

Shiptivity Feature Ideas

Increasing Daily Active Users

Analysis Summary

The Kanban Board release on June 2, 2018 resulted in a 225% increase in daily active users:

- Before Kanban: 3.63 avg DAU (Feb-May 2018)
- After Kanban: 11.79 avg DAU (Jun 2018-Feb 2019)

Key Insights:

- The Kanban feature significantly boosted engagement
- Most cards (100 out of 162) only have 2 status changes
- Low rework rate (cards rarely move backwards)
- Opportunity to increase engagement depth per user

Feature 1: Daily Digest & Progress Notifications

Hypothesis

Users who receive daily summary notifications about their card progress and team activity will return to the app more frequently, increasing DAU by creating a habit loop.

- +15-25% increase in DAU through notification-driven returns
- Higher 7-day retention rate
- Increased status change activity

A daily email/push notification system that sends users:

- Summary of cards they moved yesterday
- Cards approaching deadlines or stuck in backlog too long
- Team activity highlights (who completed what)
- Personalized quick win suggestions

```
+-----+
|  DAILY DIGEST - Jan 15, 2019  |
+-----+
|  YOUR PROGRESS YESTERDAY      |
|  [===] 2 cards moved to complete |
|  [===] 1 card started         |
|                                |
|  NEEDS ATTENTION              |
|  ! "API Integration" - 7 days backlog |
|                                |
|  TEAM HIGHLIGHTS              |
|  Sarah completed "User Auth"   |
|                                |
|  [Open Shiptivity] [Snooze for today] |
+-----+
```

Feature 2: Streak & Achievement System

Hypothesis

Gamification elements like daily streaks and achievements will incentivize users to return daily to maintain their progress, directly increasing DAU.

- +20-30% increase in DAU through gamification
- Users visit even with no task to preserve streak
- Viral sharing of achievements brings new users

- A streak and achievement system:
- Daily Streak Counter: Track consecutive days with card status changes
 - Achievements: First Complete, 10 Cards Done, 7-Day Streak
 - Leaderboard: Weekly team leaderboard
 - Milestone Badges: Visual badges on profile

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+-----+
|  YOUR  PROGRESS  |
+-----+
|  CURRENT STREAK: 12 DAYS [fire]  |
|  Keep going! 2 more for "2 Week" badge  |
|                                     |
|  +-----+  +-----+  +-----+  |
|  | FIRST |  | STREAK |  |   10   |  |
|  | DONE  |  | 7 DAYS |  | CARDS  |  |
|  +-----+  +-----+  +-----+  |
|                                     |
|  TEAM LEADERBOARD (This Week)  |
|  1. Sarah   - 15 completions  |
|  2. You     - 12 completions  |
|  3. Mike    - 8 completions   |
+-----+
```

Feature 3: Quick Card Actions from Dashboard

Hypothesis

Reducing friction for common actions (moving cards between statuses) directly from the dashboard will increase engagement and daily visits, as users can make progress with minimal effort.

- +10-15% increase in DAU through reduced friction
- Higher number of status changes per session
- Lower bounce rate from dashboard

A streamlined dashboard showing actionable cards:

- Ready to Move widget: Cards that likely need status updates
- Quick action buttons: Move card to next status with one click
- Smart suggestions: AI prompts like "This card has been in-progress 5 days"
- Keyboard shortcuts: Power users can navigate without mouse

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+-----+
|  DASHBOARD - QUICK ACTIONS  |
+-----+
|  3 CARDS READY FOR ACTION  |
|                               |
|  +-----+                 + |
|  | API Integration      [In Progress]| |
|  | in backlog 5 days    [-> Start]  | |
|  +-----+                 + |
|                               |
|  +-----+                 + |
|  | User Authentication  [Complete]  | |
|  | in progress 3 days   [-> Done]    | |
|  +-----+                 + |
|                               |
|  +-----+                 + |
|  | Bug Fix #42          [In Progress]| |
|  | Last updated: 7 days  [-> Done]    | |
|  +-----+                 + |
|                               |
|  [View Full Kanban Board]    |
+-----+
```

Prioritization Recommendation

Recommended Priority Order:

1. Daily Digest (+15-25% DAU) - Medium dev effort - PRIORITY 1
2. Streak System (+20-30% DAU) - Medium-High dev effort - PRIORITY 2
3. Quick Actions (+10-15% DAU) - Low dev effort - PRIORITY 3

Recommendation: Start with Daily Digest as it leverages external triggers to bring users back, then layer Streak System for retention, and finally Quick Actions for engagement depth.