

TASK MANAGEMENT

CASE STUDY

1. Project overview

GOAL :

To design and develop a simple yet powerful task management web and mobile app that helps individuals and teams organize, track, and complete tasks efficiently.

SCOPE :

Focus on UI/UX improvements—navigation, product discovery, checkout flow, and accessibility—without using AI automation or personalization

2. Problem Statement

Modern teams face challenges like:
Difficulty in prioritizing daily tasks.
Lack of real-time progress visibility.
Overwhelming notifications and cluttered dashboards.

3. Objectives

- Create an intuitive interface with minimal learning curve.
- 🕒 Improve productivity through automation (reminders, deadlines).
- 💬 Enable seamless collaboration for small teams (chat + task comments).

4. Research & Insights

Methodology :

- 15 user interviews (freelancers, startup teams, students)
- 50 survey responses
- Competitive analysis (Trello, ClickUp, Notion)

Key Findings:

- 70% of users want fewer clicks to add/edit tasks.
- 60% prefer visual tracking (progress bars, Kanban view).
- 50% said “too many notifications” was a pain point.

5. Solution

- TaskEase is a cross-platform tool offering:
- ✅ Smart task creation with natural language (“Remind me to email client tomorrow 10AM”).
 - 📅 Multiple views (List, Kanban, Calendar).
 - 👥 Team collaboration (mentions, shared boards).
 - 🔔 Smart reminders & notifications.
 - 📊 Productivity insights (completed vs pending tasks, weekly goals).

6. Design Process

- UI Design:
- Soft color palette (blue & neutral tones).
 - Clean typography for focus (Inter / Poppins).
 - Responsive layouts for web and mobile.

7. Tech Stack

- Frontend: React.js + Tailwind CSS
- Backend: Node.js + Express
- Database: MongoDB
- Authentication: Firebase Auth
- Notifications: OneSignal
- Deployment: AWS

8. Implementation Challenges

- Real-time sync between multiple devices.
- Handling offline mode gracefully.
- Balancing simplicity with advanced features.

9. Results & Impact

After internal beta testing:

- 🚀 40% faster task creation time compared to Asana.
- 📈 25% improvement in daily task completion rate.
- ★ 90% user satisfaction (survey post-beta)

10. Future Enhancements

- AI-powered task suggestions based on history.
- Integration with Slack, Google Calendar.
- Dark mode & voice assistant support