

AlloVus

Our exploration in
and ways they are

Join us on this journey

First things first: AI is here, and still in its infancy. We invite you to explore and evaluate new tools and applications in fields we repre

our findings with you as we go.

What we did

- 1 Generative AI was among the first batch of
- 2 We did initial research to determine
- 3 We tested different content AI tools

creation that initiated the current buzz around AI. We looked at the (very

began to formulate big category buckets to help us think about

to identify the most compelling problems and solving solutions

- ## 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 AI 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 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.


looked for areas where we could leverage AI help, and where we would still be doing the work. This initial list can and will expand as AI content tools become integrated into overall daily workflow.

- | Marketing Communications | Technical Communications | Design | Project + Product Management |
|-----------------------------|---------------------------|-------------------------|------------------------------|
| Content strategists | Technical writers | Content designers | Project/program managers |
| Copywriters/editors | Grant/proposal writers | UX designers | Product managers |
| Brand management | Research analysts | Web developers | Scrum masters |
| Public relations | Documentation strategists | Instructional designers | Operations managers |
| Social media managers | User support writers | | |
| Email marketing specialists | | | |

modality the AI is designed to understand. This input is crucial as it sets the context and parameters for the output, influencing its creativity, relevance, and accuracy.

- In text-based models like LLMs, prompts might include questions, statements, or creative briefs, while in visual models, they could be sketches or keywords.

- Some people are calling this "prompt engineering"; at Allouvs we are calling this "prompt design" because it is inherently creative and iterative in nature.



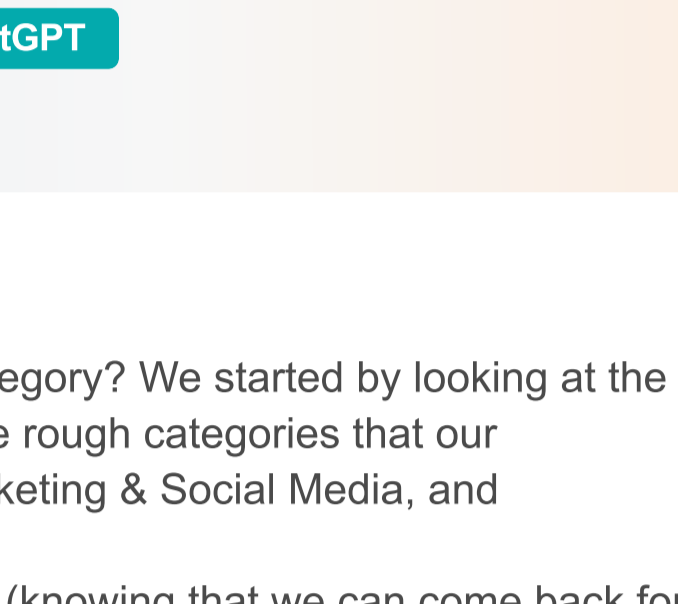
AI image generated with Adobe
Prompt: content generation with layered

Boiling the ocean

- 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.
- 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.
- For those platforms we did deeper dives on, we categorized them based on enterprise, small business, and social media usage.
- These tools can differ greatly in what they focus on and who their intended audience is.

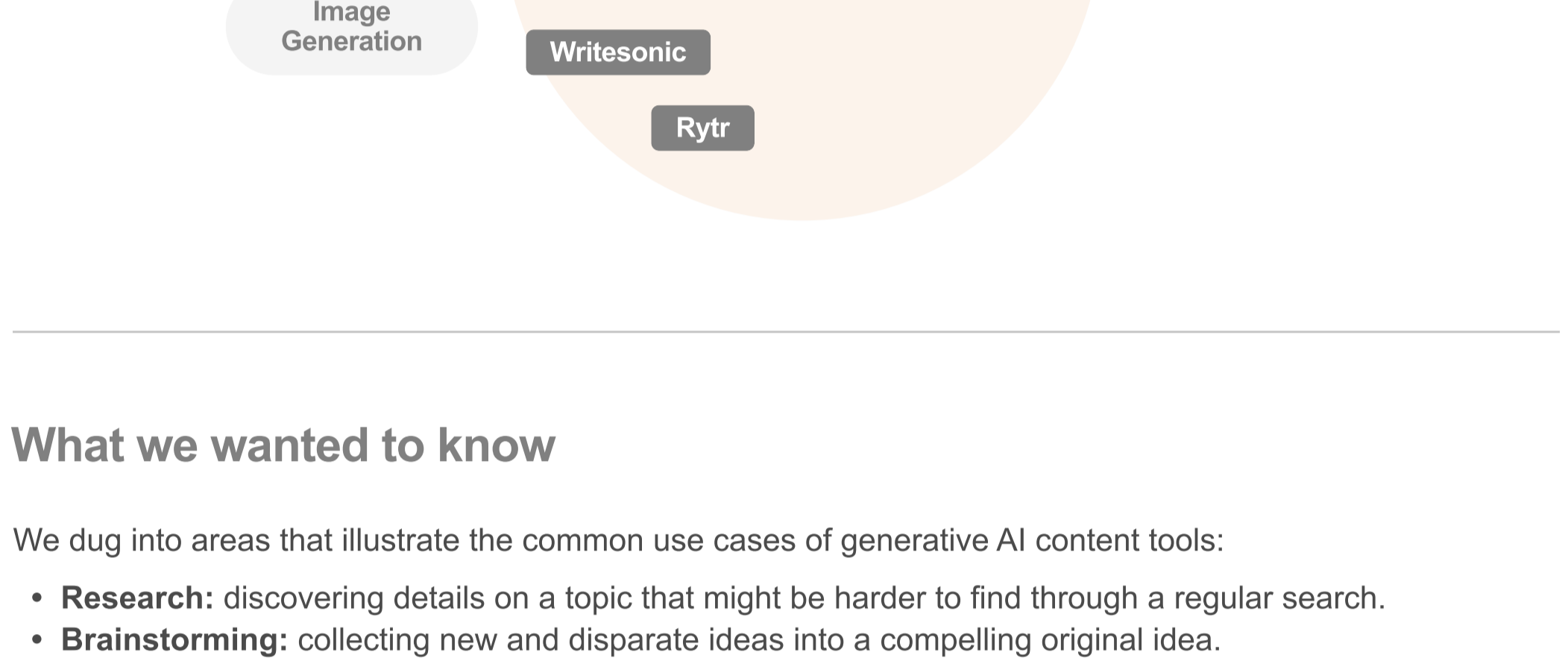
Writer's

- Canva
- Our first pass:**
- Have we mentioned that there are literally hundreds of tools in top tools across a number of factors, and then grouped them in candidates and clients would use them in most: Personal & SME Enterprise-level tools.
 - We then narrowed it down to the top 12 tools in each of these

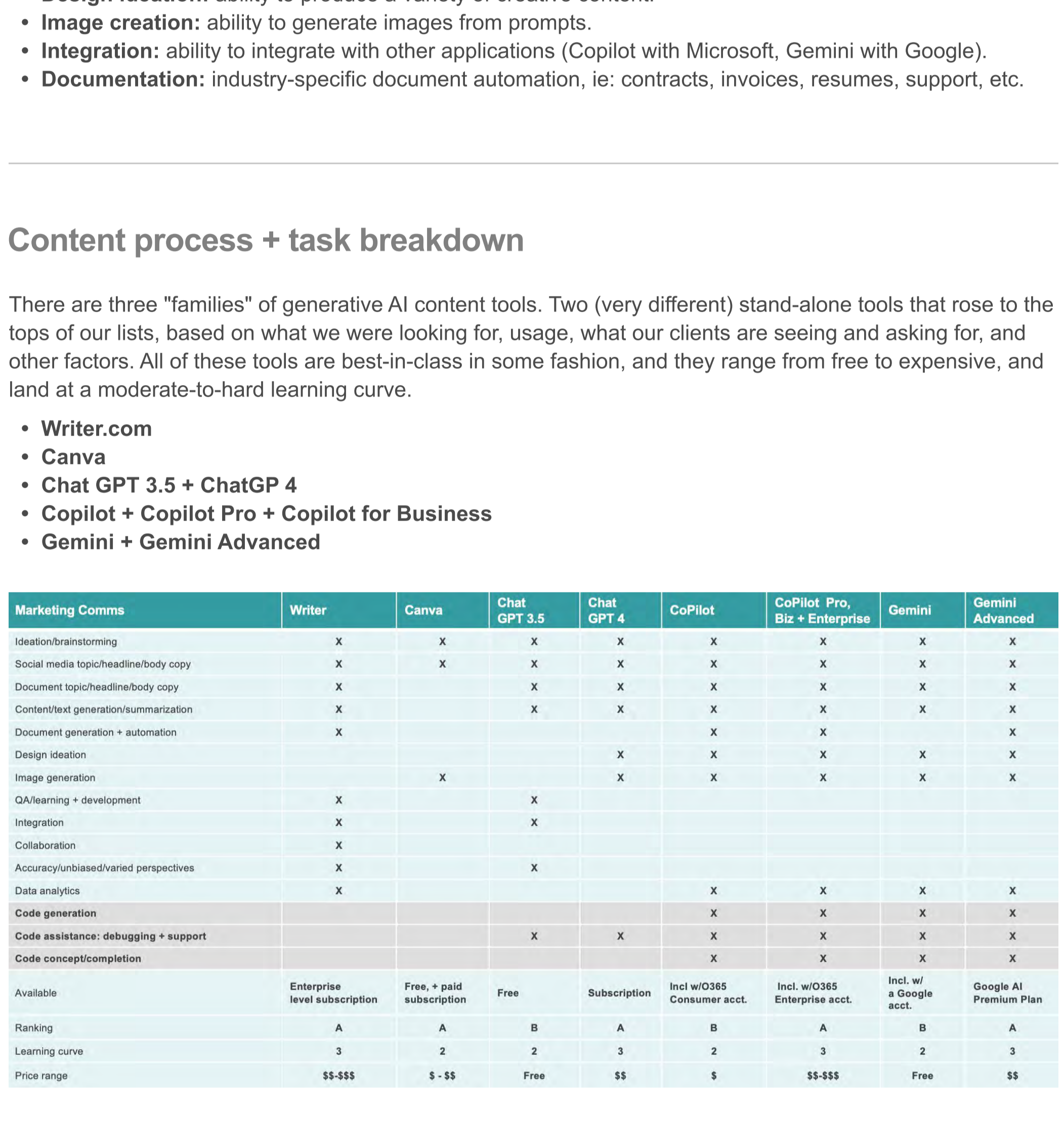


Content AI univers

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- The bubble chart illustrates the distribution of AI products across three segments: Personal & Enterprise, Enterprise, and Personal & Enterprise. The bubbles represent different AI products, with their size indicating their relative importance or usage. The Enterprise segment is the largest, followed by Personal & Enterprise, and then Personal & Enterprise. The products shown are Jasper, Coveo, Custom Service, Sales, ChatGPT, TabNine, AIxCoder, and Github Copilot.



- **Persistence:** ability to retain information
- **Productivity:** streamlining processes



Best Good

- [illegible]

on our APIs

- 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 style preferences. The platform guarantees that the customer owns all intellectual property rights to the content created using Writer, and it is designed to produce SEO-friendly content. Importantly, Writer's AI tools are designed to not plagiarize text, ensuring unique content creation.

How do they simplify the complex?	What are they doing well?	What are their challenges?
	They use best-in-class LLMs	This is a high-end, enterprise

- Writer.com uses an application layer — meaning that clients can build any kind of app they want on top of the layer, to create custom data interfaces for their users. Apps can be built for any kind of workflow, from digital assistants to content generation

[illegible]

professional-looking design. It also handles challenges like creativity

length. Despite these hurdles, Canva remains a valuable tool for anyone looking to enhance their social media presence efficiently.		
How do they simplify the complex?	What are they doing well?	What are their challenges?
Canva simplifies social media design through a user-friendly interface, providing a vast library of customizable templates and pre-designed	Canva democratizes design by making professional-quality visuals accessible to users of all skill levels, thanks to its drag-and-drop functionality, collaboration tools, and direct	Potential for creativity constraints due to reliance on templates, limited features in the free version, a learning curve for advanced functionalities, performance

Chat GPT

A


100M Users

★ ★
\$1.5B
\$1.5B

OutSpit

Here's the content organized into a calendar format with Monday through Friday across the top row for March 2023:

Monday	Tuesday	Wednesday	Thursday	Friday
Emerging AI Projects Research in Quantum Computing First 'Vertical' AI Prototype Explores modular 'Spit'		Cost Studies and Research Market for LLM AI-Marketing	Design Thinking Product Iteration UX Challenge	



Why would I use this tool?

- Customer support automation
- Virtual assistants for businesses
- Content generation
- Language translation
- Education and training simulations
- Conversational ability
- Costs with scale

Tools and Resources for Designers - Introductory Basic Website Design Matters Most to You?	Accessibility in UX Designing for Multiple Abilities and Preferences	Design Psychology - UX Mental Modeling User-Centered Design	UX Writing and Copywriting Storytelling in UX Designing for Mobile	• if using paid version • Versatile for creating content, strategizing/planning, research, brainstorming, creating outlines, writing drafts, editing, and image generation
Website in UX Designing for Multiple Abilities and Preferences	Conversion and Usability Designing for Multiple Abilities and Preferences	Interactive Prototyping - UX Mental Modeling User-Centered Design	Design for Mobile Designing for Multiple Abilities and Preferences	
Emerging UX Design Designing for Multiple Abilities and Preferences	UX Design Designing for Multiple Abilities and Preferences	Cost-Effective and Accessible Designing for Multiple Abilities and Preferences	UX Challenge Designing for Multiple Abilities and Preferences	



Summary

<p>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.</p>		
<p>How do they simplify the complex?</p> <p>ChatGPT simplifies complex topics for non-experts by</p>	<p>What are they doing well?</p> <p>ChatGPT is unique in that it can create engaging text and</p>	<p>What are their challenges?</p> <p>One of the main challenges of using ChatGPT for social media</p>

<p>breaking down concepts into manageable pieces, using simple language, and employing analogies and examples for easier understanding. It enhances explanations with visual aids.</p>	<p>appropriate prompts. Its ability to generate creative and relevant content quickly makes it an invaluable tool for enhancing social media engagement and simplifying information dissemination.</p>	<p>and context sensitivity, as it might inadvertently spread misinformation or fail to grasp the nuances of current events due to its training data cut-off.</p>
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Copilot

B

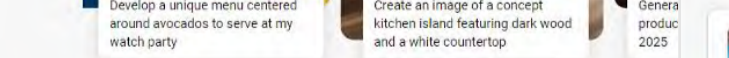
10M Users

★ ☆ ☆

€ \$ £ ¥

Why would I use this tool?

- Tailored data analytics tools
- Industry-specific document automation: contracts, invoices, resumes, etc
- Beautiful image generation
- Choice of conversation styles



The screenshot shows the DALL-E 2 web interface. At the top, there's a text input field with the prompt: "A futuristic cityscape at night, with flying cars and neon signs." Below the input field, there are three generated images. The first image is a cityscape at night with flying cars and neon signs. The second image is a cityscape at night with flying cars and neon signs. The third image is a cityscape at night with flying cars and neon signs. Below the images, there are three buttons: "Generate", "Download", and "Share".

Summary

- Copilot is best used for in today's world as an AI assistant that handles repetitive tasks, provides suggestions, and generates content across various scenarios, from personal to professional, from simple to complex. It can also empower users to build their own AI solutions with Copilot Studio.

- **Language Support:** Copied from the original, but developers working on v2.0 are still in the early completion; "Is the world..."

What are they doing well?

Code generation, code completion and integration with Microsoft tools

Gemini 30M Users

Why would I use this tool?

- Generative AI: text, images, code; based on natural language prompts, vast versatility; visually pleasing UI
- Speed: Gemini provides speed of response for a free tool

Suggestions

- ☐ Is Sketch an art app?
- ☐ Relationship ideas for L...

Help

Activity

Settings

Upgrade to Google Assistant

Planning a picnic?

Suggest a picnic list

Your conversations are processed by third parties. Don't enter anything you wouldn't want others to see.

Find the best of Chicago

Give me local guide

most popular places in the city