



# Use Case: How to Generate Effective Prompts (with examples)

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*This use case explains how to create clear and effective prompts for Generative AI tools (such as ChatGPT, image generators or text assistants). Well-written prompts help AI understand your goal and produce more accurate, useful and relevant results.*

## Overview

A prompt is the instruction or question you give to an AI system. The quality of the output strongly depends on how well the prompt is written. This guide shows how to structure prompts step by step, even if you have no technical background.

## Steps

### 1. Define Your Goal Clearly

Start by deciding what you want the AI to do.

Examples:

- Write a short article
- Generate ideas
- Summarize a document
- Create marketing text
- Explain a concept simply

**Example prompt:**

“Explain what Generative AI is in simple language for beginners.”

**Tips:**

- Be specific about the task.
- Avoid vague requests like “Tell me something about AI.”

### 2. Provide Context

Context helps the AI understand who the content is for and why it is needed.



Examples of context:

- Target audience (students, SMEs, beginners)
- Purpose (education, marketing, internal use)
- Tone (formal, simple, professional)

**Example prompt:**

“Explain what Generative AI is for small business owners with no technical background.”

**Tips:**

- Adding context usually improves relevance.
- Think: Who will read or use this output?

### **3. Specify the Format**

Tell the AI how the answer should be structured.

Examples:

- Bullet points
- Short paragraphs
- Step-by-step guide
- Table
- One-page article

**Example prompt:**

“Explain Generative AI for beginners in 5 bullet points.”

**Tips:**

- Clear formatting instructions save time.
- This is especially useful for website content or presentations.

### **4. Add Constraints or Details**

You can control length, style or focus by adding limitations.

Examples:

- Word count
- Simplicity level
- Language
- Do's and don'ts

**Example prompt:**

“Write a 200-word explanation of Generative AI in simple English, without technical vocabulary.”



**Tips:**

- Constraints reduce irrelevant information.
- Short prompts are fine, but detailed prompts give better results.

## 5. Iterate and Improve the Prompt

If the output is not perfect, refine your prompt instead of starting from scratch.

Examples:

- “Make it simpler”
- “Add an example”
- “Rewrite for a website audience”
- “Focus more on benefits”

**Example follow-up prompt:**

“Rewrite the text with more real-world examples for SMEs.”

**Tips:**

- Prompt writing is an iterative process.
- Small changes can significantly improve results.

## Optional Enhancements

- Assign a role to the AI  
“Act as an AI consultant for small businesses.”
- Ask for examples or analogies
- Request multiple versions to compare
- Combine text and structure instructions in one prompt

## Resources

OpenAI Prompt Engineering Guide: <https://platform.openai.com/docs/guides/prompting>

Google Generative AI Prompting Basics: <https://developers.google.com/machine-learning/resources/prompt-eng>

Community prompt library (PromptHero): <https://prompthero.com/>