# The AI Prompt Library for Product Designers

**34 ready-to-use prompts to move through the Design Thinking Cycle faster.**

*A free resource from GSDC (Global Skill Development Council) —*

*gsdcouncil.org*

## How to Use This Library

The quality of an AI output depends almost entirely on the quality of the prompt. A vague request produces a generic answer; a structured one produces something you can actually build on.

### The prompt formula

Every prompt in this library follows five parts:

- **Role:** who the AI should act as ("You are a senior UX researcher")
- **Context:** the product, users, and situation
- **Task:** exactly what you want done
- **Format:** how the output should be structured (table, list, steps)
- **Constraints:** limits such as length, platform, tone, or accessibility needs

### Before and after

**Vague prompt:**

Design a fitness app home screen.

This usually returns a generic layout with no clear priorities.

**Structured prompt:**

You are a senior mobile UI designer. We are building a fitness app for busy working professionals aged 25-40 who want short workouts. Design the home screen layout. Include a daily activity summary, one recommended 15-minute workout, a weekly progress chart, and bottom navigation with 4 tabs. Describe each section from top to bottom with its purpose. Keep it minimal and suitable for one-handed use.

This returns a prioritised layout tied to a real user, which is far easier to refine.

### Filling the placeholders

Prompts use square brackets for details you replace:

- **[product]** — what you are designing, e.g. "a food delivery app"
- **[user type]** — who it is for, e.g. "first-time online banking users over 50"
- **[problem]** — the issue being solved, e.g. "users abandon checkout at the payment step"
- **[platform]** — mobile app, web app, tablet, or desktop
- **[paste data]** — where you paste transcripts, survey responses, or notes

The more specific your placeholders, the more useful the result.

### A note on validation

Treat every AI output as a first draft. AI can miss emotional context, cultural nuance, and rare but important user needs. Always validate insights and designs with real users before making decisions.

### How each prompt is laid out

- **When to use:** the situation it fits
- **Prompt:** in a copy-ready box
- **Example:** what it looks like in practice
- **Tip:** how to get a better output

## Stage 1: Empathize

This stage is about understanding users before designing anything. AI is most useful here for sorting large volumes of feedback quickly, so you spend your time on conversations, not spreadsheets.

### 1. Summarise interview transcripts

**When to use:** You have several user interviews and need the main themes fast.

You are a UX researcher. Below are transcripts from [number] interviews with [user type] about [product]. Identify the 5 most common themes. For

each theme, give a one-line summary, how many participants mentioned it, and one short supporting quote. Then list any notable comments that appeared only once but seem important.

[paste transcripts]

**Example:** A team with 12 interviews about a meal-planning app finds that "no time to plan on weekdays" appears in 9 of them.

**Tip:** Ask for the "mentioned once but important" list. It stops rare but critical needs from disappearing.

**2. Group feedback by pain point**

**When to use:** You have survey answers, app reviews, or support tickets in bulk.

Group the following [number] pieces of user feedback for [product] into pain-point categories. Create a table with columns: Category, Description, Number of mentions, Example comment. Sort by number of mentions, highest first.

[paste feedback]

**Example:** From 200 food delivery reviews, AI groups complaints into delayed deliveries, confusing payment options, and difficulty tracking orders.

**Tip:** Run it twice and compare the categories. Big differences mean you should review the raw data manually.

### 3. Build a draft empathy map

**When to use:** You want a structured view of how users experience a problem.

Using the research below, create an empathy map for [user type] using [product]. Use four sections: Says, Thinks, Does, Feels. Give 4-5 points per section based only on the research provided. Mark any point you are inferring rather than reading directly.

[paste research summary]

**Example:** For first-time investors, "Feels" includes anxiety about losing money and embarrassment about not understanding terms.

**Tip:** Asking AI to mark inferences keeps assumptions visible.

### 4. Create a provisional persona

**When to use:** You need a working persona to align the team before design starts.

Based on this research, create one user persona for [product]. Include name, age range, role, goals, frustrations, tech comfort level, a typical day, and a short quote that captures their mindset. Keep it grounded in the data and avoid stereotypes.

[paste research summary]

**Example:** "Priya, 32, operations manager, orders groceries on her commute and abandons apps that need more than three taps to reorder."

**Tip:** Label it "provisional" until real users confirm it.

### 5. Spot gaps and bias in the research

**When to use:** Before you trust your findings.

Review this research summary for [product]. Identify user groups that may be missing or underrepresented, questions that were not asked, and any patterns that might reflect sampling bias. Suggest 3 ways to fill the gaps.

[paste research summary and participant details]

**Example:** AI flags that all banking app participants were under 35, so older users' needs are unknown.

**Tip:** Include participant demographics, or the AI cannot judge representation.

### 6. Generate follow-up interview questions

**When to use:** You need to dig deeper into a theme.

We found that [user type] struggle with [problem]. Write 8 open-ended follow-up interview questions to understand why. Avoid leading or yes/no questions. Order them from broad to specific.

**Example:** For checkout abandonment: "Walk me through the last time you left an order unfinished. What was happening?"

**Tip:** Ask AI to check its own questions for bias before you use them.

## Stage 2: Define

This stage turns research into a clear problem worth solving. AI helps you phrase, compare, and prioritise problems so the team agrees on what to build before it starts building.

### 7. Turn pain points into problem statements

**When to use:** You have research themes and need sharp problem statements.

Convert these pain points into user-centred problem statements using the format: "[User] needs a way to [need] because [insight]." Write 2 versions for each pain point, one broad and one narrow.

[paste pain points]

**Example:** "Busy parents need a way to reorder weekly groceries in under a minute because they shop in short gaps between tasks."

**Tip:** Pick the narrow version for a one-day prototype; broad ones are too big to test in a day.

### 8. Write "How Might We" questions

**When to use:** You want to move from problem to ideation.

For this problem statement, write 8 "How might we..." questions. Mix safe, ambitious, and unconventional angles. Keep each under 15 words.

Problem: [problem statement]

**Example:** "How might we make order tracking feel reassuring rather than stressful?"

**Tip:** Vote on the top 2 as a team before moving to Ideate.

### 9. Prioritise problems

**When to use:** You have more problems than time.

Rank these problems for [product] using two criteria: impact on users (1-5) and business value (1-5). Present a table with columns: Problem, User impact, Business value, Total, Reasoning. Sort by total, highest first.

[paste problem list]

**Example:** For a banking app, "cannot find transaction history" scores higher than "wants dark mode".

**Tip:** Challenge the scores. AI does not know your business constraints unless you tell it.

### 10. Draft a user journey map

**When to use:** You need to see where friction happens across an experience.

Create a user journey map for [user type] completing [task] in [product]. Include stages, user actions, thoughts, emotions (positive, neutral, negative), and friction points. Present it as a table, one row per stage.

**Example:** A journey for booking a doctor's appointment shows the highest frustration at choosing a time slot.

**Tip:** Paste real research into the prompt so the map reflects your users, not generic ones.

### 11. Define success metrics

**When to use:** Before designing, so you know what "better" means.

For this problem: [problem statement], suggest 5 measurable success metrics. For each, give the metric, how to measure it in a prototype test, and a realistic target for a first version.

**Example:** "Time to complete reorder: under 60 seconds for 4 out of 5 test users."

**Tip:** Keep metrics that can be tested on a prototype, not only after launch.

## Stage 3: Ideate

This stage is about exploring many directions before committing to one. AI's real value here is breadth: it helps the team consider options it might never have raised in a brainstorm.

### 12. Generate solution concepts

**When to use:** Kicking off ideation for a defined problem.

Generate 10 distinct solution concepts for this problem: [How Might We question]. The product is a [platform] app for [user type]. For each concept, give a name, a 2-line description, and the main user benefit. Make sure no two concepts use the same core approach.

**Example:** For banking app onboarding, concepts include fewer steps, an interactive guide, personalised onboarding, an AI assistant, and a progress tracker.

**Tip:** "No two concepts use the same core approach" prevents ten versions of one idea.

### 13. Borrow ideas from other industries

**When to use:** The team's ideas feel too familiar.

How do 3 different industries outside [our industry] solve problems similar to [problem]? For each, describe the approach and how we could adapt it for [product].

**Example:** A hospital app borrows the live-tracking pattern from food delivery to show patients their queue position.

**Tip:** Ask for industries with very different users to get more surprising ideas.

### 14. Apply SCAMPER to a feature

**When to use:** Improving something that already exists.

Apply the SCAMPER method (Substitute, Combine, Adapt, Modify, Put to another use, Eliminate, Reverse) to this feature of [product]: [feature description]. Give one concrete idea per letter.

**Example:** For a checkout flow, "Eliminate" suggests removing account creation and allowing guest checkout.

**Tip:** "Eliminate" and "Reverse" often produce the most useful ideas.

### 15. Draft user flows

**When to use:** You have chosen a concept and need to map how it works.

Create a step-by-step user flow for [concept] in [product]. Start from [entry point] and end at [goal]. List each screen, the user's action on it, and what happens next. Include one alternative path for an error or edge case.

**Example:** A reorder flow: Home, Past orders, Select order, Confirm address, Pay, Confirmation, with an error path for an out-of-stock item.

**Tip:** Count the steps. If it is more than six for a simple task, ask AI to shorten it.

### 16. Evaluate ideas

**When to use:** Narrowing down to one or two concepts.

Evaluate these concepts for [product] against four criteria: user value, technical feasibility, accessibility, and business value. Score each 1-5 with a one-line reason. Present a table and recommend the top 2 to prototype.

[paste concepts]

**Example:** The progress tracker scores high on feasibility and value; the AI assistant scores lower on feasibility for a first version.

**Tip:** Use AI's scoring to start the discussion, not end it.

### 17. Challenge an idea

**When to use:** Before committing time to prototype a concept.

Act as a sceptical product reviewer. Identify the 5 biggest weaknesses or risks of this concept for [user type]: [concept description]. For each, suggest a way to reduce the risk.

**Example:** For a voice-based ordering feature, AI flags noisy environments, privacy concerns, and accessibility for users with speech differences.

**Tip:** Running this early saves rework later in testing.

## Stage 4: Prototype

This stage turns ideas into something users can see and click. These prompts work in general AI assistants and in AI design tools such as Figma AI, Uizard, Framer AI, Galileo AI, and Visily, though each tool interprets prompts slightly differently.

### 18. Generate a mobile app screen

**When to use:** You need a first layout from a feature list.

Create a mobile [product] screen for [user type]. Include [feature 1], [feature 2], [feature 3], and [navigation type]. Prioritise [most important element] at the top. Use a clean, minimal style with clear visual hierarchy and touch targets suitable for one-handed use.

**Example:** "Create a mobile fitness app with a user dashboard, daily activity tracker, workout recommendations, progress charts, and a simple navigation menu."

**Tip:** Name the single most important element. Otherwise AI gives everything equal weight.

### 19. Create a web page wireframe

**When to use:** Early structure for a website or web app page.

Create a low-fidelity wireframe structure for the [page name] of [product]. List each section from top to bottom with its purpose, key content, and primary action. The goal of the page is [goal]. Keep it to [number] sections.

**Example:** A course landing page with hero, benefits, curriculum, testimonials, pricing, and FAQ sections.

**Tip:** Stay low-fidelity at this stage. Polished visuals distract from testing structure.

### 20. Write UI microcopy

**When to use:** Your prototype has placeholder text such as "Button" or "Lorem ipsum".

Write UI microcopy for [screen] in [product]. Include button labels, a page heading, helper text for forms, 2 error messages, and an empty state message. Tone: [tone]. Keep buttons under 3 words and errors clear about how to fix the problem.

**Example:** An empty cart message: "Your cart is empty. Browse today's deals to get started."

**Tip:** Real copy makes usability tests far more reliable than placeholder text.

### 21. Define screens for an interactive prototype

**When to use:** Connecting static screens into a clickable flow.

For a clickable prototype of [flow] in [product], list every screen needed, the interactive element on each screen, and which screen it links to. Include back navigation and one error state. Present it as a table.

**Example:** A shopping app flow: product list, product details, add to cart, cart, checkout, confirmation.

**Tip:** Use this table as your build checklist in the design tool.

### 22. Suggest a colour palette and type scale

**When to use:** Giving the prototype a consistent look quickly.

Suggest a colour palette and type scale for [product], a brand that feels [3 adjectives]. Give primary, secondary, accent, background, and text colours with hex codes, and check that text colours meet WCAG AA contrast on the background. Suggest one font pairing with sizes for H1, H2, body, and caption.

**Example:** A calm healthcare app gets soft blues and greens with a high-contrast dark text colour.

**Tip:** Verify contrast with a checker; AI can get contrast ratios wrong.

### 23. Generate realistic placeholder content

**When to use:** Filling screens so they feel real in testing.

Generate realistic sample content for [screen] in [product]: [number] items with names, short descriptions, prices or values, and dates. Make it diverse and believable for [user type] in [region].

**Example:** Twelve realistic restaurant listings with cuisines, ratings, and delivery times for a food app prototype.

**Tip:** Specify the region so names, currencies, and formats feel local.

### 24. Refine an existing layout

**When to use:** A screen feels cluttered or unclear.

Review this screen layout for [product]: [describe or paste layout]. Identify problems with visual hierarchy, clutter, and clarity. Suggest specific changes to make the primary action obvious within 3 seconds.

**Example:** AI suggests moving the "Book now" button above the fold and reducing three competing banners to one.

**Tip:** Paste a screenshot if your AI tool supports images; the feedback becomes much more specific.

## Stage 5: Test

This stage shows whether the design actually works for real people. AI speeds up test preparation and analysis, but it cannot replace watching users try the prototype.

### 25. Write a usability test script

**When to use:** Preparing a test session.

Write a 20-minute usability test script for a [product] prototype. Include a short introduction that puts the participant at ease, 4 realistic tasks based on [key flows], prompts to encourage thinking aloud, and a closing section. Tasks should describe goals, not tell users where to click.

**Example:** Instead of "Tap the History tab," the task says "Find out how much you spent on groceries last month."

**Tip:** Goal-based tasks reveal navigation problems that click instructions hide.

### 26. Create pre-test and post-test questions

**When to use:** Capturing context before and impressions after a session.

Create 4 pre-test questions about [user type]'s current habits with [task], and 5 post-test questions about their experience with the [product] prototype. Include one rating question on a 1-5 scale and avoid leading wording.

**Example:** Post-test: "On a scale of 1-5, how confident did you feel completing the payment step?"

**Tip:** Keep the same rating question across test rounds so you can compare results.

### 27. Summarise usability observations

**When to use:** After sessions, when notes are scattered.

Summarise these usability test notes from [number] participants. List the friction points, how many participants hit each one, the task where it occurred, and a direct observation. Separate what users did from what they said.

[paste session notes]

**Example:** 4 of 5 participants could not find the transaction history in a banking prototype.

**Tip:** "Separate what users did from what they said" matters; behaviour is more reliable than opinions.

### 28. Categorise feedback by severity

**When to use:** Deciding what to fix first.

Categorise these usability issues by severity: Critical (blocks task completion), Major (causes significant delay or errors), Minor (small annoyance), Cosmetic. Present a table with Issue, Severity, Participants affected, Suggested priority.

[paste issue list]

**Example:** "Cannot complete payment" is Critical; "icon looks outdated" is Cosmetic.

**Tip:** Fix Critical and Major issues before the next test round; log the rest.

### 29. Suggest design fixes for a specific issue

**When to use:** You know the problem but need solution options.

In our [product] prototype, users struggle to [issue]. Here is the current design: [describe]. Suggest 3 alternative design solutions, explain how each addresses the issue, and note any trade-offs.

**Example:** For hard-to-find transaction history, AI suggests a bottom-nav tab, a home-screen recent-transactions card, or a search bar.

**Tip:** Prototype two of the three and test them side by side.

### 30. Draft an iteration plan

**When to use:** Planning the next round after testing.

Based on these test findings for [product], create an iteration plan. List the changes to make, which issue each solves, the effort (low, medium, high), and what to test in the next round to confirm the fix worked.

[paste findings]

**Example:** Round 2 tests the new navigation tab with 5 fresh participants to confirm transaction history is found within 10 seconds.

**Tip:** Always test fixes with new participants; returning users already know the layout.

## Quality Check Prompts

Run these before sharing any AI-generated design with users or stakeholders. AI-generated layouts can look polished while hiding accessibility gaps, inconsistent navigation, or biased assumptions.

### 31. Review accessibility

**When to use:** Before any user test or handoff.

Review this [product] screen for accessibility issues against WCAG 2.2 AA. Check colour contrast, touch target size, text size, labels for icons and form fields, focus order, and reliance on colour alone. List each issue with a specific fix.

[describe or paste screen]

**Example:** AI flags icon-only buttons with no text labels and a light grey placeholder that fails contrast.

**Tip:** Follow up with a real screen reader test; AI review is a first pass, not a certification.

### 32. Check navigation consistency

**When to use:** Your prototype has several screens built at different times.

Here are the screens in our [product] prototype: [list screens with their navigation elements]. Identify inconsistencies in navigation labels, icon usage, button placement, and back behaviour. Suggest one consistent pattern.

**Example:** AI spots that "Cart" is called "Basket" on one screen and the back button moves position on checkout.

**Tip:** Small inconsistencies cause big confusion in testing; fix them before sessions.

### 33. Flag bias and exclusion

**When to use:** Checking assumptions built into the design.

Review this design and its user flow for [product] for possible bias or exclusion. Consider age, language, disability, digital literacy, income, and region. Identify which users might struggle or be left out, and suggest changes.

[describe design and flow]

**Example:** A sign-up form that requires a credit card excludes users who mainly pay by UPI or cash on delivery.

**Tip:** Pair this with the research gap prompt (#5) to check both your data and your design.

### 34. Verify brand and tone consistency

**When to use:** Before stakeholder review.

Our brand is [brand description] with a [tone] voice. Review this prototype's copy, colours, and imagery for consistency with the brand. Flag anything that feels off-brand and suggest a replacement.

[paste copy and describe visuals]

**Example:** A playful error message ("Oops! You broke it!") is flagged as off-tone for a financial services brand.

**Tip:** Include 2-3 examples of on-brand copy in the prompt so AI has a reference.

## Prototype-in-a-Day Quick Map

Use this map to run a one-day prototyping sprint with the prompts above. Each time block lists the prompts that fit it best.

| Time | Activity | Prompts to use |
|---|---|---|
| 9:00–10:00 AM | Understand the problem | #1, #2, #5 |
| 10:00–11:00 AM | Define user needs | #3, #4, #7, #8, #11 |

| | | |
|---|---|---|
| 11:00 AM–12:00 PM | Ideation | #12, #13, #16, #17 |
| 12:00–2:00 PM | Initial design | #15, #18, #19, #22 |
| 2:00–4:00 PM | Prototype development | #20, #21, #23, #24, #31, #32 |
| 4:00–5:00 PM | User testing | #25, #26, #27 |
| 5:00–6:00 PM | Refinement | #28, #29, #30, #33, #34 |

**Example:** A team building a grocery reorder feature starts at 9 AM by running #2 on 150 app reviews. By 10 AM they have the top pain point ("reordering takes too many taps"). They narrow it with #7, generate concepts with #12, and by 2 PM have screens from #18. By 6 PM they have tested the prototype with 5 users and have an iteration plan from #30.

**Keep in mind**

- The one-day sprint suits simple concepts best; complex platforms with many integrations need longer.
- Have real users booked for 4 PM before the day starts; testing is the step most often skipped.

- Run the quality check prompts (#31–#34) before testing, not after.

## Next Step: Master Human-Centred Problem-Solving

Prompts make you faster. Design thinking makes you right. Knowing which problem to solve, which idea to pursue, and how to read user feedback is what turns AI output into products people actually want.

The **GSDC Design Thinking Certification** gives you a structured approach to human-centred problem-solving across every stage of the cycle.

**What you will develop**

- **Empathise:** understand user needs, behaviours, and context
- **Define:** frame the right problem before solving it
- **Ideate:** generate and evaluate creative solutions
- **Prototype:** turn ideas into tangible, testable concepts
- **Test:** learn from users and improve with confidence

**Who it is for**

- Product designers and UX/UI professionals
- Product managers and product owners
- Innovation and digital transformation leads

- Anyone solving customer or business problems creatively

Combining design thinking skills with hands-on AI prototyping helps you contribute more effectively to modern product teams.

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