

Dear Google,

# Will you call me for an Interview if I design a

## Better Gmail Experience?

Hear me out.



*This is me crafting future experiences at Google*

Ok....So firstly why am I giving a free advice to Google?



*because I have a problem with Google's User Experience*

### The challenge :

How to make my application to the

## UX Designer III

position with Core ML UX team at Google standout??? 🤔

### The Solution :

Why can't I make Google's flagship product

## Gmail Experience Better

By identifying issues with the current approach and focusing on delivering an optimal user experience? 😊

# What's Wrong With The Current Experience?

I do believe that **Today's solution is Tomorrow's problem** when an engineer working at Google, Paul Buchheit created Gmail to address one major issue which is **Important messages could be buried or lost** along with other issues like addressing clunky interfaces, filtering out spam mails and a lot more.

Since then Gmail has achieved a lot, if I had to point out some:

**1.8B** Active users

**27.2%** Market share for email

**10M** Malicious emails blocked per minute

**347.3B** Emails are sent each day around the globe

OMG! each day? ● fascinating right?

Gmail was invented to solve a bigger problem, and it certainly did. However, when catering to such a large audience, there are some challenges along the way. **One significant challenge I would like to point out is cleaning up the mail.**

People struggle to maintain control of their inboxes as they are inundated daily with marketing emails and newsletters from hundreds of mailing lists, both subscribed and unsubscribed. **With an average open rate of only 20%-40%, all those unopened, useless emails pile up in the mailbox.** The only solution right now is to delete all those emails manually.

So, **what can be done** to solve this problem?

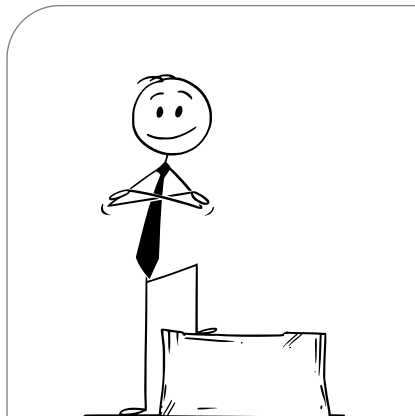
→ [Check next page](#)

# How Can We Reduce Email Overload?

Whenever I see a problem, my first thought is how to solve it. This issue triggered my designer's instinct, leading me to develop a solution. What if...

“**We could devise a way to notify users about emails they haven't opened for a long time, automatically delete them, and organize their Inbox.**”

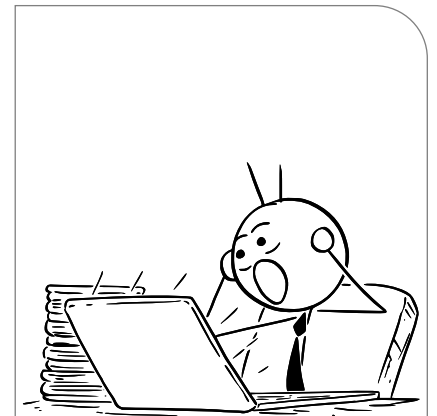
Confused? StoryBoard to the rescue



This is Bob, he is a software engineer



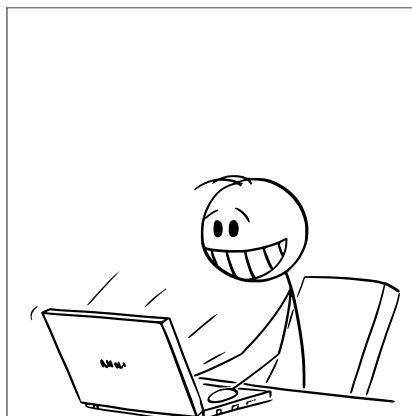
When he was working, he got a mail which he opened



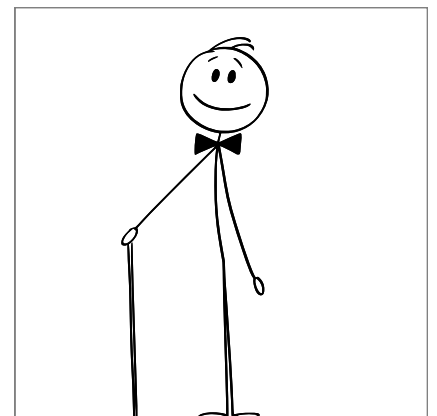
He was stunned to see 8000 un-read mails and started to delete them



He started to manually delete all of them and wished there was a better solution



He then got a notification asking is he want's to delete unwanted mail's all at once

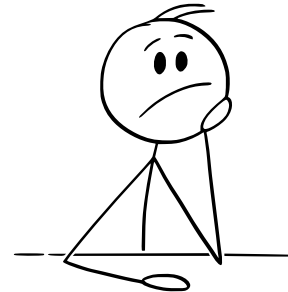


With cleaner mail Box, bob lived happily ever after

## Did you know that

User's spend an average of 7 hours every month to just delete un-wanted mails and keep their inboxes clean.

## So What's The Solution For The Problem?



Aha, What if we introduce pop-up notifications to alert users regarding un-interacted mails and ask if they want to delete previous mails and unsubscribe from the sender?



Sounds like a solution right? let's see how that works

You haven't opened any mails from this sender in the past month.



subscribe2mynewsletter@gmail.com

Total mails: 452 mails

Last opened: 60 days ago

Delete all mails

Review mails



An Intuitive Solution

## Challenges:

Eventhough the prescribed solution is addressing the problem, **it does come with some challenges** which we need to look out for.

**01** This solution is not tested, and when tested out we might get totally different findings.

**02** The data considered for this research is based upon publicly available information. An in-depth market study is required to conclude any user behaviors and needs.

**03** This solution is designed without deeply researching on the technical challenges this might contain.

As **I always believe that there is nothing called a perfect design**, this design is not perfect too, when tested out and launched there would be a ton of places where the solution could improve and made better. As **I always say Today's solution is Tomorrow's problem.**



## End Of Case Study...

A Little bit about myself...

Hi! my name is

**Bhanu Kowshik**

-Lead Experience & Interaction Designer-

[View my work](#)

I believe that

**It is the designer's responsibility to find pain points and design intuitive solutions for products.**



40+ hours spent on this application to stand out

Listen to one episode of my podcast

**Situational Joy in Design**

Listen on :