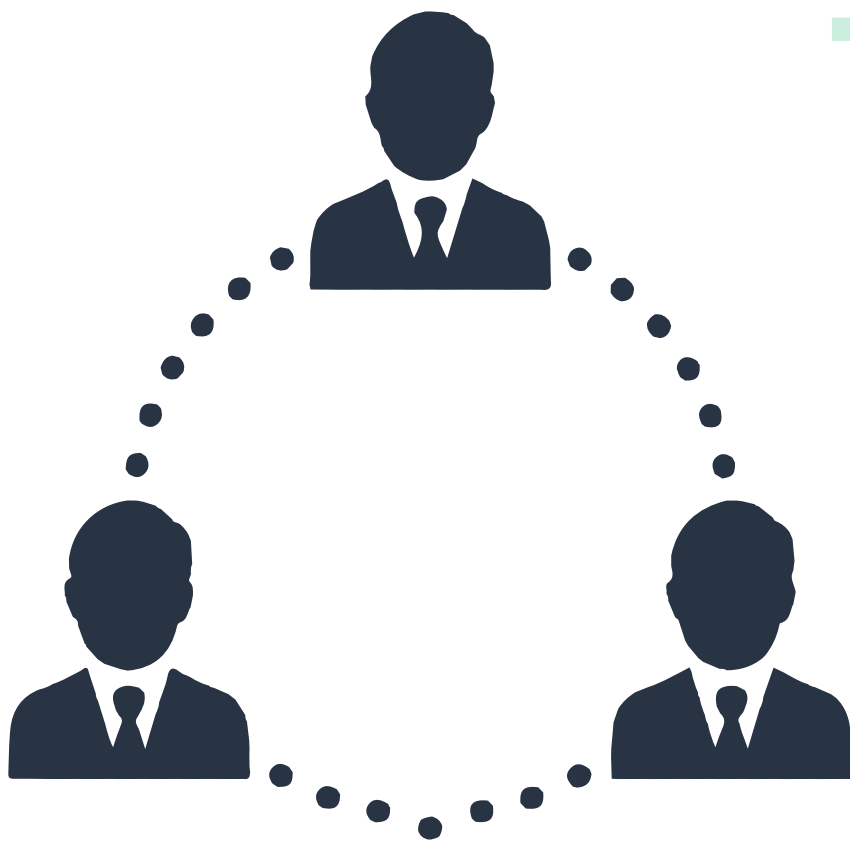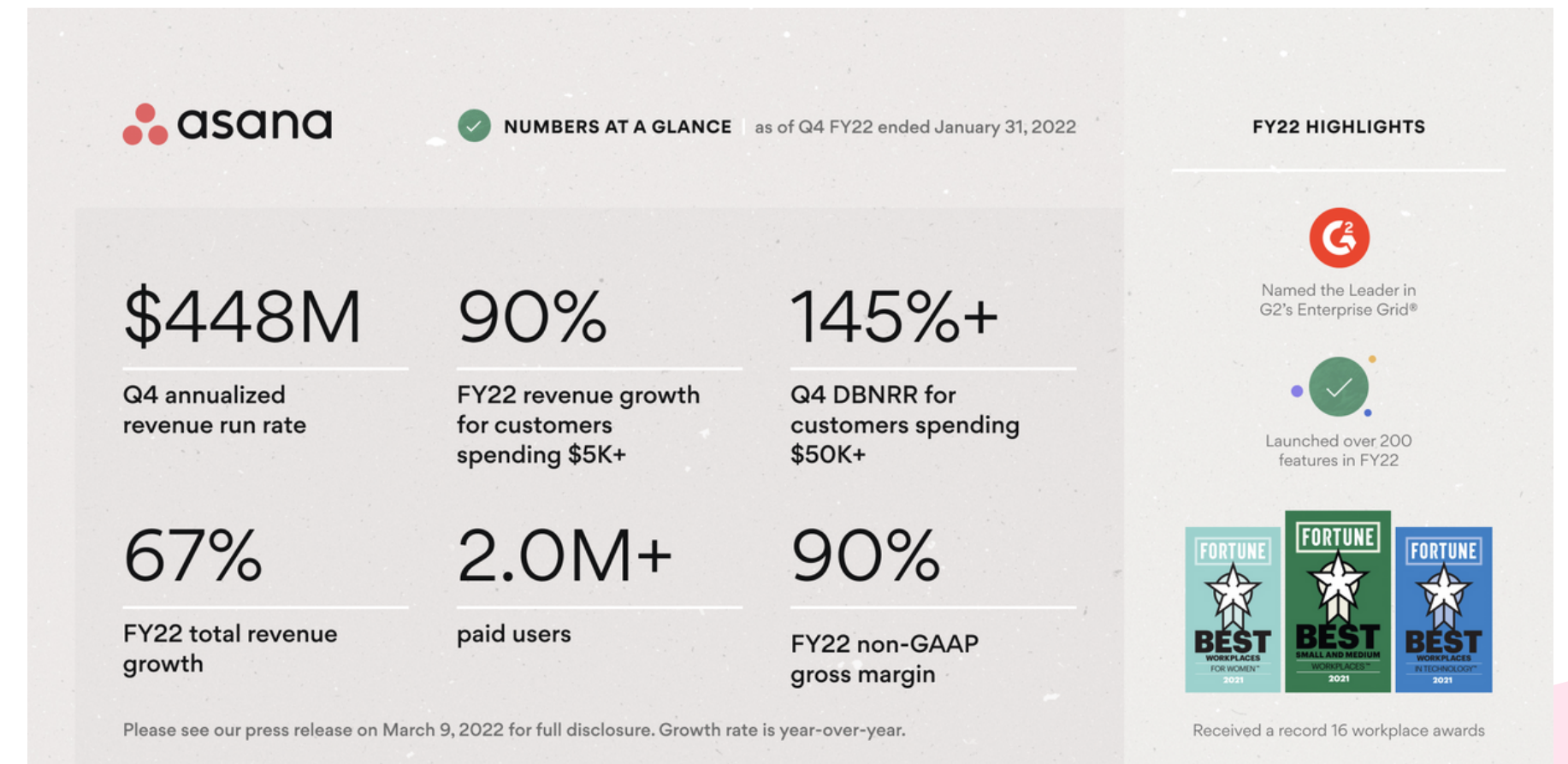# asana

"Work works better with asana"

Group 23

What Is Asana?

Asana is a web and mobile work management platform designed to help teams organize, track, and manage their work

CEO

asana

NUMBERS AT A GLANCE as of Q4 FY22 ended January 31, 2022

FY22 HIGHLIGHTS

$448M
Q4 annualized revenue run rate

90%
FY22 revenue growth for customers spending $5K+

145%+
Q4 DBNRR for customers spending $50K+

67%
FY22 total revenue growth

2.0M+
paid users

90%
FY22 non-GAAP gross margin

Please see our press release on March 9, 2022 for full disclosure. Growth rate is year-over-year.

Named the Leader in G2's Enterprise Grid®

Launched over 200 features in FY22

FORTUNE BEST WORKPLACES FOR WOMEN 2021

FORTUNE BEST SMALL AND MEDIUM 2021

FORTUNE BEST WORKPLACES IN TECHNOLOGY 2021

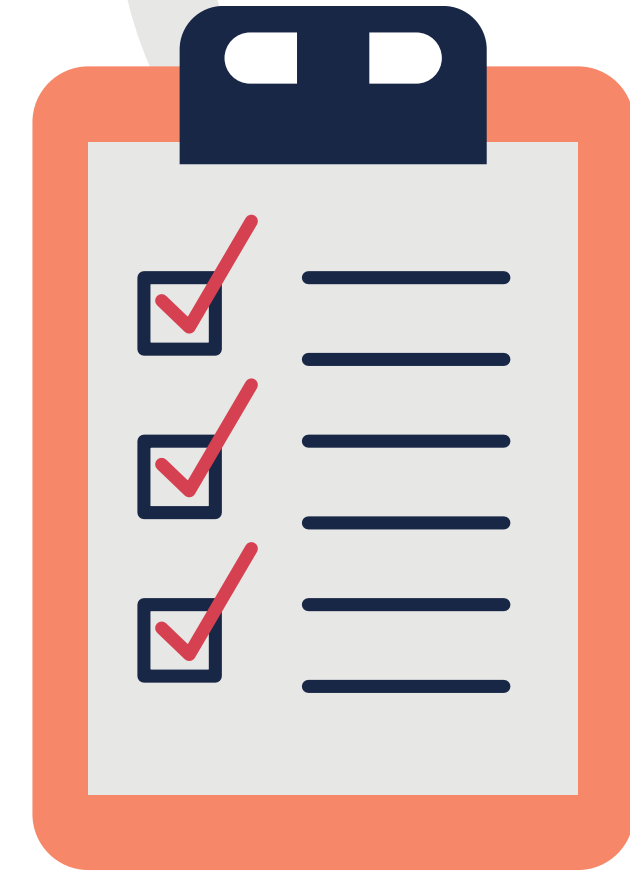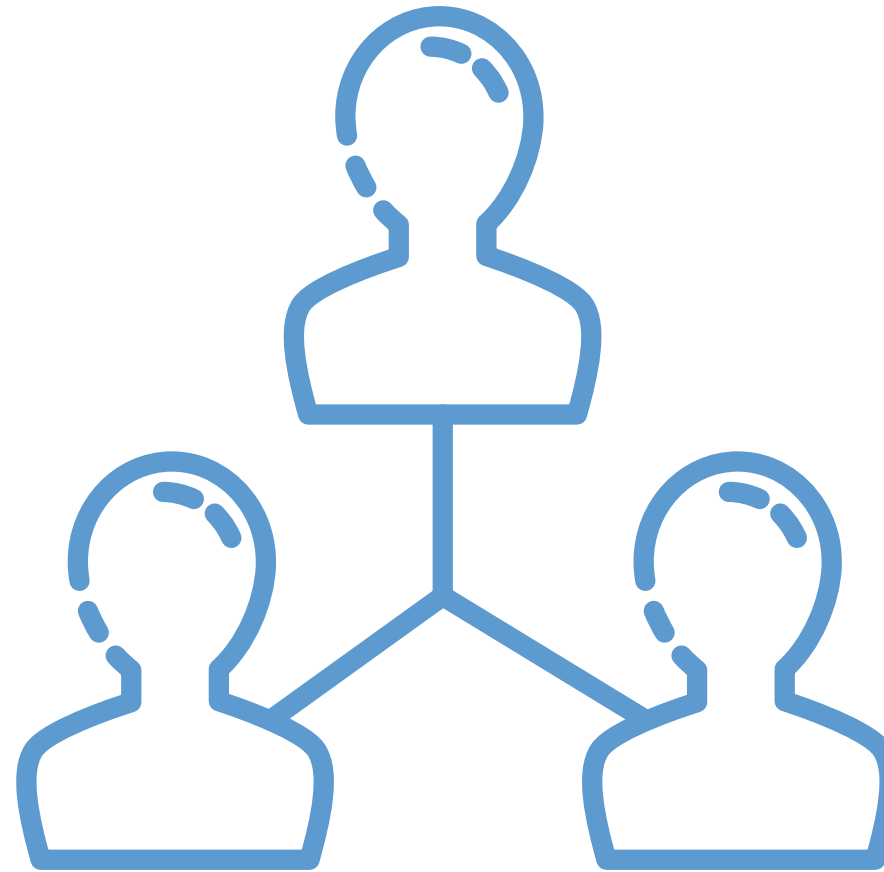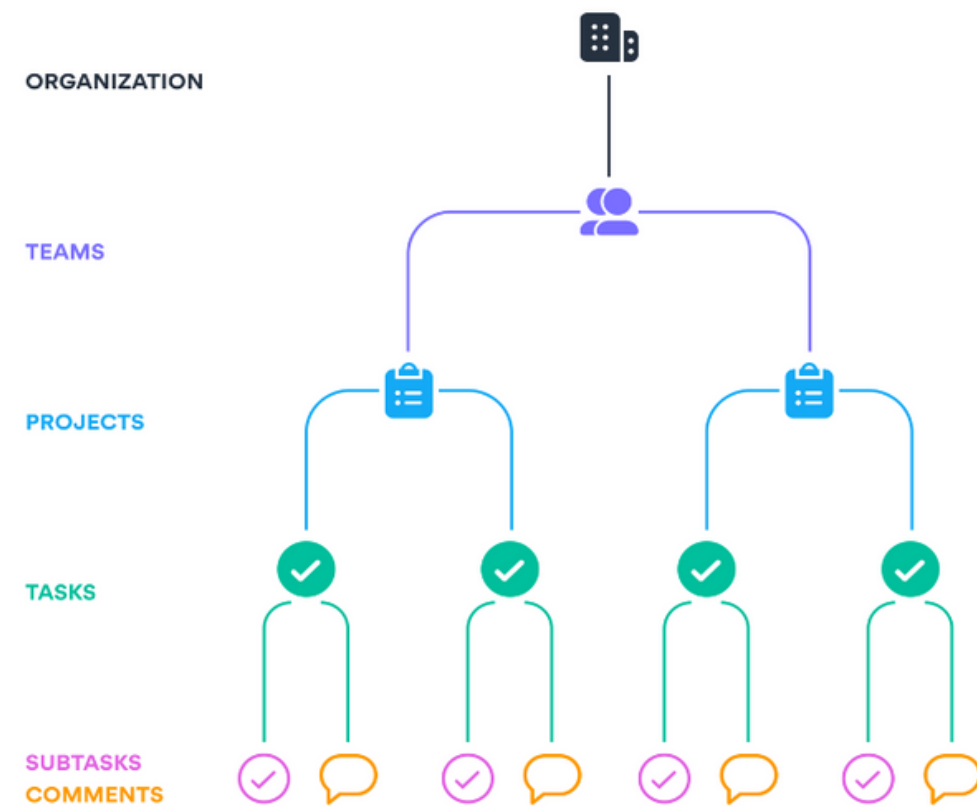Received a record 16 workplace awards

Why Asana?

- Asana has made teams 1.45 times more efficient
- 65% of customers say Asana has reduced the amount of email and status meeting with their team
- 66% of customers say Asana enables them to get more work done

Easy to Use

Collaboration Focused

Task Management

Expansive Integration

Asana is a workplace management dashboard that helps streamline communication across companies and teams. Asana is customisable, and allows users to break down projects into tasks and set clear goals for teams. Asana also has integration with hundreds of other apps that businesses use, like Google Drive and Outlook.

Where is Asana Used?

Asana is used by teams across all industries. Some of the companies using Asana include :

UBER

airbnb

Dropbox

Google

NASA

Spotify
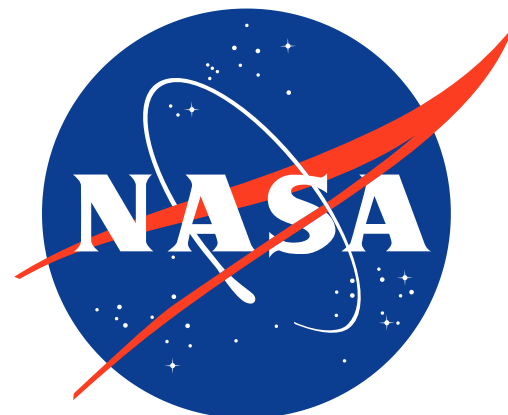
AND MANY OTHERS...

Features

- <u>Projects</u> — Organise your work into shared projects as lists or kanban boards for your initiatives, meetings, and programs.

- <u>Tasks</u> — Break work into manageable pieces for you and your team.

- <u>Subtasks</u> — Break up a task into smaller parts, or show additional steps to complete an overall task.

- <u>Task assignees</u> — Give tasks a clear owner, so everyone knows who's responsible.

- <u>Due dates</u> — Due dates ensure every task gets completed on time. You can view tasks on an Asana calendar, or even your work calendar.

- <u>Due times</u> — Specify the time something is due so you don't miss a deadline, and everyone will know when you need it by—no matter their time zone.

- <u>Start dates</u> — Start dates show when you should begin your work to hit your deadlines without the last-minute scramble.

- <u>Attachments</u> — Add files from your computer, Google Drive, OneDrive, Dropbox, or Box to any task or conversation. (And many more....)

Asana vs other tools

Jira

Unlike Jira, every team in your company can easily customize Asana to fit their unique workflows.

Smartsheet

Unlike Smartsheet, Asana can be used for more than listing out tasks.

Wrike

Asana is easy to use and flexible enough to handle any workflow — so you can get your entire company on the same page.

Basecamp

Asana makes it easy to organize and see projects and tasks — so you can stay on track and move work forward.

Trello

Unlike Trello, in Asana you can move work forward—and check it off when you're done.

Workfront

Unlike Workfront, Asana makes it easy to get up and running, so your team will actually use it to track and manage projects.

Airtable

Asana is the central place teams plan, manage, and communicate about work-from start to finish.

Monday.com

In Asana, you can map out project plans to see how work connects, and then update plans as work changes.

ClickUp

Asana's flexible features make adoption easy for teams of all sizes. Coordinate your work, from daily tasks to cross-functional projects with better results.

asana VS Trello

- <u>Customer Support:</u> Asana has a slight edge because of its video demos, step-by-step guides, and free courses through Asana Academy.

- <u>Organization Methods:</u> Asana relies on color-coding, templates, calendars, and lists for managing your tasks and projects. Trello takes a more visual approach with its Kanban-style organisation.

- <u>Reporting:</u> Asana includes some basic reporting features. You can view how many teams, tasks, and projects are active on the software, and you can track your team's engagement with the software. Unfortunately, Trello does not have built-in reporting.

Feature	Asana	Trello
Gantt Charts	✔	Power-Up
Kanban Boards	✔	✔
Time Tracking	X	Power-Up
Forms	✔	X
Progress Tracker	✔	X
Calendar	✔	Power-Up
Reports	✔	X
Messaging	✔	✔
Team Management	✔	X

Use Cases

Task Management

Project Management

Team Management

Usage

DEMOOOO

https://drive.google.com/drive/folders/12p1JOISbMxTlml3fcryh3jR90CZ51sYd?usp=sharing

In Conclusion

Asana's user interface ultimately leads to a much better user experience. It has been thoughtfully designed and as such it is highly intuitive.

It does not just divide tasks but also gives us one single platform for task division, management, communication, feedback and announcements.

THANK YOU

We hope this presentation made Asana "*Aasaaan*" for you.

Extra Slides

Features

- Visuals and Views

- Project Management

- Team Management

- Communication

- Integrations

Visuals and Views

Boards

Organise work like sticky notes and track tasks through every stage. Boards help make your work processes more transparent
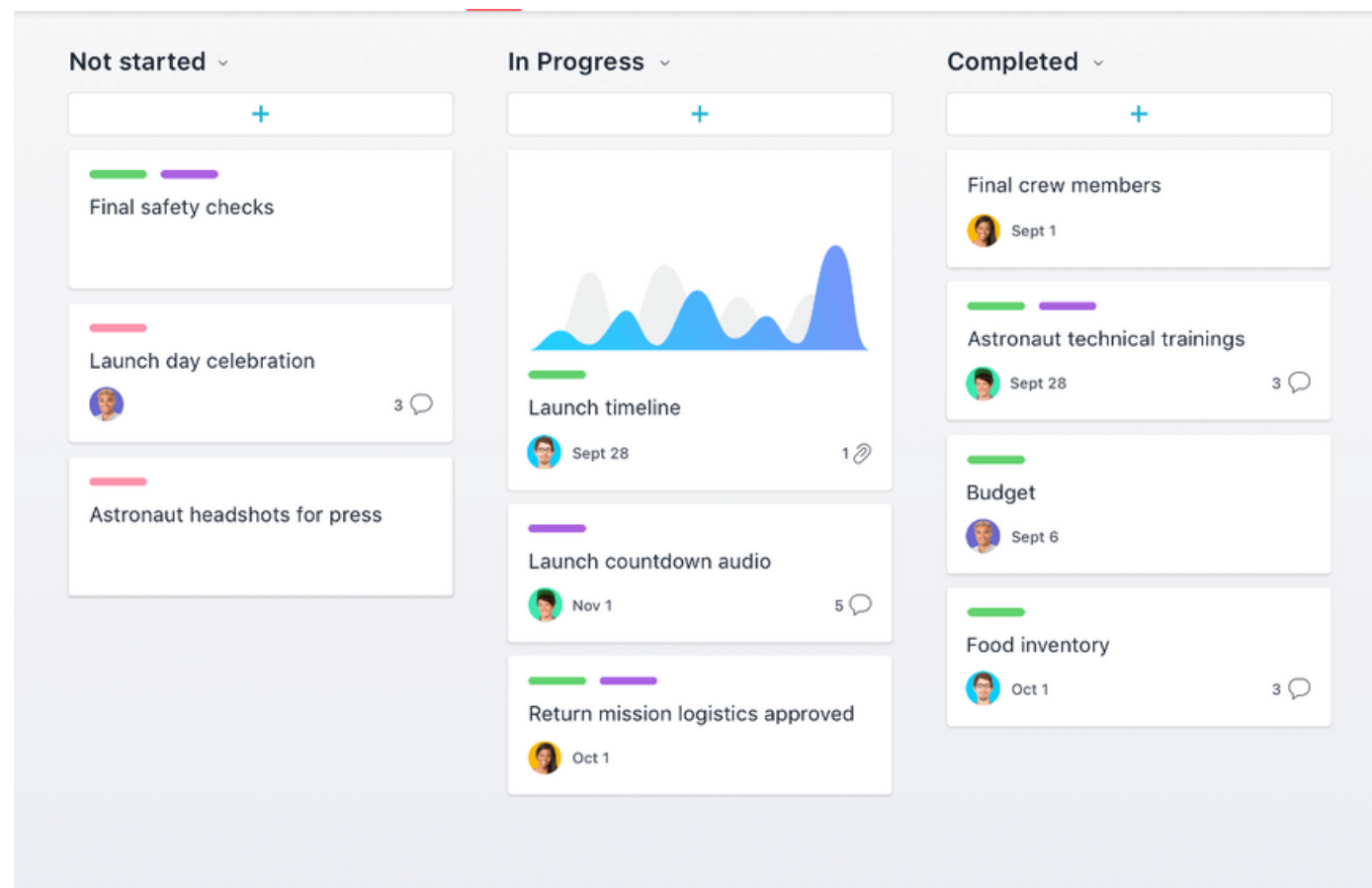
List

Use a to-do list to capture every step of project work or processes in one place, and manage each step from start to finish
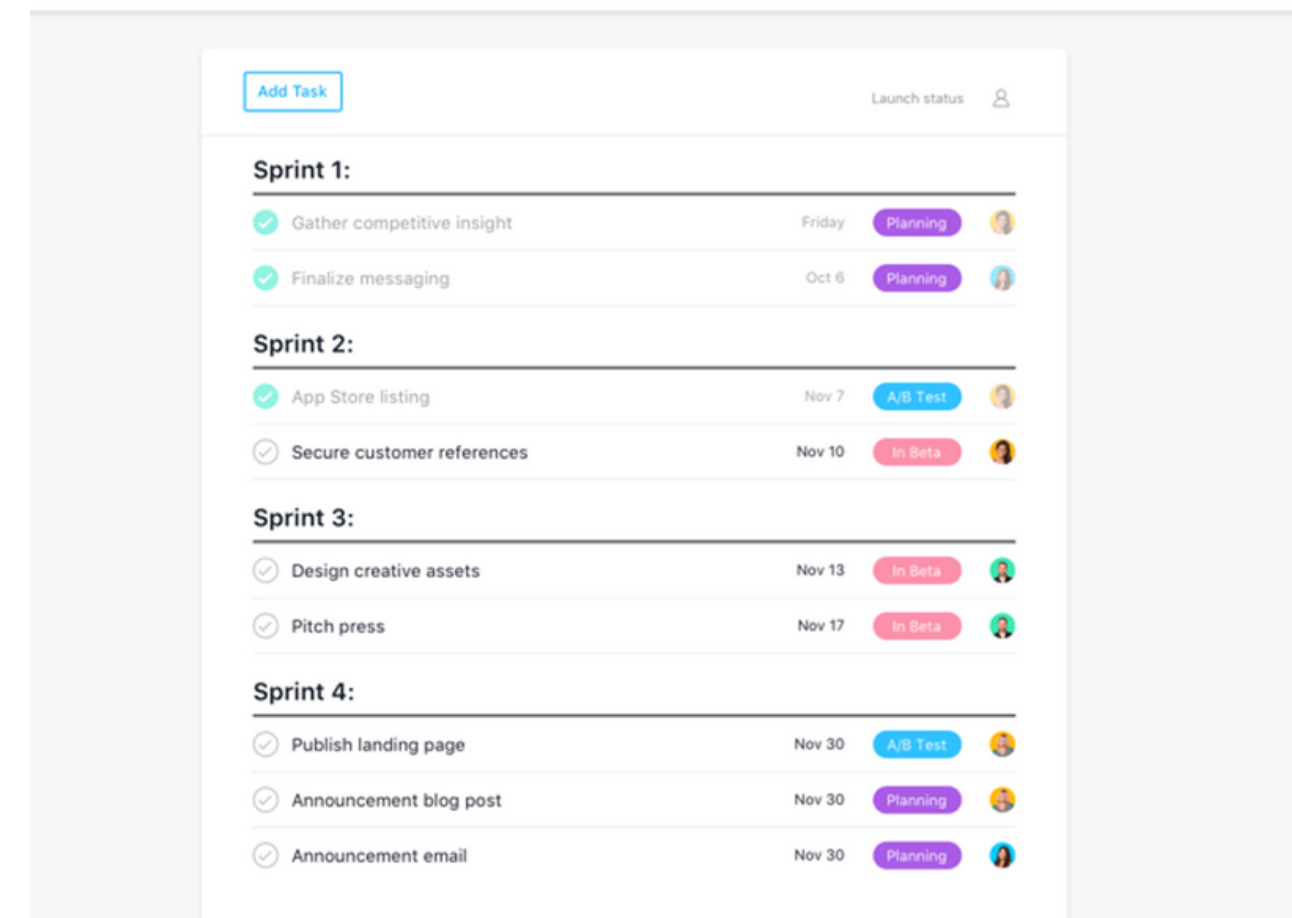
Visuals and Views

Timeline

Map out project plans on a timeline so you can see the relationship between tasks and keep work on track—even when plans change

Calendar

View your work on a calendar to easily spot holes and overlaps in your schedule and make adjustments

Project Management (All sub features)

- <u>Projects</u>—Organize your work into shared projects as lists or kanban boards for your initiatives, meetings, and programs.
- <u>Tasks</u>—Break work into manageable pieces for you and your team.
- <u>Subtasks</u>—Break up a task into smaller parts, or show additional steps to complete an overall task.
- <u>Task assignees</u>—Give tasks a clear owner, so everyone knows who's responsible.
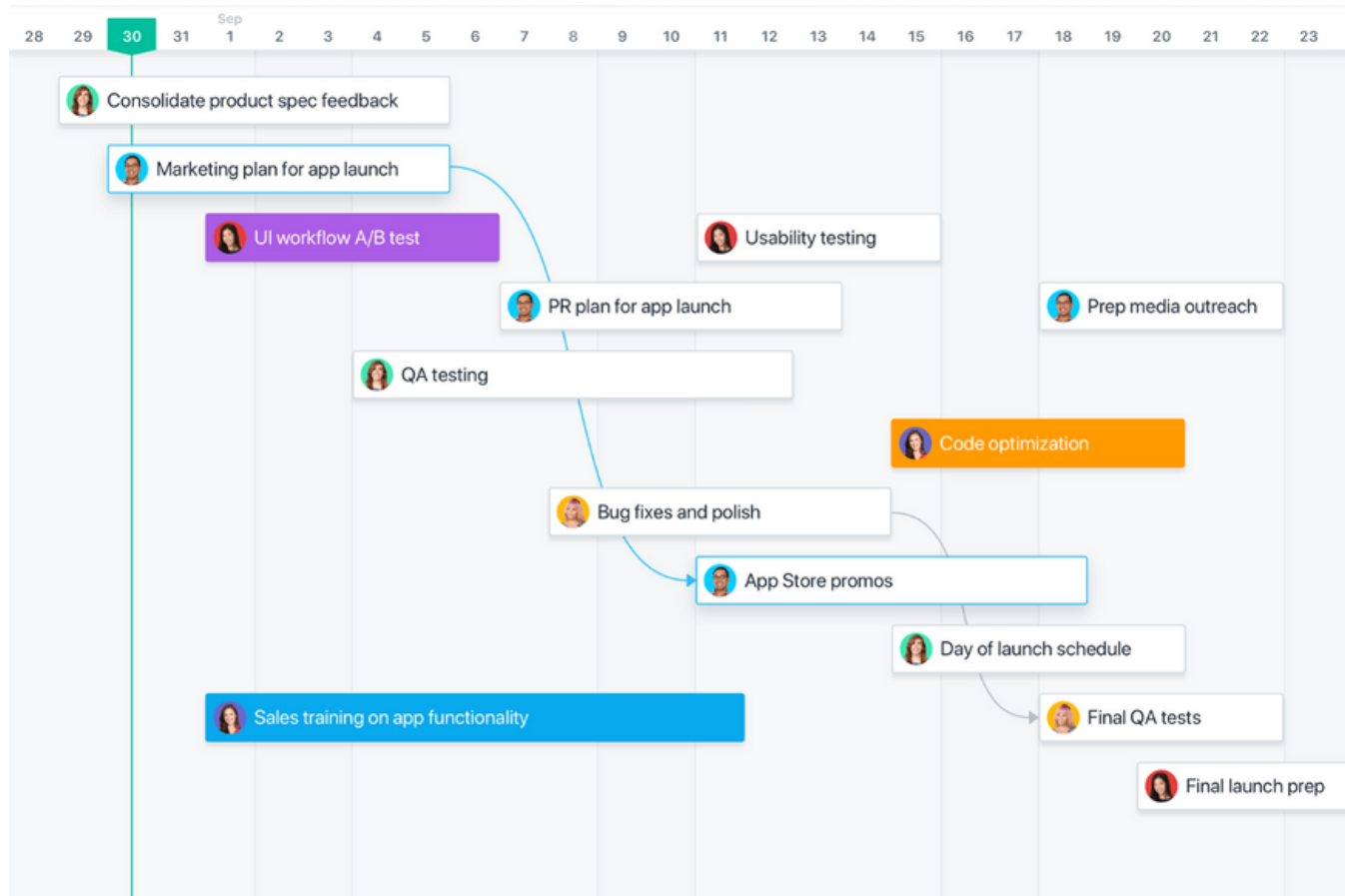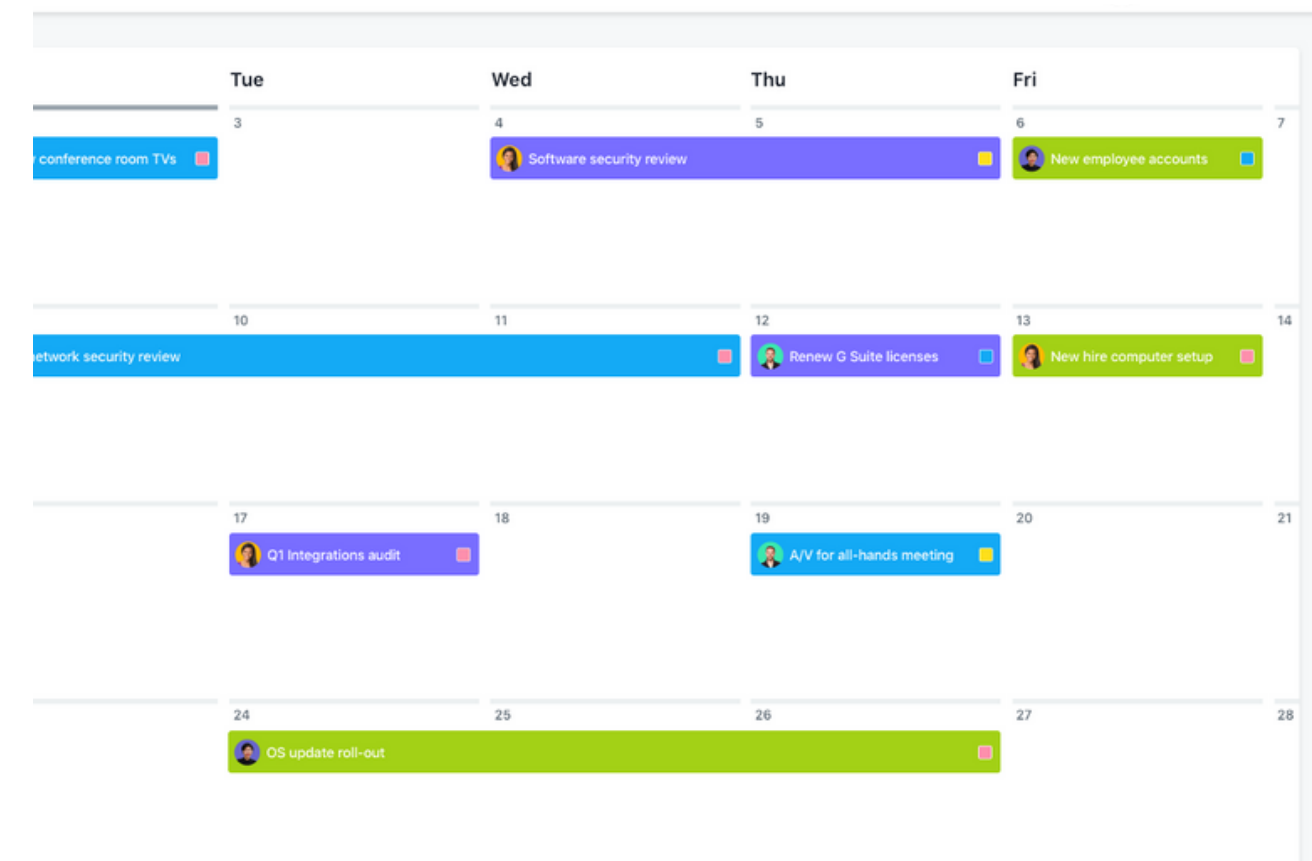- <u>Sections and columns</u>—Group tasks into sections or columns in a list or board project (respectively) to keep tasks organized, or match your workflow stages.
- <u>Due dates</u>—Due dates ensure every task gets completed on time. You can view tasks on an Asana calendar, or even your work calendar.
- <u>Due times</u>—Specify the time something is due so you don't miss a deadline, and everyone will know when you need it by—no matter their time zone.
- <u>Start dates</u>—Start dates show when you should begin your work to hit your deadlines without the last-minute scramble.
- <u>Timeline</u>—A Gantt-style view of task and project deadlines to help you better plan, see schedules, and hit deadlines.
- <u>Attachments</u>—Add files from your computer, Google Drive, OneDrive, Dropbox, or Box to any task or conversation.
- <u>Likes</u>—Acknowledge a task or comment, say thanks, give a thumbs up, or vote for a task with a like.
- <u>Tasks in multiple projects</u>—Keep the same task in multiple projects to show work in different contexts without duplicating efforts.
- <u>Dependencies</u>—Task dependencies make it clear which tasks are ready to start, and which tasks are waiting on others.
- <u>Rules</u>—Create rules to automate manual processes like triaging, assigning tasks, updating Asana fields, and more.
- <u>Templates</u>—All types of teams can get started quickly with templates and reuse them every time they run a project. You can also save your own projects as a template to make sure you never miss a step.
- <u>Comment-only projects</u>—Prevent accidental changes to your projects or templates by allowing certain project members to make only task comments, while still giving them access to information in the project.
- <u>Approvals</u>—Request and give approvals on work in Asana.

Team Management (All sub features)

- <u>Teams</u>—Create teams to organize your projects and connect teammates with a shared calendar and conversations. You can also control team privacy settings.
- <u>Followers</u>—Add teammates as followers so they can follow along with work on the task and receive relevant notifications with task updates.
- <u>Guests</u>—Collaborate with vendors, contractors, and partners in Asana.
- <u>Permissions</u>—Limit access to any project, create hidden teams for sensitive work, or make public teams and projects for access by your entire organisation.
- <u>Admin controls</u>—Designate Organization Super Admins and Admins who can add, remove, and manage members and their settings, and enforce password complexity. Asana Enterprise customers have additional controls with SAML and our Admin API.
- <u>Privacy controls</u>—Limit access to any project, create hidden teams for sensitive work, or make teams public.
- <u>Data security</u>—Easily export or delete data from Asana, and have your data backed up on a separate server. Enterprise customers can also expect a 99.9% SLA uptime.

Communication (All sub features)

- <u>Task comments</u>—Comment directly on a task, to clarify exactly what needs to be done, and mention teammates or other work in Asana so everyone and everything stay connected.
- <u>Proofing</u>—Give clear feedback by leaving comments directly on images or PDFs that turn into tasks for easy tracking.
- <u>Image proofing</u>—Leave specific feedback directly on images so creatives know what needs to be done in order to complete their work.
- <u>Project conversations</u>—Discuss a project's progress to keep the momentum going.
- <u>Team pages</u>—See all of your team's projects in one place, have a space for all-team conversations and announcements, and put a description of your team.
- <u>Languages</u>—Asana is available in English, French, German, Spanish, Portuguese, and Japanese.
- <u>Rich text</u>—Use rich text in larger text fields to make your message clear and organize your thoughts with numbered and bulleted lists.

Integrations

Canva

Trello

YouTube

Instagantt

slack

Google Drive

HARVEST

GitHub
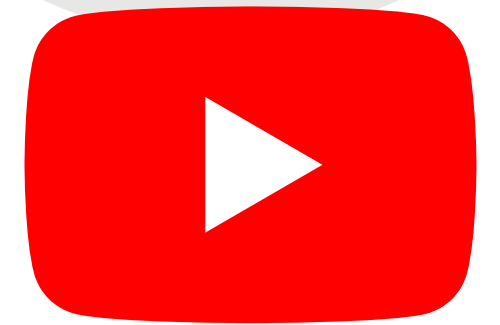
AND MANY OTHERS...

Functionalities

- Daily Planner

- Search Option

- Drag and Drop

- Flagging Urgent tasks/things

Daily Planner

- Providing daily work plan for user or the entire team
- Daily, Weekly, Monthly reminders
- Helps in monitoring team's daily progress and organising important tasks.

Search Option

- See all the tasks that a teammate is working on
- Identify projects and tasks that might miss a deadline.
- Determine incomplete tasks that are assigned to others.
- Search for all tasks marked with a "High Priority" custom field.

Drag and Drop

- Adding tasks
- Rearranging tasks
- Moving tasks across different columns/lists

Flagging

- Setting priorities to tasks
- Recognising bottlenecks in a project
- Efficient allocation of teammates

Built-in use cases

Asana comes with the following built-in use cases so you can focus better on your projects. Any team can plan and manage their projects more successfully starting with Asana templates.

Marketing	Operations	Design
Sales	Customer success	Engineering

Product	Cross-functional
IT	HR

Teams can use Asana for

- Product feedback

- Bug tracking

- Project roadmap

- Sprint planning

- Work requests

- Product launches

Pros

- <u>Easy to use:</u> Asana's user interface ultimately leads to a much better user experience. It has been thoughtfully designed and as such it is highly intuitive.
- <u>Integration:</u> Asana integrates with many project management apps, such as Google Drive, Microsoft Teams, and Slack.
- <u>Collaboration Focused:</u> As a collaboration tool, Asana lets users invite others to their digital workspace. It also alerts collaborators when any changes are made to tasks within the program.
- <u>Task Management:</u> Task management in Asana is organised and efficient. The overview that it allows users to have on all tasks is extensive.

Cons

- <u>No Time Tracking Features:</u> Time tracking capabilities are common among most project management software options. Asana's lack of one is its biggest weakness, by far.
- <u>Requires Some Experience:</u> For people completely new to project management, it can be difficult to master.
- <u>Too Many Features:</u> Asana has too many features associated with tasks. Because of this, it can make even simple tasks feel a bit overwhelming.
- <u>Assignments Are Limited:</u> Asana's task assignment features are lacklustre. Only one user can be assigned to a task at any given time.

Work Cited

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