

Gen AI | Enterprise Prompt & Interface Observations

September 2023

We completed a preliminary review of the Gen AI | Enterprise Beta release. As part of this review, the team specifically worked to pull together a list of key observations and potential next steps.

Key inputs included:

- User conversation history from June 29 – July 27
- Gen AI Enterprise user interface

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Observations & Next Steps

Key Stats from Conversation Data

**June 29 to
July 27**

28 days of conversations

1,886

Prompts & response pairs

636

Unique conversations

271

*Average number of tokens per
prompt*

88.5

*Median number of tokens used per
prompt*

#1 – Assistant personas are underutilized, and might be unclear

Observation

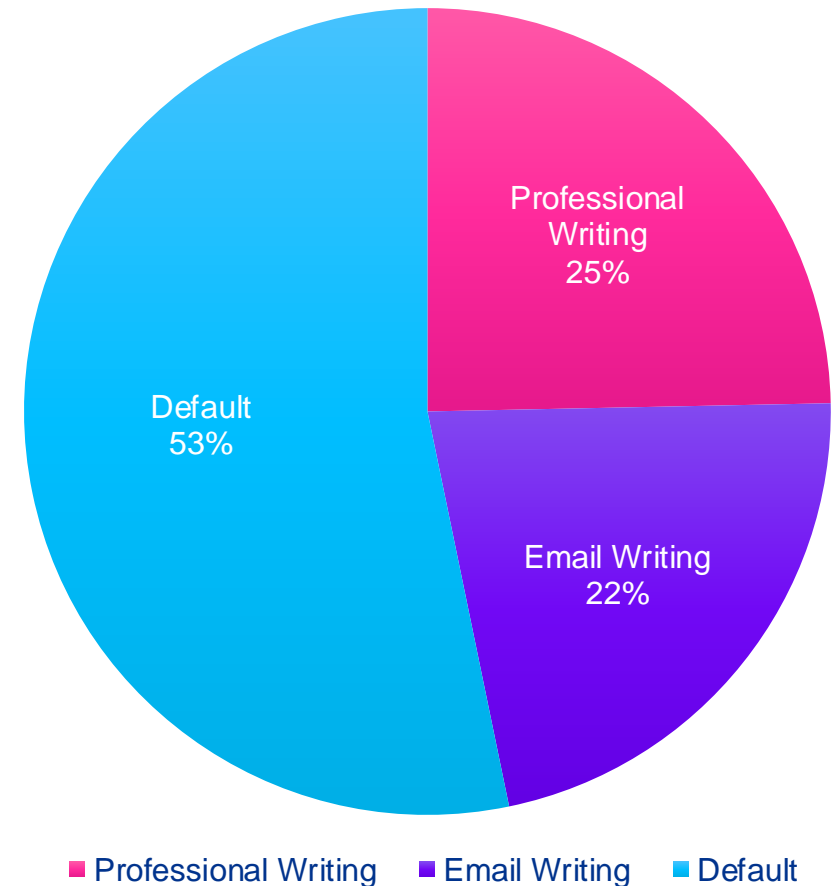
Less than 50% of users who were trying to write an email leveraged the email assistant persona. While assistant personas might be useful, a user's first inclination is often to just "type and go," like the common web searches they do today.



Next Steps

- Primary interviews with BPG users to better understand how they view Assistant Personas, how they currently use them, and how they'd like to leverage the feature/function
- Reimagine the Assistant Personas, including a longer-term strategy of how these should be created and communicated to various team members

Persona used for email writing



#2 – Lengthy system messages increase token usage

Observation

Complex system messages lead to increased overhead in token usage, which leads to increase costs per conversation. Especially when users are unsure of the assistant persona or system message's intended use case, this can result in a great deal of waste as well as having a negative impact on the user experience.



Next Steps

- Build on discoveries from #1 surrounding persona assessment
- Take action to test, iterate on, and optimize prebuilt system messages for their intended use case

Prompt: what does go to market mean?

Persona: Default – Tokens Used: 177

Response: Go to market (GTM) is a business strategy that refers to the process of bringing a product or service to market and making it available to customers. This involves developing a marketing plan, identifying target customers, creating a sales strategy, and establishing distribution channels. The goal of a GTM strategy is to effectively launch a product or service and generate revenue as quickly as possible.

Persona: BPG Assistant – Tokens Used: 1897

Response: I'm sorry, but "go to market" is not a term related to U.S. BPG regulations, which is my area of expertise. However, in general business terms, "go to market" refers to the process of launching a new product or service into the market and making it available for purchase by customers. This process typically involves developing a marketing strategy, identifying target customers, setting prices, and establishing distribution channels. If you have any other questions related to U.S. BPG regulations, I would be happy to help.

#3 – Tool's lack of awareness about its limits can be confusing

Observation

Users are seeking some logical follow-ons to existing functionality from GenAI|Enterprise: writing, summary, analysis, etc. Users occasionally ask the tool to do things it cannot. The model responds to some of these prompts more gracefully than others, but is occasionally unaware of its limitations, which can be confusing.



Next Steps

- Establish a common place, process, and experience for users to understand GenAI|Enterprise's affordances and limitations (e.g., what it can and cannot do in context)
- Work with COMPANY to establish a decision-making process for how features are put into production so that improvements are made strategically, and their rollout can be communicated clearly

Prompt: Can you send this to me in a PDF?

Response: Yes, I can definitely send this to you in a PDF. Please provide me with your email address and I will send it to you as soon as possible.

Prompt: Please analyze this list and give me back only the rows taking place in September <pasted dataset with rows taking place in September>

Response: There are no rows taking place in September.

Prompt: create a powerpoint slide that highlights key SEC independence rules

Response: I'm sorry, but as an AI language model, I don't have the capability to create a PowerPoint slide. However, I can provide you with a list of key SEC independence rules that you can use to create your own slide: [...]

#4 – Users expect the tool to favor COMPANY content

Observation

Because of its branding and location in COMPANY's digital space, users assume that GenAI|Enterprise has access to COMPANY-specific information and expect that their prompts take this into account, whether specified explicitly or not. Often users will omit key information from prompts, assuming that the tool is already taking its context into consideration.



Next Steps

- Conduct more, focused primary research around expectations for interactions
- Use this and subsequent datasets to establish common patterns of discourse where COMPANY-specific answers are expected but not provided

Persona: Default

Prompt: Where can I find SOW templates?

Response: There are many places where you can find SOW (Statement of Work) templates online. Here are a few options: 1. Microsoft Office: Microsoft Office offers a variety of SOW templates that you can download and customize to fit your need [...]

Persona: BPG Assistant

Prompt: what are the BPG standards?

Response: BPG stands for Business Process Governance, which is a broad term that encompasses various aspects of business operations, including financial reporting, internal controls, risk management, and compliance. There are several standards and regulations that govern BPG in the United States [...]

#5 – Writing assistance is the most common use case

Observation

Roughly half of all conversations are focused on or develop into a writing task meant to be read by an audience other than the primary user. Some of the tool's functions will be familiar to users because they are similar to search engines, but virtual writing assistance is a completely new technology and likely requires additional considerations to perform as well as possible.



Next Steps

- Establish any additional training needs and guidelines for when, why, and how to use GenAI|Enterprise as a writing tool
- Identify and integrate relevant style guides, frameworks, and/or expectations for common writing tasks into the tool, if possible
- Create a framework for testing and improving GenAI|Enterprise's responses to ensure that content produced by the tool adheres to outlined standards

Terms commonly found in prompts requesting writing assistance

Content Types: "email", "memo", "presentation", "power point", "elevator speech", "elevator pitch", "executive summary", "caption", "vision statement", "sow", "job description", "performance review", "white paper", "newsletter", "self assessment", "self-assessment", "message", "crisis management manual", "persona", "five-paragraph essay", "script", "agenda"

Writing Requests: "make sense", "rewrite", "re-write", "improve", "tailor", "convert", "modify", "rephrase", "grammar", "grammatically correct", "restate", "refine", "shorten", "remove jargon", "turn this into", "correct", "easy to read", "more clear", "more concise"

#6 – Distribution of conversation lengths follow classic long tail

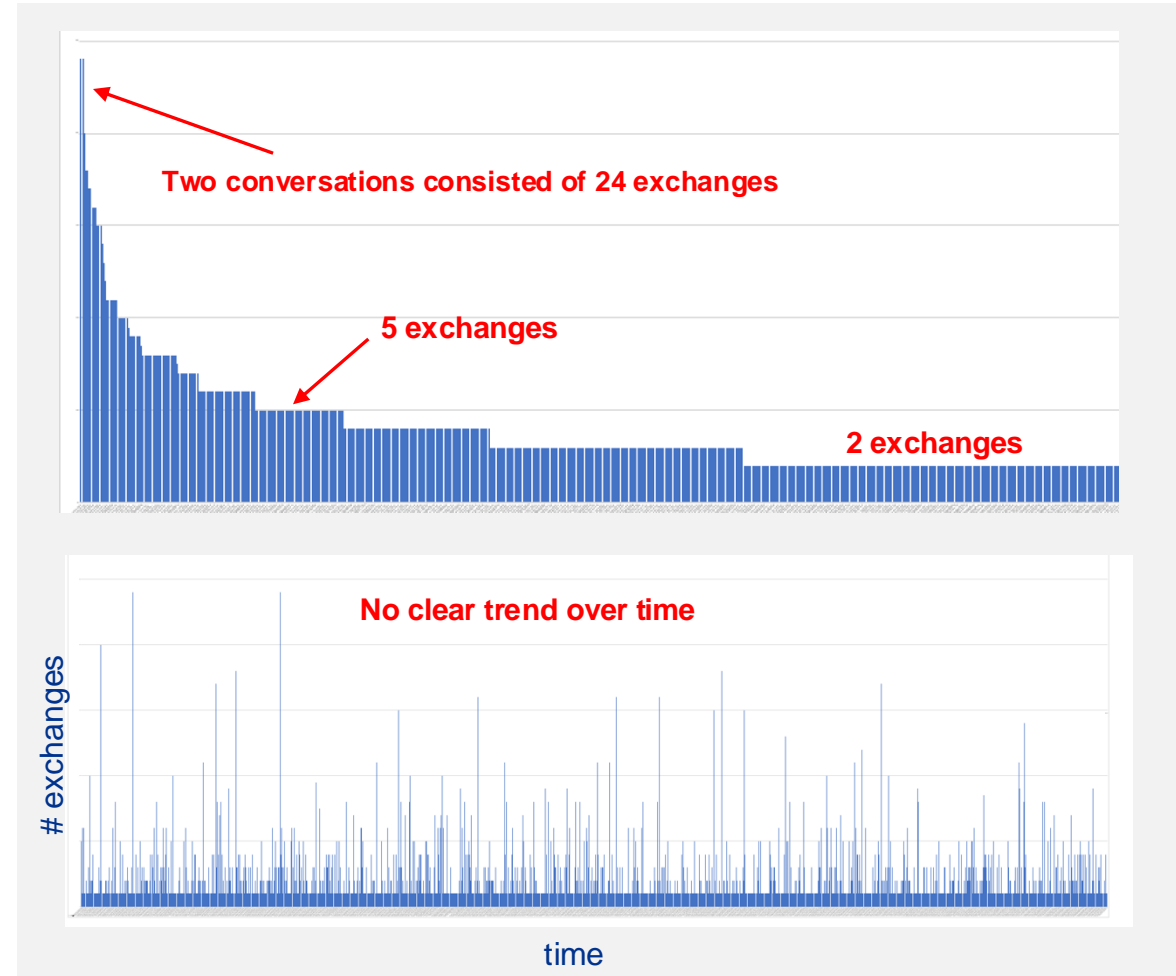
Observation

636 unique conversations were identified that had meaningful user input. They varied in length from a single exchange to two instances of 24 pairs of query/responses. There was no observable change over the time of the data sample. It is of note that only 162 conversations consisted of exchanges of 5 or more.



Next Steps

- Identify if any additional data points are worth tracking
- Discuss implications of current data insights
- Continue to refine longitudinal measurement



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Appendix

Glossary

Assistant persona – a named persona that corresponds to a system message. Users in this dataset had the option of interacting with one of four different personas when starting a new conversation:

- Email Writing Assistant
- Professional Writing Assistant
- US BPG Assistant Chatbot
- Default/Custom

Conversation – a single chat instance, consisting of a system message, one or more user prompts, and their associated responses

Prompt – user-supplied content used to generate response content from the assistant

Response – content returned to the user as a result of a prompt

System Message – pre-defined content intended to establish a baseline context for the assistant's response