



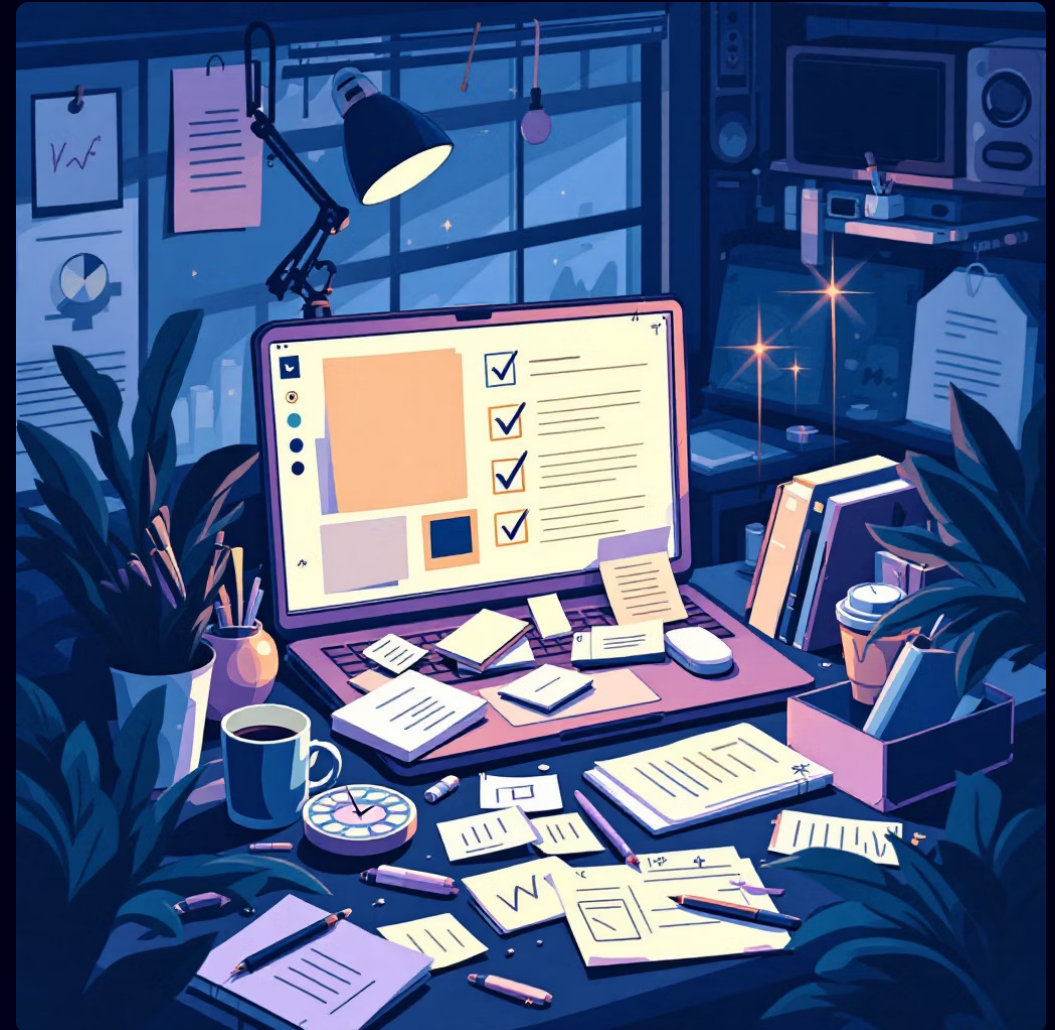
OneNote "AI Auto-Organize": Bridging the Chaos Gap

- An AI-powered organization layer on top of OneNote.
- We spend 20% of our time just looking for information we've already saved.
- What if your notes organized themselves?

The "Digital Junkyard" Effect

The Core User Pain

- OneNote excels at capturing information quickly—but finding it later? That's where the experience breaks down. Users love the freedom to dump ideas, meeting notes, and research into their notebooks, but this strength becomes a weakness over time.
- Manual categorization requires dragging, dropping, and renaming—high-cognitive-load tasks that users consistently procrastinate on. The result? Notebooks transform into "Quick Note" graveyards where valuable information goes to die.



The Impact: *This friction reduces the long-term utility of the product, turning what should be a second brain into a black hole of forgotten content.*



Target User & Market Opportunity

Students

- Managing lecture notes
- Research papers
- Study materials across multiple subjects and semesters

Researchers

- Collecting articles
- Citations
- Experimental data that needs logical organization for future reference

Product Managers

- Capturing meeting notes
- Feature specs
- User feedback that must be retrievable on demand

- These "**High-Volume Capturers**" represent our core opportunity.
- Users who generate dozens of notes weekly but struggle to maintain organization.
- They need OneNote to evolve from a static storage tool into an active personal librarian.

Why AI? Understanding Context Over Keywords

Traditional Approach Falls Short

- Rule-based sorting (if word = X, move to Y) is too rigid and brittle.
- It can't adapt to the nuanced ways people actually think and organize information.

AI's Semantic Intelligence

- Large language models understand *intent* and *context*, not just text matches.
- They can recognize that "Marketing Budget," "Ad Spend," and "Campaign ROI" belong together—even without shared keywords.



Semantic Understanding

- Grasps the meaning and relationships between concepts

Pattern Recognition

- Learns from your existing organization habits

Contextual Grouping

- Creates logical clusters based on themes and usage

This contextual intelligence transforms organization from a chore into an effortless experience.

AI Auto-Organize: The "Magic" Moment

1

Propose, Don't Impose

- AI proposes changes; you approve them.
- Maintain control over your workspace with intelligent suggestions.

2

Semantic Clustering

- Groups notes by theme and intent, not just text matches.
- Automatically identifies and organizes related concepts.

3

Customizable Logic

- Refine AI suggestions over time.
- Train the model to your specific preferences and organizational style.

- Human-AI collaboration creates an effortless organization experience.
- It feels like having a personal assistant who truly understands your workflow.

The Experience: From Chaos to Clarity

01

Start with Messy Inbox

- Notebook contains 10+ unrelated, scattered notes

02

Click ✨ AI Auto-Organize

- AI analyzes content and proposes intelligent groupings

03

Review Smart Suggestions

- Review notes categorized (e.g., Work vs. Personal, Project A vs. Project B)

04

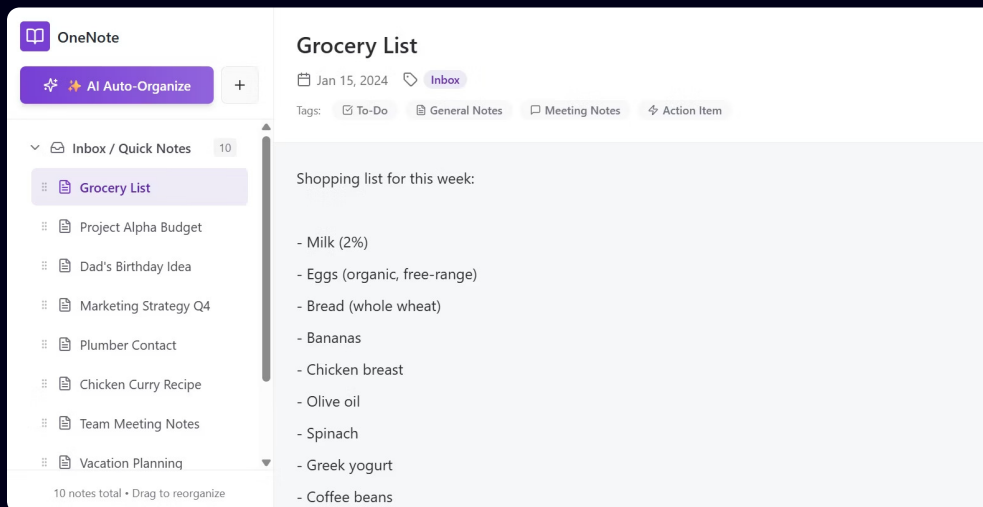
Refine if Needed

- Manually adjust suggestions as needed

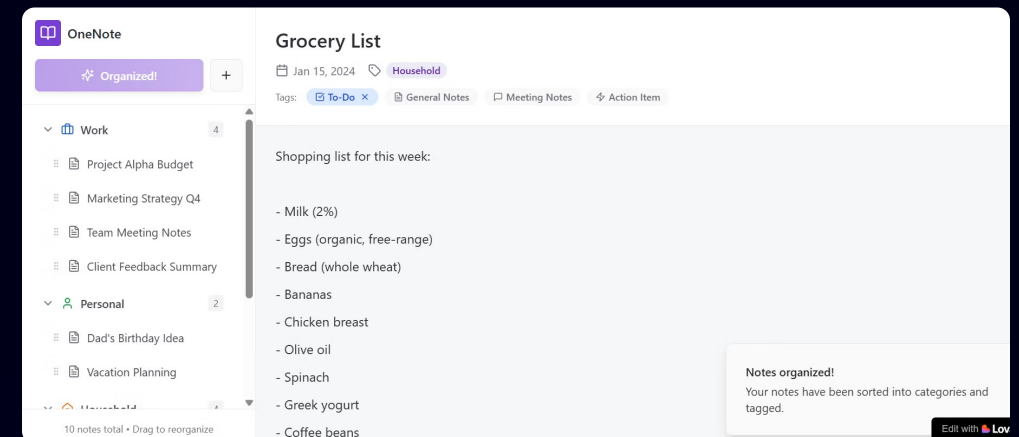
05

Apply & Enjoy

- Sidebar transforms into a clean, professional structure



Before: Chaotic and overwhelming



After: Structured and accessible

Success Metrics: Measuring What Matters

20%

Target Reduction

Time spent on manual organization tasks

85%

Acceptance Goal

AI suggestions kept without changes

5sec

Search Success

Time to find any note in the app

Primary North Star Metric

- **"Organization Velocity"**
 - Measures the time users spend organizing notes manually versus with AI assistance.
 - Directly quantifies productivity gain and validates core value proposition.

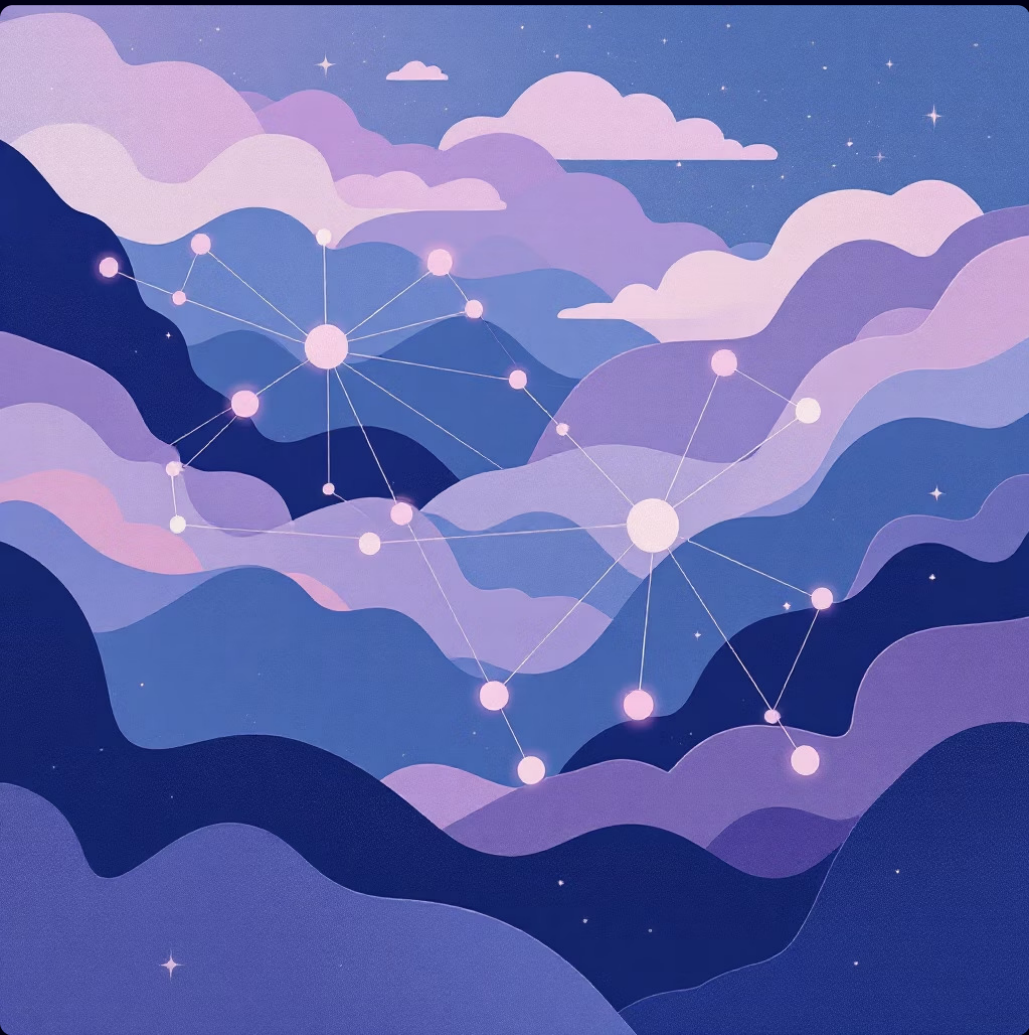
Secondary Success Indicators

- **Acceptance Rate:**
 - Percentage of AI suggestions users keep without modifications.
 - Direct measure of AI accuracy and user trust.
- **Search Success Rate:**
 - Percentage of users who find their target note within 5 seconds of opening the app.
 - Proves improved discoverability.
- **Retention Impact:**
 - Does a well-organized notebook lead to higher daily active usage?
 - Expect users with clean notebooks to engage 30% more frequently.

Future Vision: Beyond Organization

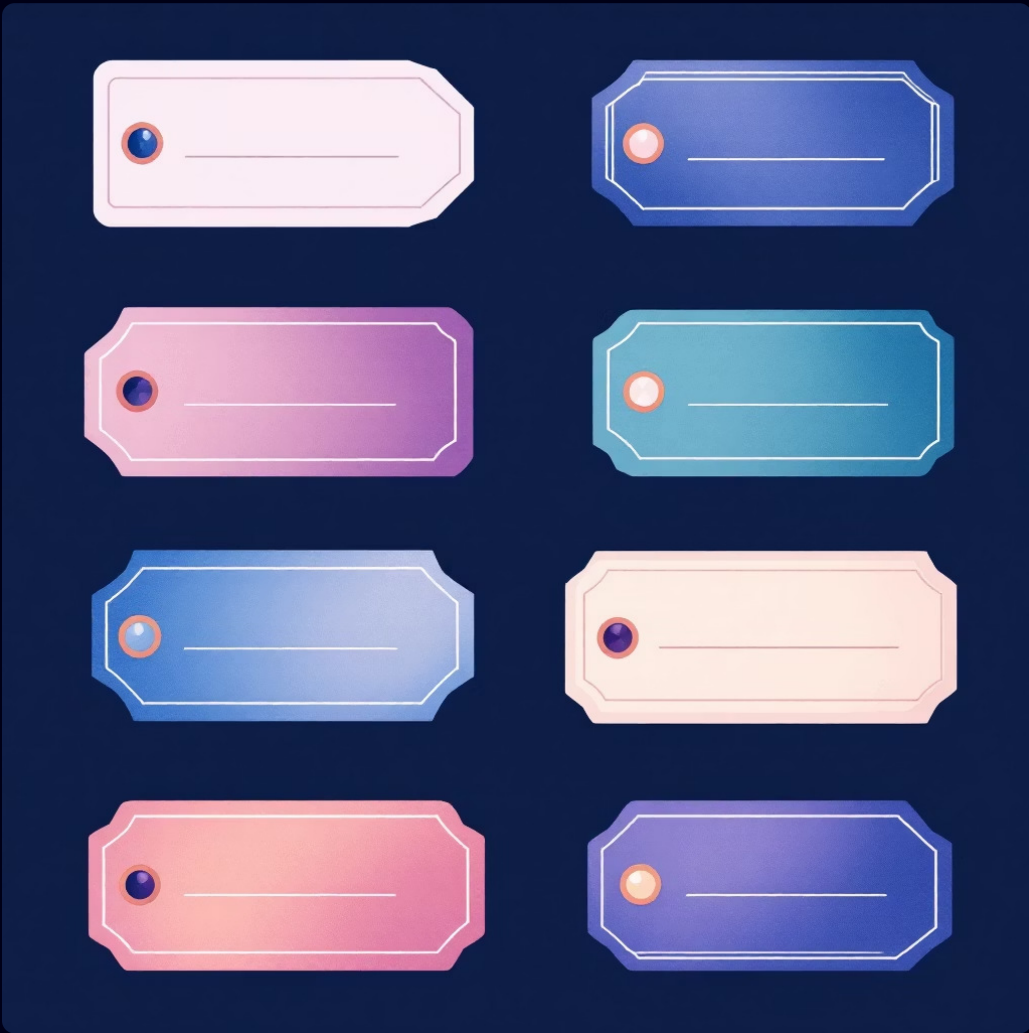
Contextual Resurfacing

- Imagine typing a new note (e.g., "Q4 Marketing Strategy") and having the AI automatically surface related notes from Q3, relevant competitor research, and budget documents—all without searching.



Intelligent Auto-Tagging

- The AI doesn't just organize; it generates meaningful #labels based on the categories it creates, making cross-notebook search and discovery effortless.



Capture

Organize

Connect

Discover

This creates a virtuous cycle where the more you use OneNote, the smarter and more valuable it becomes.

AI Auto-Organize: Your Productivity Partner

- "AI Auto-Organize transforms OneNote from a witness to your mess into an active partner in your productivity journey."

The Problem

- 20% of work time lost searching for saved information

The Solution

- AI-powered semantic organization that learns your preferences
- We're not just adding a feature—we're solving the fundamental friction that prevents OneNote from reaching its full potential as the ultimate knowledge management tool for modern workers.

The Impact

- A second brain that actually remembers where you put things

[View Prototype](#)

