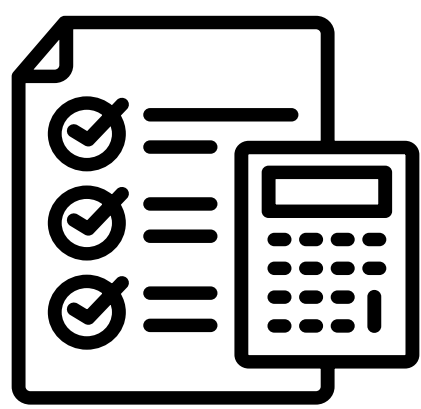




AI for Intuit products

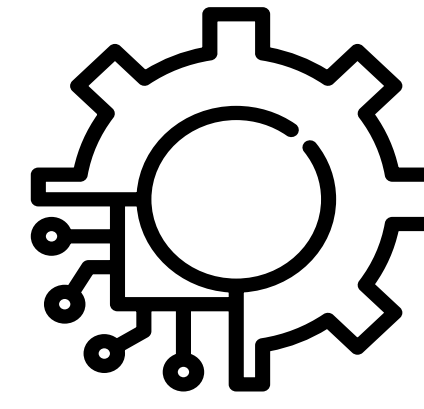
 **turbotax**



AI-Generated Learning Paths

- Design adaptive learning modules that guide users through tax concepts by analyzing their learning style & knowledge gaps.
- Integrate AI-automated tutorials that simulate tax scenarios, guiding users understand tax code complexities step-by-step.

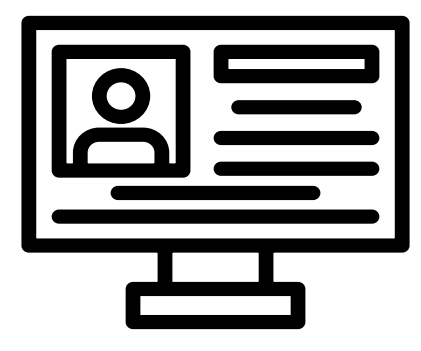
 **creditkarma**



Personalized Financial Education Tools

- Incorporate AI to build personalized educational modules that adapt to users' financial profiles.
- Use AI-driven simulations that offer tailored feedback, guiding users through scenarios such as improving creditworthiness based on their unique personal credit data.

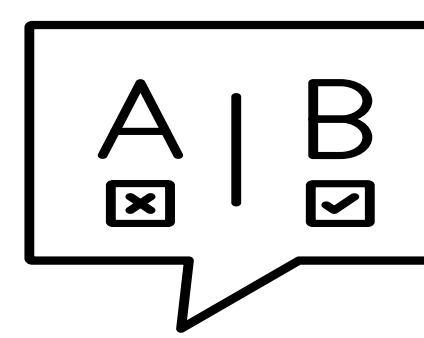
 **quickbooks**



Adaptive Transaction Categorization Training & Layout

- Develop AI-powered tools that teach users to categorize transactions using "2 million personalized models" tailored to their preferences, improving accounting accuracy.
- Integrate AI-generated accounting tutorials that guide users in real-time, offering customized advice based on their financial data.

 **mailchimp**



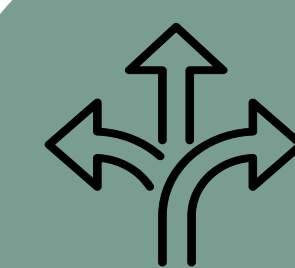
Content Creation Training

- Create training modules that teach businesses how to use AI to "generate engaging email content quickly."
- Train users to leverage AI for predicting customer behavior and improving various campaign performance attributes.

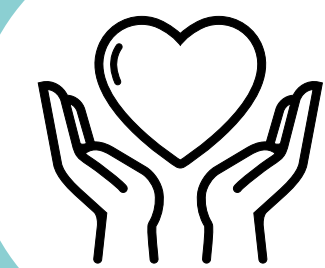
AI for ethical & innovative instructional design



AI collects data from diverse users and help instructional designers develop material that is equitable and bias free tailored to users needs.



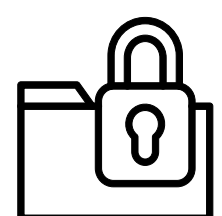
AI creates learning paths and adjusting content based on individual learning needs and personal skill levels.



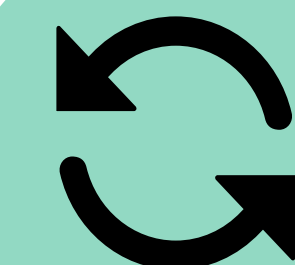
AI ensures accessibility and inclusion by generating alt text for images with purpose and emotion, reviewing for anti-racist language, and enhancing readability for clarity on complex topics like taxes and accounting.



AI analyzes instructional content to align it with regulatory frameworks, ensuring legal compliance and reducing risks.



AI generates interactive checklists and training tips that instructional designers can use to help learners maintain data security.



AI dynamically adjusts and personalizes learning materials in real time, ensuring ensuring content stays relevant as learners progress.

Using Quillbot:

A quick guide for instructional designers

What is QuillBot?

QuillBot is a writing tool driven by AI. It makes the creation of learning materials easier and smoother. It provides essential help in creating material that is clear, concise, and engaging while enhancing efficiency.

What sets QuillBot apart?

QuillBot stands out because of its smooth integration of multiple tools—paraphrasing, grammar checking, summarizing—within its built-in flow. Unlike other AI-platforms, it allows users to write and access all of these tools without switching tabs, which saves time. Additionally, it provides an AI autocomplete feature to assist in constructing sentences and a research functionality for citing sources.

Uses of Quillbot for Intuit instructional designers

Paraphraser

Description

The Paraphraser allows you to rewrite complicated data while keeping the original meaning and simplifying content across various Intuit's products.

How to make use of Paraphraser:

- Expedite content updates; rephrase old material and avoid staring all over.
- Customize changes for various teams across Intuit; adjust training materials, relate them to specific product teams (like TurboTax and QuickBooks) and ensure the proper message is relayed without reconstructing all training modules.
- Ensure consistency in tone and terminology to emphasize Intuit's brand identity.

Summarizer

Description

The Summarizer helps you reduce lengthy texts to key points so that you can focus critical elements significant for learning objectives.

How to make use of Summarizer:

- Easily summarize extensive data for training materials.
- Adjust product guidelines for new hires as easy-to-read step-by-step processes.
- Summarize meetings notes and turn into action items for training programs.
- Create study guides or quick reference materials for product-specific knowledge.

Grammar Checker

Description

The Grammar Checker ensures that all instructional content is error-free and maintains a professional tone, which is essential for Intuit's diverse teams and users.

How to make use of Grammar Checker:

- Review training content to spot and fix common instructional writing mistakes.
- Polish instructional materials by making necessary edits, and ensure that the key ideas are highlighted, not the errors.
- Simplify the editing process for instructional materials using sentence corrector to ensure clarity and professionalism.
- Maintain a consistent writing tone and style that aligns with Intuit's branding style.