

Trello

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What is Trello?

Trello is a visual tool for organizing your work and life. It lets you work more collaboratively and get more done. Trello's boards, lists, and cards enable you to organize and prioritize your tasks in a fun, flexible, and rewarding way. It's perfect for collaborating and allowing you to break down the big picture into smaller goals.

What does Trello want to expand their market segmentation in?

Trello wants to market the product to moms. As moms are the earth's 24/7 busiest humans. Trello thinks that its product can fit easily in that market. For that, conducting interviews with moms to approve the hypothesis of moms can use Trello on a daily basis.

Interview Questions

- What is your name? How old are you? Do you currently work? Is it a full-time or part-time job?
- How many kids do you have? How old are they? Tell me more about your kids.
- Describe your job as a full-time mom?
- Are you comfortable in using smartphone/computers?
- What makes you struggle on a daily basis?
- What are the current solutions for relieving these struggles?
- What would be a nice solution to have instead of the current solution you are using?
- What do you think about mom communities?
- How to reach mom communities and be involved in them?

Interview Persona 1

What is your name? How old are you? Do you currently work? Is it a full-time or a part-time job?

Answer: My name is Nahla, I'm 29 years old. Yes, I'm an IOS Developer. Will, my work is full time work from home cause of my kid.

How many kids do you have? How old are they? Tell me more about your kids.

Answer: I've one kid, which is 6-month-old. He is still in the phase where he needs his mom 24/7 beside him that is why I work from home. He cries a lot but when he is quiet, he would be so peaceful. Honestly, he is the joy of my life.

Describe your job as a full-time mom?

Answer: Well, very very extremely stressful. All the new chores that came with the newborn became exhausting, time consuming, and makes me just want to procrastinate and not wanting to do anything anymore.

Are you comfortable in using smartphone/computers?

Answer: Yes, definitely. As I said before my life is all about building IOS Mobile Apps.

What makes you struggle on a daily basis?

Answer: Well the never-ending chores that keep on increasing and I keep forgetting most of it because of how many they are plus me working takes up a lot of time from my day and oh my kid needing me a lot. So, I never quite finish what I spouse to do from my daily chores list of cleaning, doing laundry, cooking, learning and reading about how to deal with kids, finishing my daily work schedule, having online meetings, making phone calls, taking my kid to the doctor, remembering to give him his prescriptions if he is sick. I literary struggle with most of what I do daily.

What are the current solutions for relieving these struggles?

Answer: I do a lot of stick note and hang them all around the house, but this gets really messy. So, I started doing to-do lists on my phone and yeah, I forgot to open the app and it have no alarm, so I'm just stuck again.

What would be a nice solution to have instead of the current solution you are using?

Answer: oh, I would love to have a platform that helps me put all of my chores in one place, make my remember that I have things to do, attach my husband to see what are the things need to be done for the day and maybe he would add stuff to the list that I have forgotten about.

What do you think about mom communities?

Answer: Love them, they are all about helping each other to have a better life with less of the suffering and stress that comes with being a mom.

How to reach mom communities and be involved in them?

Answer: Facebook groups, most of us moms are in the community of groups trying to find a way to end all of our daily struggles.

Interview Persona 2

What is your name? How old are you? Do you currently work? Is it a full-time or a part-time job?

Answer: My name is Eman, I'm 35 years old. No, I'm a housewife.

How many kids do you have? How old are they? Tell me more about your kids.

Answer: I have 2 kids; one is in grade 2 and the other in grade 4. They are amazing kids, I love them, but I hate all the chores and tasks that came with being a mother of 2. A lot have to be done in a day and a day only have 24 hours and that is not enough; from cooking to cleaning and taking the kids to school getting them to their training lessons. It is all too much to remember and keep up with.

Describe your job as a full-time mom?

Answer: N/A.

Are you comfortable in using smartphone/computers?

Answer: Yes totally, I majored in electrical engineering so yeah, I can deal with technology well.

What makes you struggle on a daily basis?

Answer: Remembering and organizing chores and tasks to be done on a daily basis, because there is a lot to do when you are a parent of 2 young kids.

What are the current solutions for relieving these struggles?

Answer: I use manual to do list and sticky notes but the struggle in that also is my kids ripping all of the stick note on the wall and creating boats out of them, it is frustrating or even they color on my to-do list and when I tend to hide those stuff from them, guess what I forget about ever writing them, so yeah now I'm back to square one of just trying to remember everything in my mind.

What would be a nice solution to have instead of the current solution you are using?

Answer: Yeah, I think something that just better organize my day to get things done in time without forgetting anything, making me remember all the stuff I need to be doing and have a joyful interface with color coding to make everything easier to notice.

What do you think about mom communities?

Answer: Absolutely fantastic, the parent meetings at school are lovely cause you get to meet all of these parents every month and discuss about life, see what other parent are doing regarding the everyday chores and how to make life easier as a parent.

How to reach mom communities and be involved in them?

Answer: School, I find a bet interesting cause. Most of the moms drive their kids to and from the school every day. And don't forget the parent meeting every month at school, this meeting is all about parent coming together to the school to see how their kids are doing and how to me a better life for them and a little discussion on how to deal with being a mom and how to make life easier.

What are the Results & Recommendation of the interviews?

After the interviews, the results and conclusion were that moms are the CEO of their family, which is why they need to start using Trello today. As it is a free way to manage their life and family from daily to do lists to habit trackers and household chores. Trello is the perfect home management system for busy moms everywhere. The key to organizing to-do lists is to keep everything in one place.

Trello offers to assign family members to boards and cards, each family member can add links in the comments, and any family member can add cards and to-do list items to the board. Also, it can integrate with Google Calendar making everything in moms' life integrated together smoothly together.

To sum it up, Trello is not just for businesses and entrepreneurs. It's for anyone wanting to organize what's going on in their head in a visual, easy to manage platform.

Here are some recommendations for Trello Mom's board Template to make Trello more Mom friendly and ease the process of setting-up a board from scratch as Moms tend to be super busy:

- Marathon Training
- Habit Tracker
- Back to School Tracker
- Movie Bucket List
- Kids Artwork and School Supplies
- Bills and Budgets
- Cleaning Routines
- Family Chores
- Meal Planning
- Events Planning (Birthday/Summer/Graduation)
- Family Bucket Lists
- Summer Planning
- Holiday Gift Shopping
- Home Improvement
- Travel Board
- Personal Growth Tracker

How will Trello be marketed to Moms?

Trello will market as "Mom's first choice for having a better organized life without forgetting anything that need to be don on a daily basis and for the long run. It helps you moms out there from schedule your daily chores to scheduling back summer plans. Trello offer you a long interesting list of pre organized board template you can choose from, so you even don't worry about spending time setting-up these lists. It is all about moms and us here at Trello here you and have your back". So, by making moms feel like they belong somewhere and that a product care about their happiness and satisfaction they will use it, love it and even try to make it their own in a way. It is all about making people feel that they need to use your product and that their life will get better after using it.