

FitFuel Prompt Library

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Phase 1 — Research & Discovery

Persona Creation

Category	Research
Tool	Claude Research
Prompt	Based on the brief and the project knowledge I've uploaded, what are the three research questions I should prioritize for Week 2 of this course? For each one, explain what assumption it tests, what decision it would change, and what I'd lose by not investigating it. Push back on any question I might consider that you think is too obvious to need testing.
When to Use	When validating the assumptive nature of research questions.
Sample Output	TBD

Persona Creation

Category	Research / Persona Development
Tool	Claude Research
Prompt	Identify six to eight persona types, referencing the project brief and user hypotheses. Provide the following: demographics, motivations, constraints/pain points, a differentiator for each persona, and a single edge case.
When to Use	When initiating persona outputs.
Sample Output	TBD

User Journey Creation

Category	Research / User Journeys
Tool	Claude Research

Prompt	Utilizing the previous user personas, create user journeys including the following product stages: Awareness, Consideration, Conversion, Onboarding, Adoption, Engagement, Advocacy. For each stage outline the following: Goal, Desired Action, Motivations, Concerns/Frustrations, Emotions, Opportunities.
When to Use	When developing user journeys from prescribed user personas.
Sample Output	-
Refinements	-

Scoping a Market Scan

Category	Research / Market Analysis
Tool	Claude Research
Prompt	Act like an expert researcher. Based on my Research Direction Brief and the research questions I've prioritized, which dimensions of market analysis would be most useful to investigate this week? Tell me which dimensions to focus on, which to deprioritize, and why. Suggest one dimension I haven't considered that might be more relevant than I realize.
When to Use	When identifying market landscape for a product.

Scoping a Competitive Analysis

Category	Research / Competitive Analysis
Tool	Claude Research
Prompt	Act like an expert researcher. Based on my brief and research questions, identify five categories of competitor I should analyse: direct competitors (same problem, same users, same approach), indirect competitors (same problem, different approach), substitute solutions (how users solve this without any product), adjacent products (related needs that overlap), and emerging entrants (new products that might disrupt the space). For each category, surface two or three specific examples I should investigate.
When to Use	When defining competitive landscape.

The Claude Market Research Prompt Guide

1 The Market Scope Prompt

Act like an expert researcher. I'm researching the [product category] market in [geographic scope] for [target user segment(s)]. Help me scope the analysis. Tell me: what are the most useful dimensions to investigate given my research questions, what's a reasonable depth of analysis for a one-week

sprint, and what dimensions I should explicitly deprioritise to keep the work focused. Push back on any scoping I'm doing implicitly that might be too broad.

Usage: Use at the start of a market research sprint to set boundaries and focus.

2 The Market Landscape Prompt

Map the current landscape of the [product category] market in [geographic scope]. Identify the major players, their approximate market positions, and how the market is segmented. Cite specific sources where possible. Where you can't cite a source, flag the claim as hypothesis. Distinguish information you're confident in from information that's plausible but unverified.

Usage: Use when building the foundational market picture.

3 The Trends Prompt

Identify the three to five most significant trends shaping the [product category] market over the next 18 to 24 months. For each trend: describe what's happening, surface evidence that supports the trend, flag evidence that contradicts it, and identify which user segments are most affected. Avoid trends that are obvious from headlines; surface the second-order ones that are reshaping the category beneath the surface.

Usage: Use to go beyond surface-level trend reporting.

4 The User Behaviour Prompt

What do users in [target segment] actually do — as opposed to what they say they do — when they encounter the problem [the product] aims to solve? Surface behaviour patterns documented in research, app store reviews, social discussions, or industry studies. Distinguish documented behaviour from inferred behaviour. Flag any behaviour pattern where the evidence is thin and the claim should be validated before use. Option: Upload user interviews from week 2 into the prompt and ask the LLM to use them as a primary source of information.

Usage: Use when you need behavioral evidence, not just stated preferences.

5 The Whitespace Prompt

Given the market landscape and the user behaviour patterns identified above, where is the genuine whitespace in this market? Specifically: what user needs are not well-served by current offerings, what user segments are underserved or excluded, what behaviours suggest unmet demand. Avoid the obvious whitespace claims — surface the ones that require synthesis across multiple signals.

Usage: Use after completing landscape and behaviour analysis.

6 The Integration Prompt (inside Claude Project)

Pull together the market analysis, trends, user behaviour patterns, and whitespace into a working narrative for my stakeholder report. Structure it as: state of the market in two sentences, three trends that matter for our decision, two underserved user segments worth considering, three whitespace opportunities. Keep each section short. The full report will use this as scaffolding. Give me the full result as a Word document file, and ask me any questions which are unclear.

Usage: Use to synthesize the sprint into a stakeholder-ready narrative.

The Claude Competitive Analysis Prompt Guide

1 The Competitor Identification Prompt

Identify five categories of competitor for [product]: direct competitors, indirect competitors, substitute solutions, adjacent products, and emerging entrants. For each category, surface two to three specific examples worth investigating. Prioritise competitors that real users in [target segment] actually consider, not just the most visible market players.

2 The Feature & Capability Comparison Prompt

For the following competitors — [list] — create a structured comparison of their core features and capabilities relevant to [the specific job-to-be-done]. Use a comparison table format. For each feature category: which competitors offer it, in what depth, and any notable differences in approach. Cite reputable sources where possible. Flag any feature claim that you can't verify.

3 The Positioning Prompt

For each competitor in my analysis, identify their positioning: who they say they're for, what they claim differentiates them, and what tone they use. Look for the gap between claimed positioning and actual user perception. Surface positioning patterns: are there positioning approaches that multiple competitors share, leaving certain positioning whitespace? Are there positioning claims that don't hold up against user feedback?

4 The User Sentiment Prompt

For each competitor, surface user sentiment from accessible sources: app store reviews, social media discussions, support forums, industry analysis. Identify what users praise, what they complain about, what feature requests recur. Distinguish documented sentiment from anecdotal sentiment. Flag any sentiment claim that's based on limited or unrepresentative sources.

5 The Differentiation Opportunity Prompt

Based on the competitive analysis, where are the genuine differentiation opportunities for [product]? Specifically: what user needs are inadequately served across competitors, what positioning territory is unclaimed or weakly claimed, what experience qualities (tone, accessibility, inclusion, pacing) are consistently missing from competitor offerings. Avoid superficial differentiation suggestions — surface the ones grounded in user evidence.

6 The Integration Prompt (inside Claude Project)

Synthesise the competitive analysis into the working narrative for my stakeholder report. Structure: the competitive landscape in two sentences, three specific competitors worth deep attention (with reasoning), two positioning territories that are underclaimed, three differentiation opportunities grounded in evidence. Keep each section short. We'll expand the high-priority items in the report itself. Give me the full result as a Word document file, and ask me any questions which are unclear.

Phase 2 — Ideation & Concept Development

Mood Board Creation ★★★★★

Category

Ideation & Concepting

Tool	ChatGPT
Prompt	Create five different mood board concepts encompassing the user personas and journey maps emphasizing different emotional appeal, color schemes, and motivational directives across all user types. Consider the male to female mix, demographic diversity, and equal correct proportions of user segments associated to the persona groups.
When to Use	When establishing general look and feel guidance prior to prototype creation and development.
Sample Output	-
Refinements	-

Phase 3 — Design & Testing

Brief Creation

Category	Design
Tool	Claude
Prompt	Pull from my stakeholder report in project knowledge. Focus on the opportunity area I've prioritized: [opportunity name]. Draft a design brief for this opportunity. Include: opportunity statement, target user and context, screen or flow requirements, acceptance criteria, constraints, and references. Keep it to one to two pages. The brief should be specific enough that I could hand it to a senior designer who hasn't read the research and they could design against it.
When to Use	When creating a design brief from stakeholder report and direction.
Sample Output	-
Refinements	-

Opportunity Statement Sharpening

Category	Design
Tool	Claude
Prompt	The opportunity statement above could apply to any product in the category. Rewrite it with the specifics from the research: which user pattern we're addressing, which behavior we're trying to change, what's different about our approach.
When to Use	When creating a design brief from stakeholder report and direction.
Sample Output	-

Refinements	-
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Acceptance Criteria Sharpening

Category	Design
Tool	Claude
Prompt	The opportunity statement above could apply to any product in the category. Rewrite it with the specifics from the research: which user pattern we're addressing, which behavior we're trying to change, what's different about our approach.
When to Use	When creating detailed acceptance criteria.
Sample Output	-
Refinements	-

Screen & Flow Requirements

Category	Design
Tool	Claude
Prompt	Write detailed screen-by-screen requirements for the [feature] flow. For each screen: purpose, inputs captured, validation rules, primary action, secondary action, destination on success.
When to Use	When creating design flow requirements
Sample Output	-
Refinements	-

Brief Validation

Category	Design
Tool	Claude
Prompt	Critique this brief as a senior design director. Where is it too narrow? Too broad? Where are acceptance criteria too easy or too hard? What question does this brief not answer that would come up in critique?
When to Use	When clarifying details of brief for successful design flows.
Sample Output	-
Refinements	-

Prototype Creation

Category	Design
Tool	Figma Make
Prompt	Utilizing approved user personas, journey maps, and a final mood board, create a mobile app clickable prototype accounting for the features needed to fulfill the requirements established in those documents. Ensure signifiers, links, and elements are clickable to corresponding pages and flows.
When to Use	When creating a functional prototype from prior discovery documentation and validated user personas, journeys, and style guidelines.
Sample Output	-
Refinements	-

Persona User Testing

Category	Testing
Tool	Claude
Prompt	Using the approved persona groups and user journeys, run variations of user test scenarios through the prototype. Verify links, validate journey completion and success, identify incomplete flows, errors, potential user blocks and frustrations, and provide a report outlining improvements.
When to Use	When testing the prototype flows.
Sample Output	-
Refinements	-

Usability Test Plan Prompt

Category	Design – Accessibility Audit
Tool	Claude
Prompt	Here are the accessibility audit findings from my prototype: [paste findings]. Help me interpret them. For each finding: identify the specific WCAG criterion it violates, characterize severity (blocking, serious, moderate, minor), and suggest a specific remediation. prioritize the list by severity and ease of remediation. Flag any finding that I should treat as a project-stopping issue versus ones that can be fixed in a refinement pass. https://www.figma.com/make/YAbGQPKmfFpQxaK1EtRGRS/AI-Fitness-Re-Entry-App?p=f&t=oR9bRuk81kE5OFm0-0
When to Use	Output of Accessibility findings.

Sample Output	-
Refinements	-

Usability Test Plan Prompt

Category	Design – Usability Test Plan
Tool	Claude
Prompt	Pull from my design brief and the prototype description in project knowledge. Generate a usability test plan for the fitness app onboarding prototype. Include: research questions (3-5), tasks (3-5), success criteria per task, follow-up probes per task, participant criteria, and recommended method. The tasks should test the key design decisions in the brief, not generic onboarding behavior. Push back on any task that's too leading or doesn't connect to a real decision.
When to Use	Development of usability test plan scripts.
Sample Output	-
Refinements	-

Design Deck Synthesis

Category	Design synthesis
Tool	Claude
Prompt	As a senior UX designer I want to synthesize these documents and prototype screens into a consolidated Word format with the following sections. Executive Summary Design brief opportunity summary Design Prototype (https://www.figma.com/make/YAbGQPKmfFpQxaK1EtRGRS/AI-Fitness-Re-Entry-App?t=eTWZJk3qJsVMC3EH-1) Dark mode Screens - in numerical order (break dark mode screens into four groups groups: App Landing Screen- 01-App Landing screen Profile Creation - 02 through 11 My Plan Page - 12 Plan Home Lapsed User Flow - 13. through 17 Do not crop screens and keep screen proportions. Scale to fit presentation. Light Mode Screens - in numerical order Accessibility Audit Summary Usability test plan summary Usability Test Synthesis summary Key Stakeholder Recommendations (From usability test synthesis) Be concise and prepare the document for business stakeholders and leadership team. Be authoritative and clear. *Note the AI use of content derived from Claud AI and Figma Make. Include reference to senior designer synthesis, validation and oversight for all the outputs. Ask me if there are questions.
When to Use	Output of consolidated design workflow steps.
Sample Output	-
Refinements	-

Phase 4 — Workflow Integration

Project Case Study Prompt

Prompt Name	Case Study Prompt
Category	Post-Project
Tool	Claude to Gamma
Prompt	As written for a Senior UX leader and practitioner, write a case study outlining the project work for Fit Fuel. Use a conversational and straightforward tone and language. Create the following sections: Section one: a brief (two sentences at the most) intro that includes the following: 1. The Problem - state the core problem as outlined in the project brief. 2. The Challenge: - outline the core set of problems derived from the project brief 3. The Approach - Highlight the key deliverables in bullet format from the project files in the files repository. (for example, Personas, Design brief, Usability Test Script, ETC. 4. The Result - summarize the output of this project. Provide a brief description of the core findings, what was created, and the next steps identified. Section two: 1. Research phase: Summarize the market research, identification of white space opportunities, key competitor research, and outline the key directional concepts that were identified in the market research phase. Do this in a brief paragraph and also bullet list the deliverables created in this phase. 2. Process phase - Summarize the work and output of the AI stack recommendations, Ethics and Bias Audit, Research direction, and the prompt library. Bullet point the documents developed for this phase. 3. Personas and user flows phase - from the Consolidated Personas, Journey Maps, Stakeholder Narrative Scaffold, FitFuel-AI-Enhanced-Fitness-App-Draft, summarize the key focus of this phase, a synopsis of the findings and how these insights set the stage for design direction. Bullet point the key documents that support this phase 4. Design Phase – utilizing the design brief, Design Opportunities, Prototype Designs, Screen Requirements, FitFuel-Decision Ready Design Package-v.10, create a summary of the design output for this phase noting both the onboarding of ne users and the reengagement of lapsed users. Reference key decisions made in design that support the research that supported those decisions. Do this in a series of small, brief paragraphs, if needed. Bullet point key screens that support this summary. 5. Testing Phase – referencing the Accessibility Audit, Usability Test Plan, Usability Findings, create a summary of the process thinking, key findings, and show stoppers and recommended actions from this phase. Bullet point the documents that support these findings.

	6. Outcome and Recommendations Phase: in summary, provide a synopsis of the final project outcome, what recommendations were established going forward for this project. Outline the distinction between the AI stack processes and out puts and distinguish my role in making strategic decisions, validations, and crafting the outcome. 7. The Reflection – from my perspective, provide a brief reflective statement regarding this project, learnings, and how AI sped up my processes as a lead UX practitioner.
When to Use	Development of Portfolio Case Study
Sample Output	https://fitfuel-ai-enhanced-fitn-6ac58gl.gamma.site/
Refinements	