

Prompt Documentation

Use this document to document each of your 5 prompts. Fill in all sections below, then delete all gray instruction text as you complete each section.

Prompt Name

Give your prompt a clear, descriptive name (e.g., 'Instagram Post Generator', 'Market Analysis Assistant')

Media Content Strategy Generator

Purpose

One sentence: What problem does this solve and who would use it?

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

Your Prompt

Paste your reusable prompt with [PLACEHOLDERS] clearly marked in brackets. Make sure someone else could fill in the placeholders and use this.

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

Answer these questions to explain your design choices. Keep answers brief (1-2 sentences each).

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

If you didn't use a formal framework, write 'No formal framework' and explain your structure below.

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?

Example: 'I included target audience because...' or 'I specified tone and length because...'

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?

What makes your prompt clear and reusable? What guidance does it provide?

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?

Example: Format requirements, length limits, tone specifications, required elements.

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

Test your prompt with 3 DIFFERENT use cases (fill in the placeholders 3 different ways). Record your scores below. You need an average of 85+ to pass.

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

Version 1 Average Score: 69

Refinement (if needed)

If your V1 average is below 85, revise your prompt and test again. Document what you changed and why. If you scored 85+ on V1, write 'No refinement needed - scored 85+ on first attempt' and delete the V2 table below.

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

Testing - Version 2

Test your revised prompt with 3 DIFFERENT use cases again (can be the same scenarios or new ones).

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

Version 2 Average Score: 86

If you need V3, V4, etc., copy the refinement section above and add more testing tables. Keep iterating until you achieve 85+ average.

Final Reflection

2-3 sentences: Why does your final prompt work well? What makes it effective and reusable?

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

List 3-5 specific situations where this prompt would be useful.

- 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.