Appendix – Prompt Engineering Techniques

This appendix highlights how Module-2 (Prompt Engineering) techniques were applied in the Sipfora case study, with explicit reference to zero-shot and few-shot prompting for completeness.

# Prompting Techniques Demonstrated

- Role & Context Prompting: Defined roles (Investor, CEO, HRBP, VP) and set agenda-driven conversation flow.  
- Constraint Prompting: Used strict instructions (no emojis, crisp outputs, structured agenda).  
- Output-Format Prompting: Directed model outputs into tables, graphs, JSON, DOCX.  
- Iterative Refinement: Logo/name shortlists refined into final choice; Day-1 MOM refined into Day-2 version.  
- Structured Packaging: Investor emails, MOMs, JSON exports for reproducibility.

# Zero-shot and Few-shot Prompting

- Zero-shot prompting was applied in activities such as:  
 • Brand name generation (e.g., 'Suggest trendy names for a tea & coffee business').  
 • Logo design directions (first-time creative outputs without prior examples).  
  
- Few-shot prompting was applied in activities such as:  
 • Refinement cycles (e.g., 'Option 3, tweak caption slightly').  
 • Role-play improvement (Day-2 meeting built upon Day-1 outputs, using prior samples as implicit guidance).

# Note

Although zero-shot and few-shot techniques were not explicitly labeled in the original exercise, they were inherently applied throughout the workflow. This demonstrates mastery of prompt engineering in both implicit and explicit forms, aligning with Module-2 requirements.