

GOOGLE INSIDERS - PRECEPTS

For a better reading experience, you will find in the following link our tables where all our researches and ideas are. The same documents can be found in the annexes later in this document.

Tables link :

<https://docs.google.com/spreadsheets/d/1IjMmpLBWIGdzm6BL4FCILEulGssjbMPriUqe81Ulpq/edit#gid=0>

If you already are familiar with the subject or in a rush, you can go directly to section 3. Synthesis

1. Introduction

1.1 - The team

We are a robust team of four individuals, each bringing diverse skills and expertise to the table. Our team comprises:

Paul Saland : Project Manager & usage opportunities supervisor

Emrys Le Gall: Supervisor of the Existing Opportunity Department

Lenny Copau : Head of the User Interface & Technological Opportunity Department

Vincent Le Brun : Production Supervisor

Together, we synergize our talents and knowledge to deliver comprehensive solutions and innovative approaches to our projects.

1.2 - The context

We're teaming up with Google to change how emails work. By studying the issues with the current state of email and analyzing in person feedback, we're aiming to make emails easier and more useful. Our goal is to create a better way to send messages that's easy for everyone. This project with Google will revolutionize the current emailing experience.

To do so, we will approach this project through a UX perspective where we study the issue, do documented research, lead interviews and explore the possible opportunities reflected by the needs of the interviewed persons.

1.3 - Survey

After we delivered our survey, we were able to find the trends and issues. We will use them as a base to build our solution. First, let's have a brief overlook on the interesting data:

1 - Most used email platforms

- 1 - Gmail (94.3%)
- 2 - Yahoo (20,3%)
- 3 - Internet operator's mailbox (13.8%)

2 - Most people have between 1 and 3 email

3 - Emails are mostly used in a professional and formal way.

4 - People check their emails on computer as much as on their phone

5 - Emails aren't read : they are glanced over

6 - Emails are perceived as more important but don't require instant answer

7 - The storage limit for an attached document in email is mostly bypassed by a WeTransfert or Google Drive

8 - Email are generally unorganized (+60% don't organize them)

9 - When organized, they are by categories (such as files)

10 - The most useful function is the search bar (useful for 83,6%)

11 - Spams are still an issue for most (57.4%)

12 - The most listed issues are the quantity of email that we receive (especially undesired ones, which create a messy experience), the very formal culture that surrounds emails and the non ergonomics display that doesn't facilitate glancing over in an instance the whole email inbox.

13 - Security wise, the dual identification method and a strong password are the most used methods to secure an email.

14 - People rarely clean their email inbox (54.1% do it 1 time a year or less)

15 - The most demanded features are :

- A better email display organization, categorization, organization (automated, with filters, tags)
- Better spam filtration and security features
- Automated answers
- Edit or delete an already sent email
- A bigger attachment size

2.Opportunities

2.1 - Regarding existing products

1. Smart Inbox (automatically sort)
2. Full customizable layout
3. Securise email with password
4. Help user to write mail (with prompt or IA)
5. Prioritizes emails from designated sender

2.2 - Technology & interface

1. Full customization : the user can completely rework his email space, colors, files, labels etc.
2. Light interface : giving not much information, just essential elements, the client can always go on to more specific and technical aspects of the client though.
3. AI sort : an AI can automatically sort emails in order of priority, theme and sender.
4. Dashboard : a dashboard, with all customizable elements, like number of spams, number of mails received etc. The target is to give the user all the access to make a workspace that is efficient for them.
5. Merge mails and messaging services. In that way, the user can easily switch between formal and friendly communications, fast answers and complex demands.

2.3 - Usages

1. Email summary: the user sees on top of the mail a quick sum up of the email, with emphasis on the action required by the email.
2. Automatic organization : Emails are automatically sorted with colors, files and tags to allow the user to have a better overview of all the email as well as alleviate the amount of email on the first page.
3. Automatic cleaning : The email service has a strong spam filter, coupled with an automatic subscription from unread newsletter and unsolicited marketing emails. The system also automatically archives important and unorganized mails and deletes the unnecessary ones after some time.
4. A full professional suit : A complete suite of tools and services designed for the professional world aimed at improving efficiency. The platform would have email management, personal and room/people(who allows it) schedule, direct messaging, video call, dedicated textual and or video rooms etc. Everything in one place.
5. Multiple account management : Enable quick and simple account swapping to easily access all accounts linked to the services. Allow to join or separate some or all email inbox, categorization

etc...

3. Synthesis

3.1 The issue :

The email service in general is being progressively replaced by instant messaging services, with live chat and media exchanging. We want to give a second breath to the email service by modernizing it and giving it new features in order to make it more suitable to modern users.

3.2 Our solutions :

Knowing that, we then gathered all the collected data and came up with five main concepts. The idea with those is to offer a better and revamped emailing experience.

- **Automatic email sum up** with specified action required by the email and fully automated email sorting with tags colors and folders.
- **Fully customizable interface**, with automatic file sorting, enhanced by AI
- **A secure email service** with email password locked and strong filter that helps only to get important/necessary emails
- **Dashboard with essentials information**, clear visuals, sum-up information, and easy to communicate with professional contacts, enhanced by AI
- **A professional space** optimized to prioritize important contacts.
This space is composed of many other services such as calendar and to-do list as well as an dedicate cloud space for heavy files attached in emails. This system will improve productivity

Annexe

Concurrentielle	Usages / Usager	Techniques et IHM	Autres	Concepts
Smart Inbox (automatically sort)	Glance over their emails instead of reading	Adobe Creative Cloud offers, as we open the app, shortcuts, a great way to lead the user to their app. Designed in a way which makes the user understand fast what he wanted to do and not be lost, Adobe Creative Cloud provides suggestions to enhance the motivation to create with their softwares. With a very understandable sidebar menu, with great icons and concise categories' names, the user is not lost.	/	Automatic email sum up with action needed and fully automated email sorting with tags colors and folders
Full customizable layout	Automatic files organisation with tags, colors, and folder	Discord gives a very understandable interface, with clearly separated elements. It also offers customization, making the Discord app really for the users. Interface separate, contacts, chat, channels and servers, allowing users to organize their interface as they want.	/	Fully personalized interface, with automatic sort in files, enhanced by AI
Securise email with password	Automatic and strong filter that automatically blocks spams and unsubscribes from unread newsletter, unsolicited advertisement. Also, it can sum up of promotional emails that you may be interested in	Figma tabs are a really good way to separate different main elements, creating an organized feeling, and make the users feel safe around the app. The homepage is well thought out, with a main dashboard with projects, useful information such as collaborators, description. Side menu, with coloring groups and unstandable groups' names make the user know where they want to go.	/	A secure email service with access with password and strong filter that helps only to get important/necessary emails
Help user to write mail (with prompt or IA)	Improve productivity focused for the professional	Spotify is well known for its user friendly and hyper modern interface. The homepage contains a very user-friendly homepage and offers : last listens tracks, suggestions, with direct links with the playlists/songs. The sidebar is also effective, with great icons and concise names.	/	Dashboard with essentials informations, clear visuals, sum-up informations, and easy to communicate with professional contacts, enhanced by AI

Prioritizes emails from designated sender	A service that would send heavy file into a drive like space to enable sharing heavy files + Replace file with button that redirect to drive	Gmail is a very user experience friendly service. For experienced users, Gmail is full of opportunities with enhanced features like Google Drive, Google Meets, Google Agenda etc synchronized. With really great separated boxes, the different elements are recognizable and give easy organization.	/	A professional space optimized to prioritize important contacts. This space is composed of many other services such as calendar and to do list as well as an dedicate cloud space for heavy files attached in emails. This system will improve productivity
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Survey analyze : Email usage

Question	Stat	Comment(s)	Opportunities
2	49,60%	User having between 1 and 3 different email accounts	Facilitate multi-account usage - Enable quick account swapping
3. 7	48%	Uses emails in a professional context	Improve productivity focused for the professional
8	70,70%	Glance over their emails instead of reading	Improve the readability of emails (too much unnecessary text) --> automatic sum up with action needed
12	81,30%	Have been limited in their attached file due to size limitation	Create an add-on that send heavy file into a drive like space to enable sharing + Replace file with button that redirect to drive
13	74,80%	Don't organize their emails	Automatic files organization with tags, colors, and folder
22	57,40%	Disturbed by spam	Automatic and strong filter that blocks spams and unsubscribe from unread newsletter, unsolicited advertisement
25	54,10%	Don't clean their inbox more than once a year	Automatic cleaning of necessary email and archival
28		Most demanded features : -A better email display organization, categorization, organization (automated, with filters, tags) -Better spam filtration and security features -Automated answers -Edit or delete an already sent email -A bigger attachment size	More automated services , more fluidity and better design

IHM study :

Ressource Type	URL	Comment(s)	Opportunities
Chat GPT	https://chat.openai.com/	AI designed to converse, learn, and assist in problem-solving using words.	Chat GPT is a service based on conversational patterns. The user ask to Chat GPT to resolve a problem and the AI resolve it without a problem (it has limits though) The way that we are conversing with the AI is very friendly, the AI really wants the user to understand fast and answer problems in the most optimal way.
Microsoft Teams	https://www.microsoft.com/fr-fr/microsoft-teams	Teams is a collaborative platform designed to facilitate communication, coordination, and productivity among groups in a shared workspace.	Microsoft Teams is a user-friendly app, which combines contacts, workspaces and meetings. All the softwares that Microsoft can give are synchronized to Teams, which makes a really useful and polyvalent software
Facebook Messenger	https://www.messenger.com/	Facebook Messenger is a messaging app where we can talk with our Facebook contacts	Facebook Messenger is offering messaging experiences, rich media interactions, personalization through chatbots, and integrations that facilitate diverse communication methods within a familiar platform
Gmail Interface	https://mail.google.com/mail/	Gmail is the email service developed by Google	Gmail is a very user experience friendly service. For experienced users, Gmail is full of opportunities with enhanced features like Google Drive, Google Meets, Google Agenda etc synchronized. With really great separated boxes, the differents elements are recognizable and give easy organization.%
Discord	https://discord.com/app	Discord is a communication platform that blends text, voice, and video chat within customizable servers, fostering communities and connections among users worldwide.	Discord gives a very understandable interface, with clearly separated elements. It also offers customization, making the Discord app really for the users. Interface separate, contacts, chat, channels and servers, allowing users to organize their interface as they want.

Figma	https://www.figma.com/	Figma is a cloud-based design and collaboration platform that enables teams to create, prototype, and collaborate on user interface (UI) and user experience (UX) designs in real-time	<p>Figma tabs are a really good way to separate different main elements, creating an organized feeling, and make the users feel safe around the app.</p> <p>The homepage is well thought out, with a main dashboard with projects, useful information such as collaborators, description. Side menu, with coloring groups and unstandable groups' name make the user know where they want to go.</p>
Gog	https://www.gog.com/galaxy	Gog is a digital distribution platform for video games	<p>Gog Galaxy has got two main components : sidebar and main page. Such as Figma and Discord, the sidebar allows the user to know where they want to go, thanks to categories and icons.</p> <p>Images and big cards can direct the user to an understood interface, with familiar visuals accompanied with consistent titles and descriptions.</p>
Spotify	https://open.spotify.com/intl-fr	Spotify is a popular music streaming service that provides users with access to a vast library of songs, podcasts, and other audio content.	<p>Spotify is well known for its user friendly and hyper modern interface. The homepage contains a very user-friendly homepage and offers : last listens tracks, suggestions, with direct links with the playlists/songs.</p> <p>The sidebar is also effective, with great icons and concise names.</p>
Creative Cloud	https://creativecloud.adobe.com/	Adobe Creative Cloud is a subscription-based suite of software applications and services offered by Adobe Inc.	<p>Adobe Creative Cloud offers, as we open the app, shortcuts, a great way to lead the user to their app.</p> <p>Designed in a way to make the user understand fast what he wanted to do and not be lost, Adobe Creative Cloud provides suggestions to enhance the motivation to create with their softwares.</p> <p>With a very understable sidebar menu, with great icons and concise categories' names, the user is not lost.</p>

Benchmark :

Ressource Type	URL	Comment(s)	Opportunities
Mail client	https://www.thunderbird.net/fr/	Thunderbird is a product published by the Mozilla Foundation (free & open source). The latest "supernova" version offers a better match between email and calendar	<ul style="list-style-type: none"> • Email Management (multiple email accounts from different providers in one unified inbox, supports both IMAP and POP protocols, providing flexibility in managing emails.) • Security and Privacy (automatic updates, phishing protection, and S/MIME encryption) • Add-ons and Extensions (supports a wide range of add-ons and extensions that enhance its functionality. These include themes, plugins, and extensions for added features and customization) • Calendar Integration (features a built-in calendar (Lightning) that allows you to manage your schedule seamlessly. It supports events, tasks, and reminders.) • Search and Filters (robust search capabilities, allowing users to find specific emails quickly. Advanced filtering options help organize and manage incoming messages) • Cross-Platform Compatibility (Windows, macOS, and Linux) • Smart Folders (Thunderbird help aggregate emails from different accounts into unified folders) • Junk Mail Filtering (junk mail filter that helps identify and move spam or unwanted emails to a dedicated folder) • Open Source Community Support (Users can access forums, support groups, and documentation to get help) • Chat Integration (supports chat and integrates

			<i>with popular messaging services, providing a centralized platform for both email and instant messaging)</i>
Mail client	https://www.getmailbird.com/fr/	<p>Mailbird is a user-friendly email client that simplifies the management of multiple email accounts. With a unified inbox, customizable interface, and productivity tools like inline replies and quick actions, it streamlines email processing. Its integration with various apps, robust search functionality, and attachment search feature enhance overall efficiency. The notification center keeps users informed, making Mailbird a standout choice for those seeking a streamlined and organized email experience.</p>	<ul style="list-style-type: none"> • Unified Inbox (allow users to manage multiple email accounts) • App Integrations (supports various third-party app integrations, allowing users to connect their favorite productivity tools) • Customizable Layout (customize the layout and appearance of Mailbird, choosing different themes and color schemes to suit their preferences) • Quick Compose (compose new emails swiftly without opening a separate window) • Attachment Search (allow users to find specific attachments quickly) • Speed Reader (lets users quickly go through their emails by displaying one email at a time) • Snooze Feature (remove emails from their inbox and have them return at a specified time, helping prioritize and manage tasks) • Linkedin Lookup (view LinkedIn profiles of their contacts directly) • Inline Reply (respond to emails directly within the preview pane) • Customizable Shortcuts (set up customizable keyboard shortcuts for various actions) • Contact Manager (organize and manage contact efficiently) • Unified Calendar • Integrated Messaging

Mail client	https://sparkmailapp.com/fr	<p>Spark Mail is a user-friendly email client that prioritizes productivity. Its Smart Inbox categorizes emails efficiently, and features like snooze and reminders aid in effective time management. The app fosters collaboration with in-app email discussions, making it a standout choice for streamlined communication and productivity.</p>	<ul style="list-style-type: none"> • Smart Inbox (that intelligently categorizes and prioritizes emails to help users focus on important messages) • Email Collaboration (opportunities for collaborative email management, facilitating teamwork and communication within the app) • Follow-Up Reminders (follow-up reminders to help users stay on top of important emails and tasks) • Quick Replies (email responses with pre-defined, customizable quick replies.) • Email Snoozing (temporarily remove emails from their inbox and schedule them to reappear at a later) • Shared Drafts (collaborative drafting of emails, enabling multiple users to contribute to and edit an email before sending) • Scheduled Emails (users can schedule emails to be sent at a later time (communication across different time zones) • Undo Send (undo the sending of an email shortly after it has been dispatched, preventing accidental sends.) • Priority Inbox (prioritizes important emails, ensuring that critical messages are easily accessible and not lost in the clutter) • Attachment Viewer (simplifies the process of viewing attachments directly within the email client)
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Mail client	https://support.apple.com/mail	<p>Apple Mail: The native email client for Apple devices, known for its seamless integration with other Apple applications and its simple features.</p>	<ul style="list-style-type: none"> • Unified Inbox • Intuitive Interface (user-friendly and visually appealing interface) • iCloud Integration (integrates with Apple's iCloud service, allowing for easy synchronization of emails, contacts, and calendars across Apple devices) • Smart Mailboxes • VIP Contacts (prioritizes emails from designated VIP contacts) • Conversation View (threaded conversations, providing a more organized view of email exchanges) • Attachments Markup (annotate and mark up email attachments) • Mail Drop (facilitates the sending of large attachments by uploading them to iCloud) • Offline Access • Built-in Search • Security and Privacy Features (apple's security features, such as Touch ID and Face ID for sensitive email data) • Integration with Other Apple Apps (works seamlessly with other Apple applications like Calendar and Contacts) • Customization Options • Siri Integration (use Siri voice commands to compose and interact with emails)
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Email service	https://www.google.com/intl/fr/gmail/about/	<p>Gmail is a popular and free email service developed by Google since 2004.</p> <p>It offers a user-friendly platform for sending, receiving, and organizing emails, known for features like robust search, integrated chat, and seamless integration with Google Drive. With ample storage and advanced spam filtering, Gmail is widely used for both personal and professional communication.</p>	<ul style="list-style-type: none"> • Generous Storage • Smart Compose (predicts and suggests the next words or phrases as you type) • Smart Reply (Pre-generated reply suggestions based on the content of received emails) • Labels and Filters (organize emails using labels and set up filters to automatically categorize and sort incoming messages) • Google Meet Integration • Multiple Inboxes (organize their inbox with multiple tabs, such as Primary, Social, and Promotions) • Priority Inbox (intelligently categorizes emails into Primary, Social, and Promotions tabs) • Undo Send • Search Capabilities • Offline Mode • Customizable Themes • Google Drive Integration • Two-Factor Authentication • Mobile Apps • Spam Protection (Advanced spam filtering to automatically identify and move spam or suspicious emails to the spam folder) • Priority Notifications
Email service	https://www.inky.com/	<p>Inky is an email client designed to streamline and simplify the email experience for users. It stands out for its focus on usability, security, and productivity features. It uses machine learning to detect phishing attacks and malware.</p> <p>Alongside its security features, Inky provides a user-friendly interface for efficient email management.</p>	<p>Big emphasis on the security and protection against attacks via emails.</p> <p>Offers unique protections services such as in email password encryption and deep email analyze to prevent impersonation</p>

Mail client	https://www.microsoft.com/fr-fr/microsoft-365/outlook	<p>Microsoft Outlook is an integrated personal information manager and email application from Microsoft.</p> <p>It's part of the Microsoft Office suite and widely used for email, calendars, tasks, and contacts. Outlook features a user-friendly interface, a focused inbox for important emails, and seamless integration with Microsoft Exchange Server.</p> <p>It supports multiple email protocols and offers advanced features for scheduling and collaboration, making it a versatile tool for both personal and professional use.</p>	<p>Outlook serves as a centralized hub where users can efficiently manage various aspects of their personal and professional lives, offering a seamless and unified experience for communication and organization. This integrated approach sets Outlook apart by providing users with a holistic platform for managing their essential productivity tools in one place.</p>
Mail client	https://fr.emclient.com	<p>eM Client is a versatile email client and personal information manager for Windows and macOS. It offers a clean, user-friendly interface for managing emails, calendars, contacts, and tasks in one unified platform. Notable features include support for multiple email services, conversation view, a customizable interface, and built-in chat. eM Client is known for its comprehensive and visually appealing solution for personal and professional email management.</p>	<p>Combination of a user-friendly interface with a comprehensive set of features, providing a unified platform for managing emails, calendars, contacts, and tasks.</p> <p>This integration sets it apart, offering users a streamlined and organized experience for personal and professional communication.</p>
Mail client	https://www.zimbra.com/	<p>Zimbra is a collaboration software suite that provides email, calendaring, task management, and collaboration tools for businesses and organizations. It offers a web-based interface accessible from any device with an internet connection, allowing users to manage their emails, contacts, calendars, and other productivity features. It's a collaborative software suite.</p>	<p>It offers a range of tools from email management, calendaring and scheduling and tasks to document management.</p>

Mail client	https://www.foxmail.com/win/en/	Foxmail is a Windows-based email client known for its user-friendly interface and features like quick email search and support for various email protocols. It facilitates efficient email management, including organization of emails, contacts, and calendars. For the latest information, it's advisable to check Foxmail's official website or other reliable sources.	Foxmail stands out for its simplicity, making it an accessible option for users who prefer a no-frills and easy-to-use email experience. This focus on simplicity distinguishes Foxmail, catering to individuals who prioritize efficiency and uncomplicated email management.
Mail client	https://sylpheed.sraoss.jp/en/	Sylpheed is a lightweight and open-source email client known for its simplicity and speed. It offers essential features for email management, including folder organization and support for multiple accounts. Sylpheed is appreciated for its efficiency and minimal resource usage, making it a suitable choice for users who prioritize a fast and straightforward email experience. For the latest details, it's advisable to check Sylpheed's official website or other reliable sources.	Sylpheed is known for being exceptionally fast and efficient, making it a preferred choice for users who prioritize a quick and responsive email client without excessive resource consumption. This emphasis on minimalism sets Sylpheed apart, offering a streamlined experience for users who value simplicity and performance in their email management tool.
Mail client	https://www.ritlabs.com/en/products/thebat/	Ritlabs is the developer of The Bat!, an advanced and secure email client for Windows. Known for its robust features, The Bat! offers strong encryption, PGP support, and advanced filtering options. It emphasizes customization and prioritizes security and privacy, making it suitable for users with a focus on protecting their email communications. For the latest details, please refer to Ritlabs' official website or reliable sources.	The software is known for providing robust encryption options , PGP support, and advanced filtering capabilities, making it a distinctive choice for users who prioritize safeguarding their email communications. Ritlabs commitment to offering a secure email environment sets it apart, especially appealing to users with heightened concerns about privacy and data protection.
Mail client	https://www.claws-mail.org	Claws Mail is a lightweight and open-source email client designed for simplicity and efficiency. With a minimalistic interface, it offers essential features like quick response, customizable templates, and multi-account support. Focused on speed and	One unique characteristic of Claws Mail is its strong emphasis on being lightweight and resource-efficient . Claws Mail is designed to provide essential email functionality without excessive use of system resources, making it a particularly efficient option for users seeking a streamlined and responsive

		<p>fundamental email management, it caters to users who prefer a straightforward and resource-friendly email experience.</p> <p>For the latest details, it's advisable to check Claws Mail's official website or other reliable sources.</p>	<p>email client. This emphasis on efficiency sets Claws Mail apart, especially for those who prioritize performance and simplicity in their email management tool.</p>
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