

Assignment 3 - Phase 1 - Features and Prioritization



Cohort 47

Assignment 1- Product Quest

Phase 3: Features and Prioritization

Product: Claude AI by Anthropic

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Under the guidance of Ankit Shukla

Step 1 : Brainstorm solutions

What I m doing :

Coming up different ways to solve my P0 problem of Prompt engineering barrier

Po Problem : Users struggle to write effective prompts, leading to irrelevant outputs and frustrations which is impacting the retention rate.

Root causes to address:

- 1.Users find difficult in structuring prompts
- 2.No guidance on giving prompts
- 3.Claude doesnt ask clarifying questions
- 4.Difficult for beginners
- 5.Unable to understand prompts
- 6.No feedback on why this fail

How to brainstorm:

Technique 1: How Might We Questions

Turn your problem into questions:

- How might we help users write better prompts?
- How might we show users what good prompts look like?
- How might we guide users when their prompt is unclear?
- How might we reduce the learning curve?

Second technique: Competitor analysis

1. Does Chatgpt has prompt helper?
- 2.Does Perplexity guide it users?
- 3.Does other ai tools have prompt libraries or tutorials?
4. Whats the prompt structure of other AI models?

Third technqie: Analogy

How do other products help beginners?

- **Grammarly** gives real-time writing suggestions → Could Claude suggest prompt improvements in real-time?
- **Duolingo** has examples and exercises → Could Claude have prompt practice exercises?
- **Google Search** suggests related searches → Could Claude suggest better prompt variations?

Fourth technqie: Root cause analysis

Root cause: Users doesnt know how to structure prompts

Proposed soultion: Autofilling the prompts , prompt template library

Root cause: No examples available

Proposed solution: Example prompts for each use case, Community-shared successful prompts, Before/after prompt examples

Root cause: Claude doesnt clarify

Peoposed solution: Ask clarifying questions, auto detect vague prompts and warn

Solutions table:

No	Solution Name	Short Description (1-2 sentences)	Key Assumption	Category
1	Prompt Template Library	Pre-built prompt templates for common tasks (coding, research, writing) that users can customize	Users learn better from examples than instructions	High Confidence
2	Real-time Prompt Helper	As user types, AI suggests improvements or flags unclear parts	Users want guidance while composing prompts	Low Confidence
3	Interactive Prompt Builder	Step-by-step wizard that asks questions and builds the prompt for user	Structured guidance reduces errors	High Confidence
4	Prompt Quality Indicator	Shows a score (1-5) for how clear/specific the prompt is before sending	Visual feedback helps users self-correct	High Confidence
5	Improve My Prompt Button	After getting bad results, user can click to get suggestions on how to rephrase	Users want help fixing failed attempts	High Confidence
6	Beginner Prompt Tutorial	Interactive onboarding that teaches prompt basics with examples	First-time users need education	High Confidence
7	Clarifying Questions Feature	When prompt is vague, Claude asks 2-3 questions before answering	Users prefer guidance over bad outputs	Low Confidence
8	Community Prompt Library	Users can browse and copy successful prompts shared by others	Social proof helps adoption	Moonshot
9	Prompt Success Rate Display	Shows how often similar prompts got useful outputs (70% success rate)	Data transparency builds confidence	Low Confidence
10	AI Prompt Coach	Persistent sidebar that gives tips based on user's prompt history	Personalized learning is more effective	Moonshot

No	Solution Name	Short Description (1-2 sentences)	Key Assumption	Category
11	Before/After Examples	Gallery of bad prompts vs improved versions with explanations	Comparative learning is powerful	High Confidence
12	Use Case Quick Start	When opening Claude, user selects their goal (debug code, write email) and gets optimized prompt structure	Context-specific guidance is more helpful	High Confidence
13	Natural Language to Structured Prompt	User speaks/types casually	System extracts What they want, context, format, Builds structured prompt automatically.	Low Confidence
14	Prompt History Analysis	Weekly report showing which of user's prompts worked best and why	Reflection improves learning	Moonshot
15	Voice-to-Prompt Conversion (for website version)	User speaks naturally, AI converts to optimized written prompt	Verbal communication is easier for some users	Higher confidence

Categories Explained:

High Confidence:

- You have evidence this will work (from research or competitor examples)
- Relatively straightforward to implement
- Clear value to users

Low Confidence:

- Could work but needs more validation
- Unclear if users want this
- Medium complexity

Moonshot:

- Big, bold ideas
- High complexity or requires new technology
- Game-changing if it works
- May do in future, not now

Step 2: Prioritize Smartly

I have used ICE method for prioritizing my solutions, since I don't have much of user research data

How ICE is scored: (Impact X confidence) / Effort

1 - given for minor improvement

2 - given for moderate improvement

3 - given for large improvement

this is how impact is calculated

Confidence - how confident are you about the solution

1 - low confidence

2 - moderate confidence

3 - Highest confidence

Effort : how hard to build

1 - easy to build

2 - moderate to build

3- very hard to build

ICE scoring based on the prioritized solutions:

Solution	Impact	Confidence	Effort	ICE score	Notes
Prompt template library	3	4	1	9	Directly solves core problem by showing users what good prompts look like, 4/5 users mentioned wanting examples and proven by competitor success. Low implementation effort requiring

					only curated content and simple UI; highest ROI solution.
Improve my prompt button	2	2	1	4	Reactive solution helping users fix failed attempts after getting bad output, moderately helpful but doesn't prevent initial frustration. Simple single-button implementation with AI analysis; logical solution though not directly requested by users.
Interactive Prompt Builder	3	2	2	3	Step-by-step wizard ensuring complete prompts with all necessary elements; high impact but uncertain if users want guided vs. free-form experience. Medium complexity requiring multi-step flow and conditional logic; strong concept but unvalidated with target users.
Beginner tutorial	2	3	1	6	Helps new users learn prompt basics during onboarding but limited to first-time experience; proven educational pattern with high confidence. Easy to implement as one-time interactive guide; addresses learning curve

					mentioned by all participants.e the feature
Real-time Prompt Helper	3	1	3	3	Most proactive solution providing immediate feedback while typing; highest potential impact but completely unvalidated and uncertain user acceptance. Very high complexity requiring real-time AI analysis and non-disruptive UI,moonshot idea for future exploration.

Based on the ICE score, I prioritized Prompt template library and Beginner tutorial solutions, creating the wireframes for the same.

STEP 3:

WIREFRAMES

For Prompt Library

<https://embed.figma.com/board/BKLVk7Eku6k2Qj25xZy69o/Prompt-Template-Library-%E2%80%93-High-Fidelity--Desktop---Mobile-?node-id=0-1&p=f&t=g9wM1fHkMAY7yBNz-0&embed-host=notion&footer=false&theme=system>

For Beginner tutorial

<https://embed.figma.com/board/wKQUCmrznHFcliEYEj6s3C/Beginner-Tutorial-%E2%80%93-High-Fidelity--Desktop---Mobile-?node-id=0-1&p=f&t=nR0eOMeEiNH30rbi-0&embed-host=notion&footer=false&theme=system>