Redesign Report For Monday.com

By Aaron Trylinski
000929684

Executive Summary

Monday.com's market performance is hindered by its complexity, deterring key user segments like new managers, small business owners, and freelancers due to a steep learning curve. We propose a strategic app redesign focused on simplification, utilizing an Agile methodology to ensure a user-centered, flexible, and iterative development process. The redesign is estimated to take 48 weeks with the primary risks of using the agile method being overemphasis on user feedback, team burnout, project scaling, and resource allocation and the main benefits being flexibility and adaptability, continuous improvement, increased user satisfaction, and greater team morale and engagement.

Introduction/Analysis of Current User Experience Issues

Despite significant investment our new task management app Monday.com's performance in the market—measured by sales and revenue—has fallen short of expectations. Preliminary user experience research has found that users are currently challenged by the app's complexity. Our findings reveal that while the app's rich functionalities are intended to empower users, they inadvertently present a steep learning curve that excludes a substantial segment of our target audience. Specifically, user personas such as new managers, small business owners, and freelancers—who need simple, effective tools for managing projects and tasks—have been negatively impacted. These users encounter difficulties with the app's complex features and are overwhelmed with its vast amount of use cases. I propose a strategic redesign of the app that focuses on simplification of automated processes and initial setup process and will be executed using an Agile workflow. By adopting Agile principles, our approach emphasizes iterative development, continuous user feedback, and cross-functional collaboration, ensuring that the redesign process is flexible, user-centered, and adaptive to changing needs.

Monday.com currently is a management application that supports both individual projects and collaborations by providing users with a vast selection of workflow options. In addition to that it supports all kinds of management styles having custom setup processes for work management [1], development [2], and sales/CRM [3]. It caters to power users with its customization options and in depth automation services. It provides extensive options to make it incredibly flexible and customizable to most user preferences.

Redesign Strategy Using Agile Methodology

The redesign will be performed within Sprints with daily stand up meetings at the beginning of each day focusing on what was done the day prior, what will be done today, and if there are any concerns that could slow down production.

Description of Sprint Cycles

Sprint Planning: each sprint will begin with a planning meeting to select backlog items for the sprint, based on the goal of the sprint as well as assign members to each task.

Development: each day will start with a stand up meeting focusing on what was done the day prior, what will be done today, and if there are any concerns that could slow down production. At the end of each day the team will update the progress of each task so that the development can be viewed by the entire team.

Sprint review: After each sprint review, hold a retrospective meeting with the team to discuss what went well, what could be improved, and how to incorporate these learnings into the next sprint.

User Involvement and Feedback

Continuous Feedback Mechanisms: Will decide upon the best method of user testing to receive accurate feedback for each sprint.

User Testing: Conduct frequent user testing to gather data on user experience and usability. Use findings to inform sprint planning and backlog adjustments

Streamlining Core Functionality

Feature Evaluation: Develop criteria for evaluating features to determine which features can be kept, which ones need to be changed, and which ones should be removed.

Simplifying User Interactions: Determine methods for deciding on how simple each feature should be and if it is possible to keep the depth of existing features while improving how intuitive they are.

Quality Assurance and Usability Testing

User Stories: Create user stories that will outline how users will accomplish their goals and then do internal and external testing to confirm that that the process functions and is intuitive.

Testing Results: Incorporate findings from testing into the development process. Prioritize and address identified issues in upcoming sprints.

Implementation Plan

The redesign of Monday.com will require 48 weeks after approval. This time will be allocated with the first 4 weeks dedicated to team assembly and hiring, the following 2 weeks dedicated to initial project planning and onboarding. I am expecting the development to take approximately 8 sprints each assigned 4 weeks with the remaining time reserved for final user testing, unforeseen complications, shipment planning, and update launch.

Timeline
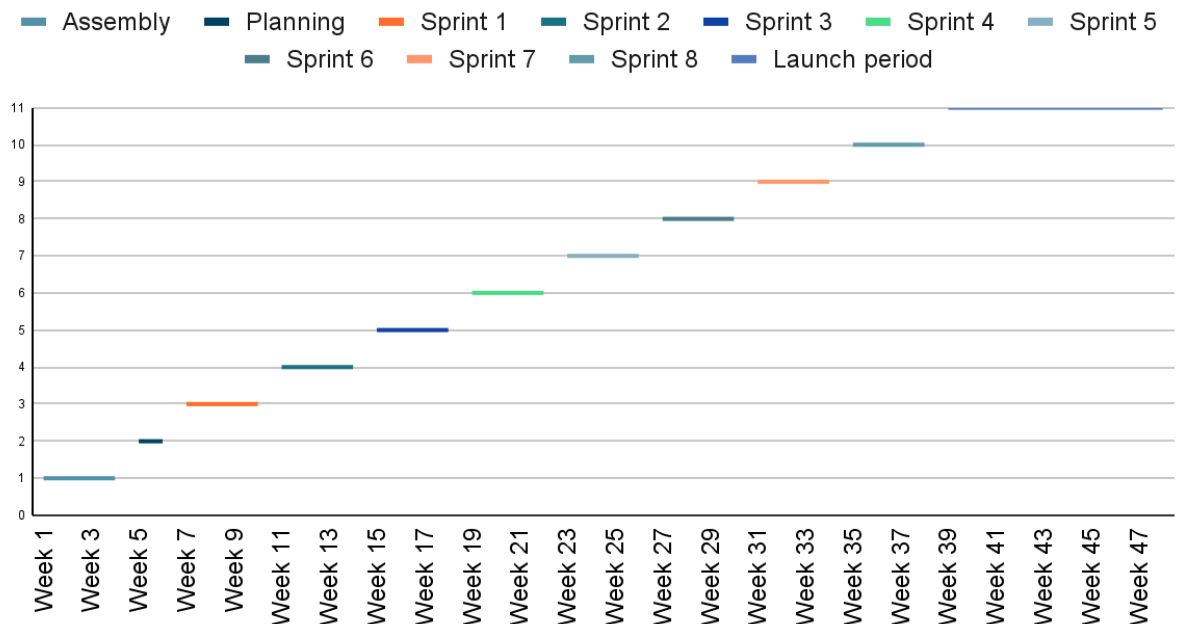
Risks and benefits

Risks that have been identified for using an agile methodology for the redesign.

Risk	Contingency
Overemphasis on user feedback	Ensure there team members assigned to evaluating the quality of user feedback
Team Burnout	Provide small amounts of flexibility in deadlines to prevent team from burning out to meet a deadline
Project scaling	Ensure that the work is focused on the primary changes before work on non essential features begin to prevent the redesign to scaling to a point where it no longer can be completed within the deadline
Resource Allocation	Prioritize acquiring team members that have a wide range of skills so that members can assist on area's with the heaviest workload

The Following are benefits of using an agile method:
-Flexibility and Adaptability
-Continuous Improvement
-Increased User Satisfaction
-Greater Team Morale and Engagement

References

[1] https://monday.com/work-management
[2] https://monday.com/dev
[3] https://monday.com/crm