TaskPoint

Design Process — Task Management Simplified **Role: UX/UI Designer | Timeline: 6 Weeks**

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01 | THE PROBLEM

1. Why users abandon task apps

Most task management tools fail within the first week. They promise organization but deliver overwhelm.

01

No clear starting point

Users face analysis paralysis. Too many options on the first screen — folders, tags, priorities, projects. They don't know where to begin and abandon before creating their first task.

02

Feature bloat kills simplicity

Apps add features to compete, not to solve problems. The result: cluttered interfaces where finding "add task" requires three clicks. Users want quick capture, not project management degrees.

03

Lost in their own system

After a week, users can't find tasks they created. Nested folders, archived projects, and complex filters create digital hoarding. The tool meant to reduce stress becomes another source of anxiety.

> **"I spend more time organizing my tasks than actually doing them."**
>
> — User feedback, productivity subreddit

KEY INSIGHT

The problem isn't lack of motivation — it's lack of clarity and simplicity.

02 | RESEARCH

2. Understanding the user

I analyzed behavior patterns across Reddit, productivity forums, and interviewed 12 professionals who abandoned task apps.

Patterns Identified

Capture speed matters most

Users need to add tasks in under 5 seconds. Anything longer and they forget or abandon the thought. Mobile capture during commute is critical.

Visual progress beats gamification

Streaks and points feel childish. Adults want to see what's done vs. what's left. Simple progress bars work better than badges.

Context over categories

Users remember "that meeting thing" not "work > projects > Q2 > meetings." Search and recent history matter more than perfect organization.

Target User

Sarah T. — 31

Product Manager · Amsterdam, NL

GOAL

Manage daily work tasks without structured project management overhead

FRUSTRATION

Current apps feel like overkill for daily to-dos. Asana is too heavy, Apple Reminders is too simple.

BEHAVIOR

Adds tasks during meetings, on transit, before bed. Reviews once in the morning. Wants quick glance at priorities.

"I just need somewhere to dump thoughts so I stop worrying I'll forget them."

03 | STRATEGY

3. 3 design principles

1

Reduce thinking → increase action

No placement test. No folder selection before creating a task. Users type and it's saved. Organization happens later, if needed. Zero barriers to entry.

2

Make progress visible at all times

Users always see: what section they're in, how many tasks remain, and what's completed. No mystery navigation or hidden counts. Clarity reduces anxiety.

3

Focus on real daily use

Designed for 5-minute morning reviews and 30-second captures throughout the day. Not for Gantt charts or resource allocation. Daily workflow, not project planning.

04 | SOLUTION

4. The product

Simple status-based organization

Four states: Do, Doing, Done, Docs. Users move tasks between states. No complex hierarchies. Visual and immediate.

Instant task capture

Click "+ New Task" anywhere. Type. Press Enter. Done. Advanced options (date, priority) are optional and hidden unless needed.

Drag and drop reordering

Tasks and folders can be dragged and dropped. Users change order by moving items up or down. Intuitive organization without menus or settings.

Keyboard-first design

N = New task / / = Search / S = Switch status. Power users never touch the mouse.

Clean visual structure

Neutral colors (beige/gray). Typography creates hierarchy. White space reduces cognitive load. Interface disappears, tasks remain.

CORE FLOW

Landing → Sign Up → Dashboard → Add Task → Organize → Complete

05 | WHY THIS SOLUTION

5. Decisions & trade-offs

Why status-based instead of folders?

MATCHES REAL WORKFLOW

People think in task states ("what am I working on now?") not locations ("which folder?"). Four states handle 90% of daily organization needs.

Why no calendar integration?

REMOVES FRICTION ENTIRELY

Calendar sync requires permissions, OAuth flows, and sync conflicts. Users want to dump tasks, not manage integrations. Due dates exist, calendar sync doesn't.

Why minimal features?

REDUCES ANXIETY AT A GLANCE

Every feature adds visual and mental weight. Users understand the entire system in one glance — no surprises, no hidden menus, no dead ends.

Trade-offs — what we left out intentionally

No collaboration → Keeps UI simple, avoids notification overload

No templates → Every task is unique; templates create false complexity

No deep nesting → Prioritizes usability over perfect organization

No time tracking → Prioritizes task completion over productivity theater

No gamification → Avoids distraction, keeps focus on actual work

06 | USER FLOW

6. How users move through the app

Landing Page

Hero + CTA / "Start" button

↓

Sign Up Free

Name · Email · Password

↓

Choose Starting View

See all 4 states (Do, Doing, Done, Docs) / Empty state guidance

↓

Add First Task

Inline quick add / Optional: Open full form for details

↓

Organize Tasks

Drag between states / Drag to reorder within lists / Filter by status pills

↓

Task Complete

Check box → moves to Done / Progress updates in real-time

Returning users: Sign in → instantly resume at their last view. No re-setup, no onboarding friction.

What Users See on the Dashboard

Do Section Tasks waiting to start / Count visible (e.g., "8 tasks")	**Doing Section** Active work in progress / Limited to 3-5 for focus
Done Section Completed tasks / Archive after 7 days (auto)	**Docs Section** Reference items, notes / Searchable, not time-sensitive

07 | DESIGN SYSTEM

7. Clarity over personality

Neutral tones reduce cognitive load. The content is the design.

Color Palette

Background #EDEDEA	**Dark** #3D3D3B	**Mid** #6B6B65
Card BG #FFFFFF	**Border** #C8C8C0	**Accent** #5A4A42

Typography

HEADINGS

TaskPoint

40px Bold

PAGE TITLE

Master Your Daily Workflow

32px Bold

BODY

The quick brown fox jumps over the lazy dog

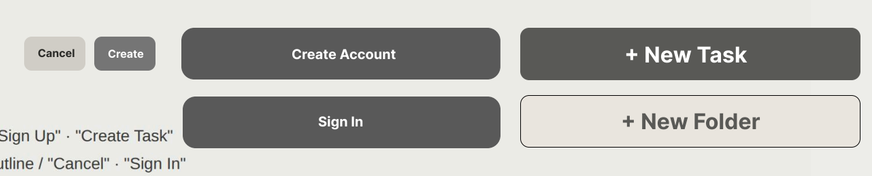
14px Regular

LABELS

NAVIGATION LABEL

11px Uppercase

Key Components



Buttons

Primary — Dark fill / "Sign Up" · "Create Task"
Secondary — Light outline / "Cancel" · "Sign In"

Status Pills

Active: Dark background, white text / Inactive: Transparent, border only / States: All · Do · Doing · Done · Docs

Task Card

White background / Subtle border / Hover: Lift shadow / Checkbox left, title center-left / Meta info (date, priority) subtle gray

Modals

Centered card, 560px max / 32px padding / Rounded corners 16px / Overlay: Semi-transparent dark

08 | ITERATION

8. Testing & fixes

ISSUE FOUND IN TESTING

Users hesitated when status had no tasks — the empty state felt ambiguous. Was it broken or just empty?

FIX APPLIED

Added explicit empty state messaging: "No tasks here yet" with subtle clipboard icon. Changed button copy from "Continue" to clear state-specific text like "Start" (0%) vs "Resume" (>0%).

ISSUE FOUND IN TESTING

Long task titles broke card layout — text overflowed, making cards uneven heights and harder to scan.

FIX APPLIED

Truncate titles with ellipsis after 60 characters. Full title visible on hover tooltip and when opening task details. Keeps list view clean and scannable.

09 | EDGE CASES

9. Handling the unexpected

No internet connection

Offline mode saves tasks locally. Syncs when connection returns. Banner at top: "Working offline — changes will sync."

Empty search results

Shows: "No matches for '[query]'" with suggestion to try different keywords or clear filters.

Account with 1000+ tasks

Pagination loads 50 tasks at a time. Virtual scrolling for performance. Search becomes primary navigation method.

Accidentally deleted task

Undo toast appears for 5 seconds: "Task deleted. Undo?" Click to restore. No confirmation dialogs that interrupt flow.

Long task title (Mobile)

Title truncates at 40 characters on mobile. Tap card to see full title in detail view.

User hasn't created folders yet

"+ New Folder" button prominently placed. Helper text: "Organize tasks into projects." Not required to use app.

10 | OUTCOMES

10. Tested with 8 real users

Key result: Users moved from hesitation → immediate action. All 8 users created their first task within 30 seconds without any guidance.

8/8 Created first task without help	**<30s** Average time from signup to first task
0 Users confused by the status system	**100%** Would use it for daily tasks

11 | NEXT STEPS

11. What comes next

→ Quick add browser extension

Capture tasks from anywhere without opening the app. Keyboard shortcut from any webpage. Critical for thought capture during research.

→ Mobile app (iOS + Android)

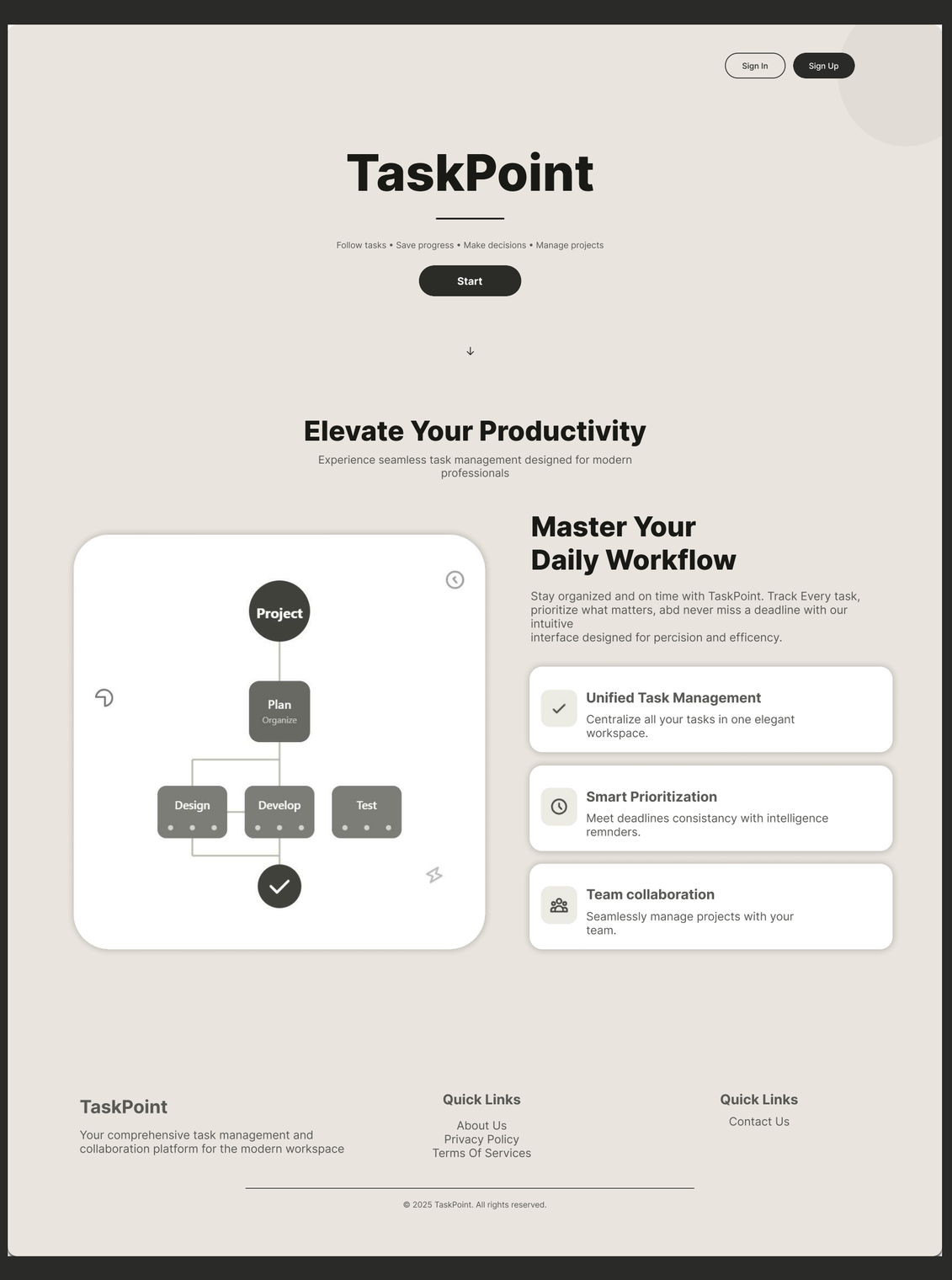
Native apps for on-the-go capture. Widget for home screen. Offline-first architecture. The #1 requested feature from early users.

→ AI smart suggestions

"You usually do client emails in the morning — want to schedule this now?" Learns patterns, suggests priorities, never forces decisions. Subtle, helpful, optional.

→ Recurring task templates

Weekly review, monthly reports. Set once, auto-creates. Reduces manual re-entry for habitual tasks.



Stay organized and on time with TaskPoint. Track Every task, prioritize what matters, abd never miss a deadline with our intuitive interface designed for percision and efficency.

Centralize all your tasks in one elegant workspace.

Meet deadlines consistancy with intelligence remnders.

Seamlessly manage projects with your team.

Your comprehensive task management and collaboration platform for the modern workspace

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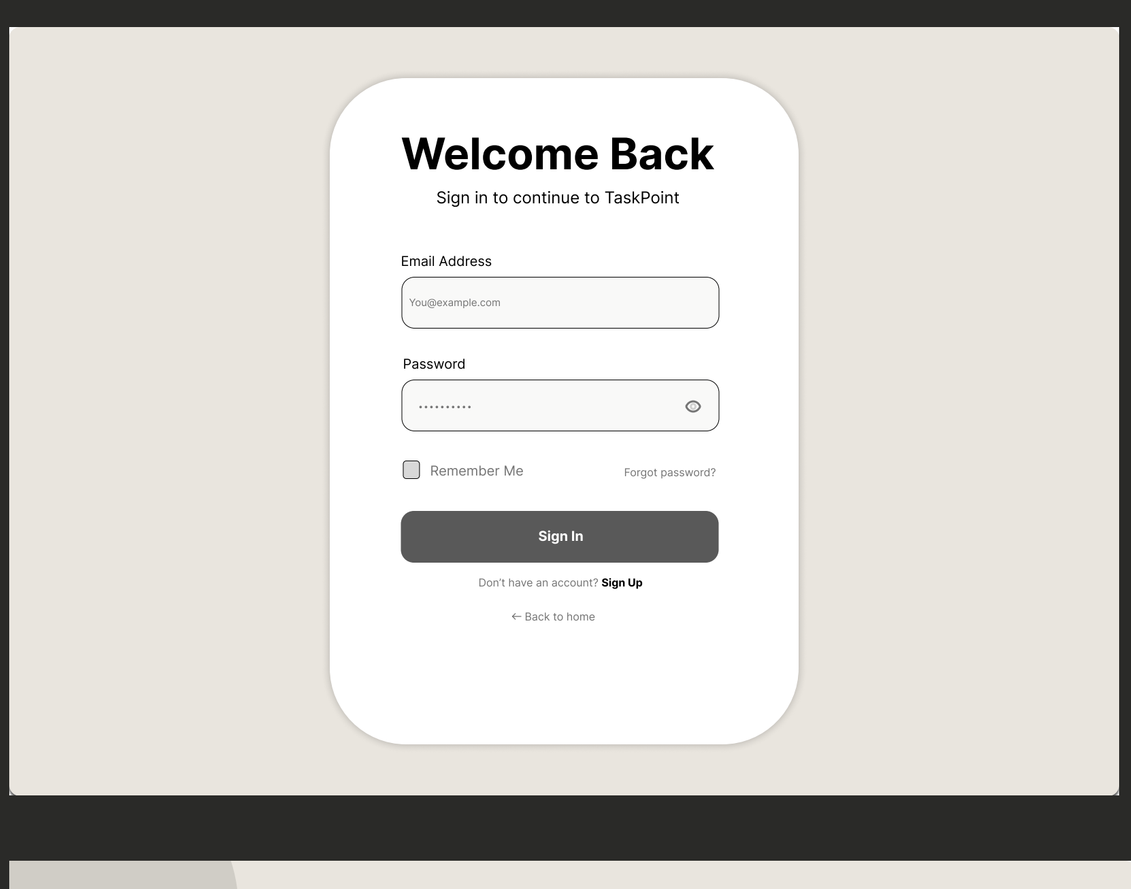
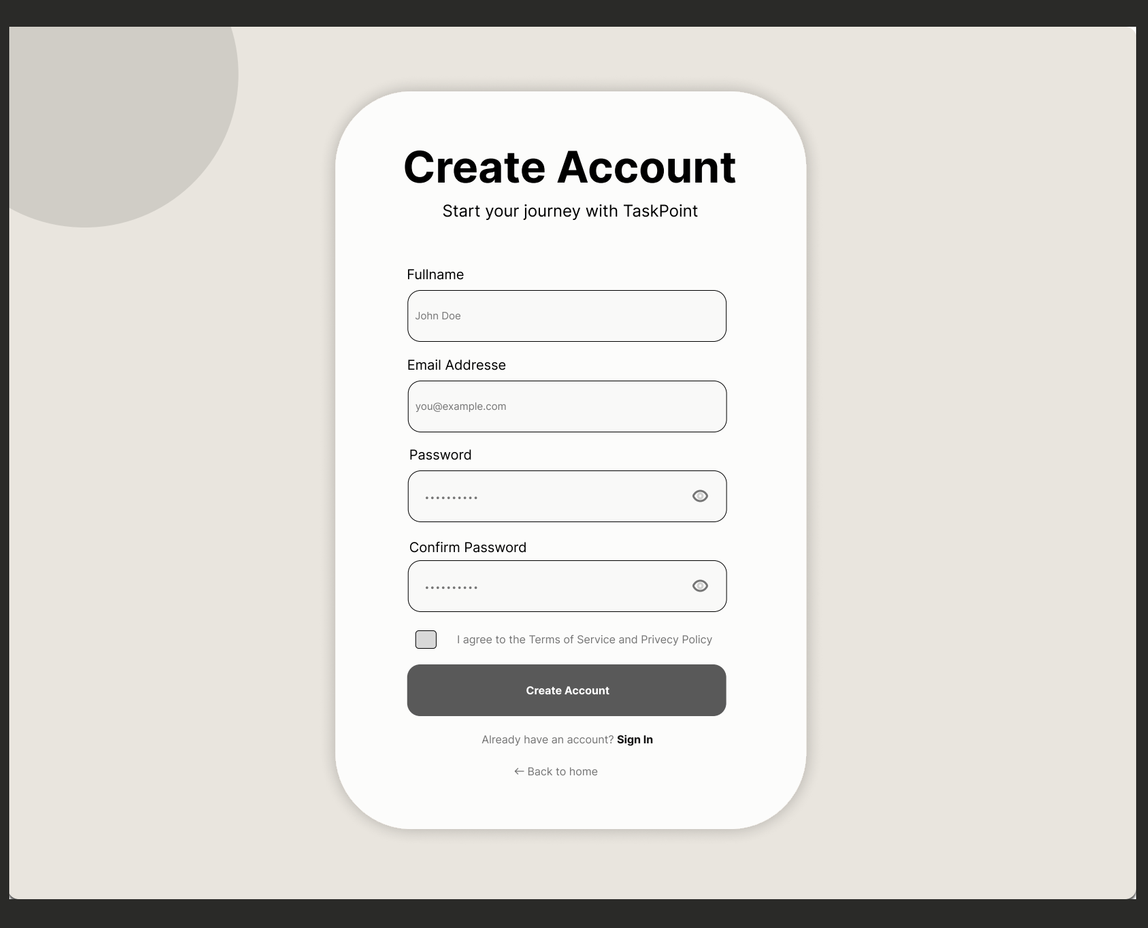
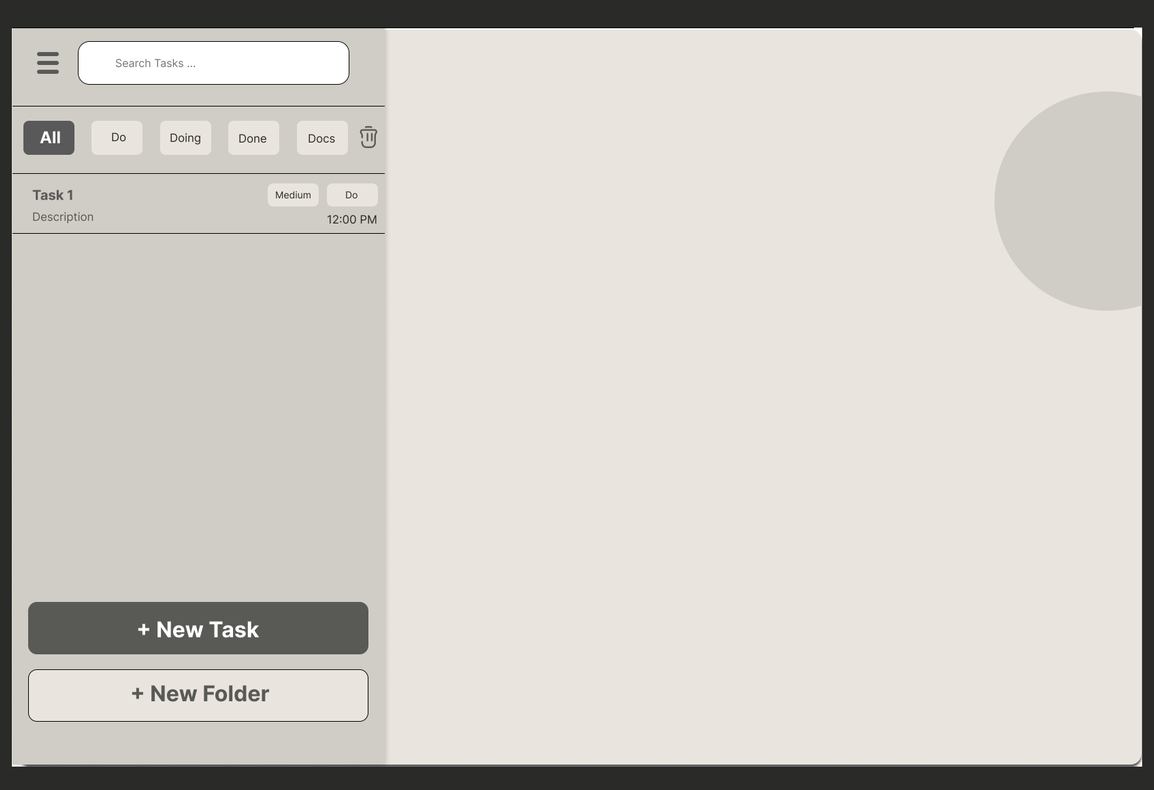
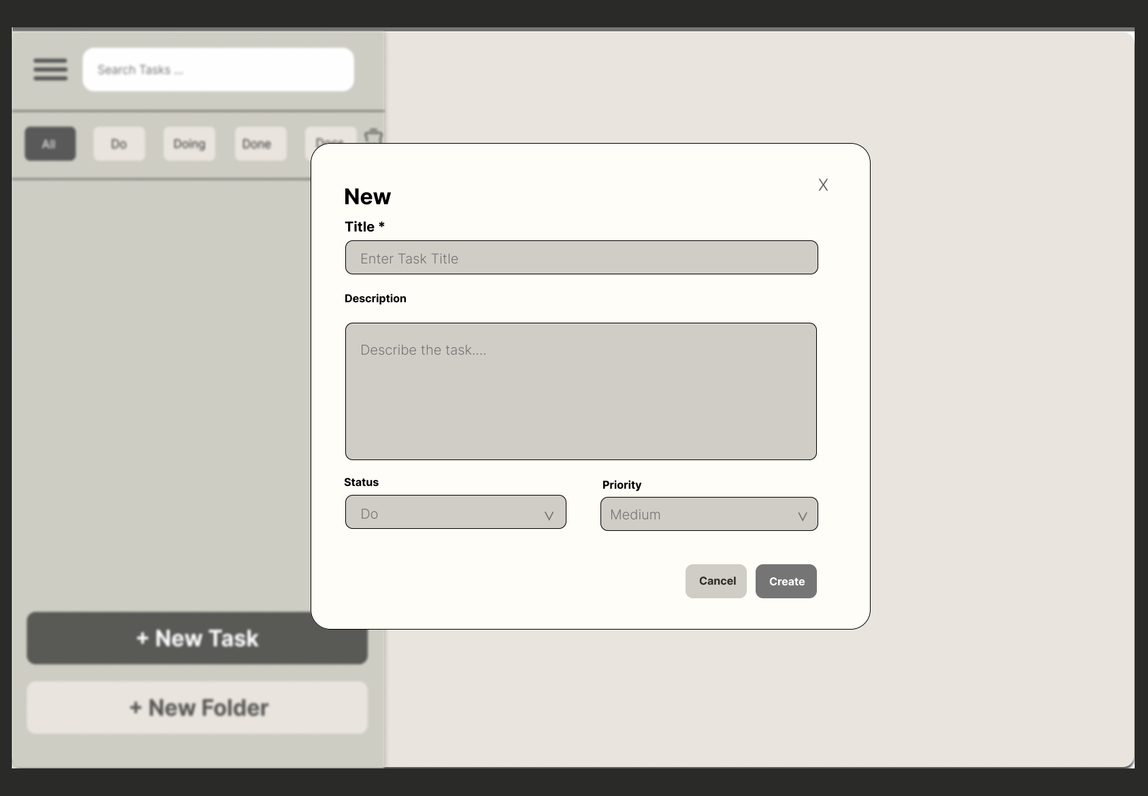

Welcome Back
Sign in to continue to TaskPoint
Sign In
Don't have an account? Sign Up
← Back to home

Email Address: You@example.com
Password: ••••••••••
☐ Remember Me Forgot password?

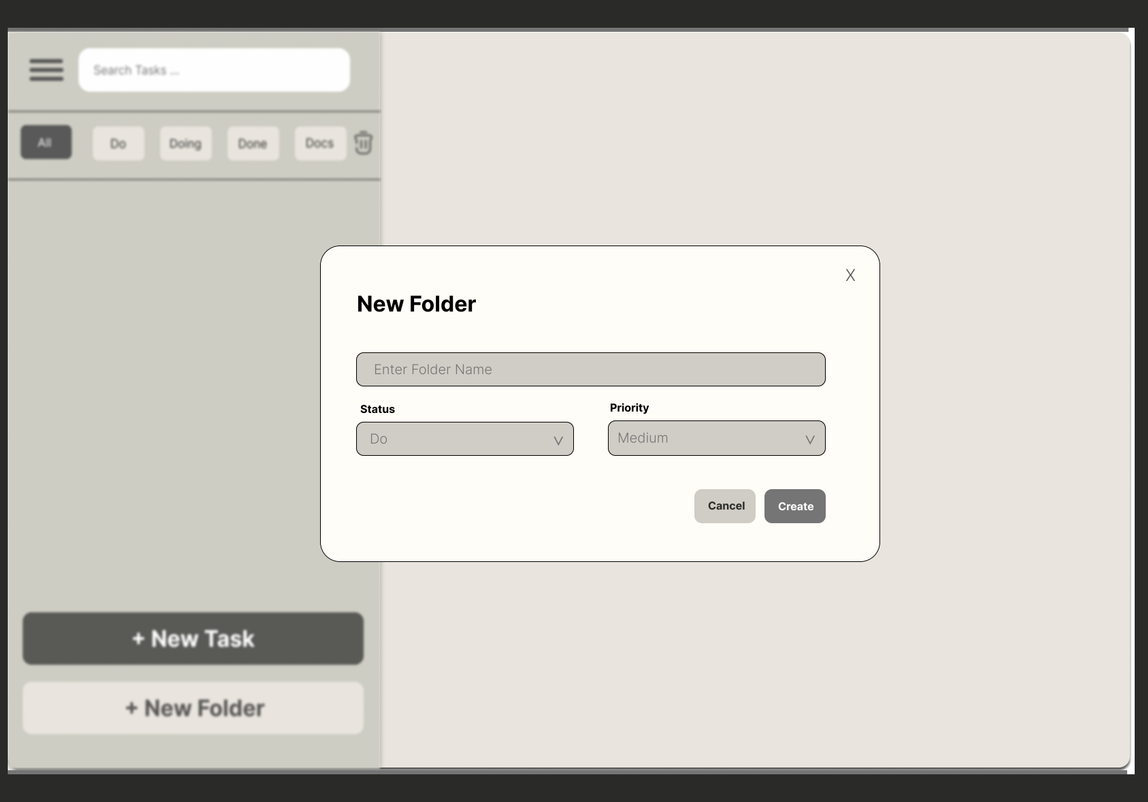

Create Account
Start your journey with TaskPoint
Create Account
Already have an account? Sign In
← Back to home

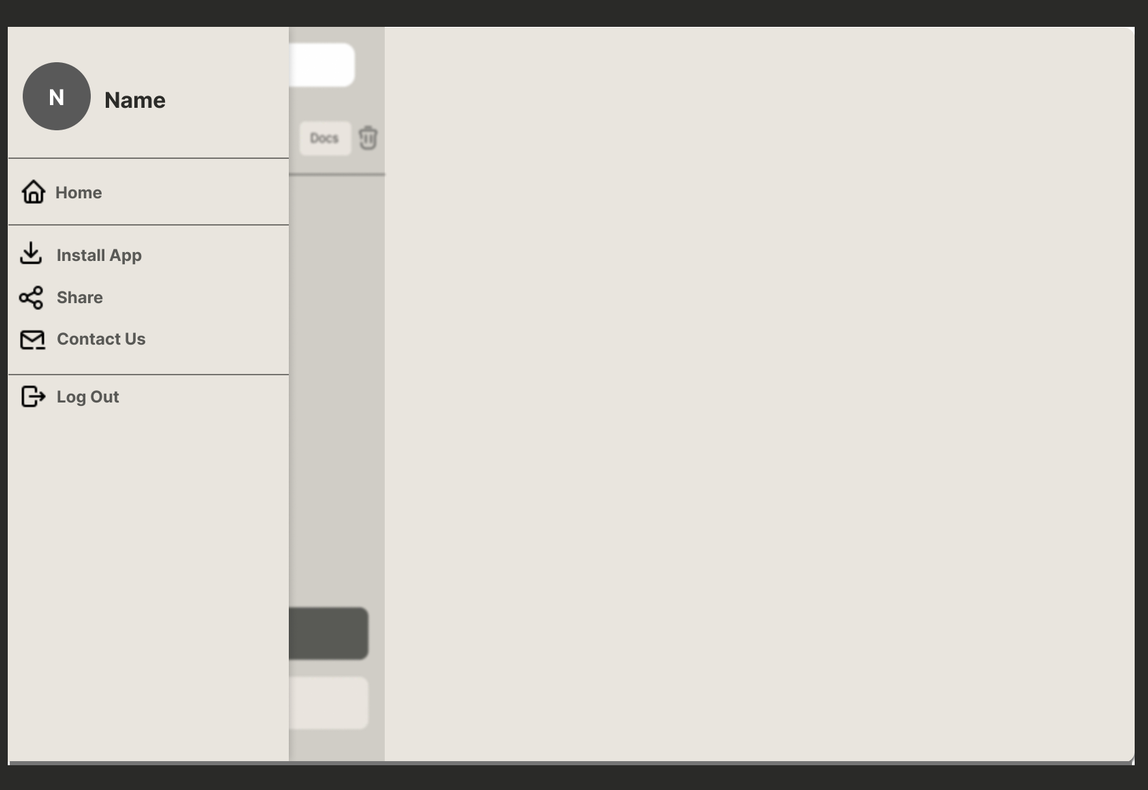
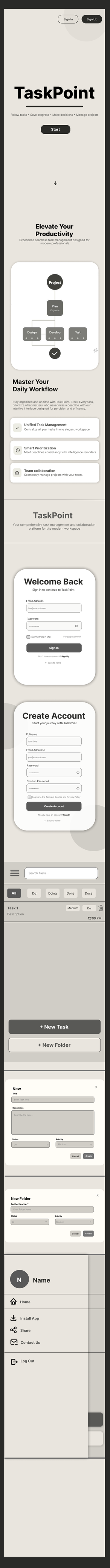
Fullname: John Doe
Email Addresse: you@example.com
Password: ••••••••••
Confirm Password: ••••••••••
☐ I agree to the Terms of Service and Privacy Policy





Title *: Enter Task Title
Description: Describe the task....
Status: Do
Priority: Medium



Enter Folder Name
Status: Do
Priority: Medium