From Chaos to Clarity: Synthesizing UX Research with Gemini

Company: Questrade
Role: Senior Content Designer
Scope: Prompt design, LLM evaluation, Research
Duration: 3 weeks
Tools: Google Gemini, Figma, Google Docs, Notion

TL;DR

To support the early discovery phase of a new managed investing experience, I designed a prompt system using Google Gemini to synthesize insights from 10 in-depth user interviews. The goal was to explore how language models could help reduce manual synthesis time while preserving the nuance of user emotion, trust signals and decision-making behaviour.

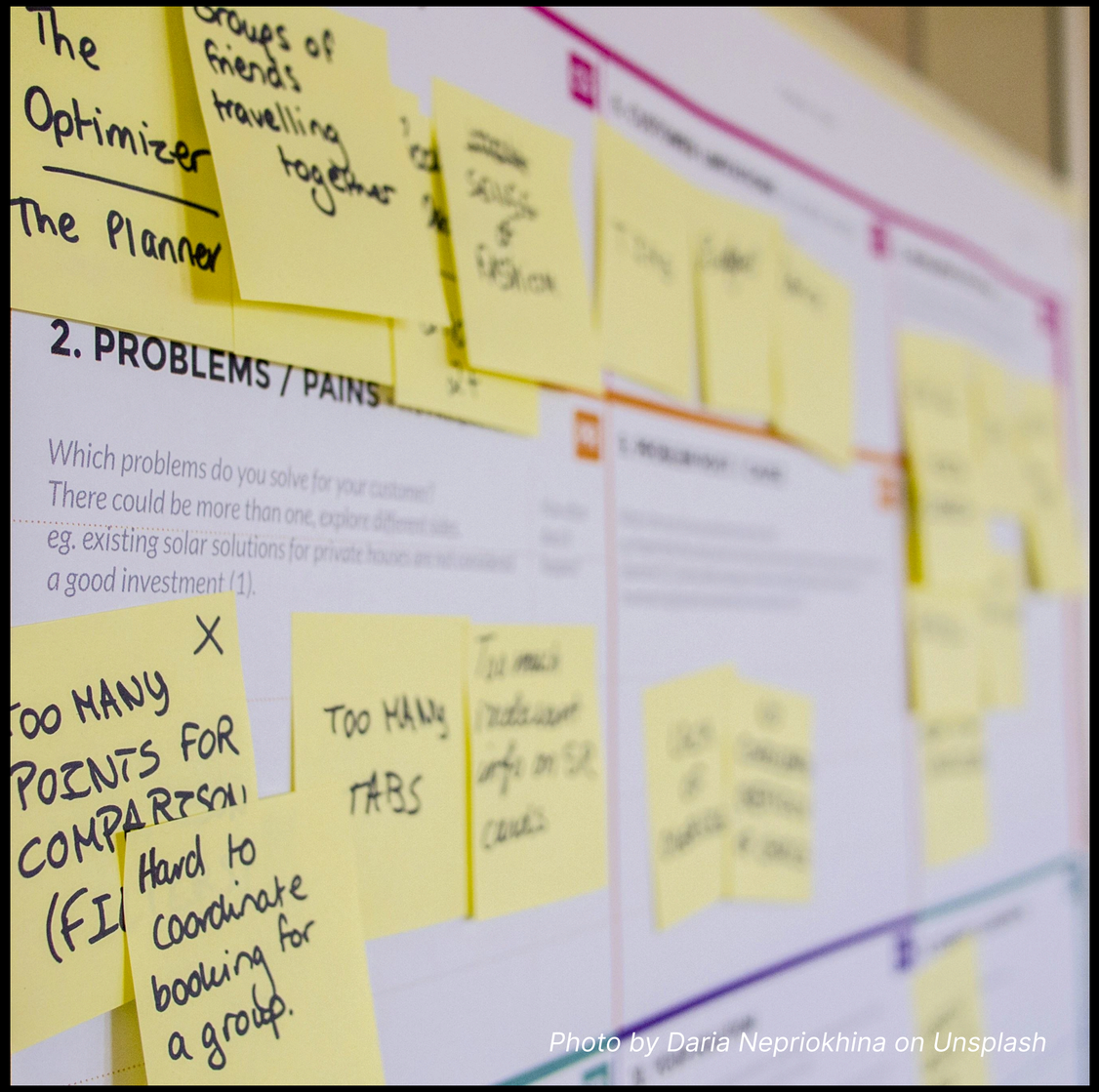
The result? a reusable prompt system that saved over 6 hours of manual coding, surfaced high-confidence insight themes, and aligned closely with the original benchmark analysis—without sacrificing clarity or context.

The Challenge

Our team was exploring a new managed investing concept designed for users who want to grow their wealth but feel unsure about market decisions.

After completing 10 qualitative interviews with participants across investor confidence levels, I was responsible for synthesizing findings quickly—without rushing nuance.

Typical synthesis (manual tagging, clustering, prioritizing) would take multiple days. I wanted to test whether LLMs could support—not shortcut—the analysis in a way that was structured, scalable, and human-centered.



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My Approach


Phase 2
Design the prompts
Phase 1
Define synthesis goals
Phase 3
Evaluate and iterate
The Outcome

Phase 1: Define Synthesis Goals

I first outlined what a useful insight should look like:

Fidelity

grounded in actual participant language

Insightfulness

Not just “what they said”, but what the tension or need revealed

Structure

Consistently formatted and easy to share with stakeholders

I manually analyzed 3 interviews to create a benchmark against which to compare Gemini’s performance.

Phase 2: Design the Prompts

I created a series of task-specific prompt templates based on research goals:

Theme Clustering Prompt

extract repeated concerns or hesitations, supported by direct quotes

Tension Mapping Prompt

highlight where participants felt stuck, skeptical, or conflicted

Summary + Design Implication Prompt

synthesize findings for the product/ design team in plain, non-technical language

I explicitly guided Gemini to avoid summaries, hallucinations and assumptions about intent or financial behavious

Phase 3: Evaluate & Iterate

To assess the output quality, I created a custom LLM evaluation rubric with 3 lenses:

Were quotes used accurately?

Did the insight reflect a real behavioural pattern?

Could a designer take action from the result?

I ran 3-4 iterations per prompt, adjusting language until the outputs aligned with our goals.

The Outcome

~6 hours saved

compared to manual synthesis

85% alignment

with benchmark manual analysis

One new meta-insight emerged

from the Gemini outputs that had been missed in the first pass.

” Most users struggle to trust themselves as the decision maker.”

Created a prompt system

that’s now reusable across future research sprints, with clear formatting, instructions, and limitations documented

Impact

This work helped the team move from insight to concept sketch within one week. By reducing friction in synthesis, we were able to focus more deeply on opportunity framing and feature prioritization.

It also opened a new line of inquiry within the org: how can LLMs responsibly support discovery without undermining trust in qualitative research.

What this shows

I don’t just write prompts—I design systems

I know how to test and evaluate language model behaviour

I bring structure and clarity to ambiguous, not just the obvious

And I design with a deep respect for user voice, context, and care