

Role-based vs Style/Tone Prompts in GenAI Testing

Role-based Prompt (WHO AI is ■)	Style/Tone Prompt (HOW AI speaks ■)
You are a customer support agent. Calm an upset customer whose delivery is late.	Explain the late delivery in a funny, kid-friendly way.
You are a lawyer. Explain the refund policy with legal terms.	Explain the refund policy as if talking to a 5-year-old.
You are a product specialist. Explain the warranty coverage to a customer.	Explain the warranty in a casual, friendly chat style.
You are a complaint manager. Respond to a customer angry about a defective product.	Respond to the same complaint in a humorous tone.
You are a cancellation agent. Guide the customer through cancelling their subscription.	Explain subscription cancellation in a polite but formal corporate style.
You are an order tracking assistant. Give order status updates.	Give the order update in a short, tweet-like style.
You are a product trainer. Explain how to use the new device.	Explain how to use the device in a storytelling style.
You are a financial advisor. Explain the EMI plan clearly.	Explain the EMI plan using simple, playful language for kids.

Summary:

■ **Role-based** = WHO AI pretends to be (identity, responsibility)

■ **Style/Tone** = HOW AI speaks (language, delivery style)