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| <p>Introduction</p> | <ul style="list-style-type: none"> • Title: Usability study of Gmail labels • Author: Dominic Delacroix, UX designer at Google, dd@g.com • Stakeholders: Robin Purdue (Product Manager), Julianne Nickel (Product Marketing Manager), Amanda Quest (Gmail UX design team lead) • Date: February 15, 2021 • Project background: The Gmail UX design team wants to learn how easy it is for users to find and use the labels feature in Gmail. We know that Gmail labels are useful when applied, but the data shows low usage among Gmail users. The design team wants to know where users might be getting stuck. • Research goals: Determine the elements of Gmail labels that are difficult to use or unappealing. Identify why people don't use Gmail labels. |
| <p>Research questions</p> | <ul style="list-style-type: none"> • What can we learn from the user flow, or the steps that users take, to create a label and sublabel in Gmail? • Are there parts of the user flow where participants get stuck? • Do users think this feature is helpful and/or useful? • Are there design changes we can make to improve the user experience with this feature? • Are there reasons why people don't use Gmail labels? |
| <p>Key Performance Indicators (KPIs)</p> | <ul style="list-style-type: none"> • User error rates • Drop-off rates • System Usability Scale |
| <p>Methodology</p> | <ul style="list-style-type: none"> • Unmoderated usability study • Location: United States, remote (each participant will complete the study in their own home) • Date: Sessions will take place during the week of March 1-5, 2021 • Length: Each session will last 5 to 10 minutes, based on a list of prompts, with a SUS following the study • Compensation: No compensation |
| <p>Participants</p> | <p>Participants must be:</p> <ul style="list-style-type: none"> • Daily Gmail users, for work and/or personal email accounts • Gmail users for longer than one year |



Script

- Two males, two females, and one nonbinary individual, aged 18 to 65 years old
- One user of assistive technologies (keyboard, screen reader)

During the unmoderated usability study

A list of prompts appears on the device screen

- **Prompt 1:** If I said, let's set up Gmail labels for your email inbox, what do you think you might use this feature for?
- **Prompt 2:** Let's open Gmail in a web browser on a desktop computer. Now try to create a new label called "Shopping." How would you go about doing that?
 - **Prompt 2 follow-up:** Was this particular feature or functionality useful? Why or why not? What was easy and what was challenging?
- **Prompt 3:** Let's say you now wanted to change the color of the "Shopping" label to be your favorite color. How would you do that?
 - **Prompt 3 follow-up:** Was this particular feature or functionality useful? Why or why not? What was easy and what was challenging?
- **Prompt 4:** Finally, try making a sublabel named "Receipts."
 - **Prompt 4 follow-up:** Was this particular feature or functionality useful? Why or why not? What was easy and what was challenging?

After the unmoderated usability study

Participants will complete the System Usability Scale

- Participants will score the following ten statements by selecting one of five responses that range from "Strongly Disagree" to "Strongly Agree."
 - I think that I would use this feature frequently.
 - I find the feature unnecessarily complex.
 - I think the feature is easy to use.
 - I need the support of a technical person in order to use this feature.
 - I find the various functions in this feature to be well integrated.
 - I think there is inconsistency in this feature.
 - I imagine that most people would learn to use this feature quickly.
 - I feel confident using the feature.
 - I need to learn a lot of things before I can use this feature.
 - The main user flow to create a label is clear.

