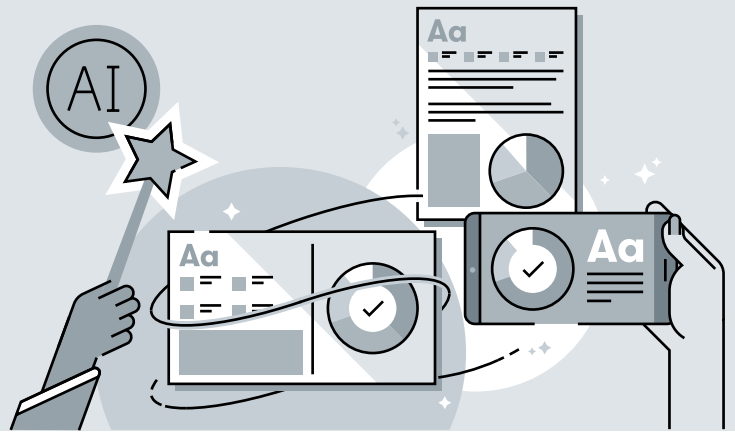


The AI evaluation checklist

Despite what the flashy marketing says, AI is rarely a single-click-to-perfect-content kind of tool. And the time you saved getting your AI tool to make you the content in the first place, is quickly eaten away by edits and analysis, or worse, you go out there with a big bowl of AI slop.

The solution is being able to evaluate AI-generated content quickly and easily – focusing on what matters, without getting bogged down elsewhere.



When evaluating AI-generated content check these two areas:

Message

Accuracy

AI tools have a habit of modifying your original content, and don't guarantee accurate results. Even small changes can make a big difference.

- **Ask:** What has Copilot added or taken away to your content?
- **Fix:** Analyse the changes made and make sure it's still an accurate representation.

Audience

The more targeted and relevant your content is, the more your audience will remember it. With audiences forgetting as much as 70% of new information just a day after hearing it, your content should be anything but generic.

- **Ask:** Is the content relevant to your audience? Does it feel too generic? Does it feel specific, but for the wrong audience?
- **Fix:** Tighten messages to better target them to your specific audience.

Action

Your audience shouldn't be a passive listener, each slide should compel your audience to do something (e.g. ask a question, provide detail, build an argument).

- **Ask:** What's the call-to-action for your slide? What should your audience do in light of the message they've heard?
- **Fix:** Ensure there is a clear and actionable punchline that helps achieve your objective.

Design

Arrangement

Untidy slides undermine your brand and inhibit understanding.

- **Ask:** Does your slide feel balanced?
- **Fix:** Tidy anything misaligned or overlapping. Reposition content that feels squashed or sparse.

Assets

Poor quality graphics can undermine your brand, while unrelated assets can distract audiences from key messages.

- **Ask:** Are your images and icons sharp? Is there any distortion? Do they reflect your brand?
- **Fix:** Swap out anything that is low quality, or off-brand.

Accessibility

Your content must be legible for all audiences.

- **Ask:** Can you read all the content on your slide (consider text size and contrast)?
- **Fix:** Adjust your content so it can easily be read by all users. Run an accessibility check using PowerPoint's in-built accessibility checker.

Stretch task

If you're a brand owner, audit the slides produced by your AI tool against your brand guidelines every 2-3 months.

Identify areas of weakness and (if you're using Copilot) adjust your Brand Kit accordingly. **Give us a shout if you need a hand with that.**

For more insights on how AI tools create content in PowerPoint, [check out our white paper here](#).

For help optimising your organisation's assets for AI slide generation, [head over here](#).