



LET'S TALK ABOUT

# PROMPT STRUCTURES

FOR EFFECTIVE PROMPTS

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SETTING CONTENT  
AND CONTEXT

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# THE BLUEPRINT OF AI ENGAGEMENT: CONTENT AND CONTEXT

Discover how precision and context turn AI into a pivotal ally for innovation and efficiency and start shaping prompts that get AI to not just listen, but really get what you're aiming for



## Enhanced Accuracy and Relevance

*Content Precision:* Directly aligns prompts with tasks, yielding accurate, relevant responses.  
*Contextual Relevance:* Ensures AI responses are appropriately tailored to the project's specifics

## Improved Efficiency and Productivity

*Streamlined Workflow:* Reduces unnecessary corrections, directly improving workflow efficiency.  
*Time Savings:* Targets project needs efficiently, saving time for more critical tasks.

## Enhanced Team Collaboration

*Shared Understanding:* Establishes a common ground, aligning AI use with team goals.  
*Cross-functional Alignment:* Ensures AI solutions are applicable and beneficial across disciplines.

## Strategic Alignment and Anticipation

*Alignment with Strategic Goals:* Aligns AI outputs with organizational objectives for long-term benefit.  
*Predictive Insights:* Prepares teams for future challenges and opportunities through forward-looking prompts.

## Customization and Adaptability

*Tailored Solutions:* Customizes AI responses to meet unique project and organizational needs.  
*Responsive to Change:* Quickly adapts to project shifts, keeping AI tools relevant and effective.



# SETTING CONTENT

Involves crafting the actual input or prompt given to an AI system with precision and thoughtfulness

**Direct Impact on Outcomes:** The *specificity and clarity of the content directly influence the relevance, accuracy, and usefulness* of the AI's response.

**Avoiding Misinterpretation:** Well-defined content helps *minimize the risk of misinterpretation* or irrelevant outputs, ensuring *more efficient interactions with AI systems*

Key Components of Effective Content Setting

Strategies for Effective Content Setting

Challenges in Content Setting



***Effective content setting is a nuanced skill that involves clearly and concisely conveying the task or question to an AI system***

# CRAFTING CONTENT: KEY PRINCIPLES

Effective content setting in prompt engineering is essential for crafting AI interactions that are not only accurate but also deeply aligned with the specific goals and requirements of a task



<div>Clarity of Purpose</div> <div>Explicit Objectives: The prompt should clearly state what is expected from the AI</div>	<div>Specificity of Information</div> <div>Relevant Details: Include all necessary details that pertain to the task at hand</div>
<div>Simplicity and Conciseness</div> <div>Avoid Overloading: While detail is important, overloading a prompt with unnecessary information can confuse AI systems</div>	<div>Structured Formatting</div> <div>Logical Flow: Organize the content in a logical, easy-to-follow manner</div>
<div>Actionable Requests</div> <div>Clear Calls to Action: The prompt should make it clear what type of action or output is expected from the AI</div>	<div>Adaptability to AI Capabilities</div> <div>Understanding Limits and Strengths: Effective prompts are designed with an understanding of the AI model's capabilities and limitations</div>
<div>Iterative Refinement</div> <div>Feedback Loop: Use the outcomes of AI interactions as feedback to refine and adjust future prompts.</div>	<div>Ethical and Bias Consideration</div> <div>Mindful Crafting: Be aware of and actively work to mitigate potential biases in AI responses</div>



# EXAMPLES WITH KEY PRINCIPLES

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## Product Owner

- **Basic Prompt:** *Understand user preferences for our next update*
- **Enhanced Prompt:** *Design and distribute a survey to our active user base by next week, focusing on gathering specific feedback about desired features and improvements for our next update. Analyze survey responses to identify the top three user-requested features, ensuring alignment with our product vision. Present a prioritized list of these features, with a proposed action plan for their inclusion in our roadmap, at our next product strategy meeting.*

Specificity and <u>Detail</u>	Desired Outcome and <u>Relevance</u>	Actionable Steps and <u>Format</u>
The enhanced prompt specifies the task of designing a survey, who to distribute it to, and what information to gather, making the task clear and focused.	It clearly states the purpose of identifying top user-requested features for roadmap planning, linking the task directly to strategic product development.	Specifies the expected format of the output (a prioritized list with an action plan) and the context for sharing these findings (product strategy meeting), providing a clear path for implementation

# EXAMPLES WITH KEY PRINCIPLES

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## QA Engineer

- **Basic Prompt:** *"Ensure the new feature works as intended."*
- **Enhanced Prompt:** *"Perform a detailed validation of the latest feature addition, focusing on its functionality, compatibility with existing features, and user experience consistency across all devices and platforms. Document every test case, including any failures or anomalies, in our project management tool, categorizing them by severity and impact on the overall user experience. Compile a testing summary with recommendations for prioritizing bug fixes, and schedule a review session with the development team by the end of this sprint."*

<b>Specificity and <u>Detail</u></b>	<b>Desired Outcome and <u>Relevance</u></b>	<b>Actionable Steps and <u>Format</u></b>
Specifies the areas to focus on in testing (functionality, compatibility, user experience) and the documentation process, ensuring thoroughness and clarity..	Directs the QA process towards improving the overall quality of the feature, linking the task to user satisfaction and project success.	Details the format of the testing summary and the next steps (review session with the development team), making it clear what is expected as a follow-up.



## EXAMPLE OF POOR STRUCTURE AND FLOW

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- **Poorly Structured Prompt for a Product Owner:** *"Need to look into app issues based on user feedback. They're unhappy with something, maybe functionality or content. See what changes might help?"*
- **Better Structured Prompt:** *"Analyze recent user feedback targeting app functionality and satisfaction. Identify top three issues and propose specific improvements for review in our next strategy meeting on Friday."*

### Key Principles That Enhance the Prompt

**Specificity and Clarity:** Directly focuses on "app functionality and satisfaction," eliminating vagueness and concentrating efforts.

**Actionable Outcome:** Calls for "specific improvements," clarifying that actionable solutions are expected, not just identification of issues.

**Structured Delivery:** Requests findings for the "next strategy meeting," setting a clear context for presenting the outcomes.

**Deadline:** The mention of "Friday" as a deadline underscores the urgency and planning cadence, aiding in time management.

**Data-Driven Analysis:** Implied by asking for an analysis of "user feedback," encouraging decisions based on user insights.

# CONTEXT: THE KEY TO AI'S UNDERSTANDING

Setting Context in AI interactions involves creating a background or environment for the AI that informs how it should interpret the prompt and generate its response.

Context setting is crucial because it helps the AI understand the situation, task, or problem more holistically, improving the relevance and accuracy of its outputs



# STRATEGIES FOR SETTING CONTEXT

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## Crafting Contextual Cues in AI Prompts

- **Explicit Background Information:** Incorporate relevant background information directly related to the task at hand. This can include details on project goals, user demographics, or previous interactions that might influence the response.
- **Temporal and Spatial Context:** For tasks where time and location are relevant, include these details to orient the AI's understanding and response to the current situation or historical data.
- **User Intent and Preferences:** Clarify the end-user's intent and any known preferences or constraints. This helps tailor AI responses more closely to user expectations.
- **Historical Data and Previous Interactions:** Referencing historical data and previous interactions can provide a learning context for the AI, helping it to build on past knowledge and improve over time.
- **Cultural and Societal Norms:** In contexts where cultural sensitivities and societal norms are relevant, these should be clearly communicated to ensure responses are appropriate and considerate.
- **Ethical and Privacy Considerations:** Highlight any ethical guidelines and privacy considerations the AI needs to adhere to, ensuring responses remain within acceptable boundaries.

# EXAMPLES WITH CONTEXTUAL ELEMENTS

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**Product Owner Basic Prompt:** *Given these customer feedback examples, generate a response to each: {'The app crashes every time I try to upload a photo.', 'Why can't I find the feature to adjust privacy settings?', 'The latest update has made the interface very confusing.'}*

**Enhanced Prompt with Contextual Cues:** *"Our mobile application, aimed at **providing users with a secure and user-friendly platform for photo sharing**, has **recently been updated**. We **prioritize user privacy** and strive to maintain a seamless user experience. However, feedback indicates issues that need addressing. Considering our commitment to user data protection and the ease of navigation, respond to the following customer feedback while **ensuring solutions adhere to ethical standards and privacy regulations**: {data array}"*

<u>Basic Prompt</u>	<u>Explicit Background Cues</u>	<u>Ethical and Privacy Concerns</u>
<p>A straightforward few-shot learning scenario. However, it lacks information on the application's purpose, the importance of user privacy, and the context of the recent update, potentially leading to generic responses</p>	<p>By describing the app as a "secure and user-friendly platform for photo sharing" and mentioning the "recent update," the prompt sets a clear context.</p> <p>This background helps tailor the AI's responses to focus on maintaining or enhancing these aspects in light of the feedback.</p>	<p>Highlighting "user privacy" and the need to "adhere to ethical standards and privacy regulations" explicitly informs the AI of the critical importance of these considerations.</p> <p>Responses not only address the functional issues but also reflect a commitment to privacy and ethical practices.</p>



# EXAMPLES WITH WITH USER INTENT & TEMPORAL CONTEXT

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**Release Train Engineer:** *"Identify potential risks in the upcoming software release based on past issues {...}."*

**Enhanced Prompt :** *"As we approach the Q4 release of our financial management software tailored for small businesses, prioritize risks that could impact user experience, focusing on features like real-time reporting and tax compliance. Consider users' preference for minimal downtime and the critical year-end financial planning period."*

<u>Enhanced Prompt</u>	<u>User Intent and Preferences</u>	<u>Temporal and Spatial Context:</u>
Incorporating user intent and temporal context cues sharpens the focus on user-critical features and the timing of the release, leading to more targeted and impactful risk prioritization	Highlights specific user needs and preferences, directing attention to critical features and the desire for minimal disruption	Acknowledges the significance of the Q4 release timeframe for users' year-end financial activities, adding urgency to addressing relevant risks.

# EXAMPLES WITH CULTURAL INSIGHTS AND HISTORICAL DATA

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**Product Owner:** *"Improve our language learning app to cater to a wider audience."*

**Enhanced Prompt :** *"As a Product Owner, **recognizing the diverse backgrounds of our app's users and considering the constructive feedback received on the need for more culturally nuanced language content, outline enhancements** for our language learning app. **Aim to introduce features that support language nuances across different regions, including idiomatic expressions, cultural references, and varying dialects. Reflect on the success of our 'Cultural Immersion' series,** which saw increased engagement, to guide these updates."*

<u>Enhanced Prompt</u>	<u>Cultural and Societal Norms</u>	<u>Historical Data and Previous Interactions</u>
Incorporating detailed user feedback and cultural considerations empowers the Product Owner to direct feature development effectively, enhancing the app's appeal and utility across a global user base	Focuses on enriching the app with content that respects and highlights cultural diversity within language learning, aiming for a more inclusive and comprehensive educational experience	Leverages the positive reception of culturally rich content in past updates as a blueprint for future development, ensuring that new features resonate with users' interests and feedback



<div><h1>OPTIMIZING AI ENGAGEMENT: METHODS FOR PROVIDING CONTENT</h1></div> <div><p>Effectively providing content to AI involves tailoring input methods to suit the task and AI capabilities.</p><p>Direct textual content might be sufficient for simple queries, while structured data or code snippets could be necessary for more complex interactions.</p><p>It's also essential to consider the AI's capabilities and limitations, as not all systems can process every type of content effectively.</p></div>	<div>Direct Input</div>	<div>Pre-processed Data</div>
	<div>Structured Data</div>	<div>Attachments and Media</div>
	<div>Embedded Links or References</div>	<div>Contextual Metadata</div>
	<div>Code Snippets</div>	<div>Annotated or Labeled Data</div>

# PRACTICE

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Time to create some prompts and work with AI in sharpening your skills

- 1: Write a prompt for the following scenario choosing to be in the role of a Program Manager, Product Owner, Scrum Master, Developer or QA Engineer

***Scenario: You work within a team that builds and supports an Outdoor Enthusiasts Application and want to create a new feature for users to access activities by season for different regions of the country***

- 2: Ask your AI Assistant to review your prompt and weigh against the key principles for content crafting

***(Remember: There is no 1 right way to do this. Experiment!)***