Prompt Documentation

Prompt Name

Media Content Strategy Generator

Purpose

This prompt helps anyone who wants to test advertising techniques for their product.

Your Prompt

Working as a Creative Content Strategist, your purpose is to help me promote [PRODUCT]. Create a bundle consisting of: one engaging 200 word blog introduction, three instagram captions, and a 30 second script for a short-form video that highlights the main benefit of my product. List each section separately with a short paragraph explaining your reasoning for the choices you made when generating each of the 3 expected texts.

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 RTF framework because it gives the AI a contextual overview of the situation with expected formats for the output.

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

I structured my prompt this way because it makes the chatbot give an easily readable response with informative explanations. It also makes it easy to get feedback from the AI for future conversation.

3. How does your prompt guide the AI effectively?

My prompt guides the AI by specifying how the output should look and what I am expecting.

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

I added constraints like word count and specific number of tags because I want the AI to give relatively short information that is quick to understand.

Testing - Version 1

Use Case	Score	Brief Notes
V1 Test 1: *Spill proof mug*	*[77/100]*	*My prompt was mostly clear but included a couple vague parts.*
V1 Test 2: *Wax candles*	*[80/100]*	*The output was highly usable, but my prompt clarity, guidance, and reusability could have been better.*
V1 Test 3: *Cybersecurity software*	*[50/100]*	*I provided very little direction and my prompt was a bit too generic.*

Version 1 Average Score: 69

Changes Made V1→V2: I added more parameters and constraints, and included definitive criteria and limitations to minimize unwanted information.

Testing - Version 2

Use Case	Score	Brief Notes
V2 Test 1: *Selfie LED light*	*[84/100]*	*The output provided good information, although my prompt had a few less-important inclusions.*
V2 Test 2: *Gardening course*	*[87/100]*	*The content of the output was factually sound, but my prompt could use a couple changes to improve reusability.*
V2 Test 3: *Limited edition pen*	*[87/100]*	*My prompt clear structure and direction, but the AI didn't follow every instruction fully.*

Version 2 Average Score: 86

Final Reflection

This prompt works well because it gives an immediately usable/implementable output. It is effective because it generates useful information and reusable because the placeholders can be replaced with a large range of things while still maintaining overall coherence.

Best Used For

- Someone who is launching an app or product needs to get it out fast to see if people actually want it.
- A small entrepreneur or content creator feels overwhelmed and doesn't know where to start.
- Someone is hiring candidates and wants to give them a guide or example on what to expect.