FlowSync

Collaboration Tool

Team Task & Workflow Management Tool

My Role
- UI Designer
- Lead Product Designer

Tools Used
- Figma
- Miro
- Jira
- Slack
- Google Sheets, Docs, Forms
- Notion

My Responsibilities
- Wireframes
- Prototyping
- Design

Problem Statement

Small teams rely on scattered tools—sticky notes, chats, and spreadsheets—to manage tasks, which leads to missed deadlines, duplicate work, and lost context. This fragmentation creates unnecessary overhead and prevents teams from focusing on meaningful work. FlowSync aims to provide a lightweight, collaborative, easy, and productivity-focused task management tool.

Objectives & Goals

Design an accessible productivity tool that makes task management simple, collaborative, and visually engaging for small teams.

Goals:
- Reduce context switching (−30%)
- Cut meeting overhead
- Improve task completion
- 10 active weekly collaborators
- Keep tasks manageable

Our Process

One Deep | Map the Flow | Sprint Ideas | Bring to life

Business Challenges

Small teams juggle tasks across chats, spreadsheets, and sticky notes, leading to missed deadlines and duplicate work. The challenge is to create a lightweight, collaborative tool that keeps everyone aligned without adding overhead.

Product Users

FlowSync is intended for small teams of about ten people who need a lightweight, collaborative tool to manage tasks without heavy overhead. The interface prioritizes clarity and ease of use, with features like drag-and-drop boards and real-time updates to support quick collaboration and maintain productivity.

Quantitative Research

We conducted a survey with 50 participants to understand how small teams currently manage tasks and collaborate.

Observations

55%
of teams struggle to keep track of tasks across multiple tools

75%
of teams rely on sticky notes, chats, and spreadsheets for task management

45%
experience missed deadlines due to poor communication or lack of visibility

90%
want something that combines tasks and collaboration in one place

50%
of participants expressed a preference for tools that combine tasks and collaboration

User Needs

- **Simple onboarding** – quick setup without long tutorials
- **Intuitive interface** – clear layout, minimal learning curve
- **Visual task management** – boards and lists to track progress
- **Clear visibility** – know who is working on what and what's overdue
- **Collaboration tools** – lightweight communication with task context, not a chat app

User Persona

User Flows

Wireframes

Website First Look

HiFi Designs

Design Testing

Conducted usability testing with 5 participants from small teams to evaluate task creation, board navigation, and overall usability.

Observations

100%
of participants found the onboarding process quick and intuitive.

50%
expressed preference for drag-and-drop task management over form-based alternatives.

80%
found the interface easy to use and understand.

50%
found the interface easy and clear. Most participants found it intuitive.

50%
felt the interface was too dense, with elements crowding the screen.

20%
expected an increase in task completion or ease of task management.

Thank You

Varun Design Hub