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Prompt Right

Strategies for effective prompt responses

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Hello

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Who are we?

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What we'll do today

Who we are and why are we talking about GenAI
A little bit about why we need to get GenAI on our side

What's content design all about
How content design principles can help with asking the right question

Getting GenAI and content design to work in tandem
Learn some simple rules that'll fetch responses you'll love

Let's get to the real stuff
Let's have some fun prodding ChatGPT

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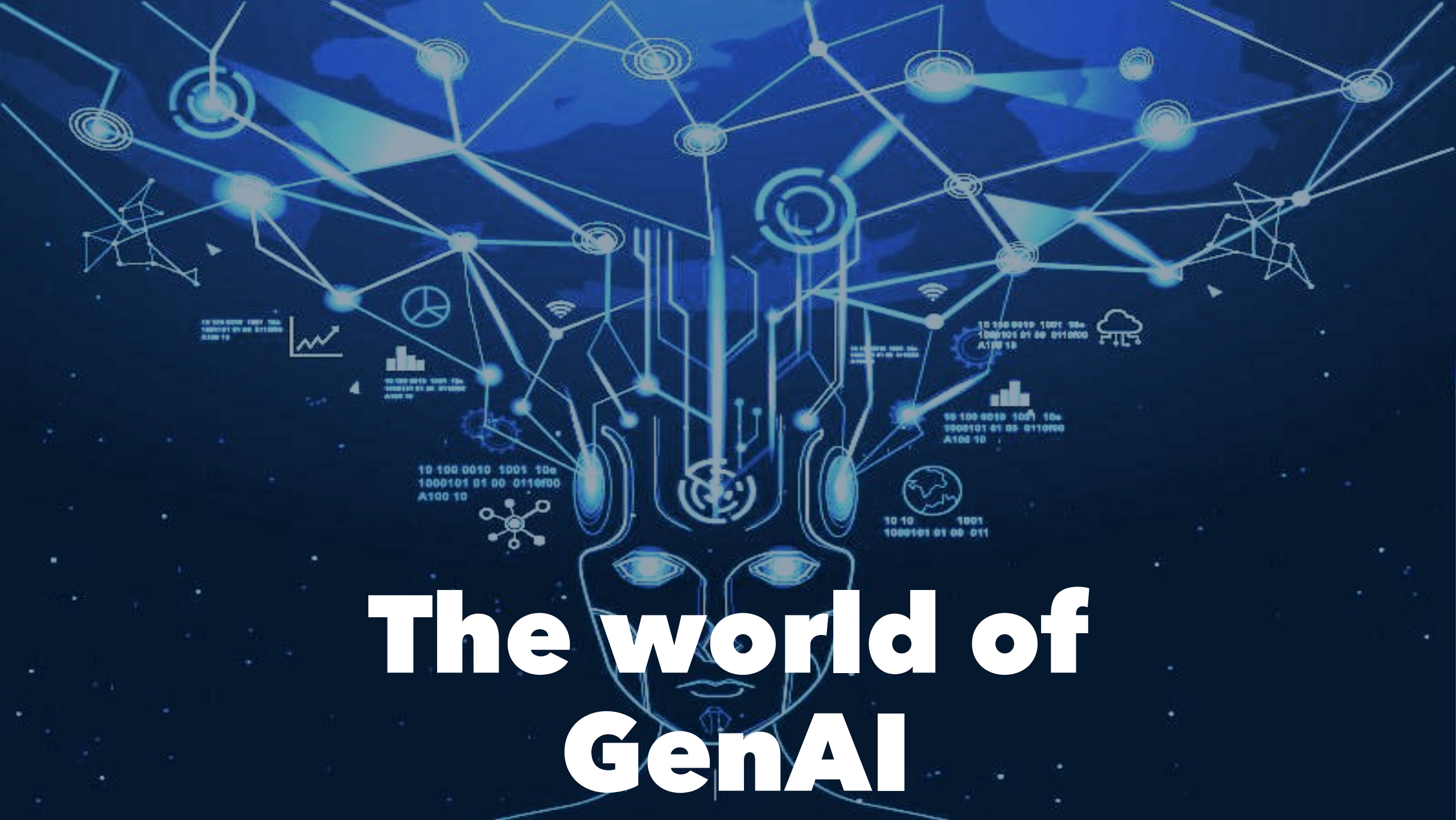

The world of GenAI

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What can GenAI do?

Summarize information

Help write stuff for us

Create art and presentations

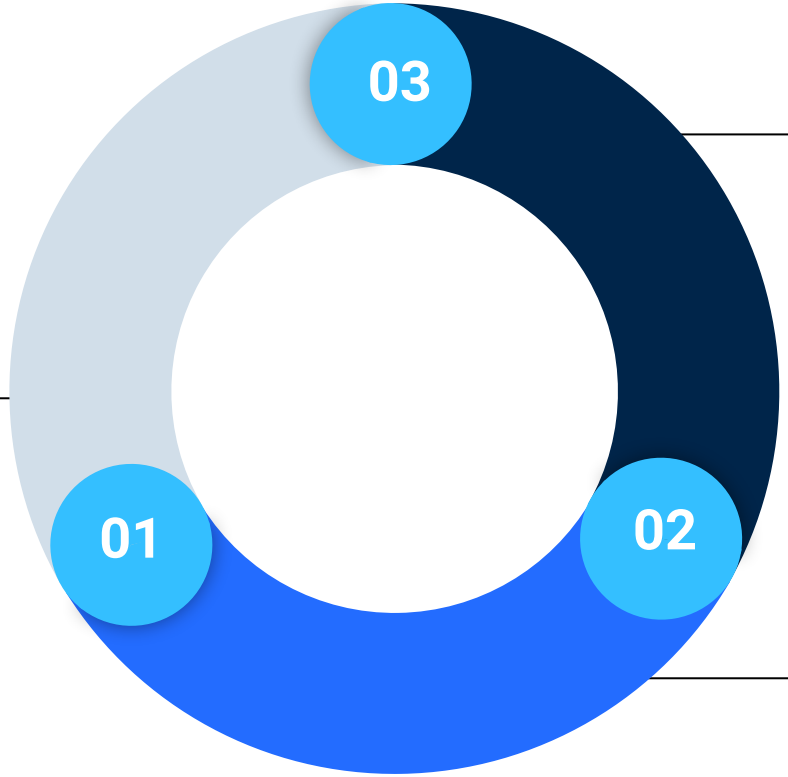
Answer specific questions

👇 TODAY'S FOCUS 👇

GenAI for effective User interface content

Why design content?

How we make it happen



Design thinking

Content designers follow the five-step process of empathise, define, ideate, prototype, and test

UX microcopy

Caters to the mood of users at various touchpoints with the product

Content guidelines

Content frameworks and content design systems help in delivering a consistent experience

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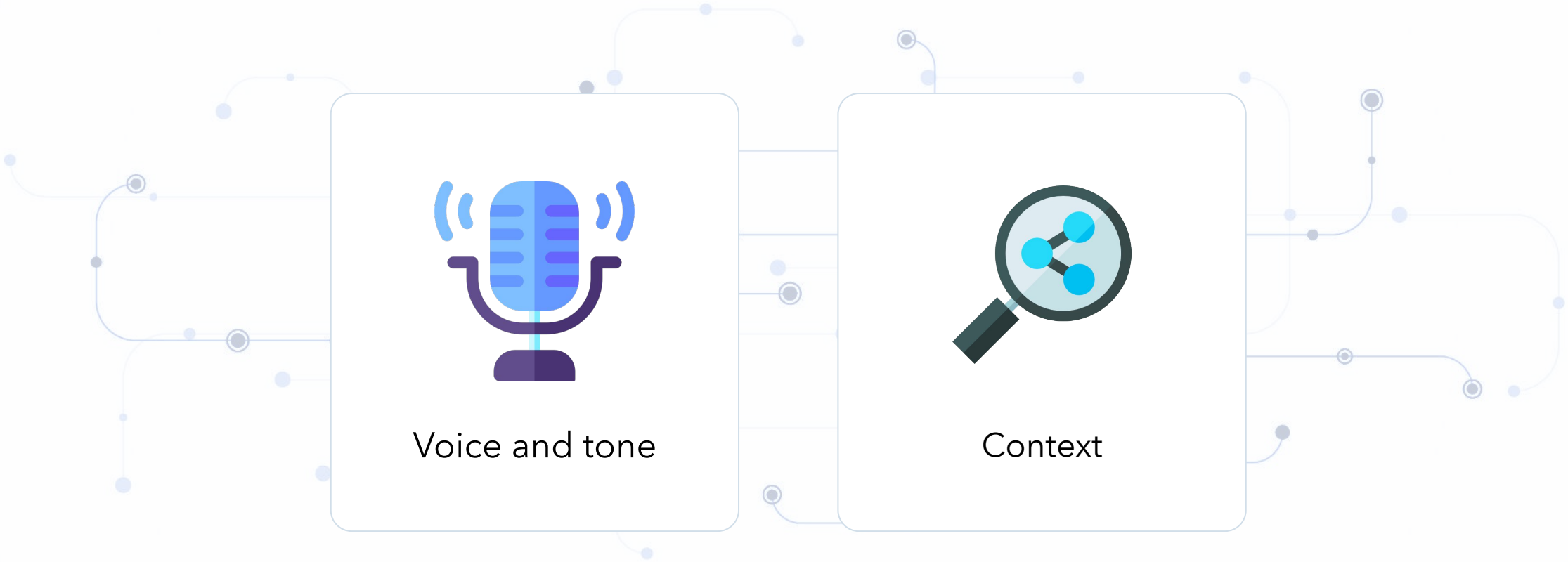
Voice and tone



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Introducing karmaverse

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Year 2030

You’re working for a startup that has developed a mobile application for a smart watch that collects daily karma points based on happy hormones.

Build content using AI

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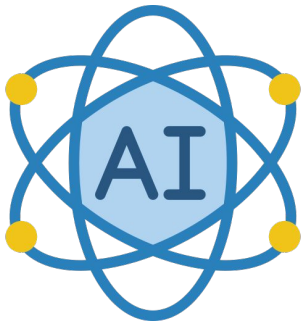
Getting started with prompt design

Data



Large Language Models

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It’s easy if you follow these

Set context

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Put on your journalistic hat

5 Ws

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WHO

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WHAT

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WHEN and WHY

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WHERE

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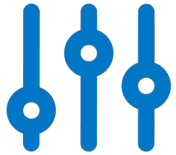
It’s easy if you follow these

Set context



Structure prompts

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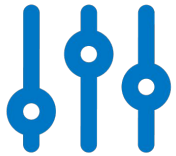
It’s easy if you follow these

Set context



Structure prompts

Iterate on responses

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Things to remember

- Machines hallucinate

- Not the single source of truth

- Watch out for bias

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Let’s get to the real stuff

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Show us what you've got

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Q&A

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Thank you

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