

Courier

DIGITALLY TANGIBLE EMAIL

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Introduction.

Consider the user patterns we see every day, and the fidgety ways we interact with apps like Instagram and Tinder. How do you get meaning out of engagement? What is a fidget solution that can help a user accomplish a single job?

Courier is a what-if exploration in that vein.

Instantaneous.

THAT'S WHAT CHAT MESSENGER INTERFACES OFFER

For the generation that is accustomed to instant messaging, the immediacy of applications like WhatsApp, Facebook Messenger, and GroupMe is a norm.

On the flipside, emails become sparse and snail mail much less so, and encountering situations where they must be sent induces anxiety.

(Snail) mail.

My peers have noted the following with email –

- 1 The 'Enter' key, typically used to send chat messages, gives the illusion that an email is about to be sent, whether or not the sender is ready
- 2 The language and tone associated with formal emails becomes lost, as chat speak takes over our vocabulary.

Solution.

PUTTING THE *MAIL* BACK INTO EMAIL

Courier reintroduces tangible metaphors into the digital dialogue of email, through specific interactions and visual indicators of the actions taken.



Research.

Why explore the solution? What are the interactions involved? Let's look at how user behaviours and design patterns help to inform the exploration of this concept.

Fidget?

WHAT ARE EXISTING EXAMPLES?

Instagram, Twitter, Tumblr – infinitely scrolling content feeds

Snapchat stories – 24 hour photo and video snippets

WHY ARE THEY FIDGETY?

Limitations – Twitter’s character limit and Snapchat’s content length encourage creativity and reduce the time taken to consume those snippets

Simple interactions – Instagram’s double tap to like, and Snapchat’s swiping navigation system, and the common scroll through feeds make it easy to use the apps

Personalisation – All forms of social media can be customised and/or allow you to look at multimedia content relevant to the user

Target market.

Courier's concept and interactions are designed towards the younger end of the millennials, as they are the ones whose passivity and overly-casual mentality to social media are more likely to result in accidental actions, truncated sentences, and informal language.

LANGUAGE

Language is constantly evolving. It changes quickly on the Internet, its patterns transform, and its usages take on new meaning. From trolling to abbreviations to catchphrases, the evolution of language in the 21st century is pervasive, and we must consider the language we use in different contexts – such as those of instant messaging versus email.

You’ve got mail.

TANGIBLE ASSOCIATIONS

The process of sending physical mail used to be to **write** the letter, **fold** it up, **place** it in an envelope, **stamp** it, and **send** it off on its way.

We can associate electronic mail to these actions through simple gestures, specifically swipes to mimick the moving of digital letter papers to their destinations.

RATIONALE

Any extra actions introduced will become friction. The solution intentionally slows the user down to some degree. There is a balance to be had between meaningful friction that encourages a layer of thought, and overwhelming friction that discourages the user from continuing.

Courier intends to ingrain email with cognitive feedback that enhances the permanence and finality of actions within the email space.

Patterns.

USER INTERFACE

Cards – mimicking real life letter paper

Swipe gestures – mimicking moving objects to other places

PERSUASION

Conceptual metaphor – mimick tangible actions associated with sending letters

Need for closure – give feedback assuring the completion of an action

Journey.

The nitty gritty of the proposed solution – how exactly will the solution be used? What are the interactions the user will engage with?

Mimicry.

Courier mimics but simplifies the actions of sending physical mail, making the user work a little harder, and think a little more, as they send their email.

Courier also nudges the user to consider the physical consequences of these actions, such as where letters come from and where they're going.



Interactions.

ACTIONS

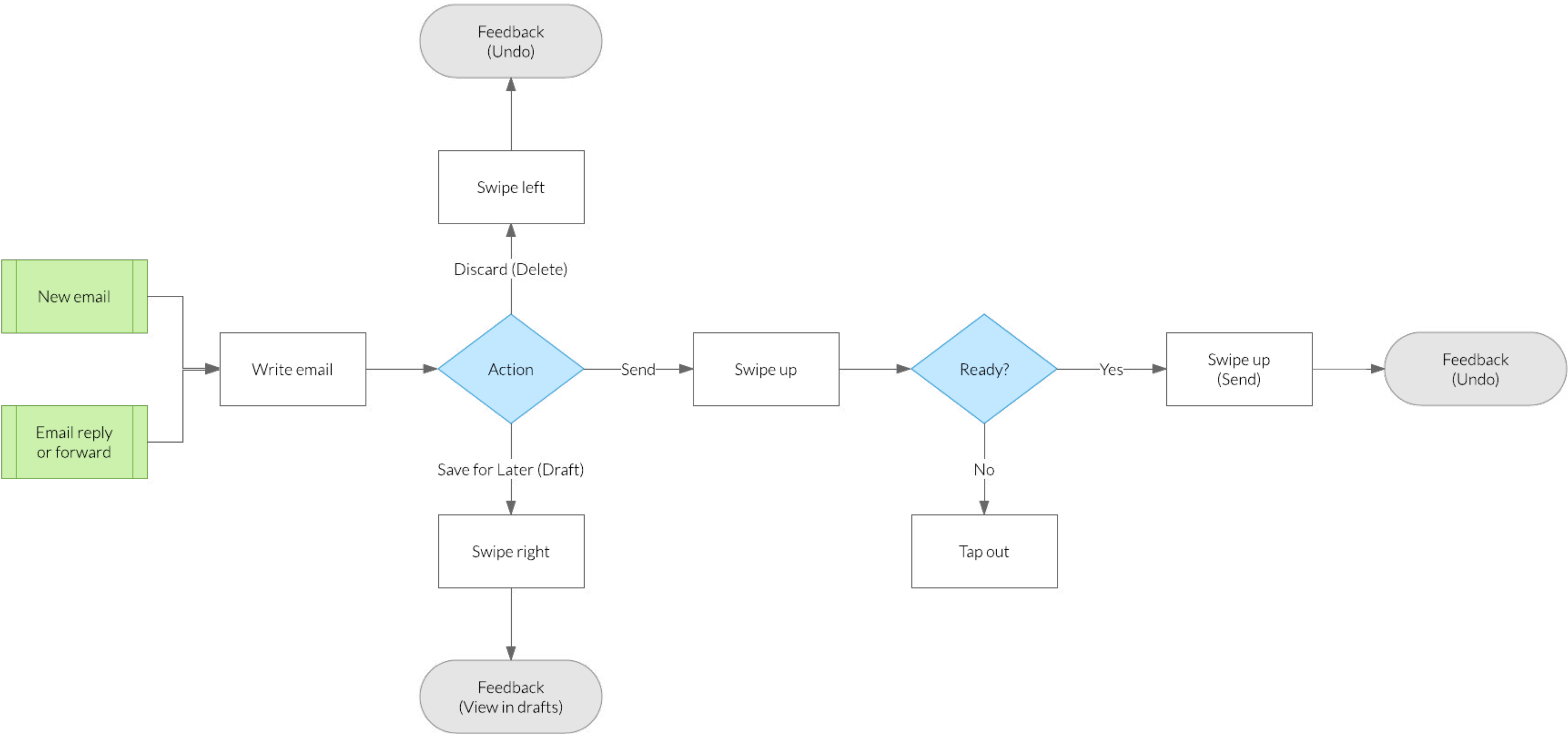
- 1 **Drafting** – filing letters away for later
- 2 **Discarding** – shredding the unwanted letters
- 3 **Sending** – packaging and sending completed letters

GESTURES

- Swipe right** – moving something aside for later
- Swipe left** – going back on an action
- Swipe up** – pushing something outwards and away

User flow.

The user can access the three interactions like so –

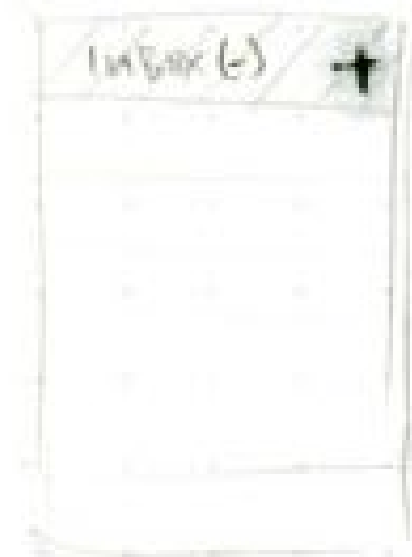


Design.



Giving complex ideas and simple interactions
an intuitive interface.

DISCOVERY



COMPOSING



DELETING



Shrink/Chumple

OR

Just wipe blank & disintegrate when deleted

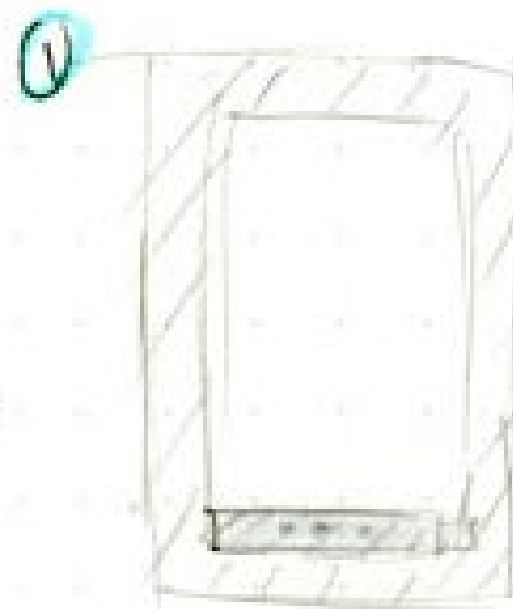
DRAFTING



SAVE FOR LATER

Swipe right
↓
feedback
(view in drafts)

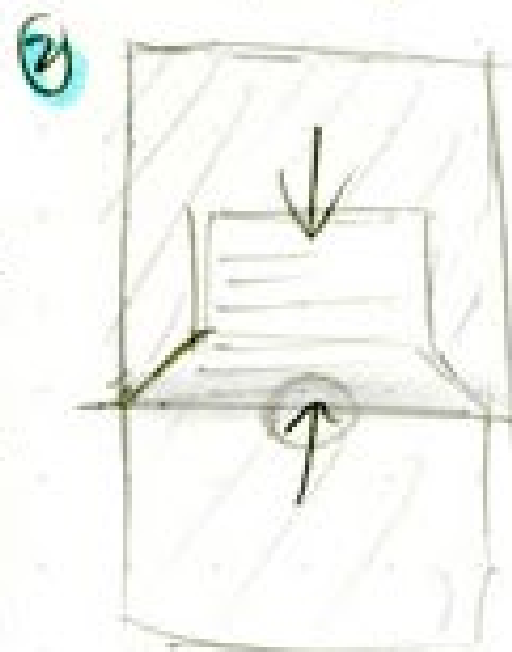
SENDING



Tap & hold on handle

TOLD ME TO SEND

- instructions above or below
- handle shines to invite hold
- on tap, bg changes/ reacts

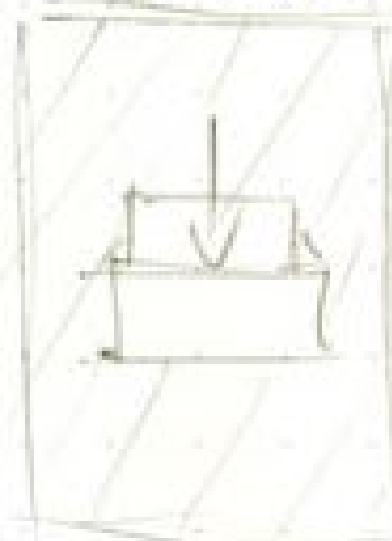


go user folds, paper also slides down

Tap out
ⓧ

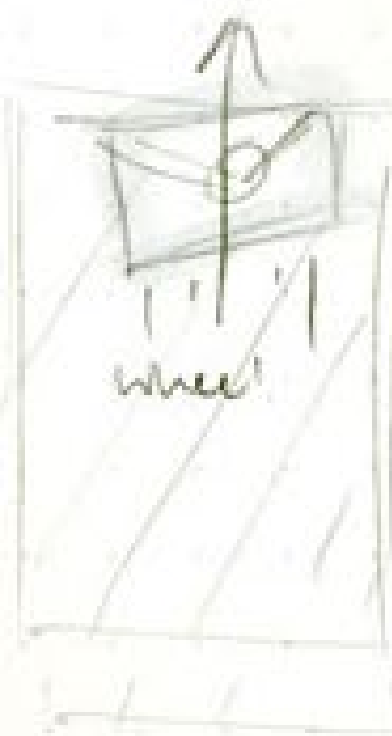
(animation of it enveloped)

3

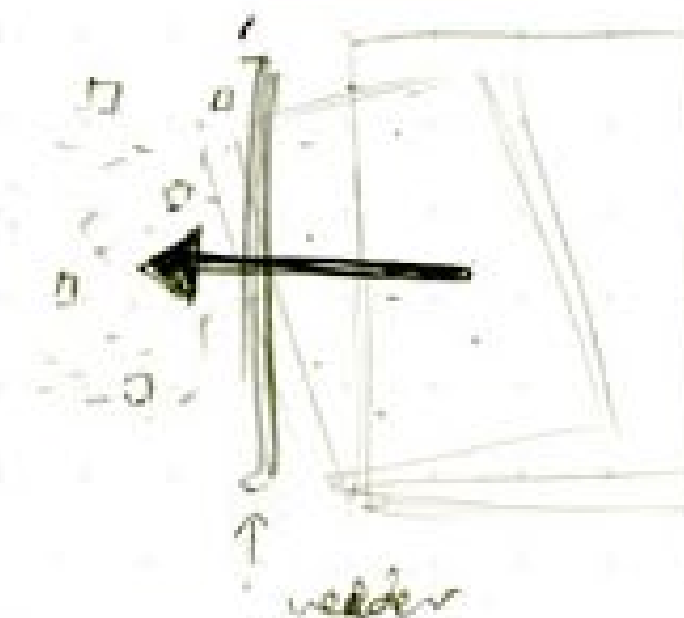


customisable seal (enveloping) (monogram)

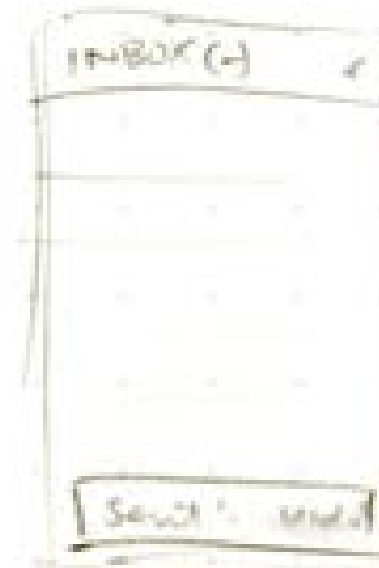
4



DISCARDS LIVE WHERE?

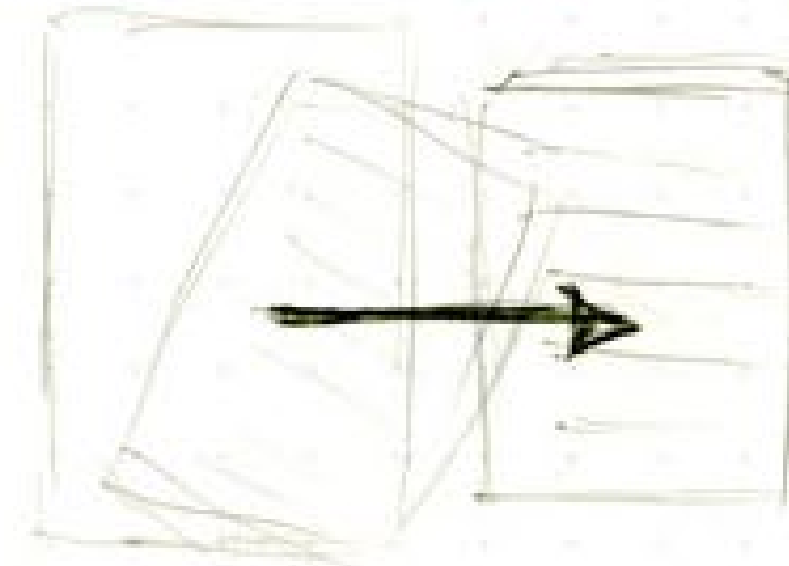


5



feedback

DRAFTS LIVE WHERE?

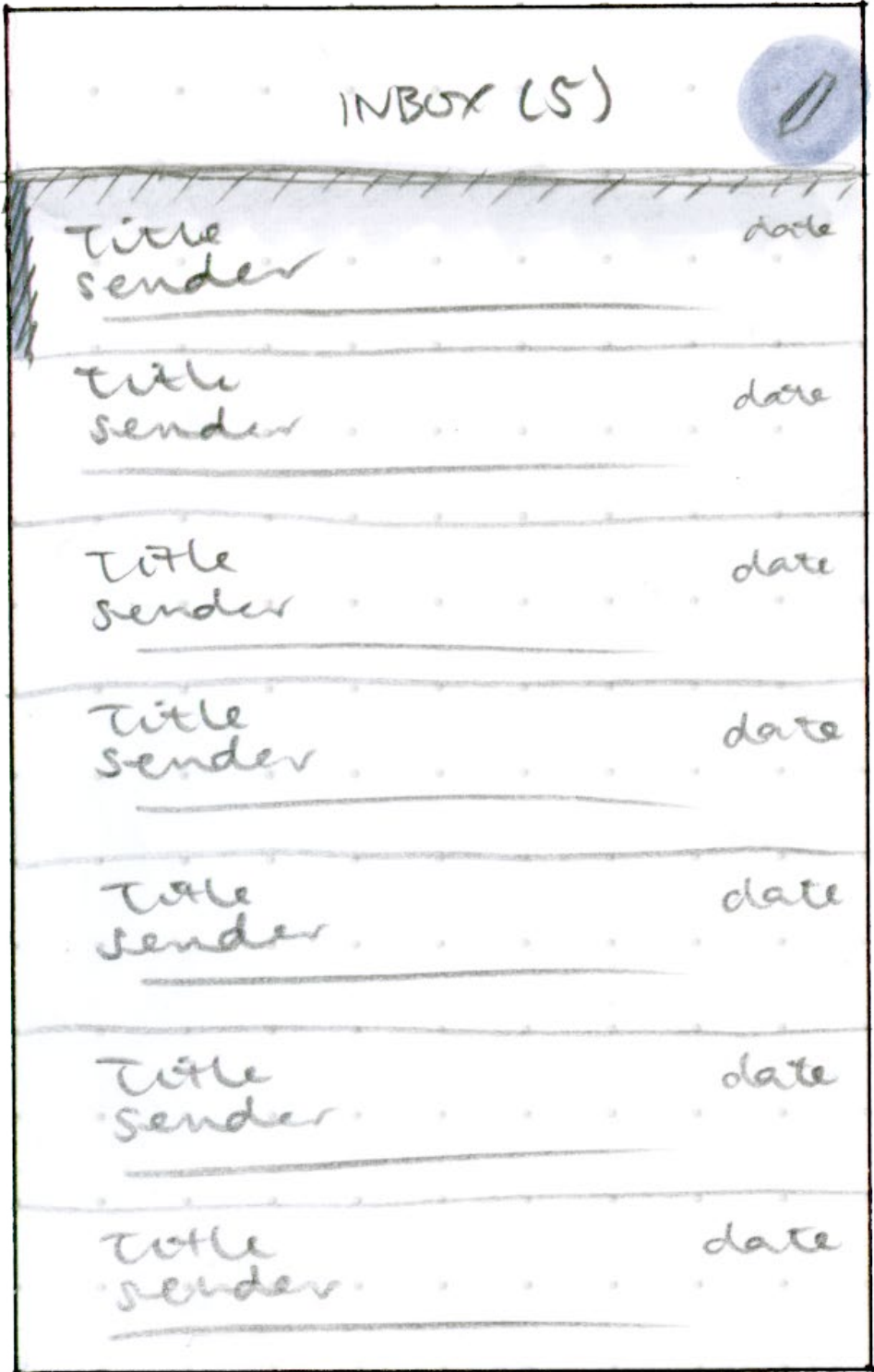


pile of drafts

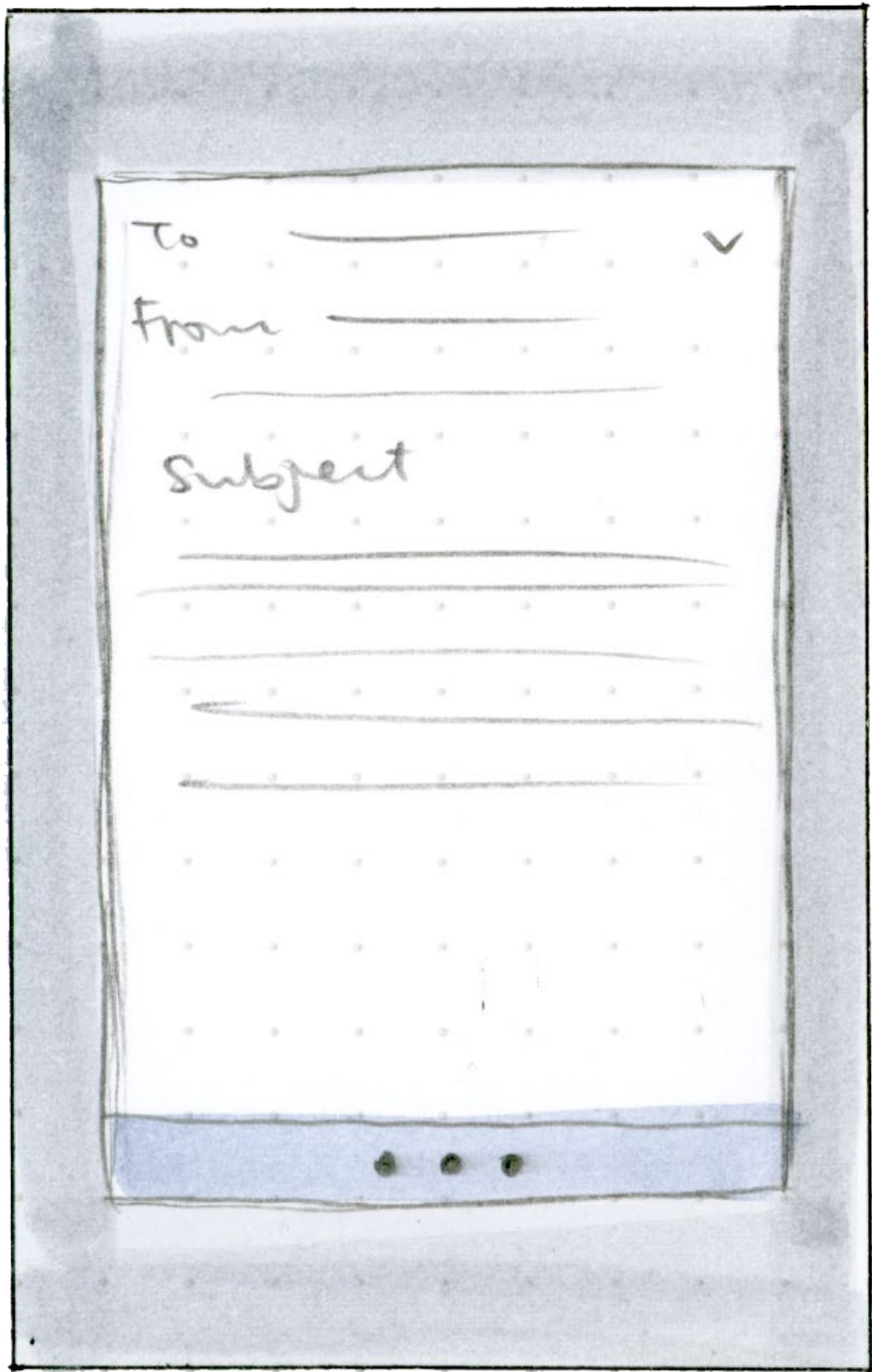
Discovery.

SKETCHES

The email list and compose screens set the stage, but are not as big a part of the interaction.



DISCOVERY

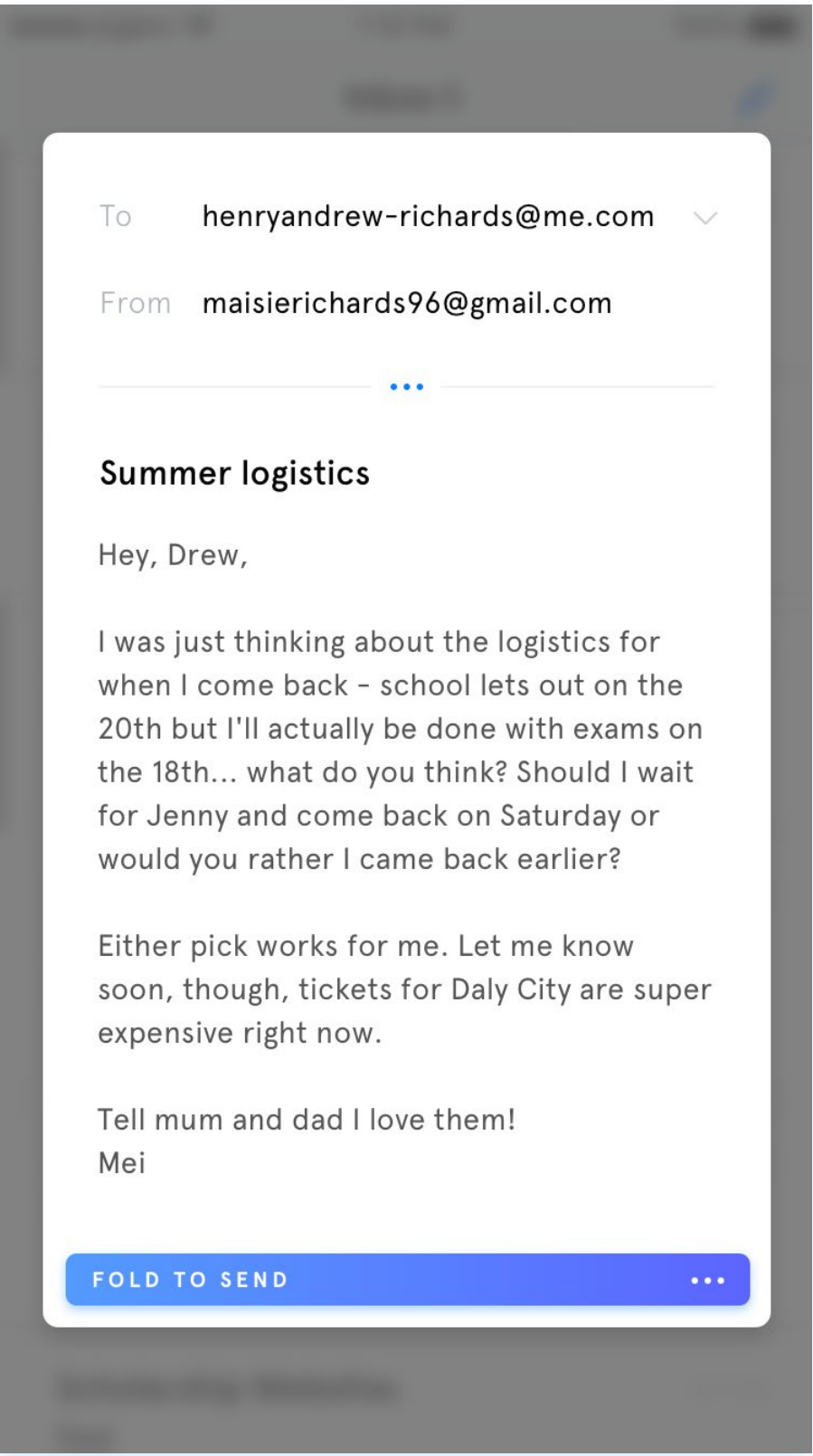
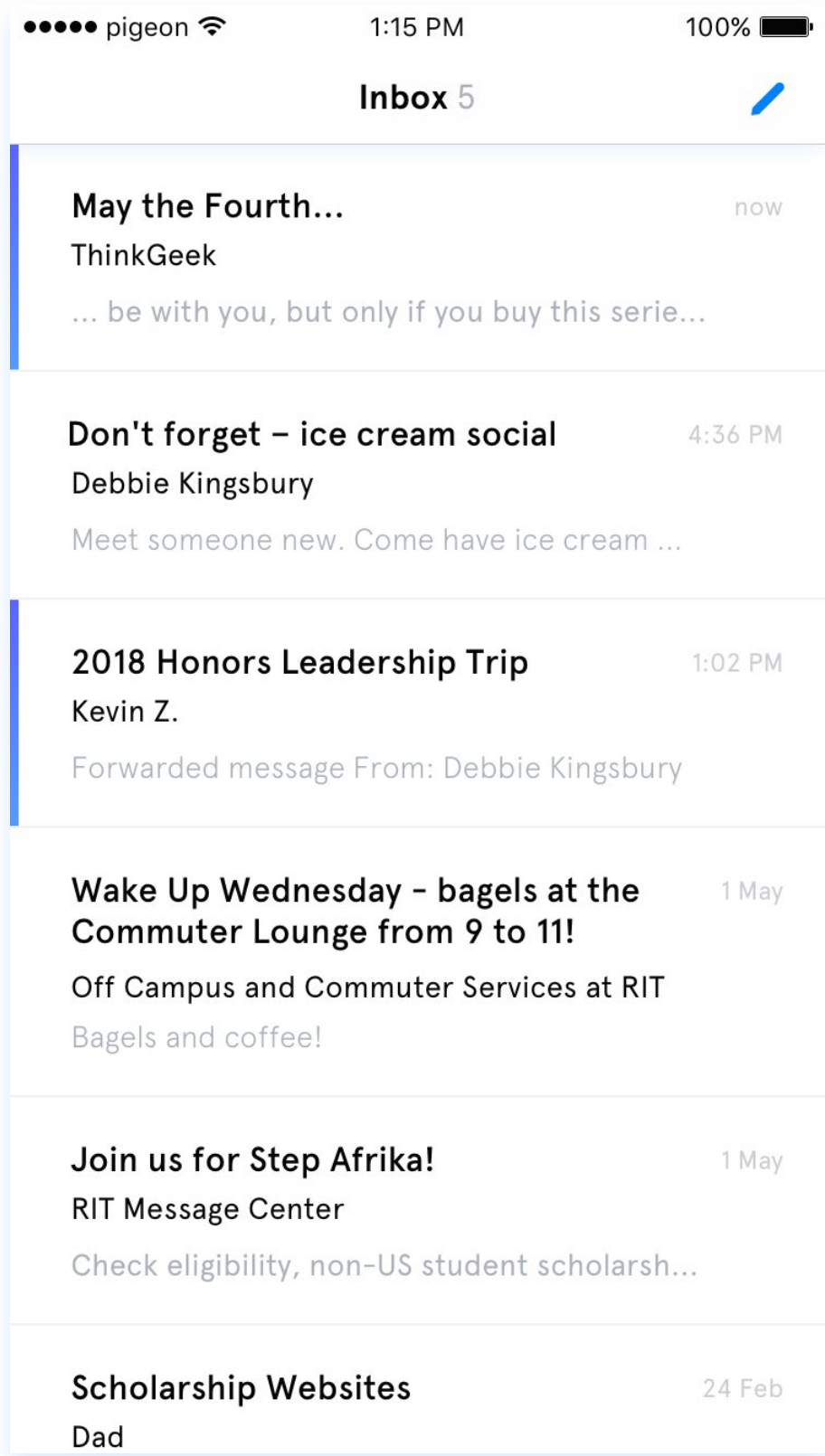


COMPOSING

Discovery.

VISUAL

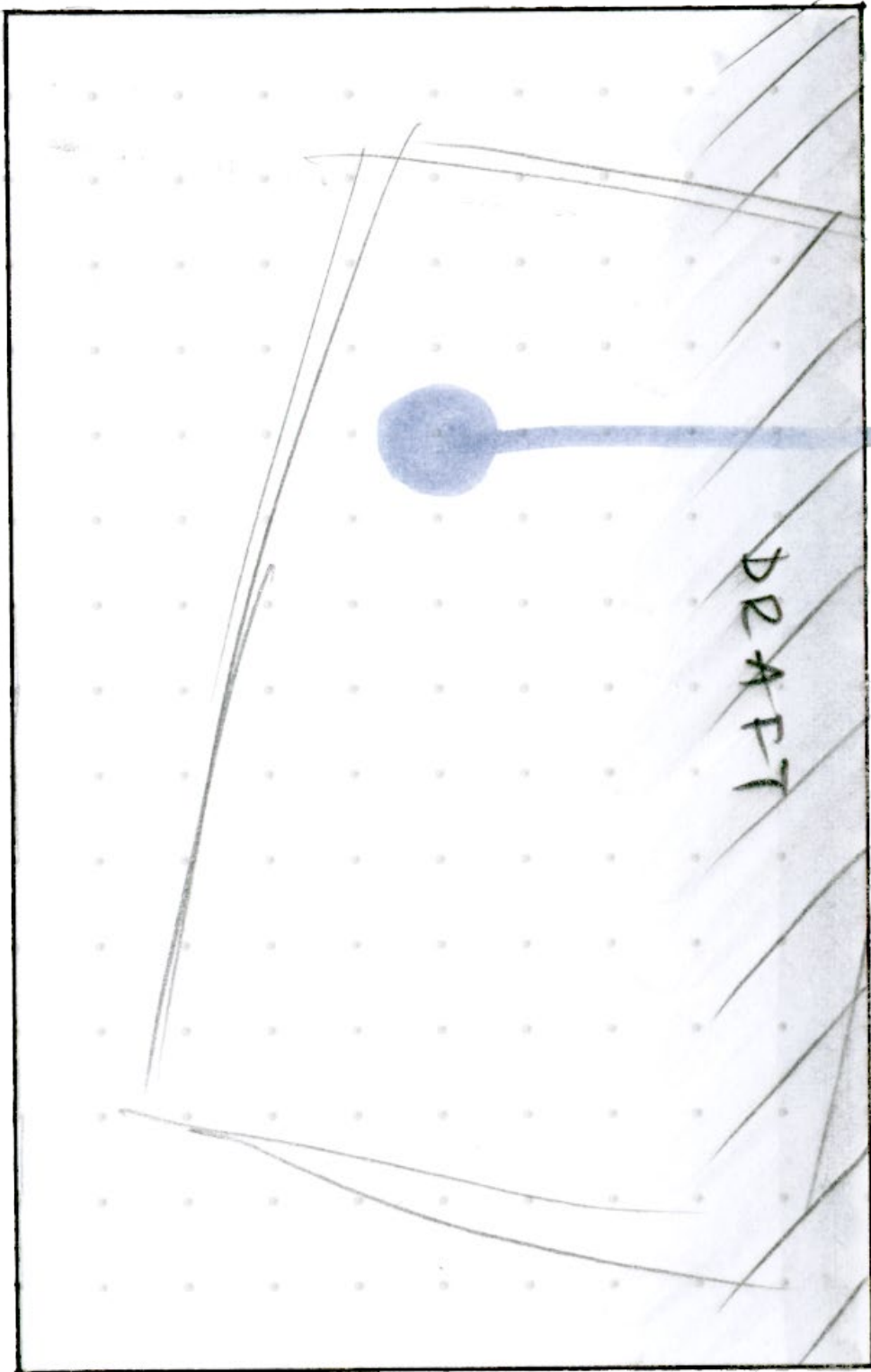
Papers slide up from the bottom of the screen to allow the user to start composing.



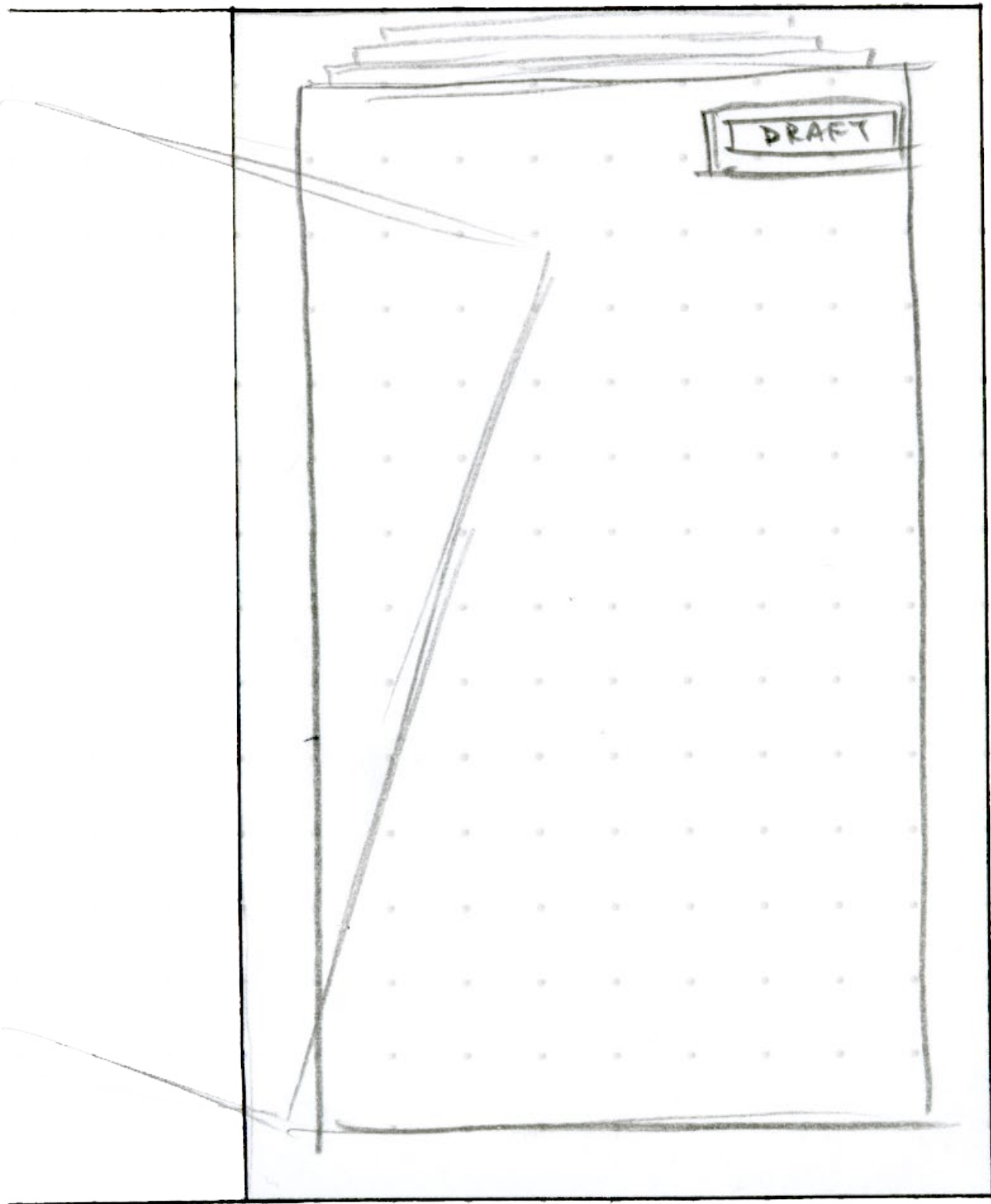
Drafting.

SKETCHES

Drafting mimics the interaction of moving a letter aside into a pile of drafts off-screen.



SAVING FOR LATER

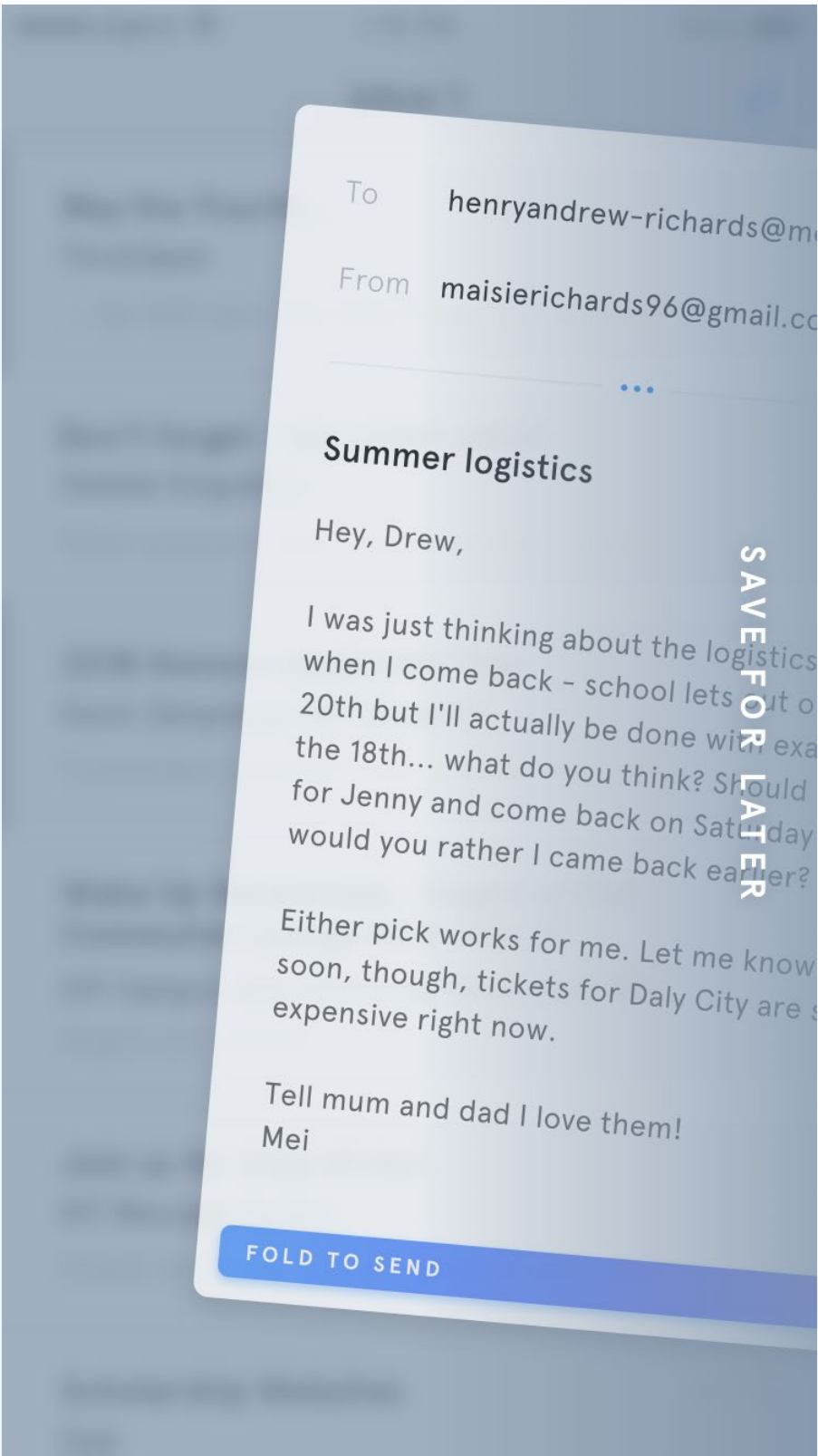


"THE DRAFT PILE"

Drafting.

VISUAL

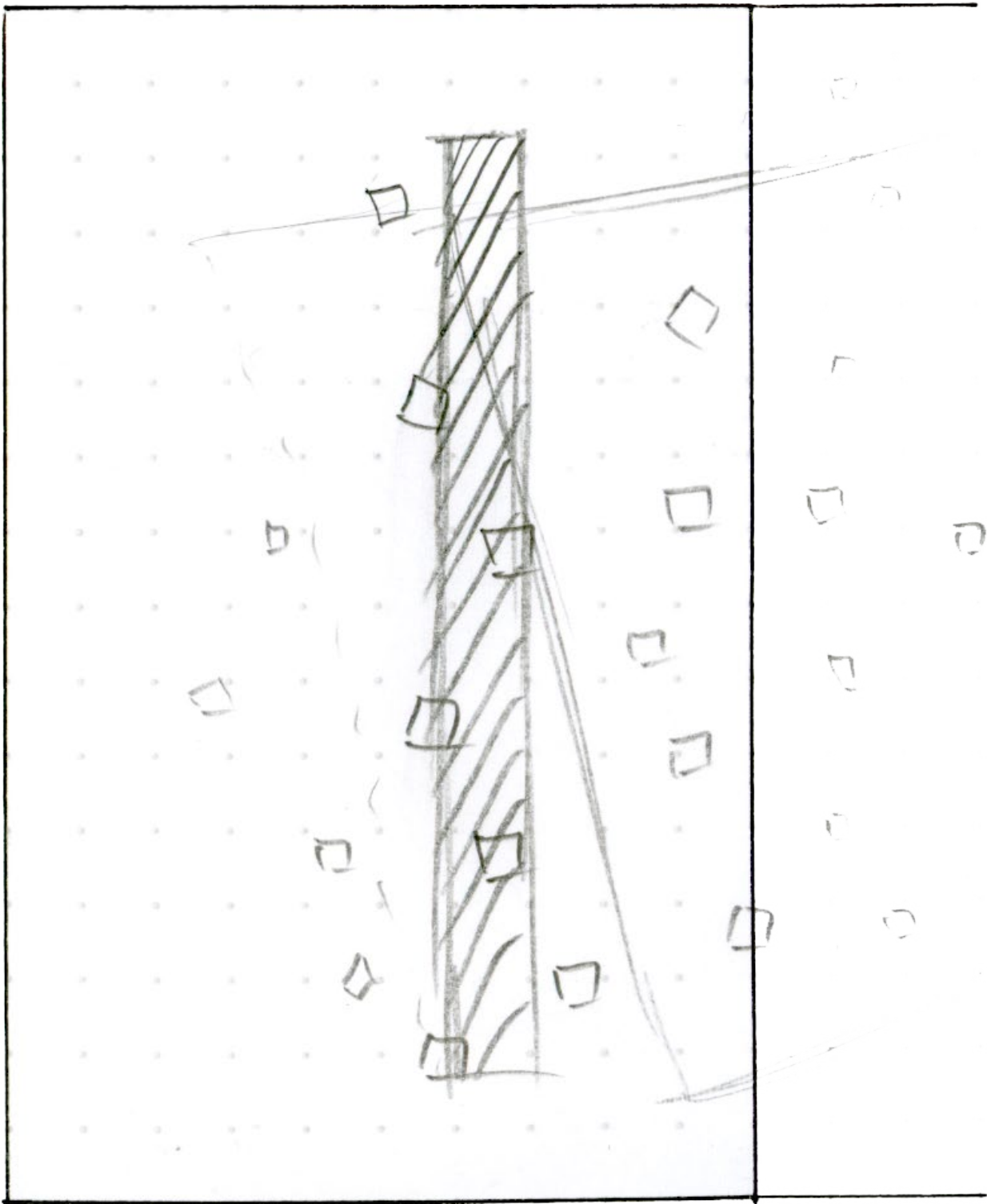
The neutral cool grey tone signifies an action that is, albeit permanent, not destructive.



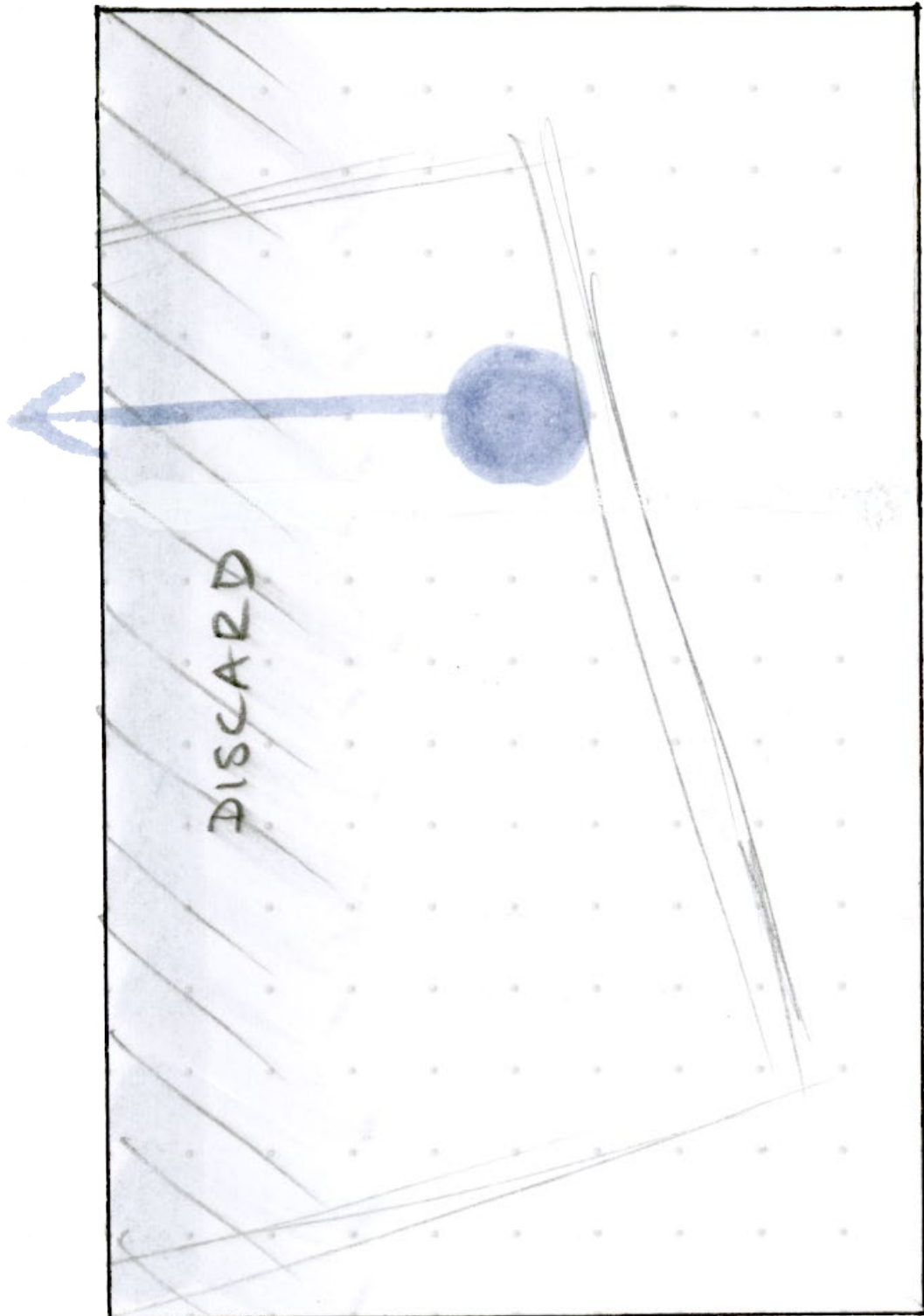
Discarding.

SKETCHES

Discarding mimics the interaction of feeding an unwanted letter through a shredder, with the illusion of permanence.



"THE SHREDDER"

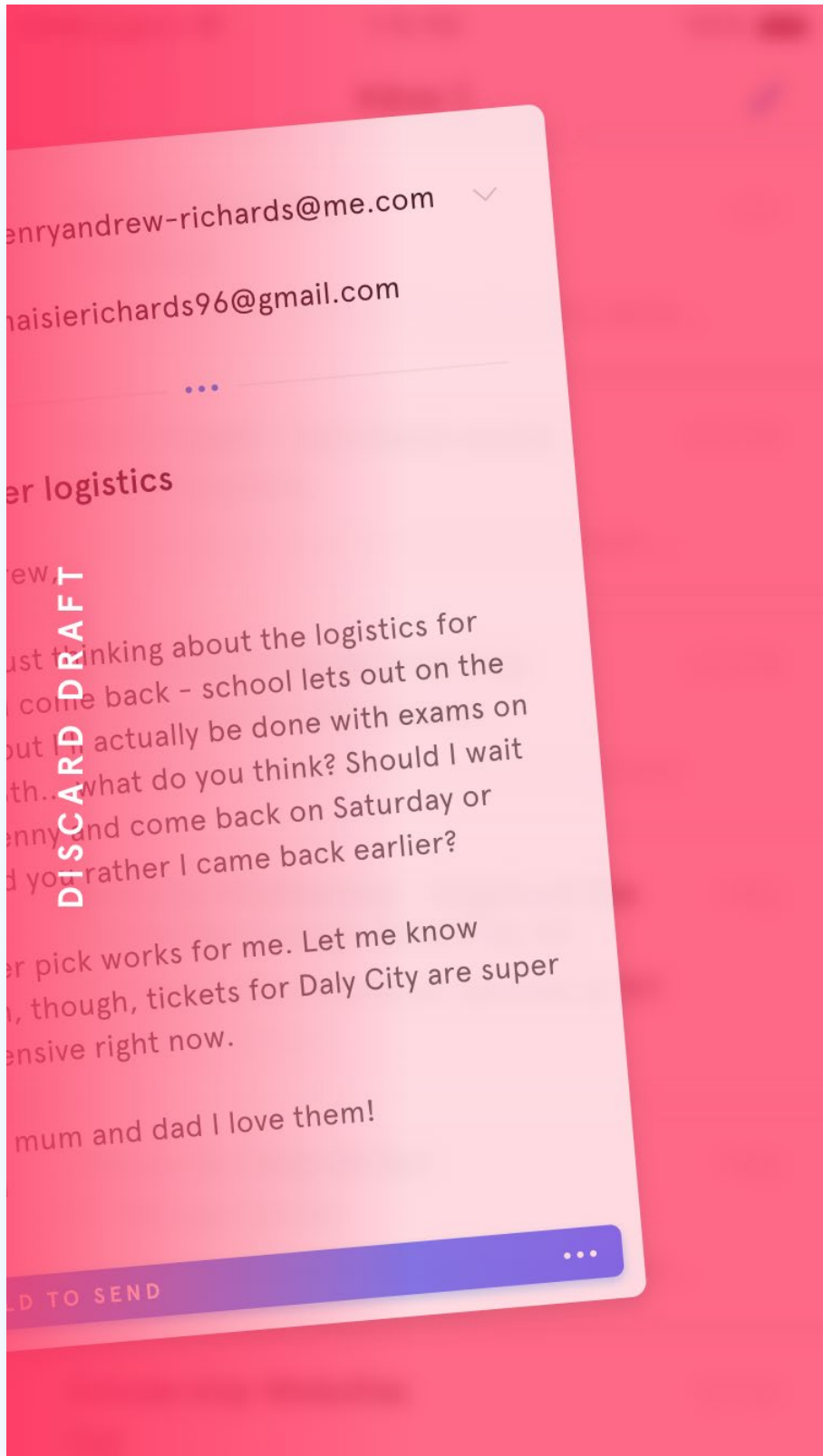


DISCARDING

Discarding.

VISUAL

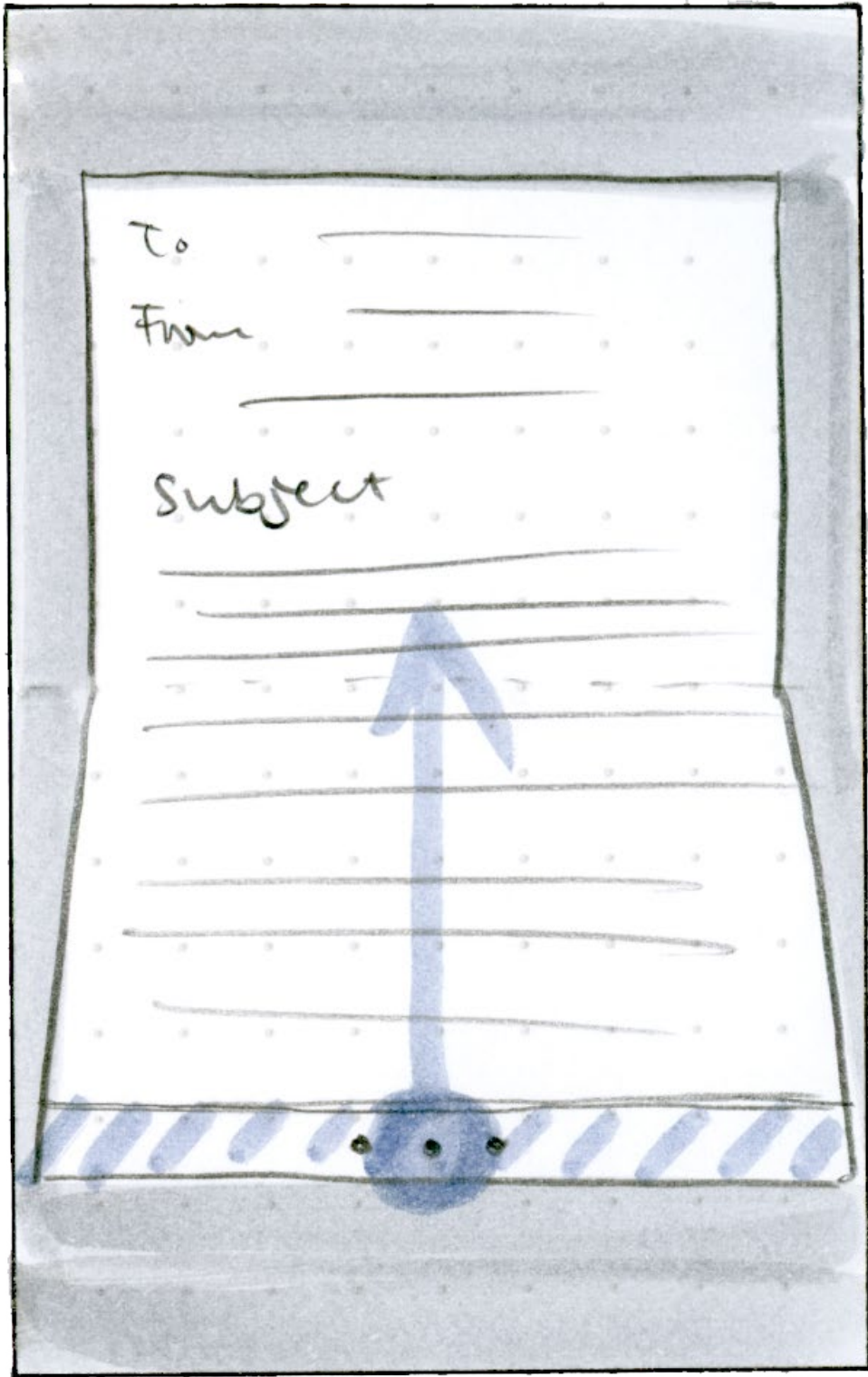
The red of the screen forces the user to focus on the finality of their deletion.



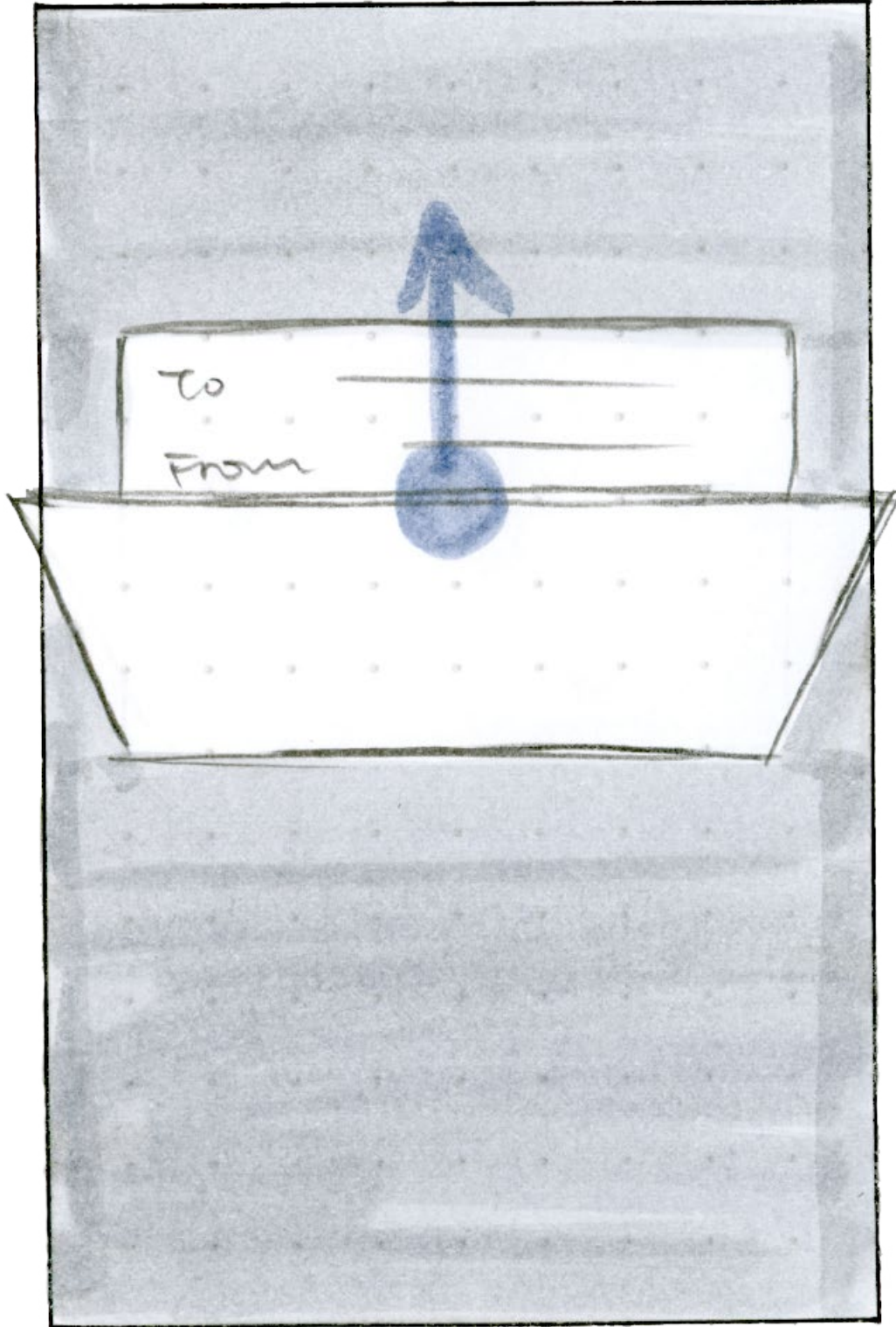
Sending.

SKETCHES

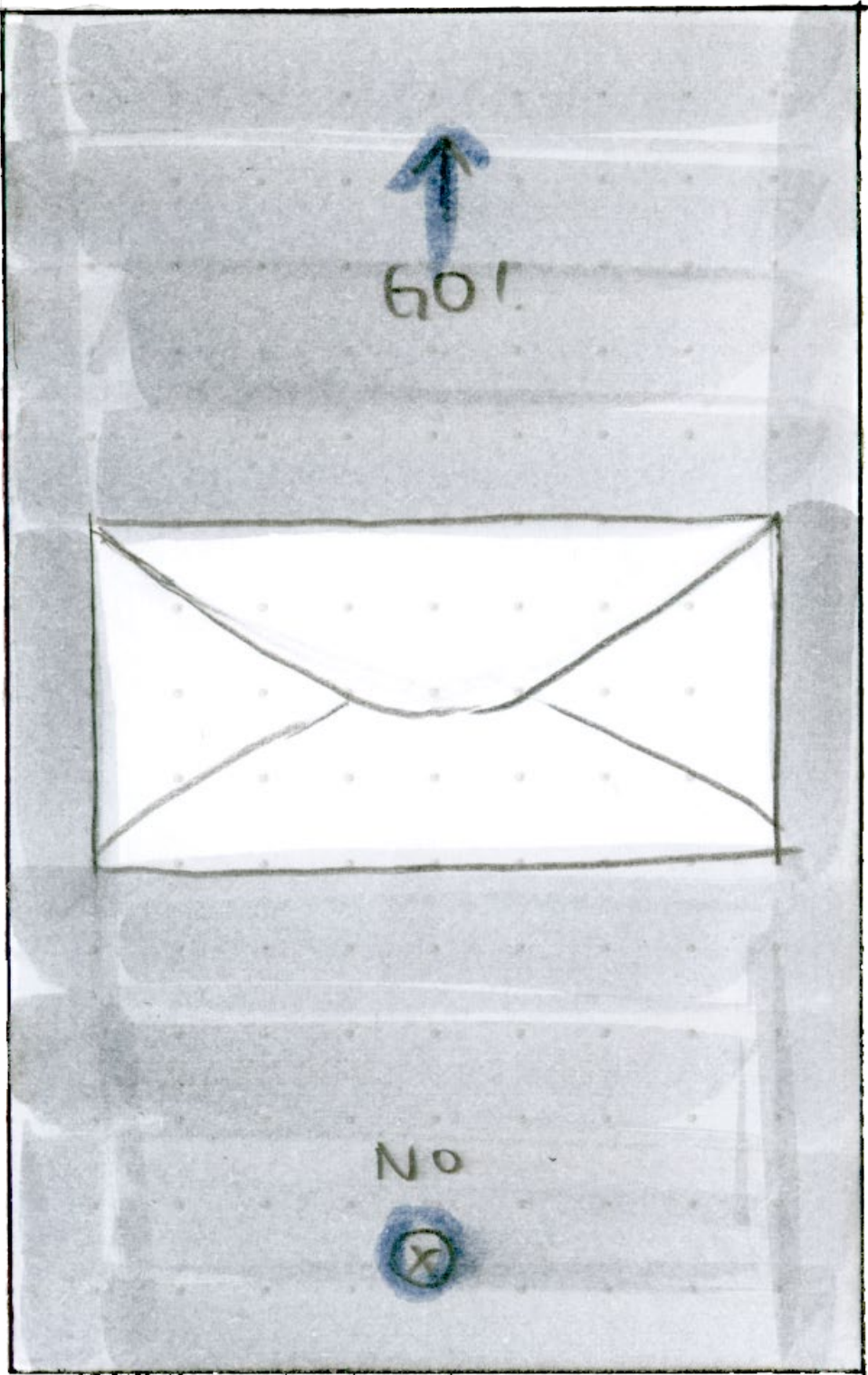
Sending mimics the folding up, packaging, and sending away of a letter, with two upward swipes.



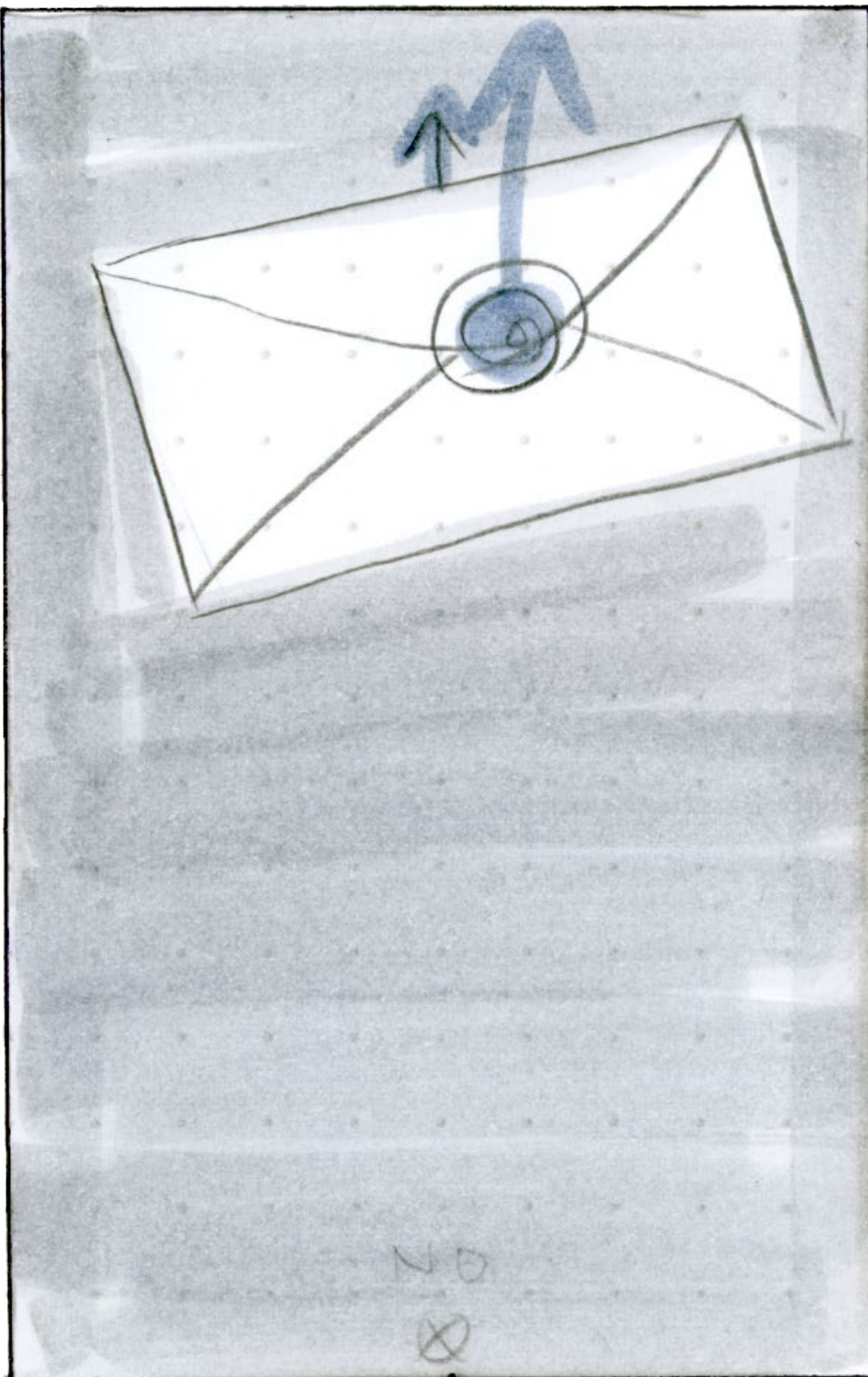
GRAB SEND HANDLE



FOLD LETTER



READY TO SEND?

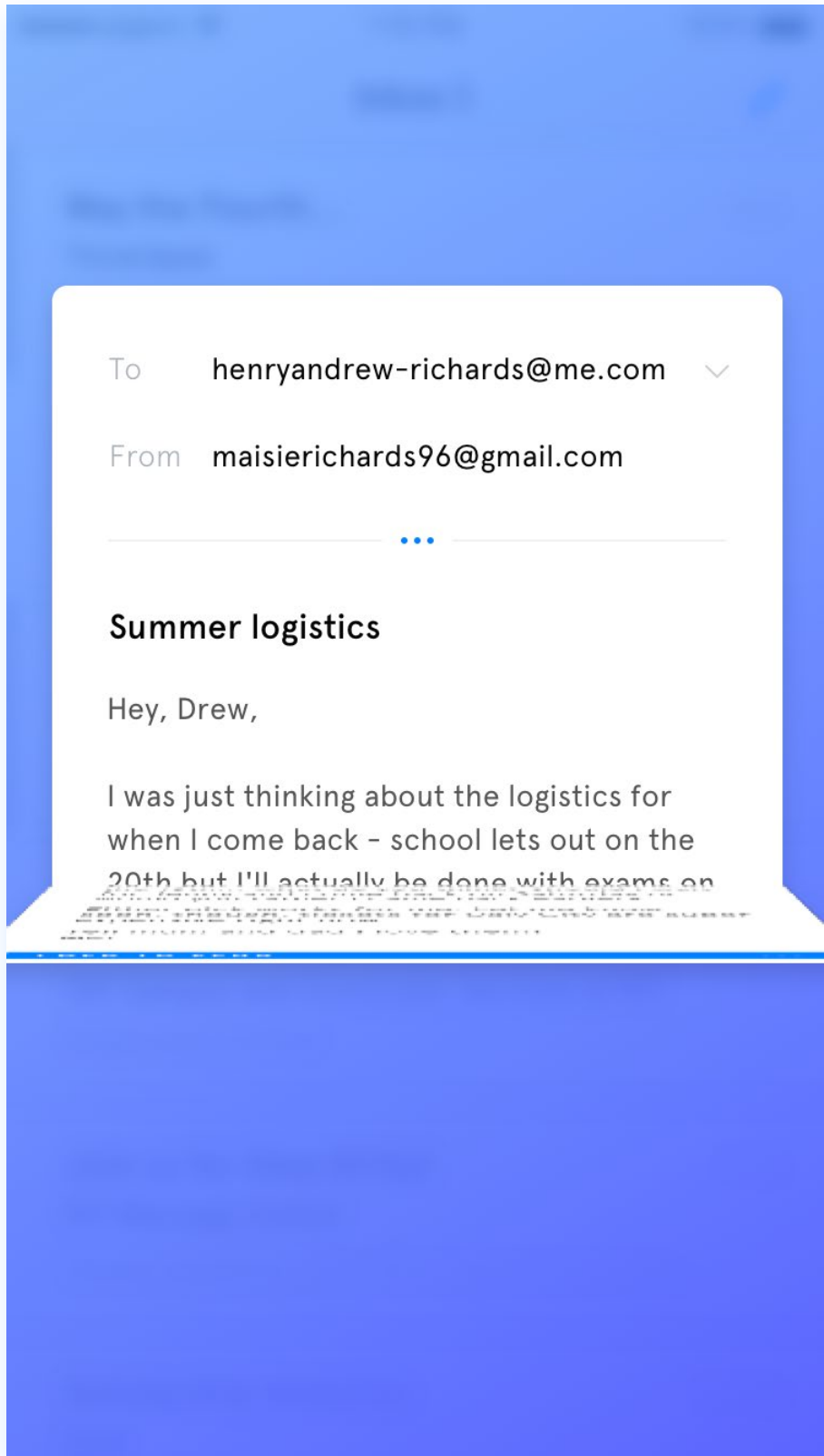


AWAY IT GOES!

Sending.

VISUAL

The double swipe to send is intentional friction to encourage the user to consider, again, the send action.





Conclusion.

Courier brings tangible associations to emails,
so that *your* email actions are more intentional.

Sent

THANKS FOR SCROLLING.

ANIMATION

<https://vimeo.com/217416898>



PROTOTYPE

<https://marvelapp.com/454g898/>

