

Says

What have we heard them say?
What can we magine them saying?

Thinks

What are their wants, needs, hopes,
and dreams? What other thoughts
might influence their behavior?

Can I respond
to the mail in
correct timing

whether my
emails would
be readable in
smaller
devices

I receieve
too many
mails
everyday

Worried about
missing
important mail

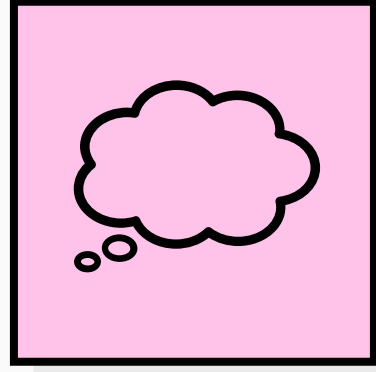
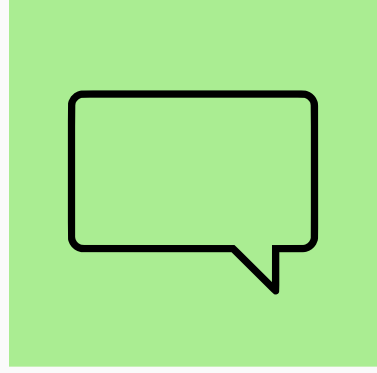
I want to
prioritize
important
mails

I need a email
app that is
easy to use
and navigate

frustration in
amount of
time spend in
managing my
email inbox

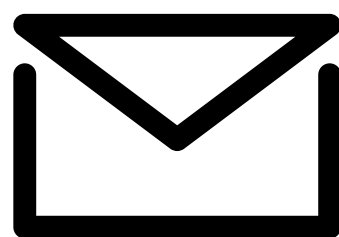
I want to be
personalize
the app to
my liking

I got a lot of
spam emails,so
I need an app
that has good
spam filters

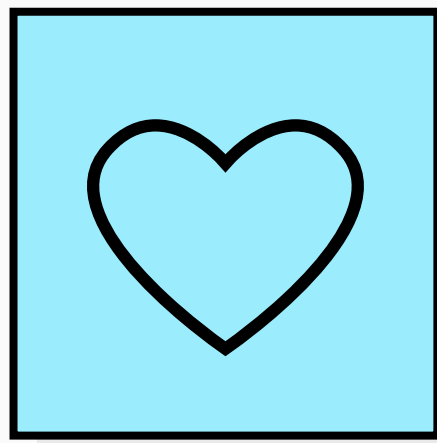


I am tired of
switching
between
multiple email
apps

Adaptive
Mail



Check
their inbox
for new
messages



Anxious about
missing
important
mails

Responding
to each
email

Users search
and filter tools
to find the
specific email

Frustration
in
responding
mails

Overwhelming
incoming
mails

Customizes
the app
setting to their
preferences

Deletes
spam emails
regularly

Satisfied
when emails
are managed
efficiently

Frustrated
with cluttered
inboxes and
spam emails

Does

What behavior have we observed?
What can we imagine them doing?

Feels

What are their fears, frustrations, and
anxieties? What other feelings might
influence their behavior?