Case Study – Any.Do

Pavel Quiquia

User Personas

Amanda

'Sometimes I forget kids football classes, and I have to ask my husband to pick them up'

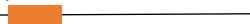Amsterdam, 38 years, Accountant, married and mom of 2 kids, Flowers collectionist

- **Goals:** Give the best to her family and see them happy
- **Motivations:** Be a good mother, and have recognition from her famlily, colleagues and friends
- **Challenges:** Be on top of all her activities, sometimes she can forget important events
- **Frustrations:** When she wakes up late, or cant find time to personal activities

- **Tech**

  Internet: 4/5

  Mobile Apps: 3/5

  Social media: 2/5

  Early adopter: 3/5

Tom

'I wish I could bring my work project management skills to my personal goals'

New York, 33 years, Project Manager, engaged, lives with partner, Tennis aficionado.
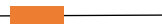
- **Goals:** Gain experience at work and start his own start-up
- **Motivations:** Be recognized for his excellence and be admired by colleagues
- **Challenges:** Bring to his personal life, his project management skills
- **Frustrations:** When he procrastinates, because he doesn't know how to start personal projects
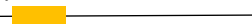
- **Tech**

  Internet: 4/5

  Mobile Apps: 4/5

  Social media: 3/5

  Early adopter: 3/5

Kate

'When I have a fun idea, I tend to share it immediately by WhatsApp, and I end up spamming everyone'

Sidney, 26 years, Marketing manager, Single, moved alone recently, loves music and parties.

- **Goals:** Live in other countries and meet people from around the world
- **Motivations:** The energy of the people who surrounds her, her family and friends
- **Challenges:** Sync her friends to the upcoming parties and events, without spamming all her WP groups
- **Frustrations:** When her friends ask her for activities that she has already remind them many times in IG
- **Tech**

  Internet: 4/5

  Mobile Apps: 5/5

  Social media: 5/5

  Early adopter: 4/5

Key Features

Create Lists

Create Tasks

Add subtasks to a Task

Add tags to a Task

Assign someone a Task

Add reminder to a task

Calendar Integration

Shortcuts View

Tags View

Settings: Integrations, Themes.

New Features, Epics, Stories

Feature: Basic Features improvements (lists, tasks, calendar)

Epic: Basic List Improvements
Story: Copy tasks from a list to another list
Story: Select all lists and export in CSV (or PDF)
Story: Select all tasks from a list and export in CSV

Epic: Basic Tasks / subtasks Improvements
Story: add taks dependencies, or link between tasks
Story: add multiple tags to a task
Story: reminder time different to event time (create reminder x mins before event).
Story: confirmation of viewed reminder
Story: add details for a subtask

EPIC: Calendar Integrations
Story: Integrate outlook calendar
Story: Integrate work calendar
Story: Integrate apple calendar

Feature: Advanced Improvements

EPIC: Aditional views
Story: Create a calendar view for tasks created in Any.do
Story: Task reminder sent as email to work calendar
Story: Create a Kanban view (similar to Jira)

EPIC: Sync / assigning
Story: personalized desktop app notification (fun way to inform someone assigned you a task)
Story: confirmation task was accepted by friend
Story: Chat window with assigned person list / task

Process to be tracked in Any.do

Process: List created with Different Tasks / subtasks

Tracking:

Number of tasks created
Number of members added to a list
Number of members assigned to a task
Number of tasks completed (with due date)
Number of subtasks completed (with due date)
Number of tasks with a reminder
Number of Viewed, missed reminders