

	Basecamp	Asana	Trello
Competitor Profile			
Overview	All-round solution for project management: discussions, milestones, to-dos, calendar, files, progress monitoring. Can be used for internal management as well as including client communication and collaboration.	Aims at replacing emails so that conversations and tasks are all in the same place.	Simple and flexible task manager. Follows the design of a Kanban board but can be used in many different ways.
Competitive Advantage	Simple and complete. Fast learning curve. Using the “With clients” package, Basecamp can be used for client communication and involve them in the production process. Pricing is fixed and doesn’t have any user limit.	Simplify communication by merging emails and task management together. Remove the confusion and chaos of email-only communication. Pricing is based on number of users.	So flexible it can fit any need or methodology. Doesn’t force users to follow a specific way of collaborating. Free without users or project limitations. Pricing based on number of users to get additional features.
Marketing Profile			
Target Market	Agencies, corporations, freelancers.	Agencies, corporations.	Agencies, freelancers, individuals for a personal use.
Marketing Strategies	Presented as an “easy” and complete tool - “everything any team needs”. A successful and largely used tool (A counter above the signup form shows how many companies have signed up in the last week). First project for free so that users adopt it before they buy when they need to start off new projects.	An “easy” tool to use. Relies on successful businesses that use it (Salesforce, Harvard university, etc). Free under 15 users with limited features. Aims at being tested on a small project before large organisations need to buy a license for all projects.	The main selling points shown are “free, flexible and visual”. A way to get rid of obsolete tools. Examples of use on the website have no relation with marketing or development (a kitchen refurbishment) to show how flexible the tool is. Relies on the number of users (“Millions”) and successful companies (NY Times, Google, PayPal) to show it’s not only for personal use. Free without restrictions of number of project or people to maximise the user adoption.
Core Business			

Product	Web and mobile app: <ul style="list-style-type: none"> • Projects • Teams (different for each project) • Milestones • To-do lists • Calendar • Files • Real-time comments • Notifications • Text file edition • Search • Permissions • Time tracker • Email integration (Replies via emails are displayed in the app too) • 3rd party integrations 	Web and mobile app: <ul style="list-style-type: none"> • Projects, • Tasks • Sections • Due dates • Files • Conversations • Team pages • Search • Inbox • Calendar • Dashboard • 3rd party integrations 	Web and mobile app: <ul style="list-style-type: none"> • Boards with lists and cards • Teams • Notifications • Customisation • Checklists • Comments • Calendar • History of activity • Votes • 3rd party integrations
Pricing and Costs	<ul style="list-style-type: none"> • Free for the first project • \$29/month • \$79/month with client • \$3000/yr for 1TB storage and other extra-features 	<ul style="list-style-type: none"> • Free with under 15 users and limited features • \$8.33 with upgraded features • Undefined fee for large organisations 	<ul style="list-style-type: none"> • Free with limited features • \$8.33 per user/month with upgraded features • \$20.83 per user/month with all features
SWOT Profile			
Strengths	<ul style="list-style-type: none"> • Easy to use • Short learning curve • Email replies to notifications go straight into the app • All features needed for project management 	<ul style="list-style-type: none"> • Free for small teams • Modern interface 	<ul style="list-style-type: none"> • Free without user or project limitations • Flexible • Intuitive and quick to learn
Weaknesses	<ul style="list-style-type: none"> • Weak visual identity and old looking design • Limited to-do list features (only assigned to one person, no validation process, only 2 states to/do or done) • Limited free version 	<ul style="list-style-type: none"> • Can be expensive for small/medium businesses • Lacks project progress monitoring feature • Tasks can only be assigned to one person 	<ul style="list-style-type: none"> • So flexible that some teams may use it in inappropriate and complicated ways • Limited checklist features (only 2 states to/do or done) • Lacks permissions control

Opportunities	<ul style="list-style-type: none"> • A stronger visual identity and more modern looking interface 	<ul style="list-style-type: none"> • Have better project progression and time tracking features 	<ul style="list-style-type: none"> • Provide users with tips on ways to use the app in the most productive way
Threats	<ul style="list-style-type: none"> • Established for 17 years. Users and organisations that have used it for years can feel comfortable with it and not willing to learn a new tool 	<ul style="list-style-type: none"> • Used by established and successful companies 	<ul style="list-style-type: none"> • Free • A very large user base
UI/UX			
Usability	Easy to use and intuitive.	Good but not the most intuitive. Lacks a good user onboarding process.	Intuitive and visual.
Layout	Clear and simple.	Modern looking but can be cluttered and confusing.	Simple.
Navigation Structure	The main navigation is simple and contain the most useful areas.	The navigation is separated in 2 areas with the left menu containing the teams and projects of the users and the top bar with links to dashboards and the general search.	The navigation is discreet with just a few buttons and search box on the top bar. Menus are unfolded to show more options. It makes it easier to focus on the board but new users may wonder where some options are.
Compatibility	Web, iOS, iPad and Android applications.	Web, iOS, iPad and Android applications.	Web, iOS, iPad, Android and Kindle applications. Unofficial application for Windows phones.
Calls to Action	<p>The form is present at all time on the left side menu. The CTA is the submit button of the form “Start a free company account”.</p> <p>Signing up requires 3 information: Name, email and company name.</p>	<p>The site’s homepage is very clean with a prominent signup form. The call to action is the submit button “Get Started for FREE” which is present at all time in the top navigation.</p> <p>Signing up is very simple with only an email to insert for the initial step.</p>	<p>A green button “Sign Up - It’s Free” on the hero section of the homepage, repeated in the footer.</p> <p>The Signup form requires the user’s name, email and password.</p>
Content			
Content	Clear and easy to understand. Mostly text which can lacks appeal.	Relies mostly on images and videos which can be very appealing but some users may want more explanations of	Good combination of text/images. The homepage has a full screenshot of the interface so it gives a good

		the features.	overview of what users can expect.
Labels & Links	Consistent and relevant. Blue and underlined, which makes them easy to spot - default styling on the Internet.	Consistent and relevant.	Consistent and relevant.
Content Relevance	Relevant and complete content.	Relevant content but lacks a tour or something that can provide clear expectations on what the app can do.	Relevant content, clearly explain the value offered by the app.
Brand Voice	Professional but friendly and funny at times. For example: the mobile app's 3rd version is presented by a parody video of a 90's music compilation.	Formal and professional tone.	Use a rather friendly and even funny tone. Help is presented through a cute dog character.
Design			
Aesthetic	Very simple with light colours.	Rather modern look-and feel. The interface's design and layout remind a bit of Slack's one. Uses a balanced mix of white and vivid colours.	Simple and modern. A mix of white and blue. Consistent across the site and the app.
Performances			
Site Performances	Slow (2.267 Seconds)	Very Slow (6.833 Seconds)	Slow (2.302 Seconds)
Site Optimization	Google PageRank: 7/10 Alexa Global Rank: 1,025 Title: Basecamp 3: Manage projects, groups, and client work. Description: Trusted by millions, Basecamp is the leading web-based project management and collaboration tool. To-dos, files, messages, schedules, and milestones.	Google PageRank: 6/10 Alexa Global Rank: 691 Title: Move work forward · Asana Description: The easiest way for teams to track work, and get results. Do great things together.	Google PageRank: 7/10 Alexa Global Rank: 389 Title: Trello Description: Infinitely flexible. Incredibly easy to use. Great mobile apps. It's free. Trello keeps track of everything, from the big picture to the minute details.
Summary			
Good	Complete and simple application based on a long experience. Great feature to have email replies displayed straight in the app. Limited free option but the	Good communication to tackle the issues linked with email communication. Appealing design and interface.	Best free plan out of the free. The most flexible solution, suitable to very specific needs.

	plans have the advantage of having a fixed price.		
Bad	Old looking design and interface. Some limited features. Not very flexible, forces users to follow the Basecamp way.	Expensive plans for large corporations. Screens can feel cluttered and confusing at times.	Can seem too simple for large projects. Checklists are very simplistic. Does not offer solutions for general client communication.
Missing	Being able to assign tasks to multiple users.	A user onboarding process could speed up the learning curve.	Find a way to guide users to use Trello the most efficient way depending on their needs.

- What is Taskly's industry?

The industry is project management applications available online or through mobile apps. These are sold as Software As A Service including free plans.

- Who are the potential Taskly customers?

Taskly's potential customers go from small businesses to big corporations, and also include freelancers and potentially individuals who use it on personal projects.

- What needs do customers have and how can an app like Taskly fulfill those needs (better than current competitors)?

Customers need an app that is simple and quick to learn. Project management apps need to tackle the following issues: communication within the team and clients/stakeholders, tracking progression, file sharing, task assignments.

To succeed Taskly should:

- Offer a way to have a clear overview of a project on one page - for newcomers or clients for example.
- Allows email communications to be moved automatically into the app in an organised way.
- Have a clear and flexible way of organising tasks.
- Offer the ability to track the project progression through visualisation and a calendar view.