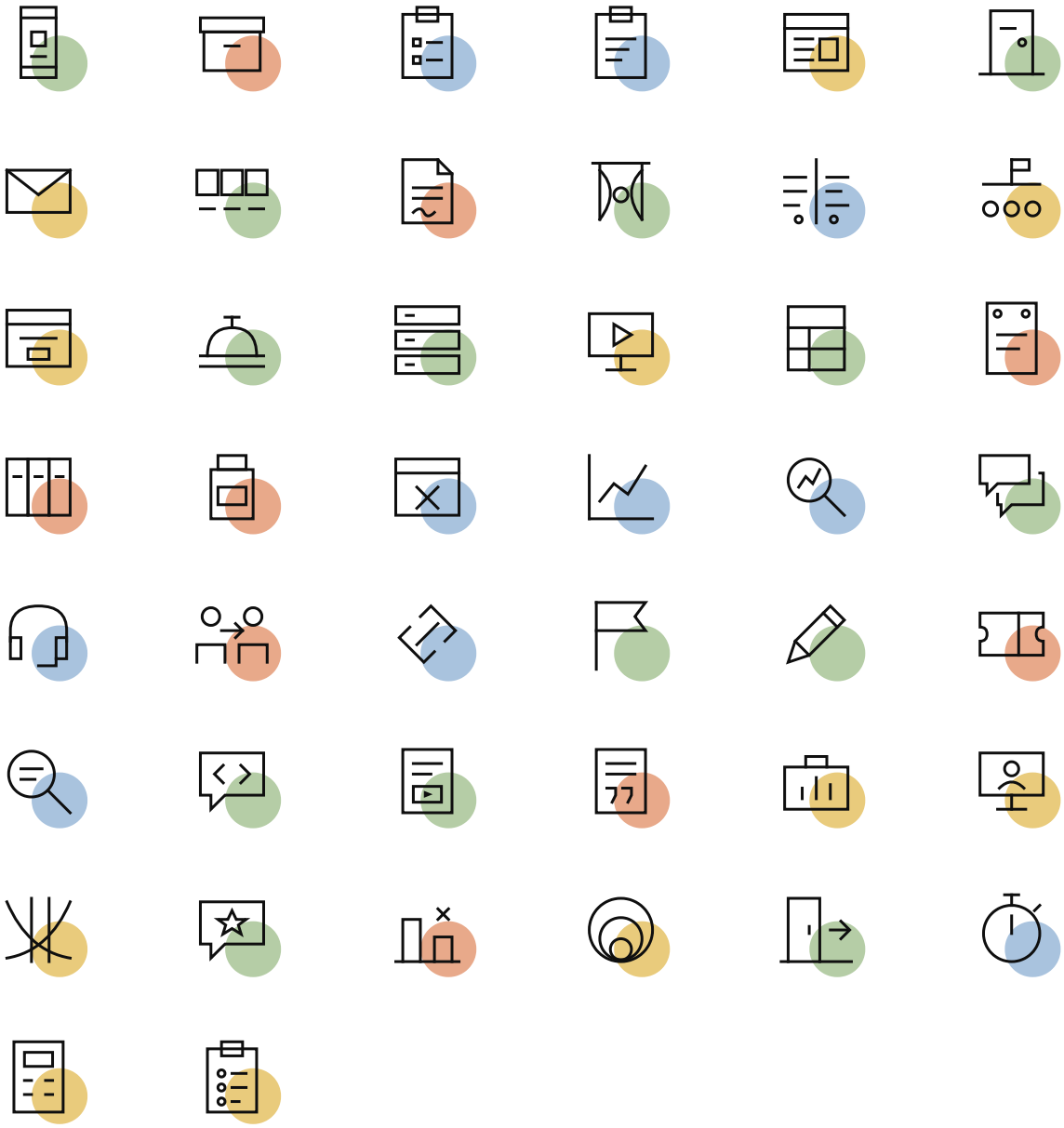
PRODUKTLAND

Prompt cards

44 ways to test an idea with AI before you build it.



How to use the cards

1

Pick the question

Which of the four questions are you least sure of? Start there.

2

Draw two or three cards

The front shows which questions a card answers. Take the ones that fit.

3

Open the prompt in the AI tool

The back has a ready prompt for the tool on the card. Fill in the [brackets] with your own details.

4

Run the test and decide

Write down what you learned and what you do now: build, change or drop the idea.

The four questions

Will they use it?

Is there a need someone will act on?

Can they use it?

Do they understand it and reach the goal?

Can we build it?

Do we have the technology, people and partners?

Will we support it?

Does it fit the business and how we run it?

The colours

- Product · Qualitative
- Product · Quantitative
- Marketing · Qualitative
- Marketing · Quantitative

How to print

Print single-sided on heavy paper. Each sheet holds two cards with the front on the left and the back on the right. Cut along the dashed line and fold each card down the middle.

All the cards

	CARD	CATEGORY	WILL THEY USE IT?	CAN THEY USE IT?	CAN WE BUILD IT?	WILL WE SUPPORT IT?
01	Visual Prototype	Product · Qualitative	■	■		
02	Product Box	Marketing · Qualitative	■			
03	Problem Survey	Product · Quantitative	■			
04	Solution Survey	Product · Quantitative	■	■		
05	Online Ad	Marketing · Quantitative	■			
06	Fake Door	Product · Qualitative	■			
07	Email Campaign	Marketing · Quantitative	■			
08	Storyboard	Product · Qualitative	■	■		
09	Letter of Intent	Marketing · Qualitative	■			■
10	Wizard of Oz	Product · Qualitative	■	■	■	
11	Split Test	Product · Quantitative	■	■		
12	Crowdfunding	Marketing · Quantitative	■			■
13	Landing Page	Marketing · Quantitative	■			
14	Concierge	Product · Qualitative	■			■
15	Card Sorting	Product · Qualitative	■	■		
16	Explainer Video	Marketing · Quantitative	■			
17	Data Sheet	Product · Qualitative	■		■	
18	Poster	Marketing · Qualitative	■			
19	Brochure	Marketing · Qualitative	■			
20	Re-label	Marketing · Qualitative	■			
21	404 Page	Product · Quantitative	■			
22	Web Traffic Analysis	Product · Quantitative	■	■		
23	Search Trend Analysis	Product · Quantitative	■			
24	Online Forum Analysis	Product · Qualitative	■			
25	Customer Support Analysis	Product · Quantitative		■		■
26	Customer Referrals	Marketing · Qualitative	■			■
27	Link Tracking	Product · Quantitative	■			
28	Finished Product	Product · Qualitative	■	■	■	■
29	Sketch	Product · Qualitative	■	■		
30	Presale	Marketing · Qualitative	■			■
31	Search Log	Product · Quantitative	■	■		
32	The Prompt Is the Product	Product · Qualitative	■	■	■	
33	Async Interview	Product · Qualitative	■			
34	Panel Report	Marketing · Qualitative	■			
35	Job Ad Index	Marketing · Quantitative	■			
36	The Webinar	Marketing · Quantitative	■			
37	Price Thresholds	Marketing · Quantitative	■			
38	Review Mining	Product · Qualitative	■			
39	Win/Loss	Marketing · Qualitative	■			
40	Market Size	Marketing · Quantitative	■			■
41	Exit Reason	Product · Qualitative	■			■
42	Time to Value	Product · Quantitative	■	■		
43	ROI Calculator	Marketing · Quantitative	■			
44	Waitlist	Marketing · Quantitative	■			

FOLD

01

Prompt for Figma Make



Visual Prototype

A clickable prototype that looks like the finished product with no code behind it. The user solves a real task in it, and you watch where they get stuck.

ANSWERS

- Can they use it?
- Will they use it?

TAKES

One to two weeks including testing.

01 Visual Prototype

PROMPT FOR FIGMA MAKE

Build a clickable prototype of [product] for [target group]. It should cover one path only: the user must be able to [task] from start to finish.

Create the five to eight screens the path needs, with real content and buttons that lead on. Anything outside the path can stay empty, so the test is about what we want to learn.

HOW TO DO IT

01 Build only the path you need to test, in Figma or similar. Everything else is a dead end.

02 Recruit five users from the target group and give them a task to complete.

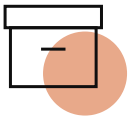
03 Measure how many reach the goal unaided, and where it breaks down.

USE IT WHEN

- The idea is chosen, and the question is whether people can work it out.
- You need something concrete to show leadership or a customer.

02

Prompt for ChatGPT



Product Box

Build the box the product would sit in on the shelf: name, the three main promises, price. Let customers pick it up and say whether it goes in the basket.

ANSWERS

- Will they use it?

TAKES

Two days to make, a day in the shop.

02 Product Box

PROMPT FOR CHATGPT

We want to make a product box for [product idea] for [target group]. The problem it solves is [problem].

Suggest three name options, and for each, the three promises for the front and one sentence for the back. Also write five questions I can ask customers while they hold the box, so I learn whether they would buy it.

HOW TO DO IT

01 Write the front: one name, one sentence about the value, three points on what you get.

02 Make the box physically, cardboard and a print are enough, and place it among the competitors.

03 Ask ten customers what they think is inside and what they would pay.

USE IT WHEN

- You cannot explain the value in three lines yet.
- The product will be sold next to something people already know.

FOLD

FOLD

03

Prompt for Typeform



Problem Survey

A short questionnaire to many people about one problem: how often, how bad, and what they do today. The answer shows how many have the problem. Whether they will buy takes another card.

ANSWERS

- Will they use it?

TAKES

A week to write and send, a week to collect answers.

03 Problem Survey

PROMPT FOR TYPEFORM

We want to know how many people in [target group] have the problem [problem], how often it happens, and what they do about it today.

Write a questionnaire with at most eight questions that takes under three minutes to answer. Use fixed answer options where it makes sense and one open question at the end. Also suggest how I read the answers to see whether the problem is big enough.

HOW TO DO IT

01 Write at most eight questions, all about behavior, none about your solution.

02 Send to at least 100 in the target group via newsletter, LinkedIn or a panel.

03 Read the answers as shares: how many have the problem weekly, and what have they already tried.

USE IT WHEN

- Interviews have given a picture and you want to know how common it is.
- You have to choose between two target groups.

04

Prompt for Google Forms



Solution Survey

Show a prototype or a description to many people and ask what they understand, what they miss, and what they would use it for. A cheap check of whether the message lands.

ANSWERS

- Will they use it?
- Can they use it?

TAKES

One to two weeks.

04 Solution Survey

PROMPT FOR GOOGLE FORMS

Here is a short description of our solution: [description]. It is for [target group], and we want to test whether the message is understood.

Write a six-question survey that first asks people to explain the solution in their own words, then asks what they miss and what they would use it for. Also give me two other versions of the description so I can test them against each other.

HOW TO DO IT

01 Make one page with the sketch and the three promises that everyone answers on.

02 Ask open questions first ("what do you think it does?") and closed ones after (scale 1 to 5).

03 Sort the open answers into piles and see which pile is biggest.

USE IT WHEN

- You have a prototype but no time to meet people one at a time.
- You have to choose between two descriptions of the product.

FOLD

FOLD

05

Prompt for Meta AI



Online Ad

Buy ads for a product that does not exist yet, with one clear promise and one click through. The click rate tells you whether the promise pulls before you have spent anything on building.

ANSWERS

- Will they use it?

TAKES

A week and a small ad budget.

05 Online Ad

PROMPT FOR META AI

We want to test demand for [product idea] with ads on [channel] before we build anything. The target group is [who], and the problem is [problem].

Write five ads, each with its own promise, at most 125 characters of body text and a headline of at most 40 characters. Suggest a budget and duration, and what click rate would make you say a promise is working.

HOW TO DO IT

01 Write three variants of the promise, same image, and run them against each other.

02 Point all of them at a landing page with one call to action.

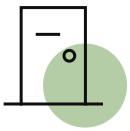
03 Run for a small budget for a week and compare click rate and signups per variant.

USE IT WHEN

- The target group is broad and present on Meta, LinkedIn or Google.
- You want to know which message pulls before you write the rest.

06

Prompt for v0



Fake Door

Put the button for the new feature into the product before the feature exists. Behind it, say it is on its way and let people sign up. The number of clicks is the answer.

ANSWERS

- Will they use it?

TAKES

A day to set up, two weeks to measure.

06 Fake Door

PROMPT FOR V0

Build a page that looks like [product], with a button for the new feature [feature], and the page behind the button. The page should say honestly that the feature is on its way and ask for an email address.

Make the button clear without crowding the rest of the page, and count clicks and sign-ups so we can see how many want the feature.

HOW TO DO IT

01 Place the button where the feature would live, with the name you would actually give it.

02 Behind it: one sentence saying it is coming, and a field for email. Be honest.

03 Measure clicks per visit for two weeks and compare with your other features.

USE IT WHEN

- You already have users in a product.
- The feature is expensive and you want to see demand before building.

FOLD

FOLD

07

Prompt for Mailchimp



Email Campaign

Send one email about the new idea to a slice of your customers and measure how many click and reply. The customers you already have are the cheapest panel you will get.

ANSWERS

- Will they use it?

TAKES

Two days to write, a week to measure.

07 Email Campaign

PROMPT FOR MAILCHIMP

We want to send one email about the idea [idea] to [number] of our customers to see whether it sparks interest. The customers are [who], and they know us for [what we do today].

Write three subject lines and a short email with one clear link and one question they can reply to. Suggest which numbers we should look at, and when the response is good enough to move on.

HOW TO DO IT

01 Pick a slice of 200 to 500 customers who resemble those the idea is for.

02 Write the email as a personal message with one link and one question.

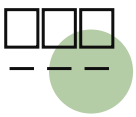
03 Measure opens, clicks and replies, and call the ten who replied the most.

USE IT WHEN

- You have a customer list you are allowed to use for it.
- The idea extends something customers already buy.

08

Prompt for Gemini



Storyboard

Draw the customer journey as a comic strip in six to eight frames, from the problem appearing to it being solved. Show it to customers and colleagues and watch where they shake their heads.

ANSWERS

- Can they use it?
- Will they use it?

TAKES

An afternoon.

08 Storyboard

PROMPT FOR GEMINI

We want to draw a storyboard for [product] from the customer's point of view. The customer is [who], and the problem arises when [situation].

Write six to eight frames from the moment the problem arises until it is solved, each with one sentence on what happens and one on what the customer thinks. Mark the two frames where I should pay most attention to customers' reactions.

HOW TO DO IT

01 Pick one customer and one situation. Draw frame by frame; stick figures are fine.

02 Put it in front of three customers and ask them to tell the story back in their own words.

03 Mark the frames they skip or correct. That is where the journey is wrong.

USE IT WHEN

- The team disagrees about what the product actually does for the customer.
- You need a shared story before prototyping.

FOLD

FOLD

09

Prompt for Claude



Letter of Intent

A short document where the customer signs that they will buy the product, when it exists, at a given price. It is not legally binding. It is still hard to sign for something you do not want.

ANSWERS

- Will they use it?
- Will we support it?

TAKES

A day to write, two to four weeks to collect signatures.

09 Letter of Intent

PROMPT FOR CLAUDE

We want to ask [customer or customer type] to sign a letter of intent to buy [product] at [price] when it is ready around [date].

Write a one-page letter of intent in calm, honest language: what they get, what it costs, when, and that it is not legally binding. Also write a short email that sends the document and explains why we are asking for it.

HOW TO DO IT

01 Write one page: what they get, what it costs, when, and that it is not binding.

02 Present it to ten customers after a demo or a sketch and ask for a signature.

03 Count signatures, and listen to what those who said no would have changed.

USE IT WHEN

- B2B sales with few, large customers.
- You need to show leadership that someone will actually pay.

10

Prompt for Claude



Wizard of Oz

The customer uses the product as if it were finished, but behind the screen a person does the work by hand. The customer sees the result; you see what is worth automating.

ANSWERS

- Will they use it?
- Can they use it?
- Can we build it?

TAKES

A week to set up, two to four weeks to run.

10 Wizard of Oz

PROMPT FOR CLAUDE

We want to test [product idea] as a Wizard of Oz: the customer uses a simple front end, and we do the work behind it by hand. The customer should be able to [task].

Describe the smallest front end we need to build, and a playbook for us behind the screen: what we do when a request comes in, how fast we need to respond, and what we log each time so we know afterwards what is worth automating.

HOW TO DO IT

01 Build only the front: what the customer sees and types into. The rest is an inbox on your side.

02 Let five to twenty customers use it for two weeks and deliver the results by hand within the promised time.

03 Log what you did by hand each time. That is the spec.

USE IT WHEN

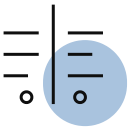
- The back end is expensive to build (AI, integrations, logistics).
- You want to know whether customers come back before you automate.

FOLD

FOLD

11

Prompt for PostHog AI



Split Test

Show two versions of the same page or feature to each half of your users and measure which one gets more people to do what you want. It needs enough traffic for the difference not to be chance.

ANSWERS

- Will they use it?
- Can they use it?

TAKES

One to four weeks, depending on traffic.

11 Split Test

PROMPT FOR POSTHOG AI

We want to split test [page or feature] in [product]. The action we want more people to take is [action], and today [current rate] do it. We have about [number] visitors a week.

Suggest three hypotheses and a version B for the strongest one. Work out how long the test needs to run before the difference is not down to chance, and write what we do if we never get there.

HOW TO DO IT

01 Pick one change and one goal (click, purchase, completed flow). Not three things at once.

02 Split traffic at random and run until each variant has at least a few hundred events.

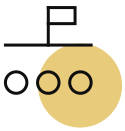
03 Stop only when the difference is big enough to hold. Otherwise the answer is "no difference".

USE IT WHEN

- You have thousands of visits a week.
- Two people on the team disagree and both have a point.

12

Prompt for ChatGPT



Crowdfunding

Put the product on a crowdfunding platform and let people pay before it exists. It is the hardest proof there is that someone wants it, and it takes a finished story, video and price.

ANSWERS

- Will they use it?
- Will we support it?

TAKES

Two to three months including preparation.

12 Crowdfunding

PROMPT FOR CHATGPT

We are considering putting [product] on [platform] to see whether people will pay before we produce it. The target group is [who], and the planned price is [price].

Write the campaign headline, the first three paragraphs of the story and a plan for three reward tiers. Suggest a realistic goal, and what we need ready before we press start.

HOW TO DO IT

01 Set a goal that covers the first production run and a price you can live with.

02 Build the campaign page like a landing page with a video, and gather a list of interested people before launch.

03 Run the campaign for 30 days and follow up daily. The first 48 hours decide most of it.

USE IT WHEN

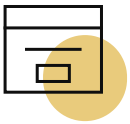
- A physical product, or something that can be explained in two minutes.
- You need to finance the first batch and prove demand at the same time.

FOLD

FOLD

13

Prompt for Lovable



Landing Page

One page describing the product as if it existed, with one call to action: sign up, book a demo, pre-order. Send traffic to it and measure how many press the button.

ANSWERS

- Will they use it?

TAKES

Two days to build, one to two weeks to measure.

13 Landing Page

PROMPT FOR LOVABLE

Build a landing page for [product idea] as if the product existed. The target group is [who], the problem is [problem], and we want people to [sign up, book a demo or pre-order].

The page needs a headline, three benefits, a short section on how it works, and one button with a form. Store the sign-ups so we can count them.

HOW TO DO IT

01 Write a headline, three benefits and one call to action. Nothing else.

02 Send 500 visits via ads, newsletter or LinkedIn.

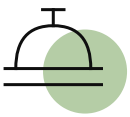
03 Work out the conversion rate. Under two percent is one answer, over ten is another.

USE IT WHEN

- The idea can be explained on one page.
- You want a list of interested people before you build.

14

Prompt for Notion AI



Concierge

Deliver the value by hand, openly and personally, to a few customers before there is a product. The customer knows it is you doing the work. You learn what they will actually pay for.

ANSWERS

- Will they use it?
- Will we support it?

TAKES

Four to six weeks.

14 Concierge

PROMPT FOR NOTION AI

We want to deliver [value] by hand to three to five customers in [target group] before we build a product. It will cost them [price], and we will run it for [number] weeks.

Make a plan for the trial: how we find the customers, what we deliver each week, and what we ask along the way. Also write a weekly form we can use to note what they use and what they ignore.

HOW TO DO IT

01 Pick three to five customers and agree what you deliver and what it costs, even if it is little.

02 Do the work yourself for two to four weeks and talk to the customer every week.

03 Write down what they use, what they ignore, and whether they want to continue after the trial.

USE IT WHEN

- Services and B2B, where a few customers are enough to learn from.
- You do not yet know what the real value is.

FOLD

FOLD

15

Prompt for Miro AI



Card Sorting

Write each feature on a card and ask customers to put them in order, or into the groups that make sense to them. The order is their priority. The groups are your menu.

ANSWERS

- Will they use it?
- Can they use it?

TAKES

A week with ten sessions.

15 Card Sorting

PROMPT FOR MIRO AI

We are running a card sort with customers from [target group] to understand how they group the features in [product]. Here are the features: [list].

Rewrite each feature as a short card label in the customer's language. Write the instructions I give participants, and explain how I combine the results afterwards to see the groups and the order participants agree on most.

HOW TO DO IT

01 Write 15 to 30 features on separate cards, one line per card, no explanation.

02 Let eight to ten customers sort individually and think aloud as they go.

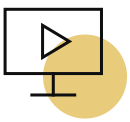
03 Count which cards most people put on top, and which nobody touches.

USE IT WHEN

- The backlog is long and everyone thinks their feature matters most.
- You need to design navigation or a menu.

16

Prompt for NotebookLM



Explainer Video

A two-minute video that shows the product as if it existed. Put it on a page with a signup field and measure how many watch to the end and sign up.

ANSWERS

- Will they use it?

TAKES

A week to make, two weeks to measure.

16 Explainer Video

PROMPT FOR NOTEBOOKLM

We want to make a two-minute explainer video about [product idea] for [target group] before the product exists. The problem is [problem].

Write the script in three parts: the problem, the solution and the result, at most 250 words in total. Suggest what should be on screen in each part, and the text next to the sign-up field below the video.

HOW TO DO IT

01 Write the script as problem, solution, result. At most 250 words.

02 Record with screen and voice or simple drawings. Clarity counts for more than polish.

03 Measure how far people watch and how many sign up afterwards.

USE IT WHEN

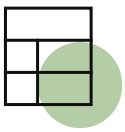
- The product is hard to explain with text alone.
- You want to test the story before building anything.

FOLD

FOLD

17

Prompt for Claude



Data Sheet

Write the data sheet for the product as if it were on sale: features, numbers, compatibility, price. Give it to customers used to buying on specifications and see what they ask about.

ANSWERS

- Will they use it?
- Can we build it?

TAKES

Two days to write, a week to get answers.

17 Data Sheet

PROMPT FOR CLAUDE

We want to write a data sheet for [product] as if it were on sale, and give it to customers who buy on specifications, such as [role].

Create the data sheet with the sections such documents usually have in [industry]: features, technical data, compatibility and price. Mark the numbers we do not know yet, and write five questions customers are likely to ask.

HOW TO DO IT

01 Write one page in the same format as your own or the industry's existing data sheets.

02 Send it to ten technical buyers and ask for an assessment as if it were a real offer.

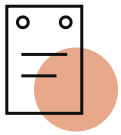
03 Note which numbers they look for first, and which requirements you had not thought of.

USE IT WHEN

- Customers are engineers or procurement.
- The product is hardware or a technical service.

18

Prompt for Gemini



Poster

Make the poster that would hang in the shop or at the trade fair: one image, one sentence, one price. Hang it up and see whether anyone stops, and what they ask.

ANSWERS

- Will they use it?

TAKES

A day to make, a week on the wall.

18 Poster

PROMPT FOR GEMINI

We want to put up a poster for [product idea] in [a store, trade show or office] and see whether people stop. The target group is [who].

Suggest five versions of the single sentence the poster should carry, and describe the image for each. Also write what I should note when someone stops, and which questions from them would be a good sign.

HOW TO DO IT

01 Write three versions of the one sentence and pick the one colleagues grasp fastest.

02 Print it in A2 and hang it where the target group passes, with a QR code to a page.

03 Count scans and questions for a week.

USE IT WHEN

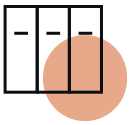
- The product sells physically or at fairs.
- You want to test the message before paying for ads.

FOLD

FOLD

19

Prompt for Figma Make



Brochure

Make the brochure the sales team would take along, before the product exists. Give it to customers and sales people and hear what they understand and what they miss.

ANSWERS

- Will they use it?

TAKES

Three days.

19 Brochure

PROMPT FOR FIGMA MAKE

We want to make the brochure the sales team would take to [target group] for [product], before it exists.

Write the brochure: the front with one promise, the inside with the problem, the solution and three benefits, and the back with price and next steps. Also write five questions I can ask the sales team and customers after they have read it.

HOW TO DO IT

01 Write a tri-fold: problem, solution, what it costs, how to get started.

02 Give it to five sales people and ask them to sell the product to you with it in hand.

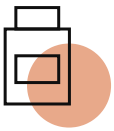
03 Give it to five customers and ask what they would do next.

USE IT WHEN

- Sales go through a sales team or resellers.
- You want to know whether the story holds when you are not in the room.

20

Prompt for ChatGPT



Re-label

Put your name and your promise on a product that already exists, and see whether the target group wants it. You test the positioning without building anything.

ANSWERS

- Will they use it?

TAKES

One to two weeks.

20 Re-label

PROMPT FOR CHATGPT

We want to test our positioning by putting our name and promise on an existing product, [product], and offering it to [target group].

Suggest three name and promise options, each speaking to a different need. Write the packaging or product page text for the strongest one, and explain what we learn if people want it and what we learn if they pass it by.

HOW TO DO IT

01 Buy an existing product that resembles what you want to make, ideally an unbranded one.

02 Design your label and packaging with your promise and price.

03 Show or sell it to 20 customers and compare with the original.

USE IT WHEN

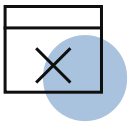
- The product resembles something that exists, and the difference is brand and message.
- You are considering buying in rather than building yourself.

FOLD

FOLD

21

Prompt for v0



404 Page

Add a link or menu item for a feature that does not exist. Those who click land on a page that says so honestly and asks if they want to hear more. The clicks are the demand.

ANSWERS

- Will they use it?

TAKES

An hour to set up, two weeks to measure.

21 404 Page

PROMPT FOR V0

Build a menu item for [feature] in [product or website] and the page people land on when they click it. The page should say honestly that the feature does not exist yet.

Ask briefly what they were hoping for and give them a field for their email address. Count clicks and answers so we can see how big the demand is.

HOW TO DO IT

01 Give the link the name the feature would have and place it where it would live.

02 Write the page behind it: "This does not exist yet. Sign up and we will let you know."

03 Measure clicks against visits for two weeks. Under one percent is quiet, over five is noise.

USE IT WHEN

- You have traffic on a site or in an app.
- Several features compete for the same development time.

22

Prompt for PostHog AI



Web Traffic Analysis

Look at the data you already have: where people come in, where they leave, which pages they finish reading. The answer to many questions sits in a dashboard nobody has opened.

ANSWERS

- Can they use it?
- Will they use it?

TAKES

A day, if the tracking exists.

22 Web Traffic Analysis

PROMPT FOR POSTHOG AI

We have data in [tool, e.g. Google Analytics or PostHog] for [website or product], and we want to understand [question, e.g. where people drop off during sign-up].

Suggest the five reports or queries I should run and what to look for in each. Also write how I present the findings to the team on one page.

HOW TO DO IT

01 Ask one question before opening the tool, e.g. "where do people drop out of signup?".

02 Follow one user journey from landing to goal and note each step where half disappear.

03 Watch ten session recordings that did not reach the goal.

USE IT WHEN

- You have a product with traffic and analytics set up.
- You are guessing where the problem is and want to see it instead.

FOLD

FOLD

23

Prompt for Gemini



Search Trend Analysis

See what people already search for on Google and how it has developed. Searches are needs people have put into words themselves, without you asking.

ANSWERS

- Will they use it?

TAKES

An hour to a day.

23 Search Trend Analysis

PROMPT FOR GEMINI

We want to see what people search for around the problem [problem] in [country or market]. Our idea is [idea].

Write 20 search terms and phrases customers would use themselves when they describe the problem, in [language]. Group them by need, and explain how I use Google Trends and a keyword tool to find the three groups that are growing.

HOW TO DO IT

01 Write ten words and phrases customers would use themselves when they describe the problem.

02 Look them up in Google Trends and a keyword tool: volume, trend, related searches.

03 Find the three searches that are growing and read the pages that rank for them.

USE IT WHEN

- Before anything else, it costs an hour.
- You want to know whether the market is growing or shrinking.

24

Prompt for Perplexity



Online Forum Analysis

Read the places where customers talk to each other without you: forums, Facebook groups, reviews of the competition. People describe their problems most honestly when they are not talking to a sales person.

ANSWERS

- Will they use it?

TAKES

One to two days.

24 Online Forum Analysis

PROMPT FOR PERPLEXITY

I want to understand how [target group] talk about [problem] in places where we are not present, such as forums, Facebook groups and reviews of [competitor].

Suggest ten places to look and the search terms to use. Create a form for collecting quotes, so I can count which problems come up again and again and which words people use for them.

HOW TO DO IT

01 Find three to five places the target group writes, and search for the problem, not product names.

02 Copy 50 to 100 posts or reviews into one document.

03 Sort them by theme and count. The three biggest themes are your hypotheses.

USE IT WHEN

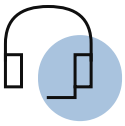
- At the very start, before you have anything to show.
- The target group is hard to reach directly.

FOLD

FOLD

25

Prompt for NotebookLM



Customer Support Analysis

Go through the support requests from the last few months and count what people write about. Every request is a customer who could not work it out alone, and that is expensive for both sides.

ANSWERS

- Can they use it?
- Will we support it?

TAKES

Two to three days.

25 Customer Support Analysis

PROMPT FOR NOTEBOOKLM

Here are [number] support requests from the past months about [product]: [paste or describe them, without names or other personal data].

Group them by what customers were trying to do, count how many fall in each group, and sort by how much they cost us. For the three largest groups, suggest one product change that would remove the need to contact us.

HOW TO DO IT

01 Export the latest 200 to 500 requests with subject and text.

02 Give each a theme (login, payment, did not understand X) and count, using AI for the first pass if you like.

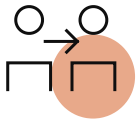
03 Work out what the three biggest themes cost in support time per month.

USE IT WHEN

- The product is live and support is busy.
- You have to prioritize between improvements and new features.

26

Prompt for HubSpot



Customer Referrals

Ask your current customers to recommend the product to one person they know, and see how many do. People only recommend things they are happy with themselves. That is the test.

ANSWERS

- Will they use it?
- Will we support it?

TAKES

A month.

26 Customer Referrals

PROMPT FOR HUBSPOT

We want to ask our current customers to recommend [product] to someone they know, and measure how many do. The customers are [who].

Write a short, personal email asking for the recommendation without promising a reward. Suggest how we make it easy to share, how we measure it, and what share would be a good sign.

HOW TO DO IT

01 Give 50 customers a personal link or code they can pass on.

02 Say what both they and the friend get out of it, and keep it simple.

03 Measure how many send it and how many new customers arrive in a month.

USE IT WHEN

- You have customers and want to know whether they are happy enough to say so out loud.
- Marketing is expensive, and you hope customers will recommend you to others.

FOLD

FOLD

27

Prompt for Claude



Link Tracking

Put a link to the idea on a page you already have, with one promise in the link text, and count the clicks. It measures curiosity, and it costs an hour.

ANSWERS

- Will they use it?

TAKES

An hour to set up, a week to measure.

27 Link Tracking

PROMPT FOR CLAUDE

We want to measure interest in [idea] by placing a link on [page, newsletter or product] that people already visit.

Write five versions of the link text, each with its own promise, and suggest where the link should go. Explain how I set up tracking with UTM parameters or our own tool, and how I compare the clicks with another link on the same page.

HOW TO DO IT

01 Write the link text as the promise, e.g. "Get the report every Monday", and make a trackable link.

02 Place it on a page or in a newsletter where the target group already is.

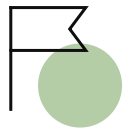
03 Compare the click rate with your other links in the same place.

USE IT WHEN

- As a first, quick check of whether anyone is interested at all.
- You want to compare two ideas with the same audience.

28

Prompt for Claude Code



Finished Product

Build the smallest version that can be sold and launch it to real customers. It is the most expensive experiment and the only one that answers all four questions at once.

ANSWERS

- Will they use it?
- Can they use it?
- Can we build it?
- Will we support it?

TAKES

Weeks to months.

28 Finished Product

PROMPT FOR CLAUDE CODE

Build the smallest version of [product] that can be sold to [target group] and solve [problem]. Here are the features we are considering: [list].

First suggest which features belong in the first version and why. Then build that version with login, payment and tracking of the three most important actions, and write how we put it live.

HOW TO DO IT

01 Cut down until only the one thing the customer pays for is left.

02 Launch to a small, named group first, not to everyone.

03 Measure use, payment and support in the first 30 days, then decide whether to build on.

USE IT WHEN

- The cheaper experiments have said yes and the only thing missing is reality.
- The product is small enough to build in weeks, not months.

FOLD

FOLD

29

Prompt for Miro AI



Sketch

Draw the idea by hand in five minutes and show the drawing to a customer. It is the cheapest experiment in the deck, and it reveals at once whether you can explain it.

ANSWERS

- Will they use it?
- Can they use it?

TAKES

An hour.

29 Sketch

PROMPT FOR MIRO AI

I have an idea: [describe the idea in two sentences]. It is for [target group].

Suggest what I should draw on one page so a customer understands the idea in 30 seconds: which parts, in what order, and what should be written out. Also write the three questions I ask when I show the drawing.

HOW TO DO IT

01 Draw on one sheet: what the customer sees and what happens when they press.

02 Show it to three customers without explaining first. Let them say what they think it is.

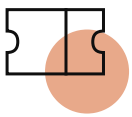
03 Draw it again with their words, and show it to three others.

USE IT WHEN

- At the very start, before the idea has a name.
- The team talks past each other about what to build.

30

Prompt for Lovable



Presale

Sell the product to a small, selected group before it is finished, at a price and a date. The payment is the proof. The group becomes your first real users and the first to complain.

ANSWERS

- Will they use it?
- Will we support it?

TAKES

Four to eight weeks.

30 Presale

PROMPT FOR LOVABLE

Build a page where [target group] can pre-order [product] before it is finished, at [price] with delivery on [date]. There is room for [number] customers.

The page should say what they get, when, and what happens if we do not make it. Add payment with Stripe and a list of everyone who bought, so they can become our first testers.

HOW TO DO IT

01 Pick 20 to 50 customers who have said they want it and give them an offer with a delivery date.

02 Take payment, or a deposit, and keep them updated every other week.

03 Deliver to them first and use their feedback before everyone else gets it.

USE IT WHEN

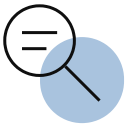
- The product is close to finished and you want to know whether the price holds.
- You need the first customers who will help shape it.

FOLD

FOLD

31

Prompt for Claude Code



Search Log

Put an AI search box on your site and keep what people type into it. The questions without a good answer show what people are looking for and what you are missing.

ANSWERS

- Will they use it?
- Can they use it?

TAKES

A day to build, two to four weeks to collect.

31 Search Log

PROMPT FOR CLAUDE CODE

Build a search box for [website] that answers questions from our own content in [folder or sitemap]. Store every query with the text, the time and whether the answer found anything, with no IP, cookies or other personal data.

Also build a simple page just for us that shows the queries without an answer, grouped by topic and sorted by how often they come up. Finally, write how we read the list and pick the three gaps we test first.

HOW TO DO IT

01 Build a search box that answers from your own content, and store every query without name or IP.

02 Let it run for two to four weeks and mark the queries that did not get a useful answer.

03 Group the gaps by topic. The three largest are your next hypotheses.

USE IT WHEN

- You have traffic but do not know what people came for.
- You have a lot of content and want to see where it runs out.

32

Prompt for ChatGPT



The Prompt Is the Product

Build the solution as a GPT with your own instructions and knowledge, before you write any code. Give it to five customers and see whether they use it again next week.

ANSWERS

- Will they use it?
- Can they use it?
- Can we build it?

TAKES

A day to build, a week with customers.

32 The Prompt Is the Product

PROMPT FOR CHATGPT

Help me build a GPT that will help [target group] with [task]. It should use our own material: [describe it, e.g. guides, prices, examples].

Write the instructions for the GPT: its role, what it asks about first, what a good answer looks like, and what it should say no to. Also suggest three questions I ask five customers after a week, so I can tell whether they would miss it.

HOW TO DO IT

01 Write the instructions: who the assistant helps, with what, and what a good answer looks like. Add your own material as knowledge.

02 Share the link with five customers and ask them to use it on a real task this week.

03 Talk to them after a week: did they use it again, and what was missing?

USE IT WHEN

- The idea is a tool that advises, writes or sorts for people.
- You want to know whether the value is in the answers before you build an app around them.

FOLD

FOLD

33

Prompt for Typeform



Async Interview

Three open questions in a form where people answer in text or a short video when it suits them. AI reads the answers and finds the patterns, so you hear 30 customers in the time five interviews take.

ANSWERS

- Will they use it?

TAKES

A week.

33 Async Interview

PROMPT FOR TYPEFORM

I want to understand how [target group] handle [problem] today, without running interviews. I will send a form where they answer three open questions in text or a short video.

Write the three questions so they are about something people have actually done, such as the last time they had the problem. Also write a short invitation, and explain how I group the answers afterwards and find the patterns that recur.

HOW TO DO IT

01 Write three questions about something people have done, e.g. "tell me about the last time you had the problem".

02 Send the form to 30 to 50 people in the target group with a short, personal note.

03 Let AI sort the answers into groups, and read ten of them in full yourself.

USE IT WHEN

- The target group is busy or spread out.
- You want to hear many voices before you choose who to interview in depth.

34

Prompt for Claude



Panel Report

Ask five questions to a panel of professionals in your target group and turn the answers into a report people give their email for. It shows both what the professionals think and how many want to read about the topic.

ANSWERS

- Will they use it?

TAKES

Three to four weeks.

34 Panel Report

PROMPT FOR CLAUDE

I want to make a report on [topic] from the answers of a panel of [number] [professionals, e.g. product leaders in Danish companies]. The report should attract [target group], who give their email to read it.

Write five open questions for the panel, a short invitation and an outline of the report's chapters, where each chapter builds on verbatim quotes. Also suggest how I measure whether the topic draws interest, beyond the number of signups.

HOW TO DO IT

01 Choose 8 to 15 professionals the target group listens to, and ask them five open questions about the problem.

02 Let AI help gather the answers into chapters with verbatim quotes, and let each participant approve theirs.

03 Put the report behind an email form and count signups and reading time.

USE IT WHEN

- You sell to professionals and want to know what is on their minds.
- You need a list of interested people before you launch.

FOLD

FOLD

35

Prompt for Gemini



Job Ad Index

Let AI read hundreds of job ads in your target group and count what companies are hiring people to do. When they pay a salary to get a problem solved, the need is real.

ANSWERS

- Will they use it?

TAKES

A day, then an hour a month.

35 Job Ad Index

PROMPT FOR GEMINI

I want to know how many companies in [country or region] are hiring people for [task or problem]. Find current job ads for the roles [roles, e.g. product manager and product owner].

Count the share that mentions [task, tool or word], and quote three typical phrasings. Make a table with role, number of ads and share, and write how I repeat the measurement every month so I can follow the trend.

HOW TO DO IT

01 Find the ads for the roles that solve the problem today, e.g. on job boards and LinkedIn.

02 Let AI count how many mention the task, the tools and the words you are looking for.

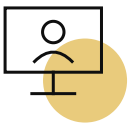
03 Repeat every month and see whether the share grows.

USE IT WHEN

- You sell to companies and want to see what they prioritise themselves.
- You want to track whether a need is growing over time.

36

Prompt for Mailchimp



The Webinar

Announce a free webinar about the problem before the product exists, and count the signups. The people who show up and ask questions are your first customers, and their questions are your next experiments.

ANSWERS

- Will they use it?

TAKES

Three weeks.

36 The Webinar

PROMPT FOR MAILCHIMP

I want to test whether [target group] need [idea] by running a free 45-minute webinar on the problem [problem] before the product exists.

Write the title, the signup page with three points on what participants get, and three emails: invitation, reminder the day before and a follow-up afterwards with one offer. Also suggest how many signups and how many replies to the offer we need before we go on.

HOW TO DO IT

01 Write a title about the problem participants have, and a page with date, three points and a signup field.

02 Share it in your channels for two to three weeks and track signups per channel.

03 Run the webinar, keep the questions, and end with one offer you can count replies to.

USE IT WHEN

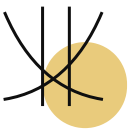
- You have an idea for a course, a service or a product for professionals.
- You want to build a list of interested people while you test.

FOLD

FOLD

37

Prompt for Google Forms



Price Thresholds

Ask the target group at what price the product seems too cheap, cheap, expensive and too expensive. The four answers give you a price window before you put a number on the page.

ANSWERS

- Will they use it?

TAKES

A day to send, a week to collect answers.

37 Price Thresholds

PROMPT FOR GOOGLE FORMS

We need to price [product] for [target group] and want to use the four Van Westendorp price questions. The product does [what it does], and the alternative today is [alternative].

Write a short product description for the survey and the four questions. Then explain how I read the answers in a spreadsheet to find the price window most people accept.

HOW TO DO IT

01 Describe the product in three lines so everyone answers about the same thing.

02 Send the four price questions to at least 50 people in the target group, for example your newsletter or customers.

03 Plot the four curves. Where they cross is the window you can price within.

USE IT WHEN

- You are setting a price for the first time.
- You disagree internally about what the product is worth.

38

Prompt for Perplexity



Review Mining

Read what customers write about your competitors on Trustpilot, G2 and the App Store. The complaints in the middling reviews show what people already pay for and still miss.

ANSWERS

- Will they use it?

TAKES

Half a day.

38 Review Mining

PROMPT FOR PERPLEXITY

Find reviews of [competitor 1], [competitor 2] and [competitor 3] from the past year on Trustpilot, G2 and the App Store. We are considering building [product idea] for [target group].

Group the complaints into topics and show how often each comes up, with two quotes and a link per topic. End with the three gaps none of them solve well.

HOW TO DO IT

01 Pick three to five competitors and collect 50 to 100 reviews from the past year.

02 Sort the complaints by topic and count how often each topic comes up.

03 Turn the three most frequent complaints into hypotheses about what your product must do better.

USE IT WHEN

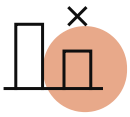
- You are entering a market where others already sell.
- You do not have customers to ask yet.

FOLD

FOLD

39

Prompt for HubSpot



Win/Loss

Go through the last 20 won and lost deals and find the pattern. The notes and emails say more about why you lose than the loss reason field does.

ANSWERS

- Will they use it?

TAKES

A day.

39 Win/Loss

PROMPT FOR HUBSPOT

Here are notes and emails from our last [number] won and [number] lost deals for [product]: [paste or attach].

Find the reasons that repeat in each pile and show the difference between them with quotes. Then write the three most important hypotheses about why we lose, and for each one question I can ask a lost customer to test it.

HOW TO DO IT

01 Pull the last ten won and ten lost deals with notes, emails and loss reason.

02 Let the AI find the reasons that repeat, and compare the two piles.

03 Call three of the ones you lost and ask whether the picture holds.

USE IT WHEN

- Sales have stalled and everyone has a theory about why.
- You are considering changing the price or the package.

40

Prompt for ChatGPT



Market Size

Work out the market from the bottom up: how many have the problem, what they pay, and how many you can realistically win. A sum with sources is easier to believe than a report that says billions.

ANSWERS

- Will they use it?
- Will we support it?

TAKES

Half a day.

40 Market Size

PROMPT FOR CHATGPT

We are considering [product] for [target group] in [countries]. The price will be about [price] per [month or year].

Work out the market from the bottom up: how many have the problem, how many we can reach, and how many we can realistically win within three years. Say where each number comes from, and mark the ones you guessed so I know what to check.

HOW TO DO IT

01 Count how many companies or people have the problem in the countries you sell in.

02 Multiply by a price they would realistically pay, and note where each number comes from.

03 Take the share you can reach within three years and check whether it supports what you want to build.

USE IT WHEN

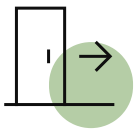
- You need to choose between two markets or segments.
- Leadership or an investor asks how big it can get.

FOLD

FOLD

41

Prompt for Typeform



Exit Reason

Ask the people who leave why they leave, at the moment they leave. The cancellation goes through at once and the question is optional afterwards, so nobody feels held back.

ANSWERS

- Will they use it?
- Will we support it?

TAKES

An hour to set up, a month to collect.

41 Exit Reason

PROMPT FOR TYPEFORM

We want to ask customers who cancel [product] why they leave. The cancellation must go through at once, and the question must be optional afterwards.

Write the question, five fixed answers and a short thank you, in a calm tone without trying to keep them. Also suggest how we group the text answers after a month, and which answers should make us act.

HOW TO DO IT

01 Add one question with five fixed answers and a text field right after the cancellation or unsubscribe.

02 Store the answers without names and let it run for a month.

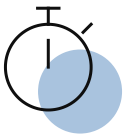
03 Read the text answers separately. The reasons that repeat are your next problem to solve.

USE IT WHEN

- Customers cancel and you do not know why.
- You want to know whether it is the product, the price or the timing.

42

Prompt for PostHog AI



Time to Value

Measure how long it takes from a new user signing up to the first time they get what they came for. The step where most drop off is the first one to improve.

ANSWERS

- Can they use it?
- Will they use it?

TAKES

A day to set up, two weeks to measure.

42 Time to Value

PROMPT FOR POSTHOG AI

Our product is [product], and a new user has got value when they have [action]. We measure with PostHog, and the signup event is called [event].

Suggest the events the funnel from signup to value should consist of, and how I measure the time between them. Then write how I read the result, and which kinds of changes usually move the step where most drop off.

HOW TO DO IT

01 Decide the one action that means the user got value, for example the first report sent.

02 Build a funnel from signup to that action and measure the time and drop-off at each step.

03 Fix the step where most drop off and measure again after two weeks.

USE IT WHEN

- Many sign up, but few come back.
- You disagree about what onboarding should contain.

FOLD

FOLD

43

Prompt for Lovable



ROI Calculator

Build a small calculator where customers enter their own numbers and see what they save. How many run it, and how many want the result by email, shows whether the gain is big enough to act on.

ANSWERS

- Will they use it?

TAKES

A day to build, two weeks to measure.

43 ROI Calculator

PROMPT FOR LOVABLE

Build a calculator for [product] where customers enter [number 1], [number 2] and [number 3] and see how much they save per year. The gain is calculated like this: [your formula].

Show the result right away and let customers get a short summary by email. Measure how many start, how many get a result, and how many sign up.

HOW TO DO IT

01 Pick the three to five numbers that decide the gain, for example hours per week and hourly rate.

02 Build the calculator on a page of its own and let customers get the result by email.

03 Send traffic to the page for two weeks and measure how many calculate and how many sign up.

USE IT WHEN

- The product saves time or money, but customers cannot see how much.
- You want to know which gain matters most to them.

44

Prompt for v0



Waitlist

Let people sign up for early access instead of creating an account, and ask one question about their situation. Who signs up and what they answer shows who to build for first.

ANSWERS

- Will they use it?

TAKES

A day to build, four weeks to collect.

44 Waitlist

PROMPT FOR V0

Build a waitlist page for [product] for [target group]. The form should have email and one question, [your question], with four fixed answers.

Send every signup to [email tool] with the answer as a field, and show a short thank you that says when they will hear from us. Also build a simple overview of signups per answer.

HOW TO DO IT

01 Build a waitlist with email and one question, for example which problem they want solved first.

02 Send every signup to your email tool with the answer as a field, so you can sort.

03 Invite the first ten with the strongest need and see how many actually use the product.

USE IT WHEN

- The product is not ready and you want to know who is waiting for it.
- You want to choose the first customers with care.

FOLD

All 44 prompts

Each prompt is written for the AI tool on its card. Click the button to open the tool, paste the prompt, and fill in the [brackets] with your own details.



01 Visual Prototype

Open in Figma Make

Build a clickable prototype of [product] for [target group]. It should cover one path only: the user must be able to [task] from start to finish.

Create the five to eight screens the path needs, with real content and buttons that lead on. Anything outside the path can stay empty, so the test is about what we want to learn.



02 Product Box

Open in ChatGPT

We want to make a product box for [product idea] for [target group]. The problem it solves is [problem].

Suggest three name options, and for each, the three promises for the front and one sentence for the back. Also write five questions I can ask customers while they hold the box, so I learn whether they would buy it.



03 Problem Survey

Open in Typeform

We want to know how many people in [target group] have the problem [problem], how often it happens, and what they do about it today.

Write a questionnaire with at most eight questions that takes under three minutes to answer. Use fixed answer options where it makes sense and one open question at the end. Also suggest how I read the answers to see whether the problem is big enough.



04 Solution Survey

Open in Google Forms

Here is a short description of our solution: [description]. It is for [target group], and we want to test whether the message is understood.

Write a six-question survey that first asks people to explain the solution in their own words, then asks what they miss and what they would use it for. Also give me two other versions of the description so I can test them against each other.



05 Online Ad

Open in Meta AI

We want to test demand for [product idea] with ads on [channel] before we build anything. The target group is [who], and the problem is [problem].

Write five ads, each with its own promise, at most 125 characters of body text and a headline of at most 40 characters. Suggest a budget and duration, and what click rate would make you say a promise is working.

All 44 prompts



06 Fake Door

Open in v0

Build a page that looks like [product], with a button for the new feature [feature], and the page behind the button. The page should say honestly that the feature is on its way and ask for an email address.

Make the button clear without crowding the rest of the page, and count clicks and sign-ups so we can see how many want the feature.



07 Email Campaign

Open in Mailchimp

We want to send one email about the idea [idea] to [number] of our customers to see whether it sparks interest. The customers are [who], and they know us for [what we do today].

Write three subject lines and a short email with one clear link and one question they can reply to. Suggest which numbers we should look at, and when the response is good enough to move on.



08 Storyboard

Open in Gemini

We want to draw a storyboard for [product] from the customer's point of view. The customer is [who], and the problem arises when [situation].

Write six to eight frames from the moment the problem arises until it is solved, each with one sentence on what happens and one on what the customer thinks. Mark the two frames where I should pay most attention to customers' reactions.



09 Letter of Intent

Open in Claude

We want to ask [customer or customer type] to sign a letter of intent to buy [product] at [price] when it is ready around [date].

Write a one-page letter of intent in calm, honest language: what they get, what it costs, when, and that it is not legally binding. Also write a short email that sends the document and explains why we are asking for it.



10 Wizard of Oz

Open in Claude

We want to test [product idea] as a Wizard of Oz: the customer uses a simple front end, and we do the work behind it by hand. The customer should be able to [task].

Describe the smallest front end we need to build, and a playbook for us behind the screen: what we do when a request comes in, how fast we need to respond, and what we log each time so we know afterwards what is worth automating.

All 44 prompts

11 Split Test

Open in PostHog AI

We want to split test [page or feature] in [product]. The action we want more people to take is [action], and today [current rate] do it. We have about [number] visitors a week.

Suggest three hypotheses and a version B for the strongest one. Work out how long the test needs to run before the difference is not down to chance, and write what we do if we never get there.

12 Crowdfunding

Open in ChatGPT

We are considering putting [product] on [platform] to see whether people will pay before we produce it. The target group is [who], and the planned price is [price].

Write the campaign headline, the first three paragraphs of the story and a plan for three reward tiers. Suggest a realistic goal, and what we need ready before we press start.

13 Landing Page

Open in Lovable

Build a landing page for [product idea] as if the product existed. The target group is [who], the problem is [problem], and we want people to [sign up, book a demo or pre-order].

The page needs a headline, three benefits, a short section on how it works, and one button with a form. Store the sign-ups so we can count them.

14 Concierge

Open in Notion AI

We want to deliver [value] by hand to three to five customers in [target group] before we build a product. It will cost them [price], and we will run it for [number] weeks.

Make a plan for the trial: how we find the customers, what we deliver each week, and what we ask along the way. Also write a weekly form we can use to note what they use and what they ignore.

15 Card Sorting

Open in Miro AI

We are running a card sort with customers from [target group] to understand how they group the features in [product]. Here are the features: [list].

Rewrite each feature as a short card label in the customer's language. Write the instructions I give participants, and explain how I combine the results afterwards to see the groups and the order participants agree on most.

All 44 prompts

16 Explainer Video

Open in NotebookLM

We want to make a two-minute explainer video about [product idea] for [target group] before the product exists. The problem is [problem].

Write the script in three parts: the problem, the solution and the result, at most 250 words in total. Suggest what should be on screen in each part, and the text next to the sign-up field below the video.

17 Data Sheet

Open in Claude

We want to write a data sheet for [product] as if it were on sale, and give it to customers who buy on specifications, such as [role].

Create the data sheet with the sections such documents usually have in [industry]: features, technical data, compatibility and price. Mark the numbers we do not know yet, and write five questions customers are likely to ask.

18 Poster

Open in Gemini

We want to put up a poster for [product idea] in [a store, trade show or office] and see whether people stop. The target group is [who].

Suggest five versions of the single sentence the poster should carry, and describe the image for each. Also write what I should note when someone stops, and which questions from them would be a good sign.

19 Brochure

Open in Figma Make

We want to make the brochure the sales team would take to [target group] for [product], before it exists.

Write the brochure: the front with one promise, the inside with the problem, the solution and three benefits, and the back with price and next steps. Also write five questions I can ask the sales team and customers after they have read it.

20 Re-label

Open in ChatGPT

We want to test our positioning by putting our name and promise on an existing product, [product], and offering it to [target group].

Suggest three name and promise options, each speaking to a different need. Write the packaging or product page text for the strongest one, and explain what we learn if people want it and what we learn if they pass it by.

All 44 prompts



21 404 Page

Open in v0

Build a menu item for [feature] in [product or website] and the page people land on when they click it. The page should say honestly that the feature does not exist yet.

Ask briefly what they were hoping for and give them a field for their email address. Count clicks and answers so we can see how big the demand is.



22 Web Traffic Analysis

Open in PostHog AI

We have data in [tool, e.g. Google Analytics or PostHog] for [website or product], and we want to understand [question, e.g. where people drop off during sign-up].

Suggest the five reports or queries I should run and what to look for in each. Also write how I present the findings to the team on one page.



23 Search Trend Analysis

Open in Gemini

We want to see what people search for around the problem [problem] in [country or market]. Our idea is [idea].

Write 20 search terms and phrases customers would use themselves when they describe the problem, in [language]. Group them by need, and explain how I use Google Trends and a keyword tool to find the three groups that are growing.



24 Online Forum Analysis

Open in Perplexity

I want to understand how [target group] talk about [problem] in places where we are not present, such as forums, Facebook groups and reviews of [competitor].

Suggest ten places to look and the search terms to use. Create a form for collecting quotes, so I can count which problems come up again and again and which words people use for them.



25 Customer Support Analysis

Open in NotebookLM

Here are [number] support requests from the past months about [product]: [paste or describe them, without names or other personal data].

Group them by what customers were trying to do, count how many fall in each group, and sort by how much they cost us. For the three largest groups, suggest one product change that would remove the need to contact us.

All 44 prompts

26 Customer Referrals

Open in HubSpot

We want to ask our current customers to recommend [product] to someone they know, and measure how many do. The customers are [who].

Write a short, personal email asking for the recommendation without promising a reward. Suggest how we make it easy to share, how we measure it, and what share would be a good sign.

27 Link Tracking

Open in Claude

We want to measure interest in [idea] by placing a link on [page, newsletter or product] that people already visit.

Write five versions of the link text, each with its own promise, and suggest where the link should go. Explain how I set up tracking with UTM parameters or our own tool, and how I compare the clicks with another link on the same page.

28 Finished Product

Open in Claude Code

Build the smallest version of [product] that can be sold to [target group] and solve [problem]. Here are the features we are considering: [list].

First suggest which features belong in the first version and why. Then build that version with login, payment and tracking of the three most important actions, and write how we put it live.

29 Sketch

Open in Miro AI

I have an idea: [describe the idea in two sentences]. It is for [target group].

Suggest what I should draw on one page so a customer understands the idea in 30 seconds: which parts, in what order, and what should be written out. Also write the three questions I ask when I show the drawing.

30 Presale

Open in Lovable

Build a page where [target group] can pre-order [product] before it is finished, at [price] with delivery on [date]. There is room for [number] customers.

The page should say what they get, when, and what happens if we do not make it. Add payment with Stripe and a list of everyone who bought, so they can become our first testers.

All 44 prompts



31 Search Log

Open in Claude Code

Build a search box for [website] that answers questions from our own content in [folder or sitemap]. Store every query with the text, the time and whether the answer found anything, with no IP, cookies or other personal data.

Also build a simple page just for us that shows the queries without an answer, grouped by topic and sorted by how often they come up. Finally, write how we read the list and pick the three gaps we test first.



32 The Prompt Is the Product

Open in ChatGPT

Help me build a GPT that will help [target group] with [task]. It should use our own material: [describe it, e.g. guides, prices, examples].

Write the instructions for the GPT: its role, what it asks about first, what a good answer looks like, and what it should say no to. Also suggest three questions I ask five customers after a week, so I can tell whether they would miss it.



33 Async Interview

Open in Typeform

I want to understand how [target group] handle [problem] today, without running interviews. I will send a form where they answer three open questions in text or a short video.

Write the three questions so they are about something people have actually done, such as the last time they had the problem. Also write a short invitation, and explain how I group the answers afterwards and find the patterns that recur.



34 Panel Report

Open in Claude

I want to make a report on [topic] from the answers of a panel of [number] [professionals, e.g. product leaders in Danish companies]. The report should attract [target group], who give their email to read it.

Write five open questions for the panel, a short invitation and an outline of the report's chapters, where each chapter builds on verbatim quotes. Also suggest how I measure whether the topic draws interest, beyond the number of signups.



35 Job Ad Index

Open in Gemini

I want to know how many companies in [country or region] are hiring people for [task or problem]. Find current job ads for the roles [roles, e.g. product manager and product owner].

Count the share that mentions [task, tool or word], and quote three typical phrasings. Make a table with role, number of ads and share, and write how I repeat the measurement every month so I can follow the trend.

All 44 prompts



36 The Webinar

Open in Mailchimp

I want to test whether [target group] need [idea] by running a free 45-minute webinar on the problem [problem] before the product exists.

Write the title, the signup page with three points on what participants get, and three emails: invitation, reminder the day before and a follow-up afterwards with one offer. Also suggest how many signups and how many replies to the offer we need before we go on.



37 Price Thresholds

Open in Google Forms

We need to price [product] for [target group] and want to use the four Van Westendorp price questions. The product does [what it does], and the alternative today is [alternative].

Write a short product description for the survey and the four questions. Then explain how I read the answers in a spreadsheet to find the price window most people accept.



38 Review Mining

Open in Perplexity

Find reviews of [competitor 1], [competitor 2] and [competitor 3] from the past year on Trustpilot, G2 and the App Store. We are considering building [product idea] for [target group].

Group the complaints into topics and show how often each comes up, with two quotes and a link per topic. End with the three gaps none of them solve well.



39 Win/Loss

Open in HubSpot

Here are notes and emails from our last [number] won and [number] lost deals for [product]: [paste or attach].

Find the reasons that repeat in each pile and show the difference between them with quotes. Then write the three most important hypotheses about why we lose, and for each one question I can ask a lost customer to test it.



40 Market Size

Open in ChatGPT

We are considering [product] for [target group] in [countries]. The price will be about [price] per [month or year].

Work out the market from the bottom up: how many have the problem, how many we can reach, and how many we can realistically win within three years. Say where each number comes from, and mark the ones you guessed so I know what to check.

All 44 prompts

41 Exit Reason

Open in Typeform

We want to ask customers who cancel [product] why they leave. The cancellation must go through at once, and the question must be optional afterwards.

Write the question, five fixed answers and a short thank you, in a calm tone without trying to keep them. Also suggest how we group the text answers after a month, and which answers should make us act.

42 Time to Value

Open in PostHog AI

Our product is [product], and a new user has got value when they have [action]. We measure with PostHog, and the signup event is called [event].

Suggest the events the funnel from signup to value should consist of, and how I measure the time between them. Then write how I read the result, and which kinds of changes usually move the step where most drop off.

43 ROI Calculator

Open in Lovable

Build a calculator for [product] where customers enter [number 1], [number 2] and [number 3] and see how much they save per year. The gain is calculated like this: [your formula].

Show the result right away and let customers get a short summary by email. Measure how many start, how many get a result, and how many sign up.

44 Waitlist

Open in v0

Build a waitlist page for [product] for [target group]. The form should have email and one question, [your question], with four fixed answers.

Send every signup to [email tool] with the answer as a field, and show a short thank you that says when they will hear from us. Also build a simple overview of signups per answer.

Want help getting started?

We use the cards in consulting and on courses. Write to us if you want help choosing and running the first experiments.

produktland.dk/en/raadgivning

One concrete AI tip a week, in Danish: produktland.dk/en/nyhedsbrev