

Quotes

"This book is a concise and practical guide to GPT prompts you can apply to your work today. Patrick's no-nonsense writing and decades of experience are distilled into an easy-to-implement digital AI manifesto that will elevate your UX workflow. Keep it handy, or share it with your team — it's a must-read."

KELLY GOTO

CEO OF GOTO RESEARCH

"Patrick delivers advice you can put to use right away. I've been applying his insights to refine my own work with GPT, and I appreciate that he's sharing his deep experience. Patrick isn't a newcomer to AI or UX — he's been at the forefront of leading UX teams for years, and this book is a testament to his hands-on expertise."

JULIE BOOTH

DIRECTOR OF USER RESEARCH AT SERVICE TITAN

"This book offers practical insights for UX professionals eager to leverage AI to elevate user research and design. Focused on real-world applications, this guide presents time-saving techniques you can apply to seamlessly integrate AI into your UX practice. And yes, I used ChatGPT to fine-tune this blurb—thanks to Patrick, I knew exactly how to get the best results."

PAUL SHERMAN

PRINCIPAL USER RESEARCHER AT VENDR

[uxGPT]

Mastering AI Assistants for User Experience Designers and Product Managers

BY PATRICK NEEMAN

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Foreword

Julie Booth

FOUNDER AND CEO, UXSUCCESS

DIRECTOR OF USER RESEARCH AT SERVICETITAN

When I first encountered computerized lighting systems in theater design, it felt like the dawn of a new era—a shift with the power to revolutionize our craft. I dove in headfirst, writing grants, building CAD labs, and pushing the boundaries of what technology could achieve. In those early days of using CAD software for lighting design competitions, purists often viewed the technology with suspicion, believing that programming lighting cues or using CAD was tantamount to letting the computer do the design work itself.

For me, these tools were never about shortcuts; they were about amplifying creative potential. This skepticism only fueled my fascination with the intersection of creativity and innovation—a passion that has guided my career ever since. Today, as AI transforms the landscape of user experience, we're in a similar situation: navigating a pivotal moment that challenges us to rethink, rebuild, and harness new technologies in ways that elevate our work rather than replace it.

The current UX zeitgeist is all about embracing AI, not as a passing trend, but as a revolutionary force that reshapes our understanding of user needs and our approaches to solving complex problems. Patrick Neeman captures this perfectly when he writes, “Changing how we work will mean burning down some of the processes we have to better adjust to new tools. In some ways, we are burning down the field so it can rise again.” It’s this willingness to disrupt the status quo that defines the AI-driven shift we’re experiencing now—a shift that’s as much about mindset as it is about technology.

Patrick’s GPT Prompt Guides arrives at just the right time, offering a practical, hands-on approach to navigating this transformation. He provides not just a guide, but a toolkit for adapting to the rapidly evolving demands of our field. By leveraging GPT prompts, we can refine our research methods, enhance our design processes, and bring a new level of precision and empathy to our work. This isn’t just about adopting new tools; it’s about fundamentally rethinking the roles of product managers, designers, researchers, and content creators in a world where AI is an integral part of the equation.

What resonates most with me in Patrick’s approach is his focus on collaboration and adaptability. He writes, “Teams will have to be more nimble,” and that speaks directly to the heart of what it means to work in UX today. We’re moving away from rigid, linear processes and toward more fluid, iterative ways of working—where AI serves as a catalyst for creativity and a partner in problem-solving. It’s a call to action for all of us to be more experimental, to embrace failure as a learning opportunity, and to use AI not as a shortcut, but as a means to deepen our understanding of the users we serve. This is what design thinking is meant to be.

As you dive into GPT Prompt Guides, you’ll find practical advice on everything from writing usability test scripts to crafting personas and mapping user journeys—using the help of generative AI to do things faster. Patrick’s insights will help you navigate this new landscape with confidence, showing that the key to thriving in this

AI-driven era is not just about knowing the right prompts, but about asking the right questions and staying open to where the answers might lead—and, above all, using these tools ethically.

We are at the beginning of yet another new chapter in UX, one that holds the promise of accelerated innovation, deeper user insights, and more creative collaborations. Let Patrick's guide inspire you to be a part of this transformation—to lead with curiosity, to challenge the old ways, and to build a future where technology and human-centered design work hand in hand.

Kelly Goto

FOUNDER OF GOTO RESEARCH

Since I moved to Seattle almost five years ago (just in time for lockdown), Patrick and I sat on my deck on balmy summer evenings, drinks in hand, musing about the future of UX. Patrick has set the stage for the field in many ways—gathering the troops and starting a group (first rule of UX Club is not to talk about UX Club—if you weren't a member, sorry for the FOMO), keeping the UX conversation going, and connecting the threads of our industry in real time. But not just with words or pictures (he takes many of these as well)—with action.

When the conversation about AI started, we watched as the industry was rattled by a wave that began slowly several years ago and then hit with a velocity that shook vice presidents out of jobs and ignited a “gotta learn, gotta integrate” mentality we haven't seen since Flash hit in the early 2000s. (Back then, Macromedia thought it had a “lock” on the industry with 99 percent penetration and licensing of a plug-in that could never fail—until Steve Jobs stepped in.) But I digress.

Patrick, though, isn't just someone who talks from the sidelines. He's been deeply embedded in the UX and AI fields for years. As a vice

president at a company that developed one of the earliest use cases for AI-augmented contract review and analysis with technology that actually works, Patrick lives and breathes the possibilities of AI day in and day out. He keeps his hands in the industry, not just observing trends but shaping them into something useful.

He understands that AI isn't just a flashy new tool; it will fundamentally change how we work, create, and think. Patrick has navigated this shift, offering practical insights and direction, especially when many were unsure where to start with AI. And that's where this book comes in.

Patrick didn't just talk; he acted. He started with GPT prompts—quickly using his “data” brain to create prompts that worked. Immediately. But more than that, he turned it into something tangible—a practical guide for today.

In this book, you'll find straightforward prompts for UX design, research, and more. It's simple, to the point, with few words but lots of useful tips. Whether you're holding it in hand or reading online, it's packed with insights for the future of UX and AI. It's a no-nonsense guide for independents, small teams, product and marketing managers, and more. Basically anyone needing to understand how AI can make an impact and improve your workflow, from UX designers to researchers and beyond.

Patrick also shows you how to think about AI as a tool—its pros, cons, and comparisons between generative AI platforms. He covers the key differences, helping you understand the strengths and weaknesses of each, so you can choose the right one for your needs. All useful, all needed... now.

This book is timely, and thanks to Patrick—who has a knack for practical and useful stuff—you have it, literally in hand and at your fingertips.

Now go dig in. Enjoy the journey.

Preface

Artificial intelligence has already changed the way we work, and will continue to accelerate over the next few years. I hope this book and books like these will help show the way. I've always explored the bleeding edge in my career, and I've repeated that pattern by embracing Generative AI.

But there is a very real tension that I want to acknowledge.

I view discussing this like a conversation about religion or politics. We all have a particular belief of our sense in the workplace and this is striking at the core of that sense. Generative AI is touching fundamental questions of what our new role is, similar to the transformations like the Industrial Revolution and the Digital Revolution that changed the fabric of our world. When differing views clash, it can feel like a challenge to one's deepest values and sense of self.

The absolutist nature of this conversation that I'm seeing leaves little room for compromise, similar to how previous conflicts and power struggles that surfaced in previous revolutions fueled the same kind of tension. The deeply personal nature of workplace identity makes rational debate difficult, hence here we are.

With that as the foundation, here are the different audiences that will read this book.

Some will have an open mind, some will not.

The audience I'm trying to reach are open minded and are willing to embrace Generative AI.

This will mean burning down some user experience processes as we adjust to new tools. Hence a lot of this book is not only about how we can use Generative AI, but how we can apply it to the user experience framework. In some ways, we are burning down the field so it can rise again with the foundations we have all learned.

This provides us the active opportunity to create the guardrails it needs for it to be safe and useful like past technologies. I believe we can put those guardrails in place, and it's going to fundamentally change how we view information.

This is happening in the same way other transformations happened from the Gutenberg press to the mobile phone, and it's happening to all competencies, not just design. I have always believed that data more than anything is the real currency of the Digital Revolution, and here we are.

The audience I'm not trying to reach is waiting for Generative AI to go away.

It's going to dramatically change the way we work, and some of the consequences will mean that people will lose their jobs at the very least (and it will create jobs). There are other aspects of this that are very uncomfortable (and potentially illegal) — a lot of that is covered in the Ethics chapter.

But Generative AI is like how other technologies have changed our lives. Everything from Apple to Uber has an aspect that generates

controversy that requires people to take sides, from the cab drivers that were greatly affected to the environmental impact of the “cloud.”

With each transformation, there is always a negative impact, but it's up to us to reframe challenges as opportunities.

In that sense, I'm approaching AI like I'm telling the weather — in the same way I have for most of my career. It's about framing challenges as opportunities.

Like other revolutions, it is here to stay. At least in some form this revolution will happen, especially when the actors in play are spending hundreds of billions of dollars to invest in this technology. We'll learn, and with that will come opportunities and consequences.

I will continue to be respectful of those that don't believe in this as a technology. I'm not here to change minds; I'm here to show a way we can use this technology that is as positive as possible.

With that, you can decide which audience you are. You can embrace it, or you can wait for it to go away.

I prefer to embrace it, so here we are.

If you decide to read on, please enjoy the book as much as I enjoyed writing it. Thank you for joining this journey.

About Generative AI Systems

“A healthy team is made up of people who have the attitude that it is better to learn something new than to be right.”

BILL BUXTON

HUMAN-COMPUTER INTERACTION PIONEER

I've worked in environments where artificial intelligence was part of the equation for eight years. It was everything from audience segmentation to field extraction, but it was a black box that required building precise models: I fed data in and out came an answer that required some level of human review or nuance.

But then on November 30, 2022, everything changed: ChatGPT was released.

I was blown away because it was clear that it would change how we work and how users interact. In fact, it will shake up the way users experience things so much that we'll have to rethink many of our processes in the future. A complete transformation of the field, so to speak.

Michio Kaku, the well-known physicist and author, said ChatGPT is just a fancy tape recorder. I say it's a wonderful starting point.

However you think of AI today, we need to understand and use generative AI tools like ChatGPT. If we don't, someone else will.

Within this book, I'll provide you what has served me best in utilizing ChatGPT so that you can make the most of this tool.

Definitions

The very first place we need to start is clearly defining important concepts in this new domain. Some of the words are a bit technical and aren't relevant when creating a prompt (Retrieval-Augmented Generation comes to mind), but this is a good start to understand how Generative AI works.

Core AI Concepts

- **Artificial intelligence (AI):** The creation of systems that can think and learn like humans. This term is commonly used when discussing the broader field of AI technologies.
- **Hallucinations:** Instances when an AI model generates information or responses that are incorrect, misleading, or entirely fabricated. These hallucinations occur because the model creates outputs based on patterns in its training data, which may not always align with factual accuracy. For example, an AI model might confidently state that "Paris is the capital of Italy," despite this being incorrect.
- **Machine learning:** A subset of AI focused on creating systems that can learn and improve from experience. An example is an email spam filter that improves its accuracy over time. Prompts for machine learning models often include examples of desired inputs and outputs.

- **Neural network:** A computer system designed to mimic the human brain and nervous system, often used in machine learning. It forms the foundation of many AI image generation models. Though not directly involved in prompting, understanding neural networks can help structure complex requests.
- **Natural language processing (NLP):** The field of AI that focuses on the interaction between computers and human language. For example, Microsoft Copilot uses NLP to understand and generate code comments. NLP tasks often include summarization, translation, or sentiment analysis. While NLP has been around for a long time, generative AI technology makes it much more accurate.
- **Generative AI (GenAI):** AI systems that create new content, such as text, images, or other data types. For example, DALL-E generates images from text descriptions.
- **Transfer learning:** A machine learning technique where a model trained on one task is repurposed for a related task. An example is using a model trained on English to jumpstart training for a French language model. When prompting models that use transfer learning, users can leverage knowledge from related domains.

AI Models and Architectures

- **Generative pre-trained transformer (GPT):** A type of language model architecture used in many modern AI systems. An example is GPT-3, which powers ChatGPT. GPT is a specific architecture for implementing large language models (LLMs). When prompting GPT models, users can leverage their broad knowledge base.

- **Large language model (LLM):** An AI model trained on vast amounts of text data to understand and generate human-like text. Examples include Anthropic's Claude, Google's Gemini, OpenAI's ChatGPT, and Microsoft's Copilot, all based on their own LLMs. GPTs are a type of LLM architecture. When prompting LLMs, users can tap into their broad knowledge and capabilities.
- **Parameter:** A variable in an AI model that adjusts during training to optimize performance. For example, GPT-3 has 175 billion parameters. Users don't directly interact with parameters when prompting, but with carefully crafted instructions, the user can influence model behavior.

AI Applications

- **Agent:** An AI system designed to perform specific tasks or functions autonomously. For example, a customer service chatbot that can handle basic inquiries without human intervention. When creating prompts, users might specify agent behaviors, like "As a travel planning agent, suggest an itinerary for a week in Paris." Most systems in the future will do this behind the scenes.
- **AI Assistant:** An artificial intelligence system created to interact with users, answer questions, and complete tasks. Examples include Anthropic's Claude, Google's Gemini, OpenAI's GPTs and Microsoft's Copilot, which can assist with tasks like writing and analysis.
- **Chatbot:** A computer program that mimics human conversation through text or voice. For example, a customer service chatbot on a company's website. When creating prompts for chatbots, users often emphasize a conversational tone and specific dialogue flows. Chatbots have existed for a long time, but they have traditionally been very procedural.

- **Conversational AI:** AI systems created to have human-like conversations. For instance, OpenAI's ChatGPT is an AI agent that uses conversational AI to talk about many topics. Prompts for conversational AI often include instructions like, "Let's talk about climate change."
- **Semantic search:** A search method that understands the intent and context of a query, rather than just matching keywords. For example, Google's search engine recognizes synonyms and related concepts. Users might specify, "Use semantic search to find information about..." to encourage a broader interpretation. While most search engines struggle with this, semantic search improves relevance.
- **Sentiment analysis:** The use of natural language processing (NLP) to determine the emotional tone of a piece of text. An example is analyzing customer reviews to gauge product satisfaction. Prompts for sentiment analysis often include instructions like "Determine the overall sentiment of the following text."

Techniques and Processes

- **Fine-tuning:** The process of adjusting a pre-trained model. For example, fine-tuning GPT-3 on legal documents creates a specialized legal assistant. When using a fine-tuned model, users might prompt it based on its specialized knowledge: "As a legal AI, explain the concept of habeas corpus."
- **Human-in-the-loop:** A method that involves human input or oversight in AI processes. For example, in a content moderation system, AI flags potential issues, and a human reviews them. Prompts may include instructions like, "If unsure, indicate that human review is needed."

- **Inference:** The process of using a trained AI model to generate outputs based on new inputs. An example is using Google Gemini to answer questions about a given text, like a supplied document. Prompts for inference often include specific instructions about the desired output format or reasoning process.
- **Prompt engineering:** The practice of designing and refining input prompts to get desired outputs from AI models. An example is crafting specific instructions for ChatGPT to generate a marketing plan. This is a key skill for effective use of generative AI.
- **Retrieval-augmented generation (RAG):** A technique that blends information retrieval with text generation to create accurate, relevant outputs. For example, a RAG-enabled AI assistant can be used to pull up-to-date information from a company's knowledge base. RAG systems often prompt users to reference specific sources or types of information.
- **Tokenization:** The process of breaking down text into smaller units (tokens) for processing by an AI model. An example is breaking a sentence into words or subwords for analysis by GPT-3. Understanding tokenization can help users craft more efficient prompts, especially when dealing with length limitations.

Strengths of Generative AI

Discovery and Draft Specifications

Need to create user personas in a pinch? An AI Assistant has got you covered. Need multiple problem statements using just a single prompt? AI Assistants are there. Need user stories for a basic feature? AI can do that, too. Need to draft every written artifact you can think of for a feature? Yep, AI Assistants handle it all, giving you something that's good enough to get you started and greatly accelerate the process.

I tried it out on an example feature, and because of how much it

sped up how we worked, we now use it daily at work. Whether it's creating realistic data, writing user stories, or looking for analogous inspiration, it's the baseline for any feature. AI Assistants speed up the early stages of discovery by providing quick access to a lot of helpful information. This helps designers gather and understand data quickly, without having to sift through many web pages or consult with many people.

Some professionals I know also enrich user personas with data so that you can converse with an “artificial” user. It's not a replacement for the real thing, but it's a good way to create better questions.

It also boosts brainstorming sessions with fresh perspectives and helps researchers explore new ideas efficiently. Plus, it makes the literature review process a breeze, saving you time and allowing you to focus on experimental design and analysis.

Whether you're identifying relevant studies, breaking down complex ideas, or developing new hypotheses, an AI Assistant is a wonderful tool.

Sample Artifacts to create with AI Assistants

- Analogous inspiration
- Competitive analysis
- Predicted outcomes
- Problem statements
- Usability testing questions
- User personas
- User research questions
- User stories

Example prompt

Problem statement: Create multiple problem statements in a "How might we?" format for searching through a repository of documents.

Realistic data

One of the most time-consuming activities I've had in user experience is creating realistic placeholder data. I spent hours building this out in wireframes for usability testing prototypes — something that is both fun and time-consuming.

That process is gone. AI Assistants save a ton of time doing that now.

Creating fake data with AI is a breeze because the model quickly generates contextually relevant and diverse information, especially if you know what fields you want to use. By leveraging its vast training data, AI Assistants can simulate realistic user inputs, behaviors, and scenarios that mimic real-world data patterns.

And it's not just about some data — it can create thousands of lines of realistic data to use in development environments.

This capability allows UX designers to prototype and test interfaces, speeding up the design iteration process. It's like having an instant, versatile sandbox to explore and refine user experiences before launching into the real world.

Sample Artifacts to Create with AI Assistants

- Realistic data
- Wireframe content

Example Prompt

Data table: Create a table of realistic data for 25 users with the following fields: First Name, Last Name, Email Address, Role (Administrator, Edit User, or Read-Only User), Active Status (yes or No), Added Date, and Last Updated Date in YYYY-MM-DD format.

User Assistance Copy

Before even having the first wireframes, ChatGPT does a good job at writing draft tool tips and help text for features. This is due to several key advantages.

Its adaptability enables ChatGPT to generate content tailored to meet users where they are. Whether explaining basic functionalities or troubleshooting intricate issues, ChatGPT can adjust its language and depth of detail accordingly.

Because it references well-known contexts, ChatGPT can generate a good first draft from which to start.

ChatGPT's consistency ensures that user assistance copy maintains a uniform quality and tone across interactions. You can even specify the style and tone, such as business casual or formal, so it's tailored to the audience. This builds trust and enhances the overall user experience as long as the content is edited and reviewed accordingly.

Sample Artifacts to Create with AI Assistants

- In-application content
- Knowledge base articles
- Wireframes

Example Prompt

User Assistance: Write user assistance content for a document search table where you can search by keyword or filter by certain fields. The actions are searching by keyword (boolean or non-boolean), selecting a filter, adding a filter, clearing a filter, and sorting by field.

Weaknesses of Generative AI

Visuals

Until someone can write perfect user stories or product requirements documents, I'm convinced that AI Assistants may assist designers but will never replace them.

Wireframing isn't just about creating a visual blueprint — it's about understanding user needs, iterating on ideas, and fostering stakeholder collaboration.

While AI can help generate visuals faster, it lacks the human intuition, empathy, and domain-specific knowledge required to deeply understand and connect those user problems to a visual that makes sense. For example, you can design a search experience, but every use case differs slightly depending on the domain. Creating the visuals for merchandise search and documents search, for example, is a very different experience.

AI-generated visuals may overlook the nuanced considerations and contextual insights UX designers bring through research and experience.

Therefore, while AI can assist, it won't replace the critical, human-centered visual design process in user experience.

Respect to Regulatory Guidelines

When I had my first conversations with designers about OpenAI, we discussed several situations where AI Assistants were a bad fit — music authoring, writing, and other copyrighted material — but the field I work in, Legal Tech, is actually one of the best fits for what AI Assistants can provide.

An AI Assistant's first draft without nuance? Sure.

As the final product without a “human in the loop”? Not a chance. There should always be a “human in the loop” to double-check the work, specifically in nuanced situations.

Regulatory environments often require precise and unambiguous communication backed by legal and compliance standards (instructions around banking and finance come to mind). AI Assistants are proficient in generating human-like text, cannot accurately comprehend nuanced regulatory frameworks.

This can lead to inaccuracies, misunderstandings, or even hallucinations in critical communication, potentially resulting in legal liabilities or non-compliance issues for end users.

AI Assistants excel in many conversational and informational tasks. Still, it is limited: Fancy tape recorders don't understand complex regulations and potential biases that make them unsuitable for regulatory situations where precision and compliance are paramount.

There will always be a human in the loop here.

Authenticity

When was the last time I saw a LLM hallucinate?

Today.

I was walking someone through one of the applications and entered their name. It returned the information of someone completely different at the company and returned other incorrect information. We laughed about it and moved on.

This doesn't happen a lot, but it does happen more on content that the LLMs don't have a lot of context for, or there's a lot of matches that it can't line up. For example, an acquaintance of mine has a rather common name and it mixes him up with an actor in England. I don't have that problem so the information that is returned for me is most probably me.

When you consider that all information on the internet isn't factual — yes, there isn't an Easter Bunny or Santa Clause either except on some marketing site selling costumes for both — authenticity is closely related to bias. They're trying to fix these problems, but it's hard because the LLMs are designed to predict what words come next, not to know what's true.

Even Google, and about every other search engine that's been invented, won't know what's true without human intervention either.

We've been living with this for the last 30 years, and will continue to do so. It doesn't seem to affect search engine engagement either.

It's really up to us to decide what's right and what's wrong. Search engines return wrong results sometimes, and so do GPTs. Both are learning to get better, and it'll take time.

I have told everyone that uses any technology that you should always double check what you're seeing like a journalist: One source is an opinion, but a second reliable source is validation. The same confidence that LLMs return information with is akin to the Google search results, and no one seems to be affected by that.

So the resolution is this: Trust and assess.

Parting Thoughts

How we do early ideation and discovery is already changing, especially at the consumer end of user experience. This is reflected in how user experience teams transform as a forcing function to use these tools.

However, we are very far from completely replacing designers. There may be the need for even more designers going forward because many applications will be transformed for this new era — making knowledge of these tools more important.

We've adapted before, and we can do it again. Act accordingly.

Ethics

“As long as you are a designer, you have a responsibility to make the world better for the rest of humanity. If you are a designer, you are a human being first. It is your job to stop those that would denigrate humanity for their own selfish benefit.”

MIKE MONTEIRO

CO-FOUNDER OF MULE DESIGN, AUTHOR, AND SPEAKER

I vividly remember a conversation started with a friend of mine in January 2023 about Open AI and what it represented. He saw the future and its challenges. I was living in the future and saw the opportunities.

His statement?

“Open AI is the antichrist.”

Like any conversation I try to have with my friends, we met in the middle, however uncomfortable it was, and continue to do so to this day. I believe that as a representative of the user experience community, I should hear it from the voice of the user.

So I listened.

Here were the positions:

As a former journalist, he saw the destruction of content creation, full stop. For some content, he is not wrong. There are particular segments of our workforce that saw the effect that early on, and continue to do so at an accelerated rate.

Myself as a former journalist, to a lesser degree and working at a document technology startup, I also saw the advantages like transferring some mind numbing work to a system so people could be more strategic.

I walked him back from his initial concerns and we agreed that as a domain, legal technology is one of the few use cases where this technology avoids a lot of the challenges:

The users utilize it for everything from searching across documents to extracting data from their own content.

This content is in a private, secure bubble, because it's company data it has to be.

Our customers use it responsibly because of who they are: professionals with an eye on the cutting edge technology yet respecting thousands of years of precedent, and are responsibly establishing policies to do so.

That last point alone gives me security that everyone will come to their own conclusions about how to use it, but all three validate why so much money is in the document space versus other domains: it's one of the few places AI makes sense, and it's in a space that's been using machine learning models responsibly for years, just not at this level of innovation.

However, not everyone is there, so you personally have to act accordingly.

My perspective: Generative AI is a tool, a transformation that's going to change our lives, some of it for the better. Like any tool, you have to use it responsibly. Anyone can use a hammer irresponsibly, and the same applies here.

I'm going to approach this like I'm discussing the weather: staying as neutral as possible, but highlighting the concerns that even I have for the technology in the public square. The world isn't a fair place, but you can make it more fair by how you personally act, contributing to a better global village.

It's up to you.

Copyright Concerns

AI companies like OpenAI, Anthropic and Google used a lot of internet content to train their models, so much that [they're running out of it](#).

Much of it is copyrighted, and they didn't exactly ask permission — I didn't get an email personally for my blog unless it went to my spam folder, as an example. I've even gone so far as saying that Wikipedia is probably the foundation of it, and without them they would not exist without Creative Commons as the copyright model.

This alone is a really sticky legal problem.

Most of the companies are claiming fair use: [Section 107 of the Copyright Act](#) defines it as “criticism, comment, news reporting, teaching (including multiple copies for classroom use), scholarship, [and] research.” It's vague enough that it fits the “I'll know it when I see it” model.

This interpretation of copyright law is something I'm fairly sure that James Madison didn't anticipate in 1787. That's a really generous stance and will have to be resolved legally, likely over decades.

We will need new laws to address AI and copyright. This discussion will go on forever among technology experts and lawyers as the technology evolves as with previous copyright issues.

And this issue is not new.

Take copyright issues for social media networks — Instagram claims that you are granting license to them so they can use the content — and this been around for decades. Regulations like GDPR (2018) and CCPA (2020) went into effect fairly recently, and social media companies still find ways to live at the edge.

Another example? Font licensing to the chagrin of Adobe and other font owners. Most designers don't know that fonts are not copyrightable and the font foundries have been trying to change that for years.

The AI copyright issue will take decades to resolve, and I guarantee almost no one will be happy with the solution, but we'll live with it.

Copyright Solution

There is no easy solution, especially for content already consumed by the LLMs. Technology companies are going to do what they have always done, which is have a flexible definition of what they can do and we can adjust accordingly (read: Uber) and this is the case here.

The law will adjust accordingly, it'll just take time.

How you can use it responsibly is always consider it as a derivative work; I do a pretty heavy edit, or don't use images that look like

anything that's been copyrighted. I'll also use it for an edit pass, but never as the core content.

Data Privacy Concerns

As a repeat of the last concern, AI companies like OpenAI and Anthropic use a lot of information. This sometimes includes details that shouldn't be in the public square, whether it be company data or personal information.

They're trying to keep private information safe, but in the same way it's hard for other companies to secure their system because all it takes is one hole, the same goes for this technology.

There's always some way to unlock technology, and someone always will.

This is a problem that will never be unique. Being worried about how Open AI is handling your data is ignoring that there are many companies that have much more information about you, and it is just about as secure. Additionally, there's a lot more information out there that is public or hidden in plain sight — there's an amazing amount of information about companies you can find on the [SEC Edgar database](#), for example — so even the notion of privacy doesn't apply to public companies by law.

Data privacy will always be an issue in modern society; it's how we approach it that matters.

Data Privacy Solution

If you want to keep something private, don't put it on the internet, ever. It's up to you to decide what should be there or not. Many companies are establishing policies around this — one particular acquaintance said they have locked down all corporate systems

— and that's a good thing. Protecting sensitive information is a must during this time.

Bias Concerns

Repeat after me 100 times: "People are biased, so data is biased."

The issue of bias in AI models is part of a larger, ongoing conversation about ethics and fairness in artificial intelligence. The reality of the world is that it isn't a fair place, and this is reflected in the data we generate as a society.

This is not a new problem — who can forget when facial recognition software performed less accurately for certain racial groups, or job application screening algorithms favoring particular demographics — language models are the latest technology to face this challenge.

Efforts to address bias in AI are part of a larger push for "responsible AI" or "ethical AI." This movement includes not just addressing bias, but also concerns about AI transparency, accountability, privacy protection, and potential misuse.

It's going to take a long time.

Bias Solution

Until we have transparency, it's up to you. As with anything you see, there's going to be a lens of perception that you'll have to view the information with. You'll determine how much bias there is, and you will have to convert it to your own mental model.

This conversion is something we all do, every day of the week.

We also have to call for responsible AI. It's important that there is some type of global movement to get there. It'll be people and laws. A mix.

Conclusion

Like technology solutions before — Napster comes to mind — there's always a way all of this works through the system to less than ideal solutions that we all accept, flaws and all:

Musicians don't like Spotify's revenue model, they still use it and other similar platforms.

Search engines have their flaws and don't know the truth, but there's still billions in advertising revenue generated.

- Merchants might not necessarily like Amazon, but they accept the platform because of the massive reach.
- We all will accept the risks of Generative AI once we see the benefits. It's all about responsible usage. We learned from the other applications, and we'll learn from this one.

We have to approach it from a realistic view of not only how it is implemented, but how it is analogous with the technology issues in the past, and this will help us solve the future, plain and simple.

Considerations

“Researchers are secretly journalists, [...] kind of in denial because a huge part of your job as a researcher is to get comfortable with figuring out the lead and the headline.”

NATE BOLT

FOUNDER AND CEO OF ETHNIO

As amazing as Generative AI can seem, it's been open to the public for the blink of an eye in the history of technology. ChatGPT went live in November 2022 with Claude opening their doors in March 2023.

That's a very short time.

Because of that it's crucial to approach these innovations with patience and understanding as we would with any other bleeding edge technologies. Instead of fixating on current shortcomings, I prefer to see them stepping stones to learn and iterate for a better future.

There will be less hallucinations. Bias will be limited. New hardware will reduce power consumption. But it'll take time.

If we remember these considerations, adjust and learn, we will have a better future. We will open ourselves to the immense potential these tools hold.

Until the improvements come, here's what to watch for.

Data Quality

Whatever data you have in any system, that's what all the system is going to report out. Most of the data that the current AI Assistant systems have is unfiltered public information from the internet.

Therein lies the problem.

We can debate the merits on the quality of private data sets — even those have data quality issues because there is no such thing as a perfect data set — but as time goes on there will be more safeguards and data cleansing to improve the quality across all data sets.

It's already improved significantly since the initial models were released. It will continue to do so as more sophisticated filtering algorithms to remove low-quality or harmful content take hold.

Until then, we have to remember that your mileage will vary.

Bias

The data these models are trained on reflect human biases, full stop.

All humans are biased, so you can make the case about all data being biased. It's easy to correct, but there will always be a lens to the answer. AI developers are now implementing strategies to limit bias. These include everything from diversifying training datasets, employing bias detection algorithms, to incorporating ethical guidelines into model development.

While progress has been made, addressing bias in AI remains an ongoing challenge, requiring continuous refinement to ensure fair and equitable outputs across different demographics and contexts.

Hallucinations

Response accuracy is going to vary until the models are better trained. AI Assistants can sometimes produce incorrect or misleading information, but so can humans. Because of this, there always has to be a human in the loop for now and for quite a while.

I prefer to call it “trust and assess:” view it as valuable information, but then assess what you have to check to make sure it’s accurate. Some of the AI Assistants do a great job of showing where it found the information so you can assess on your own.

Complexity

Across the board, the AI Assistants struggle with complex prompts. The more complex the prompt, the less relevant some of the answers are. There seems to be a “just right” level that works best, and this differs wildly by model so you’ll have to experiment.

Early models often struggled with interpreting complex prompts, frequently misunderstanding context, nuance, or multi-step instructions. They tended to focus on keywords rather than grasping the overall intent, leading to irrelevant or nonsensical outputs.

It is getting better. As the models better improve prompt interpretation, we’ll see longer prompt threads, and we’re seeing that now.

Until then, you’ll have to experiment with different levels of specificity to get what you want.

Privacy and Data Security

Is your data really private?

That's the biggest question that we all should have with any system that stores data as we have learned in previous situations. These are critical challenges, as many systems — not just Generative AI — process sensitive information, raising concerns about data breaches and use as training data.

With any external system, familiarize yourself with what data is required to be protected, then go step further and consider what data you have a moral obligation to protect. If your company has rules around their data outside of the organization, become familiar with your company's policies.

I don't share any sensitive data with AI Assistants.

Power Consumption

All of these tools take up power — a lot of it. There have been many articles written about the computing power needed to power the AI models. It is a concern like how cloud power consumption is high for streaming services or the power consumption consumed by bitcoin miners.

It's a multifaceted problem.

- **Hardware efforts:** Engineers at Nvidia and the other chip manufacturers are working to get the power consumption down.
- **Model efforts:** Researchers are also exploring techniques like model compression and more efficient training algorithms as they learn how these systems work. [GPT-4o mini](#) is the latest example of more efficient models being built.

- **Engineering efforts:** Companies are developing techniques to switch to the most efficient model. I've seen multiple companies including my own do this where algorithms are developed to use what's best for the task at hand

Hardware manufacturers are working on it. Researchers are working on it. Developers are also working on it, developing engineering techniques to get to the most efficient model. This will happen over the next few years because energy cost will be a driver.

Like the rest of this chapter, it's just a matter of time.

AI Assistants

“Limitations to [web] design come not from the tools or technologies we use but from our own imagination.”

MIKE KUS

RENOWNED WEB AND GRAPHIC DESIGNER

I currently find ChatGPT, Perplexity, Clause, Microsoft Co-Pilot, and Gemini to be the most useful. This is by no means a very detailed or an exhaustive list — the details here are just to get you started. There are many guides that cover this in extensive detail. Some of my impressions are based on my data point of one approach, but at least it's an introduction.

Note that at the time of writing this, most of the image creation is much further off from being commercially viable unless you're doing a lot of work to refine, so this guide skips that.

Let's briefly discuss each tool in more detail.

Anthropic Claude

Anthropic Claude assists with various tasks such as content creation, data analysis, and conversational interactions in a similar fashion as ChatGPT.

Free Plan

- **Access:** Claude 1.3 or equivalent.
- **Features:** General-purpose AI with capabilities similar to GPT-3.5.
- **Usage Limitations:** Some limits on API calls per month, and restricted features compared to the paid version

Claude Pro

- **Price:** \$20 per month.
- **Access:** Claude 2.0 or higher.
- **Features:** Advanced natural language understanding, improved context retention, and priority access to newer models.
- **Additional Benefits:** Higher API rate limits, faster processing, and access to specialized tools for enterprise use.

Pros

Claude excels in understanding and generating human-like text, making it highly effective for content creation, customer support, and virtual assistant roles. Its ability to process and analyze large volumes of data also allows for efficient data-driven insights. Additionally, its design prioritizes ethical considerations, ensuring responsible AI use and probably has the best model for privacy out of this group.

Cons

With limited access to information, much less than some of the other models like Perplexity or ChatGPT, it struggles with highly specialized or niche topics due to limited training data in those areas.

Google Gemini

Google Gemini is great at various tasks such as content generation and data analysis with a tight integration into Google Workspace.

Ironically it doesn't truly integrate; you have to copy and paste like other external platforms.

Free Plan

- **Access:** Gemini 1 or equivalent.
- **Features:** Basic language understanding and generation capabilities, similar to early versions of Google's Bard.
- **Usage Limitations:** Limited access to advanced features and potential delays in response times.

Gemini Pro or Enterprise

- **Price:** \$20 per month.
- **Access:** Gemini 2 or higher, including access to cutting-edge models.
- **Features:** Superior natural language processing, access to the latest updates, and enhanced contextual understanding.
- **Additional Benefits:** Advanced API access, priority support, and tools designed for specific industries like healthcare, finance, and more.

Pros

Google Gemini excels in generating high-quality, contextually accurate content, making it ideal for creative writing and content creation. Additionally, Gemini's integration with Google's vast data resources makes comprehensive data analysis and insights about your own files useful, basically creating your own repository.

Cons

Google Gemini can occasionally produce generic or overly formal responses that may lack a human touch. It may also face challenges with understanding complex or ambiguous queries, leading to less

accurate results. Tight integration into Google tools might limit its integration with non-Google services, so this is both a pro and a con. Additionally, it works well as a content generator but struggles to replace content within applications like Google Docs and Slides. Additionally, when asking detailed questions like a search engine, it offered the least information when making queries, which is odd considering Google's dominance in search.

Microsoft Co-Pilot

Microsoft Co-pilot is integrated into Microsoft Office to enhance productivity for nonprogrammers through suggestions and automation. It also is integrated into Microsoft's developer products, but we won't address that here.

Free Plan

- **Access:** Limited availability, mainly for evaluation purposes.
- **Features:** Basic AI-driven assistance in Microsoft 365 apps (e.g., Word, Excel, Outlook).
- **Usage Limitations:** Limited functionality and no full integration across Microsoft 365 services.

Paid Plan (Microsoft 365 with Co-Pilot)

- **Price:** Part of the Microsoft 365 subscription, which starts at \$12.50 per user per month for Business Standard, with another \$40 per user per month for Co-Pilot features.
- **Access:** Full integration of Co-Pilot across Microsoft 365 apps.
- **Features:** AI-driven assistance for tasks like drafting documents, generating insights in Excel, automating workflows in Teams, and enhancing email management in Outlook.

- **Additional Benefits:** Continuous updates, enterprise-grade security, and comprehensive support across all Microsoft 365 apps.

Pros

Microsoft Co-pilot excels in routine tasks within Office365, such as drafting emails, creating reports, and managing schedules, facilitating productivity by offering a summary of your content and automating repetitive tasks. Deep integration with the Microsoft ecosystem is probably the most relevant aspect because if you have Office 365 in your workplace, this is an incredibly valuable tool.

Cons

It can produce overly generic suggestions, lacking context. Its performance may also be hindered by complex prompts, leading to irrelevant results. Like the adage of “garbage in, garbage out,” its effectiveness depends on the user's data. and privacy concerns may arise due to data processing.

OpenAI ChatGPT

ChatGPT excels at generating human-like text with different tone models and has one of the largest models of information to draw upon.

Free Plan

- **Access:** Limited to GPT 3.5.
- **Features:** Basic capabilities including text generation, Q&A, and conversational AI.
- **Usage Limitations:** May experience slower response times during peak hours and limited access to newer features.

ChatGPT Plus

- **Price:** \$20 per month.
- **Access:** Includes access to latest models.
- **Features:** Enhanced performance, faster response times, and priority access during high demand periods.
- **Additional Benefits:** Access to the most advanced model with improved reasoning and contextual understanding.

Pros

It performs well in natural language understanding, creating coherent and contextually relevant responses, and assisting with tasks like writing, brainstorming, and answering questions. Its strengths lie in its vast knowledge base, quick response times, and ability to handle diverse topics. Additionally, it's easy to build custom GPTs for specialized tasks that you can distribute to others.

Cons

ChatGPT has limitations, including a lack of real-time information updates, and difficulties with highly specialized or nuanced queries. It sometimes produces responses that sound plausible but lacks the depth of understanding that a human expert might provide. Additionally, it can struggle with maintaining context over long conversations and may require repeated input clarification.

Perplexity

Perplexity is an AI-powered search and information retrieval tool designed to provide quick, accurate answers and relevant information to user queries. From a search perspective, this is my favorite.

Free Plan

- **Access:** Basic Perplexity AI model.
- **Features:** Web search capabilities combined with AI-driven summaries and explanations.
- **Usage Limitations:** Limited to basic queries and responses, with ads or other usage constraints.

Paid Plan (Perplexity Pro)

- **Price:** \$20 per month.
- **Access:** Advanced Perplexity models with higher accuracy.
- **Features:** Enhanced search capabilities, faster response times, and more comprehensive answers.
- **Additional Benefits:** Ad-free experience, priority support, and access to premium features like custom search profiles and integrations.

Pros

Perplexity excels at delivering concise answers to user queries, making it highly effective for quick information retrieval, summarizing information better than Google itself.. Perplexity's integration with various data sources provides comprehensive coverage of topics, offering users a wide range of information. Its user-friendly interface further enhances accessibility and ease of use. It also seems to be the most current of the AI engines, producing answers that are much more relevant and accurate.

Cons

The tool's reliance on predefined data sources can limit the breadth of information, potentially missing out on niche or emerging topics. Additionally, its responses may sometimes just aren't that deep — Wikipedia tends to have much deeper content — requiring users to conduct further research. Perplexity's effectiveness can also be

affected by the quality and recency of its data sources, necessitating regular updates.

Design Thinking Integration

*“It’s not ‘us versus them’ or even ‘us on behalf of them.’
For a design thinker it has to be ‘us with them.’”*

TIM BROWN

CHAIR OF IDEO

Design thinking is a wonderful methodology for solving complex problems, and AI Assistants can facilitate and accelerate the process when it comes to supporting this approach popularized by [IDEO and Stanford University](#). My teams use many of these methodologies today, and it’s worth going over the opportunities to use AI Assistants within this framework before we get into prompting.

AI doesn’t replace people, but it should make them more efficient at getting started on or finishing up artifacts.

This thorough framework of five steps — Empathize, Define, Ideate, Prototype, and Test — helps teams converge on a clear vision throughout the process, helping teams align on a common goal. Through this book, you’ll find that AI can assist within each phase of this framework.

Empathize

One of AI Assistants' standout features is its ability to simulate the users' experience and what they may feel throughout the user journey. This creates a great starting point for designers before we empathize with real users. By simulating conversations with hypothetical users, it helps designers dive deep into user personas and scenarios.

This approach to empathize with your users enables the creation of more user-centric designs, ensuring that the solutions developed genuinely resonate with the target audience.

Possible Artifacts

- **Product Terms and Definitions:** Creating the understood language of what is being designed.
- **User Research Plans:** Creating a plan for discovery.
- **User Research Questions:** Creating what to ask during research.
- **Competitive Analysis:** Comparing different products in the same space.
- **User Interview Questions:** Generating questions for user interviews to gather insights.
- **User Personas:** Crafting detailed user personas based on gathered data.
- **Empathy Maps:** Creating empathy maps to visualize user emotions and experiences.
- **Survey Design:** Designing surveys to collect user feedback.
- **Journey Maps:** Developing user journey maps to understand user interactions.

Define

The define stage is about synthesizing research, identifying key findings, and framing the right problem to tackle, summarizing it in a way that makes sense to stakeholders. This is where AI Assistants as analysis tools excels. It's great at organizing and analyzing data, helping teams to quickly distill user feedback and other research findings into clear, actionable insights.

AI Assistants can also help create well-crafted problem statements that relate directly to the context of user personas by leveraging the data to generate detailed descriptions, based on the collected insights.

By providing a shared language and understanding based on collected data, AI Assistants enhance the alignment process by providing a baseline everyone can agree on and move forward with.

Possible Artifacts

- **User Personas:** Fictional profiles representing typical users
- **User Journeys:** Step-by-step user experiences with a product or service
- **Problem Statements:** Concise descriptions of issues to be solved
- **User Stories:** Short, simple descriptions of features from user perspective
- **Aspirational Press Releases:** Future-focused announcement of an ideal product

Ideate

AI Assistants can ideate quickly, allowing designers to explore diverse perspectives and possibilities without the usual constraints of time or resources to get to a baseline. Teams can brainstorm more effectively, breaking through creative blocks and enhancing their problem-solving capabilities.

The assistants facilitate this by providing instant suggestions, helping refine concepts and identify analogous and diverse solutions. It acts as a collaborative partner by encouraging creativity and offering new angles that might not have been considered.

The ideation phase becomes more dynamic, efficient, and ultimately, more effective in creating useful designs.

Possible Artifacts

- **Analogous Inspiration:** Creative ideas from unrelated field connections

Prototype

AI is a wonderful assistant during the prototyping stage of the design thinking process. AI tools streamline the ideation phase, enabling designers to quickly transform concepts into content and specifications that can be used to support tangible prototypes with some work.

One of AI Assistants' standout features is its ability to augment prototypes with realistic data, providing accurate scenarios that are invaluable for refining designs and giving stakeholders a realistic experience of what they would see in the final product.

By incorporating AI Assistants into the design thinking process, teams can enhance their efficiency, creativity, and the overall quality of their prototypes.

Possible Artifacts

- **Sitemaps:** Visual representation of a website's structure and navigation
- **Wireframes:** Basic layout sketches for initial design concepts
- **Realistic Data:** Using authentic content to populate designs and prototypes

- **Interface Content:** Text and visual elements displayed in the user interface
- **Email Content:** Information and messaging included in email communications

Test

AI Assistants are accelerators when it comes to the test phase of the design thinking process. Its ability to simulate real-world interactions and provide instant feedback allows designers to iterate quickly and efficiently before spending more time in front of real users. This helps teams to pinpoint what works and what doesn't in a fraction of the time so they can be more efficient in the rest of the process.

This not only helps in identifying potential pain points but also in understanding behaviors that could possibly come up in further testing. It acts as a dynamic tool that can adapt to various testing needs, providing valuable insights that are often hard to gather through conventional methods.

Also, the ability to test and refine in real-time makes AI Assistants an indispensable tool for any design team. By integrating AI Assistants into the testing phase, designers can create more user-centric products.

Possible Artifacts

- **Usability Test Plans:** Detailed strategies for evaluating user experience
- **Usability Testing Questions:** Specific inquiries used during usability assessments

Writing Prompts

“Spend as much time on copy as you do on visuals.”

JOHN ZERATSKY

AUTHOR OF SPRINT AND HOW TO MAKE TIME

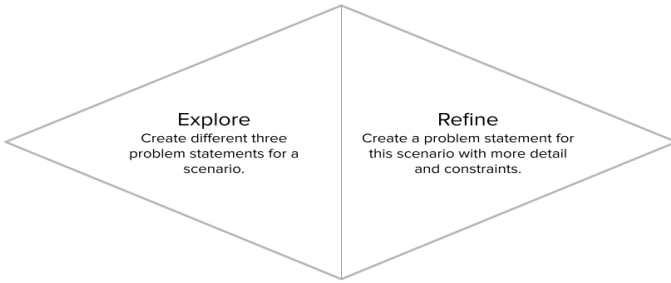
Writing prompts is an art form because, well, it's writing. You have to iterate on your prompts to get the highest quality artifact, so it takes edit after edit to get there just like any writing process. That's OK because that's how you learn. Iterating to make something better is part of the learning process.

The best way I learn from writing prompts is by working through my thought process about an overall structure and tweaking it until I get the result I need — and there's always a lot of tweaking. Large language models are about defining language, so it's best to find a format that works for you and use that.

Below are the approaches and structure I use to create effective prompts. You can change the order any way you want, but by including these key elements, you'll get strong results. In many cases, you may not need to refine at all.

Approaches to Prompting

One of the benefits of the user experience field is that we have frameworks that can be leveraged in many different ways. Constructing prompts is no exception. The latest framework that applies directly to Generative AI and user experience is Jakob Nielsen's [Diamond Prompting](#). You may even notice its similarities to the [double diamond](#) design process model.



Diamond prompting conceptual example

I like Diamond Prompting so much that most of the book's prompts scaffold you through learning prompt engineering this way. For example, you can get a list of suggested personas, and then add more detail to the persona you want to refine.

There are two distinct approaches to take when creating a prompt for AI: Exploratory and Detail-Refining. As each approach suggests, the exploratory approach helps with generating new ideas, brainstorming, and thinking beyond your own perspective. Whereas detail-refining is used when you have a clear idea of your next steps, but need some help in tidying up those thoughts.

In addition to selecting an exploratory or refining approach, the

prompter has the choice to provide examples to the AI Assistant — sometimes referred to as “shots.” Think of this as providing inspiration or formatting guidance to ensure what is produced meets your expectations or criteria.

Exploratory Prompting

This approach leverages AI's ideation capabilities to broaden thinking about a current problem by exploring all possibilities, good and bad. Think of it as an activity where there is no bad idea like crazy eights. It begins as a very divergent activity, benefiting from the large amount of data that LLMs have to return a result that is especially useful during brainstorming sessions.

Examples

- Requesting different user research plans with varying budgets and methods
- Asking for a list of different tasks for a usability study

Detail-refining Prompts

This approach builds upon exploratory prompting for deeper exploration and refinement. You can ask the AI to elaborate on specific elements to converge on a concept. By focusing on chosen concepts, detail-refining prompting helps transform initial ideas into more fully developed and actionable plans.

Examples

- Including features and tasks to problem statements
- Refining the details of data included in a form

Single Shot Prompts

This approach is where a model is given one example of a task before being asked to perform it. This approach provides limited or no context through descriptions or maybe a single file added to the prompt. This might be used in combination with exploratory prompting to start a divergent exploration.

Examples

- Asking for a user research plan without an example
- Using examples to create more realistic data

Multiple Shot Prompts

Multiple shot prompts provide an AI model with several examples of input-output pairs before asking it to perform a task, or might combine previous prompts to refine an answer leveraging the prompt history. This context helps the model understand the desired format and process. By seeing multiple examples, the AI can better grasp patterns, leading to more accurate responses.

Examples

- Adding multiple details about the users to enhance personas
- Using structured examples to create more realistic data

Common Prompt Elements

The following elements work together to make an effective prompt. You may use some or all of the following elements when creating your prompts:

- Identify the **artifact** you want to create
- Set the **domain** within which you're working
- Include the **user personas** to consider

- Narrow the focus to a specific product **feature**
- Identify **tasks** a user may be completing
- Specify the **format** of the artifact
- List any **constraints** needed to focus your artifact
- Note any specific **tone** you prefer

Let's review what makes a strong prompt.

Artifact

Put simply, an artifact is the document you are seeking to create. User personas, wireframes, and user research plans are examples of artifacts. I find it valuable to use AI Assistants to return artifact types for user experience because they can align the output more closely with the user's needs by analyzing and identifying similarities across many examples.

Each artifact you seek to create will have a different format based on their unique intents and outcomes, but you can use AI Assistants to smooth over some of the seams to get there. I've done that quite a bit when experimenting, and based on my experience, it works.

Note that most artifacts listed below are articles in the series.

Artifact Examples

- User Personas
- User Journey Maps
- Usability Testing Scripts
- Competitive Analysis Reports

Domain

In the context of prompting, think of the domain as a particular topic, industry, or area of knowledge. Setting the domain is crucial because it establishes the initial context for the AI's responses. This focus ensures that the generated content is relevant and coherent, addressing the specific needs or interests of the user. By defining a topic, the prompt guides the AI to draw from a targeted subset of its vast knowledge base, enhancing the quality and accuracy of the information provided.

Setting the domain in the prompt also helps avoid receiving off-topic or generic responses, making the interaction more efficient and meaningful. For instance, specifying a domain like "UX design" ensures that the AI's suggestions are tailored to that field, providing insights and solutions pertinent to user experience professionals, rather than the hospitality industry, for instance. In essence, a well-defined topic focuses the AI's attention, leading to more precise and valuable outputs.

Domain Examples

- **B2B:** Supply Chain Management, Customer Relationship Management, Enterprise Resource Planning, Human Resources Management Systems (HRMS), Business Intelligence and Analytics.
- **B2C:** E-commerce Platforms, Social Media Networks, Online Banking Services, Streaming Entertainment Services, Mobile Health and Fitness Apps.

Product Features

By specifying a feature of your product or domain, you provide clear guidance and added context, helping the AI focus on the essential aspects of the domain in question. Adding features helps capture the

nuances and specific requirements of a domain, reduces ambiguity, and improves the precision of the responses.

It also facilitates the generation of content that is contextually appropriate and practically applicable, thereby increasing its value and effectiveness.

Product Feature Examples

- **Customer Relationship Management:** Tracking customer interactions, managing sales leads, automating follow-up emails, generating sales reports, analyzing customer data.
- **E-Commerce Platforms:** Processing online payments, managing product inventory, offering personalized recommendations, handling customer reviews, running promotional campaigns.

User Personas

Adding user personas when writing a prompt is essential because it ensures the generated content is tailored to specific user needs and contexts. This provides a clear idea of the target audience, including their goals, preferences, and challenges.

What's wonderful about this is that it can be supplied separately as a document to provide context for almost all the prompts you write during different activities.

User Persona Examples

- **Customer Relationship Management, Managing Accounts:** Sales Representative, Customer Support Agent, Marketing Manager, Account Manager, Business Analyst.
- **E-Commerce Platforms:** Online Shopper, Product Manager, Inventory Specialist, Customer Service Representative, Marketing Specialist.

Tasks

When writing your prompt, in addition to including user personas, it's helpful to include the task a user is seeking to accomplish.

Including tasks in a prompt is crucial because it provides actionable guidance that makes the AI-generated content more relevant and useful. This approach ensures the AI focuses on practical, real-world applications, leading to clearer, more precise responses tailored to user needs.

By outlining tasks, you improve the content's clarity, precision, and practical relevance, ultimately enhancing user satisfaction and achieving desired outcomes.

Task Examples

- **Customer Relationship Management, Managing Accounts:** Track customer interactions, update contact details, log support tickets, schedule follow-up calls, analyze purchase history.
- **E-Commerce Platforms, Managing Inventory:** Add product line, add to product inventory, view inventory reports.

Formatting

Whether it's a list, table, plain text, or bullet points, different formats help organize and present information in a way that is easily digestible and actionable. Having AI Assistants return responses in different formats significantly adds value by converting them to the most suitable form for how you are communicating with stakeholders.

Additionally, you can combine formats for compound prompts. If you want one set of results to be in a table and another to be in a list, it's easy to do if you separate the sections of the artifact.

And there is a lot of flexibility here. Here are formats I have used so you can see for yourself.

Formatting Examples

- **Plain text:** Simple sentences or paragraphs providing explanations, summaries, or descriptions. This is great for blog posts and written summaries.
- **Bulleted or numbered lists:** Ordered or unordered lists of items, steps, or points. This works well for processes or structured details like site maps.
- **Tables:** Organized data presented in rows and columns, useful for comparisons and structured information. I love this format for creating fake data and other elements.
- **Dialogues:** Simulated conversations or scripts between two or more parties. You can use this to simulate a research conversation, but in my experience, it varies quite a bit unless you add additional context.
- **URLs:** Hyperlinks to external resources or references. I use this as part of a table or a bulleted list.
- **Flowcharts:** Steps or processes described to create a visual flowchart.

Constraints

Including constraints within your prompt is somewhat like putting a leash on your AI Assistant. Constraints are valuable to ensure the AI Assistant provides a document that is easy to read for the audience and for giving relevant content responses that are concise and to the point. This is particularly important in contexts where users need quick answers or where brevity is essential.

Here are examples below, and it's good to keep experimenting to get to a form that you can be consistent with.

Constraint Examples

- **Word length:** 100 words or less
- **Display format:** 3 paragraphs
- **Detail level:** High detail, medium detail, low detail

Tone

Tone refers to the style or attitude conveyed in writing, and it plays a crucial role in how a message is received by the audience. When crafting prompts, specifying the tone helps ensure that the generated content aligns with the intended communication style, making it more appropriate and effective for the target audience.

By defining the tone, you guide the AI to adapt its responses to ensure that the communication resonates with the audience's expectations and the appropriate context of the interaction.

Tone Examples

- **Formal tone:** Corporate communication and legal documentation.
- **Casual tone:** Social media posts and blog intros.
- **Technical tone:** Software documentation and product specifications.
- **Persuasive tone:** Marketing campaigns and calls to action.

Final Prompt Structure

Put together these elements, and you'll have a prompt structure that provides clear, detailed guidance to ensure the content is relevant and on point. By specifying the artifact, domain, user personas, features, tasks, formatting, and tone, users receive responses perfectly tailored to their needs.

The prompt structure is also flexible across different use cases —

what you want to return for one artifact is different from what you would want from a different one. You can easily add to or subtract from the prompt, especially once you grasp the function of each of the prompt elements.

Note that the applications are so flexible that you can write them in your own formats and experiment. Like writing, there are many ways to design your own adventure.

Final Prompt Structure Example

Create a **[Artifact]** for the **[Domain]** domain with **[User Personas]** as user personas. Target **[Feature]** as the use case and consider **[Tasks]**. Return the result in **[Formatting]** format. Write the result in **[Constraint]** with a **[Tone]** tone.

User Research Plan Example

Create a **user research plan** for the **customer relationship management** domain with **business development representatives** and **sales managers** as user personas. Target **account management** as the use case and consider **managing accounts** as the tasks. Return the result in the **recommended** format. Write the result in **1000 words** with a **business casual** tone.

Usability Testing Plan Example

Create a **usability testing plan** for the **customer relationship management** domain with **business development representatives** and **sales managers** as user personas. Target **account management** as the use case and consider **managing accounts** as the tasks. Return the result in a **list** format. Write the result in **2000 words** with a **very casual tone**.

Product Terms and Definitions

“Actually talk to your customers. Use the language that they use. Talk about what they say. Never feed salad to a lion.”

JAY ACUNZO

**AUTHOR OF BREAK THE WHEEL AND EXECUTIVE
PRODUCER OF HOW STORIES HAPPEN**

I've personally spent months with teams defining terms because we couldn't align as a group on what to call certain features. I've even used “Fred's” as a placeholder, referencing a Flintstones metaphor, until we reached alignment. It's humorous and helps defuse tensions over terminology. However, I've also worked in environments where I arrived late, and they had already defined terms in ways that were inconsistent with their real meaning.

Because of this, I've become rather flexible with language; it's not usually a battle I'm willing to fight. That said, language matters more than most designers realize — that's why UX writers and content designers became essential. Language is a crucial aspect of user experience because words describe the environment users interact with. Aligning on the language for a domain is vital when building

software, as it lays the foundation for clear communication, both during the feature definition phase and when the product ships.

Whether your domain has an established, strong foundation or your product needs to generate its own language, AI Assistants are a great tool to get started.

Start with the Domain

Begin broadly and capture as many definitions as possible within your domain to ensure everyone has a shared understanding. By starting wide, you encompass how various team members might interpret the language, ensuring everyone is on the same page. When I craft a prompt for product terms and definitions, I usually start with a long list and ask for definitions, so the team can see if we agree on them.

As you gather user feedback, refine and narrow these definitions to keep them relevant and agreed upon.

Prompt

List 100 common customer relationship management terms and their definitions that would be used in a user interface.

Explore with Context

Providing examples when defining terms helps connect abstract ideas to real-life situations. Take the term "dashboard," for example — a term I have debated over for the last 15 years of my career. It could refer to anything from a car's control panel to a software interface. However, if you provide an example related to your work, such as "a dashboard showing real-time sales metrics labeled as 'Sales,'" everyone understands immediately.

This context also aids consistency and training. When new users join or existing users explore new features, well-defined terms with examples ensure a smoother learning curve. They don't have to guess or seek additional help because the interface itself becomes a guide.

To add context to this prompt, we'll include "data examples" within this prompt.

Prompt

List 100 common customer relationship management terms, definitions, and data examples that would be used in a user interface.

Refine for Synonyms

When creating a list of terms, consider synonyms.

A perfect example is the bathroom. This can also be referred to as a restroom, lavatory, washroom, toilet, powder room, loo, water closet, privy, john, facilities, comfort station, can, head, commode, outhouse, latrine, potty, chamber, or convenience.

In software, we have similar debates over terms like "sign in" and "log in," which I've been dealing with for the past 20 years.

You should choose language that resonates with a broader audience and demonstrates a deep understanding of your users' needs. It may seem like a small detail, but investing time in selecting the right words can lead to a more polished, professional, and user-centered interface.

Prompt

List 100 common customer relationship management terms, synonyms, definitions, and data examples that would be used in a user interface.

Add Formatting

Now we can specify how we would like to format this list.

AI Assistants can format lists as bullet points, numbered lists, comma-separated lists, tables, and more.

For this list, let's have AI Assistants format it in a table.

Prompt

List 100 common customer relationship management terms, synonyms, definitions, and data examples that would be used in a user interface. This list should be in a table.

Prompt Results

- **ChatGPT:** [Product Terms and Definitions](#)

Resources

- **CustomGPT:** [uxGPT Product Terms and Definitions](#)

User Research Plans

“If you want to create a great product, you have to start by understanding the people who will use it.”

DON NORMAN

AUTHOR OF THE DESIGN OF EVERYDAY THINGS

Imagine you're building a house. Before you even get your hands on the building materials, you would start with creating a plan. Unsurprisingly, the same goes for application design. An early discovery plan is like your blueprint. It helps you understand what your users really need, their pain points, and how they interact with your application.

Without this insight, you're just shooting in the dark, hoping to hit the target. Unfortunately, many projects start this way.

So, early research and a solid plan for gaining early insights aren't just nice-to-haves — they're essentials. They set the foundation for features that resonate with users, ultimately driving engagement and success for your app.

AI Assistants can give you a good draft of what a plan could look like, which you can then tailor to your feature needs.

Start with the Domain

A broad prompt focused just on the artifact and the domain lets you gather data from surveys, interviews, and observations and helps you choose the best methods to build a strong base for more focused research. It also helps avoid biases that might arise from a narrow initial scope, ensuring that no critical aspects are overlooked.

This comprehensive understanding helps to guide the development of user personas and journey maps, leading to an end-product that effectively addresses real user needs. In short, starting wide ensures a well-rounded, user-centered design that drives engagement and satisfaction.

Prompt

Create a user discovery plan for a customer relationship management system.

Add User Personas

Specifying user personas helps focus the research, ensuring that the plan addresses their unique needs and challenges. This context ensures that the discovery plan is not generic but specifically designed to enhance the productivity and satisfaction of these key users.

If you want to provide even more context, you can upload user persona documents to the prompt so it trains on your data instead of relying solely on what's available on the web. It's extra credit, but it's something I've experimented with, and it has made a difference in creating more tailored content.

Prompt

Create a user discovery plan for a customer relationship management system, using sales managers and business development representatives as user personas. Consider their goals, motivations, and behaviors.

Add the Product Feature

Let's get more specific by focusing on a specific feature of our product: account management within the system.

With this focus, we can tailor our research to understand how these users handle their interactions and relationships when working on accounts daily. This includes identifying pain points, necessary features, and improvements directly related to managing contacts within accounts.

This focused approach ensures tasks are finely tuned to support users in their daily activities, enhancing efficiency and user satisfaction. By addressing contact management explicitly, the plan becomes more actionable and aligned with the real-world needs of its users, leading to more effective research.

Prompt

Create a user discovery plan for a customer relationship management system, using sales managers and business development representatives as user personas. Consider their goals, motivations, and behaviors. Target account management as the use case.

Add Constraints

Now let's focus on adding constraints such as: adding a timeline, removing certain activities and using templates:

- Establishing a timeline ensures the project stays on track and that all activities are completed promptly. Specifying a four-week timeline helps set clear expectations and allows for efficient planning and resource allocation.
- Removing the most time-consuming activities based on initial recommendations focuses the plan on more direct and actionable tasks like user interviews, which can provide deeper insights in a shorter period.
- Including recommended templates for feedback collection ensures consistency and efficiency in gathering and analyzing user input. These deliverables, where you've captured the impact, are valuable for showing what the recommendations are.

This context helps create a more targeted and streamlined user research plan, making it more likely to yield valuable insights.

Additionally, many of the templates you may need are available [here](#).

Prompt

Create a user discovery plan for a customer relationship management system with sales managers and business development representatives as the user personas. Consider their goals, motivations, and behaviors. Target account management as the use case. Remove the three most time-consuming activities and explain why they should be removed. This should be on a four-week timeline. Add templates that would be useful in collecting feedback. Rate each activity based on effort, usefulness, and impact.

Final Results

- **ChatGPT:** [User Research Plans](#)

Resources

- **CustomGPT:** [uxGPT User Research Plan](#)

User Research Questions

“I don’t conduct research to get answers. I conduct research to ask better questions.”

HA PHAN

INVENTOR, SPEAKER, AND PRODUCT LEADER

How many of us have gone into user interviews unprepared for what we were going to ask, or had participants ask something completely off-topic?

Yes, all of us.

Now with AI Assistants, we can start from a better foundation.

Writing user research questions is one of the most effective ways I have used the application as a starting method. You can save time by quickly generating well-crafted questions without spending hours, thanks to the vast amount of training data each AI Assistant has at its disposal.

AI Assistants also align with best practices in user research. Participants can avoid common pitfalls and biases, resulting in better information and more targeted questions. The truth is that when

you use AI, there's always going to be some bias, but that's correctable with a human reviewing the draft.

It may feel like having another seasoned UX professional on hand, ready to help you craft questions that get to the heart of user needs and behaviors, all while saving you precious time.

Most of the teams I have managed have shared research duties with product managers. This was always time-consuming and lacked alignment. Now, not so much.

The following tips are focused on writing user research question prompts for B2B applications, but you can adjust it for B2C by changing the focus.

Start with the Domain

Begin by declaring the category you want to research or the areas you want to compare across competitors.

It's a good idea to set the context of your research so that you can refine it with deeper analysis and track your journey. I recommend starting with a specific category. Keep in mind, you can specify any context, including the number of results or the display format.

Prompt

Create 10 user research questions about customer relationship management systems.

Add the Product Feature

Focusing on specific features allows you to dig deeper into the user's actual experiences and pain points. This will uncover detailed

insights about what works well and what doesn't, which helps with prioritization and pattern matching on specific needs.

This approach also helps you gather precise feedback rather than broad, generalized opinions. Ultimately, it leads to a more user-centered product development process.

Asking very general questions for larger systems is too broad, especially if you already have a system in place. Let's focus on one goal for the feature set: managing multiple accounts. This is a typical use case for customer relationship management.

Prompt

Create 10 user research questions about managing multiple accounts using customer relationship management systems.

Add User Personas

Now let's take another step — adding a user persona.

User personas ensure that your questions are targeted and relevant, uncovering insights that might be overlooked with a generic approach of looking at all users in the system.

By tailoring questions to specific user personas, you can gather more actionable feedback during user interviews because you're suggesting a specific role when using the application.

For the record, I'm calling them user personas intentionally because they don't take the place of talking to users; they just help formulate questions you may want to ask so you can refine them. You can upload a user persona from our list of users that we focus on. I won't cover this during this tutorial, but it is something you can play with at this point to inform your questions.

We'll add a business development representative for this example.

Prompt

Create 10 user research questions about managing multiple accounts as a business development representative using customer relationship management systems.

Add Tasks

Focusing on a specific user persona with specific tasks is even better because it ensures the insights gathered are deeply relevant to specific tasks the user may need to complete.

The more specific you get about the request, the more it helps narrow down the questions. Honing in can uncover nuanced and specific pain points that might otherwise be overlooked.

However, sometimes you don't want to get too specific because you want to explore. I like keeping it open myself because then it might catch something I missed, and it's a great way to learn how to craft better prompts.

We'll add a business development representative managing multiple accounts.

Prompt

Create 10 user research questions about managing multiple accounts as a business development representative focusing on generating more qualified leads using customer relationship management systems.

Test the Questions

This doesn't replace user testing, but it gives a bit of a sniff test to see if the questions make sense. This is crucial because it helps ensure clarity and comprehensibility for participants. Provide context and detail, making the questions easier to understand and answer accurately.

This can reveal potential ambiguities, leading to improved question design.

Sample Questions Prompt

Create 10 user research questions about managing multiple accounts as a business development representative focusing on generating more qualified leads using customer relationship management systems. Give three detailed examples of answers to each question.

To review the answers after the questions, use the answers prompt right after the questions prompt. If you edit the draft questions, you also can paste them back in and ask for the answers using a different prompt.

Sample Answers Prompt

Create three sample answers about managing multiple accounts as a business development representative focusing on generating more qualified leads using customer relationship management systems from the entered content.

Prompt Results

- **ChatGPT:** [User Research Questions](#)

Resources

- **CustomGPT:** [uxGPT Research Questions](#).

Competitive Analysis

“The next big thing is the one that makes the last big thing usable.”

BLAKE ROSS

CO-CREATOR OF MOZILLA FIREFOX

Want an example of competitive analysis in minutes? Easy. Type in a topic, and the AI Assistants will give you insights into each competitor's feature set. Additionally, it can highlight emerging industry trends and potentially overlooked features others may have missed. Keep in mind though that some content may need to be updated with particular AI Assistants, so in this realm I choose Perplexity for a more current answer.

The AI Assistant's summarization of competitor feature sets is not the final product. It's a starting point for initial alignment and can be iterated for refinement. It sometimes misses smaller players that may be a threat, but it at least gets you started.

As long as there's enough content for the category, it can return the answer to get you started as a baseline for your competitive analysis.

Start with the Domain

Begin by declaring the category you want to research or the areas you want to compare across competitors. I will start with this prompt to get a generalized list of competitors for the category. We'll use our continuing theme of customer relationship management as the category.

For this example, I want ten systems with five items each.

Prompt

Create a competitive analysis table of 10 customer relationship management systems, with at least five items for each category.

Add a Framework

The initial answer was pretty good, but I might want to add more structure. The framework I'll use is a SWOT analysis for strengths, weaknesses, opportunities, and threats. It's one of my favorites for reviewing competitors.

A SWOT analysis is a strategic planning tool used to identify and analyze the internal and external factors that can affect a business or project's success. It helps organizations understand their competitive position and develop strategic plans to achieve their goals.

You can use other frameworks (use a prompt of "What are alternatives to SWOT?" for fun). Here's a list:

- **SOAR Analysis:** SOAR focuses on positive aspects and is used for strategic planning by emphasizing the organization's strengths and vision for the future.
- **BCG Matrix:** Developed by the Boston Consulting Group, this helps organizations analyze their product lines or business units.

- **Ansoff Matrix:** This helps organizations determine growth strategies.

Prompt

Create a competitive analysis table of 10 customer relationship management systems, categorized by SWOT, with at least five items for each category.

Include your Company

Engage with the AI Assistant to iteratively refine the analysis or ask follow-up questions. This interactive process saves time and enhances the depth and precision of your competitive analysis, making it a potent tool for strategic decision-making.

You can do this by rewriting your prompt to include any information you want by comparing your product with others. An even better approach is to include your company in the analysis (sometimes it won't show up in the initial answer) to get a sense of where your organization sits in the analysis.

Let's say I work for HubSpot and want to see how we fare against our competitors.

Prompt

Create a competitive analysis table of 10 customer relationship management systems, including HubSpot, categorized by SWOT with at least five items for each category.

Add Target Market

Now, request deeper dives into specific areas. We will add small businesses in the prompt so there is more detail to influence the conversation. Most of the time, it'll return a few results not listed in the previous prompt, and that's good.

It widens the universe of results you can use in your research, showing possibilities you can explore further.

Prompt

Create a competitive analysis table of 10 customer relationship management systems for mid-sized businesses, including HubSpot, categorized by SWOT with at least five items for each category.

Prompt Results

- **ChatGPT:** [Competitive Analysis](#)

Resources

- **CustomGPT:** [uxGPT Competitive Analysis](#)
- **Template:** [Competitive Analysis Worksheet](#)
- **Template:** [Competitive Analysis Deck](#)

User Personas

“Personas are not real people; they represent them throughout the design process. They are hypothetical archetypes of actual users.”

ALAN COOPER

CREATOR OF VISUAL BASIC AND USER RESEARCHER

When I join a new company to organize the team, my first task is gathering information to create user personas — whether through user interviews, usage data, or other methods — because there must be a baseline understanding of the users.

In the legal technology space, I have a good sense of who the users are. In other industries, I'd start from scratch, applying my lightweight user personas approach and relying heavily on data while using my [user personas template](#).

Many places have user personas, but they are often more fiction than research. It's surprising how often previous user personas seem fabricated rather than data-driven.

AI Assistants might offer a better baseline than what most organizations have, making this a critical conversation about AI's impact on user experience. The goal here isn't final answers, but

rather, to ask better, more informed questions, as [Ha Phan put it so eloquently in a tweet years ago](#). AI Assistants can help generate better information for better questions because of the vast data used to build the models, albeit without some users' permission.

With a trust-and-verify model, you can craft better user user personas.

However, my aim isn't to start a controversy; I'm here to teach using the available tools. Let's begin.

Suggest User Personas for the Domain

If you feel hesitant, I get it — this is what everyone is cautioning against. An AI Assistant could (and probably will) generate user personas that are flawed, and that's kind of the point. This is a brainstorming session and no different than a bunch of people sitting around a table, which in many cases is just as flawed.

We're brainstorming here, so just explore.

I find using generative AI to suggest user personas for a domain is beneficial because it can identify patterns and characteristics that might be overlooked. AI can uncover unexpected representations that may not come out of those brainstorming sessions that have preconceived ideas. It's about expanding minds more than anything, and at least you can combat that one biased person in the room.

I'll run the following prompt, with a focus on customer relationship management, to gather a list of user personas.

Prompt

Suggest user personas that would use a customer relationship management application.


Select a User Persona

Let's start with a user persona generated from the above prompt to understand this process.

This is about brainstorming for one, not the final artifact. User personas are one of the most misused artifacts designers and product managers create, so we're going to be careful here. Alan Cooper, the inventor of user personas, [has a great article about the journey](#) that's a worthy read and this article is based on his approach.

A good user persona should focus on goals, motivations, and behaviors because these elements provide a clear, actionable understanding of the user.

- **Goals:** Represent what users aim to achieve.
- **Motivations:** Surface the underlying reasons driving users toward their goals.
- **Behaviors:** Describe how users act to accomplish their goals, including past behaviors.



Lisa [Actor]

Age: [00] Location: [City, ST] Job: [Job Title]

"Quote Lorem ipsum dolor sit amet, consectetur elit."

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nunc et elementum ex. Pellentesque pharetra, erat et imperdiet convallis, mauris dui dignissim tortor, vel sagittis mauris riuus ac punus. Praesent volutpat tellus a arcu lobortis venenatis. Suspendisse potenti.

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Goals	Motivations	Behaviors
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Personas | Project Name

User persona template example.

By concentrating on these aspects, user personas are powerful tools for aligning stakeholders with user needs, fostering empathy, and ensuring that solutions are both relevant and effective. This focus eliminates unnecessary details that could dilute the insights, keeping the user persona practical and directly applicable.

We'll start with the most basic of prompts with the user persona of: Sales Business Development Representative. Then we'll include the goals, motivations, and behaviors in the second sentence of our prompt.

Prompt

Create a user persona for a Sales Business Development Representative using a customer relationship management application. Frame the user persona with goals, motivations, and behaviors.

Add Their Mindset

Run the prompt above and you'll likely receive an excessively wordy response. Let's get rid of that fluff.

A good user persona skips demographic details and focuses on background and attitudinal information because demographics often fail to reveal true user needs — age, really? Instead, understanding a user's background provides context, shedding light on their experiences and challenges.

Attitudinal information, like pain points, captures their mindset and perceptions, which are crucial for tailoring the user experience. By honing in on these aspects, we gain actionable insights into how users think and feel, driving design decisions that resonate more deeply.

This approach keeps user personas relevant and focused, ensuring we

design solutions that truly address user pain points and aspirations.

So, we'll add in attitudinal information and background information, and we'll skip the demographic information.

Prompt

Create a user persona for a Sales Business Development Representative using a customer relationship management application. Frame the user persona with goals, motivations, and behaviors. Include attitudinal information like pain points and background information. Do not include demographic information about this user persona.

Add the Task

Organizations often use user personas in the abstract because they are a lot of work to create, so they only speak *of* them, and not *to* them. I've been in many meetings where we speak of the user persona but don't actually interview users that match the user persona. If we do, it's usually after the fact during usability testing.

But with AI, we can include a detail that is almost skipped due to the work to interview users about this: the task they are performing as a user persona.

When we specify the exact tasks users need to accomplish or the features they interact with, we create a direct line to practical improvements. This detail helps prioritize what matters most to users, guiding the development team to focus on functionality that genuinely enhances the user experience.

User personas are too abstract without including this detail. Including detailed tasks and features ensures our designs are grounded in real user needs and behaviors.

A task-based approach also turns the user persona exercise into an evergreen activity, refining them based on real research versus at the beginning of a project.

Our user persona will be completing the task of managing accounts.

Prompt

Create a user persona for a Sales Business Development Representative using a customer relationship management application, specifically managing accounts. Frame the user persona with goals, motivations, and behaviors. Include attitudinal information like pain points and background information. Do not include demographic information about this user persona.

Trust and Assess

Asking user research questions to assess a user persona ensures it accurately reflects real users. This is crucial for user personas because they must match someone in reality. This assessment process roots the user persona in actual data, making it a reliable tool for design decisions.

Skipping this step risks creating a user persona based on biases or guesswork, which can lead to misaligned solutions. In short, user research is the compass that keeps our user personas — and our designs — true to the real user experience.

We can easily do this with AI by adding to the prompt to ask user research questions, as we discussed in the last article.

Prompt

Create a user persona for a Sales Business Development Representative using a customer relationship management application, specifically managing accounts. Frame the user persona with goals, motivations, and behaviors. Include attitudinal information like pain points and background information. Do not include demographic information about this user persona. Generate user research questions that would validate this user persona as correct.

Prompt Results

- **ChatGPT:** [Prompt Results](#)

Resources

- **CustomGPT:** [uxGPT User Personas](#)
- **Template:** [User Persona Template](#)

User Journeys

“What we find changes who we become.”

PETER MORVILLE

INFORMATION ARCHITECTURE PIONEER AND AUTHOR

Designers don't use user journeys very much because it's a larger feature, but when they do, the artifact is a wonderful tool for aligning stakeholders on the journey the user may go through.

User journeys reveal opportunities for improvement, showing us where people might stumble or get frustrated. They help teams align on a shared vision, ensuring everyone is working toward the same goal of making users' lives easier and more enjoyable.

Start with the Domain and User Persona

Creating a user journey is like planning a road trip. And for this we need two things: the domain and the user persona.

The domain is the map, showing the possible routes — the twists, turns, and potential pitfalls of your product. The user persona is the travel companion. It's the voice in the passenger seat, telling you their hopes, fears, and preferences for the journey.

Together, they're a powerful duo. The domain is there for you understand the landscape, while the persona helps you see it through someone else's eyes. It's the difference between mechanically following a GPS and truly empathizing with your fellow traveler. You need both to create a journey.

You're not just building a path; you're crafting an experience that resonates with real people in real situations.

So, let's start to build our user journey for a customer relationship management system.

Prompt

Create a user journey map for a business development representative using a customer relationship management system.

Add the Task

We have set the stage with the product and the user persona using the product. But often, a user can complete multiple actions within a product. To ensure we yield specific information about our user's experience on their journey, we want to be specific with what the user is coming to our product to accomplish.

To do this, we'll add the task to the prompt and in this example, it's managing accounts.

Prompt

Create a user journey map for a business development representative using a customer relationship management system to manage accounts.

Add the Feature and Format

Picture your road trip again, but this time with a high-powered telescope narrowing the focus of the trip. That's what adding more focus to the domain and user persona does for your user journey.

You can zoom in on the nitty-gritty details of your route — the hidden shortcuts, the scenic viewpoints, the potential traffic jams or wrong exits. Meanwhile, that deep conversation helps you truly understand your companion's quirks, touchpoints, actions, and feelings.

With this clarity, you're not just following a map; you're crafting the adventure. You'll know exactly when to take that scenic detour your friend will love or how to navigate a tricky interchange without stress.

Now, let's apply this to our user journey map. To better understand our user's preferences and experience, we want to zoom in on the touchpoints and smaller tasks they will complete to reach their goal of managing accounts. We want to know what actions they take and how they feel while taking them.

We'll include these features in our prompt and we'll also specify the format we prefer this list to appear: a table.

Prompt

Create a user journey map for a business development representative using a customer relationship management system to manage accounts. List in a table with tasks, touchpoints, actions, and feelings.

Add a Timeline

Now imagine you're on a tight schedule. Suddenly, time becomes crucial. Adding a time dimension to your user journey is like factoring in how long you can spend at each stop. It forces you to prioritize. Time adds urgency and context to your journey. It helps you understand if your travel companion (persona) is a leisurely sightseer or a destination-focused speedster. It reveals whether your route (domain) is a quick jaunt or a marathon trek.

By considering time, you ensure your journey is realistic and tests whether it is achievable. You're crafting an experience that fits into people's real lives, with all their time pressures and constraints.

Let's give it a spin and include a timeline of a week.

Prompt

Create a user journey map for a business development representative using a customer relationship management system to manage accounts over a week long period. List in a table with touchpoints, actions, and feelings.

Ask for Suggestions

To refine it more, I asked the AI Assistant to suggest improvements to the prompt, and it delivered a great one — incorporating tasks.

By incorporating more specific tasks that ladder up to “managing accounts,” we can pinpoint specific interactions that users may engage in. This can lead to more understanding of the experience, as it highlights exactly where users may encounter difficulties or inefficiencies.

However, there are cons. Focusing too heavily on tasks can lead to a

fragmented view of the user journey, where the overall experience is lost in the minutiae of individual actions. This can make it challenging to see the bigger picture and understand how tasks interconnect to form a seamless user experience.

Detailing every task can also be time-consuming, overwhelming others with too much information, leading to potential confusion or frustration if not managed properly.

Balancing the depth of the journey is something to watch for in the journey.

Let's modify our previous prompt to replace the general task of "managing accounts" with more specific tasks like: logging interactions, setting reminders, and others.

Prompt

Create a user journey for a business development representative managing accounts using a customer relationship management system. The journey should include touchpoints, actions, and feelings at each stage. Use the following table format and include specific tasks such as logging interactions, setting reminders, updating account information, and tracking sales progress.

Prompt Results

- **ChatGPT:** [User Journeys](#)

Resources

- **CustomGPT:** [uxGPT User Journeys](#)

Problem Statements

“To find ideas, find problems. To find problems, talk to people.”

JULIE ZHOU

CO-FOUNDER OF SUNDIAL AND FORMER VICE PRESIDENT
OF DESIGN AT FACEBOOK

The problem statement: the unsung hero of user experience and product management. Many jump straight to solutions, but understanding the problem first is crucial. It guides the process, focusing on real issues rather than assumptions, ideally backed by data and research.

This approach prevents scope creep and keeps solutions relevant. It boosts product success by aligning the right problems effectively.

AI Assistants excel at generating multiple problem statements, offering options that reveal nuances teams might miss. It's a fantastic brainstorming tool that can save hours of time.

Ready to see it in action? Let's dive in.

Start with the Domain

This process begins by examining the broader system within which the problem exists by approaching it from a high level. This creates a holistic understanding of the context and interdependencies, helps to reveal overall patterns, and pinpoints where the problems could be starting from at the very top.

With this approach, our problem statements are grounded in a thorough understanding of the context, leading to more effective and sustainable solutions.

In particular, this approach is incredibly effective if you're starting an application from scratch. You might have one idea where you should start, but if the AI Assistant spotlights something else, it may give you a different perspective on your initial problem statement.

In our prompt, we're going to cast a wide net by asking for 10 problem statements related to our domain. Just like previous chapters, this example's domain is customer relationship management.

Note, I'm also outlining the specific phrasing, or format, I want my problem statements to appear: the "how might we" format.

Prompt

Write 10 problem statements for a customer relationship management system in "how might we" format.

Add User Personas

Incorporating user personas into problem statements can significantly enhance focus and help to humanize the problem, making it easier for teams to empathize with the end users and the problem being solved for them. Adding user personas can help align

the team's efforts by providing a common understanding of who the target users are, thus fostering collaboration and consistency.

However, an overreliance on user personas might limit creativity, as teams may become too focused on predefined user characteristics and miss out on innovative opportunities.

Let's add the persona of "business development representative" and see what we come up with.

Prompt

Write 10 problem statements for business development representatives using a customer relationship management system in "how might we" format.

Add Features

When I work with my teams to write problem statements, I include the feature to get started quicker. That way, we can zero in on precise aspects that require attention, leading to more targeted and actionable problem-solving.

The other reality is that most problems aren't solved in a vacuum, but rather they are related to improving an existing solution you have or a similar solution in other systems. So, suggesting something that already exists doesn't bother me when exploring problem statements.

However, there are cons. Focusing too narrowly might cause teams to overlook other opportunities, resulting in solutions that are too isolated or too specific to the feature at hand.

That shouldn't stop us from trying, so let's give it a spin. We'll add the feature of account management in our prompt.

Prompt

Write 10 problem statements for business development representatives using a customer relationship management system for account management in “how might we” format.

Add Outcomes

I like to add outcomes because they give a clear vision of the impact of addressing the problems. It aids in prioritization, so the most impactful problems are tackled first. Additionally, it provides a metric for success, making it easier to evaluate the effectiveness of the implemented solutions.

However, the same warning applies: overemphasis on outcomes might also limit creativity. Teams may focus solely on achieving declared results rather than exploring innovative solutions that might have even greater impact.

Despite these challenges, the benefits of adding outcomes to problem statements, such as clarity, motivation, and strategic alignment, often outweigh the drawbacks. Let’s try it out and see what we get.

Prompt

Write 10 problem statements for business development representatives using a customer relationship management system for account management with predicted outcomes in “how might we” format.

Improving the Prompt

Want to explore even more? Try improving the prompt by asking the AI Assistant to do it.

A good number of the prompts I tried returned a better, more detailed prompt. It's worth a try because it offers a fresh perspective, fine-tunes details, and adds clarity to the final result.

You can suggest specific improvements too, like adding a time frame, asking for more context, or removing certain words like ensure or however — that's my go-to edit.

It's like having a brainstorming tool that never runs out of ideas. I encourage trying it out.

Prompt

How would you improve this prompt? Write 10 problem statements for business development representatives using a customer relationship management system for account management with predicted outcomes in "how might we" format.

Prompt Results

- **ChatGPT:** [Problem Statements](#)

Resources

- **CustomGPT:** [uxGPT Problem Statements](#)
- **Template:** [Problem Statements](#)

User Stories

“A problem well stated is a problem half solved.”

CHARLES KETTERING

INVENTED ELECTRIC STARTERS FOR AUTOMOBILES

One of the best ways to speed up the ideation process is by using AI Assistants to create user stories. You can quickly iterate and refine your stories by leveraging the AI's ability to understand context and provide structured outputs. The work that might take weeks to draft can be created in minutes with a single prompt.

Here is a refresher on epics and user stories:

- **Epics:** A high-level overview of a significant chunk of work, outlining the primary objectives and scope. Contains multiple user stories.
- **User stories:** Specific functionality within an epic, complete with acceptance criteria that define successful outcomes.

I have used a spreadsheet to generate high-level user stories in the past ([found in my big pile of UX templates](#)), but AI Assistants can create the spreadsheet itself and follow up with more requirements as a bonus.

This approach works best for new features or features with highly specific needs, such as integrations. AI Assistants don't have the context of previous feature constraints, so it's better to write user stories for those features on your own.

How Detailed Should User Stories Be?

Some organizations go light, and some use them as full specifications. It depends on your organizational needs.

User stories should be detailed enough to clearly understand the requirements without over-specifying. They should include who the user is, what they want to accomplish, and why it's important. Focus on the user's goals and leave room for creative solutions during implementation.

AI Assistants tend to be verbose, so I suggest editing them for clarity. However, if you need more detail, AI Assistants are great for that. It's up to your organization to align on the appropriate level of detail.

Start with the Domain

A great way to start is with the system and the functionality you are seeking. We are selecting the account table in a customer relationship management platform as an example.

For the first draft, I'll create an exportable table of high-level user stories that I can share with others. The goal of this is to give just a general idea without all the details. Because of this, I'm explicitly omitting the acceptance criteria as a starting point. By omitting this, we keep other stakeholders' focus on the right details at the start.

Prompt

Write the high-level epic and user stories for an account table in a customer relationship management platform. Omit the acceptance criteria. Create the content as an exportable table.

Add Acceptance Criteria

Once you've reviewed the results of the previous prompt with your stakeholders and everyone agrees on it, we can then add the acceptance criteria. My organization uses the "As a user / I want / so I can / I'll know when it's done" format, a standard format for user stories. They do a great job of adding the acceptance criteria after that, so we'll create that prompt.

I have included an extended prompt with the persona generally included in the user story. "As a user" examples are generally frowned upon because you want to know specifically who's using the feature, so this includes Sales Leaders as the user.

Sales Leader Prompt

Create the epic and user stories for an account table in a customer relationship management platform with sales leaders as the persona. Write this in the "As a user / I want / so I can / I'll know when it's done" format. Include acceptance criteria in user stories as a separate list. Never use "user-friendly" or "intuitive" in the user stories. Include example measurable outcomes for the epic.

Add the Feature

Adding the solution when describing user stories can be helpful. This can significantly enhance their clarity and effectiveness. User stories become more tangible and actionable when they are feature specific, giving the development team a clear direction of what the context is so they understand what they are building. This approach helps bridge the gap between the problem and the implementation, making it easier for developers to understand the intended functionality and the steps required.

Additionally, some of these solution patterns exist in your application today, so you can include those details in the user stories.

Prompt

Create the epic and user stories for an account table in a customer relationship management platform. Write this in the "As a user / I want / so I can / I'll know when it's done" format. Include acceptance criteria in user stories as a separate list. The user should be able to search by keyword, select filters, sort columns, view a summary of a single record, and paginate through results. Never use "user-friendly" or "intuitive" in the user stories. Include example measurable outcomes for the epic.

Ask for Column Suggestions

After running the last prompt you may have asked yourself: but what about the actual columns that are displayed in the account table?

If you want the AI Assistant to suggest columns that should appear in the table, you might be surprised with a suggestion that you forgot to include. I've found it very effective to come up with a list that I would start with, and then add more detail that you need for your table.

Suggest Columns Prompt

Suggest fields for an account table in a customer relationship management platform as a comma-separated list.

Once you have a good list of columns that were suggested or you have created your own list, they can be included in the prompt for adding further detail to the user stories. AI Assistants can handle very extensive prompts because of its ability to process natural language.

I've seen very explicit prompts in my current environment — some of them are objects of beauty — so as you learn here, your prompts can be more precise.

Additional Structure Prompt

Create the epic and user stories for an account table in a customer relationship management platform. Write this in the "As a user / I want / so I can / I'll know when it's done" format. Include acceptance criteria in user stories as a separate list. Never use "user-friendly" or "intuitive" in the user stories. Include example measurable outcomes for the epic. Include the following columns in the Create Account, Edit Account, and View Account user stories: Account ID, Account Name, Account Type, Industry, Annual Revenue, Number of Employees, Website, Phone Number, Email Address, Billing Address Street, Billing Address City, Billing Address State, Billing Address Postal Code, Billing Address Country, Shipping Address Street, Shipping Address City, Shipping Address State, Shipping Address Postal Code, Shipping Address Country, Primary Contact First Name, Primary Contact Last Name, Primary Contact Title, Primary Contact Phone Number, Primary Contact Email Address, Account Status, Date Created, Last Modified Date, Account Owner, Notes, Interaction History, Tags/Keywords.

Final Prompt

- **ChatGPT:** [User Stories](#)

Resources

- **CustomGPT:** [uxGPT User Stories](#)
- **Template:** [User Story Template](#)

Aspirational Press Releases

“If the press release is hard to write, then the product is probably going to suck. Keep working at it until the outline for each paragraph flows.”

IAN MCALLISTER

FOUNDER AND CEO OF AIRLOOM AI

One of my favorite activities within the product ideation framework is crafting an aspirational press release, a process first popularized by Amazon as part of its ideation process. I think it's a great starting point because it not only establishes a baseline but also allows people to explore.

The aspirational press release helps define a product vision by forcing a concrete, future-oriented perspective. By envisioning a product as if it already exists, teams can dream beyond current limitations and imagine its potential. This exercise encourages discussion about the product's core features, benefits, and target audience, aligning on a compelling narrative.

The press release format naturally emphasizes the most impactful aspects of the product, helping prioritize key outcomes. It also prompts consideration of how the product fits into the broader market context and addresses real user needs.

Creating this aspirational press release doesn't have to be as time-consuming as you might think; doing so with AI Assistants takes minutes and gives you a draft to start the collaborative process. They don't have to be long — just enough of an expression so the team understands what an aspirational end goal is.

Start with the Domain

Starting with the domain grounds the vision in a familiar context. This approach immediately establishes relevance and triggers associations in the minds of stakeholders.

The domain provides a framework for understanding existing pain points and opportunities, allowing the press release to highlight how the new product addresses these in innovative ways. It also helps in setting realistic expectations while still pushing boundaries, as the constraints and norms of the domain are implicitly acknowledged.

Prompt

Create an aspirational press release for releasing a customer relationship management system.

Add the Format

We want to make sure that our aspirational press release covers everything we would want, including: why our product is impactful, the problem it solves, and how it will solve it.

Here's a typical press release structure:

- **Title:** An attention-grabbing title that clearly communicates what your feature is to your target audience.
- **One-Line Hook:** A single, impactful sentence that identifies your ideal customer and highlights the key benefit they'll receive.

- **Executive Summary:** An overview that encapsulates your feature's essence and primary advantage.
- **The Problem:** The challenge or issue that the feature addresses.
- **The Solution:** The solution to the aforementioned problem.
- **Onboarding Process:** An outline of the simplicity of adopting or implementing your product.
- **Organizational Perspective:** A brief, powerful statement from a key figure in your organization.
- **Testimonials:** A hypothetical user describes their positive experience with your product.
- **Next Steps:** A summary that guides readers on how to proceed.

We'll add that into our prompt now.

Prompt

Create an aspirational press release for releasing a customer relationship management system. The format should be title, one-line hook, executive summary, the problem, the solution, onboarding, organizational perspective, testimonials, and next steps.

Add the Feature

That prompt's results were good, but it seemed a bit too broad. We need to narrow it down.

We can do this by adding a feature to the domain to provide the concrete focal point needed to give more focus. This creates a clear before-and-after scenario, highlighting the feature's impact, and it is easier to communicate its value proposition and potential benefits.

This helps illustrate how the feature addresses particular pain points or creates new opportunities within the domain. It also allows for a more targeted and realistic vision, as the feature's interactions with existing systems and processes can be more easily imagined.

This method helps differentiate the product from competitors, showcasing a unique selling point that sets it apart in the market.

The feature we'll add to the prompt is: account management.

Prompt

Create an aspirational press release for account management within a customer relationship management system. The format should be title, one-line hook, executive summary, the problem, the solution, onboarding, organizational perspective, testimonials, and next steps.

Add Persona

It still seems a bit empty — let's add a user persona to the press release to personalize it.

Adding a user persona in an aspirational press release brings the product vision to life by humanizing its impact. By showcasing how a specific user interacts with the feature, it provides concrete examples of the value in real-world scenarios that the previous prompts usually leave out.

This method helps illustrate the product's benefits from the user's perspective, making the vision more compelling and memorable. It also forces the team to consider user needs, preferences, and pain points more deeply, ensuring the product truly addresses market demands.

The persona makes the technical feel real, helping to build excitement and buy-in from various stakeholders.

The persona we'll add to this prompt is: business development representatives.

Prompt

Create an aspirational press release for account management tailored to business development representatives within a customer relationship management system. The format should be title, one-line hook, executive summary, the problem, the solution, onboarding, organizational perspective, testimonials, and next steps.

Other Prompt Tips

- Upload user stories or product development requirements to give the team more context.
- Include [Company Name] as the company mentioned in the press release.

Prompt Results

- **ChatGPT:** [Aspirational Press Releases](#)

Resources

- **CustomGPT:** [Aspirational Press Releases](#)

Analogous Inspiration

“Accidents often produce the best solutions. Only you can recognize the difference between an accident and your original intent.”

JENNIFER MORLA

AMERICAN GRAPHIC DESIGNER

Many designers work in domains where good design is not as prevalent as you might think, so we have to look elsewhere for inspiration. Analogous inspiration is one of the research methods I love best.

It's a very divergent activity that allows teams to explore and is a perfect activity for AI Assistants — brainstorming new ideas quickly.

By examining how different domains solve similar problems, one can discover unique approaches and strategies that can be adapted to their own context. This cross-pollination of ideas encourages out-of-the-box thinking and helps to break away from conventional solutions that might be limiting progress.

Additionally, analogous inspiration often brings fresh perspectives and insights, which can lead to breakthroughs and improvements

that would not have been possible within the confines of one's own field.

AI Assistants are great for giving you a list to start with. Since the application has indexed content from thousands of domains, it can draw similar analogies that are useful for this exercise.

Start with the Domain

I like starting as wide as possible on analogous inspiration because I want to keep a very open mind. This fosters a broader perspective when you draw inspiration from diverse fields, leading to more creative and unique solutions. It also helps in identifying patterns that might not be apparent within the narrow scope of your specific domain.

It also reduces the risk of producing derivative work, ensuring that your solutions are fresh and original. By exploring a wide array of inspirations, you build a rich repository of ideas that can be synthesized and adapted to create groundbreaking innovations.

Now we can start with a big prompt, and we'll continue to use the Customer Relationship Management example.

Prompt

List twenty applications that are in domains adjacent to customer relationship management in a table.

Add Context

Adding context, like user personas and tasks, to analogous inspiration is essential because it grounds abstract ideas in practical, user-centered realities. User personas represent your target audience, illustrating their goals, needs, and behaviors.

Integrating these personas ensures that your ideas are applicable to the people you're designing for. You can translate contextual inspirations into actionable insights tailored to your audience.

Tasks provide a concrete framework for how users interact with your product. You can see how innovative concepts from different fields can enhance or streamline user experiences. This method bridges the gap between inspiration and implementation, making sure that creative ideas are not just interesting but also functional and effective in real-world scenarios.

This transforms inspiration into a strategic tool, driving solutions that are both imaginative and focused on a similar task at hand.

We'll add some general personas here and let the AI Assistant come up with the tasks. Note, we'll also include our preferred table format here.

Prompt

List twenty applications that are in domains adjacent to customer relationship management with personas similar to sales managers or business development representatives and their tasks in a table.

Add Feature

Adding the feature ensures that the inspiration is directly relevant and actionable. This approach maximizes the efficiency of your inspiration process, allowing you to focus on ideas that can be considered for your design.

Also, including this helps in communicating your ideas and the related mental models more effectively to stakeholders. It illustrates how specific inspirations help solve the design challenges you are

addressing. I wouldn't go much further than adding this feature in order to keep an open mind, so I usually stop here in this divergent task.

Let's go down to the feature level in the prompt by adding "managing accounts."

Prompt

List twenty applications that are in domains adjacent to customer relationship management and managing accounts with personas similar to sales managers or business development representatives and their tasks in a table.

Prompt Results

- **ChatGPT:** [Analogous Inspiration](#)

Resources

- **CustomGPT:** [uxGPT Analogous Inspiration](#)

Sitemaps

“Users need to be able to find content before they can use it — findability precedes usability.”

LOUIS ROSENFELD

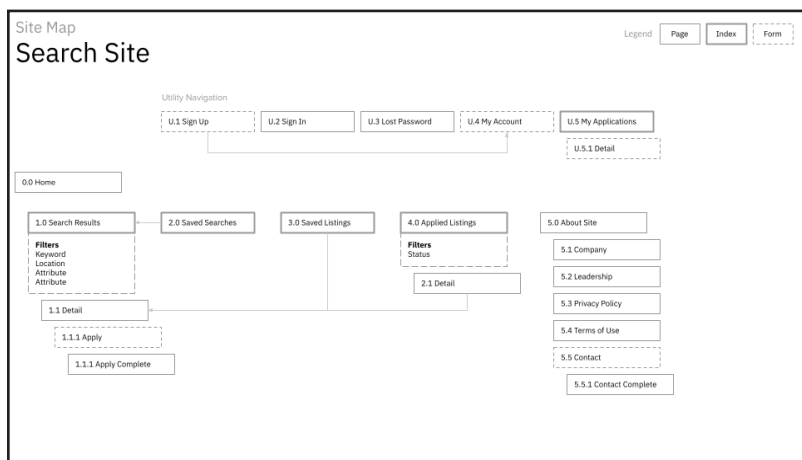
PRINCIPAL, ROSENFELD MEDIA

I miss sitemaps. No one really does them anymore, which sounds like something Yogi Berra would say. You might think sitemaps are old school, but for truly knowledgeable and experienced designers, they're a secret weapon, especially for us information architects. Sitemaps give you a bird's-eye view of the entire project.

I like them because they're like having a map before a road trip; you can see where everything is and plan your journey without missing any important stops.

They also help keep everyone on the same page — literally. When you're working with developers, stakeholders, and content creators, having a clear sitemap means fewer misunderstandings and smoother communication. It's all about creating a shared vision

where everyone can see the same patterns, and they're wonderful alignment tools if everyone understands the format.



An example sitemap I used during my General Assembly teaching days.

Start with the Domain

Starting with a simple prompt is a solid way to kick off the process because it sets a clear, focused goal from the start. It's broad enough to give you creative freedom but specific enough to keep you on track and give you an idea of how other products are structured because very few systems are original today.

This kind of prompt encourages a high-level approach, allowing you to dive into the details and think about the user experience. It's a great starting point that balances high-level planning with the need to consider specific user actions and page types in future prompts.

Prompt

Create a sitemap for a customer relationship management system.

Add Formatting

That first prompt was a good start, but now we want to add more structure. Asking for a numbered list sets up a logical, easy-to-follow format that can also act like a checklist. Additionally, it's helpful to include actions like "creating" (labeling these as "new"), deleting, updating, and viewing. These are fundamental interactions users will need when managing their information and map well to how databases handle data.

The focus on multiple levels of detail means nothing gets overlooked, making it perfect for a thorough and user-friendly sitemap.

Prompt

Create a sitemap as a numbered list for a customer relationship management system that is multiple levels deep in detail. Include the actions of creating (labeled as new), deleting, updating, and viewing.

Add Categorization

Now let's add more detail to help categorize the content.

I recommend labeling page types as list, detail, form, report, and confirmation modals to help categorize the content. This makes it easier to visualize the user journey and design accordingly, and it gives structure to system-wide patterns that we can reuse. This is helpful not only when talking to developers but also when thinking about what components to use from the design system.

Additionally, suggesting page titles not only aids in clarity but also provides a head start in the wireframing process, ensuring consistency in how we name elements within the system.

Prompt

Create a sitemap as a numbered list for a customer relationship management system that is multiple levels deep in detail. Include the actions of creating (labeled as new), deleting, updating, and viewing. Label the page types as a list page, a detail page, a form page, a report page, and a confirmation modal, the last specifically for deleting. Suggest page titles for each.

Add Features

Now we can go all out including the following features:

- **Roles and Responsibilities:** Specifying different user roles such as administrator, manager, and user, along with their respective permissions, ensures that the system is built with security in mind. Attaching them to the site gives even more context.
- **Integrations:** This connects systems with third-party applications like email, calendar, and social media ensure seamless connectivity, which is a must for modern, efficient workflows in business-to-business systems. I would include this kind of system in the prompt.
- **Alerts and Notifications:** These actions ensure that users remain aware of critical events, enhancing the system's responsiveness and user engagement, and should be considered in the information architecture.

Overall, this prompt sets a solid foundation that most designers don't consider when designing the sitemap. It covers functionality, security, and usability aspects, which are vital for creating a well-rounded, user-centric application. This is about as detailed as a checklist as you're going to need when getting started.

It may seem long and overly detailed, but try it — it's fun.

Prompt

Create a sitemap as a numbered list for every element of a customer relationship management system that is multiple levels deep in detail. Include the actions of creating (labeled as new), deleting, updating, and viewing. Label the page types as a list page, a detail page, a form page, a report page, and a confirmation modal, the last specifically for deleting. Suggest page titles for each. Specify different user roles (e.g., administrator, manager, user) and their permissions for each action and page type. Include pages for integrations with third-party applications (e.g., email, calendar, social media) and specify any dashboard or analytics views required. Highlight any required notifications or alerts related to actions.

Prompt Results

- **ChatGPT:** [Sitemaps](#)

Resources

- **CustomGPT:** [uxGPT Sitemaps](#)

Wireframe Patterns

“The design process is about designing and prototyping and making. When you separate those, I think the final result suffers.”

JONATHAN IVE

FORMER CHIEF DESIGN OFFICER AT APPLE

In user experience, we don't work with many patterns — sometimes we combine them on the same page — and that's actually an advantage when designing interfaces. If you break that out into those objects, then you can design fast.

- **A list or table page:** A collection of items displayed in a structured format. This pattern is used for browsing, searching, and selecting items.
- **A detail page:** Zooms in on a single item from a list, providing comprehensive information about that item.
- **A form page:** Designed for input, enabling users to provide information or make selections. Forms are integral for collecting user data and facilitating interactions.
- **A confirmation modal:** A speed bump so the user knows what action they are taking.

Some other elements that may come to mind include list objects, detail objects, form objects, modals, etc — but for the basics, this is about it.

That makes it perfect for creating draft specifications with AI Assistants.

All four are very predictable patterns that we can generate any data or user stories against, even as a combined prompt. All you really need to do is figure out what data points you need to display—you can even use an AI Assistant to propose that — and then you're good to go.

Let's get started.

Wireframes for List and Table Pages

Table pages are the bread and butter of most applications because they efficiently present large datasets in a structured format. They enable users to quickly scan, sort, and filter information, enhancing data comprehension and analysis.

Table pages also facilitate data management tasks like editing, deleting, or adding entries, making them essential for organizing and interacting with complex information within an application's interface.

Common List and Table Features

- **Keyword search:** This feature allows users to find specific items by typing relevant words or phrases.
- **Filters:** Filters help users narrow down a list of items based on specific criteria to refine their search.
- **Columns:** Columns organize data into vertical sections, making it easier to scan and compare different attributes, expecting users to read and analyze information in a structured layout. Some of them are hyperlinked to go to another page, usually a detail page.

- **Rows:** Rows show data horizontally to display individual records or items. Additionally, they enable actions to be taken on an item.

Other List and Table Features

- **Addresses:** United States street addresses should include a city, state, and ZIP code.
- **Dates:** Should be formatted as YYYY-MM-DD.
- **Phone numbers:** Should be formatted as (000) 000-0000.
- **Currency:** Should be formatted in U.S. currency format.

Table Prompt

Create a table with 10 rows for a customer relationship management system with business development representatives as the user persona. List accounts as the use case. Suggest fields and include long-form addresses and expiration dates as fields. Include fake data that is realistic and ethnically diverse by U.S. standards. Return in table format. List possible filters in table format. List possible keyword search elements in table format. List possible sort elements (ascending, descending) with default sort selected in table format. List possible keyword search elements in table format. Add other functions like adding records, deleting records, managing columns, managing filters, and pagination (25, 50, and 100 rows) as requirements.

Add User Story Prompt

Write this after running the above prompt.

Create from the previous answer: user stories for this table in “as a,” “I want to,” “so that I can,” “I’ll know this is done when” format as a list; include all validation as acceptance criteria.

Add Code Prompt

Write this after running the above prompts.

Create from the previous answers: accessible HTML that displays this table. Hyperlink the first column.

Wireframes for Detail Pages and Panels

Detail pages provide information about a specific record so the user can understand the entire context. They offer in-depth views of data, allowing users to examine, edit, or interact with individual entries.

They are either a full page or an overlay panel on a table page.

Common Detail Features

- **Keyword search:** This feature allows users to find specific items by typing relevant words or phrases.
- **Filters:** Filters help users narrow down a list of items based on specific criteria to refine their search.
- **Columns:** They organize data into vertical sections, making it easier to scan and compare different attributes, expecting users to read and analyze information in a structured layout. Some of them are hyperlinked to go to another page, usually a detail page.
- **Rows:** Rows show data horizontally to display individual records or items. Additionally, they enable actions to be taken on an item.

Other Detail Features

- **Addresses:** United States street addresses should include a city, state, and ZIP code.
- **Dates:** Should be formatted as YYYY-MM-DD.
- **Phone numbers:** Should be formatted as (000) 000-0000.

- **Currency:** Should be formatted in U.S. currency format.

Detail Prompt

Create a list of 50 fields organized in five categories for a custom relationship management system with business development representatives as the user persona. List accounts as the use case. Suggest fields and include long-form addresses and expiration dates as a field in proper data format. Include fake data that is realistic and ethnically diverse by U.S. standards. Return in table format.

Add User Story Prompt

Write this after the above prompt.

Create from the previous answer: user stories for this in “as a,” “I want to,” “so that I can,” “I’ll know this is done when” format as a list; include all validation as acceptance criteria.

Add Code Prompt

Write this after the above prompts.

Create from the previous answers: accessible HTML that displays the form; JavaScript that validates data entered by the user, including the validity of all data types.

Wireframes for Form Pages and Panels

Form pages are vital in applications as they allow users to input data. They implement validation rules, guide users through complex processes, and capture essential information.

They are either a full page, a modal, or an overlay panel in a table page.

Common Form Features

- **Form title:** The form title is a descriptive heading that identifies the purpose or content of a form and its fields.
- **Form fields with descriptions:** Fields and descriptions are the form inputs that include explanatory text beneath or alongside each field. This helps users understand what information is required and how to fill out the form correctly, improving usability and reducing errors. Not all fields need descriptions.
- **Form field constraints and error messages:** The field constraints ensure valid input for form fields, like requiring specific formats or value ranges; one of the best examples is date format. Error messages appear when users violate these rules, guiding them to correct their input.
- **Form field types:** Form field types define input formats in web forms. Common types include text, text area, password, email, number, checkbox, radio, date, file, and select. They determine data validation, user interaction, and the visual presentation of form elements.

Other Form Features

Other suggestions I would make are adding fields that might be missed in the first suggestion.

- **Addresses:** United States street addresses should include a city, state, and ZIP code.
- **Dates:** Should be formatted as YYYY-MM-DD.
- **Phone numbers:** Should be formatted as (000) 000-0000.
- **Currency:** Should be formatted in U.S. currency format.
- **States, provinces, and countries:** Should be listed as dropdowns.

Form Prompt

Create a form for a customer relationship management system with business development representatives as the user persona. Account management as the use case and with the tasks of entering a new account or updating an account. Suggest fields and include long-form addresses with states and countries as a suggestion. The field name in normal format, field label, field description, placeholder label, field form element, data type, required as yes or no, field minimum length, field maximum length, realistic fake data, and possible error messages in comma-separated format, with each error message in quotes. Return the result in table format.

Add User Story Prompt

Write this after the above prompt.

Create from the previous answer: user stories for this in “as a,” “I want to,” “so that I can,” “I’ll know this is done when” format as a list; include all validation as acceptance criteria.

Add HTML Prompt

Write this after the above prompt.

Create from the previous answers: accessible HTML that displays the form; JavaScript that validates data entered by the user, including the validity of all data types. Include: email validation; phone number conversion to (000) 000-0000 format; date conversion to YYYY-MM-DD format; all state and province values as a single dropdown, U.S. listed first; and country values as dropdown.

Wireframes for Confirmation Modals

Confirmation modals prevent accidental actions by prompting users to verify their intent before executing important or irreversible operations. They are typically used for actions on a table page or a detail page.

Common Confirmation Modal Features

- **Title:** Describes the action that will be taken, usually in verb/noun format.
- **Copy:** Establishes the consequences of an action in an affirmative tone, helping prevent unintended actions.
- **Calls to action:** This clarifies the user's choices and guides them toward making informed decisions efficiently.

Modal Prompt

Create a confirmation modal for deleting an account. Create a title in verb/noun format, include a message about the action that is affirmative about the outcome (i.e., without a question), and add appropriate calls to action that are a single word as a verb. The primary action should be last and include language from the title.

Add User Story Prompt

Write this after the above prompt.

Create from the previous answer: user stories for this in “as a,” “I want to,” “so that I can,” “I’ll know this is done when” format as a list; include all validation as acceptance criteria.

Add Code Prompt

Write this after the above prompts.

Create from the previous answers: HTML that displays the confirmation modal, including copy.

Prompt Results

- **ChatGPT:** [Wireframe Patterns Tables](#)
- **ChatGPT:** [Wireframe Patterns Details](#)
- **ChatGPT:** [Wireframe Patterns Forms](#)
- **ChatGPT:** [Wireframe Patterns Modals](#)

Resources

- **CustomGPT:** [uxGPT Wireframe Patterns](#)

Realistic Data

“Lorem Ipsum can finally die.”

LUKE WROBLEWSKI

MANAGING DIRECTOR, HEAD OF PRODUCT

Fake data — the bane of user experience designers’ existence. Creating this data is time-consuming and requires significant imagination and testing of different content. I have spent countless hours refining this content repeatedly to ensure the wireframes are representative of what the application would display.

While tools like Bob Ross Ipsum and the NSFW Samuel L. Jackson Ipsum are available, I prefer to simulate the real experience as closely as possible, and AI Assistants accelerate this process.

Representative data is critically important for several reasons:

- **It serves as a placeholder that mimics real-world content.** This helps visualize how the interface will function and behave with actual data. As it simulates how users interact with the product, we can assess usability and functionality more realistically.

- **Realistic placeholder data identifies potential design flaws early.** By integrating representative content, we can better understand how different data types and volumes will affect the layout. This enables us to test edge cases and ensure the interface remains intuitive and efficient across various scenarios.
- **Presenting wireframes with realistic data facilitates more meaningful discussions and decisions during design reviews.** It shifts the focus from hypothetical situations to concrete examples, prompting productive dialogues about content priorities, information hierarchy, and interaction patterns.

With AI Assistants, you can save hours and create more realistic content.

You can start with a prompt and refine it quickly, ensuring that addresses and phone numbers match correctly with the right metropolitan areas.

Start with the Domain

I would start with the following sentence: “Generate a table of realistic fake data with 25 rows for a (topic) application.” It’s a great way to begin because your AI Assistant will give you a table of information that it believes is appropriate for the topic you select and suggest fields.

The fields don’t have to be perfect, but they give you a baseline to start. I always include “realistic fake data” as part of the prompt because it generates better results.

Example Topics

- Tasks
- User Profiles
- Products

- Events
- Projects
- Settings

Prompt

Generate a table of realistic fake data with 25 rows for a customer relationship management application.

Add Columns

Once you get the result you want from the initial table, you can review it with your stakeholders to see if you have the right columns. If you don't, adding them to the prompt is easy. I'll list the columns and add them below.

Prompt

Generate a table of realistic fake data with 25 rows for a customer relationship management application with the following columns: Customer ID, Name, Email Address, Phone, Company, Address, Industry, Revenue, First Contacted, Last Contacted, and Next Follow-Up.

Add Formatting

Now, let's refine the format.

Fake data in the proper format is crucial because it accurately reflects user behaviors and needs, aligning closely with real-world scenarios. It also gives engineers the proper context for formatting the data.

AI Assistants handle localization very well, with a few examples listed below.

Format Questions

- What are address formats from around the world?
- What are currency formats from around the world?
- What are phone number formats from around the world?
- What are time formats from around the world?
- What are company formats from around the world?

Formats

- US street address in standard format
- UK street address in standard format
- US phone number in standard format
- Date in YYYY-MM-DD format
- Revenue in 7-digit US format
- Revenue in 7-digit German format
- Revenue in 7-digit Russian format

Prompt

Generate a table of realistic fake data with 25 rows for a customer relationship management application with the following columns: Customer ID that's not sequential, Name, Email Address, Phone in US or EU format, Company, Industry, Revenue in 7-digit US, German, or Russian format with proper localization, First Contacted in YYYY-MM-DD format, Last Contacted in YYYY-MM-DD format, Next Follow-Up in YYYY-MM-DD format.

Export to Other Formats

You'll be able to copy and paste what you generated, but there is one other really nice feature of AI Assistants — you can export to other formats. Use the prompt below to do it. It really is that easy.

Prompt

Export this data to Excel, CSV, and JSON.

Prompt Results

- **ChatGPT:** [Realistic Data Resources](#)

Resources

- **CustomGPT:** [uxGPT Realistic Data](#)

Interface Content

“In order for error messages to be effective, people need to see them, understand them, and be able to act upon them easily.”

RACHEL KRAUSE

SENIOR USER EXPERIENCE SPECIALIST AT NIELSEN
NORMAN GROUP

Need interface content as a first draft? AI Assistants can create a pretty good first draft.

It excels at producing well-structured content and straightforward instructions, making complex processes or actions easy to follow.

Prompts also adapt to specific guidelines, such as using verb-noun formats or affirmative messages, so content aligns with principles that can often get lost when humans sit down at the keyboard.

I personally find it to be an invaluable tool for writing the first draft of interface copy. It helps get stakeholders aligned quickly. For this exercise, we'll focus on confirmation modals, step-by-step wizards, user onboarding tutorials, and tooltips to see how an AI Assistant performs.

Content for Step-by-Step Wizards or User Onboarding Tutorials

Now let's build the content for a wizard — another well-structured format that is easy to translate into an AI Assistant prompt with instructions.

- **Title:** Use a verb-noun format to convey purpose at a very high level.
- **Subtitle:** Provide an affirmative message for each step, guiding users with positive, straightforward instructions that tend to be longer than the title and should always describe what happens when the action is taken.
- **Numbered Steps:** Structure the process logically, helping users track their progress and reducing the chance of errors.

AI Assistants excel at creating wizards by generating clear, concise, and actionable steps.

Prompt

Create an onboarding process for uploading accounts in a multi-step format. Create a title in verb-noun format, and include a message about the action that is affirmative about the outcome, i.e., without a question.

Content for Confirmation Modals

Let's start with creating a confirmation modal. The modal structure is ideal for AI Assistants because it is well-structured, has clear constraints, and is predictable in its purpose — confirming an action.

A modal is a modal is a modal. Let's honor the structure that's been around for decades.

Here is a structure I've put together, and it works well:

- **Title:** Use a verb-noun format that is straightforward and action-oriented, quickly communicating the purpose of the modal.
- **Message:** Establish an affirmative statement about the outcome that clearly describes what happens when the action is taken and the consequences that follow.
- **Calls to Action:** Use single-word verbs for calls to action, like "Cancel" and "Delete," so they are easy to understand. Placing the primary action last is always the best approach for the user flow.

Try it below to see how it works.

Prompt

Create a confirmation modal for deleting an account. Create a title in verb-noun format. Include a message about the action that is affirmative about the outcome, i.e., without a question, and add appropriate calls to action that are single-word verbs. Place the primary action last, and include language from the title.

Content for Tooltips

Now, let's try a tooltip.

An AI Assistant is great at creating concise tooltips because it generates clear, focused instructions quickly. By understanding constraints on size, it ensures brevity while maintaining essential information.

This results in tooltips that are succinct and actionable, offering immediate assistance without overwhelming the user.

Prompt

Create a tooltip that explains the requirements for an account name.

Resources

- **CustomGPT:** [uxGPT Interface Content](#)

Email Content

“Content precedes design. Design in the absence of content is not design, it’s decoration.”

JEFFREY ZELDMAN

TALENT CHIEF CONTENT OFFICER AT AUTOMATIC

We’ve all had to write emails for new features. Even getting started is usually a time-consuming experience. It requires internal alignment on what the email should say from an intent perspective, matching it to the tone of previous system emails, and the usual editing pass to make sure it meets the needs of the users.

When you factor in that some organizations are still getting their hands around how to consistently write this kind of content from a strategy perspective — for example, who really has an inventory of what they have — this is a fairly acute need.

Now we have AI Assistants to the rescue so you can start with an initial draft.

You can slowly collect your emails and normalize the content by providing a structure that is consistent across all of your emails, and then move forward with a model of writing a first draft of future emails with AI Assistants. Many people I know are using it to edit

their own work emails, so what better use case than applying it to the emails in your system to accelerate ideation and standardization?

Start with a Structure

Suggesting a structure for emails is a good place to start because you can experiment with different approaches, balancing order of content, information density, tone, and call-to-action placement. I love this level of brainstorming because it gives everyone ideas about how to structure the content so you can compare and contrast different frameworks.

Here's an example structure that was returned when I first tried it for writing emails on systems I design for. I liked it because it was structured in an inverted pyramid, which is a framework that puts the most important content first.

- **Headline:** The system and feature name so the user has context about where the email is coming from and the benefit of reading the email.
- **Opening paragraph:** A brief summary of the feature's core benefit and relevance to the recipient.
- **Key functionalities:** Bullet points or short paragraphs for clarity about the feature's intent and outcomes.
- **Conclusion:** A clear call to action, with guidance on next steps, like accessing the feature, scheduling a demo, or exploring further resources.

However, everyone has their own preference — try it yourself by using the prompt to see what content frameworks you get. You can mix and match them for your needs.

Prompt

Suggest five different email frameworks for introducing a new feature for a customer relationship management system. Include the order of content.

Add the Domain and Feature

The reality is that you have to provide more context to return examples that are specific enough, and this is also the case here. I would start with the domain and feature for immediate context. This orients the reader, establishing the email's purpose and importance to their business.

An AI Assistant will be able to draft content that addresses specific needs or pain points within the industry, demonstrating an understanding of the recipient's domain. It's really "this is what you get" and "so what" content that any email needs to respect the reader's time.

Prompt

Create an email for introducing account management for a customer relationship management system. Structure the email with the name of the system, a headline that includes the company name, the key value proposition, a paragraph that summarizes the key value proposition, a list of benefits, and calls to action.

Add Links to Relevant Content

Including relevant links to onboarding content and knowledge base articles is a great way to increase the likelihood of user engagement

and adoption. In the emails I create for the systems I work on, it's a necessary component.

These links provide immediate access to resources that help recipients understand and use the new feature effectively. I like this also because it encourages self-service learning, reducing the need for direct support and enabling users to explore at their own pace.

The prompt below allows placeholders for the links, but if you have them today, you can include them as a prompt. That's extra credit.

Prompt

Create an email for introducing account management for a customer relationship management system. Structure the email with the name of the system, a headline that includes the company name, the key value proposition, a paragraph that summarizes the key value proposition, a list of benefits, and calls to action. Include a link to the onboarding content, a link to the knowledge base, and a link to customer support.

Add Constraints

Let's tailor the email content by adding some constraints to format it closer to what we want. Implementing constraints, such as removing signature lines, is important because, through trial and error, I've learned that AI Assistants sometimes include too much information. This can be adjusted by adding technical settings to the prompt, but it's not perfect.

For example, while experimenting here, I learned that it would consistently add signature lines that weren't appropriate for the email intent. I would have to routinely add instructions to the prompt to exclude them from the content. This seems to be a necessary component for some prompts.

There are any number of constraints you can include, but for this example, let's add two that are relevant for these emails:

- Limiting the title length
- Removing the signature line

Prompt

Create an email for introducing account management for a customer relationship management system. Structure the email with the name of the system, a headline that includes the company name, the key value proposition, a paragraph that summarizes the key value proposition, a list of benefits, and calls to action. Include a link to the onboarding content, a link to the knowledge base, and a link to customer support. Limit the title to five words. Remove the signature line.

Add Tone

Now let's give it some of your company's brand flavor.

Incorporating the right tone sets the overall impression and can significantly influence how the message is received and acted upon.

It also helps to align communication with the company's brand voice and the expectations of the audience. The right tone can also create excitement about the new feature while maintaining a balance in how you speak to your audience. You can even go so far as segmenting the messages to certain user personas, and that will be included in the email.

Remember, this is something you can adjust through multivariate testing, so don't hesitate with different options.

Every audience is different, and getting the tone right is extremely

important. Depending on the open and read rates, you can determine what the right email message is, which makes it a lot of fun.

Let's give tone modifiers a try.

Casual and Conversational Prompt

Create an email for introducing account management for a customer relationship management system. Structure the email with the name of the system, a headline that includes the company name, the key value proposition, a paragraph that summarizes the key value proposition, a list of benefits, and calls to action. Include a link to the onboarding content, a link to the knowledge base, and a link to customer support. Do not include the signature line. The tone should be casual and conversational, matching sales business representative and sales manager personas.

Pressing and Immediate Prompt

Create an email for introducing account management for a customer relationship management system. Structure the email with the name of the system, a headline that includes the company name, the key value proposition, a paragraph that summarizes the key value proposition, a list of benefits, and calls to action. Include a link to the onboarding content, a link to the knowledge base, and a link to customer support. Do not include the signature line. The tone should be pressing and immediate, matching sales business representative and sales manager personas.

Other Tips

- Create multiple options by modifying the prompts to read like this: Create five emails.

- Learn what tone modifiers you can use by using this prompt: List 20 tone modifiers you can use with prompt content.
- Upload documents like past emails, brand guidelines, and personas to better train the prompt.

Prompt Results

- **ChatGPT:** [Email Content](#)

Resources

- **CustomGPT:** [uxGPT Email Content](#)

Usability Testing Plans

“Testing with one user early in the project is better than testing with 50 near the end.”

STEVE KRUG

AUTHOR OF DON'T MAKE ME THINK

Usability testing plans are crucial because they ensure that the product you're building meets its users' needs and expectations. It's like inspecting a house before anyone lives in it.

Having a detailed script and feedback collection table ensures you gather comprehensive and actionable insights. It also lays out clear objectives, defines user personas, and details specific tasks for users to complete that you can compare against other tests.

Think of it as a way to catch any issues before they ship. It helps you focus on the user experience, highlighting what works well and what doesn't, directly from the people who will be using it daily.

Let's get started.

Start with the Domain

Starting with a wide prompt is a solid approach because it gives you a broad foundation to build upon.

The main advantage is flexibility — you can explore different aspects before defining specific tasks and scenarios. It lets you think about all the potential areas to cover without getting too restricted initially.

The downside is that it can be overwhelming and unfocused. Narrowing down the details helps avoid ending up with a plan that misses key specifics, like the exact goals, targeted user actions, or detailed feedback methods. Leaving the feature out altogether is probably the biggest miss compared to how usability tests are normally run.

Starting wide allows you to brainstorm comprehensively before honing in on the essential elements, ensuring you don't overlook anything critical in your final, more detailed prompt. I think of it as a very iterative exercise, starting at the widest point possible.

Prompt

Create a usability testing plan for a customer relationship management system.

Add User Personas

This more focused prompt helps because it tailors the usability testing plan to the specific needs and behaviors of the user personas listed.

Concentrating on these user personas allows us to design tests that directly address their unique workflows and challenges. Understanding their goals and motivations also allows us to create

scenarios that mirror their real-world tasks, making the test more realistic and the feedback more valuable.

The pros of this focused approach are more relevant test scenarios, which means the feedback directly applies to improving the system for these key users. It also ensures that we're not wasting time testing features that aren't important to them.

However, a potential con is that this approach might overlook the needs of other user groups, leading to a product that excels for some users but falls short for others. To mitigate this, it's important to eventually broaden the testing to include other user personas once the core needs are addressed.

Prompt

Create a usability testing plan for a customer relationship management system. Use sales managers and business development representatives as user personas. Consider their goals, motivations, and behaviors.

Add Feature

Let's add the feature to the prompt to see how it works.

Doing this is a best practice for testing because you want focused tasks for the users who would actually use the system. It helps you zero in on the exact needs of the users that would be using the feature, ensuring the feature meets their goals.

One major pro is that it saves time and resources. Instead of testing the entire system, you concentrate on one crucial aspect, which can yield quicker and more meaningful insights. It also makes it easier to recruit participants since you're addressing their specific needs.

A con is that it might miss out on other important areas of the system that also need testing. Additionally, focusing too narrowly might lead to overlooking how different features interact with each other, so it's something you have to play with. We'll include a second prompt, like contact management, because those two features interact with each other.

Prompt

Create a usability testing plan for a customer relationship management system. Use sales managers and business development representatives as user personas. Consider their goals, motivations, and behaviors. Target account and contact management as the use case.

Create a Feedback Template

Including a feedback template helps you outline goals, tasks, and user scenarios, making sure everyone on the team knows what's up. Additionally, if the template is easy to print out, you can have multiple members record feedback during the session, which is something I recommend.

It's a way to get away from the computer when watching users by writing down notes, old school.

Prompt

Create a usability testing plan for a customer relationship management system with sales managers and business development representatives as the user personas. Consider their goals, motivations, and behaviors. Target account management as the use case. Add a script for the testing. Add a table that would be useful in collecting feedback from the session with columns that list, in this order: Task, Pass, Fail, and Notes.

Prompt Results

- **ChatGPT:** [Usability Testing Plans](#)

ChatGPT Resources

- **CustomGPT:** [uxGPT Usability Testing Plans](#)

Usability Testing Questions

“The best products are born from a deep empathy with the people who use them.”

BILL BUXTON

PARTNER RESEARCHER AT MICROSOFT RESEARCH

How many of us have gone into usability testing sessions completely unprepared for what we were going to test or had participants struggle with unclear, ambiguous tasks?

All of us.

Now we can start from a better foundation with AI Assistants. Creating usability test scripts is one of the most effective ways I have used the application to get started. You can save time by quickly generating well-crafted scenarios and tasks without spending hours, leveraging AI's vast amount of training data.

Using the tool helps you craft testing scenarios that get to the heart of user interactions and pain points, all while saving you precious time.

Most of the teams I have managed shared these duties with product managers. This was always time-consuming and lacked alignment,

but now, not so much. You can craft this with them, collaborating on the prompts.

Here are tips for writing usability test scripts. Most of this is focused on B2B, but you can play with B2C if you change the focus.

Start with the Domain

Begin by declaring the domain you want to use for the usability test. I recommend starting with a specific category.

It's a good idea to set the context of your research so that you can refine it with deeper analysis and track your journey. To show the answer, you can specify any context, including the number of results or the display form.

Prompt

Create ten usability testing questions about customer relationship management systems.

Add Features

That returned an interesting list, but it wasn't very targeted, so you have to go one level deeper by focusing on a feature.

This focus allows you to dig deeper into the user's actual experiences and pain points. This will uncover detailed insights about what works well and what doesn't, which helps with prioritization and pattern matching on specific needs.

Let's focus on one goal for the feature set: managing multiple accounts. This is a really typical use case for customer relationship management.

Prompt

Create ten usability testing questions about managing multiple accounts using customer relationship management systems.

For extra credit, you can add the requirements and personas as additional resources. I did this on another feature where I included scenarios and user stories used to write the specifications, and the questions were much more targeted. You can try it yourself.

Extra Credit Prompt

Create ten usability testing questions about managing multiple accounts using customer relationship management systems. Use the included documents as a reference for specifications.

Add a User Persona

Now let's go to the next step: adding a user persona.

User personas ensure that your questions are targeted and relevant, uncovering insights that might be overlooked with a generic approach of looking at all users in the system.

By tailoring questions to specific user personas, you can gather more actionable feedback during user interviews because you're suggesting a specific role when using the application.

For the record, I'm calling them user *personas* intentionally because they don't take the place of talking to users; they just help formulate questions you may want to ask so you can refine them. You can upload a user persona from our list of users that we focus on. I won't cover this here, but it is something that you can play with at this point to inform your questions.

We'll add business development representatives for this example.

Prompt

Create ten usability testing questions about managing multiple accounts as a business development representative using customer relationship management systems.

Add Tasks

Focusing on specific user personas with a specific goal is even better because it ensures the insights gathered are deeply relevant to specific tasks the user may need to complete.

The more specific you get about what tasks you add, the more it helps narrow down the request. Honing in can uncover nuanced details that might otherwise be overlooked.

However, sometimes you don't want to get too specific because you want to explore. I like keeping it open myself because then it might catch something I missed, and it's a great way to learn how to craft better prompts.

We'll add a business development representative with the task of managing multiple accounts to generate qualified leads.

Prompt

Create ten usability testing questions about managing multiple accounts as a business development representative focusing on generating more qualified leads using customer relationship management systems.

Test the Questions

This doesn't replace users, but it gives a bit of a sniff test to see if the questions make sense. This is crucial because it helps ensure clarity and comprehensibility for participants. Providing context and detail makes the questions easier to understand and answer accurately.

I love these baselines because I can imagine what to expect during the test. It doesn't have to be the right answer; it has to be something that I can get a sense of where it's going to go.

This can reveal potential ambiguities, leading to improved question design.

Sample Questions Prompt

Create ten usability testing questions about managing multiple accounts as a business development representative focusing on generating more qualified leads using customer relationship management systems. Give three detailed examples of answers to each question.

To review the answers after the questions, use the following answers prompt right after the questions prompt. If you edit the draft questions, you also can paste them back in and ask for the answers using a different prompt.

Sample Answers Prompt

Create three sample answers about managing multiple accounts as a business development representative focusing on generating more qualified leads using customer relationship management systems from the entered content.

Test with a User

Now that you have your questions, do a dry run with someone in your organization to make any edits or clarifications, just like you would do with a set of questions you created.

This helps identify and resolve potential issues, leading to smooth execution during the actual test. This is always needed to confirm that all elements work as intended. This preparation improves the quality of feedback, leading to more valuable usability insights.

Final Results

- **ChatGPT:** [Usability Testing Questions](#)

Resources

- **CustomGPT:** [uxGPT Usability Testing Questions](#)

Conclusion

You now have the keys to the AI kingdom, and you're ready to embark on quite the adventure with a really fancy tool in your hands to use for many of your daily tasks. You will seem all-powerful.

But with great power comes great responsibility, and that's the case here.

What to Remember

AI Assistants Are Rough Around the Edges

GPTs are a new technology, and like any new technology, they're going to have flaws until they have a chance to iterate.

Like high-speed internet.

Like the iPhone.

Like the cloud.

Like everything else — forever.

If you have the mindset that “this technology is great, but it's flawed because they're still building it,” that's a much more acceptable mindset than “this technology will destroy the world.” The same was

said about many other advances — I'm sure there were howls when the Gutenberg press came out — but the genie is out of the bottle just like with those other advances.

Artificial intelligence is here to stay.

We have to learn not only how to cope, but how to thrive with it, and that excites me.

It Solves Only for What It Knows

You're touching on a crucial aspect of how GPTs work — one that often gets overlooked. GPTs, like you and me, are incredibly powerful in processing and generating text, but our knowledge is limited to what's publicly available or provided by users. When it comes to content that's behind paywalls, within private applications, or simply not published online, we can't access or replicate that information accurately.

This isn't a flaw in the system; it's a feature.

Systems can be designed to respect privacy and intellectual property. Organizations and individuals have the autonomy to decide what information remains private, ensuring that sensitive data isn't inadvertently accessed or exposed. In a world where data security is paramount, this level of control is essential.

It also places the responsibility back on users to critically assess the information they encounter. If something is private, such as a sitemap behind a login, GPTs won't be able to pull it out of thin air. Users will need to verify its accuracy themselves, emphasizing the importance of human judgment alongside AI tools.

This balance between AI capability and data privacy ensures that AI tools like GPTs remain ethical and respectful of boundaries.

Human in the Loop Always

Where I've landed on this is the phrase "trust and assess."

"Verify" carries the assumption that the information is correct. "Assess" is a better approach because you aren't assuming the information is correct — you're reviewing with an open mind.

As user experience and product management professionals, we should always be confident that the information we have is correct, but we should also go in with an open mind.

One of the best quotes about this is from Jonathan Korman during a conversation I had with him years ago. He called it the "five-step test." With the data you have, you need the confidence to present a solution on a whiteboard that you believe is a great solution that solves the problem. If you are presented with more data and, after assessment, need to adjust your solution, you should have the humility to do that.

The same goes for AI Assistants — it's what we have, but you need humility to change your assessment if proven differently. If you approach it like that, it gives you great power to be flexible in your approaches, no matter what.

Final Thoughts

Thank you for reading this far.

Taking this journey has been a wonderful experience, and I hope you feel the same. Remember that the information here is only as valuable as you make it.

[END]

About Patrick Neeman

Patrick Neeman is a recovering print designer that has over two decades of experience transforming digital experiences, starting with the first website he designed, the [Oliver North](#) home page in 1995. Known for his approachable style, Patrick has carved out a niche in the world of user experience as a straightforward truthsayer through his insightful teachings, practical methodologies, and a knack for making complex concepts accessible and understandable.

With a career in high-profile roles working in mostly enterprise environments including financial spend, human capital management and contract intelligence, Patrick is a Director of User Experience Design at [Workday](#), and has led user experience teams for over 15 years at [Evisort](#), [Knowable](#), [Icertis](#), [Apptio](#) and [Jobvite](#) and in roles ranging from Director to Vice President. His ability to blend user research, interaction design, and business strategy has consistently resulted in increased engagement, and the occasional successful exit for the business.

As a speaker and educator, he has taught countless designers through workshops, conferences, [General Assembly](#) courses, his [Twitter feed](#) and his popular blog, [Usability Counts](#). His ability for teaching and mentoring designers is evident in his methods to simplify user experience principles and provide easy to understand approaches

that designers can immediately apply to their projects, which was one of the driving factors for this book.

Patrick's expertise, combined with his approachable and humorous communication style, makes him a trusted voice in the UX field. Whether you're a seasoned designer or just starting your journey, Patrick's insights will help you navigate the complexities of user experience with confidence and creativity.

Acknowledgement

Many people have suggested that I should write a book, and I once did get an offer but didn't pursue it because I wasn't comfortable with what I had to say. I decided to finally write one when I had something to say on something that was also impactful to the field. This is the immediate list of people that have influenced my journey.

Thank you.

This list is in no particular order other than alphabetical.

Alix Han — Thank you for the wonderful shared conversations about user experience leadership. I have loved talking about our shared and not so shared situations over the years. You have definitely helped me manage my career and encouraged me to try different things.

Carl Chatfield — From the initial conversations about “I'm going to grade you on the number of words that you aren't writing” as a Content Strategist to our shared time at Apptio, I learned a lot about the craft of technical documentation and content strategy from someone that is truly an expert. Thank you for your influence.

Jean and Kenneth Neeman — My parents have always encouraged me to write, and so here it is in a very public way. Writing and

communication has always been at the foundation of my different careers based on their encouragement, from working on newspapers, writing reviews, and eventually how it influenced my career. I could have never have dreamed this is where I would have ended up. Thank you for the encouragement.

Julie Booth — Our on and off conversations about user research have been influential in my career, but more so as I've been writing the book. Hearing your perspective about how you're using artificial intelligence in your current environment has been interesting and educational. Thank you for the conversations.

Kathryn Brookshier — Thank you for the shared conversations at Chuck's Hop Shop. Both of us have discussed how our careers have grown over the years, and watching yours has not given me perspective, but also helped me understand the needs of other user experience professionals that are growing up in the new environment. These conversations were invaluable when I was teaching and when I was

Kelly Goto — Thank you for the wonderful shared whiskey conversations, both on the topic of user experience and just on life. You're another one that encouraged writing a book (and self publishing), both in seeing your wonderful publication [Web ReDesign 2.0](#) and how you have approached being the influencer you claim you aren't.

Tori Gan — Tori acted as the copy editor for the book, but more importantly gave me critical feedback that made the book so much better and stepped in to help at the very end when I needed the confidence and support the most. Truly a Dani Rojas figure for a process that really needs collaboration because writing a book alone is hard. Thank you for joining the journey.

Troy Parke — Thank you for the shared wingmanship as professionals here in Seattle. I would never have dreamed that our

conversations would have gone on for this long from the original presentation we did at Piccora's Pizza on December 10, 2013. Yes. it's been that long and there's a shout out to Mindy Weaver for pairing us up — I still remember the presentation. It is a genuine friendship that has benefited us both. Thank you again for your friendship and I hope it continues.

Everyone else — There's a really long list of other people I would like to thank — the other conversations on and off social media, the people I work with at my current organization including members of my team that experimented with the prompts (Aslan Law, Chiwon Lee, Eva Chan, Helen Gu and Jose Leal), the professionals I have managed in the past, the students that I taught at General Assembly, the others that have reviewed the book for feedback early on to provide direction — I'm so grateful for your support and learned something from each of you. User experience is one of the most wonderful domains to work in, both from a friendship and a professional perspective because people truly want to create great products at the end of the day. Thank you for all the help.