

# Palette

# Email Client Interaction

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IxD 330 Microinteraction

# Email can be overwhelming, stressful, and difficult to navigate

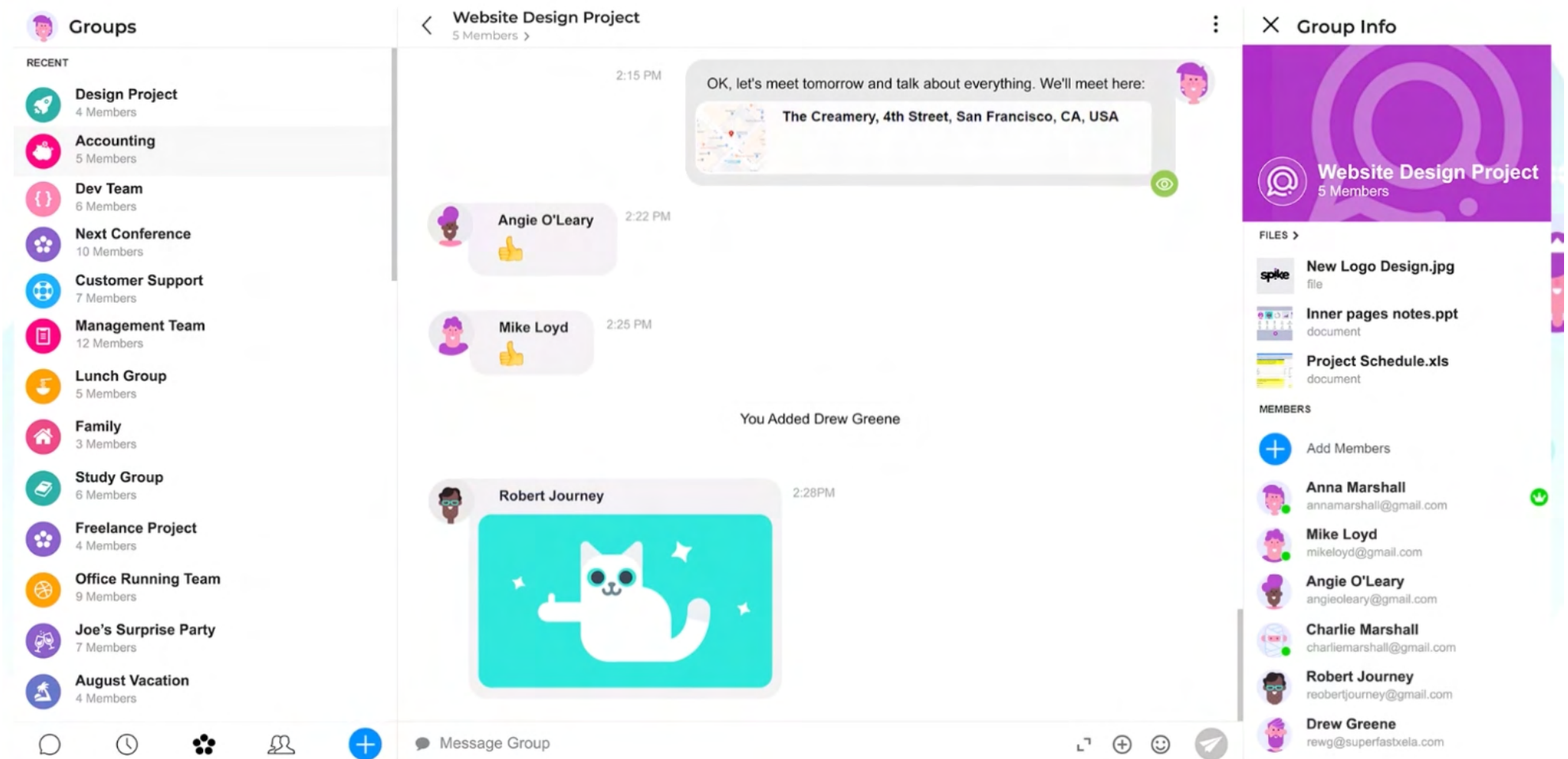


STOP SPAMMING ME.



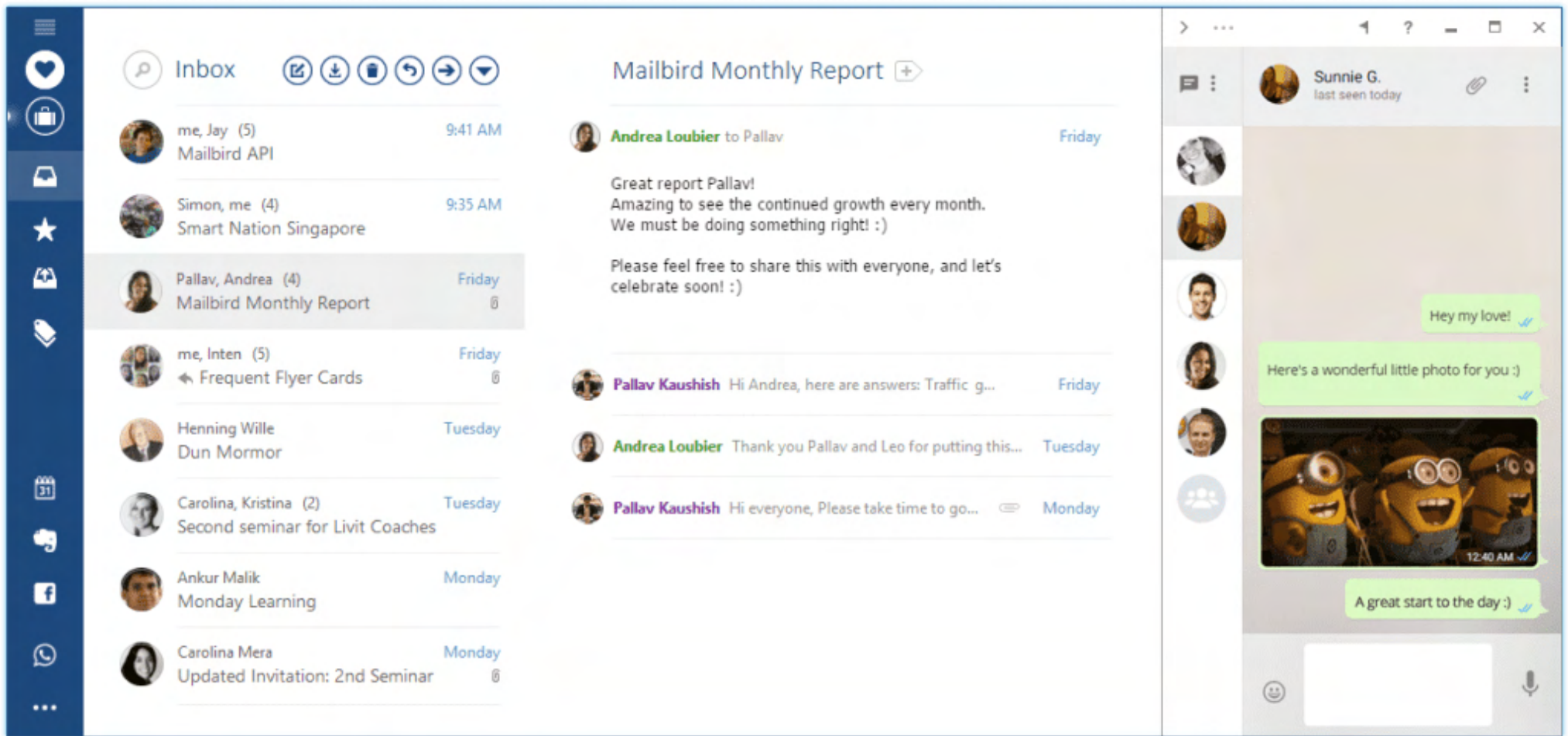
FOXADHD.COM

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

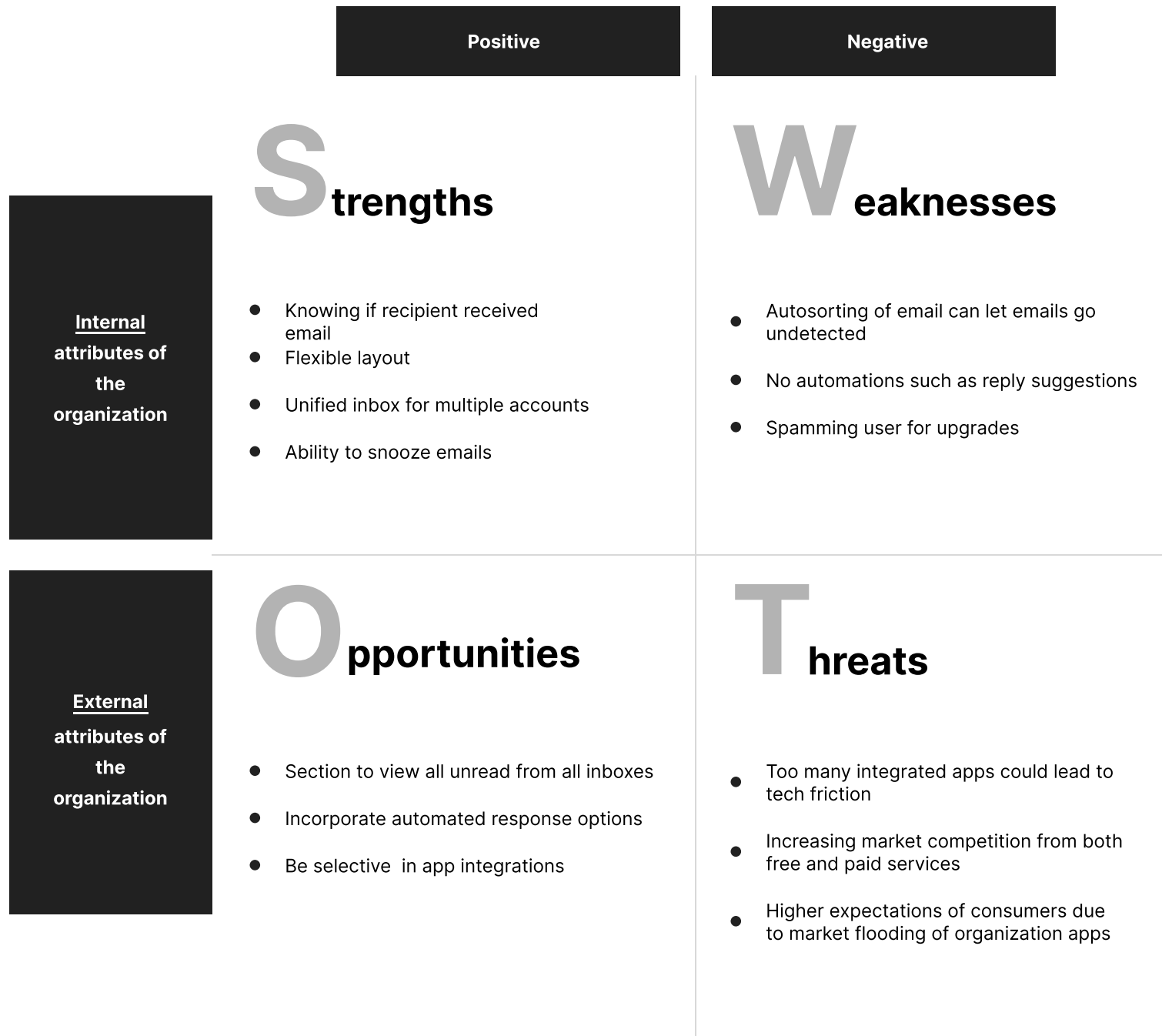


Spike

	Positive	Negative
<b>Internal attributes of the organization</b>	<p><b>S</b>trengths</p> <ul style="list-style-type: none"> <li>• Spike treats emails as chat conversations. It eliminates the long threads and simplifies the user interface.</li> <li>• Organize Your Way - customizable tags, pins, and starring.</li> <li>• Multimedia Messaging - When you want to add a little personality to your emails, send emojis, GIFs, doodles, and photos.</li> </ul>	<p><b>W</b>eaknesses</p> <ul style="list-style-type: none"> <li>• "Work email accounts with @customname.com are not free. Charged per email account."</li> <li>• Could use more modern appearance to look dynamic and seductive.</li> <li>• Has a lot of hidden features that could be better introduced/utilized.</li> </ul>
<b>External attributes of the organization</b>	<p><b>O</b>pportunities</p> <ul style="list-style-type: none"> <li>• Scanable and intuitive user interface can make decision making easier/smarter/faster</li> <li>• Incorporating smart communication to prewrite message templates, add friendly media to make the experience more human/fun.</li> <li>• Removing threads and finding new ways that filter through old email conversations that are simplistic/easy to use.</li> </ul>	<p><b>T</b>hreats</p> <ul style="list-style-type: none"> <li>• Paid free alternatives - users may not want to pay premium on service</li> <li>• Data protection - users data can get wiped out or stolen</li> <li>• Competitors may have similar functions and win over current users.</li> </ul>



## Mailbird

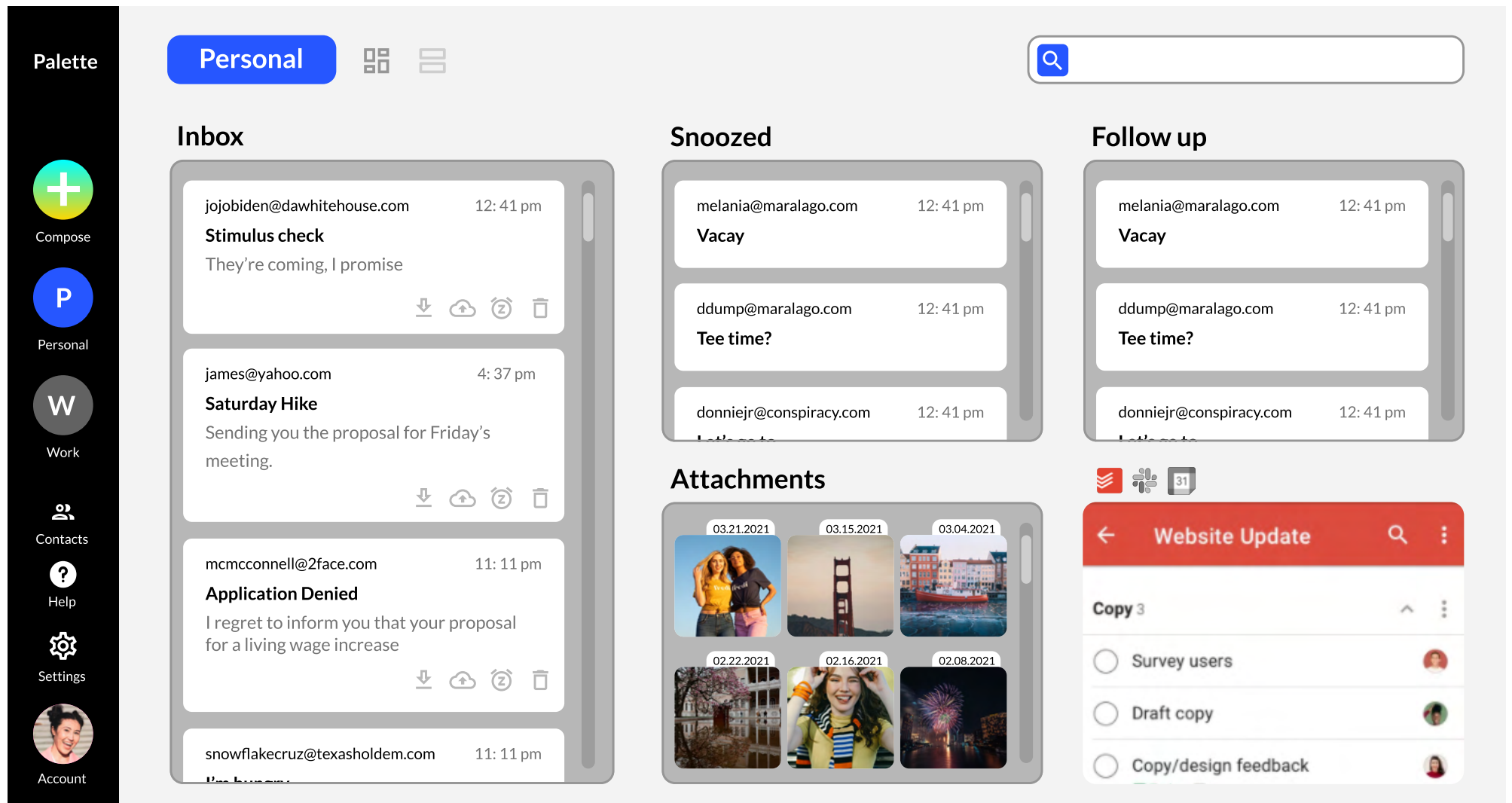


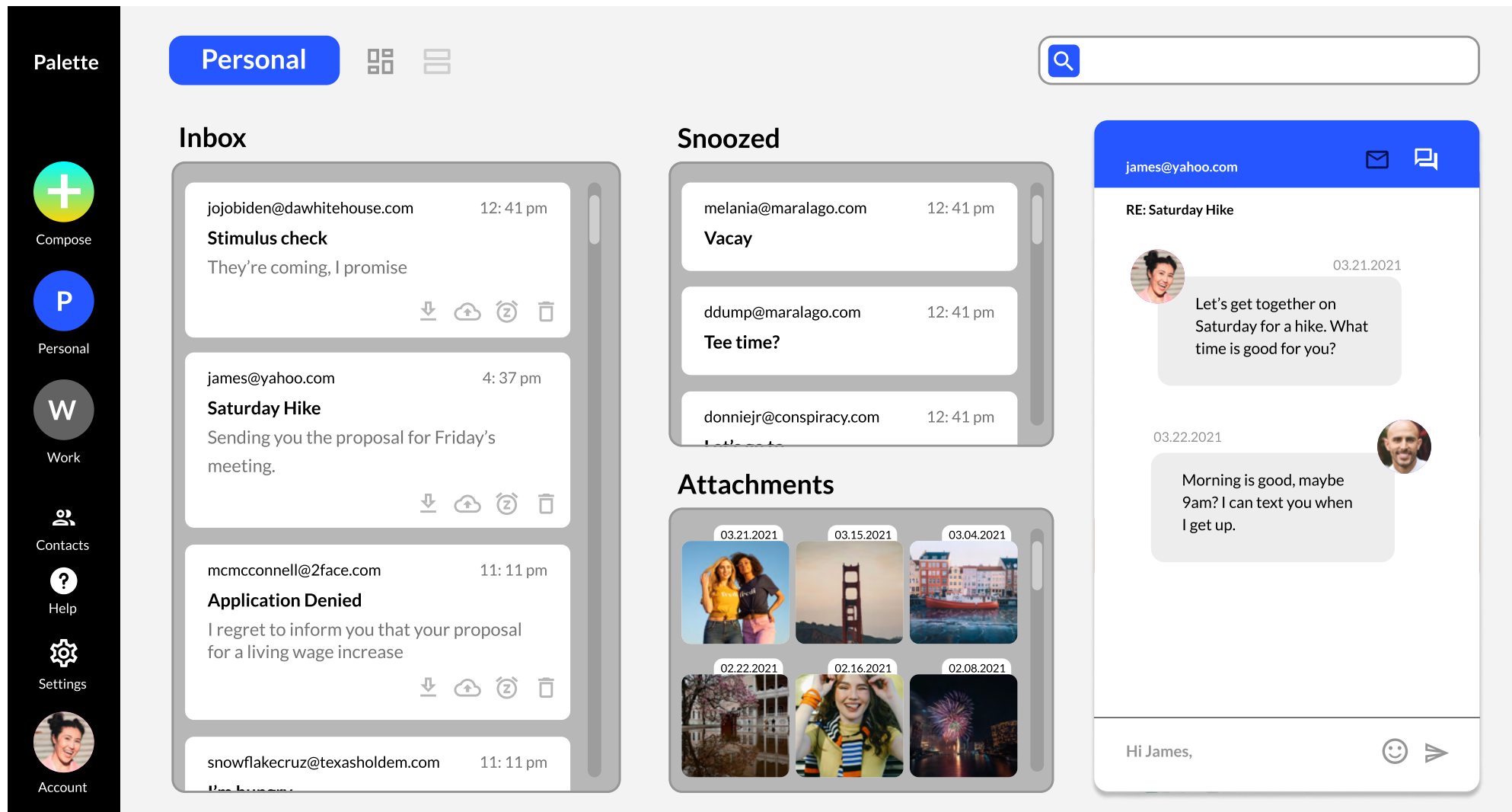
How can we give users more control and bring the joy back to email?

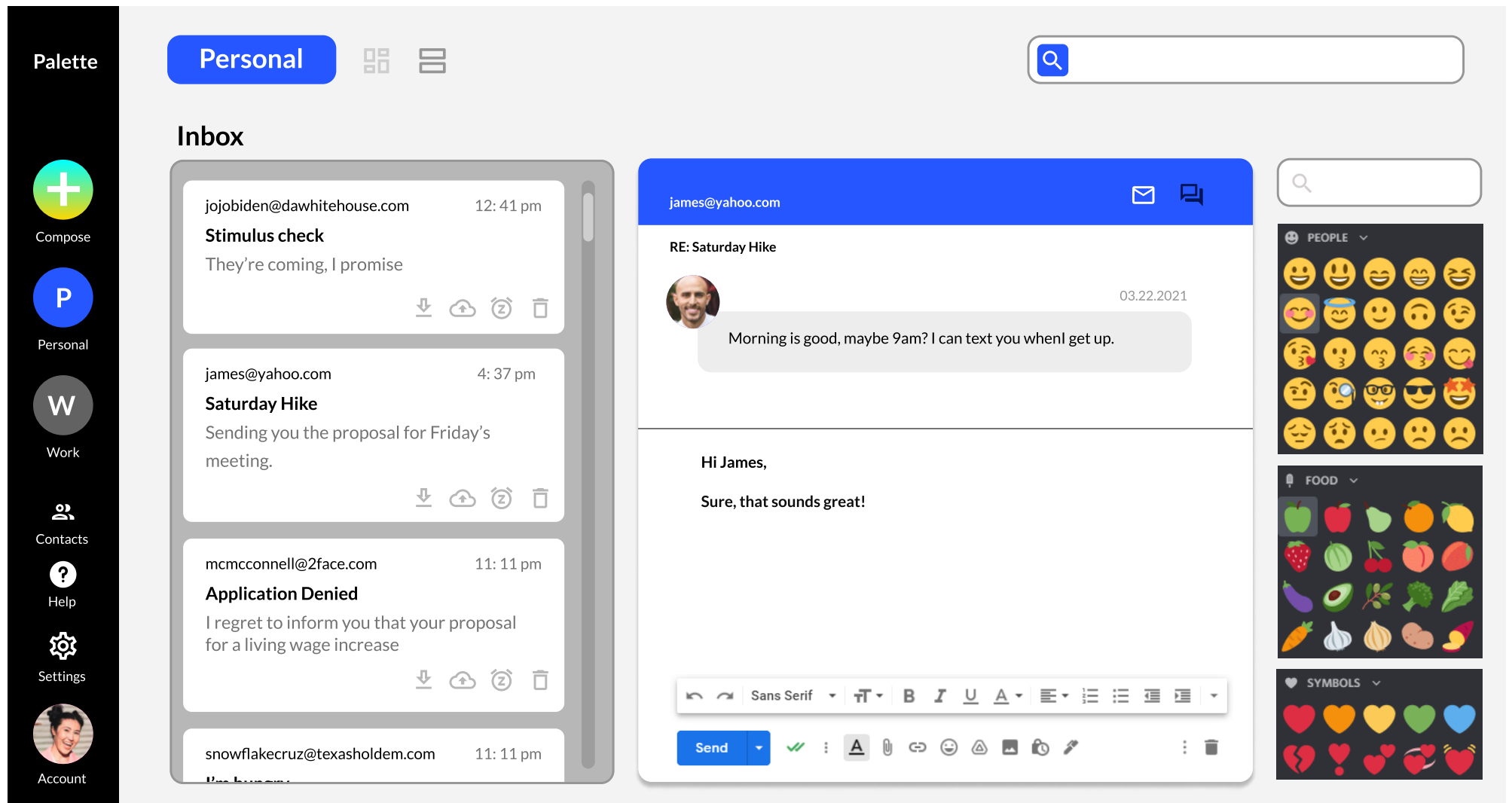


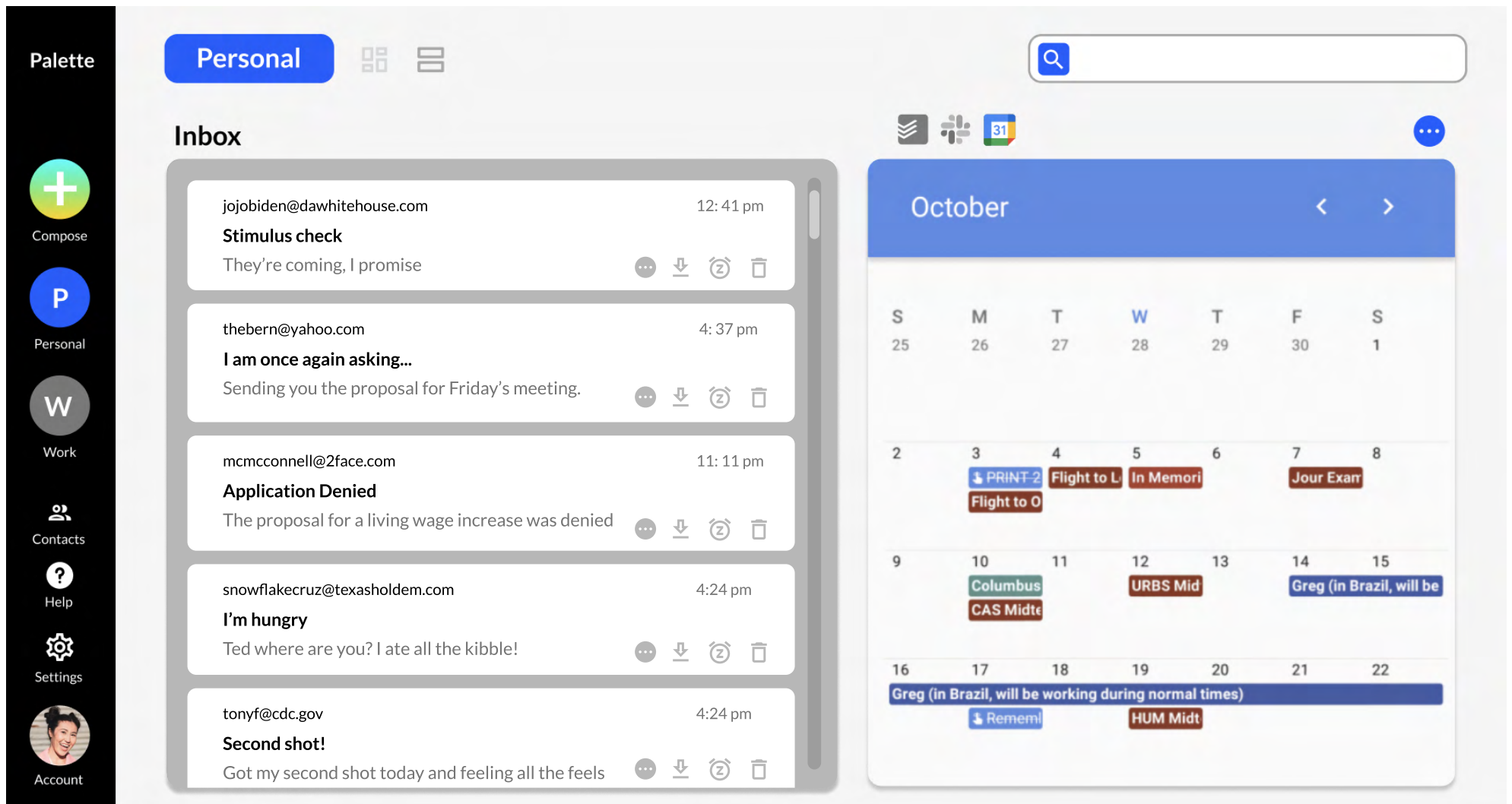
# Why Palette?

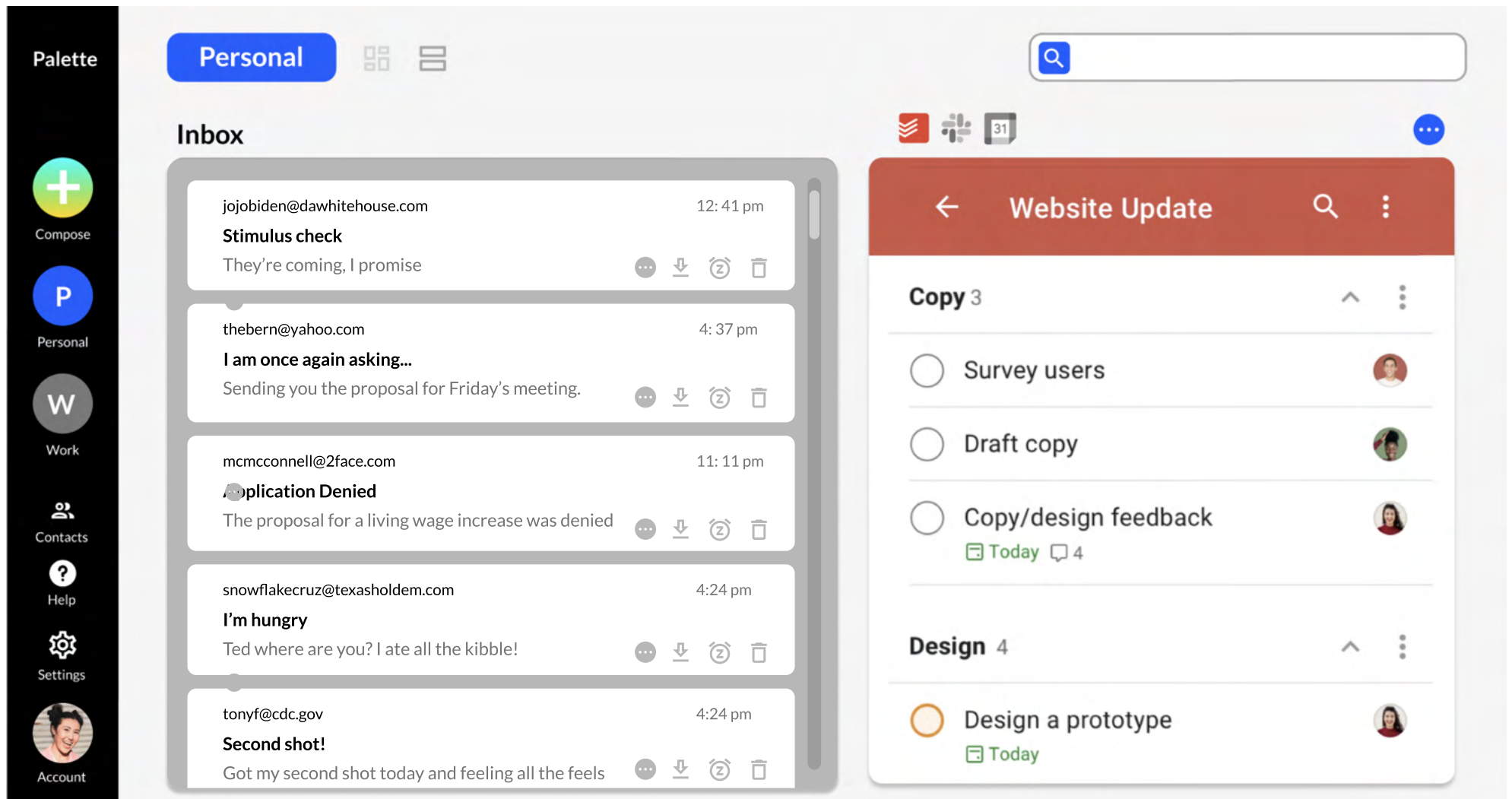
Email is a very personal experience.  
Palette gives users the freedom to  
visually arrange what they want to see.

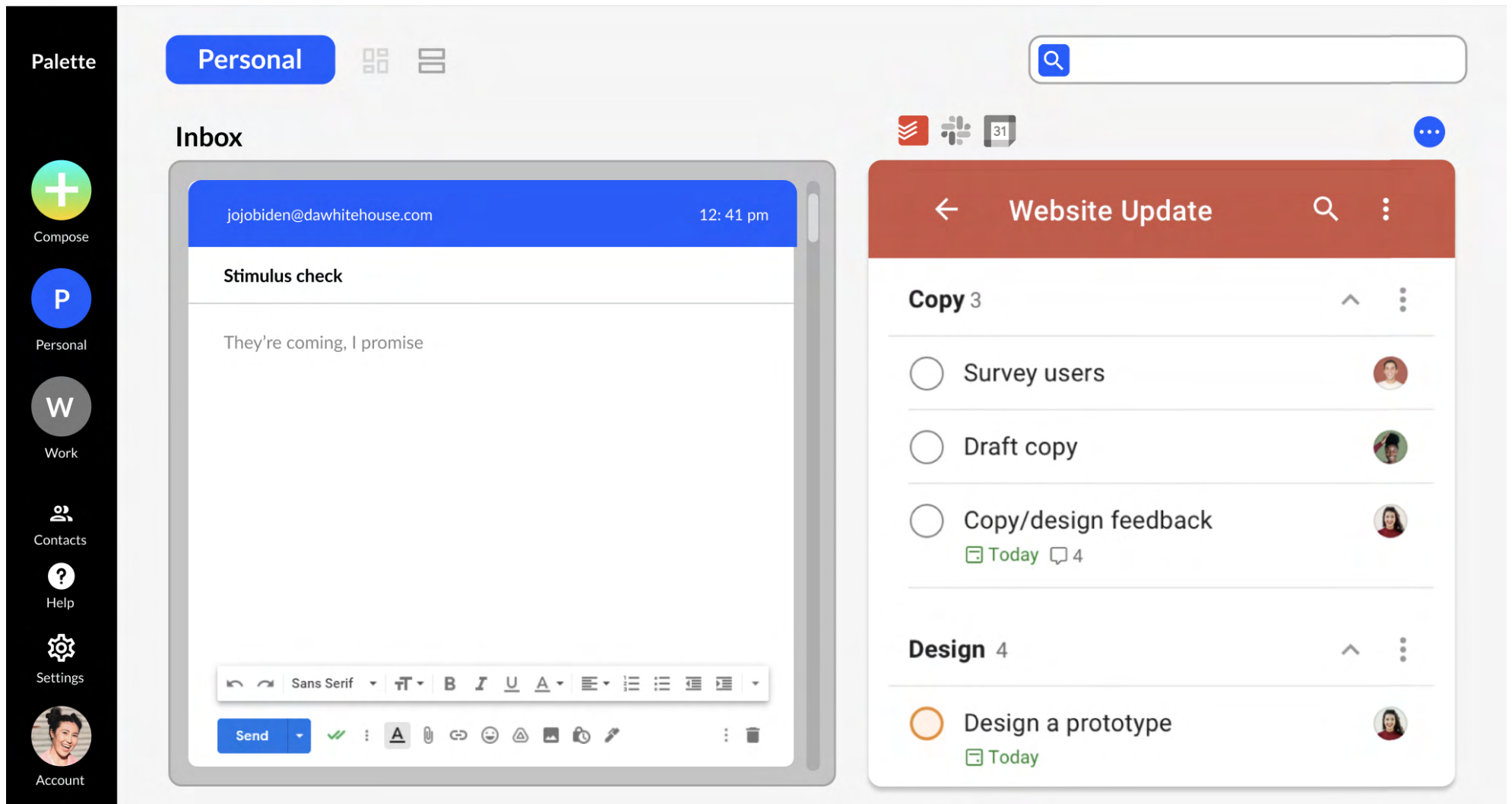












How can we further accomodate the wide variety of unique preferences for email organization?





**Thank you!**