

Final project

Increase awareness among Mail.Ru users of other company services

Team:

Glushkova Daria, Trusevich Dmitry, Rashevskaya Anastasia,
Dudkin Artem, Gainullina Dinara, Orlova Elena



образование

Speech plan

- Problem Statement
- Hypotheses
- Verification methods
- Results
- Suggested Solutions
- Further plan

Task

To increase awareness among Mail.Ru users of other company services:

Calendar, Tasks



образование

Problems 🤔 🤔

**Low awareness rate among Mail.ru users
of additional services and its features**

Functionality is not obvious with
the current design and UX logic

A possible scenario for integrated use
of services is not always clear for users

Hypotheses and methods of verification

H1: We believe that users do not aware about the main benefits from usage of the company's additional services (Calendar, Tasks) **due to the reason that with the current design and UX logic, its functionality is not obvious**

To test, we conducted **usability testing** with 10 users to find out how they currently use email and how intuitive the app is to navigate

The general requirement for respondents is to use Mail.ru **no less than once a week**

Hypotheses and methods of verification

H2: We assume that users have **a need in capturing important information** received in email (tasks, information about tickets, bookings, events, etc.).

To test, we conducted **in-depth interviews** with 10 users to find out how they currently capture important information they receive in the mail.

General requirement for respondents: Mail.ru should be **the main service** for these users

Results: Hypothesis 1 ✓

- 7 out of 10 users **don't pay attention** to icons representing these services
- 5 out of 10 users noted the inconvenience of the design

“ There are some other settings, that's the first time I see it. Maybe, this does not belong to mail, maybe it is more about VK itself ”

Results: Hypothesis 2 ✓

- 9 out of 10 users note **the need in capturing** tasks and events from emails
- But **no one solves this problem through Mail.ru** services
- Potential of services is a subject to **a separate study** due to the inconsistency of the answers.

“ I don't need extra functionality.
For me Mail is for sharing
information only. For tasks
I use another service

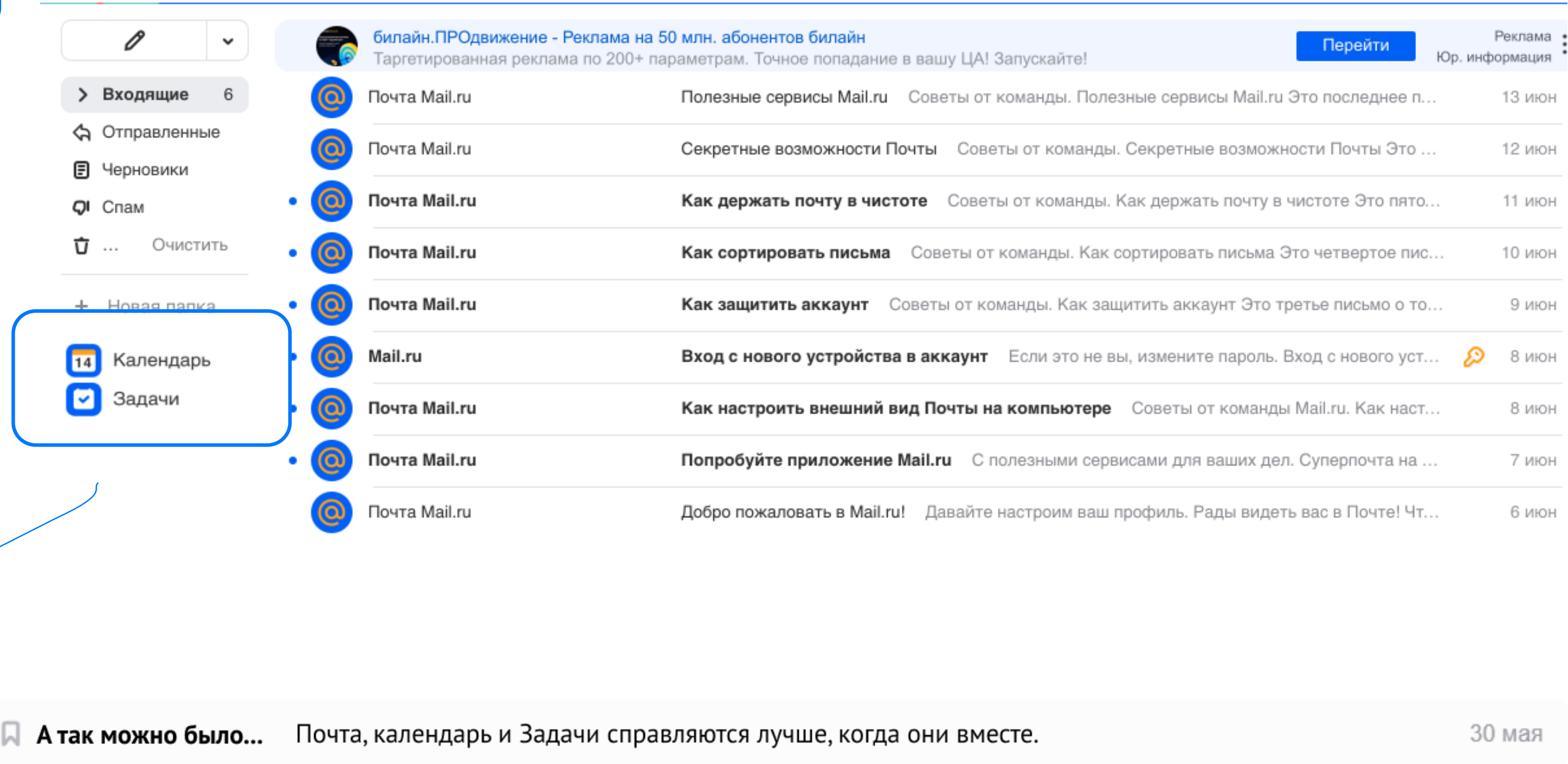
”

“ Oh, there are Tasks, cool,
I didn't know. Looks good, will
try next time

”

Solutions

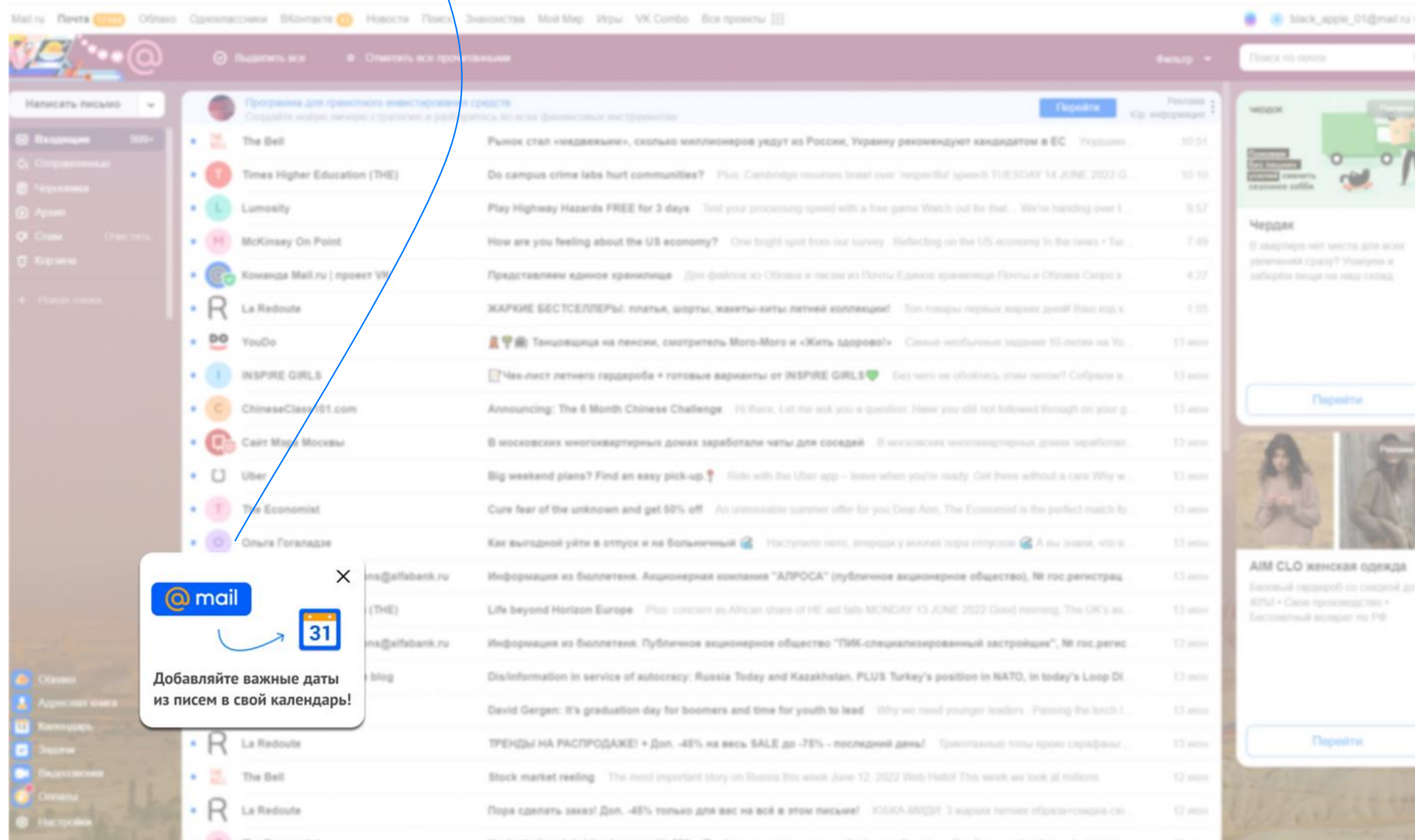
Change of the location of service icons



Feature announcements, analysis of use cases, taking into account **the patterns of using the product** of each user

Solutions

In-app **pop-ups**



Tooltips
Interactive guides
Hotspots
Walkthroughs
Banners

Additionally

Solutions

Analysis of email content **for trigger words** and suggestion of an automatic creation of an event in the calendar

 Анастасия Рашевская Сегодня, 21:26
Кому: вам

Уважаемые студенты, добрый день!

Сообщаем вам, что экзамен по дисциплине "Python для сбора и анализа данных" состоится завтра, 9 июня, на Покровском бульваре.

С уважением,
Учебный офис

[Запланировать событие](#)

 Ответить  Переслать

Спасибо за информацию

Информацию получила

Спасибо за приглашение

 Позвонить  Создать событие

 [Создать событие на 9 июня](#)

Python EXAM!!!!

 чт, 9 июн. 11:30 – 13:00 ☐ Весь день

 Не повторять ▾

 Выберите участников

 Укажите место

 Ссылка на звонок [Создать ?](#)

 Добавьте описание

 Учебный ▾

Уведомления

 Добавить напоминание

Сохранить

Занятость участников

Solutions

Этапы отбора на стажировку

-  elena o Вчера, 21:32
Кому: вам

Олег, здравствуйте!

Ваше резюме показалось нам интересным. Теперь вам нужно выполнить тестовое задание. Подробности в файле ниже.

Спасибо!

↩ Ответить ↶ Переслать



▶ Прочитать письмо

Здравствуйте

Большое спасибо за предложение

Вы ошиблись

📞 Предложить звонок

📅 Создать событие

✓ [Добавить задачу](#)



Creating a
task **in**
conjunction
with a letter

• Этапы отбора на стажировку

Выполнить тестовое!!!

+ Создать задачу

Link to the
letter

Task prioritization

Taking into consideration users opinion from the interview results, “criticality” and impact on UX, we prioritized the proposed solutions using the **RICE framework**, where

R	= Coverage (estimated in %)
I	= Influence (from 0.25 to 3)
C	= Reliability (estimated in fractions)
E	= Effort (max - 10)

Task prioritization

Solution	R	I	C	E	Outcome	Rank
UI and icon layout	90	3	0.8	8	27.0	1
Pop ups	100	2	0.8	7	22.85	2
Letter analysis	80	3	0.8	10	19.2	3
Creating a task in a letter	50	1	0.8	6	6.7	4

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