

Case Study - "Snooze" feature for Gmail

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Problem Statement

Tom is an author and a power user of Gmail. He likes to have Gmail always open in his Desktop's browser tab. Tom works on his book for seven hours a day. During this time, he wants to keep his Gmail open to search for existing emails, however, he is always distracted by the barrage of incoming emails. He wishes there was something he could do to "hide" these incoming emails for just those seven hours.

Design a "snooze" feature for Gmail (Desktop, Browser) which will cover the use case mentioned above.



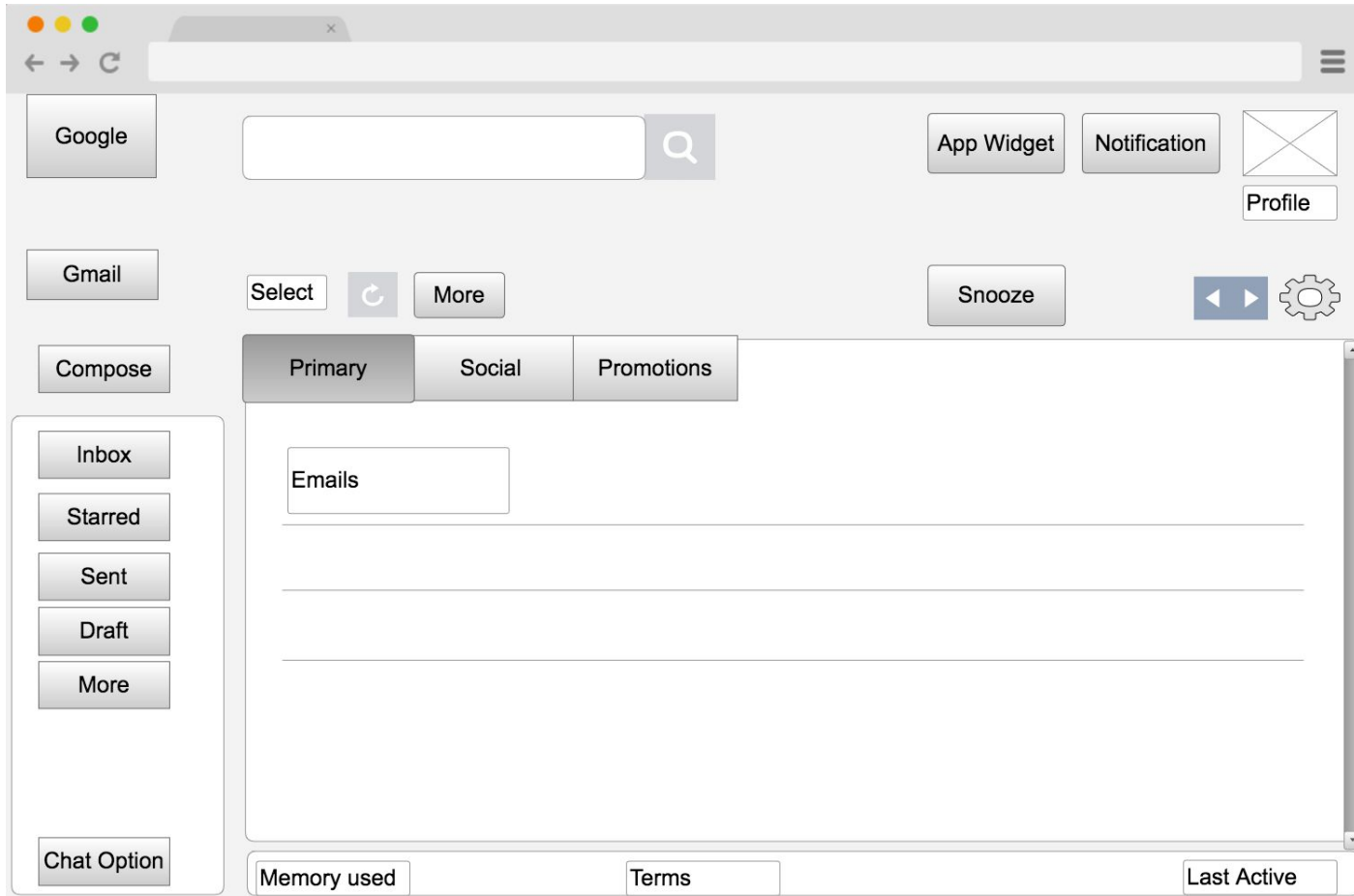
Snooze for Gmail (desktop browser version) Wireframes

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Wireframe Functionality

- ❑ Wireframe 1, contains standard Gmail page that comes after signing in, along with the new feature called Snooze. Snooze allows user to hide incoming emails for stipulated period of time set by the user.
- ❑ Wireframe 2, contains the the web-page that comes after the Snooze button in pressed on the Wireframe 1. When the recurring option is kept off, user can directly snooze for next selected number of hours and add exceptions.
- ❑ Wireframe 3, shows when recurring option is on, user can select the duration, leaves exemptions and save it. The tab in the left shows the list of saved Snoozes.
- ❑ Wireframe 4, contains the web-page operations when the Snooze has been set. Notice that there is no refresh buttons since no new mail would appear and the “End Snooze” option is available all the time.

Wireframe 1



Snooze feature is added in the standard Gmail page that comes after signing in.

Wireframe 2

The wireframe depicts a mobile application interface. At the top is a browser-like header with navigation arrows and a search bar. Below this is a main content area with a 'Google' button, a search input, and buttons for 'App Widget', 'Notification', 'Profile', and 'Snooze'. A 'Gmail' button is also present. On the left, there is a 'Compose' button and a vertical list of email folders: 'Inbox', 'Starred', 'Sent', 'Draft', and 'More'. At the bottom left is a 'Chat Option' button. The central part of the screen is a modal dialog for snoozing. It includes a 'Saved' section with 'Snooze 1' and 'Snooze 2' buttons. The 'Recurring' section has a toggle switch set to 'OFF'. The 'Duration' section has a 'Next' input followed by a line and then 'Hours'. The 'Exceptions' section has a text input labeled 'Email address, groups'. At the bottom of the modal are 'Cancel' and 'Done' buttons. A footer bar at the very bottom contains 'Memory used', 'Terms', and 'Last Active'.

Google

App Widget

Notification

Profile

Gmail

Snooze

Compose

Inbox

Starred

Sent

Draft

More

Chat Option

Saved

Snooze 1

Snooze 2

Recurring

Duration

Exceptions

Next

Hours

OFF

Email address, groups

Cancel

Done

Memory used

Terms

Last Active

Clicking Snooze on the first page brings the user here.

This page gives quick Snooze option for next selected number of hours.

Wireframe 3

Google

App Widget

Notification

Profile

Gmail

Snooze

Compose

Inbox

Starred

Sent

Draft

More

Chat Option

Saved

Snooze 1

Snooze 2

Recurring

Leave

Duration

Exceptions

From

To

Email address, groups

Cancel

Save

Memory used

Terms

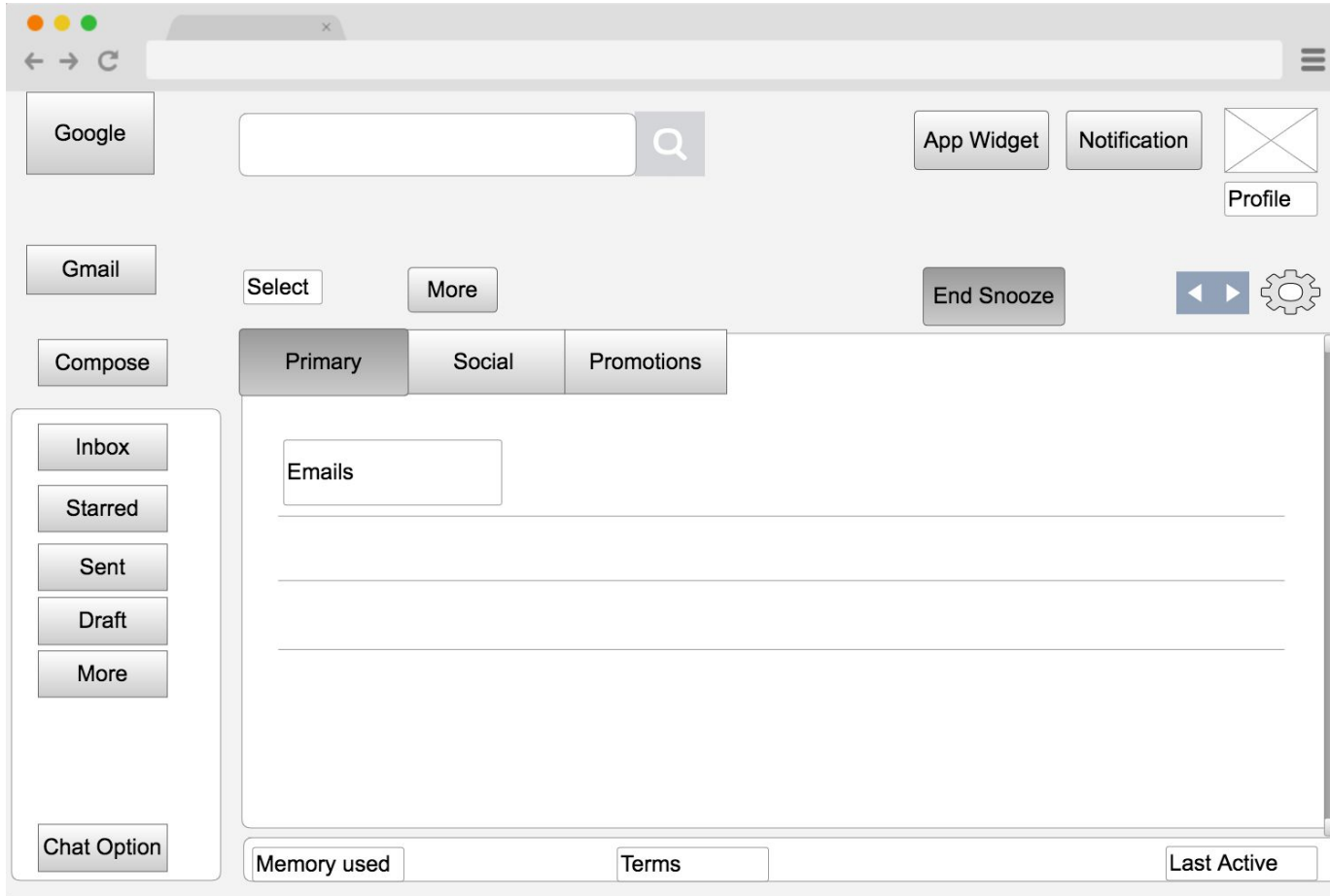
Last Active

Switching on recurring option, provides the option to set the recurring Snooze duration as well as the leaves and to save it.

Notice the delete option as well.

The left table enlists the saved Snoozes

Wireframe 4



Finally when the Snooze is set up, The Gmail can be used normally without any incoming mails.

The current snooze can be ended at any time by clicking at End Snooze.

Thanks

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