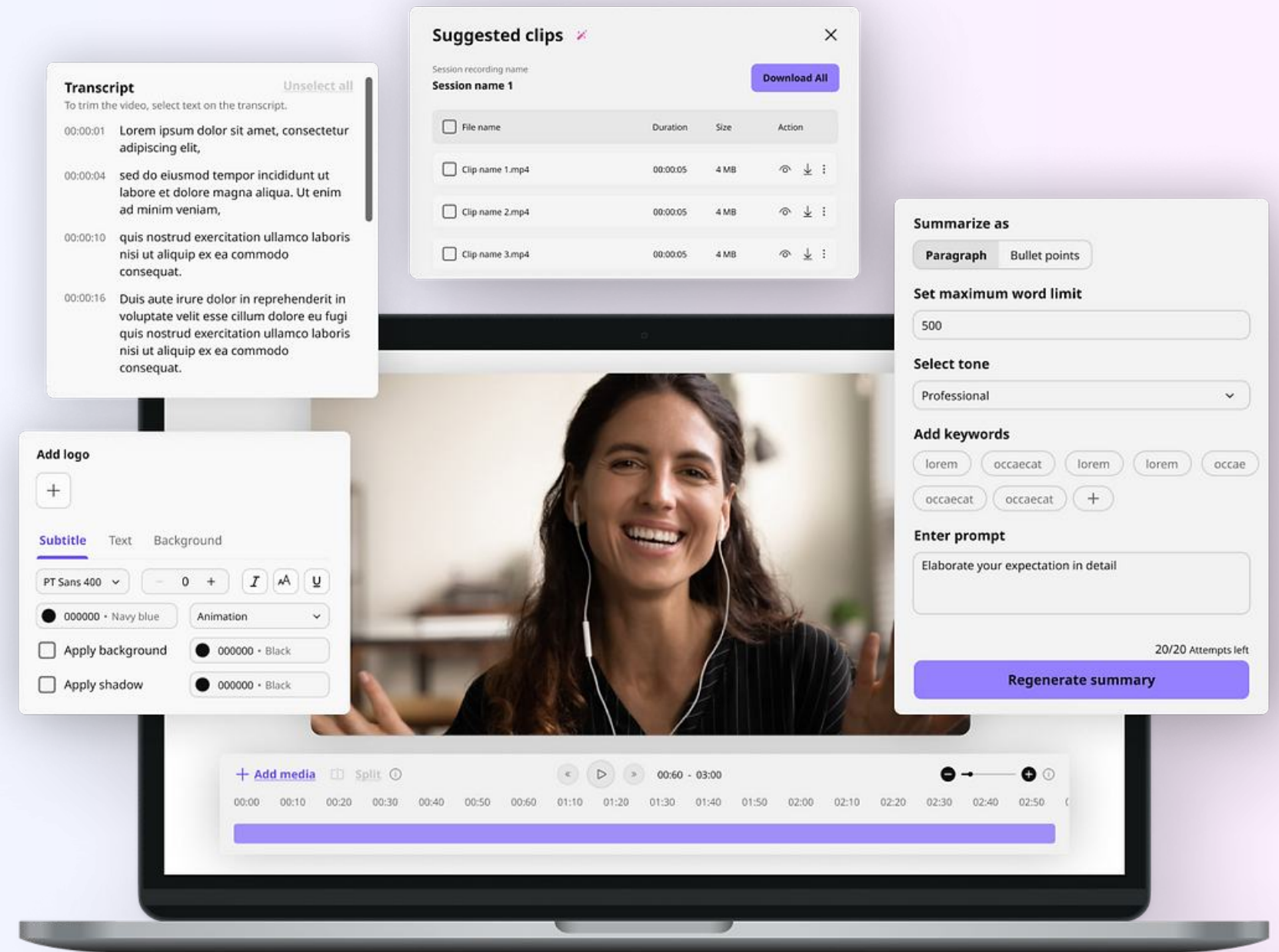




# Content creation from session recordings

Video Editor | AI based clip generator | AI based Summariser & blog post generator

Duration: 4 Weeks | Number of designers: 3 including myself



## Overview

**Airmeet** is a virtual conferencing platform primarily focused on marketer personas to generate high-quality leads by conducting webinars and large-scale, multi-track, branded events.

**Events are like goldmines for marketers** not just because of attendees who could be their future customers but also for the content generated from the events which they can use to further market their product/service. After hosting an event, marketers want to further use the session's recordings to generate lead. For that, they have to create short clips from the recordings and post it on various platforms.

## What probed us to invest in this project?

### Current way of usage of session recordings

Airmeet records all the speaker sessions and these recordings are available for attendees to access at a later time. This helps attendees, if they missed any of the sessions or want to listen again. Session recordings can be made accessible for a new user with registration.

### There were requests from event organisers for a -

- Capability to replace session recordings after a round of editing. The intent was to remove awkward silences, irrelevant talks, portions in which speakers A/V was misbehaving etc.

### Additionally we noticed the following behaviours from marketers -

1. Download recordings, create short clips and share on social media. Purpose is Knowledge sharing, brand awareness, attracting leads, community building etc.
2. Download recordings, recordings a bit and uploaded on their website, youtube channel etc. as a repository of knowledge.
3. Download recordings, with the power of AI, the transcripts were used to create summaries, blog posts etc.

These were all cues which made us think - why not have all content repurposing related capabilities within the Airmeet platform to help the journey of event marketers, our ICP.

**The requirements were discussed internally between key stakeholders from design, product, leadership and engineering. The discussion concluded to validate the idea and get a buy-in from some of our customers.**

**Myself** and a **PM** together did a round of requirement validation with some of our customers. Customers gave inputs on -

- Their journey of conducting events
- Activities they do post event with the recordings
- The tools they use for content editing
- The achievements in terms of goals and ROI

**All the findings were positive and were aligned in our direction of thoughts.**

**My role till now:** Initial idea, Discussions with PM, Validation of ideas with key stakeholders, Validation of ideas with customers

# Design Process

Interaction Designer + Myself

Interaction designer was briefed with the requirements and shared the documents gathered till now. Further process, timelines, check points etc. were discussed and decided.

## My role in the design process -

- Made sure the design process is been followed, while also making sure the project timelines are respected
- Maintained output quality - by providing feedbacks and ideas at each step
- Have been a design facilitator on review calls with stakeholders at each step
- Participated in interviews, usability studies
- Conducted in-depth UAT, suggested enhancements
- Proposed ideas for the next version of the product [Pasted few mocks at the end]

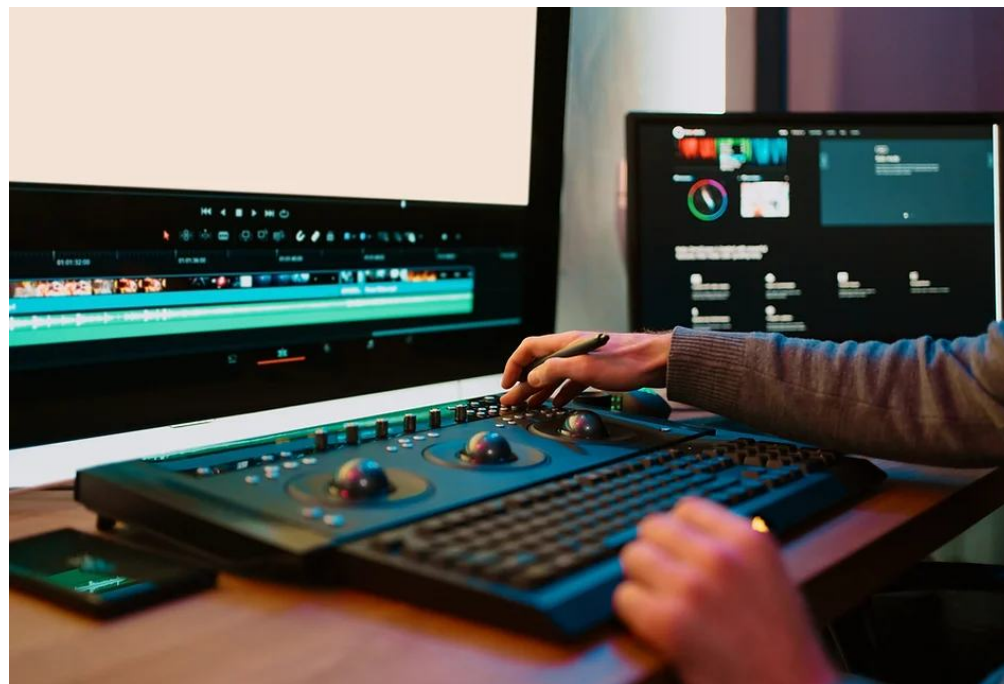


## Secondary Research

Source : <https://www.wyzowl.com/video-marketing-statistics/>

91%

of businesses use video as a marketing tool.



## Lack of time

remains the #1 barrier to video marketing adoption.

- **6 out of 10** marketers spend between the **11-50%** of their marketing budget on videos.
- **38%** of marketers create their content in-house. **24%** of marketers out-source the task.
- **75%** of marketers say they've used AI to help them create or edit marketing videos.
- **1/3** of marketers who don't use video say it's because they don't have enough time.
- **20%** of marketers who don't use video say it's **too expensive**.





## Primary Research

### Research Goals

- To know the mental model of the marketer and the **system by which they are currently generating post event content.**
- To understand the **pain points** of the video marketer.
- To understand the **role of AI** in the current video marketer's context.

### User Interviews

- A total of **5 marketers were interviewed.** 1 internal employee & other 4 marketers from client companies.
- [Click here to view the questionnaire.](#) View

### Verbatims of the interviewees

“Need the ability to add an intro/outro, remove certain parts from the session, and zoom in on relevant parts” - Aplitools

“We have to re-create the same content for mobile, web and iPad screens. Adding sub-titles to the video adds to the value of the content. Branding the video adds recognition & market value” - Cascade

“I think that as a starting point, just scaling it down into four or five different aspect ratios, adding the captions or having the chance to add the captions as an SRT or just, you know, automatically doing so, and then making sure that the branding is there. Adding an intro, adding an outro that's it.” - Cascade

“We need the ability to remove certain parts from the original recording, add an introduction or ending and zoom-in on relevant parts. We need to add company logo” - Lamdatest

“Their editing requirements are not much, they want to do basic trimming, add an intro & outro and add their logo. Currently, they have a person who does that using the Adobe tool” - Lamdatest

“First downloading and then again uploading and linking the video to third party tools is a cumbersome task. Leads to more cost because of multiple tools. It also hav data security issue” - Airmeet

“We need very basic features in the video editing tool. After video production, we also need to write content to be able to make a post” - Lamdatest

“We are trained in using video editing platforms. Hence, takes us a few attempts before we can actually learn the process” - Aplitools

### User Persona



**Angel Matson**  
Marketer, Utopia  
32 M | Tech Savvy

Angel is very busy product marketing professional. He works for a fast growing start-up with a lean marketing team. His company conducts frequent marketing events and he has to perform all the post-event tasks of editing and repurposing the session recordings. This takes up lot of his work-time as he is not a professional video editor.

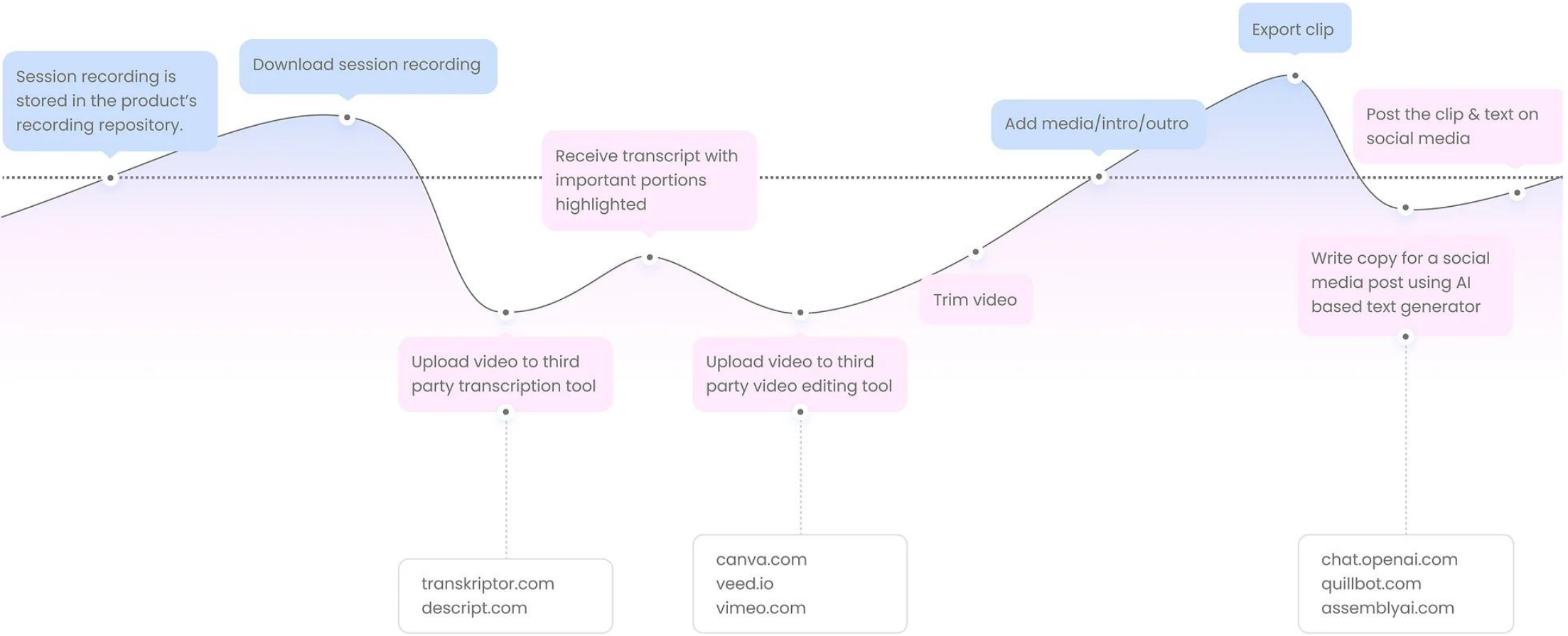
#### Pain points -

- **No time to go through individual session recordings.** Managing multiple tasks becomes overwhelming.
- **Using multiple tools** for video editing and copy writing, this makes the process time consuming & cumbersome.
- Professional tools can have a **learning curve.**
- Every tool has its own subscription charge which increases the **post production cost.**
- **Data security issue** because of usage of multiple tools.

#### Needs -

Simple one stop solution for video editing & text generation.

### User Journey Map



## Study competition and Video editing tools

We tried to study products like - Youtubetranscript.com, Veed.io, Vimeo, Chopity, Loom & Youtube summarizer. A total of 3 products - Welcome, Casted & Canva, were finally analyzed in-depth. Summary below -

Products	Positives	Issues
Welcome	<ul style="list-style-type: none"><li>• Instant creation of transcript.</li><li>• Transcript based cropping of session recording.</li><li>• Ability to search specific words/phrases in the transcript.</li><li>• 3 layout options.</li><li>• Ability to change background.</li><li>• Ability to show or hide captions.</li></ul>	<ul style="list-style-type: none"><li>• Ability to trim video on seek-bar is missing.</li><li>• Ability to edit the transcript is missing.</li><li>• Branding capabilities are missing.</li><li>• Ability to add logos/images is missing.</li><li>• Capability to add media is missing.</li></ul>
Casted	<ul style="list-style-type: none"><li>• Instant creation of transcript.</li><li>• Transcript based cropping of session recording.</li><li>• Ability to search specific words/phrases in the transcript.</li><li>• Ability to edit the transcript.</li><li>• 3 layout options.</li></ul>	<ul style="list-style-type: none"><li>• Ability to trim video on seek-bar is missing</li><li>• No layout options</li><li>• Ability to change background is missing.</li><li>• Ability to show or hide captions is missing.</li><li>• Branding capabilities are missing</li><li>• Ability to add logos/images is missing</li><li>• Capability to add media is missing.</li></ul>
Canva	<ul style="list-style-type: none"><li>• Ability to trim video on seek-bar</li><li>• Ability to add media</li><li>• Ability to add images/logo</li><li>• AI based text generation abilities incorporated</li><li>• Ability to split video</li></ul>	<ul style="list-style-type: none"><li>• Too many functions for a marketer who is not a power user.</li><li>• Trimming video with transcript is not available.</li></ul>

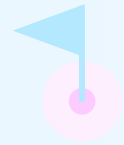


## Key Takaways

Marketers want to make the most of the content generated from an event. When a session recording is generated, they want to -

1. Create snippets out of that recording to create highlights clips
2. Remove certain bits/fillers/blanks from the recording.
3. Remove abrupt transitions and add smooth transitions to the recordings
4. Use the edited clips to replace the original session recording.
5. Change the layout of the clips to post on linkedin/mobile social media (shorts/reels).
6. Add overlays & branding to the clips.
7. Download the clips, use them as resources in future webinars, host them on webpages,
8. They also want to create blog posts & text-based assets from the session transcripts.





# Final Problem Statement

The process of converting session recordings into short and crisp consumable content pieces which can be posted on various platforms is time-taking and complicated. It involves -

- Viewing transcription to select portions
- Editing the video and adding styling components
- Generating relevant textual content

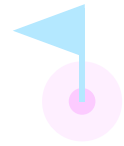
The challenge is to create a simple one-stop solution that can cater to all these functions.

## Goals

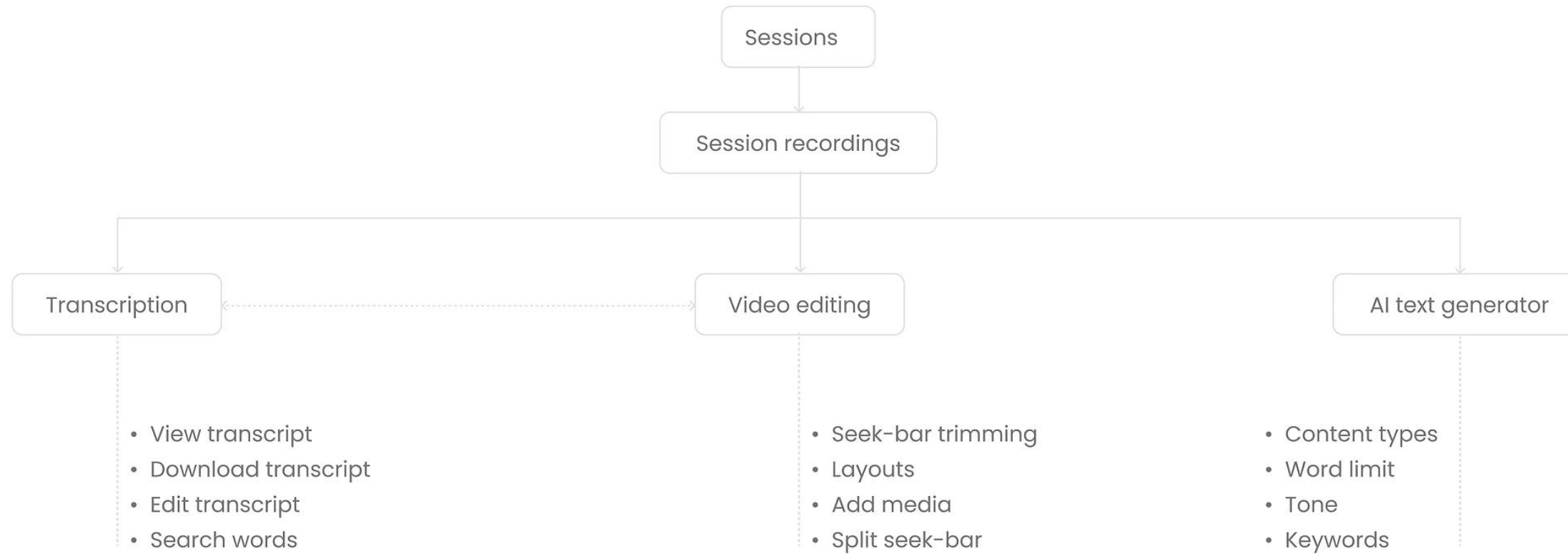
- The user should be able to immediately view the transcript and select portions for trimming from the recording.
- The user should be able to trim the recordings to create multiple clips (using seek-bar) with the desired branding/orientation/overlays/transitions so that they can be repurposed for different objectives.
- User should be able to generate appropriate textual content using AI for further using the clip.

## Success Metrics

- Number of B2B Marketer customers who edited at least one recording.
- Number of clips created from session recordings.
- Percentage of recordings edited.
- Number of clips re-used in future webinars.
- Number of clips hosted on content hub.
- Number of clips embedded on web pages.

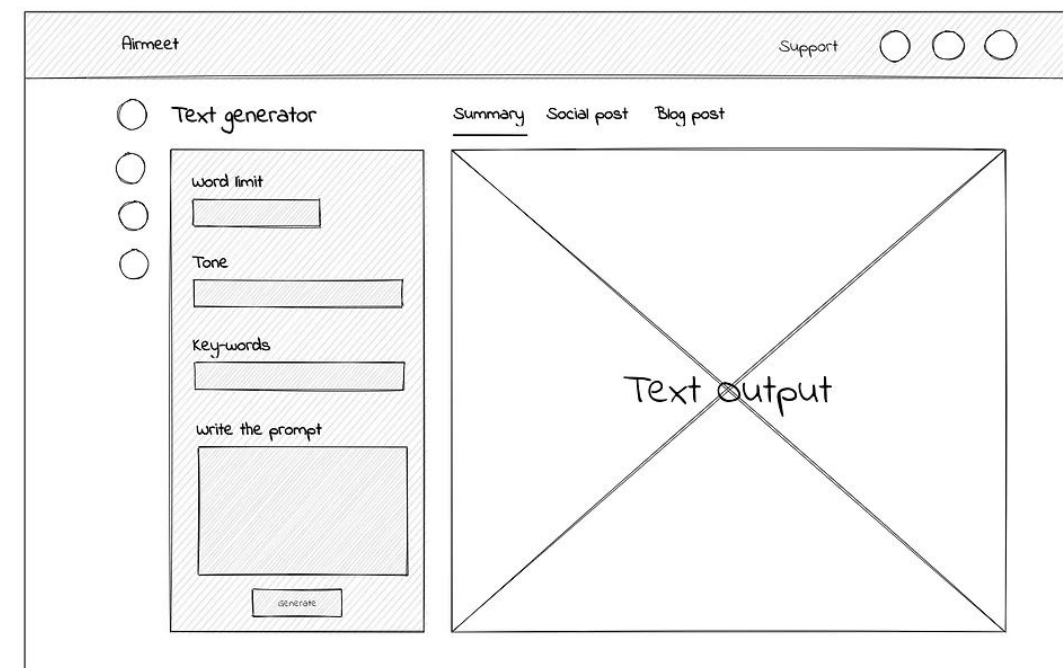
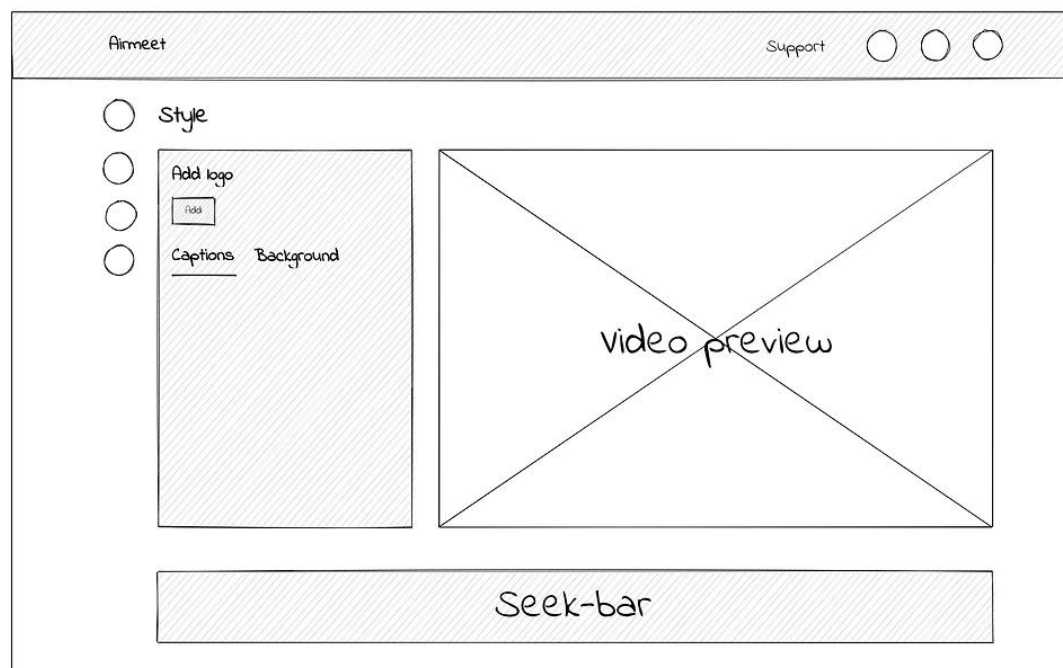
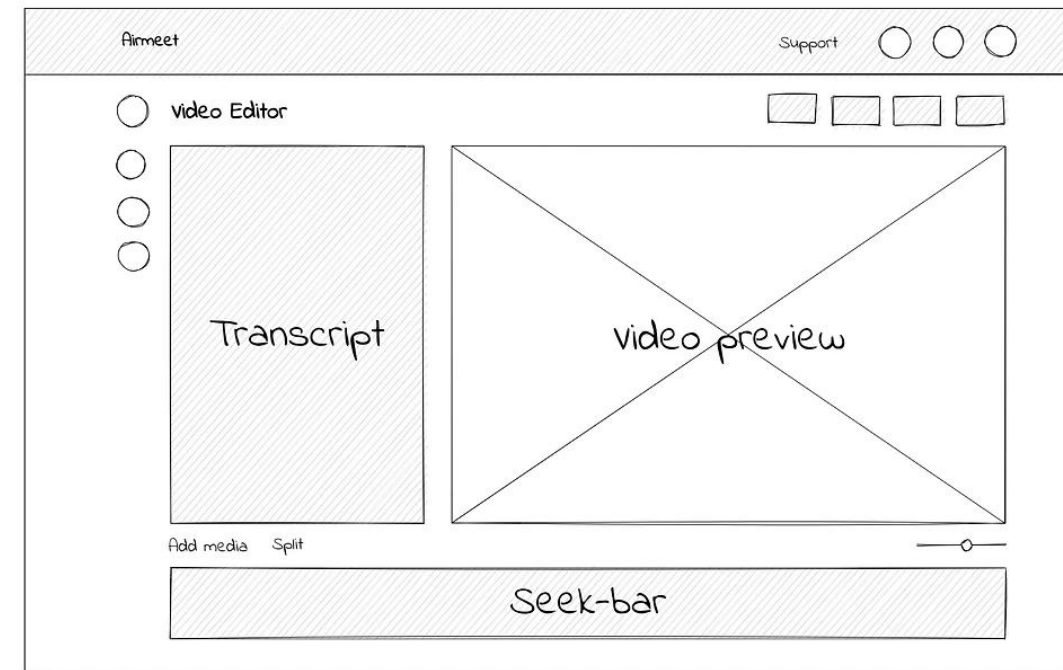
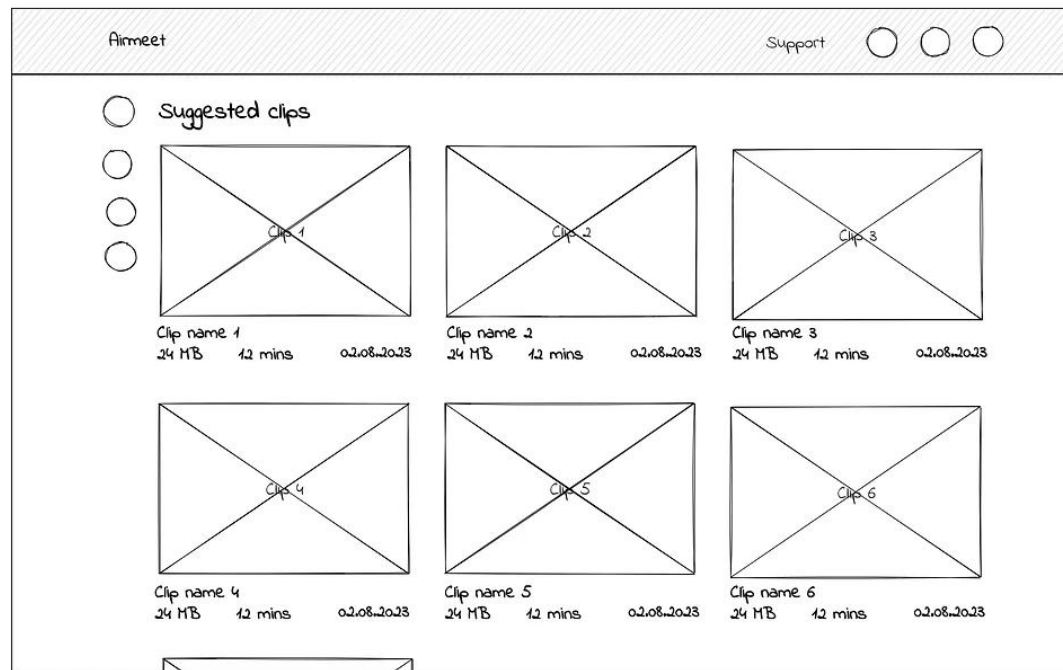


# Information Architecture





# Initial Ideas



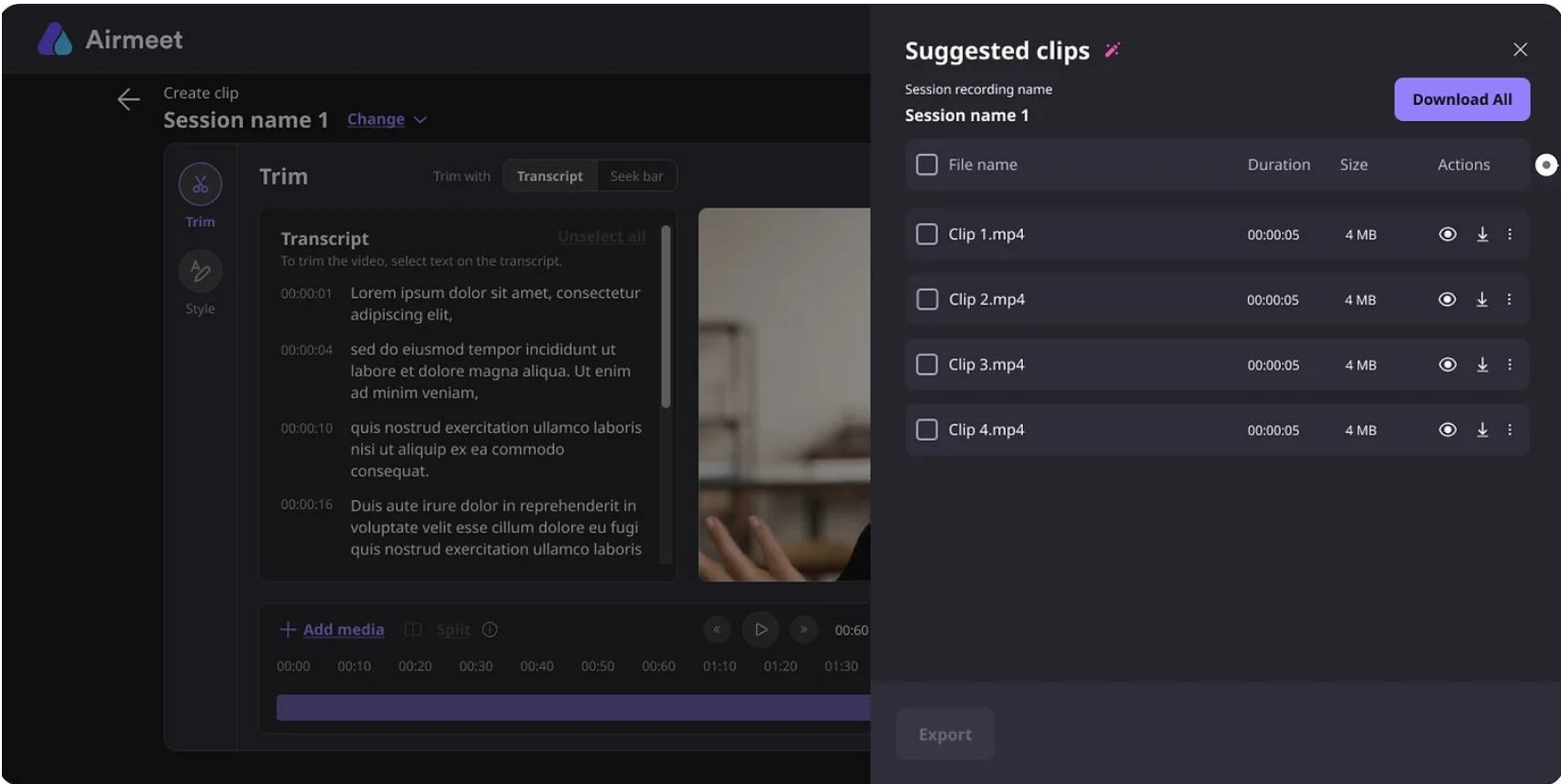




# Designs

Interaction Designer + Visual Designer + Myself

## AI suggested clips

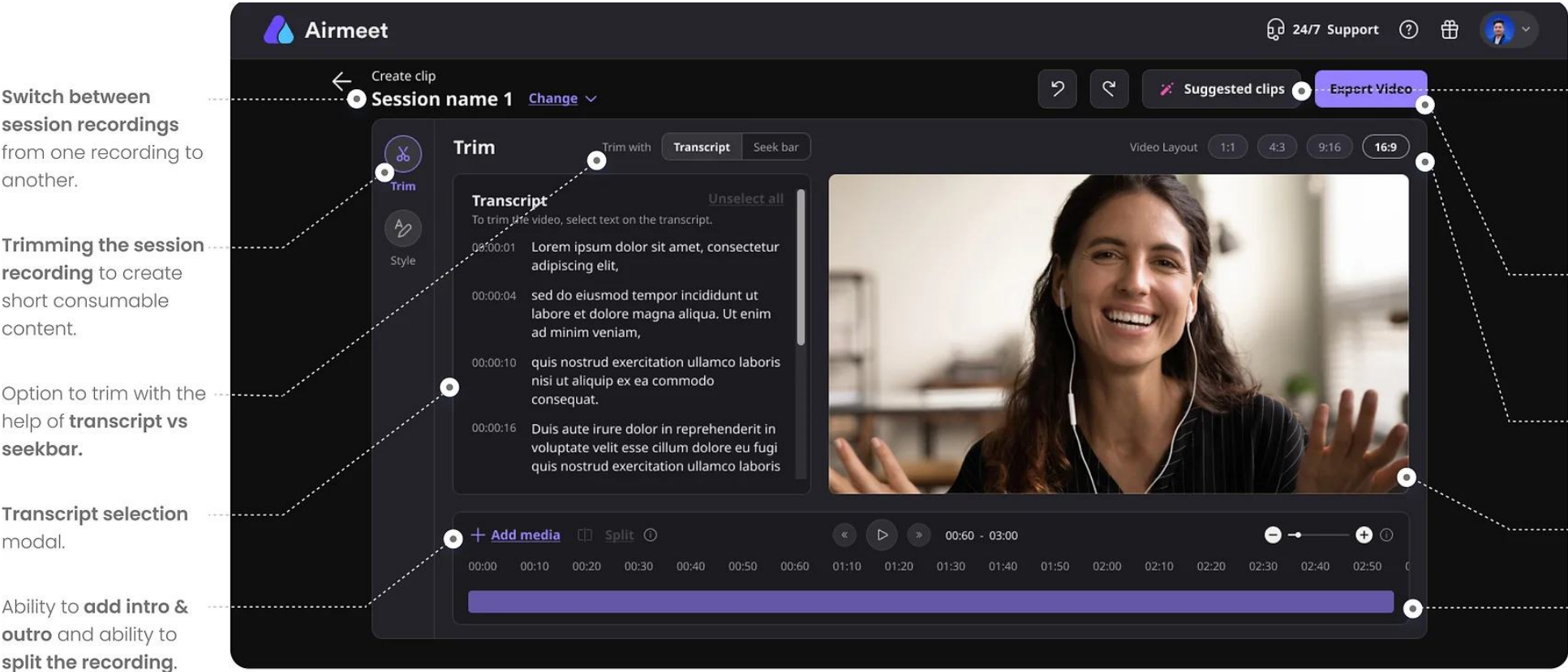


This modal pops-up as soon as the user lands on the video editor page.

This is a list of AI suggested clips created out of the main session recording.

Users can preview the clip or export it.

## Trimming, layout out selection, adding intro-outro



Switch between session recordings from one recording to another.

Trimming the session recording to create short consumable content.

Option to trim with the help of transcript vs seekbar.

Transcript selection modal.

Ability to add intro & outro and ability to split the recording.

Even after closing the modal, user can re-visit the modal by clicking on the 'Suggested Clip' CTA on top right.

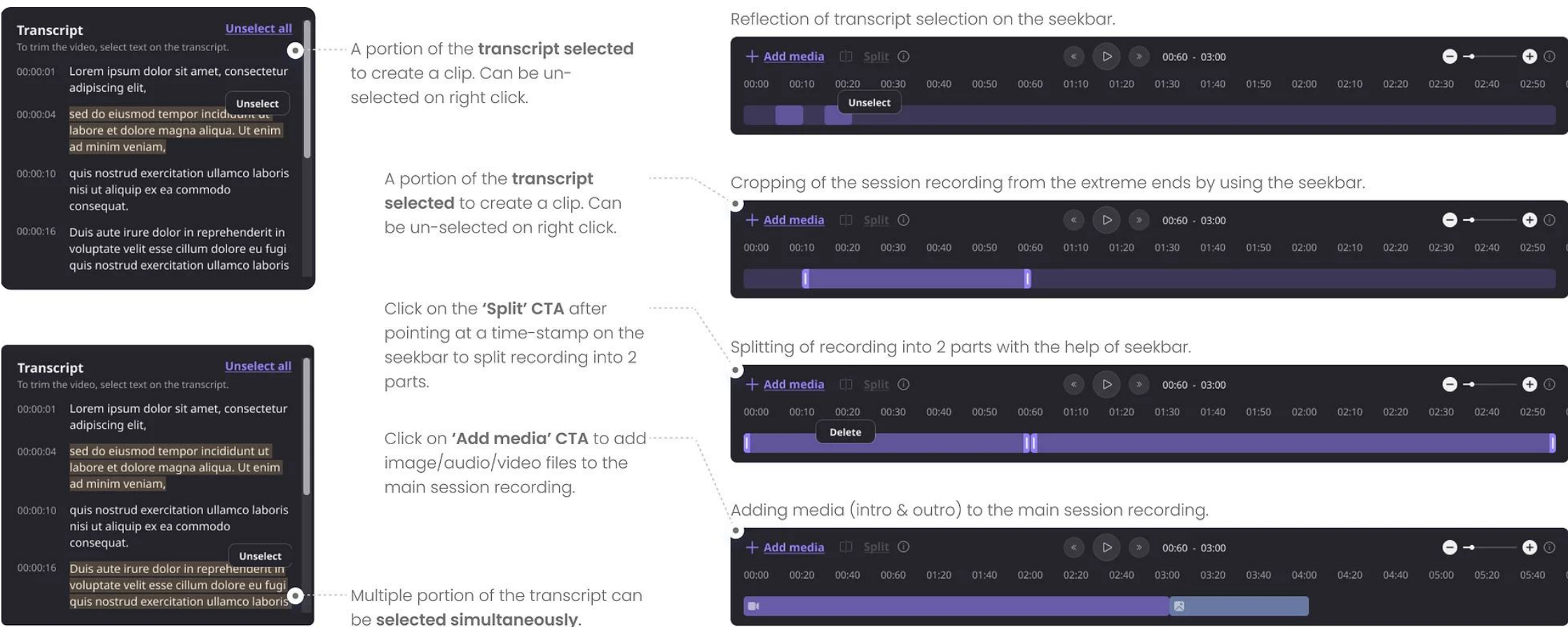
Users can export the clip created directly to third party platforms.

Users can switch between various screen layouts.

Preview of the video being created.

Seekbar to manually trim the recording.

## Various states of the transcript widget & seek-bar



A portion of the transcript selected to create a clip. Can be un-selected on right click.

A portion of the transcript selected to create a clip. Can be un-selected on right click.

Click on the 'Split' CTA after pointing at a time-stamp on the seekbar to split recording into 2 parts.

Click on 'Add media' CTA to add image/audio/video files to the main session recording.

Multiple portion of the transcript can be selected simultaneously.

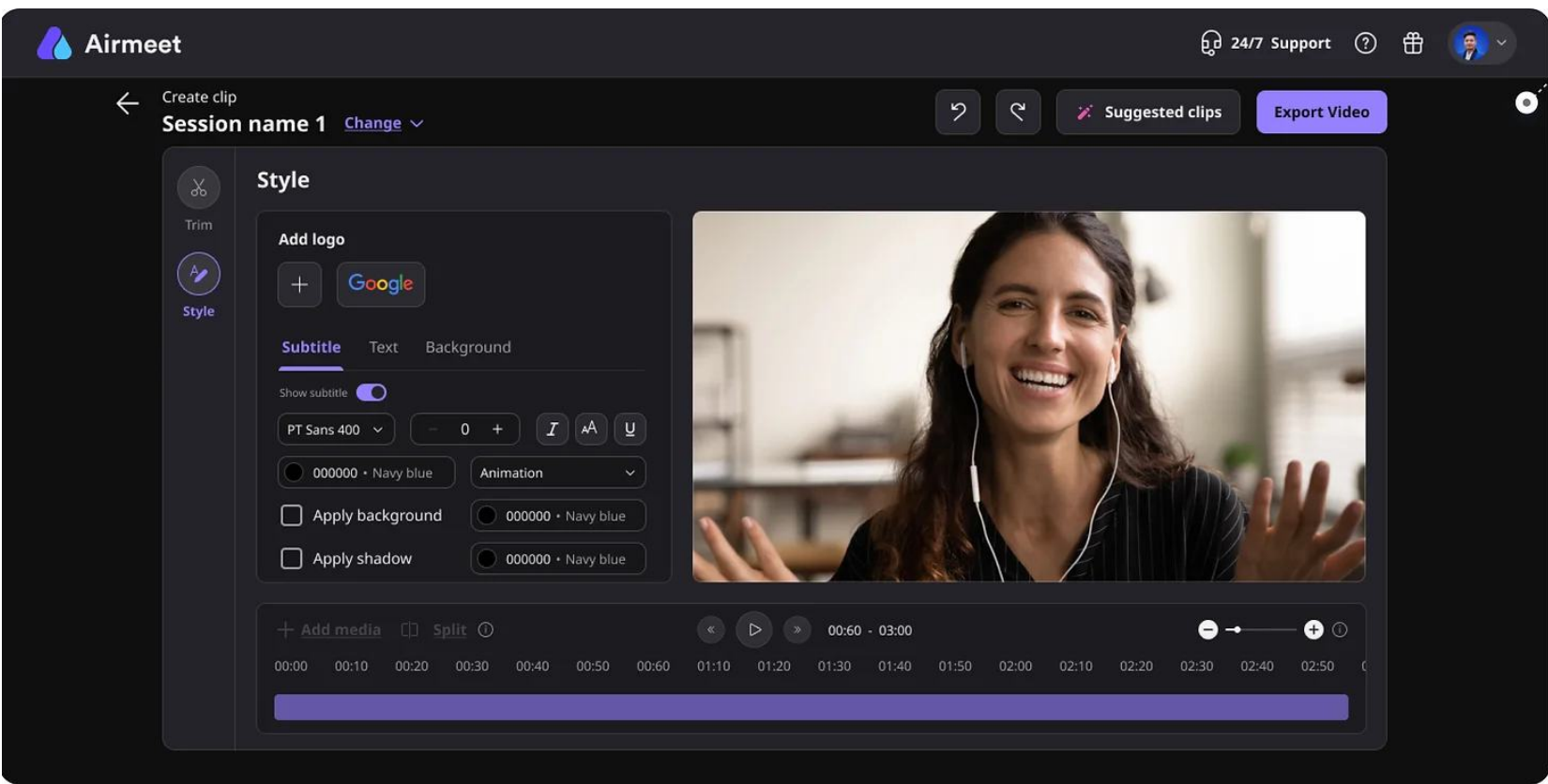
Reflection of transcript selection on the seekbar.

Cropping of the session recording from the extreme ends by using the seekbar.

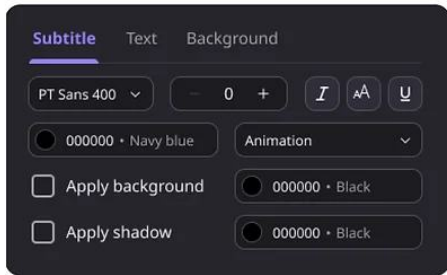
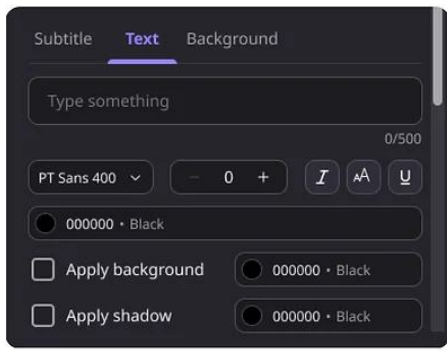
Splitting of recording into 2 parts with the help of seekbar.

Adding media (intro & outro) to the main session recording.

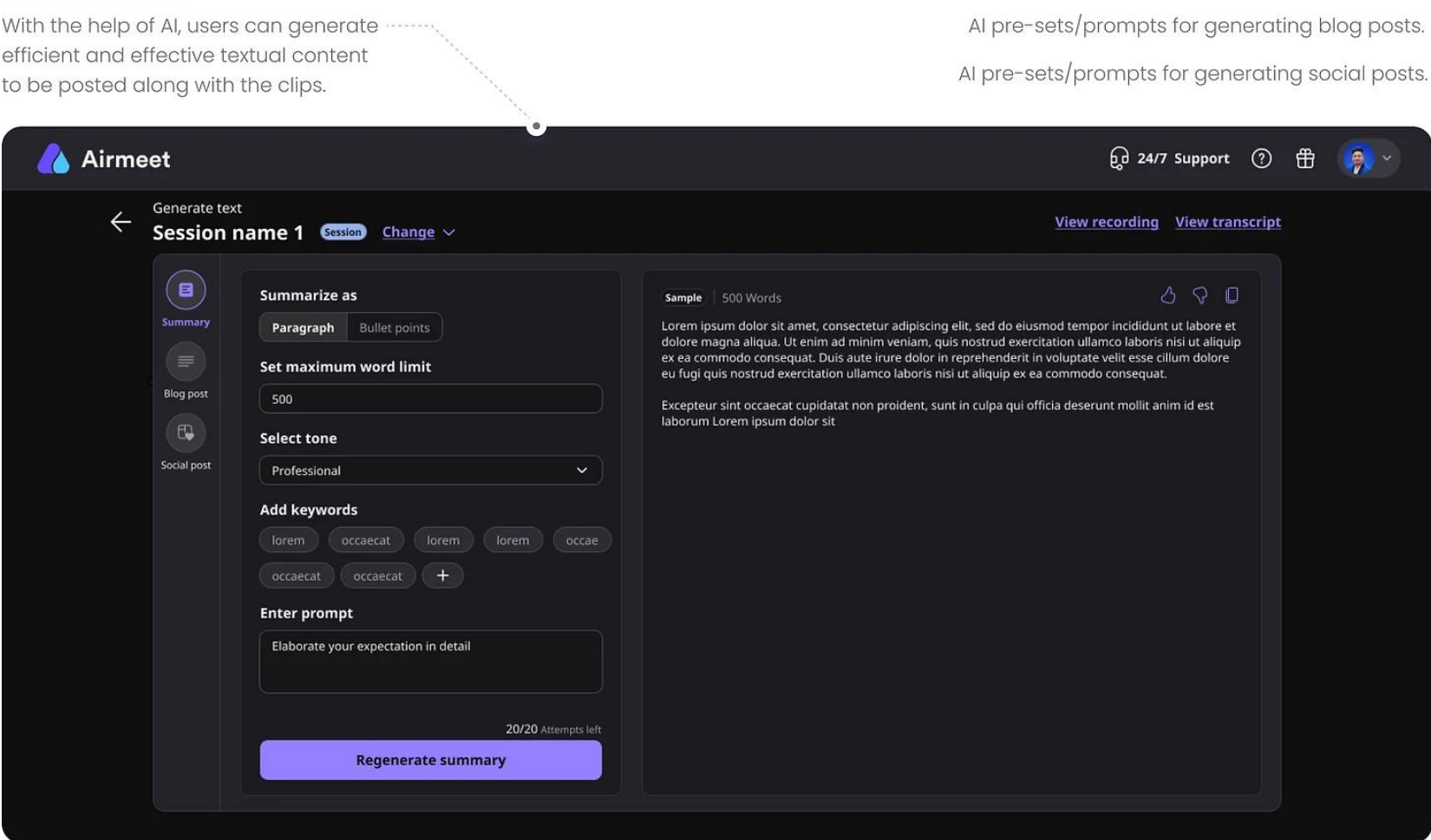
## Branding, captions & backgrounds



The style tab helps user to customize the subtitles, add text/image/graphic overlays & set backgrounds.



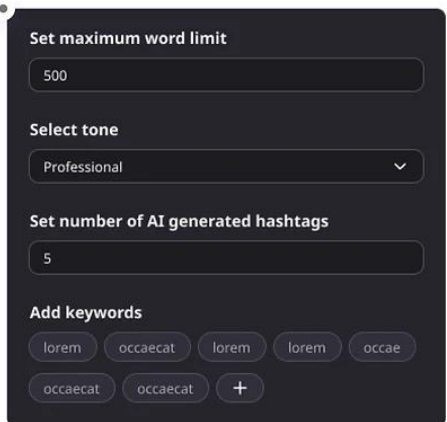
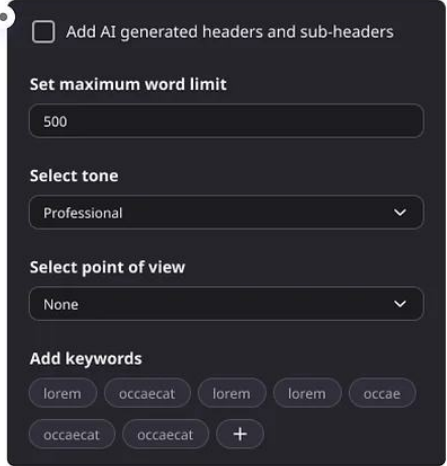
## Generating textual content with AI



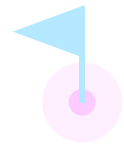
With the help of AI, users can generate efficient and effective textual content to be posted along with the clips.

AI pre-sets/prompts for generating blog posts.

AI pre-sets/prompts for generating social posts.







## User Testing

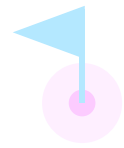
User testing took place by the help of the same 5 marketers were interviewed. 1 internal employee & other 4 marketers from client companies

### Feedbacks

- Ability to edit the transcript before editing the video and ability to search keywords from the transcript might improve & simplify the UX.
- Along with AI text generation, thumbnail image generation might also be useful to make a social media post or blog post.
- Nomenclature - 'Create clip' or 'Video editor' or 'Text generator' does not do justice to respective the features.
- These are extremely powerful features, which are hidden under the sessions > session recordings page. Discoverability could be a challenge leading to low adoption.
- Ability to be able to directly make the post to social media platforms from Airmeet can also be given a thought.

### Way Forward

- Edit the transcript & ability to search keywords - to be taken up in V2.
- Thumbnail image generation - Can re-use the current AI based image creation feature (to be taken up in V2)
- 'Create clip' & 'Text generator' to be terminologies to be used based on the competitor study.
- Discoverability needs to be addressed immediately on summary page (event dashboard), session recordings page (event dashboard) & session recordings page (community dashboard).
- Directly make the post - to be evaluated.



# Improved discoverability

Banners for increasing discoverability / visibility of the 'create clip' feature

**Airmeet**

**Personal Finance for Dummies** Upcoming • 5 days from now  
26 Dec 2021, 9:00 AM IST - 31 Dec 2022, 6:00 PM IST • Conference

Summary Registrations People Sessions Event spaces Branding Emails Integrations Automations Analytics

**Summary** View landing page

**Schedule** (140 activities) View

- 26 Dec 08:45 AM - 09:00 AM Pre-event networking 15 mins
- 26 Dec 09:00 AM - 10:00 AM Personal Finance for Dumm... 1 hour
- 26 Dec 10:00 AM - 11:00 AM Personal Finance for Dumm... 1 hour 30 mins

**Speakers** (15) View

**Hosts** (1) View

**Sponsors** (10) View

- amazon
- WhatsApp
- ATLASSIAN
- +

**Booths** (23) View

- Pivotal
- zendesk
- Acme
- +

**Registrations**

325 Registrations  
675 of 5,000 registrations left  
25%

**Create video clip**  
Want to create clips by trimming the recordings?  
[Go to recordings](#)

**Event details** Edit

- 26 Dec 2021 to 31 Dec 2021, 9:00 AM IST
- Lorem Ipsum, or ipsum as it is sometimes known, is dummy text used in laying out print, graphic or web design... Show more
- Anyone with link can enter
- Acme Inc.
- contact@acme.com

**Event settings**  
Showcase Premium features

- ✓ Session replay
- Universal Streaming Key

**Airmeet** Search or jump to... K

**Personal Finance for Dummies** Upcoming • 5 days from now  
26 Dec 2021, 9:00 AM - 6:00 PM IST • Social webinar

Summary Registration People **Sessions** Event Spaces Branding Emails Integrations Automations Analytics

**Session recording**

Recording quality on a free plan is limited to SD. Upgrade your current plan to get HD recordings. [Learn More](#)

If you find any issue(s) with recording files, please contact us at [support@airmeet.com](mailto:support@airmeet.com).

Recording will be available only if webinar is completed and recording is turned 'On'

**Create video clip**  
Want to create clips, change layouts and add styling components to the video? Click on 'Create clip' below.

**Embed clip**  
Want to use clips on your website? Click on 'Embed clip' below.

Search by session name or event name

Filter

Session name	Date	Status	Duration	Actions
The Show must Go on: Sales & even...	31 Aug 2023 07:00 PM	Available	0 mins	<a href="#">View recordings</a> ▶ ⬇️ 🔊 ⋮
Sales & even management	31 Aug 2023 07:00 PM	Processing	0 mins	<a href="#">View recordings</a> ▶ ⬇️ 🔊 ⋮





# Design Handover & UAT

Designs were handed off for development. Few corner cases scenarios were addressed/resolved during the development phase. Once the development was complete, I conducted the UAT (Since the Interaction designer moved our from the org.).

The **UAT concluded in identifying many interaction details missing**. Listing few below -

1. **The marker:** The capability to move the marker is not there.

- The marker to be made easy to handle, to move left or right and drop any where within the time line.
  - The marker to be highlighted on hover (With a different colour may be?)
  - Default height of the marker to be increased, especially the portion to hold and drag (the circle). The portion to hold and drag (Circle / any other shape) to be made bigger.
  - On hover on the seek bar, a light colour marker can be shown indicating a click is possible.

2. **The clip handle:** The handle is getting stuck with my cursor even after releasing.

- Once released, the cursor should be free.
  - The clip handle to be highlighted on hover (With a different colour may be?).

3. **The segment:** No highlight on hover

- The segment to be highlighted on hover.

4. **The time stamp information:** Hyphen is not the right notation. It gives a sense of a range indicator.

- Slash (/) to replace hyphen
5. **The tooltip on split CTA** is not contextual when the marker is already at the right position

- Copy to be contextually changing

6. **The split CTA is enabled and giving error message** (The message is not clear as well), even if the marker is in the middle of 2 segments OR at the start of all segments OR at the end of all segments

- The split CTA can be disabled when the marker is at any of the above mentioned positions

7. **Recovery:** Not possible to get back to the original clip user started operating on

- A CTA to be added to get back to the original video.

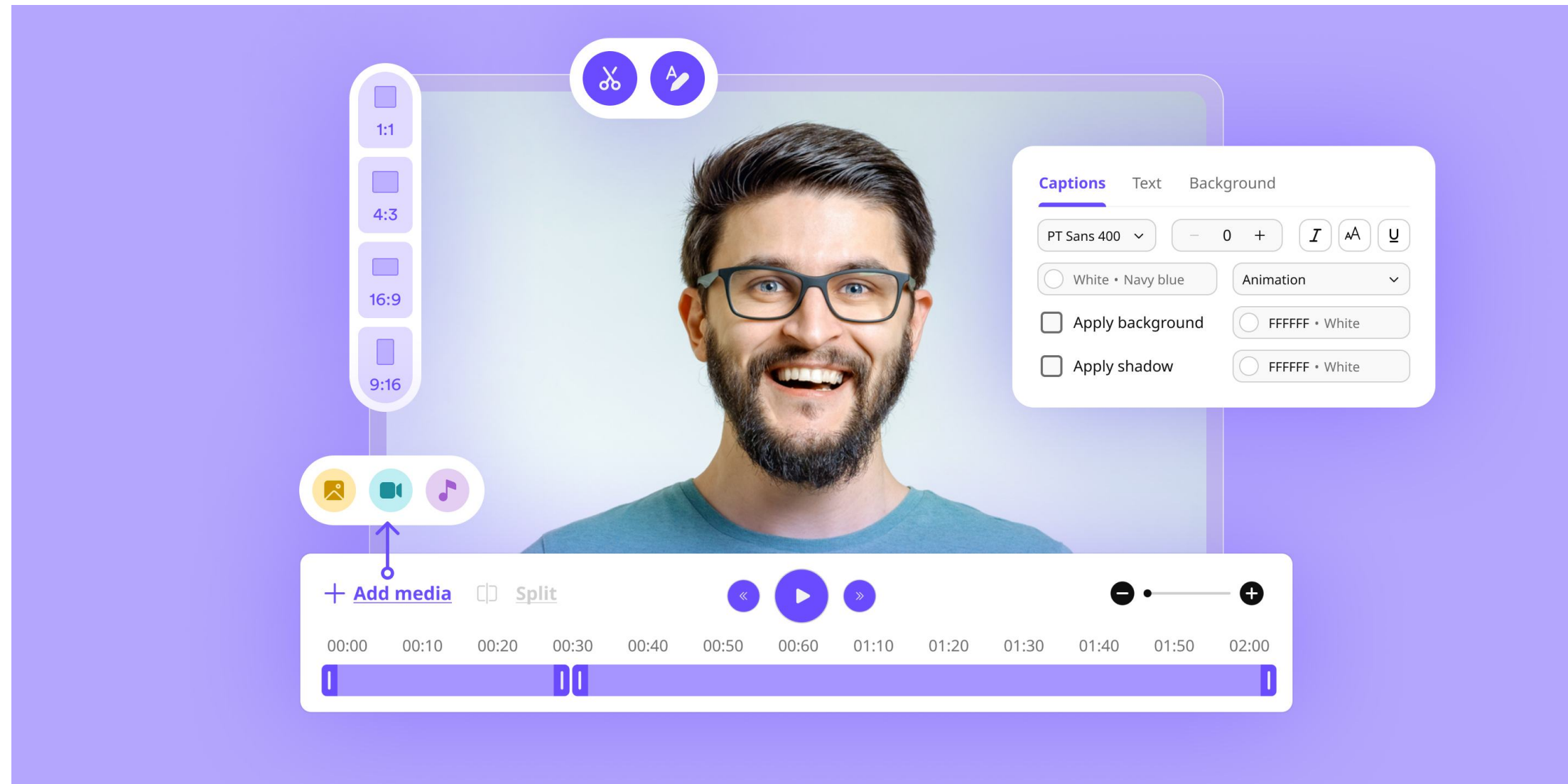
8. **The whole UI seems cramped** inside small container

- UI to be made full width
  - Header to be made compact
  - The seek bar and operations to be given more space
  - The seek bar can visually have analog audio indicators
- ## Improvements done
- All the above interaction suggestions and UI improvements were implemented.
-



## Help in PMM

PMM materials (Images, GIFs etc.) were created for marketing collaterals with the help of visual designer







## Final Outcome

From the time of release of this feature in Feb 2024, **83% (670)** of active communities conducted a GAM (Good Airmeet with 60+ attendees). **68% (455)** of communities who conducted a GAM **used Airmeet's video editor at-least once**

### 108

B2B Marketer customers **used Airmeet's video editor at-least once.**

- On an average **6 events** were conducted by this **108 B2B** Marketers in this timespan. The number varied from 2-24 events. Some of them were **multi-session webinars/events**

■ On an average **8 Videos** were edited by each of **108 B2B marketer customers.**

■ **973 short clips** were generated from session recordings

■ **32 instances of replacing** the original recording

Breakdown on the **purpose of editing a recording:**

- **17%** - Just explored the tool (Hope they utilise the tool next time)
- **8%** - Downloaded and replaced the original recording within Airmeet's platform.
- **20%** - Just downloaded. Probably they would have uploaded these recording in their website or uploaded in their Youtube channel.
- **55%** - Edited to export short clips. Probably to use in their marketing collaterals & social media

The above data indicated Airmeet's editor was a success and added strong selling points for our GTM team.





## Phase 2 of Video Editor

Further research I did in the space of content repurposing culminated in proposing few innovative features for the next version of Airmeet's video editor. Some of the features are listed below.

1. Re-arrange and modify speaker video streams
2. Layout customisation
3. Speaker timeline edit
4. Scenes
5. AI generated clips

Short descriptions and visuals for each of these features can be found in the landing page design below.

The above proposals were discussed with the Product Managers and Leadership. The discussion concluded - **to create a teaser for these features on Airmeet's website, to track interests from customers.**

I worked with a **visual designer** to get these features as mocks and created a landing page for the website.

