**2.2 Ideation & Brainstorming Map**

Personalization

Customized email categories based on user preferences

Ability to create custom tags for emails

Machine learning-based email sorting

Option to prioritize certain contacts or senders

User Interface

Clean and simple UI

Ability to customize the layout and colors

Option to view emails by conversation or individually

Analytics

View email open rates and response rates

Insights into email usage patterns

Ability to track the success of email campaigns

Integration

Sync with multiple email accounts (Gmail, Outlook, etc.)

Integration with calendar apps

Ability to add attachments from cloud storage services like Google Drive or Dropbox

Security

Two-factor authentication for account security

Option to encrypt emails

Spam and phishing protection

Smart Features

Suggest replies based on email content

Reminders to follow-up on important emails

Automatic email categorization based on content

Ability to schedule emails to be sent at a later time