Sprig

How to (Cautiously) Embrace AI: ChatGPT Prompts for UX Research

Unlock the power of AI with these prompts from UX researchers.

Introduction

If you're a user experience (UX) researcher, you know that nothing (not even AI) can replace the power of research driven by a real-live human.

Only researchers are capable of conducting in-person sessions and then connecting session insights back to product development. Only researchers can use frameworks to demonstrate the power of research back to leadership.

Business leaders are recognizing the limitations of AI despite all the recent excitement over it.

"These new models are less like one Albert Einstein and more like a hundred high schoolers," said Mike Adams, CEO and Founder of Grain, on User Interviews' podcast Awkward Silences.

"They're capable, but they're not going to make these incredible connections that you can't even make."[1]

Despite the limitations of AI, it is here to stay, so how can you, as a UX researcher, take advantage of it?

To help you cautiously embrace AI, we've put together a list of our top ChatGPT prompts that will help you enhance user research practices.

---

1 User Interviews. (2023, November 17). Dangers and Opportunities of AI in Research. User Interviews. https://www.userinterviews.com/blog/dangers-and-opportunities-of-ai-in-research

Top ChatGPT Prompts:

As the capabilities of OpenAI evolve, there are more and more ways that UX researchers can use ChatGPT. Here are the top prompts for researchers, from researchers:

```
1. Prompt: I'm seeking methods to collect qualitative data
   from [user group] about their experience using [product
   or service].
```

This prompt will help you understand the best strategies to gather qualitative data from users regarding their interactions with your product or service. To utilize this prompt, insert the relevant details into the variables:

- [user group]: Specify the target user group for data collection, such as existing customers, potential customers, or a specific demographic.
- [product or service]: Provide details about the specific product or service.[2]

For instance, a completed prompt could read: "I'm seeking methods to collect qualitative data from existing customers about their experience using our mobile app."

---

2 ClickUp. (2023, November 19). AI Prompts for UX Research. ClickUp. https://clickup.com/templates/ai-prompts/ux-research

Top ChatGPT Prompts (cont'd):

> 2. Prompt: I need to design a survey that captures user feedback on the usability of [product or service].

This prompt will scope all the necessary components of the survey, including demographics and questions to ask that will help you dig into product usability.[3]

You can edit the prompt to "Design a survey that captures user feedback on the usability of [product or service]." This prompt will actually design the survey for you, giving you a strong starting point to work off of.

AI-Powered Tools for UX Research: While AI may not be able to uncover unique insights that researchers can't uncover themselves, AI can help researchers discover these insights in half the time.

Sprig is an AI-powered insights platform that helps UX researchers collect relevant insights from the right users. Using Sprig, you can launch surveys in your product and learn from the users that matter to you.

Sprig AI then analyzes all the results in real-time to surface product issues and opportunities. Learn more at sprig.com/ai-analysis.
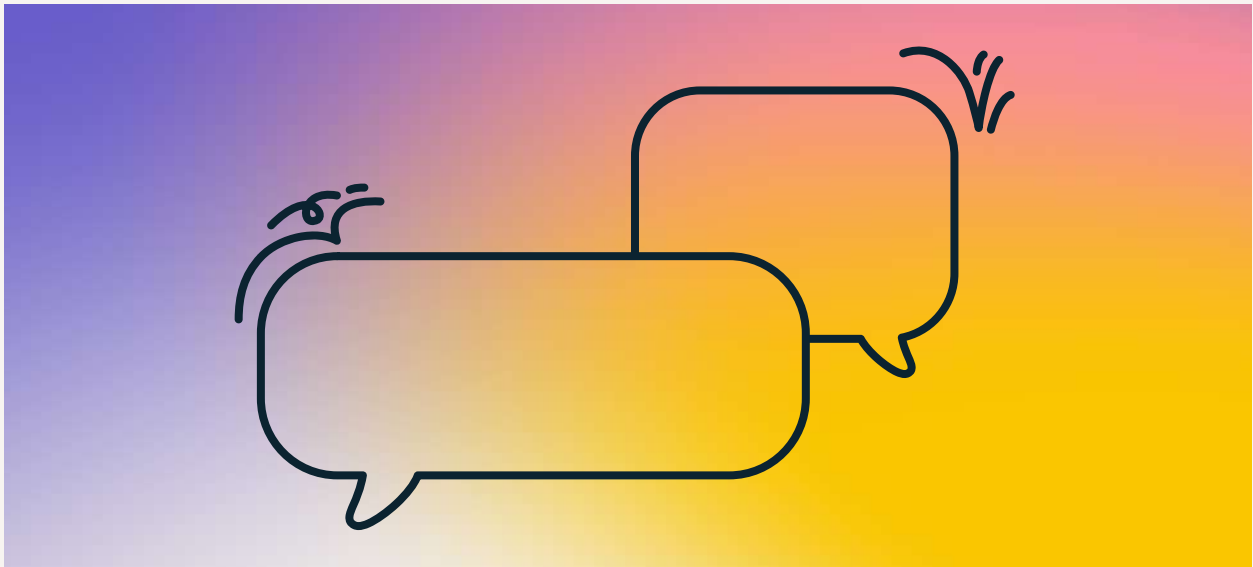
3 ClickUp. (2023, November 19). AI Prompts for UX Research. ClickUp. https://clickup.com/templates/ai-prompts/ux-research

Top ChatGPT Prompts (cont'd):

```
3. Prompt: Write a script for a moderated research
   interview with [user group] on the usability of [product
   or service].⁴
```

An interview script for moderated studies is an essential component of the research process. An effective script asks the right questions to answer your research questions while still having a conversational cadence.

With this prompt, researchers can have ChatGPT do some of the heavy lifting and create an outline for the interview sessions.

4 FAQ Prime. (2023, November 16). Effortlessly Conduct UX Research with AI-Powered ChatGPT Prompts: Copy and Paste Templates. FAQ Prime. https://www.faqprime.com/en/effortlessly-conduct-ux-research-with-ai-powered-chatgpt-prompts-copy-and-paste-templates/
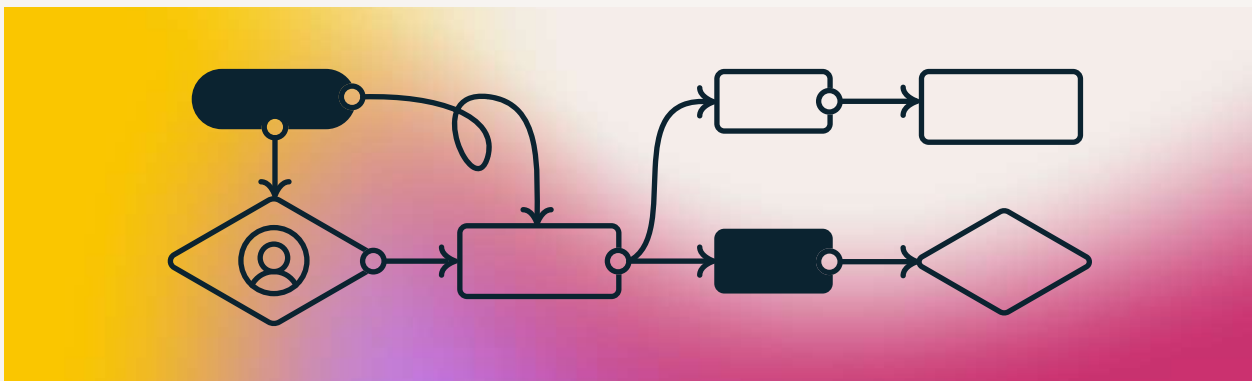
Top ChatGPT Prompts (cont'd):

4. Prompt: Create an ideal user journey map for [user group] using [product or service].[5]

User journey maps can help you build a comprehensive visual picture of product interactions and ensure that these interactions are seamless and even delightful to the user.

With AI, researchers can create an ideal user journey map with the necessary steps such as awareness, research, onboarding, and first login. You can then design usability surveys around these steps to ensure each part is seamless and intuitive.

You can also launch in-product surveys to get feedback from the right users at each stage of the journey. With in-product surveys, you will gain an even deeper understanding of your users and their sentiment throughout their experience.

5 Internal Sprig Research

In Summary:

The rise of AI and LLMs has sparked both excitement and caution. However, it is clear that AI is not a replacement for the capabilities of human researchers.

After all, the insights that result from in-person moderated sessions and the skillful application of frameworks remain unique to researchers.

Embracing AI as a complementary tool rather than a substitute, researchers can harness its power to streamline processes and increase the impact of their research.

Consider AI-powered tools such as Sprig to accelerate and inform your work. With Sprig AI, research teams can use real-time user insights to build products people love. Learn more at sprig.com/ai-analysis.