

Mastering **ChatGPT** Prompts within Voxpopme AI Insights

Writing Guide for Market Researchers

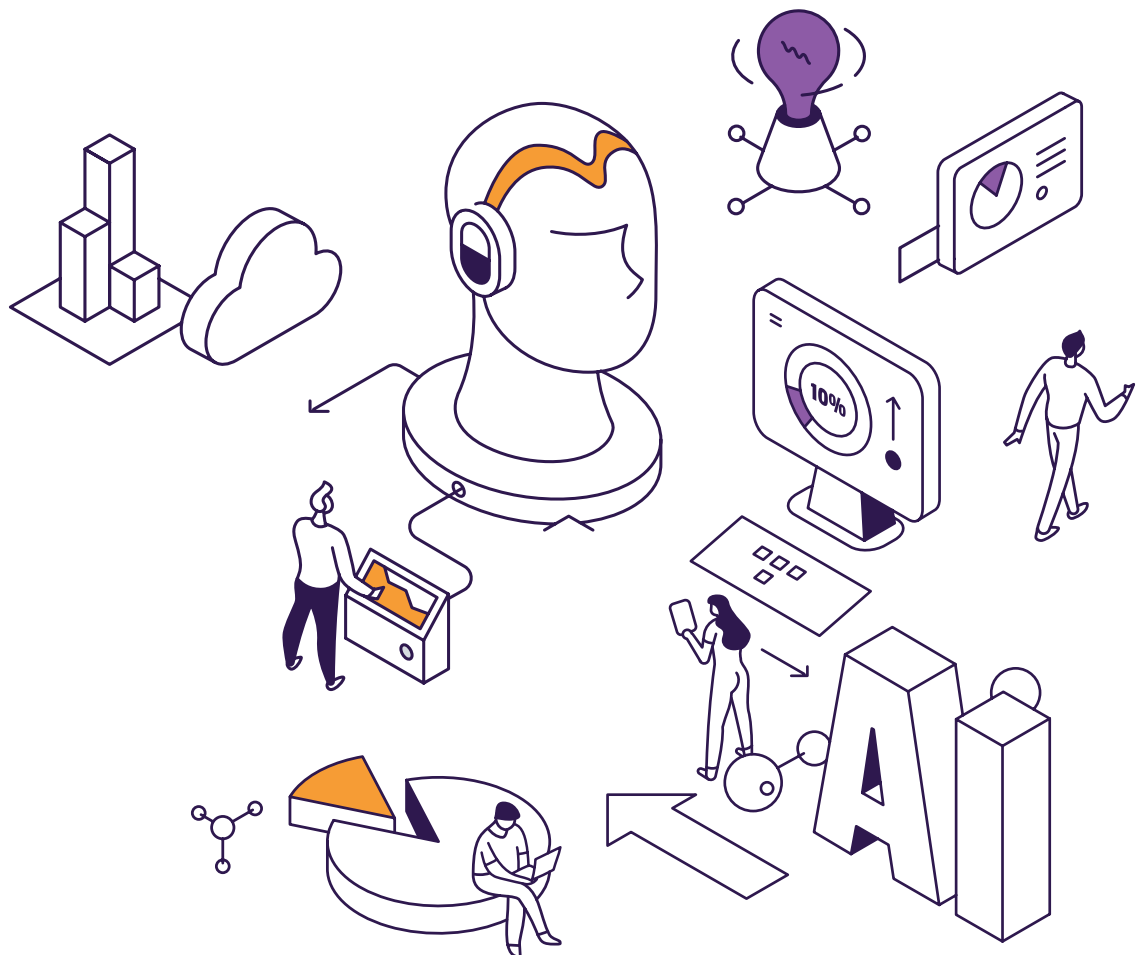
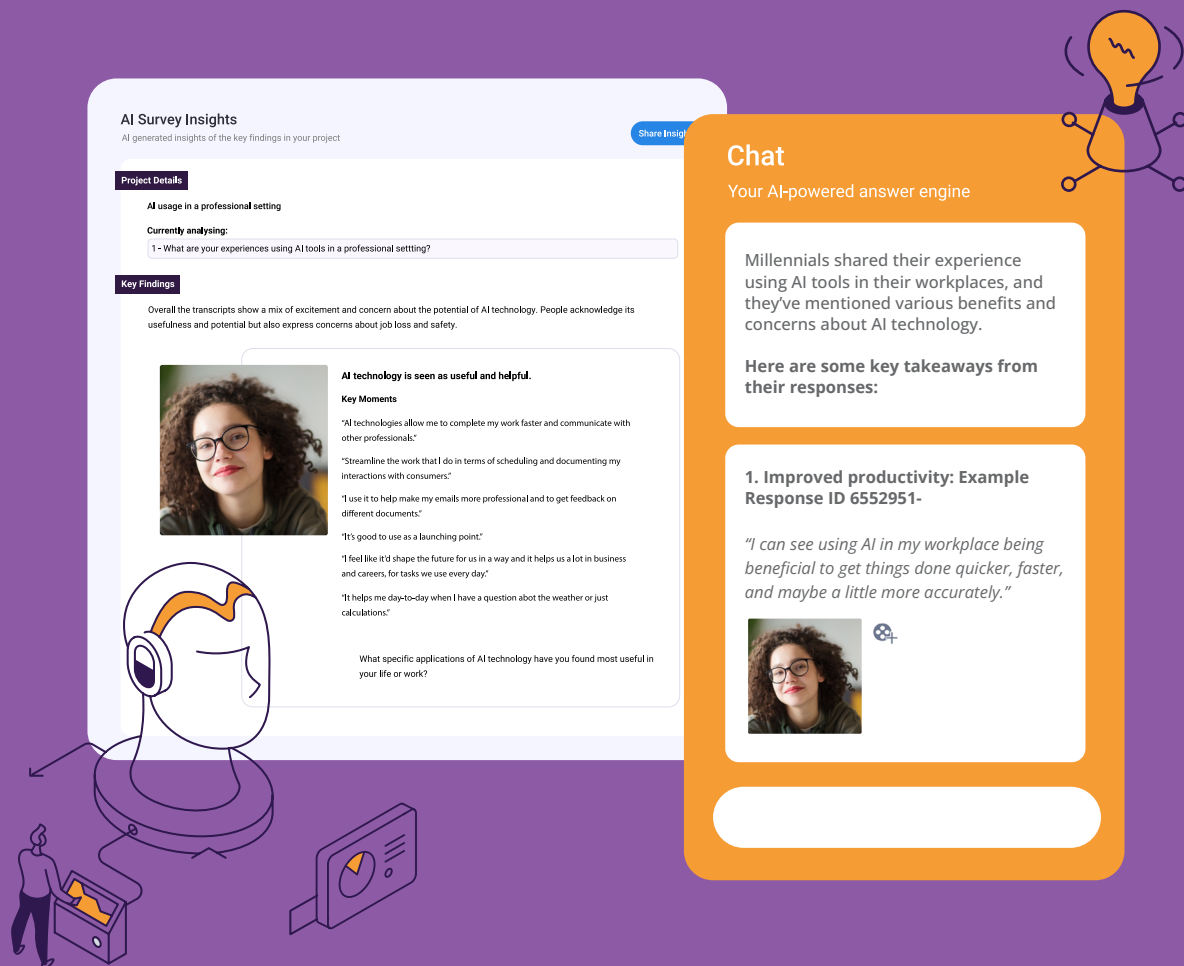




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► Mastering Prompts within Voxpopme AI Insights

Optimizing the insights you generate involves **crafting precise prompts**. Depending on the study type, these prompts can range from demographic comparisons, consumer needs assessments, product positioning evaluations, to competitive analyses.

For instance, for Target Consumer Studies, prompts like “How do Millennials and Gen X differ in their views on eco-friendly products?” can provide layered insights, while for Product Positioning Studies, questions like “How do respondents describe our latest smartphone model?” can help brands refine their messaging.

Use these prompts to generate insights for specific research objectives



ChatGPT Prompts for Foresight Studies

A foresights research project aims to anticipate future trends, events, and possibilities, helping organizations prepare for and shape the future through informed decision-making. Here are some prompts you can use to support these research objectives:

1. What desires or needs, in relation to our product or service, will occur in the next three years?
2. Which emerging technologies or innovations are mentioned in this project? How will these influence our product's utility or relevance?
3. How do consumers see our product fitting into their lifestyle in the next five years?
4. What challenges or barriers might deter consumers from choosing our product over competitors in the forthcoming years?
5. What new product features or enhancements will be critical to maintain our market position?



ChatGPT Prompts for Target Consumer Studies

A target consumer research study seeks to profile and understand a specific segment of the market, delving into their broader demographics, income levels, preferences and behaviors to influence go-to-market approaches. Here are some prompts you can use to support a Target Consumer research project:

1. Based on the demographic information, can you find different groups or cohorts that have differing views?
2. How do Millennials and Gen X differ in their feelings towards (insert topic)?
3. What are commonalities across all demographics in this study?
4. Are there any patterns or trends in the responses, and what do they reveal about the population being studied?
5. What do (insert demographic) think about this topic vs (insert demographic)?
6. What does the study say is the relationship between (variable A) and (variable B)?



ChatGPT Prompts for Consumer Need Studies

A consumer needs/wants study aims to understand more specifics around consumers' needs, preferences, and behaviors, gauge their perception of products or brands, and derive insights to further refine marketing strategies. Here are some prompts you can use to support these research objectives:

1. What does this study tell us about consumer needs around (topic)?
2. Based on the study's results, describe the perfect (product) that consumers want?
3. What specific challenges or problems did respondents encounter when [activity]?
4. Show me respondents describing a situation where they felt dissatisfied or frustrated with [product/service]? What caused these feelings?



ChatGPT Prompts for Product Positioning and Messaging Studies

A product positioning and messaging study aims to determine how a product is perceived, identify its unique value, and craft compelling messages that resonate with the target audience. And depending on the questions asked in the research project, it can also be used to identify competitive dynamics. Here are prompts you can use to support a Product Positioning and Messaging study:

1. How do the study's respondents describe [product/service]?
2. What unique value or benefits do respondents associate with [product/service] compared to similar offerings in the market?
3. Based on the study's results, describe the ideal customer profile for [product/service].



ChatGPT Prompts for Price and Demand Optimization Studies

A pricing and optimization study seeks to assess how pricing and promotions affect consumer decisions, pinpoint optimal price points, and gauge potential demand shifts based on varied pricing strategies. Here are prompts you can use to support these research objectives:

1. How does the current price of the product/service influence respondents' purchasing decisions?
2. Are there any specific price points mentioned in the study that would affect the purchase of [product/service]? What factors contribute to that decision?
3. How would changes in the price of [product/service] impact demand for it?



ChatGPT Prompts for Competitive Research Studies

A competitive research study aims to identify key competitors, assess their strengths and weaknesses, and uncover strategic opportunities to gain a competitive edge in the market. Here are prompts you can use to support a Competitive Research study:

1. What competitors of [company] are mentioned in this study?
2. What do the findings say our competitors do better than [company]?
3. What is [company] doing better than our competitors?



Get Quant Insights from Qual Studies

A research initiative focused on converting unstructured qualitative findings into structured quantitative outcomes aims to harness the depth of narrative insights, making them accessible and interpretable in a numerical format. This transformation allows for enhanced statistical analysis, trend identification, and more objective comparisons, bridging the gap between in-depth qualitative exploration and data-driven, quantitative decision-making. Here are prompts you can use to convert qualitative research data into quantitative insights:

1. **Imagine this study is a quant study. Generate me some quant results from the findings**
2. **What quant results from this study are most surprising?**
3. **What quant results from this study summarize its main insights?**



Voxpopme transforms insights teams by collecting, centralizing, and analyzing qualitative data. The Voxpopme Qualitative Insights Platform uses artificial intelligence to enable teams to capture, understand, and act on all qualitative data in a single, integrated platform. More brands trust Voxpopme to enrich their research studies and fundamentally transform how they build better products and shape visionary companies. To learn more, visit www.voxpopme.com.



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