Mellow – Smart Task HQ

Mobile-first AI for Getting to Done

Mellow is a beautifully designed, out-of-the-box task HQ that meets you wherever work hides — email, text, Slack, Notion, even a photo of your handwritten list — then helps you finish, not just remember.

It turns scattered intentions into finished work, combining hands-on triage with hands-off automation.

[FigJam](#)

Why it's better

1. **Effortless capture**
   Manual or automatic. Forward an email, snap a note, or let Mellow mine Gmail, Calendar, Slack, and Notion for "loose" action items so nothing slips through the cracks.

2. **Action-oriented assistance**
   Every task arrives with one-tap triage: **Do, Delegate,** or **Automate**. Set reminders or enrich tasks for things you *do yourself*, let Mellow identify ways it can take action on things *you delegate*, and *automate repeatable tasks* via Sidekicks that work in the background, either on a set schedule or via rule-based triggers.

3. **Busywork into background work**
   Pre-configured mini-agents called Sidekicks handle ongoing chores like creating daily at-a-glance summaries, filtering inbox noise, and surfacing and drafting replies to high priority emails. They can take actions and create/edit tasks based on a schedule or rule-based triggers.

Signature experience

- **Task HQ:** Unified board of one-off tasks and Sidekicks, starred for priority, swipe-sorted by Do / Delegate / Automate. Organized with high priority tasks highlighted at the top, swipeable panels for Do / Delegate / Automate.

- **Personal contact info:** Mellow comes with its own email and phone number so you can forward, CC or text it like a real assistant.

- **Zero-setup magic:** first-run OAuth (Gmail + Calendar) fuels instant, personalized tasks the moment the app opens.

- **Mobile-native polish:** Clean visuals, tactile gestures, and no-friction voice/camera capture keep you moving fast and feeling mellow.

Visual language inspiration blends three familiar patterns:

• **Trello-style cards** → lightweight task tiles

• **iOS Home tiles** → elegant, tappable accessories

• **IFTTT-style applets** → smart quick actions based on context & capabilities

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0 · Zero-Friction Sign-Up & First-Run Quickstart

Objective: deliver immediate, personalized value by connecting to real user data **before** the first screen appears.

0.1 Service-permission handshake

1. **OAuth modal** (native Google sheet) requests **Gmail + Google Calendar** access.
   Copy explains: "Mellow needs this to draft replies, spot schedule gaps, and surface tasks automatically. You can revoke any time."

2. On success, an **import spinner** (≈3 sec) indexes calendar events and the last 50 e-mails in the background while onboarding continues.

3. If user skips permissions, Quickstart still shows but marks Gmail/Calendar-powered Sidekicks with a 🔒 lock and offers **Connect Now**.

0.2 "Your First Sidekick" overlay

When the user reaches Home and has no tasks yet, a two-step overlay appears **on top of a pre-populated Priority Stack** (thanks to imported data):

1. **Starter Sidekick picker** – three tappable cards (may be pre-selected based on permissions):

   - ✉️ **Draft replies for high-priority emails** *(requires Gmail)*

- 📅 **Schedule a focus-time block** *(requires Calendar)*

- 📬 **Summarize my inbox** *(requires Gmail)*

2. **Lightweight builder sheet** – pre-filled name and trigger schedule with an ON toggle. User can tweak or simply tap **Turn On**.

3. Sidekick runs immediately, generating the first batch of tasks which drop into the **Priority Stack** with a sparkle animation.

Outcome: even a brand-new account lands on a board that's already useful, eliminating the blank-slate problem.

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1 · Product North-Star

A unified **Task HQ** that shows what needs *you*, what Mellow has handled, and what's on autopilot—so you can glide between **doing**, **delegating**, and **automating**. From day one, granting Gmail & Calendar access lets Mellow surface real tasks automatically, while ⭐ toggling keeps the most important items always within reach.

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2 · Home (Tasks Tab)

2.1 Layout & Hierarchy

Zone	Purpose	Visual cue
Top Bar	Wordmark (center) · Profile (top-right) → settings & connected services	Minimal toolbar ala iOS default nav
Priority Stack	Collapsible buckets (⭐ Starred · Review · Due Soon · Reminders) – *pre-seeded via Gmail/Calendar import*	Subtle stacked cards w/ Trello edge shadow
Task Board	Horizontally swipeable **Do / Delegate / Automate** lanes. Tasks may appear here via manual capture **or Sidekick generation**.	Trello-style lanes
Bottom Dock	**Chat · Quick Add · Artifacts**	Center-docked pill

2.2 Task Tile ("Trello Card") Anatomy

Element	Details
Origin badge	Tiny ✨ pill appears when task was **created by a Sidekick**, tooltip "Auto-generated by *Sidekick Name*".
Star toggle	Outline ⭐ → filled ⭐ to mark high-priority (floats to top).

(Gestures, long-press menu, Task Detail sheet unchanged except for new "Created by Sidekick" meta row.)

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3 · Sidekicks Tab ("iOS Home Tile" Grid)

Card element	Mapping
＋ **New Sidekick**	First tile launches builder.
Starter suggestions	Same three Quickstart Sidekicks remain discoverable.
Status badge	Shows last run, next run, and lock icon if required permission not yet granted.

> **Relationship:** Sidekicks can **spawn tasks**, **own tasks** (automation), or both. Tasks remember their *creator*.

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4 · Bottom Dock Navigation

(Unchanged)

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5 · Priority & Surfacing Logic

```
None
if task.starred: bucket = 'Starred'
else if task.status == completed_by_mellow: bucket = 'Review'
```

```
else if task.due_at within next 48h: bucket = 'Due Soon'
else if task.reminder_at hit: bucket = 'Reminders'
```

*Imported Gmail/Calendar-generated tasks inherit **Due Soon** or **Starred** flags according to heuristics (e.g., emails tagged "Important" by Gmail → starred).*

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6 · Micro-interactions & Gestures

- Sparkle drop-in when first auto-generated tasks appear.

- Long-press tile → **Do / Delegate / Automate / Remind** (Delegate & Automate route to Task Detail where quick actions + chat gather context).

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7 · Data Model (Updated)

```
None
Task {
  id: string,
  title: string,
  source: enum(email|voice|photo|manual|sidekick|calendar),
  created_by_sidekick: string?,
  due_at: datetime?,
  starred: boolean,
  status:
enum(open|in_progress|awaiting_assignee|completed_by_mellow|done)
,
  assignee: user_id?,
  sidekick_id: string?,
  reminder_at: datetime?,
  lane: enum(do|delegate|automate)
}
Sidekick {
```

```
  id: string,
  name: string,
  trigger: enum(schedule|event),
  rule: json,
  next_run: datetime,
  last_result: string,
  requires_permissions: ["gmail","gcal"],
  can_create_tasks: boolean
}
UserPermissions {
  gmail: boolean,
  gcal: boolean
}
```

8 · Edge & Empty States

- **Brand-new account** → Gmail/Calendar permission prompt, then **First-Run Quickstart** overlay (pre-seeded tasks if granted).

- **Permissions skipped** → relevant Sidekicks show 🔒 and priority buckets may remain empty until manual capture.

- **No Sidekicks yet** → "＋ New Sidekick" tile pulses gently.

9 · Accessibility

(Unchanged)

10 · Next Steps

1. Flesh out OAuth copy + permission fallback flows.

2. Prototype Gmail/Calendar indexing pipeline for first-launch seeding.

3. Usability-test perception of auto-generated tasks vs privacy concerns.