

Product Teardown

Notion



Creating a happier workspace, one productive step at a time



Notion.

Write, Plan, Collaborate.

What is Notion?

Notion is an all-in-one productivity and collaboration platform that allows users to create notes, manage tasks, build wikis, and organize databases seamlessly within a flexible, drag-and-drop interface. It allows individuals and teams to build custom digital workspaces without writing code.

Before Notion, users relied on fragmented tools; Google Docs for writing, Trello for project management, and Evernote for note-taking.



Notion addresses this disjointed experience by offering a unified platform where documentation, task tracking, databases, and collaboration live together, improving productivity and reducing context switching.

- Strong design-led culture
- Emphasis on community and user-generated templates

Product overview.

Founded: 2016

Target Users

Students, creators, startups, enterprise teams

Market

Knowledge and productivity software

MAUs

20+ million

Annual Revenue

Estimated \$65M-100M+

Year on year growth

50-80% CAGR from 2020 to 2023

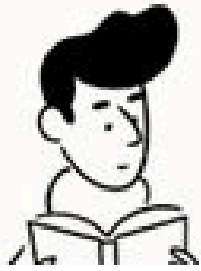
ARPU

\$25-40 for individuals, higher for teams

Valuation

\$10 billion

User Segments



Students

Needs:

Notes, to do list, study plans, journaling, habit tracking

Usage:

Personal productivity, class notes, resumes, digital planners

Features:

Pages, templates, simple databases, backlink



Freelancers

Needs:

Project tracking, client databases, proposals, content planning

Usage:

Portfolio sites, invoice tracking, content calendars

Features:

Custom templates, relational databases, publishing pages



Startup teams

Needs:

Centralized knowledge base, project management, task coordination

Usage:

Team wikis, OKRs, standup notes, SOPs

Features:

Shared workspaces, permissions, kanban boards, comments



Enterprises

Needs:

Scalable documents, collaboration across different orgs

Usage:

Company-wide wikis, onboarding manuals, internal tools

Features:

Admin controls, advanced permissions, analytics, integrations



Aanya Mehra, 20

Undergraduate Student
Pune, India

Uses Notion to organize her study plans, take class notes, and track habits. Values templates and simple databases to stay productive as well as journal. Notion helps balance academic and personal growth in one space.



Rajeev Jain, 38

Project Manager
Hyderabad, India

Uses Notion to manage team documentation, onboarding manuals, and project SOPs. Heavily relies on integrations and analytics to streamline collaboration. Notion enables cross-functional coordination across departments.

User Journey Map

Stages

Visit

Explore

Create

Organise

Use

Reflect

Steps

Opens Notion on web/mobile

Logs into workspace

Clicks into sidebar/Recent pages

Browses side menu and templates

Clicks on New Page

Scrolls through gallery

Creates a new page or database

Uses drag-drop or template

Adds tasks, text, databases

Adds content blocks, sub-pages

Links databases, adds icons/covers

Changes layouts (list, board view)

Updates daily to-dos or projects

Uses toggle lists, checkboxes

Tracks progress with properties

Reviews system, refines workspace

Deletes/archives unnecessary items

Looks at past notes, organizes

Thoughts

"This looks flexible but overwhelming"

"So many templates, where do I start?"

"I like this block system, it's easy"

"Drag and drop feels intuitive"

"Can I link this to another page?"

"Maybe I can automate some things"

"I need a better dashboard view"

"How do I make this more structured?"

"Dark mode feels nice and calming"



First time user

Behaviour

- Browses templates
- Clicks around sidebars
- Watches tutorials
- May feel overwhelmed by open canvas and too many options
- Occasional use
- Tries out pages and templates randomly

Stuggles

- Not knowing how to structure content
- Unfamiliarity with significant features

Needs

- Guided onboarding, starter templates, beginner tips

Key Features used

- Templates
- Page creation
- Simple blocks (text, checklist, headings)



Frequent User

Behaviour

- Navigates quickly
- Updates dashboards
- Uses keyboard shortcuts
- Highly familiar with layouts and features
- Daily check-ins
- Systematic updates to databases

Stuggles

- Keeping workspace decluttered
- Overengineering pages or databases

Needs

- Advanced tutorials, power-user workflows, integration support

Key Features used

- Databases
- Linked views
- AI tools, automations, filters, relations



All-in-One Flexibility

Combines note-taking, databases, task management, and wikis in one tool – reduces app-switching.

Highly Customizable UI

Block-based editor allows users to build their own workspace structure, not just use pre-set formats.

Community & Ecosystem

Huge fanbase sharing templates, workflows, and hacks that drive organic growth.



STRENGTHS

AI Integration

Notion AI enhances productivity by summarizing, generating, and rewriting content within the existing workflow

Cross-Platform with Sync

Available on web, desktop, and mobile, with offline support and consistent UX.

Powerful Relational Databases

Lets users connect data like a lightweight Airtable, ideal for CRMs, content calendars, and trackers.

What Sets Notion Apart?

- Unlike Evernote (which focuses on static notes) or Trello (which is task-only), Notion acts as a modular workspace.
- Unlike Confluence, Notion's UI is modern, personalizable, and user-friendly for individuals and teams.
- Unlike Airtable, Notion combines documents and databases in one flow, no need for separate tools for knowledge and operations.

Weaknesses

- Steep Learning Curve: The open-ended system can overwhelm new users who don't know how to structure their content.
- Performance Lag: Notion can feel slow with large databases, many nested pages, or on low-end devices.
- Limited Offline Functionality: While offline mode exists, it's not as robust as tools like Obsidian or Apple Notes.
- Permissions Complexity: Sharing and permissions get confusing with nested pages and databases.



Trends Helping Notion Succeed

- **Rise of Remote Work:**
 - Teams need flexible async collaboration tools, Notion fits well as a shared knowledge base and task manager.
- **Refraining from manual code edit:**
 - Users are looking for tools they can mould to fit their workflows without coding Notion's modular approach aligns well.
- **Content Creator groups:**
 - Increasing demand for second brain systems, digital organization, and personal dashboards.

Trends Working Against Notion

- **Demand for Speed & Simplicity:**
 - Users frustrated with Notion's performance or complexity may seek faster, more lightweight tools.
- **Privacy Concerns:**
 - Power users may switch to fully local, encrypted options like Obsidian for security or data ownership.
- **Team Workflow Complexity:**
 - Scaling Notion across large orgs may hit friction without deep admin controls, versioning, or structured governance.



Key learnings and analysis



Onboarding Metrics

- **Activation Rate:** % of users who create their first page within X minutes of sign-up.
- **Time to First Block:** Average time it takes for a user to create their first note, task, template, or database.
- **Template Usage Rate:** % of users who apply a template during onboarding.
- **First Week Retention:** % of users who return within 7 days after account creation.
- **Onboarding Funnel Drop-off:** % of users who abandon before completing key setup steps (e.g., workspace creation, first page, template choice).

Engagement Metrics

- **Weekly Active Users (WAU) / Monthly Active Users (MAU):** Shows ongoing engagement.
- **Pages Created per User:** Average number of pages or blocks added over a given period.
- **Feature Adoption Rate:** % of users using advanced tools like databases, AI, linked pages, or integrations.
- **Time Spent per Session:** Indicates depth of usage – longer sessions suggest immersive workflows.
- **Cross-Device Usage:** % of users using both mobile and desktop apps – a sign of habit and flexibility.



Key learnings and analysis

Success Metrics

- **Net Promoter Score (NPS):** User-reported score indicating how likely they are to recommend Notion to others, reflecting satisfaction and virality.
- **Day 30 Retention Rate:** % of users who return to Notion 30 days after signup, indicating sustained value beyond initial exploration.
- **Active Workspace Growth Rate:** % increase in the number of workspaces (individual or team) actively used month-over-month.
- **Feature Adoption Rate:** % of users engaging with advanced features like databases, templates, AI tools, and linked pages.
- **Activation-to-Pay Conversion Rate:** % of activated users who upgrade to a paid plan within a set time frame.

Retention Metrics

- **Day 7 / Day 30 Retention Rate:** % of users who return to Notion after 1 week or 1 month.
- **Churn Rate:** % of users who stop using Notion after a set period.
- **Workspace Reactivation Rate:** % of users who return after 30+ days of inactivity.
- **Stickiness Ratio:** DAU / MAU indicates how “habit-forming” Notion is.
- **Subscription Renewal Rate** (for paid users): % of users who continue paying for premium plans.

Happy Collaborating !

