

MSAN 603 - User Onboard

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1. The product I chose for this assignment is **Inbox by Gmail** (Inbox), which is made by Google. It is an alternative email client to Gmail that is more streamlined and aims to keep your inbox "uncluttered". Only Gmail accounts can use this service. Google (Alphabet now) makes most of their money off ads from their main product, Google Search. Therefore Inbox doesn't generate any additional revenue for the company, but they collect useful information from the users so that they can better target their ads, which is how they make money. We can call this an indirect revenue generator.

2. From the teardown, the two biggest issues the onboarding process makes are:

Conflicting introduction When the user first opens the app and signs in (with a required Gmail account), there are several tutorial-like images that are shown to explain how the app works. It tells the user how to set reminders, snooze emails, and how Inbox bundles and highlights certain emails. This is nice, but they don't show what is, to me, the most important feature of the app, swiping right to mark the email as "Done" and removing it from the main screen.

Terminology The entire user base for Inbox are Gmail users. However, some elements that exist in both apps have different names: "Archive" became "Done", and "Stars" became "Pins". Nowhere during the onboarding is this mentioned, so it can get a bit confusion at first for new users if they are used to these features on Gmail.

3. I don't think either of the two issues I mentioned above would significantly affect the likelihood of someone completing the onboarding process. The **Conflicting introduction** fails to show an important feature, but Inbox shows a splash screen explaining what happens when you mark an email as "Done" after the first time you do it. I imagine most users will stumble upon that feature while using the app and understand quickly how it works. Likewise, it is easy to understand the new **Terminology** used in this app compared to Gmail. I don't think these affect continuous usage of the app by the users.

4. Almost all Inbox users will have used Gmail previously, and many probably use Gmail at least weekly. Therefore, they will be trying Inbox and (at least unconsciously) comparing its usability with Gmail. We want to track whether users that install Inbox use it continuously (and hopefully replace Gmail with it). To measure this, I would use a retention metric to verify that new users are using the app on a regular basis. Daily retention or even full retention could be employed in this case, since many people check their emails at least once a day. I would suggest calculating these metrics up to at least 14 days. If the user is actively using the app after two weeks, I believe it is likely that they will continue using it. They would have reverted to Gmail before that had they not enjoyed the switch.

Since both apps are made by Google, they can likely individually track these users and compare their usage of Gmail and Inbox to see if the first decreases while the latter increases.