

Top prompt ChatGPT for product groups

ChatGPT can speed up their workflow by creating PRDs, summarizing customer feedback, exploring competitor products, and brainstorming ideas for features - giving them more time for decision-making and strategy.

Product teams are the bridge between customer needs, business goals, and technical execution. They thrive on uncovering insights, validating ideas, and shaping a roadmap that balances user value and strategic impact. ChatGPT can accelerate their workflow by creating PRDs, summarizing customer feedback, exploring competitor products, and brainstorming features—leaving them more time for decision-making and strategy.

Market and competitive research

ChatGPT supports product teams by analyzing competitors, market trends, and regulatory factors to guide product strategy. Use in-depth research and web searches for real-time insights.

Use cases	Prompt
Compare competitor's integrated UX	Research how 3 key competitors built their new user onboarding process. Include screenshots, key steps, and pain points or inadequacies. Compile a comparison chart and suggest improvements. Target product: [Insert product]
Pricing strategies of standard competitors	I am a product manager launching a new SaaS product. Research how the top 5 competitors in the space structure their pricing, free vs. paid plans, feature limitations, and upsell triggers. Use public sources and include URLs. Output: Comparison table with insights and risks.
Compare technology options	Compare the pros and cons of integrating [technology/tool ??A] with [technology/tool ??B] into our product. Focus on scalability, cost, support, and developer experience. Include quotes.
Identify legal risks for new features	I am a Product Manager (PM) reviewing a [feature] for financial services. Research recent regulatory guidance in the US, UK, and EU on the use of [feature] in consumer-facing products. Regional summary with citations. Output: Table of regulatory considerations to keep in mind for our legal team and implications for product design.
Research top product-led growth tactics	Research the top 7 product-driven growth strategies adopted by rapidly scaling SaaS companies over the past 2 years. Prioritize strategies that have had measurable impact. Include 1–2 examples for each tactic and source links. Output: Ranked list with strategies, examples, and success metrics.

Product strategy & roadmap

ChatGPT guides you in prioritizing, monetizing, and setting vision for product initiatives. Use the reasoning model for more strategic insights.

Use cases	Prompt
Prioritize product roadmap items based on impact	Review the list of upcoming product initiatives. Use the data provided (impact scores, effort estimates, and notes on strategic alignment) to recommend prioritization. Present the reordered list along with the rationale for each recommendation. [Insert list of initiatives]
Explore monetization models	We are considering changing our pricing. Based on this product value and customer base, please suggest three monetization strategies. Include pros, cons, and examples of companies using each strategy. [Insert product information and customer base]
Draft a vision statement for the product	Based on your long-term goals and user needs, write a concise product vision statement. Keep it inspiring and based on real results. [Insert product goal]
Generate feature ideas from customer feedback	Review your customer feedback from the past quarter. Identify pain points and make a list of five feature ideas to address common issues. [Insert feedback or summary]
A/B testing plan	Review this list of product UI changes and suggest two A/B test setups. Include your hypothesis, success metrics, and potential outcomes. [Insert UI changes or user goals]

Product content and communication

ChatGPT creates clear and engaging product documentation, launch materials, and internal content. Use Canvas for real-time editing.

Use cases	Prompt
Drafting PRD for new features	Based on this feature idea and customer needs, write a first draft PRD. Include user stories, problem statement, solution overview, acceptance criteria, and success metrics. [Insert context or problem]
Prepare change logs and release notes	Using this release summary, draft user-facing changelog notes for our next release. Use a friendly, clear tone and categorize them (e.g., new, improved, modified). [Insert release notes or list of requirements]
Create a FAQ when going to market	Draft an internal FAQ for our sales and support teams about the upcoming feature launch. Use this context and expected questions. Write in a confident and informative tone. [Insert details about the feature and launch]
Create a value proposition in one sentence	Based on this feature description, write three versions of a clear, compelling value proposition in just one sentence. Tailor each version to suit a different target audience. [Insert feature description]

Drafting new product introductions	Create a 5-slide outline for a presentation introducing our new product to internal stakeholders. Include the problem, solution, market, product overview, and timeline. [Insert product idea]
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User experience and visual design

ChatGPT creates user journeys, visual versions of an idea, and product design artifacts.

Use cases	Prompt
Visualize the user interaction path with the product	Create a user journey map for our [insert user persona] as they go through [insert experience]. Include emotional ups and downs, touchpoints, and difficult moments. Export as a visual flow.
Design of integrated workflow interface structure sketch	Create a schematic diagram of a 3-step integration process for a financial application. The steps include: Link accounts, set financial goals, and review recommendations. Style: Grayscale schematic diagram with labels.
Product comparison image illustration	Create a visual comparison between two app dashboards: one cluttered with too many metrics, and one simplified with useful insights. Style: dashboard UI, minimalist, neutral branding.
Design infographic of user interaction roadmap with product	Create a user interaction roadmap infographic that shows the experience of using a mobile health tracking app. Include key milestones, emotions, and points to note. Style: infographic, vertical layout, soft colors.

Data Analytics & Insights

ChatGPT analyzes feedback, logs, and experiments to discover trends and make decisions.

Use cases	Prompt
Analyze product feedback topics	Analyze this set of user feedback and identify the four most common themes. Summarize each theme with example quotes and product suggestions. [Insert feedback or data]
Synthesize insights from usage data	Based on the following product usage data, summarize 3 key behavioral trends and their opinions about user needs. Suggest 2 follow-up surveys. [Insert data or summary]
Identify risks when applying the product	Review our product rollout plan and highlight five risks that impact successful adoption. Include recommendations on likelihood, impact, and mitigation. [Insert rollout plan or summary]
Analyze A/B test results	Review our recent A/B test results (experiment vs. control). Determine statistical significance, key metrics that changed, and recommend next steps. Present details clearly with charts if needed. [Upload test data]
Compare feature adoption across customer segments	Use this data to compare how small business and large business customers adopt our key features. Highlight key differences, frequency of use, and retention impact. Format the output as a table with detailed information. [Upload a CSV file or describe the dataset]

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