AI product description without made-up features · How to approach it?

For: Paušalni obrt · Obrtnici · j.d.o.o. · d.o.o.

Practical business guidance · Reviewed: 2026-11-22

Applicability: According to the profile and circumstances of the described case.

Prepare the approved specification, materials, warnings and permitted claims.

A starting point in practice

Save the table of claims and the link to the document that justifies each one.

Compare the proposed title, description and product information with the actual item.

Working example · AI product description without made-up features

Compare the proposed title, description and product information with the actual item.

Specific next steps

1. Save the table of claims and the link to the document that justifies each one.
2. Compare the proposed title, description and product information with the actual item.
3. Introduce mandatory property checks into the catalogue before publication.

Limits of application

Apply the guideline to your documents and working methods.

Original page

https://adriatrends.hr/poslovni-vodic/en/pitanja/praksa-ai-opis-proizvoda-odluka