

Wunderlist

...and their not so wunderful 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.

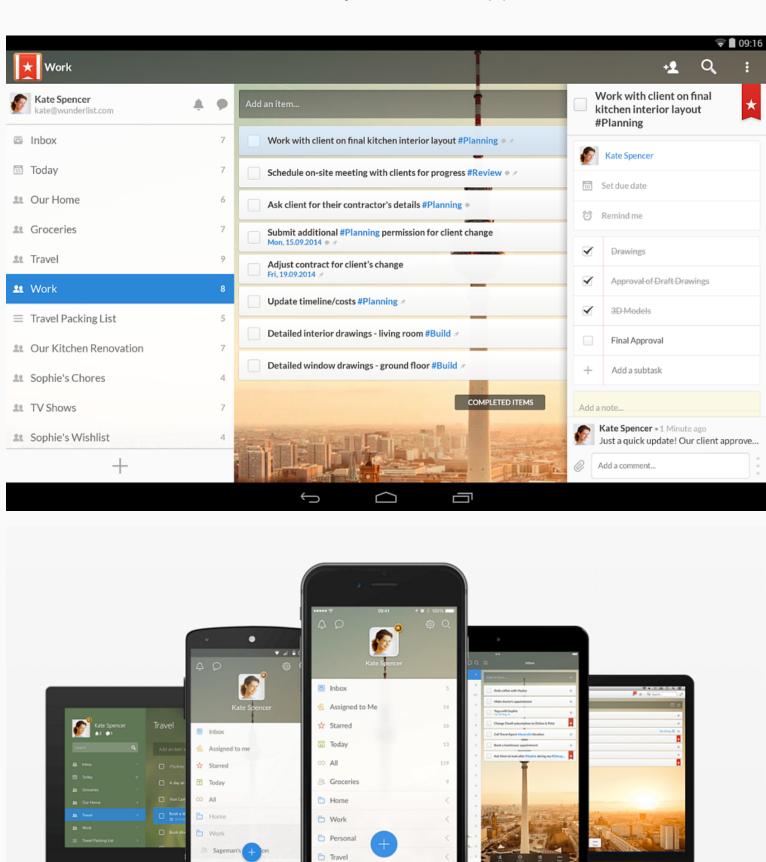
Launched in 2011, they had over 13 million users before being acquired by Microsoft in 2015 (and quietly killed off, sadly).

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."



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



Funding to date.

To-dos created to date.

To-dos completed to date.

Wunderlist launches.

NOV 2010

Adds Assistly support forum.

JUL 2011

Says "auf wiedersehen" to Wunderkit.

SEPT 2012

Paid Pro version launches.
Adds ability to assign tasks to specific colleagues and friends, unlimited subtasks, and new backgrounds.

APR 2013

Adds comments for teams.

SEPT 2013

Wunderlist 3 launches.

Adds real-time sync,
public lists, new design,
Pro features become free (limited),
new Pro version coming soon.

JUL 2014

Hits 10 million users.

API available to public. First wave of API partners: Sunrise, Slack, OneNote, HipChat, Zapier and Scanbot.

MAY 2014

Adds emojiis, finally.

SEPT 2015

Adds list sharing, email tasking, task notifications, new icon.

FEB 2011

Launches beta of Wunderkit.

FEB 2012

Wunderlist 2 launches.

Adds recurring tasks and subtasks, new notification area, new sharing options, and goes "native."

DEC 2012

Adds files and team pricing.

JUL 2013

Acquires Moped, a free messaging app.

DEC 2013

Dropbox becomes first integration partner.

OCT 2014

Adds folders, quick-add, color-coding.

MAR 2015

Acquired by Microsoft.

JUN 2015

Feature Table

Where do you think Wunderlist is most vulnerable? What's their biggest opportunity?











	Todoist		Evernote		Trello		Remember the Milk		Wunderlist	
Price	Free	\$28.99 / yr.	Free	\$5 / mo. \$45 / yr.	Free	\$5 / mo. \$45 / yr.	Free	\$39.99	Free	\$4.99 / mo. \$49.99 / yr.
Platforms	15	15	10+	10+	5+	5+	10	10	10+	10+
# of Lists	80 active	200 active	Unlimited	Unlimited	Unlimited	Unlimited	Unlimited	Unlimited	Unlimited	Unlimited
# of Tasks	150 per project	200 per project	Unlimited	Unlimited	Unlimited	Unlimited	Unlimited	Unlimited	25 per list.	Unlimited
# of Subtasks	Yes	Yes	Unlimited	Unlimited	Yes	Yes	No	Yes	25 per to to-do.	Unlimited
Due Dates	Yes	Yes	No	No	Yes	Yes	Yes	Yes	Yes	Yes
Reminders	No	Yes	One per note.	One per note.	Yes	Yes	Limited by device.	Yes, mobile included	Yes	Yes
Drag and Drop	Yes	Yes	No	No	Yes	Yes	Yes	Yes	Yes	Yes
Collaboration	5 people	25 people	Yes	Yes	Yes	Yes	Limit 2 people.	Unlimited	Unlimited comments.	Unlimited comments, assigning.
Public Sharing	No	No	Yes	Yes	Yes	Yes	Yes	Yes	No	No
Images	No	Yes	Yes	Yes	Yes	Yes	No	No	No	No
Files	No	20MB	60MB	10GB	10MB	250MB	No	No	5MB	Any size
Backgrounds	No	No	No	No	Solid color	Custom	No	No	20	30
Notes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Real-time sync	Real-time	Real-time	No	No	Real-time	Real-time	No	No	Real-time	Real-time
Browser Extensi	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Integrations	24	24	A lot	A lot	A lot	A lot	Yes	Yes	10+	10+
Emojiis	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes

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.

