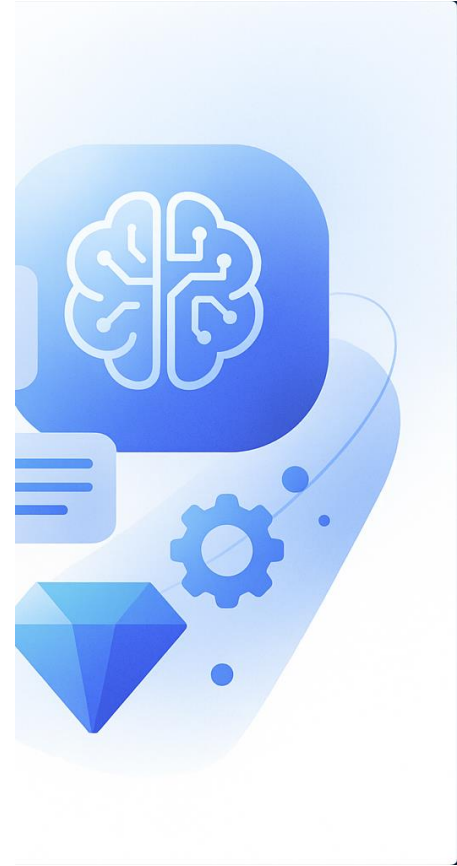# AI Tools: Projects, Gems & Custom GPTs
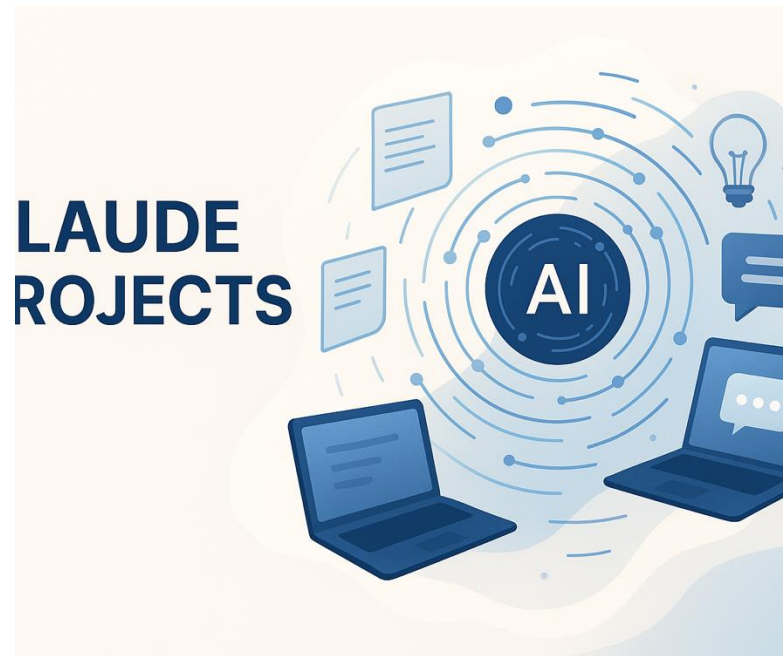
Feature Comparison & Use Cases
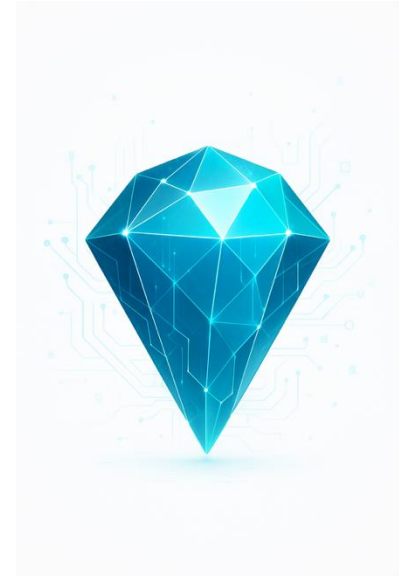
August 12, 2025

Claude Projects

- Organize chats & knowledge into projects
- 200K-token context window (~500 pages) for documents, code & transcripts
- Custom instructions per project tailor responses
- Share snapshots & activity feed to inspire teammates
- Data & chats not used for training without explicit consent

Gemini Gems

- Build custom chatbots with your own instructions & knowledge files
- Define instructions & upload files; test and refine with Gem builder
- Requires a Google account; create/edit on web only; not available for Live or image generation
- Example: marketing expert Gem referencing brand guidelines for research & brainstorming

ChatGPT Projects

- Organize AI-assisted work into dedicated projects with chats, files & instructions

- Available for Plus, Pro & Teams; view-only on mobile; full support on web & Windows

- Create a project: open ChatGPT, click "+"; drag existing chats or start new ones

- Add files & custom instructions to guide responses; set tone or citation style

- Centralize tools (Canvas, voice mode & search) to keep drafts, research & final versions linked

[10] [11] [12] [13] [14]

Custom GPTs

Base model

Starts from a pre-trained ChatGPT base

Custom instructions

Define behaviour without code

Knowledge files

Upload documents to enrich responses

- Tailor to specific domains or contexts where the base model falls short
- Build & iterate in the GPT builder – name, description, instructions, upload files; preview & refine
- Add capabilities such as web browsing, image generation & code interpreter
- Avoid uploading sensitive information; knowledge files are downloadable by users

Comparative Overview

What's shared across these tools?

All tools allow you to provide context and custom instructions, and most let you upload knowledge files. However, they differ in collaboration, scope, and who can access them.

Feature	Tools with feature
Organize chats/projects & files	Claude Projects, ChatGPT Projects
Custom instructions per workspace	All
Upload knowledge files	All
Large context window (200K tokens)	Claude Projects
Team collaboration & sharing	Claude Projects, ChatGPT Projects
Paid subscription required	All
Build shareable custom chatbots	Gemini Gems, Custom GPTs

Best Use Cases & Recommendations

Claude Projects

- Deep knowledge tasks (e.g., long documents, code reviews, legal analysis)
- Team collaboration with shared chats & documents
- Projects requiring large context windows & strong privacy controls

Gemini Gems

- Personal or departmental workflows in Google's ecosystem
- Reusable assistants for marketing research, coding or support
- Rapidly deploy specialized chatbots without code

ChatGPT Projects

- Organizing multiple chats & files around complex tasks like writing, research or coding
- Using multi-modal tools (Canvas, voice, search) in one workspace
- Professionals juggling several concurrent projects who need context persistence

Custom GPTs

- Domain-specific assistants for education, customer support or internal knowledge
- Sharing specialized bots across a team or community
- Tasks requiring custom capabilities like browsing, image generation or code

[25] [26] [27] [28]