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Case Study for Any.do

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Background

I find the first statement on their website's homepage ([Any.do](#)) To be very concise with my perception of the applications main goal, 'Organize your life and manage your team's work with Any.do'. Solution to tasks like creating a grocery list and managing teams have been well thought out and below are some references about their mission that stand out to me.

- ✓ Organize your life and manage your team's work with Any.do
- ✓ Built for people, Powering teams
- ✓ Organize anything with anyone, anywhere

Features

After I outlined the statements that most likely drive the strategy of the product teams, it was necessary to understand the principal functionalities and features. From my lean point of view and research, I feel the website and mobile application layouts are easy to navigate especially for someone who is unfamiliar with the platform.

- ✓ **To-do List and Tasks** – A to-do list function to organize personal and work tasks
- ✓ **Project Management** – A premium feature for teams to manage, collaborate and organize their projects and workflow
- ✓ **Daily Planner** – A private daily planner to organize ongoing tasks from work and life in one place
- ✓ **Calendar** – A calendar to set reminders and organize events
- ✓ **Integrations** – Leveraging APIs to provide extended services on platforms like WhatsApp, Gmail, Slack, Zapier, Siri and Google Assistant
- ✓ **Imports** – 1 Click Import to migrate tasks and projects from previous tools like Trello, ClickUp, Monday.com, Asana and Todoist
- ✓ **Premium** – A premium personal plan that unlocks location-based and advanced recurring reminders, color tags and custom themes

Feature Discovery and Focus

With a variety of available improvements and iterations that can be beneficial to the overall user experience and business goals, including releasing the Firefox application that is gr or an edit option for the shared contacts. I would like to focus on the inability to share personal to-do task folders with existing contacts that are actively sharing your grocery list.

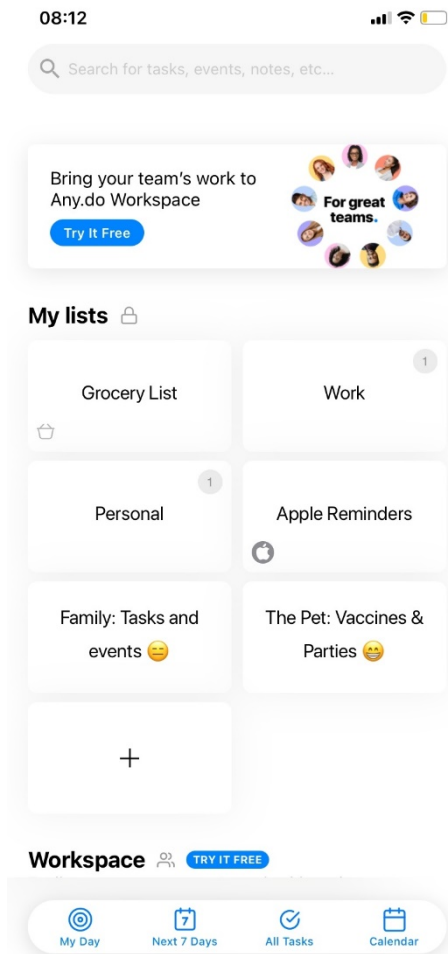


Image 1: This is an image of the Any.do iOS mobile app. The homepage displays all task folders with a predefined section for work and personal custom lists.

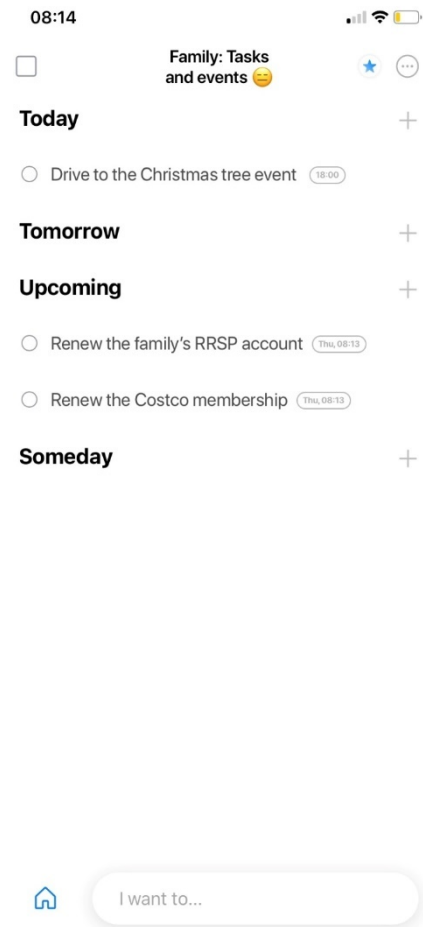


Image 2: This is an image of the Any.do iOS mobile app displaying the items in this family's list. **Note:** There is no shared status nor option to share.

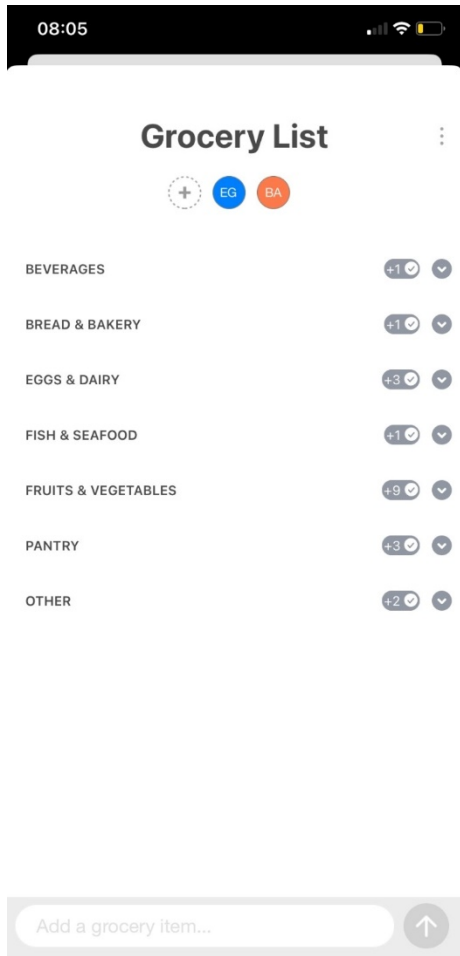


Image 3: This is an image of the Any.do iOS mobile app showing the predefined grocery list with completed items and active users who have access to the list.
Note: The grocery list displays an option to share and who the list is being shared with.

The 3 images above give an overview of the relevant target customer's use of the Application.

Any.do has a mission to aid 'organizing anything with anyone, anywhere', but it seems there's a disconnect with personal lists and I believe there's a need to have the ability to create 'shareable personal lists', just like the predefined grocery list, as this addresses the core statement of being able to organize with anyone.

I will focus on the shareable personal list feature and analyze steps the product team can take to achieve this.

Initial Assumptions

- ✓ Any.do users want to share their personal event schedule and to-dos with family members for accountability and to keep track of shared responsibilities
- ✓ As someone who plans frequent group trips and social events with friends, Any.do would be a great tool to organize and delegate activities to everyone while planning and during the trip
- ✓ With a family of multiple teenagers, adults, and pets, Any.do can be efficient to keep essential tasks organized and prioritized

User Research

As a reference customer of Any.do, it was relatively easy to gather qualitative data from my referrals which was a huge positive factor towards the additional insight I received towards the proposed feature.

Marty Cagan, author of *Inspired: How to create tech products customers love*, defined reference customers as those real customers that are running your product in production (not a trial), who have paid real money for the product and most importantly, that are willing to tell others how much they love your product sincerely.

In the absence of stakeholders and the product teams input during this discovery phase, I would be outlining the various strategies I would use to approach implementing and testing out the new feature. Here are few questions that I am looking to answer to provide a clear context and understanding of the project.

- ✓ **Do users want to share their personal to-do lists with family or friends?**
 - I spoke with Vivian, a Data Scientist with a busy family/work life, she said: “It’s a nice organizing tool but the first time I used Any.do, I tried creating a shareable personal list to schedule and plan things like prescription pick-ups, bank appointments and salon runs with my partner but I noticed the only list I could share was the grocery list, that felt broken”

✓ **How do you organize tasks for a group trip/event with family or friends?**

- When speaking with Mike, a Talent Manager that's constantly going on trips with family, he said: "I loved that you get a notification when an item is completed from the shared grocery list, but when I created a new list for our summer trip to delegate the planning and make sure my family members get things done on time without having to chase them, it was disappointing that I couldn't share our summer trip list and had to take screen shots or share it outside the app"

Solution Concept

I gathered qualitative data by carrying out user interviews to determine and understand customer frustrations and my deduction from the limited data is that implementing a shareable personal list feature will promote more individual user collaborations, which is driven by the mission of the platform and increases overall user adoption.

The user group for this feature are individual users that want to share their to-do lists with others and not teams, Any.do has a team's feature for organizations.

To conclude the feature discovery phase and before writing any line of code, we're trying to quickly determine if adding this feature is a good idea or not. To quantify, we're hoping to find out:

- ✓ If the user will choose to use the feature?
- ✓ If the user knows how to use the feature?
- ✓ Can our engineers build the feature and are the constraints & trade-offs worth it?
- ✓ Can our stakeholders support implementing the feature?

To find definite answers to these questions, I would typically need the product designer, engineer, and stakeholders but for this case my strategy would be to rely on the initial assumptions and user interviews to validate the value and usability.

I can't completely speak for the engineers or what their current technical debt, limitations and concerns might be but to test for feasibility, I would consider that a shareable grocery list already exists and the proposed feature would simply require a similar interface and algorithm hence reducing effort it takes to build it but yielding a significant outcome.

The solution must work for the business, so to test business viability, I would present the feature to stakeholders with a subtle reminder of the products vision to organize anything with anyone and I would back up this proposal with quantitative data from carrying out quick tests.

Sample Experiment

This is geared towards implementing a solution that addresses an underlying need to collaborate. The idea is to do this as quickly and cost effective as possible before deciding if its production worthy, my basis for choosing to pursue this feature is because it has minimal risks involved and proposes a high value outcome.

A quick experiment would be to have the engineers input a dummy (does nothing or redirects to a custom 401 page) share button at the top of the 'New shareable personal list', same way it appears on the grocery list and collect/analyze data like number of clicks, etc.

This feature, if adopted, can be released to power users (premium users) that have paid actual money for the product, to measure metrics like adoption and retention rate and iterate based on the feedbacks and data received.

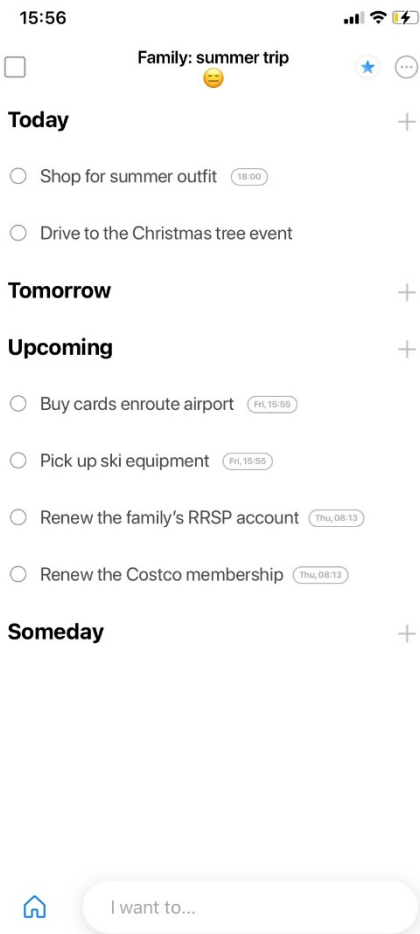
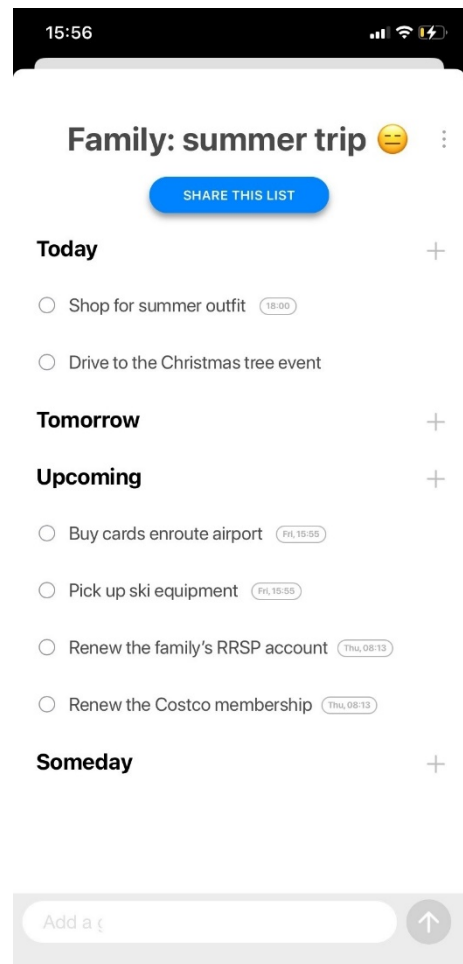


Image 4: This is an image of the Any.do IOS app displaying the items in this family's personal list.
Note: There is no option to share.



Experiment: This is an image of the Any.do IOS app displaying the items in this family's personal list.
Note: There is an option to share.