

note

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note Launches "note Question Box (β)," a New AMA Tool to Turn Creators' Q&As into Content Start instantly with just a note account



note will launch a new AMA (Ask Me Anything) feature called "note Question Box (β)" for all creators on May 26. This feature allows creators to receive questions from readers and fans and publish their answers. Because it links directly with note accounts, creators can start using it immediately after setup.

When a creator answers a received question, the response is automatically published to their dedicated Question Box page. By continuously answering questions, creators can build a repository of content that showcases their thoughts and expertise. Furthermore, readers' curiosity can inspire ideas for future articles. As AI increasingly changes how people discover information, saving one's own words on the web has become more critical than ever. note Question Box provides a framework that integrates dialogue with readers into the core of a creator's publishing activities.

note Question Box (β) Page URL: <https://note.com/qa>

*Clicking this link while logged into note redirects users to their personal Question Box page.

*Currently available on web browsers only.

Background of the Launch

The way people encounter information is beginning to change. According to a joint survey conducted by note and VALUES, Inc., 63.5% of Google search sessions are "zero-click" searches that do not result in a user navigating to a website (*1). As AI-generated summaries provide immediate answers on search result pages, opportunities for users to visit actual websites are declining.

AI generates answers primarily based on information published on the web. If individuals do not publish their expertise and thoughts, the opportunities for AI to accurately convey their existence remain limited. At Adobe Summit 2026, it was reported that many companies face significant gaps regarding how their information is displayed on AI platforms (*2). For individuals as well, the importance of leaving their own words on the web is rising.

For creators, engaging with readers and fans is a daily activity. Many creators currently use social media direct messages (DMs) or dedicated external question services. However, there has been almost no system where answers accumulate in the same location as the creator's main publishing activities. note has 11.78 million members and hosts 75.20 million pieces of content. By building a framework within note where question responses accumulate as creator content, the company aims to provide a platform where creators' words retain long-term value in the AI era.

*1 Source: Joint survey by VALUES, Inc. and note Co., Ltd., dated October 30, 2025.

*2 Source: Adobe Summit 2026 Keynote (April 2026, Las Vegas, USA).

Key Features of "note Question Box (β)"



1. Seamless Integration with Existing note Profiles

Because the system automatically displays the user's note profile (icon, display name, and bio), creators can start immediately upon setup. Shortcuts to the Question Box are also displayed on the creator's note profile page, allowing regular readers to find it naturally.

2. Turning Answers into Permanent Content

Answering a received question automatically publishes it to the question page. Unanswered questions remain private, and creators can choose which questions they want to answer. Published questions and answers remain on the web, forming content that gives shape to the creator's thoughts and knowledge.

3. Social Media Sharing for Broader Reach

After publishing an answer, creators can share it to their preferred social media platforms. The same applies when soliciting questions. This setup provides pathways to reach readers and fans on social media while maintaining consistent activity on note Question Box.

4. Customizable Acceptance Settings

Creators can accept questions within a scope they feel comfortable with, ensuring peace of mind.

- Accept from anyone: For gathering feedback from a wide range of readers.
- Logged-in note users only: For accepting questions with a baseline level of restriction and security.
- Followers only: For limiting access to individuals who regularly read the creator's articles.
- Membership and monthly magazine readers only: For fostering deeper interaction exclusively with active readers and fans.

Target Use Cases

The tool can be utilized for various purposes, including gathering article ideas, interacting with readers, building content that conveys expertise, and creating frequently asked questions (FAQs).

1. Inspiration for Articles

When unsure of what to write next, questions from readers can provide hints. Creators can listen to voices asking "I want to know about this," similar to a radio show receiving listener mail.

2. Showcasing Expertise

Answering frequently asked questions naturally builds a page that communicates the creator's way of thinking and areas of expertise.

3. Connecting with Fans and Readers

Creators can discuss behind-the-scenes stories of their work, specific details they focused on, or things that influenced them—using questions to put thoughts into words that they might not usually write about.

4. Interacting with Subscribers (Memberships and Monthly Magazines)

Settings can restrict questions exclusively to subscribers. This serves as a suggestion box or a place to receive requests for upcoming content, deepening connections with fans.

5. Corporate and Institutional FAQs

The feature can also be used for corporate communication, such as accepting questions about new products, gathering inquiries ahead of events, or managing Q&A sessions for job candidates and investors.

Feedback from Early Access

Prior to the full rollout, note conducted an early access phase for approximately two weeks starting May 12. More than 1,000 creators across various genres—including manga artists, illustrators, editors, essayists, chefs, and community managers—opened Question Box pages, developing use cases tailored to their specific activities.

Manga Artist: Mitsuru Sugaya

He answered reader questions in detail, such as "How did you view rival works during the serialization of Game Center Arashi?" and "Why was there no sequel to Konnichiwa Mycon?", incorporating anecdotes from that era. Some answers spanned several thousand characters, generating primary historical sources for manga history directly from the platform.

<https://note.com/qa/msugaya>

Illustrator: Shunsuke Satake

He received questions regarding the work and creative mindset of an illustrator, answering each carefully based on years of experience. This generated practical content for aspiring professionals, covering input methods and how to approach creative projects.

<https://note.com/qa/shunsukesatake>

Creative Award 2025 "Asahi Shimbun Publications Award" Winner: Mika from Accounting (OL no Mika.)

She answered travel inquiries from readers, such as "Which Hoshino Resort do you recommend for solo travel?" and "What should I look out for at newly opened facilities?". The platform served as a space where readers could consult directly with an expert creator.

<https://note.com/qa/olnomika>

Dual-career Creator: Gohan Taitayo

He published 86 answers within the first five days of early access. Witty interactions with readers were shared on social media, making note Question Box a new point of contact between the creator and the audience.

<https://note.com/qa/gohantaitayo>

Writer: Natsuki

He answered questions about favorite manga and gaming memories using casual, authentic language, maintaining a relaxed, ongoing dialogue with readers.

<https://note.com/qa/nzk>

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The company opened its own corporate Question Box, utilizing it as a platform to answer questions from job applicants.

<https://note.com/qa/noteinc>

Improvements Made During the Early Access Period

Based on feedback from early access users, approximately 40 improvements were implemented during the two-week period prior to the full launch, including the following:

- **Enhanced Integration with note Creator Pages**
 - Added a direct link to note Question Box from the main note creator profile page. Questions and answers can now also be embedded into note articles, allowing responses to serve directly as topics for new posts.
 - Implemented conversion prompts for restricted note Question Box pages (limited to followers or subscription readers). If a non-eligible reader accesses the page, the system guides them to follow the creator or join the membership.
 - Added links on the note Question Box page to the creator's note profile and external social media (such as X, Instagram, YouTube, and TikTok). This makes it easier for readers to access the creator's other content while expanding the creator's overall visibility.
- **Strengthened Measures Against Defamation and Spam**
 - Building on the pre-existing confirmation screen that asks users to verify that their question is not offensive before sending, note implemented automated defamation filtering. AI regularly scans incoming questions, and any content flagged as inappropriate is reviewed and handled (such as via deletion) by note operations.
- **Features to Deepen Reader Relationships**
 - Notifications are now sent to the questioner when a creator publishes an answer, ensuring readers do not miss responses and remain engaged.
- **Optimized Social Media Sharing**
 - When sharing an answer on X, the automated text no longer uses a generic "I answered a question" phrase. Instead, it automatically includes the beginning of the answer text (up to 70 characters).
- **Smoother Dashboard Operations**
 - Enabled "Inline Answering," which allows creators to draft, edit, and publish responses directly within the question list. Infinite scrolling was also implemented for the question list, ensuring comfortable browsing even when receiving large volumes of questions.
- **Refined Acceptance Scopes**
 - Within the audience settings for accepting questions, the option "Membership members only" was expanded to "Membership and monthly magazine readers only."

Launch of "100 Questions from the note Editorial Department" to Help Creators Start

When a note Question Box page is newly created, it is common not to receive questions from readers immediately. In such cases, note recommends "self-questioning"—sending and answering questions oneself. Answering two or three self-questions introduces the page like a

bio. This helps visiting readers understand what kinds of questions are appropriate, making it easier for them to send their own.

To support this, the note Editorial Department published an article compiling a total of 100 questions they would like to ask creators, categorized by genre. Creators can select questions they like and answer them in their own note Question Box.

<https://note.com/notemag/n/n8ae6b182cdf3>

Future Outlook

The company will begin by offering basic question-and-answer functionality. During the early access period, users requested features such as "integration with note articles," "monetization options for answers," and "categorization and sorting functions." Development for these features is currently under consideration. note plans to expand functionality in phases based on user activity and feedback.

Users can share impressions and feedback regarding note Question Box via the following URL: https://www.help-note.com/hc/ja/requests/new?ticket_form_id=360000081181

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note is a media platform where creators post text, images, audio, and videos, and users can enjoy and support that content. We value a safe atmosphere and diversity so that everyone can enjoy and continue creating. Individuals and corporations mingle, expanding opportunities to find things they like and meet interesting people. The service launched in April 2014, and approximately 75.20 million works have been created. The number of members has reached 11.78 million (as of February 2026).

- URL : <https://note.com/>
- iOS App : <https://itunes.apple.com/jp/app/note-noto/id906581110>
- Android App : <https://play.google.com/store/apps/details?id=mu.note>

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Our mission is to "Start, and Keep on Creating," and we are building systems for expression and creation. The media platform note supports all kinds of creative activities by creators. Creators can publish their original content, receive support from fans and peers through memberships, shops and brand owners can showcase products in their stores, and corporations and organizations can use note pro to disseminate information.

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【For inquiries regarding this press release】

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