Case Study to Enhance the Yahoo mail mobile Application.

Product Analysis

Yahoo mail Mission

To connect people with the best personalised experience that empowers them to communicate and manage their information efficiently and securely.

Value Proposition

Stay connected on the go with our reliable and user-friendly email experience that caters to the diverse needs of personal and professional users for an efficient way of managing and viewing your information through an organized inbox, a search function and customisable email solution.

Product definition

Product name: Yahoo Mail

Product type: Email service

User Persona

For professionals who are constantly on the go seeking to have an app where they can communicate better and easily with their colleagues, managing and organising their inbox as well as making use of the search function to find all types, including specific information and attachment. These professionals are either commuters or office professionals who want to quickly send, receive, and search for emails with their phones, because mobile phones are quicker and easier to access emails.

Pain Points of Users

The product idea aims to address users pain point of the clunkiness of the current advanced search function. Based on early conducted user research and market analysis, I discovered that personal and professional users of Yahoo mail are not satisfied with the current search function on the mobile app, and they would like it to have more advanced option that is clear, easily accessible, and easy to use. Also, based on the market analysis, we found out that Yahoo mail competitor Gmail has an optimised and seamless advanced search option with essential filters that benefits the user, therefore we want to make Yahoo Mail search function more usable to increase user satisfaction, user experience as well as increase acquisition and retention.

Assumptions made by users of the yahoo mail application.

The yahoo mail app, like other software applications comes with lots of assumptions of what the users assume the application should do or not do.

- **Ease of use** - Users assume that the app will be easy to use, user-friendly and intuitive with a straightforward interface that makes it easy to navigate, manage emails and access various features without a steep learning curve.
- **Search functionality** - Users assume that the search function will be powerful and accurate, allowing them to quickly find specific emails, attachments, or information within their inbox.

We aim to turn these assumptions to evidence by solving users pain points through analysing and designing the feature, communicating with the users by obtaining early feedback from user interview, as well as feedback based on the prototype.

Recommendations for ideation

1. **Accessibility:**

Introduce screen readers and voice commands.

2. **Improvement on the advanced search function on mobile app**

Currently not very user friendly on the mobile app and requires improvement.

3. **Easy way of reporting spam email:**

Adding a report feature for all spam emails to enable users report harmful spam.

I chose the above based on how feasible, desirable, and viable they are.

Product Creation

Chosen Feature

Improvement on the Yahoo Mail advanced search function on mobile phone.

Feature explained and why the company should build it.

Currently, the yahoo mail advanced search function is quite confusing and not very user-friendly. I carried out user research using the quantitative and qualitative methods to find out what users would like to see more of on the app. I interviewed frequent users of the yahoo mail app asking them questions like "can you tell me what you feel is lacking on the yahoo mail app?" and "how often do you search for content and information about your email on the app?". One of the issues they all have in common and highlighted is that on the mobile phone, the yahoo mail app advanced search option is not very advanced. According to the users, the design is clunky, i.e it does not appear that an advanced option exists on the mobile phone app because it is hidden, therefore the product team would like to optimize and improve the current search function adding

and implementing essential features and design on the search function making it more advanced and easily accessible by users, to solve their pain points.

I have designed a prototype using Figma to showcase early on what the proposed feature will look like, to allow Stakeholders have a view of the design before development, e.g. the layout, interactions using essential CTAs and how navigation works from screen to screen. The advanced search features will have options such as Keywords, from (sender) and to (receiver), Date, contains (attachment, Calendar invitation, images), to enable the users get their desired results. The 'Date' feature gives the users a selective option of filtering through a recent date such as last 7 days, a month ago or older dates that goes as far back as 6 months and 1 year and an option to customise dates. This is a beneficial feature because if users forget the keyword from an email or who their sender is, they can make use of the date drop down option which will give them specific results of the emails that can go as far back as 1 year or last week depending on what they are searching for.
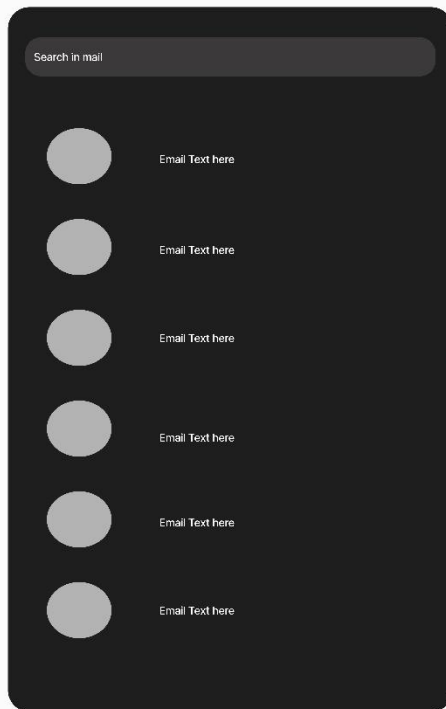
Product Feature wireframes

Figma Link: https://www.figma.com/board/azFyjrq0D580bDPcx9FXGd/Yahoo-mail-advanced-search-option-for-mobile-application?node-id=2-3&t=YD8FuxfdBrVNTAbT-0

Wireframe design detailing the user journey of the advanced search function.

Mobile Application

Search bar page

Search options page

Search in mail

Email Text here

Email Text here
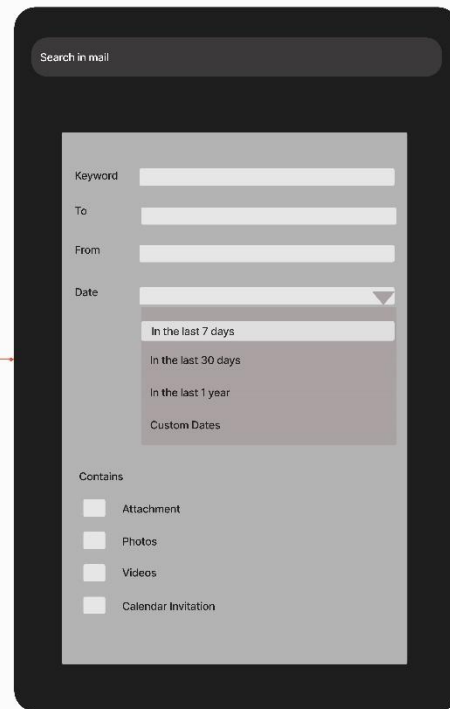
Email Text here

Email Text here

Email Text here

Email Text here

Search in mail

Keyword

To

From

Date

In the last 7 days

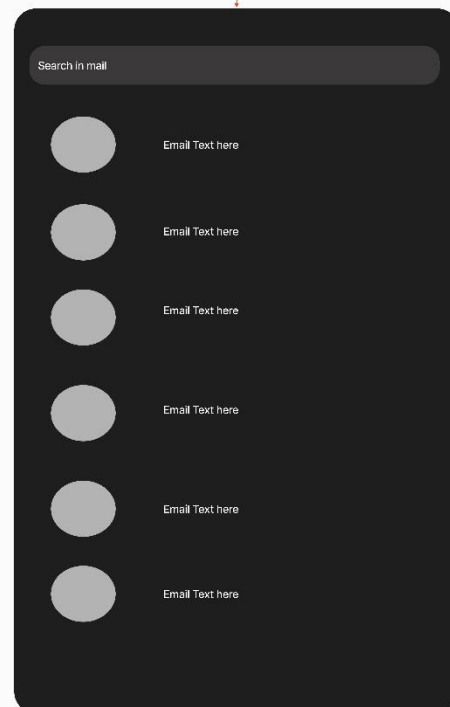In the last 30 days

In the last 1 year

Custom Dates

Contains

Attachment

Photos

Videos

Calendar Invitation

Search results

Search in mail

Email Text here

Email Text here

Email Text here

Email Text here

Email Text here

Email Text here

Product Communication

Introduction of the Feature to target users.

The advanced search function allows users to have more search options when searching through their email and attachments to find any type of information they seek. This feature is important for individuals who uses this application on their mobile phones constantly and have no time or easy access to their desktop. It comes with essential functionalities that the users will benefit from to enable them to easily find specific information about their email on the application based on the search results.

Main Functionality of the new feature

- **Search bar** – Users can tap on the search bar to get to the advanced search options.
- **Advanced search options** – Users can choose from Keyword, date, to and from and attachments to begin their advanced search.
- **Keyword** – Users can enter any keyword they remember from the email they are searching for.
- **Date** – Users can use the date option to find specific information dated as far back as last year, last 7 days, 6 months and an option to customise dates.
- **From** – Users can enter the name of the sender of the email they are searching for to get their desired results.
- **To** – Users can enter the name of the receiver who they previously sent an email to for their desired result.
- **Contains** – If users are looking for attachments such as word document, images, videos, or, calendar invitation, they have an option to choose from this option to get their desired result.
- **Search results** – Users see results displayed from the advanced search they made.

FAQs from users regarding the advanced search function feature

1. Does the search function have Boolean operators such as (AND, OR NOT)?
2. Will there be a step-by-step tutorial guide on the app for this new feature is released?
3. Can I refine or narrow down search results if I get too many results?

Questions asked by users which isn't present on this feature will go in the backlog of the roadmap to plan and pick up later. For now, we aim to prioritise the MVP of the roadmap (as seen on the wireframe) to address users' most crucial pain points based on initial user research. We will continue to ideate, iterate, carry out user research and make changes where possible for maintenance purposes, as well as use feedback from users and stakeholders to make improvements on this feature for now and later.