Palette Email Client Interaction

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IxD 330 Microinteraction

Email can be overwhelming, stressful, and difficult to navigate



STOP SPAMMING ME.

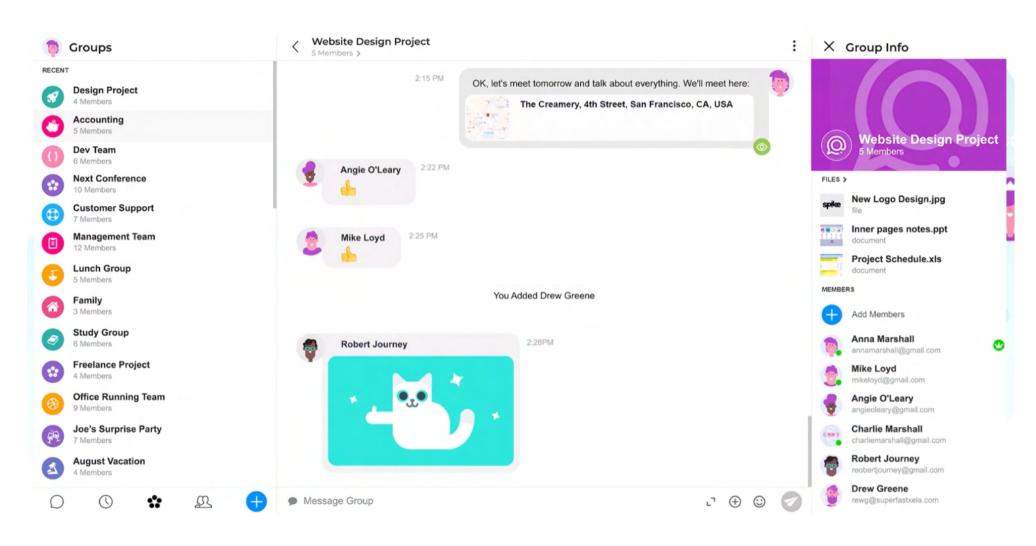






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How are we currently trying to make email easier to manage?



Spike

Strengths

Internal
attributes of
the
organization

- Spike treats emails as chat conversations.
 It eliminates the long threads and simplifies the user interface.
- Organize Your Way customizable tags, pins, and starring.
- Multimedia Messaging When you want to
 add a little personality to your emails, send emoiis, GIFs, doodles, and photos.

eaknesses

- "Work email accounts with @customname.com are not free. Charged per email account."
- Could use more modern appearence to look dynamic and seductive.
- Has a lot of hidden features that could be better introduced/utilized.

External

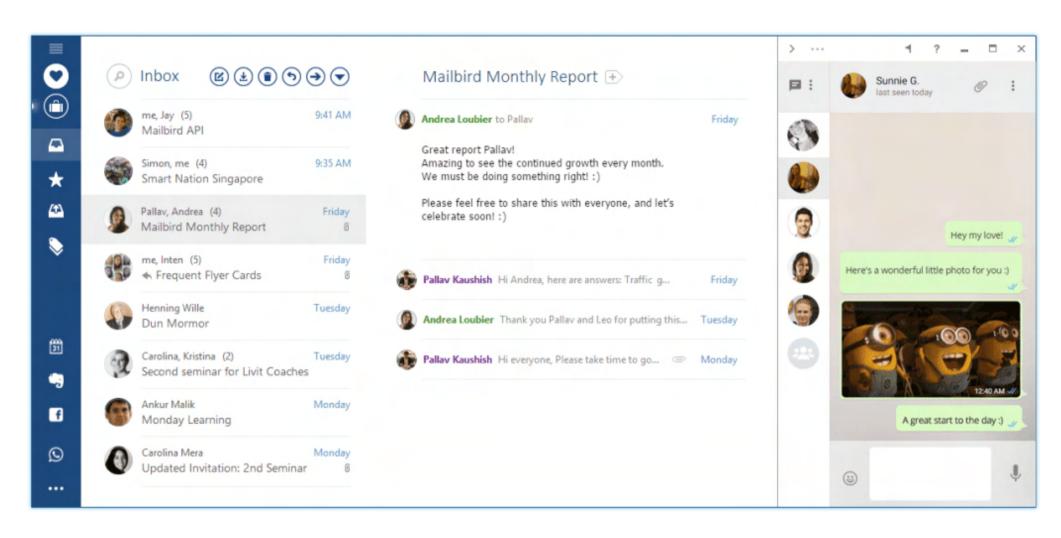
attributes of the organization

Opportunities

- Scanable and intuitive user interface can make decision making easier/smarter/faster
- Incorporating smart communication to prewrite message templates, add friendly media to make the experience more human/fun.
- Removing threads and finding new ways
 that filter through old email conversations that are simplistic/easy to use.

hreats

- Paid free altneratives users may not want to pay premium on service
- Data protection users data can get wiped out or stolen
- Competitors may have similiar functions and win over current users.



Mailbird

Positive

Negative

Strengths

Internal
attributes of
the
organization

- Knowing if recipient received email
- Flexible layout
- Unified inbox for multiple accounts
- Ability to snooze emails

W eaknesses

- Autosorting of email can let emails go undetected
- No automations such as reply suggestions
- Spamming user for upgrades

External attributes of the organization

Opportunities

- Section to view all unread from all inboxes
- Incorporate automated response options
- Be selective in app integrations

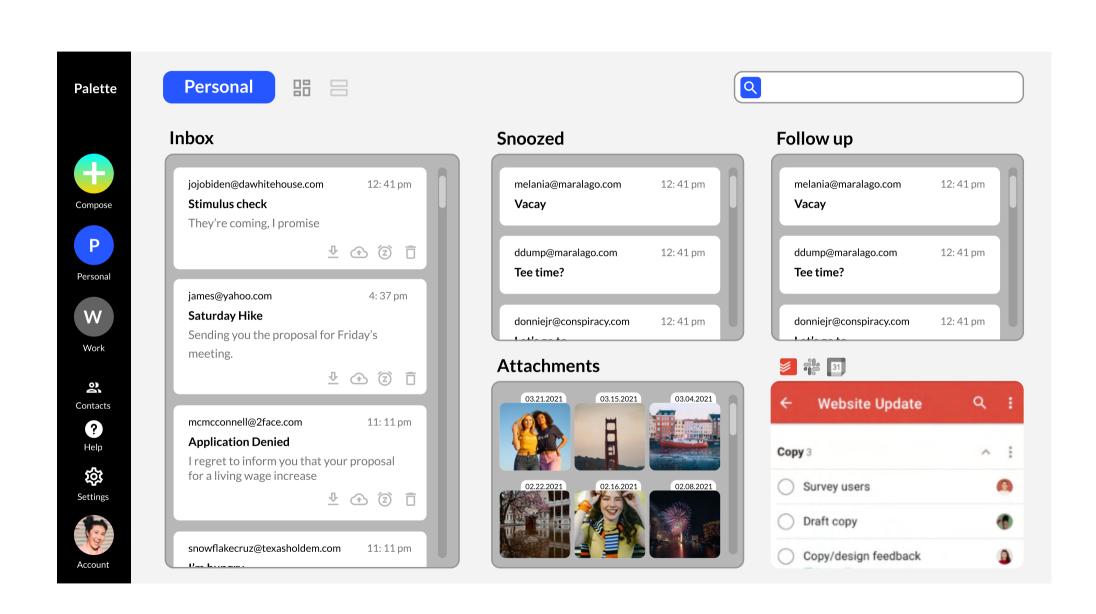
hreats

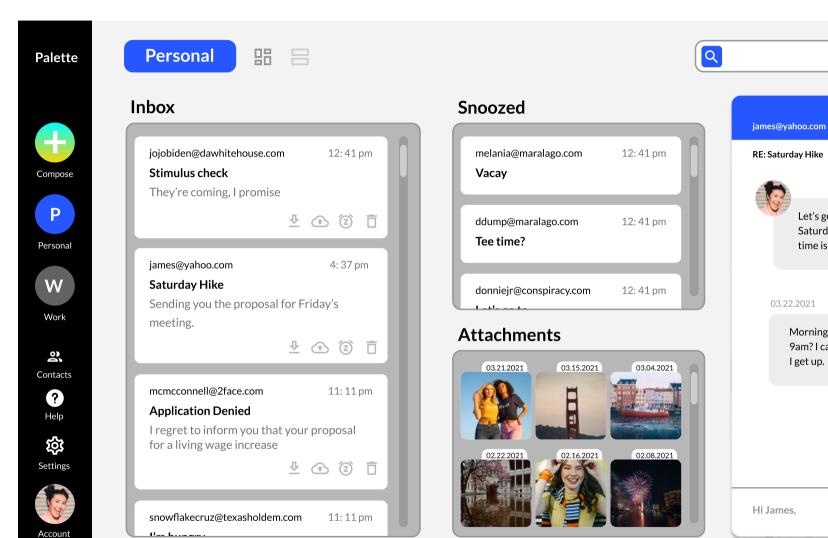
- Too many integrated apps could lead to tech friction
- Increasing market competition from both free and paid services
- Higher expectations of consumers due to market flooding of organization apps

How can we give users more control and bring the joy back to email?

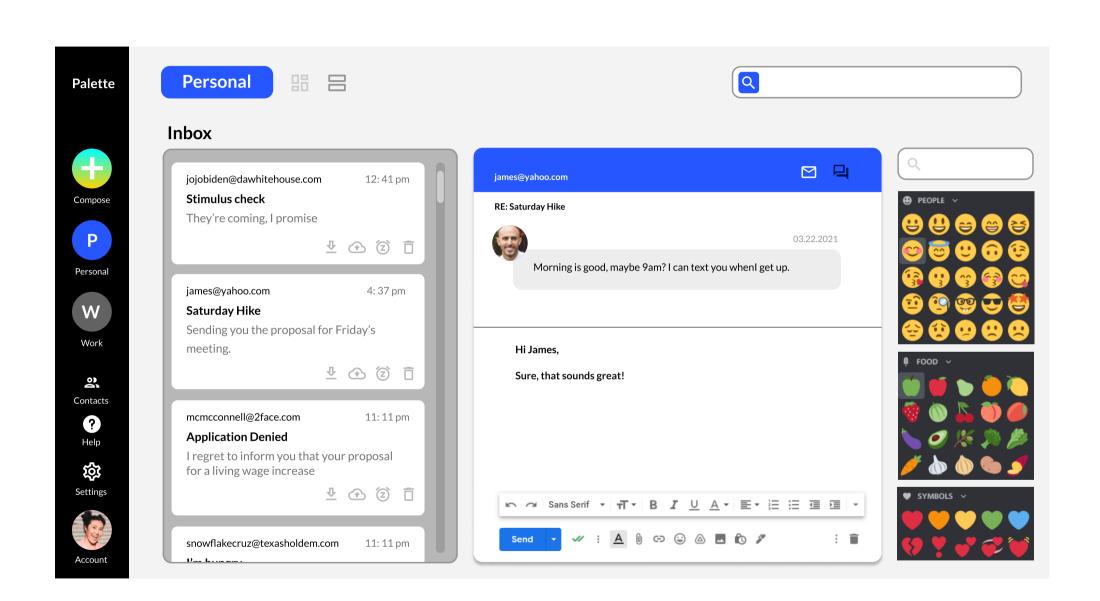
Why Palette?

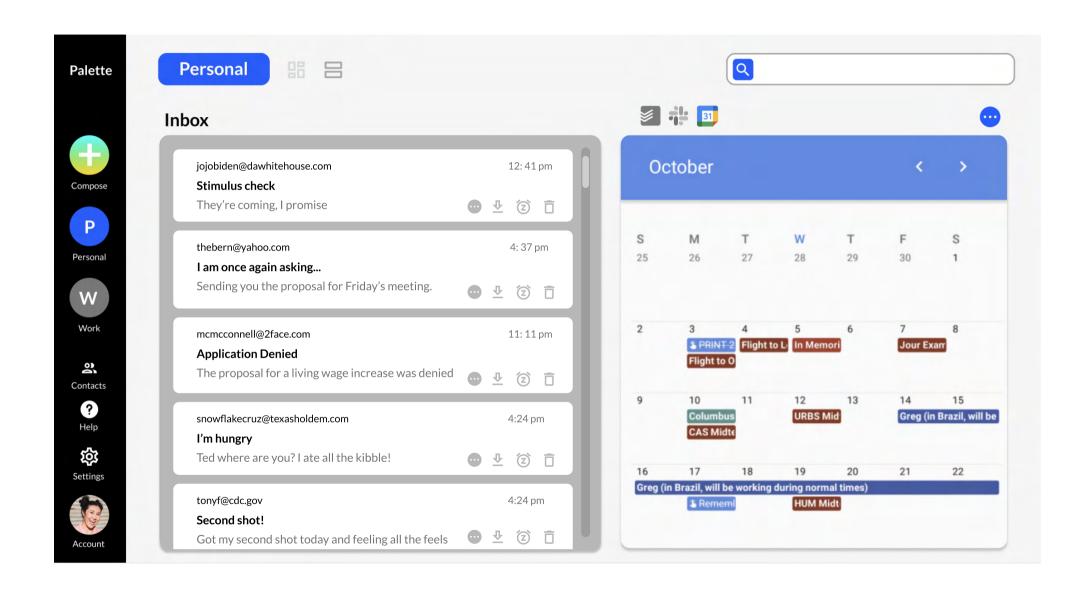
Email is a very personal experience. Palette gives users the freedom to visually arrange what they want to see.

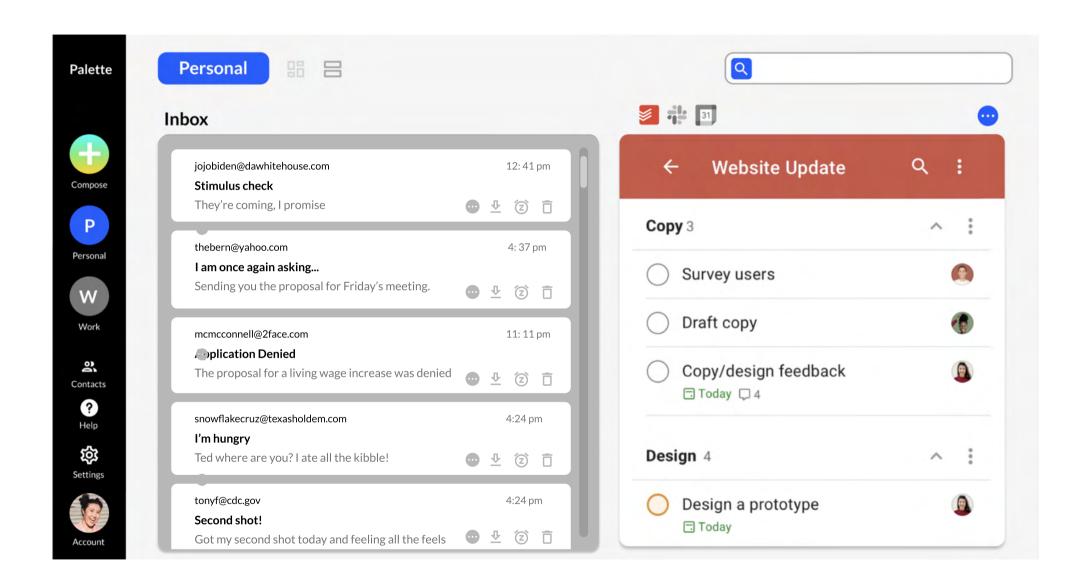


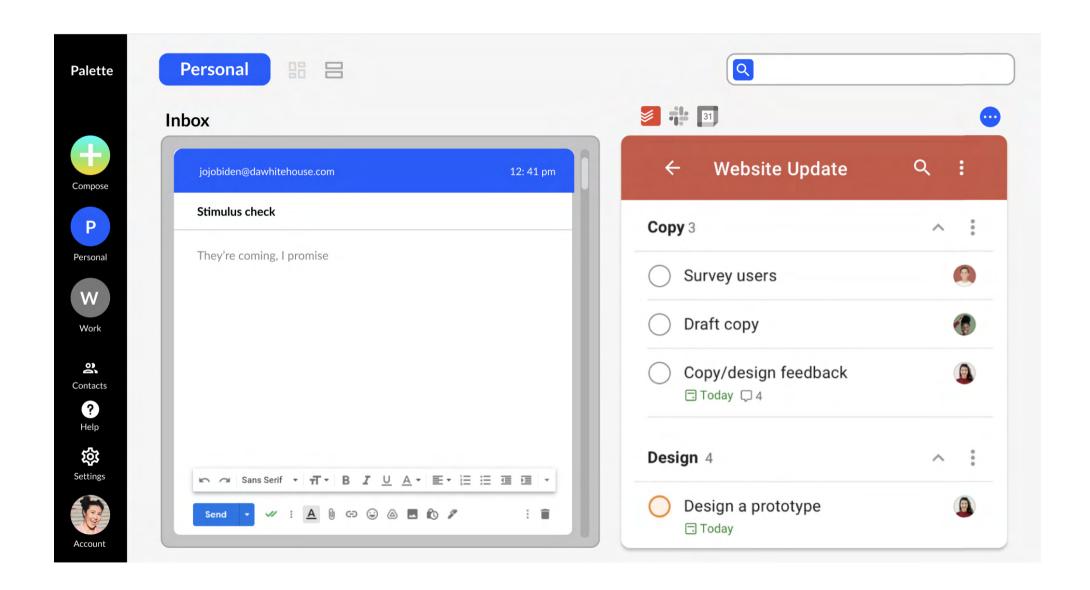


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How can we further accomodate the wide variety of unique preferences for email organization?







Thank you!