

Trello Tracker Review: Features, Pricing, Pros, and Cons

Read a SERP-informed Trello tracker review covering features, pricing, dashboards, automation, integrations, limits, alternatives, and verdict.

Anneliese Forsberg, Senior Editor · 29.04.2026

TL;DR Trello is a board-first work tracker. The free plan is genuinely useful for personal use and small teams, and the upgrade path is sane: Standard for custom fields and unlimited boards, Premium for Workspace views (calendar, timeline, dashboard, map, table), and Enterprise for org-wide controls. Butler automation comes built in, with metered runs that scale by plan. Where Trello loses against Jira, ClickUp, Asana, or Monday is reporting depth, dependency management, and resource planning — Trello solves those with Power-Ups and integrations rather than a native module. For a team that wants a fast Kanban tracker their whole org can use, Trello is hard to beat. For a team that wants a single tool to run a portfolio with PMO-grade dashboards, it usually is not. Always verify current pricing and plan caps on trello.com/pricing before committing a team.

What Trello Is Best For

Trello is at its best when a team needs visible, low-ceremony work tracking that adopts in a single afternoon. Kanban boards, checklists, due dates, and comments cover the bulk of what most teams actually need.

Trello does one thing very well: it makes a backlog visible to people who do not want to learn a new tool. New users open a board, see the columns, and intuit the workflow without a training session. That single property is why Trello continues to win adoptions inside companies that have already standardised on Jira or Asana for the engineering or operations side.

- **Cross-functional teams** — marketing, ops, HR, customer success — that want one shared Kanban view without ramping on a heavier tool.
- **Small businesses and agencies** running 5–50 active boards across clients, where simple beats complete.
- **Personal use and small side projects**, where Free plan caps are not a constraint.
- **Light project tracking** where milestones, calendar views, and dashboard cards are enough — and a Gantt-grade portfolio plan is not required.

Where Trello is overkill: a single user tracking a daily todo list (a simple list app fits better). Where Trello is too light: an engineering org tracking sprints, dependencies, releases, and code-linked tickets at scale — Jira or Linear earn the extra complexity. The honest test is whether the team can keep the board healthy without a part-time admin; if yes, Trello fits.

Trello wins on adoption velocity and visual clarity, not on reporting depth or portfolio governance.

Key Tracking Features Reviewed

The features that drive day-to-day tracking on Trello are boards, cards, lists, labels, due dates, checklists, custom fields, Power-Ups, and Butler automation. The Workspace views (Premium) unlock calendar, timeline, dashboard, table, and map across multiple boards.

The architecture is straightforward. A Workspace contains boards. A board contains lists (columns) of cards (tasks). A card carries owner(s), due date, labels, checklists, attachments, comments, and — on Standard and above — custom fields. Power-Ups extend a card or board with extra capability; the most useful ones are calendar, custom fields, and integrations with Slack, Google Drive, and Jira.

- **Cards** — the atomic unit; descriptions support Markdown, mentions, checklists, and a comment thread that doubles as decision history.
- **Custom fields** — drop-down, text, date, number, checkbox; included in Standard plan and above.
- **Workspace views** — table, calendar, timeline, dashboard, map; cross-board, Premium and above.
- **Butler automation** — built-in rules and buttons. Triggers on label, due date, list change, calendar, and card-button click.
- **Power-Ups** — first-party and third-party extensions; Free plan now allows unlimited Power-Ups per board.
- **Mobile apps** — iOS and Android, with offline drafts and notifications; mobile is good for capture and triage, weaker for dashboards.

Dashboards, on the Premium plan, are the feature that turns Trello from a tracker into a reporting surface. They are not BI-grade — count by label, status, due date, member, custom field — but they cover most of what stakeholders ask for in a weekly review.

Cards, lists, custom fields, Butler, and Workspace views are the five surfaces worth learning well; everything else is a refinement.

Pricing, Plans, and Feature Limits

Trello publishes four plans: Free, Standard, Premium, Enterprise. Pricing is per user per month, billed annually, with monthly billing roughly 20% higher. Treat any specific dollar figure as a value to reconfirm on trello.com/pricing — Atlassian revises prices on its own cadence.

The shape of the pricing matters more than the exact numbers, because the numbers move. Free is genuinely useful for personal use and small teams. Standard adds unlimited boards per Workspace and custom fields. Premium adds Workspace views (calendar, timeline, dashboard, table, map) and unlocks more Butler operations. Enterprise adds organisation-wide admin and security controls and is priced on a sliding scale by user count.

| Plan | Best for | Headline price band (USD/user/month, annual) | Notable cap |
|------------|-----------------------------------|--|---|
| Free | Personal use, small teams | 0 | 10 collaborative boards per Workspace |
| Standard | Growing teams | 5-6 | Unlimited boards; custom fields included |
| Premium | Teams that need multi-board views | 10-12.50 | Workspace views (calendar, timeline, dashboard, table, map) |
| Enterprise | Org-wide rollouts | 17+ (sliding by seat count) | SSO, org admin, unlimited Workspaces |

The hard caps to verify before scaling out: number of collaborative boards per Workspace on Free, Butler command runs per Workspace per month by plan, attachment size limits, and guest-seat behaviour at the Enterprise level. Pricing and plan-limit data should be reconfirmed against trello.com/pricing before any purchase decision.

Free covers personal use; Standard is the realistic team baseline; Premium pays for itself the moment a manager asks for a calendar or dashboard view across boards.

Ease of Use and Setup

Trello has the shortest onboarding curve of any major work-management tool. A new user can build their first board in five minutes and the team can be productive the same day. Templates compress setup further.

Most rollouts succeed on the same pattern: pick one workflow (intake, content calendar, hiring pipeline), build one board around it, and let the team use it for a week before adding fields, automations, or Power-Ups. Adding structure before there is data is the most common reason Trello rollouts fade.

- **Templates** — Trello ships hundreds, organised by use case; start from the closest match and edit, not from blank.
- **Onboarding to a team** — invite by email or Workspace link; permission model is simple (member, observer, admin).
- **Migration** — CSV import for cards; Power-Ups for Jira, Asana, and Monday imports; expect to hand-fix custom-field mappings.
- **Learning curve** — visible value within day one for non-technical users; Butler and Workspace views take a week or two of deliberate use to internalise.

The honest question to ask before rollout: what is the ratio of contributors to admins on the team? Trello is comfortable with a 30:1 ratio because the admin surface area is small. Tools with deeper permission and configuration models often require a 10:1 ratio in practice.

Pick one workflow, ship one board, expand later. Most failed rollouts overbuild before there is real data.

Pros and Cons From SERP Research

Independent reviewer sources (G2, Capterra, public Reddit threads, and vendor case studies) cluster around the same strengths and the same gaps. None of these are surprises if the buyer has used Trello for an hour.

The strengths are the things that drive Trello adoption in companies that already own Jira: visual clarity, fast onboarding, mobile, and a low cost-of-error for misclassified work. The gaps are the things a portfolio manager or an engineering director cares about: dependencies, resource leveling, and BI-grade reports.

- **Strengths reviewers mention repeatedly** — easy onboarding, visual Kanban, generous Free plan, Butler automation, Workspace views on Premium, broad Power-Up ecosystem, strong mobile.
- **Common complaints** — limited reporting depth, dependency management is shallow without Power-Ups, native time tracking is third-party, dashboard widget set is narrow, Free-plan board cap surprises growing teams.
- **What to test during a trial** — build the workflow your team actually runs; do not test on the demo board. Run Butler on at least three rules. Open the dashboard view a stakeholder would see in a weekly review.

The Power-Up ecosystem is part of how Trello solves its native gaps, and it is also the source of the most common dissatisfaction: tools that work fine on one Power-Up suddenly cost three Power-Ups when they scale. Audit the Power-Up footprint quarterly; consolidate where a single integration can replace two.

Strengths: adoption velocity, visual clarity, Butler, mobile. Gaps: deep reporting, dependencies, native time. Test on real work, not the demo board.

Trello Alternatives to Compare

The honest alternatives split into four camps: simpler personal trackers, broader work-management suites, engineering-native issue trackers, and enterprise PPM tools. Trello sits at the centre of the cross and is the safe default for general teams.

| Alternative | Where it wins vs. Trello | Where Trello still wins |
|-------------|--|---|
| Asana | Native timeline, workload, goals, and richer task hierarchy | Faster onboarding, lower admin overhead |
| ClickUp | Many more native views and features in one tool | Less feature density to teach; less ongoing admin |
| Monday.com | Native dashboards and a strong board-as-database model | Lower-touch onboarding, cleaner mobile |
| Notion | Docs-and-database hybrid for knowledge-heavy work | Real Kanban discipline, less drift |
| Jira | Engineering depth: sprints, releases, code links, advanced JQL reporting | Adoption among non-technical functions |
| Linear | Fast issue tracker for product engineering | Cross-functional use beyond engineering |

| Alternative | Where it wins vs. Trello | Where Trello still wins |
|-------------|---|---------------------------------------|
| Smartsheet | Spreadsheet-native portfolio management | Visual board UX; lower learning curve |

The right comparison depends on the team. A marketing team that wants a content calendar should not be comparing Trello with Jira; they should be comparing Trello with Asana, Monday, or Notion. An engineering team should not be running the same evaluation as a marketing one.

Compare Trello against the right peer: Asana/Monday/Notion for cross-functional teams; Jira/Linear for engineering; Smartsheet for portfolio.

Final Verdict: Who Should Choose Trello

Trello is the right answer for teams that need cross-functional adoption first and reporting depth second. It is the wrong answer for teams that need portfolio governance, dependency leveling, or BI-grade reporting on day one.

The buyers most likely to be happy with Trello after one year of use: agencies tracking 10–40 client boards, marketing teams running editorial calendars, ops teams running intake and triage, HR teams running hiring pipelines, and small companies running a flat work model across functions. The shared property is that the work fits a Kanban shape and the team values visible state over rich reporting.

- **Best users** — small to mid-sized cross-functional teams, agencies, and growing companies that have not standardised on Jira or Asana.
- **Who should skip Trello** — engineering organisations with deep dependency, release, and code-link needs (use Jira or Linear); large enterprises that need a PMO-grade portfolio view (Smartsheet, Monday, or a dedicated PPM tool).
- **Before signup** — run a real workflow on a Free Workspace for a week. Hit the Standard upgrade when custom fields stop being optional. Hit the Premium upgrade when a stakeholder asks for a Workspace view (calendar, timeline, dashboard) across multiple boards.

Whatever the verdict for the team, reconfirm pricing and plan limits on trello.com/pricing before purchase. The volatile facts in this review are honest as of the verification date but vendor change cycles are faster than any publisher's update cycle.

Trello is a strong default for cross-functional teams that want a Kanban tracker their whole org can use. Engineering orgs and portfolio buyers should look elsewhere.

FAQ

Is Trello still worth it in 2026?

Yes for the use cases it is designed for — cross-functional teams that want visible, low-ceremony work tracking. The Free plan is generous, Butler automation lowers manual upkeep, and the Premium Workspace views unlock cross-board reporting. Teams that need engineering-grade sprint tracking or PMO portfolio governance will outgrow it.

How much does Trello cost?

Atlassian publishes four plans — Free, Standard, Premium, Enterprise. Standard sits in the 5–6 USD per-user/month band billed annually, Premium in the 10–12.50 band, and Enterprise above 17 with a sliding scale by seat count. Reconfirm the exact figures on trello.com/pricing before purchase.

What is the difference between Standard and Premium?

Standard adds unlimited boards per Workspace, custom fields, advanced checklists, and more Butler runs. Premium adds Workspace-level views (calendar, timeline, dashboard, table, map), which is the upgrade most teams pay for once a manager asks for cross-board reporting.

Is Trello good for software development?

For small product teams, yes — Trello plus the GitHub or Bitbucket Power-Ups covers a lot of ground. For larger engineering organisations, Jira or Linear win on depth: sprints, releases, code-linked tickets, and JQL-grade reporting. The honest line is team size and reporting depth.

Does Trello have native time tracking?

Not in the same sense Jira or ClickUp do. Time tracking is delivered via Power-Ups — TimeCamp, Clockify, Toggl, and Atlassian-built options. For agencies that bill hours, evaluate the Power-Up choice before committing; the integration depth varies meaningfully across vendors.

How does Butler automation count against my plan?

Butler distinguishes between rule runs at the card, board, and Workspace levels, with different monthly caps per plan. Free is intentionally tight; Standard and Premium raise the limits. The exact caps move on Atlassian's own cadence — verify against the Butler help page before designing a heavy automation footprint.

Full article: <https://trtracker.net/>

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