User Research Report

Q4 2025 — Kanban Task Manager

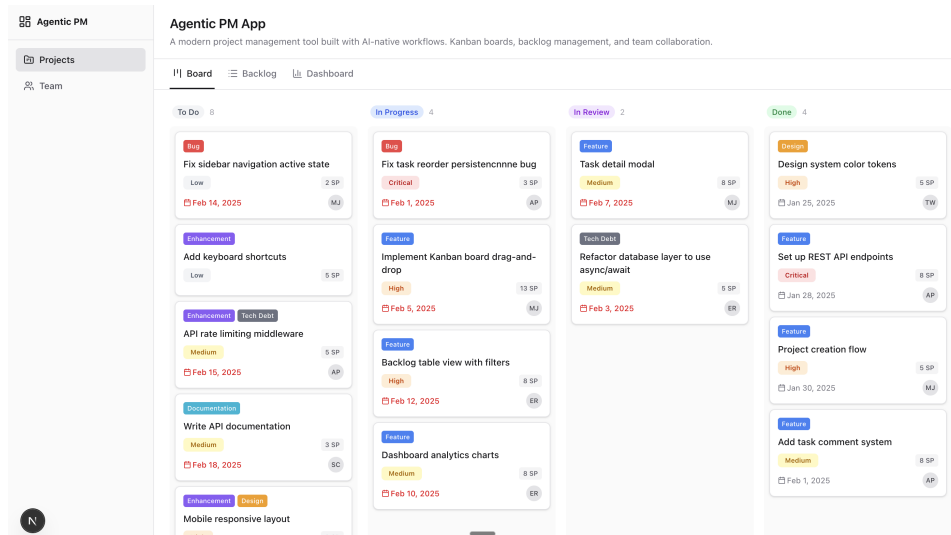Research team: Product & Design • 12 interviews • 87 survey responses

Photo from user interview session

Executive Summary

We conducted 12 in-depth interviews and collected 87 survey responses from active users of the Kanban Task Manager between October and December 2025. The research focused on understanding task management workflows, collaboration pain points, and feature satisfaction.

Key finding: Users love the simplicity of the board view but struggle with three core areas — notifications, reporting, and cross-project visibility. 68% of respondents said they use a separate tool (spreadsheet or Notion) to track work across multiple projects.

Methodology

- 12 semi-structured interviews (45 min each) with users across 3 personas: IC contributors, team leads, stakeholders
- 87 survey responses (NPS + open-ended questions) sent to all active users
- 5 usability sessions observing real task management workflows
- Analysis of support tickets from Q3-Q4 2025 (142 tickets reviewed)

Top 5 Pain Points

1. No notifications for task updates (mentioned by 78% of respondents)
   Users report missing important updates when teammates change task status or add comments. One user said: "I check the board 10 times a day just to see if something moved." This is especially painful for the Diana (Stakeholder) persona who needs visibility without daily board interaction.

2. Cannot see work across multiple projects (68%)

Team leads managing 3+ projects have no unified view. They resort to spreadsheets or Notion databases to aggregate status. This directly contradicts our Q1 goal of improving team lead retention.

3. Dashboard metrics don't match what managers care about (61%)

Current dashboard shows task counts and basic velocity. Managers want: cycle time per task type, blocked time analysis, and team workload distribution. Quote: "The dashboard looks nice but I still export to Excel for my weekly report."

4. Drag-and-drop feels unreliable on large boards (54%)

Users with 50+ tasks on a board report that drag-and-drop sometimes drops tasks in the wrong column or loses the task temporarily. This is a trust issue — users double-check every move.

5. No way to set task dependencies (47%)

Teams working on sequential workflows (design !' dev !' QA) have no way to express that Task B is blocked by Task A. They use comments or naming conventions like "[BLOCKED] waiting on #34" as workarounds.

NPS Results

Overall NPS: +32 (up from +24 in Q3 2025)

- Promoters (9-10): 48% — love simplicity and speed
- Passives (7-8): 36% — satisfied but considering alternatives
- Detractors (0-6): 16% — frustrated by lack of notifications and reporting

The most common word in Promoter feedback was 'simple.' The most common word in Detractor feedback was 'notifications.'

Feature Satisfaction Scores

Board view (drag & drop) 4.2 / 5.0
Task creation & editing 4.0 / 5.0
Project switching 3.8 / 5.0
Team member assignment 3.5 / 5.0
Dashboard & analytics 2.8 / 5.0
Search & filtering 2.6 / 5.0
Notifications 1.4 / 5.0

Recommendations

- P0: Build a notification system (in-app + email digest). This addresses the #1 pain point and is a blocker for the Stakeholder persona.
- P0: Add a cross-project dashboard view for team leads. Directly supports Q1 retention goal.
- P1: Revamp dashboard metrics to include cycle time, blocked time, and workload distribution.
- P1: Investigate and fix drag-and-drop reliability on boards with 50+ tasks.
- P2: Add task dependency/blocking relationships (design spike needed).

Selected User Quotes

"I love how fast it is to create tasks, but I have no idea when my team actually finishes them unless I go check." — Sarah, IC Contributor

"We tried to use this for our sprint planning but without dependencies we went back to Jira for the complex stuff." — Marcus, Team Lead

"My team uses this tool daily and I only find out what shipped when someone Slacks me. I wish I got a weekly summary." — Diana, Stakeholder

"The board is beautiful. If you add notifications and a better dashboard, I would pay double." — Survey respondent