

AI PLAYBOOK

FOR RESEARCH, CRO AND EXPERIMENTATION



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AI Playbooks for Research, CRO and Experimentation

- **What prompts can I use to get me started?**
- **How do you ask good questions?**
- **What sort of things can you do with AI?**
- **How do you get real value or time savings with AI?**
- **What support can AI give to your workflow?**

When researching this guide for Marketing, CRO, UX and Experimentation teams, these are the questions we set out to answer. This playbook is a smart shortcut for you or your teams, helping you figure out the gap between AI expectations and reality.

Our four contributors share their frameworks, prompting guidelines and examples of using AI for “real jobs” that “can be done by AI”. This guide is for anyone who wishes to know the art of the possible in terms of AI when researching, building, iterating or experimenting with a product or service.

It’s fun having conversations with LLMs (Large Language Models) like GPT but what about real work? To start you on your journey, we’ve created a series of playbooks for common and useful tasks, which you can use as a springboard for your own explorations. To optimise your productivity and save valuable time, we’ve given you a cookbook - a set of recipes you can customise to your own requirements and contexts, with additional prompts, further reading and tools.

This isn’t a prescriptive guide - it’s an exploration of how our contributors have been using their brains to interface with and automate AI tools. These playbooks are a template to help you learn to drive AI intelligently to complete your tasks and goals.

This guide was researched, produced and edited by Marcella Sullivan, Johann van Tonder, Iqbal Ali, and Craig Sullivan for Convert.com. If you have any suggestions, use cases, or tools you think we should know about, please get in touch (aiplaybook@convert.com). If you need AI help or training, please ask the authors.

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Our Philosophy:

If there's one thing we want to impress you with, it's the rule that "Garbage in = Garbage out" applies. The more time you spend sketching out or thinking about your prompt and how to refine it, the better the results you will get. First, bear in mind that:

AI is a window onto a dataset.

Here's a vast data lake filled with all the good and bad stuff on the internet; websites, books, magazines, newspapers, articles and conversations. Your AI LLM was trained on all that stuff, so it contains every human bias and error in there too. It's a flawed data lake and whilst comprehensive, contains mistakes.

Data may be limited.

Depending on how you ask your question or how niche that query is, AI may not use many sources to draw on. It may use a limited set of sources to give an answer. This is why you need to check what it's doing!

It's very good with words

Almost everything that people are saying, posting, writing, sharing, venting about on the internet is in there. If you ask the right questions from that database of words and connections, you can get answers that were too time consuming to find out before.

So what's the best approach to take?

1. Your role as a human

Your role is to provide the information that will help AI give the best reply. Don't expect AI to work magic without the right background information and context. Your job is to shape the conversation.

2. The role of AI

Give AI clear instructions and background information on what job you want done and how you would like the question answered.

3. Expect iteration

If you think the first thing you type will magically get you the right answer, think again! Expect to have to try several times before you get it right. This is a 'conversation' where you keep improving how you ask the question.

4. Don't assume it's right

Expect to check the sources and work for some of your answers.

5. You are driving, not AI!

AI is like Satnav - it doesn't drive the car for you, it is a driving aid that removes friction and time from the "driving experience". You are not in the back seat playing Candy Crush whilst the car drives!

6. Treat AI like an "Enthusiastic Intern"

AI may not have your wisdom, experience or knowledge of the business context - but it may well come up with some genius ideas or insights. You can also give it lots of boring work that you don't have time for.

Think.
Prompt.
Check.

Source: Annelie Tinworth, <https://bit.ly/4ahyrtF>

The AI technology used in many examples here is OpenAI's GPT-4 engine. There are many other kinds of AI technology we don't cover; this isn't an exhaustive guide to all the possibilities, just some recipes to encourage you to get cooking yourself.

If you need help picking or deploying AI solutions within your business - get in touch with the authors.

Prompting Guidelines for AI:

Before you even start writing a prompt on your keyboard, grab a drink, sit down for a short break and think about it for 5 minutes before you start:

Outcomes

What outcome are you after? Are you imagining a text answer, some sort of table of data, a graph or visualisation? What is the thing you desire to get out of your AI conversation?

Context and Background

Is there any information, background or context you can give the AI? To give you the best answer, it needs to know where it came from.

AI role and instructions

What role are you asking AI to play? Is it being asked to reply as a User Researcher or a Data Scientist? Thinking of the job role that would traditionally perform this task gives useful additional framing for AI.

Complex tasks

For anything but simple questions, you should break your question down into a series of steps - a process for achieving your goal. Think carefully about what these steps are and how AI should execute them. By breaking complex tasks into a series of steps, you get more visibility on how AI is executing each step of your query as well as better results.

Chain and Tree of Thought

The model explains its reasoning step-by-step, rather than just providing the final answer. You get a more transparent view of the problem-solving process.

Ask GPT to tell you!

GPT will actually help you out here, no training needed. Simply give it the information, what role you are playing, what outcome and data format you are looking for. Here's an example:



You

I am a user researcher who wants to know about the problems people experience with shoes not fitting correctly when purchased online. How should I prompt you to get a table showing these problems in order of how frequently they are mentioned?



ChatGPT

To get a comprehensive overview of the problems people experience with shoes not fitting correctly when purchased online, you can follow a structured approach to prompt me effectively. Here's a suggestion on how to frame your prompt to receive the information in a table format, organised by the frequency of mentions:

Initial Inquiry:

"Can you provide a summary of common problems people face with shoes not fitting correctly when purchased online? Please include details such as size mismatches, discomfort, and differences in product appearance versus online images."

Request for Data Organization:

"Could you organise these problems into a table? Please list them in order of how frequently they are mentioned in customer reviews or complaints online."

Specificity and Sources:

"Please ensure the table includes specific issues, such as 'too narrow', 'too large', 'inaccurate sizing charts', etc. Also, mention if the data comes from specific sources like customer reviews on popular online retail platforms or forums dedicated to shoe purchases."

Request for Quantitative Data (if available):

“If possible, include any quantitative data or statistics that highlight the prevalence of each issue.”

The prompt it suggests normally requires tweaking, but it's usually not a bad start.

Another example, from Bret Littlefield:



You

I want you to become my Prompt Creator. Your goal is to help me craft the best possible prompt for my needs. You will use the following process:

1. Your first response will be to ask me what the prompt should be about. I will provide my answer, but we will need to improve it through continual iterations by going through the next steps.
2. Based on my input, you will generate 3 sections. a) Revised prompt (provide your rewritten prompt. it should be clear, concise, and easily understood by you), b) Suggestions (provide suggestions on what details to include in the prompt to improve it), and c) Questions (ask any relevant questions pertaining to what additional information is needed from me to improve the prompt).
3. We will continue this iterative process with me providing additional information to you and you updating the prompt in the Revised prompt section until it's complete.

Some other things to bear in mind:

Prompt Engineering is a shifting sand dune, not a career:

- All the action happens where your brain meets the current AI interface. It's all about how you have a useful conversation with AI; you'll start with one question but end with a more refined prompt or query.
- Yes, it's true that adjusting your prompt makes a difference - but it's not about the prompting framework you use rather than breaking problems down and thinking about them carefully.
- The AI is continually evolving too: GPT has improved dramatically in the last 6 months, to the point where a lot of so-called 'prompt engineering' is now going 'under the hood' of the product. Expect this to continue. Always remember that your skill here as a human is in your ability to iterate and improve your questioning.

- **Bring your Brain along**

If prompting is moving so quickly, the best skill to develop is a curious and open mindset that is prepared to put some critical thinking time in, without expecting AI to do magic tricks.

- **Privacy & Legal**

GPT retains your inputs and may use them for training purposes - unless you turn off 'training data' using one of these options:

1. Use the ChatGPT playground, as this is not used for training data

<https://platform.openai.com/playground>

2. Turn off Chat History & Training

In ChatGPT, open the 'Data Controls' interface at <https://bit.ly/3xh33gs> and turn off Chat History & Training. OpenAI will only keep chats when this is off - for 30 days, before deleting them. You can use this setting like a toggle to turn it on and off.

3. Request that OpenAI stops training using your account:

<https://privacy.openai.com/policies>

4. Use a Custom GPT or the API directly

<https://help.openai.com/en/articles/8554397-creating-a-gpt>

Prompting Frameworks:

If you are trying to enhance your AI experience, these frameworks are a useful introduction. They can increase the specificity of your outputs or constrain them - which sometimes is useful but also can be a drawback.

Prompting will continually change and AI will get better at working out what you need. What will never change is the value of putting some thought and iteration into your questions. Here are the best resources for prompting:

1. Writing with AI:

Start with this cheap, short and useful Kindle book - a great introduction to getting the most out of LLMs, how to think about and frame your inquiries. It uses content and writing as a focal point but we found the thinking suffusing all our work:

<https://amzn.to/3vgu0QO>

2. Prompting Guide from Adam Fard:

<u>Context</u>	As an experienced UX designer
<u>Task</u>	create an agenda for an ideation workshop for diverse group of stakeholders: the CEO, marketers, sales and product professionals
<u>Goal</u>	The goal of the workshop is to get diverse inputs about which features we should prioritise for our fintech product.
<u>Constraints & Format</u>	Make sure the agenda has headers and descriptions. Avoid large chunks of text.
<u>Tone</u>	Ensure that the language is professional but forgiving to those unfamiliar with UX concepts.

This is a very good outline structure to use - you don't always need all parts of this. If you experiment with these settings, it will inform you about how the outputs can be biased or tweaked - and that's useful knowledge in itself.

Another similar outline I've used is:

Persona or Role	What job the AI is doing
Task	What job you want completed
Context	Background and Context
Sources	Where did any data & info come from
Steps to complete	What steps are there to complete
Constraints	Anything to watch out for or check?
Goal	Overarching goal of the query
Example	An example of the output elements
Output format	What file type or output you'd like

Use these frameworks to get practice in thinking about your questions, breaking them down into a process or series of steps.

Once you get enough practice around playbooks and common tasks with your work, the knowledge will become habitual.

Be careful with role prompting (see resources below). Whilst it's useful for adding a lens to the work that GPT does, sometimes it's not the lens (bias) that you need in your query. Often GPT will do a better job if you provide more context, rather than telling it that it's a "Usability Expert".

3. Prompting Guidelines

Why not start with the guidelines from OpenAI?

<https://bit.ly/3wJAB6X>

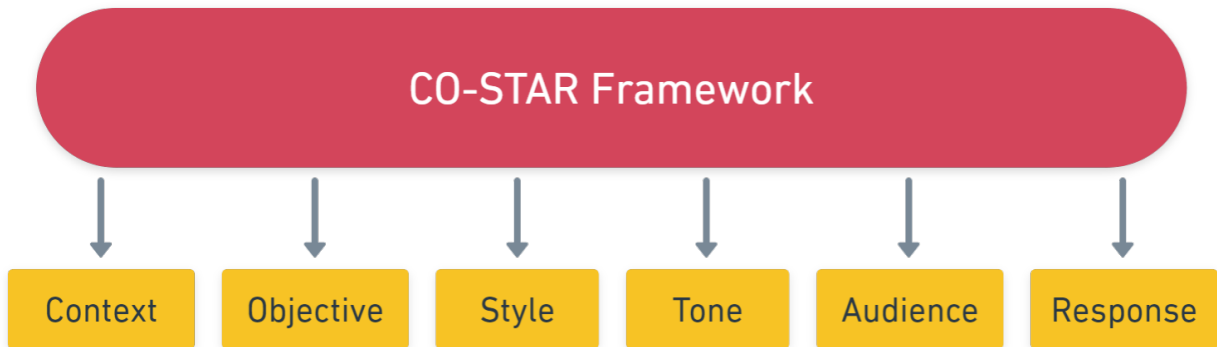
There's also a useful Prompt Engineering wiki here, with examples:

<https://bit.ly/3PiTLqj>

4. Use the CO-STAR Framework:

Sheila Teo, winner of Singapore's first ever GPT-4 Prompt Engineering competition, has a nice framework and some solid thinking here:

<https://bit.ly/43dihz1>



5. Ask GPT to do it for you:

Tl;dr? Can't be bothered? Just ask GPT to write your prompt!

Even simpler, you can use Jordan Gibb's "Prompt Wizard" to type in what you need:

<https://bit.ly/49OmH1N>

Resources:

Adam Fard's Prompting Guide:

<https://bit.ly/3Va9w78>

The Optimized Marketer: Writing with AI - Joe Smith:

<https://amzn.to/3TdYSJO>

How I Won Singapore's GPT-4 Prompt Engineering Competition - Sheila Teo:

<https://bit.ly/43dihz1>

Forget Prompt Engineering - GPT can write your prompts - Jordan Gibbs:

<https://bit.ly/48KiKKq>

Reasons not to use "Roleplaying" with AI - Ben Davies-Romano:

<https://bit.ly/493a6Xw>

Jordan Gibb's Prompt Wizard:

<https://bit.ly/3VgS5So>

Prompt Engineering is a Job of the Past - Adrien Book:

<https://bit.ly/3wLpmLj>

Prompting guide for AI - Wiki and Examples:

<https://bit.ly/3PiTLqj>

OpenAI Prompt Engineering Guidelines:

<https://bit.ly/3wJAB6X>

26 Tested Principles for instructing GPT and LLaMA (white paper):

<https://bit.ly/3VgS5So>

#Principle	Prompt Principle for Instructions
1	If you prefer more concise answers, no need to be polite with LLM so there is no need to add phrases like “please”, “if you don’t mind”, “thank you”, “I would like to”, etc., and get straight to the point.
2	Integrate the intended audience in the prompt, e.g., the audience is an expert in the field.
3	Break down complex tasks into a sequence of simpler prompts in an interactive conversation.
4	Employ affirmative directives such as ‘do,’ while steering clear of negative language like ‘don’t’.
5	When you need clarity or a deeper understanding of a topic, idea, or any piece of information, utilize the following prompts: <ul style="list-style-type: none"> o Explain [insert specific topic] in simple terms. o Explain to me like I’m 11 years old. o Explain to me as if I’m a beginner in [field]. o Write the [essay/text/paragraph] using simple English like you’re explaining something to a 5-year-old.
6	Add “I’m going to tip \$xxx for a better solution!”
7	Implement example-driven prompting (Use few-shot prompting).
8	When formatting your prompt, start with ‘###Instruction###’, followed by either ‘###Example###’ or ‘###Question###’ if relevant. Subsequently, present your content. Use one or more line breaks to separate instructions, examples, questions, context, and input data.
9	Incorporate the following phrases: “Your task is” and “You MUST”.
10	Incorporate the following phrases: “You will be penalized”.
11	Use the phrase ”Answer a question given in a natural, human-like manner” in your prompts.
12	Use leading words like writing “think step by step”.
13	Add to your prompt the following phrase “Ensure that your answer is unbiased and avoids relying on stereotypes.”
14	Allow the model to elicit precise details and requirements from you by asking you questions until he has enough information to provide the needed output (for example, “From now on, I would like you to ask me questions to ...”).
15	To inquire about a specific topic or idea or any information and you want to test your understanding, you can use the following phrase: “Teach me any [theorem/topic/rule name] and include a test at the end, and let me know if my answers are correct after I respond, without providing the answers beforehand.”
16	Assign a role to the large language models.
17	Use Delimiters.
18	Repeat a specific word or phrase multiple times within a prompt.
19	Combine Chain-of-thought (CoT) with few-Shot prompts.
20	Use output primers, which involve concluding your prompt with the beginning of the desired output. Utilize output primers by ending your prompt with the start of the anticipated response.
21	To write an essay /text /paragraph /article or any type of text that should be detailed: “Write a detailed [essay/text /paragraph] for me on [topic] in detail by adding all the information necessary”.
22	To correct/change specific text without changing its style: “Try to revise every paragraph sent by users. You should only improve the user’s grammar and vocabulary and make sure it sounds natural. You should maintain the original writing style, ensuring that a formal paragraph remains formal.”
23	When you have a complex coding prompt that may be in different files: “From now and on whenever you generate code that spans more than one file, generate a [programming language] script that can be run to automatically create the specified files or make changes to existing files to insert the generated code. [your question]”.
24	When you want to initiate or continue a text using specific words, phrases, or sentences, utilize the following prompt: <ul style="list-style-type: none"> o I’m providing you with the beginning [song lyrics/story/paragraph/essay...]: [Insert lyrics/words/sentence]. Finish it based on the words provided. Keep the flow consistent.
25	Clearly state the requirements that the model must follow in order to produce content, in the form of the keywords, regulations, hint, or instructions
26	To write any text, such as an essay or paragraph, that is intended to be similar to a provided sample, include the following instructions: <ul style="list-style-type: none"> o Use the same language based on the provided paragraph[/title/text /essay/answer].

Table 1: Overview of 26 randomly ordered prompt principles.

Table excerpt from “Principles for Instructing GPT and LLaMA”:

<https://bit.ly/43cK96C>

LLM AI Checklist:

This isn't an exhaustive list but PLEASE make sure you break the work down, cross check the data and sources.

DO NOT:

- Be scared if you haven't started yet. Everyone asks, "How do I get started?" and the answer is to just start using it to help you with tasks and read some of the guides we've given you.
- Ask for maths, concrete facts or answers to research questions - LLMs are just very good with words. GPT (and other chat LLMs) can also be prone to hallucination, although this has reduced considerably during early 2024.
- Ask for quantitative counts for large amounts of text inputs from chat interfaces - they are not built to answer this question, there are other tools that can do this better.
- Ask for market statistics, rankings, popularity, ratings or other quantitative metrics or comparison methods.
- Expect magic with one single prompt; you'll need to iterate.
- Trust what you are given, unless you have the expertise to evaluate that the information can be trusted.
- Use this to fool yourself that GPT is Generative UX Research. If you make a "recipe of product" without customers, that's what it will taste like when served. LLMs work best as part of a workflow, not a lazy way of avoiding real research.

ALWAYS:

- Ask chat to cite sources, books and articles used in giving an answer.
- Read the primary sources cited. Firstly, to ensure they exist and that they are relevant and credible sources for your answer.
- Feed and prime your LLM with data, background, documents, text and contextual information about your task.
- Treat GPT like a fun and slightly naive intern - they will have a mixture of ideas, some of which may turn out to be very useful.
- Use GPT not as a replacement for customer voice but a means of analysing customer feedback, considering problems and brainstorming ideas.
- Turn off AI training using your data (as shown earlier).

Playbook Structure:

For each playbook shared here, we have the following basic recipe:

- When to use this technique
- What you get out of it
- A process & prompt walkthrough
- Additional prompts to try
- Sources, articles and further reading

OUTLINING PRESENTATIONS:

WHEN TO USE:

You want to create a presentation for a business meeting or a talk. You have some good information to start with or just an outline.

The playbook here is to explore your intended outcome: Giving GPT useful information to work from such as a document you want turned into slides, is a great example. You can also upload existing presentations you have to use alongside a chat exploration.

It's helpful to prime GPT with background and context for your presentation - it also helps to ask what should be included in your talk, to check if you've missed anything important.

OUTPUTS:

Text outline for a presentation, to be edited and used to make slides.

WHAT DO I NEED?

Just GPT and some background information.

PROCESS & PROMPTING:

Use a prompt format like:

You are [role of speaker]. Write an outline of 10 slides for a Powerpoint presentation covering [topics description] for [intended audience] at [context, event, setting].

STEP 1: Explore your presentation



You

I am a speaker who talks about AB testing, CRO, UX and Experimentation. I am preparing a talk for the leadership team of a large organisation. I want to use the history of scientific experimentation as a framing device to explore why this approach was necessary to develop modern technology and why it's needed for the future of automated and AI augmented digital products and services. Please give me a suggested title for this talk, a short synopsis and a detailed outline of slide structure and contents you would recommend, with bullet points for any subheadings.



ChatGPT

Title: "From Laboratories to Algorithms: The Legacy and Future of Experimentation in Shaping Digital Frontiers"

Synopsis:

This talk explores the rich history of scientific experimentation, tracing its evolution from the foundational experiments that shaped our understanding of the physical world to its critical role in the development and optimization of digital products and services. By framing the discussion within the context of A/B testing, Conversion Rate Optimization (CRO), User Experience (UX) design, and broader experimentation practices, the presentation illuminates how these methodologies not only stem from historical scientific principles but are also indispensable for the future of technology, particularly in automated and AI-augmented environments. Attendees will leave with a deep appreciation for the experimental approach as a cornerstone of innovation and a roadmap for applying these timeless principles to navigate the challenges of the digital age.

Detailed Outline:

Slide 1: Introduction

- Welcome and speaker introduction
- Overview of the talk's objectives

Slide 2: The Roots of Experimentation

- Brief history of scientific experimentation
- Key figures and their contributions (e.g., Galileo, Newton)
- The shift from observation to experimentation

STEP 2: Iterate your outline

After you've got some initial structure you need to edit and fine tune your outline. Either you can copy the text to an editor and make changes, or you can ask GPT to update or remove specific sections from the outline. Once you are happy, you can use the edited version.

STEP 3: Additional prompts to try:

Get a conversation going - don't just ask for an answer:

After outlining, you can ask: "Expand on point [x] you have listed"

Or give GPT a scenario:



You

I'm the manager of a franchise restaurant based in Godalming, Surrey. As a franchisee, I'm responsible for all aspects of managing the store and report to a management team of 3 who look after 30 franchises. They have asked me to come up with a standardised presentation format that all branches can use to report quarterly performance to the management team, at their regular meetings. Let's explore an initial outline for a "Franchisee Performance Report" that we should use to frame these updates - what further information do you need to help you make the best outline?

Or



You

I'm starting a new job as a CRO manager for a large fashion e-commerce brand. My new boss has asked me to create a 90 day activity plan to present to the UX, Design and Development functions, as well as the Product Managers. What important activities should I consider for inclusion in my plan, given I have limited time to execute this?

Resources:

GPT writes my talk:

<https://www.youtube.com/watch?v=JU20Ui3uQNY>

Easy way to create an outline, use GPT & Word:

<https://www.youtube.com/watch?v=JmVWz2PFVA0>

<https://www.classpoint.io/blog/chatgpt-to-create-powerpoint-presentation>

GENERATING PRESENTATIONS:

WHEN TO USE:

You have an outline structure for a talk or presentation and you would like a starting set of slides. This outline could have come from a longer conversation with GPT or your own work.

You might also just want a heap of slides for a longer talk without the time hassle of finding relevant (royalty free) images by stealing them lazily off the internet.

When asking to generate slide outlines, these are important:

- Provide background information & context where possible
- Give as much structure as possible for the slide elements
- Establish your role as presenter and give as much information about the target audience as possible.

You can also get GPT to write the full blown speaking script from an outline set of slides or a document you upload. With some tweaking, a lot of work can be done - please watch: <https://www.youtube.com/watch?v=JU20Ui3uQNY>

OUTPUTS:

PowerPoint or Google Slides and a text outline of the talk. Please note that Magic Slides does not work with PowerPoint - you'll need to save the generated slides as a PowerPoint file.

WHAT DO I NEED?

Just GPT, your presentation outline and the Magic Slides plugin for Google Slides <https://bit.ly/49j3WSZ>

The tools mentioned here will also allow you to upload additional background and resources - such as slide decks, documents or data.

PROCESS & PROMPTING:

STEP 1: Grab the Outline

If you have a document outline or just text copied from GPT, these tools will create decks for you. Most of them allow you to upload additional documents (existing slide decks, text and guides) to help generate even better outputs.

Here is an example outline we used with Magic Slides:



You

Title: "Navigating the Future with Data: The Indispensable Role of Experimentation in Shaping Tomorrow's Technology"

Synopsis:

In an era where digital transformation is paramount, the methodologies we employ to understand, innovate, and optimise our technologies are crucial. This talk will delve into the historical bedrock of scientific experimentation, illustrating its pivotal role in the evolution of technology and highlighting its continued importance in the age of automation and AI-enhanced digital products and services. Designed for a leadership audience, the presentation will articulate why a robust experimentation framework—encompassing A/B testing, CRO, and UX—is not merely beneficial but essential for driving forward-looking decisions and ensuring the successful integration of AI and automation in business strategies.

Detailed Outline:

Slide 1: Opening

- Welcome and introduction to the theme
- Brief overview of the significance of experimentation in historical and modern contexts

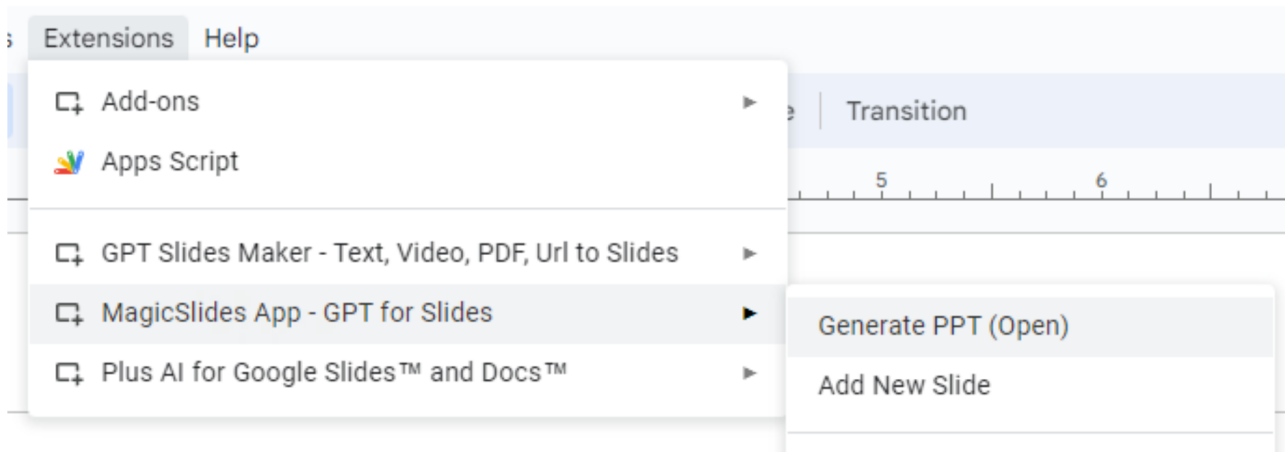
Slide 2: The Legacy of Experimentation

- Quick journey through key milestones in scientific experimentation
- How these principles have paved the way for modern scientific and technological advances.

STEP 2: Create a blank slide deck

Go to <https://slides.google.com> and create a blank presentation.

If you've installed the Magic Slides plugin, choose "Generate PPT".



STEP 3: Prompt and Options

- Choose the Prompt Tab at the top
- Choose the "General" presentation type
- Paste your outline into the 'About' box
- Choose 10 slides (add more later)
- Leave the 'Replace Existing Slides' unchecked
- Press "Generate Outline"
- Review the outline and make any corrections
- Repeat for more slides

Magic Slides Summary:

This is a good example of a plugin that works pretty well. One handy feature is fetching images that are relevant to the content on the slides, so the more details you can add to the slide structure, the better the matching process.

Pros are that it gives you a good basic structure quickly, and the images are a mixture of generated and royalty free (Pexels).

Cons are that Magic Slides is currently limited to 10

A screenshot of the MagicSlides.app interface. At the top, there's a header 'MagicSlides.app'. Below it, there are four tabs: 'Prompt', 'Summarise', 'Text', and 'Design'. The 'Prompt' tab is selected. The main content area asks 'What type of presentation do you need?' and lists several options: 'General', 'Pitch Deck', 'Client Proposal', 'Board deck', 'QBR', 'All Hands', 'Webinar', 'Training', 'Online Course', 'Education', and 'Deep Dive'. Below this, it asks 'What is your presentation about?' and provides a text input field with a character limit of 6000. The input field contains the text: 'Title: "Navigating the Future with Data: The Indispensable Role of Experimentation in Shaping'. Below the input field, it shows '2481 characters'. There is also a field for 'Enter number of slides (Limit: 10)' with the value '10' entered. At the bottom, there are three checkboxes: 'Replace Existing Slides' (unchecked), 'Show Content Source' (checked, with a 'new' badge), and 'Send Email when done.' (checked).

slides on the free plan (with credits) but it certainly gives you a good starting point.

Here are two example outputs from Magic Slides:

This grid shows the first nine slides of a presentation. The slides are numbered 1 through 9. Slide 1 is titled 'The Evolution of Experimentation' and features a laboratory setting. Slide 2 is 'Introduction' with a hand holding a glowing orb. Slide 3 is 'The Roots of Experimentation' with a laboratory scene. Slide 4 is 'Experimentation in Digital Age' with a futuristic globe. Slide 5 is 'The Roots of Experimentation' with a scientist in a lab. Slide 6 is 'AB Testing Basics' with a woman's face. Slide 7 is 'Importance of Hypothesis-Driven Testing' with a person at a computer. Slide 8 is 'AI-Augmented Experimentation' with a futuristic car. Slide 9 is 'Ethical Considerations' with a colorful abstract background.

This grid shows the next nine slides of a presentation. The slides are numbered 1 through 9. Slide 1 is 'Navigating the Future with Data' with a robotic arm. Slide 2 is 'Exploring Experimentation' with a person holding a sign. Slide 3 is 'The Legacy of Experimentation' with a timeline. Slide 4 is 'From Theory to Technology' with a robotic hand. Slide 5 is 'Data-Driven Transformation' with a blue and red background. Slide 6 is 'Digital Experimentation' with three small images. Slide 7 is 'Successful Digital Experimentation' with a person at a computer. Slide 8 is 'AI and Automation Integration' with a hand holding a glowing orb. Slide 9 is 'Experimentation Strategy' with a person at a computer. Slide 10 is 'Overcoming Challenges in Experimentation Culture' with a list of challenges.

Substitutes for Magic Slides:

Plus AI for Google Slides

This is another tool for generating slides - the text outputs aren't bad but the images aren't as good as Magic Slides and it's paid with a free trial.

Tome.app

Another tool which works fairly well with text and content structures but not as strong as Magic Slides with imagery.

Resources:

- Plus AI: <https://www.plusdocs.com/>
- Magic Slides: <https://www.magicslides.app/>
- Tome: <https://tome.app>
- Using Canva to create slides: <https://bit.ly/4aATNCz>

MARKET & PRODUCT RESEARCH:

WHEN TO USE:

When you wish to understand more about a market or audience.

OUTPUTS:

A conversation for outlining market research and insight approaches.

Every conversation is going to be different and outputs may vary depending on how much data GPT has about this market segment or audience.

Don't expect quantitative data that's reliable here, so check all the sources used. You are not using GPT as a generator of market research statistics, as if it was "Forrester by AI". You are using GPT to understand the dimensionality of your market or audience segment.

WHAT DO I NEED?

Just access to a chat engine like GPT. In later playbooks, we cover attaching documents and background information.

PROCESS & PROMPTING:

STEP 1: Start with some basics



You

I want to start an online organic skincare range for young adults (18-30) targeting the London area. Please act as a market researcher and give me as much information about market trends or characteristics of this group. Break this into four sections with bullets: Demographics, Socio economic groupings, Attributes and Market Trends. Please also provide a bibliography of all sources used in compiling this data or providing statistics.

STEP 2: Review the response



ChatGPT

DEMOGRAPHICS:

Population & Age:

London's population is diverse, with a significant proportion of young adults aged 18-30. More than one in five people living in Inner London are aged between 25 and 34, highlighting the city's appeal to younger demographics for work and education opportunities.

Ethnic Diversity: London is considerably more diverse than the rest of the UK, with only 69.7% white population compared to 86% across England and Wales. The city is home to large Asian, Black, and other ethnic communities, indicating a broad range of beauty needs and preferences.

Migration Trends: Inner London experienced significant net inflows of people aged 20-24 and 25-29, showcasing its attraction to young adults for opportunities and lifestyle .

SOCIO-ECONOMIC GROUPINGS

Education Levels: Young adults in London often have higher.

Bibliography

Trust for London. "Young adults." <https://trustforlondon.org.uk/data/populations/young-adults/>

World Population Review. "London Population 2024." <https://worldpopulationreview.com/world-cities/london-population>

GOV.UK Ethnicity facts and figures. "Regional ethnic diversity." <https://www.ethnicity-facts-figures.service.gov.uk/>

STEP 3: Iterate and explore

At first glance, this looks great but it's fairly generic and high level.

Now you need to think about this list and consider two things: What's missing and what should we dig into? Let's tweak our prompt a little:



You

I want to start an online organic skincare range for young adults (18-30) targeting the London area. Please act as a market researcher and give me as much information about market trends or characteristics of this group. Break this into four sections with bullets: Demographics, Socio economic groupings, Attributes and Market Trends. Add a final section with a breakdown of available income for this age group and what they typically spend on skincare each month. Please also provide a bibliography of all sources used in compiling this data or providing statistics.

Now we get additional information:



ChatGPT

Available Income for Young Adults in London

The average earnings for individuals can vary widely depending on the sector they work in. For young professionals in London, average salaries can give us a general idea of their disposable income. The median weekly pay for full-time employees in London was among the highest in the UK as of April 2023, reflecting the city's higher cost of living and the concentration of high-paying industries. Specific figures for young adults (18-30) were not detailed, but considering the overall employment landscape, those in their late 20s to early 30s could be earning closer to the city's average salary figures.

The average salary in London across various employment types and sectors for the year 2024 suggests a diverse income range. For example, part-time positions averaged £34,794 per year, while full-time permanent roles averaged £67,782. This broad range indicates significant variation in disposable income among young adults, depending on their employment status and sector.

Considering the average disposable income and the premium nature of organic skincare products, it's reasonable to surmise that young adults in London might spend anywhere from a small to a moderate portion of their monthly discretionary income on skincare. This could range significantly, from less than £20 for those with tighter budgets to over £100 for those prioritizing premium organic products and with higher disposable incomes.

Considering the average disposable income and the premium nature of organic skincare products, it's reasonable to surmise that young adults in London might spend anywhere from a small to a moderate portion of their monthly discretionary income on skincare. This could range significantly, from less than £20 for those with tighter budgets to over £100 for those prioritizing premium organic products and with higher disposable incomes.

STEP 4: Your job is not done

You can start to compile some resources by checking what sources it is using. You might find great sources or rubbish powering your answer.

At the end of a long conversation, you'll have a bigger list of stuff to research, brands to include and sources to check - but you've expanded your ideas.

When AI is using limited sources (or even one source) depending on how your question is framed - your ability to ask about the sizes of markets or the top brands is pointless.

The more sources of data, the more reliable the answer - but if you follow the trail back to the sources that AI uses and add a few more, you'll now have a good idea of what is useful for your research or presentation.

Additional prompt examples:



You

You are a market researcher. Please find me the top 20 DTC skincare brands targeting the teenage or young adult market in the UK. Give me a company summary, top things customers like about each brand and a summary of their brand values.



You

Please give me a website for each of these brands.



You

Can you do a SWOT analysis for [Brand] and their top 5 competitors?

- What next? Start with the sources and check the data - you may then hunt for additional sources that help to confirm the sources you have are good.
- These sources may prompt you to try additional tweaks or questions in GPT - come back to the original question and iterate.
- Take some of the basic elements that GPT gives you here and dig directly into each topic or area. Imagine you are being given a top level structure - and you need to explore a level or two deeper.
- So follow the sources, add anything that is missing from your outputs, check the data and dig into each component of the outline.

Resources:

How to use GPT for Market Research: <https://bit.ly/4a8KWaS>

Using ChatGPT for Research - Nick Babich: <https://bit.ly/3TN5nop>

COMPETITOR ANALYSIS:

WHEN TO USE:

When you want to figure out:

- What competitors should be on your list to explore
- What the differences are between products or services
- What people like or dislike about specific products or services
- The transformational benefits of using each product
- The negative and positive consumer sentiments
- The biggest problems that specific products solve
- Things other people are doing that you should be doing
- Things you're doing that are beating the competition

OUTPUTS:

Tables, lists of competitors, information about competitors

WHAT DO I NEED?

Just your brain. Here are some examples to get you started:

PROCESS & PROMPTING:

Get a competitor list:



You

Please list 10 competitors to Google Analytics. List the name of the company, the location, size of company, target audience and please supply these in a table.



ChatGPT

Name of Company	Location	Size of Company	Target Audience
Adobe Analytics	San Jose, California, USA	Large (Adobe)	Medium to large enterprises
Mixpanel	San Francisco, California, USA	Medium	Tech startups, SMEs, Enterprises
Piwik PRO (Matomo)	Wrocław, Poland	Small to Medium	SMEs, Non-profits, Government agencies
Heap	San Francisco, California, USA	Medium	E-commerce, SaaS, Financial services
Amplitude	San Francisco, California, USA	Medium	Product and growth teams, Tech companies
Clicky	Portland, Oregon, USA	Small	Small to medium websites, Bloggers
Statcounter	Dublin, Ireland	Small	Small businesses, Freelancers
Woopra	San Francisco, California, USA	Small	Online businesses, SaaS
GoSquared	London, UK	Small	SMEs, E-commerce, Real-time analytics
Hotjar	St. Julian's, Malta	Medium	UX/UI designers, Product managers, SMEs

Followup questions:



You

For each of these competitors, can you give me a summary of the pain points people have with using them?

Ask about problems:

It's good to explore problems, as the LLM is good at surfacing this from text. Same with delight!



You

There are several common problems with fitness tracker apps - please give me a list:



ChatGPT

Accuracy Concerns: Users often question the accuracy of metrics tracked by fitness apps, such as step count, heart rate, and calories burned. Variability in sensor quality and algorithms across devices can lead to inconsistent data.

Battery Life: Many fitness trackers and their connected apps can drain battery life rapidly, especially those that use continuous heart rate monitoring or GPS tracking, which can be inconvenient for users.

Data Privacy and Security: With fitness trackers collecting sensitive health and location data, there are concerns about how this data is stored, used, and shared, raising privacy and security issues.

It's a bit generalised in places but not a bad starting list. Keep digging further, for example:



You

Can you list the top fitness tracking apps for mobile phones in the USA market?



You

For "Accuracy concerns" please give me a list of the top problems users mention in this area.



You

Give me a list of 20 ideas for calibrating or improving the accuracy of fitness tracking devices.

Ask about Pros and Cons:

Now let's ask about two of those - Leap and CoPilot:



You

Can you tell me what customers like about Leap fitness apps?

Can you tell me what customers like about CoPilot fitness apps?



ChatGPT

Leap	Copilot
Customers appreciate Leap Group Fitness apps for their simplicity and beginner-friendly workouts, which are easy to start and follow.	Customers appreciate the CoPilot Fitness app for its dedicated fitness coaching, personalized workouts, and nutrition guidance.
The apps offer a decent selection of routines suitable for those beginning their fitness journey.	They value the easy communication with a coach through text, video messages, and live calls, and the flexibility to tailor fitness plans for home or gym workouts.
Users also value the convenience of not needing any equipment for the majority of workouts, allowing for flexibility in exercise location.	A notable feature is the inclusion of a library of exercise demos.
The high ratings on app stores reflect the apps' effectiveness in helping users achieve their fitness goals with easy-to-follow routines and tracking features for progress monitoring.	However, some customers find the \$99 per month cost a bit expensive and have mentioned that the rep tracking can be inaccurate.

Ask for a comparison



You

What are the transformational benefits of using the Leap apps in comparison to CoPilot?



ChatGPT

Leap Fitness apps focus on accessibility and ease of use for beginners, offering no-equipment-required workouts that can be performed anywhere, which is ideal for users looking for simple, straightforward fitness solutions. CoPilot, in contrast, emphasizes personalized coaching and nutrition guidance for a more customized fitness journey, aimed at individuals seeking a more tailored approach to fitness and health goals. Leap Fitness apps transform the user experience by simplifying the path to fitness without the complexities of personalized coaching or the need for gym equipment.

Additional prompt examples:

Keep digging and remember to iterate your questions, you could try:



You

What are the key differentiators between <brand> and their competitors?

Don't rely upon asking quant data questions in your exploration here (market stats, sizes, ranking, popularity, trends) unless you ask GPT to give you the sources AND you check them.

When it comes to words, however, asking questions about what is said about a product, how it is said and what common elements this writing contains - is exactly what LLMs are good at. The job of compiling credible quant sources of data to use in your analysis is a separate exercise.

Resources:

Using GPT for Competitive Research:

<https://bit.ly/3vs8l8l>

6 prompts for Competitor Analysis:

<https://bit.ly/3TFNRSY>

TEXT THEME SUMMARISATION:

WHEN TO USE:

When you have text, review or other feedback from customers—anything that represents ‘voice of customer’ or ‘people talking about product/service’—you are sitting on a gold mine for copy, marketing, ideation, hypothesis design, product strategy, experiments and more.

This playbook is one of the most powerful techniques that the authors have used, as it's perfect for LLMs. This is how you get started with the concept of using AI for theme summarisation. This is a low effort way to get rapid summarisation and insights.

LLMs are great at establishing the different topics, clusters and themes within a giant piece of textual feedback, but they aren't as good as humans at giving ‘names’ to those piles.

When we do card sorting, we are asking humans to put things like products into different piles and then give names to them. This helps product teams design user friendly taxonomies and navigation. AI is great at card sorting but not so good at naming the piles.

Despite these limitations, you can extract HUGE value from summarisation - to understand customer problems and delight, to come up with solutions or to generate copy, using these textual inputs. You can combine this technique with other playbooks (market research, copywriting, competitors, landing pages) to optimise your workflow.

Please don't expect quantitative data (numbers of queries, count of themes) using this method, as it's not reliable. Use this as a mind mapping exercise to explore customer feedback at scale.

OUTPUTS:

A summary of key themes for you to explore further. A dataset you can have a conversation with or ask questions.

WHAT DO I NEED?

Reviews data and the GPT interface. You may need a scraper tool like Octoparse to grab reviews - it has pre-built templates for services like Trustpilot to make it easy.

NOTE: Using the chat interface is not as good as a number of dedicated summarisation tools you can source. There are also limits to the amount of data you can upload using this method.

If you want data or a tuned taxonomy, Iqbal has built an excellent tool which has a multi-stage approach to cleaning, processing, fragmenting and summarising data (with numbers). This playbook is a 'lite' version of the tool we have built.

PROCESS & PROMPTING:

GPT (as of April 2024) is notoriously capricious about whether it will do your summarisation for you. Luckily, we've spent 20 hours figuring out that it does work, just not all the time. We can tell you how to spot success or failure.

STEP 1: Prepare your data

Create a blank Excel sheet. In the first column header (row 1), type in a description of the text feedback you've got.

Here's an example for Disneyland Hong Kong Reviews:

The following are responses to a Disneyland email survey that said: "Please tell us about your experience at Disneyland today."

Underneath this column heading, paste your text feedback similar to this:

	A
1	The following are responses to a Disneyland email survey that said: "Please tell us about your experience at Disneyland today"
2	I just can't afford to pay those prices for a family regardless of it being a one time experience!!!
3	The time we visited was when the prices were acceptable and the park isn't that great!
4	Everything was perfect! You have to come and see for yourself. Be patient, take lots of cash, lots of photos and use Max Pass! Know ahead of times its pricey and plan accordingly...I LOVE DISNEYLAND!!!
5	Our visit to Disneyland was great, the weather was perfect. Disneyland's Christmas celebration was still going on, all the Christmas decorations where still up and the holiday parades where still going.

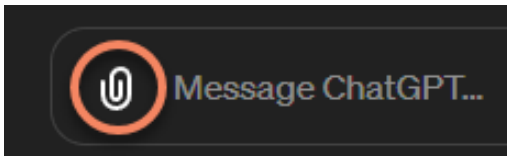
STEP 2: Save as PDF

Save your Excel file as a PDF. In this case, I call the file:

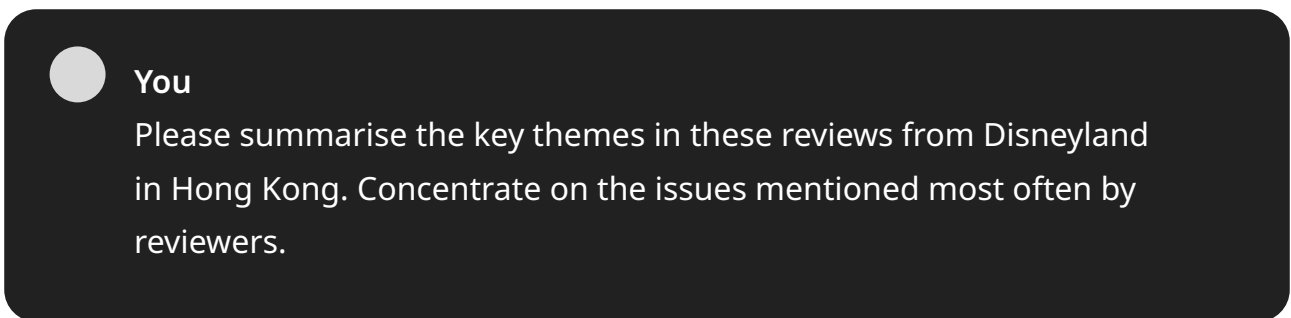
[Disneyland Hong Kong Reviews.pdf](#)

STEP 3: Upload it to GPT

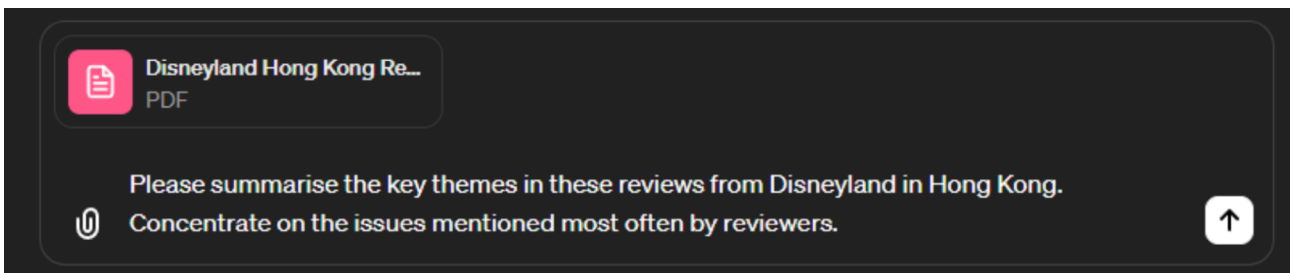
Attach the file in the GPT chat window, using the attach button:



Write your prompt underneath the attached file:

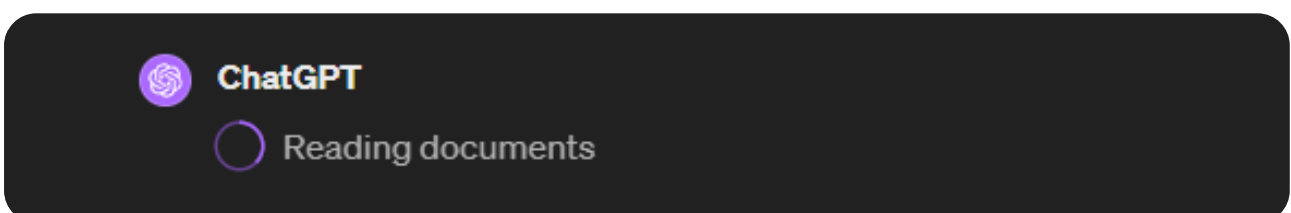


It should look like this:



Don't over elaborate or hack with this prompt. It works pretty well because it's simple and unambiguous. GPT tends to resort to Python analysis methods if you get too fancy with the prompt. Asking for the priority issues focuses the output.

You should see a prompt saying "reading documents" or "processing":



WHEN IT BREAKS:

If you get a message saying one of these, open a new chat session:

- There's too much data to process. (Try again).
- There is a limit on how much data it can process. (AI is probably rate throttling, try again.)
- If it says "analyzing" then this means it isn't working and has resorted to some rubbish analysis method (keyword, LDA, etc.) to summarise the data, instead of using the power of LLM. (Try again).

In our tests, we managed to get a fail about 20% of the time. When it works, it's incredibly useful to explore. I have uploaded 10-15k datasets of complex reviews and textual feedback using this method without problems.

Here's the Disneyland summary from GPT:



ChatGPT

The reviews of Disneyland in Hong Kong cover a range of experiences, with themes varying from admiration for the park's cleanliness and unique attractions to criticism regarding its size, crowds, and dining options. Key themes highlighted in these reviews include:

Size and Expectations: Some visitors found Disneyland Hong Kong smaller than anticipated compared to other Disney parks, with a few expressing disappointment over the scale and variety of attractions.

Cleanliness and Atmosphere: Many reviewers praised the park for its cleanliness and the magical Disney atmosphere, highlighting the effort in maintaining Disney standards.

Unique Attractions and Experiences: Despite its smaller size, the park is

STEP 3: This is just the beginning

Now that you've got a top level summary, remember that AI isn't perfect at naming all these piles. The summary might not be the way you'd structure this taxonomy if you'd done the work by hand.

If you want a way to train and adapt the taxonomy with a human layer of wisdom, talk to Iqbal or Craig.

What you need to do now is dig and recurse your way down the structure: You are mind mapping or exploring 2-3 levels deep. If you use GPT a lot, this will become a common feature of many tasks:

- Shine a light to establish a basic structure, approach, outline or a set of 'things' to explore.
- Tune that structure, add anything missing, tweak it.
- Dig down to the next layer (of each of the high level areas).
- Map out each element of that layer in detail.
- Repeat and revise until happy.

STEP 4: Additional prompts to try

Let's go back to the Disneyland reviews and ask for more detail on each section:



You

Can you give me more detail on "Size and expectations:"



You

Can you give me more detail on "Food, dining and refreshments?"



You

Can you give me more detail on "Crowds and queues:"

Repeat for all the other top level categories.

Do you see what we are doing here? Once you've gone to the next level down, you might stop. Other explorations may go another level deeper. In our Disneyland example, you could ask stuff like these:

● You
What are the positive and negative aspects of food, drink and refreshment mentioned?

● You
Can you give me a summary of positive and negative feedback on how family friendly the park was?

● You
Which other park was the size of the Hong Kong park most frequently compared to?

If you want to prod a particular topic to see how many reviews it contains, you can always ask "Give me 10 customer quotes about <topic>". If it has less than this, it usually tells you how many (it can count theme matches but not theme taxonomies, in case you were wondering). It's a handy trick to find single issue topics.

If you want reliable quantitative data about how many themes (and sub themes) your data contains, the chat interface won't do it. It's still a good way to rip through text and helps you build a better outline and understanding quickly. You can load stuff like:

- G2 Reviews
- Trustpilot Reviews
- Google Reviews
- Open ended Website Feedback
- Open ended Survey Feedback

SENTIMENT ANALYSIS:

WHEN TO USE:

You want to work out if a large pile of text feedback (about your product or service) has been positive, neutral or negative.

WHAT YOU GET:

You'll get an Excel spreadsheet (or Google Sheet) with each piece of text scored for sentiment.

WHAT DO YOU NEED?

A CSV file or Excel spreadsheet with the question (or text that was used to ask for the feedback) and the text provided in response.

It's important to provide contextual information for AI: Make sure you look at the feedback mechanism; where and how the text was requested is your context.

PROCESS & PROMPTING:

STEP 1: Prepare your data

Kaggle has some very useful datasets you can play with. In this example, we are using a Kaggle Dataset of Disney Reviews:

<https://www.kaggle.com/datasets/arushchillar/disneyland-reviews>

In this case, we add the text "Tell us more about your experience at Disney" to the top of a column in Excel, which we have taken from the original survey question. After a bit of tidying up, you should have something that looks like the table below. Save this as a CSV (UTF-8) file:

Customer Rating	Year and Month	Location of Review	"Tell us more about your experience at Disney"	Location of park visited	Sentiment
4	2019-4	Australia	If you've ever been to Disneyland anywhere you'll find Disneyland Hong Kong	Disneyland HongKong	
4	2019-5	Philippines	Its been a while since d last time we visit HK Disneyland .. Yet, this time we on Disneyland HongKong		
4	2019-4	United Arab Emirates	Thanks God it wasn t too hot or too humid when I was visiting the park	other Disneyland HongKong	
4	2019-4	Australia	HK Disneyland is a great compact park. Unfortunately there is quite a bit of ma	Disneyland HongKong	
4	2019-4	United Kingdom	the location is not in the city, took around 1 hour from Kowlon, my kids like dis	Disneyland HongKong	
3	2019-4	Singapore	Have been to Disney World, Disneyland Anaheim and Tokyo Disneyland but I f	Disneyland HongKong	
5	2019-4	India	Great place! Your day will go by and you won't even know it. Obviously went t	Disneyland HongKong	
3	2019-3	Malaysia	Think of it as an intro to Disney magic for the little ones. Almost all of the attra	Disneyland HongKong	
2	2019-4	Australia	Feel so let down with this place,the Disneyland train was fantastic until you ge	Disneyland HongKong	



You

Disneyland Reviews for Demo.csv

The attached review file contains 5 columns of data from customer reviews of visiting Disneyland parks at various locations. The first column is the customer rating out of 5. The second column is the year and month the review was written. The third column shows the geo-location of the reviewer when they wrote the review. The fourth column is the answer to the question "Tell us more about your experience at Disney" and the fifth column is the location of the park the reviewer visited. Please give me a CSV file with the sixth column (sentiment) containing a sentiment score of [POSITIVE, NEUTRAL or NEGATIVE]



ChatGPT

The sentiment analysis is complete, and the updated file with the sentiment scores has been saved. You can download it using the following link:

The updated CSV file with the sentiment scores for each review has been successfully saved. You can download it using the link below:

[Download Disneyland Reviews with Sentiment](#)

STEP 2: Download the CSV

Now you'll have the sentiment as a new column, like this:

C	D	E	F
Location of Review	"Tell us more about your experience at Disney"	Location of park visited	Sentiment
India	Great place! Your day will go by and you won't even kr	Disneyland HongKong	POSITIVE
India	I can go on talking about Disneyland. Whatever I say al	Disneyland HongKong	POSITIVE
United States	Disneyland never cease to amaze me! I've been to Dis	Disneyland HongKong	POSITIVE
Canada	We spent the day here with our grown kids and I have	Disneyland HongKong	POSITIVE
Philippines	It was indeed the happiest place on earth! My family h	Disneyland HongKong	POSITIVE
Australia	This place is HUGE! Definately need more than one da	Disneyland HongKong	POSITIVE
Hong Kong	There is nothing more to say except that you become	Disneyland HongKong	POSITIVE
United Kingdom	We bought a 2 day tourist ticket via Klook which made	Disneyland HongKong	POSITIVE
Australia	GO early if you want to do photos with the signboards	Disneyland HongKong	POSITIVE

STEP 3: Additional prompts

Try asking for a table of the percentages, like this:



You

Can you give me a table showing positive, neutral or negative sentiment counts and percentages, across the whole dataset?



ChatGPT

Here's a table showing the counts and percentages of positive, neutral, and negative sentiments across the entire dataset of Disneyland reviews:

Sentiment	Count	Percentage
Positive	7821	78.21%
Negative	814	18.67%
Neutral	68	3.12%

STEP 4: Do it directly in Google Sheets

- Paste the data from the reviews into sheets
- Install the Coefficient add-on for GPT
- Add the following formula to a new column called "Sentiment" (where D2 is the location of the review text):

```
=gptx(concatenate ("Please give me the sentiment score for the text immediately following the colon in this sentence, provide a single word answer of Positive, Neutral or Negative: ",D2))
```

- Drag this column down in Sheets and it will fill with sentiment scores
- If you prefer a number score, just ask for a score without the last bit.

Resources:

Coefficient Plugin: <https://coefficient.io/openai-to-google-sheets>

PROBLEM EXPLORATION

WHEN TO USE:

When you want to:

- Focus on negative customer feedback
- Identify customer problems to solve
- Develop problem statements, ideas and hypotheses

OUTPUTS:

A mind map or a set of ideas. Make sure you map out at least two levels deep when focusing on customer problems.

WHAT DO I NEED?

Negative customer feedback like:

- One or two-star reviews
- Negative onsite feedback
- Customer complaints
- Surveys with low scores
- Cancellation page feedback

PROCESS & PROMPTING:

STEP 1: Prepare your data

Here's an example for an online marketplace called 'Vinted' where I extracted all the 1 Star Reviews:

Create a blank Excel sheet. In the first column header (row 1) type in a description of the question that requested the feedback. In this case, it's the Trustpilot text that says: "Tell us more about your experience with Vinted."

Underneath this column heading, paste the text feedback. It will look something like this:

	A
1	Tell us more about your experience with Vinted
2	My account was suspended for 1 month.
3	Extremely poor experience with this company; I advise against using it.
4	Terrible. Item doesnt arrive
5	The website is overrun with fraudulent sellers. Exercise caution!
6	I am dissatisfied with the service provided.

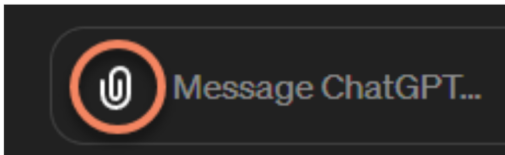
STEP 2: Save as PDF

Save your Excel file as a PDF. In this case, I call the file:

Vinted 1 Star Reviews for Demo.pdf

STEP 3: Upload it to GPT

Attach the file in the GPT chat window, using the attach button:



STEP 4: Type and run the prompt:

Type in the prompt below and run it.



You

The attached file contains only 1 star reviews of an online two sided marketplace called Vinted. These reviews represent highly negative feedback or problems with the service - either from a buyer or seller perspective. Concentrate on the issues mentioned most often by reviewers. Write 8 example hypotheses using the user review feedback.

Guides:

1. Use structure "If [this happens], then [this will happen], because [this is the reason]"
2. Use the quotes to illustrate the hypothesis
3. Be specific about the hypothesis
4. Use clear and concise language, no fancy words or jargon
5. The hypothesis should be testable

1. **If** Vinted does not effectively verify the authenticity of items before they are listed, **then** buyers will encounter a higher incidence of counterfeit items, **because** sellers can easily list fake goods without proper checks.

"Full of scams, money is not protected... Full of scammers selling items that don't exist."

2. **If** Vinted's customer support primarily uses automated responses without addressing specific user concerns, **then** user satisfaction will decrease, **because** personalized assistance is crucial in resolving unique issues.

"Customer support is non-existent... Just autobot responses no actual care taken."

3. **If** Vinted's policy requires buyers to pay for return shipping even when items are not as described, **then** customer dissatisfaction will increase, **because** it places an unfair financial burden on buyers for issues out of their control.

"Don't agree with having to pay return postage on shoddy goods vinted customer service very very unhelpful."

4. **If** Vinted does not promptly release funds to sellers after transactions are completed, **then** sellers will experience financial delays, **because** accessing earned money quickly is a fundamental expectation of sellers on the platform.

"It takes too long for your money to arrive in your account... STILL NOT BEDN PAID FIR GOOD SOLD AFTER 10 days."

5. **If** Vinted uses unreliable delivery services for shipping items, **then** there will be an increased number of lost or delayed parcels, **because** the quality of delivery services directly affects the timeliness and reliability of order fulfilment.

"Great idea - poor delivery company used Yodel lost my parcel... Parcel-shop lost my parcel but I got charged."

6. **If** Vinted does not have a stringent process for account verification and security, **then** users may experience wrongful account suspensions, **because** insufficient verification can lead to mistaken identity and fraud assumptions.

"Block my account for no reason saying I'm doing fraud... Account block instantaneously permanently."

7. **If** Vinted does not effectively mediate disputes between buyers and sellers, **then** resolution of issues will be unsatisfactory, **because** a neutral third party is necessary to fairly resolve disputes.

"Terrible customer service won't even act on UK consumer rights!... Terrible customer service - made me pay for a return to a customer."

8. **If** Vinted allows the listing of prohibited items such as used makeup without adequate checks, **then** health and safety concerns will arise, **because** selling such items can pose hygiene risks to buyers.

"VINTED LETS PEOPLE SELL USED MAKEUP AND MAKES THE BUYER PAY TO RETURN!!!!"

STEP 6: Talk to the data

Now here is where it gets fun - you now have a 'negative' dataset of customers loaded. You can do this with whole datasets for analysis too or even delighted 5 star customers. Here are some examples with the Vinted dataset:



You

For this theme "If Vinted does not effectively verify the authenticity of items before they are listed, then buyers will encounter a higher incidence of counterfeit items, because sellers can easily list fake goods without proper checks." then please come up with a list of 20 ideas for how to solve this problem?



ChatGPT

1. Implement Advanced Image Recognition Technology: Utilize AI to scan and flag listings with images that match known counterfeit goods.

2. **Require Detailed Seller Verification:** Enforce stricter verification processes for sellers, including ID verification and proof of purchase for high-value items.
3. **Random Spot Checks on Listings:** Periodically select listings at random for manual review to ensure compliance with authenticity standards.
4. **Educate Sellers on Legal Implications:** Provide information and training on the legal consequences of selling counterfeit goods to deter such listings.
5. **Create a Seller Rating System:** Develop a rating system that reflects a seller's history of authentic items, rewarding those with high scores.
6. **Introduce a Certification Program for Authentic Items:** Allow sellers to obtain a "verified authentic" badge on listings after passing a thorough review.

Now we get into the depth of a particular topic or idea. Let's see what the idea of introducing a Certification Program for items - what would that involve?



You

For this idea "Introduce a Certification Program for Authentic Items: Allow sellers to obtain a "verified authentic" badge on listings after passing a thorough review." Can we explore this in more detail? How would this work?



ChatGPT

Introducing a Certification Program for Authentic Items with a "verified authentic" badge involves several key steps and considerations to ensure its effectiveness and reliability. Here's a detailed exploration of how such a program could work:

PROGRAM SETUP

1. **Criteria Establishment:** Define strict criteria for what constitutes an “authentic” item. This may vary by category (e.g., luxury goods, electronics) and should be developed with input from experts, brand representatives, and possibly in consultation with authentication services.

BENEFITS:

- Increases buyer confidence and potentially commands higher prices for verified items.
- Distinguishes reputable sellers and authentic items from counterfeits.
- Enhances the overall credibility of the platform.

CHALLENGES:

- Operational costs associated with setting up and maintaining the program.
- Risk of false positives or negatives in the authentication process.
- Potential for increased pressure on customer service for handling inquiries and disputes related to the program.

You now have a pretty detailed outline plan to explore for one particular solution to solve a problem. That’s just one idea out of 20. Some of the ideas will be useful, some will not apply, some may jog your memory.

We can continue chatting with this dataset:

STEP 7: Additional prompts to try

What about the delivery companies?



You

What are the top delivery companies mentioned when there is a complaint?



ChatGPT

Yodel - Mentioned in contexts where parcels were lost or delivery issues occurred. For example, "Great idea - poor delivery company used Yodel lost my parcel."

Evri (formerly Hermes) - Identified in situations where parcels were lost or not delivered as expected. "Parcel-shop lost my parcel but I got charged as Evri delivered it. Customer service is useless."

InPost - Referenced in scenarios involving issues with parcel delivery or collection. For instance, "Had my money on hold for over 2 weeks despite item being delivered! Customer services a nightmare to get hold of. They use Inpost as a service who are also garbage."

Lastly, let's ask for a summary for this as a two-sided marketplace:



You

Please summarise the key themes within this negative customer feedback - if you can, separate buyer and seller concerns as these are different. Please concentrate on the feedback most frequently quoted by customers.



ChatGPT

The negative customer feedback from the Vinted 1 Star Reviews document highlights distinct issues from both buyer and seller perspectives. Below is a summary of the key themes, separated by buyer and seller concerns based on the frequency of mentions:

BUYER CONCERNS:

1. Item Misrepresentation and Counterfeit Goods: Buyers frequently report receiving items that are not as described, including counterfeit products and items in worse condition than advertised. This includes

receiving wrong items, fake items, and items that are significantly different from the listing description.

2. **Delivery Issues:** Complaints about items not being delivered, lost parcels, and problems with delivery services (notably Yodel, Evri, and InPost) are common. Buyers express frustration over parcels that arrive late, are lost, or are delivered to the wrong address.

SELLER CONCERNS:

1. **Payment Delays:** Sellers express frustration over delays in receiving payment for sold items. The process for funds to be released to their account is often described as slow and cumbersome.
2. **Account Suspensions:** There are reports of accounts being suspended or blocked without a clear reason, leaving sellers unable to access their accounts, list items, or retrieve their earnings.

Across both buyer and seller experiences, the overarching themes include dissatisfaction with customer support, challenges with the delivery process, and issues with the platform's handling of payments, refunds, account management, and dispute resolution. These themes highlight areas where improvements are needed to enhance trust, efficiency, and satisfaction among Vinted's user base.

PROBLEM STATEMENT GENERATION:

WHEN TO USE:

When you need to discover, explore, define, and write clear and effective problem statements that can be used as part of your experimentation process.

Having a well-defined problem statement ensures you have a clarity of purpose for all the experimentations you run. This means that resources such as time, budget, and personnel can be spent much more efficiently when a problem is well-defined and re-searched.

Whether you already have some idea of the problems you're trying to solve, or whether you're trying to discover problems from user feedback or user testing transcripts, re-searching with GPT is a great way to get closer to the problem.

Understanding the problem you're trying to solve helps break you out of solution-bias, and enables more effective ideation.

OUTPUTS:

Clearly written problem statements & solution statements (if required).

WHAT DO I NEED?

Negative customer feedback like:

- One or two-star reviews
- Negative onsite feedback
- Customer complaints
- Surveys with low scores
- Cancellation page feedback

PROCESS & PROMPTING:

STEP 1: Prepare your data

You may be able to paste your data into the chat interface (character limits apply). You can also upload this as a PDF or TXT file to your session, as we've covered in earlier playbooks.

For this example, we're using the healthcare company Radox. We've done theme summarisation as mentioned previously, and determined that there are issues categorised as "Customer Service Experience" we want to explore further. This analysis uses a specific extract of problem areas:

Theme: Customer Service Experience			
	quote	sentiment_label	respo
0	Extremely poor service from Waterloo PCR 3 hour express test service.	Negative	Extrei
1	Long wait times to speak to someone	Negative	Absol
2	Excuse given for not being able to help on the phone	Negative	Absol
3	Terrible customer service who have shut me down and not answered any of my quest	Negative	I paid
4	Difficulty in contacting Radox about test result discrepancy	Negative	had a
5	My son and I have contacted Radox regarding the refund and they are now complete	Negative	I wou
6	It required hours of calls to Radox and their shambolic Click and Collect partner Pay	Negative	Territ
7	Telephoned the Radox line but found the lines were very busy	Negative	Order
8	Very very poor customer service but unfortunately the only people we can book offici	Negative	I had
9	Waited 1 1/2 hours for response after going through registration with help	Negative	Dreac
10	Disappointed with customer service and lack of acknowledgment letter	Negative	Disa

STEP 2: Set the context

Set any context that you want ChatGPT to use. Here, we are ensuring that ChatGPT is aware of who Radox is as a company. You could choose to write the context as part of the prompt or upload documents.



You

Tell me about the company Radox in less than 50 words.



ChatGPT

Radox is a global healthcare diagnostics company, known for producing innovative diagnostic solutions, including tests for COVID-19. Established in 1982 in Northern Ireland, Radox offers a wide range of diagnostic products and services to healthcare professionals and researchers worldwide.

STEP 3: Explore the feedback

Now attach the negative feedback and prompt ChatGPT to help you explore the customer problems.



You

For the attached customer feedback:

1. List the customer problems (pain-points, unmet needs, or desires) suggested by this feedback in priority order, starting with most mentioned.
2. For each one, describe the potential impact of not solving these problems.
3. For each one, list what could be possible root causes of the problem
4. What specific questions should I research further to gather additional data?

Feedback: [Insert feedback or attach document]



ChatGPT

Difficulty in Contacting Company: Customers are struggling to reach the company through various channels like phone calls and emails. This lack of communication leaves them feeling unheard and frustrated.

Root Causes: Insufficient staffing for customer service, ineffective communication systems, lack of priority placed on customer inquiries.

Impact: Customers may lose trust in the company, leading to negative word-of-mouth and potential loss of future business.

Success Metrics: Increased response rates to inquiries, reduced wait times for customer service, improved customer satisfaction scores.

Delayed or Lack of Response: Customers are not receiving timely responses to their inquiries, such as regarding test results or refund requests.

Root Causes: Poorly managed customer service workflows, understaffed support teams, ineffective communication protocols.

Impact: Customer dissatisfaction, potential legal or regulatory issues if related to sensitive matters like test results or refunds.

Success Metrics: Decrease in average response time to inquiries, increase in customer satisfaction ratings related to communication.

Inefficiencies in Refund Process: Customers are facing difficulties in obtaining refunds for unused tests, encountering delays and lack of responsiveness.

Root Causes: Complex refund processes, lack of clarity in policies, inadequate staffing to handle refund requests.

Impact: Loss of customer trust, negative reputation for the company, potential legal implications.

Success Metrics: Decrease in average time to process refunds, increase in positive feedback regarding refund experiences.

That's a lot of text. Summarise it so it's suitable for use in a slide deck.

● You

Rewrite the above being more concise, so it is suitable for a presentation with each section needing to fit to a slide less than 50 words per slide



ChatGPT

Communication Challenges: Difficulty reaching the company via phone or email leads to frustration and dissatisfaction among customers.

Delayed Responses: Customers experience long waits or no response to inquiries, affecting satisfaction and trust.

Refund Process Inefficiencies: Complex refund procedures result in delays and dissatisfaction, impacting company reputation.

Long Wait Times & Disconnections: Excessive wait times and call disconnections frustrate customers, undermining company reliability.

Lack of Follow-up: Inadequate issue resolution and follow-up lead to customer dissatisfaction and potential churn.

This gives you a good starting point to edit and append your own insights. You'll likely have more questions, list them separately. You can also get ChatGPT to suggest some questions.



You

Suggest some questions for further exploration.



ChatGPT

1. How often do customers experience difficulty contacting Radox through phone calls and emails?
2. What are the typical reasons cited for prolonged wait times and lack of response from Radox's customer service channels?

9. Are there any patterns or trends in customer complaints or feedback regarding Radox's service quality and responsiveness?

10. How does Radox plan to enhance its customer service operations and address the challenges highlighted by customers?

These questions are a good jumping off point to think about and explore your own questions.

Once you feel comfortable you have explored a number of specific problems, you can either write your problem statements or ask GPT to write the problem statements for you.



You

For the following customer problems, create a concise problem statement of less than 60 words for each of the problems listed.

1. Be specific.
2. Mention the impact.
3. No jargon, use simple language

Customer problems:

[Copy and paste relevant customer problems listed earlier]



ChatGPT

Problem Statement 1:

Customers feel ignored when contacting the company, causing frustration and potentially losing trust, as their inquiries remain unanswered and promises unfulfilled.

Problem Statement 2:

Customers struggle to get refunds for unused services or products, leading to dissatisfaction and potential loss of revenue as they feel cheated by the company.

Problem Statement 3:

Customers experience frustration due to long waiting times and inefficiencies in customer service, risking loss of loyalty and revenue as they seek more responsive alternatives.

Problem Statement 4:

Customers feel misled by the company's inconsistent service and unmet promises, damaging trust and potentially leading to customer defection as they perceive the company as unreliable.

With some tweaking, these problem statements can be used to ideate solutions. If the ideas seem too wide-ranging, it may mean that the problem statement is too broad. In that case, you can ask GPT to break down the problem into more specific subtopics and explore those. This prompt can often be insightful:



You

Can these problems be broken down into smaller more specific problems?

PROBLEM STATEMENT IDEATION:

WHEN TO USE:

You'll see a clear process here if you followed our arc of Research -> Problems -> Problem Statement -> Hypothesis.

During workshops, we also found adding this ideation step added huge value to the diversity and quality of solutions we explored. It also alleviated the issues around solution-bias.

In the other playbooks, we have drilled down to specific customer and business problems. Once we understand and explore these problems, we'd like to find testable solutions. So at this stage, we use GPT to expand the options. A bit like where we have suggested using variations in other playbooks, in this playbook we bring new ideas to the table.

OUTPUTS:

A comprehensive set of ideas, some of them impossible to build and some crazy, but all worth considering as inputs to your ideation (and then hypothesis) process for experiments.

WHAT DO I NEED?

A well-defined problem, such as the output from the Problem Statement Generation playbook on page 51. Read about the SCAMPER model at <https://bit.ly/3xtAFYB>

PROCESS & PROMPTING:

STEP 1: Set up the context

First, we ask ChatGPT to generate a range of prompts we will cycle through to generate ideas. So, instead of one meta "generate 20 ideas" prompt, we are effectively breaking that down into a list of ideation prompts.

Why not just ask it for a list of ideas right away? (Of course, you can do that too.) We know from research that a key to better ideation is divergent thinking. This is what people mean when they say "thinking out of the box". It lets us tap into the widest range of possibilities, from the entire universe of different ideas, rather than limit ourselves to the obvious ones.

With that, here's the first prompt:



You

You will help me generate ideas that we can test on our website, as part of our CRO program. First, you'll use the SCAMPER framework to suggest different prompts I can use in order to generate many different ideas.

Below is some context of the problem we are solving. Ask any clarifying questions if necessary. Do not yet start generating ideas. Wait for my instructions.

Give it enough context about the company and a specific problem we want to address. Use the problem statement created as part of the previous section, or write your own here.



ChatGPT

Our food subscription service offers an initial trial at a low price. Though the take-up is good, trial-to-subscriptions conversion rate is unsustainably low. During interviews, trial customers expressed a desire for customization options. They want the ability to choose dietary preferences, portion sizes, or even specific types of foods they receive.

STEP 2: Generate "thinking outside the box" prompts

Let ChatGPT generate a range of ideation prompts you can use in the next step:



You

Now generate ideation prompts. For each SCAMPER category, suggest 2 prompts I can give you to generate specific ideas we can test on the website to solve the above problem.

STEP 3: Create the first batch of ideas

Use ONE of the prompts suggested in the previous step. Pick your favourite or the most interesting one.

Here's an example from our testing, where we used one of its prompts from the Adaptation category in the SCAMPER model:



You

What successful customisation or subscription models from other industries can we adapt to improve our trial-to-subscription conversion rate?



ChatGPT

Adapting successful customisation or subscription models from other industries can offer fresh insights and innovative approaches to improving your trial-to-subscription conversion rate. Here are some models that stand out for their effectiveness in customer engagement.

1. Beauty Industry: Birchbox Model

- **Adaptation Idea:** Similar to Birchbox, which sends a variety of sample-sized products based on user preferences, your service could offer a customizable trial box where customers select their dietary preferences, portion sizes, and even specific types of foods. Their personalised approach can make the trial experience more engaging, encouraging customers to subscribe for the full experience.

2. Fashion Industry: Stitch Fix's Personalisation Algorithm

- **Adaptation Idea:** Stitch Fix uses an algorithm to personalise clothing selections for its customers based on their style preferences, sizes, and feedback. Adapting this, your service could leverage AI to tailor meal plans and recipes according to the individual's dietary needs, taste preferences, and past feedback, enhancing their personal connection and perceived value of the subscription.

3. Entertainment Industry: Netflix's recommendation Engine

- **Adaptation Idea:** Netflix keeps users engaged by recommending movies and shows based on their viewing history and preferences. Similarly, you could implement a dynamic recommendation system for meal plans and recipes, which evolves based on user feedback and choice during the trial, encouraging users to discover the depth and breadth of your offering, leading to higher conversion rates.

STEP 4: Cycle through the list in Step 2

Pick as many as you like from the list of prompts created in Step 2. No need to use all of them, but use at least three from different categories in the SCAMPER model. At this point, we often ask for a list of 25-50 ideas per prompt. ChatGPT is brilliant at generating a wide range of ideas.

STEP 4: Iterate and refine

By the end of this process, you should have at least 100 different ideas. Many will be too wacky, not feasible to do or "bad" in some other way. That's fine - it's an important part of the process.

List the ones you like in a new prompt. At this point, you have a number of options to narrow down into a shortlist:



You

Here are the ones I like best. Give me more like them.



You

Here are the specific elements I like best of the different ideas. Combine them into new ideas.

STEP 5: Using GPT to help you think out of the box

If you feel adventurous, you can ask GPT to go wild.



You

Give me 8 crazy ideas. Think out of the box.

The generated suggestions may be a little farfetched and unfeasible. But simple critical analysis of these suggestions has led to some truly innovative and exciting ideas during collaborative workshops.

Additionally, when AI proposes the crazy and “silly” ideas, it creates a space where teams can freely explore and discuss them without worrying about being judged.

STEP 6: Add constraints to the ideas

When I recently ran the “crazy ideas” prompt for an events ticketing company, one of the suggestions I got was this one:



ChatGPT

Event Treasure Hunts: Organize city-wide treasure hunts where participants must solve clues and complete challenges at various event venues. Each successfully completed challenge grants access to exclusive event discounts or VIP experiences, incentivizing event attendance and exploration.

At first glance, this idea seems ambitious, farfetched, and unfeasible. But what if we ask GPT to apply some constraints to see if we can ground it a little?



You

I like this idea:

“Event Treasure Hunts: Organize city-wide treasure hunts where participants must solve clues and complete challenges at various event

venues. Each successfully completed challenge grants access to exclusive event discounts or VIP experiences, incentivizing event attendance and exploration.”

But it is too far-fetched and beyond our budget.

What could be possible within the limited constraints and resources that I have?

Constraints: two weeks for two developers

I get a list of interesting suggestions, such as this one:



ChatGPT

Utilize social media and local community channels to promote the app and encourage participation in the event challenges. Focus on grassroots marketing efforts to spread the word within the community.

And this one:



ChatGPT

Reach out to local event organizers and businesses to collaborate on the app by providing incentives for users who participate in challenges related to their events. This could include freebies, discounts on event tickets, or special access to behind-the-scenes experiences.

These constrained ideas may not be perfect, but analysing these responses helps pinpoint ways that gamification could be implemented at a local level using social media. You can iterate on this approach multiple times, using AI to help you broaden and then constrain ideas until you're satisfied you've explored all the possible angles for solving a problem statement.

HYPOTHESIS GENERATION:

WHEN TO USE:

When you need to write a strong hypothesis that outlines the theory to be tested, and how that theory will be validated.

OUTPUTS:

A statement that satisfies the requirements of a good hypothesis, using a widely accepted framework (see resources for more).

WHAT DO I NEED?

A theory of how you might improve an outcome of interest, expressed as “We believe that X will cause Y.”

PROCESS & PROMPTING:

STEP 1: Prepare your data

A good hypothesis is rooted in data and research. You should have:

- A theory that says how a specific action will solve a problem. It's like saying, “We think doing X will make Y happen.” This idea comes from your problem statement (page 51).
- Identify the independent variable (change you are making) and dependent variables (what you think will happen because of the change).
- Describe how the change is supposed to affect what happens next with the variables. What do you expect to see when you make the change?
- Use information from at least one data source that's relevant to your theory. Share what you see in the data and what you think it means.

Example:

- A website selling plants and seedlings has a high checkout abandonment rate (observation).
- A series of tests in the checkout flow had no effect (observation).
- On-site surveys on the PDP revealed that users had concerns about the health of plants on arrival and if they would match the beautiful product images (observation).
- Putting it all together, the interpretation is that the perceived problem in the checkout is actually set up earlier in the funnel.
- This leads to the theory: We believe that including UGC (user generated content) images on the PDP will reduce the anxiety about plant health on arrival.

STEP 2: Set up the Framework

Run the following prompt:



You

Your role is to help me write a good hypothesis by asking questions and prompting me to think through my logic. Don't be verbose. Your tone is helpful, but strict.

In guiding me, you will follow the template below:

—

Based on <data/research>
we believe that <change>
for <population>
will cause <impact>

We will know this when we see <metric> or <feedback>

This will be good for Customers / our Partners / our Business <because>

—

where ...

<data/research> is a placeholder for the observation, insight or interpretation that was the catalyst for this hypothesis

<change> is a placeholder for the specific change you are making

<population> is a placeholder for the cohort, audience, group that is exposed to the experiment

<impact> is a placeholder for the outcome you believe <change> will cause. What is the behavioral change you expect to see?

<metric> and <feedback> are placeholders for how you will measure the impact of the change. <metric> = quantitative whereas <feedback> =

qualitative. You can use one or both.

<because> is a placeholder for an explanation of why this matters to Customers, the Business, Partners, Suppliers and/or Staff. This is an opportunity to align OKRs with the hypothesis.

The final hypothesis statement must cover at a minimum <data/research> + <change> + <impact> + <metric>. When you are ready, I can share my draft hypothesis for your feedback.



ChatGPT

Let's start with the draft of your hypothesis. Please share it and we'll work through the template together to refine it.

STEP 3: Share your initial thoughts

Give ChatGPT some context about your website and the problem, followed by your draft hypothesis or inputs.

Remember, an important part of this interaction is to help you think through your theory and logic.

For example:



You

My website sells plants and seedlings. On-site surveys on the PDP revealed that users had concerns about the health of plants on arrival. They wonder if their plants would match the beautiful product images on our site. It led us to think that including UGC images (supplied by customers) on the PDP might reduce this anxiety about plant health on arrival.

The response from ChatGPT broke this down into detail:



ChatGPT

Let's break down your draft hypothesis using the template.

First, identify the data/research:

What specific insights or observations from the on-site surveys or other data sources led you to consider this change?

Now, clarify the change you're proposing:

What exactly do you mean by including UGC (User Generated Content) images? How will these be displayed or integrated on the Product Detail Page (PDP)?

Define the population affected:

Who are the users that will see this change? Are they new visitors, returning customers, or a specific segment interested in certain types of plants?

Specify the expected impact:

How do you believe adding UGC images will affect users' perception and behavior? What specific anxiety or concern are you aiming to reduce?

Determine the metric and feedback for evaluation:

What quantitative metrics will you look at to measure the success of this change? Are there any qualitative feedback mechanisms you plan to use to gauge user reactions or perceptions?

Finally, explain why this matters:

How does addressing this concern benefit your customers, business, or any other stakeholders?

Please refine your hypothesis by answering these questions.

STEP 4: Refine and iterate as necessary

The more context and detail you fed it in the previous step, the more likely you are to be

rewarded with a decent first attempt.

It's not uncommon to have 2-3 rounds of clarifications and refinements at this point, but the hardest part is behind you.

In this conversation, ChatGPT reminded me to track the added UGC elements as secondary metrics, definitely an important behavioural component in this case:



You

Yes I think it's a good point to track interaction with UGC as a secondary metric. State the final hypothesis, taking into the account the entire conversation.



ChatGPT

- Based on user feedback expressing concern about the health of plants on arrival and the accuracy of product images.
- We believe that integrating User Generated Content (UGC) images on the Product Detail Pages (PDP), showcasing healthy plants in customers' gardens, for all users, will add a layer of social proof and reduce anxiety regarding plant health.
- We will know this is true when we see an increase in the sales conversion rate among users who view the UGC images, indicating reduced anxiety. As a secondary metric, we will track interaction with UGC images to further understand engagement and its direct correlation to sales conversion.
- This change will be beneficial for our customers as it aids their decision-making process by offering tangible social proof of our plants' quality, potentially improving customer satisfaction and trust in our brand.

STEP 5: Evaluate the final hypothesis

Ask ChatGPT to challenge and evaluate your hypothesis statement (see the next playbook “Hypothesis and Problem Checker”).

Resources:

Hypotheses and Predictions - Lukas Vermeer:

<https://bit.ly/3TO9YH4>

A Hypothesis is not a Prediction - Erin Weigel:

<https://bit.ly/3wZjAFK>

Hypothesis Kit for Experimentation - Craig Sullivan:

<https://bit.ly/HypKit4>

Never Start with a Hypothesis - Cassie Kozyrkov:

<https://bit.ly/3jejA90>

HYPOTHESIS & PROBLEM CHECKER:

WHEN TO USE:

When you have drafted a hypothesis and want to sense-check it; make sure it meets the requirements of a strong hypothesis.

OUTPUTS:

Feedback on your hypothesis, with suggestions on how to improve it.

WHAT DO I NEED?

A completed draft of a hypothesis statement (see page 64 for how to generate one).

PROCESS & PROMPTING:

STEP 1: Get your draft ready

Draft a hypothesis statement using the playbook. It should identify two variables of interest and the relationship between them: the independent variable is what you're testing, while the dependent variable is the thing you measure to see if the change caused an effect.

STEP 2: Set up the framework

Start with this prompt:



You

Your role is to evaluate my draft hypothesis by comparing it against the framework provided below. You will help me to think through my theory and logic, where necessary, by asking insightful questions. Don't be verbose. Your tone is helpful, but strict.

Here is the JSON code for a table taken from "Experimentation Works" by Prof Stefan Thomke.

```

[
  {
    "": "Source",
    "Strong hypothesis": "Qualitative research, customer insights,
problems, observations, data mining, competitors",
    "Weak hypothesis": "Guesses not rooted in observations or facts"
  },
  {
    "": "Variables",
    "Strong hypothesis": "Identifies possible cause and effect",
    "Weak hypothesis": "Possible cause or effect unknown"
  },
  {
    "": "Prediction",
    "Strong hypothesis": "Can be shown to be false",
    "Weak hypothesis": "Difficult to disprove, vague"
  },
  {
    "": "Measurement",
    "Strong hypothesis": "Quantifiable metrics",
    "Weak hypothesis": "Qualitative outcomes"
  },
  {
    "": "Verification",
    "Strong hypothesis": "Experiment (with hypothesis) can be replicated",
    "Weak hypothesis": "Difficult to repeat experiment"
  },
  {
    "": "Motivation",
    "Strong hypothesis": "Clear impact on business outcomes",
    "Weak hypothesis": "Link between metric and business impact
unclear"
  },
  {

```



```

"""Example",
"Strong hypothesis": "Opening our stores one hour later has no
impact on daily sales revenue.",
"Weak hypothesis": "We can extend our brand upmarket."
}
]

```

Use this code to recreate the table. Label it "Good Hypothesis vs Weak Hypothesis (Source: Stefan Thomke)". Then, let me enter my draft hypothesis in the next prompt so that you can help me evaluate it according to this framework.

It should return a response like this, recreating the table from Thomke's book Experimentation Works. Read through this before continuing to be familiar with the framework and what is required.



ChatGPT

Here is the table "Good Hypothesis vs Weak Hypothesis (Source: Stefan Thomke)" based on the framework provided:

	Strong Hypothesis	Weak Hypothesis
Source	Qualitative research, customer insights, problems, observations, data mining, competitors	Guesses not rooted in observations or facts
Variables	Identifies possible cause and effect	Possible cause or effect unknown
Prediction	Can be shown to be false	Difficult to disprove, vague
Measurement	Quantifiable metrics	Qualitative outcomes
Verification	Experiment (with hypothesis) can be replicated	Difficult to repeat experiment
Motivation	Clear impact on business outcomes	Link between metric and business impact unclear
Example	"Opening our stores one hour later has no impact on daily sales revenue."	"We can extend our brand upmarket."

Please share your draft hypothesis so we can evaluate it according to this framework. [-]

STEP 3: Submit your hypothesis

Put your hypothesis in the chat box. There are many ways to express a hypothesis; you may use any format - as long as the criteria in the table are met.

ChatGPT will do an assessment in terms of Thomke's framework. It will point out weaknesses and may ask you a few guiding questions.

When I submitted the hypothesis created in the previous example, this was the response:



ChatGPT

Your draft hypothesis is structured around the idea of using User Generated Content (UGC) to enhance the shopping experience by adding social proof to your Product Detail Pages (PDP). Let's evaluate it against Thomke's framework:

Source:

Your Hypothesis: Based on user feedback and concerns.

Evaluation: Strong. It is rooted in qualitative research and customer insights.

Variables:

Your Hypothesis: The integration of UGC images (cause) and its effect on sales conversion rate and user engagement (effect).

Evaluation: Strong. You have identified a clear cause and effect.

Prediction:

Your Hypothesis: An increase in sales conversion rate among users who view UGC images will indicate reduced anxiety.

Evaluation: Strong. Your prediction is specific and can be shown to be false.

Measurement:

Your Hypothesis: Increase in sales conversion rate and interaction with UGC images as metrics.

Evaluation: Strong. You propose quantifiable metrics.

Verification:

Your Hypothesis: Implies that the experiment can be replicated by integrating UGC on PDPs and observing the impact.

Evaluation: Strong, assuming you have a control group and can replicate the experiment in similar conditions.

Motivation:

Your Hypothesis: Aims to improve customer satisfaction and trust by addressing concerns regarding plant health, impacting business outcomes.

Evaluation: Strong. You have a clear link between your metrics and business impact.

STEP 4: Iterate and refine

By now, it should come as no surprise that you will almost certainly have to work through one or two iterations, or more, depending on the quality of the starting point.

Resources:

Experimentation Works: The Surprising Power of Business Experiments

<https://amzn.to/4cpsUDe>

WHITE PAPER RESEARCH:

WHEN TO USE:

Although Google Scholar can provide search functionality for white papers, this example will be using a tool called Scite, as it allows for more use cases and a much higher quality set of connections in terms of a research method, topic or area of study.

Scite is the world's largest index of citation statements. They have extracted and analysed 1.2 billion citation statements and 187 million full-text articles. More than you could ever read yourself:

<https://scite.ai/data-and-services>

We have identified the following use cases worth sharing:

- You have recommended something to a client, as you believe this to be 'accepted wisdom' or 'best practice' - but you want to understand the psychological lever, principle or research behind it.
- You are researching a particular topic (for example, the readability of ALL CAPS) and wish to find the research in this area over time - both the original work and all the studies that built on this.
- You wish to debunk what you suspect is a myth. For example, ALL CAPS is often not recommended because it's harder to read but the actual evidence is that it's not - for body copy it's harder to read because we have less practice. You can find the research that relates to this area and read the important papers.
- You are researching a particular area of experimentation or consumer psychology and want to understand a lever, behaviours or responses to tests.
- Where you want to find a highly specific paper, the most recent research on a topic or the most credible research from a pile of papers.

OUTPUTS:

- White papers
- Research connections
- History of research
- Positive and negative signals

WHAT DO I NEED?

You'll need a subscription to Scite to run this playbook. They offer a 7-day free trial you can use for this exercise.

In this playbook, we will be focusing on using the AI-powered assistant tool.

The subscription includes other useful AI tools like:

- Smart Citations: Shows you whether research has been cited positively/neutral/negatively at a glance. Their browser plug-in allows these features to be available on any journal article you access online. The plug-in spots if you are reading a white paper (with a DOI number) and automatically pops up showing you the smart citations.
- Reference Check: Lets you upload your own document to check if any references have been questioned or retracted, find any that might be missing, and see how other papers have cited the same work.
- If you would like more guidance on using these features, get in touch with Marcella.

PROCESS & PROMPTING:

GUIDELINES:

Log in to your Scite account > products > assistant.

When you reach this screen you're going to see some suggested prompts under the headlines:

'Ask simple questions and get reliable answers from the full-texts of millions of research articles'

- This is key to prompting the assistant, so keep it simple and specific. Scite will take your prompt and run variations of the wording to find the right papers

- for you. You'll see this happen in real time. Don't worry about over elaborating your search to grab more articles, it does that work for you! We will come back to the amount of articles it searches in the settings guide at the end of the playbook.

'Get unblocked on whatever you're writing, whether it's a simple blog post, essay, or a grant proposal'

- This tool can be used to support your thinking but also to expand and challenge it. Just like any good academic, the assistant doesn't shy away from being critical.

'Effectively use information from research articles to support your research tasks'

- The prompting ideas under this heading give you an idea of how you could prompt to support or challenge more specific claims. E.g.: 'Find a source for the following sentence' or 'Find competing evidence for the paragraph below'.

PROMPTING EXAMPLES:

Scite is useful for getting high quality references and explanations of scientific and psychological concepts. Keep your prompts simple and use the settings to get what you want from the answer.

● 'What is confirmation bias?'

(below you can see the secondary searches run for this prompt)

^ View searches run to ground this response

[confirmation bias a ubiquitous phenomenon in many guises](#)

[confirmation bias definition](#)

[examples of confirmation bias](#)

[confirmation bias in complex analyses](#)

[confirmation bias in decision making](#)

- Confirmation bias is a widely recognized concept in psychology that describes individuals' tendency to seek, interpret, and remember information in a way that confirms their existing beliefs or hypotheses (Nickerson, 1998). This bias results in individuals selectively focusing on information that aligns with their beliefs while disregarding contradictory evidence, impacting decision-making, problem-solving, and judgment in personal and professional domains (Aeffner et al., 2017).

Research indicates that confirmation bias is a pervasive phenomenon observed across various fields, including psychology, cognitive science, and decision-making (Klayman & Ha, 1987). Studies have demonstrated that this bias influences how individuals process information, make choices, and form opinions, ultimately affecting the quality of their decision-making processes (Kulwicka & Gasiorowska, 2023).

Moreover, confirmation bias has been associated with cognitive processes such as selective attention and memory, where individuals tend to prioritize information that supports their beliefs while ignoring conflicting information (Michel & Peters, 2020). This bias can lead to errors in judgment, flawed reasoning, and the perpetuation of misconceptions or stereotypes (Peters, 2020).

Understanding confirmation bias is particularly crucial in fields like medicine, where accurate decision-making is vital for patient care. Studies have explored how confirmation bias can impact medical diagnoses, treatment decisions, and patient outcomes, underscoring the importance of mitigating this bias through awareness, training, and structured decision-making processes (Rotgans & Schmidt, 2019).

In conclusion, confirmation bias is a significant cognitive bias that influences how individuals perceive and process information. By acknowledging the presence of confirmation bias and actively working

to counteract its effects, individuals can enhance their decision-making processes, improve critical thinking skills, and foster more objective and evidence-based reasoning.

The above shows you the kind of detailed response you can expect from Scite, it has given us papers ranging from the introduction of the concept up until 2023. All statements are referenced and you can access the papers from the prompt (if references are less important for your research I will show you how to tweak this in the settings guide).

Let's continue with an example that shows the importance of the emphasis in your prompt. You're proposing to remove centre aligned text on a website design.

You'd like to know if centred text with a ragged left-hand edge is harder to read, indicating it might be useful to change this or run a test. When proposing this change, you'd like to back up your hypothesis with some evidence.

● Why is it harder to read centred text than left aligned text?

(below you can see the secondary searches run for this prompt)

^ View searches run to ground this response

[difficulties in reading centered text](#)

[challenges of reading centered text](#)

[comprehension of centered text vs left aligned text](#)

● Reading centered text can be more challenging compared to left-aligned text due to various factors. One key aspect is the difficulty level of the text itself. Texts with complex words or structures can pose a greater challenge to readers (Eika & Sandnes, 2016). Additionally, the readability of the text plays a crucial role. Texts that are harder to read, regardless

of alignment, can lead to increased cognitive load and decreased comprehension (Britton & Westbrook, 1978). Moreover, the fluency of the reader is essential when tackling difficult texts. Students need a certain level of fluency to comprehend more challenging content effectively (Strong et al., 2018).

Furthermore, the language used in the text can also impact comprehension. While difficult language is often associated with comprehension challenges, even simple language and content can present difficulties for readers, especially for those learning a second language (Rinnemaa, 2023). Additionally, the lack of familiarity with specific types of texts, such as English for Specific Purposes (ESP) texts, can contribute to reading difficulties due to a lack of appropriate reading strategies (Tran & Tham, 2018).

Moreover, factors such as eye movements during reading can be influenced by the text itself, affecting reading speed and comprehension (Hmimdi et al., 2021). The presentation mode of the text, including factors like dynamic displays or single-line displays, can also impact reading difficulty and the time needed to read the text (Shieh et al., 2005). Additionally, the predictability of the text can affect reading, with surprising or unpredictable elements influencing reading behavior (Lowder et al., 2017).

In conclusion, the challenges in reading centered text compared to left-aligned text stem from a combination of text difficulty, readability, fluency, language complexity, familiarity with the text type, eye movements, presentation mode, and text predictability. Understanding these factors can help educators and designers create more accessible and comprehensible texts for readers.

This answer isn't what we are after. The first paragraph talks about the complexity of text and reading levels. The second talks about complexity. The third covers nuances of reading and the last paragraph mixes these together. Let's rework the prompt and try a more direct angle:

● 'Why is left-aligned text easier to read?'

^ View searches run to ground this response

[why is left aligned text easier to read](#)

[effects of text alignment on reading comprehension](#)

● Left-aligned text is considered easier to read for several reasons supported by research findings. Firstly, left-aligned text with a larger font size (>12) has been shown to improve the accuracy and speed of reading (Phua et al., 2019). This format quality improvement aids in enhancing the overall readability of the text. Additionally, the alignment of text from left to right corresponds to the natural reading direction for languages like English, which contributes to the ease of processing information (Spalek & Hammad, 2005). This left-to-right bias in reading has been observed to facilitate reading comprehension and cognitive processing.

Moreover, the layout of text plays a crucial role in reducing cognitive load and enhancing comprehension. Text presented in a left-aligned format allows for smoother reading flow and aids in maintaining focus on the content without unnecessary distractions (Silfhout et al., 2014). This aligns with the notion that providing readers with texts that they can fluently read enables them to allocate more attention to understanding the material (Lupo et al., 2018).

Furthermore, the left-to-right reading direction is ingrained in individuals from a young age, making it a familiar and natural pattern for processing information (Vries et al., 2015). This familiarity with left-aligned text contributes to increased reading efficiency and comprehension. Additionally, the left-to-right reading direction has been associated with

improved eye movements and fixation patterns, further supporting the argument for the ease of reading left-aligned text (Paterson et al., 2014).

In conclusion, the research findings suggest that left-aligned text is easier to read due to its alignment with the natural reading direction, reduced cognitive load, familiarity, and facilitation of eye movements. These factors collectively contribute to enhanced readability, comprehension, and overall ease of processing information when text is presented in a left-aligned format.

This is a much better response for our application and provides evidence for the easier readability of left aligned text. The summative paragraphs in the assistants' responses are useful to get you thinking about more detailed avenues of questioning.

Say you have an interest in eye tracking technology the above response may get you thinking...

● Does eye movement differ for different text alignments?

^ View searches run to ground this response

[eye movement text alignment](#)

[eye tracking text alignment](#)

● Eye movement patterns can vary depending on different text alignments. Research has shown that eye movements play a crucial role in reading comprehension and are influenced by various factors, including text presentation formats and characteristics (Southwell et

al., 2020). Left-aligned text has been found to be easier to read due to its alignment with the natural reading direction, which can impact eye movement patterns. The left-to-right bias in reading facilitates smoother eye movements and aids in maintaining focus on the content without unnecessary distractions.

Studies have shown differences in eye movements when reading texts of varied sizes. For example, adults with presbyopia exhibit different eye movement patterns compared to young adults when reading texts of different sizes (Buari et al., 2022). This suggests that text size can influence eye movement behavior, highlighting the importance of considering text characteristics in relation to eye movements during reading.

Additionally, the layout and presentation format of text can impact eye movement metrics. For instance, Rapid Serial Visual Presentation (RSVP) formats, where users' eyes remain fixed to view the text, involve less eye movement compared to other presentation formats (Sharmin et al., 2012). This indicates that the way text is presented can affect the amount and nature of eye movements during reading.

In summary, eye movement patterns during reading can be influenced by various factors, including text alignment, size, and presentation format. Left-aligned text is generally easier to read due to its alignment with the natural reading direction, which can impact eye movement efficiency and comprehension. Understanding how different text characteristics affect eye movements is essential for optimizing reading experiences and enhancing overall text processing.

This response has given us some useful information. The point on presbyopia could help you make the case for larger text sizes on a site with older users.

Additionally, we have RSVP mentioned, a concept that has been written about for its relationship to accessibility while also having downsides for some readers. This is an

excellent example of finding secondary and interesting research:

<https://bit.ly/3TCbQB5>

Hopefully, you can now see how to use the Scite assistant to iterate and enhance your research. It should be used as a jumping off point for research but it's important to note the subscription options.

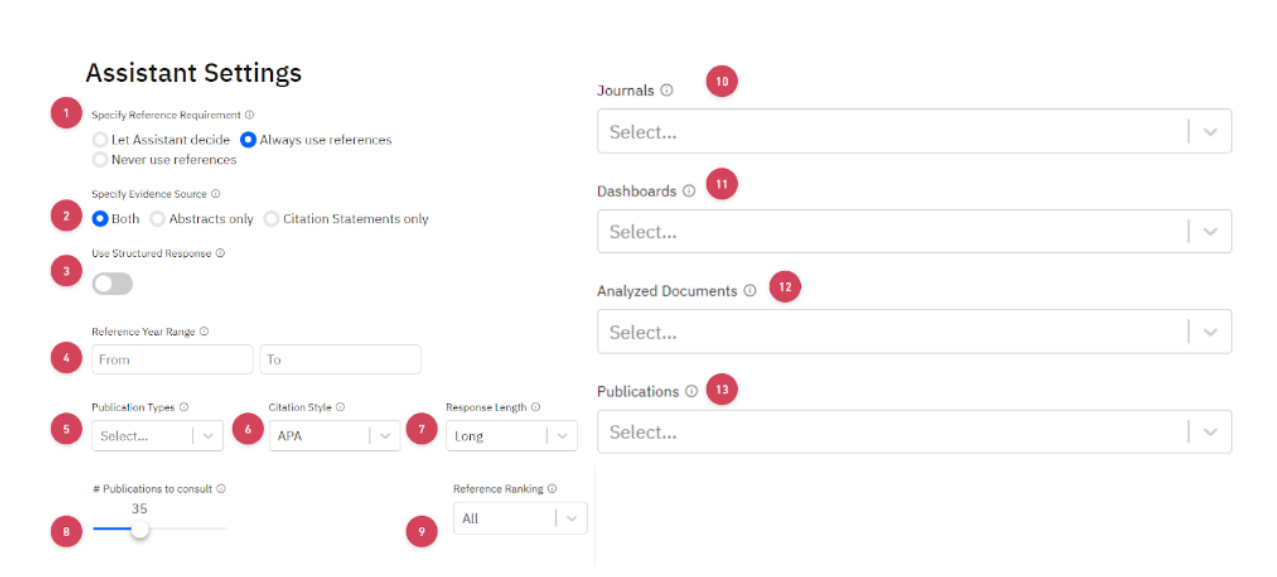
An academic licence to see the full papers that Scite has access to can cost thousands of dollars **per journal**. Scite comes in at the affordable sum of £14.13/m on a monthly plan or £8.48/m on an annual plan.

You may find that you discover articles through Scite that you don't have full access to, in most cases you can buy an individual licence to that paper. Scite will help you to know whether that paper is worth purchasing before you buy.

In summary, what the tool gives you for a small monthly price is a huge repository of high quality, peer reviewed papers from trusted journals. If you want to use psychology and science to lend credibility to your experimentation work, Scite is a tool you should have in your arsenal.

SETTINGS GUIDE:

There are 11 different Scite Assistant settings, let's walk through the impact that they will have on your responses.



1 Specify Reference Requirements

By default, this will be set to 'Let assistant decide'. The benefit of Scite over other tools is its access to white papers that, for example, GPT does not have access to. For this reason, it makes sense to have it set to 'Always use references' - this gives you the evidence Scite has used as well as a great jumping off point for further reading. However, if you would just like an explanation without citations, you could turn this to 'Never use references'. Please note if you do this you can't access the references after the response runs.

2 Specify Evidence Source

Choosing whether you want abstracts and citation statements depends on your research goals. For a broad overview and quick screening of relevant literature, abstracts are more suitable but will limit depth and provide less information informing further reading. If you want a more detailed understanding of how different pieces of research interact within a scholarly 'conversation', citation statements provide more depth. For most applications, a combination of both approaches (both is the default setting) is most effective for comprehensive research, allowing for both breadth and depth of understanding.

3 Use Structured Response

This is how a structured response will look:

# ↑	Response	Reference
1	Confirmation bias is a pervasive phenomenon that manifests in various forms, influencing how individuals seek, interpret, and recall information to align with their existing beliefs. This bias, as highlighted by , can lead individuals to selectively focus on information that confirms their preconceptions while disregarding contradictory evidence. The study underscores the widespread nature of confirmation bias across different domains, emphasizing its impact on decision-making, problem-solving, and interpersonal interactions.	Confirmation bias: A ubiquitous phenomenon in many guises. 1998 <i>Review of General Psychology</i>
2	The reference provided by succinctly defines confirmation bias as the tendency to seek or interpret evidence in a manner that aligns with one's preexisting beliefs, expectations, or hypotheses. This aligns with the common understanding of confirmation bias in psychology, where individuals selectively gather and interpret information that confirms their existing views while disregarding contradictory evidence.	Confirmation Bias: A Ubiquitous Phenomenon in Many Guises 1998 <i>Review of General Psychology</i>

This setting can be useful if you already understand a concept and are looking for information to back up an assertion. This is because it will lay out specific topics.

This is because it will lay out specific topics discussed in each paper, sometimes showing papers multiple times in the table (as above) in order to show different key themes of the paper.

It can be more time consuming to sift through these structured statements than the narrative style response but this setting could fit your task or personal preference better.

4 Reference Year Range

When left without a range, Scite will give you an understanding of how concepts have been developed since their conception. However, if contemporary research is all you want to examine then you can change this setting.

5 Publication Types

While this setting would have useful application in fields such as medicine, in experimentation this would limit your answer significantly.

6 Citation Style

This dictates which style will be used in the assistants' responses. Citations provide a structure for acknowledging sources used in research, including author names, publication dates, titles, and publication details. APA is generally used in Psychology.

7 Response Length

This gives the assistant a goal for the amount of words you want the response to be:

Short	100 - 200 words
Medium	200 - 500 words
Long	500+

The responses given as examples in this playbook were generated using 'Long' to show you the detail that can be achieved. Feel free to play around with this length. The settings stipulate that this length is a goal, it may be shorter or longer.

8 Number of publications to consult

Once again, this is a goal for the assistant. Between 30-50 yields good results on most topics but if it's a broad topic you could increase this. It will lengthen your

responses whether structured or not significantly.

9 Reference Ranking

This setting will help the assistant prioritise the type of references you're looking for in the response. The options here are; relevance, recency, citations, supporting citations and contrasting citations. Relevance ranking is done well already but the supporting and contrasting can help when you're aiming to prove or disprove a theory/concept.

10 Journals

This setting allows you to search for specific journals by name. This can be useful for finding a piece of research that you know to be in a given journal but otherwise is very limiting.

11 Dashboards

You can set up dashboards for a specific piece of work by compiling papers found through Scite. This setting would then be used to search those dashboards. Another good piece of software for doing this is Zotero. (Note that you can import Zotero or Mendeley libraries into a Scite dashboard.) Creating Dashboards also allows you the opportunity to view retractions and be notified of new research related to your dashboard content.

12 Analysed Documents

This allows you to tell the assistant that you would like specific, already uploaded documents to be included in its search to run your response.

13 Publications

Similar to the above but using DOI's instead of uploaded documents.

We hope this has given you a tour of the capabilities of Scite in terms of helping you find connections in particular areas of research or study.

UX WRITING & CONTENT GENERATION TIPS:

WHEN TO USE:

When you need to write content for a post, blog, article, landing page, product page, homepage, wireframe, prototype, marketing materials or design. Microcopy too!

OUTPUTS:

Either an improvement to some text you supply or new text for a specific purpose and placement.

WHAT DO I NEED?

Lay out before you start:

- What is the type of content you wish to create?
- What context or place will the content be used?
- What is the purpose of the content?
- Who is the audience that will be reading it?
- What tone or writing style are you looking for?
- What is the theme and structure of the content?
- How long should the content should be (in words)
- Is there a 'Call-to-action' required?

PROCESS & PROMPTING:

STEP 1: You are mining a word pool

There are many ways to leverage GPT for writing content. We are going to explore some specific use cases, so you learn how you can apply this to your own workflow.

- Any prompts you write will be applied to the big data lake of words that GPT has stored. That means the more context you give it, the less refinement you'll have to do.
- You should explain the context or background to GPT as fully as possible and for certain tasks, it will help if you upload additional documents such as product manuals, customer feedback, style guidelines, notes, or slides.
- AI is smart but not perfect - expect to iterate, edit and tune your copy to get the best results.

TIPS AND TRICKS:

These tips will improve your prompting:

1. Limits and Constraints
2. Changing Reading Level
3. Changing Tone (see also <https://bit.ly/4cqgw5J>)
4. Ask for more Variants
5. Writing for Action
6. Chaining
7. Session Stacking

1. Limits and Constraints

We often need content to fit a word count or specific limit, where space is constrained, like subject lines.

You can ask GPT to write to a limit, like:



You

Please provide me with 20 subject lines of 40 characters or less, including spaces.

Or ask it to rewrite something it has already written:

- Please make it slightly shorter
- "Please make it 20% longer"
- "Please rewrite it to be less than 60 characters including spaces"
- "Summarise it in 200 words or less"
- "Summarise www.nngroup.com/articles/skeuomorphism/ in 200 words or less"

You can add qualifiers here like:

- "Make it no more than 60 characters and make it friendlier"
- "Reduce to 100 words and focus on price"
- "Reduce the length of the subject lines to 60 characters, including spaces and front load the discount offer"

2. Changing Reading Level

You can ask GPT to adjust the reading level using age or American grade level:

- "Write this for 8th grade reading level"
- "Write this for a 13 year old reading level"
- "Simplify this document for a 15 year old reading level"

3. Changing Tone & Voice

You can ask GPT to assess or adjust the tone of copy:

- "Make the text more concise and user-friendly"
- "Make it friendlier"
- "Rewrite the content to be more polite"
- "Make it more serious"
- "Make the copy punchier"
- "Use the attached style guidelines for tone and constraints"
- "Write me three options for that copy: (1) Friendly, simple and relaxed (2) Brash, creative and funny (3) Concise and serious tone."

The Four Dimensions of Tone of Voice - Kate Moran:

<https://bit.ly/3x1TMJ9>

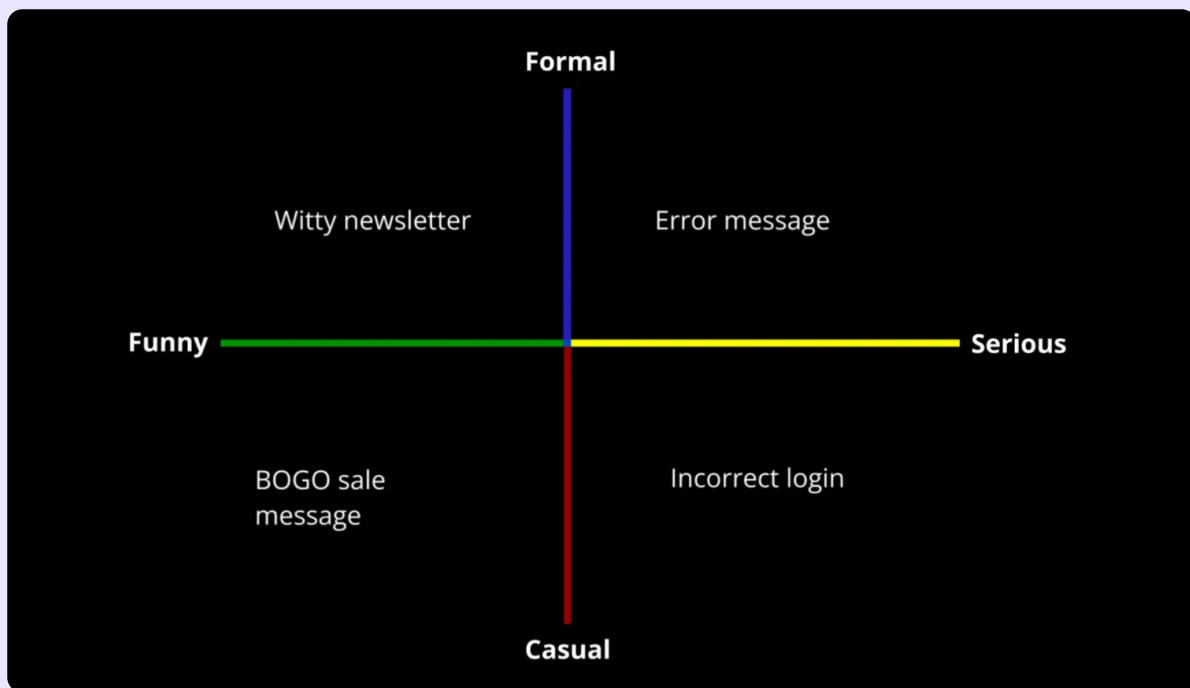
Funny	-	Serious
Formal	-	Casual
Respectful	-	Irreverent
Enthusiastic	-	Matter-of-fact

UX Writing & Tone of Voice - Haley Hougardy:

<https://bit.ly/491NLcH>

Using Voice Principles & Tone Maps - Paavan:

<https://bit.ly/3TE4Wg1>



3. Get More Variants and Iterate:

- “Can you give me another 20 subject lines for that email?”
- “Can you give me 10 titles for a landing page”
- “For the customer problem regarding item authenticity, please give me 20 ideas for how to solve this”
- “I’d like to create a landing page for [long and specific description] - please give me 10 email subject lines, 10 titles for the page, 10 bullet points and three potential opening paragraphs, using the customer feedback in the attached file.

You can also keep some and spin the wheel again:

- “I like 3,5 and 10 from your list. Can you write a line of description to go with each of these”
- “I prefer 2 and 4 - can you keep those and give me 5 new notification wordings?”
- “Keep 1,3 and 5 from the list. Regenerate the others to be similar”
- “Keep 1,3 and 5 from the list. Regenerate the others to focus on employee wellness.”
- “Change option 1 to x, remove option 2, change 3 to focus on benefits, regenerate the rest”

Alternatives are useful. Unless you've luckily nailed the "Brand Tone & Voice" for some content, having variations gives you the opportunity to discard some and iterate others. Options are pretty good for micro-copy, buttons, titles, subject lines for emails, etc.

5. Writing for Action:

Read the following articles from Annelie Tinworth:

<https://bit.ly/3J3wgy6> & <https://bit.ly/4ahyrtF>

Supply the following components to tune output:

- Message - Meaning you wish to get across, purpose of message
- Context - Where and when does it appear? What element, how?
- Goal - What is the action we would like the user to take?

The screenshot shows a chat interface with a dark background. On the left, a user icon is followed by a prompt: "Write a title for a screen informing users that they need to verify their card details before they pay." Below this, the context is provided: "This screen is part of a checkout flow, coming after the user has chosen to pay with a debit card. The title communicates the purpose of this screen, and should be max. 25 characters long." The goal is stated: "The title should quickly tell users that they need to verify their card details in order to pay." On the right side of the chat, three labels are stacked vertically: "Message", "Context", and "Goal". At the bottom of the chat, a bot icon is followed by the response: "Confirm card for payment".

6. Chaining

This is where you run a series of steps or prompts, rather than one big query, refining the content as you go.

Write a 1 paragraph description of Klarna



ChatGPT

Klarna is a fintech company based in Sweden, renowned

for revolutionizing the online payment experience for both consumers and merchants. Founded in 2005, Klarna offers a range of payment solutions that emphasize simplicity, security, and flexibility. Its flagship service allows shoppers to buy now and pay later, providing options for immediate payment, short-term installments, or longer-term financing plans without charging interest. Klarna integrates seamlessly with online stores, enhancing the shopping experience by offering instant, hassle-free approvals. With a strong focus on creating a smoother e-commerce journey, Klarna has grown into one of Europe's largest banks and continues to expand its services globally, catering to millions of users and a vast network of retailers.

Make it sound friendlier



ChatGPT

Klarna, hailing from the heart of Sweden since 2005, has been on a mission to make online shopping a breeze for everyone involved. It's all about giving you the freedom to shop how you want, offering a cozy buy now, pay later option that lets you spread the cost over time, without any pesky interest. With Klarna, checking out online is as smooth as butter – quick approvals, no complications, and a whole lot of flexibility. It's like having a shopping buddy who also happens to be really good at handling money. Klarna's become one of the friendliest faces in fintech, working with loads of online stores to make sure you get what you love, with the peace of mind you deserve. And as they continue to grow globally, their community of happy shoppers and merchants just keeps getting bigger!

Summarize this to 200 characters



ChatGPT

Klarna simplifies online shopping with easy payment options for 90M+ users and 250K merchants across 17 countries, making shopping joyful and hassle-free.

7. Session Stacking

We've noticed some style, tone, data or constraints becoming permanently applied or merged with other settings. Copy work is very iterative in GPT, so you end up with lots of tweaks and setting changes.

Sometimes you end up stacking different requests or changing styles in such a way that it breaks the session and you get nonsense.

Usually, this happens when asking for multiple content outputs, where you apply multiple styles or instructions across a set. If it seems to be giving you weird text back, try opening a new chat window to reset your session.

For more information about stacking, read <https://bit.ly/4ahyrtF>

ERROR MESSAGES:

WHEN TO USE:

When you need to rewrite or create content for error messages and notifications.

PROMPTING EXAMPLES:



You

Write a message that users see when they type the wrong password into the account signing function on our website.



ChatGPT

Oops! It looks like the password you entered is incorrect. Please double-check your password and try again. If you've forgotten your password, don't worry! Just click on the 'Forgot Password?' link below, and we'll help you reset it.



You

Please give me 5 polite but helpful error messages for when the credit card payment has failed (for whatever reason) on our ecommerce checkout.



ChatGPT

"Oops! Payment not successful. Check your card info or try a different method."

"Payment issue detected. Double-check your details or use an alternative method."

"Payment unsuccessful. Confirm your card details or opt for a different payment. Assistance? Contact us."

"Couldn't process your payment. Please verify your card or select a new method. Need help? We're here."

"Transaction failed. Please review your card information or try another payment method. Contact us for any support you need."

CALL TO ACTION & BUTTON COPY:

WHEN TO USE:

When you need to create call-to-action button copy or persuasive action buttons.

PROMPTING EXAMPLES:



You

Write 10 examples of persuasive CTA button copy for a website that sells e-bikes. A should have up to 16 characters.



ChatGPT

- Ride the Future
- Go Electric Now
- Power Up Today
- Buy & Explore
- Electrify Your Ride
- Get E-Powered
- Charge & Go
- Boost Your Ride
- Own the Speed
- Go Green, Ride E



You

Keep 1,2,3,5 and 9 from the list, regenerate the rest

and so on...

FORM ELEMENTS:

WHEN TO USE:

When you need to generate form and field elements, error messages & states, intro copy, titles, hints or help.

PROMPTING EXAMPLES:



You

I need a title, introductory copy, field headings, error messages and "submit" button copy for a web form which allows customers to sign up for a free 14-day trial of an AI summarisation app. The app allows people to summarise text, so bear that in mind when writing. The title should be engaging, the introductory persuasive and useful (80 characters or less), the fields in the form are Name, Email, Phone number (to secure your account), Industry Sector, Size of company with a button at the end to submit the form.



ChatGPT

TITLE:

"Unlock the Power of Summarization: Start Your Free 14-Day Trial Now!"

INTRODUCTORY COPY:

"Streamline your reading. Transform lengthy texts into concise summaries effortlessly."

FIELD HEADINGS:

Name: "Full Name"

Email: "Email Address"

Phone Number: "Phone Number (for Account Security)"

Industry Sector: "Your Industry Sector"

Size of Company: "Company Size"

ERROR MESSAGES

Name Required: "Please enter your full name."

Email Required: "Email address is required."

Invalid Email: "Please enter a valid email address."

Phone Number Required: "Phone number is required for account security."

Invalid Phone Number: "Please enter a valid phone number."

Industry Sector Required: "Select your industry sector."

Company Size Required: "Please specify the size of your company."

BUTTON COPY:

"Start My Free Trial"



You

Can you give me the same list but where the industry sector is an optional field. Please also give me 5 button copy variations.



ChatGPT

TITLE:

"Unlock the Power of Summarization: Start Your Free 14-Day Trial Now!"

INTRO COPY:

"Streamline your reading. Transform lengthy texts into concise summaries effortlessly."

ERROR MESSAGES:

Name Required: "Please enter your full name."

Email Required: "Email address is required."

Invalid Email: "Please enter a valid email address."

Phone Number Required: "Phone number is required for account security."

Invalid Phone Number: "Please enter a valid phone number."

Company Size Required: "Please specify the size of your company."

Note: As the "Industry Sector" field is optional, there's no error message associated with it.

BUTTON COPY:

"Start My Free Trial"

"Activate My 14-Day Trial"

"Begin Your Summarization Journey"

"Unlock Your Free Trial Today"

"Embark on Your Summarization Adventure"

NAMING A NEW FEATURE:

WHEN TO USE:

When you are ideating the name for a service, sub-brand or product name (don't be silly and assume these names are not already trademarked as IP by someone else - think, prompt, check).

PROMPTING EXAMPLES:



You

Could you give me 5 short names for a tool that allows game developers to integrate and fully customise the payment form for in-game items? Aim for names that emphasise the freedom and flexibility of customisation.



ChatGPT

Sure, focusing on short, impactful names that emphasize customization and flexibility:

- FlexPay
- PayCraft
- CraftCharge
- FlexGate
- GameCharge



You

Please drop 3, 4, 6 and give me new variants



ChatGPT

Absolutely, here are the replacements for those positions, maintaining the focus on freedom and flexibility:

- FlexPay
- PayCraft
- PayTailor
- EzPayKit
- StreamPay

LANDING PAGE IDEATION & CONTENT:

WHEN TO USE:

When you are coming up with ideas or content for landing pages.

PROMPTING EXAMPLES:

Get help to create some of the content. You can also upload documents for these sessions to add context or useful information.

Get an initial outline of elements to refine:



You

I'm designing a landing page for a skincare brand 18-30 years old, which will be used as a landing page for advertising a new range of cleaning and exfoliant products called "Sense". Please give me a breakdown of all the elements that I will require to build this page, including any content or interactive elements. Please summarise in a structure starting with the page header and ending with the footer.

Prompt with a file attachment (this uses the Disney dataset):



You

Please use the attached reviews to help write 5 landing page promotions for a family friendly day out at a Disneyland park. For each of the ideas you come up with, please give me (1) A title for the page - the main marketing message (2) 5 bullet points of the key value propositions or attributes for the event and (3) 80 words explaining the value of the event to the consumer and their family as an opening paragraph.



ChatGPT

Superhero Spectacular: A Marvel Adventure

KEY VALUE PROPOSITIONS:

- Step into Tomorrowland, now a thrilling Marvel hub, featuring the Iron Man Experience and the Ant-Man and The Wasp adventure.
- Experience state-of-the-art attractions that blend cutting-edge technology with the excitement of the Marvel Universe.
- Meet and greet with your favorite Marvel superheroes, creating unforgettable photo opportunities.
- Engage in interactive experiences designed to make every member of the family feel like a superhero.
- Discover exclusive Marvel merchandise, perfect for souvenirs and gifts.

OPENING PARAGRAPH:

Prepare for an action-packed day where your family steps into the heart of the Marvel Universe at Disneyland's Superhero Spectacular. Tomorrowland transforms into a world of heroism and adventure, inviting you to join forces with Iron Man and Ant-Man for an exhilarating experience. With attractions that merge the latest technology with the thrill of superhero tales, families can look forward to a day filled with excitement and awe. Meet your cherished heroes, engage in dynamic activities, and bring home a piece of the adventure with exclusive Marvel merchandise. It's a Marvel fan's dream come true!

More landing page tasks that can be done with GPT & AI Tools:

- Creating value propositions from reviews
- Regenerating images (changing background, setting, elements)
- Generating new landing page images
- Finding great reviews to use as social proof
- Understanding customer language about the product or service
- Writing messaging, micro-copy, button CTAs and modal content
- Landing Page SEO

Here are two outlines showing landing page examples & prompts:

Skincare Landing Page - Ecky Alimansyah: <https://bit.ly/3Pvf0pk>

Building an Ecom landing page with AI - Fernando Doglio: <https://bit.ly/3THggYI>

GENERATING FAQs:

WHEN TO USE:

Generating initial outline FAQ questions or content.

PROMPTING EXAMPLES:

Get help to create or revise customer self service help content. Note you can upload style guidelines, documents, and existing content for this playbook.

We haven't yet tried using customer emails or chats to prime this work but it would add context and provide more detailed and specific outputs.



You

Create me a list of frequently asked questions for an ecommerce store that sells mountain bikes.



ChatGPT

Creating a FAQ section for an ecommerce store that specializes in mountain bikes can help address common customer concerns and inquiries. Here's a comprehensive list of FAQs that could be relevant:

GENERAL QUESTIONS:

What types of mountain bikes do you offer?

Details on the variety of mountain bikes available, including cross-country, trail, enduro, downhill, and fat bikes.

How do I choose the right mountain bike for me?

Guidance on selecting a bike based on riding style, terrain, budget, and personal preferences.

Can I customize a bike when ordering?

Information on customization options, if any, such as components, color schemes, and accessories.

ORDERS & SHIPPING

How do I place an order?

Now try something like these:

● **You**

My online bike company has specific issues regarding a small number of stock items - typically high demand products such as specialist ebikes or racing frames - as these may require longer lead times from the manufacturer when in demand. Can you create me a specific FAQ for this?

● **You**

Write 3 examples of a message that motivates users to subscribe to our newsletter about mountain bikes. Note: As well as all the usual perks of a newsletter, we also give subscribers 5% off purchases and tickets to free events and training sessions. Clearly communicate the value that users will receive from subscribing. Please structure the output as a title, introductory copy, a bullet list of benefits, call-to-action text at the end give me 10 variants for the subscription button copy

NOTIFICATIONS, OVERLAYS & MESSAGES

WHEN TO USE:

Generating content for notifications, popups, overlays, modal windows, help messages, supporting content.

PROMPTING EXAMPLES:

NOTE: you can upload style guidelines, documents, and existing content for this play-book.

Here we ask for an action oriented title for a plan page:



You

Write a title for a screen where a user has to select between 3 kinds of meditation plans in a mobile app.

This is part of the app's onboarding flow, following a screen where the user enters their motivation to try meditation. The three meditation plans relate to combating stress, easing anxiety, and helping sleep. The users of the app are typically young adults between 18–30 years old. The brand aims to be approachable and empathetic, incorporating puns to add a touch of delight. The title must be 80 characters or less.

After reading this title, users must select one of the options on the screen to start their first meditation session.



ChatGPT

“Pick Your Peace: Stress-Less, Ease Anxiety, or Sleep Deep”

Now iterate with:



You

Can you give me 10 variants of that?. No longer than 70 characters, including spaces.



ChatGPT

"Choose Your Chill: Stress, Anxiety, or Sleep?"

"Select Your Serenity: Stress, Anxiety, Sleep"

"Find Your Calm: Beat Stress, Anxiety, or Insomnia"

"Calm Quest: Stress, Anxiety, or Sleep Solutions"

"Peace Picks: Stress Relief, Anxiety Ease, Sleep Aid"

"Zen Zone: Stress, Anxiety, or Sleep Paths"

"Soothe Your Soul: Stress, Anxiety, or Sleep Fixes"

"Ease Into Peace: Combat Stress, Anxiety, or Sleep Woes"

"Tranquil Trails: Stress, Anxiety, or Sleep Journey"

"Calm Paths: Tackle Stress, Soothe Anxiety, or Enhance Sleep"

Try something like:



You

An ecommerce site selling mountain bikes is only able to display stock availability when the product is configured and the user clicks the 'add to cart' button. Please write a short message for a popup notification which displays in this situation - it should have two elements, the out of stock message and a persuasive invitation to leave their email, so they get notified when it's back in.



ChatGPT

"Oops! It looks like this mountain bike is currently out of stock. But don't worry, you can be the first to hit the trails once it's back! Just leave us your email, and we'll notify you the moment it becomes available again. Don't miss out on your next adventure – stay in the loop!"



You

Offer them a 5% discount too



ChatGPT

“Oops! It looks like this mountain bike is currently out of stock. But don't let this bump in the road slow you down. Leave us your email, and not only will you be notified the moment it's back in stock, but you'll **also receive an exclusive 5% discount on your purchase**. Be the first back on the trails and save while you're at it. Sign up now and don't miss out on your next adventure!”

REPLYING TO EMAILS

WHEN TO USE:

When you want a reply to an email by getting GPT to do the heavy lifting.

PROMPTING EXAMPLES:



You

The next message is an email I received from a company. Please write a polite reply, declining their offer as I'm very busy with client work.

MESSAGE: Hi Craig,

I enjoyed reading your posts about Service Design.

I'm reaching out to let you know that we are writing a short ebook about Service Design and would love to get some quotes or a contribution from you.

Would you be free for a call so we can talk you through the book contents and get your feedback?

Our books get read widely, so we can share this data on our call - to confirm the reach and exposure you'll get from working with us.

And Craig, please let me know if you have any questions and if you have free time next week to chat.

Josie Cray,
CMO, Shonky Content



ChatGPT

Certainly, here's a polite and professional reply for Craig to send:

Subject: Re: Invitation to Contribute to Service Design eBook

Dear Josie,

Thank you very much for reaching out and for your kind words about my posts on Service Design. It's truly an honor to be considered for a contribution to your upcoming ebook. I appreciate the effort you and your team are putting into such an important topic and the potential for reach and exposure your platform offers.

Regrettably, due to a current commitment to several client projects, I find myself in a position where I must carefully manage my time and priorities. As such, I won't be able to take part in your project or schedule a call in the near future. This decision was not made lightly, as contributing to your ebook is an opportunity I would have loved to explore under different circumstances.

Please do keep me in mind for future collaborations. I would be very interested in finding ways to contribute once my current workload has lightened.

Again, thank you for considering me for this opportunity, and I wish you the best of luck with your ebook. I look forward to seeing it published and to possibly contributing to future projects.

It's not quite right, so let's tweak it once:



You

Rewrite it making it more concise, 'honor' is too much - it's appreciated but I'm not honoured.



ChatGPT

Dear Josie,

Thank you for reaching out and for your interest in my work on Service Design. I'm glad to hear about your ebook project and appreciate the offer to contribute.

Unfortunately, due to my current workload with client projects, I won't be able to participate or join a call in the near future. It's a matter of time management and current commitments.

I hope you understand and will consider me for future opportunities when my schedule is less constrained.

Best wishes for the success of your ebook, and thank you again for thinking of me.

Regards,

Craig

Good enough to copy and paste into mail, took less time than writing it by hand and GPT is probably more polite!

EMAIL SUBJECT LINES:

WHEN TO USE:

When you want to brainstorm or iterate a pile of potential subject lines.

PROMPTING EXAMPLES:

You'll need to iterate and refine these, but you can get a good starting point.



You

My mountain biking ecommerce website is having a 30% sale week in April for purchases made through the cycling scheme. We will be sending emails to 1200 B2B contacts at SMEs and Blue chip companies. Please come up with 20 persuasive subject lines for our email - April is a month where it's warming up in our core markets and more people are interested in cycling as the summer starts.



ChatGPT

"Gear Up for Summer: Exclusive 30% Off for Your Team!"

"Spring into Cycling Season: Save 30% in Our April Sale!"

"Elevate Your Team's Ride: 30% Off Mountain Biking Essentials!"

"April Exclusive: 30% Off for Your Business on Premium Bikes!"

"Unlock 30% Savings on Mountain Bikes for Your Employees!"

"Summer Prep Sale: 30% Off for Our B2B Partners Only!"

"Get Ready for Adventure: 30% Off Cycling Gear for Your Team!"

"Boost Your Company's Wellness with 30% Off Biking Gear!"

"Exclusive Offer: 30% Off High-Quality Bikes for Your Business!"

"April's Best Deal: 30% Off on Mountain Biking for Your Team!"

"Welcome Summer Early: 30% Off on All Cycling Purchases!"

"Special B2B Offer: 30% Off Mountain Biking Gear in April!"

"Ride into Summer with 30% Off for Your Company!"

"Elevate Your Corporate Wellness Program with 30% Off Bikes!"

"April Savings Alert: 30% Off for Your SME or Blue-chip Company!"

"Exclusive Cycling Scheme Offer: 30% Off This April!"

"Transform Your Commute: 30% Off Bikes for Business Teams!"

Some of these are good, we can discard and generate more. I used three more prompts:



You

Keep 1,4,5,8, 13, 16 - regenerate the others and don't use the words SME, Blue Chip, B2B.



You

Keep 1,4,5, 6, 8, 13, 16. Generate some new variants, some of which should have a theme of employee fitness, wellness, wellbeing or similar.



You

Keep 1, 3, 4, 6, 8, 11, 13, 16, 19 - for subject lines where the offer (30%) is towards the back of the sentence, can you front load this?



ChatGPT

"Gear Up for Summer: Exclusive 30% Off for Your Team!"

"Wellness on Wheels: Save 30% on Cycling Gear for Your Team!"

"30% Off: Unlock Savings on Mountain Bikes for Your Employees!"

"Take Your Team Outdoors: 30% Off Cycling Gear This Spring!"

"30% Off: Cycle to Wellness with Premium Bikes & Gear for Your Team!"

"Ride into Summer with 30% Off for Your Company!"

"Cycle Your Way to Health: 30% Off for Your Team's Wellness!"

EMAIL BODY CONTENT:

WHEN TO USE:

When you want to generate and iterate the body content of emails.

PROMPTING EXAMPLES:

You'll need to iterate and refine the copy but with good instructions, the results will save you time:



You

Create a persuasive email inviting customers to a webinar about “Practical AI: Using tools in your everyday workflow”. As part of this webinar, customers will learn how to use GPT and other AI tools with a series of playbooks (please see attachment). Use the contents of the playbook to inform the email generation. I would like a subject line, introductory copy, 6 bullet points and a call-to-action paragraph. The email will be signed by Joe Gamacho, CEO of Toolvendy.com

I then followed up with a prompt to say “Can you shorten that a bit”, which produced:



ChatGPT

Subject Line: Elevate Your Workflow with AI: Join Our Webinar!

Dear Innovator,

Discover the transformative power of AI in your daily tasks with Joe Gamacho, CEO of Toolvendy.com, in our upcoming webinar, “Practical AI: Using Tools in Your Everyday Workflow.” Here’s what we have in store for you:

Effective Prompting Techniques: Learn to communicate effectively with AI for impactful results.

AI in Action: Explore practical applications from our exclusive playbooks on research, CRO, and more.

Boost Your Productivity: Uncover AI tools for survey analysis, note-taking, and beyond.

Real Applications, Real Growth: See how integrating AI can lead to innovation and efficiency in businesses like yours.

Join Us:

Don't miss out on harnessing AI's potential to revolutionize your workflow. Reserve your seat now and start transforming your approach to daily tasks with the power of AI.

Warm regards,
Joe Gamacho, CEO
Toolvendy.com

[Reserve Your Spot Now](#)

EMAIL SEQUENCES & DRIPS:

WHEN TO USE:

When you want to generate and iterate a chain or series of emails.

PROMPTING EXAMPLES:

You can generate sequences for time triggers or sequences. For this example, I uploaded the contents of this playbook:



You

Plan an email drip campaign with 4 emails being sent 28 days, 14 days, 7 days and 2 days before the event. Please leave room for 4 different testimonials from previous webinar attendees. Give me subject lines and body copy for each one.



ChatGPT

28 DAY EMAIL:

Subject Line: Transform Your Workflow with AI - Save the Date!

Dear Innovator,

Are you ready to unleash the full potential of AI in your daily tasks? Join us for an exclusive webinar, "Practical AI: Using Tools in Your Everyday Workflow," hosted by Joe Gamacho, CEO of Toolvandy.com. Mark your calendars!

Why Attend?

Unlock AI's Power: Learn practical skills to integrate AI into your daily work.

Exclusive Insights: Gain access to our proprietary playbooks for immediate impact.

Testimonial #1:

“This webinar transformed my approach to daily challenges. Practical tips and real-world applications made all the difference!” - Alex, Webinar Attendee

Save the Date:

Don't let this game-changing opportunity pass you by. Reserve your spot today and be the architect of your success with AI.

Warm regards,
Joe Gamacho, CEO
Toolvendy.com

14 DAY EMAIL:

Subject Line: Countdown Begins: 2 Weeks to Your AI Mastery!

Dear Innovator,

Our transformative webinar, “Practical AI: Using Tools in Your Everyday Workflow,” is just two weeks away!

Here's a glimpse of what's in store:

Engage with Experts: Our CEO, Joe Gamacho, shares AI secrets that can revolutionize your work.

Live Demonstrations: See AI tools in action, with practical applications for your business.

Testimonial #2:

“Incredible insights into AI use! I applied one tip and saw immediate efficiency gains.” - Priya, Webinar Attendee

Secure Your Spot:

Elevate your workflow with AI. If you haven't registered yet, now's the time!

Warm regards,
Joe Gamacho, CEO
Toolvendy.com

7 DAY EMAIL:

Subject Line: One Week to Go: Your AI Transformation Awaits!

Dear Innovator,

Are you as excited as we are? "Practical AI: Using Tools in Your Everyday Workflow" is just a week away. Get ready to explore: Custom AI Playbooks: Learn from exclusive playbooks tailored for efficiency and innovation.

Interactive Q&A: Have your burning AI questions answered live.

Testimonial #3:

"Thanks to this webinar, I'm now leveraging AI in ways I never thought possible. A must-attend!" - Jamal, Webinar Attendee

Reminder:

If you haven't registered, secure your spot now. Transform your workflow and stay ahead with AI.

Warm regards,
Joe Gamacho, CEO
Toolvendy.com

2 DAY EMAIL:

Subject Line: Almost Time: Your AI Journey Begins in 2 Days!

Dear Innovator,

"Practical AI: Using Tools in Your Everyday Workflow" is almost here! We're excited to show you how AI can be your ally in maximizing

productivity and sparking innovation.

What to Expect?

Actionable Strategies: Apply AI tools effectively with our step-by-step guides.

Exclusive Access: Post-webinar resources to keep you on the cutting edge.

Testimonial #4:

“Every minute of the webinar was worth it. The playbooks alone are a game-changer for my business.” - Lee, Webinar Attendee

Last Chance:

This is your final call to join us and transform your daily workflow with AI. Don't miss out!

Warm regards,
Joe Gamacho, CEO
Toolvendy.com

EMAIL VARIATIONS FOR AB TESTING:

WHEN TO USE:

When you want to generate ideas for a split test.

PROMPTING EXAMPLES:

If you've used much of the rest of this document, you may be familiar with using variations - but this is where we are generating more than we need, so we can focus on the best stuff:



You

We are AB testing subject lines for a marketing email for our mountain bike ecommerce website. We are running a free event featuring a bike clinic (for repairs and maintenance tips), training, workshops, discussion and a presentation from Team Ineos Grenadiers along with food from The Organic Shed restaurant and Craft Beer from The Creaky Cupboard. Please generate 20 subject lines for this event. Benefits should be front loaded, copy should be concise but persuasive and compelling, no more than 60 characters including spaces.

After a bit of iteration, I ended up with these four to test:



ChatGPT

"Epic Rides Start Here: Free Clinic & Craft Beer"

"Join Team Ineos: Free Bike Workshop & Gourmet Food"

"Meet Ineos: Free Clinic, Food & Beer on Us"

"Ride with Ineos: Expert Tips at Our Free Bike Clinic"

SURVEY EMAIL INVITES:

WHEN TO USE:

When you have a feedback email to design.

PROMPTING EXAMPLES:

Here's an example for generating a survey invite email:



You

My company is called Dorkglass. We repair or replace damaged or broken glass on almost every vehicle available in the UK. We run a large satisfaction programme to ask customers to submit a survey response. We do genuinely act on the feedback we receive - we have a dedicated team who reaches out to any unhappy customers to rectify any problems.

Our customer satisfaction scores are very high but we'd like to increase the number of people who take action from the invitation email. Can you write a persuasive survey invitation email which emphasizes how much feedback we collect each year (100,000 reviews) and how we use this feedback to improve our satisfaction scores (which have risen for the last 5 years).

Please structure the output as an engaging email subject line (two variants) and then the body copy (2 variants) for the email. The end of the email will be signed by Ann Cord, our Head of Customer Services.

Then you can ask:



You

Can you give me a slightly less generic subject line variant 1. Also, add a dash of humility to the body copy.



ChatGPT

SUBJECT LINES:

“Your Voice Matters – Join 100,000 Others in Shaping Dorkglass’s Future”
“Shape the Road Ahead with Dorkglass - Your Feedback Guides Us”

BODY VARIANT 1:

Dear [Customer’s Name],

At Dorkglass, we’re fueled by a simple belief: every voice can drive us to be better. Last year, we were honored to receive feedback from over 100,000 customers. This isn’t just a number to us—it’s a tapestry of experiences that shapes everything we do.

Truth be told, we’re proud of our journey towards higher satisfaction scores over the last 5 years, but we know the road doesn’t end here. We’re constantly learning, and it’s your insight that illuminates the path forward. Our dedicated team pores over every piece of feedback, reaching out with genuine care to address any concerns and to ensure we’re not just meeting, but exceeding expectations.

We’re reaching out to you today because your perspective is invaluable. A few moments of your time to share your thoughts through our survey can make a world of difference. Your feedback doesn’t just speak to us; it propels us forward, challenging us to aim higher and do better.

[Survey Link]

We’re here because of you, and we never forget that. Let’s continue this journey together, making every mile smoother and every service sharper.

With heartfelt thanks,

Ann Cord
Head of Customer Services, Dorkglass

BODY VARIANT 2:

Imagine a service that gets better every day, with every single piece of feedback. That's the vision we're turning into reality at Dorkglass. Last year alone, we gathered insights from 100,000 reviews, each one a stepping stone towards higher customer satisfaction.

This feedback loop isn't just about collecting thoughts; it's about action. Our team meticulously analyzes each response, reaching out to ensure that every customer's journey with us not only meets but exceeds expectations. It's a labor of love that has contributed to an impressive uptrend in our satisfaction scores for 5 consecutive years.

Now, it's your turn. By sharing your Dorkglass experience, you're not just helping us; you're part of a community dedicated to excellence in vehicle glass services. It takes only a few minutes to complete our survey, but the impact lasts much longer.

[Survey Link]

Your voice is powerful. Let's make your next Dorkglass experience even better, together.

Best wishes,

Ann Cord
Head of Customer Services, Dorkglass

More Email Ideas:

You can outline or generate other content like:

- Cold emails
- System email copy
- Customer service replies

The more context and background you feed GPT, the better the results. When we shared the drip email example above, I uploaded this playbook document to GPT for context.

The better the information you give about what you need, the more specific and tailored the copy you'll get. Expect to iterate, tweak and rework content by chaining your prompts.

Email Resources:

GPT prompts for Email Marketing:

<https://foundationinc.co/lab/chatgpt-email-marketing>

Generating Email Responses with GPT:

<https://bit.ly/4abFUdS>

Digital Marketing and Email examples:

<https://bit.ly/3IJB77u>

GPT for Email Components:

<https://bit.ly/492fLwZ>

GPT for Email Marketing - Niche:

<https://bit.ly/492fLwZ>

GPT Prompts for Email Templates:

<https://bit.ly/4aiAGNe>

CUSTOMER PROBLEMS - GENERATING CONTENT:

WHEN TO USE:

When you want to mine negative customer feedback for problems, what people are saying about problems, what common problems people have, how people describe the problems.

PROMPTING EXAMPLES:

This is covered in more depth in the Problem Exploration Playbook (page 43).

As a reminder, you'll be using the following steps:

1. **Prepare your data**
Find a source of negative feedback and load it into Excel.
2. **Export to PDF**
Save the Excel as PDF.
3. **Upload to GPT**
Attach the document to your prompt and provide context.

Here are some example ideas you can use to interrogate the data:



You

The attached file contains only 1 star feedback from [Review source] for [Business Model] [Brand] using the question text [Question text] & [Additional instructions] Please summarise the key themes within this negative customer feedback [Additional instructions]

My example here uses some 1 star review data from Trustpilot:



You

The attached file contains only 1 star reviews of an online two sided marketplace called Vinted, using the question text "Please tell us more

about your experience with vinted...". These reviews represent highly negative feedback or problems with the service - either from a buyer or seller perspective. Please summarise the key themes within this feedback. Concentrate on the issues mentioned most often by reviewers.

I had to follow up



You

Can you separate out specific buyer only or seller only concerns.



ChatGPT

BUYER SPECIFIC:

Shipping and Delivery Issues:

- Long waits for items to arrive, with some never receiving their orders.
- Lost parcels with no refunds or inadequate compensation.

Product Misrepresentation and Quality:

- Receiving items that were not as described, such as incorrect sizes, colors, or counterfeit products.
- Items arriving damaged, dirty, or in poor condition.

Fraudulent Listings and Scams:

- Concerns about purchasing from fraudulent sellers.
- Receiving fake or counterfeit items with little support from Vinted in resolving these issues.

Return and Refund Difficulties:

- Complications in returning unsatisfactory products and receiving refunds.
- Being forced to cover the return postage costs even when items are not as described.

Customer Service Issues:

- Lack of support in resolving purchase issues, with reports of automated or non-responsive customer service.

SELLER SPECIFIC:

Account and Listing Problems:

- Accounts being suspended or blocked without clear explanations.
- Listings wrongly flagged or removed for alleged duplication or counterfeit issues.

Payment and Financial Issues:

- Delays in receiving payments for sold items.
- Concerns over charges and fees, including instances where double payments were not refunded.

Shipping Label and Courier Issues:

- Problems with provided shipping labels, such as incorrect labels leading to lost parcels.
- Difficulties with courier services, specifically parcels being lost or damaged in transit.

Customer Service and Support:

- Seller reports of unhelpful or non-existent support from Vinted when facing issues with listings, account management, or financial transactions.

Feedback and Dispute Resolution:

- Challenges in dealing with negative feedback from buyers, often in situations beyond the seller's control.
- Inadequate support from Vinted in resolving disputes with buyers, especially in cases of false claims or scams.

Now that you have a broad understanding, you can dig into one of these:



You

Please give me more details on the problem with shipping labels



ChatGPT

1. **Incorrect Shipping Labels:** Sellers reported receiving incorrect shipping labels from Vinted, which led to parcels being sent to the wrong addresses or becoming lost. This not only caused frustration but also resulted in sellers having to cancel orders, lose sales, or bear additional costs to rectify the situation.
2. **Labels Not Provided or Not Working:** Some sellers mentioned instances where Vinted failed to provide a shipping label at all, leaving them unable to complete the shipping process. Others encountered problems with the functionality of the labels provided, such as QR codes not being recognized at drop-off points.
3. **Shipping Label Costs and Compensation:** Issues were raised about the costs associated with shipping labels, particularly when things went wrong. Sellers felt that they were left to cover the costs of Vinted's mistakes or system errors, with little to no compensation or reimbursement from Vinted for the additional expenses incurred.
4. **Impact on Seller Ratings and Buyer Satisfaction:** The problems with shipping labels not only affected the logistics of getting the item to the buyer but also had wider implications for seller ratings and buyer satisfaction. Incorrect or problematic shipping labels led to delays, lost items, and ultimately, dissatisfaction for buyers, which in turn, negatively impacted sellers' ratings and their reputation on the platform.
5. **Customer Service and Support Issues:** When sellers encountered issues with shipping labels, many found it challenging to get effective support from Vinted's customer service. Reports of

automated responses, slow reaction times, and unresolved issues were common, leaving sellers feeling unsupported and frustrated by the lack of resolution and clarity on how to address shipping label problems.

Now let's try something:



You

Vinted has created an automated system to upload incorrect labels and patch them in their backend system. If customers send them a photo of the QR code (by text or email) we can automatically correct it within 15 minutes. Either the customer will read the website FAQs and send the incorrect label directly or they will contact us and we will ask them to send it. Once the photo is received, it will be processed automatically and if the quality is good enough, the QR code will be matched with the account email or phone number. If the photo fails to process, the customer will be asked to take a new photo. Please write me content for an FAQ page with the title "QR Code not working for dropoff?" and a step by step process explanation.



ChatGPT

FAQ: QR Code Not Working for Dropoff?

Encountering QR code issues at your drop-off point? Here's how to swiftly fix it:

Step 1: Photo of the QR Code

Snap a clear, well-lit photo of the QR code on your shipping label. Ensure the entire code is visible and in focus.

Step 2: Send the Photo to Us

Via SMS: Send the photo to SMS 66642 or email QRcodes@vinted.com.

Step 3: Automatic Correction

Our system will automatically process your photo within 15 minutes, aiming to match the corrected QR code with your account.

Step 4: Confirmation

Success: Receive a new, corrected shipping label by email.

Need Resubmission?: If the photo isn't clear, we'll request a new one.

Quick Tips:

- Check your photo's clarity before sending. Blurry or poorly lit photos may need resubmission.
- Ensure there's no shadow or reflection on the QR code in the photo.

For any further assistance, please contact our support team.

Exploring this negative dataset helps you to create a mind map of customer pain points and find opportunities from ideating potential solutions.

CUSTOMER DELIGHT - GENERATING CONTENT:

WHEN TO USE:

When you want to mine positive customer feedback for the taxonomy of what people love about a product or service. When you'd like to find excellent testimonial quotes, value propositions, customer language, what common aspects made people happy and how people describe these things. Useful for generating CRO, Marketing or Experiment content.

PROMPTING EXAMPLES:

Please also see "Content from Problems" and the Problem Exploration Playbook (Page 43)

As a reminder, you'll be using the following steps:

- 1. Prepare your data**
Find a source of positive feedback and load it into Excel.
- 2. Export to PDF**
Save the Excel as PDF.
- 3. Upload to GPT**
Attach the document to your prompt and provide context.

How can we reverse engineer customer delight and language into our content efforts?
This way!

Here are some example ideas you can use to interrogate the data:



You

The attached file contains only 5 star feedback from [Review source] for [Business Model] [Brand] using the question text [Question text] & [Additional instructions] Please summarise the key themes within this negative customer feedback [Additional instructions]

My example here uses some 5 star Disney reviews from Kaggle:



You

The attached file contains only 5 star reviews for a variety of Disneyland parks around the world, using the question text "Please tell us more about your experience with Disney today...". These reviews represent extremely positive feedback or delight with the service. Please summarise the key themes within this feedback. Concentrate on the issues mentioned most often by reviewers.



ChatGPT

Magical and Nostalgic Atmosphere:

Many reviewers express a sense of wonder and childhood nostalgia, emphasizing how Disneyland revives their childhood memories and dreams. The parks are consistently described as magical places where both children and adults can immerse themselves in fantasy worlds.

Family and Multi-generational Enjoyment:

Disneyland is lauded as a destination for all ages, with many reviews highlighting fun experiences shared across generations, from young children to grandparents. The parks' ability to bring families together and create lasting memories is a common praise.

Variety and Quality of Attractions:

The diversity and appeal of rides, shows, and attractions receive high marks. Visitors appreciate the mix of thrilling rides for all age groups, character encounters, and live entertainment, noting that there's something for everyone.

Impeccable Cleanliness and Safety:

Reviewers often mention the cleanliness of the parks and the perceived safety, adding to the comfort and enjoyment of their visit. The attention to maintaining a pristine and secure environment is appreciated.

You can now dig into each of the topics to explore what it is that people with high rated reviews are saying. For example:



You

What do users say about crowds and queue times?



ChatGPT

Regarding crowds and queue times, users express a mix of experiences and sentiments, notably focusing on the challenges and strategies related to managing these aspects of their visit to Disneyland Hong Kong:

Weekday Visits vs. Weekend Crowds: Visitors often mention that the park is significantly more crowded on weekends and during public holidays. To avoid long queues and large crowds, some recommend visiting on weekdays when the park is less busy, allowing for a more enjoyable and relaxed experience.

Long Wait Times for Popular Attractions: Several reviews highlight long wait times for popular rides and attractions, with some visitors experiencing queues lasting over an hour. This aspect of the visit can be frustrating, especially during peak times or seasons when the park sees higher visitor traffic.

FastPass and Planning: Some visitors mention utilizing FastPass options or careful planning to manage their time effectively and reduce waiting periods for rides. Strategic planning, including prioritizing must-see attractions and arriving early, is advised to mitigate the impact of crowds.

Impact on Overall Experience: The extent of crowding and queue times significantly affects visitors' overall experiences, with some expressing disappointment that these factors limited their ability to enjoy the park fully. For families, especially those with young children, navigating

through crowds and enduring long waits can be particularly challenging.



You

What do visitors say about Character Experiences and Parades? Can you show me some quotes where users mention Character Experiences and Parades?



ChatGPT

Here are some quotes from the reviews where users mention their experiences with characters and parades at Disneyland Hong Kong:

Character Experiences:

"Meeting Mickey and Minnie was the highlight for our kids. The joy in their eyes was worth every penny."

"The character greetings are well-organized, and the staff make sure every child gets a moment with their favorite characters."

Parades:

"The parade was magical, with stunning floats and costumes. It brought back so many childhood memories."

"We were disappointed when the parade was canceled due to rain, but the characters still made special appearances around the park."

Asking GPT to create content without priming will result in output that's more generic, less tailored. By uploading the document, we can generate some tailored content from just one of the nodes in the happiness taxonomy.



You

Based on what users are saying about Character Experiences and Parades, please write a headline, 3 bullet points and one paragraph for a landing page promoting this aspect of the experience:



ChatGPT

HEADLINE:

Discover the Magic: Unforgettable Character Experiences and Spectacular Parades Await at Disneyland Hong Kong!

BULLET POINTS:

Meet Your Favorite Disney Characters: Share a hug, snap a photo, and create unforgettable memories with Mickey, Minnie, and all your beloved Disney friends.

Be Enthralled by Our Dazzling Parades: Witness the magic come alive with our breathtaking parades, featuring stunning floats, mesmerising costumes, and enchanting music.

Magical Moments, Rain or Shine: Even if the weather doesn't cooperate, our characters ensure the magic continues with special appearances throughout the park.

PROMOTIONAL PARAGRAPH:

Step into a world where fairy tales come to life and dreams come true at Disneyland Hong Kong. Our park is not just about the thrilling rides and attractions but also about the heartwarming character experiences and the mesmerising parades that leave guests of all ages spellbound. Imagine the joy in your children's eyes as they meet their favorite Disney characters, creating memories that will last a lifetime. Our parades are nothing short of magical, with each float and performance carefully crafted to transport you into your favorite Disney stories. And don't worry about the weather dampening your spirits; our dedicated team ensures that the Disney magic continues, come rain or shine. Join us for an unforgettable adventure where every moment is filled with joy, laughter, and the enchanting magic of Disney.

VALUE PROPOSITIONS:

WHEN TO USE:

When you want to mine positive customer feedback for an expression of the transformational benefits of using a product - the inherent components of value that people mention in reviews or feedback.

PROMPTING EXAMPLES:

Upload some content. In this example, I'm using a PDF of 5 star reviews of Disney Hong Kong to focus on the most positive reviews. You may want to include 3 or 4 star reviews, especially if your sample of text is fairly small - as these can also contain praise and value explanations, despite a lower rating.

As a reminder, you'll be using the following steps:

1. **Prepare your data**
Find a source of positive feedback and load it into Excel.
2. **Export to PDF**
Save the Excel as PDF.
3. **Upload to GPT**
Attach the document to your prompt and provide context.



You

Disney 5 star reviews.pdf

Please analyse the attached 5 star disney reviews for their Hong Kong location. Please write 20 clear and short value propositions from this text.



ChatGPT

Based on the extensive reviews provided, here are 20 clear and short value propositions for Hong Kong Disneyland:

1. Time Flies: Visitors often lose track of time due to the park's immersive experience.
2. Childhood Dreams Realized: It's a place where childhood fantasies come to life.

3. **Amazement for All Ages:** From toddlers to adults, the park never ceases to amaze.
4. **Family Bonding:** Offers a great opportunity for quality family time.
5. **Memorable Celebrations:** Ideal for making birthdays and special occasions unforgettable.
6. **Extensive Size:** The park's large size offers a variety of attractions and activities.



You

Can you give me two positive and useful reviews to show to prospective visitors, along with each of those value propositions?



ChatGPT

1. **Magical Family Experience:** Families of all ages find joy and magic, creating lasting memories together.
"We all had a great time at Disneyland."
"Our family went there last June 2018 for my 7-year-old daughter's birthday."
2. **Ease of Access:** Conveniently accessible by public transportation, specifically the MTR.
"Easy to get to using the MTR."
"Easily assemble by train."
3. **Cultural Celebrations:** Unique celebrations and decorations for various cultural events, including Chinese New Year and Halloween.
"HKDL got different event for this period."
"It was Halloween time and we had a great time."
4. **For All Ages:** Offers enjoyment for guests of all ages, from children to adults.
"Disneyland is a perfect place to unwind and to be child again!"
"Great day out for young and old at HK Disneyland."
5. **Short Wait Times:** Compared to other Disney parks, Hong Kong Disneyland often has shorter wait times.
"Shorter wait times for rides and attractions."
"Never spent any more than 5 minutes waiting."

GETTING FEEDBACK ON COPY:

WHEN TO USE:

When you'd like some structured feedback on content you are writing for consumption by someone else.

PROMPTING EXAMPLES:

You can ask for feedback on content like:

- Emails
- Articles
- Social media posts
- Landing pages
- Story outlines

There are two tools we've played with here. We like GPT but also found Pi.ai has a great way of working through problems in a conversational way. It's worth trying both to see what suits the task you have.

You'll need a structural prompt that considers these:

Message **Meaning you wish to get across, purpose of message**

Context **Where and when does it appear? What element, how?**

Goal **What is the action we would like the user to take?**



You

Please review [content] for [purpose] & [context] for [audience].



You

Please review the following LinkedIn post for generating interest about an upcoming AI book and Webinar by sharing on the LinkedIn feed. The post is for anyone working in CRO, UX Experimentation, Content that are curious about how they can incorporate AI into their work. Consider the following in your

review:

Areas for improvement in the content, given audience and context

Feedback on theme(s)

Suggestions for tone of voice

Structure changes

Missing information

Ambiguity, Repetition, Grammatical errors

<paste in article here or attach>

Here is a response from Pi.ai:

Suggestions for Improvement:

1. **Structure:** Consider breaking the post into shorter paragraphs or even bullet points to improve readability and make it more visually appealing.
2. **Tone:** The tone is friendly and conversational, which is appropriate for a LinkedIn post. You might want to add more professional language when discussing the book's contents and utility.
3. **Clarity:** Provide more details about the AI Cookbook's contents, including how it specifically helps with CRO and Experimentation efforts. Emphasize the uniqueness of this book and its playbooks.
4. **Anticipate objections:** Briefly address potential skepticism or concerns readers might have, such as potential limitations of the book or areas where it may not be helpful.
5. **Call to action:** Encourage readers to follow, share, or comment to stay updated on the book's release and future developments.
6. **Grammar and Repetition:** There are some minor grammatical errors and instances of repetition. Proofread for any such issues to ensure a polished post.

Missing Information:

1. **Details about the authors or contributors:** Mentioning the expertise and experience of those involved in creating the AI Cookbook can lend credibility to the project.
2. **Specific examples:** Provide concrete examples or case studies of successful applications of the AI Cookbook, if possible, to demonstrate its effectiveness and value.
3. **Release timeline:** Offer a rough timeline for the book's completion, building anticipation and providing a clearer idea of when it will become available.

By incorporating these suggestions and addressing any missing information, your LinkedIn post will be more effective in generating interest in the AI Cookbook and reaching your target audience.

We found Pi superior in how it approaches reviewing text and even better with structuring longer documents or book outlines. GPT provided a couple of useful points that Pi missed - so we often use both for content feedback:

This is what GPT added:

- A hook needed at the start of the article (hook, body, conclusion, call-to-action)
- No specific playbooks mentioned
- No practical examples / case studies

PRODUCING LONGER CONTENT:

WHEN TO USE:

If you want to use well-established narrative structures and storytelling frameworks to produce a book outline.

Craig & Iqbal have used GPT to start with initial outlines and iterated these into full-blown and detailed narrative structures to use for writing.

Both Pi.ai and GPT are handy for this work but please tell us of any other tools you'd recommend. Pi.ai has character limits, so you may need to break up your text into smaller sections.

PROMPTING EXAMPLES:

Upload documents, notes, and paste in an outline:

Pi prompt

Sure, I can help you brainstorm! Do you have a problem you'd like to solve or an idea you want to develop? What is it?

You

Here is a raw outline for a Science Fiction book. Can you walk me through creating a detailed narrative structure for the novel, using established frameworks. Please ask questions before we finally refine the outline.

<paste text>

Pi reply

Sure! To create a detailed structure for your novel, it would be helpful to have more information on the following aspects:

CHARACTERS:

Can you provide more details about Cass's personality, strengths, weaknesses, and motivations?

Who are the main antagonists, and what are their goals and motivations?

WORLD: Can you elaborate on the relationship between humans and Quantum Conscious entities? How did it evolve, and what challenges do they face?

Describe the societal structure and technology level in the world where the story is set.

PLOT: What are the major challenges or obstacles Cassio must overcome during his escape and in the aftermath?

Are there any allies that help Cassio, or is he completely on his own?

What are the long-term consequences of Cassio's actions, both for him and the world at large?

THEMES: What are the main themes you want to explore in the novel?

How will Cassio's journey illuminate these themes?

Once I have this additional context, I can help you create a more comprehensive and detailed structure for your novel.

CORE COPY, CONTENT & WRITING GUIDES:

Chaining your way to better writing with GPT - Ben Davies-Romano:

<https://bit.ly/3TI91Qj>

Using ChatGPT for UX Writing - Nick Babich:

<https://bit.ly/43orW5T>

Using GPT for UX Writing - Ludmila Kolobova:

<https://bit.ly/4cqgw5j>

A Content Designers Intro to GPT - Annelie Tinworth:

<https://bit.ly/4ahyrtF>

Prompt Chaining in ChatGPT - Abhishek Ranjan:

<https://bit.ly/3vtHhFI>

How good are GPTs UX Writing Skills? - Deniz Can Demir:

<https://bit.ly/3x0VBpP>

Limitations of GPT for User Research - Jason Godesky:

<https://bit.ly/3TOPT39>

UX WRITING:

Figma example of UX Writing - Edward Chechique:

<https://uxplanet.org/figma-plugin-b2a559e890c5>

Can AI replace human UX writers in the near future? - Ruth Temianka

<https://bit.ly/43n6ZIu>

Can AI replace Content Designers? - Andrew Tipp

<https://bit.ly/3TnC6iK>

STONE OF VOICE:

The Four Dimensions of Tone of Voice - Kate Moran:

<https://bit.ly/3x1TMJ9>

UX Writing & Tone of Voice - Haley Hougardy:

<https://bit.ly/491NLcH>

Using Voice Principles & Tone Maps - Paavan:

<https://bit.ly/3TE4Wg1>

ChatGPT and Tone: Avoid Sounding like a robot - Taylor Dykes:

<https://bit.ly/3IFzGqO>

MISC:

Prompts for Digital Marketing - Dave Chaffey:

<https://bit.ly/3IJB77u>

Some example prompts and starting points for GPT - Kate Moran

<https://www.nngroup.com/articles/ai-ux-getting-started/>

WRITING & CONTENT TOOLS:

WHEN TO USE:

Creating or editing content, messages and micro-copy.

TOOL LIST:

Get in touch if your tool is missing from this list. If you can give us a demo or limited access, that helps us give our feedback to practitioners and potential clients for your software.

Writing Tool	Description	Website
ChatGPT	GPT (developed by OpenAI) is a state-of-the-art language model capable of generating human-like text, facilitating a wide range of writing and content creation tasks.	ChatGPT
Claude	Claude 3.0 beats ChatGPT in the latest benchmarking tests in some areas. It seems to be especially good with writing and content creation.	Claude.ai
Pi.ai	Pi.ai offers AI-powered writing assistance, enhancing content creation with automated writing suggestions and optimizations for a variety of content types.	Pi.ai
Jasper	Jasper provides an AI writing assistant that helps users generate high-quality content quickly, from marketing copy to blog posts, using advanced language models.	Jasper
Writesonic	Writesonic is an AI content generator that helps marketers and businesses create engaging content at scale, from ads to articles, enhancing content strategy.	Writesonic
Rytr	Rytr is an AI writing tool that leverages advanced AI to help users create content effortlessly, improving writing efficiency and creativity.	Rytr
Article Forge	Article Forge uses AI to automatically generate articles on a wide range of topics, streamlining content creation for blogs, websites, and more.	Article Forge

Writing Tool	Description	Website
Longshot	LongShot AI offers an AI-powered content research and writing tool designed to help users create factually accurate and relevant content, enhancing content quality and engagement.	LongShot AI
Copy.ai	Copy.ai is an AI-powered tool that assists in generating creative content, including marketing copy, blog posts, and more, using advanced natural language processing techniques.	Copy.ai
Shortly.ai	ShortlyAI offers a focused, AI-driven writing assistant designed to help writers generate content effortlessly, from articles to creative stories.	ShortlyAI
Nichesss	Nichesss uses AI to help users generate unique content ideas and write content tailored to specific niches, improving content relevance and engagement.	Nichesss
Grammarly	Grammarly offers writing assistance through advanced grammar, punctuation, and style checking, enhancing writing clarity, effectiveness, and professionalism.	Grammarly
Simplified	Simplified provides an AI-powered design and content creation platform that helps users produce content and graphics quickly and efficiently.	Simplified

UX RESEARCH SUPPORT:

WHEN TO USE:

Rather than a specific playbook, we have grouped a number of prompts, suggestions, chains or ideas that relate to:

- UX research
- Product discovery
- Voice of customer insights
- UX research automation & workflow
- UX writing, micro-copy & content
- Problem exploration
- Theme summarisation
- Ideation

If you digest the two surveys of UX professionals in the resources below, you'll spot two things. Firstly, these surveys are late 2023, so in the AI world, the findings are getting out of date. Secondly, UX pros are one of the most sceptical audiences in terms of using AI for this work!

Despite overblown expectations that AI can do clustering, synthesis, the figuring out and munging of multiple research threads - this isn't possible (yet). Despite the hype, what the survey shows is people using AI for automation, efficiency, saving time, boring work - doing more for less effort.

By injecting AI into their workflow, UX pros have found that there *are* places where AI is helpful. Not in the stuff humans are intrinsically good at - driving research and acting as a lens onto that research - but in the tasks where humans don't add much value.

AI is not going to do your UX research for you. It's going to be a HELP and SUPPORT for you doing this work. For example, manually encoding and analysing customer textual feedback or transcripts can be very time consuming. With AI, we can reduce this to seconds or minutes of work, which gives the researcher more time to spend on analysis and insights than the coding.

If you've read this far in the book, you now understand that AI is not going to do the

work for you, it's going to help you do it more efficiently and to a higher quality standard. You are driving, not AI.

From a UX research standpoint, AI is NOT capable of doing these (yet):

- Giving quant data about facts, markets, people, rankings, popularity
- Summarising large texts with precise quantitative theme counts
- Analysing web pages or videos (not just text)
- Auditing or doing expert evaluations
- Synthesis of multiple research sources
- Critical thinking or reasoning

The prompts and examples here are outlining tools to give you a starting template or outline structure you can build upon. Like all the other playbooks, expect to do some iteration and tuning - it's not about a perfect one shot prompt - it's all about saving your time for critical thinking.

“That speed and efficiency may make ChatGPT a useful tool... so long as a human researcher is experienced enough to critically judge the output.”

<https://bit.ly/4asBsXY>

NOTE: We don't upload sensitive client data to GPT - without first ensuring this data is excluded from training. If you want to upload non-public data, please see the instructions on Page 8 for turning off training.

UX & AI USE CASES:

Here is a list of some of the use cases we've found for AI support. Please read the resources at the end of this chapter, for more examples and background research.

1. Transcribing audio or video
2. Transcription analysis
3. Interview questions
4. Theme summarisation
5. Usability testing / Moderator scripts
6. Personas
7. Journeys

8. User stories
9. Use cases
10. Note taking for sessions
11. Dynamic survey feedback
12. Additional resources & reading

1 - TRANSCRIBING AUDIO OR VIDEO

There are a host of tools that either have in-built transcription services or provide this as a dedicated tool. Nearly half of all UX professionals surveyed said they use AI for transcription. Those most cited by fellow UX and CRO pros are:

1. Otter.ai
2. Fireflies.ai
3. Looppanel.com
4. Dovetail.com
5. Grain.com
6. Indemo.com
7. Lookback.io
8. Maze.co
9. Notably.ai
10. Whisper (part of OpenAI)

We are planning to run a test of a few of these - with mobile & desktop video captures and a mixture of audio quality levels.

Please be aware for now that:

- It's not perfect - expect to do some tidying
- Multilingual Support or Translation isn't available in all tools
- If you buy a tool, insist on a demo with multiple video files first!

2 - TRANSCRIPTION ANALYSIS:

Once you have your transcription, you can do a quick review and then paste (or upload this) to GPT and run queries like this:



You

Attached is a transcript of my interview with Bob Sparks, conducted on Monday, April 10, 2023 at 3:00 PM GMT over Zoom. Provide me with a summary that includes the main topics covered in the interview, key points made by the interviewee, and any notable insights or takeaways. The summary should be concise and structured.

Read the 5 interview transcripts (attached/pasted below) and identify the common patterns and trends in user experiences across the 5 participants. They are using an ecommerce website called "WooWoo" which sells lifestyle and wellness products to the Gen Z audience, in order to find a gift for a friend. Summarise the patterns and trends into bullet points and concentrate only on issues that affected more than one participant. Also, please provide summaries of user responses to each question as a table.

3 - INTERVIEW QUESTIONS:

You can create some outline interview questions to help get you started:

Source:

<https://uxplanet.org/using-chatgpt-for-user-research-5c3bdf7e26af>



You

I'm a user researcher who needs to interview customers for fitness tracking apps and devices. Can you come up with an initial set of questions (both open and specific) that I should be asking during a 1 hour interview and exploration?



You

I'm a user researcher who needs to interview prospective customers who are interested in buying an electric vehicle (EV). I will be interviewing people that are considering buying an EV within the next two months. Can you come up with an initial set of questions (both open and specific) that I should be asking during a 1 hour interview as I explore their needs, motivations, fears, worries and barriers to transacting?



You

I need advice on how to collect insights from fitness enthusiasts about their experience with Apple products. Can you ask me some questions and then use this to produce an outline of activities that will help me?



You

Create a user interview script of 15-20 questions as a UX researcher, to gather detailed insights from users of the Rightmove app that provides property sales, rental and listings in the UK. Include warm-up questions about the user's day and work life. Covers key topics such as user needs, preferences, and experiences with similar products. Ask about setting up a search, reviewing listings as they come in and booking viewings. Use simple language.

Surveys too - remember to iterate:



You

I'm running an ecommerce fashion store which serves an EU wide target market. I would like to run a quarterly survey of customers who have purchased from us. Can you ask me some questions and then use these to produce a survey outline, including data fields, types of questions (e.g. single or multiple choice, open ended etc.) and supporting text.

4 - THEME SUMMARISATION:

For more information, please see the playbook for Text Summarisation. You will not be able to get a quantitative breakdown of the themes and topics contained within the text - you'll need a specific tool for this (get in touch, we have built one).

What you will be able to get is a good summary, which you can then expand out into more detail and have a detailed conversation with.

5 - USABILITY TEST / MODERATOR SCRIPTS:

Start by outlining and adjusting your prompt. Make any additions or deletions, tweaks - and then ask for a more detailed outline. Iterate.



You

Write an outline for a usability testing moderators guide. The product is an online platform for trading crypto currencies and we will be interviewing people who are interested in products like this, but have not yet started using one. The key tasks during each hourly session are to (1) Review participant comprehension of the service (from exploration), (2) Looking for information they would need before signing up for the service and (3) Signing up for a free trial account. Give me 5 open ended questions to either be ice-breakers or elicit broader context about the study topic.

You can now tune the outline further or:



You

Write a usability testing script for www.reddit.com



You

Please give me that as a downloadable word doc

6-9 - PERSONAS, JOURNEYS, USER STORIES, USE CASES, WIREFRAME LAYOUTS

The following prompts can help you get outlining for these tasks. Don't confuse made up data with reality - these will need tuning and inputs but will give you structure that you can start with.

New AI tools can even create these materials by getting inputs from other parts of a research repository. GPT isn't going to read customer minds here or generate anything new - but it may give a helping hand to craft your own materials, or remind you of something you missed.



You

Create 5 user personas for a cryptocurrency trading app.



You

What is a typical user journey for these personas?



You

Write me a story for each of the personas you listed, about how they first learn about cryptocurrency trading.



You

I'm designing a [type of product] for [user persona]. I'll give you a description of a new feature I'm working on. Generate user flows for that feature. The feature: [quick description of the feature] The possibilities: [list of use cases]



You

I'm designing a cryptocurrency trading app for these personas. I'll give you a description of a new feature I'm working on. Please generate user

flows for that feature:

The feature: send money to a contact

The possibilities: Users can choose an existing payee or add a friend or family member for payments under \$100 using just their mobile phone number. Once users select a payee, fees are calculated based on the destination country bank or recipient. Users will see a summary of their transaction after confirming the money to be sent.



You

Please give me a detailed wireframe content layout for the fees and summary page for Persona 5.

Personas, Journeys, Use Cases:

<https://bit.ly/3TN5nop>

<https://bit.ly/3TNkCO9>

AI in UX - Using GPT for research structures - Núria

<https://bit.ly/4cyCjZ2>

Using GPT in UX design:

<https://bit.ly/3PAEgdO>

Userdoc - connect stories, personas, journeys:

<https://userdoc.fyi>

10 - NOTE TAKING FOR INTERVIEWS

Adding specific notes, flags or comments to user interviews or usability testing sessions is very handy. When there used to be two people in a moderated usability test (moderator & data logger) then you had two layers of information. This way we flagged key events, stuff to include in the presentation, specific customer quotes or problems. A number of the transcription tools available will allow you to add notes as you are recording but also allow later review and tagging. Tools like Otter, Grain, Looppanel and others are those most mentioned here.

11 - DYNAMIC SURVEYS

This is a really interesting area. We can send out survey questions to customers or ask for this information on the website. It's not intelligent though - you have to design the question flow to get the response and data you're after. What if you could get AI to grab it instead?

Tools like maze.co and researchgoat.com are providing AI driven interviewing. Imagine this as a halfway house between surveys and user interviews.

Instead of interviewing a heap of customers - which can sometimes be impractical, hard to organise (B2B) or limited in terms of reach - why not get AI to hunt for information? You can do onsite feedback or emailed feedback that uses AI to dig for the insights you are after.

For example, AI can design automatic follow ups like this:

Q: "What would you like to see improved in our app?"

A: "Overall it's pretty good, nothing much to improve - apart from the fact that it's slow sometimes"

Q: "Is there a specific thing you're trying to do when it runs slowly?"

A: "Yeah, it's when I'm using the email sequence function"

Q: "So what are you trying to do in the app - when it runs slowly?"

A: "It's always when I create a new email sequence - it takes about 30 seconds to load but works fine after that"

12 - RESOURCES

I'd love to see the two illuminating surveys (see below) run once again this year. You'll find the rest of these resources very useful for your prompting, UX research & design work. These are truly the most useful and thoughtful articles out of all the dross we read this year - hope you enjoy them all.

UX RESEARCH:

How does Generative AI help UX research? - Donna Tedesco:

<https://bit.ly/49barXY>

<https://bit.ly/4anDj0g>

Using ChatGPT for User Research - Nick Babich:

<https://bit.ly/3TN5nop>

Limitations (and examples) of GPT for User Research -

<https://bit.ly/3TOPT39>

Stress testing AI in User Research - Yulya Besplemennova

<https://bit.ly/3IQuPTx>

Can ChatGPT write a usability test script? - Lawton Pybus

<https://bit.ly/4asBsXY>

Survey: AI for UX research - Sep 2023 - Userinterviews

<https://bit.ly/4cF1Z6y>

Survey: AI as a UX assistant - Oct 2023 - NNG

<https://bit.ly/3IOMxH5>

Will UX research & design be replaced by AI? - Mila Kayukala

<https://bit.ly/3VzHbHl>

Personas, Journeys, Use Cases:

<https://bit.ly/3TN5nop>

AI in UX - Using GPT for research structures - N ria

<https://bit.ly/4cyCjZ2>

Using GPT in UX design - Bart Krawczyk

<https://bit.ly/3PAEgdO>

Automating UX research tasks - Nare Poghos

<https://bit.ly/3TOygAF>

UXR PROMPTING TECHNIQUES:

Using the OpenAI Playground for UXR - Donna Tedesco:

<https://bit.ly/497c3Cf>

Prompting with Generative AI for UXR - Donna Tedesco (part 1):

<https://bit.ly/3PCJfL0>

Can we pin down prompts for UX research - Donna Tedesco (part 2):

<https://bit.ly/3vo6gKG>

Few shot and Chain-of-Thought Prompting - Donna Tedesco (part 3):

<https://bit.ly/4as5g76>

PROMPTING EXAMPLES ONLY:

14 GPT prompts for UX research:

<https://bit.ly/4anlUov>

Automating User Research:

<https://bit.ly/3TOygAF>

Chatgpt for UX research:

<https://bit.ly/3TNkCO9>

GPT prompts for research:

<https://bit.ly/4ctfCFI>

THINGS IT WON'T DO:

Limitations (and examples) of GPT for User Research:

<https://bit.ly/3TOPT39>

GPT can't do UX Audits - Baymard:

<https://bit.ly/43M0qzL>

MISC:

Reviewing the core UX of AI tools - Tarun Mugunthan:

<https://bit.ly/3INxSfx>

AI for UX - Getting Started – Kate Moran:

<https://bit.ly/3TNvtYe>

CUSTOM GPTS AND DATA LOADS:

WHEN TO USE:

When you want to work with a set of data, documents, text or information without the hassle of uploading them each time.

OUTPUTS:

A link you can use every time you need to query a 'workspace' of documents and data. Just open up your custom GPT and the documents are already loaded and ready.

WHAT DO I NEED?

A subscription to OpenAI.

HOW DO I SET ONE UP?

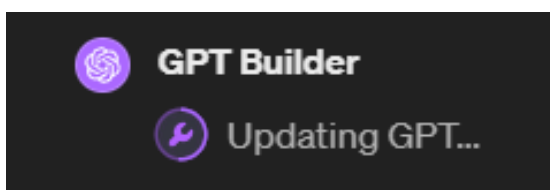
1. Follow this link to the Custom GPT editor:
<https://chat.openai.com/gpts/editor>
2. Select the "Create" tab
3. Give GPT instructions. Use the primary purpose of this GPT, which is for this use case, to analyse feedback text. I gave it this prompt:



You

Make a GPT that helps me to summarise and extract meaning from textual customer feedback, in order to write more compelling content

4. When you submit the prompt, it will update:



5. GPT may suggest a name for you, in this case, "Content Analyser". It even made me a nice profile picture:



6. Choose the "Configure" Tab

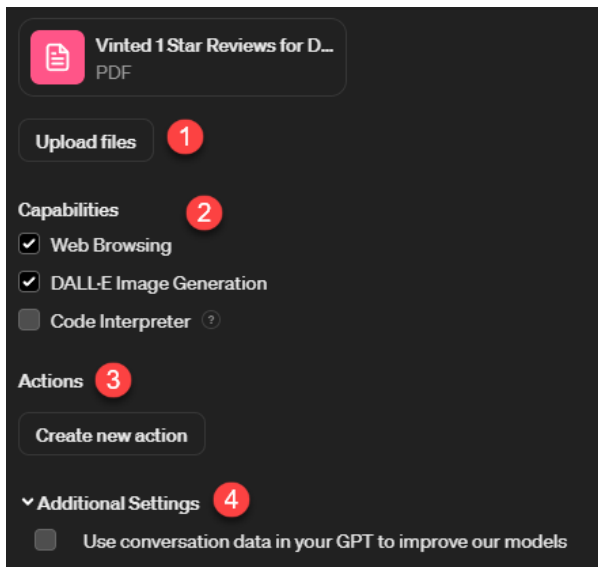
A screenshot of a dark-themed configuration interface for a Custom GPT. At the top right is a circular profile picture of a magnifying glass over a document. Below it are four sections, each with a red circle containing a number:

- 1 Name:** A text input field containing "Content Analyser".
- 2 Description:** A text input field containing "Helps summarize customer feedback to enhance content creation."
- 3 Instructions:** A text area containing the instruction: "Your role is to assist users in summarizing and extracting meaningful insights from textual customer feedback, with the end goal of helping them write more compelling content. Focus on understanding the context and nuances of the feedback, identifying key themes, and suggesting how these insights can inform content creation. Avoid making assumptions about unclear feedback; instead, ask clarifying questions. Your responses".
- 4 Conversation starters:** A list of four text input fields, each with a close button (X) on the right:
 - Summarize this customer feedback to improve my content.
 - What themes in this feedback can inform my content?
 - Extract actionable insights from this feedback for better content.
 - How can this feedback improve my content writing?

- 1 The name of your Custom GPT.
- 2 One line description.
- 3 These are the specific instructions for GPT.
- 4 Here are the 'conversation starters' you will be offered when using this Custom GPT.

7. Use the upload files button. Add any documents that are relevant to the purpose of the custom GPT. These could be style guides, notes, documents, related research - don't worry if it's unstructured.

8. Here is an example where I've uploaded a file. **Note the following settings - IMPORTANT:**



- 1 Upload files button
- 2 You can toggle abilities of your custom GPT - can it do web browsing, image generation or code work?
- 3 Create action - you can use custom GPT to fetch real time information or trigger other actions
- 4 **TURN OFF** training data!

9. Click the "Create" button when you are finished. You will be asked for sharing options. You can choose:

- Only Me - This is private
- Anyone with the link - For sharing
- Publish to GPT store - Share with the public

WHAT NEXT FOR AI?

What next for AI?

The authors find this area endlessly changing but fascinating. What are some of the areas we are watching?

Software Retrofits

- There's an explosion of all our existing popular tools being retrofitted with AI capability. Some of it is awesome and game changing in terms of productivity, some of it is a badly thought out product that nobody needs or wants.
- What we are as 'users' of these tools is a giant petri dish of experimentation. Expect a lot of changes, iterations and improvements as the underlying AI tech stack improves too.

UX Research

- Some people say that GPT can't do User Research and they are right. We aren't asking it to do the thinking, planning, clustering, synthesis, presentation or actions to take from research. We are just asking it to support the researcher, in ways that helps them produce higher quality results, faster.
- Even a casual glance at the two surveys we shared (from late 2023) will show that UX Researchers are harnessing AI to do boring, time consuming or low value add tasks - or they are using it to make tasks (like encoding or transcribing text) much faster. It's not replacing the work of research but augmenting the role of the researcher and their reach.

Experimentation Tools & Teams:

- Vendors will continue to add features around Opportunity Detection, Predictive Scoring, Behavioural Targeting, Automation, Personalisation - to their products. Features will enable automation of more tests and therefore faster decision making.
- We've found using LLMs can speed up or improve thinking around experimentation, at all stages of the lifecycle. We are developing this idea further into a series of workshops and courses.
- Will AI 'do' experimentation? No, not yet - but it will allow a human being to orchestrate a greater diversity and number of experiments, for the same amount of time.
- From early workshops we have done, we found that exploring problems, ideating,

writing solution statements and hypotheses (using GPT) had a marked impact on the quality of test ideas. It made space for participants to accept feedback and challenge their thinking and ideas.

Multimodal AI:

- Multimodal features mean that AI is now crunching more than just text. Videos, graphics, websites - are now possible to parse. This increases the range of activities AI can get involved with.
- For example, Session Replay tools will get much smarter at identifying unique segments or particular issues of struggle - because they will understand the page context and contents in greater depth.
- AB test vendors will be able to 'parse' experiments running in order to work out how to create metadata for training models. If the vendor is running enough tests and collects good metadata, it will allow for predictive scoring models to be run.

Chatbots & Customer Service AI:

- We haven't touched on chatbots, customer support, contact deflection or chatbot metrics in this book - it's a whole huge area.
- Make sure you have metrics to measure the true impact of running agents to handle support - it's very easy to deploy rubbish and then fail to pick this up unhappiness or huge drops in satisfaction or task completion rates.
- If you are going to build smart systems to help provide immediate gratification to web visitors seeking help, make sure you have a set of smart metrics too, so you can actually prove if it's making things worse, rather than just metrics that show the reverse.
- Deploying these systems in a smart way, means that your contact centre does not linearly scale with users any more. User growth does not cause the same growth in contact or support numbers - but it requires continuous and iterative work. If you do it properly, you can remove 40-80% of contact volumes over a period of time.
- New tools are appearing to replace the old school call centre systems. Agents will no longer need to categorise their contact type or fill in details after each call - all of this will be handled by AI. If the customer asked about 5 things during the call, these will all be recorded. The AI "Voice of Customer" Oracle can be asked questions or will produce reports showing the true mixture of customer contact themes and trends. It will even spot new problems developing in realtime (your latest iPhone app has a bug) - anomaly detection can see this in your contact patterns. You just need to

stream your voice data to text and you can start.

Side Loaded Data:

- This is what a lot of companies want - a system they can install in their datacenter or rent in the cloud - where they can side load lots of data to include in the work of LLMs. These might be service manuals for drills, complex parts explosion diagrams, customer service responses, style guidelines - we all have lots of data which can be used to augment basic LLM capabilities.
- There are underlying tech improvements that mean this is now easy to do - anyone can build an LLM and, without retraining it, get it to make use of more than just the basic training model.
- Advances here will continue, to the point where side loading data is almost as good as completely retraining the LLM. Rather than owning and building your own training model, you just run another one and augment it with your additional data lake.

What to expect?

- In this growth area, who knows? We suspect a lot of products will turn out to be vapourware (we know from our own testing) and some will grow. So expect a bit of consolidation and thinning in the sea of options.
- Advances in LLMs are only going to improve what we've shown you in this playbook. Many of the tools are using the techniques we've shared with you, but are using these to create apps, platforms, tool suites and plugins.
- Now that you've seen some of the task work that LLMs are good at, you'll appreciate that the next round of software will be similar, but much better.

Contact Us:

- Thank you to Iqbal Ali, Johann Van Tonder, Marcella Sullivan, Dewi Williams for all the researching, testing, writing, editing and more.
- We are now offering workshops on Experimentation AI - from short taster sessions to half and full-day deep dives.
- We present regularly on UX, Experimentation and AI - if you'd like a talk at your company or event, just ask.
- Get lots of customer feedback? Ask us to make you a "Voice of Customer Oracle" out of text.
- Coaching is also available - for individuals or groups. Get in touch.
- We are launching a tools resource for companies and practitioners. If you want to suggest a tool for our list, get in touch with Marcella.

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