify, compare, and organize information.

Everyday Metaphor



Think of it as a capable but new intern. They are eager to help and very fast, but they don't know your specific business context. They need clear instructions and their work must always be reviewed.

Component 2: The Prompt

Technical Definition

The instruction or question you give to an AI assistant to initiate a task.

Everyday Metaphor



Think of it as a highly detailed shopping list. If you just write 'get food,' you might get something you don't want. If you specify the brand, quantity, and aisle, you get exactly what you need.

Component 3: The Source

Technical Definition

A document, link, note, or file that NotebookLM can use to ground its answers in specific facts.

Everyday Metaphor



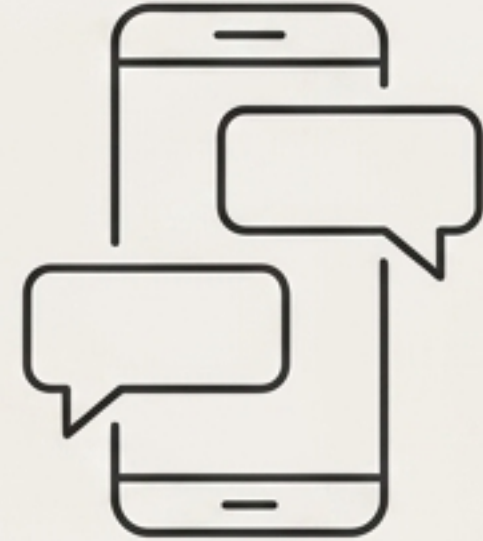
Think of it as an open-book exam. Instead of asking the AI to guess from memory, you are providing the exact textbook and telling it: "Only use information found in these pages."

Component 4: The Chat

Technical Definition

The back-and-forth conversation between you and an AI assistant.

Everyday Metaphor



Think of it as a text thread with a helpful friend. It isn't just a one-time search box. You can ask follow-up questions, request corrections, or ask them to explain their previous answer differently.

The Beginner Prompt Formula

A strong prompt is not a single creative thought.
It is an assembly of five structural components.



Building Your First Prompt

[Task]

Summarize the attached meeting notes. We are launching a new marketing campaign next week and the team is behind schedule. Write this for the executive leadership

[Context]

[Audience]

Give me a bulleted list of the three biggest risks. Do not use technical marketing jargon, and keep it under 100 words.

[Format]

[Constraints]

Why the Formula Matters

The Weak Approach

Input (Prompt)

Tell me about AI.

Output Result

The AI guesses what you want. It writes a generic, 5-page essay that is too broad to be useful.

The Formula Approach

Input (Prompt)

Task: Explain AI.

Context: I am preparing a team training.

Audience: Non-technical retail staff.

Format: A 3-point checklist.

Constraints: No computer science terms.

Output Result

The AI delivers exactly what you need for your meeting, ready to use immediately.

Level Complete: World 0

You have unlocked your initial inventory and are ready to practice.



I understand the AI Assistant is a tool, not magic.



I can explain Prompt, Source, and Chat using everyday metaphors.



I know how to use the 5-part Prompt Formula (Task, Context, Audience, Format, Constraints).

Your Next Mission: Open NotebookLM, create a notebook, and write your first formula-based prompt.