AI Prompt Templates: Text

Use the following prompt templates to guide your own prompt engineering and AI projects. These prompts provide a starting point—please tweak them as needed for your design. Remember to check out the Effective Prompts Template to ensure you devise the best prompts possible.

Market Research

1. Provide an overview of the current market trends in the (insert industry or niche here) sector. Include data on market size, growth projections, and key players.

   Example: Provide an overview of the current market trends in the healthcare sector, specifically in diabetes in children. Include data on market size, growth projections, and key players.

2. Analyze the target audience for (insert product or service here). Describe their demographics, behaviors, and preferences to identify market opportunities.

   Example: Analyze the target audience for job search apps or sites for new graduates. Describe their demographics, behaviors, and preferences to identify market opportunities.

3. Investigate the pain points and challenges faced by consumers in (insert market or industry here). Highlight areas where new solutions can be introduced.

   Example: Investigate the pain points and challenges faced by public transport users in Lagos, Nigeria. Highlight areas where new solutions can be introduced.

4. Compile a list of emerging technologies or innovations that could disrupt the (insert industry here) market in the near future. Include details on how these trends may impact existing businesses.

   Example: Compile a list of emerging technologies or innovations that could disrupt the online education market in the near future. Include details on how these trends may impact existing businesses.

Competitive Analysis

1. Conduct a competitive analysis of the top three companies in (insert industry or niche here). Compare their product offerings, pricing strategies, market share, and customer reviews.

   Example: Conduct a competitive analysis of the top three companies in pharmaceuticals. Compare their product offerings, pricing strategies, market share, and customer reviews.

2. Create a SWOT analysis for (insert company name here), highlighting their strengths, weaknesses, opportunities, and threats in the market. Provide insights on how they can leverage their strengths.

   Example: Create a SWOT analysis for Pfizer, highlighting their strengths, weaknesses, opportunities, and threats in the market. Provide insights on how they can leverage their strengths.

3. Examine the marketing strategies employed by (insert competitor name here). Analyze their content, social media presence, and advertising campaigns to identify effective practices.

   Example: Examine the marketing strategies employed by Netflix. Analyze their content, social media presence, and advertising campaigns to identify effective practices.

4. Research customer feedback and reviews for (insert product or service name here) and its competitors. Summarize common pain points and areas where our product can excel.

   Example: Research customer feedback and reviews for Spotify and its competitors. Summarize common pain points and areas where our product can excel.

User Research Questions

1. Generate a list of user research questions to better understand the preferences of (insert user description here) using a (enter project description here).

    Example: Generate a list of user research questions to better understand the preferences of frequent travelers using a travel booking website.

2. Create user research questions for a usability study on a (insert project/product description here). Focus on the (insert process or system description here).

    Example: Create user research questions for a usability study on a mobile shopping app. Focus on the checkout process.

3. Develop a set of user research questions to gain insights into the challenges faced by (insert user group here) when using (insert product or service here).

    Example: Develop a set of user research questions to gain insights into the challenges faced by parents of young children when using a meal planning app.

4. Design user research questions for a user testing session of a (insert product or feature description here). Concentrate on evaluating the (insert specific aspect or functionality here).

    Example: Design user research questions for a user testing session of a navigation app's voice-command feature. Concentrate on evaluating the accuracy of voice recognition.

User Persona Creation

1. Generate a user persona for a (insert user description here) looking for (insert product description here).

    Example: Generate a user persona for a young adult looking for a budget-friendly travel app.

2. Create a detailed user persona for a (insert user description here) seeking (insert product or service description here).

   Example: Create a detailed user persona for a middle-aged professional seeking time management software.

3. Craft a user persona for a (insert user description here) in search of (insert product or service description here).

   Example: Craft a user persona for a college student in search of a note-taking app.

4. Develop an in-depth user persona for a (insert user segment here) looking to use (insert project or product description here).

   Example: Develop an in-depth user persona for a small business owner looking to use an email marketing platform.

Problem Statement Refinement

1. Refine the problem statement for designing a (insert desired characteristic/description here) (insert product or service description here).

   Example: Refine the problem statement for designing a user-friendly e-commerce checkout process.

2. Craft a clear problem statement for enhancing the (insert product or service description here).

   Example: Craft a clear problem statement for enhancing the onboarding experience of a food delivery app.

Persona-Based Ideation

1. Brainstorm ideas for a new feature that would cater to the needs of the user persona (insert persona description here). Consider their challenges and preferences.

   Example: Brainstorm ideas for a new feature that would cater to the needs of the user persona 'Working Parents'. Consider their challenges and preferences.

2. Generate design concepts for an (insert product or service description here) targeting the (insert persona description here) persona. Keep their goals and pain points in mind.

   Example: Generate design concepts for an educational app targeting the 'College Student' persona. Keep their goals and pain points in mind.

3. Brainstorm ideas for a new app or feature that would specifically benefit the (insert user persona) persona. Address their unique challenges, preferences, and goals.

   Example: Brainstorm ideas for a new feature that would specifically benefit the 'Frequent Traveler' persona. Address their unique challenges, preferences, and goals.

4. Generate design concepts for a (insert product or service description) customized for the (insert user persona) persona. Ensure the concepts align with their specific objectives and challenges.

   Example: Generate design concepts for a meal planning app customized for the 'Fitness Enthusiast' persona. Ensure the concepts align with their specific objectives and challenges.

Usability Testing and Evaluation

1. Outline a usability testing plan for a (insert product description here). Define the tasks, user demographics, and metrics to measure.

   Example: Outline a usability testing plan for a restaurant review website. Define the tasks, user demographics, and metrics to measure.

2. Create a plan for remote usability testing on a (insert product description here). Specify the tools and platforms to be used.

   Example: Create a plan for remote usability testing on a mobile banking app. Specify the tools and platforms to be used.

3. Create a plan for conducting usability testing on (insert product description here).

   Example: Create a plan for conducting usability testing on a news aggregator website.

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4. Outline a strategy to evaluate the (insert aspect/feature description here) of an (insert product description here) for users with (insert characteristic here).

   Example: Outline a strategy to evaluate the accessibility of an e-learning platform for users with disabilities.

Ideation and Brainstorming

1. Generate innovative ideas for improving the (insert task or feature description here) of a (insert product description here).

   Example: Generate innovative ideas for improving the navigation of a social networking site.

2. Brainstorm design concepts for a (insert product description here).

   Example: Brainstorm design concepts for a mobile app that enhances productivity for remote workers.

3. Generate some fresh ideas for elevating the overall user experience of (insert product description here) with a focus on (insert desired outcome here).

   Example: Generate fresh ideas for elevating the overall user experience of a mobile banking app with a focus on user satisfaction and efficiency.

Problem-Solving

1. Generate inventive solutions to overcome a common usability challenge faced by (insert user persona description here) when using (insert product or system description here).

   Example: Generate inventive solutions to overcome a common usability challenge faced by 'Elderly Users' when using a voice-controlled home automation system.

2. Propose inclusive solutions to enhance the accessibility of (insert product or service description here) for users with disabilities, particularly (insert specific disability here).

   Example: Propose inclusive solutions to enhance the accessibility of a public transportation app for users with visual impairments.

3. Devise efficient solutions to address pain points in the user flow for (insert user persona description here) when interacting with (insert product or service description here).

   Example: Devise efficient solutions to address pain points in the user flow for 'Frequent Shoppers' when interacting with an e-commerce website.

Feature Prioritization

1. Prioritize features for a (insert product or service description here), considering (insert desired outcome here).

   Example: Prioritize features for a language learning app, considering user engagement and retention.

2. List the top five features to implement for (insert product or service description here).

   Example: List the top five features to implement for a fitness tracking web application.

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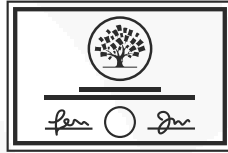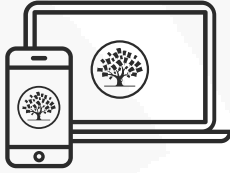
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