

The FOCUS Framework

Prompt Engineering Framework
Created by Heather Schneider
All Ages | Free Reference

- F** Function
- O** Objective
- C** Context
- U** User / Tone
- S** Specifics

F Function

What do you want the AI to do?

Define the AI's task before asking.
Example: 'Act as a science tutor' or 'Act as a resume reviewer.'

O Objective

What is the goal?

State what you want AI to produce. Be specific about the deliverable. Example: 'Create a 5-paragraph essay outline.'

C Context

What is the background?

Give the situation, subject, or setting. Example: 'This is for a 7th grade science class studying ecosystems.'

U User / Tone

Who is the audience?

Tell AI who reads the output and what tone to use. Example: 'Write for a 10-year-old' or 'Use academic language.'

S Specifics

What are the constraints?

Add word limits, format, number of examples, things to include or exclude. Example: 'Under 200 words. 3 examples. Numbered list.'

X BEFORE: vague prompt

"Tell me about plants."

AFTER FOCUS: specific prompt

"Explain how plants grow using simple words for an 8-year-old. One short paragraph. Include one real-world example."