

TASK

Write a PRD for a feature that allows passengers to contact Lyft drivers directly to recover lost items.

ChatGPT Response

Product Requirements Document (PRD): "Lost Item Recovery via Direct Driver Contact"

Overview

Feature Name: Lost Item Recovery via Direct Driver Contact

Launch Date: [TBD]

Target Audience: Lyft passengers and drivers

Owner/Team: [Insert team name]

Status: Draft

This feature enables Lyft passengers to directly contact their drivers through the Lyft app to facilitate the recovery of lost items. It will provide a streamlined, efficient, and secure method for passengers to communicate with drivers regarding lost belongings, improving user experience and trust in the Lyft platform.

Objectives

1. **Improve Lost Item Recovery:** Make the process of recovering lost items more efficient by allowing direct communication between passengers and drivers.
2. **Enhance Passenger Trust and Satisfaction:** Providing a quick, simple, and safe method for passengers to recover items left in the vehicle will result in a higher level of passenger satisfaction.
3. **Driver Empowerment:** Provide drivers with the ability to manage lost item claims directly, enhancing their experience and satisfaction with Lyft.
4. **Reduce Support Load:** Minimize the number of customer support tickets related to lost items by providing a direct recovery option.

User Stories

1. **Passenger Story:** As a Lyft passenger, I want to be able to contact my driver directly through the app if I lose an item, so that I can recover it quickly and easily.
2. **Driver Story:** As a Lyft driver, I want to be notified when a passenger contacts me about a lost item, so I can help them retrieve it.
3. **Customer Support Story:** As a Lyft support agent, I want fewer lost item inquiries, so that I can focus on more complex support issues.

Success Metrics

- **Reduction in support tickets** related to lost items by 30% within 6 months of launch.
- **User satisfaction rate** with lost item recovery process increased to 90% (as measured by in-app surveys).

- **Average time to recover lost items** reduced by 50% from the current average.

Features & Requirements

1. Direct Messaging via Lyft App

- **Description:** Passengers can initiate a secure, anonymous direct messaging system within the app to contact the driver about a lost item.
- **Trigger:** Available within 24 hours of trip completion; passengers can initiate contact from the trip receipt or ride history.
- **Message Flow:** Messages will be delivered within the app, keeping phone numbers and personal information anonymous. Messaging will be available for 48 hours after initial contact.
- **Driver Notification:** Drivers will receive a push notification and app alert when a passenger sends a message about a lost item.
- **Requirement:**
 - The messaging feature should comply with Lyft's privacy policy to ensure no personal phone numbers or information are exchanged.
 - If a message is sent outside of the available window, the system should notify the passenger and provide alternative support contact information.

2. Call Masking Option

- **Description:** Along with messaging, passengers will have the option to call the driver using a call-masking feature. Lyft will generate a temporary phone number for both parties to ensure privacy.
- **Trigger:** Available for 24 hours after the trip.
- **Driver Opt-In:** Drivers can opt to answer or reject calls based on their availability.
- **Requirement:**
 - The call masking service should ensure that personal phone numbers are not exposed.
 - The system will notify the driver when a call is being placed and should allow drivers to block future calls from the passenger after an interaction.

3. Lost Item Fee

- **Description:** Drivers who return lost items may be entitled to a standard fee (\$15 or another specified amount) for the time and effort involved in returning the item.
- **Trigger:** Upon item recovery, drivers can confirm via the app that they are returning the item to the passenger. Lyft will automatically charge the passenger and add the amount to the driver's earnings.
- **Requirement:**
 - Integration with payment and driver earning systems to ensure seamless fee processing.
 - Passengers must be notified of the potential fee when initiating contact.

ChatGPT Response (cont.)

4. In-App Notifications & Tracking

- **Description:** Both passengers and drivers will receive updates and notifications during the lost item recovery process. This includes message receipts, call logs, and confirmation once an item is returned.
- **Requirement:**
 - Notifications must be customizable, and both drivers and passengers should have the option to turn off non-critical alerts.
 - Track the progress of the item recovery (from contact initiation to item return) within the app's trip history.

Technical Requirements

- **Platform Compatibility:** This feature should be developed for iOS, Android, and the Lyft web app.
- **Privacy & Security:** Ensure compliance with data privacy laws (GDPR, CCPA) and Lyft's internal data protection policies.
- **Driver App Update:** Ensure that driver apps are updated with notification systems for lost items.
- **Passenger App Update:** Ensure that the passenger app supports messaging and call masking.

Non-Functional Requirements

- **Performance:** Messages and calls should be delivered instantly. Notifications should be sent within 5 seconds of a message or call initiation.
- **Scalability:** The system should be able to handle peak traffic times when many passengers may contact drivers for lost items.

Dependencies

- Lyft's current notification and messaging systems.
- Integration with Lyft's payment processing system for lost item fees.
- Potential third-party provider for call masking services.

Risks & Mitigations

1. **Driver/Passenger Harassment:** Ensuring a way for both parties to block further communication if they feel uncomfortable.
 - **Mitigation:** Add a "Block Passenger" or "Block Driver" feature in the messaging system and restrict further communication after the return is arranged.
2. **Missed Notifications:** A driver may miss notifications about a lost item, delaying the recovery process.

- **Mitigation:** Provide multiple notifications (push, email, in-app) and allow drivers to respond to requests at their convenience.
3. **Driver Non-Response:** A driver might not respond to lost item requests.
 - **Mitigation:** After a set period of non-response (24 hours), Lyft support can step in to facilitate.

Rollout Plan

1. **Internal Beta (2 weeks):** Launch feature for internal teams and a small group of Lyft users to gather initial feedback and fix bugs.
2. **Limited External Rollout (4 weeks):** Expand feature to a select group of cities and gather more comprehensive feedback.
3. **Full Launch:** Roll out nationwide with full customer support integration.

Stakeholders

- **Product Manager:** [Insert PM Name]
- **Engineering:** [Insert Eng Team Lead]
- **Design:** [Insert UX Designer]
- **Legal:** [Insert Legal Representative]
- **Customer Support:** [Insert CS Lead]

Open Questions

- Should drivers have the option to opt-out of this feature entirely?
- How will we handle situations where the item is not recovered, and the passenger disputes the lost item fee?
- Should there be a maximum limit on the number of times a passenger can initiate contact for a lost item?

Appendix

- **Related Documents:** [Link to support process for lost items], [Lyft Privacy Policy], [Call Masking Provider Overview]

Evaluating ChatGPT's Response



Well-Formatted

The structure makes it easy to read, and all of the expected categories are there.



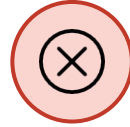
Professional

It is written in an appropriate tone with no spelling errors or informalities.



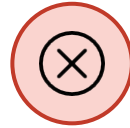
User-Centric

There are user stories and an attempt at defining performance metrics.



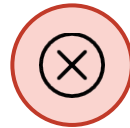
Creativity

The answer draws from experience and makes any niche references or connections.



Culture

It gets straight to the point, and makes use of informal shared cultural references.



Hallucinations

It doesn't make up statistics or inaccurate assumptions on development time.

The 5 Principles of Prompting

1

Give Direction

Describe the desired style in detail, or reference a relevant persona.

2

Specify Format

Define what rules to follow, and the required structure of the response.

3

Provide Examples

Insert a diverse set of test cases where the task was done correctly.

4

Evaluate Quality

Identify errors and rate responses, testing what drives performance.

5

Divide Labor

Split tasks into multiple steps, chained together for complex goals.

Give Direction

Describe the desired style in detail, or reference a relevant persona.

in the style of a F500 executive

We are thrilled to announce the launch of a groundbreaking feature designed to enhance our commitment to excellence and customer satisfaction at Lyft. Effective immediately, our passengers will have the capability to seamlessly communicate with their drivers via the Lyft app for the swift recovery of lost items. This innovation represents a significant step forward in providing an efficient, secure, and user-friendly method for addressing lost belongings. By empowering our community with this direct line of communication, we are further solidifying...

in the style of Steve Jobs

Here's the deal: We're introducing a revolutionary feature within the Lyft app that lets passengers directly connect with their drivers to recover lost items. It's streamlined, it's efficient, and it's secure. This isn't just about finding what's lost—it's about elevating the entire Lyft experience, bolstering user trust, and reinforcing our commitment to seamless, dependable service.

Specify Format

Define what rules to follow, and the required structure of the response.

hallucinated statistics

Success Metrics

- Reduction in support tickets related to lost items by 30% within 6 months of launch.
- User satisfaction rate with lost item recovery process increased to 90% (as measured by in-app surveys).
- Average time to recover lost items reduced by 50% from the current average.

[INSERT] placeholders

Success Metrics

- Reduction in support tickets related to lost items by *[INSERT]*% within *[INSERT]* months of launch.
- User satisfaction rate with lost item recovery process increased to *[INSERT]*% (as measured by in-app surveys).
- Average time to recover lost items reduced by *[INSERT]*% from the current average.

Provide Examples

Insert a diverse set of test cases where the task was done correctly.

example section

Example

Write a PRD for a feature that allows Airbnb hosts to offer guided virtual tours of their local area using drone footage.

```## Title: Guided Virtual Tours with Drone Footage

## Summary

Enable Airbnb hosts to offer guided virtual tours of local areas using drone footage. This feature aims to enhance listings, giving potential guests a real sense of the locale and potentially increasing booking rates.

## Metrics for Success

- Increase avg. booking rate per listing by [INSERT]%

# Evaluate Quality

Identify errors and rate responses, testing what drives performance.

*compare responses*

Which is better?: A

Reasoning: Option A is better because it is well-formatted, making it easier to read, and includes all expected categories. It employs a professional tone consistently, focuses on user-centric metrics and stories, and avoids making up statistics or unrealistic time estimates.

# Divide Labor

Split tasks into multiple steps, chained together for complex goals.

*thinking section*

## ## Thinking

- Assumption: Passengers currently rely on Lyft support to recover lost items.
- Assumption: Privacy concerns must be managed when allowing direct contact.
- Ensure that call and message functionalities are one-way for privacy.
- Focus metrics on reduction in support tickets and time to item recovery.
- Must comply with data privacy regulations.
- Design an intuitive UI for both drivers and passengers.

# Expert Example

## Lost and Found

**Product Manager:** Evan Goldin

**Design:** Frank Yoo

**Analyst:** Zac Matthews

**Tech Lead:** Jonathan Block

**Time Estimate:** 1 week

### Summary

Because we block contact between drivers and passengers after a ride, they rely on our support team to reconnect to exchange items left in the car. With 1,500+ tickets being generated a week, let's build a way for passengers to contact drivers about list items directly, without our intervention.

### Metrics for Success

- Increase rides per ticket from 1:20 to 1:25
- <https://lyftme.atlassian.net/browse/DATA-862>

### Feature Spec

- Add link to ride receipt
- Create a Lyft.com page where passengers can message their driver or add a tip
- Send SMS to driver via Twilio when passenger fills out messaging form
- Allow passengers to tip drivers who return lost item
- Stage 2: Ride history on the web
- Stage 3: Ride history link in the client

### Wireframes

<http://gbz9oc.axshare.com/>

### A/B Tests

- No A/B test

### Technical Spec

- In ride receipts, add a "Report Lost Item" link that's unique for each ride. This special link allows auto-login and has ride id built into it already.
  - Design Jira: <https://lyftme.atlassian.net/browse/UX-666>
- Create a login-protected page for reporting lost items
  - Page info should include driver name, ride date and time and driver photo.
  - Limit character length of "Item description" to 55 characters
- Allow passengers to message their drivers
  - "Message" button should link to a pop up form or page

- Ask passengers for an item description
- Ask passengers for a contact number
- When form is submitted, kick off SMS message
  - Send the driver an SMS message
    - Oops! (PAX FIRST NAME), may have left something in your car: (ITEM DESCRIPTION). Call them at (PHONE).
  - If anyone sends a message to that number, give them a voice or SMS error:
    - SMS: Lyft Robot here. If you found a lost item, call or text the passenger directly using the number in our previous message.
    - VOICE: If you found a lost item, call or text the passenger directly using the number in the lost item alert.
  - Allow passenger to submit form multiple times (no limit)
  - Limit character length of first name (in SMS) to 40 characters
  - Text should come from driver's Twilio number

### Results

From 6/19 to 7/9:

- 1,717 lost items reported
  - ½ reduction in support emails from passengers about lost items
- 6,335 tips added (\$4 avg)
  - ½ reduction in requests to belatedly add a tip by passengers

### Stories

- Add link to ride receipt (1) - Front end
- Page expires after 1 week of no use.(1) (zac)
- Design: Mock up email box insert and and lyft.com pages (0) (Evan will take care of this)
- Build the instant server web resource used to: (example PUT /SOMETHING) (3 Jon)
  - SMS the driver
  - Create the mongo db record
- On BV on ride overview page, add new item into breakdown that uses the data record about the L&F items and describes what happened (2) (Jon B)
  - Sample: Evan reported he lost "(DESCRIPTION)" and wants a call back at (PHONE).
- Screens to build: (3) (Helen)
  - Lost and found homepage
  - Send SMS screen (message & callback number)
  - Success message screen for sms
  - Add tip screen
  - Add tip success message
- Create form for passengers to report lost items with validators (2) (helen)
- Create new Twilio number to send all lost and found SMSs (1) (zac)

# Expert Example (cont.)

- Make sure it has voice and SMS error messages
- Create data model to capture everything available (2) (zac leading.. we'll all comment on it)
- Implement a Lost & Found workflow system (8)
  - Create data model to app
  - Create controller for the SMS/Twilio flow
- Ensure that a twilio switchboard number that you give out is not currently assigned to that passenger contact number and driver (3)
  - Throw exception when there are no unassigned twilio numbers left for a passenger or driver.
  - Friendly error message displayed to user.
  - Log this exception as a RS event.
- Create 10 lost and found numbers, which can be shared across the platform (1)
  - Ensure the twilio numbers all have an error text and voice message
- Closing case functionality (3)
  - When the case is closed or 7 days has elapsed, no longer connect calls or texts to/from that number.
- Create a (green?) additional payment / tip function which is triggered by the PAX-SMS (3)
  - Sync w Femi (or someone from green) about how we plan on charging for lost and found tips to ensure it will work as we want it to.
- Instrumentation with RedShift (2) (zac)
  - Create list of interesting events
  - Implement events as RS instrumentation
- RedShift reports (5) (helen)
  - Create dimension table (ETL script)
  - Create 2 reports

## Notes:

Design the code such that we can easily add more numbers in case 10 is not enough.

## Other Questions:

- Should we additionally track events which would pour into redshift?
  - User clicks receipt link
  - When they submit the form
  - All of the SMS interactions

# Style Unbundling

**MT** Describe the writing style of the Lost and Found PRD for someone hoping to recreate it, in a brief paragraph.

The Lost and Found PRD uses a terse, action-oriented writing style. It favors bullet points and brief sentences, employing technical jargon and abbreviations without explanation. The tone is informal and direct, focusing on immediate tasks and implementation details rather than extensive background or justification. This lean approach prioritizes quick understanding and action for a technically savvy audience.

# Test Cases

**MT** Give me 10 other PRD requests that sound authentic, for real companies, but obscure and not obvious ideas like this:  
Write a PRD for a feature that allows passengers to contact Lyft drivers directly to recover lost items.

Here are 10 PRD requests for obscure but authentic-sounding features for real companies:

1. Write a PRD for a feature that allows Airbnb hosts to offer guided virtual tours of their local area using drone footage
2. Develop a PRD for a Spotify feature that generates custom playlists based on the acoustic properties of a user's current environment.
3. Create a PRD for a DoorDash tool that allows customers to tip delivery drivers with personalized voice messages.
4. Draft a PRD for a Bumble feature that matches users based on their browsing history and online shopping preferences.
5. Outline a PRD for a Fitbit tool that gamifies daily routines by turning chores into RPG-style quests with experience points.
6. Write a PRD for a Zillow feature that simulates how a property's value might change based on hypothetical neighborhood developments.
7. Develop a PRD for a Duolingo tool that creates language learning exercises from a user's recent text messages and emails.

## TEST CASE

Write a PRD for a feature that allows Airbnb hosts to offer guided virtual tours of their local area using drone footage.

# Optimized Response

## Thinking

- Assumption: Hosts will have access to or can rent drones.
- Assumption: Airbnb app or website will need integration with drone footage.
- Create distinct steps for hosts to upload and edit drone footage.
- Ensure compliance with local drone regulations.
- Focus metrics on user engagement and booking rates.
- Ensure user-friendly experience for both hosts and guests.

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## Title: Guided Virtual Tours with Drone Footage

Product Manager: [INSERT]

Design: [INSERT]

Analyst: [INSERT]

Tech Lead: [INSERT]

Time Estimate: 3 months

## Summary

Enable Airbnb hosts to offer guided virtual tours of local areas using drone footage. This feature aims to enhance listings, giving potential guests a real sense of the locale and potentially increasing booking rates.

## Metrics for Success

- Increase avg. booking rate per listing by [INSERT]%
- Increase user engagement time on listings with drone footage by [INSERT]%
- Reduction in booking friction (view to booking ratio) by [INSERT]%

## Feature Spec

- Add "Add Drone Tour" button to listing edit page.
- Create UI for hosts to upload and edit drone footage.
  - Provide basic video editing tools: cut, merge, add sound, add text overlays.

- Verify compliance with local drone regulations before allowing upload.
- Integrate video player into listing page.
- Notify guests when a listing has a new drone tour available.
- Stage 2: Allow live streaming of drone tours by hosts.
- Stage 3: Integrate VR-capabilities into drone tours.

## Wireframes

[LINK]

## A/B Tests

- Test: Listings with drone footage vs. without
- Test: Notify guests on changes

## Technical Spec

- In the listing edit page, add an "Add Drone Tour" button.
  - Design Jira: [INSERT]
- Create a login-protected page for uploading and editing drone footage.
  - Page should include fields for the title, description, and compliance checkboxes.
  - Limit video length to [INSERT] minutes.
- Allow hosts to edit and annotate drone footage.
  - Basic video editor: cut, merge, add sound, add text overlays.
  - Save draft & publish options.
- Ensure video player on listing page can handle 4K footage.
- Notify guests who have favorited listings when new drone footage is uploaded.
  - Email and in-app notifications.

## Results

From [INSERT] to [INSERT]:

- [INSERT] drone tours uploaded
  - [INSERT] increase in bookings for listings with drone tours.
- [INSERT] reduction in support tickets regarding bookings.
- [INSERT] increase in host engagement with the platform.

## Stories

# Optimized Response (cont.)

- Add "Add Drone Tour" button to the listing edit page (1) – Front End
- Design the drone footage upload and edit UI (2) – [INSERT]
- Build backend for upload and storage of drone footage (3) – [INSERT]
- Enable video format conversion and optimization (2) – [INSERT]
- Ensure compliance checks for drone regulations (2) – [INSERT]
- Test integration of video player with listings (2) – [INSERT]
- Implement notification system for guests (2) – [INSERT]
- Provide video editing tools (4) – [INSERT]
- Stage 2: Allow live streaming of drone tours by hosts (3) – [INSERT]
- Stage 3: Integrate VR capabilities into drone tours (4) – [INSERT]

## Notes

- Ensure the feature is scalable across regions.
- Monitor legal compliance with drone usage in different areas.
- Enable easy upgrades to video player capabilities as needed.

## Additional Questions

- Should we track engagement analytics (e.g., time spent watching drone footage)?
- Do we need a partnership for drone service providers?
- How do we handle potential legal issues arising from drone use?

# Evaluating the New Response



## Well-Formatted

The structure makes it easy to read, and all of the expected categories are there.



## Creativity

The answer draws from experience and makes any niche references or connections.



## Professional

It is written in an appropriate tone with no spelling errors or informalities.



## Culture

It gets straight to the point, and makes use of informal shared cultural references.



## User-Centric

There are user stories and an attempt at defining performance metrics.



## Hallucinations

It doesn't make up statistics or inaccurate assumptions on development time.

# Optimized Prompt

Chat

Reforge - PRD

Save



gpt-4o



Compare

## System instructions

As a product manager for a major tech company similar to Google, Amazon, Microsoft, or Facebook, you will be assigned a task to write a PRD for a new feature.

### ## Example

Write a PRD for a feature that allows passengers to contact Lyft drivers directly to recover lost items.

````Title: Lost and Found

Product Manager: [INSERT]

Design: [INSERT]

Analyst: [INSERT]

Tech Lead: [INSERT]

Time Estimate: 1 week

Summary

Because we block contact between drivers and passengers after a ride, they rely on our support team to reconnect to exchange items left in the car. With [INSERT] tickets being generated a week, let's build a way for passengers to contact drivers about list items directly, without our intervention.

User

Enter user message...

User



Add

Run



Functions

+ Add function

Response format text

Temperature 1



Maximum Tokens 2048



Stop sequences

Enter sequence and press Tab

Top P 1



Frequency penalty 0



Presence penalty 0



API and Playground requests will not be used to train our models.

[Learn more](#)

Synthetic Example

Chat

Reforge - PRD 2

Save



gpt-4o

Compare

System instructions

As a product manager for a major tech company similar to Google, Amazon, Microsoft, or Facebook, you will be assigned a task to write a PRD for a new feature.

Example

Write a PRD for a feature that allows Airbnb hosts to offer guided virtual tours of their local area using drone footage.

``## Thinking

- Assumption: Hosts will have access to or can rent drones.
- Assumption: Airbnb app or website will need integration with drone footage.
- Create distinct steps for hosts to upload and edit drone footage.
- Ensure compliance with local drone regulations.
- Focus metrics on user engagement and booking rates.
- Ensure user-friendly experience for both hosts and guests.

Title: Guided Virtual Tours with Drone Footage

..

Latency 7256ms · Finish reason: stop · 3016 tokens

Enter user message...

User



Add

Run

Functions

+ Add function

Response format text

Temperature 1



Maximum Tokens 2048



Stop sequences

Enter sequence and press Tab

Top P 1



Frequency penalty 0



Presence penalty 0



API and Playground requests will not be used to train our models.

[Learn more](#)

LLM-as-a-Judge

Chat

Reforge - PRD 2

Save



gpt-4o

Compare

Additional Questions

- Should we consider a mediation mechanism for disputes?
- Will there be a need to partner with communication service providers?
- How do we ensure timely responses from drivers?

User

Below is an alternative response to the task, decide which is better and give very brief reasoning based on the following evaluation criteria:

- Well-Formatted: The structure makes it easy to read, and all of the expected categories are there.
- Creativity: The answer draws from experience and makes any niche references or connections.
- Professional: It is written in an appropriate tone with no spelling errors or informalities.
- Culture: It gets straight to the point, and makes use of informal shared cultural references.
- User-Centric: There are user stories and an attempt at defining performance metrics.
- Hallucinations: It doesn't make up statistics or inaccurate assumptions on development time.

Respond in the following format:

Which is better?: A/B

Reasoning: 1-2 sentences explaining why A or B is better based on the evaluation criteria.

Enter user message...

User



Add

Run



Functions

+ Add function

Response format text

Temperature 1



Maximum Tokens 2048



Stop sequences

Enter sequence and press Tab

Top P 1



Frequency penalty 0



Presence penalty 0



API and Playground requests will not be used to train our models.

[Learn more](#)

Prompt Engineering Techniques

| | |
|---------------------|--|
| Role Prompting | <i>As a product manager for a major tech company similar to Google, Amazon, Microsoft, or Facebook, you will be assigned a task...</i> |
| Style Unbundling | <i>Use a terse, action-oriented writing style. Favor bullet points and brief sentences, employing technical jargon and abbreviations...</i> |
| Emotion Prompting | MY MANAGER WILL FIRE ME IF YOU MAKE UP ANY STATISTICS SO PLEASE JUST LEAVE A PLACEHOLDER `[INSERT]' INSTEAD!!! |
| In-Context Learning | ## Example
<i>Write a PRD for a feature that allows passengers to contact Lyft drivers directly to recover lost items.</i> |
| Chain-of-Thought | <i>Start by listing assumptions and planning out your answer in a separate bullet point section labeled "Thinking" before completing the task.</i> |