

AI PROMPT DESIGN FRAMEWORK

A well-designed prompt provides AI with the information it needs to generate accurate, relevant, and useful responses.



ROLE

Tell the AI who it should act as.



TASK

Clearly describe what you want the AI to do.



AUDIENCE

Identify who will use or read the final product.



CONTEXT

Provide background information that will help the AI generate a better response.



REQUIREMENTS

Specify any expectations or constraints, such as tone, length, key points, or deadlines.



OUTPUT FORMAT

Tell the AI how you want the response organized.

E X A M P L E S

"Act as an experienced project manager."

"Create a project timeline for implementing a new customer onboarding process."

"The audience is a team of department managers."

"The company has 150 employees, works remotely, and wants to complete implementation within three months."

Examples include:

- *Desired length*
- *Tone*
- *Key Information*
- *Timeline*

"Present the plan as a table with tasks, owners, timelines, and milestones."

SAMPLE PROMPT

Act as an experienced project manager. Create a project plan for implementing a new employee onboarding process at a mid-sized company with 150 employees. The audience is department managers and HR staff. Include key milestones, responsibilities, potential risks, and recommended timelines. Present the information in a clear table followed by a one-page executive summary. Use a professional, concise tone.

PROMPT IMPROVEMENT CHECKLIST

- Did I define the AI's role?
- Did I clearly explain the task?
- Did I identify the intended audience?
- Did I provide enough context?
- Did I specify my requirements or restraints?
- Did I request the desired output format?