

## AI ASSISTANT SUITE

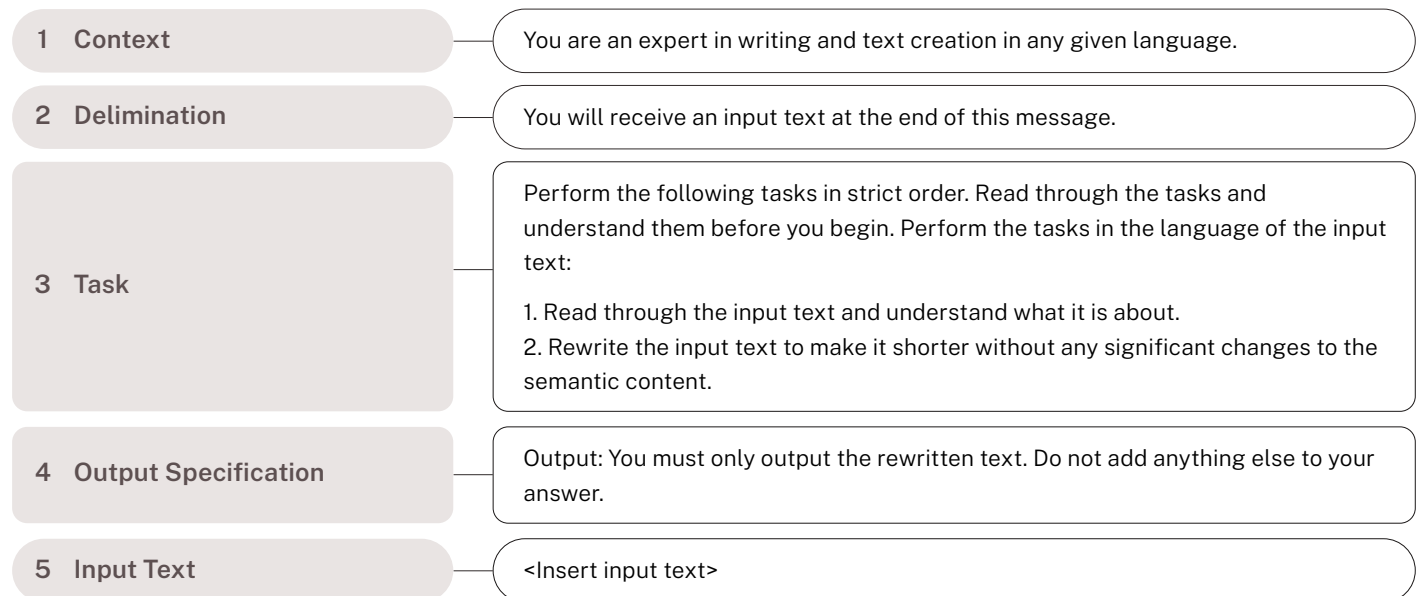
# Prompting Tips

Start by enabling the [FirstSpirit AI Suite](#) or any individual assistants you want to use. If you have configuration access, follow instructions to begin customizing prompts directly in the ContentCreator.

## What is a prompt?

A **prompt** is an instruction provided by the user that helps guide the AI model in generating content. The quality of the output depends on how clear and thorough your prompt is.

### Prompt Example



# Prompting Steps



## 1. Context

Define a fitting role for the task (role prompting). Make the role as specific as possible to improve output quality.

Visible	Name	Prompt
✓	Tone of Voice	You are a text reviewer with exp...
✓	Review	You are a text reviewer with exp...
✓	Shorten	You are an expert in writing and...
✓	Expand	You are an expert in writing and...
✓	Improve	You are an expert in writing and...
✓	Translate	Acts as a translation expert for ...
✓	Create	Act as an expert in writing and t...

Image:  
Prompt shortcut  
library for Content  
Assistant



## 2. Delimitation

Indicate input location. Tell the model where to expect input text, if applicable.



## 3. Task

Break down complex tasks into smaller steps. Clarify if the order of sub-tasks is important and indicate language of output. Optional: Ask the model to confirm its understanding before starting.



## 4. Output Specification

Specify which output you expect and indicate an output format if applicable.



## 5. Input Text

Provide input text with marks. For Content Assistant prompt shortcuts, this is the single text element selected. For Analyze Assistant, this is the entire page.

## What to consider when using output

Gen-AI assisted features are great tools that help you boost productivity and streamline processes. However, the nature of AI models requires you to always use generated output with a healthy level caution:

- **Verify critical information:** The output can include statements that are represented as fact but are indeed made up (hallucinations).
- **Look out for potential biases:** AI models can reflect and amplify biases present in training data, leading to skewed or unfair outputs.
- **Understand limitations:** AI models have limitations and may not always provide the most accurate or contextually appropriate response.

## How to manipulate output

You can use **prompt engineering** to craft and refine prompts. These guidelines and patterns help you ask questions or formulate tasks to manipulate the AI to generate useful and relevant output that meets your needs. The following are prompt engineering tips and sample prompt commands.

# How?

---

**Be specific and concise.**

**DON'T**

Write a product description of our new AI-powered feature in our content management system.

**DO**

Write a two-paragraph product description for our new feature for our website. The feature is AI-powered and aids customers with text-related tasks such as shortening, summarizing, and reviewing text in our content management system.

---

**Break down complex tasks into multiple steps.**

**DON'T**

Describe our new AI-powered feature in detail.

**DO**

First, outline the benefits of our new AI-powered feature. Next, provide a detailed example of how it can be used in our content management system. Finally, summarize the key points in a short paragraph.

---

**Tell the model to act as an expert.**

**DON'T**

Explain the benefits of our new AI-powered features.

**DO**

As a content management expert, explain the benefits of using AI-powered features for text-related tasks.

---

**Delimit your input from the question/task.**

**DON'T**

Write a two-paragraph description of our new features based on these notes. Accessible via UI, solves text-based problems, efficiency...

**DO**

Based on the following notes in quotation marks, write a two-paragraph description of our new feature.  
"Accessible via UI, solves text-based problems, increases efficiency, ..."

---

**Specify your desired output and output format.**

**DON'T**

List the advantages of using our new AI-powered feature for text-related tasks in our content management system.

**DO**

List 10 advantages of using our new AI-powered feature for text-related tasks in our content management system. Output a bulleted list. Each bullet point should be no longer than 2 sentences. Do not output anything else.

---

# Final Tips

The following are additional considerations and precautions to take when using Gen-AI powered features.



Be aware of potential inconsistencies: It lies in the nature of AI models to not be fully predictable and consistent. Reusing and modifying existing prompts that deliver consistent output is advised.

## Iterate over prompts

Prompting is an iterative task that requires you to analyze the output of a given prompt and make changes accordingly.

## Make changes progressively

Minor changes to the prompt may impact the generated output.

## Maintain data privacy

Avoid exposing sensitive or private information in a prompt. Use dummy data as placeholder to minimize risk.

## Consider cost of consumption

The length of a prompt defines its cost as well as the energy consumption needed for generating output.

---

Happy prompting and making the best of what  
Crownpeak's AI Assistant Suite can do!