

Prompting Cheat Sheet for Service Designers

GenAI x Service Design

This cheat sheet serves as **reference point**, providing essentials to **enhance your service design skills through GenAI**.

3 things to keep in mind before you start prompting

- Understand the **tool's capabilities** and **limitations** by familiarizing yourself with its abilities and constraints
- Consider **ethical implications** such as plagiarism and misinformation
- Be prepared to **iterate and refine** as the quality of the output may require experimentation and modifications of prompts and parameters.

How to prompt

Reuse the structure for your individual application scenario. The modification of a uniform prompting structure will help you to examine the same matter from multiple perspectives.

Example

How can the digitalization of government processes succeed?

Take the role of a **service designer**, designing a new solution for **official applications**

Structure the output into a **service blueprint** with the **to be customer journey and relevant front and backstage processes**. Use the content of the following project description as reference **###content###**

Enhance and modify your prompt with relevant details and consider the following dimensions:

Persona: Define the perspective and focus

- assistant
- innovator
- storyteller
- tutor
- critic
- marketing expert
- project manager
- ...

Audience: Implicitly define output style

- executives
- clients
- new employees
- project team
- fellow creatives
- experts
- ...

Output Formats: Explicitly state the style you expect in a descriptive way

- Bullet point list
- FAQ
- Customer Journey
- flashcards
- checklist
- social media post
- report
- step-by-step instructions
- e-mail
- list with x points
- project plan
- ...

Output style: Compare different tones to receive alternative formulations

- optimistic vs. pessimistic
- urgent
- personalized
- formal
- convincing
- informative
- ...

Prompts for Service Design

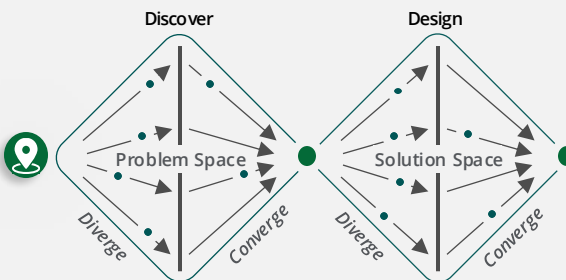
Discover Phase

1. Understand your customers

- Provide a list of main pain points of customer groups related to my product and service portfolio.
- Create an overview of all relevant stakeholders related to my industry structures including their needs and expectations.
- Map our current customer journeys from the perspective of our persona xy.
- Generate an interview questionnaire to explore customer pain points along our customer journey.
- Summarize the interview transcripts in a table and assign each answer a score whether the answer is positive, negative or neutral.

2. Research market trends

- What are the current and future trends related to my industry?
- Provide an overview of best case services within my industry and include a brief description on the benefit of their innovations.



3. Analyze large data sets

- Analyze the following data set and extract the main insights and patterns.
- What visualization or chart is most suitable to present this data?

2. Prototype creation

- Develop a workshop agenda for a co-creative prototype development, including warm up exercises and ways to boost the problem solving mindset
- Create a mock up of our persona using the new service.

Design Phase

1. Generate new solution designs

- Generate 100 ideas on how we can resolve our customer pain points and cluster them along the KANO model.
- Think outside the box: How can we improve our current service offerings to meet the citizens expectations and resolve existing pain points?
- Challenge our current idea to optimize our services and define measures to make the concept more inclusive?
- Question our status quo: How do we improve our current services and what steps should we take to ensure we're considering everyone's needs and perspectives?

3. Create test scenarios

- Generate testing scenarios for usability tests. Which criteria should be tested?
- Generate questions to validate the prototype with users from our target group.

Additional prompting techniques

Review

Utilize LLMs (Large language models) to review text-snippets, encourage the model to question the given input and ask for follow up questions that would be important to consider.

Few-shot-prompting:

Guide the model on how to handle tasks by providing structured examples ("shots") to solve a similar task. Few-shot-prompting provides an implicit way to instruct LLMs.

Chain-of-thought prompting:

Provide a series of linked prompts to facilitate coherent ideas for a more structured content output. Each prompt serves as stepping stone to generate subsequent content. Generating output step-by-step can improve the output quality significantly.

Thank you.



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