

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
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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
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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)
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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
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7.2 Project Detail

Purpose: Central hub for a research project.

Features

- Interview guideline overview
- Interview list

- Access to interview setup and review
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7.3 Guideline Creation

Purpose: Prepare interview questions and instructions.

Features

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

Purpose: Prepare for a live interview session.

Features

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