

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