A Case Study for Video Narration in Google Slides

1. Introduction

Google slides are widely adopted for creating and sharing presentations especially in academic and professional settings. However it lacks native features that enable users to record video narrations for individual slides. This limitation poses a significant challenge for users who want to deliver engaging presentations with personalized commentary.

Current users must resort to third party tools or complex workarounds which often results in inefficient workflows, inconsistent presentation quality and increases user frustration. Over time this can lead to reduced platform engagement and a higher churn rate, particularly among educators, content creators and remote teams who particularly rely on such functionality for effective communication.

This case study explores the opportunity to address this feature gap by conceptualizing and proposing a solution that integrates the native video narration capabilities into google slides. The goal is to enhance users experience and improve workflow efficiency and increase long term user retention

2. Problem Statement

There is a wide use of Google Slides for creating and sharing presentations. However, it lacks a native feature that allows users to record video narrations for each slide individually. This limitation forces users to rely on third-party tools or workarounds, leading to inefficiencies and inconsistent user experiences, or a rise in churn rate.

3. User Pain Points

Educators: Desire to create independent lessons with personalized video explanations for every slide.
Corporate Trainers: Need to develop training material with a detailed walkthrough for each slide.
Sales Professionals: Aims to send customized offers with a video message tailored to each slide.
Students: Often required to submit a presentation with accompanying explanations, students currently use external tools to record video explaining for each slide. This process is time consuming and might be technically challenging, especially for those who lack reliable recording software. A native per slide recording feature would streamline this process, making it more accessible and efficient for students to meet academic requirements.

4. Proposed Solution

Introduce the built in feature in google slides that enables users to record video narrations for each slide individually, and we can help by allowing them to:

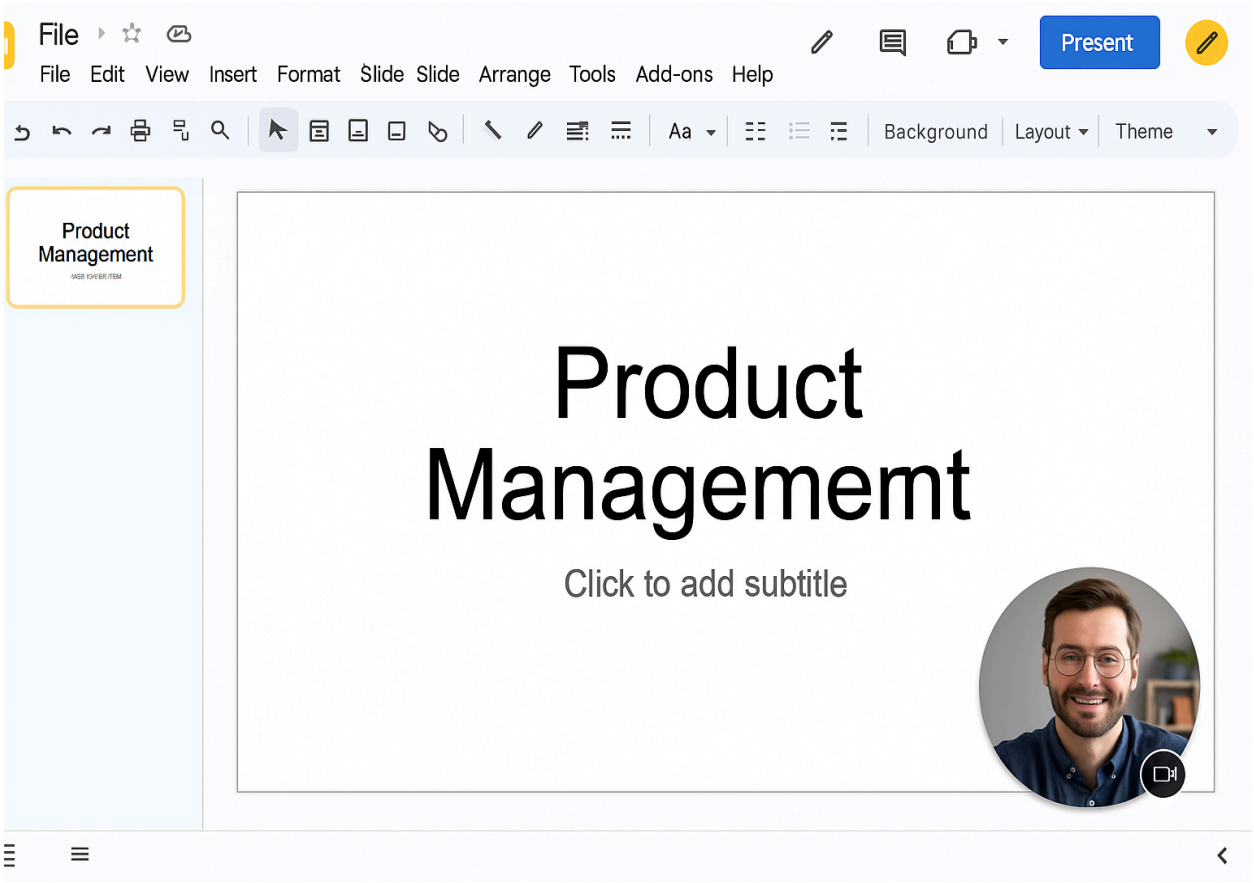
- Record video and audio directly within google slides
- Attach recordings to particular slides
- Preview and rerecord if needed
- Share presentations with embedded video narrations seamlessly.

The mockup below illustrates how the proposed **video narration feature** would appear within the existing **Google Slides interface**, maintaining consistency with Google's minimalist and intuitive design principles.

The feature is positioned **non-intrusively** in the bottom-right corner of the slide workspace, featuring:

- A **live video thumbnail** of the presenter, helping users see themselves as they record.
- A prominent **record button** for initiating or stopping narration per slide.
- Options for **previewing and re-recording** narration for individual slides, ensuring flexibility and quality control.
- Seamless integration with the existing **sharing and collaboration tools**, allowing narrated presentations to be distributed without extra formatting or exports.

This interface ensures that users can add personalized commentary to each slide **without leaving the Google Slides environment**. It streamlines a task that currently requires multiple tools and reduces the technical burden for users in academic, professional, or remote contexts.



5. Market research

5.1. Understanding Customers

The primary users of google slides span across education, corporate and content creation sectors, these users often need to create presentations with personalised commentary, especially in asynchronous or remote environments.

Key user group includes:

- **Educators:** Need to create self-paced video lectures.
- **Students:** Submit narrated academic presentations.
- **Corporate Trainers:** Build onboarding and training material.
- **Sales teams:** Deliver personalized pitches.
- **Content Creators:** Produce video based educational content.

5.2. Assessing Market Viability

Current methods for adding video narration to google slides require the following steps:

- Exporting to powerpoint or canvas since they have the inbuilt video narration features.

- Using screen recording tools like loom,zoom or OBS.
- Manually syncing video with slides.

5.3. Current workarounds and challenges

Since google slides does not offer a native video narration feature users are forced to rely on alternative, multi-step methods that often involve switching platforms or using external tools. These workarounds are

- Time consuming
- Technically challenging
- Prone to errors

To better understand the demand for the native narration features in google slides, I conducted a public survey involving over 40 participants. The respondents include a diverse mix of Students, professors, content creators, corporate trainers & Team Leads in remote organization.
The result were compelling:

- **85%** of users reported using Google Slides regularly (weekly or more).
- **67%** had previously wanted to add video/audio narration to a presentation.
- **60%** found current workarounds (e.g., Loom, OBS, PowerPoint) to be **somewhat** or **very difficult.**
- **92%** said they would **use a native video narration feature** in Google Slides if it existed.

We can conclude that there is a strong demand for this feature, especially for users who currently lack the technical expertise or time to use third-party tools.

Competitor Analysis

Table 5.3.1 Kano framework

Feature Category	Feature Example	Google Slides	PowerPoint	Canva	Prezi	Keynote
Basic (Must-Have)	Real-time collaboration	Yes	Limited	Yes	Yes	Limited
	Slide creation	Yes	Yes	Yes	Yes	Yes
	Templates	Basic	Extensive	Extensive	Dynamic	High-quality
	Export to PDF/PPT	Yes	Yes	Yes	Yes	Yes
Performance (One-Dimensional)	Advanced animations/transitions	Basic	Advanced	Advanced	Dynamic	Cinematic
	Customizable design	Limited	Advanced	Extensive	Extensive	Advanced
	Offline access	Limited	Full	Limited	Limited	Full

	AI-powered design suggestions	Gemini (paid)	Copilot (paid)	Magic Design (free/paid)	Prezi AI (mobile)	None
	Native video narration	No	Yes	Yes	Yes	Audio only
Delighters (Attractive/Exciting)	Interactive elements (polls, quizzes)	No	No	Yes	No	No
	Dynamic/non-linear navigation	No	No	No	Yes (ZUI)	No
	Seamless ecosystem integration	Google Workspace	Microsoft 365	100+ apps	Slack/Zoom	Apple apps
	AI-generated templates	Limited	No	Yes	Yes	No

1. Basic Features:
    - Google Slides meets basic expectations (real-time collaboration, slide creation) but lags in template quality compared to Canva and Keynote.
    - Critical Gap: Native video narration is a *basic expectation* for many users (67% demand in user surveys), but Google Slides lacks this feature.
2. Performance Features:
    - Strengths: Google Slides' collaboration and cloud accessibility outperform PowerPoint's clunky real-time editing.
    - Weaknesses: Lacks advanced animations (vs. PowerPoint/Keynote) and AI tools (vs. Canva/Prezi).
3. Delighters:
    - Competitors like Canva (interactive polls) and Prezi (zoomable canvas) offer unique features that differentiate them.
    - Opportunity: Adding AI-generated templates (like Canva) or dynamic navigation (like Prezi) could delight users.

Competitor Benchmarking

1. Microsoft PowerPoint

- Basic: Full offline access, advanced animations.
- Delighter: Copilot AI for content generation.

2. Canva

- Performance: 100k+ templates, Magic Design AI.
- Delighter: Interactive elements (polls, quizzes).

3. Prezi

- Performance: Dynamic, non-linear presentations.
- Delighter: Prezi Video (side-by-side presenter/content).

4. Apple Keynote

- Performance: Cinematic transitions, Apple ecosystem integration.
- Weakness: Limited collaboration outside Apple devices.

Table 5.3.2 Rice Framework

Feature	Reach	Impact	Confidence	Effort	RICE Score	Reasoning
Native Video Narration	15,000	3	80	5	7,200	High demand, broad appeal, clear competitor benchmark, moderate complexity
Advanced Animations/Transitions	12,000	2	75	4	4,500	High demand, clear competitor benchmark, moderate complexity
Dynamic/Non-linear Navigation	8,000	2	70	6	1,867	Niche appeal, high complexity, less clear user need

Interactive Elements (Polls, Quizzes)	10,000	2	80	3	5,333	High demand, clear competitor benchmark, low-moderate complexity
AI-Powered Design Suggestions	10,000	2	70	4	3,500	Growing demand, clear competitor benchmark, moderate complexity

"RICE Score Formula:

$$\text{RICE} = \frac{\text{Reach} \times \text{Impact} \times \text{Confidence}}{100 \times \text{Effort}}$$

- Native Video Narration is a high-priority feature for Google Slides, given its high RICE score and the fact that all major competitors except Keynote already offer it.
- Advanced Animations and Interactive Elements are also important to match competitors like PowerPoint and Canva.
- Dynamic/Non-linear Navigation and AI-Powered Design Suggestions are valuable but may be lower priority if resources are limited.

5.4. Risk Mitigation

Risk	Mitigation Strategy
Users may find the recording process complex	Simple UI with preview and re-record functionality
Increased storage due to embedded videos	Use Google Drive streaming and compression
Privacy concerns about embedded video	Provide visibility settings (private, shared, etc.)
Redundancy with YouTube or Loom integration	Focus on **per-slide** narration and in-app simplicity

5.5. Product Development Considerations

Proposed MVP Feature Set:

- Record audio/video directly inside Google Slides
- Attach recordings to specific slides
- Preview, re-record, or delete per slide
- Seamless sharing with playback embedded

Future Enhancements:

- Automatic captions/transcriptions
- Speaker notes-to-script integration
- Viewer engagement analytics

6. Conclusion

A native video narration feature in Google Slides directly addresses a critical user need, as demonstrated by strong survey data and clear gaps in the current product offering compared to competitors. By enabling users to record and embed video commentary per slide, Google Slides would not only streamline workflows for educators, trainers, students, and professionals but also eliminate reliance on cumbersome third-party tools and inefficient workarounds. This enhancement promises to boost user satisfaction, increase platform retention, and position Google Slides as a more competitive and innovative solution in the digital presentation landscape. Implementing this feature is a strategic opportunity to deliver measurable value, meet evolving user expectations, and reinforce Google's leadership in collaborative productivity tools