PRODUCTIVE GMAIL APP

GOAL

Our teams aim to enhances the current Gmail app to increase the productivity. I worked on part to introduce the quick usage features like quick reply to email. Outlook and spark app, will be used as a benchmark to layout the usability of the quick access features.

Contextual Enquiry- Quick Reply using Spark App

Task

The task was to reply to a user with a quick reply using spark app.

Persona #1- Kapilan Kumanan

Kapilan Kumanan is a graduate Student, pursuing Master of information technology and management. He is mobile application enthusiasts; he loves being engaged with mobile. He is an average user of mail app and typically responds within 15 minutes for an email. Most of his academic projects conversation happens in mail, so that he can have a records of task carried out by his team mates. Apart from these, he loves playing games and usually spends nearly 4 hours gaming in mobile. Kapilan have been using spark for nearly 5 months now and more convenient in using the app.

KSR-Kamala Sekar Rose

KK- Kapilan Kumanan

KK- Hello how are you? Thanks for inviting me to participate in this project.

KSR- I am good, hope you are to, thank for spending some time to help me study about the quick reply feature in the app.

KK- no issues, lest start. I guess my task is to reply for a mail using quick reply feature in spark app. Let me start.

KSR- Awesome!

KK- Let me reply to a mail which I received today afternoon from my team member.

KSR: can I know how frequently you use this quick reply option.

KK- I use it a lot, most of my reply includes thank you and I agree so it is convenient for me to use this quick reply option to reply to a mail, within a matter of seconds. yea, I found the email, now as you there are two quick reply option embedded in the body of the received mail which are thank you and like. I am going to choose thank you option. That's It. It is very simple as I said before, reply done in a matter of seconds.

KSR- how about a scenario when you don't find anything which would match your reply in quick reply template.

KK- We have an option to customize quick reply or add a new quick reply option, let me open a mail which I have to reply. Here I see an option more, near the thank you button. On clicking it I

have an option to customize the quick reply option. Now after clicking on the customize. In this quick reply template screen I have an option to add new quick replies.

KSR- It seems you know this app pretty well, can I know how comfortable you are when adding a new quick reply and how often you do it.

KK- I am very much comfortable in adding a new quick reply, takes me around 5-10 second to do it. Mostly I would reply with default quick reply and sometimes with lengthy messages. But if the lengthy message seems redundant for me, I will add it to new quick reply. Now in the add new screen I am adding the name to the reply and the text, which as to be sent for the reply. Simple and easy.

KSR: can I know how many times in a day you get a chance to type lengthy mail.

KK-roughly 2 or 3 times a day. I probably use a length typed email while I am proposing something to my team, other than that most of my replies are like thank you for your reply and I agree to the point.

KSR: awesome, thanks for your input!

Persona #2- Gopikaa Manikandan

Gopikaa Manikandan is currently pursuing master of computer science in IIT Chicago and she is working for a Transunion as software engineer intern for past 4 months. Her daily activity includes majorly working with code base and checking mail and replying to it. She has been using Gmail app since 2012. In past 4 months her usage percentage has gone up and she relies on Gmail to keep track of her task, communicating with her team mates.

GM- Gopikaa Manikandan

KSR- Kamala Sekar Rose

GM-I am now downloading the app, so that I can use the service.

KSR- Awesome! In a typical day, how many time will you access the mail?

GM- In a day, I use to check the mail for regular update, I use to have a tab opened in my google chrome and also my mobile app to be posted with updates. The spark app is now downloaded, now I am opening the app.

KSR- are you comfortable with the icon of the app?

GM- yea it is pretty cool, the split screen is really good.

KSR- Awesome, please carry on with your task.

GM- the app is prompting me to register with my mail Id, I have an easy option to login with my Gmail, I will use that option. I am clicking on the G+ option.

KSR: are you comfortable in the initial step, how easy was it?

GM- The steps are fairly simple, most of the option are self-explanatory. Now I am providing my Gmail credentials and here it logs in.

KSR: how do you see the home page of the app, is it pleasing and easy to understand.

GM- I guess the home page is pleasing, but I am trying to understand what is this smart inbox and notification. I guess the app should have some kind of machine learning feature to segregate the mail.

KSR- what do you see in the smart inbox option?

GM- I am able to see most of the mail in the smart inbox are mail which I had to reply, sorted in date order. Guess this is a good feature.

KSR- wow awesome, please carry on with your task.

GM- now I am opening a mail sent by my co-worker asking for my insight about the enhancements which we are working on. The idea she has mailed is really cool, I wanted her to reply to her stating "great idea we can go ahead with it".

KSR- Do you see an option to reply stating great idea.

GM- Nope there are only like and thank you button, but I see a more button. I am clicking on it.

KSR- Are you disappointed that you didn't get what you needed on the first go?

GM- Nope, I understand this is my first time usage so I think it will take some time for the app to get customize according to my needs. Now I see an option to customize the quick reply. After clicking on the option I have been migrated to new screen "the screen is stated as quick reply template". Now I see an option to add new replies am clicking the option to add new reply.

KSR- was it easy to identify the options?

GM- yea the terms used are simple to understand. Now I see a Name option and text option. I understand the name is the label of the reply and the text is the text which we are going to reply with. Everything is self-explanatory. I am typing the name as "Idea" and typing the text as "brilliant thought we can go ahead with it"

KSR: Awesome!

GM- now I have added the reply to quick reply list and have migrated to my inbox email. Now On click of the more option again I see the quick reply labeled as Idea and I am clicking on it. Wow the app developers have nicely designed this features the progress bar after clicking is easy to understand that our mail is being sent and the undo option is really handy.

KSR: I am glad you are liking the app, how was your total experience, will you use this kind of features in your daily basis.

GM- yup sure It takes little while to customize, but considering the effectiveness of quick reply, I will use this feature on daily basis. Hope Gmail includes theses feature in future.

HEURISTIC EVALUATION

Heuristic evaluation was carried on the spark app quick reply feature using Nielsen principles.

VISIBILITY OF SYSTEM STATUS

GOOD

Spark App have good visibility. Mail description screen, clearly conveys the details about the subject of mail, body of the mail and about the quick reply portion. The quick reply portion is being tagged with the name quick reply. After clicking on the quick reply option, the screen displays the progress bar. The progress bar contains the information about which quick reply was triggered in the left end, the status of the message by fading out in the progress bar, and an undo option in the left end. This kind information clearly conveys the information to the user.

MATCH BETWEEN SYSTEM AND REAL WORLD

GOOD

The terminology used in the application, are very easy to understand and correlates with the terminology used in real world. The terminology used in the quick reply and the process of adding quick reply are "Quick reply", "Customize", "more", "Add new". This terminology is simple English and very easy to understand.

USER CONTROL AND FREEDOM

GOOD

Spark have good features with regards to user control. After clicking on the quick reply the progress bar appears, in the right end of the progress bar there is an option to undo the reply. This option comes in handy, when the user has to stop the message which was being triggered.

CONSISTENCY AND STANDARDS

GOOD

Color coding was used through-out the interface. Clickable options are presented in blue color. The text size and the font are uniform in all screen. In the message description screen, subject of the mail is in bold differentiation it from the body of the text.

ERROR PREVENTION

GOOD

Quick reply option prevents error by providing option to reply instead of tying the messages. Spelling mistakes are avoided. Apart from this the quick reply is only enabled for the mail which is sent from the personal email ID's. the broadcast mail doesn't have the quick reply option thus restricting the user to reply to the broadcasting mail by mistake.

RECOGNITION RATHER THAN RECALL

GOOD

Typing email will be reduced to a considerable amount by using this quick reply option. This features enable the recognize rather than recall. The smiley is used to tag the quick reply hence enabling the easy recognizing of quick reply.

FLEXIBILITY AND EFFICIENCY OF USE

BAD

Though the quick reply feature is considered as a short cut for typing the actual mail. The process of adding a new quick reply takes around 4 click. It would be better if there was a shortcut to add new quick reply.

AESTHETIC DESIGN AND MINIMALISTIC DESIGN

GOOD

Spark excel in minimalistic design; white space is used in an optimum way. Only two colors are used in text so that customer feels comfortable while reading the mail and not get distracted. The subject is presented in bold hence attracting the user attention, this correlates with real world scenario in a mail user generally reads the subject and then proceed to read the mail.

HELP USER RECOGNIZE, DIAGNOSE AND RECOVER FORM ERRORS

GOOD

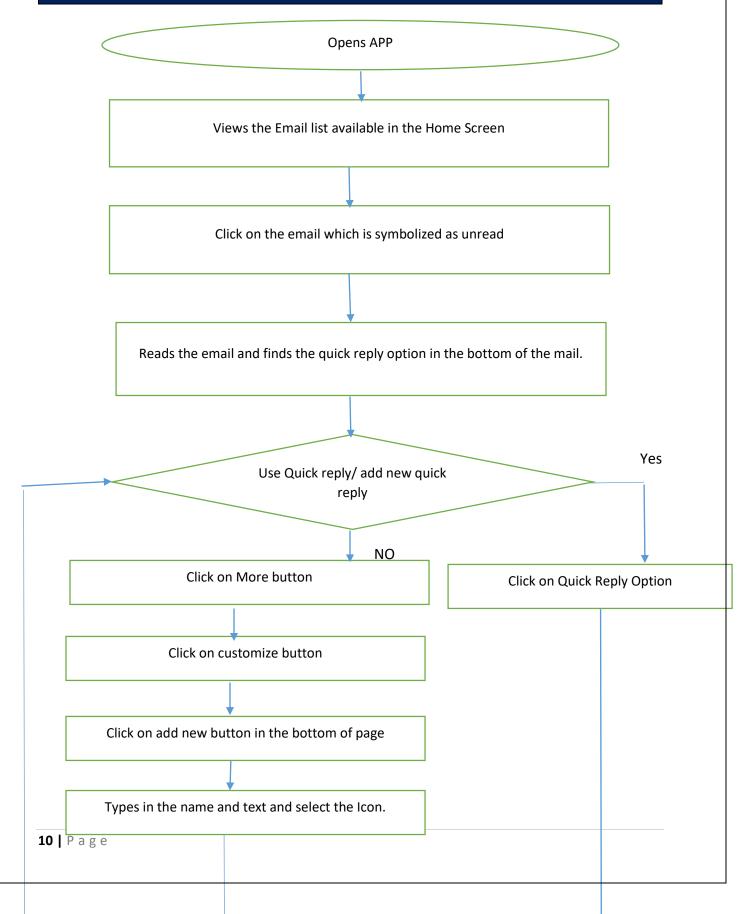
Clear language was used through-out the system. Assuming that user has clicked a wrong quick reply, in the next step the quick reply tag is presented to user with the progress bar which helps him to undo the operation if he wants to. Server unavailability errors are thrown with appropriate message, so the user feels comfortable.

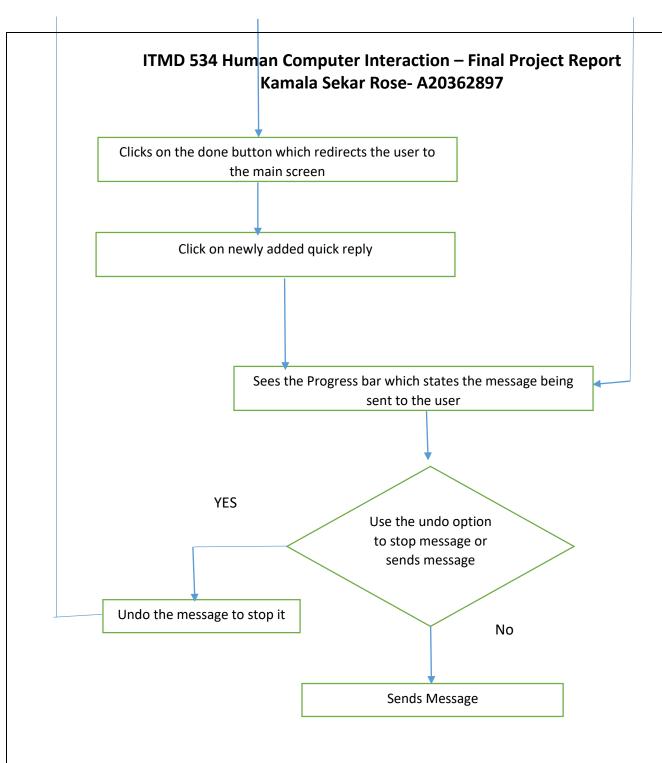
Help and documentation

BAD

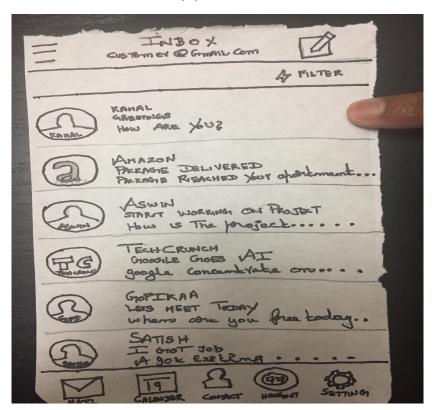
Spark lags in help a documentation, there was no tutorial presented for the first time user, though spark terms are self-explanatory, a mini tutorial at first would have been handy. There is no inbuilt option to see documentation user have to search in internet for help, which mitigates the user friendliness.



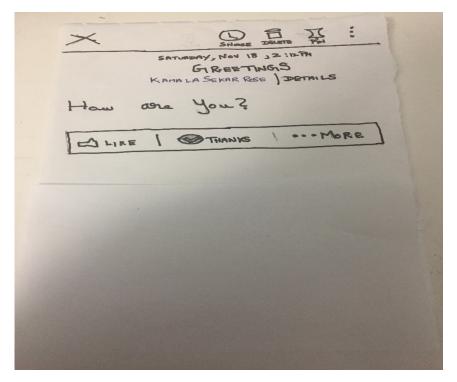




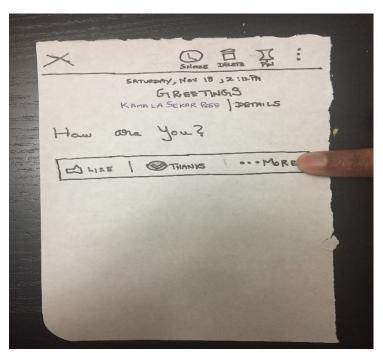
User Selects the mail to reply



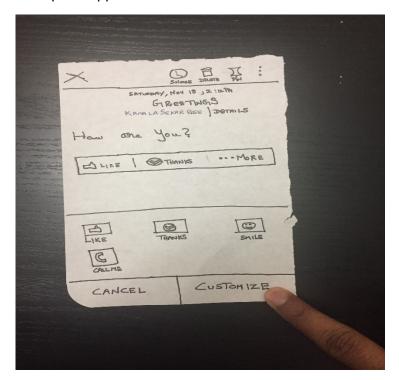
The mail is opened and the options are displayed in clear way.



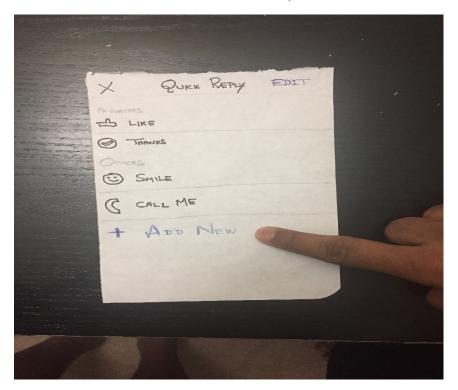
User Clicks on More option



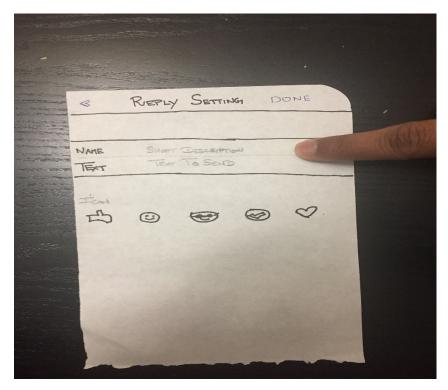
The option appear and the user click on the customize icon



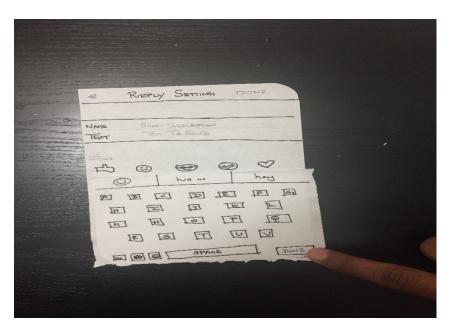
In this screen user clicks on the add new option



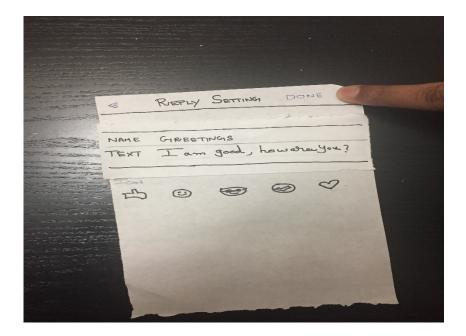
In the reply setting the user click on the text box to enter value.



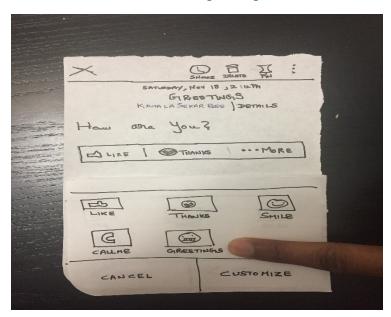
Text box appear and user types in the text required



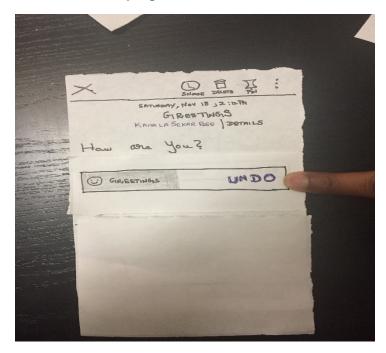
After entering message the user click on the done button



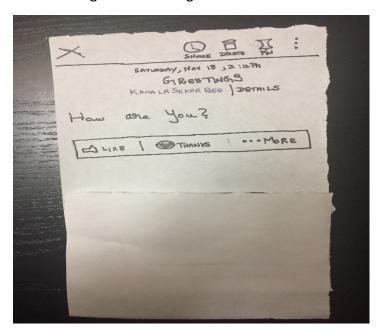
In this screen user selects the greeting icon which was customized by him.



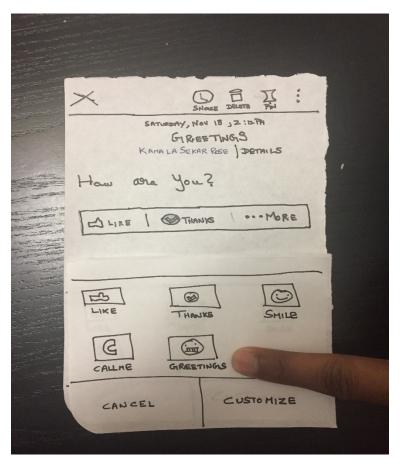
User can see the progress bar and can use the UNDO button to cancel the message reply.



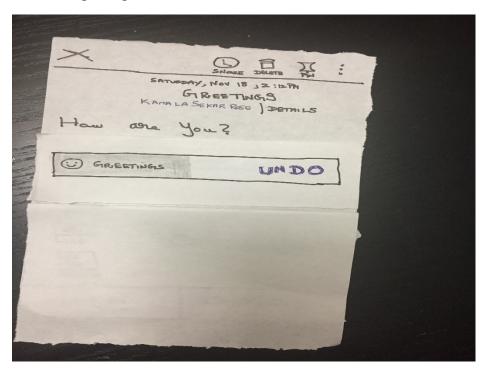
After clicking on the user again comes to the old status.



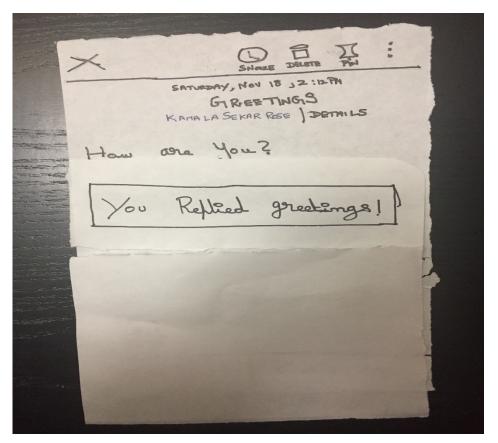
Again on clicking the more icon then greeting icon to send message.



The message is again sent!



Now the success message for the message sent is displayed.



CONTEXTUAL ENQUIRY- AFTER ADDING THE QUICK REPLY FEATURE TO GMAIL APP

Task

Adding a quick reply function and then using it to reply to user.

Persona #01- Aswin Achuthan.

Aswin Achuthan is a Graduate Student studying Masters of Computer Science from Illinois Institute of Technology. He is currently working as an on campus employee in IIT online. Aswin Generally uses mail to communicates with his peers in IIT online. Most of the academic project Aswin is working on is the team project and he uses the Gmail app to reply to his project mates. He is also very fond of new technology and always tries to improve the sophistication of the project. Apart from the technology he possesses a good leadership skills and mostly acts as a team lead in his academic projects.

KSR- Kamala Sekar Rose

AA- Aswin Achuthan

AA- Hi bud.

KSR- Hi Aswin, thanks for helping me out in the experiment. We are going to use this paper prototype to perform the task.

AA- sounds cool let's get started, Wow the drawing is really good!

KSR- thanks for the complement, what do you feel about the home interface.

AA- The welcome interface is good; the shortcut below is nicely drafted. The Display picture of the mail is really good; I like that option. I am able to understand most of the part in the interface. I am waiting to see the actual app.

AA- Now I am going to click on the first mail to reply. The app as diverted me to an another screen.

KSR- What do you feel about this screen?

AA-Good I am able to see the time of the mail subject and the sender name in the top. There are few option like close snooze and delete option which I think should be handy. I see the options like 'like', 'thanks' below the mail. For this mail I would like to reply I am good so I think I will be able to find the option in more button.

KSR- Do you think having more option instead of like and thanks would be good?

AA- Nope I think it is better to have fewer option. Now after clicking on the more option I see a lot of options like 'smile' and 'call me' but I don't see a I am good option.

KSR- What do you think you should do now?

AA- I think I have to click on the customize Icon. To add the required option to my quick reply list.

KSR- Great are you, comfortable till now. Do you think, most of the option should be available by default?

AA- yea maybe, as I said before fewer the better. I understand it takes some time to setup initially, but once the setup is done if the options server the purpose, I will be a happy man.

KSR- Awesome! Please carry on.

AA- Now I am in the screen named Quick reply and I see the options which I saw in the previous screen with an option named ADD NEW. This 'ADD New' option is in blue color so I think it is clickable and I am going to click it.

KSR- What do you think about the color in the interface Are you comfortable with that?

AA- The color coding is good. It conveys the information that it is an option clearly. Now I am in the screen Reply Setting screen. I am going to enter the name of the description and then the text to the description. Now I am going to click the done button on the top. I fell the done button should be color coded so that it is consistent through the app.

KSR- Sure that is the valuable input, I will do the same.

AA- Now I am back to the mail screen, I am able to see the option which I have added in the previous step had got added in the screen.

KSR- Do you feel the process of adding the new reply was too long and any click?

AA- No I think it ended up in nearly 3 steps so am good with the steps. It is not too tedious.

KSR- Awesome, please carry on.

AA- Now I am going to click on the option I have created a now I see a screen where I see the message which I selected in previous step and a clickable UNDO button. The bar is partially highlighted so I guess this should be a progress bar. I am going to click on the UNDO button.

KSR: I am glad you are able to figure out the option. What made to click the undo button?

AA-I just want to explore what is going to happen if I click on the undo button. Oh! I have returned to the second step of the process. Let me click on the more option and then on the quick reply I have created. Now I see the same progress bar. Now as I have not clicked the undo message, I expect to see a success message.

KSR- Here you go!

AA- Awesome, really good option. This could save a lot of time for me.

KSR-I am glad you liked the option, any feed-back?

AA- yea, it would have been better if I got a message after undoing the mail and the done option in the screen of adding new quick reply should be blue in color. Other than this small glitch I had a good experience in this experiment.

KSR- Those are good suggestion; I will include those in my final design. Thanks again for helping me though the experiment.

Persona #01- Veer Ramamurthy.

Veer Ramamurthy is a graduate student pursuing Master of Computer Science in Illinois institute of Technology. Veer also Works in Sodexo on-campus. Though he is a student studying technology and its growth, he is not fond of using mobile apps for his daily activity. He prefers web application instead to perform activity like mailing, banking etc. He uses Gmail app just to check update and has a habit of replying from his desktop device.

Veer Ramamurthy- VR

Kamala Sekar Rose-KSR

KSR- Thanks for helping me out in this experiment, let's get started. Here is your home screen. What do you think?

VR- The home screen is neat, the words are clear and bold enough to understand. I can see lot of options are present in the home screen. I think from development perspective this should be a heavy app to develop because lot of functionality are bundled in the app. Let me click on the first mail to reply. I would recommend you to include the time in the right end of the each and every mail, so that it will be easy for the user to judge the time of mail arrival.

KSR- Good, I am happy that you like the interface. Sure I will add in the feature as you said, that is a great input. I would like to have more input in a user perspective.

VR- The mail description screen is really good, details are excellent, I am able to understand which one is the subject and which one is the actual mail. Now as we are using the quick reply option, let me seek for that segment.

KSR- Are you able to find the option?

VR- yea I am able to find it, but a label on the top of quick reply option would have been better. The icon on the top the screen is better understandability. I don't think I should reply with like or thanks so I would click on the more button.

KSR- Awesome what kind of reply you think you would give to this mail.

VR- I would say something like happy, let me click on the smile symbol. OOPS! I think that was not so appropriate reply, I should be asking the sender "I'm good" also. Now in the screen I see the progress bar with undo button let me click on it to undo the operation.

KSR- here you go, how effective was the operation of canceling do you think?

VR- yea I think this is a good option helps people to correct the mistake which could happen. Now I am back to the mail description screen. I guess I would like to say "I'm good". Here comes the pop up with some more option so let me click on the customize.

KSR- Are you comfortable with the terminology used in the screen, does it help you to navigate freely?

VR- Yes the terminology used here are simple English and help me to navigate, now in this screen I think I have to click on the add new option. And now I think I have to type in the reply.

KSR- what is your opinion on the quick reply setting screen?

VR-It is good, I would type as expected and then now after typing, I would click the done button on the top.

KSR- Here you go, now what do you see?

VR- yea I am able to see the option which I created in the previous screen. Now I am going to select the option and now my message is sent.

KSR- what is your opinion on the entire process, would you use the option to reply from your mobile application.

VR- yea, I think so. This could be helpful. If I had customized my replies. I feel some part of my replies are redundant and I could use this option from my mobile device and remaining replies on my desktop application.

HEURISTIC EVALUATION FOR TEAM MEMBERS INTERFACE

IN-BUILT CALENDAR- KAUSTUBH

Visibility of System Status Good

The interface for In-Built Calendar, scores good with visibility status. The information about the current page is conveyed clearly to the user. Name of the screen is displayed in the bottom in the icon bar, current page is highlighted with blue color. The current month is displayed in the top center of the screen. The current date is displayed with highlighted in blue color and the current time in displayed in a thin red line. By using an elegant design, the screen clearly conveys the information about the current page. The page to create appointment also clearly conveys the information with simple option in the page and name of the page in the top middle of the interface. This is a positive point.

Match between system and real world Good

The terms used in the interface are very simple and easy to understand. User with a basic English knowledge will be able to easily understand the features and navigate through the interface. This is a positive point.

User control and freedom Good

Interface allows the user to navigate comfortably through the screens. In the add new event screen the symbol in top left corner 'x' is provided for user, to close the screen. This is designed with perception, that user has a nature to do mistake and the interface should allow the user to cancel or abort a faulty operation and resume with normal operation. The bottom of the screen contains the icon to enable free navigation for all features of the app. If a user opens a mail and then navigated to calendar feature, then returns to mail feature. The mail is still open this enable user to resume working on the process, which the user left in previous step. This is a positive point.

Consistency and standards Good

App is consistent across all features. Color coding is used to leverage the clickable option; all the clickable option is highlighted in blue color. General standard color coding standards like, yellow red and green is used to convey the status of meeting invite to the user. When a new meeting is created and the request is being triggered to the user, yellow color is used to display the pending status of the invite. Once the user from other end accept the invite the meeting color changes to green and if the user in the other end denies the meeting invite, the meeting status changes to red.

Error Prevention Good

In new event screen, while a new user is trying to create a new event, the time section is populated by default and the default hours are fixed as 1 hour. This default option enables user to easily create an event for a next hour easily without providing any input. If the user wants to change the time, user can click on the time bar and then the pop up is used for easy time selection. To schedule an all-day meeting, the user need not enter timing instead the user could schedule entire day by using the slide bar turn-on and turn-off feature. This way of receiving input from the user eliminates error due to user's manual entry.

Recognition rather than recall. Good

The time entry is just picked rather than entering the time manually, this fulfil the principle of recognition rather than recall. Side option are used to enable all day meeting. And in the people option the user chooses, which email Id to send the mail to. These options enable user to choose the input instead of recalling the words need to be typed and used.

Flexibility and Efficiency in use. Good

The system provides default values while entering the time in new meeting page and the app as embedded icon in the bottom of the screen to navigate through the features in the application. This is a positive point.

Aesthetic and minimalistic design. Good

The color coding and the white spaces are used in an appropriate way. The color coding used a very basic and conveys the message very well to the user, more white spaces are provided so that the user as a good view on the wordings and have a pleasant experience while using the app.

Help user recognize, diagnose and recover from error. Good

No bamboozle codes are used in the interface to confuse the user, the interface is defined with regular English and minimalistic design, thus enabling user to recognize the error and recover from it easily.

Help and documentation. Good

The built-In documentation option is preset in the sand-width bar so that the user can read the required information from the interface.

INBUILT CONTACT APP- DONG

<u>Visibility of system status Good</u>

The interface scores good in visibility, most of screen have the screen name at the top and the color coding is used in the bottom dashboard to indicate the current screen.

Match between system and real world Good

The terminologies like info, mail events and files are very common words in English and it is used to indicate the functionality of the tabs.

User control and freedom Good

The top left corner of the screen has a back button which enables user to go back to previous screen, this provides a control to user to abort the current action and continue with other action and also the icon bar in the bottom of screen will be handy for user to jump from one screen to another.

Consistency and Standards Good

The font color and size are maintained uniformly for the functionality. The color coding is used to segregate the normal text and clickable option.

Error Prevention Good

In case of contact option there is no feature to input text, most of the contact are read from the mail and then loaded in the people interface thus enabling avoiding errors due to user input.

Recognition and rather than Recall Good

While searching for contact in the initial page, and typing the required name, a dropdown down display's the suggestion, which enables the features of recognition rather than recall.

Flexibility and efficiency of use. Good

The icon bar in the bottom of screen enables the user to navigate to any functionality at any point of time. Thus providing the shortcut for the user to launch any feature with ease.

Aesthetic and minimalistic design. Good

The color coding and the white spaces are used in an appropriate way. The color coding used are very basic and conveys the message very well to the user, more white spaces are provided so that the user as a good view on the wordings and have a pleasant experience while using the app.

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Help and documentation. Good

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HEURISTIC EVALUATION MY OWN GOAL

Visibility of system status Good

The details about the current page and the component in the page are label clearly, thus enabling the user to understand the current page and features in the current page.

Match between system and real world Good

The terminology used in the interface are self-descriptive, which enables the person with simple English knowledge to understand the interface and navigate freely within the interface.

User control and freedom Good

The undo button provides the user complete control of the process; user will be able to cancel the action if he/she feels the trigger quick reply is not appropriate. Cancel button are available through the interface enabling the user to abort the particular operation at any point of time and resume with other operation.

Consistency and Standards Good

The font size and color are uniform in all interface. Color coding is used in an appropriate way to segregate the clickable option from normal text.

Error Prevention Good

Quick reply leverages the error prevention by reducing the action of typing the mail and replying with one click which has been customized with precision.

Recognition and rather than Recall Good

The quick reply feature scores good in the principle of recognition rather than recall. The user is allowed to add in smiley and label to the quick reply which will allow him to recognize the reply rather than recall what the reply actually is.

Flexibility and efficiency of use. Good

The icon bar in the bottom of screen enables the user to navigate to any functionality at any point of time. Thus providing the shortcut for the user to launch any feature with ease.

Aesthetic and minimalistic design. Good

The color coding and the white spaces are used in an appropriate way. The color coding used are very basic and conveys the message very well to the user, more white spaces are provided so that the user as a good view on the wordings and have a pleasant experience while using the app.

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Help and documentation. Good

The built-In documentation option is preset in the sand width bar so that the user can read the required information from the interface.





Inbox

kamalasekar091@gmail.com







Kamala Sekar Greetings How are you?

10:58 PM



Updates

IIT Announcements ... 25+



final-grading-...



kamala seka...



kamala Sekar: 26 new jobs for 'Devops'... LinkedIn Job Alerts

LinkedIn kamala Sekar Rose kamala Sekar R...

Yesterday





kamala Sekar: 185 new jobs for 'Java' i... LinkedIn Job Alerts

LinkedIn kamala Sekar Rose kamala Sekar R...



Tuesday: Join 83 Nephologists at "re:In... AWS Chicago

























Saturday, Nov 19, 11:00 PM

Greetings

Kamala Sekar Rose | Details

How are you?

Regards, Kamala Sekar Rose

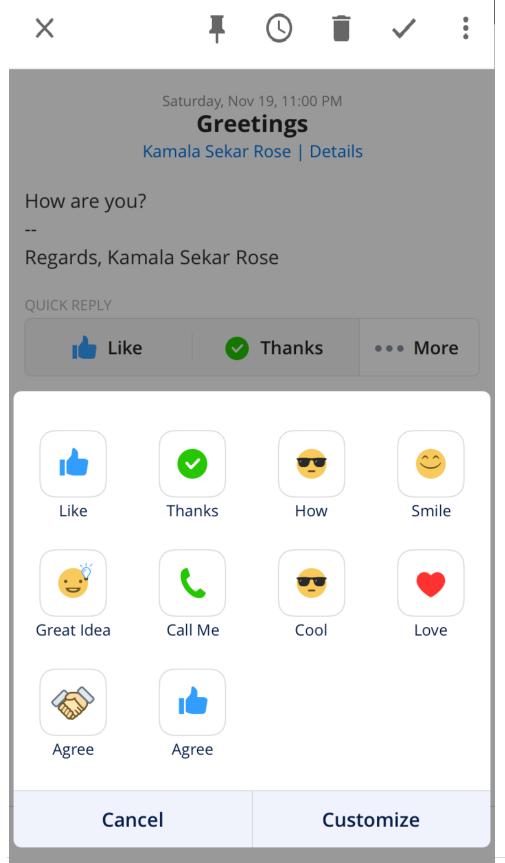
QUICK REPLY



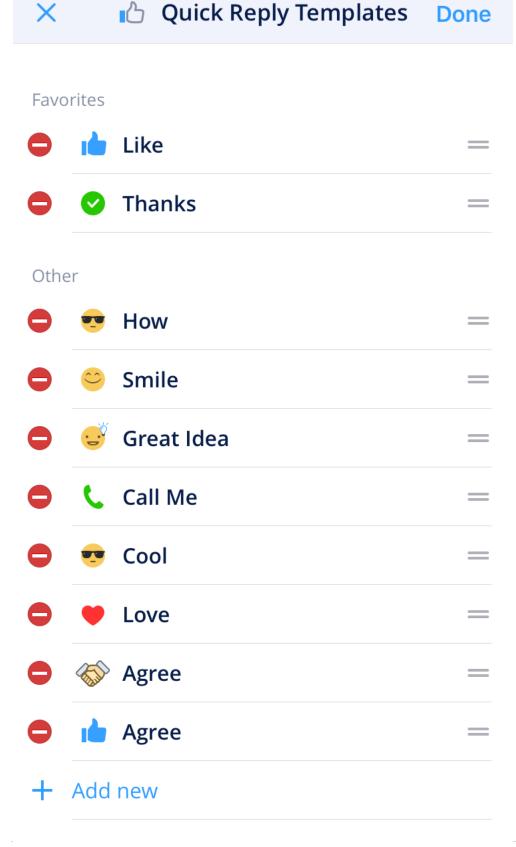


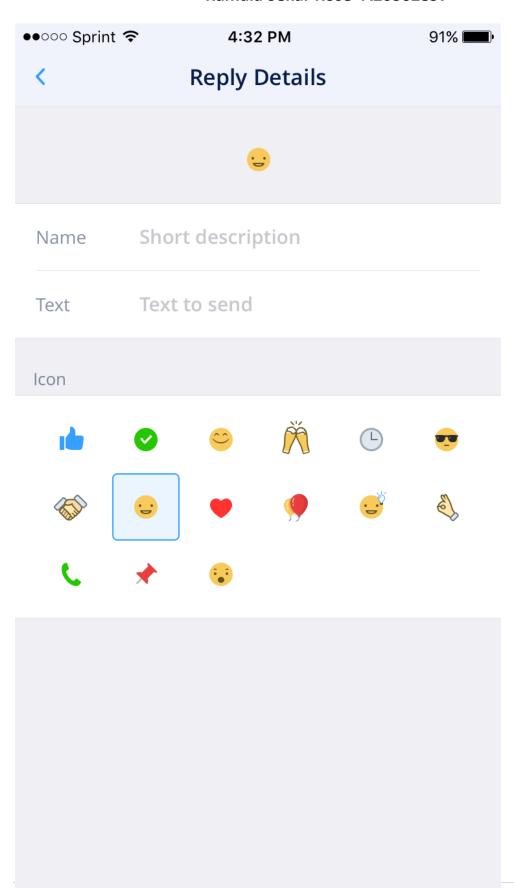
Thanks

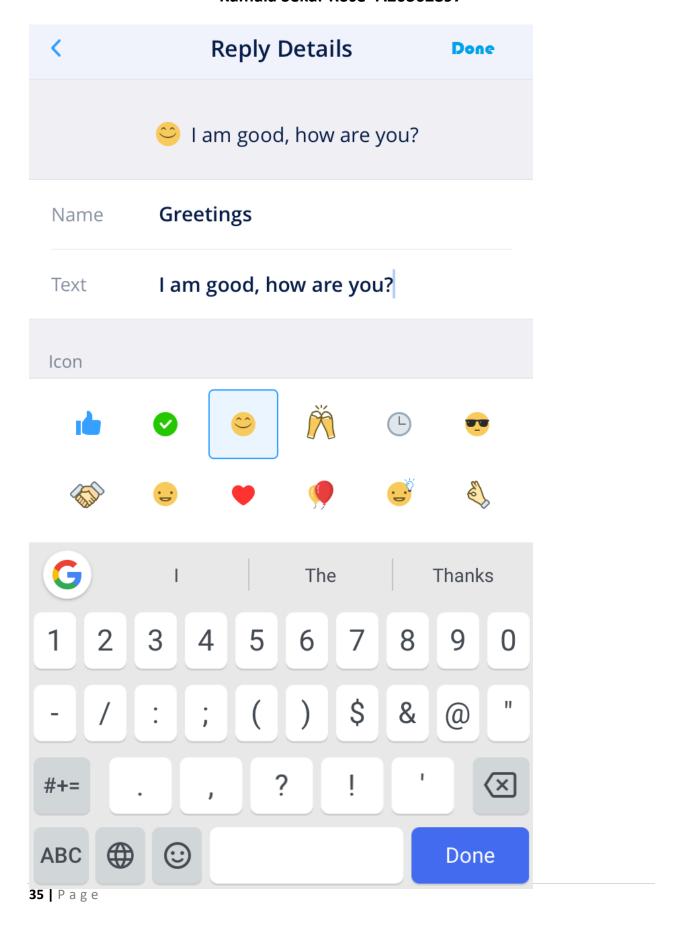


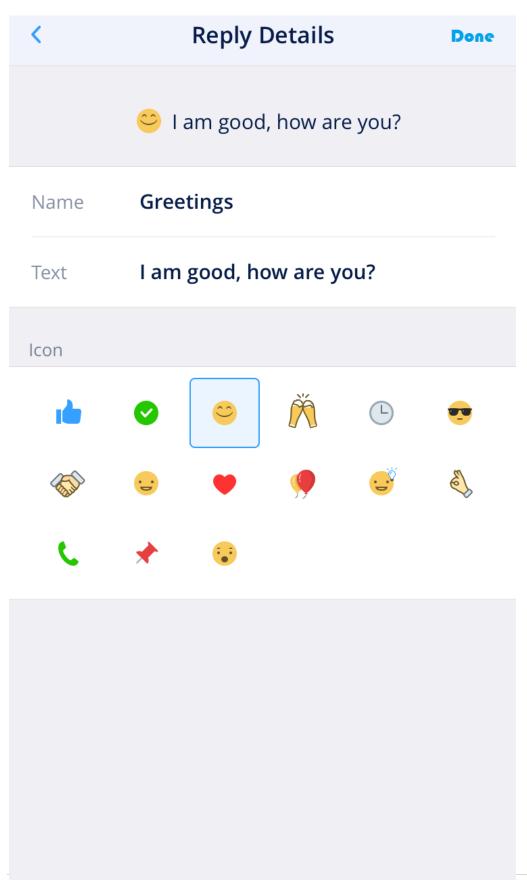


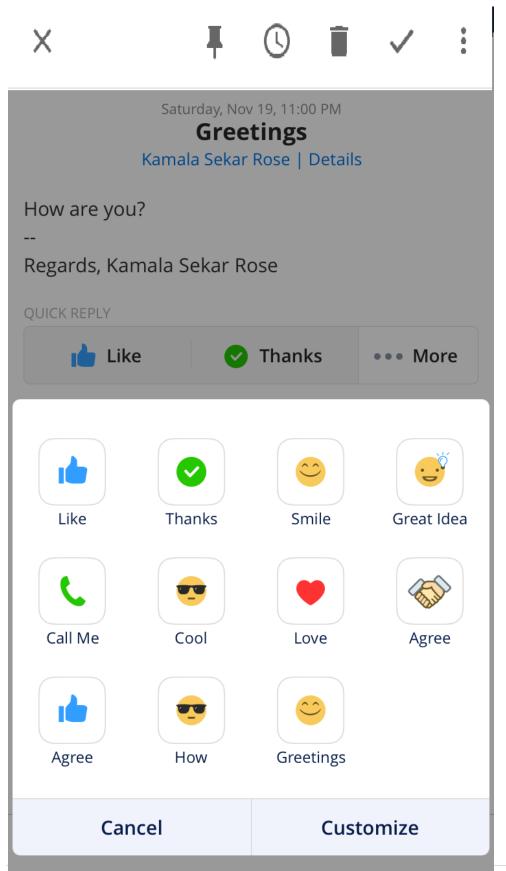
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Saturday, Nov 19, 4:11 PM

Greetings

Kamala Sekar Rose | Details

how are you?

QUICK REPLY



Greetings

UNDO













Greetings

Kamala Sekar Rose | Details

Kamala Sekar Rose

to Me, Details November 19, 4:11 PM



how are you?

QUICK REPLY



You said 'Greetings ' for this e-mail

Kamala sekar Rose

to Kamala Sekar Rose, Details November 19, 6:16 PM





🥯 I am good, how are you?