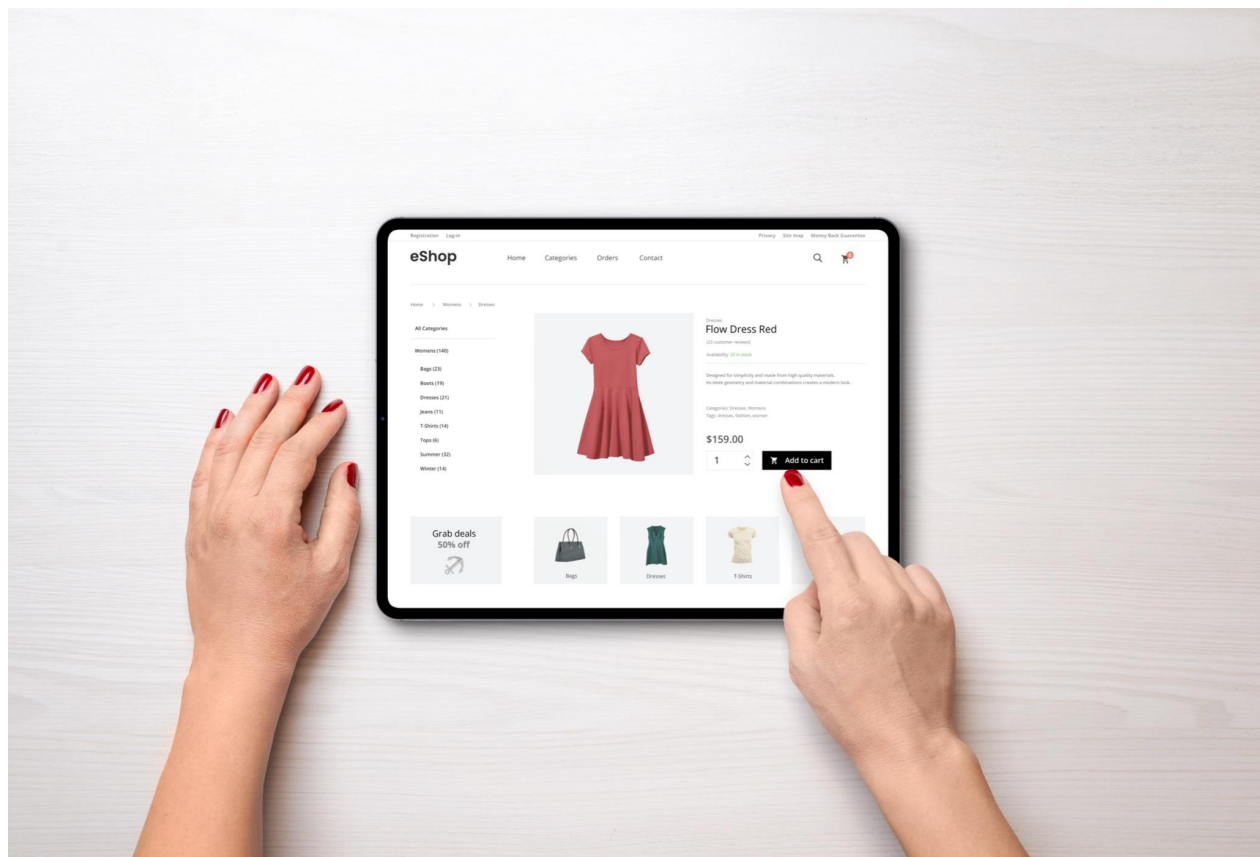




Real Life Examples: Good and Bad Prompts

In this resource, you'll explore real-life case studies of both good and bad prompts to gain valuable insights into their characteristics and analyze the impact on language model responses. By examining these examples, you'll enhance your prompt crafting skills and create more effective interactions with language models. Let's dive into the world of real-life prompts!

Real-Life Case Study



Jaya is a tech-savvy young woman living in San Francisco, who has been using an online shopping app, “Shopee,” for quite some time. She enjoys exploring new products and finding unique items that match her interests and preferences. Recently, the app introduced a new feature that integrates an AI bot, which allows users like Jaya to input prompts and receive personalized product recommendations. These recommendations span various categories like books, clothes, and household items.

Jaya tried out a few different types of prompts; they were vague at first because she was new to writing prompts. Eventually, she realized that the more clarity and context she added to the prompts, the better the recommendations were!

Prompt	Response
"Recommend something for me."	The AI bot generates generic recommendations that do not align with Jaya's preferences or needs.
"Suggest stylish dresses for a summer wedding."	The AI bot provides a range of elegant and trendy dresses suitable for a summer wedding, considering factors like color and design.
"Find durable and eco-friendly household cleaning products."	The AI bot suggests a selection of environmentally friendly cleaning products that are known for their durability and sustainability.

The next time Jaya tried using the chatbot to get recommendations for her best friend's birthday gift, she struck gold!

Prompt	Response
"Recommend a book similar to 'The Da Vinci Code' that combines mystery, history, and conspiracy."	One book similar to "The Da Vinci Code" that combines mystery, history, and conspiracy is "The Rule of Four" by Ian Caldwell and Dustin Thomason. It follows two Princeton University students who become obsessed

and conspiracy."	with deciphering the secrets of an ancient manuscript called the Hypnerotomachia Poliphili. As they unravel the cryptic clues, they uncover a centuries-old mystery and find themselves entangled in a dangerous web of intrigue. Like "The Da Vinci Code," "The Rule of Four" combines historical references, enigmatic puzzles, and a race against time, keeping readers engrossed in its suspenseful narrative.
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This prompt exhibits clarity, specificity, and context. It provides clear parameters and cues the language model to generate book recommendations with specific genres and themes. And that is how Jaya knew she had finally mastered the art of prompt engineering!

Key takeaways from the case study:

- **The importance of clear and specific prompts:** The clarity of the prompt significantly impacts the quality of the AI's response. Vague prompts like "Recommend something for me" lead to generic recommendations, while specific prompts like "Suggest stylish dresses for a summer wedding" yield more relevant and tailored suggestions.
- **Providing context enhances understanding:** Including relevant context in prompts helps the AI bot understand the user's needs and preferences. In the case of "Suggest stylish dresses for a summer wedding," the context of a specific event enables the AI bot to generate appropriate recommendations.
- **Conditioning guides the AI's response:** Conditioning the AI bot by incorporating specific keywords or details in the prompt helps steer the recommendations in the desired direction. The prompt "Find durable and eco-friendly household cleaning products" conditions the AI to prioritize durability and eco-friendliness in the suggested products.
- **Well-crafted prompts yield better results:** Well-built prompts that exhibit clarity, context, and conditioning produce more accurate and personalized responses. The prompt "Find durable and eco-friendly household cleaning products" demonstrates the effectiveness of a well-crafted prompt, resulting in recommendations aligned with the user's specific requirements.
- **Tailoring prompts to user preferences leads to personalized recommendations:** By carefully constructing prompts that reflect the user's preferences, such as the case of Jaya's preference for stylish dresses, the AI bot can generate personalized recommendations that meet the user's needs and enhance their shopping experience.

How about taking a moment here to brainstorm how you might have asked the AI chatbot for recommendations? What are some prompts you could use for that?

Go over to Chat-GPT and type the below prompt:

"Pretend you are an AI chatbot for the online shopping app "Shopee" that takes inputs from users as prompts and makes personalized recommendations on different products. The app "Shopee" is exactly like the Amazon.com app that sells almost everything one might need. The tone of the chatbot should be conversational and helpful and you are to give personalized recommendations according to the user."

Once it responds, ask anything! Keep your initial asks vague and see how it responds.

Do you notice how it is still acting as "Shopee"'s AI chatbot even though you did not prompt it to do so after the initial time?

More on this later!