Generative AI tools

Conversational AI tools

Conversational AI tools can process text requests and generate text responses. Their ability to simulate human-like conversations enables them to provide detailed and nuanced answers to questions on a wide variety of subjects.

You might use conversational AI tools for tasks such as researching online information, translating between languages, analyzing long documents, brainstorming ideas, planning schedules, proofreading text, and much more.

Example tools include:

- **Anthropic Claude**
    - **Description:** Anthropic Claude can complete problem-solving tasks, like finding mathematical solutions, translating between languages, and summarizing long documents.
    - **Stand-alone or integrated:** Stand-alone

- **Gemini**
    - **Description:** Supercharge your creativity and productivity with Gemini. Chat to start writing, planning, learning and more with Google AI.
    - **Stand-alone or integrated:** Both

- **Microsoft Copilot**
    - **Description:** Integrated with Microsoft Edge, Microsoft Copilot can help with online searches to find information, compare products, and summarize web page content.
    - **Stand-alone or integrated:** Both

- **ChatGPT**
    - **Description:** ChatGPT can generate ideas, plan schedules, debug code, and proofread text.
    - **Stand-alone or integrated:** Stand-alone

Productivity and writing assistants

AI productivity and writing assistants can help with workplace tasks. They might provide grammar or spelling suggestions, generate a summary of a long document, or solve problems. Here are some examples:

- **Clockwise**
  - **Description:** Clockwise is a calendar tool that learns users' work habits to automatically schedule and manage calendar events.
  - **Example industries:** Consulting, technology, sales
  - **Stand-alone or integrated:** Stand-alone

- **Grammarly**
  - **Description:** Grammarly is a writing assistant that can help users edit and write clear, concise text.
  - **Example industries:** Creative writing, education, marketing
  - **Stand-alone or integrated:** Stand-alone

- **Jasper**
  - **Description:** Jasper is a writing assistant intended for marketing tasks, like drafting social media posts, emails, and landing page content.
  - **Example industries:** Copywriting, marketing, sales
  - **Stand-alone or integrated:** Stand-alone

- **NotebookLM**
  - **Description:** NotebookLM integrates into document apps, like Google Docs, and helps summarize or ask specific questions about text, notes, and sources.
  - **Example industries:** Content writing, finance, sales
  - **Stand-alone or integrated:** Both

- **Notion AI**
  - **Description:** Notion AI is a writing assistant built into Notion, a productivity and note-taking software tool.
  - **Example industries:** Development, marketing, product management, sales

o **Stand-alone or integrated:** Integrated

- **AI by Zapier**

  o **Description:** AI by Zapier is a built-in productivity tool that allows AI automation to be integrated with the apps and workflows already connected through Zapier.

  o **Example industries:** Engineering, marketing, project management, technology

  o **Stand-alone or integrated:** Integrated

Code-generative AI tools

These tools help with software development tasks across various programming languages. They function as an AI *pair programmer*—offering suggestions, debugging errors, finding solutions to coding challenges, and much more:

- **Gemini Code Assist**

  o **Description:** A plugin for popular integrated development environments (IDEs), Gemini Code Assist allows users to prompt Gemini within their IDEs to generate code, troubleshoot bugs, and answer questions about software development.

  o **Example industries:** Software development, information technology, web development, systems administration

  o **Stand-alone or integrated:** Integrated

- **GitHub Copilot**

  o **Description:** A plugin for popular IDEs and built into GitHub, Copilot can write and suggest code, suggest descriptions for pull requests, translate multiple languages into code, and index repositories.

  o **Example industries:** Data science, software development, web development

  o **Stand-alone or integrated:** Integrated

- **Tabnine**

  o **Description:** Tabnine can be a plugin to many popular code editors to help speed up delivery and keep code safe.

- **Example industries:** Data science, software development, web development

  o **Stand-alone or integrated:** Integrated

- **Jupyter AI**

  o **Description:** Jupyter is an open-source platform for coding, and this built-in tool includes a chat interface, which can be used to generate code, fix coding errors, and ask questions about files.

  o **Example industries:** Data science, software development, web development

  o **Stand-alone or integrated:** Integrated

Image- and media-generative AI tools

Media-generating AI tools help workers with tasks like generating and editing images, video, and speech. Examples include:

- **Adobe Firefly**

  o **Description:** Built into the Adobe suite, Firefly can generate and edit images.

  o **Example industries:** Design, education, marketing

  o **Stand-alone or integrated:** Integrated

- **Canva Magic Design™**

  o **Description:** Canva Magic Design is a tool that generates text and image content in Canva, an online graphic design tool.

  o **Example industries:** Design, education, marketing

  o **Stand-alone or integrated:** Integrated

- **DALL-E**

  o **Description:** Integrated with ChatGPT, DALL-E generates images from text prompts.

  o **Example industries:** Design, education, marketing

  o **Stand-alone or integrated:** Integrated

- **ElevenLabs**

- **Description:** ElevenLabs is a speech AI tool that can generate spoken voice-over audio from text in different languages.

- **Example industries:** Content creation, education, marketing, production

- **Stand-alone or integrated:** Stand-alone

- **Google Ads**

  - **Description:** Google Ads helps businesses create and manage digital advertising campaigns. It features AI integration to help generate ad content and boost performance. Learn more about how to make AI work for your business with Google Ads AI Essentials and the AI Explored video series.

  - **Example industries:** Marketing, Advertising

  - **Stand-alone or integrated:** Integrated

- **Midjourney**

  - **Description:** Integrated into Discord, Midjourney can generate images from text prompts.

  - **Example industries:** Design, education, marketing

  - **Stand-alone or integrated:** Integrated

- **Runway**

  - **Description:** Runway can generate a new video from a text prompt or edit an existing video's style or focus area, and remove people or other elements.

  - **Example industries:** Content creation, design, marketing, production

  - **Stand-alone or integrated:** Stand-alone