

# PROMPT ENGINEERING EXERCISES

## BLAW2301AG, LEGAL FOUNDATIONS OF BUSINESS

Persona Prompt: Mobile Game Player

**Objective:** Understand the preferences, habits, and challenges a typical mobile game player faces to inform game design.

**Instructions:**

**Research:** Dive into the mobile gaming industry. Look for data on popular game genres, player age groups, spending habits, and common challenges players face.

**Persona Creation:** Use your findings to craft a persona for a typical mobile game player. This should include:

- Name
- Age
- Preferred game genres
- Average time spent playing daily
- In-game purchasing behavior (if any)
- Common frustrations or challenges faced while playing

**Prompt Creation:** Design a prompt that represents this persona's experience. This prompt will be used to inspire new game features or improvements. For instance: "As [Persona Name], a [Persona's Age]-year-old who loves [specific game genre], I wish there were more options to [specific in-game action/feature] without [specific challenge/frustration]."

**Reflection:** Write a brief explanation detailing how game developers can utilize this persona to enhance gameplay experience and player retention.

Question Refinement Pattern Prompt: Library Search System Question Refinement

**Objective:** Understand the intricacies of search queries in a digital library system to enhance the search experience for users.

**Instructions:**

**Research:** Investigate common issues users face when searching in digital libraries or online databases. Identify problems such as ambiguous queries or overly broad searches.

**Sample Questions:** Create a list of 5 sample questions that users might type into the library search system.

**Question Refinement Pattern Prompt:** For each sample question, develop a refined version that's more specific or clear, and list out steps or strategies used to refine each question.

For example:

- Original: "Books about animals"
- Refined: "non-fiction books about African wildlife published after 2010."
- Strategy: Specified genre (non-fiction), narrowed subject (African wildlife), added time constraint (after 2010).

**Reflection:** Write a brief paragraph discussing how these refined questions can produce better search results and improve user satisfaction in digital libraries.

### Audience Persona Pattern Prompt: Digital Marketing for a New Health Drink

**Objective:** Understand the target audience for a new health drink to craft effective digital marketing strategies.

**Instructions:**

**Research:** Explore the health drink market. Identify typical consumers' demographics, behaviors, and motivations, especially those attracted to new, innovative products.

Audience Persona Creation: Based on your findings, design a persona for a potential consumer of this new health drink. This should include:

- Name
- Age
- Occupation
- Health goals (e.g., weight loss, muscle gain, general wellness)
- Current favorite beverages and why
- What might motivate them to try a new healthy drink

**Persona Pattern Prompt:** Construct a prompt to represent this persona's perspective and potential interaction with digital marketing campaigns. For example: "As [Persona Name], a [Persona's Age]-year-old [Persona's Occupation] looking for [specific health goal], I'm curious about the benefits of new health drinks and how they compare to my current favorite, [specific beverage]."

**Reflection:** Detail how this persona can inform digital marketing strategies for the health drink, including potential advertising channels, messaging angles, and engagement tactics.

### Chain of Thought Prompt: Decision-making in a Novel

**Objective:** Analyze a protagonist's decision-making process in a novel to understand the influences and motivations behind their choices.

**Instructions:**

**Reading and Analysis:** Choose a novel where the protagonist makes a significant, impactful decision. Analyze the events, influences, and internal conflicts leading up to that choice.

**Sequence Identification:** Identify the sequence of events or thoughts that led to the protagonist's major decision.

**Chain of Thought Prompt:** Craft a series of prompts that guide someone through the protagonist's decision-making process. For example, for Hamlet: "Consider Hamlet's relationship with his father. How did the ghostly encounter shape his thoughts on vengeance? What internal and external conflicts did he grapple with before deciding on his course of action?"

**Reflection:** Discuss the implications of the protagonist's decision on the story's outcome. How does understanding their chain of thought provide deeper insights into their character and the novel's themes?