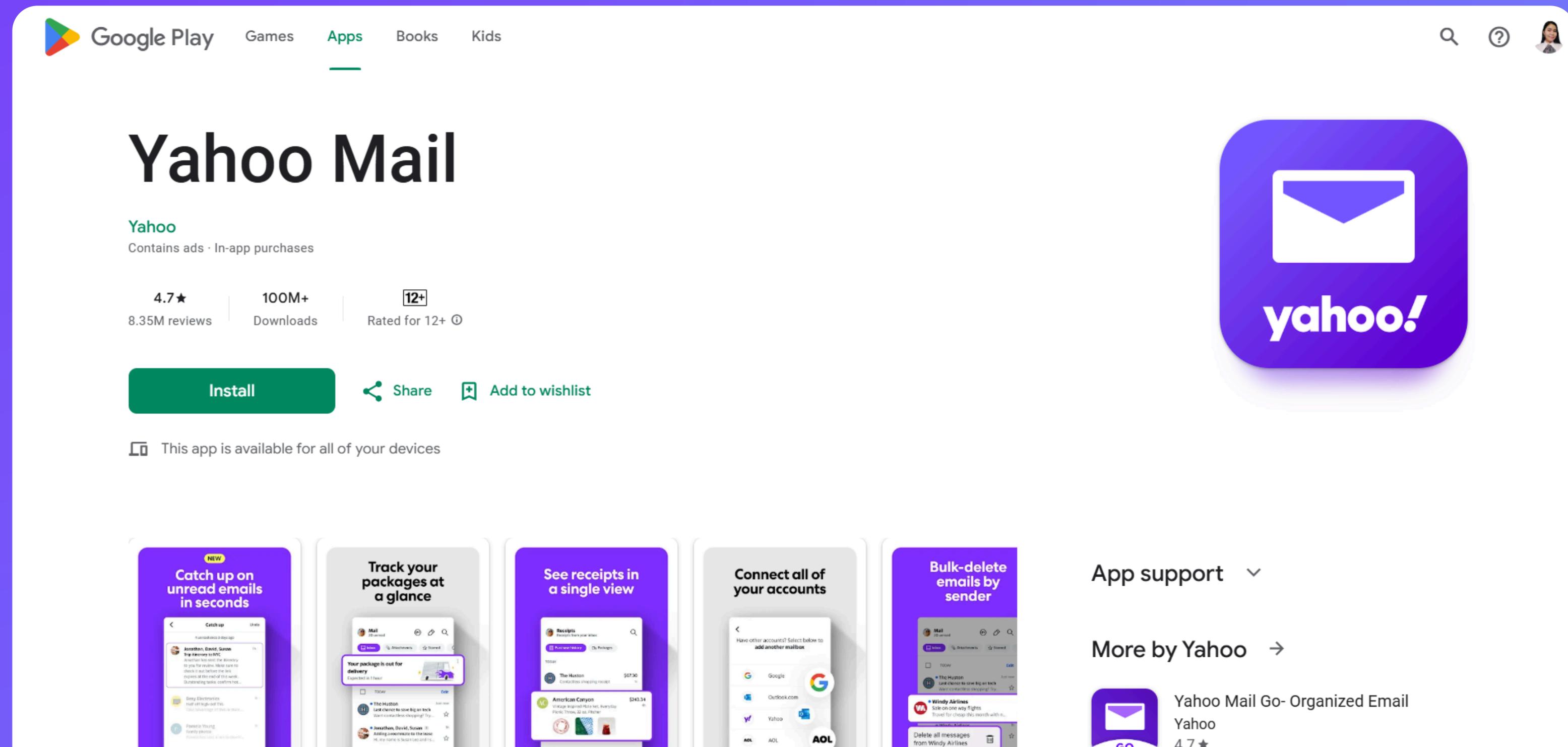


Redesigning Yahoo Mobile Mail

by Mary Kate F. Anecito



The image shows the Google Play Store listing for the Yahoo Mail app. At the top, the 'Apps' category is selected. The app's title is 'Yahoo Mail' by 'Yahoo'. It has a rating of 4.7 stars from 8.35M reviews, over 100M+ downloads, and is rated for 12+. The 'Install' button is prominent. To the right is the purple Yahoo Mail icon. Below the main info are five screenshots showing features like catching up on unread emails, tracking packages, seeing receipts, connecting accounts, and bulk-deleting emails. On the right side, there's a 'App support' section with a dropdown arrow, a 'More by Yahoo' section with links to other apps, and a large purple 'yahoo!' logo.

Google Play Games Books Kids

Search  

Yahoo Mail

Yahoo
Contains ads · In-app purchases

4.7★
8.35M reviews | 100M+ Downloads | 12+
Rated for 12+ ⓘ

Install Share Add to wishlist

This app is available for all of your devices

NEW

Catch up on unread emails in seconds

Track your packages at a glance

See receipts in a single view

Connect all of your accounts

Bulk-delete emails by sender

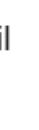
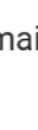
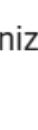
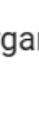
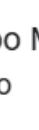
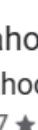
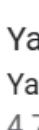
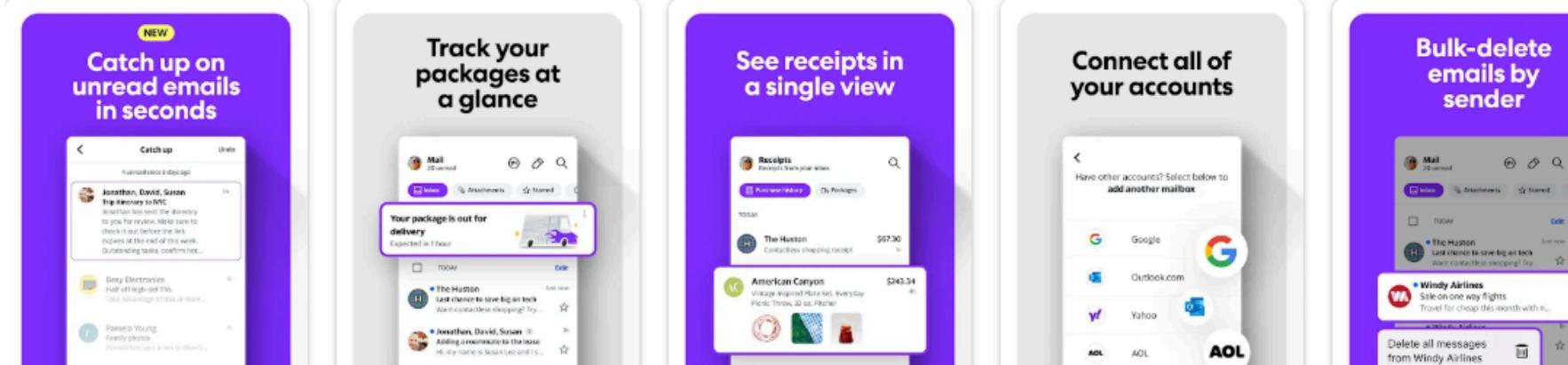
App support

More by Yahoo →

Yahoo Mail Go- Organized Email

Yahoo

4.7★



Google Play Store Reviews

-  **Yahoo Mail** 4.7 ★
Ratings and Reviews for Phone
- D** Dewey Schreiber 
★★★★★ 10/19/25
New mobile app for yahoo Mail doesn't allow for accessing trash, spam or other folders. And apparently, no longer has much of a spam filter either. More ads than emails.
2 people found this helpful
-  **Yahoo Mail** 4.7 ★
Ratings and Reviews for Phone
- The Blue Faery** 
★★★★★ 9/27/25
Horrible change to the UI. Can't tell which emails are read versus unread. It keeps defaulting to priority instead of all. I missed some really important emails thanks to this. Also, my email addresses are separate for a reason. Stop pestering me to view them all in the same inbox. Wish I could roll back to the old version like I can on desktop and will be switching to a different email app over it. It's totally unusable now.
905 people found this helpful
-  **Yahoo Mail** 4.7 ★
Ratings and Reviews for Phone
- rob fleming** 
★★★★★ 10/20/25
used to be a great service, it's now difficult to navigate, full of ads and wants you to upgrade to paid service. very disappointed and will be looking for another email provider.
-  **Yahoo Mail** 4.7 ★
Ratings and Reviews for Phone
- Veronica Shackleford** 
★★★★★ 8/8/25
Im not sure why the spam, sent, and other boxes are missing from the mobile app. This is horrible. I'm not always near my computer to check those, and the app was convenient until a month ago. I've uninstalled and reinstalled the app on all my devices still missing. Please fix this immediately. I've had Yahoo Mail for 20+ years, never an issue until now. This is frustrating. Will change the rating when this is resolved.
625 people found this helpful
-  **Yahoo Mail** 4.7 ★
Ratings and Reviews for Phone
- Laura Freeman** 
★★★★★ 8/6/25
Another terrible update: 1. The search feature is no longer working! This is a basic feature and it's not working. 2. Would like to PERMANENTLY disable the pop-up that asks me if I want to look at my most recent emails (catch up), every time when opening the app. Please give us a choice whether we want a pop-up blocking where our most recent emails are. It's an unnecessary extra step.
2,261 people found this helpful
-  **Yahoo Mail** 4.7 ★
Ratings and Reviews for Phone
- Sherrilee Intrepido** 
★★★★★ 10/20/25
They updated Yahoo and it's horrible was much easy as it was. If it's not broke don't fix it. I probably will switch everything to Gmail account.
-  **Yahoo Mail** 4.7 ★
Ratings and Reviews for Phone
- Andrea Bell** 
★★★★★ 10/20/25
Can no longer access trash, sent, filed emails, etc. on Android. I need access to these. Also get rid of the priority feature and return it back the way it was.
4 people found this helpful





Amelia Garcia

Age: 43 years old

Occupation: Telesales Manager

Location: Makati City

Industry: Sales

Civil Status: Married

Education: Bachelor's

Amelia is a telesales manager from Alabang, Makati, who has relied on Yahoo Mobile Mail on her Android phone for over three years to manage both work and personal emails. She values reliability and convenience in staying connected throughout her busy day. Although aware of 2FA, she hasn't enabled it and continues to use the free version of Yahoo Mail.

KEY GOALS

- To send and receive emails
- To handle attachments and file sharing

MUST HAVE

- Fast and reliable performance
- Accurate and efficient spam filtering
- Clear sidebar navigation for email statuses/labels consistent across mobile and desktop
- Seamless email reading experience with visible, accessible action buttons
- Good email syncing across devices
- Stable data storage and file handling

BEHAVIORS

- Checks emails several times a day
- Rarely customizes settings or enables optional features like 2FA

MUST NOT

- Numerous or duplicate conversational history threads
- Distracting inline ads



Red Route Analysis

Used always

- Compose a new email
- Send an email
- Read an email and take action — mark it as unread, spam, archive, or move it to another folder
- Reply to an email
- Search for email
- Navigate to email folders or statuses such as Inbox, Unread, Archive, Trash, and Spam
- Delete an email

Used frequently

- Move spam emails to spam folder
- Mark emails as spam
- Archive emails by clicking the "More" button
- Delete group of emails by date (Today, Yesterday, This Week, Older)

- Attach files to email
- Read attached files from an email
- Create folder under Folders section for email organization
- Move emails to a specific folder for email organization
 - Scroll to a specific folder to move an email

Used occasionally

- Upgrade to Yahoo Mail Pro
- Use Clear cache to remove messages & attachments

- Star emails which is expected to redirect to a Starred Folder (which is non-existent)

Used rarely

- Use Catch up feature (which displays 25 latest unread messages and users has the option to delete or keep in inbox)
- Customize Accounts & Security, Inbox, General through Settings

- Manage Active and Unsubscribed Subscriptions
- Manage Receipts (such as Purchase History and Packages)
- Access Yahoo Calendar
- Access Yahoo Contacts
- Sync emails across devices

Used by few

Used by some

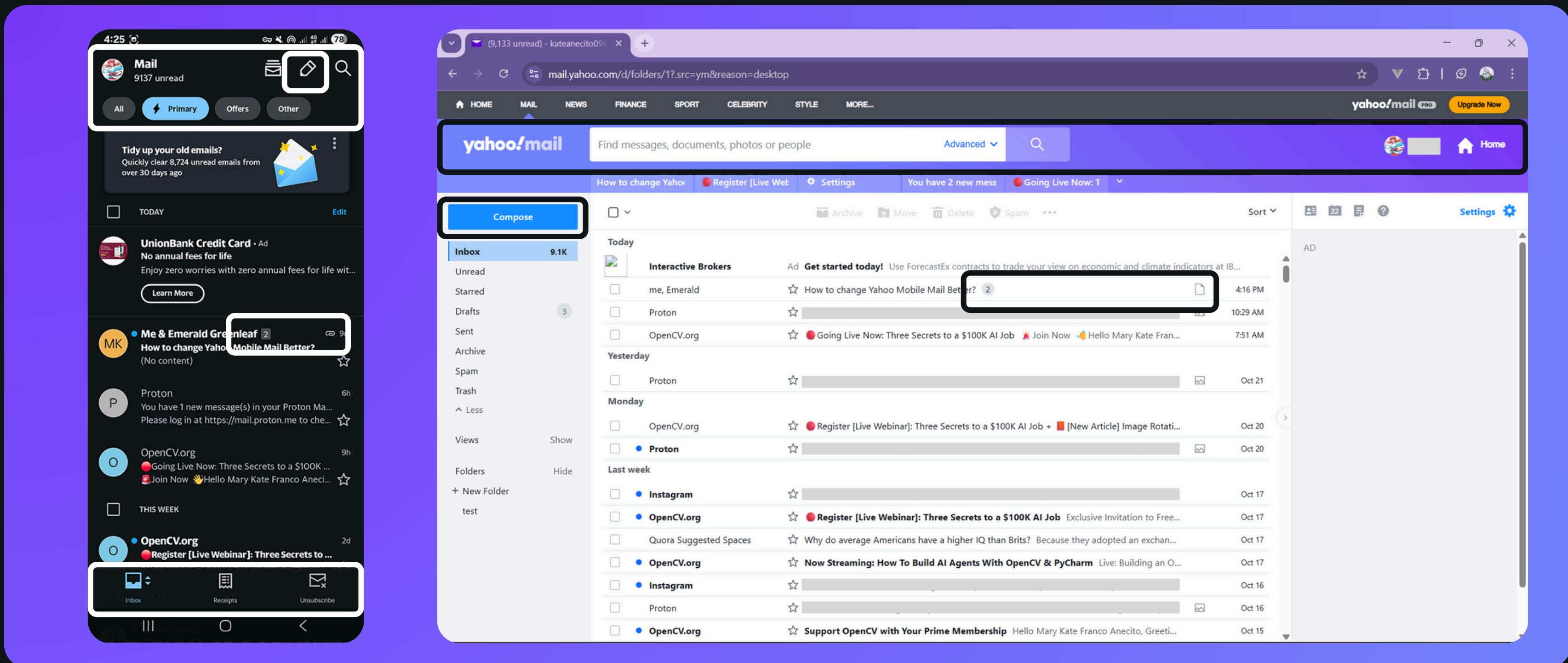
Used by many

Used by all



Problem: Yahoo Mobile App UI is not identical and consistent with Yahoo desktop website version

Complaint: Users struggle to navigate the Yahoo Mobile Mail app due to its inconsistent UI design compared to the familiar Yahoo desktop website version



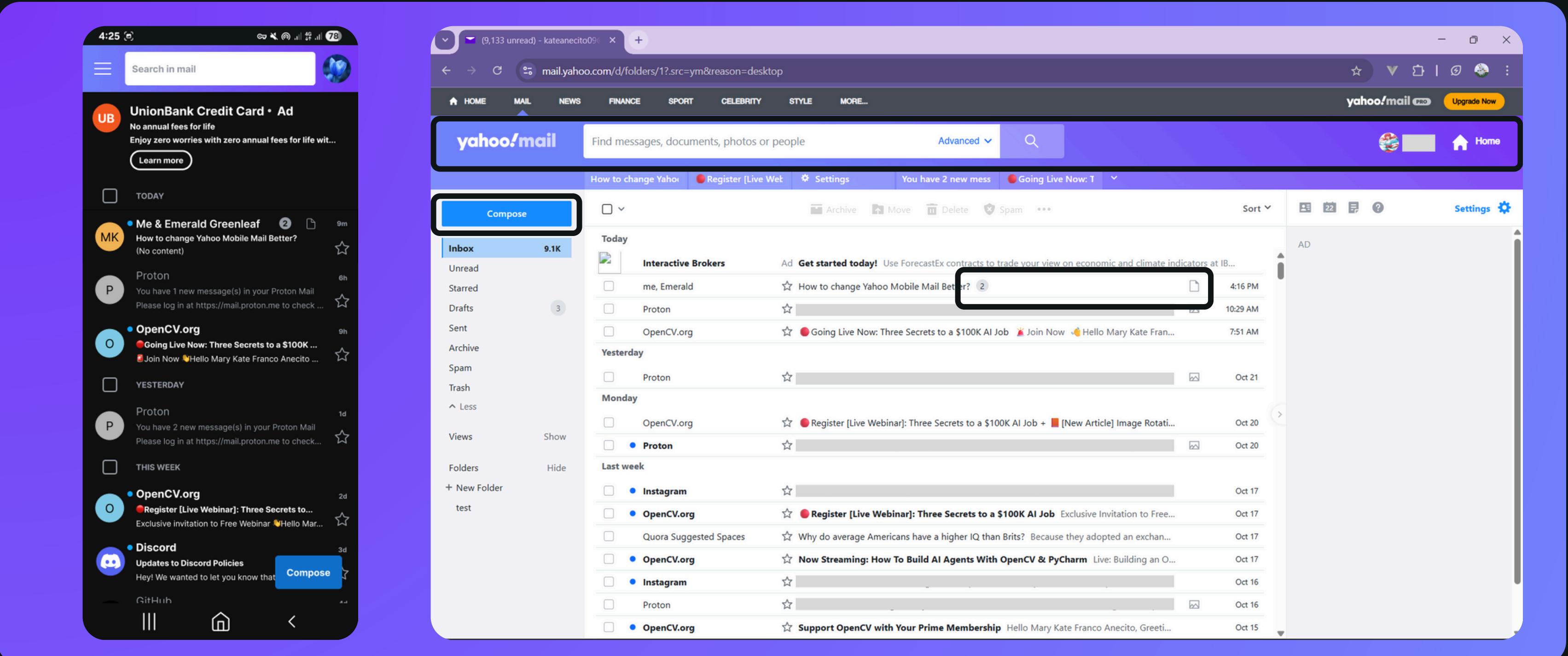
Violated Heuristic Evaluation **No. 4 Consistency and Standards** and **No. 6 Recognition rather than recall**

Before



Solutions:

1. Compressed the top-navigation bar of Yahoo desktop website version into 3 components only (menu, search, and account)
2. Removed bottom-bar for inbox, receipts, and unsubscribe
3. Replace the paper-clip icon with a file icon to match the Yahoo desktop website version and clearly represent file attachments.
4. Adjust the conversation length indicator from a rectangle to a circle to align with the Yahoo desktop version's design.
5. The Compose button is made easily accessible and consistent with the Yahoo desktop version by using a blue design and the label "Compose."



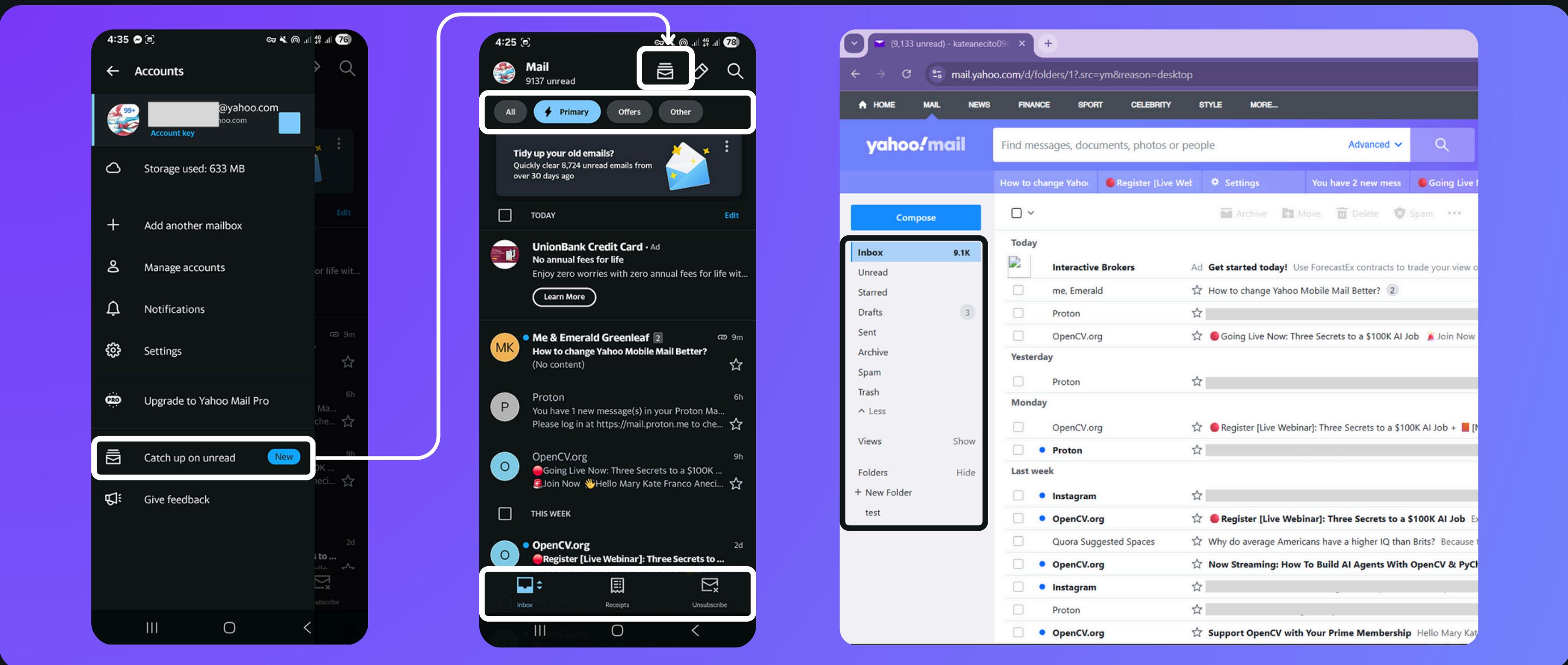
Applied Heuristic Evaluation No. 4 Consistency and Standards, No. 6 Recognition rather than recall, and No. 7 Flexibility & Efficiency of Use

After



Problem: Email statuses/labels and folders are all over the place unlike Yahoo desktop website version where all are placed in side bar

Complaint: Users does not know where the important email statuses/labels are (inbox, unread). Starred, Drafts, Sent, Archive, Spam, and Trash emails are missing.

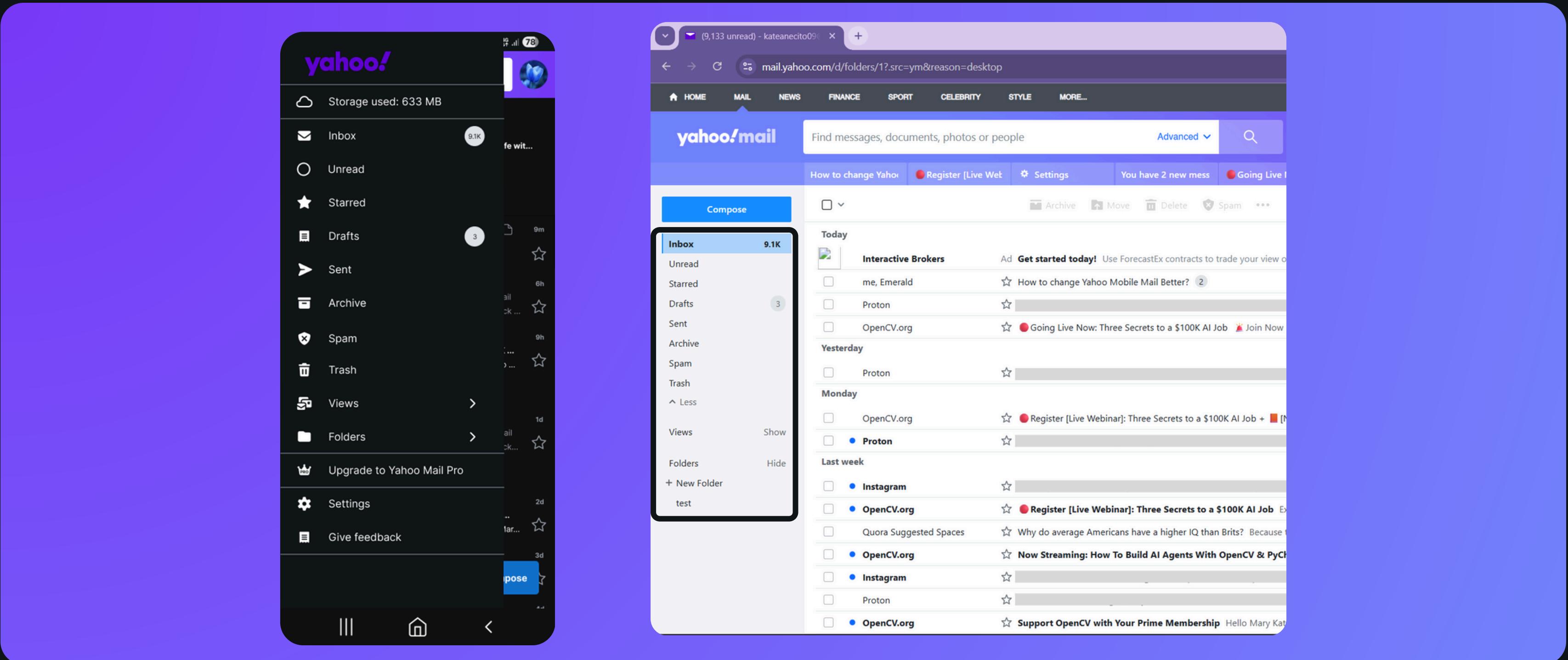


Violated Heuristic Evaluation **No. 1 Visibility of System Status**, **No. 4 Consistency and Standards** and **No. 6 Recognition rather than recall**

Before



Solution: Designed a sidebar that includes all key email statuses/labels, storage usage details, upgrade to Yahoo Mail Pro option, settings, and feedback access.



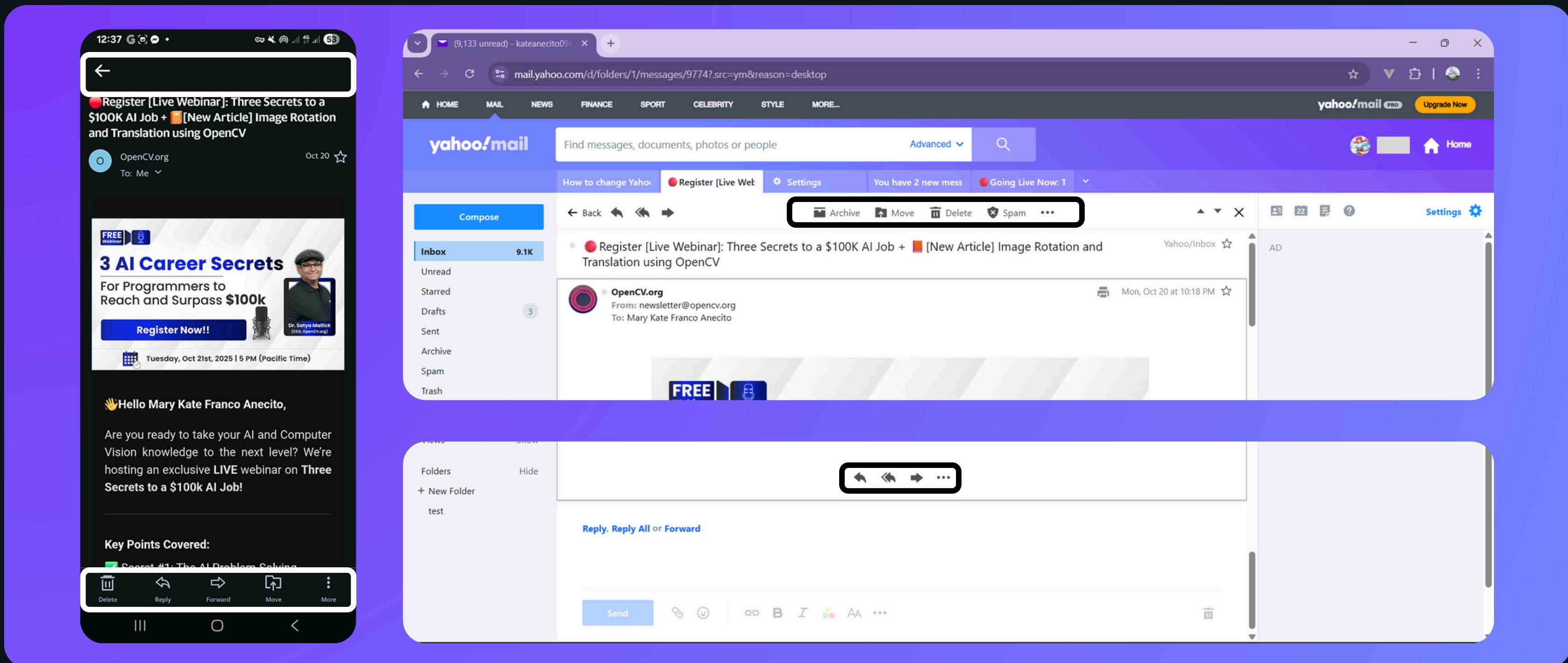
Applied Heuristic Evaluation **No. 1 Visibility of System Status**, **No. 4 Consistency and Standards** and **No. 6 Recognition rather than recall**

After



Problem: The Yahoo Mobile app combines all email filters and actions into a single menu, making it difficult for users to locate specific options.

Complaint: Users struggle to find essential actions like Archive and Spam, leading to confusion and slower email management

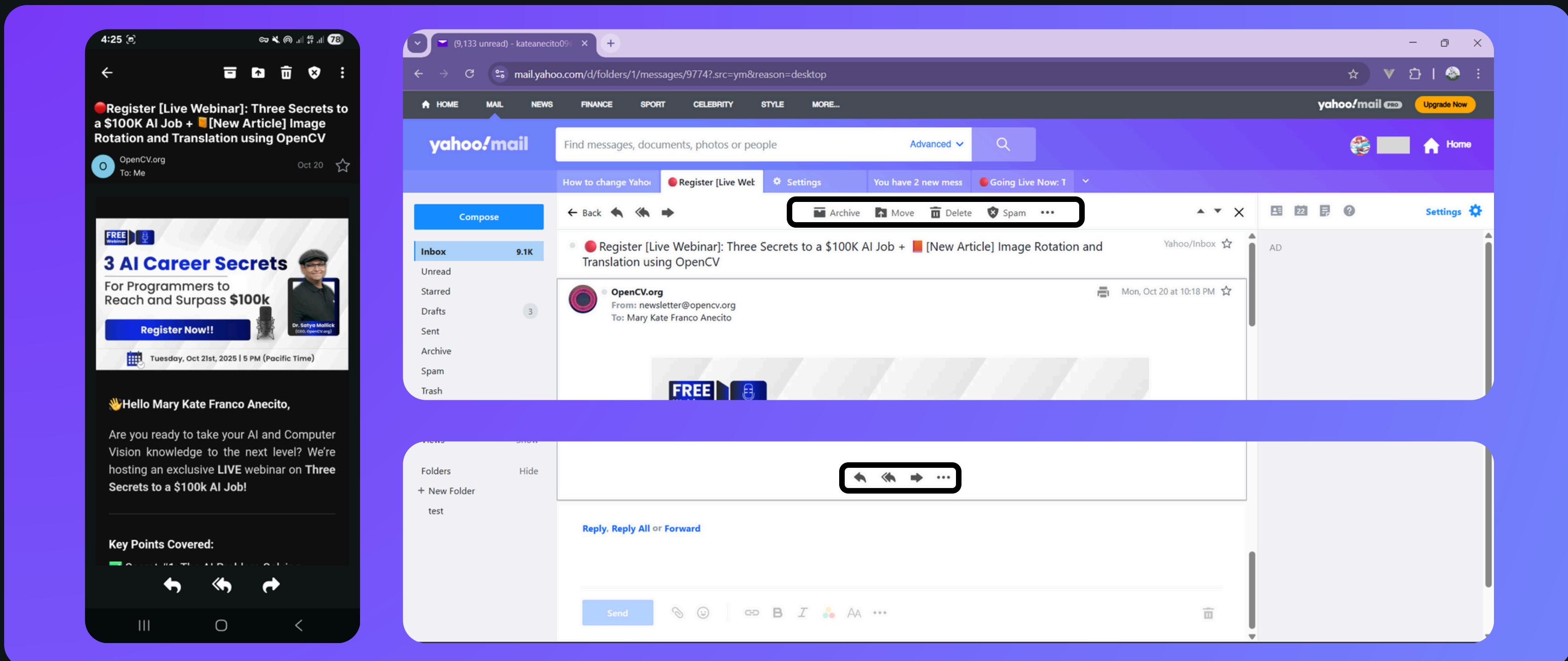


Violated Heuristic Evaluation **No. 1 Visibility of System Status**, **No. 4 Consistency and Standards** and **No. 6 Recognition rather than recall**

Before



Solution: Key actions such as Archive, Move, Delete, Spam, and More are now visible on the top navigation bar, while Reply, Reply All, and Forward are positioned on the bottom bar — ensuring consistency with the Yahoo desktop version.



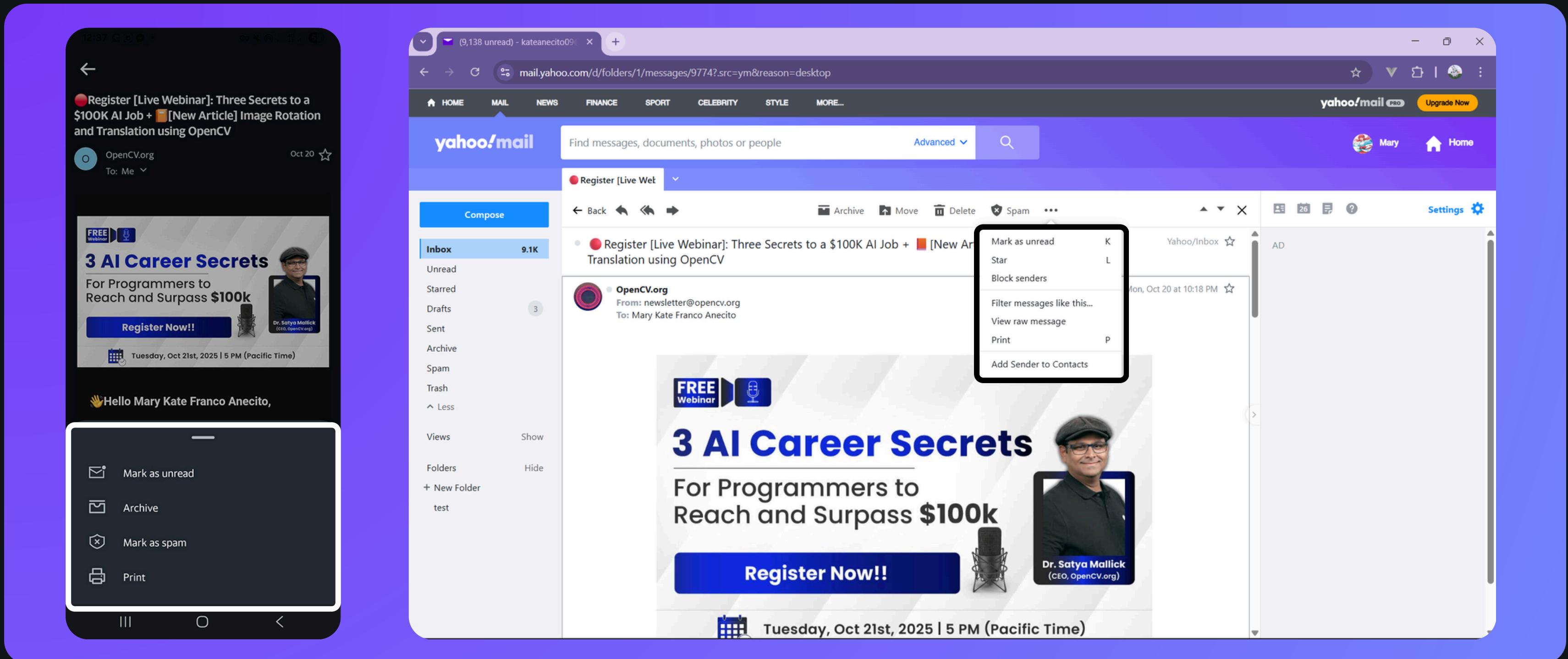
Applied Heuristic Evaluation **No. 1 Visibility of System Status**, **No. 4 Consistency and Standards** and **No. 6 Recognition rather than recall**

After



Problem: The “More Options” menu on the Yahoo Mobile app is inconsistent with the desktop version.

Complaint: Important actions like Spam and Archive are hidden under this menu, making them difficult for users to find and access quickly.

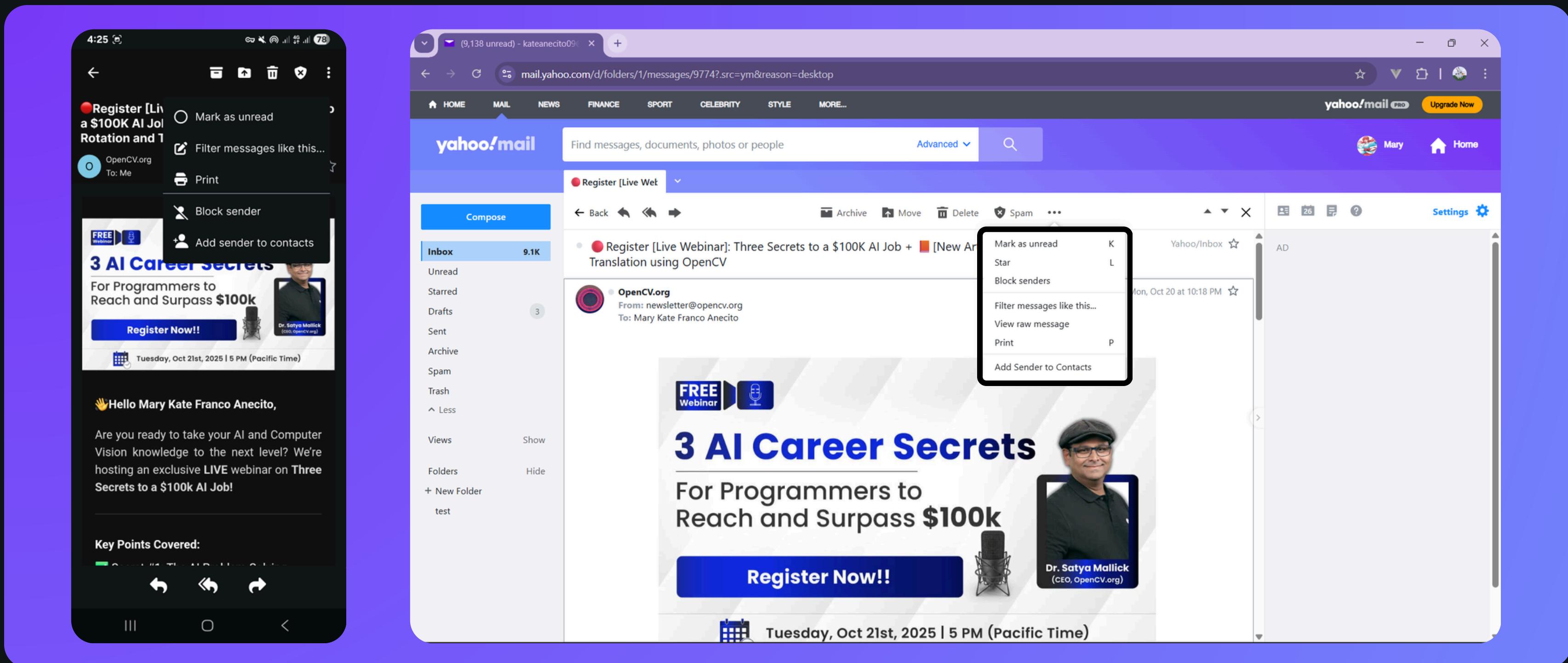


Violated Heuristic Evaluation No. 4 Consistency and Standards

Before



Solution: The More Options menu now includes Mark as Unread, Filter Messages Like This, Print, Block Sender, and Add Sender to Contacts. The Starred option was removed since a star icon already exists, and View Raw Message was omitted as it displays code-level details unnecessary for regular users.



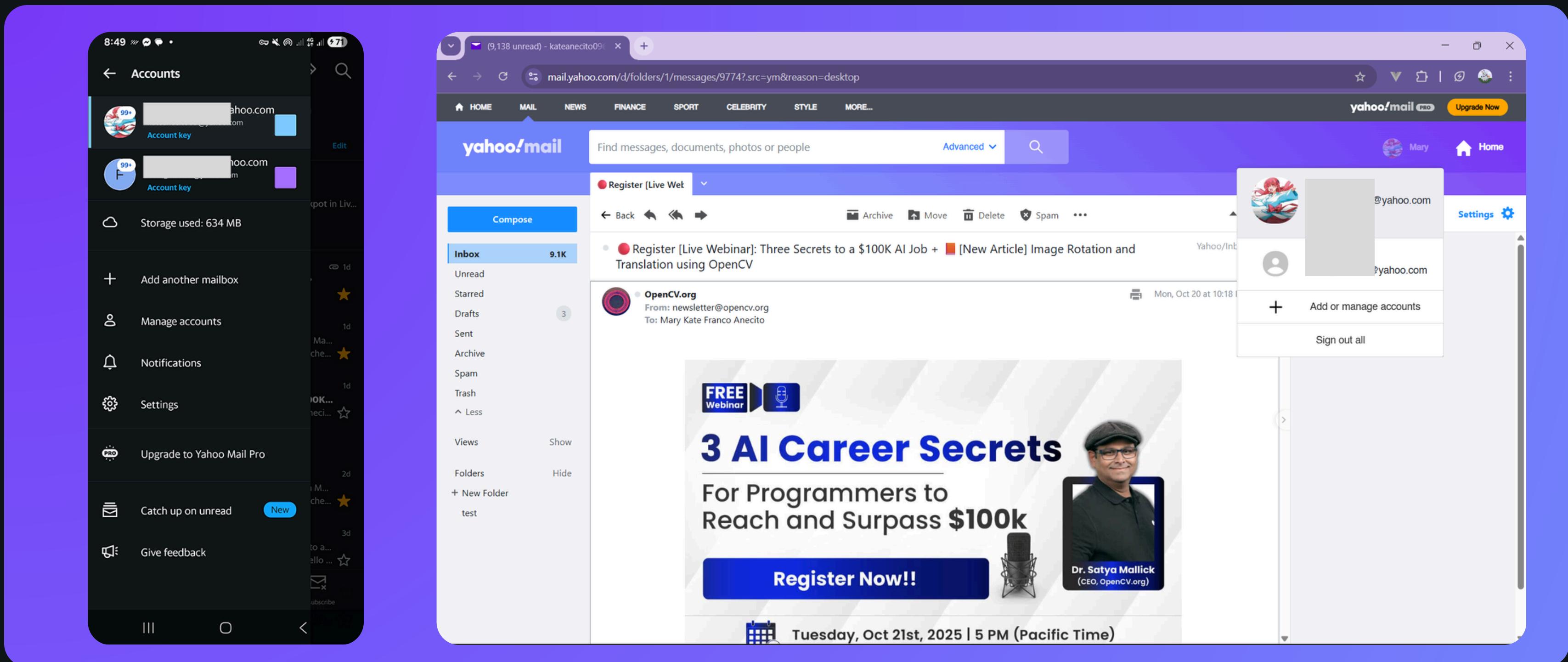
Applied Heuristic Evaluation No. 4 Consistency and Standards

After



Problem: The user account section is placed in the sidebar along with the Manage Accounts option, which is primarily meant for email statuses and labels

Complaint: When multiple accounts are added, the sidebar becomes cluttered and difficult to navigate.

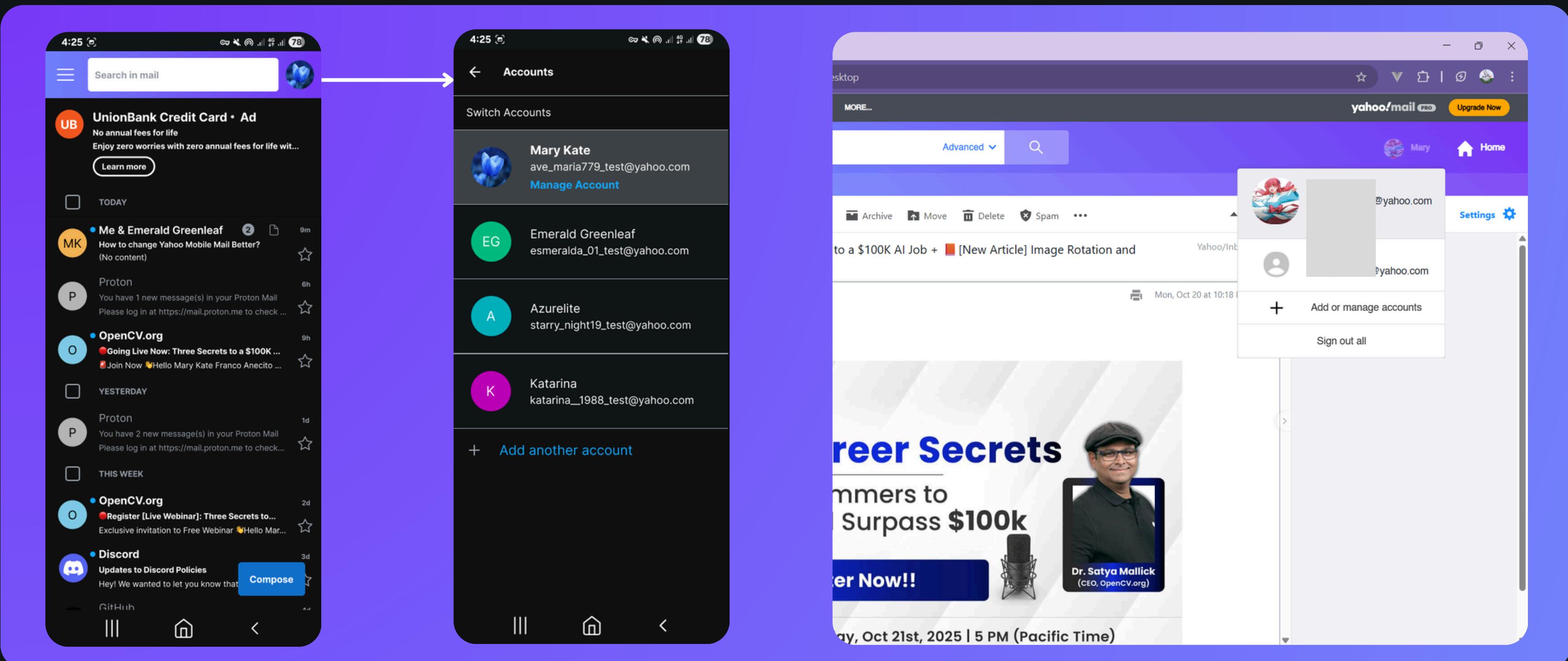


Applied Heuristic Evaluation No. 4 Consistency and Standards

Before



Solution: Multiple account switching is now accessible through the user profile icon, which redirects to a dedicated Accounts page. From there, users can select another account to switch profiles or manage the current account directly.



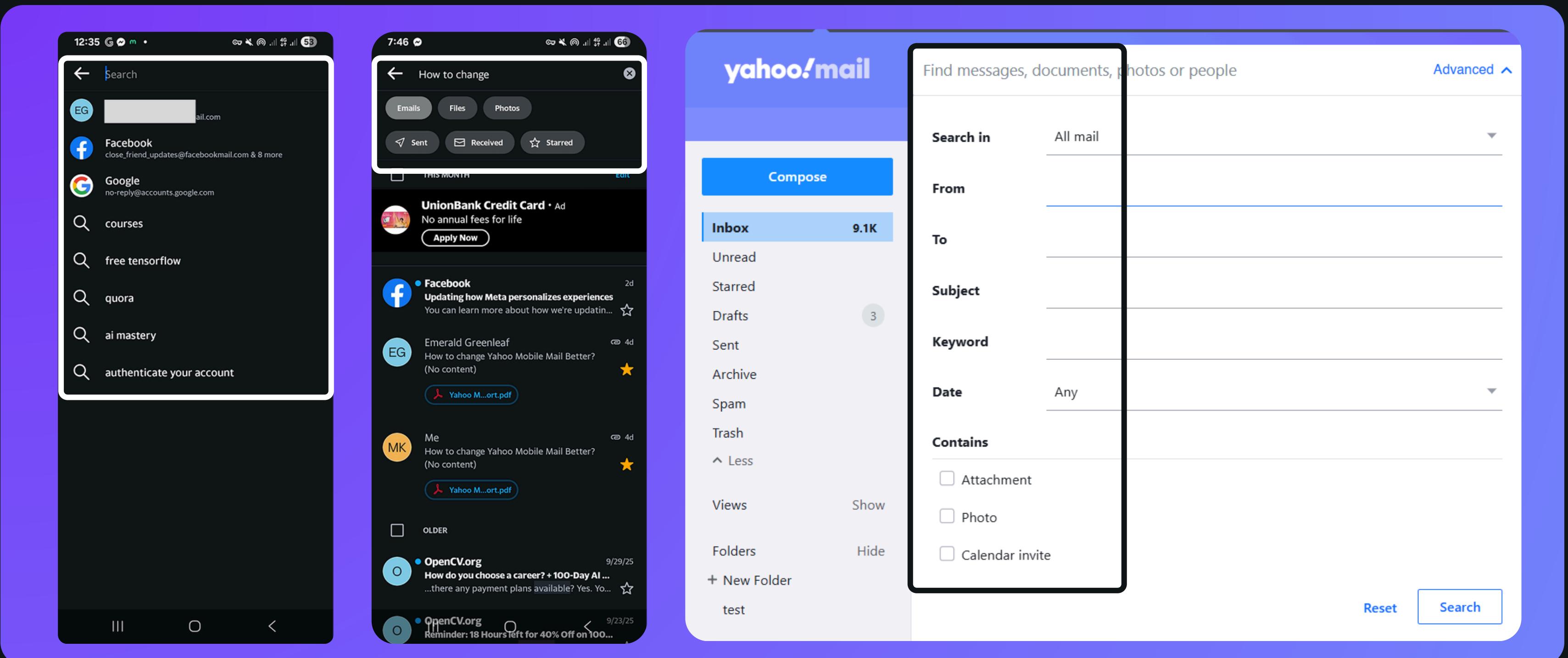
Applied Heuristic Evaluation No. 4 Consistency and Standards

After



Problem: The advanced search filtering functionality on the Yahoo Mobile app is inconsistent with the desktop version.

Complaints: Users find the search experience inconsistent because filters like sender, labels, keywords, date, and attachments are displayed and accessed differently from the desktop version, disrupting familiarity and workflow continuity. Furthermore, the app prioritizes suggested searches instead of focusing on recent searches, making it harder for users to revisit previous queries efficiently.

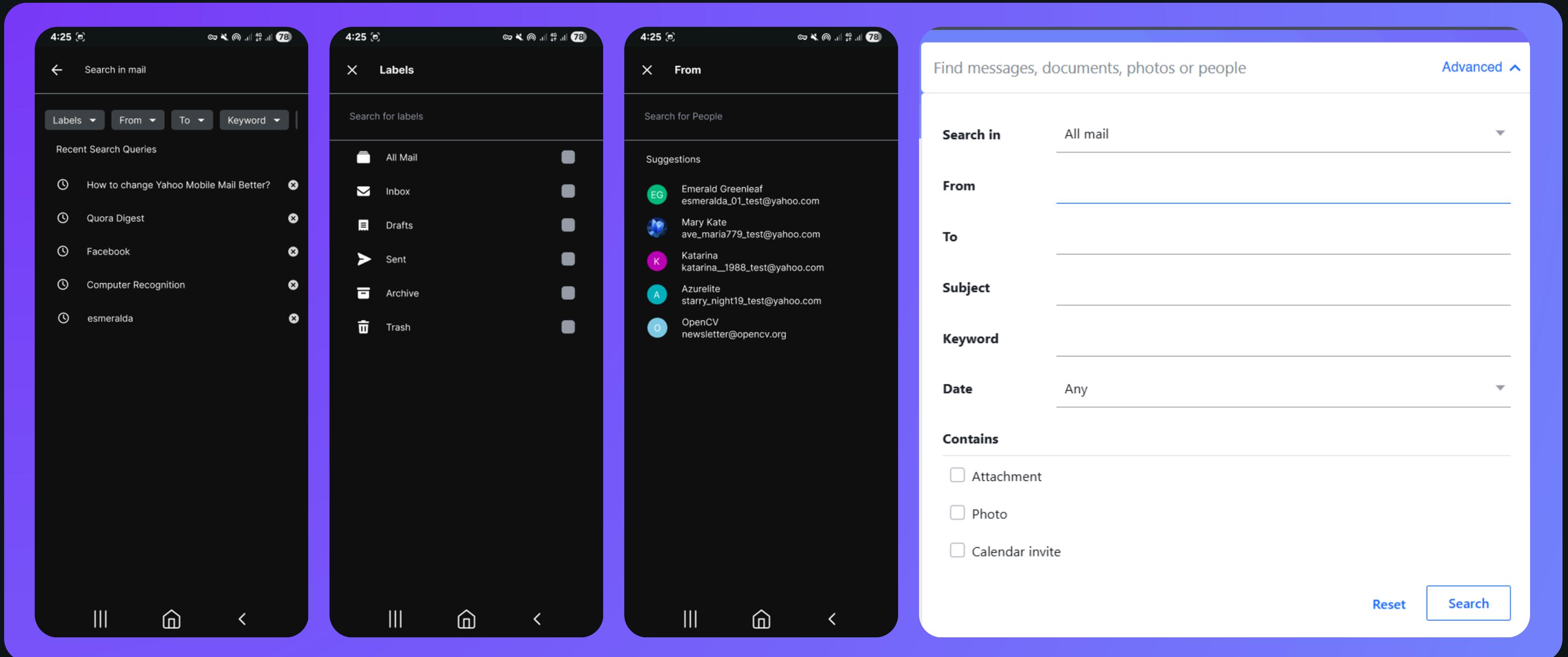


Violated Heuristic Evaluation No. 4 Consistency and Standards

Before



Solution: Inspired by Gmail, the search functionality now includes initial filter buttons that redirect users to a dedicated filtering page. Additionally, the default search view prioritizes recent search queries over AI-generated suggestions, ensuring familiarity and faster access to previous searches.



Applied Heuristic Evaluation No. 4 Consistency and Standards

After



Figma Demo

