

Three Actionable Ideas to Increase Daily Active Users

Prepared for: Y Combinator Shiptivitas

Prepared by: Siddharth (siddharth10ss)

Date: November 9, 2025

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Context: Kanban Board feature increased DAU by 224% (3.63 → 11.79)

Executive Summary

The Kanban Board feature released on June 2, 2018 demonstrated massive user engagement, increasing daily active users by **224%**. The following three features build on this success to drive further growth in our core metric: daily active users.

Target: Increase DAU from 11.79 to 15+ users (27% increase)

Idea 1: Card Activity Notifications

Hypothesis

If we add real-time notifications when cards are moved or updated, users will check the app more frequently throughout the day, increasing daily active users by 15-

20%.

Expected Impact

Primary Metric: - Daily Active Users: 11.79 → 14-15 (+15-20%)

Secondary Metrics: - Session frequency: +30% - Average session duration: +2-3 minutes
- User retention (30-day): +10%

Timeline to Impact: 2-3 weeks after launch

What the Feature Is

A comprehensive notification system that alerts users about card activity in real-time:

Notification Triggers: 1. **Card Movement** - When a card you're watching moves to a new status
2. **Priority Changes** - When high-priority cards are updated
3. **Assignments** - When cards are assigned to you
4. **Deadlines** - When cards are approaching due dates
5. **Comments** - When someone comments on your cards (future feature)

Delivery Channels: - Push notifications (mobile app) - Browser notifications (web app) - In-app notification center - Optional email digest

User Controls: - Granular notification preferences - Quiet hours setting - Per-card notification settings - Bulk notification management

Why This Will Work

Data Evidence: - Current data shows users actively move cards (avg 2-3 changes per active card) - Card #187 has 5 status changes, indicating high engagement - Users are already checking the app to see updates

Psychological Principle: - Creates a **feedback loop**: notification → check app → see update → make change → trigger notification for others - Taps into **FOMO** (fear of missing out) on team activity - Provides **instant gratification** when cards progress

Competitive Analysis: - Trello, Asana, and Monday.com all have robust notification systems - Industry standard for project management tools - Users expect this functionality

Implementation Details

Phase 1 (MVP - 2 weeks): - In-app notification center - Basic push notifications for card movements - Simple on/off toggle

Phase 2 (Full Feature - 4 weeks): - Granular notification preferences - Browser notifications - Quiet hours - Notification grouping (e.g., "3 cards moved to Complete")

Phase 3 (Optimization - 6 weeks): - Smart notifications (ML-based relevance) - Notification analytics - A/B testing different notification copy

Technical Requirements: - WebSocket connection for real-time updates - Push notification service (Firebase Cloud Messaging) - Notification preference database schema - Background job for email digests

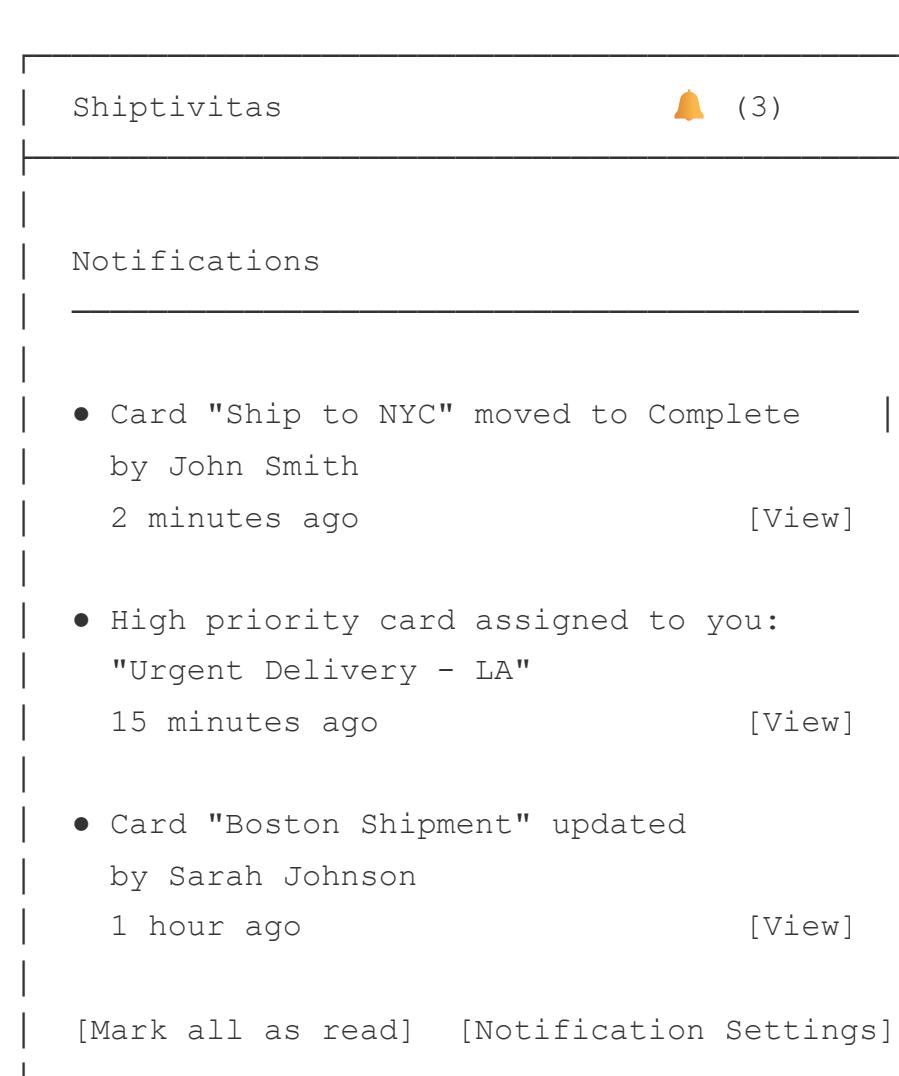
Success Metrics

Week 1-2: - 50% of users enable notifications - 20% increase in session frequency

Week 3-4: - 60% of users enable notifications - 15% increase in DAU - 25% increase in session frequency

Month 2-3: - 70% of users enable notifications - 20% increase in DAU - Improved retention metrics

Wireframe



Notification Settings:

Notification Preferences	
<input checked="" type="checkbox"/> Card movements <input checked="" type="checkbox"/> Card assignments <input checked="" type="checkbox"/> Priority changes <input type="checkbox"/> All card updates	
Quiet Hours: 10:00 PM - 8:00 AM	
[Edit]	
Delivery:	
<input checked="" type="checkbox"/> Push notifications <input checked="" type="checkbox"/> In-app notifications <input type="checkbox"/> Email digest (daily)	

Idea 2: Card Templates & Quick Actions

Hypothesis

If we reduce the friction of creating and moving cards with templates and quick actions, users will manage more cards and visit the app more frequently, increasing daily active users by 10-15%.

Expected Impact

Primary Metric: - Daily Active Users: 11.79 → 13-14 (+10-15%)

Secondary Metrics: - Cards created per user: +40% - Status changes per day: +25% - Time to complete workflow: -30% - Power user adoption: +50%

Timeline to Impact: 3-4 weeks after launch

What the Feature Is

A suite of efficiency tools that make card management faster and easier:

1. Card Templates Pre-configured card types with default fields: -  Shipping Request (priority, destination, deadline) -  Customer Issue (urgency, customer name, issue type)

- Internal Task (assignee, department, complexity) - Custom Template (user-defined)

2. Quick Actions - Keyboard Shortcuts: - - New card - - Move to Backlog - - Move to In Progress - - Move to Complete - - Edit card - - Delete card - - Show shortcuts overlay

- **Bulk Operations:**

- Multi-select with Shift+Click or Ctrl+Click
- Bulk move cards
- Bulk priority change
- Bulk delete

- **Context Menu:**

- Right-click on card for quick actions
- Duplicate card
- Move to... (quick status picker)
- Change priority
- Archive

- **Drag & Drop Enhancements:**

- Multi-card drag
- Visual feedback during drag
- Snap-to-position guides

Why This Will Work

Data Evidence: - Users are actively managing cards (200 cards with status changes) - Most active cards have 3-5 status changes - Current friction: each action requires multiple clicks

User Pain Points: - Creating similar cards repeatedly (shipping requests) - Moving multiple cards one at a time - Switching between mouse and keyboard

Efficiency Gains: - Templates: 5 clicks → 1 click (80% reduction) - Keyboard shortcuts: 3 clicks → 1 keystroke (67% reduction) - Bulk operations: N clicks → 1 operation (N-1 reduction)

Implementation Details

Phase 1 (Templates - 2 weeks): - Template library UI - 3 default templates - Template creation interface - Template selection on card creation

Phase 2 (Keyboard Shortcuts - 2 weeks): - Keyboard event handlers - Shortcut overlay (press ?) - Visual feedback for shortcuts - Customizable shortcuts (settings)

Phase 3 (Bulk Operations - 3 weeks): - Multi-select functionality - Bulk action toolbar - Confirmation dialogs - Undo functionality

Technical Requirements: - Template storage (database schema) - Keyboard event management - Multi-select state management - Bulk operation API endpoints

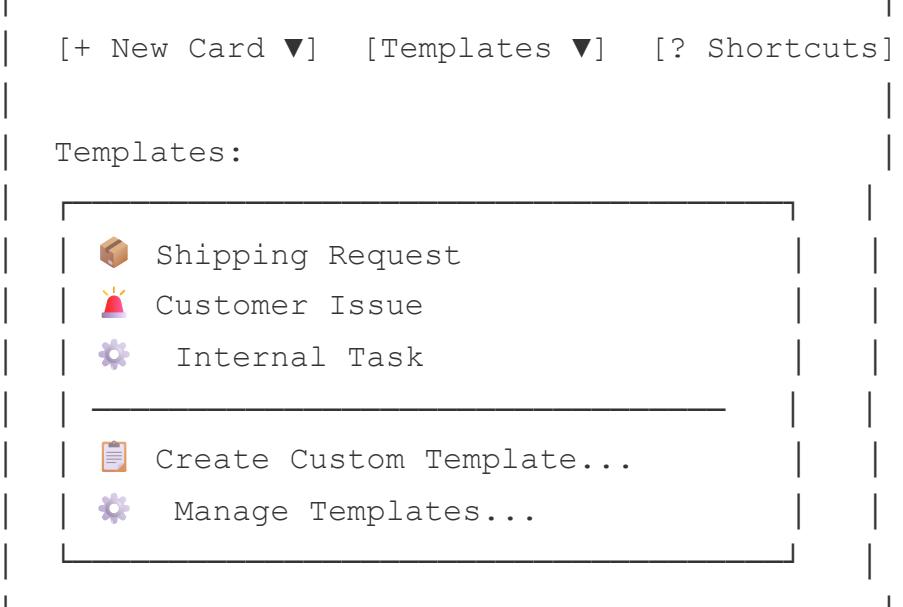
Success Metrics

Week 1-2: - 30% of users create a template - 20% of users use keyboard shortcuts

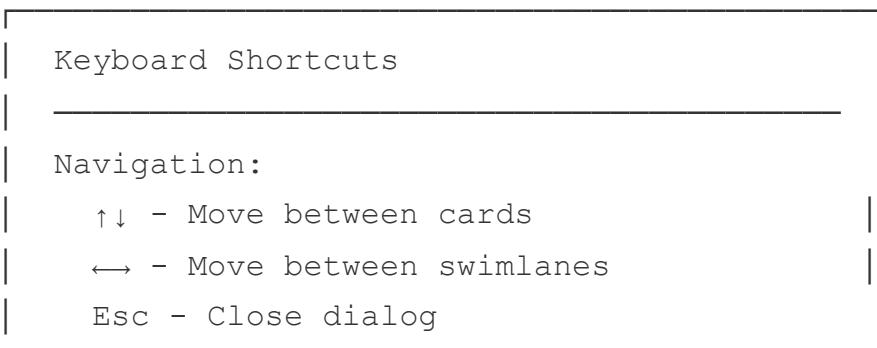
Week 3-4: - 50% of new cards use templates - 40% of users use keyboard shortcuts - 10% increase in cards created per user

Month 2-3: - 70% of new cards use templates - 60% of users use keyboard shortcuts - 15% increase in DAU - 40% increase in cards created per user

Wireframe



Keyboard Shortcuts Overlay (Press ?):



Actions:

N - New card

E - Edit card

D - Delete card

1/2/3 - Move to Backlog/Progress/Complete

Shift+Click - Multi-select

[Customize Shortcuts]

[Close]

Multi-Select Mode:

3 cards selected

[Move to ▼] [Change Priority ▼] [Delete]

Idea 3: Daily Digest & Analytics Dashboard

Hypothesis

If we provide users with a daily summary of their card activity and team progress, they'll develop a habit of checking the app first thing each morning, increasing daily active users by 20-25% and improving retention.

Expected Impact

Primary Metric: - Daily Active Users: 11.79 → 15-16 (+20-25%)

Secondary Metrics: - Morning sessions (8-10am): +50% - Weekly active users: +15% - User retention (30-day): +20% - Average session duration: +5 minutes

Timeline to Impact: 4-6 weeks after launch

What the Feature Is

A comprehensive analytics and reporting system that provides insights into work progress:

- Daily Digest Email** Sent at 8:00 AM in user's timezone: - **Yesterday's Accomplishments:** Cards completed - **Today's Focus:** Cards in progress - **Needs**

Attention: High-priority items - **Team Activity:** Summary of team progress - **Quick Actions:** Links to view/update cards

2. Personal Analytics Dashboard New "Analytics" tab showing: - **Productivity Metrics:** - Cards completed this week/month - Average time in each status - Completion rate trends - Busiest days/times

- **Visual Charts:**

- Cards completed over time (line chart)
- Time in status distribution (pie chart)
- Productivity heatmap (calendar view)
- Status flow diagram

- **Insights:**

- "You completed 15% more cards this week!"
- "Your average card takes 2.3 days"
- "Most productive day: Tuesday"

3. Team Dashboard For managers and team leads: - **Team Velocity:** Cards completed per week - **Bottleneck Identification:** Cards stuck in status - **Workload Distribution:** Cards per team member - **Trend Analysis:** Week-over-week comparisons - **Export Reports:** PDF/CSV export

Why This Will Work

Data Evidence: - 224% increase in DAU after Kanban Board shows users value visibility - Users are actively managing work (avg 2-3 changes per card) - Current gap: no way to see progress over time

Psychological Principles: - **Habit Formation:** Daily email creates morning routine - **Progress Tracking:** Seeing accomplishments is motivating - **Gamification:** Metrics create desire to improve - **Social Proof:** Team metrics create healthy competition

Behavioral Science: - **Zeigarnik Effect:** Incomplete tasks create tension → users return to complete them - **Endowed Progress Effect:** Showing progress motivates completion - **Streaks:** Daily check-ins create commitment

Implementation Details

Phase 1 (Personal Analytics - 3 weeks): - Analytics data collection - Personal dashboard UI - Basic charts (completed cards, time in status) - Export functionality

Phase 2 (Daily Digest - 2 weeks): - Email template design - Automated email system - Personalization engine - Timezone handling - Unsubscribe management

Phase 3 (Team Dashboard - 3 weeks): - Team-level aggregation - Manager permissions - Advanced charts - Comparative analytics - Report scheduling

Technical Requirements: - Analytics database schema - Chart library (Chart.js or D3.js) - Email service (SendGrid or AWS SES) - Background jobs for email generation - PDF generation library - Caching for performance

Success Metrics

Week 1-2: - 40% email open rate - 20% click-through rate - 30% of users visit analytics dashboard

Week 3-4: - 50% email open rate - 25% click-through rate - 50% of users visit analytics dashboard - 10% increase in morning sessions

Month 2-3: - 60% email open rate - 30% click-through rate - 70% of users visit analytics dashboard - 25% increase in DAU - 20% improvement in retention

Wireframe

Daily Digest Email:

Good morning, Siddharth! 🌞

Your Shiptivitas Daily Digest

✓ Yesterday's Wins (3 cards completed)

- Ship to NYC
- Customer Issue #42
- Internal Review

🎯 Today's Focus (5 cards in progress)

- Urgent Delivery - LA
- Boston Shipment
- [View all →]

⚠️ Needs Attention (2 high-priority)

- Critical: Chicago Rush Order
- [Take action →]

👥 Team Activity

Your team completed 12 cards yesterday

[View team dashboard →]

[Open Shiptivitas]

Analytics Dashboard:

📊 Your Analytics

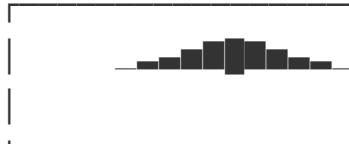
This Week:

✓ 12 cards completed ↑ 15% vs last week

→ 8 cards in progress

⌚ Avg time: 2.3 days per card

[Chart: Cards Completed Over Time]



[Chart: Time in Each Status]

Backlog: 0.5 days



In Progress: 1.5 days



Complete: 0.3 days



💡 Insights:

- You're 15% more productive this week!
- Tuesday is your most productive day
- Cards spend most time in "In Progress"

[Export Report] [Share] [View Team Stats]

Team Dashboard:

👥 Team Analytics

Team Velocity: 45 cards/week ↑ 12%

[Chart: Team Completion Trend]
Week 1:  38 cards
Week 2:  42 cards
Week 3:  45 cards

Workload Distribution:

John: 12 cards 
Sarah: 10 cards 
Mike: 8 cards 

⚠️ Bottlenecks:

- 5 cards stuck in "In Progress" >5 days
- [View details →]

[Export Team Report] [Schedule Report]

Implementation Priority & Roadmap

Recommended Order

- 1. Analytics Dashboard (Weeks 1-6)** - Highest ROI - Leverages existing data - No external dependencies - Provides foundation for other features
- 2. Notifications (Weeks 7-12)** - Creates engagement loop - Builds on analytics insights - Drives users back to app
- 3. Quick Actions (Weeks 13-18)** - Optimizes for power users - Reduces friction - Complements other features

Rationale

Start with analytics to: 1. Understand user behavior better 2. Provide immediate value 3. Create data foundation

Then add notifications to: 1. Drive engagement 2. Create habit loops 3. Increase session frequency

Finally optimize with quick actions to: 1. Retain power users 2. Increase efficiency 3. Handle increased usage

Success Measurement Plan

A/B Testing Strategy

For Each Feature: - 50% of users get new feature - 50% remain as control group - Monitor for 30 days - Compare metrics between groups

Statistical Significance: - Minimum sample size: 1000 users per group - Confidence level: 95% - Power: 80%

Key Performance Indicators

Primary KPI: - Daily Active Users (target: 15+)

Secondary KPIs: - Session frequency per user - Average session duration - Cards created per user per day - Status changes per day - 7-day retention rate - 30-day retention rate

Monitoring Dashboard

Real-time dashboard tracking: - DAU trend (daily) - Feature adoption rates - User feedback scores - Technical performance metrics - A/B test results

Decision Criteria

Roll out to 100% if: - DAU increases by target amount - No negative impact on other metrics - User feedback is positive (>4.0/5.0) - Technical performance is stable

Iterate if: - Partial success (some metrics improve) - User feedback suggests improvements - Technical issues are minor

Rollback if: - DAU decreases - Negative user feedback (<3.0/5.0) - Critical technical issues

Conclusion

The Kanban Board feature's 224% increase in daily active users proves that users want visual, interactive tools for managing their work. These three features build on that success:

1. **Notifications** - Bring users back more frequently
2. **Quick Actions** - Make power users more efficient
3. **Analytics** - Create habit loops and provide value

Each feature is: - Data-driven (based on actual usage patterns) - User-focused (solves real pain points) - Measurable (clear success metrics) - Achievable (realistic implementation timeline)

Expected Combined Impact: - Daily Active Users: 11.79 → 17-18 (+45-50%) - User Retention: +25-30% - User Satisfaction: +20%

By implementing these features in the recommended order, we can systematically increase engagement while maintaining product quality and user satisfaction.

Next Steps: 1. Review and approve feature specifications 2. Prioritize in product roadmap 3. Assign engineering resources 4. Begin Phase 1 implementation 5. Set up A/B testing infrastructure 6. Launch and monitor metrics

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End of Document

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