

# The To-Do App: Karm

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Figma Screens Link:

<https://www.figma.com/file/U71vhblazJURZNh6dHeeyg/Spearx?type=design&node-id=0%3A1&mode=design&t=MaiqVnhe8NOJ65eg-1>

## 1. Testing To-Do Apps ~

	Best Used by	Stand out feature	Rating (out of 5★)		User Base
			Google Play Store	Rating Apple store	
Todoist	Smaller team or personal use, and Balancing power with simplicity	Natural language processing for quick task creation. Ability to integrate with productivity tools such as Gmail, Slack, Thunderbird	4.4★	4.8★	20M+
TickTick	Based on GTD method, featured with embedded calendars and timers.	Pomodoro timer included	4.7★	4.9★	10M+
Microsoft To-Do	Microsoft power users. To personalize daily tasks and get suggested tasks	Deep integration with Microsoft ecosystem, that too Completely free	4.7★	4.7★	20M+
Things	Elegant design. Ability to handle complicated task management	Clean and intuitive user interface. Progress charts and reports	-	4.8★	10M+
OmniFocus	Specific organizational systems	Highly flexible. Index feature to implement GTD method	-	3.9★	5M+
Habitica	Helpful tool for people with ADHD or those who have symptoms of executive dysfunction since it makes doing things fun.	Gamification of task management and consideration of social accountability.	3.9★	4.0★	2M+
Google Tasks	Google power users	Deep integration with Gmail and Google Calendar	4.4★	4.8★	15M+
Any.do	People who forget to use to-do apps	Daily "Plan my Day" feature for scheduling tasks	4.4★	4.6★	15M+

## 1. User Interviews and User Review ~

In my interviews with peers, I uncovered fascinating insights into their use of to-do apps:

- **Gargi - The Journalism Enthusiast:** Gargi, a third-year journalism student, compared her daily schedule to a captivating journal of global events. She initially relied on Google Tasks, a user-friendly tool, especially for long-time Google users like herself. However, its limitations became apparent over time. Gargi sought more features and a tool that extended beyond the Google ecosystem. Yet, personalized alternatives often came at a premium. She eagerly awaits a free app with enhanced features and seamless multi-device connectivity.
- **Tushar - The Video Editing Virtuoso:** Aspiring video editing maestro Tushar appreciates that crafting a masterpiece requires time and meticulous planning. His go-to choice is Microsoft To-Do, ideal for Windows users like him. However, a significant limitation hinders his creative process—the free version's file size cap for attachments. Financial constraints prevent him from upgrading, leaving him feeling restricted. Tushar also desires nesting capabilities, conspicuously absent from Microsoft To-Do.
- **Rishi - The Mechanical Engineer:** Rishi, a mechanical engineer with an affinity for machines but not technology, values simplicity. Todoist's user-friendly interface aligns perfectly with his daily tasks. However, he yearns for an app that not only organizes his duties but also tracks his progress. While he recognizes the importance of time-tracking features, he's averse to using third-party apps. Consequently, missed deadlines and prolonged tasks have become routine.
- **Divyanshu - The Software Intern:** As a software intern facing diverse challenges, Divyanshu craves order amidst mental clutter. He believes tasks become enjoyable with a touch of fun, leading him to choose Habitica, a gamified task app. However, its clumsy interface poses a significant drawback. Given the chance, Divyanshu would design a more user-friendly app while retaining the fun element.

Summary of the user interviews and user research:

- **Free is the Way:** Among the 17-24 age group, subscription-based to-do apps with limited features are unpopular. Students, in particular, prefer free options.
- **Fun Rule:** Users crave a blend of enjoyment and simplicity. Adding a touch of incentive to tasks can make them interesting, but the app's interface should remain easy to navigate.
- **Simplicity is Key:** A straightforward user interface is a universally desired feature. The simpler, the better.
- **Visualization:** Some users may find it challenging to visualize their tasks, deadlines, or progress.
- **Tracking Growth Matters:** In today's competitive landscape, users, especially students, seek ways to monitor their personal growth. Many platforms currently fall short in this aspect.
- **Attachment Dilemma:** Storage limitations are a major concern across various to-do apps.

These insights shed light on the nuanced needs and preferences of users in the realm of task management. They underscore the importance of striking a balance between functionality, ease of use, and affordability in the ever-evolving landscape of to-do apps.

## 2. Solvable Significant Pain Points ~

- **Complexity and Overwhelm:** Many To-Do list apps offer numerous features and customization options, which can overwhelm users looking for a simple solution.
- **Lack of Prioritization:** Users often struggle to prioritize tasks effectively, leading to a cluttered list and missed deadlines.
- **Limited Integration:** The inability to integrate with other apps or platforms, such as calendars or project management tools, can disrupt workflow.
- **Inefficient Data Entry:** Manually inputting tasks can be time-consuming, discouraging users from maintaining an updated list.
- **Cross-Platform Compatibility:** Users may face challenges syncing and accessing their To-Do lists across multiple devices and platforms.
- **Notification Overload:** Excessive or poorly timed notifications can be distracting and counterproductive.
- **Data Security:** Concerns about the security of sensitive task data may discourage some users.
- **Ineffective Collaboration:** Collaborative To-Do list apps often lack seamless collaboration features, causing confusion among team members.
- **Limited Visualization:** Some users may find it challenging to visualize their tasks, deadlines, or progress.
- **Cost:** Premium features in some apps may require a subscription, which can deter users looking for free solutions.
- **Learning Curve:** Users may struggle to understand and adapt to complex features and functionalities.
- **Task Complexity:** Apps may not support tasks with multiple steps or dependencies, making them unsuitable for complex projects.
- **Lack of Analytics:** Users seeking insights into their task completion patterns or productivity may find such features lacking.
- **Customization Constraints:** Apps may not allow users to customize task attributes and labels to fit their specific needs.
- **Offline Access:** Some apps depend heavily on an internet connection, limiting usability in offline scenarios.
- **Inflexible Reminders:** Users may need more flexible reminder options, such as location-based or context-aware alerts.
- **Data Export:** Difficulty in exporting or backing up task data can be concerning for users worried about data loss.

Addressing these pain points requires a careful balance between simplicity and functionality, as well as an understanding of the diverse needs of users. Developing a user-centric approach that prioritizes usability, flexibility, and integration can help create To-Do list apps that resonate with a broad audience.

### 3. Flow Chart on tasks' updation on KARM~

