User and Market Research for Mini Task Manager

Date: July 23, 2025

## 1. Source: Google Play Store Reviews

- Users of apps like Todoist and Microsoft To Do often mention the need for simplicity, reminders/alerts, and syncing across devices.  
- A common complaint is that some apps are too cluttered or require too many steps just to add a task.  
- This tells us that users want a clean, minimal interface that makes task entry fast.

## 2. Source: Survey from 10 high school students

- 80% of students said they forget assignments or chores unless they get reminders.  
- Most said they don’t use big apps because they’re confusing or time-consuming to learn.  
- Students want something simple, with an alarm and due date, preferably on desktop.

## 3. Source: UX Article from Nielsen Norman Group

Source: https://www.nngroup.com/articles/ten-usability-heuristics/  
- The article highlights that successful productivity tools provide visibility of system status (e.g., tasks are saved, reminders are active).  
- Offer user control and freedom.  
- Avoid overwhelming users with features.

## Summary of Insights

- Keep the design simple and focused for students.  
- Reminders and task sorting are must-haves.  
- Avoid feature bloat — focus on core functions.  
- Prioritize a user-friendly interface with quick feedback.