



Design gmail for kids



Business Goal

- To organize the world's information and make it universally accessible and useful.

Product Goal

- providing a reliable and feature-rich email service that helps people communicate, collaborate, and manage their email effectively in both personal and professional settings.



User Segmentation

- 1. Early Elementary (Ages 5-8):** Start with parental guidance. Connect with family and a few friends through email for simple messages and artwork.
- 2. Upper Elementary (Ages 9-11):** Gain independence while still guided. Use email for school and a broader range of friends.
- 3. Middle School (Ages 12-14):** Email for school, activities, and personal use. Contacts include teachers, classmates, and friends with parental oversight.
- 4. High School Teens (Ages 15-18):** Email for academics, college, and personal communication. Self-reliant, but parents may ensure safety.

Going forward we will target on upper elementary kids (ages 9-11) due to their developmental readiness, improved communication skills, expanding social circles, and preparation for middle school.



User Goal

- 1. Communication:** Stay connected with friends and receive school updates.
- 2. Extracurricular:** Coordinate activities for clubs and sports.
- 3. Organization:** efficient email management, including organizing messages and using Gmail productively.
- 4. Digital Skills:** Develop clear and polite communication.

User Pain point

- Interface: Text-Heavy, Lack of Interactivity
- Aesthetic: Professional Look
- Engagement: Lack of Entertainment
- Parental Control: Oversight
- Online Safety: Cyberbullying

Amongst these Improving engagement and interface in Gmail for kids is vital to enhance their user experience, increase usage, shape positive perceptions, offer learning opportunities and thus gain parental approval for usage.



Possible Solutions

Email Assistant: AI-powered helper for kids' email management.

Virtual Learning Groups: Collaborative spaces in Gmail where kids can work on school projects, homework, or creative endeavors with their peers.

Educational Emails: Partner with educational content providers to offer age-appropriate educational emails within Gmail. These emails can include interactive lessons, quizzes, and fun facts to engage kids while learning.

Amongst these prioritizing an Email Assistant for Gmail Kids offers a more holistic and valuable solution that goes beyond academics, providing comprehensive support, personalization, engagement, safety, and skill development.

Product Vision



- Transform kids' Gmail into a safe, educational, and engaging experience with an AI Email Assistant

Product Features



Child-Friendly Dashboard: Replace Gmail's inbox with a visually appealing dashboard guided by child-friendly characters as user guides



AI-Driven Folder Structure: Uses AI to categorize emails into "Friends," "Family," and "School" for easy organization.

Product Features

CHARACTER USER GUIDE PROVIDES HELP WITH

Email Summaries: AI Powered daily or weekly email summaries, highlighting important messages and events for kids.

Auto-Compose Emails: AI generated email draft suggestions based on keywords or prompts, saving users time in composing messages.

AI-Enhanced Spell Check: AI-powered spell with educational tips like synonyms and word definitions.

Content Summarization: AI generated summaries of long emails and attachments, helping users quickly understand key points.

Content Generation: AI assist in creating attachments for emails, such as charts, graphs, or reports.

Celebration Animations: Trigger celebratory animations or virtual confetti for special emails or milestones.

Voice-to-Text: voice dictation for searching and composing emails

Voice Read-Aloud: reads emails and messages aloud, benefiting younger kids or those with reading difficulties.

Product Features

ADDITIONAL FEATURES

1. Educational Widgets: Age-appropriate learning widgets including subjects like math, vocabulary, or science and puzzles like crosswords, mazes, or Sudoku
2. Parental Dashboard: AI powered parental control dashboard for monitoring children's email activities while respecting privacy.





North Star Metrics

- "Daily Email Assistant Interactions" measures how often kids engage with the email assistant, ensuring they derive value from its support in composing, managing, and understanding emails.

Go to Market Strategy

- 1. Market Research:** Conduct research to understand kids and parents in relation to email communication needs. Identify potential competitors and gaps in the market.
- 2. Product Development:** Collaborate with child psychologists, educators, and UX/UI designers to create a child-friendly, privacy-compliant email assistant.
- 3. Parental Control Features:** Develop robust parental control features for added child safety.
- 4. Beta Testing:** Launch a beta test involving a select group of parents and children for feedback and improvements.
- 5. Marketing & Launch:** Partner with parenting influencers, educational websites, and schools to promote assistant's educational and safety features.
- 6. Feedback Loop:** Gather ongoing user feedback for iterative improvements and features additions.
- 7. Metrics:** Monitor user adoption rate, daily interactions, parental control usage, and user feedback to assess and enhance the product performance
- 8. Monetization:** Evaluate monetization strategies such as freemium models or subscription plans to sustain the service in the long term.