* Chat
* Data transfer across devices
* Document sharing
* Promotions
* Trace phone/location
* Organization email id
  + To make contact between 2 orgs
* Contact sync
* Draft mail
* Schedule a mail
* Verification/user identification
* Starring important mails
* Segregation of spam and useful mails
* To compress media
* Can share information with a large number of people at a time
* To recover deleted mails using trash feature
* To communicate using spaces
* Gmeet
  + Schedule meetings
  + To take lectures/large conferences
* bcc/cc

Three buckets discussed:

Chats, User Identification, Msg Storage/Segregation

|  |  |  |
| --- | --- | --- |
| Chats | User identification | Storage/segregation |
| * Chat * Data transfer across devices * Document sharing * Promotions * Organization email id   + To make contact between 2 orgs * Can share information with a large number of people at a time * bcc/cc * To compress media | * Trace phone/location * Contact sync * To communicate using spaces * Gmeet   + Schedule meetings   + To take lectures/large conferences | * Draft mail * Schedule a mail * Starring important mails * Segregation of spam and useful mails * To recover deleted mails using trash feature |

I decide user experience as the main aspect to improve.  
Options – gmail for web/mobile.  
I focus on gmail for mobile

Customer – Segmentation –

1. Enterprise – Gmail for Work  
2. Gmail for personal use

**Gmail for personal use**

Customers – Occasional users, casual users, turbo users,

Customer profile chosen – Turbo user of gmail who answers several email in the course of the day. Further, she, is employed and of age between 25 – 40, US resident, college educated.  
Before going to pain points of the user I will also try and understand the reason why she will use gmail as opposed to texting or messaging.  
Gmail, and generally mail, is used when users need to send 1. attachments, 2. not seeking immediate attention, 3. less personal contact.

Some pain points of customer:  
1. Multi-pane view – Multiple panes in landscape mode would allow better feedback to user about what the message is about.  
2. Better search.  
3. Better ad placement.  
4. Integration with other google services such as hangouts, calendar and maps – If I hover on an address in the email a small map opens up with the option of the user to click on it to enlarge it.  
5. Better spam and anti-phishing/malware support  
6. Single delete – Once I delete a particular email, say a forward, it doesn’t appear again on my email list  
7. Grouping – Currently done by thread. It could also be done by context across multiple threads. Auto suggest groups  
8. Faster startup  
9. Themes for google – Personalization

Prioritizing (rating on Benefit B, Cost C and Risk R). (Alternatively I would use a prioritization matrix)  
Overall Goal is improved User experience  
1. B- High, Cost- Medium, Risk – Medium. The risk here is that some may like this and some may not and feel it too crowded on the screen. Must be an option that can be turned off or on.  
2. B-High, C-Low, R-Low. This is core Google technology and has maximum benefit for the buck.  
3. B-Low, C-Low, R-Medium. Ads are still considered a nuisance so people may be turned off. Privacy concerns.  
4. B-High, C-Medium, R-Low: This simplifies the user’s life in a big way and helps her navigate her day better.  
5. B-High, C-Medium, R-Medium. Spam filtering may lead to false positives being filtered out. Could cause pain for user.  
6. B-Low, C-Medium, R-Low – Not a feature that will be missed if other features listed are implemented.  
7. B-Medium, C-Medium, R-Medium -Too many options may cause confusion to the user.  
8. B-High, C-Medium-High, R-Low – Technical feasibility must be analyze. More of a continuous improvement project  
9. B-High, C-Low, R-Low – More of a cherry on the cake.

Summary:  
Based on the prioritization above, I will suggest features  
2, 3, 9 as the first features to consider implementing.