NotebookLM: AI Notetaking and Research Assistant

0-1 product development

OVERVIEW

In the abundance of Generative AI tools and diversified use cases in early 2023, the Google Labs Team was exploring how to leverage AI capabilities to solve for writers' complex writing journeys. **Our research goal was to understand the behaviors of early adopters of generative AI and identify opportunity areas in writing workflows.**

KEY QUESTIONS

- Who is the right target user?
- What do AI's early adoption patterns suggest?
- What is a typical writing workflow? What are top 3 pain points and resulting opportunity cost?

METHODOLOGY

User Recruitment
Professionals and students who produce long form writing deliverables and have started adopting AI tools

Methods
Landscape Analysis
Interviews
Task Analysis
Concept Testing
Ideation Workshop

DELIVERABLES

- Workflow diagram illustrating opportunity areas, emerging use cases, and group-specific needs.
- List of emerging use cases, and adoption behaviors painting a better picture of strengths and weaknesses of technology.
- Concept evaluation report illustrating user preferences, and key actions to support.

IMPACT

Identified the right users and clarified their needs, ensuring the MVP was intuitive and valuable.

⭐This was one of the most talked about products post Google I/O and received more investment from executives, contributing to further development.