## Content

**Allovus** 

Our exploration into generative AI content tools, and ways they are impacting day-to-day work

### Join us on this journey First things first: Al is here, and still in its infancy. We invite you to join us in our journey, as our team

explores and evaluates new tools and applications in fields we represent at Allovus. This roadmap is a rollup of things we have learned in our initial review of several content tools and how AI helps us automate common tasks we perform for clients in the course of our projects. Consider this a work in progress... a living document that we'll add to in the months ahead and share

our findings with you as we go.

We did initial

research to determine

What we did



among the first batch of tools used for content creation that initiated the current buzz around Al. We looked at the (very large) landscape of Al tools to see what kinds of problems they solved

Generative AI was

our front-runners, and began to formulate big category buckets to help us think about the diversity of tools. We did this based on useage, reviews, and our own early testing.



solving solutions and training materials.

**Content:** 

Consumer

Al image generated with Adobe Firefly

*Prompt:* content generation with layered paper

**Brand** 

Coveo

Seismic

Customer

Service

Sales

**Enablement** 

Gemini

Advanced

Google Al

**Premium Plan** 

a Google

Free

\$ = starter

\$\$ = professional

\$\$\$ = enterprise

acct.

Workflow

Writer.com

ClickUp

**Narrato** 

Jasper

**Enterprise** 

We tested different

features and began

to identify the most

compelling problem

content AI tools, their

Phase One Research • Q2 2024

## relevant outputs.

- Basically, these complex algorithms look at vast amounts of text, for example, to then create new text that is most like what a user asked for in a written prompt.
- Who and what is this research for?
- Marketing specialists, technical writers, content designers, and product managers of all levels. We focused on areas for ideation, research, and content creation and production for tasks across a
- variety of content-focused roles in both marketing communications and technical communications. We

### looked for areas where we could leverage AI help, and where we would still need a human in the loop for the work. This initial list can and will expand as AI content tools become more robust, and more

The effectiveness of the Al's response heavily depends

on the clarity and specificity of the prompt, making it a

• Some people are calling this "prompt engineering"; at

inherently creative and iterative in nature.

fundamental aspect of interacting with generative AI tools.

Allovus we are calling this "prompt design" because it is

**Project + Product Management Technical writers** Content designers Project/program managers Content strategists

Public relations Documentation strategists Instructional designers Operations managers Social media managers User support writers Email marketing specialists

So what is a prompt? A prompt for a generative AI tool is a user-defined input that guides the AI in generating specific content, acting as an initial set of instructions or data. • It can be in the form of text, images, or any other input modality the AI is designed to understand. This input is crucial as it sets the context and parameters for the Al's output, influencing its creativity, relevance, and accuracy. In text-based models like LLMs, prompts might include questions, statements, or creative briefs, while in visual

### • The universe of generative AI content tools is already large and continues to grow. Tools use different backend processes, have vastly different interfaces and capabilities, and even

different intended users.

Boiling the ocean

• These tools can differ greatly in what they focus on and who their intended audience is.

• We dove into numerous tools and categorized them into 3 groupings: enterprise, small

business, and social media usage. However, it is important to note that there is a lot of overlap.

Writer.com Gemini CoPilot **ChatGPT** Canva

### Wordtune Claude

Copy.ai

Writer.com

Content/text generation/summarization Document generation + automation

Accuracy/unbiased/varied perspectives

Code assistance: debugging + support

What we found

World-class enterprises trust Writer

Summary

Vanguard Souarespace Salesforce Pinterest

Design ideation Image generation

Integration Collaboration

Data analytics Code generation

Available

Ranking

Learning curve Price range

QA/learning + development

Code concept/completion

Chat GPT 3.5 + ChatGP 4

Gemini + Gemini Advanced

Copilot + Copilot Pro + Copilot for Business

Canva

Personal &

**Small Business** 

- What we wanted to know We dug into areas that illustrate the common use cases of generative AI content tools: • **Research:** discovering details on a topic that might be harder to find through a regular search.
- CoPilot Pro, Chat Chat **Marketing Comms** Writer Canva CoPilot Gemini **GPT 3.5 GPT 4** Biz + Enterprise X Ideation/brainstorming Social media topic/headline/body copy Document topic/headline/body copy X

Free, + paid

subscription

\$ - \$\$

Free

3 = advanced

Incl w/0365

Consumer acct.

Subscription

Incl. w/0365

Enterprise acct.

\$\$-\$\$\$

PRICE RANGE

full integration into corporate

· If adopted by a client company,

would be mandatory to learn/use

onboarding large enterprise

clients takes time and very

Facebook Post (Landscape)

deep pockets.

Why would I use this tool?

Creating images for many

different social media platforms

Free, which democratizes design

for social media creators, but paid

What are their challenges?

constraints due to reliance on

templates, limited features in

the free version, a learning

functionalities, performance

issues with complex designs,

concerns over originality and

intellectual property, and

limitations in integration.

 $\star\star\star$ 

Why would I use this tool?

Content generation

Language translation

Conversational ability

if using paid version

generation

Customer support automation

Virtual assistants for businesses

Education and training simulations

Creating images to go with posts

strategizing/planning, research,

brainstorming, creating outlines,

writing drafts, editing, and image

What are their challenges?

lies in maintaining accuracy

and context sensitivity, as it

misinformation or fail to grasp

the nuances of current events

might inadvertently spread

One of the main challenges of

using ChatGPT for social media

Versatile for creating content,

Potential for creativity

curve for advanced

version offers more functionality

Ready-made templates and

Al-generated images, text,

Magic Studio option for

and even video

You might want to try...

writing process

... \$\$

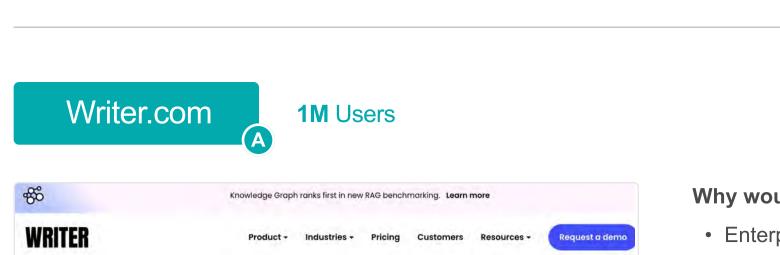
*\$*\$\$\$

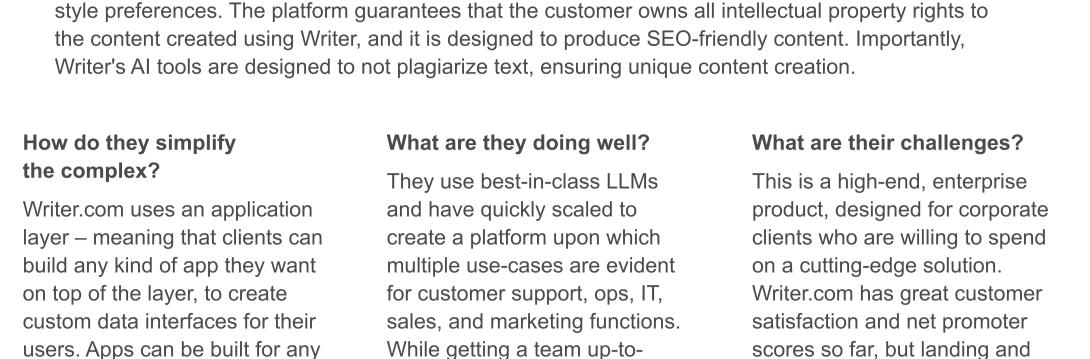
## What we evaluated

Enterprise

level subscription

\$\$-\$\$\$





speed on Writer is a heavy lift,

they are investing in customer

success teams.

Q ?

**Videos** 

Log in

Sign up

Prints

135M Users

# Summary

**Chat GPT** 

March 2024:

Monday

**Emerging UX Design** Trends<br/>hr>Interactive

Poll: "Which UX Principle Matters Most to You?"

Designers<br/>br>Interactive

Poll: "Which UX Principle

Matters Most to You?' Ethics in UX

Design<br/>br>Interactive

Matters Most to You?"

**Emerging UX Design** 

**Summary** 

the complex?

ChatGPT simplifies complex

breaking down concepts into

topics for social media by

manageable pieces, using

employing analogies and

understanding. It enhances

explanations with visual aids.

B

Copilot for 365 (Business + Enterprise user)

What are they doing well?

completion and integration with

Code generation, code

Gemini

Gemini •

Microsoft tools.

simple language, and

examples for easier

Trends<br/>br>Interactive Poll: "Which UX Principle

Poll: "Which UX Principle

**UX Design** 

Principles<br/>br>Before-

and-After UI Redesigns

Design<br/>br>Before-and-

After UI Redesigns

Cross-disciplinary

**UX** Design

Collaboration < br>Before-

and-After UI Redesigns

Whiteboards

options, real-time collaboration your team to access when features, and integrated media. creating content.

100M Users

Case Studies and

Stories<br >UX Myth-Busting

Psychology<br>UX

Myth-Busting

Myth-Busting

Case Studies and

Series

Design

Principles<br/>br>Before-Success and-After UI Redesigns UX Challeng Stories<br>UX Using ChatGPT for social media offers a blend of opportunities and challenges. On the positive side, ChatGPT excels at creating engaging content that simplifies complex information, making it accessible and relatable for a broad audience. It can generate creative and relevant content rapidly, interact with users in real-time, and tailor communications to fit various contexts and audience preferences. However, the challenges include ensuring the accuracy and relevance of information, especially in light of its training data limitations and the fast-paced evolution of news and social trends. How do they simplify

What are they doing well? ChatGPT is unique in that it can create engaging text and images if the user feeds it appropriate prompts. Its ability to generate creative and relevant content quickly makes

it an invaluable tool for

 Industry-specific document automation: contracts, invoices, resumes, etc Beautiful image generation Choice of conversation styles Ideal for shorter, specific outputs, especially for coding tasks Generative AI: content, text, images, code + more based on natural language prompts; has vast versatility Unbiased and accurate responses

# Copilot

 Integration with Microsoft, Powered by DALL E 3 Windows, and more **Summary**  Copilot is best used for in today's world as an Al assistant that can help users with various tasks and scenarios, from personal to professional, from simple to complex, from creative to analytical. Copilot can also empower users to build their own AI solutions with Copilot Studio and leverage the power of generative AI in their work. • Language Support: Copilot supports multiple programming languages, making it versatile for developers working on various projects; is specialized and excels in code generation + code completion; "Is the world's most widely adopted AI developer tool."

• Subscription options: Copilot Free (w/ a Microsoft acccount) Copilot Pro for 365 (Consumer user)

If you prioritize longer outputs

for content creation, ChatGPT

Plus might be a better choice.

In comparison:

### AR Glasses - The Fut... ☐ Cosmic Turtle ☐ Content Designer for... ☐ Internship Ideas for I...

+ New chat

☐ Tailoring Gemini Fea.. One-Pot Super Bowl ..

> Enhanced creativity: Gemini can Your conversations are processed by hum Apps. Don't enter anything you wouldn't w generate more diverse outputs You're a local guide giving me travel tips for Lo most popular places in the city

How can I help you today?

Suggest videos to

- 中日く
- podcast tagline (0)
- Generative AI: text, images, code; based on natural language prompts, vast versatility; visually pleasing UI Speed: Gemini provides speedy responses, often faster than **ChatGPT Plus** Diverse perspectives: Gemini

uses two complementary models

- What are they doing well? In comparison: Gemini is best used for Users should be aware of enhancing productivity, the limitations and risks of using Gemini, such as creativity, and learning in inaccurate or inappropriate today's world. It can help

- Based on some online reviews, Copilot has received an average rating of 4.3 out of 5 stars
- compared to a single-model Improved accuracy Integration with Google products Ok image generation

Why would I use this tool?

The anticipated global

reach for Gemini is 1 billion

in O f

- consumers, one out of every eight people worldwide. responses, potential biases,
- If you made it this far, you're one of us. We value your feedback. If you have questions or would like to share your insights, email us at info@allovus.com. If you want to receive our monthly newsletter, sign up here on LinkedIn.

- and how well they worked.
  - Whoa! What is Generative AI for content anyway? Generative AI for content incorporates machine learning models, including Large Language Models (LLMs) like GPT (Generative Pre-trained Transformer), and deep learning architectures such as Generative Adversarial Networks (GANs). These models are trained on vast datasets, learning to replicate and generate new content by understanding complex patterns, structures, and the nuances of language in the case of LLMs. • These Al models, including neural networks and deep learning algorithms, identify patterns, styles, and structures in the data they are trained on, allowing them to produce original and contextually

  - integrated into overall daily workflow. **Marketing Communications Technical Communications** Design Copywriters/editors Grant/proposal writers **UX** designers **Product managers** Web developers Brand management Research analysts Scrum masters
  - models, they could be sketches or keywords.

## • For those platforms we did deeper dives on, we categorized them based on enterprise, small business, and social media usage.

**Professional** 

Our first pass:

Enterprise-level tools.

Apps featured in this review

a deeper dive on other tools in the future). **Content Al universe** 

Code

Github Copilot

Canva

AiXcoder

**TabNine** 

**ChatGPT** 

Copilot

Gemini

Have we mentioned that there are literally hundreds of tools in this category? We started by looking at the

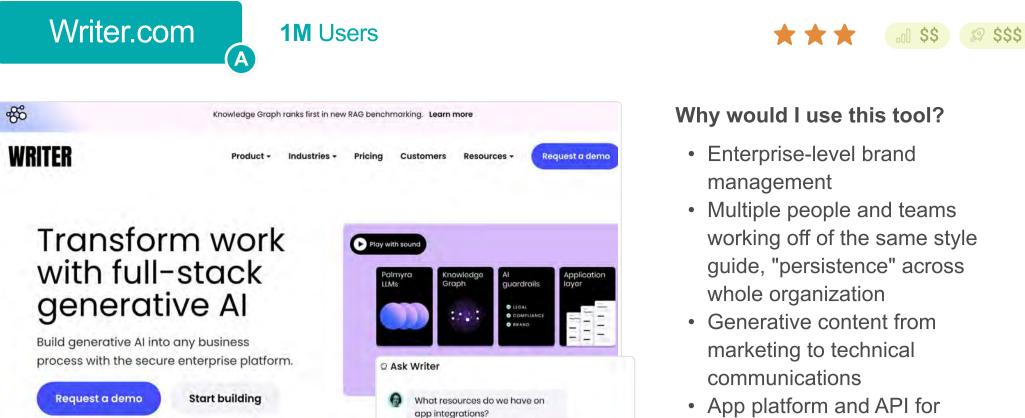
We then narrowed it down to the top 1-2 tools in each of these groups (knowing that we can come back for

top tools across a number of factors, and then grouped them into three rough categories that our

candidates and clients would use them in most: Personal & SMB, Marketing & Social Media, and

- Marketing & Social Media **Image** Generation Writesonic
- Brainstorming: collecting new and disparate ideas into a compelling original idea. • Organizing: creating outlines, tables, bullet lists, and other thought-organizing processes to begin writing. • Drafting: writing a solid first draft of content to be edited by humans and/or other AI tools. • Writing: creating useable content of varying lengths. • **Editing:** performing an editing role on demand (line editor, developmental editor). • **Tone-shift:** ability to re-write content for different audiences, changing voice and tone as needed. • Brand adherence: ability to understand a corporate brand and apply terms appropriately. Persistence: ability to retain data on a specific topic for use in later projects. Productivity: streamlining the entire content process to achieve gains in speed and quality. • **Design ideation:** ability to produce a variety of creative content. • Image creation: ability to generate images from prompts. • Integration: ability to integrate with other applications (Copilot with Microsoft, Gemini with Google). • **Documentation:** industry-specific document automation, ie: contracts, invoices, resumes, support, etc. Content process + task breakdown There are three "families" of generative AI content tools. Two (very different) stand-alone tools that rose to the tops of our lists, based on what we were looking for, usage, what our clients are seeing and asking for, and other factors. All of these tools are best-in-class in some fashion, and they range from free to expensive, and land at a moderate-to-hard learning curve.

### **LEARNING CURVE** RANKING 1 = beginner Good Best 2 = intermediate



Here are some key resources that may help: · Apps Database: a list of apps by vertical and

• Writer.com's platform is powered by a family of large language models, trained on a vast dataset to

understand language and generate content effectively. It offers customization and tuning based on

best-in-class examples provided by users, ensuring outputs are in line with the user's domain and

on our APIs

· Integration Guide: step-by-step directions on

setting up third-party apps to our platform

· Developer documentation: developer resource

Canva Design spotlight ∨ Business ∨ What will you design today? Canva makes it easy to create professional designs and to share or print them. Start designing

Presentations

kind of workflow, from digital

Canva

or data analysis.

assistants to content generation

- Kudos culture refers to a work environment where employees are recognized and appreciated for their hard work and contributions. 1 Select the text box on the right 2 Click Magic Write 3 Click Rewrite Canva simplifies social media content creation with its intuitive design platform, offering a wide range of customizable templates and features that cater to users at any skill level. While it enables quick, professional-looking designs with user-friendly tools and direct publishing options, users may face challenges like creativity constraints, feature limitations in the free version, and a learning curve for advanced functionalities. This tool is primarily for creating images, not for generating copy of any length. Despite these hurdles, Canva remains a valuable tool for anyone looking to enhance their social media presence efficiently. How do they simplify What are they doing well? the complex? Canva democratizes design by making professional-quality Canva simplifies social media design through a user-friendly visuals accessible to users of interface, providing a vast all skill levels, thanks to its library of customizable drag-and-drop functionality, collaboration tools, and direct templates and pre-designed social media integration. You elements. It offers flexibility with can create a Brand Kit for extensive customization
  - Here's the content organized into a calendar format with Monday through Friday across the top row for **Design Thinking** UX Challenge **UX** Writing and Content Strategy<br>Weekly **UX** Challenge Prototyping<br/>
    VX Desktop<br>>Weekly **UX Challenge Design Thinking** Process<br>Weekly
    - enhancing social media due to its training data cut-off. engagement and simplifying information dissemination. 10M Users Why would I use this tool? Tailored data analytics tools Copilot 🎾 Your everyday Al companion

### 🔩 Upgrade to Gemini Advanced · Gig Harbor, WA, USA **Summary**

Allovus.com

Gemini is a conversational AI chatbot developed by Google that allows users to collaborate with generative AI in various tasks and domains such as content creation, translation, data analysis, and summary generation. It can interact with users through text, voice, or images, and integrate with other Google apps and services. It is based on Google's LaMDA model, which enables natural language generation and understanding. Gemini is free to use, but there is also a paid option for accessing a more advanced version of the Al. Subscription options: Gemini Free (w/ a Google account) Gemini Advanced (Google Al Premium Plan)

30M Users

Hello, Karen.

0

Find hotels in Phuket

suggest a packing list

for a week, and

- users with various tasks and domains, such as content and privacy concerns. creation, translation, data analysis, and summaries.