MEETMINUTES

Messaging & UX Case Study

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Disclaimer

This case study explores how MeetMinutes' onboarding and homepage experience could be improved based on UX and conversion best practices. The work focuses on strategic recommendations rather than implemented changes.

This case study focuses on a conceptual homepage rework, with emphasis on messaging, structure, and user flow. Changes shown reflect copy and layout direction, not live implementation.

Overview

MeetMinutes isn't just a note-taker, it's a thinking partner. It captures the key points, decisions, and next steps from every meeting and boosts post-meeting clarity with contextual insights.

It goes beyond transcription. It supports both general and underserved multilingual teams, uses agentic AI with past meeting memory to inform real-time decisions, and automatically pushes meeting outcomes into your task tools for faster execution.

I chose it as the subject of this case study because it's an emerging product with great potential. However, it needed sharper messaging, stronger positioning, and a smoother onboarding experience to match the value it already delivers.

My work focused on elevating the homepage clarity, messaging, onboarding, and value communication to pinpoint and fix gaps in clarity, trust, and differentiation.

Insights & Strategic Improvements

Category	Observed issues	Proposed changes

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Clarity of Messaging	- The value proposition was unclear. - Homepage copy was wordy and full of jargon. - First impression: hard to tell why it's better than competitors.	- Lead with the main benefit in the first 5 seconds: structured outputs and task integration, not just transcription. - Focus on what users get instead of technical features. - Explain the Bill Gates method, agentic AI, and multilingual support in plain language that shows their benefits. - Remove jargon and vague language.
Differentiation	- Unique features (Bill Gates method, agentic AI, multilingual support) were buried in the copy. - The product felt similar to every other AI-notetaker at first glance.	- Put unique features front and center with clear explanations. - Reorganize the messaging so differentiators are visible immediately. - Position the tool as more than a note-taker.
Homepage Structure	- Confusing layout made important sections hard to find. - Demo video didn't show how the product actually works. - Calls-to-action (login, sign-up, demo) weren't clearly prioritized.	- Create a simpler layout with easy-to-find sections. - Update the demo video to show real usage and results. - Make the most important features visible immediately so users understand the value right away.
Onboarding Experience	- First screen was confusing. There was no sign-up button, just Login and Book a Demo. - Setup process wasn't clear. - Users didn't know how to get value quickly and struggled with file uploads. - Features like Important Records and Search were hard to understand.	- Add clear sign-up options. - Create step-by-step onboarding with helpful tips for confusing features like Important Records and Search. - Design onboarding to help users see value faster.
Value Communication	- Users couldn't see what they'd get from using the tool. - No guidance for new users to experience the value realization moment. - Users had to wait 12 hours for an onboarding email.	- Show immediate results: summaries, tasks, insights, and integrations. - Make it clear which features come with each plan before sign-up. - Give instant demo access instead of making users wait ~12 hours for an email. - Make core features like search, uploads, and integrations easier to find and understand.

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First Impressions

Within the first few seconds, it was clear that MeetMinutes is a note-taking tool, but its unique value wasn't immediately obvious. The differentiators like the Bill Gates method, agentic AI, and multilingual support weren't shown early, so nothing signaled why it was stronger than a typical notetaker.

The homepage made me scroll because I wanted to understand what the product actually did and the demo video seemed like the next best place to learn that. The feature list did stand out visually, but the copy weakened their impact.
Emotionally, the brand seemed to aim for a calm, mindful feeling, but the execution felt more confusing than reassuring. Overall, the value proposition was vague. A new user wouldn't immediately understand the outcome or advantage of choosing MeetMinutes over Otter or Fireflies.

Market Fit & Positioning

MeetMinutes is clearly intended for teams and organizations, especially those working in general and underserved multilingual environments. The problem it claims to solve is straightforward: capturing meeting notes, transcribing and summarizing discussions, drafting action points, and assigning tasks in a more efficient way.

However, the way it explains the solution is only partially effective. The homepage lists features, but it does not clearly connect them to meaningful benefits or real-world outcomes. The highlighted features include note taking, transcription and summaries, task assignment, auto join for meetings, multi-language support, search, and integrations. These are strong capabilities, but the storytelling around them is not strong enough to help users understand why they matter.

Trust is mixed. The homepage and demo provide some visual proof, but the overall messaging and lack of clear guidance introduce confusion. There are screenshots, a demo video, and feature descriptions, but they do not fully anchor the product's credibility. The unique angles such as the Bill Gates note-taking method, agentic AI, multilingual support, and the ability to turn outcomes into tasks across other tools are present in the product but not communicated clearly enough for users to recognize their value.

Onboarding Experience

The onboarding flow was confusing from the start. There was no clear sign up button on the homepage, so the first step felt uncertain. I had to choose the login option and authenticate with

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Google before I could create an account. The product also did not show which features were available on each plan before signing up, which made the experience feel vague and unsupported.

Once inside, there was no guided sequence to help me understand the tool or explore the most important features. There were no tips or short walkthroughs for areas that needed clarity such as the Important Records section. This contributed to early friction because it was not obvious how or when I was supposed to use that space.

The follow-up onboarding email arrived almost twelve hours later and its focus was on booking a demo rather than helping me understand how to get value from the tool I had already signed up for. This delay made the overall onboarding feel disconnected and slow for a product that promises speed and simplicity.

Overall, the onboarding experience left too many questions unanswered. The lack of guidance, unclear signup flow, and absence of immediate support made it harder to reach the first moment of value quickly.

Product Experience

The setup flow felt confusing at first, particularly because the homepage did not clearly distinguish between logging in and signing up. While creating a profile I was not able to select my country's code for my phone number. It seems the app only allows users in India to sign up.

There was also no early visibility of which features were available in each plan, and the onboarding email arrived almost 12 hours later, delaying the ability to book a free demo.

Uploading a video for transcription occasionally caused the screen to freeze, and the search feature was difficult to evaluate on the free plan because it was unclear whether it was unavailable or simply hard to locate.

Important Records and other core workflows were confusing without guidance, making it difficult to understand their purpose or usage.

The AI meeting join feature presented a limitation as well. Manually asking the AI to join a meeting failed, and subsequent attempts displayed an error stating the usage limit had been exceeded. This created friction and could reduce trust in the tool for new users.

Despite these friction points, the tool delivered real value once it was running. Summaries were impressively accurate, tasks were genuinely actionable, and recording meetings directly for immediate transcription was a clever feature that made the product's value clear.

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Overall, the tool's core functionality felt trustworthy, and users could reasonably feel confident using it in a real work setting.

Competitive Context

Feature / Aspect	Otter	Fireflies	MeetMinutes
Primary Strengths / Outcomes	AI chat, live transcription, automatic action items, specialized note takers → captures key points, speeds decision-making, improves collaboration ([G2](#), [Trustpilot](#))	Searchable notes, sentiment analysis, multi-language support, mobile & desktop apps → revisit meetings easily, track topics, act on outcomes ([G2](#), [Trustpilot](#))	Bill Gates method for structured outputs, agentic AI with past meeting memory, multilingual support for underserved languages, agentic workflows → turn meetings into actionable tasks immediately
Value Clarity	Immediate value, users understand benefit quickly	Generally clear, but some features require exploration	Not immediately obvious; differentiators buried under generic copy
Onboarding / UX	Mostly smooth; minor friction with integrations, notifications, account setup ([Trustpilot](#))	Some onboarding confusion, intrusive AI behavior, feature access unclear ([Trustpilot](#))	Confusing setup flow, no guided onboarding, first email arrives ~12 hours later, feature visibility unclear
Messaging	Clear, benefit-driven	Clear overall, messaging sometimes lacks context for first-time users	Clunky, jargon-heavy, fantasy/mindfulness language dilutes value, differentiators not surfaced
Proof / Trust	Demonstrated via demo and functional features	Some proof through examples, desktop/mobile access	Limited; demo video doesn't show actual use, Important Records & search features unclear

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Differentiators	None particularly unique beyond transcription + collaboration	Multi-language support, sentiment analysis, AI filters	Bill Gates note-taking method, agentic AI, multilingual support, outcome integration with task tools
Gaps / Pain Points	Accents/transcription accuracy, unclear integrations, account setup friction	Occasional delays joining meetings, transcription limitations, unclear plan limitations, intrusive AI behavior	Differentiators not communicated, homepage unclear, confusing setup, missing guided onboarding, demo video doesn't show real usage

Recommendations

Messaging & Positioning

The homepage should clearly communicate what the product really does within the first few seconds. Rather than leading with generic AI note-taking language, the messaging should position the product as a structured thinking and execution tool. Differentiators like the Bill Gates method, agentic AI, and multilingual support need to appear early and be explained in simple, outcome-driven terms so users immediately understand why this tool is different and when to use it.

Removing jargon and abstract phrasing reduces friction and makes the value feel more practical and grounded. Bringing social proof above the fold also strengthens credibility at the exact moment users are deciding whether the product is worth their time.

Onboarding & First-Time Experience

Early activation depends on clarity and momentum. Login and sign-up paths should be clearly separated, and users should know what they will get before creating an account. Making feature availability by plan visible upfront sets the right expectations and prevents confusion later.

Onboarding should guide users toward value, not overwhelm them with explanations. Interactive tips for advanced features like Important Records and Search help users understand how those

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tools fit into their workflow, while instant demo access and timely onboarding emails ensure users experience value as quickly as possible.

UX & Feature Discoverability

For a productivity tool, usability issues quickly erode trust. Core workflows like uploads and search should feel reliable, intuitive, and easy to understand. Simplifying these experiences reduces hesitation and builds confidence in the product.

Feature hierarchy also plays a key role in perception. The interface should surface the four primary differentiators first, reinforcing positioning and preventing the product from feeling interchangeable with other AI tools. Supporting features can follow once the core value is established. Clear visual cues and cleaner layout choices further improve usability and signal product maturity.

Expected Impact

Together, these changes are designed to shorten time-to-value, strengthen differentiation, and reduce early drop-off. Aligning messaging, onboarding, and UX around clear outcomes helps the product convert more effectively, activate users faster, and retain them with less friction.

Final Takeaways

1. **Clarity drives differentiation**

   Surfacing the Bill Gates method, agentic AI, multilingual support, and task integration above the fold helps users immediately understand why MeetMinutes is different and worth their time.

2. **Faster onboarding leads to faster value**

   Clear sign-up paths, visible plan features, interactive guidance for complex workflows, and timely onboarding emails reduce friction and accelerate the first value realization moment.

3. **Usability builds trust**

   Fixing core friction points like upload issues, unclear search behavior, and confusing workflows, while refining feature hierarchy and limits, creates a more confident and

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credible product experience.

Visuals (Before & After)

Homepage area	Original copy screenshot	Reworked copy

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Hero section

Reworked hero copy

Beyond AI Note-taking

Reworked subcopy — Leave meetings with clarity, context, and next steps.

Reworked CTA — Get started for FREE →

Book a FREE demo →

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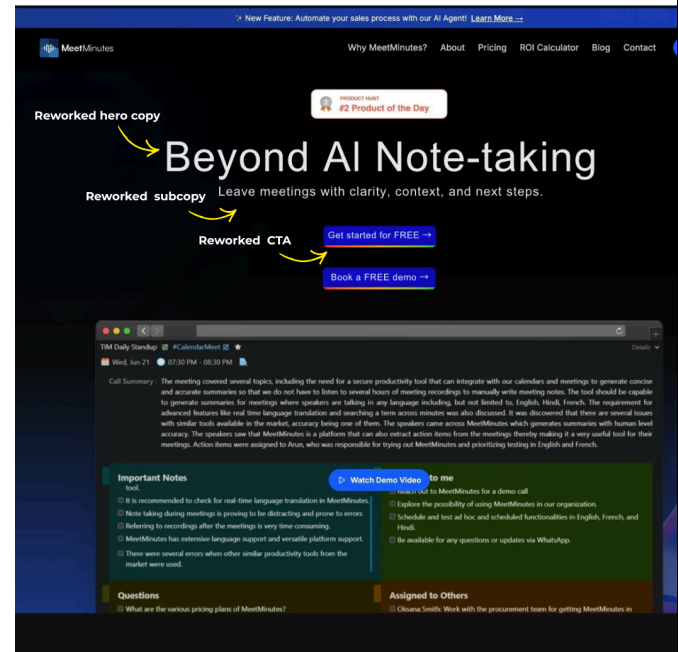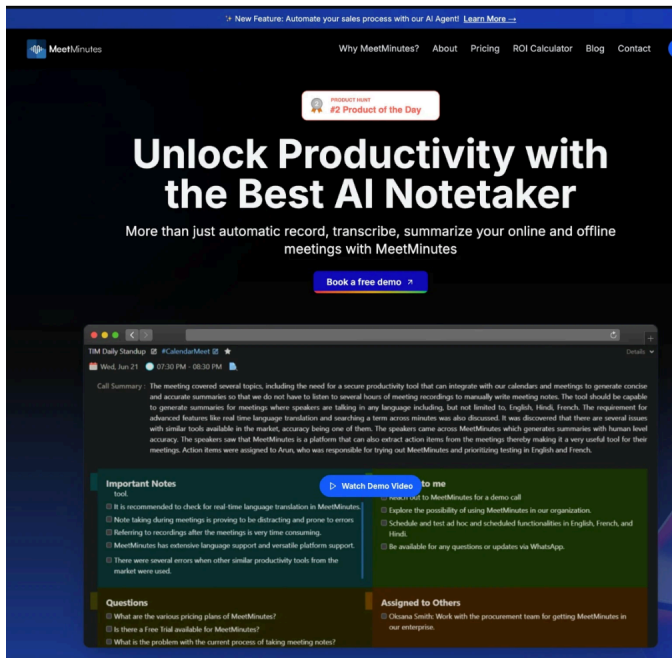
Features section 1

Trusted by 100+ top brands across the globe

addion   ♥aetna   ʌ ag4good   aramco   ɒⅡ

Step into a Realm of Effortless Collaboration and AI-Driven Efficiency

Pre meeting prep & post meeting assistance even for your mixed language meetings with MeetMinutes

Features

ACCURATE SUMMARIES
We are so confident of the accuracy of our summaries that we have a money-back guarantee policy on it.

CHAT ACROSS YOUR MEETINGS
Ask questions and discuss about your meetings with your personal AI Secretary

EFFICIENT TASK MANAGEMENT
Convert action items into to-do's in the task management tool of your choice.

Features

Sync With Your Calendar
MeetMinutes effortlessly integrates with your existing Google or Microsoft calendar and works with Google Meet, MS Teams, Zoom, and more.

Friday, Oct 19

Multilingual Language Support
The only accurate solution in the market that supports multiple languages in the same meeting.

English | Hindi
Arabic | Spanish
French | Languages

Actionable Insights, No Effort Required
Automated transcriptions, task tracking, and key insights. No more manual note-taking.

Features

Sync With Your Favorite Meeting Apps
MeetMinutes works with all major meeting platforms, to make note-taking automated & hassle-free.

zoom

Trusted by 100+ top brands across the globe

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Trust badge

Who it's for

Made for Teams Who...

Lose meaning in translation → wasting time and missing deadlines

Drown in messy notes → struggling to keep projects on track

Miss action items → falling behind and losing accountability

Social proof

Boost Productivity by 30%
Global teams across industries turn meetings into clear actions and get more done with MeetMinutes
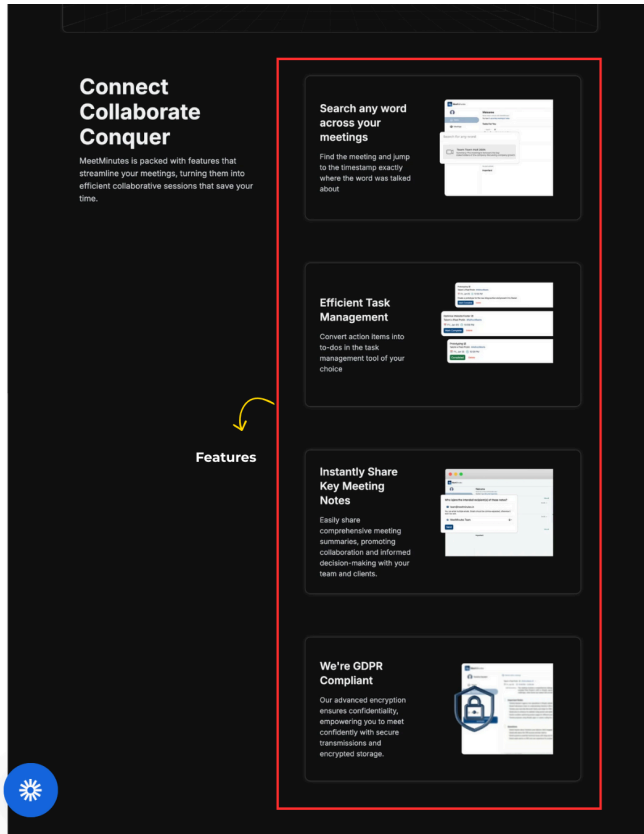
"The AI generates meeting notes with human-level accuracy. It's particularly impressive how well it handles technical discussions and distinguishes between speakers."
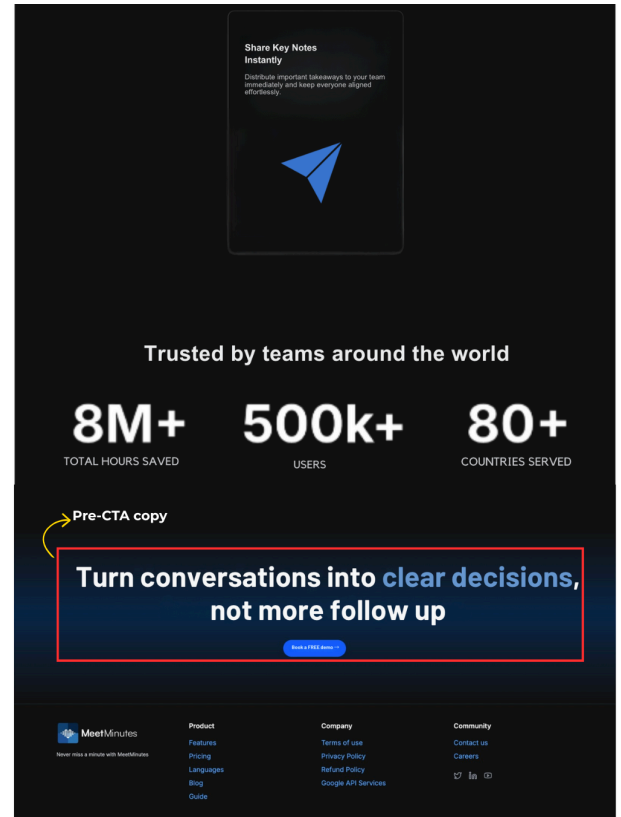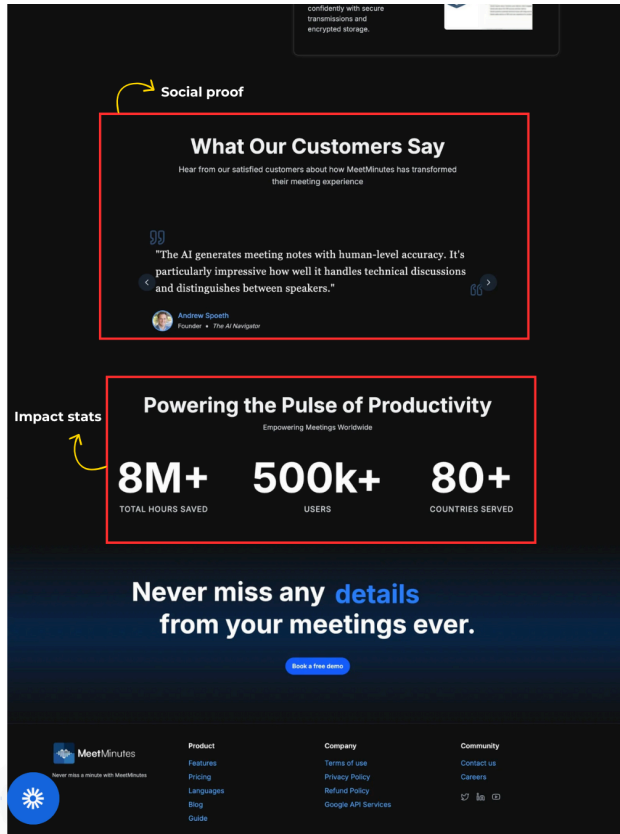
Andrew Sposth
Founder The AI Navigator

Benefits badge

GDPR Compliant   Access 80+ Languages   Accurate Summaries   4-Point Action Framework

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Features section 2

Connect Collaborate Conquer

MeetMinutes is packed with features that streamline your meetings, turning them into efficient collaborative sessions that save your time.

Features

Search any word across your meetings

Find the meeting and jump to the timestamp exactly where the word was talked about

Efficient Task Management

Convert action items into to-dos in the task management tool of your choice

Instantly Share Key Meeting Notes

Easily share comprehensive meeting summaries, promoting collaboration and informed decision-making with your team and clients.

We're GDPR Compliant

Our advanced encryption ensures confidentiality, empowering you to meet confidently with secure transmissions and encrypted storage.

Plan, Capture and Act on Every Meeting Effortlessly With AI-Powered Insights

Features

Get Real-Time Help During Meetings

Use past meeting knowledge to provide real-time insights, and make informed choices without digging through old notes.

Turn Discussions into Action

Automatically organize discussions into decisions, action items, and next steps using a trusted method that boosts retention and speeds review.

Include Everyone in the Conversation

Connect all team members regardless of language, ensuring everyone contributes and understands discussions.

Capture Every Word Effortlessly

Transcribe live meetings and generate clear summaries your team can act on immediately.

Find Key Insights in Seconds

Search across meetings to locate topics, tasks, or decisions so nothing important slips through the cracks.

Sync With Your Favorite Apps

Send action points automatically to external task management tools so nothing slips through the cracks.

Share Key Notes Instantly

Distribute important takeaways to your team immediately and keep everyone aligned effortlessly.

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Why this case study demonstrates my skills

This project showcases my ability to:

- **Extract messaging clarity:** Identify what users understand in seconds, pinpoint vagueness, and uncover hidden differentiators.
- **Evaluate SaaS UX and product experience:** Conduct hands-on testing to reveal friction points, feature gaps, and onboarding challenges.
- **Compare competitive positioning:** Analyze direct competitors to highlight opportunities for differentiation and value communication.
- **Recommend practical improvements:** Translate observations into actionable, business-aligned recommendations across messaging, onboarding, and UX.
- **Prioritize effectively:** Distill a long audit into the top three critical changes for maximum impact.

View more of my work [here](.).

This case study demonstrates how I approach SaaS products strategically, combining user research, UX analysis, and messaging refinement to deliver actionable insights and tangible improvements.

View more of my work here.