

Search: Using prompt engineering for building proto-personas

Hello, we are researchers at [Anonymous], from [Anonymous]. We are doing this study aiming to evaluate the prompt engineering approach for the development of proto-personas. With this we will be able to investigate the use of the approach used to generation of proto-personas.

* Indicates a mandatory question

Free and Informed Consent Form

This is an academic study with no commercial interests. We will anonymize all data collected before any analysis is performed. Once the data has been collected and analyzed, your email address will be removed from the data and will not be used at any time during the analysis or when we present the results. If at any point during the study you wish to opt out, you are free to do so without any negative consequences.

As for the procedure, you will be asked to participate in testing the prompt approach for developing proto-personas. The tests focus on the proto-persona generation approach and will be conducted using the Think Aloud research technique. Your role will be to interact with ChatGPT using the approach and provide feedback by narrating your actions, thoughts, and emotions during the approach. Your consent to participate in this study indicates that you are willing to actively collaborate.

The study will be conducted at [anonymous] or online, where you will have access to the execution script and a device to perform the test (laptop). The tests will be conducted using the Think Aloud research technique.

Your participation should take approximately 16 minutes.

It is important to note that there are no known physical risks associated with this study. Benefits include contributing to the advancement of research on the use of prompt engineering for the development of proto-personas. The study section will have audio and image recordings only for the analysis of the use of the prompt engineering approach for the development of proto-personas, however, they will not be released.

Contact of researchers:

Name: Anonymous
Email: Anonymous
Phone: Anonymous
Researcher

Name: Anonymous
Email: Anonymous
Phone: Anonymous
Researcher

Name: Anonymous
Email: Anonymous
Phone: Anonymous
Researcher

Name: Anonymous
Email: Anonymous
Phone: Anonymous
Researcher

Name: Anonymous

Email: Anonymous

Phone: Anonymous

Responsible Researcher

Consent, after clarification

I declare that I am aware of the information contained in this document and have received clear answers to my questions regarding my direct (or indirect) participation in the research and, additionally, I declare that I have understood the objective, nature, risks and benefits of this study.

1. Do you consent to participate in the research? *

Mark only one oval.

☐

I consent to participate in the research.

Skip to question 2

☐

I do not consent.

Free and Informed Consent Form

2. What is your email address? *

Your email address is important for us to validate your consent and to send you the research results after the study is completed.

Profile Mapping

3. What is your full name? *

Your name is important for us to assign an identifier for future analyses. After the identifier is assigned, your name will be deleted from all databases, in order to preserve anonymity. Remember that your data will not be shared.

4. What is your area of expertise? *

Check all that apply.

- ☐ computer Science
- ☐ Right
- ☐ Computer Engineering
- ☐ Software Engineering
- ☐ Information Systems
- ☐ Data Science Technology
- ☐ Information Technology
- ☐ Other

5. What is your highest level of education? *

Mark only one oval.

- ☐ High School
- ☐ Graduation
- ☐ Specialization
- ☐ Master's degree
- ☐ PhD

6. How long, in months, of experience do you have in your area of expertise with projects? *

Collection of proto-personas

7. Insert the proto-personas generated in the ChatGPT approach *

Questionnaire: Perception of usefulness

8. Using the approach makes it easier for you to build new proto-personas in your projects. *

Mark only one oval.

- ☐ I totally agree.
- ☐ I agree.
- ☐ I neither agree nor disagree.
- ☐ I disagree.
- ☐ I totally disagree.

9. Using the approach streamlined the process of building proto-Personas. *

Mark only one oval.

- ☐ I totally agree.
- ☐ I agree.
- ☐ I neither agree nor disagree.
- ☐ I disagree.
- ☐ I totally disagree.

Questionnaire: Perception of ease of use

10. Understanding the approach instructions was easy for me. *

Mark only one oval.

- ☐ I totally agree.
- ☐ I agree.
- ☐ I neither agree nor disagree.
- ☐ I disagree.
- ☐ I totally disagree.

Questionnaire: Attitude towards use

11. Using the approach can be a good method for generating proto-Personas. *

Mark only one oval.

- ☐ I totally agree.
- ☐ I agree.
- ☐ I neither agree nor disagree.
- ☐ I disagree.
- ☐ I totally disagree.

12. I enjoy using AI tools and approaches to help with my UX activities. *

Mark only one oval.

- ☐ I totally agree.
- ☐ I agree.
- ☐ I neither agree nor disagree.
- ☐ I disagree.
- ☐ I totally disagree.

Questionnaire: Behavioral intention of use

13. I intend to use the approach whenever possible. *

Mark only one oval.

- ☐ I totally agree.
- ☐ I agree.
- ☐ I neither agree nor disagree.
- ☐ I disagree.
- ☐ I totally disagree.

14. I would adopt new tools similar to the approach in the future. *

Mark only one oval.

- ☐ I totally agree.
- ☐ I agree.
- ☐ I neither agree nor disagree.
- ☐ I disagree.
- ☐ I totally disagree.

Questionnaire: Perception of empathy

15. I can understand and interpret the proto-persona, even though I know it was generated by AI. *

Mark only one oval.

- ☐ I totally agree.
- ☐ I agree.
- ☐ I neither agree nor disagree.
- ☐ I disagree.
- ☐ I totally disagree.

16. I feel a connection with the proto-persona when I imagine myself interacting with it, as if I were talking to a real person. *

Mark only one oval.

- ☐ I totally agree.
- ☐ I agree.
- ☐ I neither agree nor disagree.
- ☐ I disagree.
- ☐ I totally disagree.

17. My emotional reaction to the needs shared by the proto-persona is similar to what I would have in an interaction with a human being. *

Mark only one oval.

- ☐ I totally agree.
- ☐ I agree.
- ☐ I neither agree nor disagree.
- ☐ I disagree.
- ☐ I totally disagree.

18. I feel like offering support or helping the proto-persona when they express a problem or difficulty, even though I know it's not real. *

Mark only one oval.

- ☐ I totally agree.
- ☐ I agree.
- ☐ I neither agree nor disagree.
- ☐ I disagree.
- ☐ I totally disagree.

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