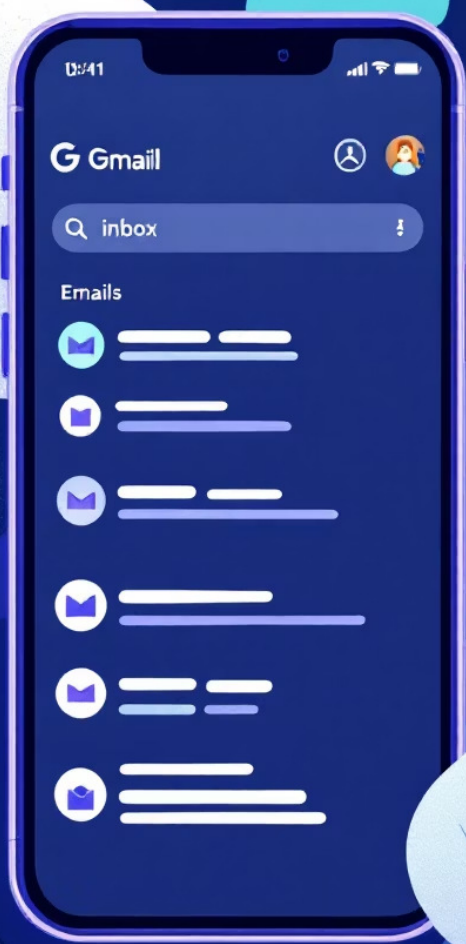




SMART INBOX AI

Reimagining Gmail Email Triage with Intelligence

Smart Inbox AI helps Gmail users make faster, smarter decisions by understanding email context before they even open it.

Why Now: Email volume is exploding, user attention is shrinking, and AI models are finally mature enough to triage intelligently.

Pain Points

One survey says over 74% of users report email overload as a daily stress factor. Here are the biggest user pains around email overload:

Users receive 100–150 emails/day

Important mails buried under OTPs, promos, and newsletters

High cognitive load → people quit the app → unread mails pile-up

Users miss job opportunities, deadlines and payments

OTP floods make inboxes unusable

Gmail's Primary/Social/Promotions tabs don't highlight urgency

Finance mails (statements, payment due alerts) blend with noise

Mobile triage is slow and tiring

Unread badge (200+, 500+, 1000+) creates stress and anxiety

Users rely on memory to track tasks → forgetting is common

Fraud/security alerts buried under promotional noise

Email fatigue leading to complete avoidance

📄 **Real example:** "I get 100+ mails/day. Bank mails & OTPs overwhelm me, so I miss interview mails and transaction alerts."

"I have 847 unread emails. I just gave up checking." - Sarah, Marketing Manager

"Bank alerts get buried under Zomato promos. I missed a fraud alert once." - Raj, Software Engineer

Why Now?

- Email volume is growing faster than **human attention**
- Mobile-first workflows increase **triage fatigue**
- AI models (Gemini and other LLMs) are mature enough to understand **email context**
- Gmail's 1.8B user footprint makes this the perfect moment to deploy **AI triage**

The timing for Smart Inbox AI is perfect — the problem is huge, urgent, and solvable today.

Problem + Target Users

THE PROBLEM: Gmail organizes but does NOT prioritize.

Gmail organizes emails by sender type but ignores urgency, deadlines, and personal context—leaving users to manually scan hundreds of emails daily.

Gmail's Primary/Social/Promotions tabs categorize by sender but don't surface what's actually urgent or actionable, forcing users into time-consuming manual triage.

Core Issues

- No urgency detection
- No finance/payment awareness
- No relationship-awareness
- No AI preview before opening
- No intelligent action suggestions

TARGET USERS:

- High-volume professionals
- Finance-heavy users with multiple credit cards
- Job-seekers/students
- Freelancers/business owners
- Anyone receiving 80+ emails/day

Opportunity

Market Size + Competitive Gap

MARKET SIZE:

2.0B

Gmail Monthly Active
Users

333B

Emails/day globally

120

Avg emails per user daily

45%

Of emails =
spam/promotional

76%

Report email overload

Biggest Gmail markets: US (100M+), India (400M+), Brazil (75M+),
Japan (50M+)

COMPETITIVE GAP:

Even though many email apps claim to simplify the inbox, **none solve the core triage problem:**

- **Outlook** → Strong rules & folders, but **no AI prioritization or actionable previews**
- **Superhuman** → Fast and premium but **lacks personalization and context awareness**
- **HEY** → Good screening but **no intelligent categorization or payment awareness**
- **Apple Mail** → Clean UI but **zero urgency detection or smart actions**
- **Spark** → Smart categories but **no finance awareness or behavioral learning**

What They All Miss

No product today offers:

- ✓ Urgency detection
- ✓ Finance/payment intelligence
- ✓ AI summaries before opening
- ✓ One-tap actions (Pay, Reply, Calendar)
- ✓ Relationship-aware nudges
- ✓ Behavior-based personalization

Smart Inbox AI fills the exact gap every email client leaves open.

Introducing **Smart Inbox AI**

Smart Inbox AI is an intelligent triage layer for Gmail that automatically surfaces what matters, summarizes every email before opening, and guides users to the right action instantly.

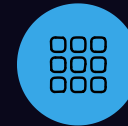
North Star: Reduce user triage effort while increasing meaningful actions.



Shows what matters FIRST



Summarizes mails BEFORE opening



Categorizes with intelligent tiles (Urgent, Finance, Work, Personal...)



Suggests actions based on context



Reduces inbox overwhelm

Use Case 1: Urgent Personal Email Triage

Sam saves ~5 minutes/day and avoids missing critical deadlines.



Opens Gmail → Smart Tiles appear (Urgent: 3, Finance: 2, Work: 8, Personal: 5)



Clicks on Urgent tile → Shows mail highlighted in Red with preview: "Doctor appointment moved to 2pm today"



AI shows context: "Meeting conflict with your 2:30pm call" + "Parking expires at 3pm downtown"



Suggested actions: Add to Calendar / Reply "Confirmed" / Set parking reminder



User completes all actions in 45 seconds vs 5+ minutes of manual email checking

Use Case 2: Credit Card Bill Alert + Payment Follow-through

Finance Payment Reminder

Priya reduces late fees and handles payments 2× faster through one-tap actions.

1

Opens Gmail → Clicks on Finance tile shows mail with red indicator

2

AI preview: "₹4,950 due tomorrow — HDFC Card" + "₹500 late fee if missed"

3

Smart context: "You paid 2 days late last month. Set up autopay?" + Payment history shown

4

One-tap actions: Pay Now (UPI/Net Banking) / Set Autopay / Remind in 2 hours

5

User pays in 15 seconds, avoiding late fees and improving credit score

```

graph TD
    AI1[AI classifiers] --> AI2[AI classifiers]
    AI2 --> mam((mam))
    mam --> CE[Context engine]
    CE --> AI1
    CE --> C4[4% context engine]
    C4 --> CE
    CE --> SF[second floor]
    SF --> CE
    CE --> UR[UI render]
    UR --> CE
    UR --> AI1
  
```

```

graph TD
    AI1[AI classifiers] --> AI2[AI classifiers]
    AI2 --> mam((mam))
    mam --> CE[Context engine]
    CE4[4% context engine] --> CE
    SF[search filter] --> CE
    CE --> UR[UI render]
    UR --> AI1
    UR --> CE
  
```

-
- ```

graph LR
 A[4% context engine] --> B[search engine]
 B --> C[UI rendering]

```

Production-scale architecture  
leveraging Google's AI  
infrastructure:

- Made with **Gamma**

# Success Metrics

## Primary Metric

25–35% reduction in unnecessary email opens

Target: Users open only emails that require action

## Secondary Metrics

|                                                         |                              |                            |                            |
|---------------------------------------------------------|------------------------------|----------------------------|----------------------------|
| 40%                                                     | 60%                          | 50%                        | 30%                        |
| 40% Faster                                              | 60% Increase                 | 50% Improvement            | 30% Reduction              |
| Email triage time (from 8 mins to 5 mins daily average) | In one-tap actions completed | In bill payment timeliness | In missed important emails |

## Guardrail Metrics

|                              |                      |                             |
|------------------------------|----------------------|-----------------------------|
| <2%                          | 0%                   | <1%                         |
| <2%                          | No Drop              | <1%                         |
| Email misclassification rate | In Gmail CSAT scores | Increase in support tickets |

## Success Definition

"Users spend less time in email while missing fewer important messages"

# Risks & Mitigations

| Assumption at Risk         | Failure Mode               | Impact (H/M/L) | Mitigation Strategy                           | Rollback Plan            |
|----------------------------|----------------------------|----------------|-----------------------------------------------|--------------------------|
| AI classification accuracy | Wrong priority assignment  | High           | Confidence scoring + fallback logic           | Revert to standard inbox |
| Privacy compliance         | Data sensitivity concerns  | High           | On-device inference + transparent controls    | Disable finance module   |
| User adoption              | Over-automation resistance | Medium         | Always-off switches + gradual rollout         | Restore manual mode      |
| Performance at scale       | Gmail slowdown             | Medium         | Async processing + caching                    | Disable smart features   |
| Competitive response       | Feature copying            | Low            | Continuous innovation + ecosystem integration | Continue development     |

# Constraints & Non-Goals

## Constraints:

- Finance mails must not leave device
- Suggested actions require explicit consent
- LLM must handle multilingual inputs
- No automated transactions

## Non-Goals:

- Not rewriting Gmail UI
- Not deleting or auto-archiving mail
- Not competing with banking apps
- Not replacing human judgment

# Rollout Plan

Timeline: 12-month rollout with quarterly success rates



## Phase 1: MVP (Q1 2026)

- Basic AI categorization (Urgent, Finance, Work, Personal)
- Simple one-line email summaries
- 5% of Gmail users
- Success rate: >20% reduction in email opens



## Phase 2: Personalized Actions (Q2-Q3 2026)

- Advanced urgency detection with user behavior learning
- Payment history awareness and financial context
- Relationship-based prioritization
- One-tap actions (Reply, Pay, Calendar)
- Expand to 25% of Gmail users
- Success rate: >30% faster triage time



## Phase 3: Workspace Integration (Q4 2026)

- Calendar integration for meeting conflicts
- Drive integration for document sharing alerts
- Cross-product context awareness
- Advanced personalization and learning
- Full rollout to all Gmail users
- Success rate: Maintain CSAT (App reviews, etc) while improving efficiency

