

Formal description of the prompt engineering approach for generating proto-personas

Introduction

This document aims to formally describe the prompt engineering approach for generating proto-personas during Lean Inception. The following describes each activity in the approach, showing its name, the person responsible for the activity, the prompt pattern used, the objective, the prompt itself, and the expected response. Information in the format <<TEXT>> indicates that an artifact from your project is inserted into the prompt.

Activity 1

- **Activity name:** Present the idea of the conversation.
- **Responsible for the activity:** Participant.
- **Prompt pattern used:** Context Manager.
- **Activity objective:** Limit the LLM response to the context of the activity we are doing: product discovery, using the Lean Inception approach.
- **Prompt to insert:**

Hello Chat, when I ask you for an action, consider that I am conducting a dynamic of discovery of a software product. I am basing myself in the steps of Paulo Caroli's Lean Inception method. For any and all information that I provide you, study, save and respond to me only and exclusively: "Understood", when finished.
- **Expected response from GPT Chat:** "Understood."

Activity 2

- **Activity name:** Present product vision.
- **Responsible for the activity:** Participant.
- **Prompt pattern used:** Context Manager.

- **Activity objective:** Limit the LLM response to the product context of software that has the product vision inserted
- **Prompt to insert:**
Also consider that the software I am building has the following product vision:
<<INSERT TEXT OF THE CREATED PRODUCT VISION>>.
- **Expected response from GPT Chat:** "Understood."

Activity 3

- **Activity name:** Present the "Is / Is not / Does / Does not" matrix.
- **Responsible for the activity:** Participant.
- **Prompt pattern used:** Context Manager.
- **Objective of the activity:** Limit the LLM response to the context of the software product that has the information in the "Is / Is Not / Does / Does Not" matrix inserted.
- **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 MAKE CREATED">>
- **Expected response from GPT Chat:** "Understood."

Activity 4

- **Activity name:** Enter the desired template for creating the proto-personas.
- **Responsible for the activity:** Participant.
- **Prompt pattern used:** Template Pattern.
- **Objective of the activity:** Ensure that the response generated by the LLM is within a template specified by the conversation driver
- **Prompt to insert:**
I will give you a proto-persona creation template for you to base your answer on, when I ask for it, to generate the maximum number of proto-personas.

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 to generate the protopersonas for the software.
- **Responsible for the activity:** Participant.
- **Prompt pattern used:** Persona Pattern.
- **Objective of the activity:** To make the LLM act like a professional experienced in building software proto-personas.
- **Prompt to insert:**

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

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

Don't just say "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. Please return to me, as a response, solely and exclusively, the proto-personas.
- **Expected response from GPT Chat:** Set of proto-personas in the template and in the specified context.