

OK Noted

Turning YouTube into a Workspace.

A Chrome extension for frictionless, note-taking while watching videos.

David Pei - Creator, PM, Founder

Live: ok-noted.com | [Chrome Web Store](#)

Problem and Opportunity

“I pause every 10 seconds to jot down notes”

Users switch between YouTube and their notes, losing time and focus.

Taking screenshots or linking timestamps of the video is tedious.

Existing tools add friction (no automatic syncing to typical note taking workflow).

User Research

Users want simplicity, syncing, and screenshots.

User Persona - The Student

Takes notes from online lectures.

Uses timestamps to recall specific parts of the lecture

Uses screenshots so they don't have to write down specific slides

Wants all lecture notes organized and automatically synced in Google Drive

User Persona - The Online Serious Learner

Takes notes from educational videos on YouTube.

Uses timestamps to reference specific parts of the video

Uses screenshots for diagrams or visual concept

Wants all notes organized and automatically synced in Google Drive

Note Taking Habits Survey

75%

Switch between video and notes multiple times per session












90%

Use screenshots and timestamps frequently to take notes

100%

Organize their notes, either through cloud storage or otherwise

Competitive Analysis

	OK NOTED	VB NOTES	CRAFT
SAME SCREEN NOTE TAKING			
TIMESTAMPS			
SCREENSHOTS			
GOOGLE DOCS SYNC			
GOOGLE DRIVE SYNC		-	

MVP Scope - Core Features



Timestamp Notes

Capture the exact video moment without the manual need for hyperlinking.



Screenshots

Snap key visuals without pausing the video and insert into notes seamlessly.



Google Docs and Google Drive Sync

Auto-save notes in Google Doc form to user's Drive folder.

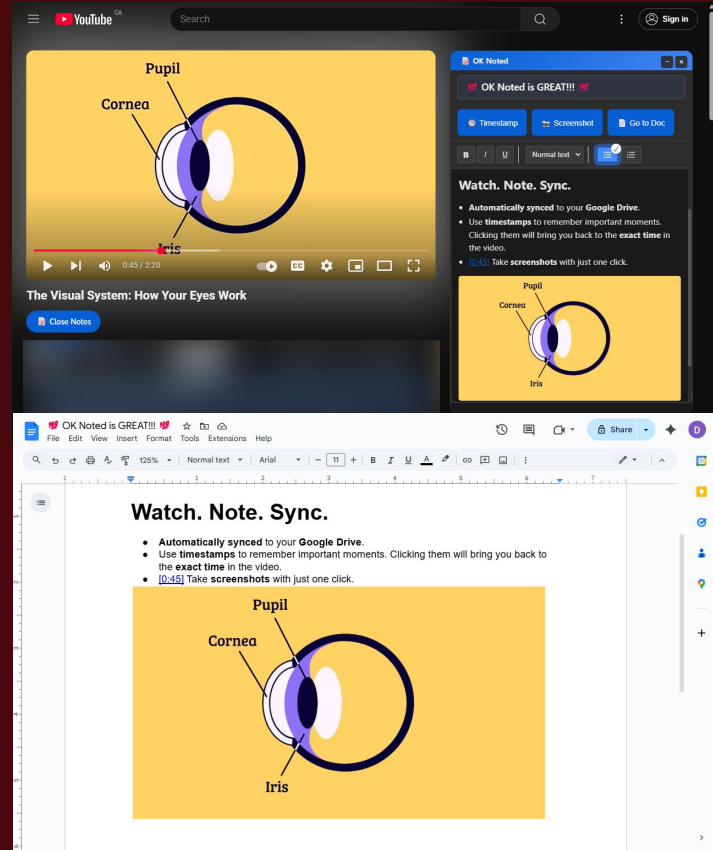


No Sign-Up Needed

All data stored on their Google Account, but no need for sign-up or registration.

OK Noted Workflow

Watch. Note. Sync.



Launch KPIs

What are the most important things to measure post launch?

Installs



100+ installs

Organic growth via word-of-mouth and Reddit post

Activation



90% activation rate

Clear onboarding and single-click experience

Retention



30% 7-day retention

Early sign of repeat learning sessions

Avg Notes
per User



5.4 avg notes per user

Deep engagement with OK Noted

Learnings & Next Steps

What I Learned and Where It's Going

What I Learned

UX simplicity beats advanced features early on.

Reducing friction in onboarding drives engagement.

Transparency about privacy builds trust and retention.

Chrome extension UX constraints shape MVP design choices.

Next Steps - Growth

Add a “Share this note” CTA that creates a shareable Drive link — test sharing → referrals.

Content SEO - “How to take better notes” blog post.

Get testimonials and display on site and store listing.

Gather User Feedback.

Next Steps - Functionality

Integrate AI summarization of notes.

Folder organization on Google Drive in app.

Note dictation.

Thank You!

Any questions?

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