ORSEM Prompt Framework

A reusable structure for a clearer AI brief

ORSEM stands for Objective, Role, Specifications, Examples and Modifiers. Use it to make the task and review criteria explicit. A detailed prompt still needs human checking, especially when the output contains facts, calculations or recommendations.

01 / Objective and role

State the job the output needs to do, who will use it and what information is available. Then describe the perspective or expertise that would help with that task. A role is a way to focus the response; it does not turn generated text into professional advice.

- Objective: what should the finished output help someone do?
- Audience: what do they already know and what do they need?
- Role: which relevant perspective should guide the response?
- Inputs: which documents or facts may the model use?

Notes and evidence

02 / Specifications and examples

Define the format, scope, tone and constraints. Provide a short example of the desired structure or style. Distinguish factual source material from fictional examples. Avoid including personal or commercially sensitive information unless the tool and use are approved.

- Set the required sections, length and output format.
- List facts that must be preserved and claims that must not be invented.
- Provide one useful example and explain what it demonstrates.
- Ask the model to identify missing information rather than fill it with guesses.

Notes and evidence

03 / Modifiers and review

Add task-specific instructions that refine the result. For example: use Australian English, explain technical terms, keep the call to action relevant, or separate observations from assumptions. Check the draft against the original objective before using it.

- Check factual claims against their sources.
- Review calculations, links and quoted material.
- Remove unintended promises or confidential details.
- Revise the prompt using the specific part of the output that missed the brief.

Notes and evidence

Your working notes

Record observations before deciding what to change. Keep sensitive information in your approved business systems.

Objective: the task, audience and intended use

Role: the useful perspective

Specifications: format, scope, facts and constraints

Examples: a sample and what to learn from it

Modifiers: additional directions

Review: what needs checking before use?

Using your notes

Example objective: Draft an internal meeting agenda to decide which of three reporting problems to investigate first. Use only the supplied notes, label uncertainties and end with decisions required. Keep generated material as a draft until the appropriate person has reviewed it.

Discuss a specific issue

Tell Digimark what you are trying to change and what you have already tried. A conversation can begin with a service enquiry. Scope and commercial terms are discussed privately.

digimark.com.au/contact/