Released App Design Document

Overview

Released is a mobile application designed to help users regain control of their inbox by easily identifying and unsubscribing from unwanted email subscriptions. The app connects securely to the user's email provider, analyzes incoming emails to identify subscriptions, categorizes them intelligently, and offers a streamlined unsubscription process.

Core Features

1. Email Provider Authentication

- Secure OAuth login for popular email providers (Gmail, Outlook, Yahoo, etc.)
- Clear permission requests with detailed explanations
- Option to limit access to specific timeframes or email folders

2. Subscription Detection

- AI-powered algorithm to identify subscription emails
- Detection of unsubscribe links within emails
- Pattern recognition for recurring senders and newsletter formats

3. Smart Categorization

- Automatic categorization of subscriptions:
  - Shopping & Retail
  - Social Media
  - News & Publications
  - Entertainment
  - Finance & Banking
  - Travel
  - Food & Dining
  - Technology
  - Miscellaneous
- Frequency indicators (daily, weekly, monthly) for each subscription
- Last interaction tracking (when you last opened or clicked an email from each sender)

4. One-Tap Unsubscription

- Batch selection for multiple unsubscriptions

- Priority queue processing to handle unsubscribe requests in the background
- Confirmation tracking to verify successful unsubscriptions
- Handling of various unsubscription methods (direct API, email reply, web form navigation)

5. Subscription Management

- "Keep" and "Remove" options for each subscription
- Snooze feature for temporary pauses
- Favorite marking for important subscriptions
- Email frequency statistics and visualizations

6. User Dashboard

- Summary of total subscriptions
- Graphs showing inbox reduction progress
- Weekly/monthly reports of unsubscribed content
- Estimated time saved from reduced email management

User Flow

1. **Onboarding Experience**
   - Welcome screens explaining app functionality
   - Privacy policy and terms of service acceptance
   - Email provider selection
   - Authentication and permission granting

2. **Initial Scan**
   - Progress indicator showing email analysis
   - Quick results summary showing detected subscriptions
   - Initial categorization display

3. **Main Interface**
   - Tab navigation between categories
   - List view of subscriptions with key information:
     - Sender name and icon
     - Frequency indicator
     - Last email received date
     - Toggle for selection

4. **Batch Actions**
   - Multi-select capability with top bar showing selected count

- "Unsubscribe Selected" button at bottom

  - Confirmation dialog with option to review selections

  - Processing screen with real-time status updates

5. **Individual Subscription View**

  - Detailed sender information

  - Message history and frequency visualization

  - Direct unsubscribe button

  - Options to keep, snooze, or categorize manually

6. **Settings & Preferences**

  - Notification preferences

  - Scan frequency options

  - Category customization

  - Account management

Technical Specifications

Email Integration

- OAuth 2.0 authentication with email providers

- IMAP/POP3 protocols for email access

- API connections to major email service providers

- Secure token storage for persistent access

Backend Processing

- Email header and content analysis

- Unsubscribe link detection algorithms

- Automated form submission handling

- Subscription tracking database

Security Features

- End-to-end encryption for email access

- No permanent storage of email content

- Anonymized data processing

- Regular security audits and compliance checks

Performance Considerations

- Background processing to minimize app load times

- Incremental scanning for large inboxes

- Local caching of subscription data

- Battery optimization for mobile devices

User Interface Design

Color Scheme

- Primary: Deep Blue ((🔵 #1A73E8)) - Trust and reliability

- Secondary: Mint Green ((🟢 #34A853)) - Success and positive action

- Accent: Coral ((🟧 #FF7143)) - Attention and important actions

- Background: Light Gray ((⚪ #F8F9FA)) - Clean, distraction-free interface

- Text: Dark Gray ((⚫ #202124)) - High readability

Typography

- Headers: Product Sans or system equivalent, bold

- Body: Roboto or system equivalent, regular

- CTAs: Medium weight, slightly larger than body text

Key UI Components

- Round-cornered cards for subscription entries

- Toggle switches for quick selection

- Progress indicators for batch processes

- Category chips with color coding

- Floating action button for main actions

- Bottom navigation for main sections

Monetization Strategy

Freemium Model

- **Free Tier:**
  - Limited to 25 unsubscriptions per month

  - Basic categorization

  - Single email account connection

  - Standard processing speed

- **Premium Tier ($3.99/month or $29.99/year):**

- Unlimited unsubscriptions

- Advanced AI categorization

- Multiple email account connections

- Priority processing

- Detailed analytics and reporting

- Email digest feature to consolidate remaining subscriptions

Additional Revenue Streams

- **Premium Features:**
  - Advanced filtering rules

  - Custom categorization

  - Subscription scheduling (receive emails only on certain days)

  - Export capabilities for subscription lists

- **Enterprise Solution:**
  - Team management for multiple users

  - Admin controls and oversight

  - Bulk processing capabilities

  - Custom branding options

Privacy & Data Handling

User Data Policies

- Transparent explanation of data access and usage

- Option to delete all data upon account closure

- Regular privacy audits and compliance checks

- GDPR and CCPA compliance built into the design

Data Collection Limitations

- Email metadata collection only (sender, date, subject)

- Minimal content scanning focused on unsubscribe links

- No permanent storage of email body content

- Anonymous usage statistics for app improvement

Future Development Roadmap

Phase 1 (Launch)

- Core functionality for Gmail integration

- Basic categorization

- Individual and batch unsubscription

- Simple analytics

Phase 2 (3 months post-launch)

- Additional email provider support

- Enhanced categorization with machine learning

- Improved success rate tracking

- User preference learning

Phase 3 (6 months post-launch)

- Subscription management recommendations

- Email digest feature development

- Multiple account management

- Desktop companion application

Phase 4 (12 months post-launch)

- Enterprise features

- API for developer integration

- Expanded language support

- Advanced reporting dashboard

Potential Challenges & Solutions

Technical Challenges

- **Varied Unsubscribe Mechanisms:** Implement multiple handling methods including API calls, email replies, and web form automation

- **Email Provider Limitations:** Build provider-specific adaptations to handle rate limits and access restrictions

- **Processing Large Inboxes:** Develop incremental scanning and background processing

User Adoption Challenges

- **Privacy Concerns:** Emphasize security measures and minimal data collection

- **Technical Complexity:** Design intuitive onboarding with clear explanations

- **Subscription Identification Accuracy:** Implement feedback mechanism to improve detection algorithms

Competitive Analysis

Key Competitors

- Unroll.me
- Clean Email
- Leave Me Alone
- Cleanfox

Differentiating Factors

- More intuitive batch processing
- Better visualization of subscription impact
- Higher success rate for unsubscriptions
- Stronger privacy focus
- More comprehensive categorization

Success Metrics

User-Centered Metrics

- Active user retention rate
- Number of successful unsubscriptions
- Time saved per user
- Inbox reduction percentage
- User satisfaction scores

Business Metrics

- User acquisition cost
- Conversion rate to premium
- Monthly recurring revenue
- Referral rate
- Churn reduction

Conclusion

Released aims to solve the universal problem of email subscription overload with a thoughtful, user-centered approach. By focusing on simplicity, effectiveness, and privacy, the app will help users reclaim their inbox and reduce digital clutter with minimal effort.