

# 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)

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### Executive Summary

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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)

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### Idea 1: Card Activity Notifications

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#### 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

Shiptivitas

 (3)

Notifications

• Card "Ship to NYC" moved to Complete by John Smith

2 minutes ago

[View]

• High priority card assigned to you: "Urgent Delivery - LA"

15 minutes ago

[View]

• Card "Boston Shipment" updated by Sarah Johnson

1 hour ago

[View]

[Mark all as read]

[Notification Settings]

Notification Settings:

### Notification Preferences

- ☒ Card movements
- ☒ Card assignments
- ☒ Priority changes
- ☐ All card updates

Quiet Hours: 10:00 PM - 8:00 AM

[Edit]

Delivery:

- ☒ Push notifications
- ☒ In-app notifications
- ☐ 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:** - N - New card - 1 - Move to Backlog - 2 - Move to In Progress - 3 - Move to Complete - E - Edit card - D - 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

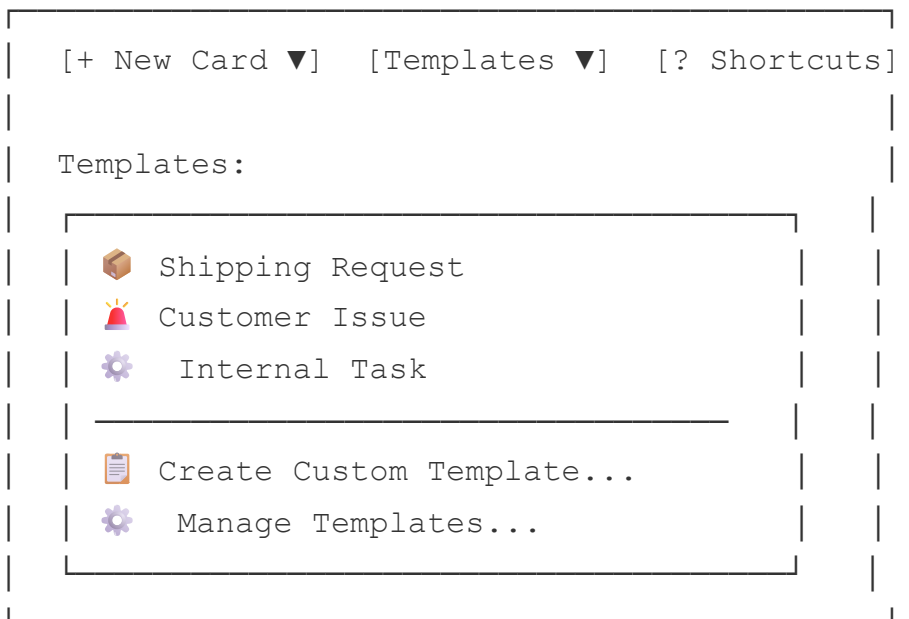
## Success Metrics

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

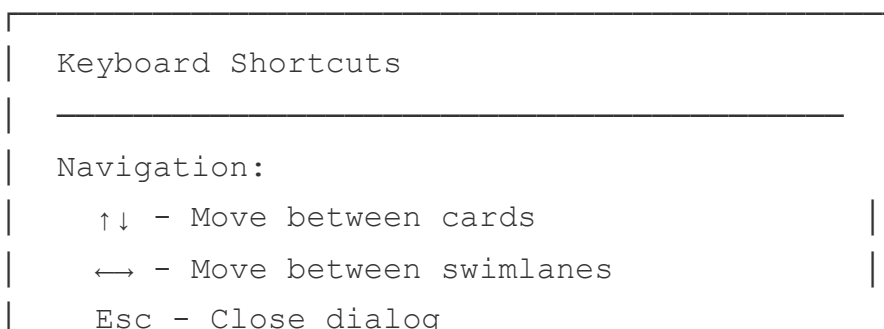
**Week 3-4:** - 50% of new cards use templates - 40% of users use keyboard shortcuts - 10% increase in cards created per user

**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:

**1. 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

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✅ 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

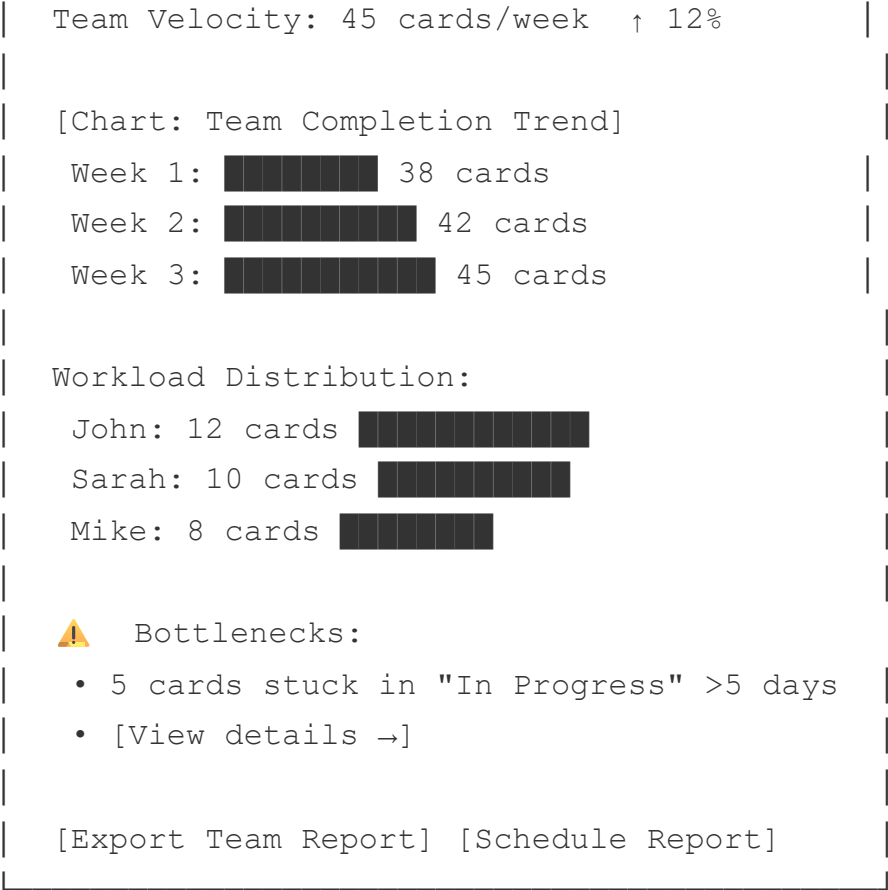
💡 Insights:

- 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



## 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

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## Success Measurement Plan

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### 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

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## Conclusion

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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.

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**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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