Adaptive Mail

-A Flexible Email Client App

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1 . INTRODUCTION

1.1 Overview:

Adaptive mail refers to a type of email system that is designed to adapt and respond to the changing needs and preferences of users. Adaptive mail, also known as responsive email design, is an approach to email design that ensures that emails are optimized for a variety of devices and screen sizes.
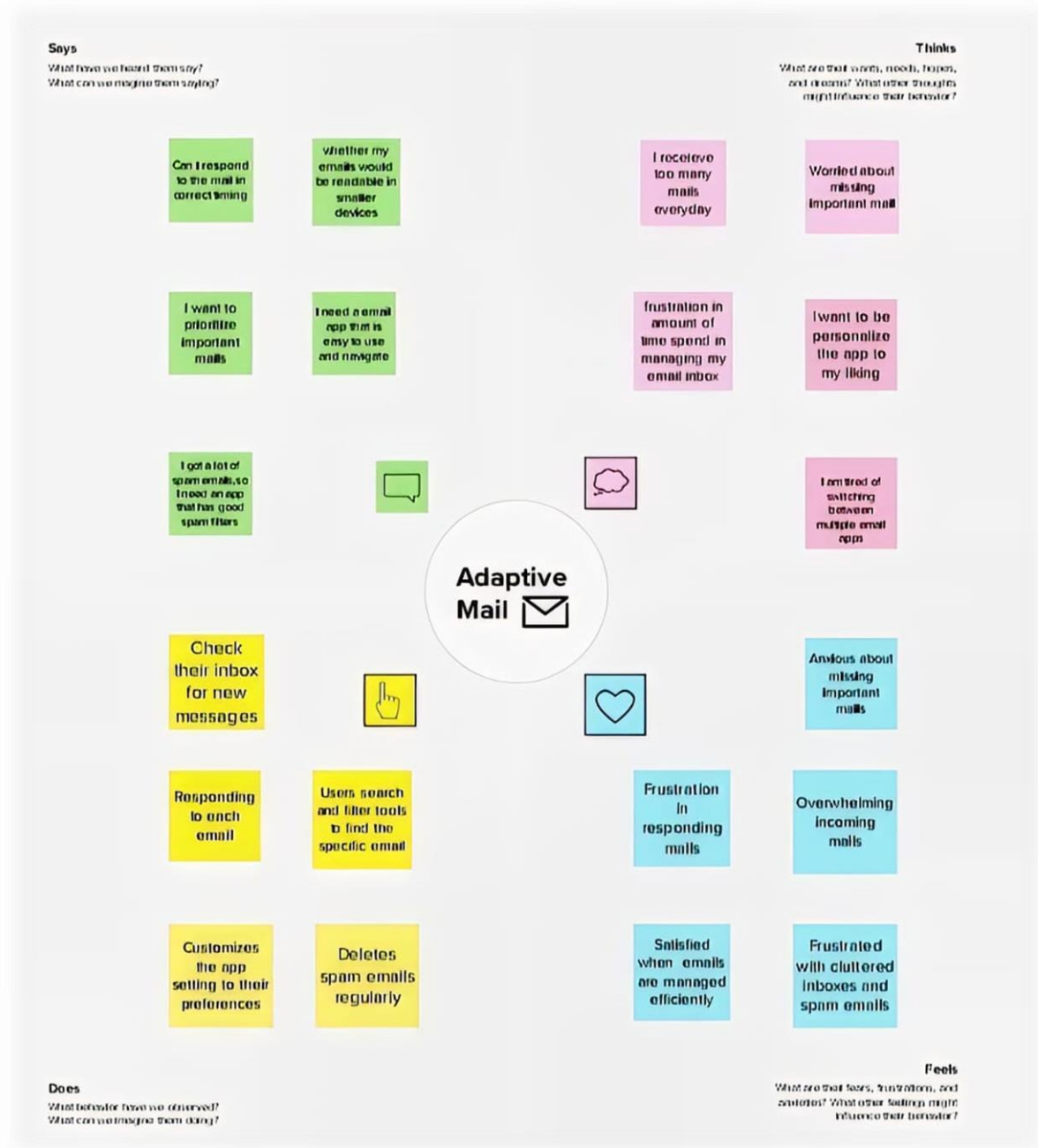
1.2 Purpose :

The purpose of adaptive mail, also known as responsive email design, is to ensure that emails are optimized for a variety of devices and screen sizes. The goal is to create emails that are easy to read and interact with, regardless of the device that the recipient is using.

The purpose of adaptive mail is to improve the user experience for recipients, by ensuring that emails are accessible and easy to read on any device. This can help to increase engagement rates and encourage recipients to take action, such as making a purchase or signing up for a newsletter.

Overall, the purpose of adaptive mail is to improve the effectiveness of email marketing campaigns, by creating emails that are optimized for different devices and screen sizes, and providing a better user experience for recipients.

2 . Problem Definition & Design Thinking

2.1 Empathy Map

Can I respond to the mail in correct timing

whether my emails would be readable in smaller devices

I receive 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 app

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

2.2 Ideation and Brainstorming Map

3

Group ideas

Take turns sharing your ideas while clustering similar or related notes as you go. Once all sticky notes have been grouped, give each cluster a sentence-like label. If a cluster is bigger than six sticky notes, try and see if you and break it up into smaller sub groups.

🕐 20 minutes

UI

Mail management techniques organize the notes into folder and sort the mail Automatically limit the time spent checking inbox.

By predicting what the users most likely to want and suggest to replies can automatically schedule the mail to be send on time which increase the response time

We can customize the mail notifications based on performance which reduce distractions and improve the focusing

Features

By understanding user's behaviour we can send personalized mail reminders for important events, deadlines, tasks

We use spam filter that automatically block the unwanted mail that aquire

By automatically tagging emails based on the content and content makes it easier to find and organise

We use smart mail sorting, enables the user to focus on most important emails

By using mail templates based on user's previous mails, allowing them to quickly compose and send mails.

Client side

Should be clear about the mail communication or ambiguous language

Mail routing can be disrupted, causing mails to be sent wrong destination or not delivered at

Compatibility issues, that is if you are trying to send mails to an mail client that doesn't support email format you're using

Most common issues in sending mail is entering incorrect email address.

Be cautious of suspicious emails and avoid clicking on links of unknown resources

If there is any connectivity issue with internet connection, the mail will not be sent

If you are using outdated mail, you may face issues in sending mail due to compatibility issues

Feels

Problem facing due to slow performance or login issue for the user

Sometimes mail take much time to arrive at the destination due to weather, technical issues, processing errors

Mail can get lost during the delivery, which can be frustrate for both sender and recipient.
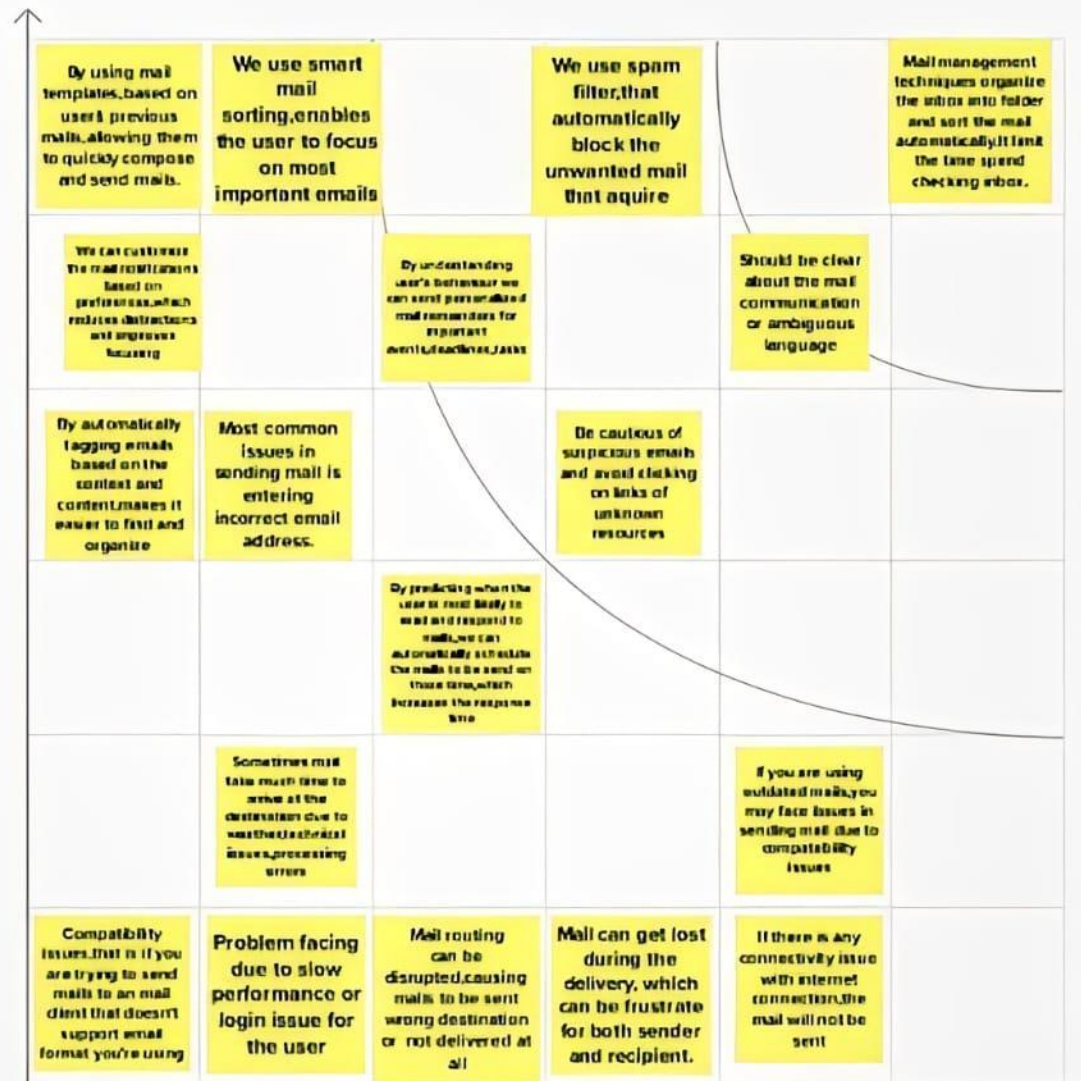
Mail routing can be disrupted, causing mails to be sent wrong destination or not delivered at all

Prioritize

Your team should all be on the same page about what's important moving forward. Place your ideas on this grid to determine which ideas are important and which are feasible.

🕐 20 minutes

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Mail management techniques organize the inbox into folder and sort the mail automatically.It limit the time spend checking inbox.

We can customize the mail notifications based on preferences, which reduce distractions and improve focusing

By understanding user's behaviour we can send personalized mail reminders for important events,deadlines,tasks

Should be clear about the mail communication or ambiguous language

By automatically tagging emails based on the content and context,makes it easier to find and organize

Most common issues in sending mail is entering incorrect email address.

Be cautious of suspicious emails and avoid clicking on links of unknown resources

By predicting when the user is most likely to read and respond to mails,we can automatically schedule the mails to be send on those time,which increases the response time

Sometimes mail take much time to arrive at the destination due to weather/technical issues,processing errors

If you are using outdated mails,you may face issues in sending mail due to compatibility issues

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⚑

Feasibility

Regardless of their importance, which tasks are more feasible than others? (Cost, time, effort, complexity, etc.)

3.Result

Home Screen

Send Email

View Emails

Send Mail

Receiver Email-Id

Email address

Mail Subject

Subject

Mail Body

Body

Send Email

4. Advantages & Disadvantages

Advantages

1. **Improved user experience:** Adaptive mail ensures that emails are easy to read and interact with on any device, improving the user experience for recipients.

2. **Increased engagement:** Emails that are optimized for different devices and screen sizes are more likely to be engaging and effective, leading to higher open and click-through rates.

3. **Brand consistency:** By ensuring that emails look consistent across different devices, adaptive mail helps to maintain brand consistency and identity.

4. **Cost-effective:** Adaptive mail is a cost-effective solution because it eliminates the need to create separate email templates for each device or screen size.

5. **Better deliverability:** Emails that are optimized for different devices are more likely to be delivered successfully, as they are less likely to be marked as spam or blocked by email filters.

Disadvantages

1. **Increased complexity:** Adaptive mail requires a more complex email design process, as designers need to account for different devices and screen sizes. This can increase the time and cost required to create effective email campaigns.

2. **Limited support:** Some email clients do not support adaptive mail, which can result in emails that are difficult to read or appear broken on certain devices.

3. **Technical challenges:** Adaptive mail requires a more advanced understanding of HTML and CSS, which may be challenging for some designers to master.

4. **Testing:** Because adaptive mail requires testing across a variety of devices and screen sizes, it can be more time-consuming and resource-intensive to ensure that emails are optimized for all recipients.

5. **Compatibility issues:** Different devices and email in compatibility issues that affect the appearance and functionality of the email.

5. Applications :

E-commerce: An online retailer can use adaptive mail to suggest products based on a customer's previous purchases or browsing history. For example, if a customer frequently buys athletic shoes, the retailer can send an email promoting new running shoes that have just arrived.

Newsletters: Publishers can use adaptive mail to customize the content of their newsletters based on the recipient's interests. For example, if a reader tends to click on articles related to technology, the newsletter can feature more technology-related content in the future.

Event invitations: An event organizer can use adaptive mail to send targeted invitations to people who are more likely to attend. For example, if someone frequently attends charity events, the organizer can send an email about an upcoming charity fundraiser.

Education: Adaptive mail can be used in educational settings to personalize the learning experience for students. For example, a teacher can send tailored feedback to individual students based on their strengths and weaknesses.

Healthcare: Healthcare providers can use adaptive mail to send personalized messages to patients based on their health conditions and treatment plans. For example, a doctor can send an email to remind a patient to take their medication or to provide tips on managing their condition.

Overall, adaptive mail can be a powerful tool for businesses and organizations to improve engagement and build stronger relationships with their customers, subscribers, and stakeholders.

6 . Conclusion :

Adaptive mail is an important approach to email marketing that allows businesses to create emails that are optimized for a variety of devices and screen sizes. By using HTML and CSS coding techniques, adaptive mail ensures that emails can adapt to the device they are being viewed on, providing a better user experience for recipients.

Adaptive mail has several advantages, including improved user experience, increased engagement, brand consistency, cost-effectiveness, and better deliverability. While there are also some potential disadvantages, such as increased complexity, limited support, technical challenges, testing requirements, and compatibility issues, these can be mitigated through careful planning and testing. The use of automation and artificial intelligence, greater integration with other marketing channels, and changing consumer preferences and behaviours are all likely to shape the future of adaptive mail.

Overall, adaptive mail is an important tool for email marketers, and can help to improve engagement rates, increase conversions, and provide a better user experience for subscribers. By staying up-to-date with the latest trends and technologies, businesses can ensure that their emails are optimized for different devices and screen sizes, and continue to be effective in their email marketing

7 . Future Scope

The purpose of adaptive mail, also known as responsive email design, is to ensure that emails are optimized for a variety of devices and screen sizes. The goal is to create emails that are easy to read and interact with, regardless of the device that the recipient is using.

The purpose of adaptive mail is to improve the user experience for recipients, by ensuring that emails are accessible and easy to read on any device. This can help to increase engagement rates and encourage recipients to take action, such as making a purchase or signing up for a newsletter.

Adaptive mail also helps to ensure brand consistency, as it allows businesses to maintain a consistent look and feel across different devices and screen sizes. This can help to reinforce brand identity and improve brand recognition.

Overall, the purpose of adaptive mail is to improve the effectiveness of email marketing campaigns, by creating emails that are optimized for different devices and screen sizes, and providing a better user experience for recipients

8.Appendix

A.Source code

```xml
<?xml version="1.0" encoding="utf-8"?>
<manifest xmlns:android="http://schemas.android.com/apk/res/android"
    xmlns:tools="http://schemas.android.com/tools">
  <application
        android:allowBackup="true"
        android:dataExtractionRules="@xml/data_extraction_rules"
        android:fullBackupContent="@xml/backup_rules"
        android:icon="@drawable/icon"
        android:label="@string/app_name"
        android:supportsRtl="true"
            android:theme="@style/Theme.EmailApplication"
        tools:targetApi="31">
        <activity
          android:name=".ViewMailActivity"
          android:exported="false"
                android:label="@string/title_activity_view_mail"
                android:theme="@style/Theme.EmailApplication" />
        <activity
                android:name=".SendMailActivity"
          android:exported="false"
                android:label="@string/title_activity_send_mail"
        android:theme="@style/Theme.EmailApplication" />
```

```xml
        <activity
            android:name=".RegisterActivity"/>
    <activity
        android:name=".Loginactivity"
        android:exported="false"
        android:label="@string/title_activity_loginactivity"
        android:theme="@style/Theme.EmailApplication" />
    <activity
        android:name=".MainActivity"
        android:exported="true"
        android:label="@string/app_name"
        android:theme="@style/Theme.EmailApplication">
        <intent-filter>
            <action android:name="android.intent.action.MAIN" />

            <category android:name="android.intent.category.LAUNCHER" />
        </intent-filter>
    </activity>
  </application>
</manifest>
```