

Protocol: Interviews

1. Objectives

- Deepen the qualitative insights of participants who have already tested the approach prompt engineering for proto-persona generation.
- Understand challenges, benefits and possible improvements in generating personas. • Capture nuances that were not evident in the questionnaire responses.

2. Pre-Interview Preparation

- **Prior analysis of the participant's responses:** It will be necessary to study the participant's responses in the previous form as input to guide the course of the interview, as a way of identifying possible hooks in the participant's responses and exploring more information.
- **Signing of the Term.**

3. Session Structure

Introduction

- Welcome participants and reinforce the purpose of the study.
- Provide an overview of the session structure.

Reflection with the interviewee

1. Perception of Usefulness

- **What about the prompt engineering approach made building proto-personas easier for you? Was there a time when you felt it could be faster or more efficient?**

Objective: To identify the elements that make the approach effective and intuitive, as well as to understand which factors are considered positive by participants. To investigate whether there are bottlenecks or points in the approach that create resistance to the perception of agility.

- **(OPTIONAL) If you have experience with other approaches to building proto-personas, how would you compare the effort of the approach to others?**

Objective: To understand the difference between the effort spent on consolidated market approaches and the applied approach.

2. Perception of Ease of Use.

- **How do you perceive the effort involved in the approach? Which aspects did you find most challenging or facilitating? • In which aspects did it require more or less work?**

Objective: To understand the impact of the approach on the effort to build proto-personas and identify scenarios where it can be more or less efficient.

- **Which would make this approach seem even more accessible to those who are not**

Do you have experience with AI or UX?

Objective: To explore suggestions for making the approach more accessible to different experience levels.

3. Attitude towards Use

- **What makes you see this approach as a valid approach to generating proto-personas?**

Objective: To find out what specific factors make the approach reliable and useful from the participants' perspective.

- **What concerns or limitations do you see in using AI to create proto-personas? Is there anything that would make you trust this approach more?**

Objective: To identify barriers that hinder the full acceptance of AI in the approach, detect perceived challenges in the implementation of AI for this purpose and raise suggestions to increase the reliability and acceptance of the technology.

4. Behavioral Intention to Use

- **In which contexts do you believe the use of the approach is viable and when it is not? Why?**

Objective: To identify scenarios in which the approach is most applicable and valuable to participants. Identify barriers that prevent continued and widespread adoption of the approach.

5. Perception of Empathy

- **Which aspects of the generated proto-persona facilitated your understanding and interpretation of it? (*Cognitive Empathy*)**

Objective: Identify elements that make the proto-persona clear and accessible to users.

- **What aspects made you feel a connection with the proto-persona? If you didn't feel that way, what was the reason for that? (*Affective Empathy*)**

Objective: To identify factors that decrease the perceived authenticity of AI-generated proto-personas. To explore modifications that could enhance users' empathetic response to the proto-persona.

Did the generated proto-persona motivate you to take action in some way, such as offering support, adapting a solution, or considering their needs? If so, in what way? If not, what was missing to generate this motivation? (*Behavioral Empathy*)

Objective: To understand whether the emotional connection generated by the proto-persona inspires tangible actions in relation to the user.

6. Impact on the rest of the LI

- **Did the generated proto-personas help guide discussions and decisions in other stages of Lean Inception and align the team on the target user of the product? Why?**

Objective: To identify whether proto-personas were actively used in subsequent phases and how they contributed to group decisions and team alignment.

- **If the proto-personas had been created without the prompt engineering approach, what do you think would have been different in Lean Inception?**

Objective: To analyze the perception of the real impact of prompt engineering, comparing it to alternative approaches.

Closing