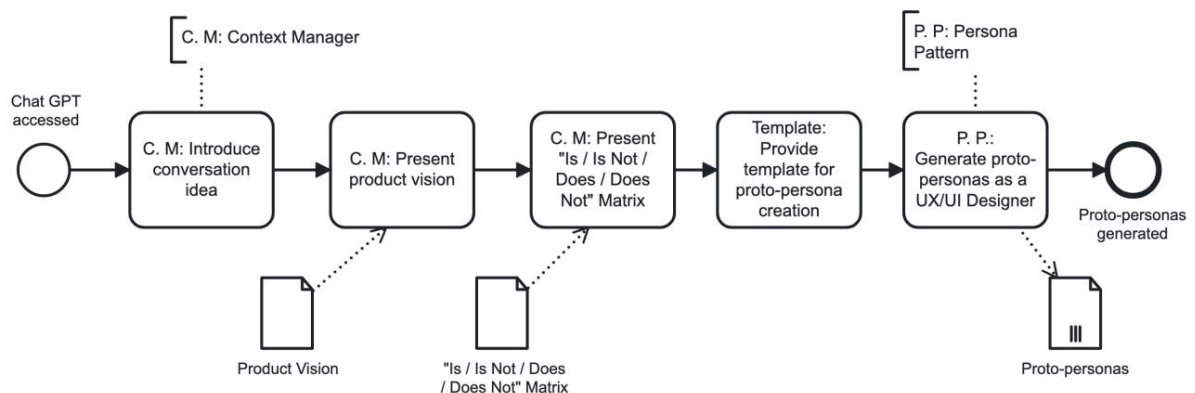


Roadmap for executing the approach

Participant Guidelines

1. **Sign the Free and Informed Consent Form and fill out the form profile mapping.** Keep the form tab open.
2. **When you reach the “Collecting proto-personas” section:** go back to this script to execute the approach.
3. **Initial Reading:** Before starting the approach, read all the definitions provided carefully and wait for the researcher to present the overview of the approach.



4. **Executing the Approach:** After understanding the definitions, proceed to the execution of the approach.
5. **Activities:** The approach is composed of several activities. For each activity, you will find:
 - Activity Name
 - Responsible for Executing the Activity
 - Prompt to be inserted in the GPT Chat
 - **NOTE:** The text in **red** represents data that varies from project to project, while the text in **black** are standard project instructions.

approach. *You should replace the **red** text with the texts of the artifacts created during your LI.*

6. Interaction with GPT Chat:

- Read the prompt for the current activity.
- Copy the prompt. **NOTE:** *You can use the "Copy" shortcut button in the upper right corner of the text block (hover over it) to automatically copy the entire prompt.*
- Paste the prompt into GPT Chat and submit.

7. **Generation of Proto-Personas:** After completing all activities and GPT Chat generating the set of proto-personas, copy the generated set and send it in the available form field.

Definitions

Proto-persona: is a fictional representation of a specific group of users or potential customers of a business or product. It is created based on demographic, behavioral and psychological data collected through research.

LLM: This is a machine learning model trained to learn from huge datasets. As a result, it can generate language to converse with humans and develop context, allowing people to get quick answers on generative AI platforms.

Command prompt: is the term used for the action of sending text commands in an interface or description field for an operating system or AI tool to perform specific tasks.

Preparation

1. Device with internet connection (notebook, smartphone, tablet).
2. Web browser (Chrome) open in incognito tab.

3. Stable and quality internet connection.
4. Open ChatGPT.

Start the timer and note the start time

Execution

Activity 1

- **Activity name:** Present conversation idea.
- **Responsible for the activity:** Participant.
- **Prompt to insert:**

Hello Chat, when I ask you to take an action, consider that I am conducting a software product discovery dynamic. I am basing this on the steps of Paulo Caroli's Lean Inception method. For any and all information that I provide, study it, save it and respond to me solely and exclusively:

"Understood", when you are finished.

- **Expected response from GPT Chat:** "Understood."

Activity 2

- **Activity name:** Present product vision.
- **Responsible for the activity:** Participant.
- **Before inserting the prompt:** Retrieve the "Product Vision" artifact, insert in the red text below and **ONLY AFTER THAT**, insert the prompt in GPT Chat.
- **Prompt to insert:**

Also consider that the software I am building has the following product view: "INSERT TEXT OF CREATED PRODUCT VIEW".

- **Expected response from GPT Chat:** “Understood.”

Activity 3

- **Activity name:** Present the “Is / Is Not / Does / Does Not” matrix.
- **Responsible for the activity:** Participant.
- **Before inserting the prompt:** Retrieve the “Is/Isn’t/Does/Doesn’t” artifact, insert it into the red text below, and **ONLY AFTER THAT**, insert the prompt in GPT Chat.
- **Prompt to insert:**

Also, consider that the software has the following information filled in the "Is / Is not / Does / Does not do" matrix:

"INSERT TEXT FROM 'MATRIX IS/IS NOT/DOES/DOES NOT' DOES CREATED"

- **Expected response from GPT Chat:** “Understood.”

Activity 4

- **Activity name:** Provide the desired template for creating proto-Personas.
- **Responsible for the activity:** Participant.
- **Prompt to insert:**

I'll give you a proto-persona creation template for you to base your answer on, when I ask, to generate as many proto-personas as possible. Everything in **CAPS** is a placeholder. Every time you generate a text, try to fit it into one of the placeholders I listed. Preserve the exact format of the template below:

PERSON NAME

- Profile: Has **AGE**, works as **OCCUPATION**, is currently **MARITAL STATUS** and has **EDUCATION**. Background of the persona.

- Needs: **LIST OF NEEDS**
- Objectives: **LIST OF OBJECTIVES**
- Behavior: **LIST OF BEHAVIORS**

- **Expected response from GPT Chat:** "Understood."

Activity 5

- **Activity name:** Ask the LLM to act as a UI/UX Designer with experience in creating proto-personas and ask him/her to generate the proto-personas for the software
- **Responsible for the activity:** Participant.
- **Prompt to insert:**

From now on, act as a **UX/UI** Designer with a lot of experience in creating proto-personas.

Consider all **the** information I have given you previously about the software product I am building and the template I have provided you for creating proto-personas.

Don't just answer "Got it" now. Generate as many proto-personas as you can, at least **5**, regardless of whether they are incomplete due to lack of information. Return to me, as an answer, only and exclusively, **the** proto -personas.

- **Expected GPT Chat Response:** Set of proto-personas in the template and context specified.
- **End the timer and note the start time**
- After completing all activities and GPT Chat generating the set of proto-personas, copy the generated set and **send it** in the available form field.