

Brainstorming/Persona/Scenario Assignment

The product I chose from the articles we read is Email. When brainstorming a new feature or something to fix, I wondered how to make Email less stressful and more conducive to honoring boundaries for people who use it. Taking into consideration the suggestions at the end of [the article on Email](#) such as “Implementing email free hours and encouraging everyone in the organization to save their emails in drafts and send them out in batches at key times of the day”, the solution I envision is “C-mail” which means “Calm Email”. It is a website that allows you to take control of your email and manage how and when you send and receive Emails to better support a healthy relationship with Email.

“C-mail” is not an app and cannot be added to your phone that way. It is a website designed to be used from a desktop or laptop computer and not mobile devices in order to discourage the constant pressure of always on and available Email. This feature begins by taking input from the person using the product and allows them to set working hours. When emails come in outside of working hours, they are “held” until working hours begin. When emails are sent outside of working hours, the option to schedule send that email for a time within working hours is offered. Also, a signature message is created in all emails with helper default text that can be edited which helps to manage expectations around sending and receiving emails for this person.

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Who might this person be? Let's take for instance the persona Shonda Grimes.

Shonda Grimes

Age 56
Occupation Executive Producer
Status Married
Location San Jose
Tier Daily Active User
Archetype Working Parent



"I have to take my life back from Email"

Motivations

Incentive

Hope

Achievement

Overachiever

Power

Self

Goals

- Spend more time with family
- Manage email better

Frustrations

- Unable to set boundaries with email
- Getting emails at all hours of the day and night

Bio

Shonda is a busy executive in their late 50s who receives 50-100 emails each day during the workweek and 20-50 emails in the evenings or on the weekends. They are constantly checking their email on their phone when they are not on their laptop and respond to emails in fits and bursts throughout the day and into the night. Shonda feels tied to and bogged down by Emails but does not see any other way to manage their Inbox. Their partner and kids see them constantly on their laptop or phone and know the notification bell for a new Email will mean the loss of their attention. Even when at home in their comfortable bay area condo, Shonda is rarely able to relax for too long before another email interrupts them.

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Here is a scenario of what it would look like for Shonda to implement and use the C-mail website.

As Shonda navigates to the C-mail website, they enter their email address and create a password. The next screen asks when their desired working hours are. Shonda enters Monday - Friday from 8am PST to 6pm PST. The following screen provides starter text for an Email signature that will help manage expectations for people who receive Emails from Shonda. It reads, *“Please know that I do my best to honor and respect boundaries around personal time, well-being, caretaking, and rest. Should you receive correspondence from me during a time that you’re engaging in any of the above, please protect your time and wait to respond until you’re next working. Prioritize joy, not email when and where you can.”* Shonda decides to accept the default text.

They then enter the C-mail Inbox. Since it is within their working hours, all their new and unread Emails are bold. Once working hours are over for the day, new and unread Emails are greyed out and if Shonda clicks on one to open it, a pop up box alerts them that it is not within working hours and asks if this email is important enough to read right now. Shonda decides that the email can wait, so they click “Wait” instead of “Read anyway”. Shonda then decides to send an email after working hours. Once composed, Shonda clicks the send button and a modal panel opens which asks if Shonda prefers to send the Email during working hours or now. Shonda picks “During working hours” instead of “Now” and a box with a clock and calendar opens for them to choose a time within working hours to send the email. If Shonda selects a day or time outside of working hours, the selected time turns red and a text message appears alerting Shonda that they chose a time outside of their working hours and to please select a time within Monday - Friday 8am PST to 6pm PST. Shonda selects a time within their workweek and schedules the email to be sent at that time.

After a week of the new system, Shonda sends less emails outside of working hours and checks emails less and less after work. Shonda also receives less emails outside of work as people who correspond with them regularly have read the signature and start sending their Emails within working hours. Shonda is able to focus more on their family outside of working hours.