

Blocked task

28 June 2026

Blocked Task Investigation: TK Digital Website Copy (task--L7MH52m)

Investigated by: Project Manager

Date: 2026-06-28

What Happened

The task "Copy write TK Digital website" has been through 5 revision cycles since June 23 and was blocked after the agent timed out (35 minutes with no output on the most recent attempt).

Timeline:

- **June 23:** Task created by Thomas. v1 produced a blank TOV questionnaire instead of copy. v2 was a stub (867 bytes).
- **June 24:** Thomas returned the completed questionnaire as an attachment. v3 through v5 were produced as full 12-page website copy drafts based on the questionnaire answers.
- **June 28:** Agent timed out during revision 5. Task moved to blocked automatically.

Root causes identified:

- **Wrong agent assignment.** The task was assigned to `project-manager` for the actual copywriting work. PM triages and reviews — the copywriter writes. This meant the copy never got proper specialist attention.
 - **No quality skills applied.** Thomas specifically asked for a "critic loop" but the agent never ran `avoid-ai-writing` or `copy-editing` skills on the output.
 - **Agent timeout.** The 5th attempt exceeded the 35-minute limit, likely because the agent was trying to do too much in a single pass without the right tooling.
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Current State of the Copy

The v5 draft exists at

`outputs/task--L7MH52m/copy-write-tk-digital-website.source.md` and covers all 12 pages. It structurally follows the questionnaire: correct voice settings, "we" pronoun, Tom Kelly named only on About, pricing removed, 7 services listed. However, Thomas flagged the quality as "extremely poor" — the copy needs genuine editorial improvement, not just structural compliance.

Actions Taken

- **Unblocked the task.** Moved `task--L7MH52m` from `tasks/blocked/` to `tasks/active/`.

- **Reassigned to copywriter.** Changed `assigned_to` from `project-manager` to `copywriter` with `department` set to `marketing`.
 - **Rewrote the brief.** Added a comprehensive brief with all questionnaire voice rules baked in, explicit instructions to run `avoid-ai-writing` and `copy-editing` skills, and clear acceptance criteria.
 - **Set as Tier 2, urgent priority.** This is Thomas's own business website — it needs to move.
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What Happens Next

- The watcher will detect the task in `tasks/active/` and spawn the copywriter agent.
- The copywriter will take the v5 draft as a starting point and run it through quality skills.
- Output will be v6 (markdown + PDF) in `outputs/task--L7MH52m/`.
- Task will come to PM for QA review before going to Thomas.

Expected turnaround: The copywriter has a solid foundation in v5 and a clear brief. This should not require further back-and-forth if the skills are applied properly.