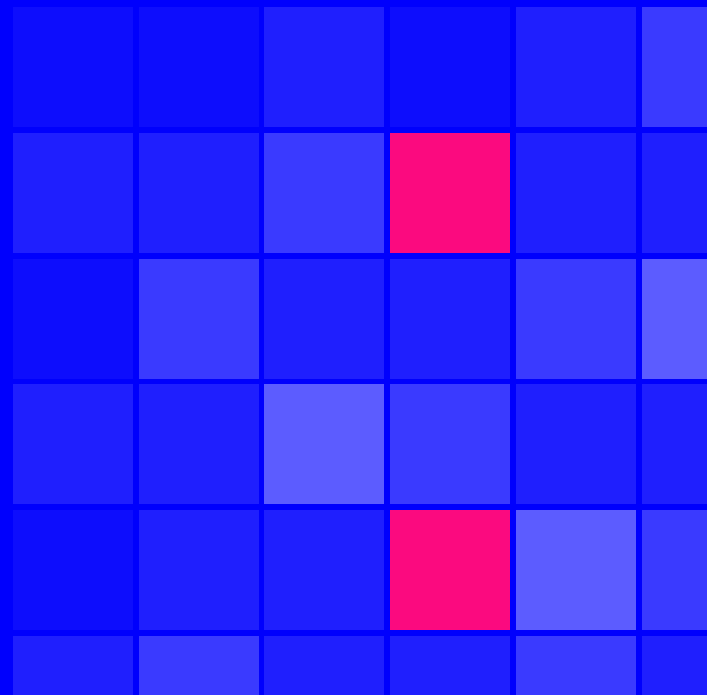
MOSAIC
INNOVATION

WORKED EXAMPLE

Jobs to Be Done

The Breakthrough AI Note-Taker

A JTBD Outcome-Driven Innovation case study



August 2026 · Version 4

mosaic-innovation.com

Outcome-Driven Innovation® is a registered trademark of Strategyn, LLC. This guide is an independent practitioner synthesis and is not affiliated with, endorsed by, or certified by Strategyn.

A Market With No Obvious Gap

Existing voice recording solutions seemed perfectly adequate.

> “I can already record conversations. There isn’t a problem to solve.”

Existing solutions

Meeting platforms

Teams, Zoom and Meet already record and transcribe online calls.

Phone apps

Voice memo tools are already in everyone’s pocket.

Dictaphones

Dedicated hardware already exists for heavy in-person recording.

JTBD Unlocked an Invisible Opportunity

The category looked well served, but the job was still underperforming against the outcomes that mattered.

Context shift

AI changed the value of recording conversations. Before AI, people recorded selectively: recordings were mostly fallback evidence, while transcription was slow, expensive or too effortful for everyday use.

With AI, transcripts become working material: summaries, actions, decisions, follow-up and searchable memory.

The opportunity emerged because AI made live conversation capture more valuable, more frequent and more workflow-relevant.

Micro-frictions hiding beneath “good enough” tools

Meeting apps

- Built for scheduled online calls only
- Recording notices change the dynamic
- Follow-up is effortful

Phone

- Set-up faff: unlock, open app, press record
- Trade-offs with battery, distraction and phone use
- Poor at making recording usable

Dictaphones

- Disconnected from other workflows
- Raw files still need sorting and transcribing
- Feels old-fashioned and embarrassing

Plaud Scoping Canvas

Core · Define the market and frame the job

A Domain

Live conversation capture and follow-up.

B Job Executor

People responsible for capturing and using information from live conversations.

C Target Job

Preserve spoken information from a live conversation for later use.

Job landscape · The wider context that shapes what matters

D1 Motivation

Stay fully present in the conversation while knowing what was said is captured accurately and can be acted on later.

D2 Consumption Cycle Jobs

- Choose a way to capture conversations
- Set up the solution for use
- Organise and retrieve captured information
- Share, export or archive outputs
- Manage access, storage and privacy

D3 Related Jobs

- Prepare for an important conversation
- Facilitate a productive conversation
- Follow up on agreed actions
- Brief people who were not present
- Build knowledge across many conversations

D4 Circumstances & Constraints

Conversation context
Number of speakers, duration, pace, in-person or remote, specialist terminology.

Capture conditions
Background noise, speaker distance, accents and languages, poor connectivity.

Governance & follow-up
Consent, confidentiality, organisational policy, time available afterwards.

D5 Emotional & Social

Emotional

- Feel fully present in the moment
- Feel confident details can be recovered later
- Avoid anxiety about misremembering

Social

- Be seen as attentive and engaged
- Be seen as prepared and on top of the detail
- Avoid appearing careless with confidential data

Jobs Map: Preserve spoken information from a live conversation for later use

HYPOTHESISED ODI FOCUS AREAS

PHASE 1: PREPARING TO CAPTURE

01 Define

Determine what information needs to be preserved and why.

Decide why this conversation needs capturing
Clarify what must be shared or evidenced later
Determine the output the situation will require
Identify who will rely on the record afterwards
Set the accuracy and completeness

02 Locate

Identify the speakers, setting and sources of spoken information involved.

Identify who will speak and who must be attributed
Establish the setting: F2F, phone, online or hybrid
Identify acoustic conditions and likely interference
Locate supporting material: docs, slides, prior notes
Identify languages, accents + specialist vocabulary

03 Prepare

Set up the conditions needed to capture without disrupting participation.

Ready the capture method before the conversation starts
Position capture for full coverage - distant voices
Confirm power, storage and connectivity will hold
Arrange to capture both sides of a call
Reduce visible set-up so participants stay at ease

04 Confirm

Confirm consent, permissions and practical conditions are appropriate.

Confirm consent + recording norms for the setting
Confirm the right capture mode for the context
Confirm sensitive info. will be handled appropriately
Confirm participants are comfortable proceeding
Confirm capture has started before relying on it

PHASE 2: CAPTURING AND USING

05 Execute

Preserve the spoken information and relevant contextual evidence.

Begin capture in a single, low-effort action
Capture without breaking attention or convo flow
Keep the method unobtrusive throughout
Pick up distant, quiet and overlapping voices
Preserve both sides of a phone conversation

06 Monitor

Check key points, speakers and context are being captured accurately.

Check important contributions are being picked up
Check noise is not degrading usefulness
Check names, acronyms and specialist terms are captured accurately
Spot gaps before the conversation ends
Check speakers are attributed correctly

07 Modify

Adjust the capture approach as the conversation, setting or priorities change.

Reposition or switch mode as the setting changes
Correct speaker attribution or misheard terms
Re-flag priorities if the conversation moves on
Recover capture cleanly after an interruption
Add context or notes while the moment is fresh

08 Conclude

Finalise the record and make it accessible for later use.

Produce a usable follow-up record without delay
Convert record into the format the audience needs
Trace summaries, quotes + actions back to source
Share only the relevant parts with the right people
Move outputs to systems where follow-up happens

01 · Get the capture right

Start reliably and preserve a usable record.

Every statement begins: minimise...

38 success metrics · 4 categories

01 Get the capture right · 02 Preserve what matters · 03 Turn the record into value

01 · Start, readiness & availability

- **A.** time to start capture
- **B.** steps needed to start capture
- **C.** likelihood that capture is unavailable at the start
- **D.** effort to start capture without interruption
- **E.** likelihood that battery limits complete capture
- **F.** likelihood that storage limits complete capture
- **G.** likelihood that connectivity delays late use
- **H.** effort to confirm capture has started
- **I.** likelihood of seeming unprepared when important conversations begin

02 · Mode & continuity

- **A.** effort to switch across F2F, phone and online contexts
- **B.** likelihood of selecting the wrong context
- **C.** effort to keep capturing while using a phone
- **D.** likelihood that capture stops when another tool is needed
- **E.** effort to maintain capture in long conversations
- **F.** likelihood that capture is interrupted by notifications or task switching
- **G.** effort to move across mobile, desktop and in-person contexts
- **H.** variability in capture quality across contexts
- **I.** likelihood of being distracted by tool management
- **J.** effort required to preserve both sides of a phone conversation without interrupting the call

03 · Presence & low-disruption capture

- **A.** effort to capture while participating
- **B.** distraction from managing capture
- **C.** disruption to professional conversation flow
- **D.** social friction caused by capture
- **E.** likelihood that capture reduces participant openness
- **F.** likelihood participants focus on the capture method
- **G.** effort to keep capture unobtrusive
- **H.** likelihood of being seen as intrusive
- **I.** likelihood of feeling less present while managing capture
- **J.** likelihood of being seen as using an outdated or improvised capture approach in a professional setting

04 · Audio coverage & room dynamics

- **A.** likelihood that important contributions are missed
- **B.** likelihood that quiet contributions are missed
- **C.** likelihood that distant contributions are missed
- **D.** likelihood that overlapping contributions are missed
- **E.** effort to position capture for clear coverage
- **F.** likelihood that room layout reduces record usefulness
- **G.** variability in quality across seating positions
- **H.** impact of speaker movement on usefulness
- **I.** likelihood of feeling anxious that quieter voices were missed

02 · Preserve what matters

Capture the conversation accurately without losing meaning.

Every statement begins: minimise... **36 success metrics · 4 categories**

05 · Noise & speech clarity

- **A.** impact of background noise on usefulness
- **B.** likelihood that ambient sound reduces usefulness
- **C.** effort to separate target speaker from surrounding speech
- **D.** likelihood that side conversations contaminate the main record
- **E.** variability in clarity across acoustic environments
- **F.** likelihood that poor audio reduces confidence in the record
- **G.** time to make unclear capture usable
- **H.** likelihood that soft speech is misinterpreted
- **I.** likelihood of being seen as unreliable because the record is unclear

06 · Language, accent & specialist vocabulary

- **A.** likelihood that accents reduce usefulness
- **B.** likelihood that specialist terms are misinterpreted
- **C.** likelihood that names are misspelled
- **D.** likelihood that acronyms are expanded incorrectly
- **E.** effort to adjust industry vocabulary
- **F.** likelihood that mixed-language conversations lose meaning
- **G.** effort to handle language switching
- **H.** likelihood that the wrong language is identified
- **I.** likelihood of feeling exposed when precise terminology is needed

07 · Speaker identification & attribution

- **A.** likelihood that contributions are assigned to the wrong speaker
- **B.** effort to distinguish multiple speakers
- **C.** effort to correct speaker attribution
- **D.** likelihood that similar voices are confused
- **E.** effort to verify who made a decision or commitment
- **F.** likelihood that speaker changes are missed in fast exchanges
- **G.** time to locate a specific person's contribution
- **H.** likelihood that attributed quotes are not trusted
- **I.** likelihood of being seen as unfair when attributing contributions

08 · Human judgement & important moments

- **A.** effort to mark an important moment in-conversation
- **B.** delay between noticing and preserving a key point
- **C.** likelihood that important moments are treated as routine
- **D.** effort to add context to a marked moment
- **E.** likelihood that marked moments are too vague for later use
- **F.** effort to separate decisions from interesting non-actions
- **G.** likelihood that critical nuance is lost in review
- **H.** effort to prioritise follow-up
- **I.** likelihood of feeling the key point was missed

03 · Turn the record into value

Add context, make sense of it and use it afterwards.

Every statement begins: minimise… **36 success metrics · 4 categories**

09 · Context enrichment & multimodal evidence

- **A.** likelihood that visual context is lost
- **B.** effort to preserve whiteboard, slide or document context
- **C.** time to link a visual reference to the relevant moment
- **D.** likelihood that wrong visual evidence is linked
- **E.** effort to capture supporting images without interruption
- **F.** likelihood that displayed material is unavailable later
- **G.** effort to add typed notes without losing attention
- **H.** likelihood that visual context confuses without spoken explanation
- **I.** likelihood of being seen as superficial when context is missing

10 · Meaning, interpretation & decision quality

- **A.** likelihood that speaker intent is misinterpreted
- **B.** likelihood that interpretive context is lost
- **C.** effort to add personal context while fresh
- **D.** likelihood that interpretation is mistaken for agreed fact
- **E.** effort to distinguish facts, decisions, assumptions and opinions
- **F.** likelihood that tone, emphasis or uncertainty is lost
- **G.** likelihood that earlier discussion is disconnected from later decisions
- **H.** effort to explain why a point mattered
- **I.** likelihood of feeling unsure the record reflects true meaning

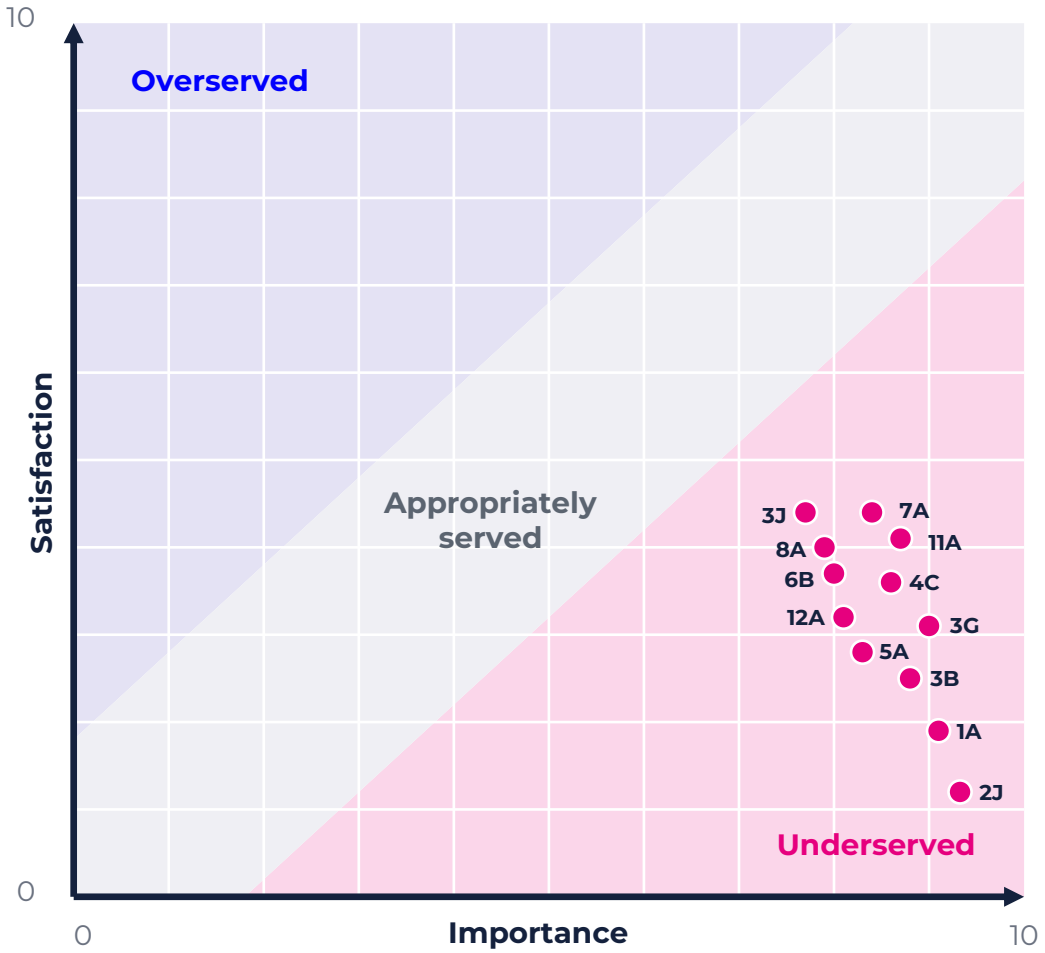
11 · Retrieval, traceability & reuse

- **A.** delay to a usable follow-up record
- **B.** time to locate source moments behind summaries, quotes, decisions or actions
- **C.** effort to retrieve evidence for a specific point
- **D.** effort to find relevant discussion across conversations
- **E.** likelihood that related conversations become fragmented
- **F.** effort to verify a summary against the original conversation
- **G.** likelihood that decisions lose supporting evidence
- **H.** time to recover exact wording
- **I.** effort to find relevant portions without reviewing everything

12 · Output, sharing & safeguards

- **A.** effort to convert speaker info into the required format
- **B.** effort to create outputs for different audiences
- **C.** effort to share only relevant conversation parts
- **D.** effort to move outputs into follow-up systems
- **E.** likelihood that participants are unclear whether capture is happening
- **F.** effort to obtain appropriate consent
- **G.** likelihood that sensitive info is captured without safeguards
- **H.** likelihood that sensitive info is shared with the wrong audience
- **I.** likelihood of being seen as careless with confidential information

Priority Outcome Statements



Higher importance, lower satisfaction = strongest opportunity.

Rank	Ref	Priority outcome statement
1	**2J**	Minimise the effort required to preserve both sides of a phone conversation without interrupting the call
2	**1A**	Minimise the time required to begin capturing spoken information
3	**3B**	Minimise the distraction caused by managing capture during the conversation
4	**3G**	Minimise the effort required to keep capture unobtrusive in a professional conversation
5	**4C**	Minimise the likelihood that distant contributions are missed
6	**5A**	Minimise the impact of background noise on the usefulness of the record
7	**11A**	Minimise the delay to a usable follow-up record
8	**12A**	Minimise the effort required to convert spoken information into the required format
9	**7A**	Minimise the likelihood that contributions are assigned to the wrong speaker
10	**6B**	Minimise the likelihood that specialist terms are misinterpreted
11	**8A**	Minimise the effort required to mark an important moment while the conversation is happening
12	**3J**	Minimise the likelihood of being seen as using an outdated or improvised capture approach in a professional setting

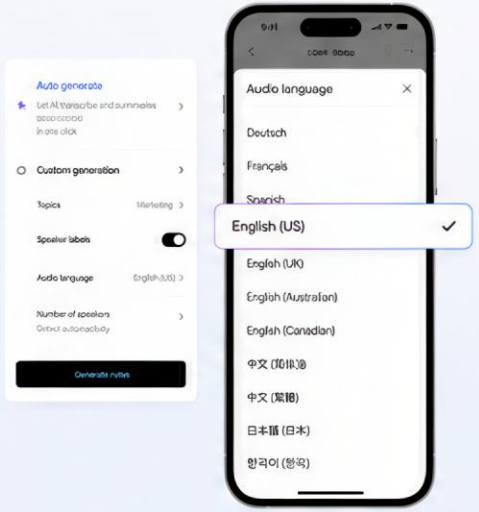
Highest-potential outcome hypotheses from the job map

Outcome Area	Outcome statement	Innovation signal
Mode and continuity	Minimise the effort required to preserve both sides of a phone conversation without interrupting the call.	Direct call capture
Start and readiness	Minimise the time required to begin capturing spoken information.	One-press, always-ready capture
Presence and low disruption	Minimise the distraction caused by managing capture during the conversation.	Hands-free capture
Professional unobtrusiveness	Minimise the effort required to keep capture unobtrusive in a professional conversation.	Low-profile, socially acceptable form factor
Audio coverage	Minimise the likelihood that distant contributions are missed.	Directional room pickup
Noise and speech clarity	Minimise the impact of background noise on the usefulness of the record.	Noise suppression
Retrieval and reuse	Minimise the delay to a usable follow-up record.	Automated summaries and actions
Output and workflow	Minimise the effort required to convert spoken information into the required format.	Templated outputs and routing

From calls to meetings, capture every voice with studio-grade clarity

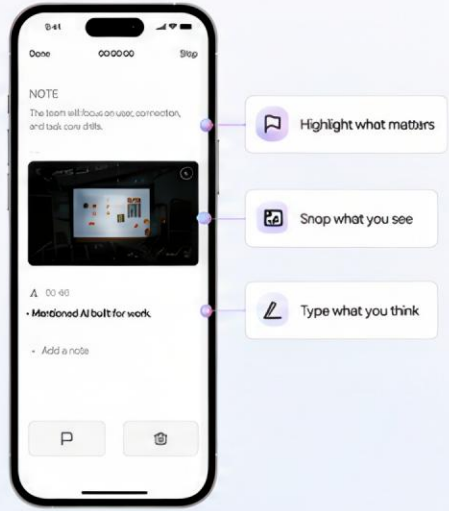


Transcribe in 112 languages



Powered by Plaud Intelligence

Multimodal input



Powered by Plaud Intelligence

Long-lasting battery life

Enhance mode
30 hours

Endurance mode
50 hours



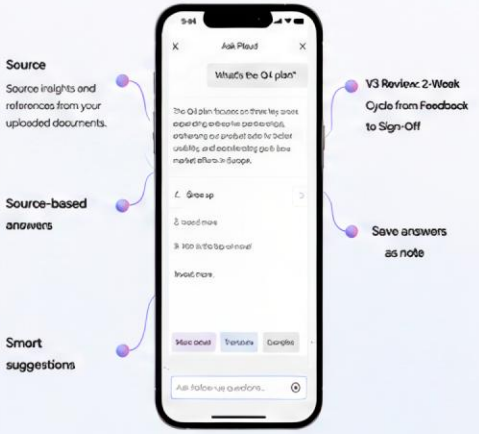
Smart dual-mode recording



Equipped with 4 MEMS microphones

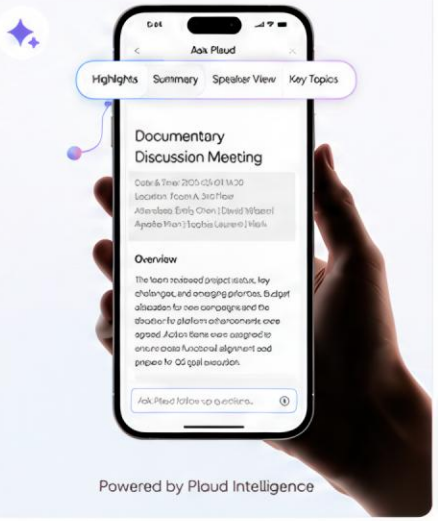


Ask Plaud anything



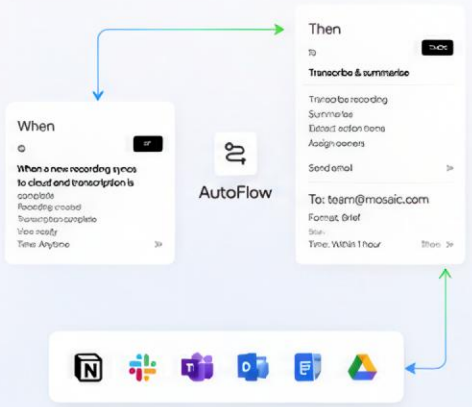
Powered by Plaud Intelligence

Multidimensional summaries



Powered by Plaud Intelligence

Automates your workflow



*Integration feature coming soon

Powered by Plaud Intelligence

The Blockbuster That Didn't Look Like One

From "just use Zoom or your phone" to the world's no.1 AI note-taking device brand

- 2m+ Users
- $250m+ annualised revenue
- 83% Growth in 2025
- $2bn Valuation
- Hardware + subscription model
- 170+ countries
- Multiple design awards

Plaud Note did not win by being an AI gadget. It won by owning a job others underestimated.



reddot winner 2024

DESIGN AWARD 2024

GOOD DESIGN AWARD 2024

GOLD AWARD 2024

Plaud Note won by removing friction across the job

Job phase	Design response	Why it mattered
Start and stay present	One-press recording, physical button, always-ready device and fast capture	Much quicker and less awkward than unlocking a phone or opening an app
	Low-profile form factor, MagSafe attachment and hands-free capture	Let the performer focus on the conversation, not the capture process
Capture reliably	Slim card form, pocketable, subtle interaction and no visible software	Enabled capture in sensitive, awkward or high-stakes situations
	4 MEMS microphones, 5m pickup range, beamforming and noise suppression	Better than a phone in face-to-face settings, especially meetings
Preserve meaning	VCS-based call capture, MagSafe attachment and no OS-level dependencies	Solved a major unmet need that phones and meeting tools handled poorly
	112-language transcription, speaker labelling and custom vocabulary	More accurate, attributable and context-rich than generic audio capture
Use and act	Summaries, professional templates and AutoFlow	Reduced manual work and turned conversations into reusable knowledge
Desire and adoption	Premium industrial design, MagSafe physicality and slick interaction model	A smart, professional gadget people actually wanted to carry and use

MOSAIC
INNOVATION

Where enterprises come for JTBD

Surfacing insights others miss

Insight-led innovation consultancy helping organisations uncover stronger opportunities, build better propositions and make innovation decisions with greater confidence.

August 2026 · Version 4.0

www.mosaic-innovation.com

hello@mosaic-innovation.com

© 2026 Mosaic Innovation Ltd. All rights reserved. Outcome-Driven Innovation® is a registered trademark of Strategyn, LLC. This guide is an independent practitioner synthesis and is not affiliated with, endorsed by, or certified by Strategyn.