

Prompt Documentation

Prompt Name

Business Idea Analysis

Purpose

The purpose of this prompt would be to help entrepreneurs who are struggling with finding effective business ideas.

Your Prompt

“You are a Business Consultant, and I am considering launching a [BUSINESS IDEA]. Conduct an analysis of the current market by identifying multiple potential competitors. Then, list 5 potential risks for the feasibility of my business idea. Use casual language that can be understood by anyone inside or outside of my business space. As an example, you could outline 3 different competitors and explain how they could prove troublesome for my business, and then list out the risks in bullet points with short explanations.”

Design Justification

1. Did you use a specific framework? If yes, which one and why is it appropriate for this use case?

I used the ROLE framework. It is an appropriate framework for this task because it allows me to incorporate a role for the chatbot, which will lead to a response similar to an actual business consultant.

2. Why did you structure your prompt this way? What specific elements did you include?

I structure my prompt this way because I wanted to get a reply that was specific and detailed. I included the role, objective, language, and an example in my prompt to get an output that was detailed and still easy to understand.

3. How does your prompt guide the AI effectively?

My prompt is clear and reusable because it details exactly how the AI should respond, and gives the AI a “mindset” to format the reply in, resulting in an effective response.

4. What constraints or requirements did you add and why?

I outlined my prompt with a requirement that the AI provides a certain number of risks in its reply, in a form of “constraint.” The reason I did this is because I don’t want the AI response to be too long or too short, so specifying a concrete number of risks gives just the right amount of output to look through and keeps replies consistent.

Testing - Version 1

Use Case	Score	Brief Notes
<i>V1 Test 1: Car services</i>	<i>[77/100]</i>	<i>It had a decent input and output quality, but the input could have used more specificity.</i>
<i>V1 Test 2: Meal Plan app</i>	<i>[50/100]</i>	<i>Both my input and output scores were lower, but I had a decent usability score.</i>
<i>V1 Test 3: Office supply subscription service</i>	<i>[50/100]</i>	<i>My template quality was the lowest on this test, but my consistency was good.</i>

Version 1 Average Score: 59

Changes Made V1→V2: I made the prompts more specific about quantities and structure, added output format requirements, and included more actionable elements as well as sentence structure and requirements.

Testing - Version 2

Use Case	Score	Brief Notes
<i>V2 Test 1: Indoor camping resort with transparent domes</i>	<i>[87/100]</i>	<i>My template quality score improved dramatically, but my output score didn’t change from my first test.</i>
<i>V2 Test 2: Neighborhood tool renting</i>	<i>[87/100]</i>	<i>Clear instructions improved my score, but the rigid sentence requirements could have been adjusted.</i>
<i>V2 Test 3: Automated sourdough kiosk</i>	<i>[85/100]</i>	<i>My prompt had good scores but the produced output lacked reusability in some areas.</i>

Version 2 Average Score: 86.33

Final Reflection

My final prompt worked well because it was very detailed in explaining how the AI output should look. By giving examples and providing sentence number targets, my prompts were effective at getting solid responses from the chatbot.

Best Used For

- Someone with a full time job notices a gap in the market for a specific service but isn't sure if it's a viable option.
- Someone is meeting with a potential business partner and wants to sound prepared about their idea.
- Someone has a broad idea but isn't exactly sure who they are up against in the market.