



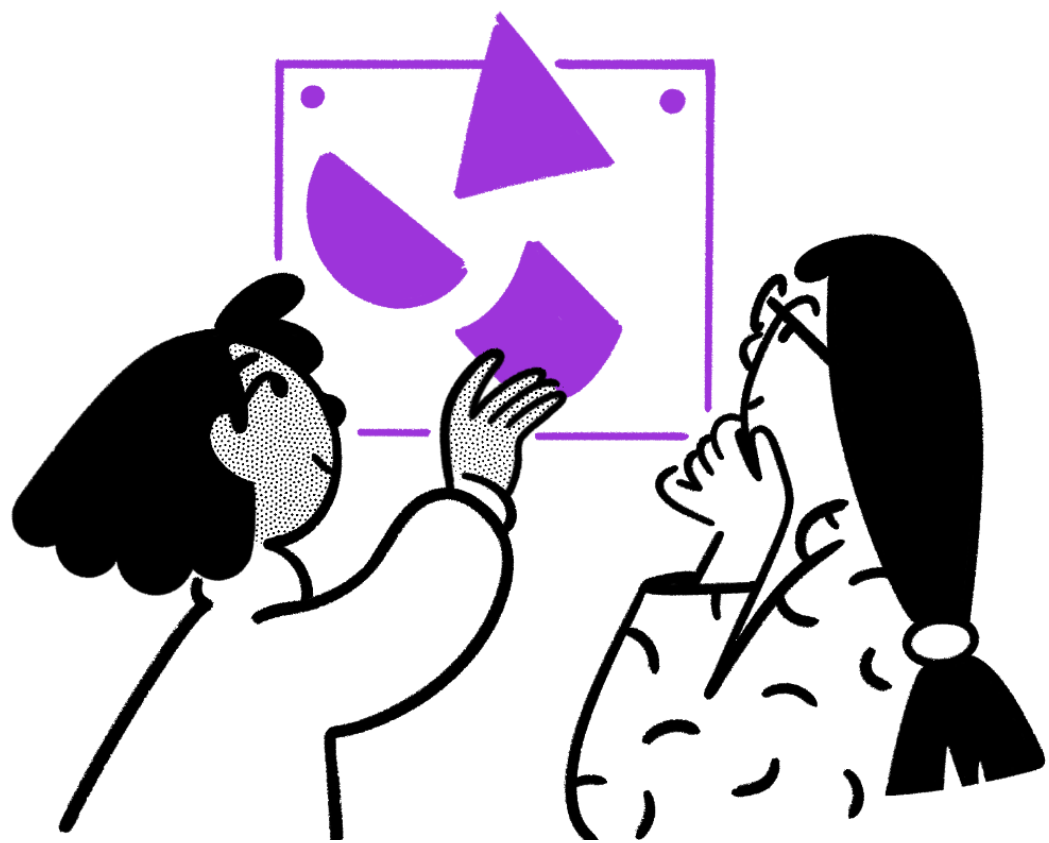
**Millions of people
have used Notion AI.
Here's what they're
doing — and what
you can learn
from them.**



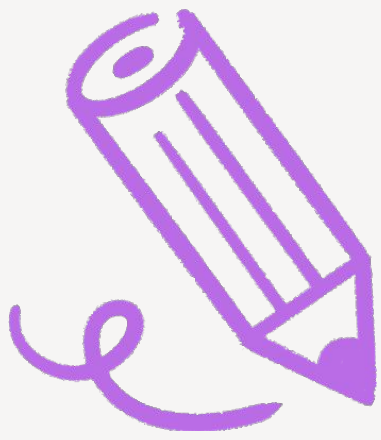


When we released the Notion AI alpha last fall, we expected that usage patterns would reflect the functionality that was best-known at the time — asking AI to compose rough drafts of writing based on simple prompts. Notion users certainly made plenty of those ‘generative AI’ requests. But even in these early days, the spectrum of usage for this emerging technology has been unexpectedly broad. For the past few months our user research team has been studying how people are working with Notion AI.

Here’s a quick look at what we’ve learned — and how you can put these learnings to work.



Translate. *Aa*
Summarize.”
Brainstorm. 
Write better. 



1. Write a first draft of pretty much anything

Yes, artificial intelligence programs can write first drafts of reasonable quality, and for much more than the poems, blog posts, and screenplay pitches everyone was talking about last fall. With one prompt from you (note: more detail is better!), Notion AI will deliver an instant first draft of pretty much any form of writing you can dream up.

Nor do you have to be starting from scratch to put generative AI to work. If you're starting with scattered notes, you can ask AI to turn those notes into a first draft for a product proposal, blog post, customer emails, or whatever else you're after. You can even start an email (or a blog post, or a press release, or anything), ask Notion AI to Continue, then just sit back and watch AI finish your first draft right there in real time. Yes, writing with AI really is that easy.

Acme Analytics

Acme Analytics

Acme Inc. is set to launch a new feature, Acme Analytics. In order to market this product effectively, it is important to consider the pros and cons of targeting millennial content creat versus small business owners.

Pros of marketing to millennial content creators:

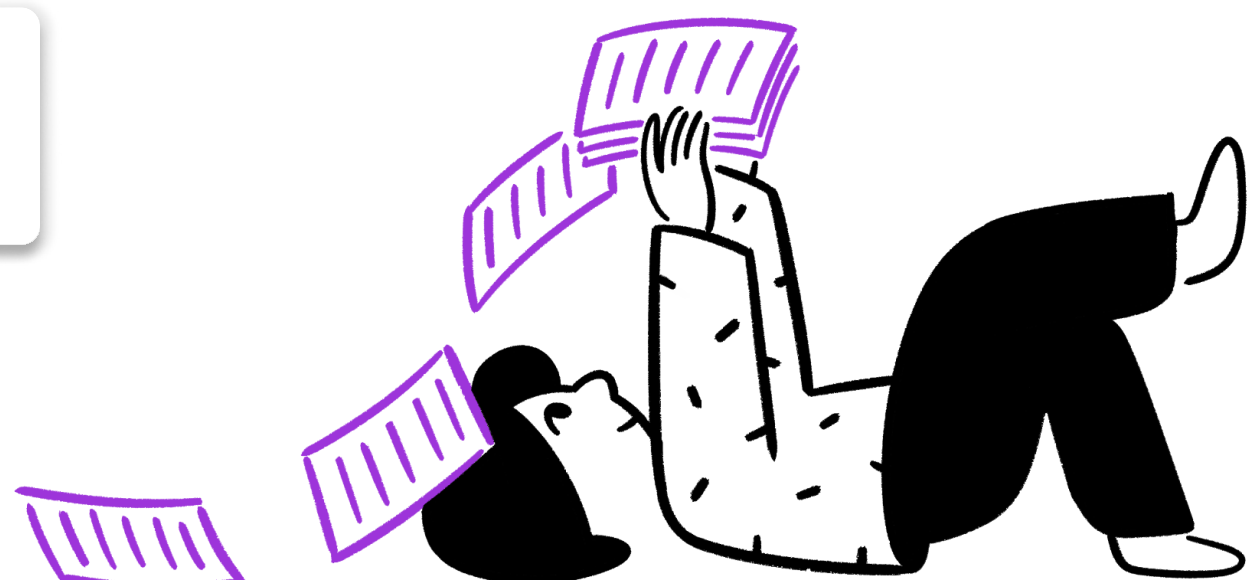
- **Tech-savvy audience:** Millennial content creators are typically early adopters of new technology, making them more likely to be interested in Acme Analytics.
- **Influencer marketing potential:** Millennial content creators

 AI is writing ...

Try again R Stop



Give AI a try: Hit **SPACE** and tell Notion AI what to write.





2. Improve your writing in all kinds of ways

First drafts from AI can help a lot, sparking ideas that give you creative momentum. But more than half of Notion AI users edit further, and very few accept the response as AI delivered it.

They don't have to; AI is helping Notion users improve their writing in numerous ways. Just as you can ask it to write any first draft, you can also ask for revisions to existing writing — to fix your spelling and grammar, make the pieces longer or shorter, make jargon more readable, adjust the tone to be friendlier or funnier, or more professional or more casual.

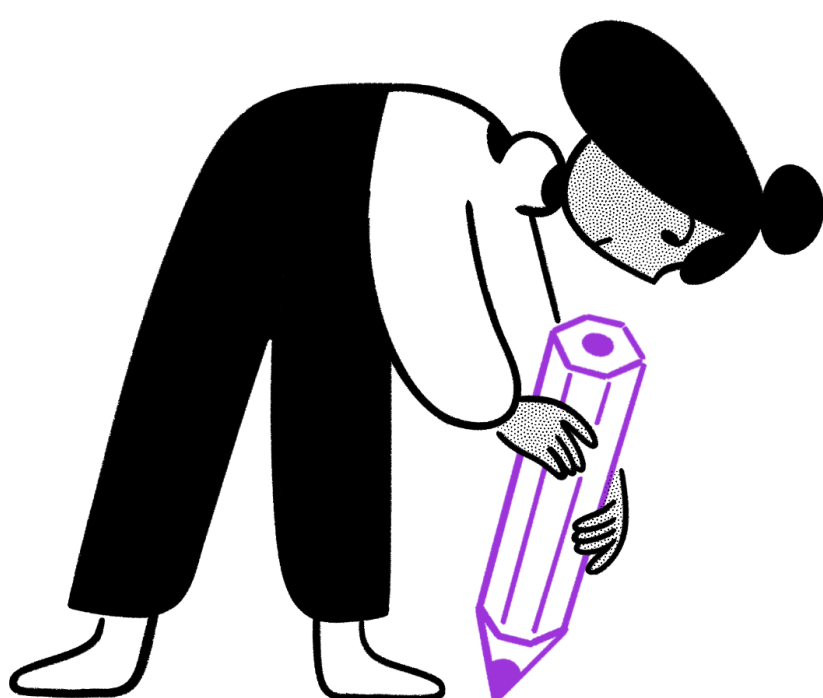
And Notion AI is iterative; its output improves with interaction. So once you've read a draft, you can ask for more revisions, and repeat that process until you're satisfied. The better and more detailed your prompts and follow-ups, the better the finished product you'll wind up with.



Startup idea

- A new kind of map app, for people who want help planning their trips without having to painstakingly build itineraries on their own
- The problem with most map apps is that they rely too much on your input, like having to build your own playlist of music
- Acme Maps will make recommendations proactively, pointing you to relevant and timeline points of interest along your journey, like a DJ that knows exactly what song to play next

✦ Based on these bullet points, write a startup pitch deck to introduce Acme Maps to potential investors. Include details about the total addressable market, a concise problem statement, and what makes Acme Maps different from the competition.]



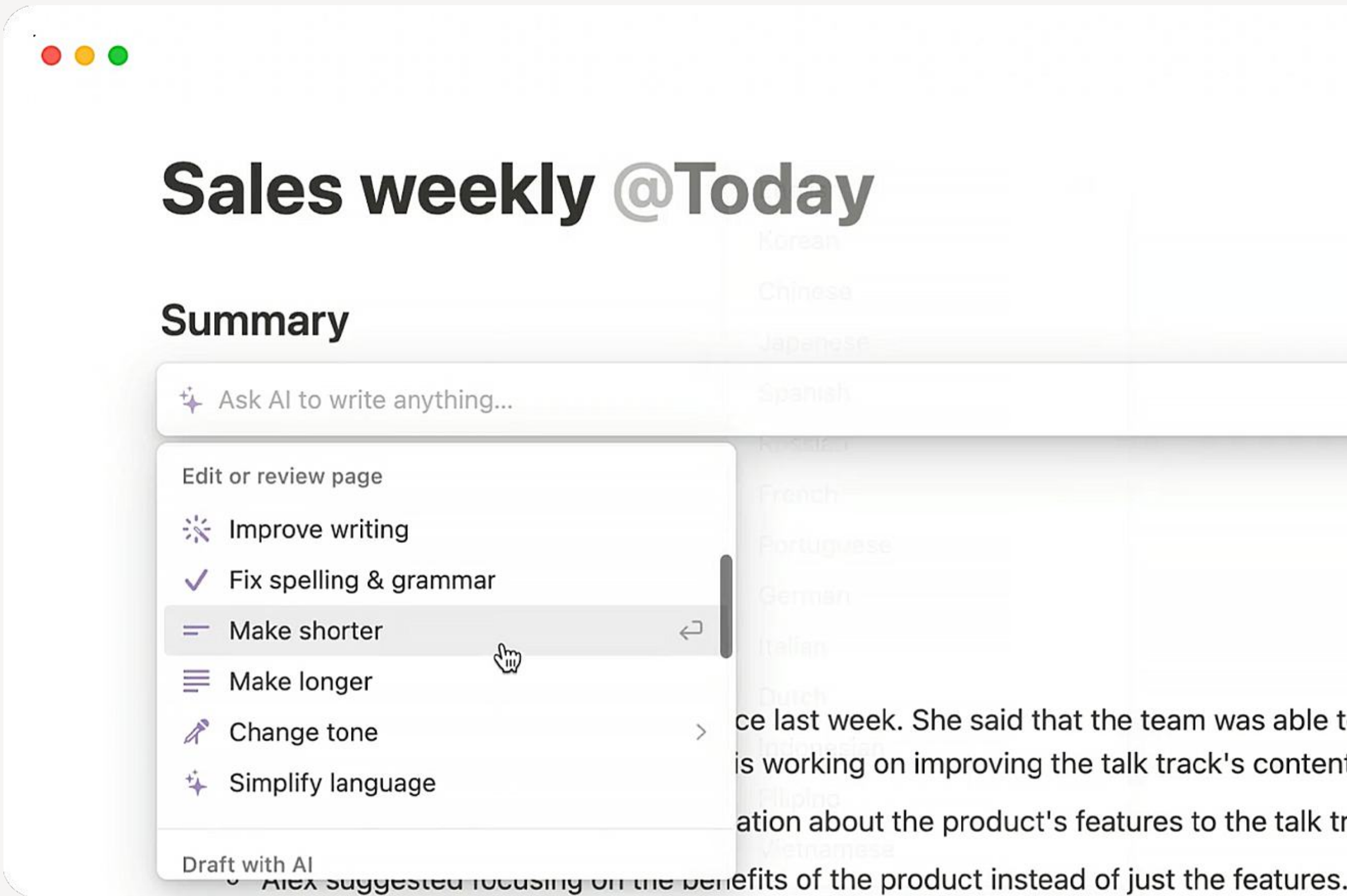
Give AI a try: hit SPACE on a page that already has content and you'll see options for using AI to improve the copy, or gather information from it. Highlight one passage and click Ask AI, and you'll see a menu for just that passage.



3. Get the TL;DR in seconds

For most of us, our work is based on collaboration, and all the content that comes with it — meetings and updates; action items and project plans; product documentation and user research. AI is helping Notion users understand and organize this blizzard of information. Readymade prompts let you ask AI to summarize a given piece of writing, explain certain passages, and translate copy into 14 languages (and counting).

You can also ask AI to review a given piece of writing and extract key information like research themes, sales insights, and action items. Put these requests into the form of a synced block, and then wherever you link those blocks, that same key information will be reproduced, and automatically updated whenever the content changes.



Give AI a try: to extract useful information from meeting notes, hit SPACE, select Summarize, then Action Items.

AI
/brainstorm

AI
/translate

AI
/summarize



4. Building a future AI that's just there

Just as people don't say the phrase "electric something" very often — whatever tool we're using, the electricity is implied — it's likely that we'll soon see AI as an essential part of our ongoing workflows. Whatever we're doing, AI will be "just there."

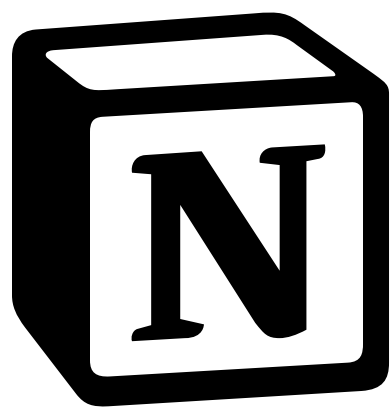
In fact, this is already happening. Notion users can now partner with AI for their full end-to-end writing workflow — the initial brainstorm and ideation process, structuring and outlining, creating the content, revisions, spellcheck, and even the final steps of distribution and socialization.

This last part used to be quite laborious. No one wants to write ten versions of the same document, and now no one has to. Once you've finished a document, you can have Notion AI translate, summarize, shorten or lengthen, even create distinct drafts by extracting the content that's most relevant to specific audiences, like the marketing or product team or company leadership. This isn't just AI making users better or faster at their jobs; it's AI allowing people to do things they simply wouldn't have been able to do before.

And this is all just the beginning. We're excited to keep creating new features that make AI part of our users' connected workspace in Notion, helping them run projects more efficiently, access information in your wiki more easily, and write documentation faster. For now, if you haven't done so already, see what Notion AI can do today.



Give AI a try: go to a new Notion page. Hit SPACE. Start exploring what's possible.



Turn ideas into action with Notion's AI-powered workspace, where modern teams organize knowledge, manage projects, and ship faster — all in one place.



[Request a live demo](#)