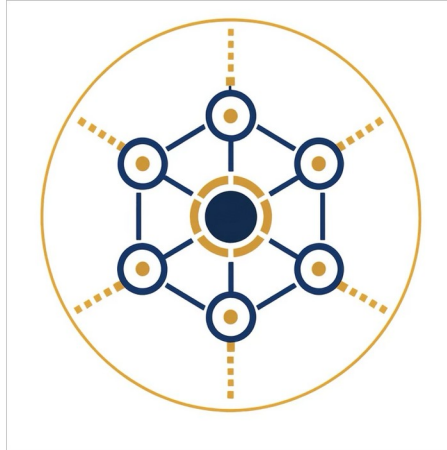




MPD Thinking Matrix

Free Starter Suite User Guide

Four guided modules for better prompts, better thinking, and better AI results.

Version 3.2

Better AI Search | Business Thinking | Writing & Communication | Your Next Vacation

Welcome

The MPD Thinking Matrix Free Starter Suite is a guided thinking tool. It helps you prepare a stronger prompt before you use ChatGPT, Google, Perplexity, Gemini, Claude, or another AI system.

The Matrix is not another chatbot. It is the step before the chatbot. It helps you clarify what you want, add the right context, choose the structure of the answer, challenge the first response, and improve the result through follow-up prompts.

Core idea

Before you ask AI, structure your thinking. Better input creates better output.

This guide explains the four free modules, how to use them, and how to get better results without learning complicated prompt engineering.

The four free modules

Module	Purpose
Better AI Search	Prepare better search prompts for Google, Perplexity, ChatGPT, Gemini and other AI search tools. Tagline: Don't search harder. Search better.
Business Thinking	Clarify business questions, risks, options, assumptions and next steps before asking AI for recommendations.
Writing & Communication	Turn rough communication needs into clearer, stronger, better-structured outputs. Tagline: Don't just write faster. Communicate better.
Your Next Vacation	Discover the right travel experience before narrowing into hotels, booking platforms or obvious commercial recommendations.

The basic idea: the prompt is the interface

The only connection between your thinking and AI is the prompt. If the prompt is vague, AI often produces a generic answer. If the prompt contains clear purpose, context, structure and validation instructions, AI has a better chance of producing something useful.

MPD is not about creating the longest possible prompt. It is about making sure the right thinking enters the prompt before AI begins to answer.

MPD principle

The aim is not to create the perfect prompt. The aim is to transfer better thinking into the prompt.

The six MPD steps

MPD step	What it does
1. Assign Role	Tell AI which expert lens or thinking role to adopt.
2. Define	Clarify the task, question, decision or desired outcome.
3. Collate	Add the context, facts, preferences and practical limits that make the answer fit the situation.
4. Structure	Tell AI how the answer should be organised.
5. Challenge & Validate	Ask AI to test the answer, identify gaps, challenge assumptions and say what should be verified.
6. Repeat	Use the first answer as the start of improvement, not the end of the process.

Why this is different from ordinary prompting

Ordinary prompting often starts with a short instruction: “find me a hotel”, “write this email”, “compare e-bikes”, or “give me a business idea”. MPD changes the order of thought. It asks you to define the task, add context, shape the answer, challenge assumptions and improve the first response.

The Matrix makes this process practical by turning the six steps into guided questions and click-on suggestions.

How to use the Matrix

The Matrix is designed to be simple. You do not need to complete every box perfectly. The more useful context you provide, the more useful the final prompt becomes.

Step	Action
1. Choose a module	Select the module that best fits your task: search, business thinking, writing, or vacation planning.
2. Fill in the sections	Answer the questions in your own words. Use the click-on suggestions when they help.
3. Review the final prompt	The Matrix automatically combines your answers into a structured prompt.
4. Copy the prompt	Use the Copy Prompt button or download the prompt as a text file.
5. Paste into your AI tool	Paste the prompt into ChatGPT, Google, Perplexity, Gemini, Claude or another AI tool.
6. Use Repeat	Treat the first answer as the start of a process. Ask what is missing, what should be verified and what the next step should be.

Practical tip

Start with a real task. The Matrix is easiest to understand when you use it for something you genuinely want to find, write, decide or plan.

Do not skip Collate

Collate is where you add the details that make the answer fit your situation. This may include budget, location, audience, dates, preferences, constraints, customers, market, tone, transport needs, or anything else that changes the quality of the answer.

Key line

Define tells AI what you want. Collate tells AI what makes the answer fit you.

Module 1: Better AI Search

Don't search harder. Search better.

Prepare a structured search prompt before using Google, Perplexity, ChatGPT, Gemini, Claude or any other AI search tool.

What this module helps you do

- Turn a vague search into a structured intelligence request.
- Ask for sources, comparisons, missing angles and verification points.
- Prevent the search from stopping at the first obvious answer.
- Create better follow-up searches after the first answer.

Best used for

Product research, software comparisons, market questions, supplier searches, learning research, travel research, and any search where a simple keyword query is too weak.

Important

A search without context produces general answers. A search with context produces useful answers.

Weak prompt versus MPD prompt

Weak prompt:

Best e-bike under 3000 euros.

MPD-style prompt:

Act as an AI search assistant and comparison researcher. Compare reliable e-bikes in the 2000 to 4000 euro range for daily commuting and weekend leisure riding. Consider motor reliability, battery safety, service support, comfort, rider requirements, warranty, hidden ownership costs and local availability. Present a ranked shortlist, explain trade-offs, identify missing information, tell me what to verify before buying, and suggest better follow-up searches.

Module 2: Business Thinking

Clarify the question before asking AI for the answer.

Use AI to clarify business questions, risks, options, assumptions, trade-offs and next steps.

What this module helps you do

- Define the business problem or opportunity clearly.
- Compare options before committing resources.
- Stress-test assumptions, costs, risks and execution issues.
- Create practical next steps rather than abstract advice.

Best used for

Small business questions, product ideas, pricing, customer value, market positioning, operational problems, resource decisions and early-stage business planning.

Important

Business answers become useful when the prompt includes customers, market, costs, resources, risks, objectives and constraints.

Weak prompt versus MPD prompt

Weak prompt:

Should I sell an AI tool?

MPD-style prompt:

Act as a Business Strategy Advisor and Critical Board Advisor. Evaluate whether a simple AI prompt-building tool could be sold to small businesses. Consider the target customer, commercial value, risks, implementation complexity, free versus paid launch options and evidence needed before investing more time. Present an executive summary, opportunity/risk matrix and 90-day validation plan. Challenge whether the idea is too simple to sell or whether simplicity is the advantage.

Module 3: Writing & Communication

Don't just write faster. Communicate better.

Turn rough communication needs into clearer, stronger, better-structured outputs.

What this module helps you do

- Draft, rewrite or improve emails, messages, reports, articles and presentation text.
- Clarify purpose, reader, tone, context and desired outcome.
- Make communication clearer, warmer, more professional or more persuasive.
- Generate alternative versions and improve the first draft.

Best used for

Emails, customer messages, difficult communication, article drafts, summaries, announcements, reports, presentation narration and rough notes that need turning into finished text.

Important

A message without audience context becomes generic. A message with audience context becomes communication.

Weak prompt versus MPD prompt

Weak prompt:

Write an email to a customer about a delay.

MPD-style prompt:

Act as a professional writing assistant and communication advisor. Write a clear, polite and professional email to a customer explaining that their delivery will be delayed by three days. The purpose is to inform them, apologise briefly, maintain trust and avoid sounding defensive. The customer has already paid and is expecting delivery this week. Keep the email concise, reassuring and action-oriented. Before giving the final version, check whether the tone is appropriate, whether the message is clear and whether anything could be misunderstood. After the first version, suggest a warmer alternative and a shorter version.

Module 4: Your Next Vacation

Don't just book a trip. Plan the right experience.

Discover the right travel experience before narrowing into hotels, booking platforms or obvious commercial recommendations.

What this module helps you do

- Start with the desired experience rather than hotel availability.
- Compare regions, towns, routes, bases and accommodation types.
- Avoid narrowing too quickly into obvious commercial travel results.
- Ask for less obvious alternatives and verification before booking.

Best used for

Vacation ideas, destination comparisons, slow travel, independent travel planning, budget-aware travel, romantic trips, family trips and situations where you want to choose the right experience before booking.

Important

Do not start with hotels. Start with the experience, then the area, then practicality, then accommodation type, then booking sources.

Weak prompt versus MPD prompt

Weak prompt:

Plan two weeks in Italy.

MPD-style prompt:

Act as an independent travel planning assistant and local experience planner. Help me choose a quiet, romantic, scenic and budget-aware two-week trip in Italy at the beginning of October, starting from Berlin. Compare destination areas before recommending hotels. Consider rail access, budget, local food, historic towns, weather, crowds, accommodation type and less obvious alternatives. Do not narrow too quickly into hotel booking platforms or obvious commercial recommendations. Present a ranked shortlist, pros and cons, transport practicality, what to verify before booking and three alternatives I may not have considered.

Why Collate matters so much

The Collate step is where many weak prompts become strong prompts. It is also the step users are most likely to underfill. The Matrix can help, but the user must still supply the situation-specific details that AI cannot guess reliably.

Key rule
Define tells AI what you want. Collate tells AI what makes the answer fit you.

Module	Useful Collate details
Better AI Search	Budget, country, intended use, must-have features, things to avoid, service or warranty needs, source reliability and what should be verified.
Business Thinking	Customer, market, costs, revenue model, competitors, resources, objectives, risks, timing and evidence gaps.
Writing & Communication	Reader, purpose, desired outcome, tone, facts, sensitivity, length, style and what must not be said.
Your Next Vacation	Travellers, dates, budget, starting point, pace, interests, mobility, transport, food, weather, accommodation style and things to avoid.

When the output feels generic, the first question should be: did I give the Matrix enough context?

Challenge & Validate

AI can produce confident answers even when important facts are missing, outdated or commercially biased. The Challenge & Validate step asks AI to slow down, test its own answer and tell you what should be checked before you act.

Validation area	Question it asks
Assumptions	What is the answer assuming that may not be true?
Missing information	What important context, evidence or constraints are missing?
Alternatives	What other options should be considered before narrowing the choice?
Verification	What facts, sources, prices, dates, laws, availability or professional advice should be checked?

Use this especially for important decisions

Prices, laws, health information, travel schedules, product availability and business conditions can change. For important decisions, verify the facts directly.

Repeat

The first AI answer is rarely the final answer. MPD treats the first answer as the start of an improvement loop. Repeat helps you ask better follow-up questions, request a stronger second version, and identify what you missed.

Repeat prompt	Why it helps
What have I missed?	Opens the answer wider and exposes hidden angles.
What questions should I have asked?	Helps you improve the prompt and learn the subject.
Create a stronger second version	Turns the first answer into a better version.
What should be verified?	Separates useful ideas from facts that must be checked.
What is the best next step?	Moves from information to action.

Important limitations and responsible use

The MPD Thinking Matrix improves the quality of the prompt. It does not guarantee that the AI answer will be correct, complete, current or suitable for action without verification.

For ordinary low-risk tasks, the Matrix can save time and improve clarity. For high-stakes tasks, it should be used as preparation, not as final advice.

High-stakes areas

For medical, legal, financial, safety or regulatory matters, use the Matrix to organise your thinking, prepare better questions and identify the right expert or institution. Do not treat AI output as a substitute for professional advice.

What to verify

- Current prices, availability, schedules and opening times.
- Legal, tax, employment, tenancy, consumer or regulatory information in your jurisdiction.
- Medical or health information with a qualified professional.
- Travel conditions, cancellation rules, transport links and local requirements.
- Business assumptions, market evidence, financial numbers and customer willingness to pay.

The role of future specialist packs

The Free Starter Suite is the first test sample. Future paid Matrix Packs may add more specialised templates for industries, roles and higher-value use cases. These should be developed from real user experience and improved over time.

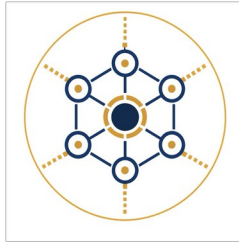
Feedback and next steps

This Free Starter Suite is being tested and improved. Feedback is valuable because every real use case teaches which prompt suggestions, examples and templates should be strengthened.

Feedback question	Why it matters
Did it improve the output?	Compare the result with what you would normally have asked.
Where did you hesitate?	Identify sections that felt unclear or too much work.
What did AI still miss?	This tells us which prompts or suggestions need improvement.
Would you reuse it?	Reusable tasks may become future templates or Matrix Packs.

Closing thought

MPD is simple to use because the complexity is in the thinking structure, not in the interface.



MPD Thinking Matrix

Better prompts. Better thinking. Better AI results.