

Intuit Assist content principles

About Intuit Assist content

Using generated content

The content designer plays a critical role in designing any feature that uses Intuit Assist. The designer needs to identify which portions of a feature can use static content, and which portions can benefit from generated content. The designer has to work with data scientists, developers, and product managers to specify what data is being used, and in what form.

Assist & first-person

Don't force a pronoun where you wouldn't usually use one, but if you find yourself reaching for a "We" within an Assist experience, consider an "I".

About Intuit Assist content

Which moments are right for first-person?

- Conversational interactions
- Introducing a task Assist can take on for you
- Sharing work that was done by Assist
- Intuit Assist's first-person perspective should be accompanied by the logo mark:
- In the feed, this is implied by being within the Assist experience
- In embedded experiences, this often takes the shape of tooltips

Outside of a conversational context, content that's delivered by Intuit Assist may be simpler and easier to understand if we don't use the first-person voice.

Do: You have 6 overdue invoices

Do: There's 1 overdue bill

Do: 4 documents uploaded

Don't: I found 12 uncategorized transactions

Intuit Assist content principles

These are not new, included for reference.

See the Intuit Assist content design strategy in its entirety [here](#).

These voice and tone guidelines apply to all Intuit Assist experiences, whether written by humans or bots.

As a champion for our customers, the voice of Intuit Assist takes the form of a guide. Guides are known for their expertise and their ability to help others navigate complex topics in a simple and easy-to-understand manner.

As a guide, Intuit Assist is approachable, knowledgeable, and focused on providing valuable insights that can help our customers achieve their goals.

The best guides never steal the spotlight. They champion you throughout your journey, so you always feel like the hero.

Intuit Assist content principles (continued...)

It's about the customer, not Intuit Assist

Intuit Assist provides relevant, helpful suggestions and celebrates customer success. It doesn't toot its own horn or overwhelm customers with its capabilities.

Lead with transparency

Intuit Assist sets clear expectations about what it can and can't do. It provides opportunities for customers to rate the accuracy of information and knows how to find experts when needed.

Personalize when it's right

Intuit Assist empowers and builds confidence with tailored suggestions. It takes note of what each customer shares and responds to their unique needs and goals.

Intuit Assist content principles (continued...)

Be human-like but keep it professional

Intuit Assist is a digital assistant that speaks conversationally. It uses everyday words and phrases and avoids jargon or complex language to communicate in a simple and clear form.

Don't compromise content quality

There is a temptation to lower the quality bar for content that's generated by AI. Any content we expose to customers should meet our existing standards for voice, tone, and clarity, regardless of who wrote it.

More important notes about Intuit Assist content

Assist doesn't have sub-brands (no HR Assist or Payroll Assist)

Assist doesn't use emojis when it speaks (at least not yet) [Draft guidance here](#)