



DeskFlow: Data Gathering Summary

Link to Survey:

https://docs.google.com/forms/d/1buif1Ypgefb80SEiGNqhd-P9srx_REBQ0Q-mi3IEZg0/edit?pli=1#responses

Introduction

DeskFlow is a desktop application designed to serve as a personal automation assistant, helping users boost productivity by eliminating the small, repetitive tasks that often consume valuable time before meaningful work can begin. The application focuses on three core areas: tracking daily workflow and screen activity, organizing digital workspace and files, and automating routine tasks through intelligent scheduling.

To assess the feasibility and potential market acceptance of DeskFlow, I conducted both primary and secondary data gathering methods. The objective was to gather real-world insights into their daily productivity challenges, current habits, existing solutions they use, and their openness to adopting a tool like DeskFlow. This report summarizes the key findings and themes that emerged from the data gathered during these sessions.

As mentioned above, the methods I used were both primary and secondary. For my primary data gathering methods, I had a detailed online survey and a focus group discussion involving a diverse group of participants, including students, freelancers, and professionals. Through the online surveys, I was able to gain a reach of **50 potential customers** with most being keen on the idea of such an application coming to life. During the focus group, I demonstrated one of the main features of the application to a group of 6 students that were amazed at the potential of the application but had some reservations. For my secondary data gathering methods, I researched current available solutions to compare current features to what I have in plan. I also conducted research

on different websites to understand how different people view productivity and what they found to be most important when doing remote work.

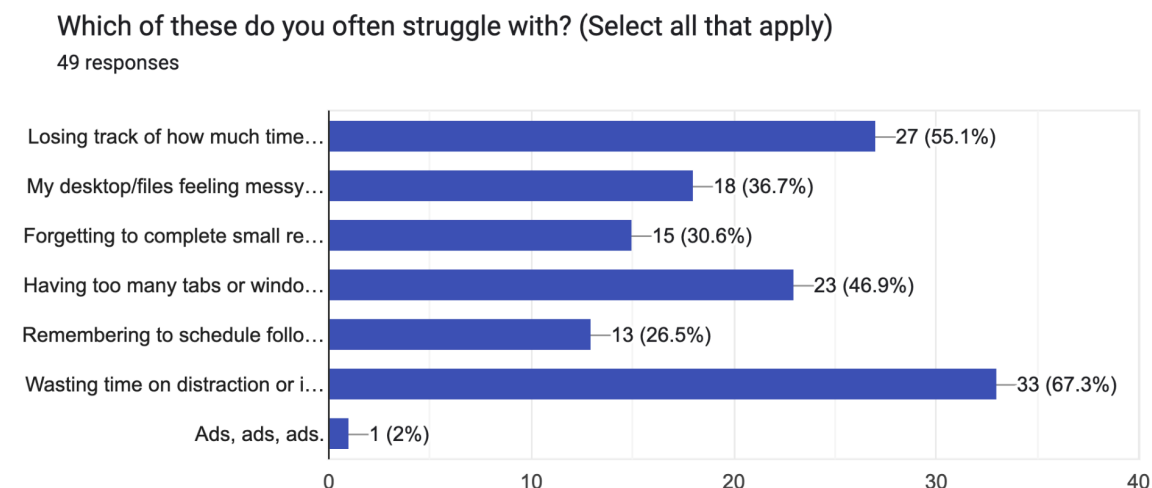
I shall share with you what I found below.

User Pain Points Identified

Based on the survey findings, it became clear that many individuals rely heavily on their laptops for daily work, study, and personal tasks. A significant portion — approximately **65.3% of respondents** — reported using their laptops for **7 to more than 12 hours per day**, highlighting how deeply integrated digital workflows are in users' routines.

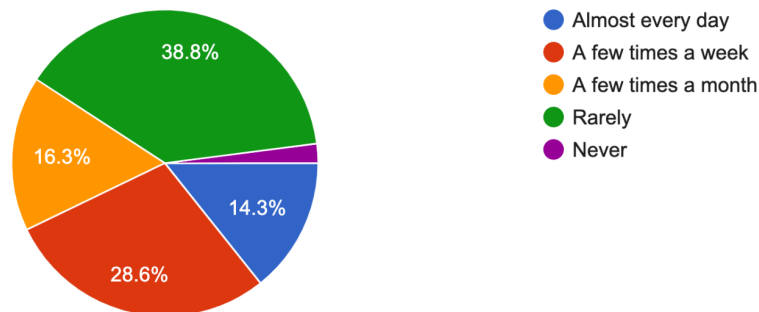
When asked to reflect on what leaves them feeling unproductive at the end of a typical day, responses varied widely, ranging from **"not being able to organize my files"** to **"spending too much time scrolling on social media."** This illustrates that users experience a combination of both digital disorganization and difficulty managing distractions.

The following chart summarizes the most common pain points identified by participants when asked which tasks they often struggle with on their computers:



How often do you struggle to find files or documents on your computer?

49 responses



The top three pain points identified were:

1. **Wasting time on distractions or irrelevant websites**
2. **Losing track of time spent on tasks**
3. **Managing too many open tabs or windows**

These findings suggest that **time awareness, workspace organization, and distraction management** are central challenges users face — aligning strongly with the core problems DeskFlow is designed to solve.

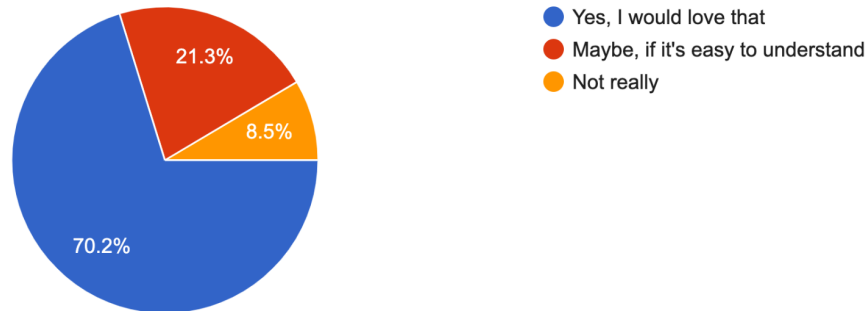
Feature Preferences

During the survey process, I had the opportunity to engage directly with some participants and explain DeskFlow's core purpose and key features. Many respondents expressed strong enthusiasm for the concept, particularly appreciating how the application could help them make their digital workspaces more organized and their workflows more efficient.

Among all proposed features, **the work hours monitoring tool stood out as the most appealing**. Out of all respondents, **43 individuals specifically highlighted their interest in this feature**. They noted that being able to track how much time they spend on different tasks and websites would give them valuable insights into their daily habits. This data, in turn, could empower them to make informed adjustments to improve productivity and reduce wasted time.

Would seeing a weekly report showing which apps/websites you spent the most time on help you become more productive?

47 responses



The work hours monitor was seen as particularly helpful because it addressed a common pain point: many users recognize that they lose significant amounts of time to distractions but struggle to quantify or identify where exactly that time is going. By providing clear, actionable reports, this feature allows users to self-correct and build more focused work habits over time.

Other features such as file organization automation, task scheduling, and routine task management also received positive feedback, but the strong response to workflow tracking indicates that users place a high value on **self-awareness and transparency** when it comes to their daily digital behavior.

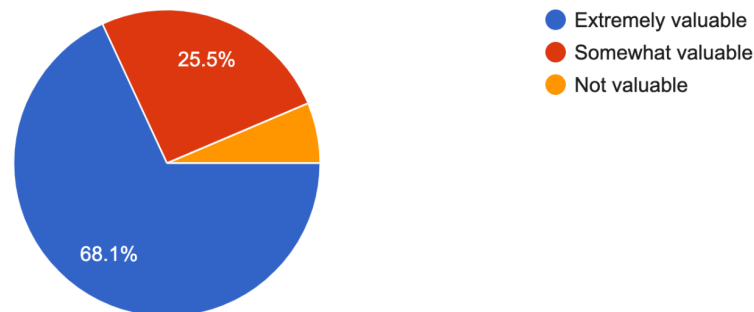
Adoption Interest

The research findings strongly indicate that there is significant interest and demand for a solution like DeskFlow among the target audience. Throughout both the survey and focus group discussions, users demonstrated a clear awareness of the productivity challenges they face and expressed a strong openness to adopting a tool that could help automate routine tasks and improve organization.

When asked whether they would be interested in using an application like DeskFlow, **a majority of respondents indicated high interest**, with many emphasizing how much time they believed they could save by automating tasks they currently handle manually. Students, freelancers, and professionals alike expressed enthusiasm about integrating DeskFlow into their daily routines, particularly if it remained simple to use and affordable.

How valuable would an “all-in-one personal automation assistant” be for you?

47 responses



Importantly, during the focus group demonstration, participants were able to see DeskFlow’s functionality in action, which significantly boosted their interest and engagement. Many acknowledged that witnessing the automation features firsthand helped them identify productivity gaps they had previously accepted as part of their normal workflow. I specifically demonstrated the **file organizing feature**, and each student expressed strong interest in adopting the application for their own use. However, as the current version operates through the terminal, the group emphasized the importance of developing a user-friendly graphical interface, noting that not all potential users would feel comfortable interacting with a command-line tool.

These findings suggest that DeskFlow not only addresses clear productivity pain points but also generates strong positive sentiment and enthusiasm even at this early stage — a highly encouraging sign for its potential adoption and long-term user engagement.

Reservations and Concerns

While overall interest in DeskFlow was strong, participants also raised several important reservations that would need to be addressed to ensure broad adoption. The three most frequently mentioned concerns were:

- **Privacy and Security:** Many users expressed caution regarding how their personal data — particularly information related to screen activity, work habits, and file organization — would be collected, stored, and protected. Transparent data handling policies, strong local data storage options, and clear privacy controls will be critical to building user trust.
- **Cost:** Some participants, especially students and freelancers, indicated that while they saw clear value in DeskFlow’s features, pricing would be a key factor

in their willingness to adopt the application. Many expressed openness to a subscription model, but emphasized that affordability will be important for initial uptake.

- **Ease of Use and Learning Curve:** Given that not all users have high technical proficiency, there was a strong desire for an intuitive, user-friendly interface. The current terminal-based prototype was seen as a barrier for many potential users. The focus group participants strongly emphasized the need for a simple graphical user interface (GUI) that would make DeskFlow accessible to a broader audience.

Addressing these concerns early in development will be critical to ensure strong initial adoption, reduce friction during onboarding, and build long-term trust with users.

Competitive Landscape Insights

As part of the secondary research, I analyzed several existing tools that offer partial solutions related to productivity, automation, and workspace organization. While there are a number of applications available globally, none fully address the unique combination of features that DeskFlow aims to provide — particularly in the context of local desktop automation for individual users.

The most notable existing solutions include:

Competitor	Key Features	Limitations Compared to DeskFlow
RescueTime	Automatic time tracking, productivity reports	Focuses solely on time tracking; no file organization or task scheduling
Zapier	Automation of online apps and services via triggers and workflows	Primarily web-based; limited integration with local desktop file systems; requires technical setup
IFTTT	Similar to Zapier with simple web-based	Limited desktop automation; focuses more on smart home and online services

	automation for connected apps	
Trello (task management)	Project and task organization with boards, lists, and cards	Focuses on project management; does not automate or organize files or desktop workspace
Mac Automator / Windows Task Scheduler	Basic automation capabilities for native desktop tasks	Requires manual setup and scripting knowledge; not user-friendly for most casual users

While these tools address aspects of automation, time management, or task scheduling, none provide a **comprehensive, desktop-first solution that combines local file organization, workflow tracking, and task scheduling in a unified, easy-to-use platform.**

DeskFlow's unique value proposition lies in offering:

- *A true personal desktop automation assistant*
- Local file and workspace management
- Visual productivity tracking with actionable reports
- Task scheduling for both local and external workflows
- An accessible, non-technical interface designed for everyday users

This gap in the market suggests a strong opportunity for DeskFlow to differentiate itself by targeting individuals who want to automate their desktop workflow without needing advanced technical skills or complicated cloud integrations.

Summary of Insights & Project Potential

The findings from both the primary and secondary research strongly validate the need for a solution like DeskFlow. Across surveys and focus group discussions, participants consistently reported significant time lost to repetitive tasks, digital disorganization, and difficulty maintaining focus during their work or study sessions. There is clear demand for a simple, desktop-first automation tool that can help users better manage their

workspace, track their productivity, and automate routine tasks — all without requiring advanced technical knowledge.

The feature most highly valued by potential users is **workflow monitoring and time tracking**, as it provides clear visibility into how their time is spent and empowers them to self-correct unproductive habits. File organization and task scheduling were also seen as highly beneficial, particularly when presented as part of an integrated, easy-to-use system.

While enthusiasm for DeskFlow was strong, participants emphasized the importance of addressing concerns around **data privacy, pricing, and ease of use** — all of which represent crucial areas to prioritize during the development process.

The competitive analysis confirms that while multiple productivity and automation tools exist, **none fully combine local desktop file management, time tracking, and task scheduling in a single, user-friendly solution targeted at individual users**. This positions DeskFlow uniquely in the market, with a clear opportunity to serve students, freelancers, and professionals who are underserved by current options.

In conclusion, the research findings provide strong early validation for DeskFlow's core concept, functionality, and market potential. With careful attention to user-centered design, transparent privacy practices, and accessible pricing, DeskFlow has the potential to become a highly valuable personal automation assistant that transforms how users manage their daily digital workloads.