Hands-On Workshop: Designing a Prompt-Driven Agent

IS 365 - 10/15/2025

What You'll Be Doing

1. Pick a **role** and **define its goal**
2. Choose a **knowledge source**
3. **Write + Refine** prompts (At least 3 iterations)
4. **Observe** outputs, **reflect**, and **iterate**
5. **Connect** your design to a real business process

Activity 1 - Define the Role & Task

- **Persona** - Who is your assistant?
- **Task** - What outcome is it responsible for?

- Examples:
  - Customer Support Analyst → summarize ticket trends
  - Recruiting Assistant → screen candidate bios
  - Customer Experience Analyst → identify themes in reviews

Activity 2 - Choose a Grounding Document

- Use a realistic data source or short reference text
  - ≈ 1–2 pages
- Can be: reviews, reports, meeting notes, survey results, etc.

Activity 3 - Prompt Engineering & Iteration

1. Iteration 1 – Task: Start with a basic instruction
2. Iterations 2 & 3 – Refine: Add 2–3 elements of your choice
    a. Context • Example • Persona • Format • Tone
3. After each iteration:
    a. Reflect: What worked? What didn't? What would you change?
    b. Keep track of your prompts + responses

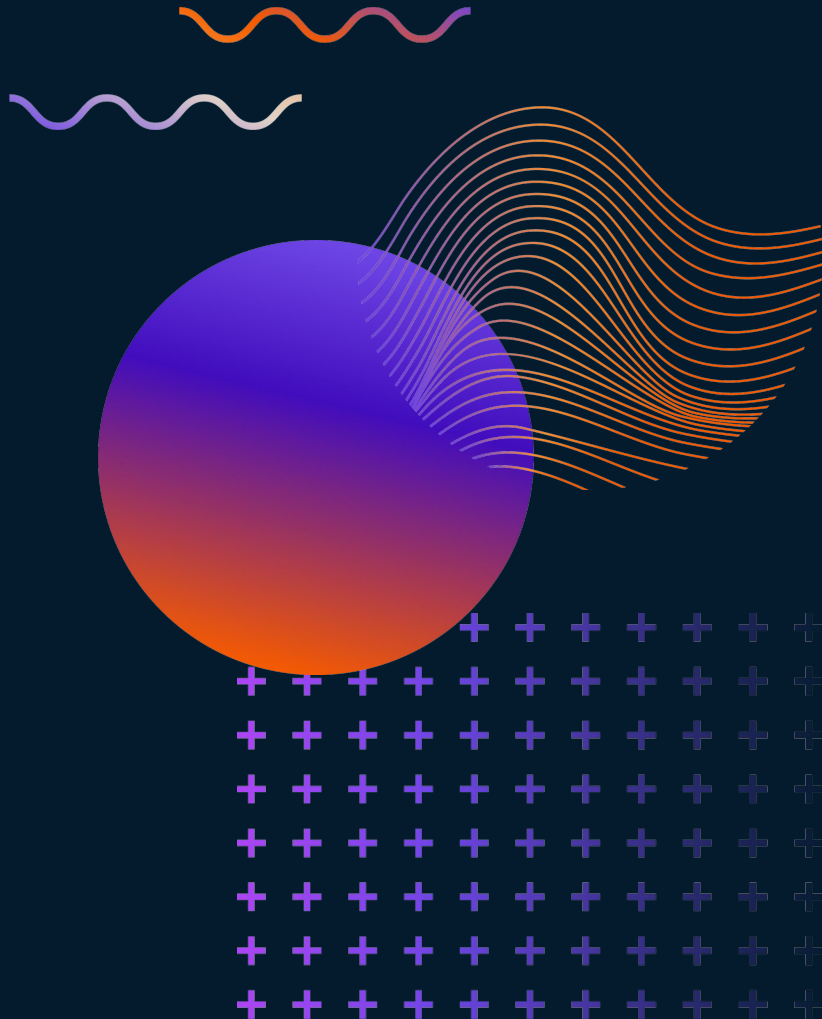
Things to Think About

- How would your assistant fit into a real workflow?
  - What would trigger it, and what output is it producing?

- As you work through prompting:
  - How does structure and tone affect performance?
  - Where does it struggle or surprise you?
  - What would you improve next?

Activity 4 - Submission & Wrapping Things Up

- Complete all three prompt iterations
- Discuss with your group throughout the process
- You'll submit an **elevator pitch** for your AI assistant at the end of class
  - What does your assistant do?
  - Why is it useful or innovative?
  - How could it improve a real business process?



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