TaskCent - Turn Tasks into Rewards!

Mobile Application & Website

Summary

Complete Tasks, Track Progress, And Earn Exciting Rewards Effortlessly. Stay Motivated With Goal-Based Challenges That Boost Productivity. Make Every Action Count With TaskCent - Achieve More, Earn More. Download The App Or Visit Our Website To Get Started! Earn. Track. Achieve. Reward.

Research

1 Learning Points from Business Interviews / Research

6 stakeholders | 3 days

User Pain Points & Needs

Users struggle with organization, deadlines, and reminders, gaps in UI or notifications cause frustration.

Feature Prioritization & Differentiation

Focus on must-have features like collaboration, calendar sync, and reliability over excess.

Target Audience & Segmentation

Identify key users (students, freelancers, teams) with distinct habits and pricing expectations.

Monetization & Willingness to Pay

Research pricing models and features users value enough to pay for sustainably.

User Experience / Onboarding Challenges

Simplify onboarding so users instantly see value without confusion or drop-off.

Retention & Feedback Loops

Keep users engaged with reminders, progress tracking, and active response to feedback.

Research

2 User Interviews

5 users | 3 days

Insight 1

Users struggle to stay organized across multiple tasks, deadlines, and reminders. Confusing UX or poor notifications disrupt workflow.

Insight 2

Users prioritize collaboration, offline access, and calendar integration over secondary features.

Insight 3

Students, freelancers, and professionals have different needs (study planning vs. client tracking vs. team tasks).

Interview goals

- Simplify the interface for faster, clearer task management.
- Strengthen core features with reliable integrations.
- Personalize workflows to fit different user segments.
- Improve onboarding and retention with guided value delivery.

Insight 4

Users prefer freemium models; they pay for advanced features like collaboration, cloud sync, and analytics.

Insight 5

Many users abandon apps if they don't see value in the first session.

Research

3 Competitive research

Desk research, Smart interviews | 3 days

Description

- Ensure transparent payout process, showing how many points are needed, how long withdrawal takes, fees, etc.
- Maintain a healthy variety of tasks so users always have something to do; avoid "task droughts" which lead to churn.
- Prioritize ease of onboarding and immediate "quick wins" to earn; field rewarded quickly (e.g. small tasks that pay immediately).
- Include social referral mechanics, leaderboards, daily streaks, etc., to keep users coming back.
- Strong customer support and legitimacy signals (user reviews, proof of payment) to build trust.

Research

4 Opportunities

1

Rising Side-Income Demand

People increasingly want flexible ways to earn extra money. Taskcent fits perfectly into the growing gig and micro-earnings trend.

2

Expanding Smartphone Reach

Mobile adoption is rapidly growing in emerging markets with young digital users. Taskcent can scale quickly by targeting this tech-savvy audience.

3

Brand Partnerships

Businesses seek consumer opinions, ad views, and product feedback. Taskcent can act as a bridge, offering brands access to engaged users.

4

Engagement Through Gamification

Users stay longer when apps feel fun and rewarding. Features like streaks, badges, and leaderboards increase daily activity.

5

Market Insights Value

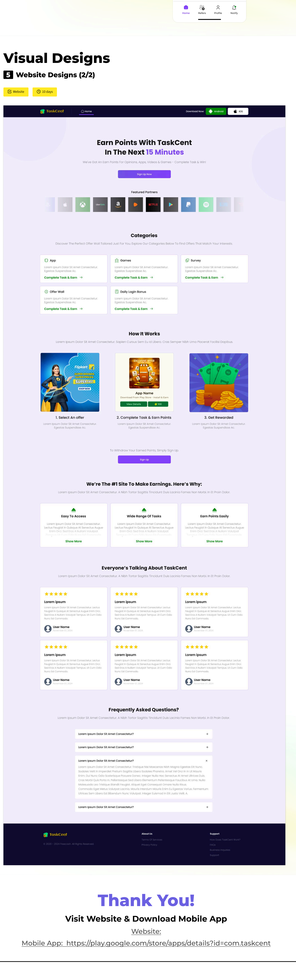
Surveys and opinions generate data that brands find highly valuable. Taskcent can monetize insights, creating strong B2B opportunities.

Logo Designs

Visual Designs

5 Mobile App Designs (1/2)

Mobile App | 10 days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