

## Product Requirements Document (PRD)

### 1. Background & Problem Statement

Qualitative UX interviews are essential for understanding users, but the current workflow is fragmented and cognitively demanding. Researchers must juggle:

- Interview guidelines
- Live transcripts
- Note-taking
- Multiple disconnected tools

All while staying present and engaged in the conversation.

This fragmentation leads to:

- Loss of contextual insights
- High cognitive load during interviews
- Manual and inconsistent post-interview organization
- Friction between interviewing and analysis preparation

Existing tools separate transcription, note-taking, and interview preparation, making it difficult to capture insights in real time and in context. As a result, researchers often miss important moments or spend significant time reconciling notes and transcripts afterward.

---

### 2. Product Vision

Create a **single, focused workspace** that allows researchers to stay fully present during qualitative interviews while capturing insights naturally and in context.

The tool combines:

- Interview guidelines
- Live transcription
- Free-form and inline note-taking

Notes are captured without requiring precision during the interview and are **automatically connected to the correct transcript moments afterward**, creating a structured, analysis-ready foundation with minimal friction.

---

### 3. Goals & Success Metrics

## Primary Goals

- Reduce cognitive load during live interviews
- Enable fast, low-effort note-taking without breaking conversation flow
- Automatically connect notes to transcript context
- Provide a clean, structured post-interview review experience

## Success Metrics

- Reduced time spent organizing notes post-interview
  - Increased number of notes captured per interview
  - User-reported feeling of “staying present” during interviews
  - High adoption of free-form note-taking during live sessions
- 

## 4. Target Users

### Primary Users

- UX Researchers
- Product Designers conducting user research
- Researchers in small teams or working individually

### Secondary Users

- Product Managers conducting discovery interviews
  - Research students and academic researchers
- 

## 5. User Scenarios

### Core Use Scenario

A researcher conducts a live qualitative interview while:

- Following an interview guideline
- Viewing a live transcript
- Taking notes freely in real time

After the interview, the researcher reviews the transcript with notes already placed in context.

### Optional Use Scenario (Out of Scope for This PRD)

Cross-interview coding and theme analysis  
(Explicitly excluded from this version of the product)

---

## 6. In-Scope vs Out-of-Scope

### In Scope

- Interview preparation
- Live interview support
- Contextual note-taking
- Post-interview transcript and note review

### Out of Scope

- Qualitative coding
  - Theme detection
  - AI-assisted analysis
  - Cross-project insights
  - Collaboration workflows (initially)
- 

## 7. Key User Flows

### 7.1 Project Overview

**Purpose:** Organize interviews into clear research projects.

#### Features

- View all projects
  - Create new projects
  - Filter and search projects
- 

### 7.2 Project Detail

**Purpose:** Central hub for a research project.

#### Features

- Interview guideline overview
- Interview list

- Access to interview setup and review
- 

### 7.3 Guideline Creation

**Purpose:** Prepare interview questions and instructions.

#### Features

- Create and edit interview guidelines
  - View guidelines during interviews
  - Optional guideline upload
- 

### 7.4 Interview Setup

**Purpose:** Prepare for a live interview session.

#### Features

- Select interview guideline
  - Enter participant information
  - Start interview session
- 

### 7.5 Live Interview: Note-Taking & Transcription

**Purpose:** Support the researcher during the interview without distraction.

#### Features

- Live transcript view
- Free-form note-taking without precise interaction
- Automatic timestamping of notes
- Inline notes on specific words or sentences (optional)
- Minimal UI interaction required during conversation

#### Key Principle

The researcher should never feel forced to choose between listening and interacting with the tool.

---

### 7.6 Post-Interview Review

**Purpose:** Review and refine captured insights.

### **Features**

- Merged view of transcript and notes
  - Notes automatically placed in correct transcript context
  - Edit transcript and notes
  - Add or adjust inline notes
  - Highlight important moments or quotes
- 

## **8. Functional Requirements**

### **Must-Have Features**

- Project creation and overview
- Interview guideline panel
- Live transcription
- Free-form note-taking with automatic timestamping
- Automatic placement of notes into transcript context
- Inline notes on transcript text
- Post-interview merged transcript and notes view
- Editing of notes and transcript after interview

### **Nice-to-Have Features**

- Export transcripts and notes
  - Highlighting important transcript moments
  - Guideline upload (PDF, text)
- 

## **9. Non-Functional Requirements**

- Web-based application
- Low-latency live transcription
- Reliable timestamp synchronization between notes and transcript
- Clean, distraction-free interface
- Keyboard-first interaction where possible

- Secure handling of interview data
- 

## 10. Competitive Landscape

### Competitor Categories

#### Transcription-Only

- Rev.com
- Sonix

#### Transcription + Post-Interview Notes

- Descript

#### Live Transcription + AI Notes (Meeting-Focused)

- Otter.ai
- Notta.ai
- Fireflies.ai
- Airgram

#### Qualitative Research Tools (Post-Interview Only)

- MAXQDA
  - ATLAS.ti
- 

### Competitive Differentiation

While tools like Otter.ai and Notta.ai provide live transcription and real-time notes, they are optimized for meetings, not qualitative research. They require precise interaction (highlighting exact transcript segments) during the conversation, which can interrupt interview flow.

This product differentiates by:

- Supporting **free-form note-taking during interviews**
  - Automatically linking notes to transcript context afterward
  - Structuring workflows around **projects, interviews, and guidelines**
  - Prioritizing researcher presence over documentation precision
-

## 11. Technical Considerations

- Fully web-based application
- Live transcription service integration
- Timestamp-based synchronization between transcript and notes
- Modular layout (guideline, transcript, notes panels)

*(No AI-assisted coding or analysis included in this version)*

---

## 12. Risks & Open Questions

### Risks

- Accuracy of automatic note-to-transcript placement
- Latency or errors in live transcription
- Overloading the interface with too many panels

### Open Questions

- How much control users want over note placement after the interview
- Optimal balance between free-form and inline note-taking
- Export formats most valuable to researchers