

Redesigning Gmail

Aritro Paul - Studio Project 3

Strategy

Pain Points



Overcrowded

Gmail’s web interface is overcrowded with the mailbox and all the 100 additional options it provides.



Grouping

Gmail has a fantastic grouping functionality, but it’s confusing and tough to use, so it ends up as not being used to its full potential.

Compose

Inbox

3,492

Starred

Snoozed

Important

Sent

Drafts

31

Categories

[Airmail]

Meet

New meeting

Join a meeting

Hangouts

Aritro

Abhijit Paul

Ashwini Purohit

Bela Das

Devansh Kukrety

Primary

Social

9 new

sachin kelkar, LinkedIn, Gaurav Sharma, J...

Promotions

6 new

Flipboard 10 for Today, Will from egghea...

M&T Digital Wallet .

Important Information Regarding Your M&T Card - M&T Bank Logo M&T Bank Logo ARITRO

info

Received Online Application - Received Online Application Hello Aritro Paul, You have comp

info

Online Application Submitted - Hi Aritro, We have received your completed application for V

Christian Esmann

Jobit - iOS Developer - I came across your GitHub profile. We are looking for an iOS develop

Craft Docs Team

Craft update - Web Editor, Mac & iPad apps supercharged - 1.5 - Craft update -

Rathina from Crio.Do

You have a message from Myleshen, a Crio alumni, placed in Blackhawk Network! - Unsub

DigitalOcean Tech T.

Demos or games? Why not both! Join us for Cloud Chats - [.] Tech Talks Build a Web App

Latest | Update 2

Alert! RTGS won't be operational on April 18 - Alert! RTGS won't be operational on April 18.

Win Now

Mega contest win1st Prize Rs.2 Crore - Unsubscribe

Max Life Insurance

aritra.paul61@gmail.com, Pay Till 60 Age & Get Cover Till 85 Age. - To stop receiving thes

CAR DEKHO GAADI STO.

Sell your used car & get the amount instantly in your account! - Free Home Car Inspection,

ICICIdirect

Open a ICICI account & get benefit worth Rs 11673 - To stop receiving these emails,Unsubs

Limited Period Offer

aritra.paul61@gmail.com, Steal the deal for Today - Family Health Insurance with Care Reli

Job | Updates

Coal India Medical Executives Recruitment 2021 - Coal India Medical Executives Recruitme

Kotak Securities Lt.

ZERO brokerage on intraday trades with Kotak Securities Trade_Free Plan. - To stop receiv

Threads

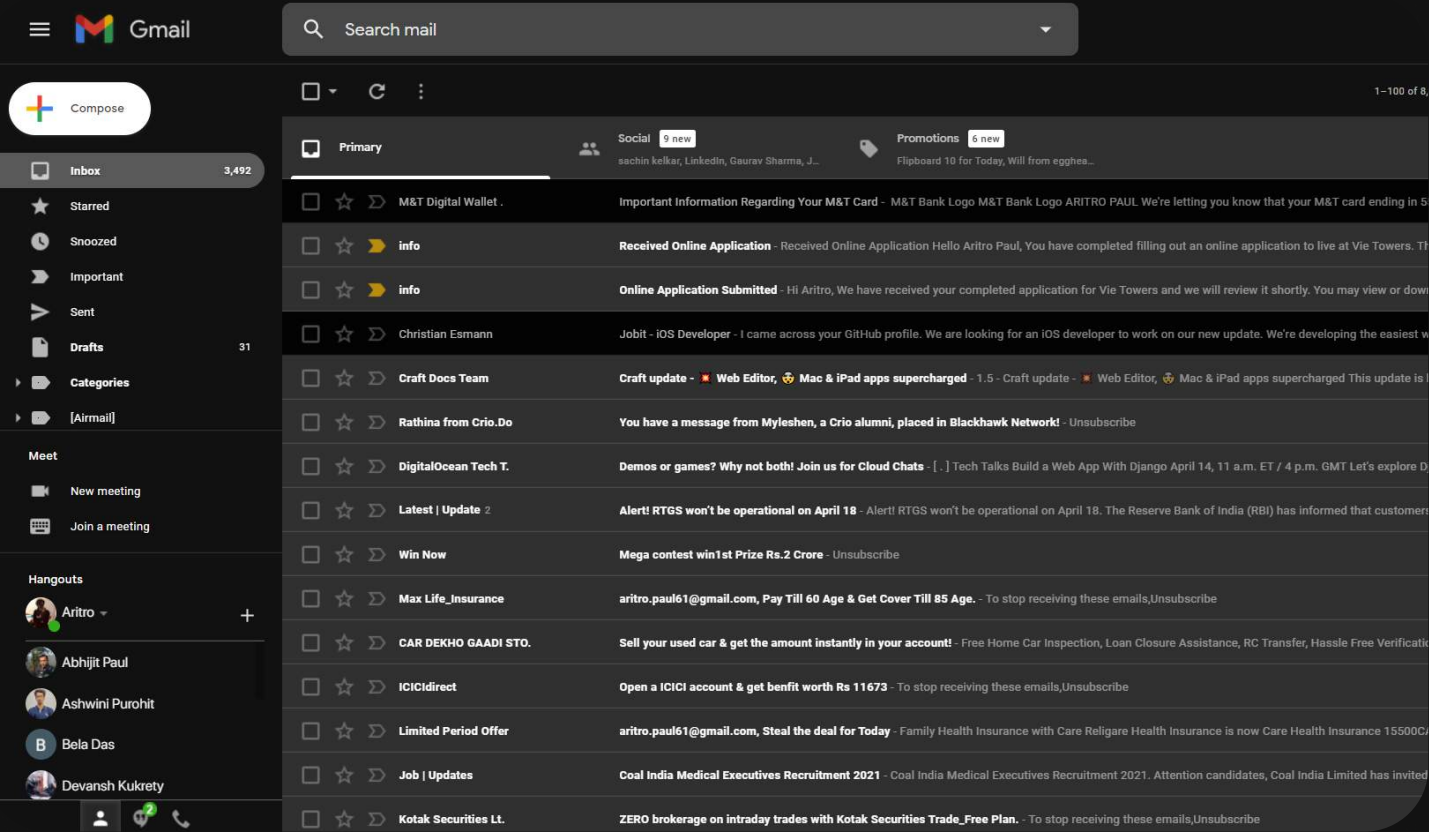
The whole concept of mails and reply mails is really old now, and the concept of thread is trying to replace it, but I feel gmail is not using that properly. The threads are very glitchy, and mails and attachments often disappear.

Redesign Goals

The great fixes

Clean up the interface

Cleaning out the interface to provide visual clarity and highlight all features properly. This would let users feel out the application more and increase engagement.



Redesign Goals

The great fixes

Create extensive grouping options

Utilise the powerful grouping features and expand to help users who regularly have > 10,000 mails in their inbox. Utilise spam detection and smart filters to the maximum.

From

To

Subject

Has the words

Doesn't have

Size

greater than

MB

Date within

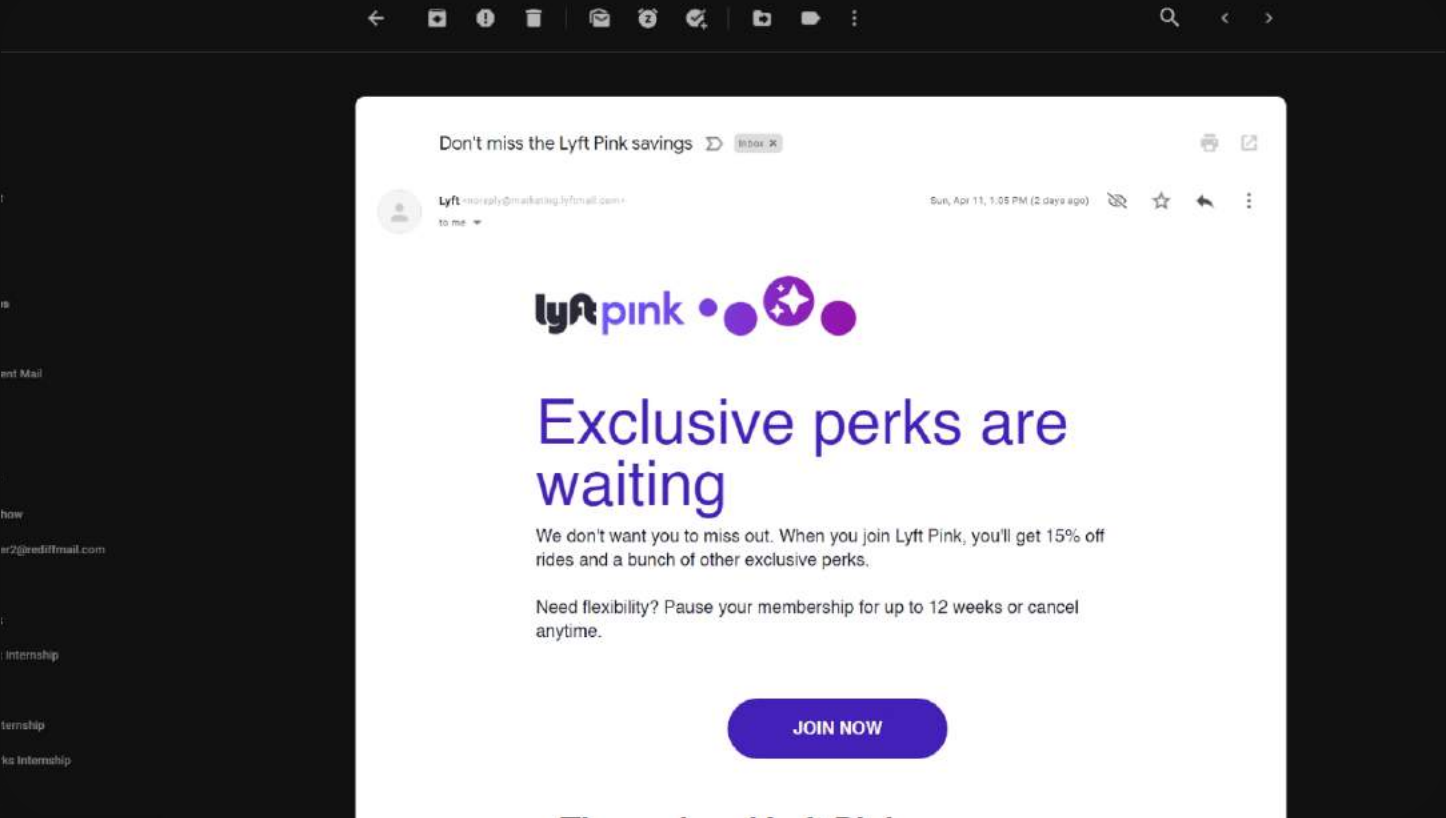
1 day

Redesign Goals

The great fixes

Emails are nothing but messages

Reimagine email as messaging threads, like iMessage and support all kinds of attachments with proper threads, branches, and replies.



Moodboard

The look'n feel



Clean

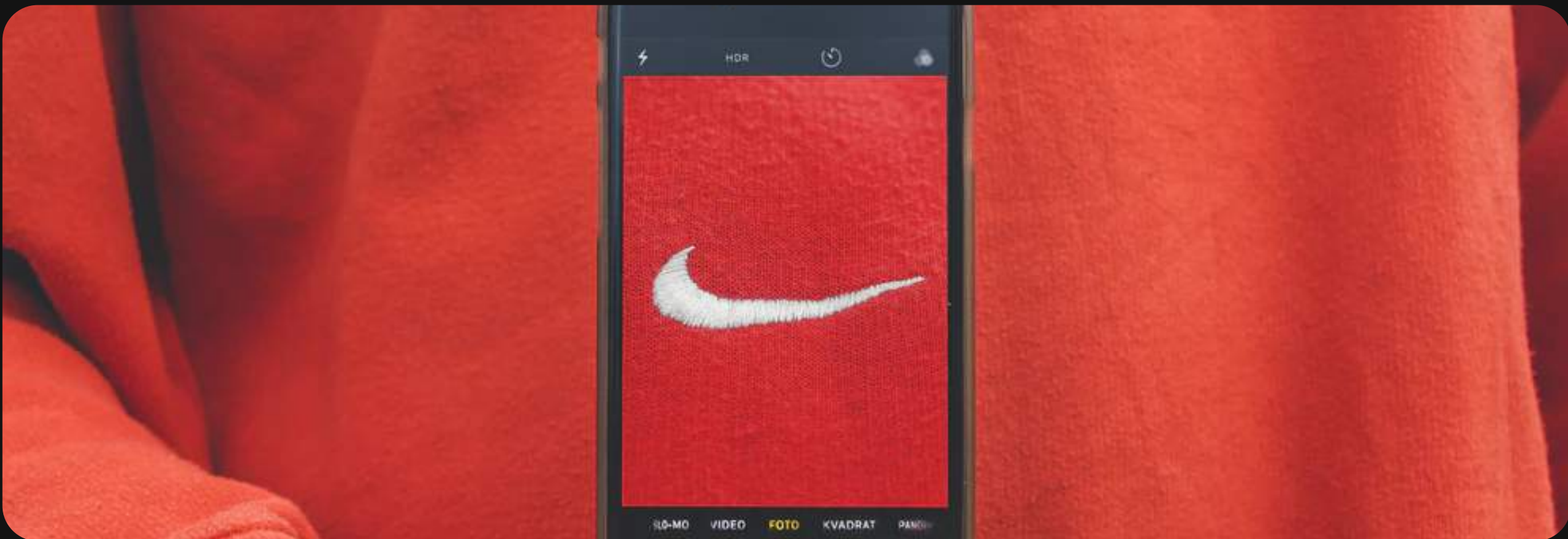
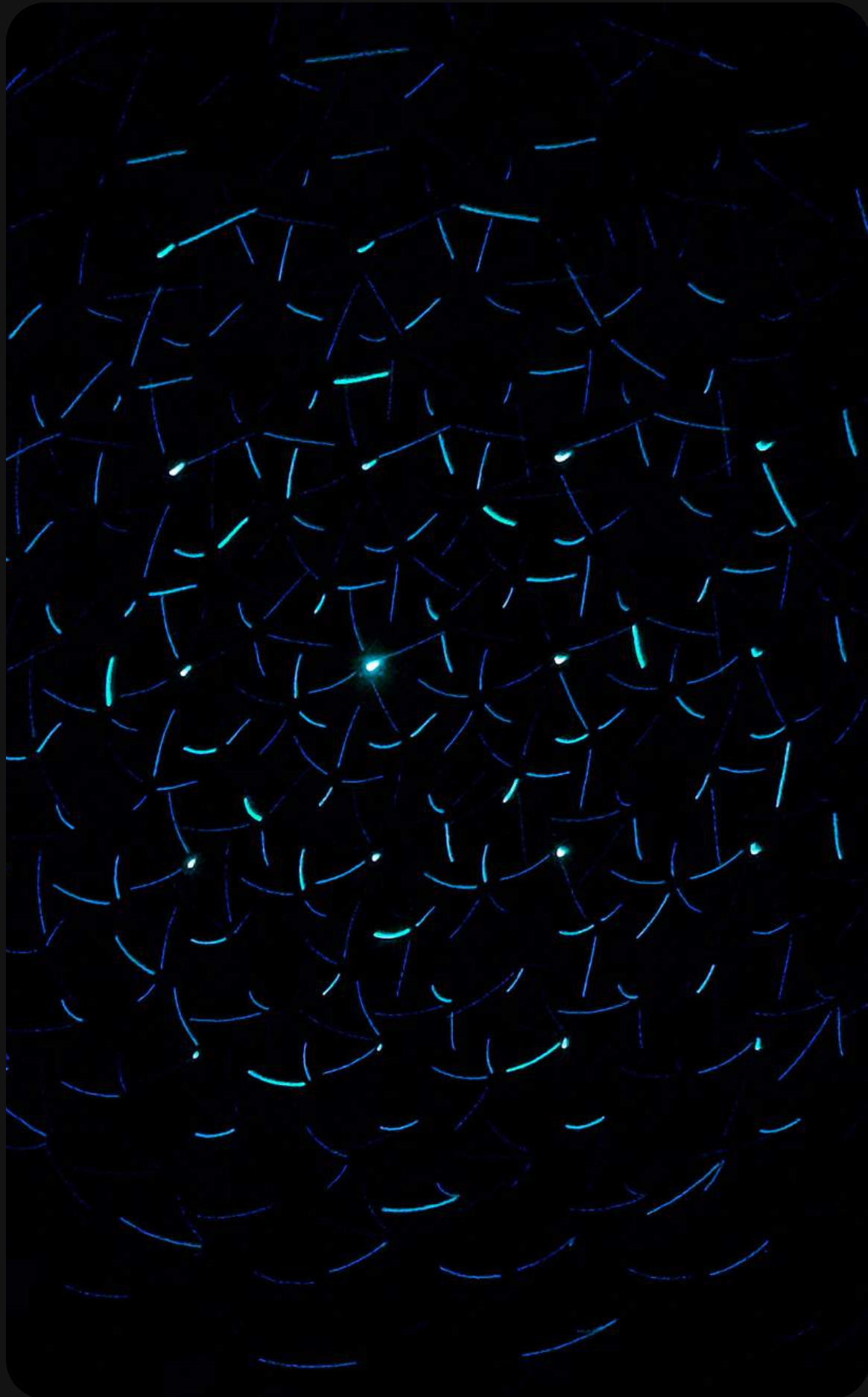
Fast

Moody



Dark

Smooth



Typography and Colors

Making it pretty

SF Pro Display

Header

40 Pt

SF Pro Text

Body

20 Pt



Google Colors

Execution Goals

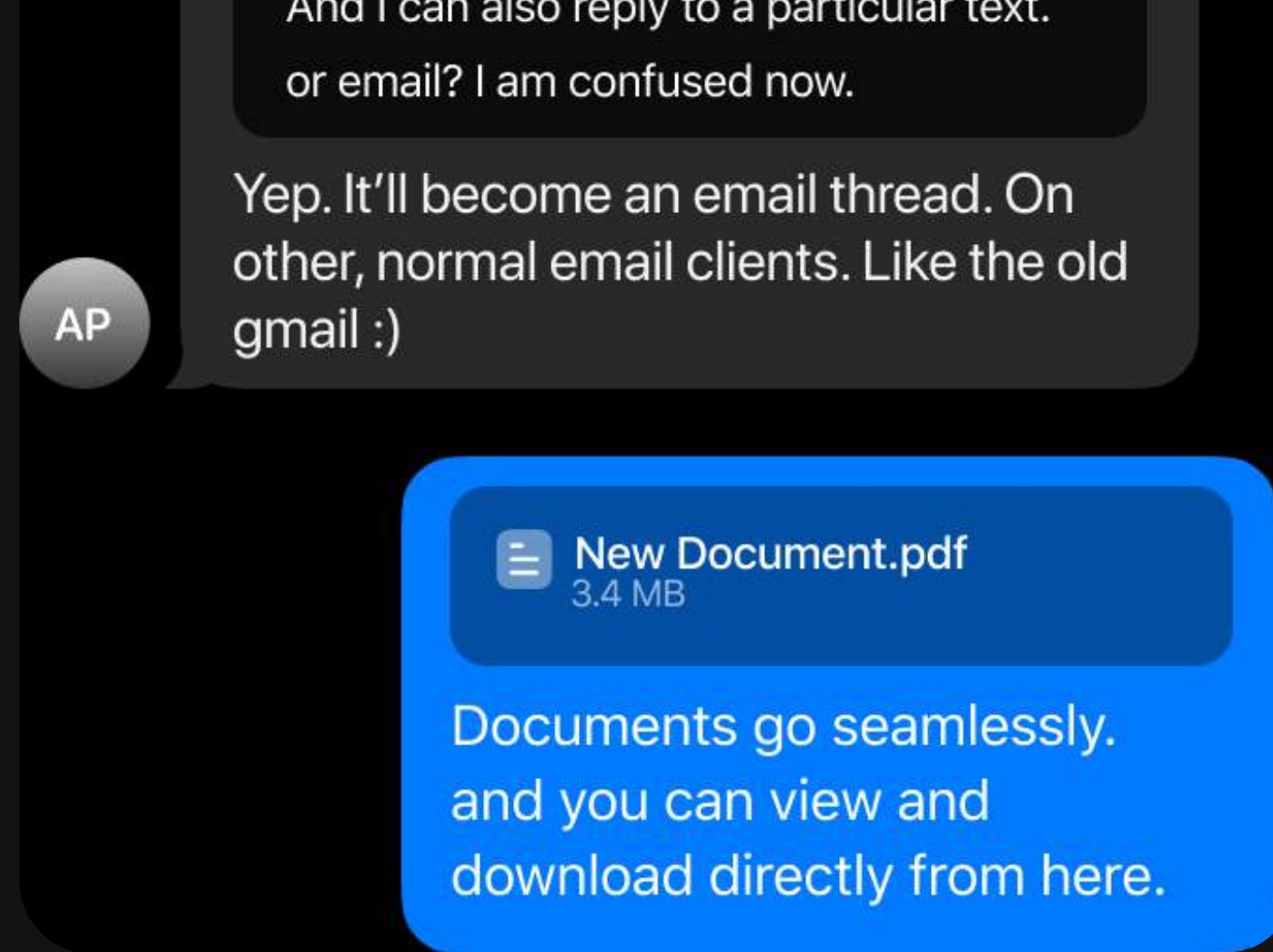
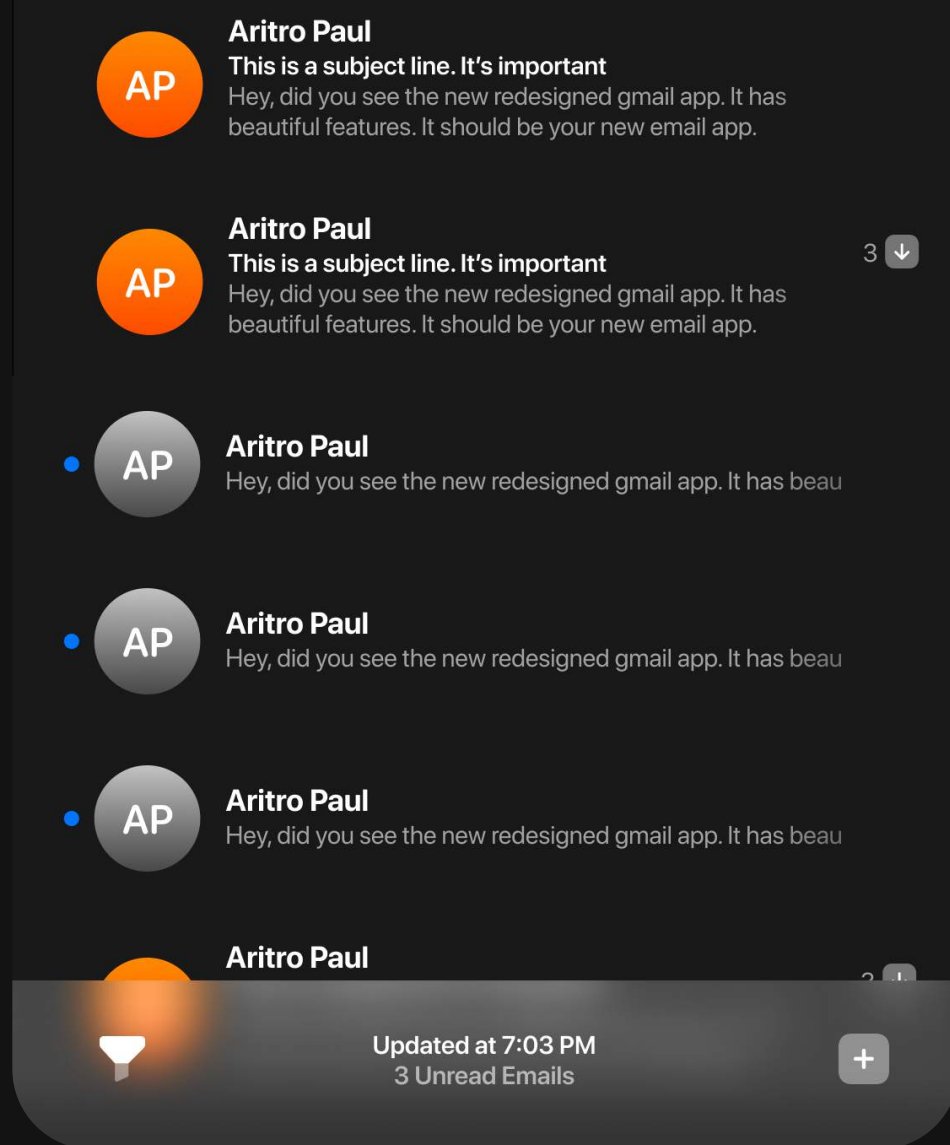
What am I building

Mobile App

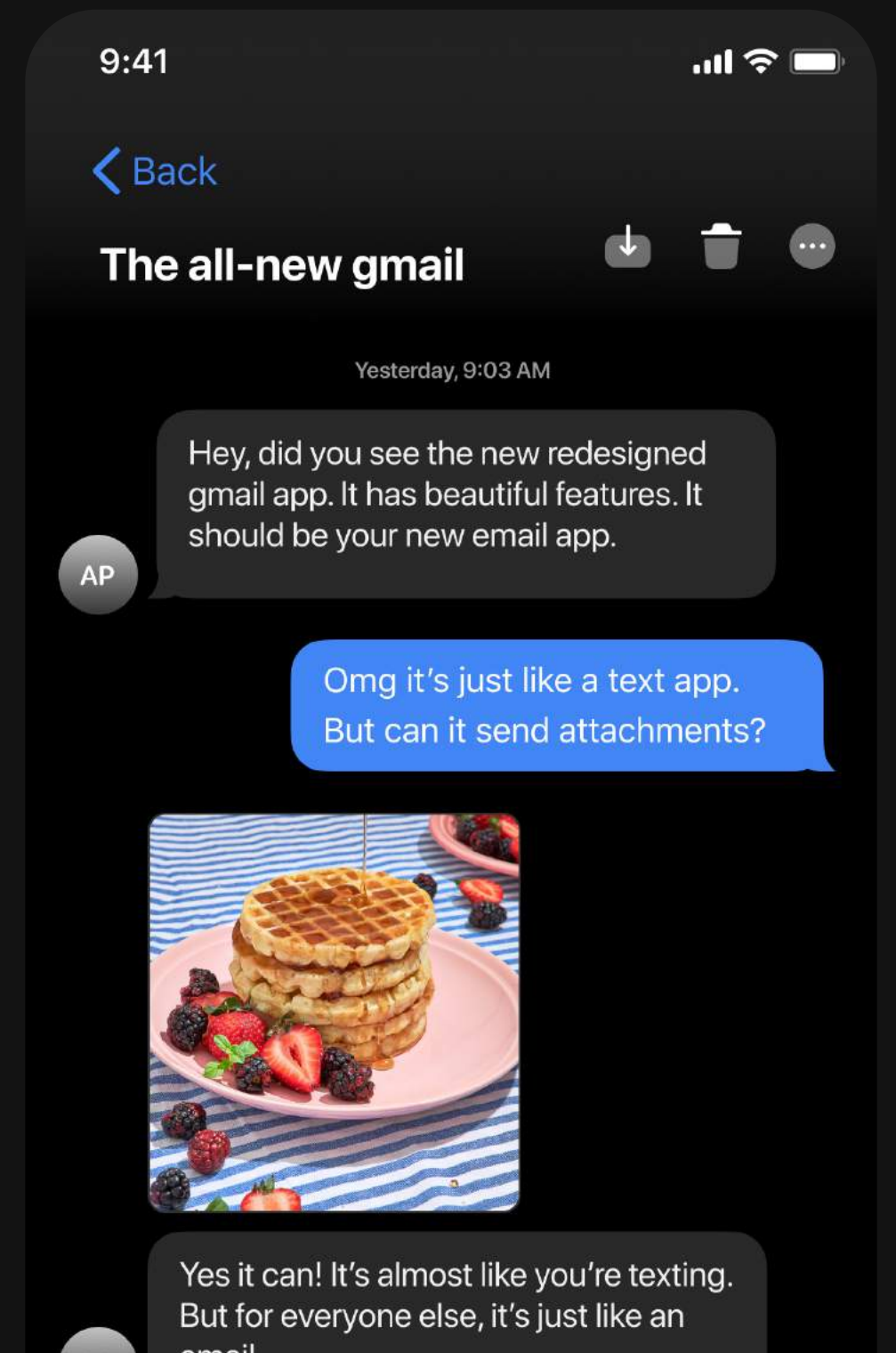
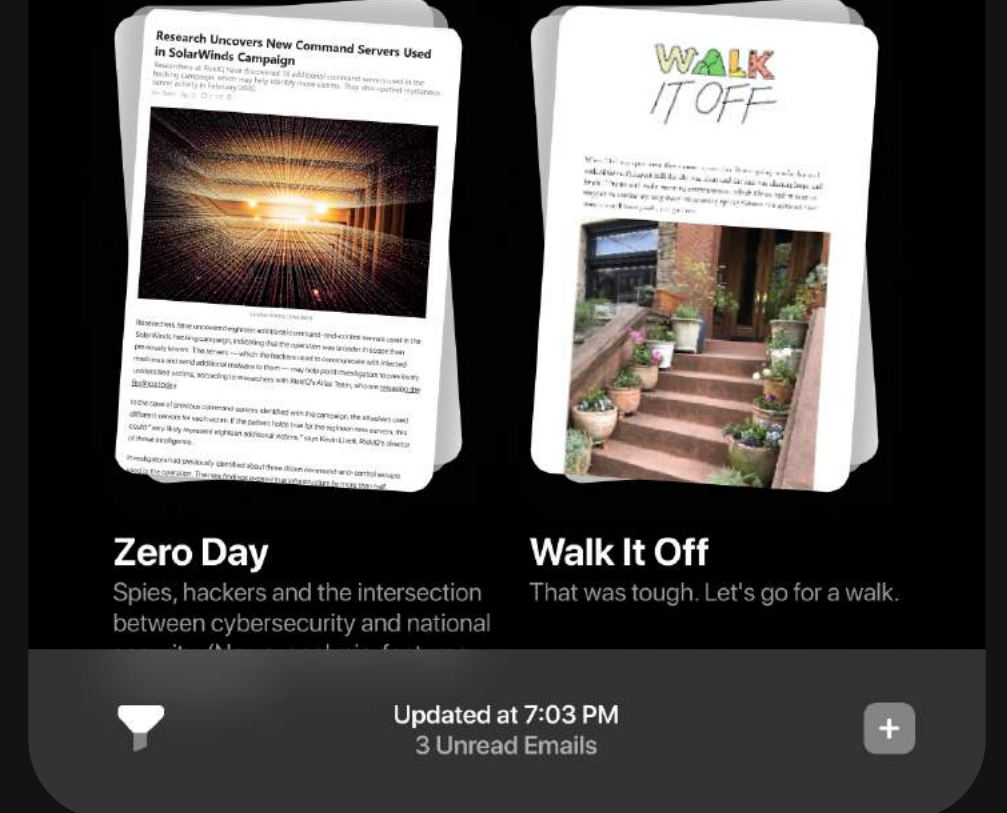
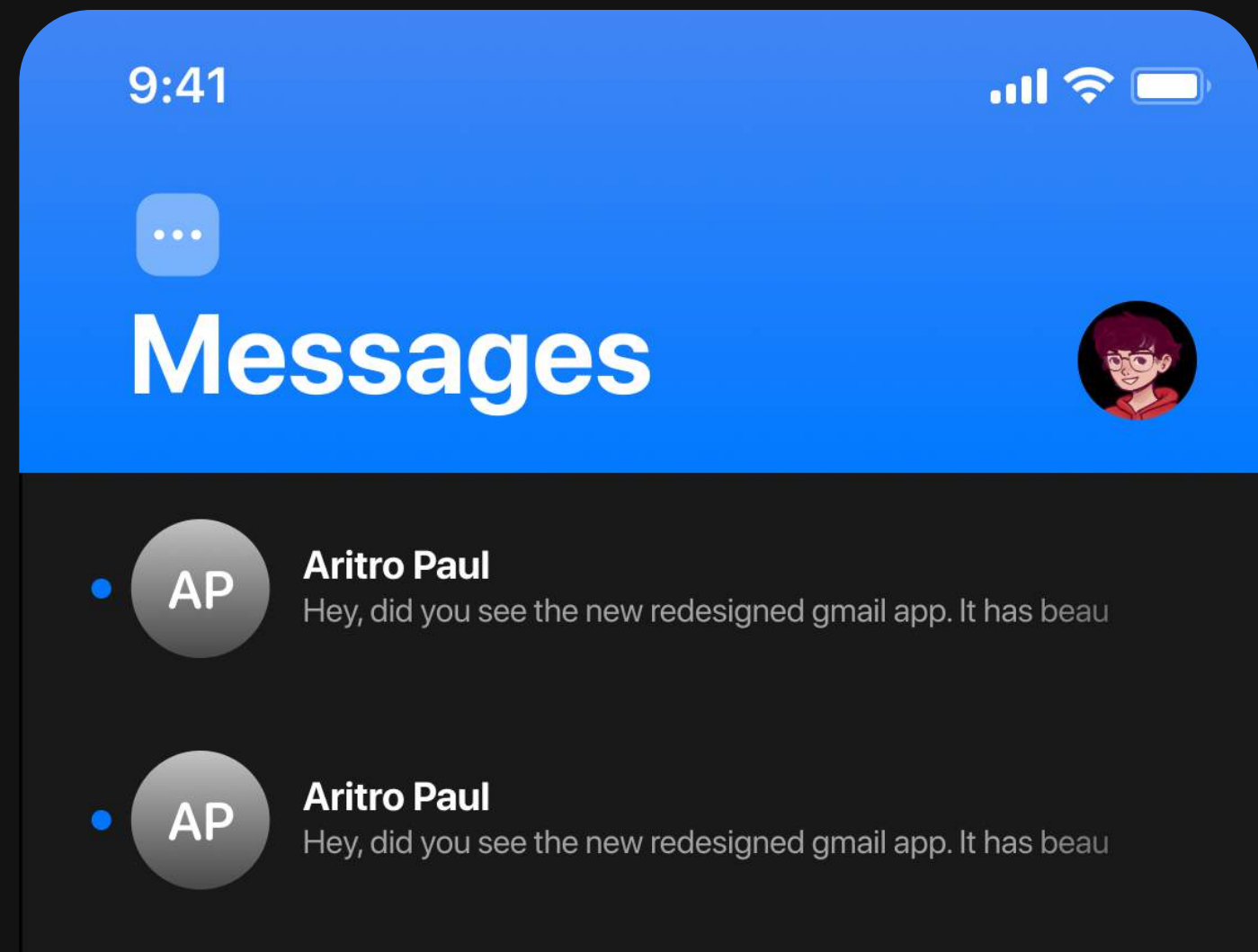
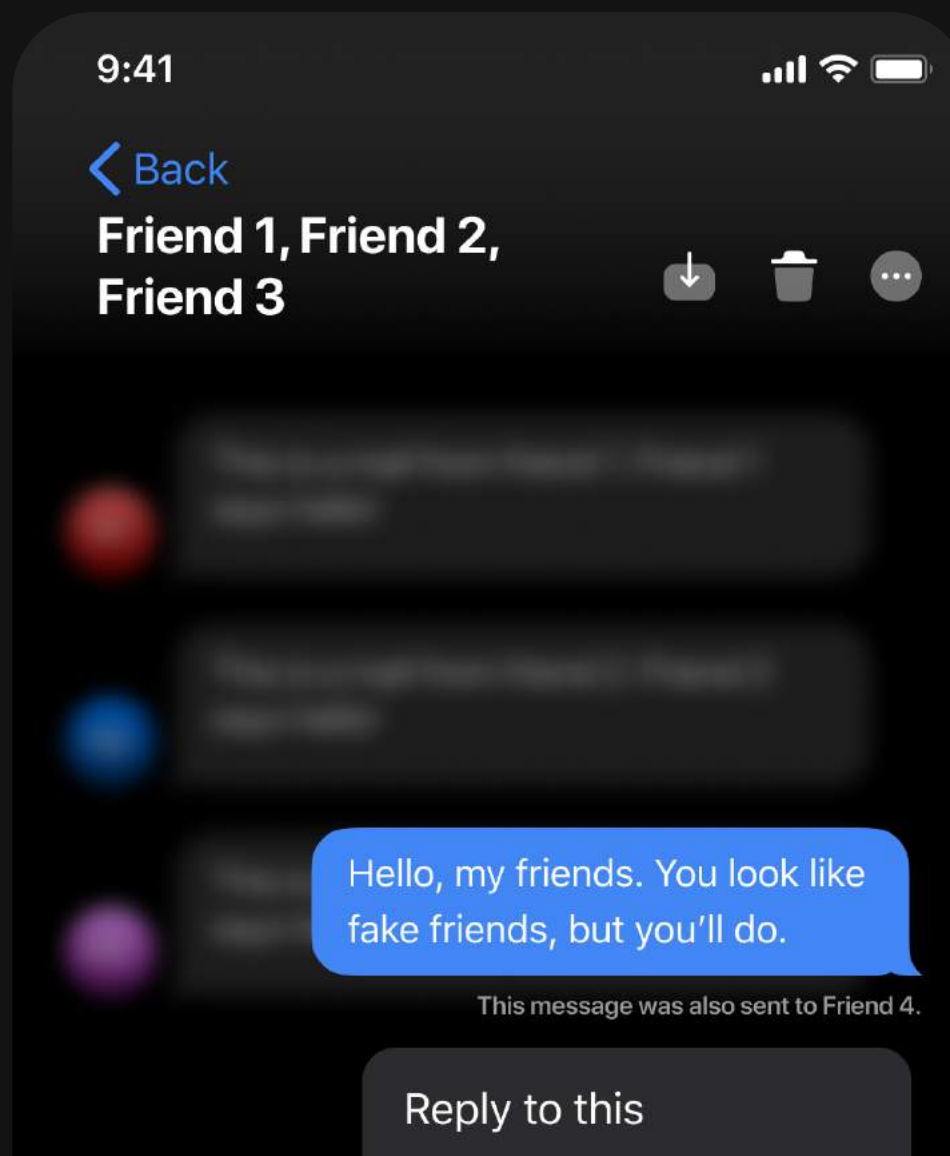
CarPlay App

Merch

Snail Mail



The all new gmail



Attachments

New Document.pdf
3.4 MB

Documents go seamlessly.
and you can view and
download directly from here.

Replies

And I can also reply to a particular text.
or email? I am confused now.

Yep. It'll become an email thread. On
other, normal email clients. Like the old
gmail :)

Media



Yes it can! It's almost like you're texting.
But for everyone else, it's just like an
email.

Transactions

This is your receipt for the order on 7th Aug. We
hope you liked the food.

Panda Express

1 Extra Large Plate with 3 entrees	\$ 11.65
1 Medium Coke	\$ 2.00
Total	\$ 13.65

Carbon Copies

Hello, my friends. You look like
fake friends, but you'll do.

This message was also sent to Friend 4.

Friend 5 is a good friend,
should we add him?

This message was also sent to Friend 5.
Only you can see this.

Thanks for the vote, Friend 0.

Only you can see this.

Newsletters



Zero Day
Spies, hackers and the intersection
between cybersecurity and national
security. (News, analysis, features,
investigations)

Mail Options

Subject
This is what a new email looks like

Voice Note Media Documents

CC someone BCC someone

Message from Aritro Paul

The car assistant shows only important and urgent messages. You don't even have to read it, it'll read it out to you. A fully accessible voice control assistant at your fingertips.

Reply

→ Next

Reply to Aritro's Message



This is the coolest voice composer I've seen in a car. I don't even have to do anything, just lay back and sleep! Auto drive auto email auto everything!

Send

You're Driving Right now
You can switch to the car assistant.

Switch

Now on your Tesla



Messages



• AP **Aritro Paul**
Hey, did you see the new redesigned gmail app. It has beautiful features!



Aritro Paul
This is a subject line. This is ...



But can it send attachments?





Powered
By **Gmail**

The
Snail
Mail





The All new Gmail Available Soon

