

# Case Study Generator Template

Use this prompt in any AI tool (ChatGPT, Gemini, Copilot, ...) to generate compelling case studies for your students. Case studies created with this prompt will connect classroom learning to real-world problems and prompt critical discussion. Each case study will focus on one of three key areas and include discussion questions. Find a real AI output from this prompt, along with instructions for how to customize the prompt to your classroom on the second page.

## Ready-to-Use Template

You are an instructional designer creating a short case study for classroom discussion. Your task is to write a 1-2 paragraph scenario that connects [insert subject or grade level] content to a realistic problem in the community or world.

The case study should:

1. Describe a clear situation involving a challenge, decision, or conflict.
2. Be relevant to what students are currently learning.
3. Encourage problem-solving or ethical reasoning.
4. Identify one main focus area — Access (making resources or information available), Communication (improving how people share ideas), or Education (helping others learn or act).
5. End with 2-3 discussion questions for students.

Format your response as:

**\*\*Case Title:\*\***

**\*\*Scenario (1-2 paragraphs):\*\***

**\*\*Focus Area (Access / Communication / Education):\*\***

**\*\*Discussion Questions (2-3):\*\***

Make the scenario age-appropriate for [insert grade/subject].

# Example Output — Small Business Economics (9th Grade)

**Case Title:** "The Corner Store Goes Digital"

**Scenario:** Ms. Lopez runs a small grocery store in Baltimore that serves mostly elderly residents. Her sales are dropping because customers have started ordering from big online delivery apps. She wants to create a simple website or app that allows her regular customers to order by phone or text but doesn't know where to start. She's heard about free website builders but worries about the cost of delivery services and whether her older customers will actually use technology to place orders.

**Focus Area:** Access — making local services easier to find and use while maintaining personal connections.

## Discussion Questions:

1. What barriers does Ms. Lopez face in creating an online system, and how might these reflect broader challenges small businesses encounter?
2. How could her store stay competitive with large delivery services while keeping costs low and maintaining the personal touch her customers value?
3. What could her community or local students do to help her reach more people while supporting the local economy?

## Customizing Your Prompt

**SUBJECT/GRADE LEVEL** — Specify the exact content area and student age to ensure the case study connects meaningfully to current learning objectives. A middle school science case might focus on environmental issues, while high school history could explore civic engagement or social justice themes.

**COMMUNITY CONTEXT** — Include specific geographic or demographic details to make scenarios more relatable. Rural students might connect better with farming or small-town challenges, while urban students may relate to public transportation or housing issues. Local relevance increases student investment.



**FOCUS AREA EMPHASIS** — Choose which of the three focus areas (Access, Communication, Education) best matches your learning goals. Access works well for economics and social studies, Communication fits language arts and media literacy, while Education connects to psychology and leadership topics.

**COMPLEXITY LEVEL** — Adjust the scenario's complexity based on student readiness. Younger students need clearer conflicts with obvious stakeholders, while older students can handle ambiguous situations with multiple valid solutions and competing interests.

**ITERATION** — After receiving the first case study, refine it through follow-up prompts. Ask the AI to adjust the scenario's complexity, change the setting, or focus on different aspects of the problem. Multiple variations help you find the perfect fit for your classroom discussion goals.

