



# Wunderlist

...and their not so wonderful dilemma.



## What is Wunderlist?

Wunderlist was a multi-platform app that helped you manage and share all of your to-dos. Whether you were a freelancer managing multiple clients, planning a trip to Saigon, or just needed a reminder to restock on mouthwash - Wunderlist made it effortless.

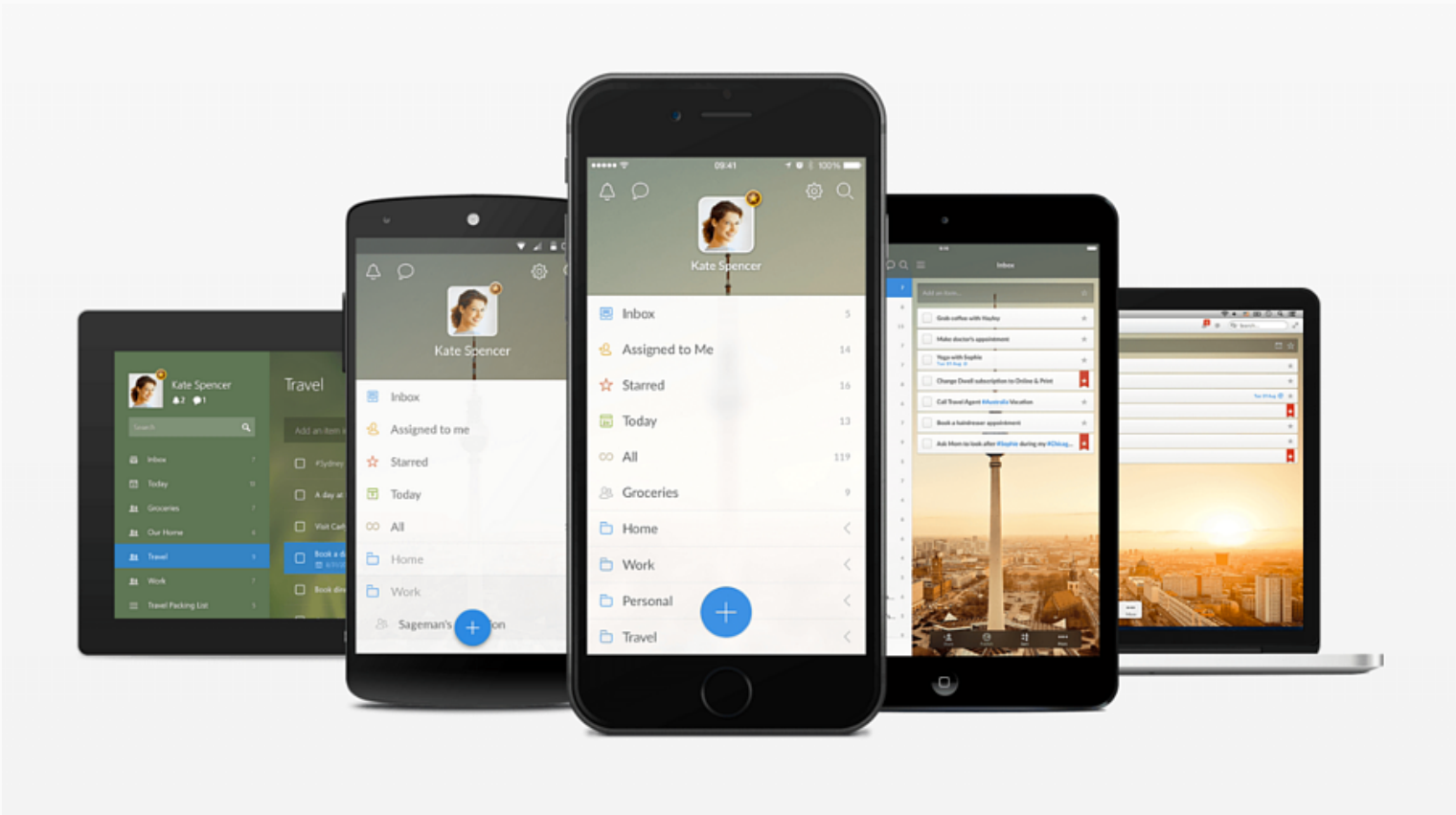
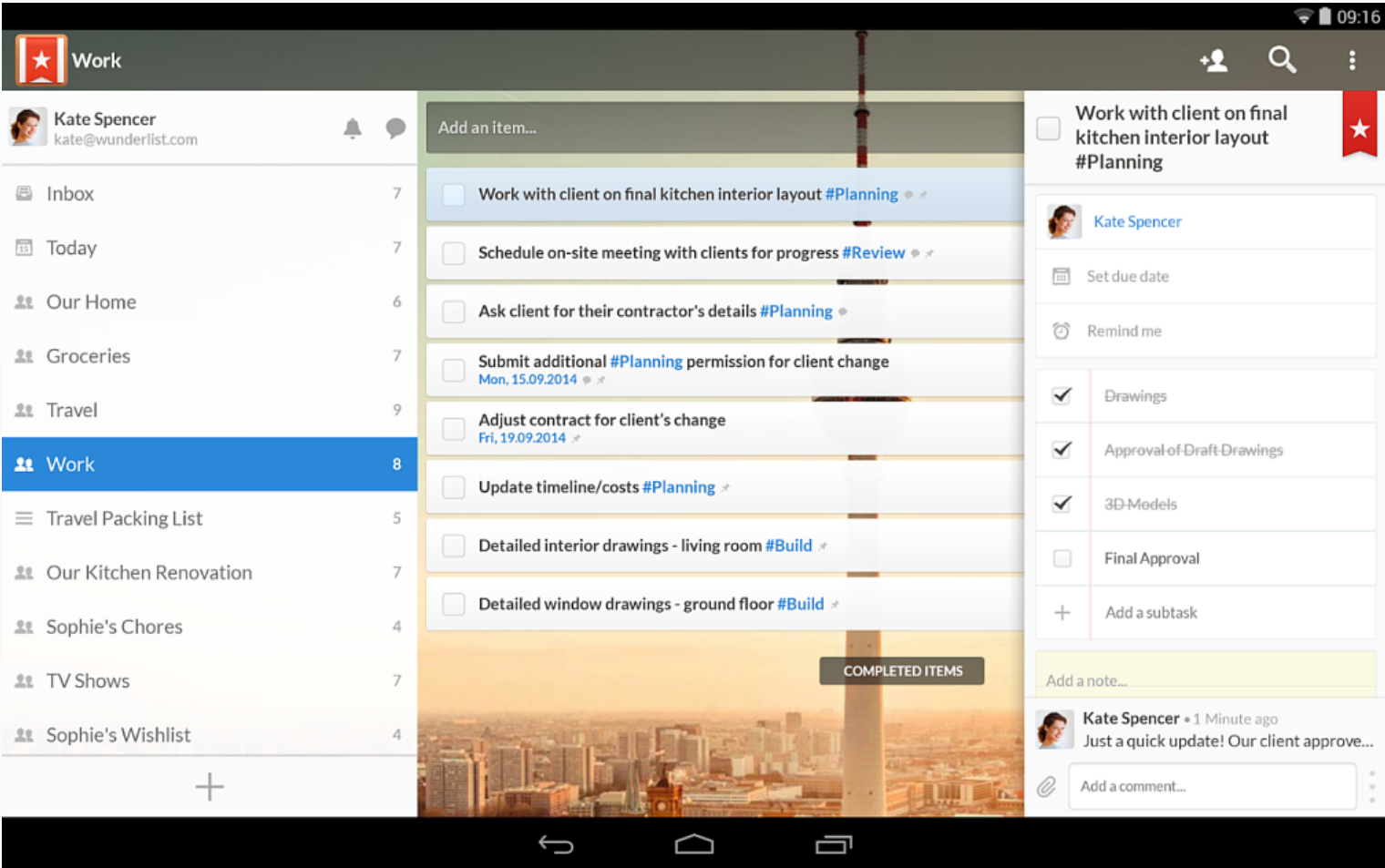
Wunderlist was founded in Berlin by six friends who wrote out a business plan, posted an ad on a social media site requesting funding, and within three days two angel investors flew down and showered them in seed money. Launched in 2011, they had over 13 million users before being acquired by Microsoft in 2015 (and quietly killed off, sadly).

**But before they were "old yeller-ed", Wunderlist had a classic Product Management dilemma:**

They had a free version and a paid version. In order to continue to grow their user base, they needed to have a competitive feature set for their free version.

*But in order to make money and sustain their business, they needed to be able to convert those users into paid customers, which most likely meant withholding features from their free version.*

Wunderlist started as a desktop app but has expanded to have companion iPhone, iPad, Android, Windows, Kindle Fire, Blackberry, and Web applications



# Wunderlist by the numbers

A "wunderkinder" is "a person who is exceptionally successful in his field while still young."



5+

Years in business



13M

Total users



2.6M

Active monthly users

Monday is the most productive day of the week: together each Monday around 1,310,170 to-dos are created and 979,895 completed.



\$23M

Funding to date.



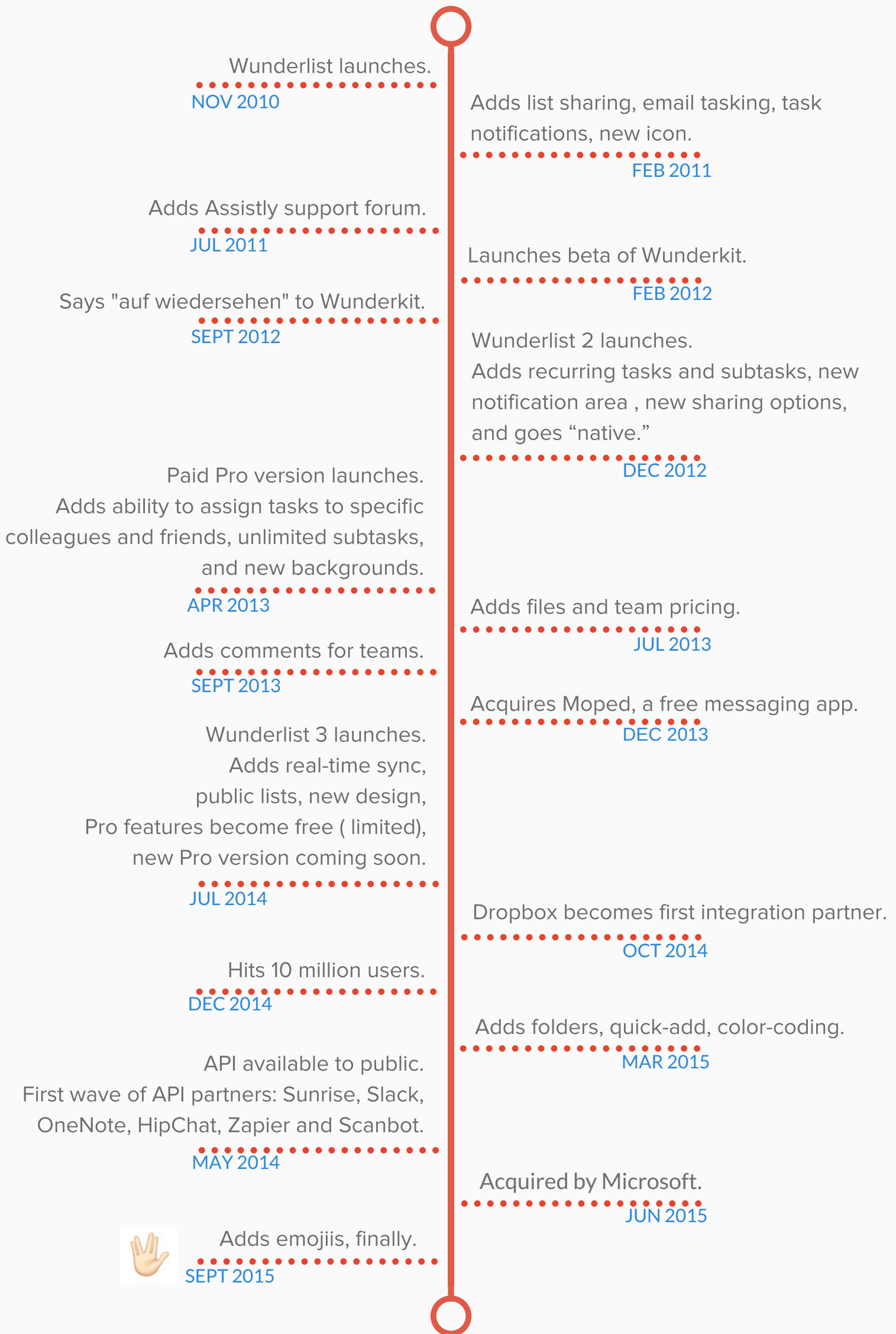
991M

To-dos created  
to date.



742M

To-dos completed  
to date.



# Feature Table

## Where do you think Wunderlist is most vulnerable?

## What's their biggest opportunity?

[illegible]

# Let's pretend that you're the latest and greatest Product Manager for Wunderlist...

The market is saturated with productivity-everything.

What you need to do is decide which is more important: increase users or increase revenue. Would you change the free/paid system? How?

- Drop features from free
- Add features to free
- Add features to paid
- Charge more
- Don't do anything
- Other

What are you going to do? Post your answers in the Q&A Section and make sure to justify your case.

# [ACTIVITY] Wunderlist and Their Not-So-Wonderful Dilemma



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Overview **Q&A** Notes Announcements

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