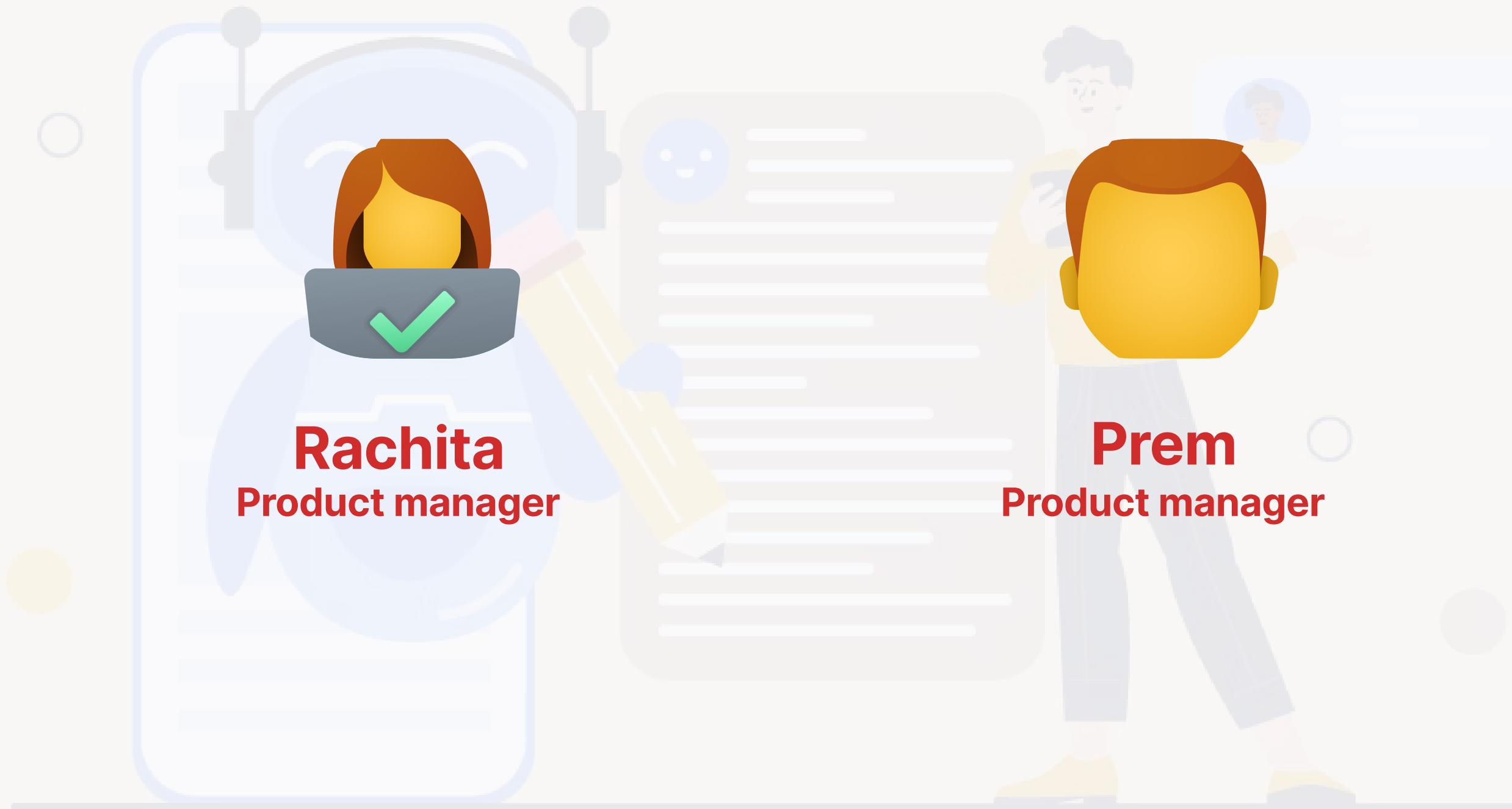


Ai Note Taker User Research



Approach

1 MARKET RESEARCH AND COMPETITIVE LANDSCAPE FOR AI NOTETAKERS

**2 IDENTIFIED TARGET USER PERSONAS(AND THEIR JTBD) VIA USER SURVEY AND USER
INTEVIEWS**

3 USER PROBLEMS - IDENTIFIED AND PRIORITIZED

4 POSSIBLE SOLUTIONS

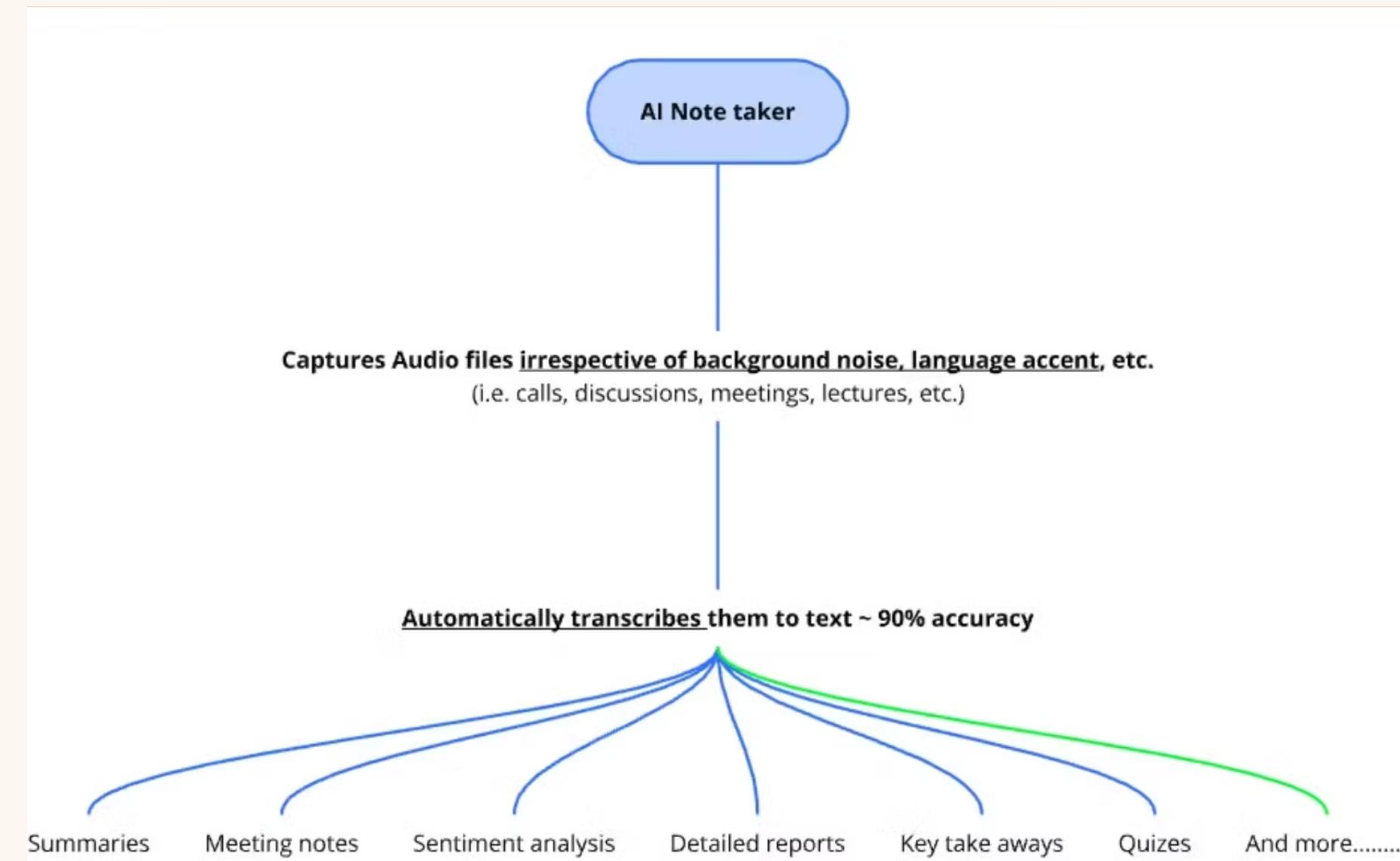
PART 1

Market Research and Competitive Landscape for AI Notetakers

PART 1

What is an AI notetaker and how does it work?

"An AI notetaker is an artificial intelligence-powered tool designed to assist individuals in capturing, organizing, and processing the information within their notes."



PART 1

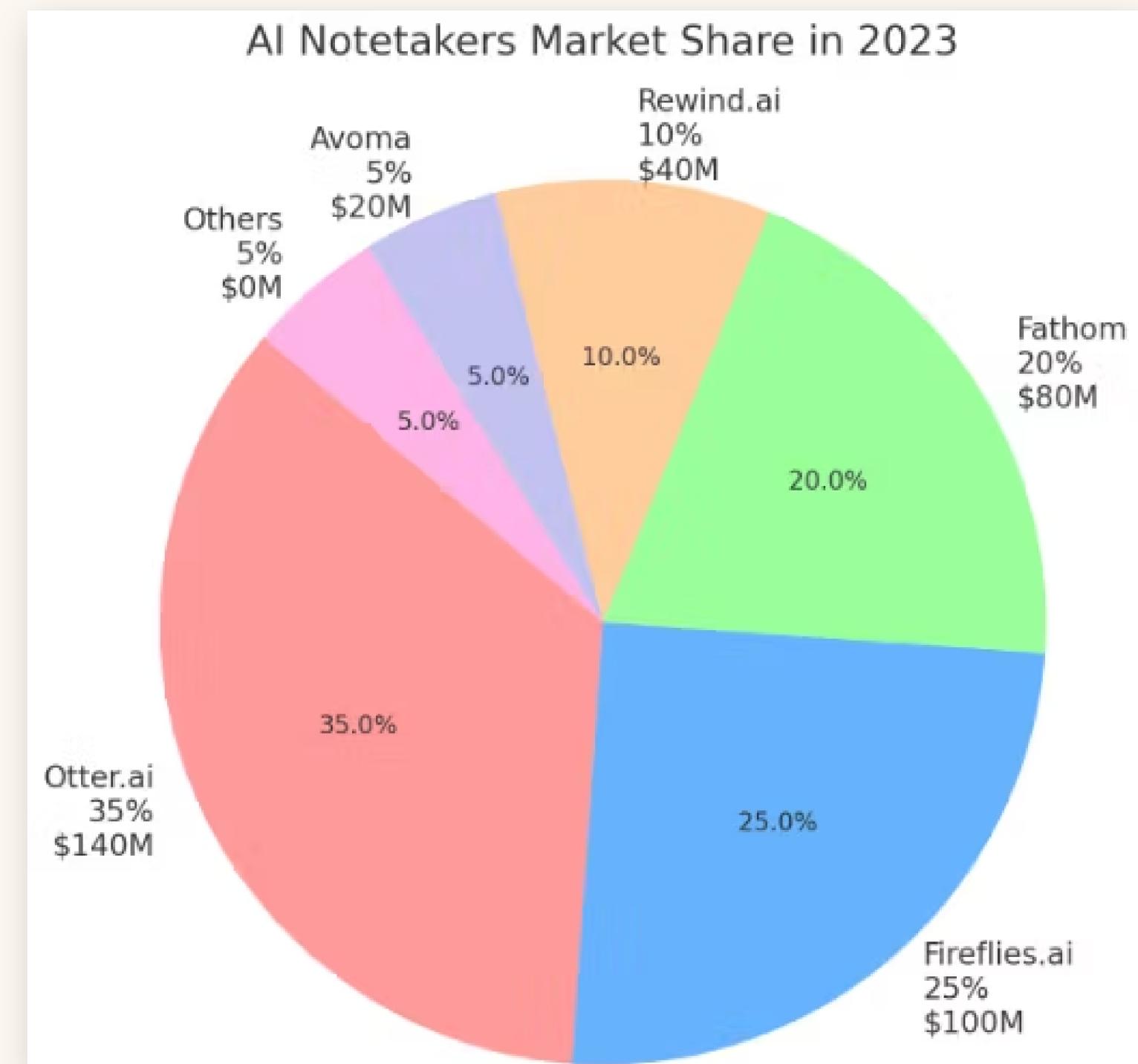
Market for Ai Note Taker

- **Rapid Market Growth:** The Note Taking App Market is set to grow from USD 547.66 million in 2022 to USD 994.96 million by 2031, with a CAGR of 22.02%.
- **Opportunities in Education and Corporate Sectors:** Significant growth potential exists in education and corporate sectors due to the rising need for digital tools and remote work solutions.
- **AI and ML Integration:** AI and Machine Learning are driving innovation in note-taking apps, offering features like automatic categorization and tailored content recommendations.
- **North American Market Leadership:** North America, particularly the U.S., leads the market with a 38% share in 2023, supported by high demand for productivity tools and an 81.5% smartphone penetration rate.
- **Emerging Markets in Asia Pacific:** Asia Pacific is poised for rapid growth, driven by increasing internet access, smartphone usage, and supportive government initiatives in key countries.

PART 1

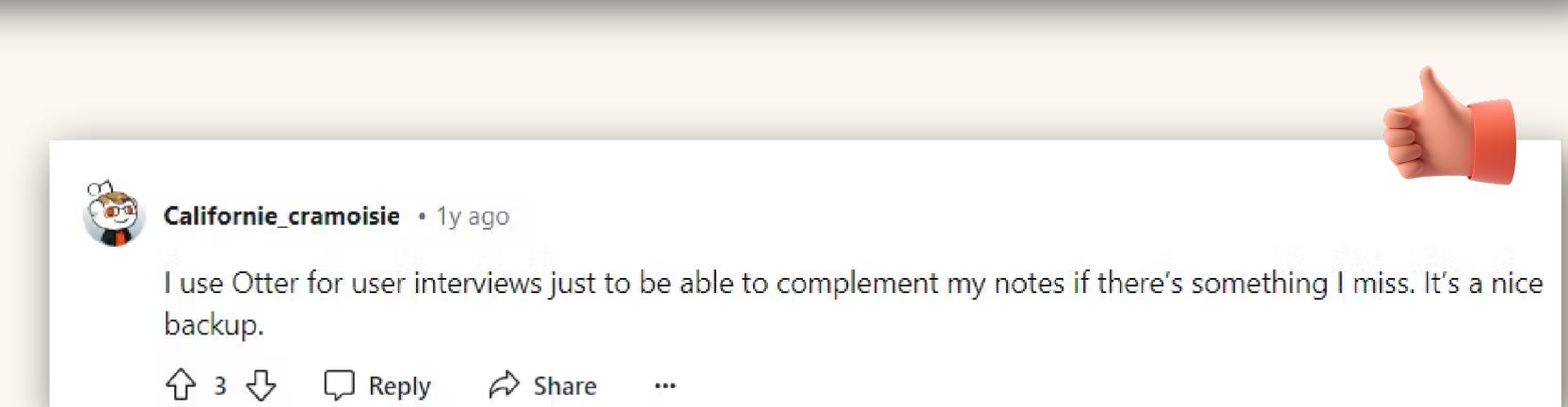
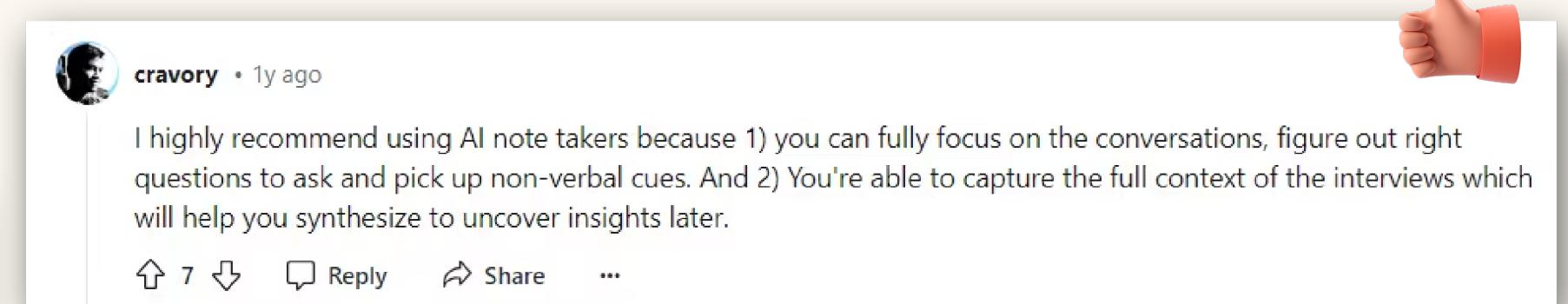
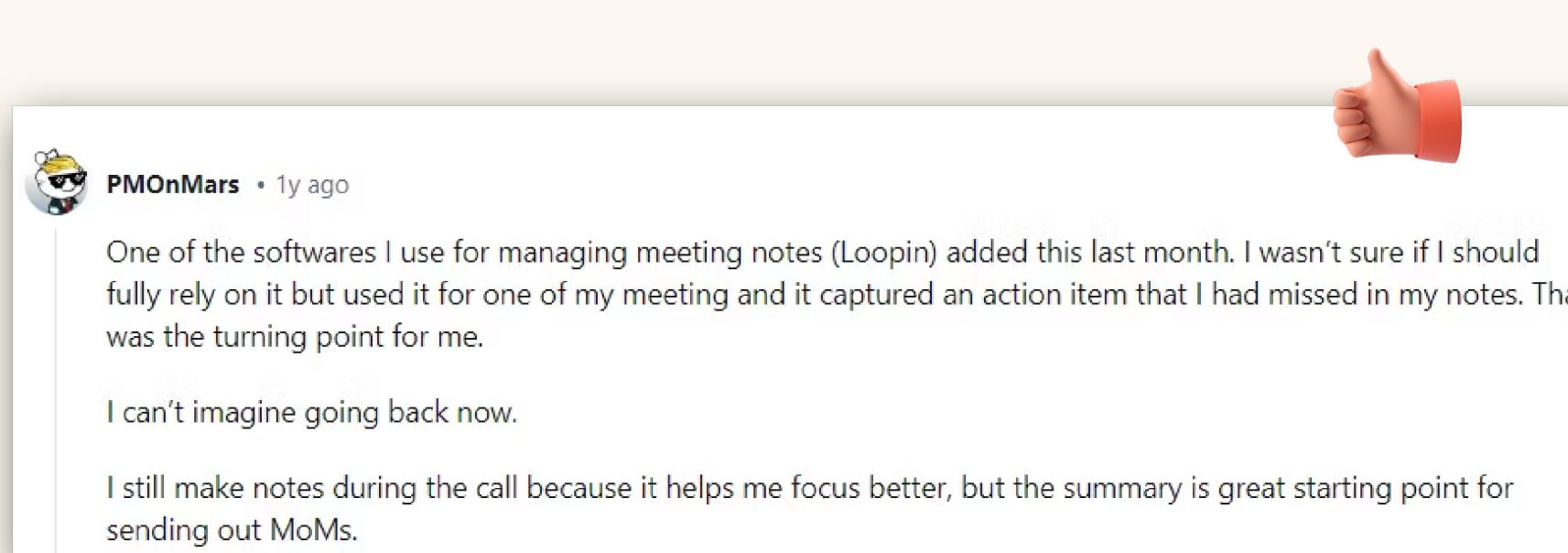
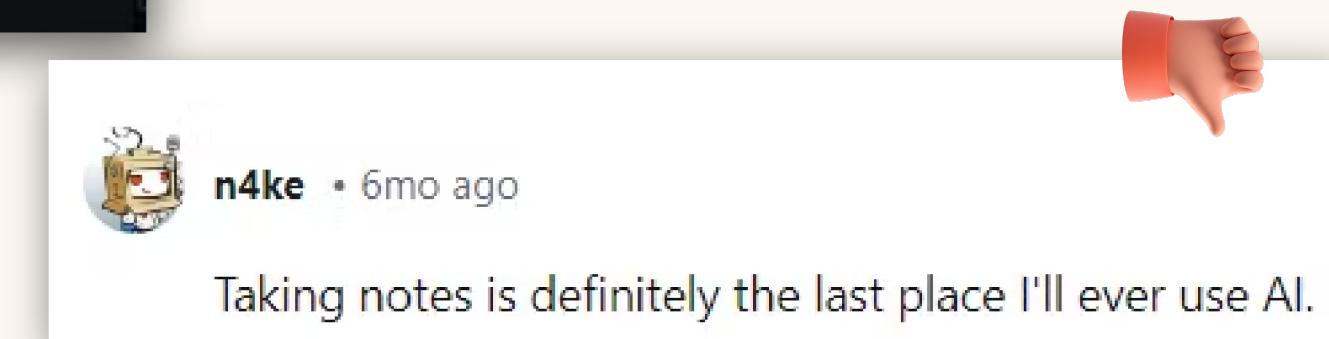
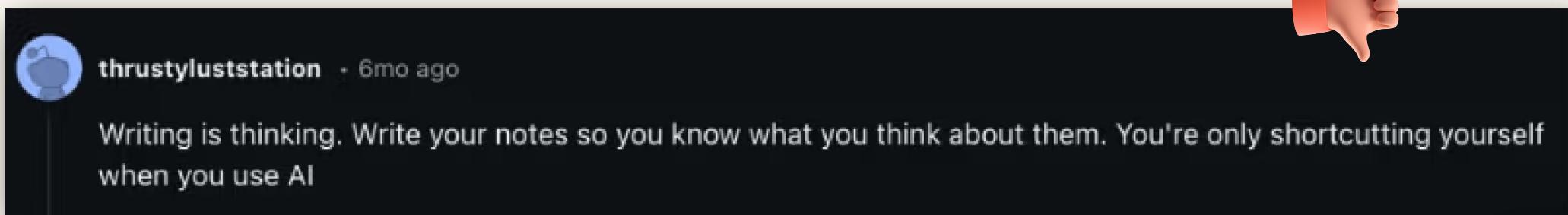
Competitive Landscape for AI notetakers

1. Otter.ai and Fireflies.ai are leading the market share in AI notetakers(for business professionals) with ~10Million and ~6million users respectively.
2. Revenue: \$140 Million and \$100million each
3. Major AI notetakers found online are concentrating on tech companies and education sector
4. The top companies already have approximately 25 million monthly active users all together
5. E.g. of companies using using Otter.ai, Fireflies.ai are Zoom, IBM, Dropbox, Nike, Netflix, Uber, Google, Microsoft, Shopify, Dropbox, etc.



PART 1

What do people think of AI note takers today ?



PART 1

Summary of what people think about Ai Note Takers

Pros:

- Efficient querying and analysis
- Versatile use cases (notes, schedules, coding)
- Plugin ecosystem
- Customizable settings

Cons:

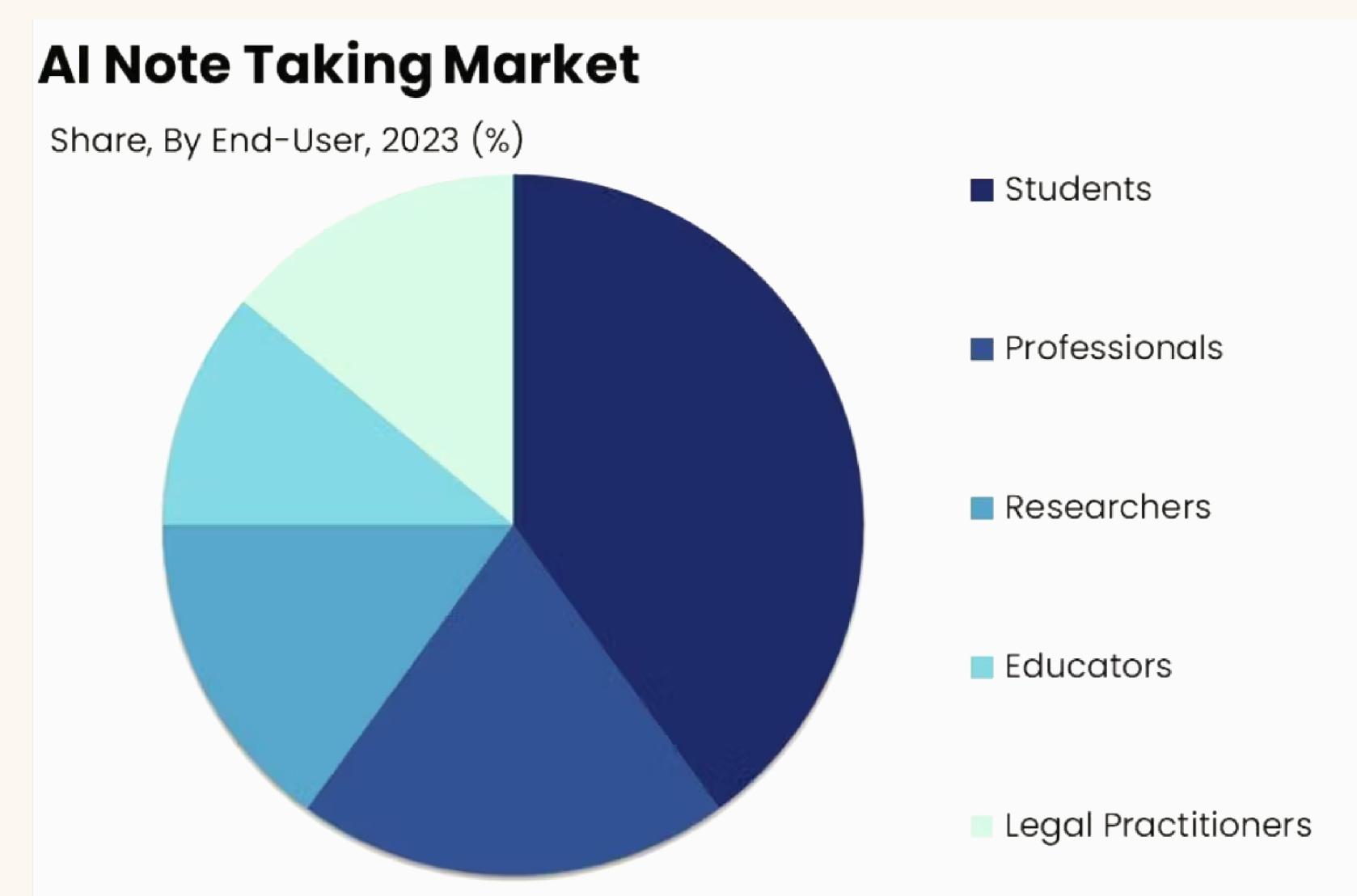
- AI note-taking may hinder deep understanding
- Privacy concerns
- AI hallucinations can introduce errors in notes

PART 2

End User Analysis – Market Research

Market Research revealed that the top 3 user segments are:

- **Students (40%)** - The growing need for efficient and organized note-taking in educational settings has led to widespread adoption among students, who benefit from AI's ability to enhance their study practices and academic performance.
- **Corporate Professionals** - The AI note-taking market is growing for corporate professionals due to the increasing demand for efficiency and productivity tools. AI-powered note-taking apps can help professionals capture, organize, and retrieve notes, allowing them to focus on more important tasks
- **Researchers** - The AI note-taking market is growing for researchers due to its ability to automate tasks and reduce errors, allowing researchers to focus on higher-value work.



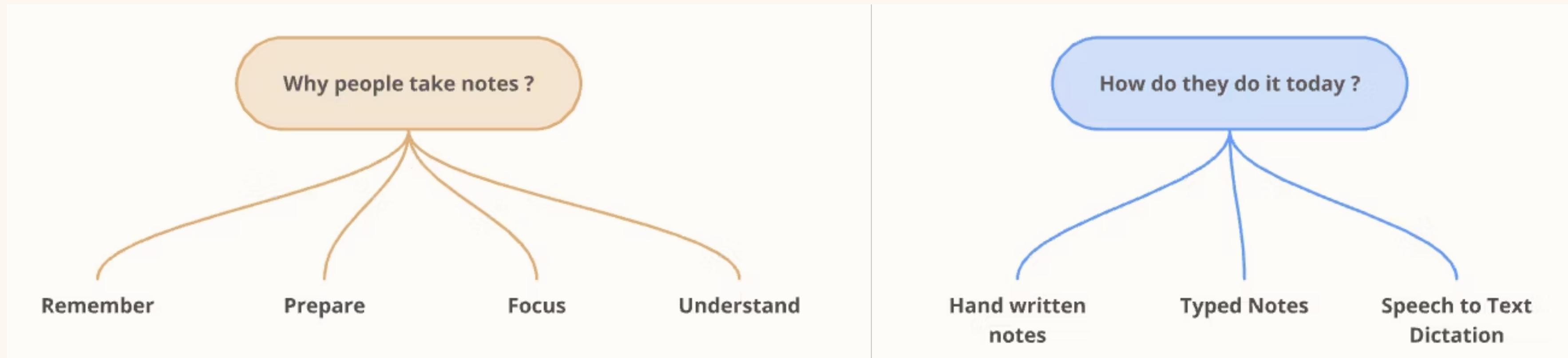
PART 2



**Identified target user personas
(and their JTBD) via User survey
and User interviews**

PART 2

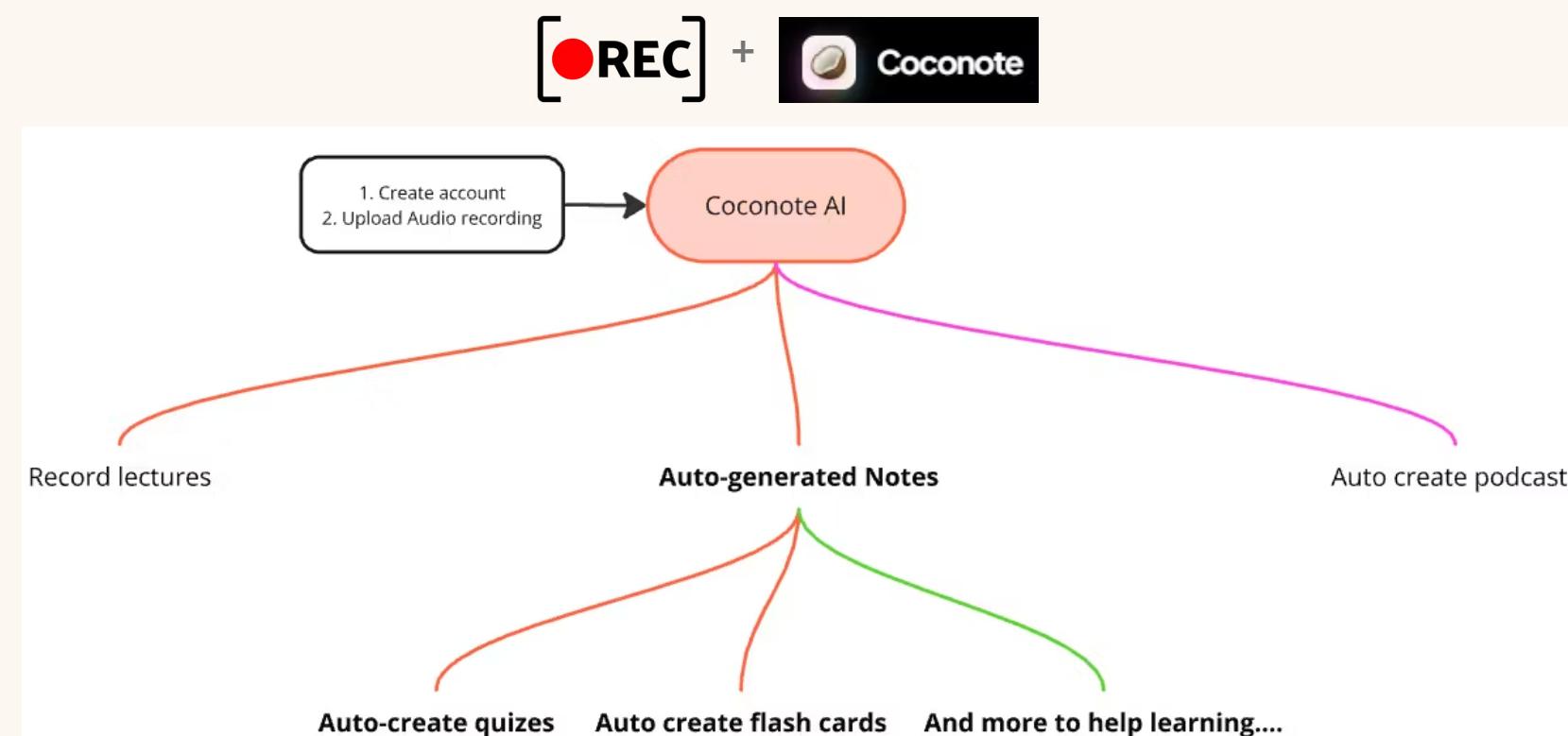
Understanding the current note taking behavior



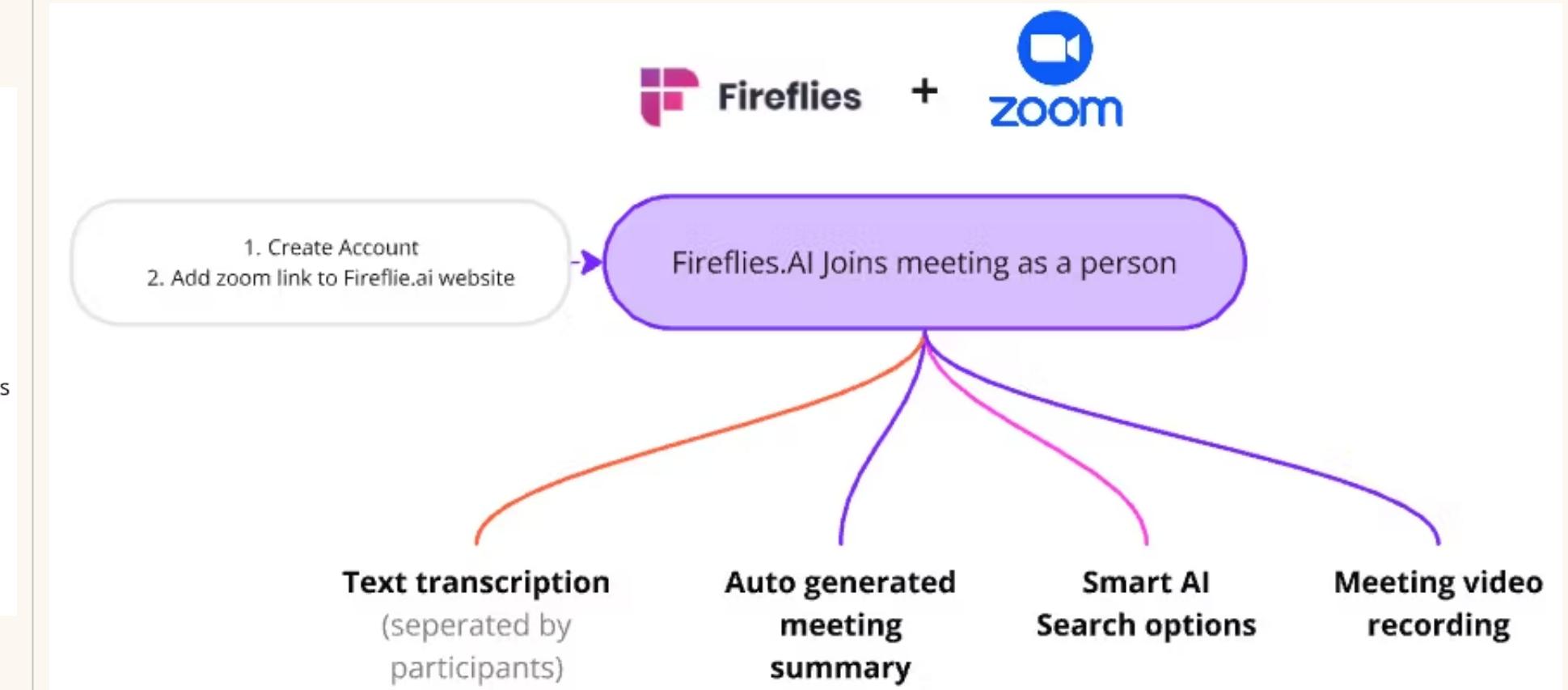
PART 2

Example of Ai Note Taker for Students and Corporate Professionals

Coconote for Students

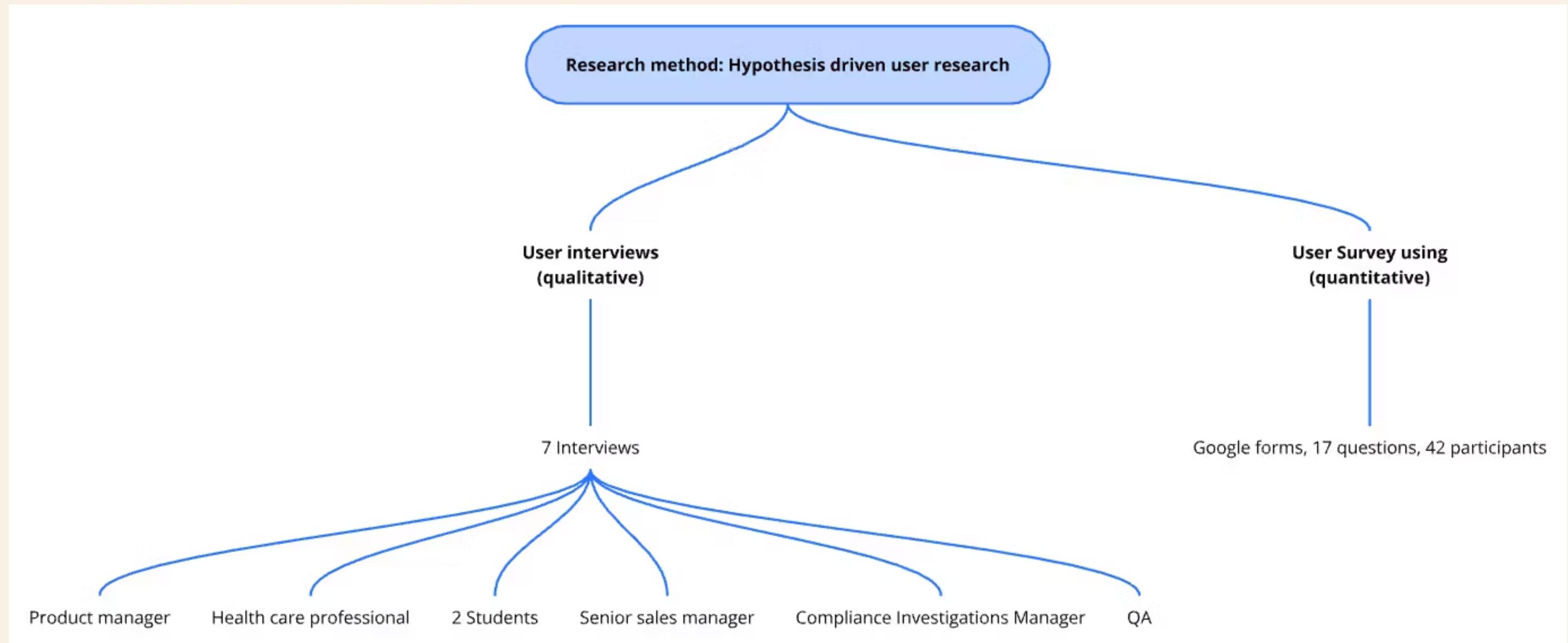


Fireflies for Corporate Professionals



PART 2

Research method



PART 2

User survey (Quantitative research)

Objective

To understand the current note taking behaviour of different segment of users.

Insights (Responses: 42 participants, 15 different kinds of professionals has answered. 70% of them have 4+ years of experience)

1. Majority of the meetings happen online (80%), in person meetings (40%) and hybrid (35%)
2. 95% of them attend several meetings per week and as active speakers
3. Only 50% of the participants are taking notes during most meetings and the rest only occasionally
4. Most individuals are taking notes using pen & paper and next favourite being note taking apps.
5. These methods are convenient for them, is familiar and integrates well with their workflows
6. Major reasons for taking notes are to remember key points and to track action items
7. Major challenges when taking notes during a meeting/discussion:
 - a. Keeping up with fast paced discussions
 - b. organizing and finding notes later on
 - c. distractions in the meeting

PART 2

User Interview: Why are users not using Ai Note Takers?

Insights:

- No Awareness
- They do not see the value in switching
- Reading the transcript again is another job which is redundant and shouldn't exist
- Not all the firms allow recording due to security concerns
- Not all the meetings are important enough to be recorded
- Not everyone in the meeting is comfortable enough to allow recording

USER PERSONA 1: PARTH MEHRA – STUDENT



User Persona: Parth Mehra
3rd year Accounting student
University of California Santa Barbara

"Parth is a tech-savvy accounting student who values efficient note-taking for memory retention. He seeks a balance between capturing essential information and maintaining an active college life, open to affordable tech solutions that enhance his learning without replacing his preferred pen-and-paper method."

A typical day

- Balances academics, part-time work, and social life
- Values handwritten notes for memory, open to tech solutions

Note taking behaviour

- Primarily pen and paper, not extensive
- Uses notes to reflect on class content
- Keeps notes until quarter end, then discards

Jobs to be done

- **JTBD:** Capture key lecture points quickly and accurately
 - **VOS:** Improved information retention without extensive note-taking
- **JTBD:** Easily review and retain important information
 - **VOS:** Time saved on study sessions and exam preparation
- **JTBD:** Balance note-taking effort with overall study efficiency
 - **VOS:** More time for other academic and personal activities

Goals

- Excel academically with work-life balance
- Efficiently capture and retain lecture information
- Manage time effectively across studies and part-time job

Pain points

- Keeping up with lecture pace
- Limited time for thorough study
- Stress during fast-paced lectures

About existing AI Notetakers

- "I might use an AI note-taker as a backup for tough lectures, but I really value writing my own notes for better learning."
- "It could be helpful for exam prep, but I'd have to weigh the cost against my tight student budget."
- "I'd consider it for classes where I struggle to keep up, but for subjects I enjoy, I prefer my own note-taking style."

USER PERSONA 2: MAYA PATEL – QA ENGINEER



User Persona: Maya Patel
Role: Senior QA Engineer at Hemgo

"Maya is a seasoned Senior QA Engineer with over 12 years of experience. She specializes in ensuring software quality and seamless project delivery in a remote work environment. Maya is meticulous and strives to meet deadlines while managing tasks efficiently in a digital-first world"

A typical day

- Verify task completion.
- Prioritize and execute tasks via DevOps.
- Use digital sticky notes for quick task management.
- Document progress in OneNote.

Goals

- Complete tasks on time following priority levels.
- Deliver bug-free software adhering to requirements.
- Accurate project understanding during discussions.

Note taking behaviour

- **Digital Sticky Notes:** For daily tasks
- **OneNote:** Used for detailed notes
- **Recordings:** Prefers listening over transcripts
- **Pen and Paper:** Occasionally used, then transferred to digital

Pain points

- Sticky Notes: No task prioritization or reminders.
- OneNote: Too much screen space, hard to find info.
- Note-Taking: Hard to focus during meetings, risks missing points.
- Recordings: Long recordings need summaries.

JTBD and VOS

- **Task Management:** JTBD: Needs better organization.
VOS: "Categorizing and searching tasks should be easier."
- **Note-Taking:** JTBD: Needs to stay focused while capturing information.
VOS: "Take notes without losing track of the discussion."
- **Recordings:** JTBD: Summarize long meetings to extract key information quickly.
VOS: "Quickly extract key points without full playback."

About existing AI Notetakers

- "I don't see much value in switching to yet another note-taking app; what we have works fine for our QA processes."
- "We already record meetings when necessary, though sometimes it's a bit much to sift through all that information."
- "Transcripts don't add much to our workflow – we're more focused on actionable test results and bug reports."

USER JOURNEY MAP : MAYA PATEL – QA ENGINEER

User Step	Start of the Day – Task Verification	Reviewing and Prioritizing Tasks	Task Execution	Attending Meetings and Discussions	Documentation and Progress Tracking	End of Day Review and Planning
Emotions	😊 Calm, Focused	💪 Determined 😢 Overwhelmed	💼 Engaged	😢 Overwhelmed 🔄 Frustrated	😊 Satisfied 🤔 Needs Improvement	😌 Relieved 📁 Prepared
User Action	- Checks task management tools - Reviews updates and notifications	- Opens task tool - Prioritizes tasks - Updates digital sticky notes	- Works on tasks - Refers to sticky notes	- Participates in meetings - Takes notes - Refers to recordings	- Uses OneNote for documentation - Maintains backlog on sticky notes - Updates notes regularly	- Reviews accomplishments - Updates sticky notes - Adjusts priorities for next day
Goals	- Understand tasks, status, and blockers	- Clear priorities for tasks	- Complete tasks on time and with quality	- Collaborate effectively - Capture necessary information	- Keep detailed project records - Maintain updated backlog	- Understand daily achievements - Prepare for next day
Experience	- Systematic and organized start 💼	- Finds sticky notes useful for quick reference 📝 - Challenges in balancing tasks 😢	- Convenient tracking with sticky notes - Prefers clear task descriptions 🧩	- Struggles with multitasking during meetings - Prefers recordings over transcripts 🎙️	- OneNote useful for detailed notes - Sticky notes for quick tracking 📈 - Needs better categorization 📚	- End-of-day review is essential for organization - Simple visual overview with sticky notes 📄

USER PERSONA 3: ETHAN PARKER – SR. MARKETING MANAGER



User Persona: Ethan Parker
Role: Senior Marketing Manager
Experience: 15+ years

"Ethan drives impactful marketing campaigns and sales strategies. He needs efficient note-taking and task management tools to boost productivity and focus"

A typical day

- Review and prioritize tasks.
- Manage campaigns and lead meetings.
- Analyze data and update stakeholders.

Goals

- **Drive Campaigns:** Launch effective marketing initiatives.
- **Lead Teams:** Oversee team efforts.
- **Boost Sales:** Enhance strategies and manage accounts.
- **Report Results:** Track and share performance metrics.

Note taking behaviour

- **Tools:** Uses OneNote and pen/paper.
- **During Meetings:** Finds note-taking distracting.
- **Post-Meeting:** Rewrites and organizes notes, shares summaries.
- **Perception:** Feels note-taking is tedious and undervalued.

Pain points

- **Distraction:** Note-taking interrupts focus.
- **Inefficiency:** Tools are cumbersome.
- **Overload:** Data management is overwhelming.
- **Tedium:** Feels note-taking is repetitive and undervalued.

JTBD and VOS

- **Functional: JTBD: Streamline Note Taking: VOS:** Efficiently gather and structure meeting details in real-time.
- **Functional: JTBD: Manage Data: VOS:** Simplify the process of organizing and retrieving task-related data.
- **Emotional: JTBD: Enhance Focus: VOS:** Reduce distractions to stay fully engaged.
- **Emotional: JTBD: Increase Impact: VOS:** Ensure notes contribute meaningfully to his role.

About existing AI Notetakers

- "I stick to our company's tools to ensure compliance, but I'm open to new tech if it's officially provided."
- "I'm wary of AI tools slowing down my workflow, especially since I'm not familiar with what's out there."
- "If we do get an AI note-taker, I'd probably only use it for our high-stakes meetings to start with."

USER JOURNEY MAP : ETHAN PARKER – SR. MARKETING MANAGER

User Step	Morning Routine & Task Review	Team Coordination & Task Assignment	Attending Meetings	Managing Reports & Documentation	Partner & Stakeholder Management	End-of-Day Review & Planning
Emotions	😊 Organized 🤔 Slightly concerned about tasks and emails	💪 Empowered ❗️ Frustrated with misunderstandings	❗️ Frustrated with lengthy meetings 😊 Values actionable insights	😊 Confident ❗️ Bogged down by report creation	😊 Proud of relationships ❗️ Pressured to maintain performance	😊 Accomplished ❗️ Stressed about pending tasks
User Action	1. Check emails 2. Review tasks 3. Check updates	1. Morning huddle 2. Assign tasks 3. Delegate via messaging	1. Participate in meetings 2. Meet with functional heads 3. Engage in discussions	1. Generate sales reports 2. Review data 3. Document MoM	1. Manage relationships 2. Communicate with stakeholders 3. Attend partner meetings	1. Review progress 2. Check-in with team 3. Prepare next day's tasks
Goals	1 Understand tasks and priorities 2 Address urgent matters 3 Track ongoing activities	1 Align team responsibilities 2 Delegate tasks 3 Address team issues	1. Gather insights 2 Align strategies 3 Influence decisions	1. Provide clear performance data 2 Highlight achievements 3 Ensure transparency	1. Maintain strong relationships 2 Expand market reach 3 Keep stakeholders informed	1. Understand day's accomplishments 2 Identify carryover tasks 3 Plan next day's activities
Experience	1. Routine but critical 2 Uses notes for reminders 3 Maintains control over tasks	1. Efficient direct messaging 2 Real-time updates 3 Uses notes for task assignments	1. Valuable but time-consuming 2 Prefers discussion to note-taking 3 Delegates note-taking	1. Routine but essential 2 Uses simple tools for data 3 Delegates detailed notes	1. Enjoys relationship building 2 Uses informal notes 3 Struggles with follow-ups	1. Helpful for organization 2 Uses notes for reminders 3. Feels burdened by incomplete tasks

Try Pitch

USER PERSONA 4: JOHN MILLER – COMPLIANCE INVESTIGATIONS MANAGER



User Persona: John Miller
Role: Compliance Investigations Manager at Goldman Sachs
Experience: 15+ years
Location: New York City, NY

"John Miller is a Compliance Investigations Manager at Goldman Sachs, dedicated to conducting thorough financial crime investigations and ensuring accurate reporting to regulators."

Try Pitch

A typical day

- Reviews escalated cases and analyzes trading activities.
- Drafts and submits Suspicious Activity Reports (SARs).
- Communicates findings with external regulators.
- Organizes and consolidates data in Excel for analysis.

Goals

- Complete reports within regulatory deadlines.
- Identify all risks in trades/transactions.
- Ensure strict compliance with regulatory standards.

Note taking behaviour

- Uses Excel to consolidate quantitative data with relevant screenshots.
- Keeps all information organized in one place for easy reference.
- Retains notes for regulatory inquiries and training new team members.

Pain points

- Time lost due to constant tab-switching.
- Excel helps, but toggling disrupts focus.
- Drafting reports in required format is challenging.
- Handling large data volumes while ensuring accuracy.
- High pressure to meet deadlines without quality loss.

JTBD and VOS

- **Streamline Information Gathering:**
 - **VOS:** Integration of data sources, reduction in time spent switching tabs, improved focus on analysis.
- **Simplify Reporting:**
 - **VOS:** Availability of regulatory-compliant templates, AI-assisted writing, consistent report formatting.
- **Improve Note Management:**
 - **VOS:** A searchable, well-organized archive of past notes, quick retrieval for future inquiries, and onboarding assistance for new team members.

About existing AI Notetakers

- "An AI note-taker could make my work more efficient by organizing data and reducing the need to switch between tabs."
- "It might help draft reports, but I'm unsure if it can grasp the nuances of my investigations."
- "I prefer sticking to my manual Excel system—I'm not comfortable depending on AI for such critical tasks."

USER JOURNEY MAP: JOHN MILLER – COMPLIANCE INVESTIGATIONS MANAGER

User Step	Receiving & Reviewing Escalations	Gathering & Documenting Info	Conducting Risk Analysis	Drafting & Filing SAR Report	Communicating Findings	Retaining Documentation
Emotions	😐 Slightly overwhelmed 😊 Satisfied with solving complex cases	😡 Frustrated with switching tabs 😊 Worries about missing crucial info	😅 Feels pressure 😊 Satisfied with identifying risks	😅 Anxious about deadlines 😊 Responsible for accuracy	😊 Confident with documentation 🔄 Seeks to maintain trust and improve	😊 Secure with organized records 😊 Proud of thorough documentation
User Action	✉️ Receive escalations 📝 Take notes in Excel 🔍 Review documentation	📁 Gather data 📝 Take notes in Excel	📊 Analyze data 🔍 Cross-reference	📝 Draft SAR report 📦 File to Fincen	📢 Communicate with regulators 🔄 Feedback to internal teams	📁 Save notes and reports 📚 Use for training and inquiries
Goals	<ul style="list-style-type: none"> Quickly understand context and severity Identify relevant risks 	<ul style="list-style-type: none"> Ensure information availability Consolidate relevant data 	<ul style="list-style-type: none"> Accurately identify risks Reach informed conclusions 	<ul style="list-style-type: none"> Ensure comprehensive and compliant Meet deadlines 	<ul style="list-style-type: none"> Ensure transparency Improve processes based on feedback 	<ul style="list-style-type: none"> Maintain archive Facilitate training and reference
Experience	<ul style="list-style-type: none"> Confident with consolidated info Overwhelmed by volume 	<ul style="list-style-type: none"> Frustrated with switching tabs Relies on Excel for consolidation 	<ul style="list-style-type: none"> Confident with structured data Satisfied with findings 	<ul style="list-style-type: none"> Anxious about deadlines Seeks tools for efficiency 	<ul style="list-style-type: none"> Confident with documentation Values clear communication 	<ul style="list-style-type: none"> Appreciates organized records Proactive with past cases

PART 2

Target persona: Corporate Professionals

- Corporate professionals use notes for task management, meetings, and alignment with business goals, but note-taking is secondary to their primary duties.
- Balancing active note-taking with participation can be challenging, so an AI note-taker can help by capturing key points and enhancing productivity.
- Corporations are more willing to invest in tools that improve professional effectiveness.

Why not students ?

- Students use notes to enhance understanding and future reference, often discarding them post-exams.
- They prefer free over paid AI note-taking tools and may get distracted without active note-taking.
- Targeting students as a market is challenging due to their reluctance to pay.

PART 3

User Problems - Identified and Prioritized

PART 3

PAIN POINTS OF TAKING NOTES IN GENERAL

User Personas	Pain Point	Population	Frequency	Impact	Priority Score	Priority
Senior QA Engineer at Hemgo (Maya Patel) Compliance Investigations Manager at Goldman Sachs ()	Struggles to focus during meetings and taking notes, risks missing key points	High (3)	High (3)	High (3)	9	P0
Senior Marketing Manager (Ethan Parker) & Compliance Investigations Manager at Goldman Sachs (John Miller)	Toggling between tools to take notes are disturbing during the meeting	Medium (2)	High (3)	High (3)	8	P1
Senior QA Engineer at Hemgo (Maya Patel)	No task prioritization or reminders	Medium (2)	Medium (2)	High (3)	7	P2
Compliance Investigations Manager at Goldman Sachs (John Miller)	Difficult to manage large data volumes accurately	Medium (2)	Medium (2)	Meidum (2)	6	P4
Compliance Investigations Manager at Goldman Sachs (John Miller)	Challenged by drafting reports in the required format	Medium (2)	Low (1)	High (3)	6	P4
Senior QA Engineer at Hemgo (Maya Patel)	Reviewing all the details from lengthy meeting recordings can be time-consuming, so having summarized highlights can streamline the process.	Low (1)	Moderate (2)	Moderate (2)	5	P4
Senior Marketing Manager (Ethan Parker)	Note-taking feels repetitive and undervalued	Medium (2)	Low (1)	Medium (2)	6	P4
Try Pitch Compliance Investigations Manager at Goldman Sachs (John Miller)	High pressure to meet deadlines	Low (2)	Low (1)	High (3)	6	P5

PART 3

PAIN POINTS OF USING AN AI NOTE TAKER

User Persona	Pain Points Regarding AI Note-Taker	Population	Frequency	Impact	Priority Score	Priority
<ul style="list-style-type: none"> • John Miller (Compliance Investigations Manager) • Maya Patel (Senior QA Engineer) • Ethan Parker (Senior Marketing Manager) 	<p>"Concerned that AI might not fully understand the nuanced details and context of my investigations and discussions, potentially leading to misinterpretations or incomplete insights/summary."</p>	High (3)	High (3)	High (3)	9	P0
Maya Patel (Senior QA Engineer)	"Introducing another note-taking tool seems unnecessary; our current system is sufficient."	High (3)	High (3)	Medium (2)	8	P1
John Miller (Compliance Investigations Manager)	"Hesitant to rely on AI for critical tasks, fearing loss of accuracy or oversight."	High (3)	Medium (2)	High (3)	8	P1
Maya Patel (Senior QA Engineer)	"Transcripts add little value since we need to prioritize actionable test results and bug reports."	High (3)	Medium (2)	Medium (2)	7	P2
Maya Patel (Senior QA Engineer)	"Going through recorded meetings is time-consuming and cumbersome."	Medium (2)	Medium (2)	Medium (2)	6	P2
Ethan Parker (Senior Marketing Manager)	"Wary of AI tools potentially slowing down my workflow due to unfamiliarity."	Medium (2)	Medium (2)	Medium (2)	6	P2
Ethan Parker (Senior Marketing Manager)	"I'm concerned about compliance and prefer sticking to company-approved tools."	Medium (2)	Medium (2)	Low (1)	5	P3
John Miller (Compliance Investigations Manager)	"Prefers the control and familiarity of a manual Excel system."	Low (1)	Medium (2)	Medium (2)	5	P3
Ethan Parker (Senior Marketing Manager)	"Would only consider using an AI note-taker for high-stakes meetings initially."	Medium (2)	Low (1)	Low (1)	4	P4

PART 4

POSSIBLE SOLUTIONS

PART 4

POSSIBLE SOLUTIONS

Problem statement	Possible solutions
<p>P0: Concerned that AI might not fully understand the nuanced details and context of my investigations and discussions, potentially leading to misinterpretations or incomplete insights/summary.</p>	<ul style="list-style-type: none">Developing an AI that is specifically trained to understand and replicate my unique persona style, including communication preferences, decision-making processes, and investigative approaches, to ensure that it accurately reflects and supports my personal style in various contexts.Developing an AI that is not only trained to understand and replicate my unique persona style but also equipped with specialized domain expertise relevant to my industry, ensuring it accurately reflects my personal approach while being adept in industry-specific knowledge and practices.
<p>P1: Introducing another note-taking tool seems unnecessary; our current system is sufficient.</p>	<ul style="list-style-type: none">Integrate AI directly into popular communication platforms such as Slack, Teams, or Zoom, rather than developing it as a separate standalone application. This approach streamlines access and enhances usability by embedding the AI into tools that users already utilize for their daily communications and workflow.



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