



UX Design Prompt Library & System

A structured reference guide for leveraging AI across the end-to-end design process.





01

UX RESEARCH

Understand the problem before designing it.

01. **Research Plan:** Create a UX research plan for [product/problem]. Include research objectives, key questions, assumptions, participants, methods, recruitment criteria, and expected outputs.
02. **Research Questions:** Turn this product problem into 10 unbiased UX research questions: [problem].
03. **Interview Guide:** Create a 30-minute user interview guide for [product/problem]. Organize questions from context → behaviour → pain points → needs → current solutions.
04. **Avoid Leading Questions:** Review these research questions and identify leading, biased, vague, or double-barrelled questions. Rewrite them neutrally: [questions].



05. *User Interview Analysis:* Analyse these interview notes. Separate observations, direct user statements, behaviours, pain points, needs, and assumptions: [notes].
06. *Research Themes:* Cluster these research observations into meaningful themes. Explain the evidence behind each theme: [observations].
07. *Insight Generation:* Turn these research findings into UX insights. Do not invent information that isn't supported by the findings: [findings].
08. *Research Gaps:* Based only on these findings, identify what we still don't know and what research could help us learn it: [findings].
09. *Competitor Research Plan:* Create a UX-focused competitor research framework for [product/category]. Include what to compare and why each dimension matters.
10. *Research Summary:* Turn these research findings into a concise research summary covering: problem, evidence, key insights, tensions, opportunities, and unanswered questions: [findings].



02

PERSONAS & USERS

Turn research into something teams can actually use.

11. *Persona Draft:* Create a research-grounded persona from this evidence. Clearly separate evidence from assumptions: [research].
12. *Jobs to Be Done:* Convert these user behaviours and needs into Jobs-to-be-Done statements: [research].
13. *User Needs:* Extract the most important user needs from these findings. Rank them by evidence and importance: [findings].
14. *Pain Points:* Identify the user's biggest pain points in this journey. Don't infer problems that aren't supported by the evidence: [journey/research].
15. *Behaviour Patterns:* Identify recurring behaviours, motivations, and barriers in these research notes: [notes].



16. *User Segments:* Suggest meaningful behavioural segments from this research. Explain what evidence distinguishes each segment: [research].
17. *Edge Cases:* Identify potential edge cases for this user journey. Separate likely scenarios from low-probability scenarios: [journey].
18. *Accessibility Context:* Identify different abilities, environments, devices, and constraints that could affect this experience: [experience].
19. *User Goals vs Business Goals:* Compare the user's goals with the business goals for [product]. Identify alignment, tension, and potential design opportunities.
20. *Assumption Audit:* List the assumptions we are making about users in this concept. Rank them by risk and suggest how each could be validated.



03

UX FLOWS

Make complicated journeys easier to reason about.

21. **User Flow:** Create a step-by-step user flow for [task]. Include entry point, decisions, actions, system responses, errors, and completion state.
22. **Flow Simplification:** Review this user flow and identify unnecessary steps, decisions, repetition, and friction: [flow].
23. **Task Analysis:** Break this task into user goals, sub-tasks, decisions, actions, and potential failure points: [task].
24. **Happy Path:** Define the simplest successful path for a user trying to accomplish [goal].
25. **Error Paths:** Identify the most important failure scenarios in this flow and recommend how the experience should recover from each.



26. *Empty States*: List the empty states this product might need and explain what users need to know or do in each state.
27. *Loading States*: Identify where this flow requires feedback, progress, or system-status communication: [flow].
28. *Onboarding Flow*: Design an onboarding flow for [product]. Focus on helping users reach their first meaningful outcome quickly.
29. *Decision Points*: Identify every decision the user must make in this journey. Suggest ways to reduce unnecessary decision-making.
30. *Flow Critique*: Critique this user flow from the perspective of clarity, effort, error recovery, feedback, and user control: [flow].



04

INFORMATION ARCHITECTURE

Help users find, understand, and navigate information.

31. *Navigation Audit:* Review this navigation structure and identify confusing labels, duplication, hierarchy problems, and missing destinations: [IA].
32. *Card Sorting Ideas:* Create a card-sorting exercise for organising these items: [items].
33. *Content Grouping:* Group these pieces of content into a logical information architecture. Explain the reasoning: [content].
34. *Navigation Labels:* Generate 10 concise navigation-label alternatives for [concept]. Prioritise user language over internal terminology.
35. *Findability Audit:* Evaluate how easily a user could find [information/task] within this structure. Identify likely obstacles.



36. *Sitemap*: Propose a sitemap for [product]. Keep the hierarchy understandable and avoid unnecessary levels.
37. *Search Experience*: Identify the most important UX requirements for search in [product/context].
38. *Filters*: Recommend a filtering strategy for [product]. Explain which filters should be primary, secondary, or optional.
39. *Taxonomy Review*: Review this taxonomy for overlap, ambiguity, inconsistent naming, and missing categories: [taxonomy].
40. *IA Questions*: Give me 10 questions I should ask before finalising the information architecture for [product].



05

UX WRITING

Make interfaces easier to understand.

41. *Microcopy:* Write concise UX microcopy for [situation]. Give me 5 options ranging from direct to conversational.
42. *Error Message:* Rewrite this error message so it explains what happened, why it matters, and what the user can do next: [message].
43. *Empty State:* Write an empty-state message for [context]. It should explain the state and give the user a clear next action.
44. *Button Labels:* Suggest action-oriented button labels for [action]. Avoid vague labels like "Submit" or "Continue" where a more specific label is possible.
45. *Confirmation Message:* Write a confirmation message that clearly tells users what happened and what they can do next: [action].



46. *Onboarding Copy:* Rewrite this onboarding copy to be shorter, clearer, and focused on user value: [copy].
47. *Plain Language:* Rewrite this interface copy in plain language without removing important meaning: [copy].
48. *Tone Review:* Review this UX copy for clarity, tone, ambiguity, jargon, and unnecessary words: [copy].
49. *Form Instructions:* Improve these form instructions so users understand what information is required and why: [copy].
50. *UX Writing Variations:* Create 10 UX-writing alternatives for [message]. Keep each concise and explain when each option would work best.



06

UI & DESIGN CRITIQUE

Use AI as a second pair of eyes.

51. *Usability Critique:* Critique this interface using usability principles. Identify the 5 highest-impact problems first: [describe/upload interface].
52. *Visual Hierarchy:* Analyse the visual hierarchy of this interface. What does the user notice first, second, and third? What should they notice instead?
53. *CTA Critique:* Evaluate the primary and secondary actions in this interface. Is the hierarchy clear? Explain why.
54. *Cognitive Load:* Identify elements that may unnecessarily increase cognitive load in this interface: [interface].
55. *Consistency Audit:* Identify inconsistent patterns in this interface, including labels, spacing, components, interactions, and terminology.



56. *Form Critique:* Critique this form for clarity, effort, error prevention, accessibility, and completion confidence.
57. *Dashboard Critique:* Critique this dashboard for information hierarchy, prioritisation, scanability, and decision-making.
58. *Mobile Critique:* Review this desktop experience from a mobile UX perspective. Identify what may break or become unnecessarily difficult.
59. *Design Trade-offs:* Identify the major design trade-offs in this concept. Explain what each option optimises for and what it sacrifices.
60. *Top 3 Improvements:* If you could make only 3 UX improvements to this design, what would they be? Prioritise by user impact and explain your reasoning.



07

IDEATION

Generate possibilities without outsourcing the thinking.

61. *Problem Reframe*: Give me 10 different ways to frame this UX problem without jumping directly to solutions: [problem].
62. *"How Might We"*: Generate 10 How Might We questions from this user problem: [problem].
63. *Solution Directions*: Generate 10 different solution directions for [problem]. Include the underlying assumption behind each.
64. *Constraint Ideation*: Generate UX solutions for [problem] under these constraints: [constraints].
65. *Opposite Thinking*: What would make this experience dramatically worse? Then reverse those ideas into potential improvements.



66. *Remove Something*: If we had to remove 30% of this experience, what could we remove without compromising the core user goal?
67. *Alternative Interaction*: Suggest alternative interaction patterns for helping users accomplish [goal]. Compare the trade-offs.
68. *Low-Tech Solution*: What non-digital or low-tech approaches could solve this user problem? Explain when each might be appropriate.
69. *Extreme Users*: How might the experience change for a first-time user, expert user, low-confidence user, and high-frequency user?
70. *Idea Prioritisation*: Evaluate these concepts using user value, business value, feasibility, risk, and evidence. Do not invent scores without explaining the assumptions: [ideas].



08

PRODUCT THINKING

Connect UX decisions to product decisions.

71. *Problem Statement:* Turn this situation into a clear product problem statement focused on the user outcome: [situation].
72. *Opportunity Areas:* Identify potential opportunity areas from these user problems. Keep opportunities distinct from solutions: [research].
73. *Product Hypothesis:* Turn this idea into a testable product hypothesis. Include user, behaviour, expected outcome, and evidence needed: [idea].
74. *Success Metrics:* Suggest potential UX/product success metrics for [feature]. Separate behavioural, outcome, and diagnostic metrics.
75. *North-Star Connection:* Explain how improving this user experience could contribute to the broader product goal: [experience + product goal].



76. *Feature Prioritisation:* Help prioritise these features using user value, evidence, strategic value, effort, and risk. State assumptions clearly: [features].
77. *MVP Thinking:* What is the smallest version of this experience that could test the core user assumption? Explain what should be included and excluded.
78. *Opportunity vs Solution:* Review these proposed features. Identify which are actual user opportunities and which are already solution assumptions: [features].
79. *Product Risk:* Identify the biggest user, business, technical, and adoption risks associated with this concept: [concept].
80. *Product Questions:* What are the 10 most important questions the product team should answer before building [feature]?



09

ACCESSIBILITY

Don't treat accessibility as a final inspection.

81. *Accessibility Audit:* Create an accessibility review checklist for this experience covering visual, motor, cognitive, auditory, and assistive-technology considerations.
82. *Colour & Contrast:* Identify potential colour-contrast and colour-dependency issues in this design. Tell me what needs to be verified against accessibility standards.
83. *Keyboard Navigation:* Identify the keyboard-navigation requirements for this interaction: [interaction].
84. *Focus States:* Review this interaction and identify where visible focus states are necessary.
85. *Form Accessibility:* Audit this form for labels, instructions, error identification, focus order, input requirements, and recovery.



86. *Screen Reader Thinking:* Walk through this experience from a screen-reader user's perspective. Identify potential barriers that should be tested.
87. *Cognitive Accessibility:* Identify unnecessary complexity, memory demands, ambiguity, and time pressure in this experience.
88. *Accessible Error Handling:* Design an accessible error-handling approach for [scenario]. Explain how errors should be identified, communicated, and recovered from.
89. *Inclusive Scenarios:* List realistic user contexts that could make this experience harder to use and suggest design considerations for each.
90. *Accessibility Questions:* Give me 10 accessibility questions to ask during a UX design critique for [product].



10

DESIGN CAREER & PORTFOLIO

Use AI to sharpen the story—not manufacture experience.

91. **Case Study Structure:** Help me structure this UX project into a compelling case study: context → problem → research → decisions → iterations → outcome → learning.
92. **Case Study Critique:** Critique this case study from a hiring manager's perspective. What demonstrates my thinking, and what is missing? [case study].
93. **Portfolio Storytelling:** Turn these project notes into a concise UX story that focuses on decisions and reasoning rather than a list of activities: [notes].
94. **Resume Bullet:** Rewrite this resume bullet to focus on problem, contribution, action, and outcome without exaggerating my impact: [bullet].



95. *Portfolio Project Selection:* Help me evaluate these UX projects for portfolio inclusion. Consider relevance, problem complexity, individual contribution, process, and evidence: [projects].
96. *Interview Practice:* Act as a UX interviewer. Ask me one question at a time and challenge vague answers with realistic follow-up questions.
97. *Portfolio Presentation:* Act as a hiring manager reviewing this portfolio presentation. Identify where my reasoning is clear and where I need stronger evidence: [presentation].
98. *Design Challenge Practice:* Give me a realistic UX design challenge for [industry/role]. Include constraints, stakeholders, users, and ambiguity—but don't give me the solution.
99. *Self-Critique:* Ask me 10 questions that will help me critically evaluate this UX project before presenting it: [project].
100. *Career Gap Analysis:* Based on this target UX role and my current experience, identify the skills, evidence, and portfolio gaps I should address. Do not assume experience I haven't provided: [job description + experience].



PROMPTING FRAMEWORK & RULES

The Prompt Formula

Instead of vague requests like "Help me design an app," structure your prompts using:

{ROLE} + {CONTEXT} + {TASK}
+ {CONSTRAINTS} + {OUTPUT}

Example

Role: Act as a senior UX researcher.

Context: I'm designing a mobile banking app for first-time users.

Task: Help me identify potential usability risks in the account-opening flow.

Constraints: Focus on comprehension, trust, cognitive load, and error recovery. Do not invent user research.

Output: Give me 10 risks, why each matters, and what I should validate with users.

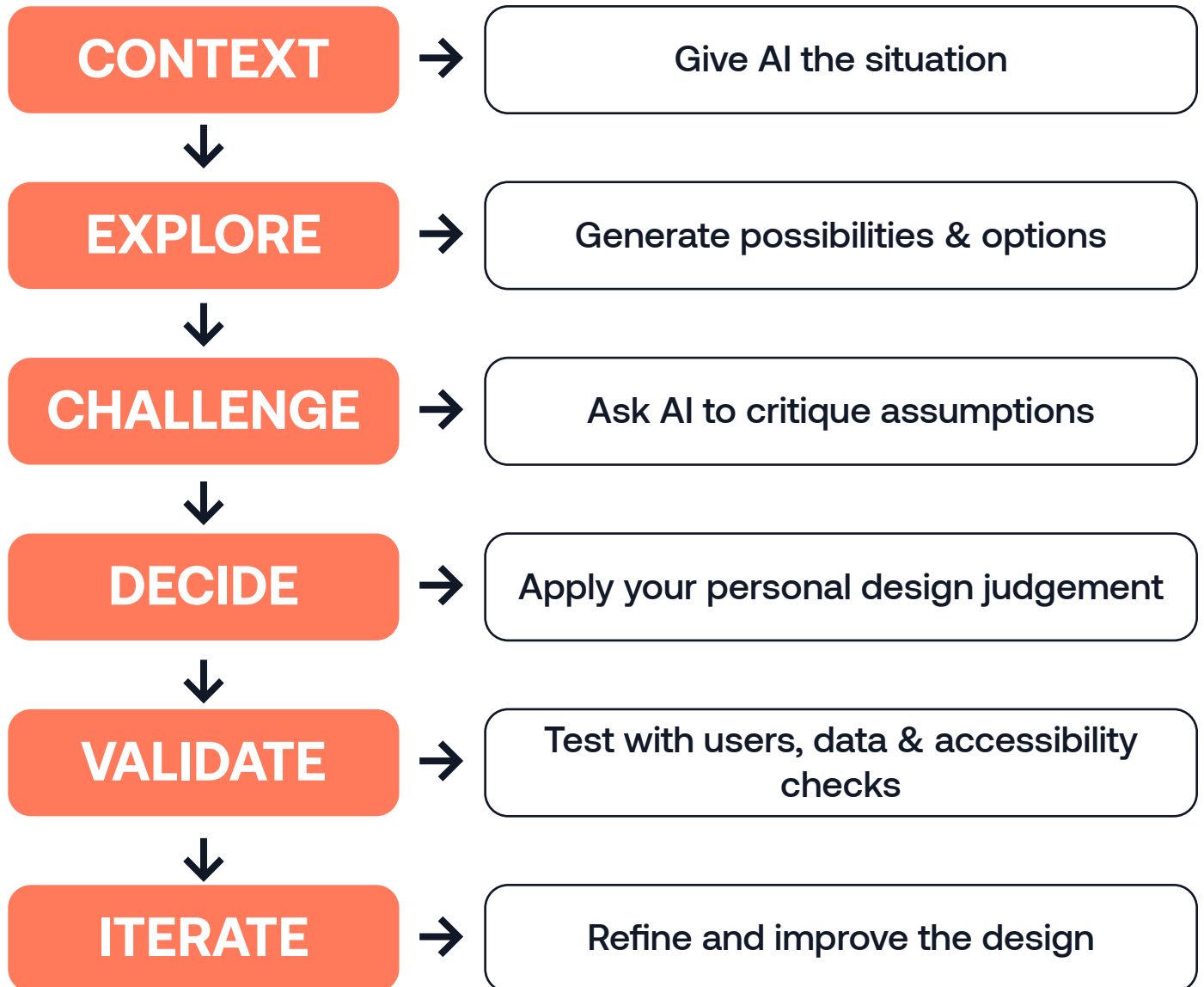


10 Prompting Rules for UX Designers

#	Rule	Core Action
01	Give AI Context	Don't make it guess the product domain or context.
02	Give a Specific Job	Use direct actions like "Critique this flow" rather than general help.
03	State Constraints	Always define platform, audience, business rules, and accessibility.
04	Ask for Alternatives	Request multiple options—one answer is rarely enough for exploration.
05	Ask for Reasoning	Understand why an interaction or flow is recommended.
06	Separate Evidence & Assumptions	Keep actual user data distinct from hypothesis when analyzing.
07	Prevent Hallucinations	Explicitly tell AI not to invent fake users, stats, or research.
08	Encourage Challenge	Instruct AI to critique and stress-test your ideas.
09	Explore, Don't Outsource	Use AI outputs to inform decisions, not to make design judgements.
10	Validate Everything	Treat every AI suggestion as a hypothesis until verified with users.



The UX Designer's AI Loop



Key Takeaway: AI should accelerate your thinking—not replace it.