



INBOX BY GMAIL

A Usability Study Report

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Introduction

Overview and Background

For our Usability Study project, we chose to study and test the “**Inbox by Gmail**” web application. Inbox by Gmail is an email service developed by the Gmail team at Google. During its launch, Inbox was described to be “minimalist and lovely, full of layers and easy to navigate.”

With Gmail’s popularity as a well-known email service, the question remains as to why did Google and the Gmail team design and launch another email service? After reviewing Inbox by Gmail as a team, we found that it offers several key features. It allows users to bundle their emails by group using machine learning algorithms. For example, individual emails about promotions from different companies will all be placed into the promotions group. Users also have the ability to create their own email bundles and bundle emails automatically based on who the email is from or certain words within the email. Another feature of Inbox is that the application also allows the user to see or preview valuable information from the email’s home page without having to open it, which may save the user’s time. Similarly, it also clears users’ inboxes of all unimportant messages and lets them focus on more important ones that require their immediate attention. Users also have the ability to set reminders within their inbox for various activities like reminders for calling, emailing or texting others, and have the ability to snooze reminders and messages to view and respond to at a later designated time.

Inbox and Gmail accounts are synced meaning that actions that occur in Inbox have an impact on a user’s Gmail. For example, items that are deleted in Inbox will also be deleted in Gmail. Understandably, the downside to using Inbox may be that it only works for Gmail accounts. If a user uses multiple other email accounts and services, they would have to continue using Gmail as their email service in order to use Inbox. With the two applications being so connected, it brings up the question are these applications meant to be used together?

Taking all these features into consideration, we plan to understand and reveal the answers to the following questions through this usability study:

1. *Does Inbox have superior usability compared to Gmail? Why did Google launch another email service/client application?*
2. *What are the usability features and issues of Inbox by Gmail?*
3. *If Inbox has better features than Gmail, why is it not widely known? Why is Gmail still preferred as the primary email service by most people?*

Executive Summary

Our Team conducted on-site usability tests at the University of Maryland, College Park, from April 27th to May 5th. The purpose of these tests was to assess the usability of the web interface design and its unique features. This usability study revealed information about what the experience is like for first time users and in what ways Inbox contributes to the increase or decrease in the efficiency of achieving their goals.

One UMD iSchool student participated in the pilot test and 6 UMD students from different departments participated in the usability test. We used a pre-test questionnaire to filter the type of users we would like to test regarding their age, gender, the program of study, and their experience level with Gmail and Inbox. The 6 participants were 3 males and 3 females between the ages of 18 and 35. All of them were first-time Inbox users and they all had some experience of using Gmail.

Each individual session lasted approximately 10 to 20 minutes. They were conducted in a lab environment with Internet access and a computer. We used UserZoom to set up general and post-test questionnaires, the tasks, and to record the screen and audio from participants. Prior to testing, our group set up a new Gmail account which was filled with emails from our team and websites that we used to sign up for memberships so that it could resemble an actual email account. During the test, participants were asked to think aloud while they worked through our tasks and scenarios to help our team better understand their behavior and thinking. After each session, we reset the account so that each participant was tested under the same conditions.

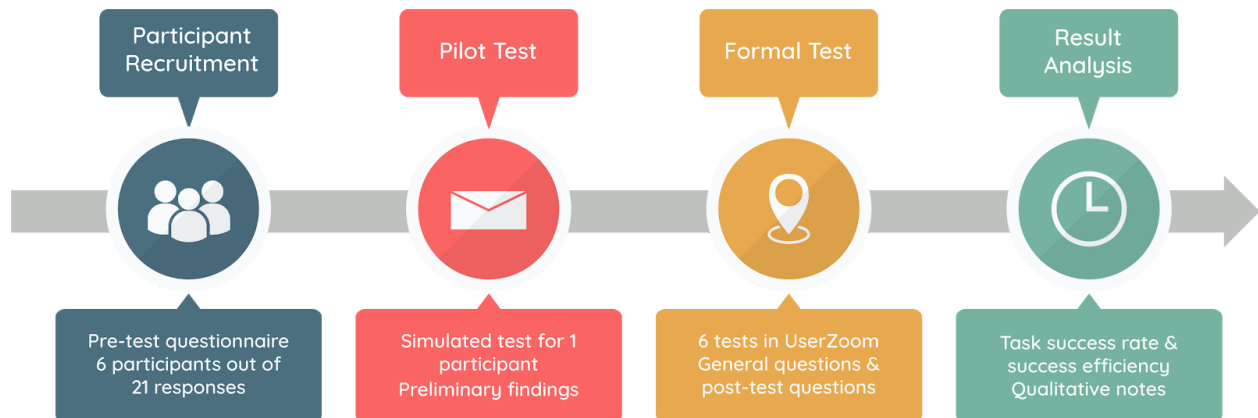
In general, 71% of our participants rated their experience of using Inbox above "good," and 57% of our participants suggested that they are likely to use Inbox in the future. However, only 29% of participants indicated that they prefer using Inbox.

The test identified a few problems including:

1. Lack of clarification between "create a reminder" and "snooze."
2. Lack of indication of ways to create a reminder.
3. Lack of ways to snooze in the snooze folder.
4. Lack of ways to add all past emails from the same user to a bundle.

This document contains the task completion rates, time on tasks, clicks for tasks, satisfaction ratings, participant feedback, and recommendations for improvements. A copy of our testing materials are presented in the Appendix.

Methodology



Sessions

Our team conducted and recruited participants by sending out emails to friends and fellow classmates. We recruited 6 participants out of 21 responses that we received from the pre-test questionnaire. The pre-test questionnaire was developed using Typeform and the form's link was distributed through emails for potential participants to fill out. For this study, we wanted to recruit people who have been using Gmail and have not used Inbox by Gmail before (first time users of Inbox). We also wanted to restrict the participants to University of Maryland students between the ages of 18 and 35 so that it will help us understand this particular user group in depth and analyze their usability statistics. The pre-test questionnaire helped us collect valuable information like the number of email accounts they hold, the primary email services they use, their proficiency level in using Gmail, and the purposes for which they use Gmail.

Some of the insights that we received from the pre-test questionnaire are as follows:

How many email accounts do you have?

21 out of 21 people answered this question



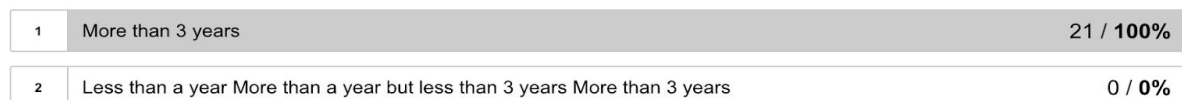
What email service(s) do you use?

20 out of 21 people answered this question



How long have you been using these email services?

21 out of 21 people answered this question



What do you use these services for?

21 out of 21 people answered this question



Post these general questions, we also learned about their usage of Inbox which can be seen through the statistics below:

Have you heard of the Inbox by Gmail application?

21 out of 21 people answered this question



Do you use Inbox by Gmail currently (or have you used the application previously?)

21 out of 21 people answered this question



From the 21 total responses, 12 of them had not used Inbox. Out of those 12 people, we chose 6 participants who perfectly met our recruitment criteria to be eligible to participate in our usability study.

With the 6 participants that we recruited for the study, we conducted a moderated usability study using UserZoom. UserZoom helped us collect information like task time, clicks and paths, videos and audio of participants performing the tasks, demographic information, their satisfaction with using the websites, and more. It should be noted that UserZoom goes to great lengths to protect the privacy of the participants. UserZoom also included a short video of how to follow the think-aloud process while performing the tasks, so that the researchers of the study could gain insights about their thought process as they go about performing the tasks.

We scheduled the usability studies based on the participants' availability. While we had approximated the study to last about 40 minutes due to the questions or feedback that they would like to provide about the study, the sessions actually lasted from 8 minutes 59 seconds long to 20 minutes 58 seconds at the maximum. Each session had a facilitator and up to 3 observers/note-takers. All the sessions were recorded using UserZoom and conducted in the study rooms or classrooms in Hornbake library. The sessions started with the facilitator greeting the participant and reading out the usability study script, thereby walking the participant through the purposes of the study. The participant was then asked to sign a consent form about their will to be recorded through the study and were informed that they can opt out of the study at any time, and that the recordings will be viewed only by the people involved in the study. The study included 3 parts- a general questionnaire containing 5 questions about their frequency of email usage to start with followed by the tasks that they had to perform with Inbox by Gmail and then finally, a post-test questionnaire consisting of 8 questions that assessed their likelihood of using Inbox in the future and what they liked about Inbox. While the participants were completing the usability study, the observers would take notes on a centralized document, which we used later on to analyze our findings.

Participants

Our team conducted 7 usability tests in total - 1 pilot test at the beginning of the study, and 6 tests with 6 participants. As mentioned above, we conducted the usability study with male and female University of Maryland students between the ages of 18 and 35 years old, from a diverse set of backgrounds and programs of study. All of these participants were Gmail users for at least 1 year for different purposes including social, personal, and professional/business purposes, and were first time Inbox by Gmail users.

Evaluation Tasks and Scenarios

The tasks and scenarios were created with the intent to cover all of Inbox's major functions and also to assess how easy or difficult it was to find certain critical

information related to using the application. To conduct the usability study of Inbox, we created a dummy account and filled it with emails from the team and promotions from various neutral websites and services.

The participants were asked to perform the following tasks with Inbox:

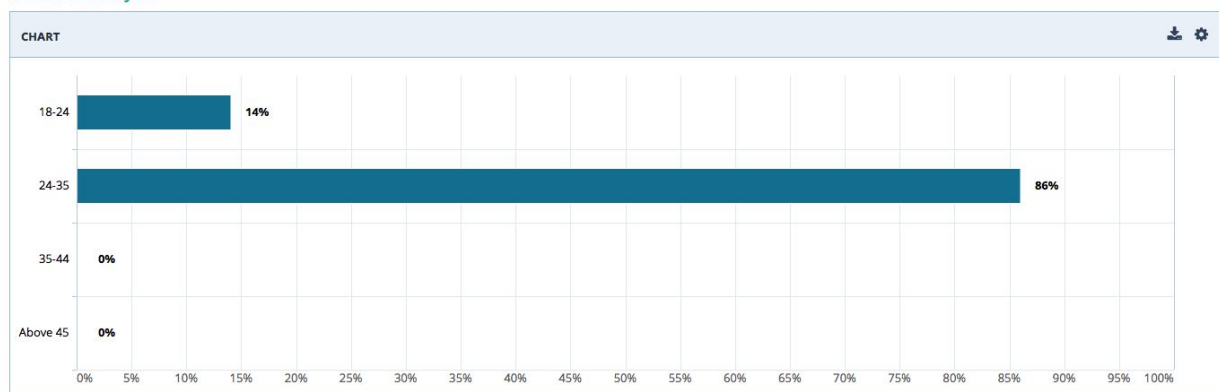
1. Log into Inbox by Gmail.
2. Create a reminder to respond to an email the next morning.
3. Create a bundle to add emails from a particular sender to the bundle.
4. Set a snooze to view the email at a later time.
5. Mark an email as done and move it to the 'Done' folder.
6. Verify that the 'Suggest emails to reply to' is turned on.
7. Preview attachments from the main email screen.

Results

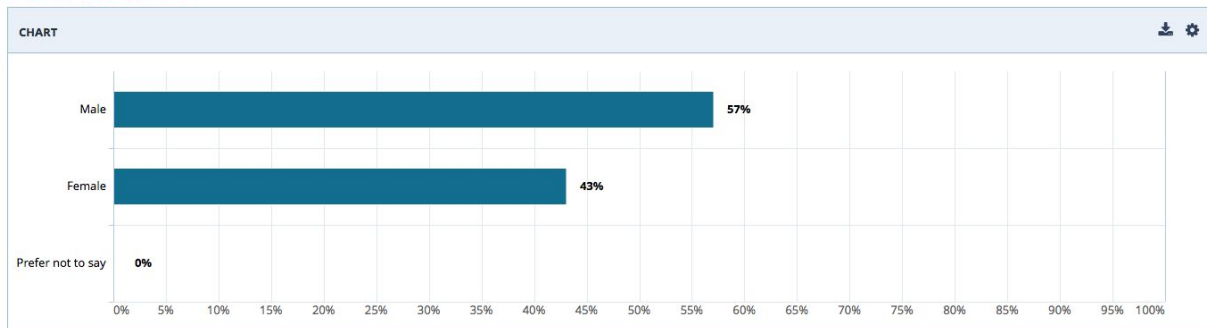
General Questionnaire

We collected the usability testing results by UserZoom, including 1 pilot test and 6 formal usability tests. Before performing the tasks, all participants were asked to fill out a short general questionnaire about their demographics and email-using experiences. Below are the insights that we have from the responses to the general questionnaire:

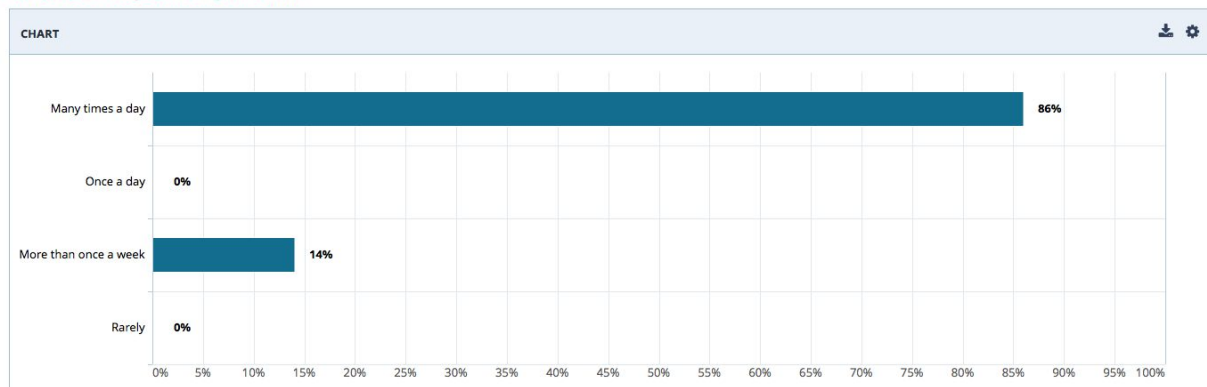
1. How old are you?



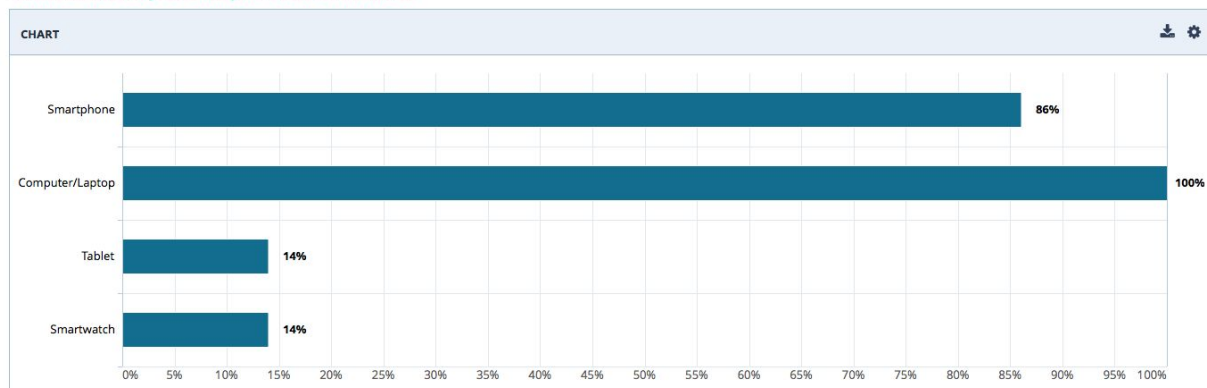
2. What is your gender?



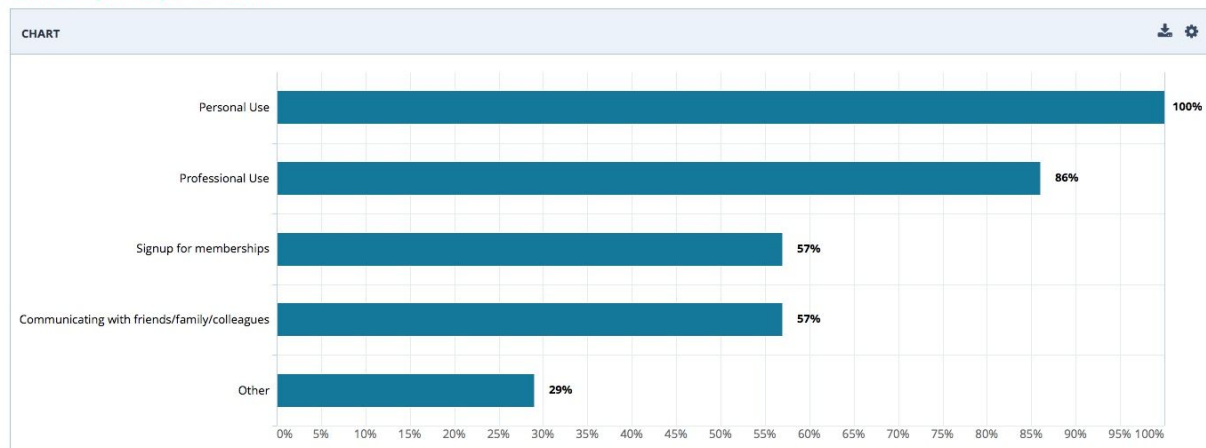
3. How often do you check your email?



4. What device do you check your email on the most?



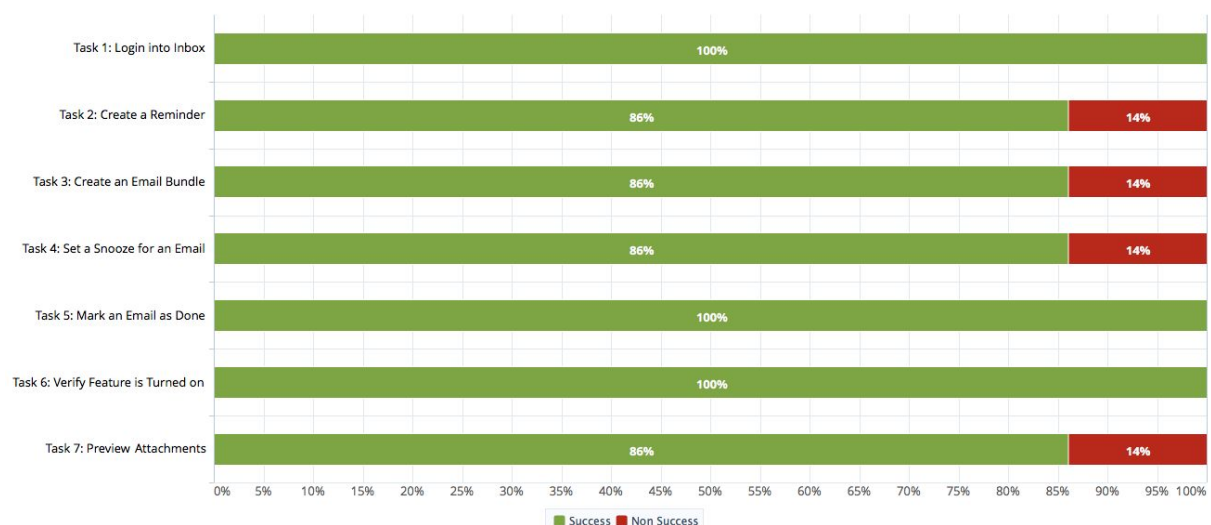
5. What do you use your email for?



From the answers above, we can learn that most of our participants are 24-35 years old, which is similar to the target user group of the Inbox by Gmail. Male and female participants both account for 50% of all the participants, meaning that we had an equal proportion of participants--3 male participants and 3 female participants. The participants usually check their emails multiple times a day, and they usually do this on their computers or smartphones. In addition, they use emails mainly for personal and professional use.

Task Success Rates

As we can see from the task success rates shown below, all of our participants were able to finish task 1 (log in to Inbox), task 5 (mark email as done) and, task 6 (verify feature is turned on) successfully, while task 2 (create a reminder), task 3 (create an email bundle), task 4 (set a snooze for an email) and, task 7 (preview attachments) all have a success rate of 86%, which means that 1 participant failed in each of the tasks.

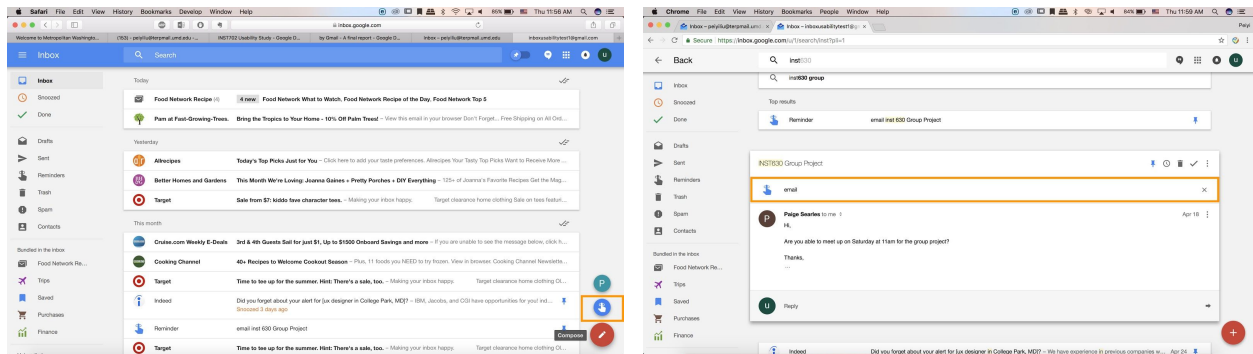


Task Success Efficiency

For the task success efficiency, we tracked the average time spent on each task and the number of clicks they took since they are important metrics to measure the efficiency of the task completion. Below are graphs for our task success efficiency.



As shown in the graphs, task 2 (create a reminder) amounted to significantly longer completion time and clicks to finish. In addition, from the graph we can learn that the maximum completion time for task 2 is 7 minutes 41 seconds and the maximum clicks for task 2 is 100.



Current ways to create a reminder

Moreover, we can see that task 3 (create a email bundle) also amounted to longer time and clicks, while task 4 (set a snooze for an email), task 5 (mark email as done), and task 6 (verify a feature is turned on) seem to take less time and fewer clicks than other tasks.

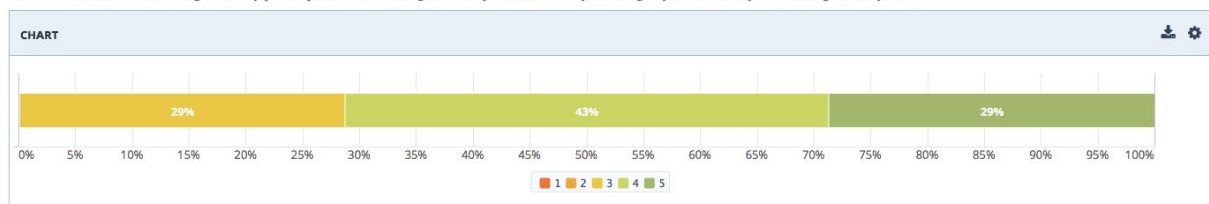
Post-test Questionnaire

After all the tasks, participants received a post-test questionnaire to assess their overall experience in using the system. These questions included:

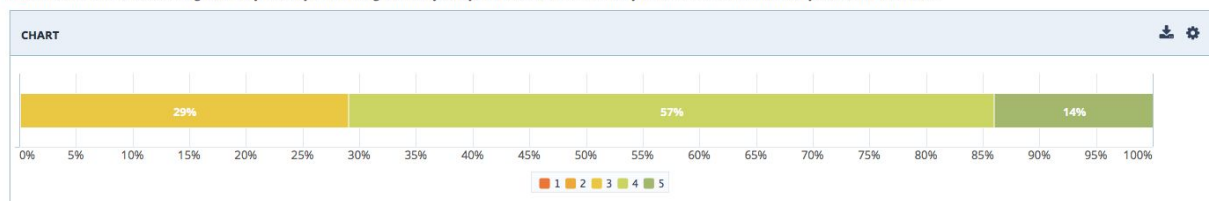
- On a scale from 1 to 5, 1 being extremely poor experience and 5 being terrific experience, what is your rating of your overall experience using Inbox by Gmail?
- On a scale from 1 to 5, 1 being extremely unlikely and 5 being extremely likely, what is the likelihood that you would recommend Inbox by Gmail to a new user?
- After using Inbox by Gmail, please select which email service you prefer using.
- What is the likelihood that you will continue to use Inbox by Gmail in the future?
- I find Inbox by Google to be very useful. How much do you disagree or agree with this statement?
- In order to use Inbox well, you would need to use it multiple times. How much do you disagree or agree with this statement?
- Inbox is hard to navigate. How much do you disagree or agree with this statement?
- Please leave any comments, questions, or thoughts you have about Inbox by Google.

The results to these post-test questionnaires are depicted as follows:

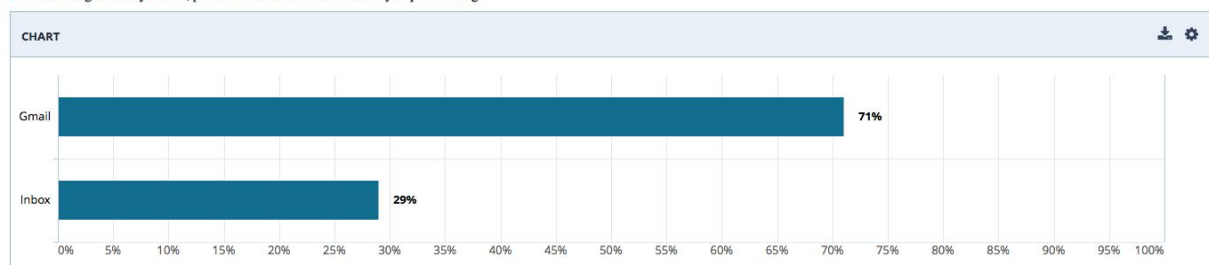
1. On a scale from 1 to 5, 1 being extremely poor experience and 5 being terrific experience, what is your rating of your overall experience using Inbox by Gmail?



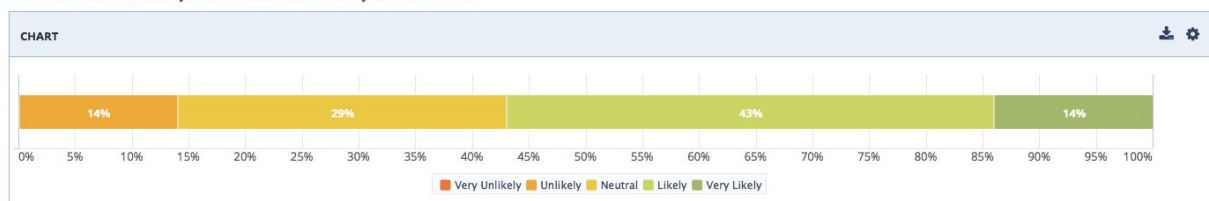
2. On a scale from 1 to 5, 1 being extremely unlikely and 5 being extremely likely, what is the likelihood that you would recommend Inbox by Gmail to a new user?



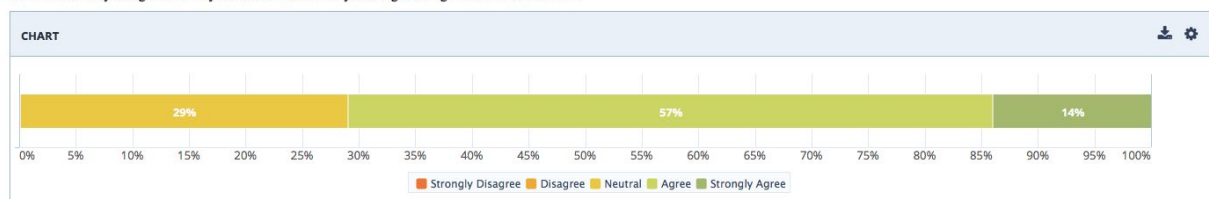
3. After using Inbox by Gmail, please select which email service you prefer using.



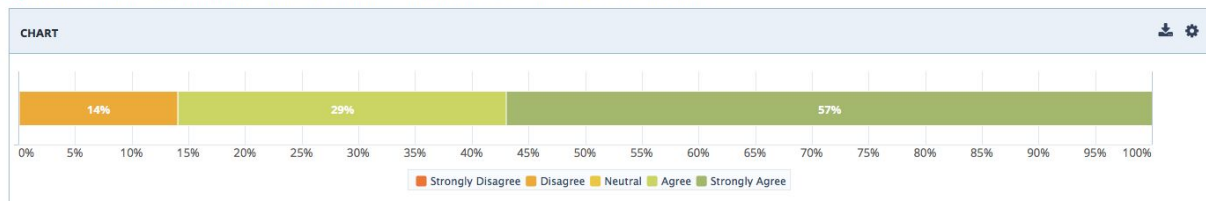
4. What is the likelihood that you will continue to use Inbox by Gmail in the future?



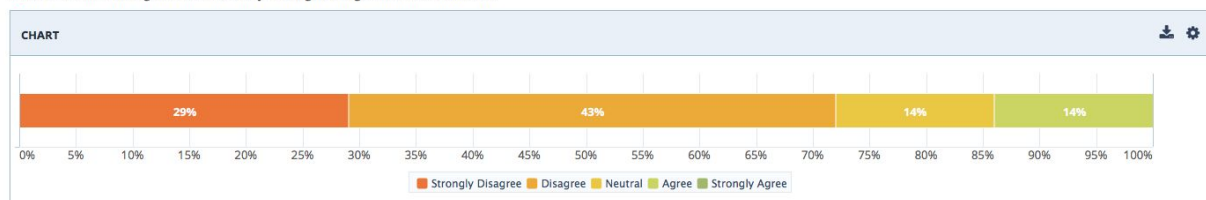
5. I find Inbox by Google to be very useful. How much do you disagree or agree with this statement?



6. In order to use Inbox well, you would need to use it multiple times. How much do you disagree or agree with this statement?



7. Inbox is hard to navigate. How much do you disagree or agree with this statement?



The figures above show the results of the post-test questionnaires. As shown in the figures, all participants have neutral or above neutral (good/terrific) experiences using Inbox by Gmail. While 71% of the participants agreed that Inbox by Gmail was useful and would like to recommend Inbox by Gmail to a new user, 71% of them still prefer Gmail. Interestingly, 86% of them agreed that they would need to use Inbox by Gmail multiple times before they can use it well, but only 14% of the participants thought Inbox by Gmail is hard to navigate. Ultimately, 57% of the participants said they were likely/very likely to use Inbox by Gmail in the future.

Participants' Reactions to Using Inbox

"The icons on the right are too small for me to recognize." - Participant 1

"I have never used the 'bundle' before and I wonder what it is." - Participant 2

"What is the actual advantage of Inbox (compared to Gmail)? What are Inbox's unique functions?" - Participant 3

"I would use inbox if I had more time to experience all of the features that it had to offer. Gmail can be a little messy at times and this software could help to organize things a little bit better" - Participant 4

"Inbox is a pretty interesting upgrade/sidegrade from gmail that introduces features that I didn't know I'd like/needed but I'm interested in exploring them further." - Participant 5

"Could include links to sorting emails and other settings (in) the mail page. Sender image/ icons in the inbox was too disturbing." - Participant 6

Summary of Usability Issues

- Lack of clarification between "create a reminder" and "snooze."
- Lack of clarification for what the compose button on the bottom right of Inbox does.
- Users unable to create a reminder in the "Reminders" folder.
- Users unable to snooze an email in the "Snooze" folder.
- Users unable to add all past emails from the same user to a bundle.
- Location of create bundle is not apparent.

Recommendations

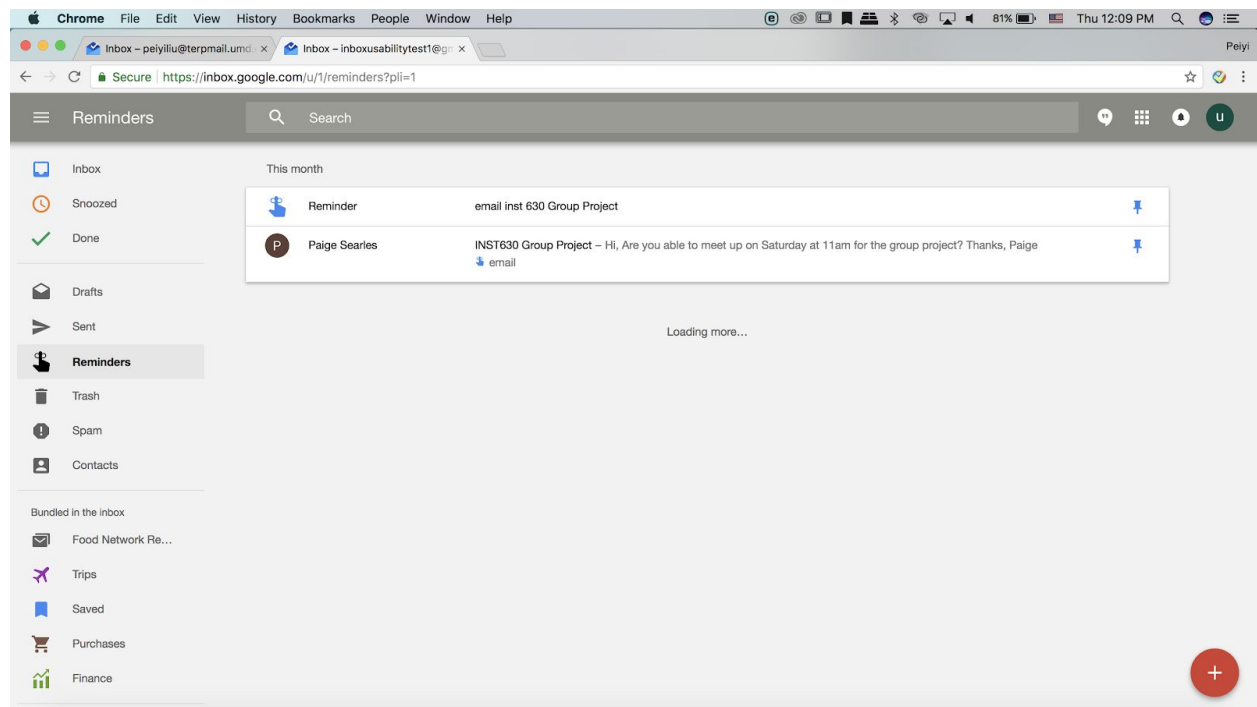
The recommendations are based on the usability issues we found during the usability tests. Each recommendation below is based on a specific task from the test. All of the tasks below had an 86% success rate. Most usability test issues were moderate or mild and there was only 1 severe issue.

Create a Reminder

In task 2, participants created a reminder to respond to an email to a classmate the following day.

"See I would think if I went to this page and clicked '+' I would be creating a reminder on this page not creating a new email. " - Participant 4

Change	Justification	Severity
<ul style="list-style-type: none">● Provide a way for users to create reminders in the "Reminders" section of Inbox● Add language to clarify the difference between "snooze" and a "reminder"● Add a button for reminders near the compose button to indicate to users that these are separate features	Our team observed two of the participants go to the "Reminders" section of Inbox to try and create a reminder. For the other participants, there was some confusion about what the difference was between snoozing an email and creating a reminder for an email. Also, one participant tried to create a reminder by clicking on the compose button.	Severe



The "Reminders" section

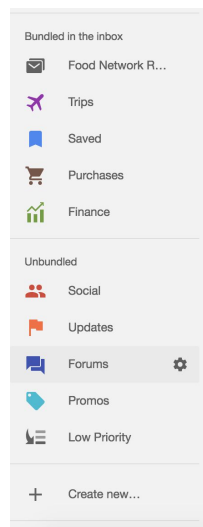
Create a Bundle

In task 3, participants created a bundle for Food Network recipe emails.

"It says 'Loading more' but it's not loading, so I don't know if there are more emails. [being added to the bundle]" - Pilot Test Participant

"There's nothing that says 'Create Bundle,' I'm going to click on 'Create New' which I'm assuming will have it. It doesn't say anything about creating a bundle." - Participant 4

Change	Justification	Severity
<ul style="list-style-type: none">• Change terminology for creating a bundle from "Create new..." to "Create new bundle"• Create a way for users to add all past emails from the same user to a bundle	One third of the participants had trouble locating where to create a bundle in Inbox. One participant tried looking for the word bundle and another participant went to the settings to try to find this feature. Another issue a couple of the participants had was being unable to add past emails, from the same email sender, to the bundle all at once. Currently, only incoming emails from the sender can be added to the bundle.	Moderate



The current way to create a new bundle

Snooze an Email

In task 4, participants set a snooze for an Indeed job post email.

“I was looking for more options in the snooze.” - Pilot Test Participant

Change	Justification	Severity
<ul style="list-style-type: none">Provide a way for users to snooze an email in the snooze folder	One participant tried to snooze an email from the “Snooze” folder of inbox. Although only one participant had this issue of trying to snooze an email, it would be helpful for users to be able to set a snooze from this location in Inbox. This would provide users with two different ways to set a snooze for an email.	Mild

Preview Photos on the Main Page

In task 7, participants viewed photos from the main page of Inbox.

Change	Justification	Severity
<ul style="list-style-type: none">Add an option to view	One participant was having trouble	Mild

photos from the main left side menu	locating the photos on the main page and was looking for a way to view the photos from the left side menu of Inbox. It could be helpful for users to have more than one way to view photos.	
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Conclusion

General Conclusion

The majority of users had a positive response to using Inbox by Gmail. Most participants also found certain features of Inbox similar to features from Google and/or Gmail. For example, most users did not have trouble logging in or finding the settings as these are consistent throughout other Google applications. However, new features such as creating and using email bundles, and creating reminders posed a challenge for some users as some struggled to perform certain tasks. Additionally, the location of features such as snooze and reminders created some issues for participants because some participants expected these features to be included in “Snooze” and “Reminder” folders on the left-side menu.

Regarding our initial research questions, we conclude that:

- Inbox by Gmail does not have superior usability compared to Gmail. Both current UI's are based on Google's Material Design and share many design similarities.
- Google launched Inbox as a separate product with the goal of increasing “productivity and organization.”
- Inbox presents to users a set of unique new features such as bundles, snoozing, and reminders. While some of these features were familiar and/or intuitive to most users, others posed a challenge to some users which we defined as the usability issues.
- After trying Inbox, the vast majority of our users said they would still prefer using Gmail. We suspect this is due to the familiarity people have with the regular Gmail client as well as its features. Gmail was launched 14 years ago in April 2004.

Discussion for Future Studies

Inbox by Google was launched to the general public in May 2015. Since then it has received a few gradual updates and the addition of a few new features. In December 2017, an “Unsubscribe” card feature was added to help users easily unsubscribe from mailing lists.

In April 2018, Google introduced a new web User Interface (UI) for Gmail which included the email snoozing feature similar to Inbox. Although Google launched and marketed Inbox as a completely different product, the recent Gmail redesign rose doubts about the future of Inbox. When asked about the future of Inbox, a Google spokesman answered: “With respect to the upcoming Gmail announcement, there are no changes to Inbox by Gmail, it remains a great product for users with specific workflows and one in which we test innovative features for email.”

Moving forward, we believe that Implementing the recommendations and continuing to work with users will ensure a continued user-centered website. Based on our results, we think it would be interesting to conduct a usability study with participants within the same age group who are not enrolled in the University of Maryland. This would provide a way to compare the usability issues found during our tests with another demographic. Similarly, testing with another age group entirely may also result in eye-opening findings. Important research questions may focus on how similar or different the results are.

Appendix A

Pre-test Questionnaire

1. How old are you?
2. What's your gender?
3. What program are you currently enrolled in?
4. How many email accounts do you have?
5. What email service(s) do you use?
6. How long have you been using these services?
7. What do you use these services for? (ex: professional use, personal use, communicating with friends/family/colleagues, signing up for memberships, etc)
8. Have you ever heard of Inbox by Gmail?
9. How did you hear about it?
10. Have you ever used Inbox by Gmail?

Appendix B

General Questionnaire

1. How old are you?

- 18-24
- 24-35
- 35-44
- Above 45

2. What is your gender?

- Male
- Female
- Prefer not to say

3. How often do you check your email?

- Many times a day
- Once a day
- More than once a week
- Rarely

4. What device do you check your email on the most?

- Smartphone
- Computer/Laptop
- Tablet
- Smartwatch

5. What do you use your email for?

- Personal Use
- Professional Use
- Sign up for memberships
- Communicating with friends/family/colleagues
- Other

Appendix C

Script

1. Introduction

Hi, _____. My name is _____, and I'm going to be walking you through this session. My teammates _____ and _____ will also be here to take notes and observe so that I can focus on walking you through the session.

You probably already know, but let me explain why we've asked you to come here today: We're testing a website that we're studying to see what it's like for people to use it.

I want to make it clear right away that we're testing the site, not you. You can't do anything wrong here. In fact, this is probably the one place today where you don't have to worry about making mistakes.

We want to hear exactly what you think, so please don't worry that you're going to hurt our feelings. We are not associated with Google or any of their projects and this is just for academic purposes.

As we go along, I'm going to ask you to think out loud, to tell me what's going through your mind. This will help us.

If you have questions, just ask. I may not be able to answer them right away, since we're interested in how people do when they don't have someone sitting next to them, but I will try to answer any questions you still have when we're done.

We have a lot to do, and I'm going to try to keep us moving, but we'll try to make sure that it's fun, too.

You may have noticed the video recording request. With your permission, we're going to videotape the computer screen and what you have to say. The video will be used only to help us figure out how to improve the site, and it won't be seen by

anyone except the people working on the project. It also helps me, because I don't have to take as many notes.

If you would, I'm going to ask you to sign something for us. It simply says that we have your permission to record you, but that it will only be seen by the people working on the project.

Do you have any questions before we begin?

~ Show video of how to use UserZoom ~

2. Usability Test

We will be using UserZoom to test Inbox by Gmail's usability. We will ask you to complete a general questionnaire to gather information, a set of tasks, and a post-test questionnaire to gather feedback.

And again, as much as possible, it will help us if you can try to think out loud throughout the entire process so we know what you're thinking about.

~ Open UserZoom/Click on link ~

(From this point it's up to you. Ask them to consider the elements of the site and ask for their verbal feedback every step of the way.)

Appendix D

Consent Form



Initials: _____ Date: _____

Institutional Review Board

1204 Marie Mount Hall • 7814 Regents Drive • College Park, MD 20742 • 301-405-4212 • irb@umd.edu

CONSENT TO PARTICIPATE

Project Title	<i>Inbox by Gmail Usability Study</i>
Purpose of the Study	<i>This research is being conducted by Peiyi Liu, Pavithra Ramasamy, Paige Searles, Xiaoyu Sun, Jorge Trasmonte, and Christine Vaing at the University of Maryland, College Park. We are inviting you to participate in this research project because you met our criteria in the pre-test questionnaire. The purpose of this research project is to test the usability of Inbox.</i>
Procedures	<i>The procedures involve completing a general questionnaire, tasks related to the features of Inbox, and a post-test questionnaire.</i>
Potential Risks and Discomforts	<i>There may be some risks from participating in this research study such as growing fatigued or frustrated from completing the study.</i>
Potential Benefits	<i>There are no direct benefits from participating in this research. However, possible benefits include being able to learn about Inbox by Gmail. We hope that, in the future, other people might benefit from this study through improved understanding of the usability of Inbox.</i>
Confidentiality	<i>Any potential loss of confidentiality will be minimized by storing data in a password protected computer.</i> <i>If we write a report or article about this research project, your identity will be protected to the maximum extent possible. Your information may be shared with representatives of the University of Maryland, College Park or governmental authorities if you or someone else is in danger or if we are required to do so by law.</i>

Right to Withdraw and Questions	<p><i>Your participation in this research is completely voluntary. You may choose not to take part at all. If you decide to participate in this research, you may stop participating at any time. If you decide not to participate in this study or if you stop participating at any time, you will not be penalized or lose any benefits to which you otherwise qualify.</i></p> <p><i>If you decide to stop taking part in the study, if you have questions, concerns, or complaints, or if you need to report an injury related to the research, please contact the investigator:</i></p> <p style="text-align: center;">Vera Rhoads 4105 Hornbake Library 4130 Campus Drive University of Maryland, College Park, MD 20742 vrhoads@umd.edu (301) 405-2033</p>	
Participant Rights	<p><i>If you have questions about your rights as a research participant or wish to report a research-related injury, please contact:</i></p> <p style="text-align: center;">University of Maryland College Park Institutional Review Board Office 1204 Marie Mount Hall College Park, Maryland, 20742 E-mail: irb@umd.edu Telephone: 301-405-0678</p> <p><i>This research has been reviewed according to the University of Maryland, College Park IRB procedures for research involving human subjects.</i></p>	
Statement of Consent	<p><i>Your signature indicates that you are at least 18 years of age; you have read this consent form or have had it read to you; your questions have been answered to your satisfaction and you voluntarily agree to participate in this research study. You will receive a copy of this signed consent form.</i></p> <p><i>If you agree to participate, please sign your name below.</i></p>	
Signature and Date	NAME OF PARTICIPANT [Please Print]	
Signature and Date	SIGNATURE OF PARTICIPANT	
	DATE	

Appendix E

Tasks and Scenarios

Task 1: Log into Inbox

Scenario: You want to check your emails. Log into Inbox by Google.

Task 2: Create a reminder

Scenario: You are working on a group project for INST630 and notice one of the group members has sent you an email. Create a reminder to respond to that email tomorrow morning.

Task 3: Create a bundle

Scenario: You recently started cooking more and want to save recipes that you receive in your email. Create a bundle for Food Network Recipe emails.

Task 4: Set a snooze

Scenario: You are currently looking for an internship for the summer and need to remember to apply to jobs this weekend. Set the snooze for the latest Indeed job email for tomorrow.

Task 5: Mark email as done

Scenario: You are working with another student on a project for one of your classes and need to make sure that the Testudo logo is correct. You have already looked over the logo and think it looks fine. Mark the email containing the logo as done.

Task 6: Make sure setting is on

Scenario: You receive many emails every week and want to make sure that you are replying to all of your important emails. Make sure that the “Suggest emails to reply to” is turned on in your inbox.

Task 7: Preview photos

Scenario: Your friend recently took a trip to Peru this past winter. You want to view the photos, but don't feel like opening the email. View all of the photos from the main page.

Appendix F

Post-test Questionnaire

1. Extremely Poor	2	3. Neutral	4	5. Terrific
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1. On a scale from 1 to 5, 1 being extremely poor experience and 5 being terrific experience, what is your rating of your overall experience using Inbox by Gmail?

2. On a scale from 1 to 5, 1 being extremely unlikely and 5 being extremely likely, what is the likelihood that you would recommend Inbox by Gmail to a new user?

3. After using Inbox by Gmail, please select which email service you prefer using.

1. Very Unlikely	2. Unlikely	3. Neutral	4. Likely	5. Very Likely
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4. What is the likelihood that you will continue to use Inbox by Gmail in the future?

1. Strongly Disagree	2. Disagree	3. Neutral	4. Agree	5. Strongly Agree
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5. I find Inbox by Google to be very useful. How much do you disagree or agree with this statement?

6. In order to use Inbox well, you would need to use it multiple times. How much do you disagree or agree with this statement?

7. Inbox is hard to navigate. How much do you disagree or agree with this statement?

8. Please leave any comments, questions or thoughts you have about Inbox by Google.