

Product Teardown

Notion



Uday Upreti

Notion Labs Inc. – Company Overview

Founded: 2013 by Ivan Zhao & Simon Last
Headquarters: San Francisco, California
Product: All-in-one productivity workspace for notes, tasks, projects, and databases

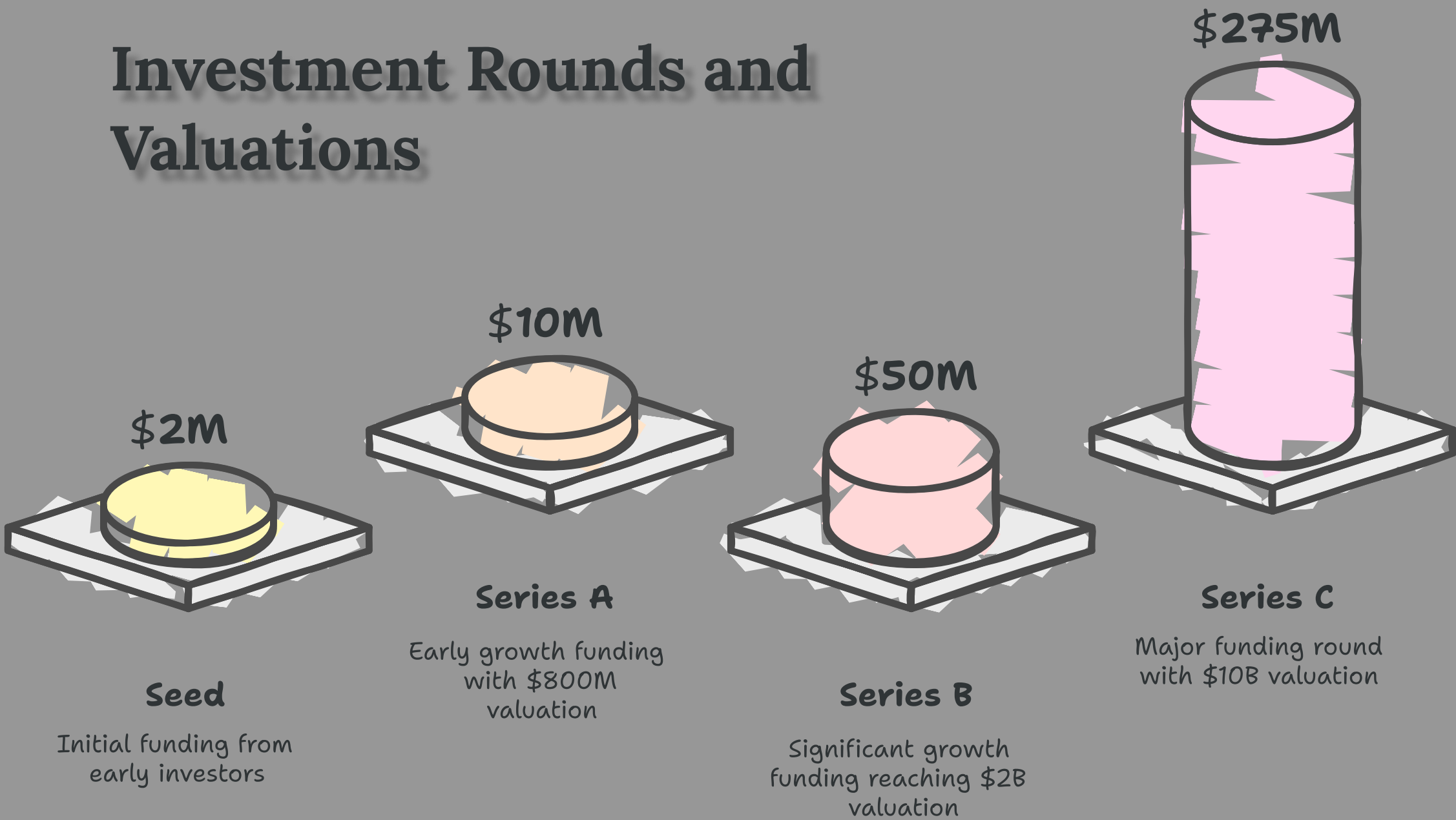
Vision 🚀

"Make toolmaking ubiquitous" – Empowering users to create their own productivity systems without coding.

Mission 🎯

"Make software as customizable as LEGO" – Providing flexible, modular tools for organizing, managing, and collaborating.

Investment Rounds and Valuations



Key Stakeholders



Founders & Leadership Team
Ivan Zhao(co-founder & CEO) & Simon Last(co-founder)



Investors
Includes prominent venture capital firms like Sequoia Capital and Index Ventures.



Users
Ranging from individual freelancers to large enterprises like Nike, IBM, and Pixar.



Partners
API integrations with tools like Slack, Google Drive, and GitHub enhance the ecosystem

Brand Identity:

Focuses on simplicity, minimalism, and user empowerment.

Community-Driven Growth:

Relies heavily on word-of-mouth, online communities, and user-generated templates to expand its user base.



Value Propositions

Flexibility & Customization:
Create personalized workflows for any need.

All-in-One Tool:
Replaces multiple apps for notes, tasks, docs, and wikis.

Collaboration-Friendly:
Real-time editing and sharing for teams.

Cross-Platform Access: Works on web, desktop, and mobile with seamless syncing

Cost-Effective: Free plan with powerful features; scalable for businesses.

Business Model



Free Plan

Notion's free plan is designed for individual use with limited guest access and features.



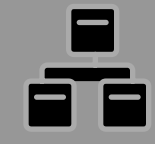
Plus Plan

costs \$8 per user per month (billed annually). Meant for small teams, with a 30-day page history and the ability to invite 100 guests.



Business Plan

costs \$15 per user per month (billed annually). Provides enhanced features for larger teams, including extended page history and guest capacity.



Enterprise Plan

The Enterprise plan offers custom pricing and advanced features for organizations with specific needs.



Notion AI

Notion AI is an additional subscription service that enhances productivity for members. \$8 per member per month.

Key Stats



User Base

Over 30 million users, with 4 million monthly active



Revenue

Estimated annual revenue of \$300 million



Employee Count

Approximately 800 employees worldwide



Website Traffic

More than 150 million monthly visits



Language Availability

Available in 15 languages



Global Reach

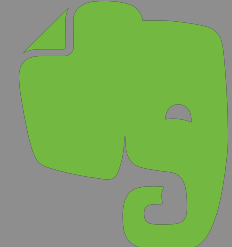
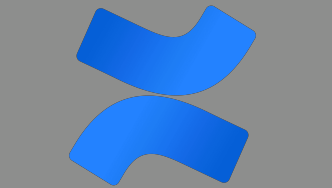
Accessible in 28+ countries

Competitors

Project Management



Note-Taking & Knowledge Management



Database & Collaboration Tools



Target Market

Notion’s flexibility makes it a go-to tool for diverse users, from individuals to large teams, enhancing productivity and collaboration across various needs.

Professionals & Freelancers

- **Who they are:** Individuals managing projects, tasks, and notes efficiently.
- **Demographics:** 25-45 years old, urban dwellers, medium to high income, higher education.

Startup Teams & Entrepreneurs

- **Who they are:** Small teams needing agile collaboration for project tracking and documentation.
- **Demographics:** 25-40 years old, urban-based in startup ecosystems, medium to high income, higher education.

Companies & Corporate Teams

- **Who they are:** Larger organizations using Notion for scalable project management and knowledge sharing.
- **Demographics:** 25-55 years old, metropolitan professionals with medium to high income and higher education.

Students & Educators

- **Who they are:** Students organizing notes/projects and educators managing course content.
- **Demographics:** Students (18-35), educators (25-60), primarily in academic settings.

Personal Organization Enthusiasts

- **Who they are:** Individuals managing daily tasks, goals, and habits with an all-in-one solution.
- **Demographics:** 20-50 years old, diverse education levels, global presence.

User Persona



Name: Amit Sharma
Occupation: Freelance Project Manager

Demographics:

Age: 34 **Education:** MBA in Project Management
Location: Delhi, India **Income Level:** Moderate

Background: Amit has over a decade of experience in managing projects across various industries. Transitioning to freelancing three years ago, he now handles multiple clients simultaneously. He values efficiency and seeks tools that can streamline his workflow.

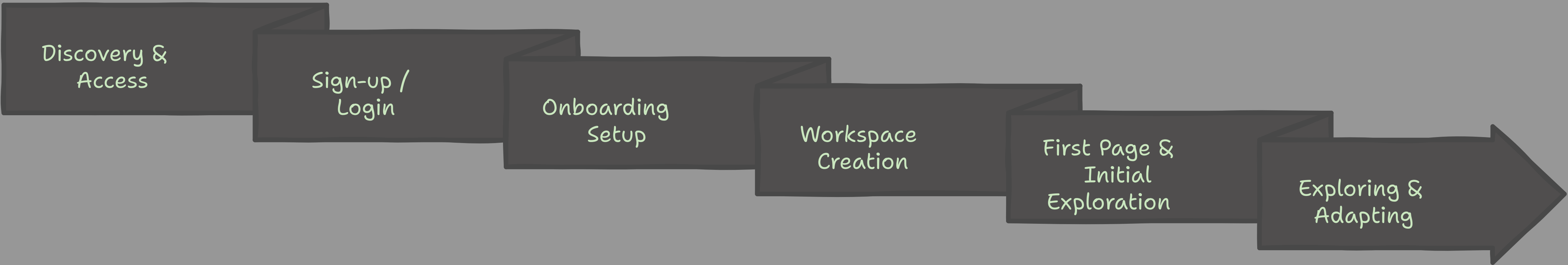
Goals:

- Consolidate project notes, timelines, and client communications in one platform.
- Enhance productivity by minimizing time spent switching between different tools.
- Maintain a clear overview of all ongoing projects to meet deadlines consistently.

Pain Points:

- Difficulty in tracking project progress due to scattered information across various platforms.
- Challenges in collaborating with clients who use different tools, leading to miscommunication.
- Overwhelm from managing multiple projects without a unified system, causing missed deadlines.

User Journey



Steps

Actions

User discovers and accesses the platform

User signs up or logs in to the platform

User goes through the onboarding process

User creates a new workspace

User lands on the first page and explores

User explores and adapts the platform to their needs

User Thinking

"I've heard good things, let's check it out!"

"I hope this doesn't take too long."

"Ahh nice, I can set this up according to my needs!"

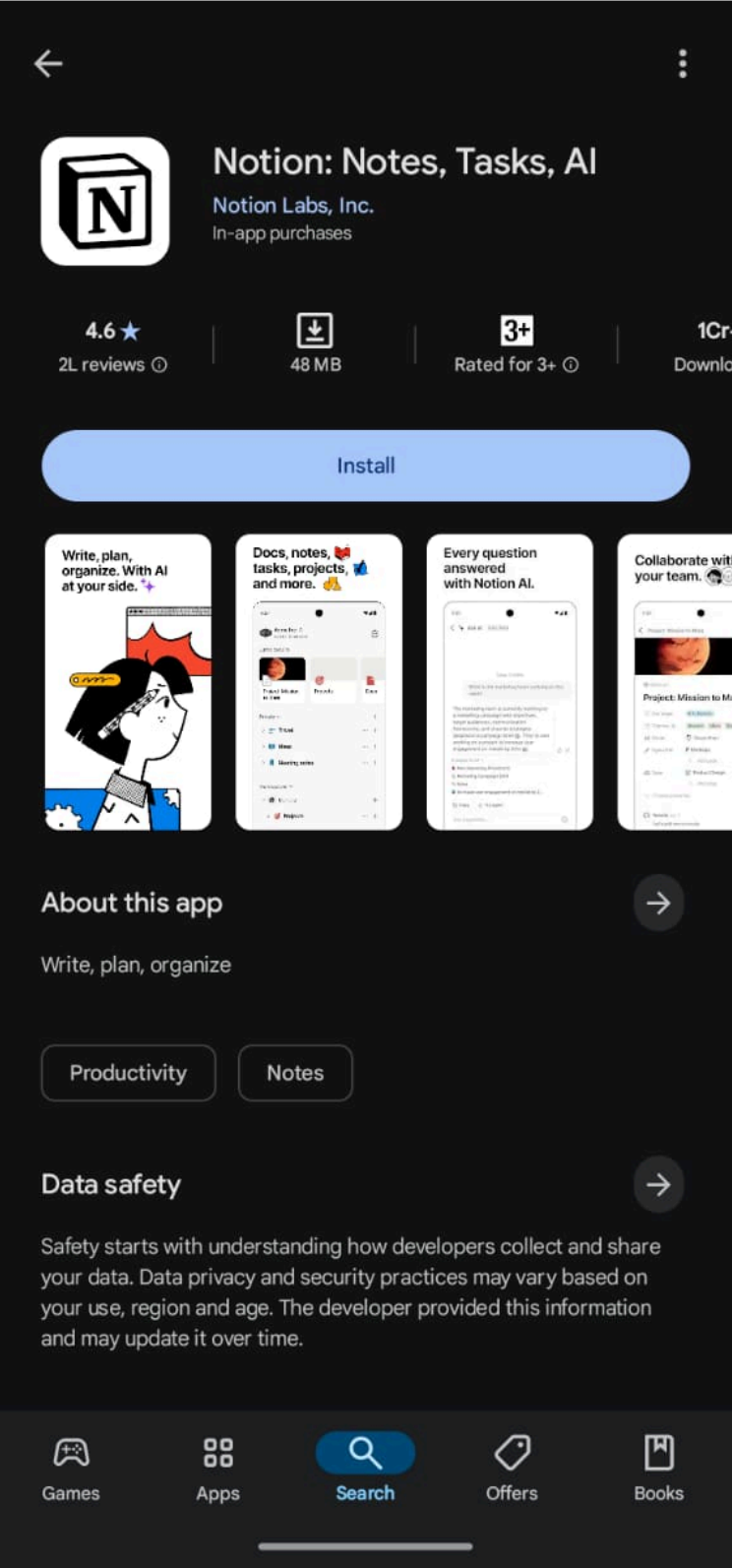
"It's organized! Let's create workspaces for office and personal use."

"Ohh, let's start the work!"

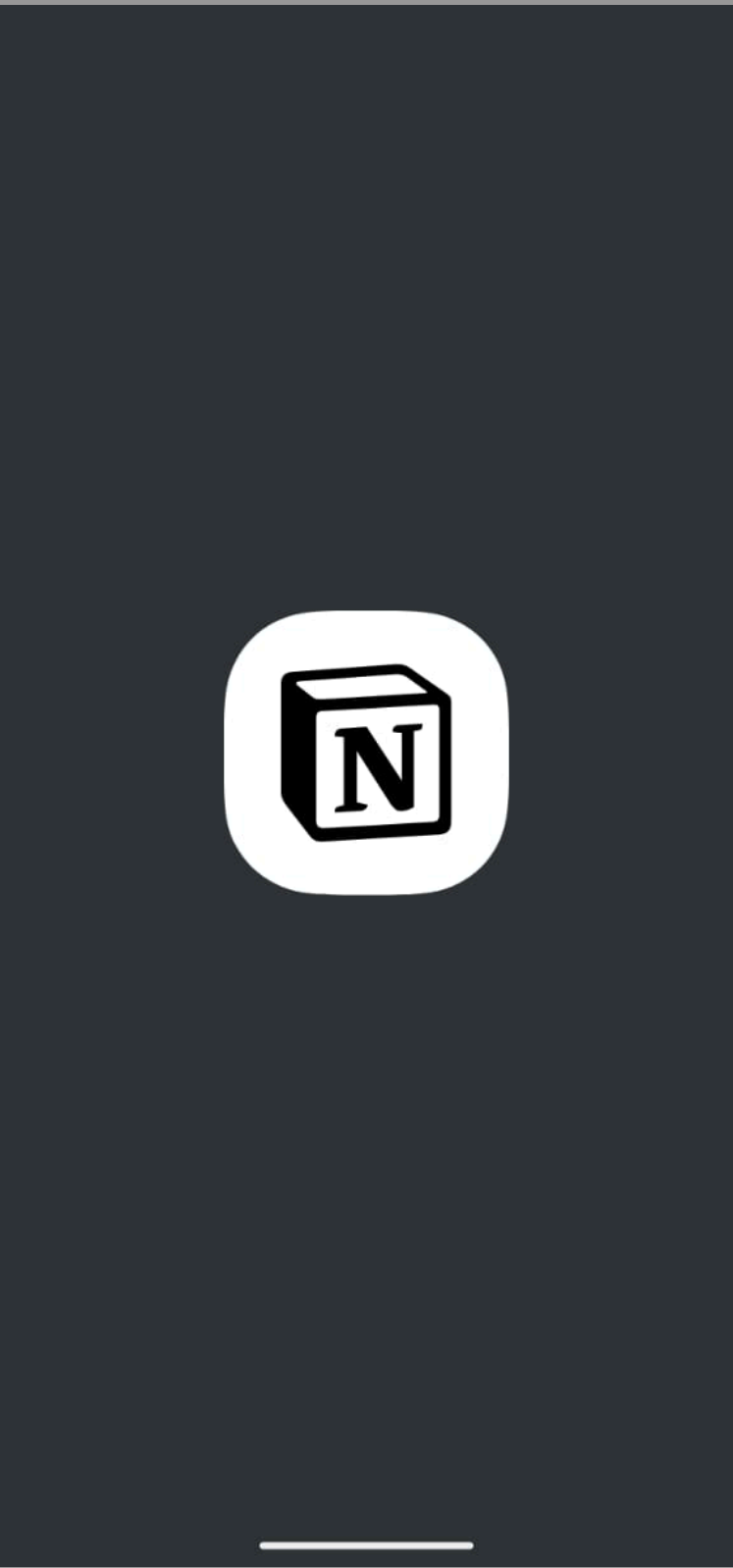
"Some things are easy, but others are confusing... I hope they had provided nice tutorials! Let me check online."

User Emotions

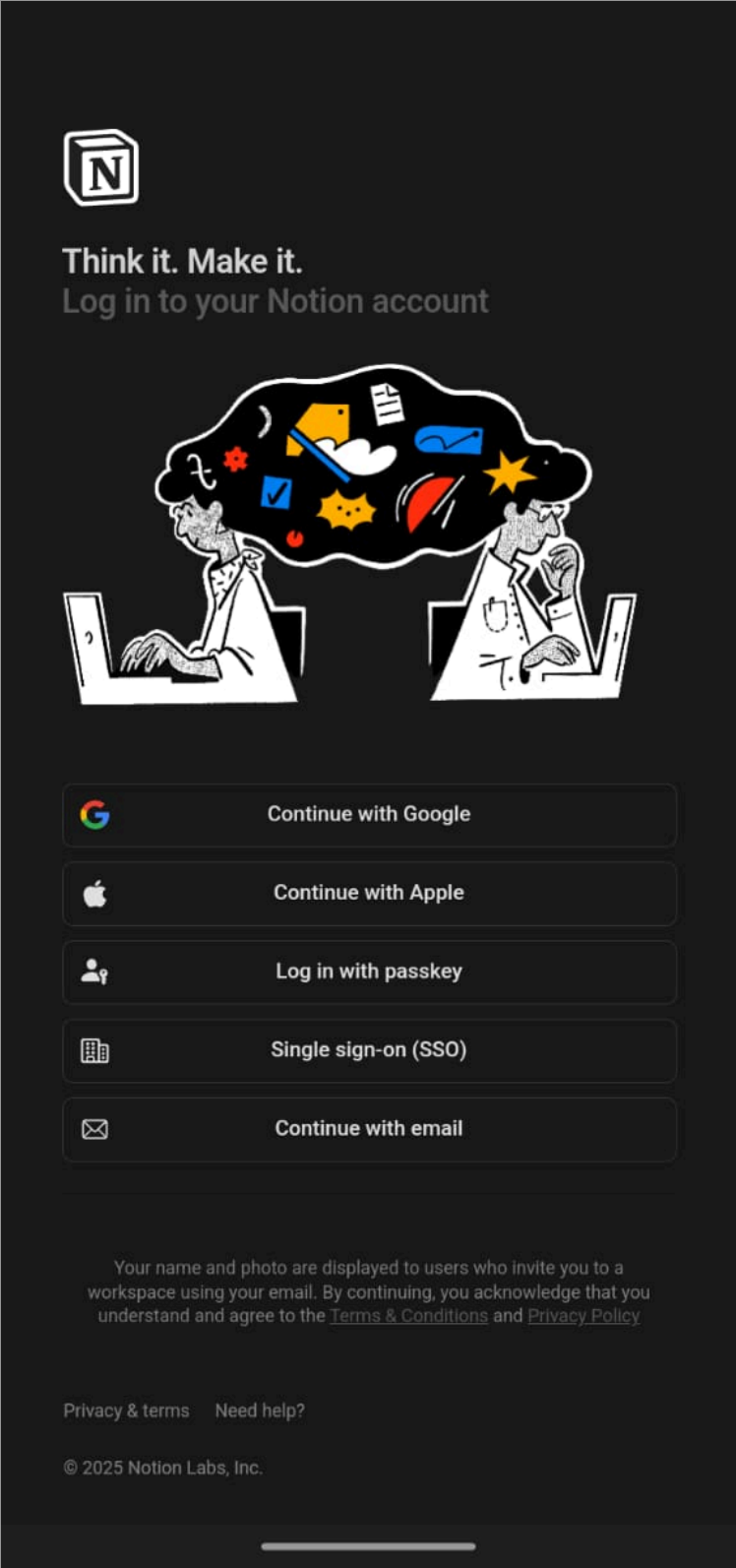




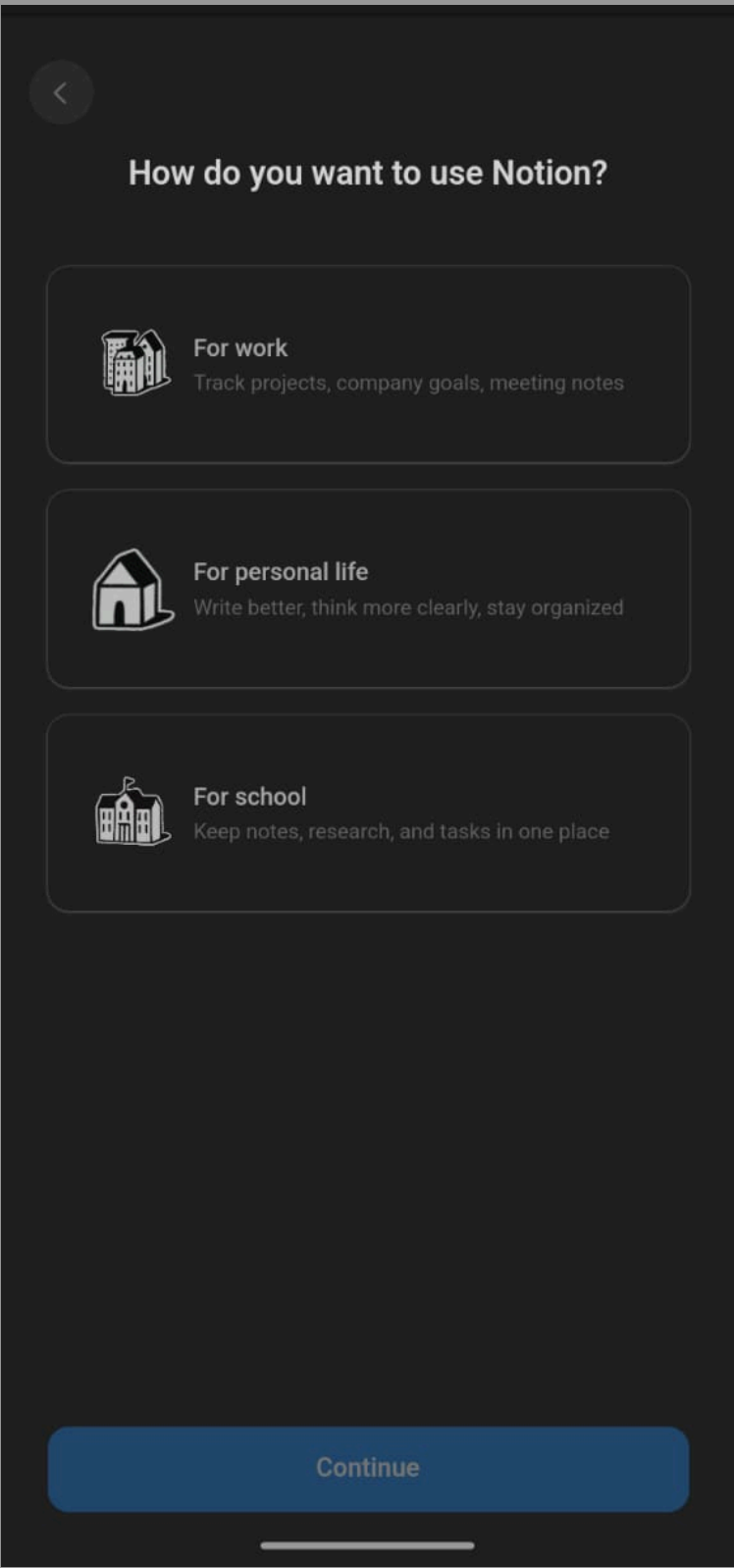
Download the Notion App from Play Store/ App Store



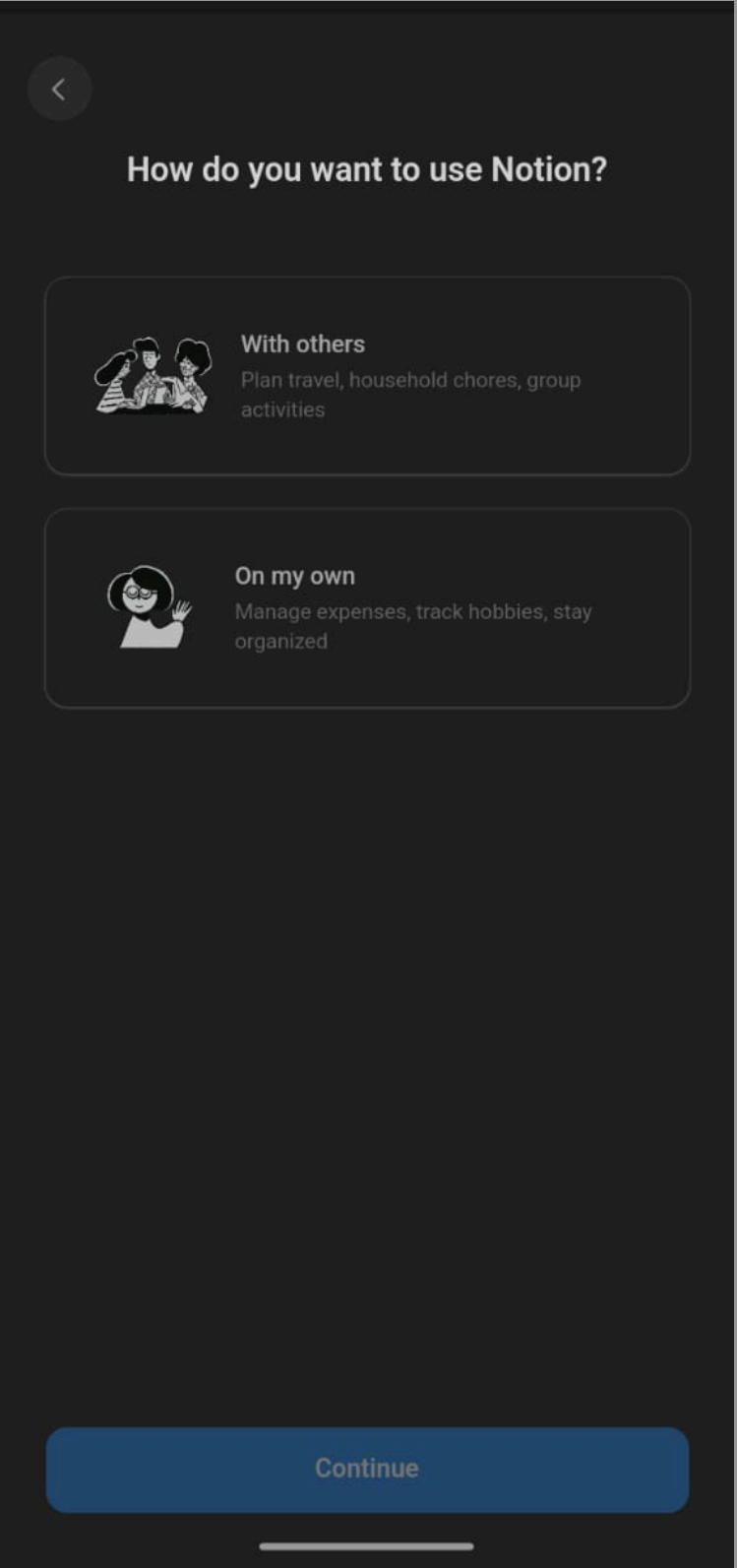
Open App



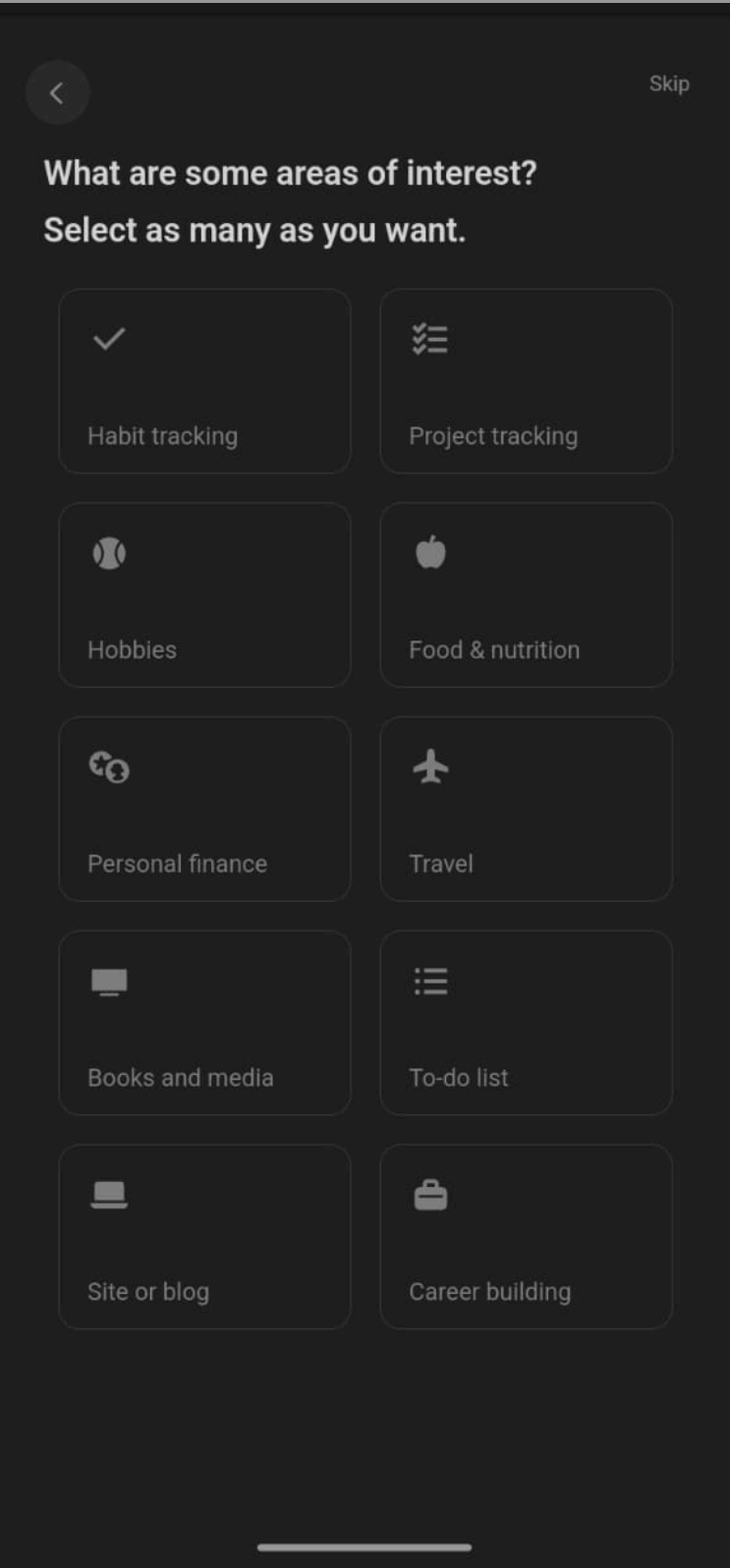
Sign In using any of the options



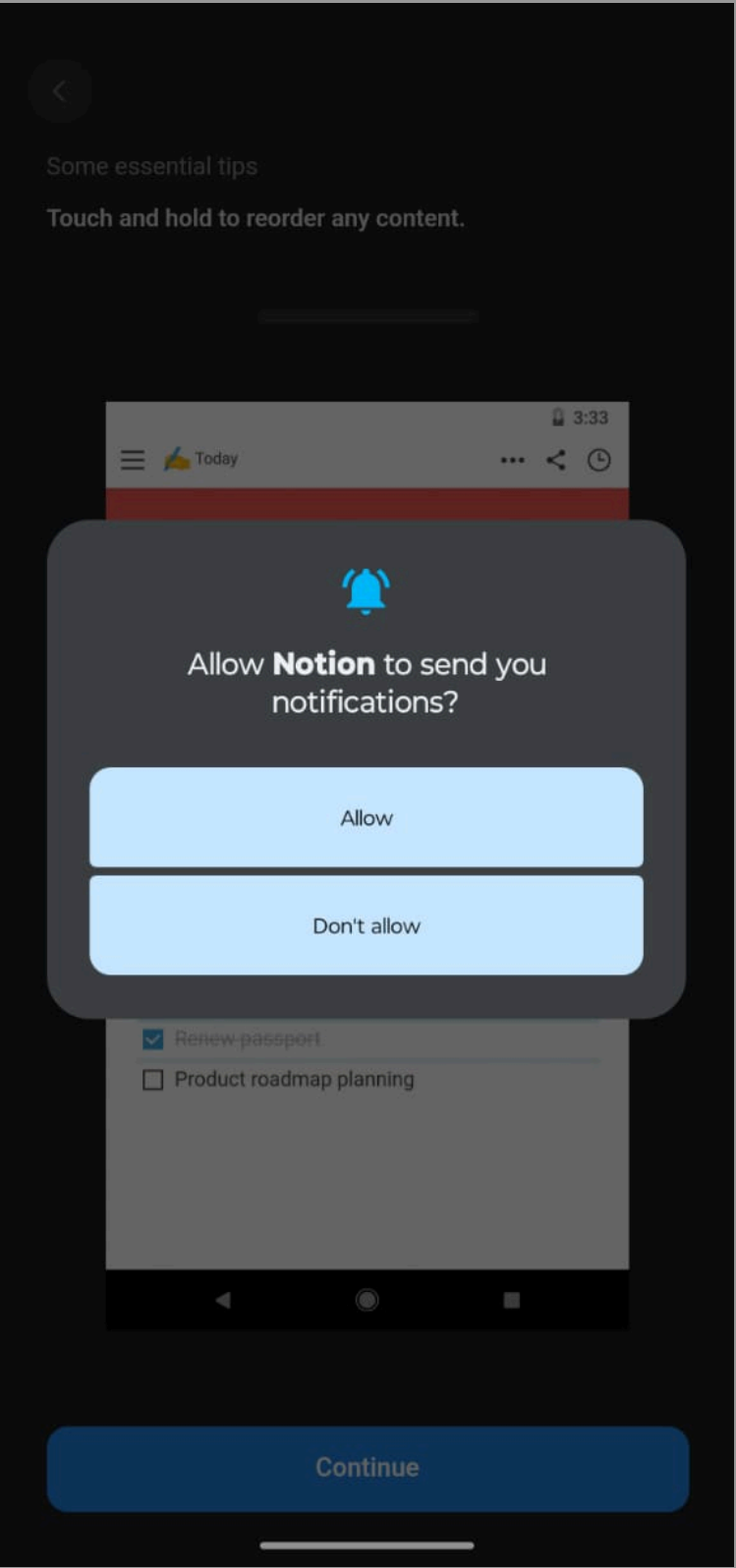
Choose how you want to use it



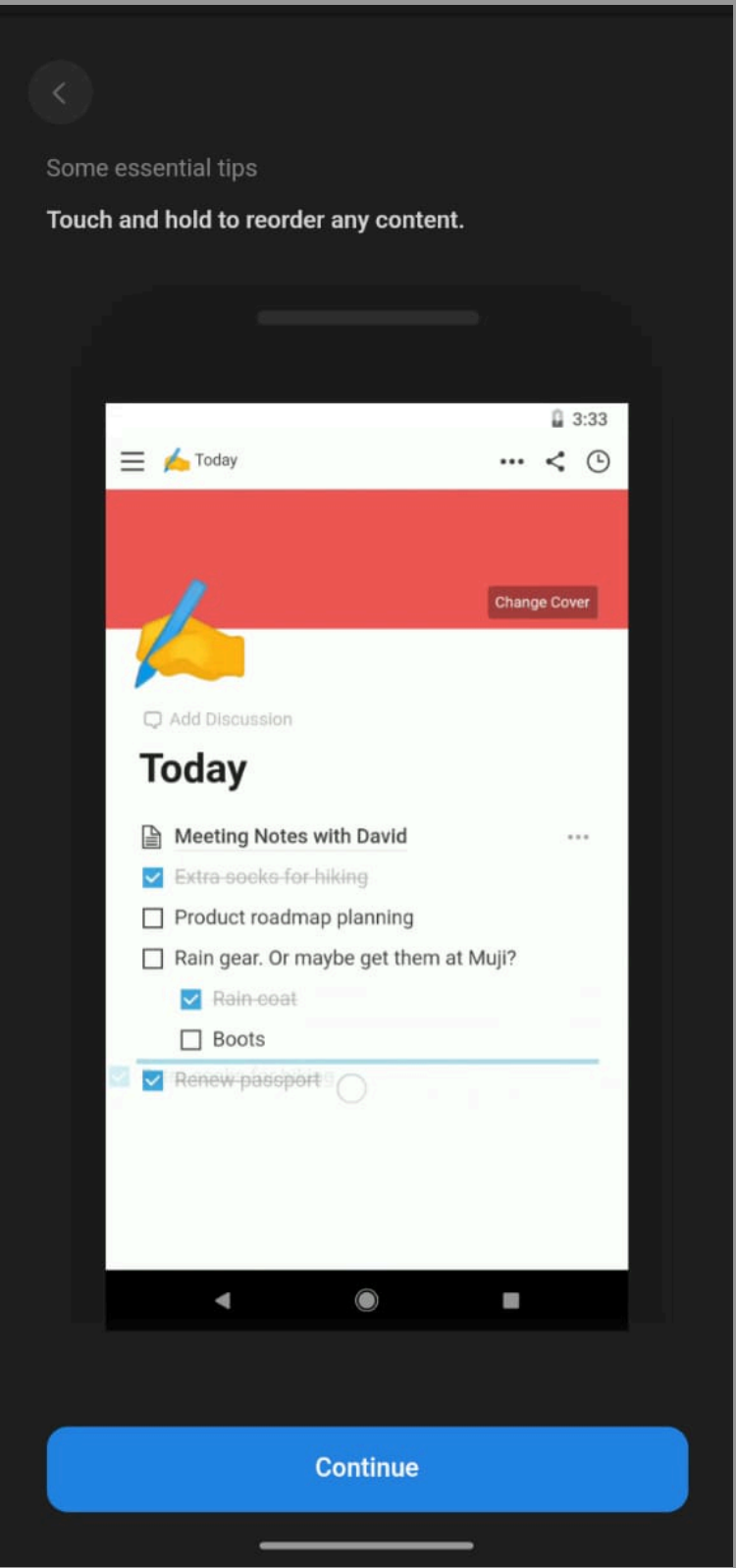
Choose how you want to use it



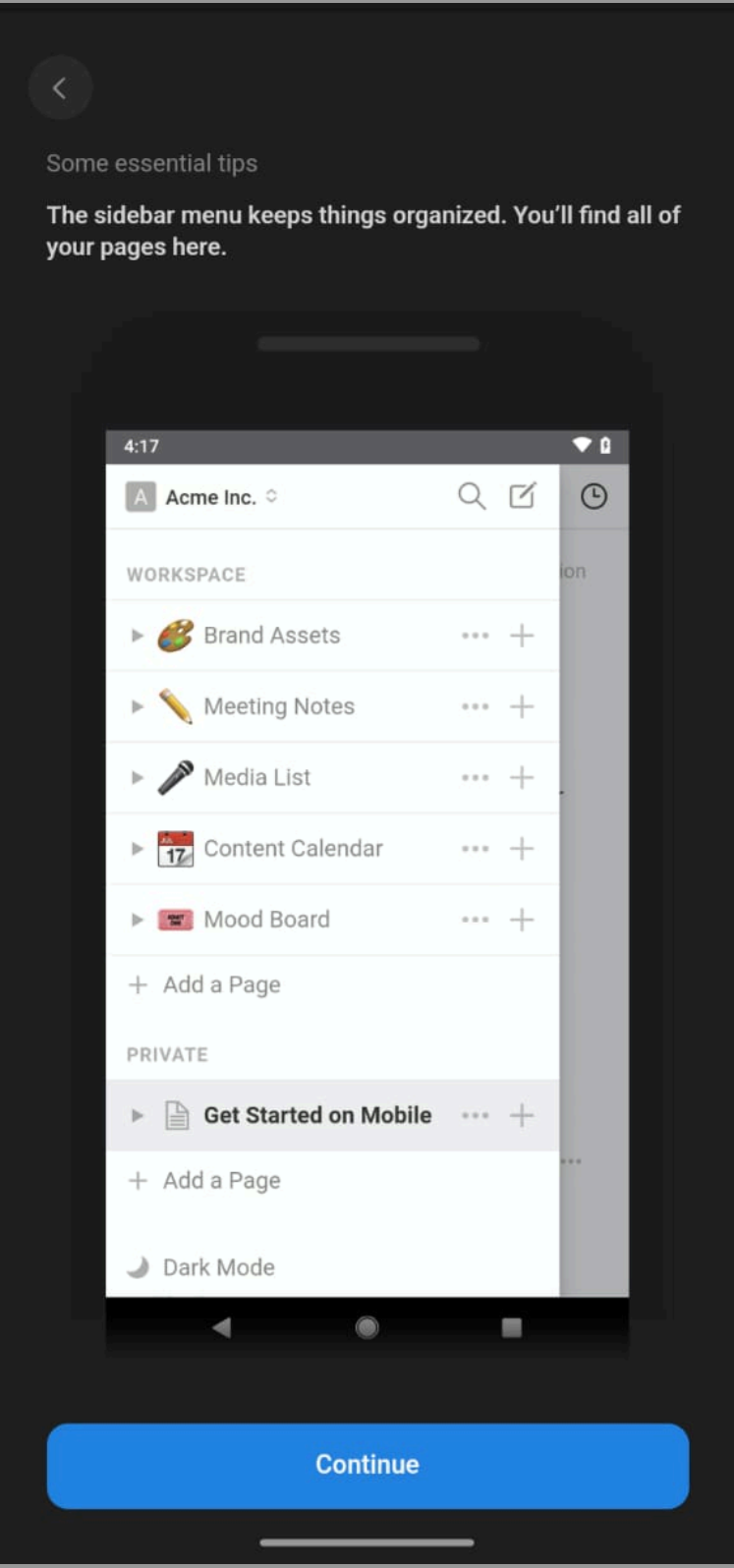
Choose your interests



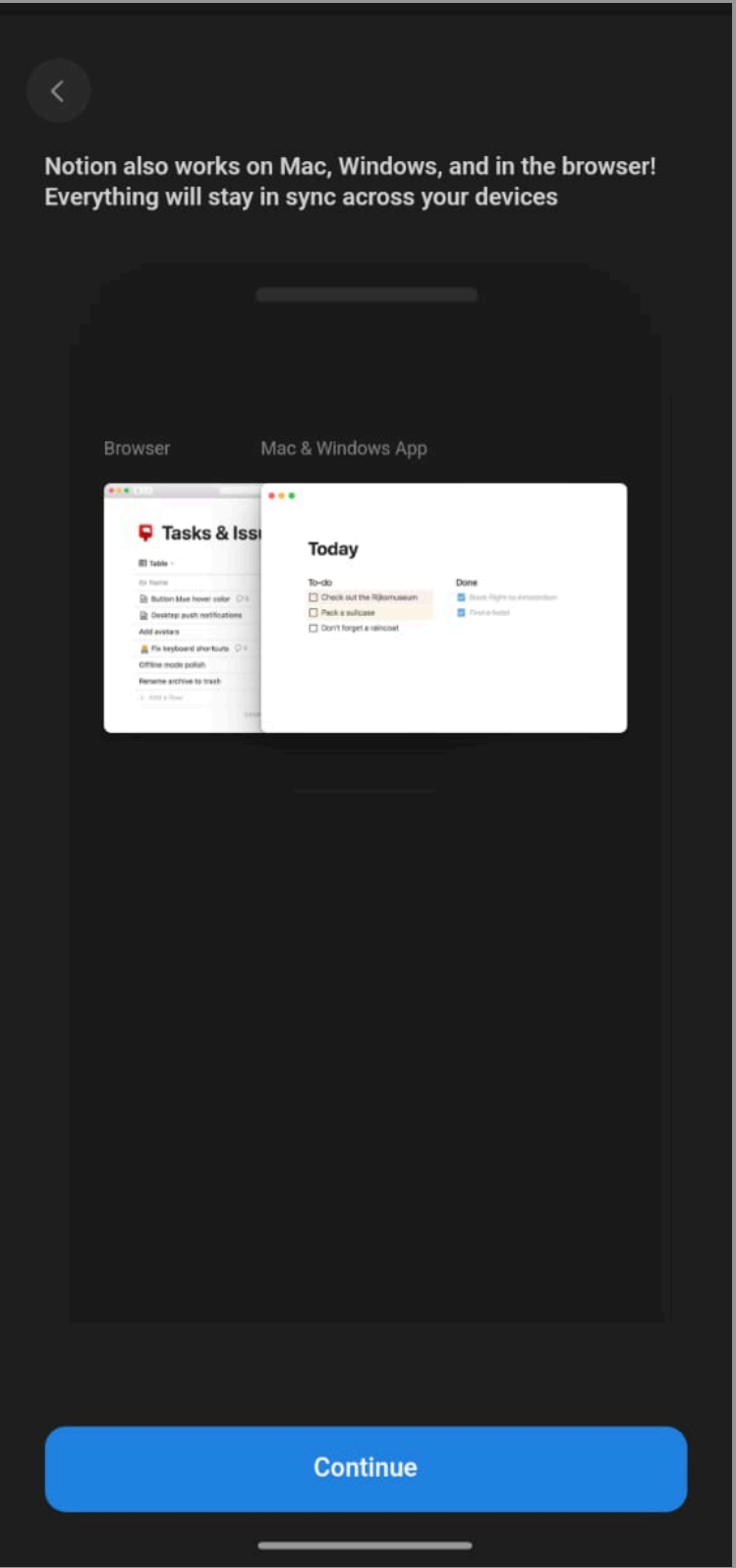
Allow to get notifications
can be changed in settings
later



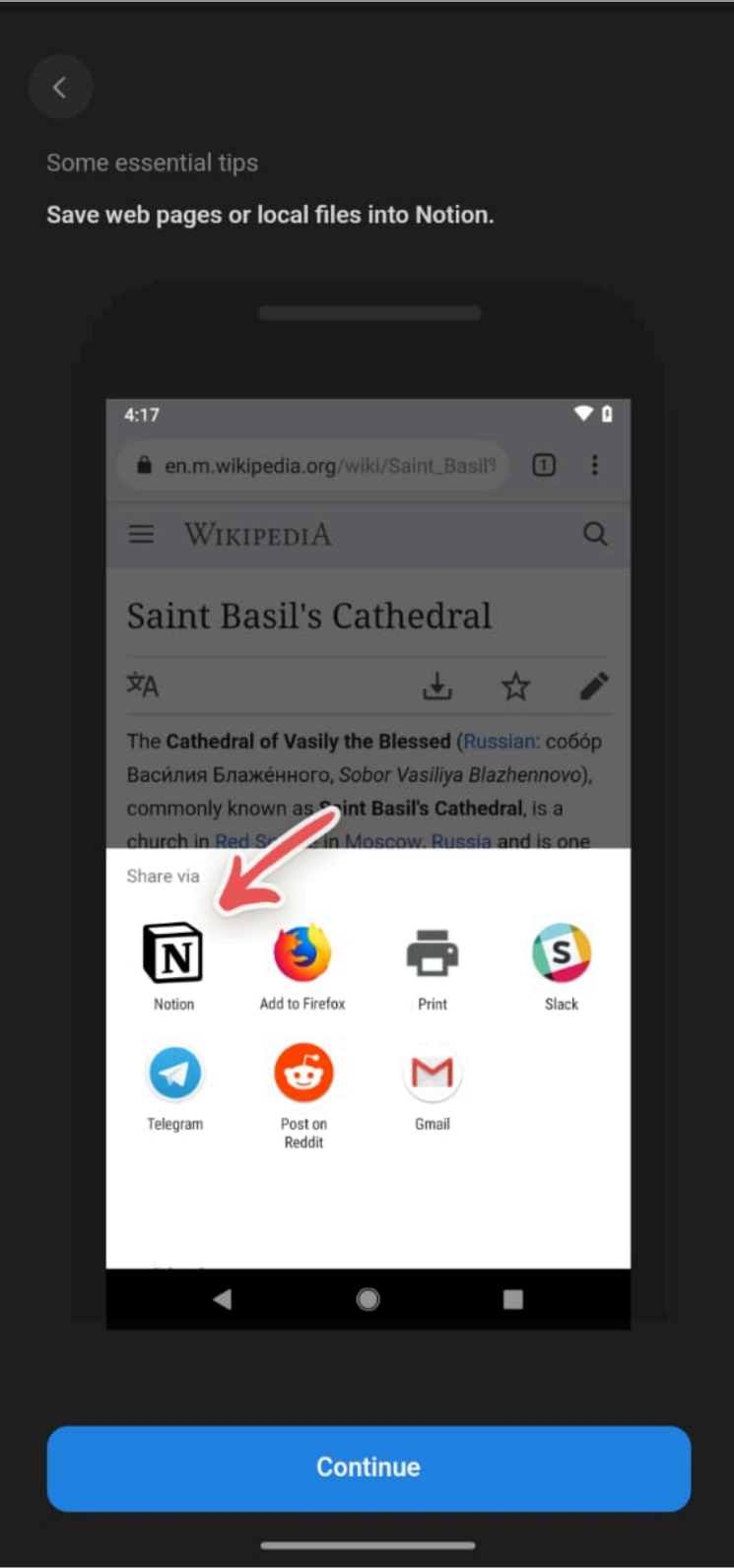
Some basic tips



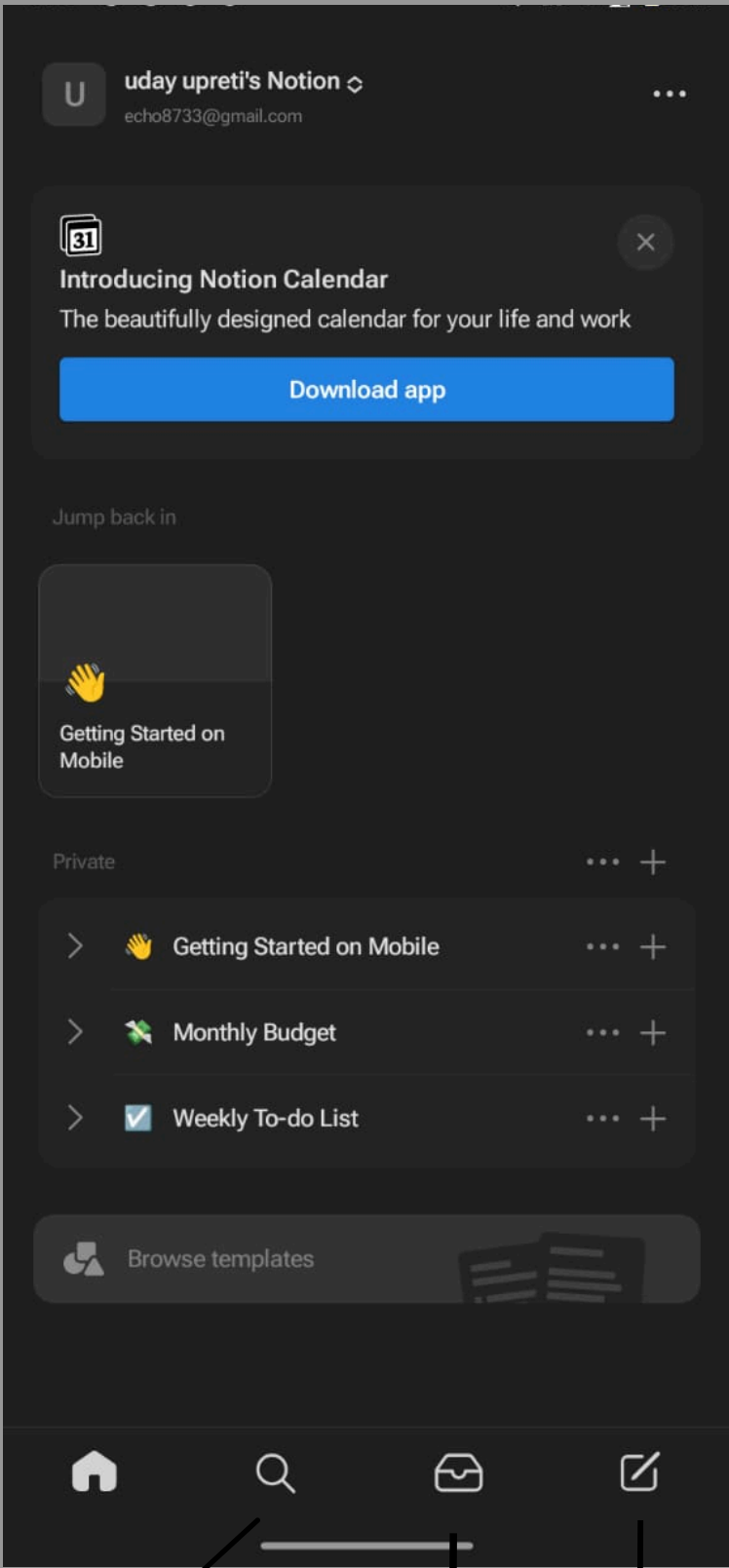
Some basic tips about
sidebar



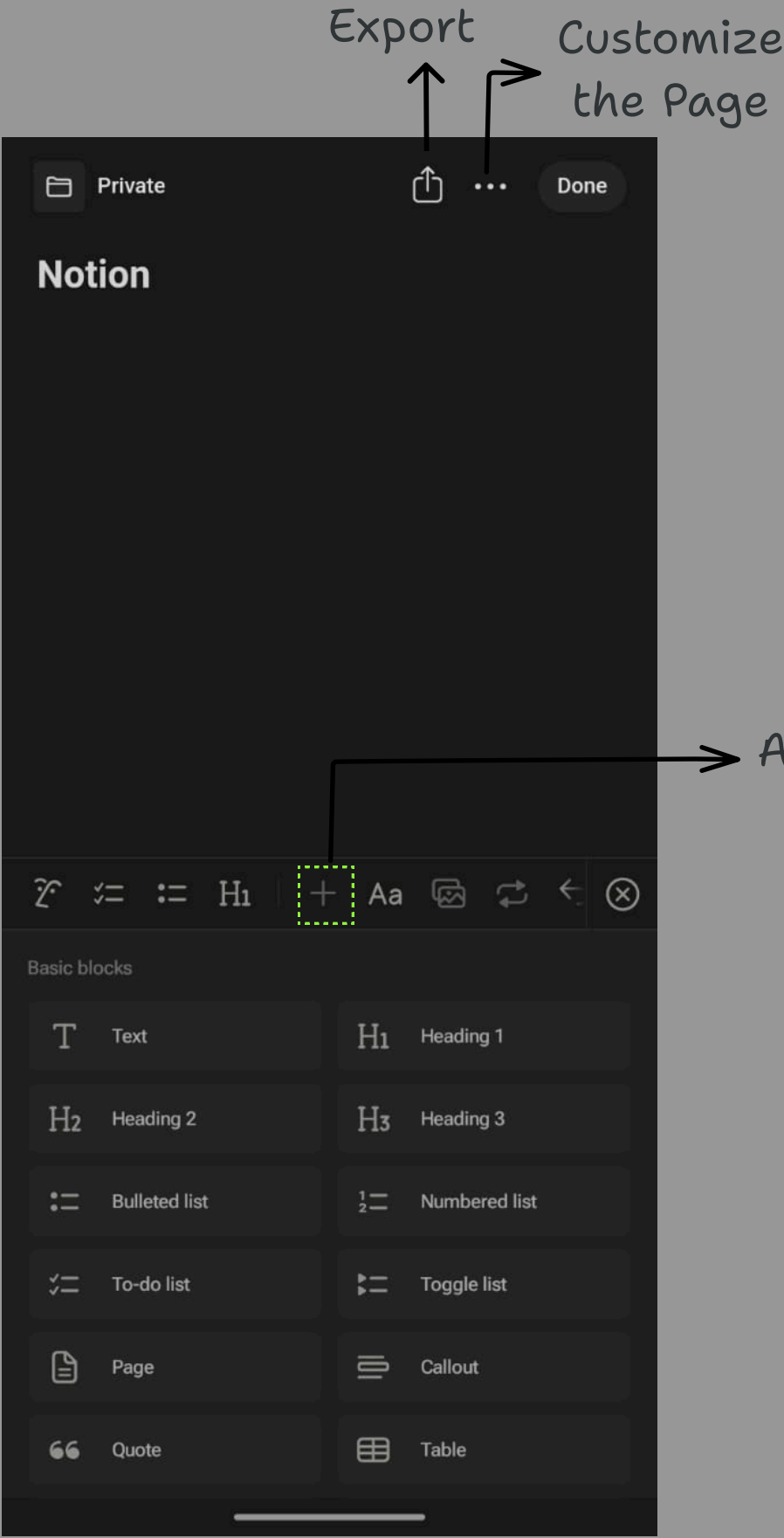
Cross-Device Sync



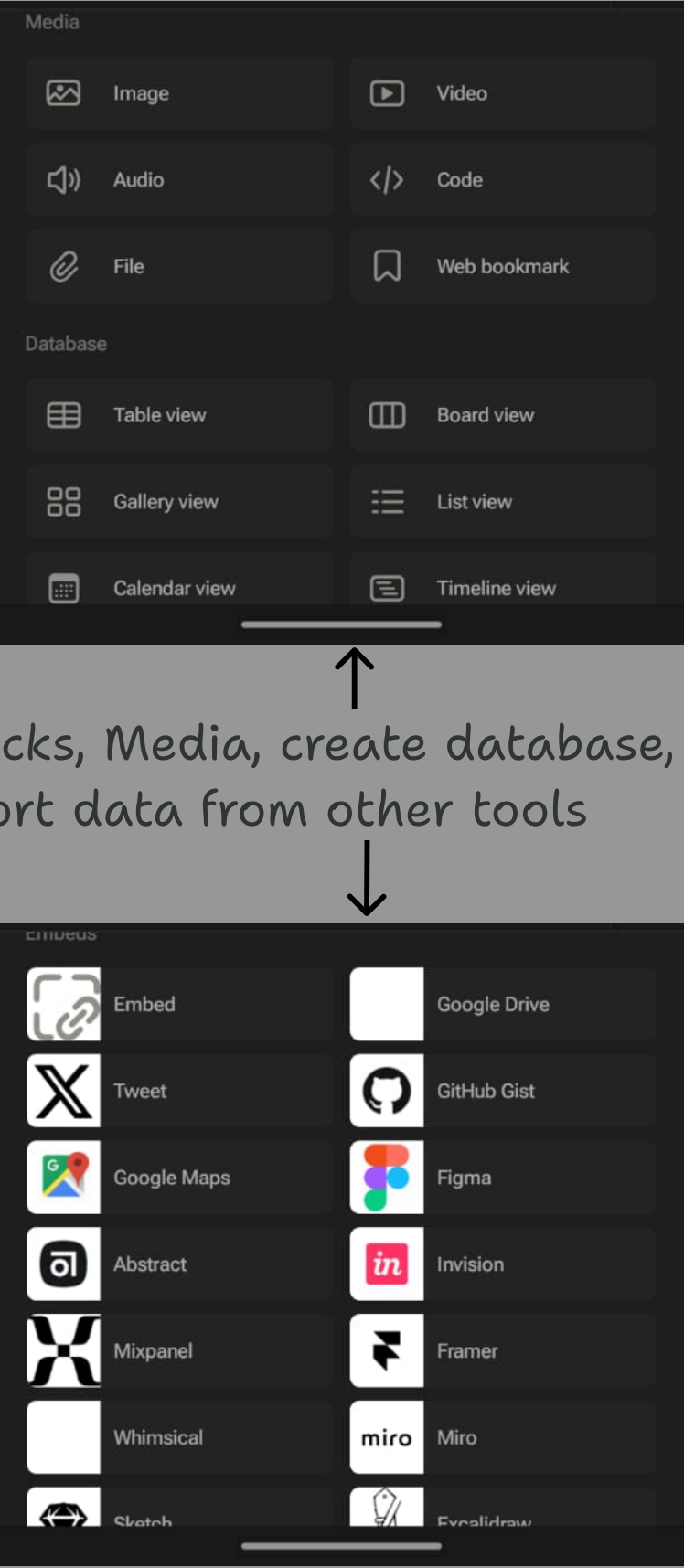
More tips



Search your pages
Inbox
Create new page
Landing Page



Creating First Page



User Experience

Reviews from Play Store/App Store

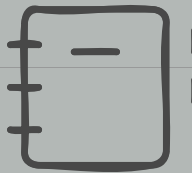
Positive

- All-in-One Productivity Tool** – Combines notes, to-do lists, databases, and project management.
- Highly Customizable & Aesthetic** – Offers sleek design, templates, and multiple view options.
- Cross-Device Sync** – Seamlessly syncs across devices but requires internet access.
- Great for Students & Professionals** – Helps with school notes and work projects.
- Generous Free Version** – Powerful free plan with minimal limitations.

Negative

- No Offline Mode** – Users can't access notes without the internet, making outages a major issue.
- Laggy Mobile App** – The Android and iOS versions are slow, buggy, and often crash.
- Frustrating UI/UX** – Issues with highlighting, pop-ups, and copy/paste reduce efficiency.
- Keyboard Bugs** – External Bluetooth keyboards on iPads often disconnect or don't work properly.
- Slow Performance** – The web-based structure causes lag, delays, and unresponsive actions.

Suggested Improvements



Offline Mode Support

Enable users to access and edit notes offline.



Mobile Performance Optimization

Enhance app performance on Android and iOS.



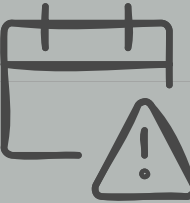
Better UI/UX Experience

Improve user interface and experience for smoother interactions.



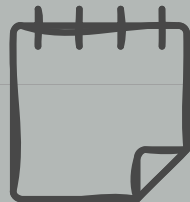
Faster and More Responsive App

Optimize app performance for a seamless experience.



Simpler Reminder Features

Introduce an easy reminder system for task management.



More Page Customization

Allow users to customize layouts for better organization.

Key Metrics



Weekly Active Users

Measures consistent user activity.



Feature Adoption Rate

Tracks how often users interact with key tools.



Collaboration Engagement

Measures shared pages and team workspaces.



Free-to-Paid Conversion

Indicates how many users upgrade to a paid plan.



Retention Rate

Reflects long-term user stickiness and loyalty.

Thank You

