

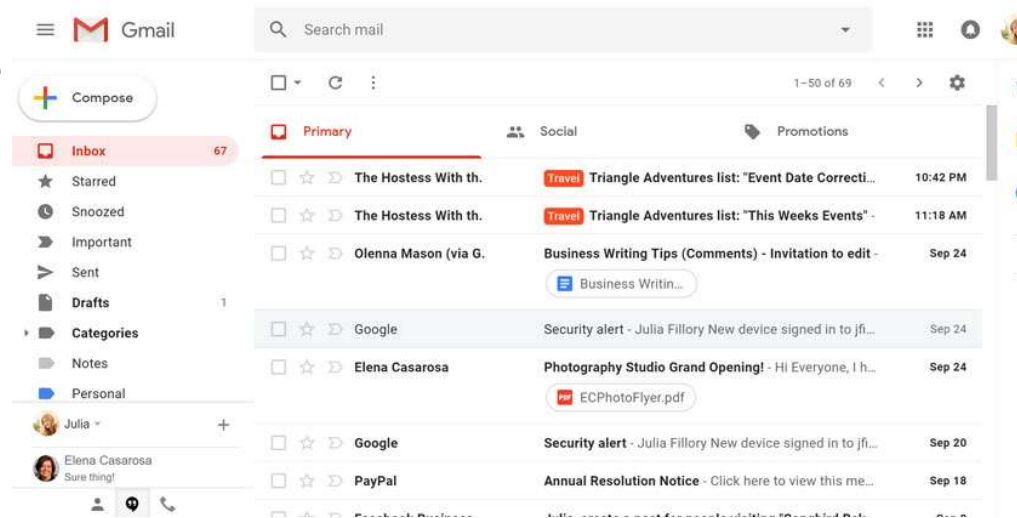


# Gmail

**Email Recall Feature**  
**Present by: Zhengran Ji**

# System Overview

- ▶ Free online email service
- ▶ Allow users to:
  - ▶ send and receive emails
  - ▶ create an address book
  - ▶ block spam



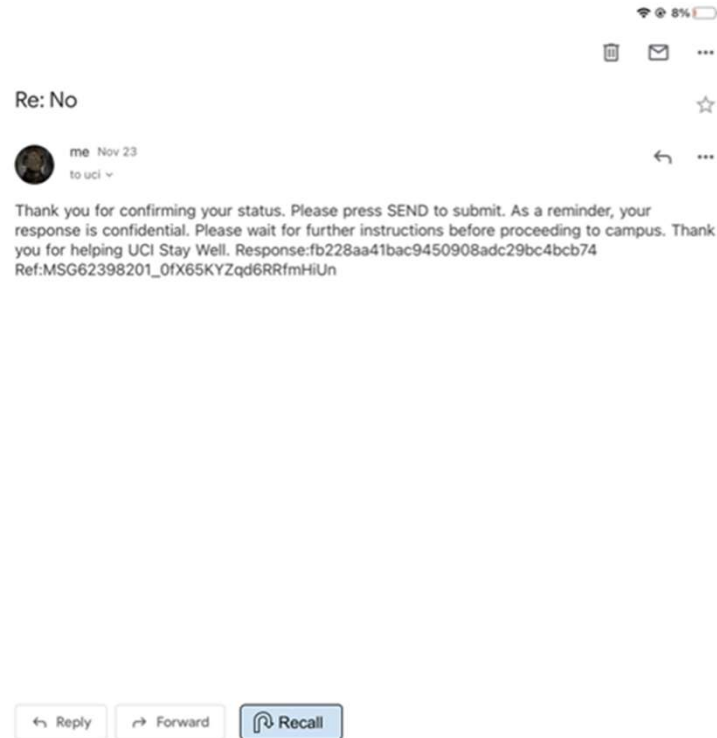
# The Problem

- ▶ Users cannot recall the email they send
- ▶ Compromises:
  - ▶ User experience
  - ▶ Error tolerance
  - ▶ Flexibility of communication



# The Solution

- ▶ Implement a recall feature to the sent emails.
- ▶ The emails that was sent in the last 3 minutes can be recalled from the users.
- ▶ If an email is recalled, the recipient will not see it on his or her site.

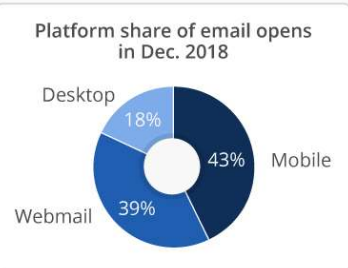
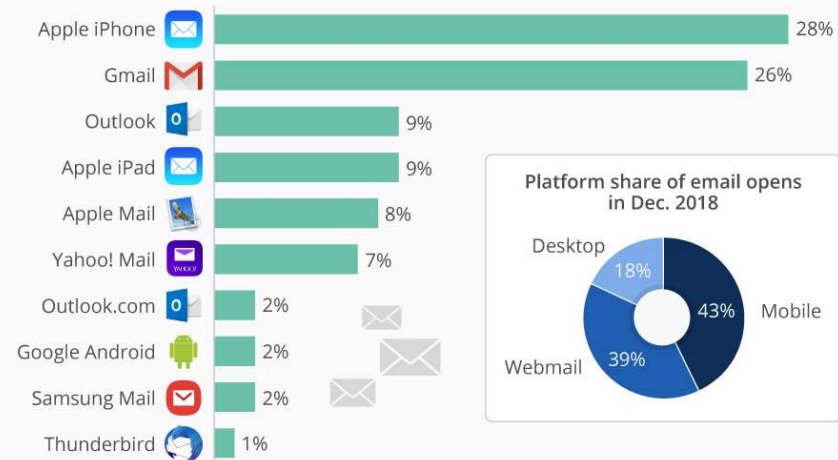


# Market Size

- ▶ 1,025.7 million Industry
- ▶ Projected 1,700 million growth in the next 10 years
- ▶ Gmail: 26% of market share
- ▶ Other main players:
  - ▶ Outlook
  - ▶ Yahoo
  - ▶ Apple

## The World's Most Popular Email Clients

Top 10 email clients worldwide based on the share of email opens in March 2019\*



\* percentages based on 834 million email opens worldwide between March 1 and April 1, 2019  
@StatistaCharts Source: Litmus Email Analytics

statista

# Team Member



Paul Buchheit

- Angel Investor
- Founder of Gmail, developed the prototype of Gmail
- Role: Senior Software Engineer



Hadar Ziv

- UCI ICS Department Professor
- Ph.D. in software design and analysis
- Role: Senior Software Developer

# Budget

Position	Name	Hourly salary	Total Salary over the 16 weeks
Senior Software Engineer	Paul Buchheit	\$120	\$76,800
Senior Software Developer	Hadar Ziv	\$120	\$76,800
Total			\$153,600

## Schedule

Week	Phase	Description	Team Members
1-2	Planning	Requirements analysis and documentation as needed.	Paul Buchheit and Hadar Ziv
3-4	Framing	Modeling with storyboarding: what will a user experience when they can recall the email they sent in Gmail.	Paul Buchheit and Hadar Ziv
5-10	Construction	Write the code and implement the method in Gmail.	Paul Buchheit
10-12	Testing	Test for bugs	Hadar Ziv
12-14	User response	Conduct user test and ask for feedback	Hadar Ziv
15-16	Changes	Improve the feature.	Paul Buchheit



# Summary

