Revolutionize Your Research Process with AI: Prompt Cheat Sheet

By Alita Joyce, 2024

Thank you for attending The Human Insight Summit by UserTesting. Use the following cheat sheet to experiment with prompts, refine your work, and accelerate your research process. Adapt, adopt, and apply these prompts to your specific needs.

Before jumping in, remember our tips for writing effective prompts:
- Define the AI's role and objective
- Provide context
- Specify the desired output
- Set constraints
- Request clear and concise language

Define Phase

Clearly articulate the research problem, identify target users, and outline key research objectives.

- **Generate a list of research questions** and hypotheses to explore [specific user behavior or pain point].

- **Brainstorm potential research questions** to explore the impact of [new feature] on user satisfaction and engagement.

- **Suggest research questions** to address the following project goals: [goals].

- **Help me identify the root cause** of a [specific user behavior] on our platform. Suggest potential research questions to investigate this further.

- **Identify areas** where our current understanding of user needs is lacking and suggest ways to address these gaps.

- **Align research objectives** with the following KPIs to measure the impact of our findings: [key performance indicators].

- **Create a detailed project timeline** for our user research study, including key milestones and deadlines.

- **Develop a communication plan** to keep stakeholders informed about the progress of the research.

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Plan Phase

Develop a structured research plan, select appropriate methods, and establish a clear timeline.

- **Create screening criteria** to ensure participants meet the requirements for our study.

- **Determine the optimal sample size** for our research study based on our target population and desired level of confidence.

- **Create a research plan template** for a [research method].

- **Design a study protocol** that outlines the steps involved in conducting this type of research.

- **Draft a [research artifact]** template based on our research goals.

- **Ensure study materials** are clear, concise, and easy for participants to understand.

Analyze Phase

Extract meaningful insights from data, identify patterns, and draw data-driven conclusions.

- **Identify patterns** from [specific data set or interview transcripts], focusing on user motivations and unmet needs.

- **Identify patterns**, trends, and anomalies in the data.

- **Create a comprehensive research report** that summarizes our findings, insights, and recommendations.

- **Create an executive summary** of user research findings on [topic], presenting key insights, identified pain points, and actionable opportunities in a clear, non-technical format for stakeholders.

Prompts for Content Refinement

Use these prompts at any time, from expanding early drafts to copyediting long form content.

- **Expand** on the following [excerpt].

- **Improve** the clarity and conciseness of this [excerpt].

- **Adapt** this content for a [document / slidedeck]

- **Check** this document for grammar and spelling errors.

- **Make** this technical document more understandable to a general audience.

- **Check** for consistency in formatting and style.

- **Refine** the introduction to make it more engaging.

- **Make** the transitions between paragraphs smoother.