

# Designing instructions for AI products

A prompt is a hypothesis. The more precisely you state it, the more there is to hold the output to.

01 **Input quality sets the ceiling** — The same request, written three ways. Nothing about the model changed.

**UNCLEAR**

*"Generate creative ideas for our new campaign."*

✗ No role, no constraint, no shape.

**BETTER**

*"How can we leverage our brand archetype to develop a creative narrative that resonates emotionally?"*

△ Richer, but still a question.

**CLEAR**

"You are a Creative Director for [brand]. Generate concepts for a [campaign]. The value proposition must be [unique benefit], targeting our key personas. Avoid any visuals that are not inclusive."

✓ Role, task, constraint, exclusion. Now gradeable.

02 **The RISE framework** — Four questions. Answer all four and you have written a specification, not a wish.

**R** **Role**  
Who is the AI?

**I** **Input**  
What information are we providing?

**S** **Steps**  
What logic sequence should it follow?

**E** **Expectation**  
What does the final output look like?

03 **Ten techniques, mapped to RISE**

— Every technique answers one of the four questions. Pick by the failure you are preventing.

|                    |                                                                                         |                                                    |                                                 |
|--------------------|-----------------------------------------------------------------------------------------|----------------------------------------------------|-------------------------------------------------|
| <b>Role</b>        | 1. <b>Role Based:</b> Assign a persona                                                  | 2. <b>Expert Identity:</b> A distinguished expert  | 3. <b>Active:</b> It asks clarifying questions  |
| <b>Input</b>       | 4. <b>Shot:</b> Zero, one or few examples                                               | 5. <b>Grounding:</b> Supply documents or search    | 6. <b>Flipped:</b> It interviews you first      |
| <b>Steps</b>       | 7. <b>Chain of Thought:</b> Explain reasoning                                           | 8. <b>Tree of Thought:</b> Branch, compare, choose | 9. <b>Cognitive Verifier:</b> Break down, check |
| <b>Expectation</b> | 10. <b>Negative:</b> Say what you do not want. Often as powerful as saying what you do. |                                                    |                                                 |

04 **Assembled, one paragraph** — How all components integrate into a production-grade prompt.

"You are a senior UX strategist. **ROLE** Analyze the following user research notes: [data]. **GROUNDING** Identify patterns, then group related insights, and finally prioritize key opportunities. **CHAIN OF THOUGHT** Present your output as a table with the columns: Insight, Evidence, and Opportunity. **OUTPUT SHAPE** Avoid making assumptions beyond the provided data. **NEGATIVE** "

● Role   ● Grounding (Input)   ● Chain of Thought (Steps)   ● Output Shape (Expectation)   ● Negative Constraint