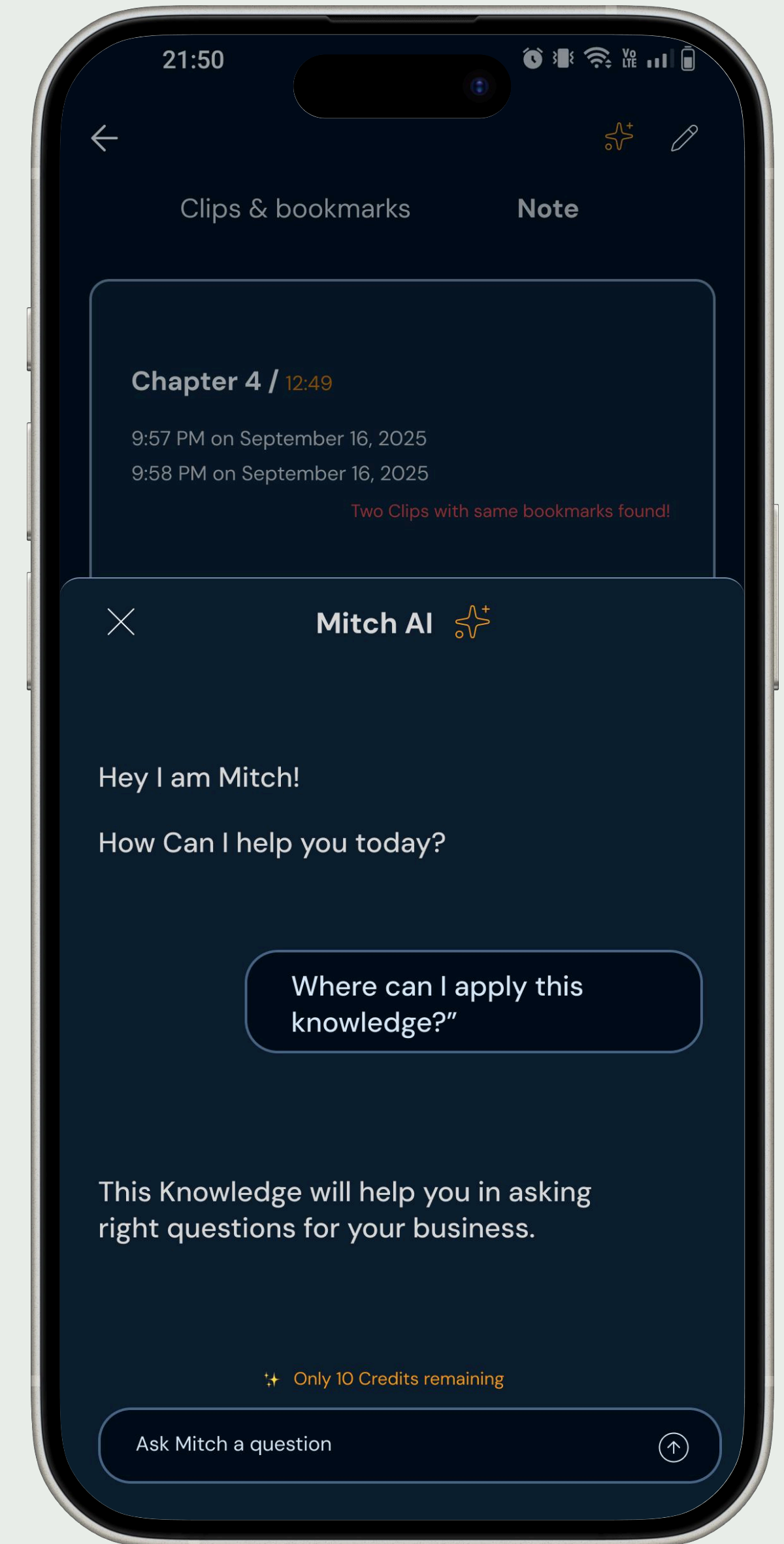
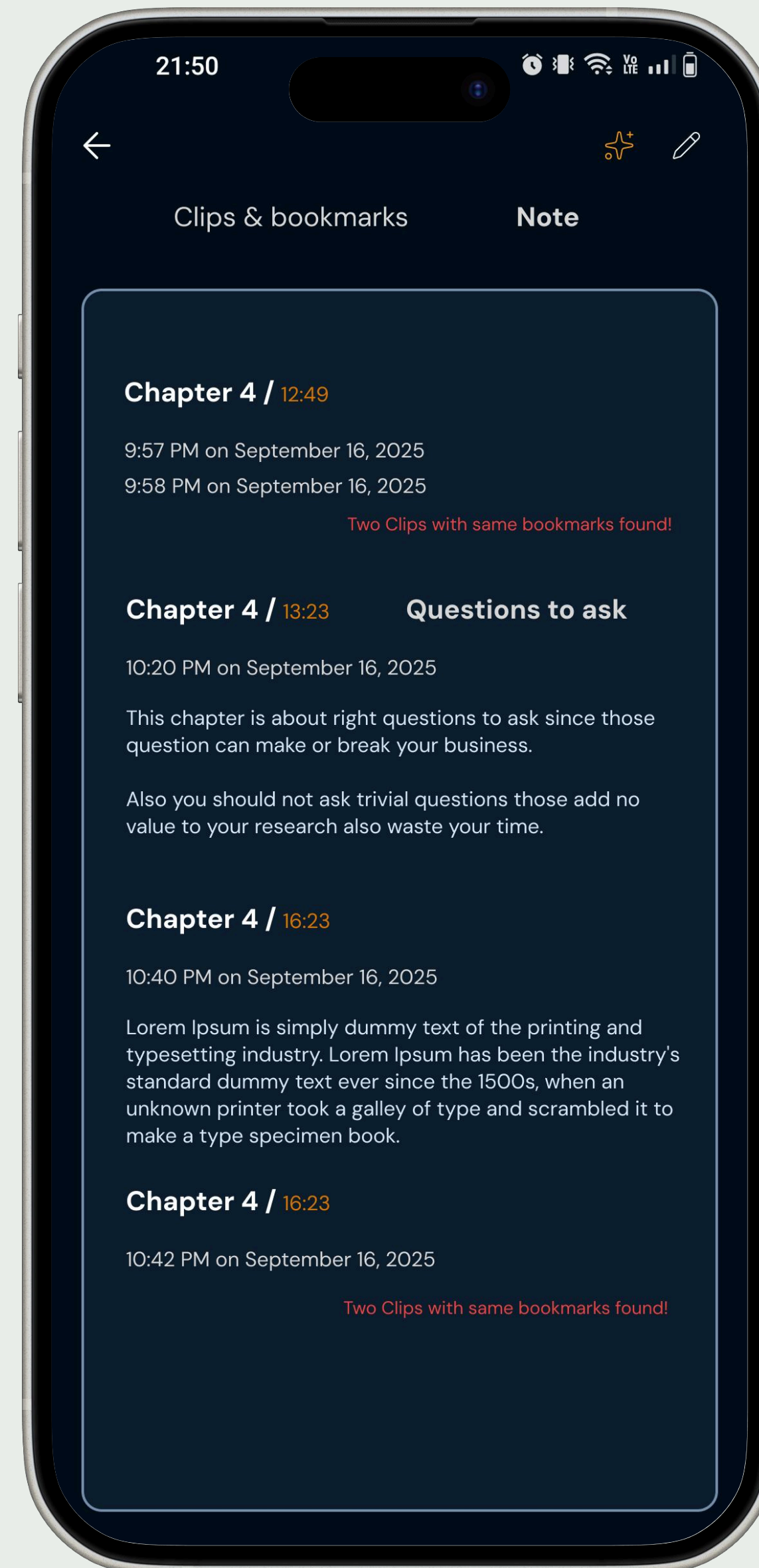




# *clip notes & mitch AI* ✨

feature introduction & improvements

Himanshu Nawalkar, Sep 25





is a leading audiobook & podcast listening platform by Amazon.

**Notable features:** Whisper-sync, Sleep Timer & Car Mode, Offline Listening, Audible Originals, Return Policy & Credits System with Monthly credits

## Mission

To be the leading **creator** and **provider** of premium digital spoken audio content, offering **insight**, inspiration, and entertainment that **enhances lives**.

## Current Stats

- Audible has an estimated **1 million+** Audiobooks
- Has estimated **~15–25 million** monthly active users
- **64%** Current Share of Audiobook Market
- Audible's estimated net revenue for 2024 was **\$440 million**

## Content Categories

- **Fiction** : 65%
- **Non-fiction** : 20–35% (*fastest-growing, 26% CAGR*)
  - Business, Self-help, Personal Development, Education 12–20%
- **Children/Kids** : ~7–10%
- **Other Niches** : (History, Science, Spirituality, etc.) Remaining split across smaller segments

## Revenue

While there are multiple sources of revenue for audible, but the most important is Revenue via **Subscription/Membership**, which is primarily driven by **Content exclusivity & retention strategies**.

# Understanding the issue & the Scope

## The challenge

The current *note-taking features* in existing Audiobook apps are **unintuitive, fragmented** and is **not used to full potential**, in a sense that, the value it add is limited to revisiting *clips/bookmarks* and *annotations*.

## Who are **facing** these issues?

The users who use **Audiobooks** for notes, research, or self-development purposes.

- **20–25%** of total Audiobooks **users** belongs to this category
- This user segment shows a **high retention rate** of **65–80%**, for notes feature
- These users mostly consume **Non-fiction** audiobooks

## Potential **Impact** for Solving this

**Audible MAU:** 15–25 million : ~ **20 Million**  
**Non fiction** Listeners: 20–25% : **4 Million**  
**10 % turn out** for this feature = **400K**,

Out of which assume **75%** takes subscription:

Avg normalized **subscription** price : **\$10.47** per month,

**Revenue** boost =  $(400,000 * 75%) * \$10.47$   
= **\$3.1 Million** per month

## Scope

- We are **not** making a **full fledged note taking feature**.
- The use of **AI** is limited to **chat** based on **User generated notes**.
- This feature is built on top of **existing Clip Notes feature**.
- Scope to increase the **subscription price** based on AI features offered

## Why solve **now**?

- No major audiobook platform has successfully solved this. This represents a significant **competitive differentiation opportunity** for Audible to cement its market leadership position
- The **opportunity** for future AI-powered up-sells, driving the ARPU further.

# Competition Analysis

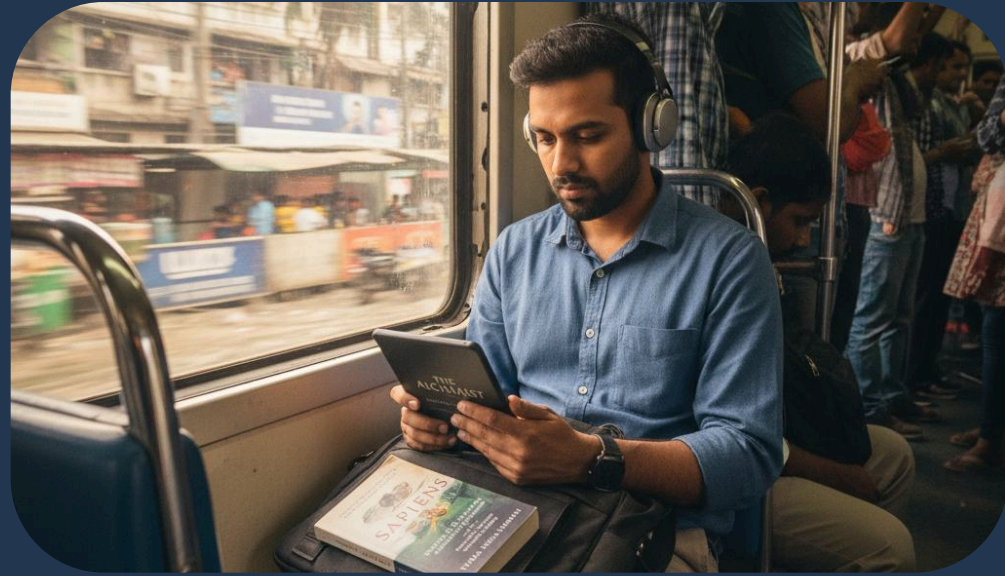
## Feature Desc

## Current Problems & Limitations

	Feature Desc	Current Problems & Limitations
<b>Audible</b>	<ul style="list-style-type: none"> <li>• Add notes with custom titles</li> <li>• Create separate audio clips with range selection</li> <li>• Customizable bookmark placement</li> <li>• Audio clip range selection capability</li> <li>• Go-to bookmark functionality</li> </ul>	<ul style="list-style-type: none"> <li>• Notes are difficult to find and navigate</li> <li>• Fragmented notes (100s with no organization)</li> <li>• Repetitive clips possible</li> <li>• No centralized location for notes</li> <li>• Dialog disappears and is non-persistent</li> </ul>
<b>StoryTel</b>	<ul style="list-style-type: none"> <li>• Easy to find near Chapters icon</li> <li>• Intuitive UI design</li> <li>• Quick navigation to bookmark points</li> <li>• Shows audio moving to bookmark location</li> </ul>	<ul style="list-style-type: none"> <li>• Notes have no titles</li> <li>• 246 character limit for notes</li> <li>• No audio range clipping – just bookmarks</li> <li>• No separate audio clip listening feature</li> </ul>
<b>Everand</b>	<ul style="list-style-type: none"> <li>• Clearly visible bookmark button</li> <li>• Easy bookmark navigation</li> <li>• Bottom sheet for bookmark access</li> <li>• Move to planted bookmarks functionality</li> </ul>	<ul style="list-style-type: none"> <li>• Bottom sheet takes time to load</li> <li>• No audio range clipping – just bookmarks</li> <li>• No separate audio clip listening feature</li> </ul>
<b>Google Play Books</b>	<ul style="list-style-type: none"> <li>• Located in Chapters tab – easy to find</li> <li>• Audio play/pause button visible even in bookmarks sections</li> <li>• Auto-generated descriptions for bookmarks</li> <li>• Clear bookmark navigation</li> </ul>	<ul style="list-style-type: none"> <li>• Notes text is auto-generated (limited user control)</li> <li>• Users can add/update but limited functionality</li> <li>• Only audio notes available</li> <li>• No audio range clipping – just bookmarks</li> <li>• No separate audio clip listening feature</li> </ul>

Based on our competitive research, we can clearly see that Audible still has the best **audio bookmarking feature**, where others lack the ability **edit**, decide the **audio clip section** as well as to be able to **play the audible clips separately**. But it still lacks in being giving full value as a notes feature.

# User Persona



## Ravi, 28, Working Professional

- Commutes to Work
- Aspirational Knowledge Seeker
- Consume books and Audiobooks

### Goals

### Pain Points

To retain and understand gained <b>knowledge</b> better	Can't <b>retain knowledge</b> without making notes
To listen to the <b>audio version</b> of desired or new book	After completing an audiobook there are <b>100s</b> of <b>scattered</b> audio clips
To Listen while commuting, walking or <b>multi-tasking</b>	Have to <b>switch apps</b> to take notes
To research and make notes for <b>new ideas, books</b> explored	No <b>single overview</b> , as can't organize or export the audiobook clips.

# Secondary Research Survey data [↗](#)

Audiobooks listeners use Audiobooks for

- Consumption of Knowledge – 13%
- Accessibility / Time Saving – 26%
- Listening to storytelling – 26%

How do you listen to Audiobooks?

- Driving – Commuting / Road trips – 31%
- Housework / DIY – 25%
- Exercising / at the Gym – 18%

What are the Cons of Audiobooks?


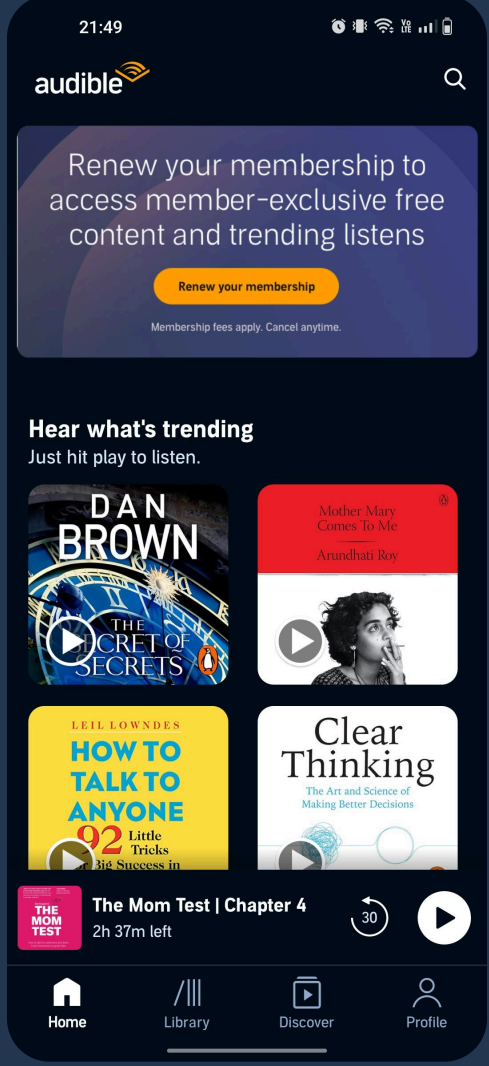
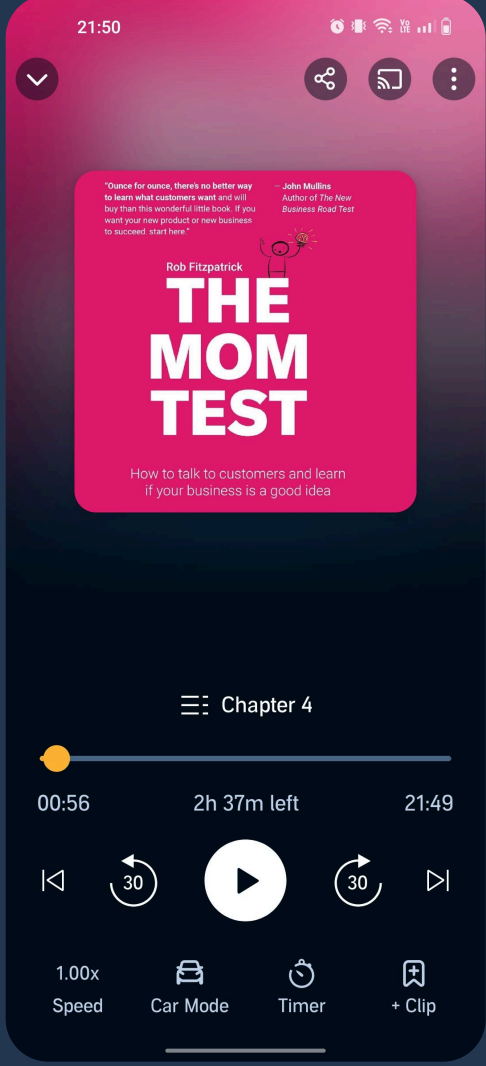
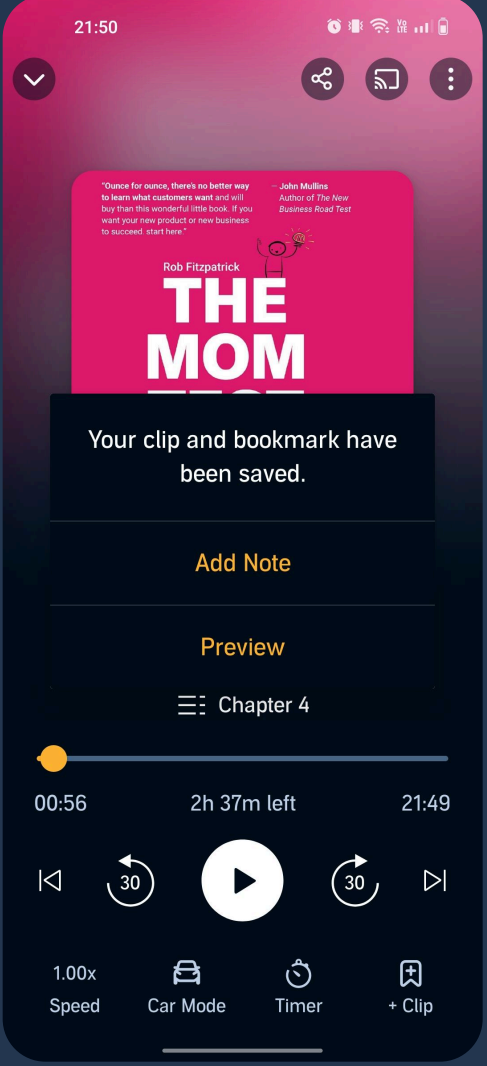
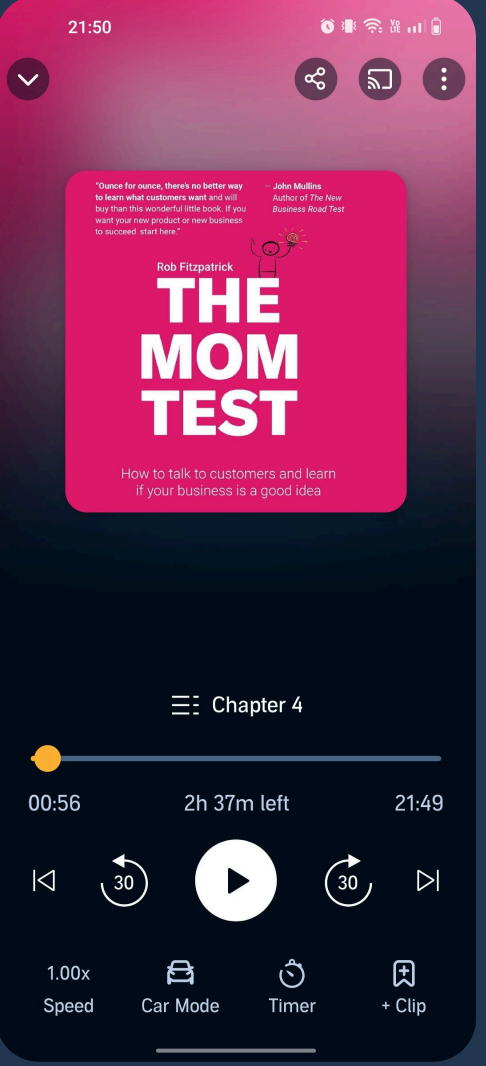
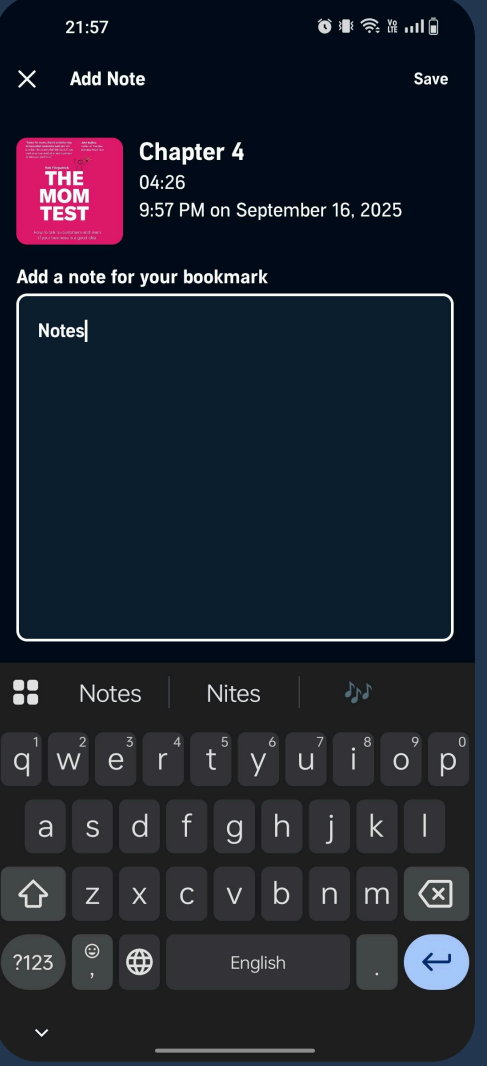






- Taking notes/idea capture – 40%
- Easy to lose track – 27%

## What would be the jobs-to-be-done(JTBD) here?

When I try to take notes, by clipping audio, But when I complete the audiobook, there are 100s of clips, So please help me make notes in a single cohesive way, So that I revisit it later and can learn and make notes later.




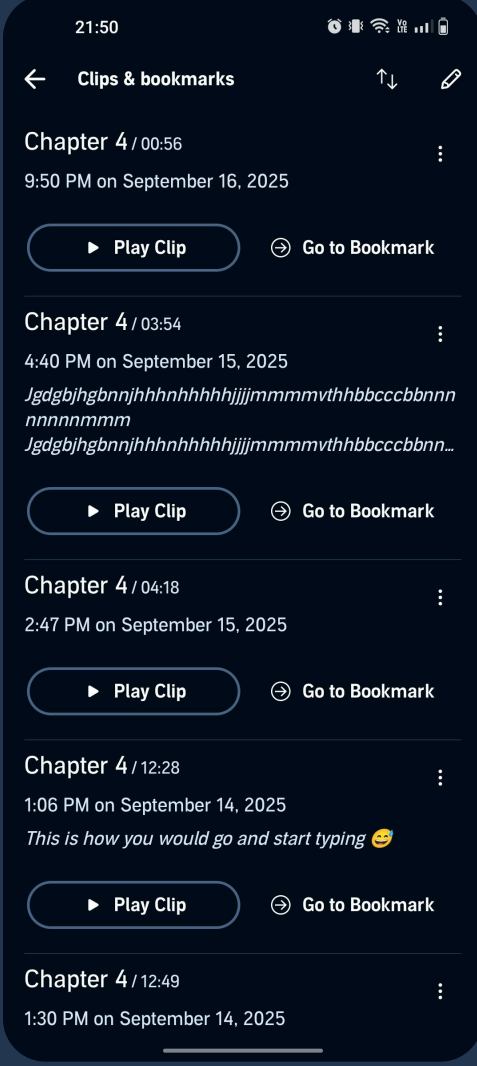
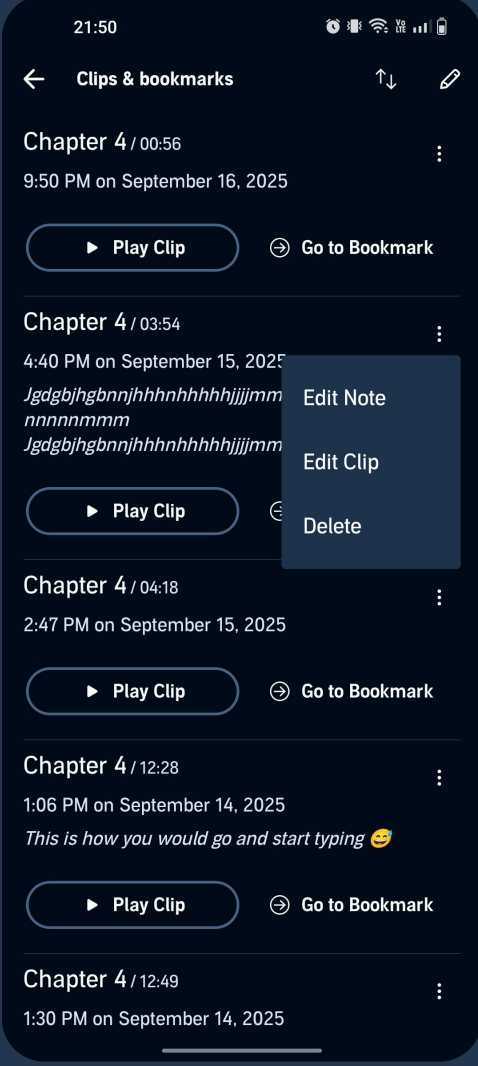
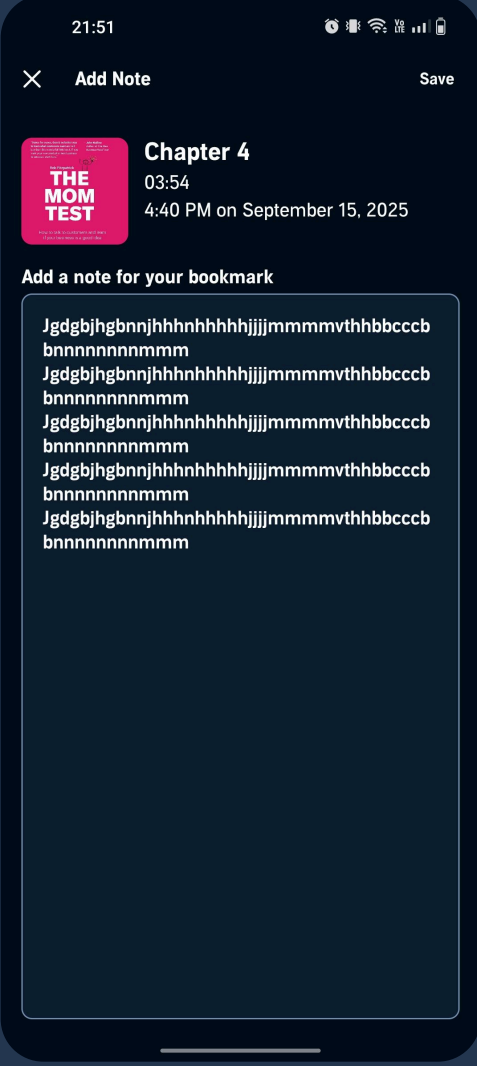
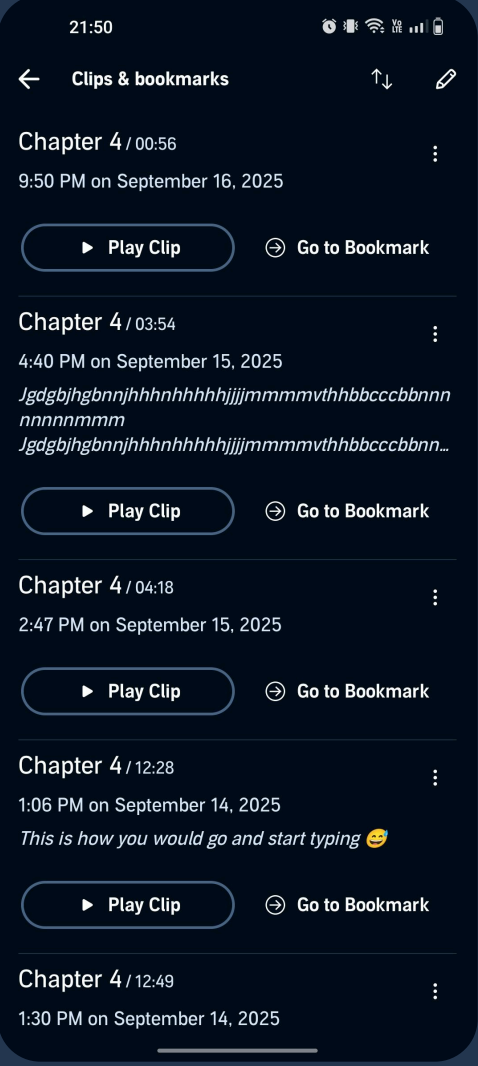
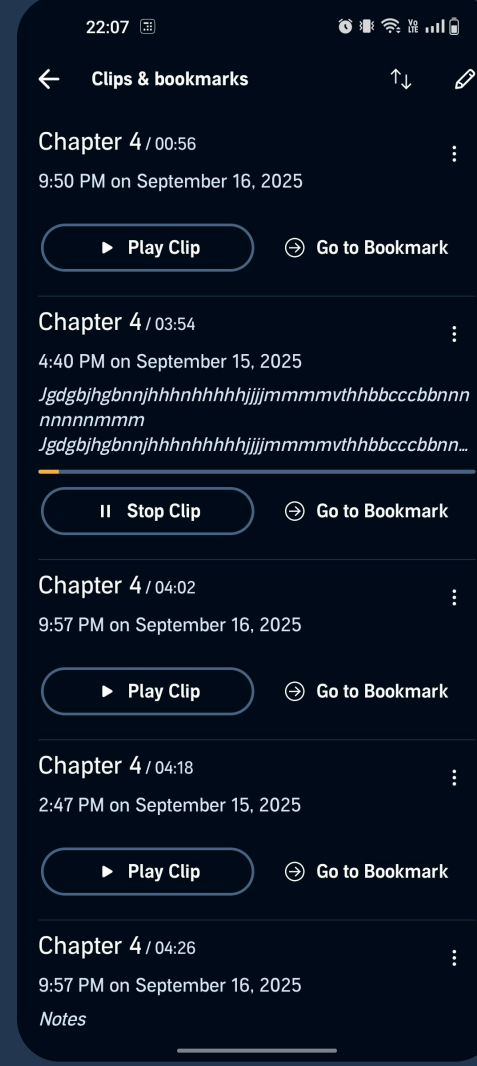
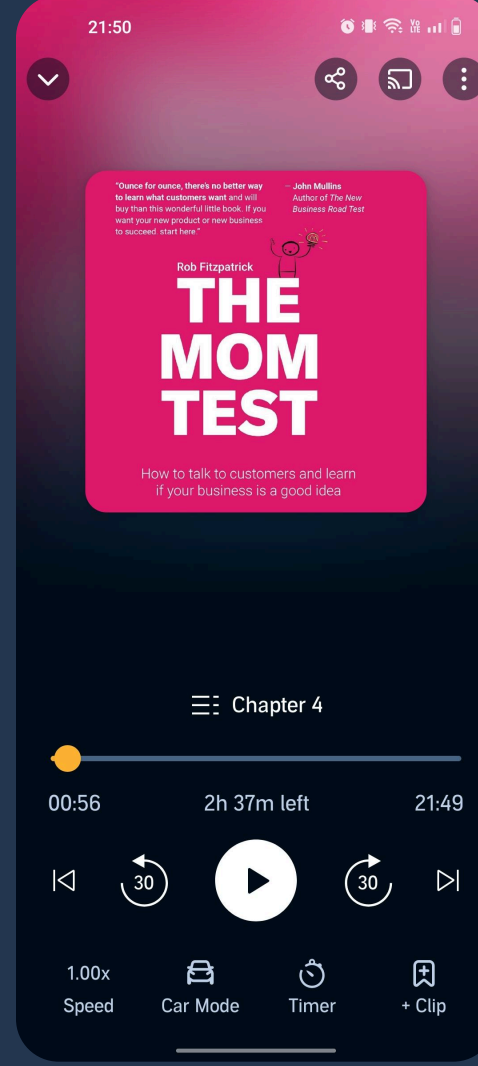









# User Journey Map

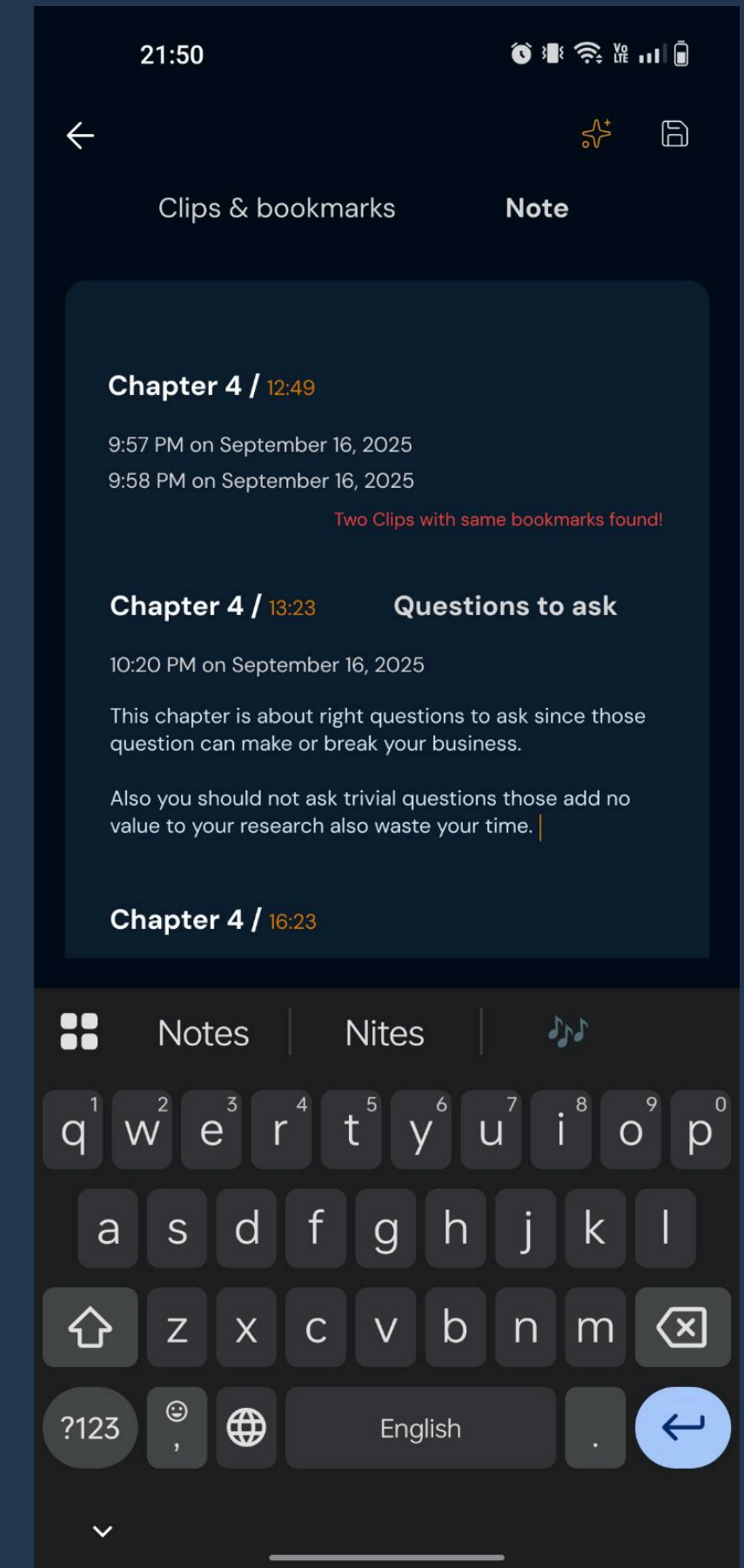
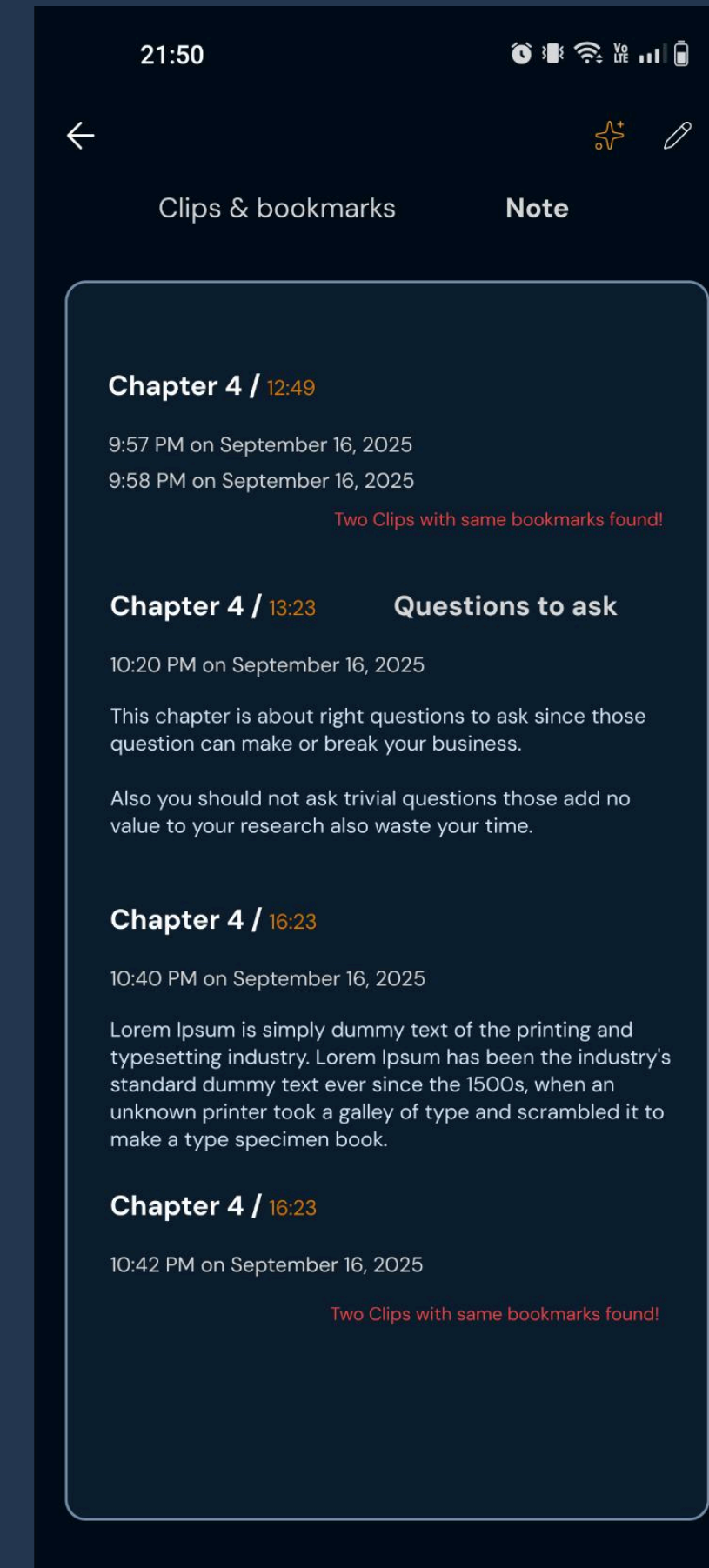
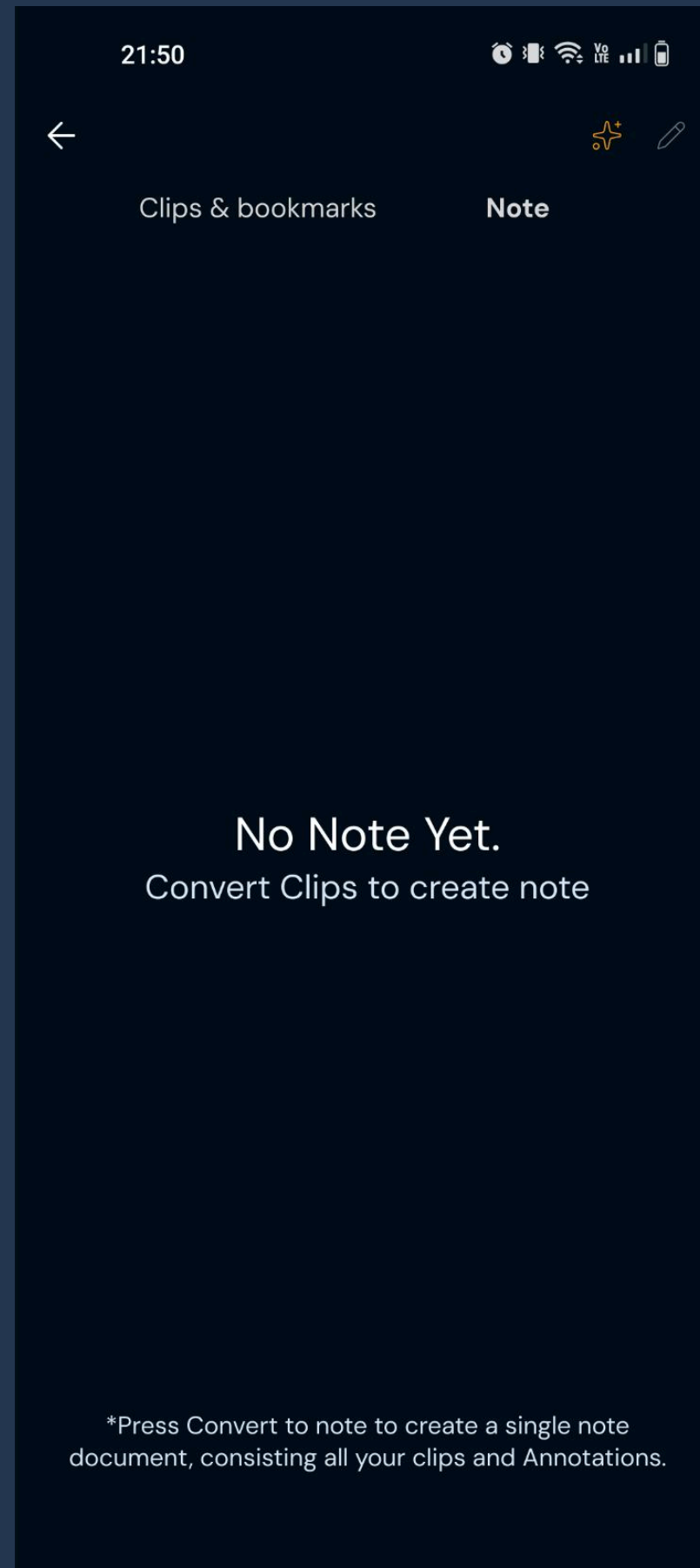
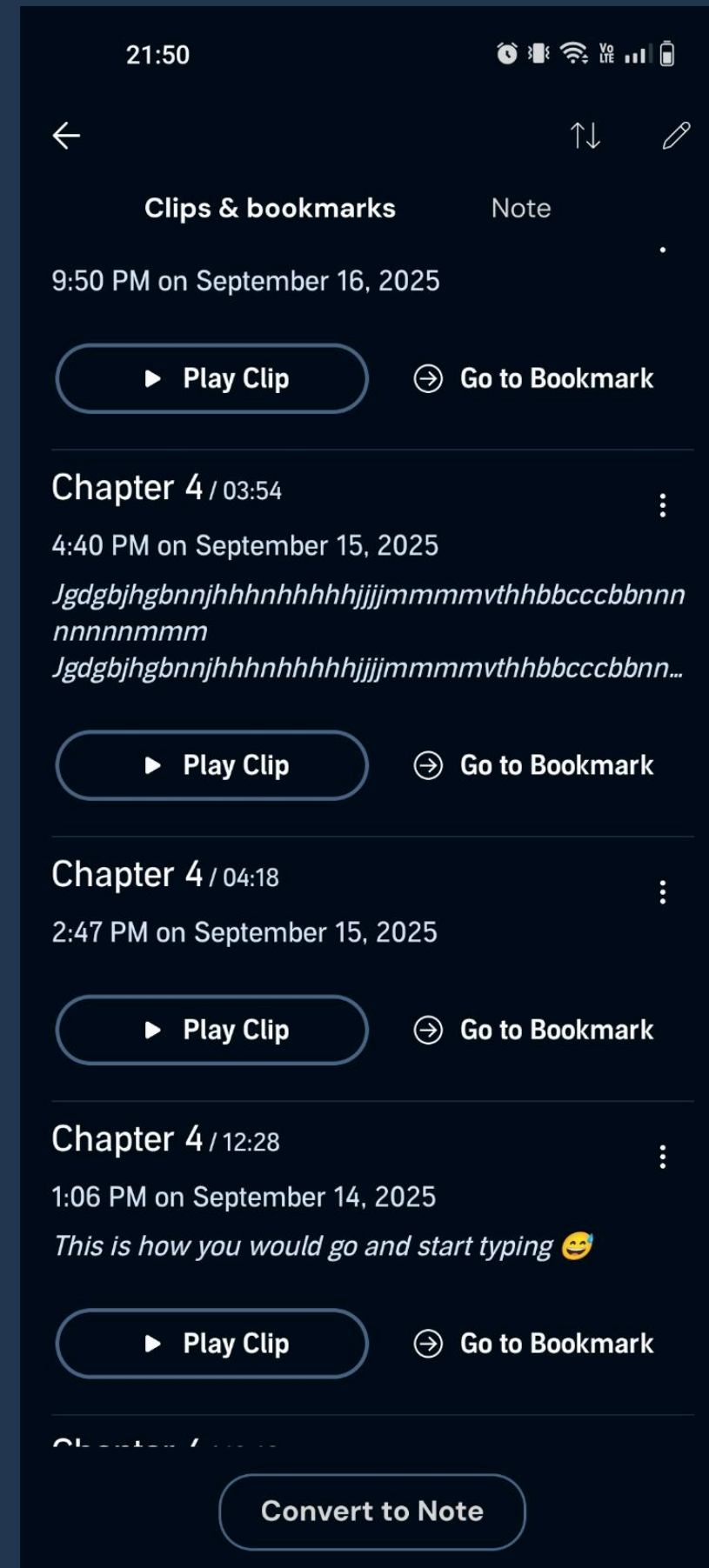
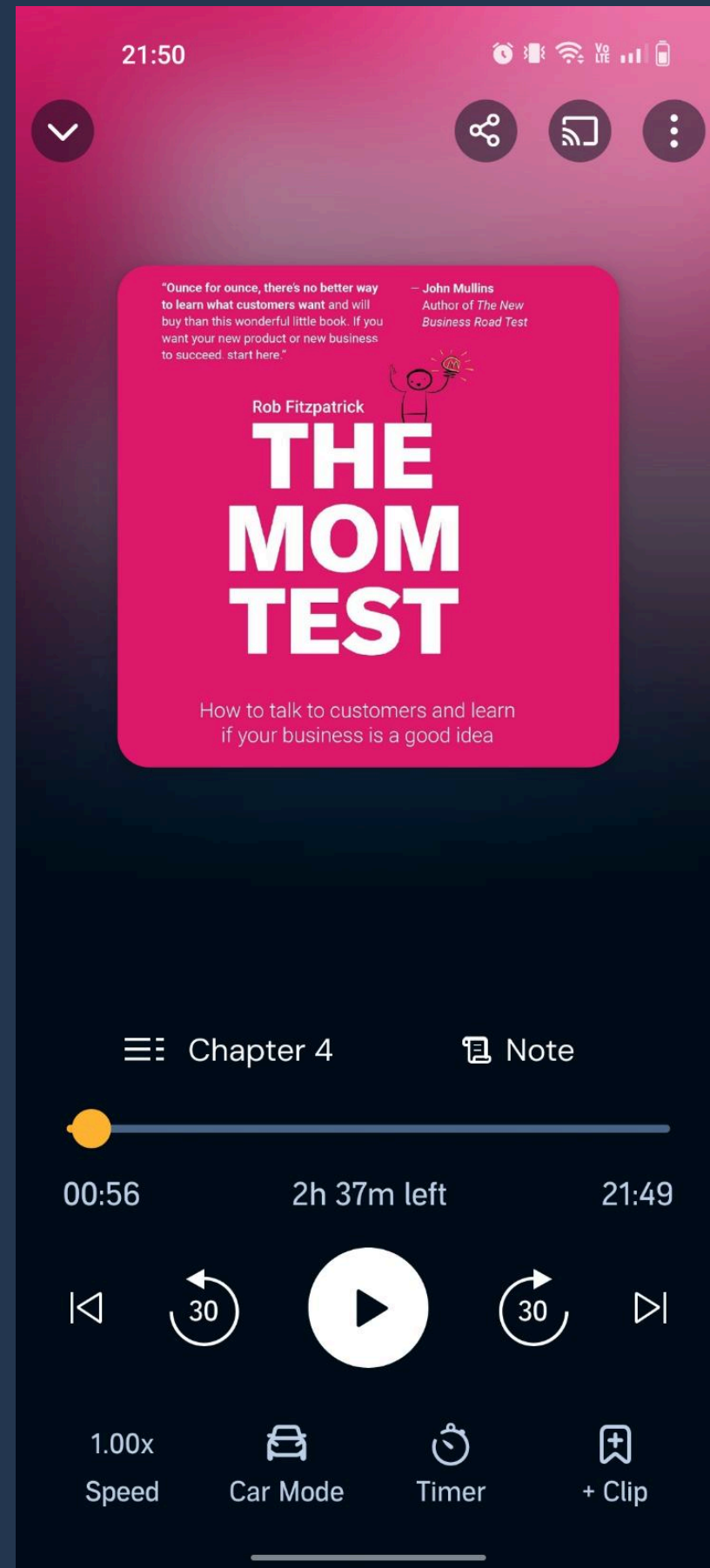
## Creating Clips or annotations Journey

Stage	Awareness	Discovery	Consideration	Decision	Decision	Decision
Goals	To Listen to a audiobook	To quickly start listening	Listening from last point	To Make a note of a great idea	To Note down what was heard	To Note down what was heard
Steps						
Touchpoints	Ravi opens the app	Ravi chooses to play on-going book	Starts listening	Find which way to save	Writing down thoughts	Ravi is remembering, what to write
Emotions						
Pain points	NA	NA	NA	Which option to choose	The Dialog box dissappears	The idea is forgotten, need to re-listen

# User Journey Map

## Clips or annotations Journey

 <b>Stage</b>	Discovery	Decision	Decision	Decision	Decision	Decision
 <b>Goals</b>	To find note saved	To be able to edit saved notes or clips	Edit the note	To find repetitive clips	Listen to the auto saved Clip	Go back to listening
 <b>Steps</b>						
 <b>Touchpoints</b>	Ravi opens the clips section	Choose to edit	Editing the notes	Find clips	Listening Clips	Resuming Audiobook
 <b>Emotions</b>						
 <b>Pain points</b>	Multiple clips	NA	NA	Listen to each unannotated clips	Have to which to delete and make notes	How do would I take a single note doc ?



**Note**, for all your clips and annotations in a single cohesive document. Now you don't have to worry about listening to each and every clip.

## Key Features:

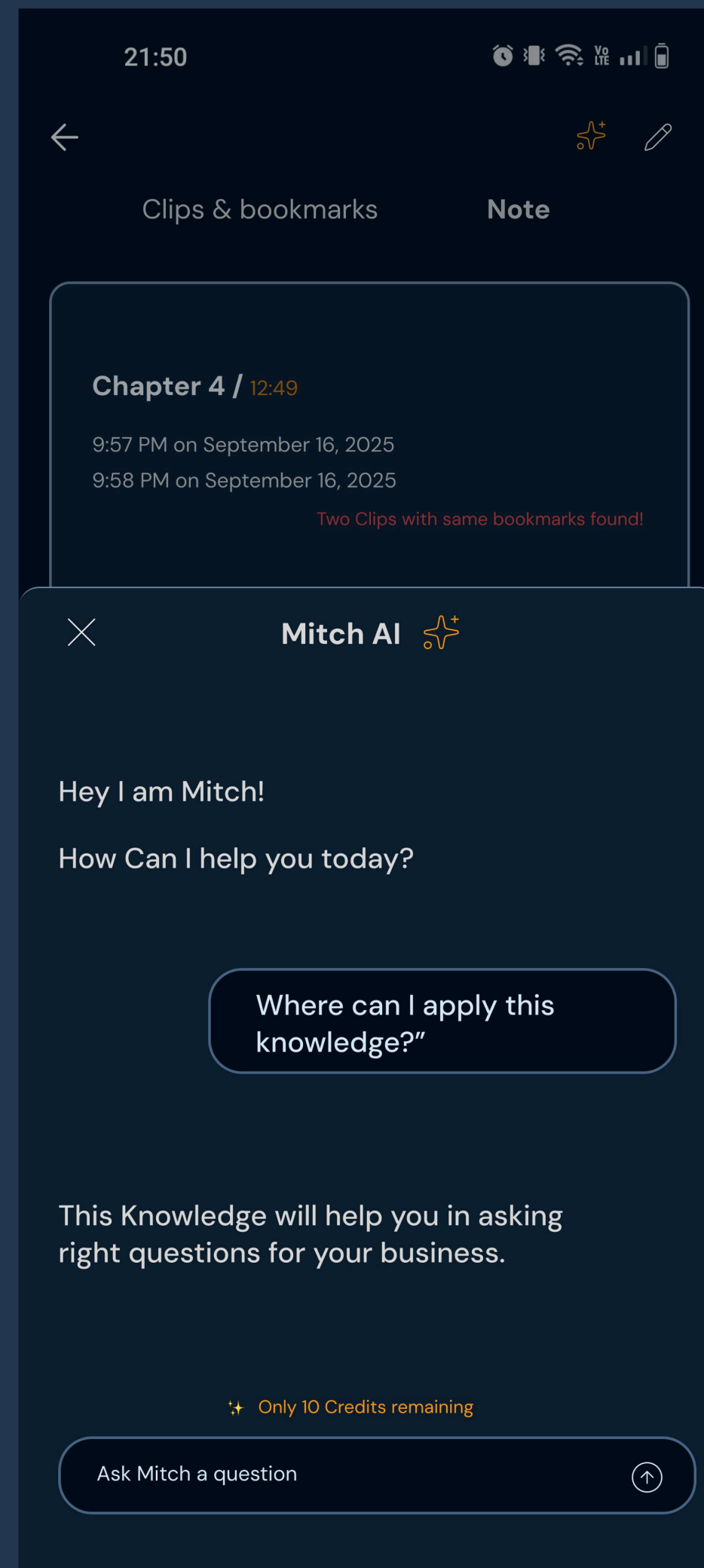
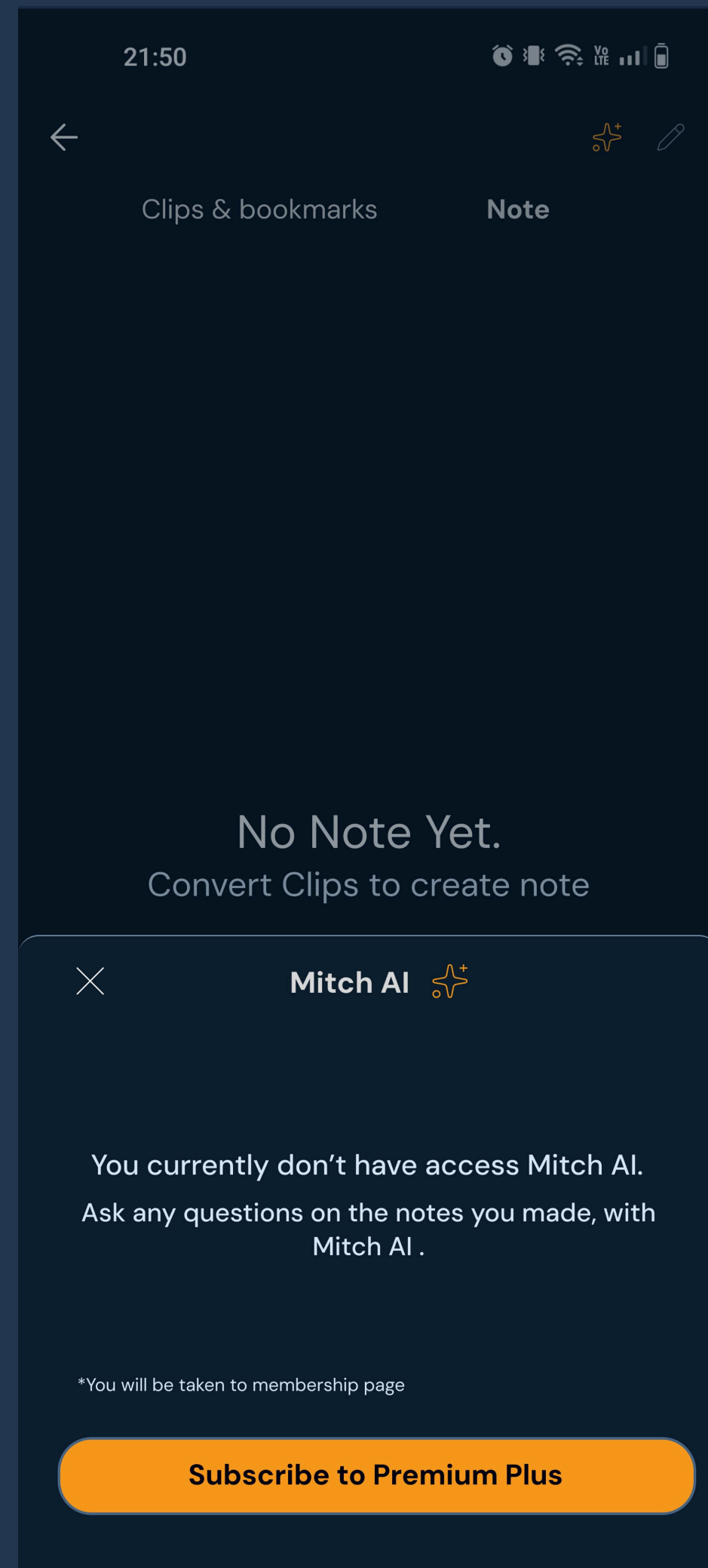
*\*Available for first 3 conversions and after that on Audible Premium Plus*

- Take notes within Audible, while listening to your favourite audiobook
- Convert all your Clips and bookmarks into a **single document**
- Find all your **Overlapped repetitive Clips** with the same bookmarks and decide which to delete.

Once the Clips are deleted by the users, the **"Convert to Note"** button is pressed, it will try to Sync the new updated clips & annotations by appending to the existing Note created.

# Solutions

## Mitch AI – “Turn your Audible notes into a personal coach”



With Mitch AI – Users can \*any kind of questions based on the notes they have written. This way the listeners can get more value out of the notes they made, for their research or self-development purposes.

Instead of just listening, you get instant insights and practical tips from the material you've marked. It's a Premium Plus perk that keeps you learning, not just listening.

### How it works:

- Users first create clips and bookmarks as usual.
- They tap “Convert to Note” to turn these clips into a structured note.
- Within the Note , the Mitch AI panel appears at the bottom;  
Premium Plus members can open it to ask questions on the saved notes.
- Mitch AI analyses only the metadata and text the user entered in their notes (not the full book transcript) to generate answers.

### Limitations (current version):

- Mitch AI does not transcribe full audiobooks; it only uses the notes/clips text the user has created or typed. (Since this can cause Copyright issues)
- Accuracy depends on the quality and detail of user notes – if notes are sparse, answers will be limited.
- Free users can access the Mitch AI for free for first 10 Credits.

Introducing Mitch AI ✨

# Success Metrics

The core idea here is that, these metrics should be able to move the main metric which is

Revenue =

Total # of Subscribers \* subscription price

Also since the

Audible's NSM =

Listening time / active subscriber

Interacting with the *note & mitch AI* may seem like it's affecting the **core NSM** for those users.

But it will also improve overall product experience. For that we can additionally look at the following metrics.

- **Conversion Rate** : % of free users converting to subscribers after using Note/Mitch AI
- **ARPU** : Average revenue per user in cohorts using these features
- **Churn rates** before and after **Note/Mitch AI**

	Metric	Why it matters?
<b>NSM</b>	Avg # of note created / active subscriber / month	This shows that the listener is finding value with the core functionality of the new feature
<b>Adoption</b>	first note created within 24 hour / active subscriber	This will clearly show the interest levels and also if the feature is adding value quickly within 24 hours of user seeing it.
<b>Engagement</b>	total # of chats / active subscriber	This shows feature stickiness with the AI chat available
<b>Retention</b>	Repeat note-taking sessions / active subscriber	This shows that listener has found value in the feature and so using more than just the first time
<b>Guardrail</b>	Limiting the clip-to-note conversion to 3 / day	The main idea is to protect the feature from feature abuse and also Piracy related issues

With these two features there is a possibility to increase **# of Subscribers** as well as **Subscription price** Since for AI Specific features there might be user who would want to pay extra for this features.

Also these features will definitely add value when users – **Revisit in non-listening hours**

# Risks, Mitigation & Launch Strategy in phases

## Risks

## Mitigation

## Launch Strategy

<p>1. <i>Feature use is limited to a segment of Users</i></p> <p>Product risk</p>	<p>Since the <b>use of AI</b> is very generic and not limited to only Note taking users. This could drive usage for <b>others segments</b>.</p>
<p>2. <i>The Clip-to-note conversion might replace the existing notes data</i></p> <p>Product risk</p>	<p>If the <b>clip's annotations are appended</b> without replacing anything. Also Note can be updated independently, it won't change the Clips in any way.</p>
<p>3. <i>Piracy/ IP related risks</i></p> <p>Market risk</p>	<p>Since we are <b>not transcribing any audiobook clips</b>, there won't be any derivative of the Original content.</p>
<p>4. <i>The user might move to some other chat app with the notes created</i></p> <p>Market risk</p>	<p>By making the <b>plans</b> more inclusive and making users stay within Amazon eco-system.</p>
<p>5. <i>Copyright related risk: The Publications or Creators might pull their content back due to use of AI</i></p> <p>Market risk</p>	<p>The Strict controlled AI model evals can be put in place which would restricts copyrights infringements. Also the <b>AI only interacts with user Generated notes</b>.</p>

The Launch for these features can be in two phases

### Phase 1 : Limited Beta Launch

- The main goal of this launch would to understand the feature adoptions by both the user segments – **note takers** and **casual listeners**.
- The Cohort should monitor on both **A/B types** to test the feature Adoption.
- This will help **test the Hypothesis** around does adding Gen-AI feature appeals to wider user base.
- **Approval** can be taken from all Stakeholders involved such as – **Publishers and Authors** of books, for clarifying the Content usage.

### Phase 2 : Rollout Plan

- **Based on the results** of the beta soft launch, considerable changes can be made fixing any critical bugs and make it more stable for a Global launch.
- If the results are positive and the market indicates adoption of AI and new feature , then chances to upgrade to higher Prices for existing Plans.