5 PATTERNS THAT HELP YOU WORK BETTER WITH AI TOOLS

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What you see

We're launching a new mobile app for fitness tracking. What's our go-to-market strategy?

Your mobile fitness app could launch with a freemium model targeting millennials and Gen Z. Focus on social features, gamification, and integration with device hardware. Launch on iOS first, then Android after 3 months. Expect a 15% conversion from free to premium. This model guarantees strong user acquisition and sustainable revenue growth.

What about marketing budget allocation?

Best practice says 40% digital advertising (Facebook, Instagram, Google), 25% to influencer partnerships, 20% to content marketing, 10% to PR, and 5% to events. This distribution optimises reach and conversion across key demographics. Plan for substantial total marketing spend in the first six months to achieve market penetration goals.

And suggestions for premium features?

Premium features could Include advanced analytics, personalised coaching, wearables integration, nutrition tracking, and workout customisation. Pricing should balance affordability with revenue optimisation. The free tier could limit users to basic tracking with premium features locked behind paywall after a 14-day trial.

What metrics should we track for success?

Track these KPIs: Downloads, Daily/Monthly Active Users, retention rates (1-day, 7-day, 30-day), conversion rate to premium, customer acquisition cost, lifetime value, and churn rate. Monitor weekly and adjust marketing spend based on performance against these benchmarks.

Can you create a prioritised roadmap that sequences premium features based on the metrics you just outlined?

Your prioritised roadmap should sequence initiatives as follows: Phase 1 (Months 1-3): Launch core social features and gamification - these drive the engagement metrics and retention rates we discussed. Phase 2 (Months 4-6): Implement personalised coaching and nutrition tracking to support premium conversion goals and justify the pricing model. Phase 3 (Months 7-9): Scale through influencer partnerships and content marketing campaigns once engagement patterns are proven

What about wearable integration? You mentioned it initially but it's not in your roadmap.

What's really happening and why?

⚠ **False authority:** AI uses confident tone, professional language, and structured formatting to signal expertise it doesn't possess.

The training data which underpins almost all Large Language Models includes millions of professional documents, so LLMs learn stylistic markers of expertise (formal language, technical terminology, structured presentations) without the underlying knowledge validation processes.

⚠ **Reality gaps:** AI operates on general patterns, not your specific reality.

Unless explicitly provided, the model has no access to your current context, relationships, constraints, or cultural factors that dramatically affect appropriate solutions. When models are trained, they are optimised for responses that work across the broadest range of situations, and training data represents statistical averages across diverse contexts but cannot capture individual circumstances.

⚠ **Information assumption:** AI output relies on access to information the AI model doesn't have.

Models are trained to generate complete responses even with incomplete information. When gaps exist, they automatically fill them using patterns from training data rather than explicitly acknowledging uncertainty. Research on "hallucination" in LLMs shows this gap-filling behaviour is built into to how these systems work - they predict probable next words/tokens rather than reason about missing information.

⚠ **Decision shortcuts:** AI provides quick answers that bypass important thinking processes.

Cognitive psychology research shows humans reduce mental effort when external tools provide easy answers. Because AI tools provide immediate, comprehensive-seeming solutions, they create satisfying closure. But recent studies demonstrate that his type of AI use reduces critical thinking and memory formation, and that people stop processing deeply when answers feel readily available.

⚠ **Position bias:** AI pays disproportionate attention to information at the beginning and end of your input while systematically missing crucial details in the middle.

LLMs process information using something called an "attention mechanism" - essentially deciding which parts of your input /conversation to focus on. Research from MIT and Stanford shows most models prioritise information that appears at the beginning and end. Middle content gets less attention. Think of it like reading a long email while distracted - you remember the opening and closing, but the middle paragraphs blur together.

What can you do?

Ask for calibrated confidence instead of polished certainty:

What would a real expert potentially disagree with in your analysis?

Force context gathering, not pattern matching:

Ask me 3 questions about my context before giving advice.

What would make this advice inappropriate or ineffective?

Make assumptions visible before they become advice:

List what you're assuming that I haven't told you.

What additional information would improve this advice?

Get the process, not just the answer:

What questions should I be asking that I haven't yet?

Help me understand the trade-offs instead of just recommending a solution.

Compensate for the AI's architectural blind spots:

Reference back to your earlier responses and verify they're still accurate.