

Script [Researcher]

Initial instructions

This execution script aims to provide an overview of the entire approach that the user will execute and guide him step by step of the approach. It has been divided into two stages: "Preparation" and "Execution".

It is worth remembering that this is academic research without commercial interests. We will anonymize all collected data before conducting any analysis. Once the data has been collected and analyzed, your name will be removed from the data and will not be used at any point during the analysis or when we present the results. If at any point during the research 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 approach that aims to develop proto-personas (***a fictional, non-validated representation of a specific group of users or potential customers of a business or product***) using prompt engineering techniques and patterns (***it is the approach in which you structure the instructions that are interpreted by a Generative AI to generate the desired results***) .

The tests focus on evaluating the proto-persona generation approach and will collect feedback from the interviewee 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.

Research: The research aims to investigate the use of the “proto-persona generation approach” to improve the quality of the set of proto-personas designed during the proto-persona generation activity in a Lean Inception.

Think Aloud: Technique used to evaluate the usability of products. It consists of asking participants to verbalize their thoughts while interacting with a digital product.

Ask about any questions;

Consent form.

Preparation

1. Device with internet connection (notebook, smartphone, tablet).
2. Web browser (Chrome) in Incognito Tab.
3. Stable and quality internet connection.
4. Open a new conversation in ChatGPT.
5. Ask if you have any questions.
6. Researcher and people with access to Miro (which will be recorded in sequence as the prompt is executed)

Execution

Start recording

Start timer 1

Researcher who will conduct the session: Anonymous

Approach:

Activity 1

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

Hello Chat, when I ask you to take action, consider that I am conducting a discovery dynamic for a software product. I am basing this on

the steps of Paulo Caroli's Lean Inception method. For any and all information I provide you, study it, save it and answer 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 the prototypes. people.
- **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** - Goals: **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.

Ask the participant if they have any feedback to give. Ask them to be open and give their honest opinion.

End timer 1

Collect proto-personas

Insert proto-personas into the LI canvas

Start timer 2

Follow the LI personas step by step

When the stage comes to an end:

- **Finish recording.**
- **End timer 2.**

