SUPPORTING REAL-TIME INSIGHT CAPTURE DURING QUALITATIVE INTERVIEWS

CONCEPT DESIGN

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VIBE CODING
FINAL PROJECT

PROBLEM & CONTEXT

Qualitative UX interviews are essential for understanding users, but the workflow is highly fragmented. Researchers must juggle live transcripts, interview guidelines and note-taking across multiple disconnected tools while staying fully engaged in the conversation. Capturing insights in context is challenging and the process feels cluttered.

Existing tools separate each part of the workflow, making it difficult to take contextual notes in real time or keep track of interview materials. Post-interview organization and coding are inconsistent, adding friction to an already demanding research process.

TARGET USERS & SCENARIOS

TARGET USERS

UX Professionals and general researchers who conduct qualitative user interviews as part of their research process, either individually or within small research teams.

USE SCENARIO

A researcher conducts a live user interview while following an interview guide, viewing a live transcript, and taking notes in real time. After the interview, the researcher revisits the transcript and notes to review key moments.

OPTIONAL USE SCENARIO

This scenario supports the research process but is not the core focus of this project

After conducting multiple interviews, the researcher codes parts of the transcripts and notes to identify themes and patterns across qualitative data.

PROPOSED TOOL

A web-based tool that enables researchers to stay fully present during qualitative interviews while capturing insights in context. By combining interview guidelines, live transcription and note-taking in a single workspace, the tool removes the need for precise interaction during the conversation. Notes are captured freely and automatically connected to the relevant transcript moments afterwards, eliminating the manual step of bringing notes and transcripts together across multiple tools. This creates a focused interview experience and a structured, analysis-ready foundation in one place.

PRIMARY USER FLOW

1. Project Overview

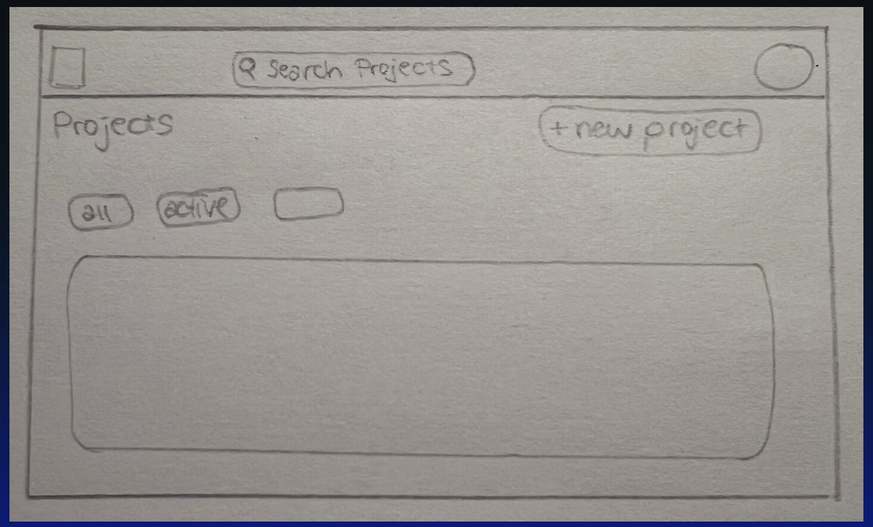
Key Features:

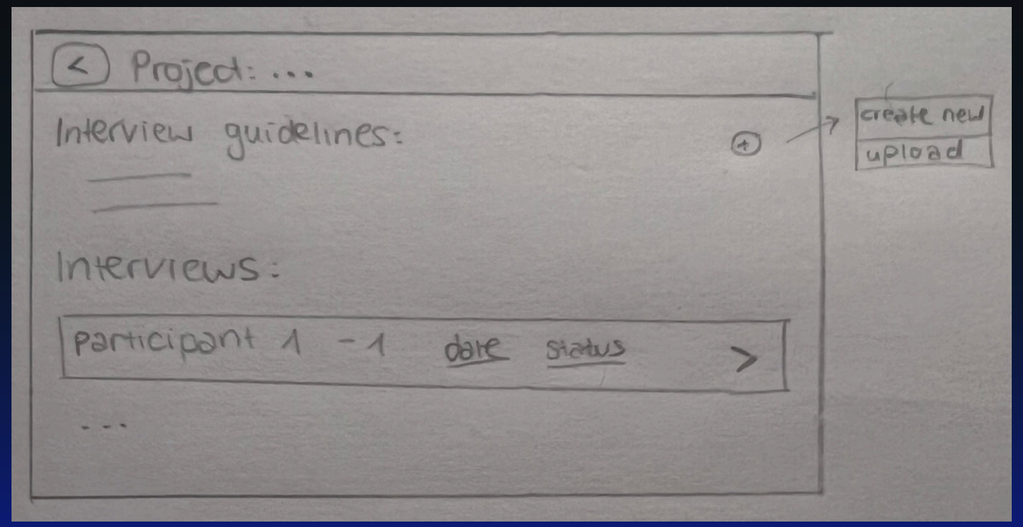
- Overview of all projects
- Project creation
- Filter

2. Project Detail

Key Features:

- Guideline overview
- Guideline creation
- Interview overview





PRIMARY USER FLOW

3. Guideline creation

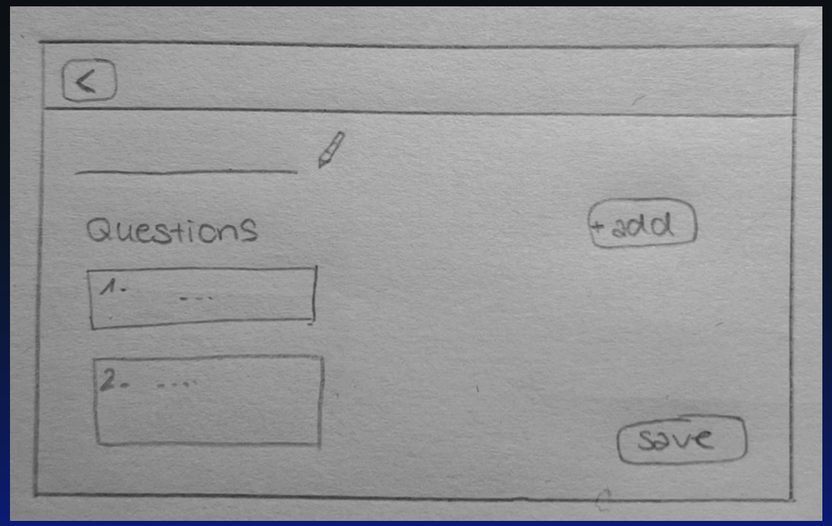
Key Features:

- Overview of all projects
- Project creation
- Filter

4 Interview setup

Key Features:

- Select guideline
- Participant info
- Starting interview



PRIMARY USER FLOW

5 Note taking during interview

The user can take notes freely during the interview without worrying about precision and the system automatically places notes into the correct transcript context afterwards. He can also do inline-comments on words or sentences.

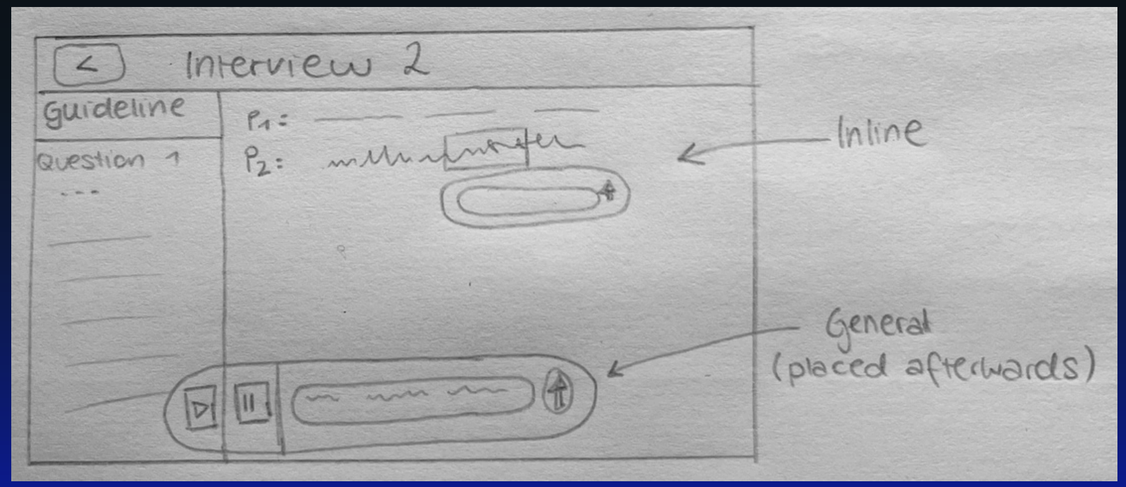
Key Features:

- Free-form note-taking with automatic timestamping
- Notes placed in the correct transcript context
- Inline notes for precise quotes or key moments

6 Post-Interview Review

Key Features:

- Review transcript & notes
- Editing transcript & notes



VIBE CODING ANGLE

The tool is fully web-coded, but the core workflow (live interviews, contextual note-taking, transcript management) operates independently of generative AI.

TECH STACK: ANTIGRAVITY

Generative AI is applied only in the coding phase, where it can assist by suggesting codes, highlighting patterns or identifying themes across multiple interviews.

PROJECT SCOPE

MUST HAVE FEATURES

- Project creation & overview
- Interview creation & Guideline setup
- Guideline panel (to view questions/ instructions during interviews)
- Live transcript of the interview
- Ability to highlight or take notes on important transcript moments
- Notes panel with timestamped, contextual note-taking
- Post-interview review with merged transcript and notes

NICE-TO-HAVE FEATURES

- Guideline upload
- Inline note editing after the interview
- Export functionality for transcripts, notes or highlights
- AI assisted qualitative coding

COMPETITIVE REVIEW

EXISTING TOOLS:

- **Transcription-only:** Tools that only convert speech (e.g. Rev.com, Sonix)
- **Transcription & Notes**: Upload or record audio; tool transcribes and allows manual notes added post-interview in transcript (e.g. Descripti)
- **Transcription & AI Note-Taking**: Tool that transcribes and does AI generated notes → researcher has limited control (e.g. Fireflies.ai, Airgram)
- **Qualitative Research tools for transcription and coding** but no real-time note taking, just afterwards (e.g. MAXQDA, ATLAS.ti)

→ There are many specialized tools for qualitative interviews and research, but **no single tool integrates all qualitative research steps**.

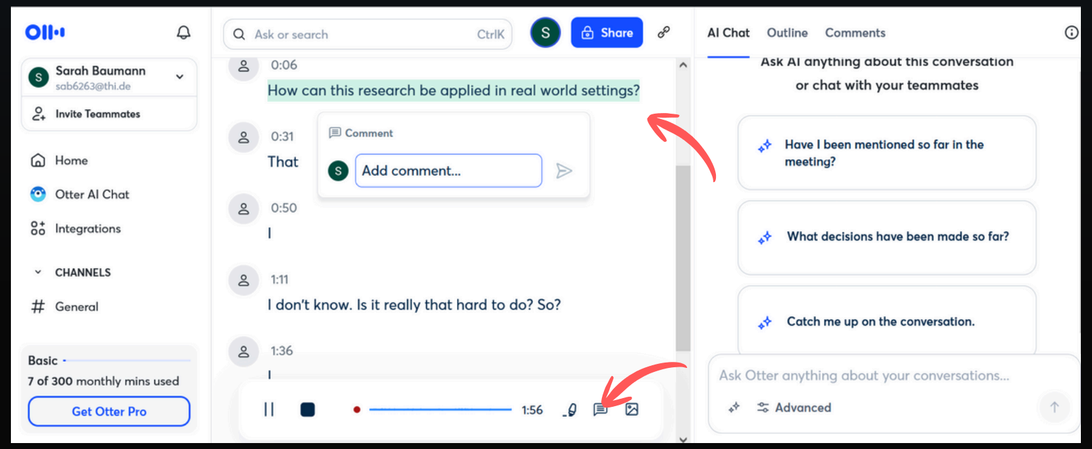
However, for the core focus of this project, live transcription combined with real-time note-taking, only a few tools are relevant as direct competitors. The next slide takes a closer look at otter.ai and notta.ai.

→

KEY COMPETITORS (LIVE TRANSCRIPTION + REAL-TIME NOTES):

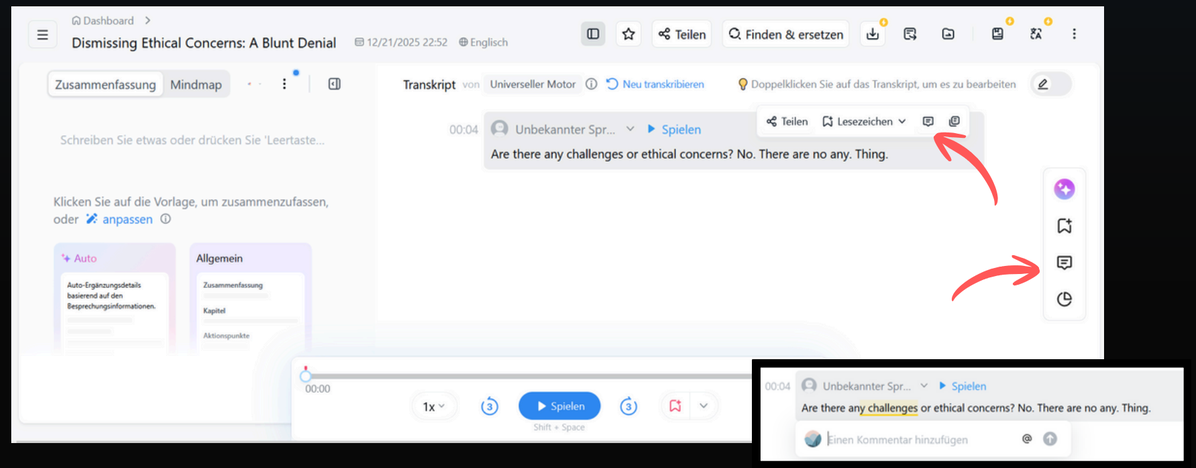
Otter.ai and **Notta.ai** both provide live transcription and live note-taking and use AI to generate summaries or highlights. However, they are primarily designed for meeting documentation, not qualitative research. As a result, they lack structured research workflows such as project and interview organization, interview guideline support and qualitative coding. While they come closest to the core functionality of my proposed tool, they do not support capturing and structuring research insights in a way that fits UX research needs.

Otter.ai



Users can add comments by highlighting sentences in the live transcript **or** they can attach a note to the most recent transcript sentence by clicking the note-button.

Notta.ai



Users can add comments by highlighting sentences or words in the live transcript. The notes-button opens a notes-section, showing all the taken notes from this conversation.

→ In both cases, notes are tied to transcript text but require manual selection and precision, which can slow down the note-taking process.
In contrast, my tool combines this precise inline note-taking with a general free-form note section where researchers can quickly note insights which then are automatically linked to the relevant transcript segments, reducing interaction steps and keeping focus on the conversation.