

The Prompt Canvas

The Prompt Canvas is designed as a learning resource for you and your team, providing a structured approach into Prompt Engineering for Large Language Models like ChatGPT.

Prompt Name:

Date:

Owner:

Persona/Role

Reflect on which roles and personas are relevant for your organization. Ask the model to adopt a persona. Integrate company values and culture into the persona description.

Example: You are a skilled summarizer and editor. Your role is to distill complex information into clear and concise summaries while ensuring the text is polished and engaging.



Task and Intent

Describe the task precisely, starting with action verbs. Also describe the intent and objective you are pursuing.

Example: Summarize the key points of the attached document, focusing on the main arguments and supporting evidence. The goal is to provide a concise and accurate article that captures the essence of the document, making it easy for readers to understand the core message quickly.



Context

Give detailed information about the current situation, including background details; the model knows almost everything, but best what you tell the AI.

Example: You are writing for Art Horizon, a cutting-edge online art magazine dedicated to exploring emerging trends, groundbreaking movements, and cultural phenomena in the global art world. Known for its vibrant design and engaging storytelling, Art Horizon appeals to a diverse audience of young creatives, collectors, and art enthusiasts. The magazine focuses on topics such as ...



Output

Tell the model how long the response should be. Specify the content structure of the text. Choose the format you want (table, text, markdown, code). Ask the model to include quotes from a reference or to add sources.

Example: The text should be no more than 200 words and divided into three main sections: Introduction, Core Content and Conclusions. Write the text in Markdown format.



Audience

Develop detailed personas that represent typical users or customers.

Example: Create this content for a young, tech-savvy audience aged 18-25. Use casual and relatable language, incorporating trending references or examples.

Step-by-Step

Break down the task into clear, sequential steps required for completion.

*Example: Follow these steps to complete the task: Read and Understand, Identify Key Draft the Summary, Edit for Clarity, Check for Completeness.
Example 2 (no example): Let's think step by step.*

References

Share essential data, facts, or figures that are important for the response. Mention past events or decisions that could have an impact. Refer to specific documents, reports, or policies. Provide relevant files or examples.

Example: Incorporate the attached survey feedback into the content creation process to align the article with audience preferences. Additionally, use the provided example article as a reference.

Tonality

Think about which attributes you want to communicate (luxury, quality...). Specify a brand or writing style to inspire the tone.

Example: Write the essay in the style of [brand/author/magazine], capturing the distinctive tone and approach. Adapt the tone, structure, and language to align with the chosen inspiration while delivering the intended message effectively. Write with a tone that embodies authenticity and sophistication. Reflect these attributes in every aspect of the writing.

Recommended Techniques

- Iterative Optimization: Refine with additional instructions.
- Placeholders & Delimiters: Use delimiters to provide clarity, placeholders for flexibility.
- AI as a Prompt Generator: Ask the model to generate or refine the prompt.
- Chain-of-Thought: Ask the model to think step-by-step.
- Tree-of-Thought: Ask the model to analyze from multiple perspectives/personas.
- Emotion Prompting: add emotional phrases such as "This is important to my career".
- Rephrase and Respond / Re-Reading: Instruct model to first express the question in their own words before giving an answer or tell it to read the question again.
- Adjusting Hyperparameters (advanced): Adjust the model's settings (temperature, top-p, frequency or presence penalty).

Tooling

- Use LLM Apps (e.g. ChatGPT App) for faster prompts based on voice input
- Use Prompting Platforms for instant prompt optimization (e.g. PromptPerfect)
- Explore Prompt Libraries to discover creative prompts (e.g. PromptHero, PromptBase)
- Use Browser Extensions, such as Tex Blaze, to save prompts and integrate LLMs
- Compare and evaluate large language models side by side with LLM-Arenas, such as [Chatbot Arena](#), to stay updated with the top AI models
- Use Custom-GPTs, such as ScholarGPT, for specific purposes
- Create own Custom-GPTs for customization and company-wide use
- Integrate the model via API into your application systems