UX Analysis of Google Gemini AI Suggestions in Google Suite

Evaluated using Jakob Nielsen's Heuristics + Laws of UX

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Feature Overview

Gmail

- Inline text predictions and Smart Compose
- Smart Reply chips
- "Help me write" feature

Docs

- Inline text predictions
- Smart Compose
- "Help me write" feature

Sheets

- AI-generated table templates
- Data summaries

Slides

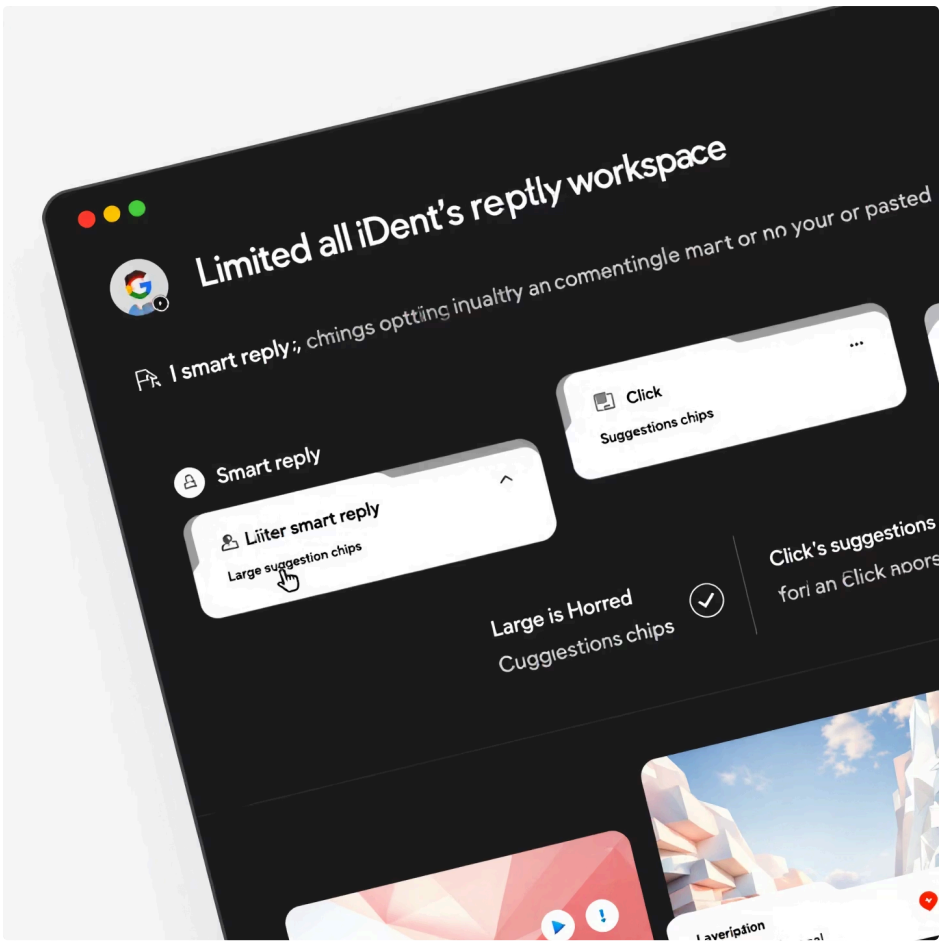
- Slide content suggestions
- Design suggestions

Google Gemini AI Suggestions are integrated across the Google Suite, providing intelligent assistance to enhance productivity.

UX Review – Jakob Nielsen's Heuristics

Heuristic	Evaluation
Visibility of system status	✅ Subtle animations and greyed predictions show AI is active
Match with real world	✅ Contextual and human-sounding responses
User control & freedom	⚠️ Limited control over suggestions; occasional auto-inserts
Consistency & standards	✅ Familiar design across all Google apps
Error prevention	⚠️ No pre-insertion tone control or guardrails
Recognition over recall	✅ Users select from visible chips and templates
Flexibility & efficiency	✅ Shortcuts, click-to-edit, and inline tools available
Minimalist aesthetic	✅ Clean UI with light, unobtrusive suggestions
Error recovery	❌ No rationale or undo rationale visible
Help/documentation	⚠️ Controls are hidden or hard to find

UX Review – Laws of UX



Hick's Law

✅ Smart Replies and writing options are limited to 2–3

Fitts's Law

✅ Chips and templates are large and easily clickable

Jakob's Law

✅ Consistent patterns across Docs, Gmail, Slides, Sheets

Miller's Law

✅ Simple suggestions; avoids cognitive overload

Tesler's Law

✅ AI simplifies complexity of writing and summarizing

Von Restorff Effect

⚠️ Suggestions blend in with UI and don't stand out enough

Doherty Threshold

⚠️ Delay in long-form outputs (e.g., full email drafts or table summaries)

Final Evaluation

✅

Mental Model Alignment

Familiar and expected within Google's ecosystem

✅

Visual Hierarchy

Clear chips, templates, and inline cues across apps

⚠

Trust & Explainability

No insight into how or why a suggestion is made

✅

Interactivity

Tap, edit, or discard suggestions easily in most cases

⚠

Performance

Slower for complex tasks like long-form writing or summaries

Key Takeaways

What's working:

- Integrated experience across Gmail, Docs, Sheets, and Slides
- Consistent UI and interaction patterns
- Efficient for quick replies, writing, and data summarization

What needs improvement:

- No explainability of suggestions (Why this text or layout?)
- Limited tone/edit control in writing-heavy tasks
- Gemini is still slower for more complex use cases

> **UX Verdict:** Gemini's AI features are thoughtfully integrated into the Google Suite, promoting ease and speed—but lack transparency and fine-tuned control for power users.

Thank You

Feel free to connect or DM to discuss UX, AI, or product strategy ✨

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