



Can AI-Enabled Moment Capture Platforms Achieve Product-Market Fit in Knowledge- Driven Podcast and Video Consumption?

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Abstract

ENG

This thesis investigates whether an AI-enabled moment capture platform can achieve product-market fit in the growing market of knowledge-driven podcast and video consumption. The study addresses two research questions: (1) which theoretical evidence streams inform the development of such a platform, and (2) what pain points, customer values, and product features emerge from prototype-based user research, and how do they inform product-market fit. The literature review synthesizes insights from digital platform ecosystem theory, consumer adoption frameworks including TAM, habit, and incumbent system inertia, IS continuance research, and product-market fit literature grounded in Jobs-to-be-Done theory. Empirically, the thesis combines a competitive landscape analysis with prototype-based user research in which eight participants used PodShot for one week before completing semi-structured interviews. Thematic analysis reveals four core themes. The retention problem is real and pervasive but latent, as participants lose insights frequently yet had never sought a solution. PodShot's core value lies in its end-to-end capture, organization, and retrieval system. However, storage alone is insufficient for sustained use, with participants identifying active knowledge retention as the missing piece. The dominant adoption barrier is not a lack of perceived value but the habit of passive consumption, where doing nothing remains the zero-effort default. Willingness to pay clusters between two and five euros per month. The findings suggest that product-market fit is within reach but conditional, depending on closing the retention gap, overcoming behavioral inertia, and accommodating cyclical usage patterns.

PT

Esta dissertação investiga se uma plataforma de captura de momentos baseada em inteligência artificial pode alcançar product-market fit no mercado de podcasts e vídeos orientado para o conhecimento. O estudo aborda duas questões: (1) que correntes teóricas informam o desenvolvimento de tal plataforma, e (2) que pain points, valores e funcionalidades emergem da investigação com utilizadores de um protótipo. A revisão de literatura sintetiza contributos da teoria dos ecossistemas de plataformas digitais, modelos de adoção tecnológica incluindo TAM, hábito e inércia, continuidade em sistemas de informação e product-market fit fundamentado na teoria Jobs-to-be-Done. Empiricamente, oito participantes utilizaram o PodShot durante uma semana antes de realizarem entrevistas semiestruturadas, complementado por uma análise competitiva. A análise temática revela quatro temas centrais. O problema de retenção é real e generalizado, mas latente, já que os participantes perdem insights

frequentemente sem nunca terem procurado uma solução. O valor central do PodShot reside no seu sistema integrado de captura, organização e recuperação. Contudo, o armazenamento é insuficiente para uso sustentado, tendo os participantes identificado a retenção ativa como a peça em falta. A principal barreira à adoção não é a falta de valor percebido, mas o hábito de consumo passivo. A disponibilidade para pagar situa-se entre dois e cinco euros por mês. Os resultados sugerem que o product-market fit está ao alcance, mas é condicional, dependendo do encerramento da lacuna de retenção, da superação da inércia comportamental e da acomodação de padrões de utilização cíclicos.

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Preface

PodShot, the product examined in this thesis, is publicly available on the App Store. Readers who wish to experience the tool firsthand can download it at <https://apps.apple.com/us/app/podshot-capture-highlights/id6760789675>. The empirical findings in this thesis are based on a specific prototype version tested during April and May 2026 and may not reflect subsequent updates to the product.

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1. Introduction

We are living in an era in which long-form digital content has become an increasingly important source of informal learning and professional development. Podcasts, broadly defined as digital media files distributed over the Internet for on-demand playback on personal computers and mobile devices (Kay, 2012), have emerged as one of the most prominent formats in this space. Over the past decade, they have experienced substantial growth. In 2024, an estimated 47 percent of the United States population aged twelve and older, equivalent to approximately 135 million people, reported listening to a podcast within the last month, compared to only 9 percent in 2008 (Edison Research, 2024). This rapid adoption illustrates how deeply such formats have become embedded in everyday life.

Podcasts and YouTube interviews enable people to tap into hours of knowledge at a low cost and high convenience (Perks & Turner, 2019; Chan-Olmsted & Wang, 2022). Research has consistently shown that listeners are also drawn to podcasts for their on-demand accessibility and capacity to deliver information and entertainment outside of formal settings (McClung & Johnson, 2010). At the same time, podcasts are increasingly integrated into people's daily routines, such as commuting, exercising, or doing household chores, precisely because, unlike visual media, they do not require the listener's visual attention (Perks & Turner, 2019). This makes multitasking one of the primary motivations driving podcast consumption, as listeners use the format to remain productive during otherwise idle time (Perks et al., 2019; Chan-Olmsted & Wang, 2022). In that regard, Podcasts enable people to seamlessly integrate knowledge acquisition into their daily lives (Perks & Turner, 2019).

However, the very qualities that make long-form digital audio convenient create cognitive issues at the same time. For instance, listening to hours of content while performing other routine tasks may affect attentional capacity and depth of processing. The total amount of attention available to any individual at a given time is fundamentally limited, and performing multiple concurrent tasks simultaneously leads to performance deficits as cognitive resources become overloaded (Watanabe & Funahashi, 2014). Cognitive psychology studies have further shown that performing multiple tasks at the same time creates considerable cognitive pressure on the limited capacity of the human brain to process information (Sepp et al., 2019; Sweller, 1988).

In the context of listening to podcasts in daily life, for instance, the fact that the listener has to process the content of the podcast at the same time while navigating through the physical world and responding to incoming notifications means that each of these tasks competes for the limited capacity of attentional resources. Rather than complementing each other, these tasks

may actually interfere with each other, affecting the depth at which the listener is able to process the content of the podcast.

1.1 Podshot Concept

To examine this gap between exposure and retention, this thesis introduces PodShot as a case illustration of a moment-level knowledge capture tool designed for long-form streaming environments. The concept addresses the challenge that listeners often encounter potentially valuable insights in podcasts or videos without having a seamless way to preserve them at the moment of relevance.

PodShot enables users to capture specific moments from podcasts and YouTube videos during playback without significantly interrupting the listening experience. Each captured moment is automatically transformed into a structured knowledge card containing a short transcript excerpt, an embedded audio or video clip, and a direct reference to the original episode. These cards are stored in a personal, searchable library intended to enable later retrieval and review.

Rather than replacing existing streaming platforms, PodShot operates as a complementary layer that integrates with established ecosystems such as Spotify or YouTube. In doing so, it aims to extend these platforms from pure content delivery systems toward environments that better support structured knowledge retention.

1.2 Research Questions and Objectives

Building on the identified tension between exposure to long-form digital content and effective knowledge retention, this thesis investigates the following guiding problem: How can an AI-enabled moment-capture platform achieve product-market fit (PMF) and business model validation within the growing market of knowledge-driven podcast and video consumption?

To answer this guiding problem, the thesis is structured around two main research questions:

1. Which theoretical insights inform the development of an AI-enabled moment-capture platform?
2. What are the main pain points and customer values of knowledge-driven podcast and video consumers, and which product features can be derived from them?

The first research question seeks to contextualize the study within a conceptual framework by synthesizing literature on the consumption of long-form digital content, personal knowledge management, AI adoption, and digital platform ecosystems. The conceptual framework creates a theoretical understanding of value creation and strategic positioning within knowledge contexts enabled by audio streaming platforms.

The second research question is more empirical in nature. Through the use of semi-structured interviews with podcast and video audiences driven by knowledge needs, this thesis seeks to uncover specific pain points, values and expectations associated with AI-driven knowledge capture.

1.3 Theoretical and Practical Relevance

This master's thesis contributes to the literature on digital platform ecosystems, consumer adoption of AI-enabled productivity tools, and PMF validation by examining how a complementary knowledge capture tool can achieve sustainable traction within dominant streaming platforms. In particular, it considers how structural platform dependencies, behavioral inertia, and the challenge of overcoming deeply embedded consumption habits collectively shape the conditions under which a tool like PodShot can find and sustain PMF. The thesis also explores how user pain points and perceived value can inform the development of AI-assisted moment-capture tools and the derivation of concrete product features. From a practical perspective, the study provides insights for entrepreneurs and product designers who develop complementary productivity tools within digital content ecosystems and seek to achieve PMF under conditions of platform dependency and adoption resistance.

1.4 Thesis Structure

This section outlines the structure of this thesis and the steps taken to address the research questions. Chapter two presents the literature review and establishes the theoretical foundation across three interconnected domains: digital platform ecosystems, consumer adoption of AI-enabled productivity technologies, and PMF. It also identifies the research gap addressed in this thesis. Chapter three describes the research methodology, including the research design, data collection, and interview approach. Chapter four presents the competitive landscape analysis, mapping the existing market of knowledge capture tools and positioning PodShot relative to direct competitors, adjacent competitors, and platform risk actors. Chapter five presents the empirical findings from the prototype-based user research and summarizes the key insights from the interviews with podcast and video consumers. Chapter six discusses the findings and outlines their theoretical and practical implications. Finally, chapter seven concludes the thesis by summarizing the main findings and answering the research questions.

2. Literature Review

The following literature review synthesizes existing research across four interconnected domains relevant to understanding the market opportunity and strategic context for PodShot. Together, these domains provide the theoretical foundation from which a conceptual framework for PodShot's PMF and business model can be derived. Section 2.1 examines digital platform ecosystems, establishing the structural context in which PodShot operates as a complementary application. Section 2.2 investigates consumer adoption of digital productivity technologies, drawing on technology acceptance models and knowledge management research to understand what drives users to integrate new tools into established listening habits. Section 2.3 reviews the PMF literature, outlining the frameworks and indicators used to assess whether a product genuinely addresses a latent consumer need at a sufficient scale. Lastly, Section 2.4 summarizes the preceding sections to identify the research gap this thesis addresses.

2.1 Digital Platform Ecosystems

Digital platform ecosystems have emerged as a dominant organizational form in the contemporary economy, fundamentally changing how value is created and captured across markets. In this research, Gawer (2014) provides the foundational starting point, defining platforms as evolving organizations that coordinate independent actors around a common technological core, where the participation of one group increases the platform's value for all others. This interdependence sits at the heart of multi-sided markets, in which a platform acts as an intermediary whose worth to any single user depends on who else is using it (Rochet & Tirole, 2003). Unlike traditional businesses, platforms grow by facilitating interactions across two or more sides, making the network itself the primary source of value (Parker & Van Alstyne, 2005). For PodShot, two aspects within this digital platform ecosystem are particularly relevant, namely the network effects that sustain platform dominance and the complementor strategy through which external innovators can build upon these platforms. The following sections examine each in turn.

McIntyre and Srinivasan (2017) synthesize research across economics, technology management, and strategic management to establish network effects as the primary mechanism through which platforms create and sustain competitive advantage. They distinguish between two types: (1) Direct network effects arise when a platform becomes more valuable simply because more users are on it; (2) Indirect network effects occur when growth on one side of a platform increases value for users on the other side. A larger audience attracts more content providers, whose offerings in turn attract more listeners. Building on this, Rochet and Tirole (2003) further show that platforms in two-sided markets face a fundamental interdependence

problem, because each side only joins if the other is already there. On streaming platforms, a growing listener base attracts more creators, whose content draws in even more listeners.

However, Zhou et al. (2024) caution that user growth alone does not guarantee sustained platform value. What matters equally is user stickiness, meaning whether users continue to return and engage over time. They add a time dimension to network effects, distinguishing between within-period effects, which capture interactions happening in the present, and cross-period effects, which reflect how past engagement shapes future behavior. Their model shows that it is the cross-period same-side network effect that generates stickiness. For PodShot, this is directly relevant, since a tool that helps users extract more value from content they already consume creates exactly the kind of repeated engagement that Zhou et al. identify as central to long-run platform value. These network dynamics not only explain platform dominance but also establish the conditions under which the complementor strategy must be understood. This is the focus of the following section.

Gawer and Cusumano (2014) define external or industry platforms as foundations upon which a larger number of firms can build further complementary innovations and potentially generate network effects. Spotify and YouTube represent precisely this type of external platform, and PodShot is one such complementary innovator building upon them. To understand this relationship more precisely, Jacobides et al. (2018) offer a useful typological framework. In their view, a complementarity exists when two products, assets, or activities create more value together than they would independently. The authors distinguish three types: (1) generic complementarities, which require no special coordination and therefore do not give rise to ecosystems; (2) unique complementarities, where A requires B to function or to be maximized in value; and (3) supermodular complementarities, where more of A makes B more valuable, which form the structural basis of both direct and indirect network effects. Applied to the streaming context, PodShot exhibits the latter two. It carries a unidirectional unique complementarity with Spotify and YouTube in the sense that it cannot function without their infrastructure, while neither platform requires PodShot to operate. At the same time, by helping knowledge-driven users extract more value from podcast listening, PodShot contributes a supermodular complementarity, reinforcing user engagement with the core product.

Thomas et al. (2025) extend this typology by distinguishing between vertical and horizontal complementarity. As illustrated in Figure 1, vertical complementarity arises when complements join the platform via boundary resources such as APIs, depicted as pathway A, which is precisely how PodShot connects to Spotify and YouTube. Beyond this individual contribution, collective complementarity, depicted as pathway F, reflects the stronger aggregate

value that the full ecosystem of complements generates for the platform as a whole. At the horizontal level, pathways B, C and D illustrate how complements can additionally create value among themselves through platform design, open standards and peer-to-peer integration, pointing to a longer-term opportunity for PodShot through interoperability with other productivity tools.

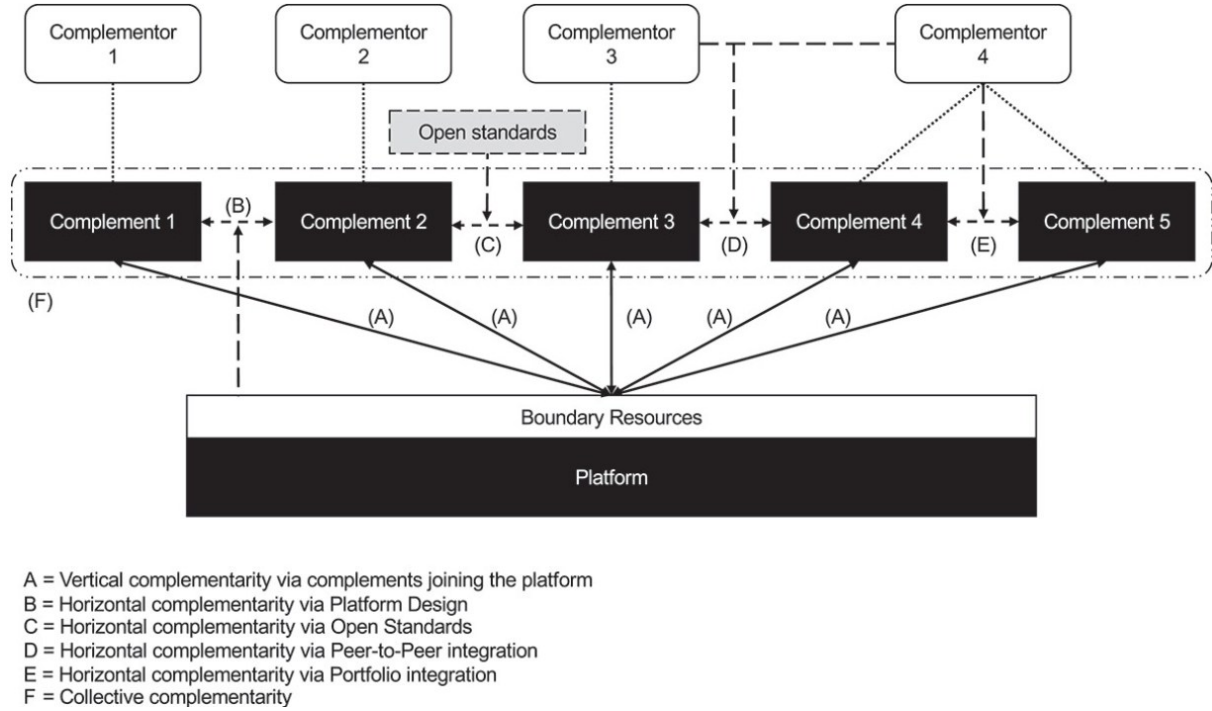


Figure 1: Vertical, horizontal, and collective complementarities in platform ecosystems (Thomas et al., 2025).

However, as platforms mature, they can use their existing user base to move into neighboring markets by bundling new functionality into their core product, effectively absorbing adjacent services without users needing to look elsewhere (Eisenmann et al., 2011). This dynamic is directly relevant to PodShot, as Spotify and YouTube already possess the user relationships and infrastructure that would allow them to build a native knowledge capture feature. As platforms scale further, this logic extends beyond individual user interactions to entire ecosystems of complementary actors. Kretschmer et al. (2022) describe this broader structure as a meta-organization, where a platform coordinates distributed innovation among independent firms without exercising direct hierarchical control. PodShot enters this ecosystem not as a competing platform but as a complementary application.

As a result, its strategic position, growth potential, and exposure to risk are all directly shaped by the dominance of the platforms it depends on. The highest risks are that the platforms could change their API terms unilaterally or choose to replicate PodShot's core functionality as a native feature.

2.2 Consumer Adoption of Digital Productivity Technologies

To understand what drives the adoption of new digital productivity tools, it is necessary to examine the processes through which individuals evaluate and integrate new technologies into their existing behaviors. The two most foundational frameworks in this domain are the Technology Acceptance Model (TAM) and the Unified Theory of Acceptance and Use of Technology (UTAUT).

TAM, introduced by Davis (1989), proposes that two core beliefs determine whether a user will adopt a new technology. The first is perceived usefulness, defined as the degree to which a person believes a technology will improve their performance, and the second is perceived ease of use, defined as the degree to which using the technology is expected to be free of effort. Building on this foundation, Venkatesh et al. (2003) developed UTAUT, extending the model with two additional constructs particularly relevant in social and organizational contexts. Social influence captures how the behavior of peers and reference groups shapes adoption intentions, while facilitating conditions reflect the degree to which a user believes the necessary infrastructure and support are in place to use the system. Recognizing that consumer adoption behavior differs meaningfully from organizational adoption, the model was later extended through UTAUT2, incorporating hedonic motivation, price value, and habit as additional predictors of technology use among everyday consumers (Venkatesh et al., 2012).

However, even these extensions fall short when applied to AI-enabled products. Classical adoption models were not designed to account for the trust barriers specific to AI systems, where the probabilistic nature of AI decision-making creates user uncertainty that perceived usefulness and ease of use alone cannot resolve (Herm et al., 2022). Their study also finds that while adoption initially appears performance-driven, transparency plays a critical indirect role in shaping both trust and users' perception (Herm et al., 2022). This argument is further extended, showing that factors such as algorithmic transparency, data ethics, and perceived reliability emerge as significant independent drivers of adoption intention when AI is involved, and that ignoring them systematically underestimates adoption resistance (Mustofa et al., 2025). Beyond the question of whether users will trust an AI-enabled tool in the first place, there is an equally important question of whether they will abandon their existing behaviors.

Limayem et al. (2007) demonstrate that habit acts as a moderating variable between intention and continued system use, placing a boundary condition on the explanatory power of intention alone. Even when users consciously intend to adopt a new tool, existing habits formed

through repeated behavior, satisfaction with current workarounds, and the deep embeddedness of those behaviors in daily routines can override that intention at the moment it matters (Limayem et al., 2007). This is particularly relevant for podcast listeners who have developed existing coping strategies for capturing information, such as mental noting, pausing and restarting, or taking screenshots. None of these are efficient, but all of them are familiar, frequently repeated, and sufficiently satisfying to sustain the habit. Polites and Karahanna (2012) formalize this further, showing that incumbent habit, transition costs, and sunk costs produce inertia that distorts users' perception of a new system, making it feel less easy and less advantageous than it objectively is.

Taken together, these frameworks suggest that PodShot's path to adoption is shaped by more than feature design alone, requiring the tool to address perceived usefulness and ease of use, earn user trust through transparency in how it handles personal listening data, and overcome the inertia of existing workarounds. Furthermore, empirical evidence confirms that AI tools can substantially improve knowledge worker productivity and output quality, but only for tasks that fall within the boundaries of current AI capabilities (Dell'Acqua et al., 2026). For PodShot, this means the tool must be designed around the specific task it can reliably perform, namely capturing and structuring a moment of insight during passive listening, rather than overpromising broader AI-driven functionality. Yet even achieving this is insufficient on its own. Bhattacharjee (2001) IS Continuance Model shows that continued use depends on whether the value a tool delivers consistently meets or exceeds initial user expectations, meaning that adoption and retention are two distinct challenges. PodShot must therefore be designed not only to lower the barriers of usefulness, trust, and habit at the point of first use, but to keep confirming its value with every subsequent capture.

2.3 Product-Market Fit

PMF, broadly defined as the point at which a startup's core business idea genuinely fits the needs of its target market, is widely regarded as one of the most critical milestones in early-stage venture development. Scaling before achieving it is empirically associated with significantly higher rates of firm failure, underscoring its foundational importance in the startup process (Lee & Kim, 2024; Shepherd & Gruber, 2021). Despite this intuitive framing, PMF is difficult to operationalize. Shepherd and Gruber (2021) contextualize the search for PMF within the lean startup framework, arguing that new ventures must navigate a structured sequence of activities, including business model design, validated learning, and market opportunity evaluation, before they can identify a repeatable and scalable fit between product and market.

A critical precondition for achieving PMF is understanding not just what users want from a product, but why they would adopt it in the first place. Christensen et al. (2016) argue that customers do not simply buy products but hire them to accomplish a specific job in their lives, and that innovation consistently fails when companies focus on product attributes rather than the underlying circumstance driving the decision to seek a solution. Identifying the correct job is therefore the foundational step before PMF can be meaningfully pursued, since a product that addresses the wrong job will fail regardless of how well it is built.

The process of pursuing PMF is itself a structured discipline rather than an intuitive search. Blank (2013) argues that the fundamental error of early-stage ventures is to build products based on untested assumptions about customer needs, and proposes customer development as the corrective mechanism, requiring entrepreneurs to validate hypotheses directly with potential users before committing to a product direction. Validated learning through iterative customer engagement is the central building block through which ventures reduce uncertainty and progressively narrow the gap between what they have built and what the market actually wants (Shepherd & Gruber, 2021). This process is further grounded empirically by Camuffo et al. (2020), whose randomized control trial demonstrates that entrepreneurs who adopt a scientific approach to decision-making, forming explicit theories, deriving testable hypotheses, and updating their beliefs based on market signals, significantly outperform those relying on trial and error alone. Entrepreneurial experimentation is therefore not simply a tactical tool but a theoretically grounded process of reducing uncertainty that is central to new venture development across contexts (Burnell et al., 2026).

Measuring whether PMF has been achieved is as challenging as pursuing it. While practitioner methods, such as surveying users on how disappointed they would be without a product offer useful directional signals, they remain insufficient on their own. Direct customer engagement through hypothesis-based probing is empirically confirmed as the central mechanism through which early-stage teams reduce uncertainty and converge on a viable business idea (Leatherbee & Katila, 2020).

Applied to PodShot, these frameworks collectively define both the challenge and the path forward. Achieving PMF requires first identifying the precise job that knowledge-driven podcast listeners are trying to accomplish (Christensen et al., 2016). Only once this job is understood can hypotheses about PodShot's value proposition be formulated and tested through structured customer engagement (Blank, 2013; Shepherd & Gruber, 2021). The scientific approach to entrepreneurial decision-making provides the methodological foundation for this process, demonstrating that ventures which systematically test and update their beliefs based

on market signals significantly outperform those relying on intuition alone (Camuffo et al., 2020; Burnell et al., 2026). Whether the problem PodShot addresses is sufficiently painful, frequent, and urgent to generate the kind of organic market demand that signals genuine product-market fit cannot be assumed but must be empirically resolved through the hypothesis-based customer discovery that the semi-structured interviews in chapter three of this thesis are designed to provide (Lee & Kim, 2024; Leatherbee & Katila, 2020).

2.4 Synthesis of Research Gap and Market Opportunity

Synthesizing the three streams of this literature review reveals an integrated strategic and behavioral picture of the conditions under which PodShot must achieve PMF. At the structural level, PodShot operates as a complementary innovator within dominant streaming ecosystems, creating supermodular value by deepening user engagement with platforms it fundamentally depends on (Gawer & Cusumano, 2014; Jacobides et al., 2018). At the same time, it faces the persistent risk of platform envelopment and unilateral API restrictions that could absorb or eliminate its value proposition entirely (Eisenmann et al., 2011). This makes rapid PMF validation a strategic necessity rather than an optional milestone. At the behavioral level, the path to adoption is shaped by multiple reinforcing barriers. Users must perceive the tool as useful and frictionless, trust its AI-driven processes, and overcome the inertia of deeply embedded workarounds that habit and transition costs make difficult to abandon (Davis, 1989; Venkatesh et al., 2003; Herm et al., 2022; Polites & Karahanna, 2012; Limayem et al., 2007). PodShot must therefore be designed to address these barriers simultaneously rather than treating them as separate product decisions. At the validation level, PMF cannot be assumed but must be pursued through structured hypothesis-based customer discovery. This requires first identifying the precise job knowledge-driven listeners are trying to accomplish, and then testing whether PodShot addresses it with sufficient urgency and frequency to generate sustained demand (Christensen et al., 2016; Blank, 2013; Camuffo et al., 2020; Leatherbee & Katila, 2020).

Despite the richness of each individual stream, existing literature does not address their intersection in a way that is directly applicable to PodShot's situation. Platform ecosystem research focuses primarily on established complementors and large-scale digital markets. It does not account for the specific adoption barriers that AI-enabled early-stage tools face when entering dominant streaming ecosystems. Consumer adoption literature treats users as individuals making isolated technology decisions. It does not connect those decisions to the structural urgency created by platform dependency, nor to the AI-specific trust and transparency barriers that classical TAM and UTAUT frameworks systematically underestimate. PMF

literature has developed primarily in the context of general consumer products. It does not address how AI-enabled complementary tools should approach market validation when adoption resistance is simultaneously structural, behavioral, and AI-specific. The research gap is therefore located at the intersection of these three streams. There is no integrated framework connecting platform structural risk, AI adoption barriers, and PMF validation for early-stage complementary digital tools operating within dominant streaming ecosystems.

The gap identified across these three streams directly informs the empirical focus of this thesis. Understanding whether knowledge-driven podcast and video consumers experience a sufficiently painful and frequent problem with retaining insights during passive listening, and whether PodShot addresses that problem in a way that is trustworthy and frictionless enough to overcome existing behavioral inertia. This cannot be resolved through theoretical inference alone. Chapter three, therefore, outlines an empirical approach designed to uncover the pain points, values, and adoption barriers of this consumer group, providing the evidence base from which PodShot's PMF can be assessed and its value proposition refined.

3. Methodology

This thesis employs a two-component research strategy to address its two research questions. The first component consists of a competitive market and competitor analysis. It draws on secondary research to map the existing landscape of knowledge capture tools and assess PodShot's strategic positioning, thereby informing the theoretical and strategic insights sought by research question one. The second component consists of prototype-based user research in which participants used PodShot during a one-week pilot testing period, followed by semi-structured interviews to capture their experiences, pain points, customer values, and feature assessments, generating the primary empirical data needed to answer research question two. While a quantitative approach would allow for broader generalization of results, this study deliberately adopts a qualitative and exploratory approach to generate richer, more contextual insights into a product and market that are still in their early stages. Qualitative methods are particularly suited for illuminating the uncertain processes of entrepreneurial venture development (Van Burg et al., 2022; Lim, 2025), and the patterns identified through this exploratory work can serve as a foundation for quantitative validation in subsequent research.

3.1 Competitive Landscape Analysis

3.1.1 Purpose and Scope

The competitive landscape analysis aims to identify gaps in current offerings and position PodShot within the existing market of knowledge capture tools. The analysis covers two categories of actors: direct and adjacent competitors that currently offer some form of knowledge capture from podcasts or video content, and platform risk actors, specifically Spotify and YouTube, whose inclusion represents a strategic risk assessment rather than a direct competitive comparison, as dominant platforms can absorb complementary tools by bundling equivalent functionality into their core product (Eisenmann et al., 2011).

3.1.2 Selection Criteria

Competitors were selected based on defined criteria applied systematically across the market. To be included, a tool had to meet at least one of the following conditions: (1) it enables users to capture, save, or retrieve specific moments or insights from audio or video content; (2) it uses AI to process or structure long-form audio or video content into reviewable knowledge; or (3) it targets knowledge-driven consumers who engage with podcasts or video content for learning or professional development. Tools were classified into two categories. Direct competitors operate at the moment level, enabling users to capture specific insights during playback. Adjacent competitors process entire episodes or videos into structured summaries

rather than capturing discrete moments, addressing a related but fundamentally different job to be done. Tools were excluded if they had no audio or video integration, targeted exclusively content creators, or operated exclusively within enterprise contexts. All tools were assessed based on publicly available information, including official product websites and App Store descriptions.

3.1.3 Analytical Framework

Each identified tool was evaluated against a consistent set of analytical dimensions to enable structured comparison and to identify gaps in the current market. The dimensions were selected to directly reflect the theoretical constructs established in the literature review, particularly the complementarity typology of Jacobides et al. (2018) and the adoption barriers identified in section 2.2, ensuring that the competitive findings can be interpreted within the same conceptual framework that guides the broader thesis. The analytical dimensions are summarized in Figure 2. This structured approach ensures that the competitive analysis produces not only a descriptive overview of the market but a theoretically grounded assessment of where PodShot's value proposition is differentiated and where the most significant strategic risks and opportunities lie.

3.2 Prototype-Based User Research

3.2.1 Research Design and Rationale

The primary research component of this thesis employs a two-stage design combining prototype-based user testing with semi-structured interviews. In the first stage, participants are given access to a working prototype of PodShot for one week and use it independently within their natural listening routines. In the second stage, a semi-structured interview is conducted with each participant individually. This sequencing is deliberate because functional prototypes tested early in the development process are particularly effective at surfacing needs, frictions, and values that participants could not have articulated without direct hands-on experience (Jensen et al., 2017). Grounding the interview in a week of product experience ensures that participants speak from lived experience rather than speculation. Semi-structured interviews are selected as the primary data collection instrument because they allow for in-depth exploration of nuanced user experiences that standardized questionnaires cannot capture (Mashuri et al., 2022). The interview guideline (Appendix A) was structured around the key theoretical constructs identified in the literature review, making it particularly appropriate for uncovering the pain points, perceived values, and adoption barriers of knowledge-driven podcast consumers.

3.2.2 Participant Selection

Participants were selected using purposive sampling, a strategy widely used in qualitative research to ensure that participants are directly relevant to the phenomenon under investigation and can provide rich, experience-based insights aligned with the research questions (Palinkas et al., 2015). Rather than seeking a statistically representative sample, the goal is to recruit participants who regularly encounter the retention problem PodShot addresses and can speak from direct experience about their listening habits, workarounds, and prototype interaction.

Two inclusion criteria were applied. First, participants must consume at least two hours of knowledge-driven podcast or YouTube content per week, ensuring they experience the retention problem with sufficient frequency to generate meaningful insights. Second, participants must consume content primarily during multitasking situations such as commuting, exercising, or household tasks, as this is the specific context in which PodShot's moment-capture functionality becomes most relevant. Participants were recruited through the researcher's personal network, with inclusion criteria applied consistently to ensure the sample remains purposive rather than purely convenience-based (Palinkas et al., 2015).

3.2.3 Data Collection Procedure

Data collection followed a two-stage process. In the first stage, each participant received access to the PodShot prototype and used it independently for one week within their natural listening routine. No instructions beyond basic onboarding were provided, ensuring that usage behavior reflected genuine engagement rather than guided interaction. In the second stage, a semi-structured interview was conducted with each participant individually via video call, lasting approximately 30 minutes. Interviews were recorded with participants' informed consent and subsequently transcribed for analysis. The interview guide combined open-ended questions with spontaneous follow-up probes, allowing participants to articulate their experiences, values, and perceived adoption barriers in their own words while ensuring thematic consistency across interviews (Kallio et al., 2016). A total of eight interviews were conducted. While full thematic saturation cannot be claimed with certainty, given the sample size, the core themes identified in the analysis recurred consistently across the final interviews, suggesting that the main patterns within this sample were adequately captured (McGrath et al., 2019).

3.2.4 Interview Guide Design

The interview guide is structured around three sequential topic blocks that follow the chronological logic of the participant's experience with PodShot, with questions informed by

the theoretical constructs identified in the literature review. The first block explores pain points and current workarounds before PodShot. The second block focuses on the prototype experience, examining what participants valued and where friction occurred. The third block addresses perceived value and adoption barriers. The interview guide is provided in Appendix A.

3.2.5 Data Analysis

Interview transcripts are analyzed using thematic analysis, a theoretically flexible method for identifying and interpreting patterns of meaning across qualitative data (Braun & Clarke, 2006). The analysis follows a combined deductive and inductive approach. Deductive codes are derived from the theoretical frameworks established in the literature review, particularly the adoption barriers identified in section 2.2 and the Jobs-to-be-Done logic from section 2.3 (Bingham, 2023). These are complemented by inductively emerging codes that arise directly from participants' accounts of their prototype experience, allowing unexpected insights to surface without being forced into predefined categories (Naeem et al., 2023).

The coding process follows an iterative structure in which transcripts are read multiple times, relevant excerpts are coded, and first-cycle codes are progressively grouped into broader second-cycle themes (Saldana, 2013). The coding structure remains aligned with the thematic blocks of the interview guide, ensuring consistency between data collection and analysis (Kallio et al., 2016). The full analysis is conducted using MAXQDA. All coding decisions are documented to ensure transparency and auditability.

4. Competitive Landscape Analysis

The following analysis evaluates direct competitors, adjacent competitors, and platform risk actors across a consistent set of analytical dimensions derived from the theoretical framework established in Chapter Two. Competitors were selected based on the criteria defined in section 3.1.2, covering the most prominent tools in the market that offer some form of AI-enabled knowledge capture from audio or video content. Figure 2 provides an overview of the dimensions applied.

Sub-Dimension	Description
Competitor category	Whether the tool is classified as a direct competitor, adjacent competitor, or platform risk actor
Core value proposition	The primary problem the tool solves for the user
Capture mechanism	Whether the tool operates at moment level or episode level
AI integration	The specific tasks AI performs within the tool
Platform dependency	Whether the tool integrates with or operates independently of streaming platforms
Target user	The intended consumer profile and use case
Pricing and accessibility	The pricing model and availability for individual consumers

Figure 2: Overview of analytical dimensions value propositions (Source: Own elaboration based on the theoretical framework established in chapter 2)

4.1 Competitor Category and Value Propositions

Figure 3 summarizes the core value proposition and competitor category for each tool included in the analysis.

Dimension	Snipd	Readwise	Podwise	Coconote AI	Turbo AI	YouTube	Spotify
Category	Direct	Adjacent	Adjacent	Adjacent	Adjacent	Platform Risk Actor	Platform Risk Actor
Value Proposition	Capture specific podcast moments via standalone AI player.	Aggregate highlights from multiple sources in one searchable library.	Transform full podcast episodes into AI summaries and mind maps.	Convert lectures and videos into structured study materials.	Convert videos and lectures into notes, flashcards and quizzes.	Dominant platform for video and podcast content.	Dominant streaming platform for podcasts and music.

Figure 3: Value propositions and competitor categories. (Source: Own elaboration based on official product websites and app store listings of all analyzed competitors: Snipd, 2026; Readwise, 2026; Podwise, 2026; Coconote, 2026; Turbo AI, 2026; YouTube, 2026; Spotify, 2026)

The value propositions reveal a fundamental divide across the landscape. Snipd is the only tool that operates at the moment level, capturing specific insights during playback (Snipd, 2026). All adjacent competitors process content at the episode level, transforming entire pieces into summaries or study materials rather than capturing discrete moments (Podwise, 2026; Coconote, 2026; Turbo AI, 2026; Readwise, 2026). Spotify and YouTube do not currently offer dedicated knowledge capture functionality but possess the infrastructure to develop such features, representing a structural rather than a direct competitive threat.

4.2 Capture Mechanism

Dimension	Snipd	Readwise	Podwise	Coconote AI	Turbo AI	YouTube	Spotify
Capture Mechanism	Moment-level. User taps headphones or button during playback.	No native capture. Aggregates highlights from other tools.	Episode-level. Processes entire episodes via podcast feed.	Episode-level. Processes uploaded links, recordings, or documents.	Episode-level. Processes uploaded links, recordings, or PDFs.	No knowledge capture mechanism.	No knowledge capture mechanism.

Figure 4: Capture mechanisms. (Source: Benchmark analysis, see Figure 3)

The most significant distinction in the competitive landscape lies in how tools capture content. Snipd is the only tool that enables moment-level capture during active playback (Snipd, 2026). All adjacent competitors operate at the episode level, processing entire pieces of content after upload or subscription (Podwise, 2026; Coconote, 2026; Turbo AI, 2026). Readwise has no native capture mechanism, functioning purely as a library that aggregates highlights from other tools (Readwise, 2026). This distinction matters because the two approaches address fundamentally different jobs to be done. Episode-level tools serve users who seek a structured summary after listening or as a substitute for direct consumption. Moment-level capture addresses an entirely different job: retaining a specific insight at the precise moment it surfaces during passive listening, without interrupting the experience.

4.3 AI Integration

Dimension	Snipd	Readwise	Podwise	Coconote AI	Turbo AI	YouTube	Spotify
AI Integration	Transcript and summary per captured moment, episode summaries, AI chat.	Spaced repetition scheduling, no generative functionality	Full episode transcripts, summaries, outlines, mind maps, AI chat.	Structured notes, flashcards, quizzes, study guides, AI chat.	Editable notes, flashcards, quizzes, audio recaps, AI chat.	Auto-generated captions and chapter markers only.	Content recommendations and podcast discovery only.

Figure 5: AI integration. (Source: Benchmark analysis, see Figure 3)

Across all identified tools, AI serves as the core processing layer, though its function differs by product category. In Snipd, AI operates at the moment level, generating a transcript and summary for each captured highlight alongside episode-level summaries and a conversational chat interface (Snipd, 2026). Podwise, Coconote AI, and Turbo AI deploy AI at the episode level, producing structured summaries, flashcards, and study materials from entire episodes or uploaded content (Podwise, 2026; Coconote, 2026; Turbo AI, 2026). Readwise uses AI solely for spaced repetition scheduling, without any generative functionality (Readwise, 2026). Neither Spotify nor YouTube currently provides AI-driven knowledge structuring or capture functionality.

4.4 Platform Dependency

Dimension	Snipd	Readwise	Podwise	Coconote AI	Turbo AI	YouTube	Spotify
Platform Dependency	Fully independent, standalone podcast player.	Fully independent, standalone knowledge library.	Partially dependent, pulls content via RSS and links.	Partially dependent, embeds YouTube content but can operate independently through other inputs.	Partially dependent, processes YouTube links but can operate independently through other inputs.	Native platform, any feature embedded directly.	Native platform, any feature embedded directly.

Figure 6: Platform dependency. (Source: Benchmark analysis, see Figure 3)

The tools fall into three distinct levels of platform dependency. Snipd and Readwise are fully independent, operating without reliance on Spotify or YouTube infrastructure (Snipd, 2026; Readwise, 2026). Podwise, Coconote AI, and Turbo AI are partially dependent, relying on YouTube and podcast content for core functionality but retaining the ability to operate

independently through alternative inputs (Podwise, 2026; Coconote, 2026; Turbo AI, 2026). Spotify and YouTube face no external dependency, as any knowledge capture feature they develop would be embedded natively at no switching cost to the user. This three-tier structure has direct strategic implications for PodShot, which as a complementary tool is inherently dependent on the platforms it integrates with.

4.5 Target User

Dimension	Snipd	Readwise	Podwise	Coconote AI	Turbo AI	YouTube	Spotify
Target User	Knowledge-driven podcast listeners who actively manage personal knowledge.	Readers, podcast listeners, and learners seeking a centralised highlight library.	Knowledge-driven podcast listeners seeking structured episode summaries.	Students and early professional s seeking to convert lectures into study materials.	Students and professional s seeking to convert videos and documents into study materials.	General video consumption audience.	General streaming audience across music, podcasts, and audiobooks.

Figure 7: Target user profiles. (Source: Benchmark analysis, see Figure 3)

The target user profiles reinforce the divide between moment-level and episode-level tools. Moment-level tools like Snipd target active knowledge managers who integrate insights into systems like Readwise or Notion, while episode-level tools like Podwise, Coconote AI, and Turbo AI target users who prefer structured outputs generated from entire content pieces (Snipd, 2026; Podwise, 2026; Coconote, 2026; Turbo AI, 2026). Spotify and YouTube serve broad general audiences without targeting knowledge retention as a primary user need. Notably, no tool in the landscape specifically targets the passive, multitasking listener who wants to retain moments without leaving the streaming platform.

4.6 Pricing and Accessibility

Dimension	Snipd	Readwise	Podwise	Coconote AI	Turbo AI	YouTube	Spotify
Pricing	Freemium, Premium at ~€10/month	Freemium, Lite: ~€4.50/month Full: ~€7.50/month	Freemium, Standard at ~€10/month	Limited free tier, paid at €70/year	Limited free tier, paid at €18/month	Free with ads, Premium at ~€12/month	Freemium, several premium tiers

Figure 8: Pricing and accessibility. (Source: Benchmark analysis, see Figure 3)

All identified tools adopt a freemium pricing model with paid subscriptions ranging from approximately €5 to €18 per month. The relative pricing parity across the core tools

suggests that subscription cost is unlikely to constitute the primary adoption barrier, with friction and workflow integration representing more decisive determinants of adoption.

4.7 Platform Risk Assessment

Spotify and YouTube do not currently offer dedicated knowledge capture functionality and therefore do not compete directly with the tools examined in this analysis. However, their inclusion as platform risk actors is grounded in the theoretical framework established in chapter two. Both platforms possess the user relationships, content infrastructure, and technical capability to develop such features natively, and their distribution scale would allow them to absorb any complementary tool without meaningful resistance. This reflects the platform envelopment mechanism described by Eisenmann et al. (2011), whereby dominant platforms leverage their existing user base to move into neighboring markets by bundling new functionality into their core product. The asymmetric complementarity identified by Jacobides et al. (2018) further reinforces this risk. PodShot creates value by deepening user engagement within these ecosystems, yet neither platform requires PodShot to operate, making the dependency unilateral.

4.8 Synthesis and Competitive Positioning

The competitive landscape analysis reveals a consistent structural gap. Existing tools either operate at the episode level or function as standalone players outside the streaming ecosystems users already rely on. Snipd is the only tool that offers moment-level capture, but does so through its own standalone player; no tool currently combines moment-level capture with complementary integration into dominant streaming platforms. This is the precise gap PodShot aims to occupy, creating supermodular value by deepening engagement within existing ecosystems (Jacobides et al., 2018) and addressing a fundamentally different job than its adjacent competitors: retaining a specific moment during passive listening, not summarizing an episode after the fact (Christensen et al., 2016). However, this positioning also exposes PodShot to platform envelopment risk (Eisenmann et al., 2011), as Spotify and YouTube possess the infrastructure to replicate this functionality natively.

Three key takeaways emerge. First, PodShot's competitive advantage lies not in superior AI capabilities but in its unique positioning as a complementary, moment-level capture tool embedded within existing platforms. Second, the absence of any direct competitor in this exact position suggests a genuine market gap, though it raises the question of whether sufficient user demand exists. Third, PodShot's long-term viability depends on building sufficient user value before dominant platforms potentially replicate its core functionality.

5. Empirical Findings

The following chapter presents the findings from the prototype-based user research. Building on the competitive landscape analysis in Chapter 4, this chapter shifts to the perspective of potential users, examining their current pain points, their experience with the PodShot prototype, the values they associate with the tool, and the barriers that may influence sustained adoption.

5.1 Participant Overview

The empirical data is based on eight semi-structured interviews with prospective PodShot users, conducted between April 26 and May 2, 2026, following the completion of each participant's one-week testing period. Participants ranged in age from 23 to 25 and were exclusively male, reflecting the composition of the researcher's purposive sampling network rather than a deliberate exclusion of other genders. While the sample is demographically homogeneous, the focus of the purposive sampling was instead set on ensuring diversity in consumption behavior, content preferences, and professional contexts. The sample includes four university students across medicine, business engineering, business psychology, and education (P1, P4, P6, P8), two self-employed individuals in real estate and app development (P3, P5), one full-time management consultant (P2), and one participant in a gap year with consulting internship experience (P7). Participants were labelled P1 through P8 to ensure anonymity. A detailed summary table is provided in Appendix C.

Weekly consumption ranged from occasional listening (P3) to approximately ten hours per week (P8). Content genres spanned finance, entrepreneurship, medical education, coding tutorials, political topics, and general interest, providing a broad foundation for the thematic analysis presented in the following sections.

5.2 Thematic Structure of the Analysis

Four overarching themes emerged from the coding process (Appendix B) and structure the following analysis. Together, they trace the participant journey from the problem that existed before PodShot, through the hands-on prototype experience, to the underlying values the tool addresses and the barriers that may shape long-term adoption.

The first theme, Pain Points and Current Behavior, captures how participants experience the loss of valuable insights during content consumption and the improvised workarounds they rely on, revealing that the retention problem is pervasive yet often unnoticed. The second theme, Prototype Experience, documents how participants interacted with PodShot during the one-week testing period, examining perceived core value, feature-level assessments, capture friction, and desired additions. The third theme, Customer Values and Perceived Value, moves

beyond product-level feedback to identify the specific job participants hire the tool to do and the conditions under which its value is fully realized. The fourth theme, Adoption Barriers and Willingness to Pay, addresses what stands between positive evaluation and sustained use, covering habitual inertia, delayed value recognition, conditional adoption patterns, and price expectations.

In the following sections, each theme and its corresponding sub-themes are presented in dedicated sub-chapters, supported by translated participant quotations to ensure traceability and analytical transparency.

5.3 Pain Points and Current Behavior

Across all interviews, participants described a consistent tension between the knowledge they wanted to retain from podcasts and videos and the amount they actually managed to capture. While listening habits and workaround strategies varied, the underlying problem was shared: valuable insights were regularly lost during or after consumption.

5.3.1 Passive Loss Through Multitasking and Inattention

The most fundamental pain point reported across the sample is the loss of valuable content during passive or semi-attentive listening. Because participants typically consume podcasts and YouTube videos while engaged in other activities such as commuting, cooking, or getting ready in the morning, their ability to register and capture insights in the moment is limited. This is consistent with the cognitive load constraints identified in section 1 (Sweller, 1988; Sepp et al., 2019). P6 described this most explicitly:

"Especially when you are not completely concentrated but rather listening on the side. If you do not set out to actively write something down, you forget it quite quickly." (P6, May 1, 2026).

P2 described a specific incident in which he heard a CEO discuss talent development during his morning routine, but only realized afterwards that he wanted to share the insight with a colleague, at which point he spent five to ten minutes searching for the right section (P2, April 26, 2026). P4 framed the problem through his own learning style:

"I think I am not really an auditory learner. It happened quite often that I forgot things after listening to a podcast and then asked myself: what did I actually take away from that?" (P4, April 30, 2026).

P5 described a similar pattern but attributed it more to inaction, noting that he often recognizes value in the moment but does not interrupt his viewing to capture it:

"I am too lazy, when I am watching a video, to then pull out something extra to write it down." (P5, May 1, 2026).

5.3.2 Fragmented Workarounds and Retrieval Failure

In the absence of a dedicated tool, participants have developed a range of improvised strategies to capture valuable moments. These workarounds share a common characteristic: while they occasionally succeed at the point of storage, they consistently fail at the point of retrieval. Despite this, participants continued to rely on them, reflecting the incumbent system inertia discussed in section 2.2, where familiar but inadequate routines persist simply because they require no new behavior.

The most common approach is to take screenshots of the timestamp. P1 described this as his default method but expressed clear frustration:

"It is very annoying, because your phone is constantly cluttered with screenshots, simply overloaded. You already have enough photos and videos on your phone, and then those on top. You would theoretically need folders just to find them again." (P1, April 26, 2026).

P2 reported the same strategy but added a further failure mode:

"Sometimes you also just thought you did a screenshot and in the end you actually didn't take one, especially if you're a bit stressed in the morning." (P2, April 26, 2026).

P8 relied on pen and paper but without any structure:

"I just always write it down on a piece of paper on my desk with a pencil. Just a short note, and it piles up over the day with all sorts of little things I want to remember. But I have no real sorting in any of it. And then I forget it, and sometimes the paper just ends up in the trash." (P8, May 2, 2026).

P7 sent himself links in a self-chat on iMessage. While storage technically works, retrieval becomes impractical over time. He rated his satisfaction at "2 out of 10" and explained:

"Imagine you saw a recipe in 2023 that you found interesting. You probably can't easily google it, and by the time you've scrolled up in the chat to 2023 and actually found that recipe, an enormous amount of time has passed." (P7, May 2, 2026).

The remaining participants relied on even less structured approaches, with P3 attempting to navigate back manually using skip buttons and P5 having no capture strategy at all.

5.3.3 Silent and Cumulative Insight Loss

What makes the retention problem particularly persistent is the way participants experience the loss itself. It is rarely dramatic or immediate. Instead, it tends to be delayed, often unconscious, and only recognized in hindsight.

P1 reflected that he probably loses insights "quite often, actually. You just probably do not notice it right away." (P1, April 26, 2026). P5 described a pattern in which the value of a moment only surfaces well after the fact:

"I often have it that about a week or two later I suddenly realize: I had watched a video and there was something in it." (P5, May 1, 2026).

P8 offered the most concrete estimate of this decay:

"I would say every time I do not apply that knowledge within the next one to two days, or use it somehow in a new task, I forget it in about 80% of cases." (P8, May 2, 2026).

P5 summarized the pattern concisely: "I lose more than I remember" (P5, May 1, 2026). Several participants, including P1, P2, P3, and P5, had never heard of a tool that addresses this problem. Because the loss is gradual rather than acute, it had never generated enough urgency to search for a solution. P8 noted that using PodShot "awakened the thought" that he actually needs a structured knowledge management system, suggesting that the demand exists but remains latent until a solution makes the problem visible.

Taken together, these findings establish that the retention problem is real, frequent, and shared across the entire sample. Participants lose valuable insights through cognitive overload during multitasking, rely on fragmented workarounds that consistently fail at retrieval, and often remain unaware of the extent of their loss. The problem is pervasive yet latent, painful enough to cause frustration when recognized, but too silent to have prompted any participant to actively seek a dedicated solution.

5.4 Prototype Experience

Following the one-week testing period, participants reflected on their interaction with the PodShot prototype. All participants described the app as easy to navigate, with onboarding perceived as self-explanatory, indicating a high level of perceived ease of use as conceptualized in section 2.2. Beyond this shared baseline, the interviews revealed differentiated assessments of what participants valued most, where friction occurred and what additional functionality they envisioned.

5.4.1 The Library as the Core Value

The most consistently valued aspect of PodShot was not any individual feature but the end-to-end system it creates: capturing a moment, storing it in a visual library, and retrieving it later at the exact right position. P6 described this as the most compelling element:

"I actually think the best thing is simply this organization, that you can create a small library and put these mini-clips in there and then go directly to your specific topic, read through it briefly, and then you are right at that spot on YouTube." (P6, May 1, 2026).

P1 echoed this when asked what he would miss most if PodShot disappeared:

"The simplicity of getting back directly to a saved moment. This fast-forwarding with screenshots is just annoying." (P1, April 26, 2026).

P2 similarly framed the value in terms of consolidation, emphasizing that having everything in one place eliminates the need to switch between apps (P2, April 26, 2026). P7 noted that the visual thumbnails carried over from YouTube help with navigation, and that unlike his YouTube Watch Later list, he actually went back to review content in PodShot (P7, May 2, 2026). Across these accounts, the library consistently emerges as the primary source of perceived usefulness, not because of any single feature but because it consolidates capture, organization, and retrieval into one system.

5.4.2 Feature-Level Assessment

Participants provided differentiated assessments of the individual features within each PodShot. The Key Highlight was the most consistently praised. P5 described it as "very essential" alongside the transcript (P5, May 1, 2026). P8 similarly ranked it first, calling it "the details that you then get" (P8, May 2, 2026).

The transcript divided opinions. P3 described it as "extremely positive," especially for English-language podcasts where speech is fast and difficult to follow (P3, April 27, 2026). P6 was similarly positive about the AI-generated markings:

"The AI always marks something in the transcript, and it is actually quite good. Especially with the medical videos, it really almost always marked the most important parts." (P6, May 1, 2026).

P8, by contrast, ranked it lowest: "I just do not use it that much." (P8, May 2, 2026).

The embedded clip with timestamp was valued particularly by P5, who described replaying the exact moment as "extremely cool" (P5, May 1, 2026). The notes function was ranked as the most important feature only by P4:

"For my everyday life, the notes would probably be the most important thing." (P4, April 30, 2026).

The folder and categorization system were recognized as important for long-term use by P8 and P7, though P7 noted it was not yet needed with only four saved PodShots.

5.4.3 Capture Friction

While no participant described the overall experience as difficult, confirming the high baseline of perceived ease of use noted above, several identified specific friction points in the capture process. The most frequently mentioned was the absence of a loading indicator. P1 described how the delay after saving caused him to save the same clip twice, as the lack of visual feedback clashed with his expectation of instant processing (P1, April 26, 2026). P7 and P2 reported the same initial confusion on their first attempts, though without further issues after that (P7, May 2, 2026; P2, April 26, 2026).

A second friction point concerns PodShot's visibility within the iOS share sheet. P6 described the process as requiring too many steps:

"It is already a few clicks to make a PodShot. You have to click on 'More', then on 'PodShot'. That is why you often do not think of it." (P6, May 1, 2026).

P5 raised the same issue, noting that PodShot was "a bit hidden under 'More'" (P5, May 1, 2026). P1 expressed a preference for a direct integration within YouTube or Spotify. P6 also identified a friction point with the time selector:

"When I wanted to select exactly from when to when I want the transcript, I had to think: when did it start being interesting? Ah yes, about 47 seconds ago, and then you have to calculate that back." (P6, May 1, 2026).

5.4.4 Desired Additions

Participants articulated a range of additions they would like to see, clustering around three directions: active learning, social sharing, and platform expansion.

The most prominent cluster was active learning. P8, P4, and P6 independently requested flashcard or quiz generation from captured moments. P4 described this from the perspective of his study workflow:

"That would be a great feature, if it creates flashcards for you that you could then insert into StudySmarter, for example, so you do not have to write them yourself anymore, but the content gets transferred directly by the AI." (P4, April 30, 2026).

P6 expressed a similar wish for export to Anki.

The second cluster was social and sharing functionality. P8 proposed a "For You Page" showing PodShots saved by other users so that "you can directly take them into your own knowledge base" (P8, May 2, 2026). P6 envisioned shareable topic-based collections (P6, May 1, 2026), and P2 similarly wished for in-app sharing after showing a PodShot to a colleague who reacted positively (P2, April 26, 2026).

The third cluster was platform and format expansion. P7 envisioned PodShot as a universal library spanning all common social media networks, not limited to podcasts and longer videos (P7, May 2, 2026). P1 wished for audiobook integration, including books and PDFs (P1, April 26, 2026), and P5 imagined saving text-based content from AI tools like ChatGPT or Claude (P5, May 1, 2026).

In summary, the prototype experience confirms that PodShot delivers on its core promise of capture, organization, and retrieval, with the visual library identified as the primary source of value. While specific friction points in the capture process remain, no participant raised concerns about AI trust, data privacy, or the reliability of AI-generated transcripts and highlights, suggesting that these adoption barriers, while prominent in the literature (section

2.2), may not activate when AI processes publicly available content rather than personal data. The desired additions, particularly around active learning, signal where participants see the current value proposition as incomplete.

5.5 Customer Values and Perceived Value

While the previous section examined how participants interacted with PodShot's features, this section explores the underlying needs the tool addresses and the conditions under which its value is fully realized.

5.5.1 The Job to Be Done

Across all eight interviews, the job participants hire PodShot to do, in the sense of Christensen et al. (2016), is remarkably consistent: retaining a specific moment of value from a longer piece of content, not summarizing entire episodes. P3 wants exact statistics from investment podcasts, noting that "the thematic direction stays in your head, but when there was a passage with important numbers, statistics, those unfortunately sometimes get lost." (P3, April 27, 2026). P6 creates multiple PodShots from a single long medical video to break them into reviewable segments. P7 saved three to four relevant minutes from a 40-minute restaurant review. P2 retrieved a specific CEO statement to share with a colleague. P5 saves coding solutions he will need at some undefined future point.

Despite different framings, whether for conversational currency (P1), academic study (P4), or professional development (P8), the core need remains consistent: capturing a single moment before it is lost.

5.5.2 From Storage to Retrieval

Several participants provided early evidence that PodShot's retrieval mechanism works: P7 actually reviewed his saved PodShots, something he never does with YouTube Watch Later. P1 went back to a football podcast moment and re-listened. P2 retrieved a saved moment specifically to show a colleague. These instances confirm that the organized, visual library encourages return visits in a way that screenshots, self-sent links, or Watch Later lists do not. In terms of the IS Continuance Model discussed in section 2.2, these participants' confirmed expectations appear to meet or exceed their initial beliefs, reinforcing continued use intention. However, multiple participants signaled that storage alone will not sustain long-term use. P8 stated this most directly: "For me it would be very important that I have positive experiences with retaining the information, because otherwise it would ultimately not really do much for me." (P8, May 2, 2026).

The repeated flashcard and quiz requests from P8, P4, and P6 are not simply feature wishes. They express the recognition that capture without active review is incomplete. PodShot currently delivers on organized storage and basic retrieval, but the bridge from storage to actual knowledge retention is what participants identify as the missing piece for sustained value. This suggests that for a capture tool, the confirmation threshold may extend beyond the initial use experience to include whether saved content is actively retained over time.

5.6 Adoption Barriers and Willingness to Pay

The next section examines the behavioral, perceptual, and financial barriers that stand between initial appreciation and regular use.

5.6.1 The Habit Gap

The most consistent barrier across the sample is that participants simply forget to use PodShot. P6 articulated this most clearly: "You really have to actively remind yourself: I have this PodShot app." (P6, May 1, 2026). He added that making a PodShot feels like more effort than not making one, even though the actual process takes only seconds: "You think it is more work to make a PodShot than to not make one." (P6, May 1, 2026). P1 described the app as not yet "anchored in his head" and P4 used it only twice during the entire week, acknowledging a "laziness barrier" as the main obstacle (P4, April 30, 2026). P8 needed the first few days to warm up before engaging more actively toward the end of the testing period.

The underlying pattern is that participants' default state is to not capture anything, and this default requires zero effort. PodShot asks users to interrupt passive consumption with an active decision, creating a threshold that, despite being small, is consistently enough to prevent action. This is consistent with the habit and inertia dynamics discussed in section 2.2, though notably the incumbent system here is not a competing tool but the zero-effort default of doing nothing.

5.6.2 Delayed Value Recognition

PodShot's capture mechanism requires an active decision in the moment of listening, but several participants described a pattern in which the value of a moment only becomes apparent after the fact. P5 described this most explicitly:

"I often have it that about a week or two later I suddenly realize: I had watched a video and there was something in it." (P5, May 1, 2026).

P7 reported a similar experience, noting that he watches videos out of curiosity and only weeks later wishes he had saved a specific section. P1 suspected that he loses insight more often than he realizes, since the loss itself often goes unnoticed.

This creates a structural mismatch: the tool requires action at a point when the user does not yet know the action is needed. P5 has partially addressed this by saving preemptively, treating

PodShot as insurance rather than waiting for confirmed value. However, this preemptive mindset is a learned behavior, not the default. For users who have not developed it, the most valuable moments may be precisely the ones that never get captured.

5.6.3 Conditional Adoption

Most participants described their likely PodShot usage as tied to specific life phases or content types rather than as a permanent part of their routine. P4 expected his usage to spike during exam phases but drop significantly outside of academic pressure. P5 stated that his usage would depend entirely on whether he is actively learning something new:

"When I am in a phase where I am looking at a lot of new things, then I would use it a lot more. When it is a phase where I am not doing that, then less." (P5, May 1, 2026).

P7 envisioned subscribing temporarily during his future Master's studies rather than permanently, describing PodShot as helpful but not "essential" (P7, May 2, 2026). P3 limited the value explicitly to investment and finance podcasts, noting that entertainment content "works fine without it." (P3, April 27, 2026).

P2 was the notable exception, describing daily use as part of his morning routine with no phase dependency: "I will definitely use it and keep using it" (P2, April 26, 2026). However, across the broader sample, most participants framed adoption as conditional rather than unconditional, suggesting that PodShot may face cyclical usage patterns in which users engage during high-need phases and disengage during periods of passive consumption.

5.6.4 Willingness to Pay

Across all eight participants, a consistent price ceiling emerged. For the current version of PodShot, most participants clustered between two and five euros per month. For an improved version with additional features such as flashcards and platform expansion, willingness increased slightly but rarely exceeded seven to eight euros per month. P7 described this threshold concisely, noting he would pay around four to five euros "without thinking much about it," but would not pay ten euros because PodShot is helpful but not "essential" (P7, May 2, 2026).

The consistent reference point across the sample was that PodShot is useful but does not reach the perceived impact level of tools like ChatGPT or Spotify, with participants benchmarking their willingness to pay well below those subscriptions (P3, April 27, 2026; P6, May 1, 2026). P4 added a general subscription aversion: "I am always very cautious with subscriptions in general." (P4, April 30, 2026), suggesting that beyond the specific price point, the subscription model itself represents a barrier for some users.

Taken together, the dominant adoption barrier is not a lack of perceived value but the deeply embedded habit of passive consumption, compounded by a structural mismatch between when capture is possible and when value is recognized. Adoption is further shaped by phase-dependent usage patterns and a modest but consistent willingness to pay that positions PodShot as useful but not yet indispensable.

6. Discussion

The following chapter interprets the empirical findings in light of the theoretical frameworks introduced in the literature review. It begins by outlining the thesis's contribution to existing research, then synthesizes the findings into an assessment of PodShot's progress toward PMF. This is followed by practical implications for product development and a discussion of limitations and directions for future research.

6.1 Research Contribution

This thesis contributes to existing research by connecting consumer adoption theory, IS continuance research, and AI adoption literature to the empirical reality of an AI-enabled complementary tool operating within dominant streaming ecosystems.

First, the findings confirm the core constructs of the Technology Acceptance Model (Davis, 1989). As documented in section 5.4, participants consistently perceived PodShot as useful, with the library's end-to-end capture-organize-retrieve system identified as the primary source of value (section 5.4.1), while onboarding was described as intuitive and self-explanatory across the entire sample. However, the study shows that these conditions alone are insufficient for adoption. As section 5.6.1 demonstrates, the dominant barrier was not a lack of perceived value but the deeply embedded habit of passive consumption, with participants repeatedly forgetting to use PodShot despite recognizing its usefulness. This directly supports Limayem et al.'s (2007) argument that habit moderates the link between intention and continued system use, but adds an important nuance to Polites and Karahanna's (2012) concept of incumbent system inertia. Their framework implicitly assumes that users are switching from one existing system to another. In the present study, as both the workaround analysis (section 5.3.2) and the habit gap data (section 5.6.1) reveal, the incumbent system is not a competing tool but the zero-effort default of doing nothing. This suggests that in contexts where no prior capture behavior exists, the adoption challenge is not overcoming switching costs between systems but overcoming the inertia of inaction itself, a form of incumbent system inertia that the current literature does not explicitly address.

Second, the findings support Bhattacharjee's (2001) IS Continuance Model, which predicts that continued use depends on whether confirmed expectations meet or exceed initial beliefs. As section 5.5.2 shows, participants who successfully retrieved and used their saved moments showed stronger signals of continued adoption. However, the data also reveals that for a capture tool, the confirmation threshold extends beyond the capture experience itself. Multiple participants stated that storage without active retrieval would not sustain their long-term use (section 5.5.2), and the repeated requests for flashcards and review mechanisms

(section 5.4.4) are not merely feature wishes but expressions of an unmet continuance condition. This suggests that meeting the confirmation threshold in this category requires not only reliable capture and storage but an additional layer of active knowledge reinforcement.

Third, while the literature identifies algorithmic transparency, data ethics, and perceived reliability as significant adoption barriers for AI-enabled tools (Herm et al., 2022; Mustofa et al., 2025), no participant in this study raised concerns about AI trust or data privacy (section 5.4). This is likely because PodShot's AI processes publicly available podcast and video content rather than personal user data, and operates as a background utility generating transcripts and highlights rather than making decisions on the user's behalf. This observation suggests that AI trust barriers may be more context-dependent than the current literature implies, and less relevant for tools where the AI uses public content rather than handling sensitive personal information.

6.2 Assessment of Product Market Fit

The findings from the empirical analysis allow for a differentiated assessment of PodShot's progress toward PMF. Three key insights emerge when the four analysis themes are synthesized.

First, the core problem is validated, but the demand is latent. As section 5.3 establishes, all eight participants confirmed that they regularly lose valuable insights during content consumption, relying on fragmented workarounds that consistently fail at retrieval. However, because the loss is silent and cumulative rather than acute (section 5.3.3), none of the participants had ever actively searched for a solution, and several had never heard of a tool in this category. P8's observation that PodShot "awakened the thought" that he actually needs a knowledge management system is emblematic of this dynamic. The implication for PMF is that PodShot cannot rely on users discovering the product through conventional search-driven acquisition channels. Instead, it must create awareness of the problem and the solution simultaneously.

Second, the prototype delivers on its core promise but faces a retention gap. As sections 5.4.1 and 5.5.1 demonstrate, the capture-organize-retrieve flow was consistently identified as the core value, and participants described a clear job to be done centered on moment-level retention. Several participants went back to review their saved moments, representing a meaningful behavioral shift from their previous workarounds. However, as section 5.5.2 shows, multiple participants signaled that storage alone will not sustain long-term use without active review mechanisms. PMF for the current version of PodShot can therefore be characterized as

partial: the capture side of the value proposition is validated, but the retention side requires further development to meet participants' confirmation threshold for sustained use.

Third, adoption is conditional rather than universal. As section 5.6.3 documents, most participants described their likely usage as tied to specific life phases or content types, with only P2 describing unconditional daily use. This pattern suggests that PodShot's PMF may not manifest as continuous daily engagement but rather as cyclical usage that intensifies during high-need phases and subsides during periods of passive consumption. For PMF measurement, this means that return rates across usage cycles may be a more appropriate indicator than traditional daily active user metrics, as the tool's value is real but situationally activated.

Taken together, these findings suggest that PMF for PodShot is within reach but conditional. The problem is validated, the core solution works, and users are willing to pay at a modest level. However, sustained PMF depends on three conditions: building the retention bridge from storage to active learning, overcoming the habit gap that prevents users from remembering to capture moments, and designing a business model that accommodates cyclical rather than continuous usage patterns.

6.3 Practical Implications for Product Development

The empirical findings provide several actionable implications for PodShot's product development, organized around the key areas of improvement that emerged from the interviews.

The most immediate priority is reducing capture friction. Three dimensions of friction were consistently reported (section 5.4.3): the number of clicks required to create a PodShot, the app's low visibility in the iOS share sheet, and the absence of a loading indicator during the saving process. Addressing these through a streamlined capture flow, a progress indicator, and ideally a direct integration within YouTube or Spotify would lower the threshold between passive listening and active capture.

The second priority is building the retention bridge. The flashcard and quiz functionality requested independently by P4, P6, and P8 (section 5.4.4) represents more than a feature wish. It addresses the core continuance condition identified in the analysis: that storage without active review is insufficient for sustained value. An integration with existing study tools such as Anki or StudySmarter would allow PodShot to plug into workflows that participants already use, reducing the need to build new habits from scratch.

Third, the findings suggest that habit formation requires subtle rather than aggressive mechanisms. P7 offered a cautionary example, describing how daily push notifications from another app initially felt helpful but quickly became irritating and are now ignored entirely. This suggests that reminder-based strategies risk backfiring if not carefully calibrated. More

effective approaches might include contextual triggers tied to the listening environment or home screen widgets that surface saved content passively.

Fourth, the pricing data (section 5.6.4) informs the design of PodShot's existing freemium model. The consistent price ceiling of two to five euros per month indicates that participants view the premium features as valuable but not indispensable. The conditional adoption pattern further complicates the subscription model, as users who engage cyclically may resist paying during low-use phases. A flexible monthly option alongside annual plans could accommodate both continuous and cyclical users.

Finally, while several participants articulated ambitious visions for platform expansion across social media, audiobooks, and text-based AI tools (section 5.4.4), these requests should be understood as long-term strategic directions rather than immediate development priorities. The social sharing functionality envisioned by P8, P6, and P2, such as shared collections and a discovery feed for PodShots created by other users, represents a potentially valuable direction for building network effects and cross-period user stickiness, but depends on first reaching a sufficient user base.

6.4 Limitations and Future Research

This study has several limitations that should be acknowledged. First, the sample consists exclusively of male participants aged 23 to 25, recruited through the researcher's personal network. While purposive sampling is appropriate for exploratory qualitative research, the absence of gender diversity and the narrow age range limit the extent to which findings can be generalized to broader user populations.

Second, the sample size of eight participants, while consistent with qualitative standards for thematic analysis, constrains the breadth of perspectives captured. Patterns observed across this sample may not hold across a larger and more heterogeneous population.

Third, the one-week testing period was sufficient for generating initial impressions and prototype feedback but insufficient for assessing real habit formation. Given that the habit gap emerged as the dominant adoption barrier, a longer testing period would be necessary to determine whether participants overcome this barrier with extended exposure or whether inertia persists.

Fourth, the theoretical frameworks used in this study, including TAM, IS Continuance, and JTBD, were used to interpret the interview findings rather than being tested statistically. This means that while the study identifies meaningful connections between the data and these theories, it cannot establish whether one factor directly causes another. Nevertheless, the consistency of the identified patterns across participants with diverse consumption behaviors

and professional contexts provides a robust foundation for the propositions advanced in this thesis and for further quantitative investigation.

These limitations point toward several directions for future research. A longer testing period with a larger and more diverse sample would allow researchers to observe whether the habit gap diminishes over time and whether the identified patterns hold across demographics and consumption contexts. Future research could also translate the qualitative insights from this study into a structured survey with measurable scales for constructs such as perceived usefulness, habit strength, and continued use intention. Finally, although PodShot is already publicly available, examining actual adoption patterns, subscription retention, and cyclical usage behavior over an extended period would evaluate whether the conditional PMF assessment from this study holds under real market conditions.

7. Conclusion

This thesis set out to investigate whether an AI-enabled moment capture platform can achieve PMF in the growing market of knowledge-driven podcast and video consumption. Guided by two research questions, the study combined a competitive landscape analysis with prototype-based user research to examine the theoretical foundations, empirical pain points, customer values, and product features relevant to PodShot's positioning and development.

The first research question asked which theoretical evidence streams inform the development of such a platform. The literature review identified three interconnected domains. Platform ecosystem theory establishes PodShot's structural position as a complementary innovator facing persistent platform envelopment risk. Consumer adoption theory reveals that perceived usefulness and ease of use are necessary but insufficient when deeply embedded habits override recognized value, and that sustained use depends on confirmed expectations. PMF literature provides the validation framework, emphasizing that the correct job to be done must be identified empirically before PMF can be pursued.

The second research question addressed the pain points, customer values, and derivable features that emerge from prototype-based user research. The empirical findings confirm that knowledge-driven consumers experience a real and broadly shared retention problem, yet one that is latent rather than acute. The job that PodShot is hired to do is moment-level retention, and the prototype successfully delivers on its core promise of capture, organization, and retrieval. However, the bridge from organized storage to active knowledge retention remains incomplete, adoption is constrained by the habit gap and conditional usage patterns tied to specific life phases, and willingness to pay clusters between two and five euros per month.

Taken together, these findings suggest that PMF for PodShot is within reach but conditional. The problem is validated, the core solution works, and users express willingness to pay. However, sustained PMF depends on closing the retention gap, overcoming habitual inertia, and designing a business model that accommodates cyclical rather than continuous engagement. Beyond PodShot specifically, this thesis contributes to the broader understanding of how AI-enabled complementary tools can pursue PMF within dominant platform ecosystems, where adoption depends not only on product quality but equally on overcoming structural platform dependency and deeply embedded behavioral inertia.

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IV. Appendix A: Semi-Structured Interview Guide

Research Objective: To explore the pain points, customer values, and adoption barriers of knowledge-driven podcast and video consumers, and to assess the perceived value of PodShot as an AI-enabled moment-capture tool following a one-week prototype testing period.

Estimated Duration: 45 minutes

Interview Type: Semi-structured

Target Group: Young adults aged 23 to 25, currently enrolled in university or in the early stages of their professional career, consuming at least two hours of knowledge-driven podcast or YouTube content per week primarily during multitasking situations.

Interview Setting: Online via video call, audio recorded with participant consent.

Section A: Introduction and Background (Approx. 5 to 10 minutes)

Purpose: Establish rapport, explain research purpose, and gather background information on the participant's listening habits and knowledge consumption behaviour.

Guiding Questions:

1. Please briefly tell me about yourself, who you are, what you do, and how we know each other.
2. How often do you listen to podcasts or watch YouTube videos, and what kind of content do you typically consume?
3. In what situations do you usually listen or watch, for example commuting, exercising, or doing household tasks?
4. Would you describe yourself as someone who listens primarily for entertainment, for learning, or for both?

Section B: Pain Point Exploration (Approx. 10 minutes)

Purpose: Understand the participant's current experience with knowledge retention during passive listening, identify existing workarounds, and uncover the depth and frequency of the problem before exposure to PodShot.

Guiding Questions:

5. Have you ever encountered a moment during a podcast or YouTube video where you heard something valuable but could not capture it in time? Can you describe a specific situation?

6. What do you currently do when you hear something you want to remember during passive listening?
7. How satisfied are you with your current approach to capturing insights from podcasts or videos?
8. How often would you say you lose an insight that you wished you had captured?
9. Have you ever tried any tools or apps to help you retain knowledge from podcasts or videos? If yes, which ones and what was your experience?

Section C: Prototype Experience (Approx. 15 minutes)

Purpose: Explore what participants noticed, valued, and found friction in during the one-week testing period with the PodShot prototype, grounding their feedback in direct lived experience.

Guiding Questions:

10. Can you walk me through how you used PodShot during the past week? In which situations did you use it and how often?
11. What was your first impression when you started using PodShot?
12. Was there a specific moment during the week where PodShot felt particularly useful or valuable? Can you describe it?
13. Which specific features of PodShot, such as the transcript, key highlight, embedded clip, or notes, did you find most and least valuable during the testing week?
14. Were there any moments where PodShot felt frustrating, confusing, or unnecessary? Can you describe what happened?
15. How did using PodShot compare to what you normally do when you want to capture something from a podcast or video?
16. Did you go back and review any of the moments you captured during the week? If yes, what was that experience like?
17. Was there a specific moment during the week where you thought: this would be more valuable if it could also do this? Can you describe what feature you were missing?

Section D: Perceived Value and Adoption Barriers (Approx. 10 minutes)

Purpose: Assess whether participants would integrate PodShot into their regular listening routine, identify what would prevent adoption, and explore willingness to pay as a signal of genuine perceived value.

Guiding Questions:

18. After using PodShot for a week, what would you miss most if the tool disappeared from your routine tomorrow?
19. Can you imagine using PodShot regularly as part of how you consume podcasts or videos? What would need to be true for that to happen?
20. What would prevent you from using PodShot regularly, even if you found it valuable during the testing week?
21. Do you currently pay for any productivity or knowledge management tools? If yes, which ones and approximately how much? Are there any existing tools or apps whose features you would like to see integrated into PodShot?
22. If PodShot were available as a subscription service, what would feel like a fair monthly or annual price given the value you experienced during the testing week?

Section E: Reflection and Closing (Approx. 5 minutes)

Purpose: Capture overall impressions, assess recommendation likelihood, and close the interview.

Guiding Questions:

23. Is there anything you expected me to ask that I did not cover, or anything else you would like to add?

Closing Statement: "Thank you very much for your time and for testing PodShot over the past week. Your insights are invaluable for understanding how AI-enabled tools can better support knowledge retention during passive listening. Everything you shared will be treated with full confidentiality and used exclusively for academic purposes."

Notes for Interviewer:

- Follow the participant's natural storytelling and maintain an open, empathetic tone throughout.
- Allow flexibility for spontaneous digressions that reveal underlying motivations or frustrations.
- Take short notes on emotional cues, emphasis, and hesitations for later thematic coding.
- Ensure anonymity and confidentiality of all responses before beginning the recording.

V. Appendix B: Hybrid Coding Tree for Thematic Analysis

Main Category	Sub-Code	Derived From	Definition / Coding Rule	Inclusion / Exclusion Criteria	Illustrative Quote (from transcripts)
1) Pain Points and Current Behaviour	Passive Loss Through Multitasking and Inattention	Literature (Cognitive Load Theory / Multitasking)	Instances where participants lose or fail to process insights because they were listening while performing other tasks.	Include content loss during multitasking situations and inattention. Exclude workaround descriptions or tool usage.	"Especially when you are not completely concentrated but rather listening on the side. If you do not set out to actively write something down, you forget it quite quickly" (P6)
	Fragmented Workarounds and Retrieval Failure	Literature (TAM / Incumbent System Inertia)	Current methods participants use to capture or retrieve insights from content, including their shortcomings and retrieval failures.	Include all capture strategies and their limitations. Exclude satisfaction judgements coded under Silent and Cumulative Insight Loss.	"It is very annoying, because your phone is constantly cluttered with screenshots, simply overloaded. You would theoretically need folders just to find them again" (P1)
	Silent and Cumulative Insight Loss	Empirical (Inductive Refinement)	Participants' awareness of how frequently they lose insights, including the gradual, invisible, or retrospective nature of this loss.	Include loss frequency estimates, delayed awareness, and satisfaction ratings. Exclude specific workaround descriptions.	"I would say every time I do not apply that knowledge within the next one to two days, I forget it in about 80% of cases" (P8)
2) Prototype Experience	The Library as the Core Value	Literature (TAM / Perceived Usefulness)	Statements identifying the end-to-end system of capturing, storing, and retrieving moments as PodShot's primary value.	Include references to consolidated storage and direct-to-moment retrieval. Exclude individual feature evaluations.	"I actually think the best thing is simply this organization, that you can create a small library and put these mini-clips in there and then go directly to your specific topic" (P6)
	Feature-Level Assessment	Empirical (Inductive Refinement + TAM)	Evaluations of specific existing features including transcript, key highlight, embedded clip, notes, and folder system.	Include feature-specific assessments and rankings. Exclude requests for features not yet in the app.	"The AI always marks something in the transcript, and it is actually quite good. Especially with the medical videos, it really almost always marked the most important parts" (P6)
	Capture Friction	Literature (TAM / Perceived Ease of Use)	Friction points in the capture process including click count, app visibility, loading delays, and time selection difficulty.	Include UX friction during capture. Exclude forgetting to use the app and feature requests.	"It is already a few clicks to make a PodShot. You have to click on 'More', then on 'PodShot'. That is why you often do not think of it" (P6)
	Desired Additions	Empirical (Inductive Refinement)	Features participants wished PodShot had.	Include explicit feature requests not in the current version. Exclude evaluations of existing features.	"That would be a great feature, if it creates flashcards for you that you could then insert into StudySmarter, so you do not have to write them yourself anymore" (P4)
3) Customer Values and Perceived Value	Job to be done	Literature (JTBD Theory)	The underlying goal participants pursue with PodShot.	Include descriptions of saving specific segments, quotes, or data points. Exclude general listening motivations unconnected to capture.	The thematic direction stays in your head, but when there was a passage with important numbers, statistics, those unfortunately sometimes get lost" (P3)
	From Storage to Retrieval	Literature (IS Continuance Model)	Participants' recognition that PodShot's value depends on successfully reviewing captured moments, not merely saving them.	Include retrieval experiences and expressed need for active review mechanisms. Exclude feature requests without connection to the storage-retrieval tension.	"For me it would be very important that I have positive experiences with retaining the information. Because otherwise it would ultimately not really do much for me" (P8)

4) Adoption Barriers and Willingness to Pay	The Habit Gap	Literature (TAM / Incumbent System Inertia + Habit)	Instances where participants forget to use PodShot despite recognizing its value.	Include forgetting the app, needing reminders, perceiving capture as more effort than inaction. Exclude capture friction and delayed recognition.	"You really have to actively remind yourself: I have this PodShot app" (P6)
	Delayed Value Recognition	Empirical (Inductive Refinement + JTBD Theory)	Instances where participants recognize a moment's value only after the listening session, creating a mismatch between when capture is possible and when the need becomes apparent.	Include retrospective awareness of lost moments and preemptive saving behaviour. Exclude in-the-moment forgetting.	"I often have it that about a week or two later I suddenly realize: I had watched a video and there was something in it" (P5)
	Conditional Adoption	Empirical (Inductive Refinement + PMF)	Statements indicating that adoption likelihood depends on current life phase, academic situation, or content type, suggesting cyclical rather than continuous use.	Include phase-dependent usage estimates and content-type distinctions. Exclude general usefulness statements without conditionality.	"When I am in a phase where I am looking at a lot of new things, then I would use it a lot more. When it is a phase where I am not doing that, then less" (P5)
	Willingness to Pay	Literature (PMF / Value Threshold)	Stated willingness to pay for PodShot, including price points for current and improved versions and comparisons to other subscriptions.	Include specific price estimates, subscription comparisons, and payment conditions. Exclude value statements without monetary assessment.	"I would pay around four to five euros without thinking much about it, but not ten euros, because it is helpful but not essential" (P7)

VI. Appendix C: Participant Summary Table

ID	Gender, Age, Location	Status and Field	Podcast and YouTube Consumption	Primary Listening Context	Main Content Genres	Current Capture Behaviour	Core Values	Main Pain Points	Likelihood of PodShot Use	WTP Price
1	M, 23, Freiburg	University Student (History and German Language Teaching)	4–5 times per week (podcasts ~2x, YouTube video podcasts additionally)	Commuting to uni/work, exercising (cycling), cooking, tidying up	Football, general interest	Screenshots of timestamps	Conversational currency, casual learning	Phone cluttered with screenshots, loss often unnoticed	Conditional - needs routine integration, shortcut in Spotify/YouTube	~€2/month
2	M, 24, Duesseldorf	Full-time Consultant (Management Consulting)	Daily podcasts (20–30 min), YouTube on weekends	Morning routine (getting ready, brushing teeth, breakfast); going to work	Economic and geopolitical news, soccer summaries	Screenshots of timestamps	Professional knowledge sharing, staying informed for work	Screenshots get buried, sometimes not taken at all, 5–10 min to find sections	Very high	~€5/month
3	M, 24, Duesseldorf	Self-employed (Real Estate Management)	Committed to increasing Podcast consumption; YouTube for entertainment	Car rides, train commutes, at home during meal prep	News (Handelsblatt), investment/finance, sport	Mental bookmarking and manual scrubbing with skip buttons	Retaining precise data (numbers, statistics)	Specific figures lost, motivation to search drops after 1–2 days	Positive for investment/finance content, not entertainment	~€5–6/month
4	M, 24, Vienna	University Student (Business Engineering)	Podcasts rarely, YouTube frequently (mixed content)	At home - evenings on sofa/bed, while cooking	Math/engineering tutorials, political topics, cooking, entertainment	Writing things down (GoodNotes) or re-watching videos	Learning support for university	Not an auditory learner, forgets content after listening, re-finding videos is tedious	60–70% during exams, 30% outside	~€5/month
5	M, 25, Lisbon	Self-employed (App Development)	Very heavy YouTube user, minimal podcasts; ~50/50 learning and entertainment	At home while cooking, during work for tutorials	Coding/software tutorials, entrepreneurship, entertainment	None - too lazy to write things down, occasionally searches for video or asks ChatGPT	Future-proofing knowledge, low-friction saving	Realizes value 1–2 weeks later, videos can't be found again, loses more than he retains	Phase-dependent - high when learning, low during entertainment	~€4–5/month current, ~€6–7/month with features
6	M, 23, Freiburg	University Student (Medicine)	5+ hours/week; daily podcasts, YouTube heavily during exam phases	Morning (breakfast, getting ready),	Finance podcasts, medical learning videos, statistics	Notes on iPad/GoodNotes or Anki flashcards, but	Building a personal study library, structured	Content runs past during passive listening, loses	Current: 50%, with improvements: 70–80%	~€2.99/month current, ~€4.50/month with features

				commuting, evenings	courses, entertainment	only when actively decided	knowledge retention	insights every 4th–5th video		
7	M, 24, Duesseldorf	Gap Year between Bachelor's and Master's (Management), Consulting Internships	6–8 hours YouTube/week, minimal podcasts; 50/50 entertainment and informational	At home with full attention - after work, weekends, breakfast	Informational deep-dives on current topics, restaurant reviews, football highlights	Sends links to himself via iMessage self- chat; YouTube Watch Later (never revisits)	Extracting specific segments from longer content	Self-chat becomes unmanageable, YouTube Shorts have no save function, forgets things were saved	70–80%, tied to phases with active learning/research needs	~€3.99– 4.99/month
8	M, 23, Duesseldorf	Self-employed (Chess Startup)	~10 hours/week (1.5–2 hours/day); 80% learning, 20% entertainment	At home, evenings (10 PM– midnight), during work for tutorials	Coding tutorials, entrepreneurship, own chess podcast, history	Pen and paper - unorganized notes, sometimes transferred to computer, sometimes discarded	Extracting and retaining knowledge bytes, building a structured system	Very unsatisfied with current approach, 80% of knowledge lost if not applied within 1–2 days, Notion attempt failed	Current: 50%, with features: over 80%	~€2–3/month current, ~€7– 8/month with features

