

Google Meet

Product Teardown

Analyzing User Experiences

4/5

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Overview

Google created a video communication tool called Google Meet. Along with Google Chat, it is one of the two programmes that take the position of Google Hangouts. On November 1, 2022, it took the place of the Google Duo app for consumers. The Meet app was designed to be phased away, and the Duo mobile app was rebranded.

Vision:

To create a seamless and inclusive digital communication platform that empowers individuals and organizations worldwide to connect, collaborate, and share without boundaries.

Competitors:



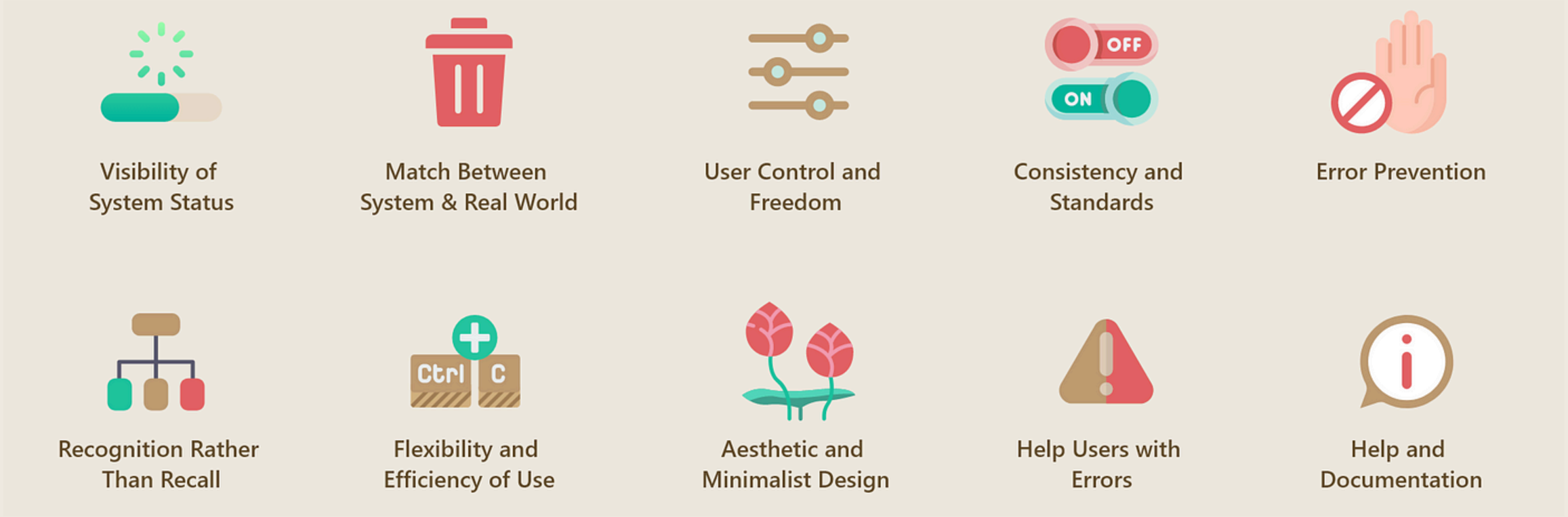
Facts and Figures:

Founded	Max Attendees (Free Version)	Max Attendees (Business)
2017	100	250

Estimated MAU	Availability
100 million	1. Desktop 2. iOS 3. Android

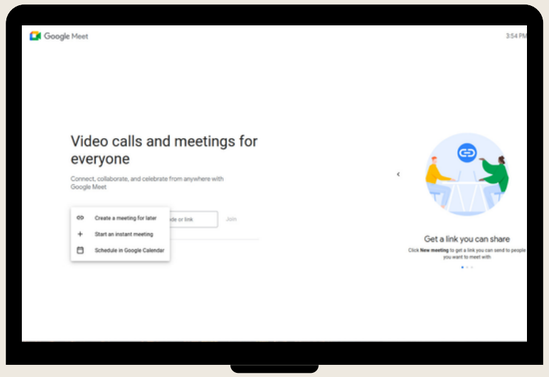
Usability Heuristics

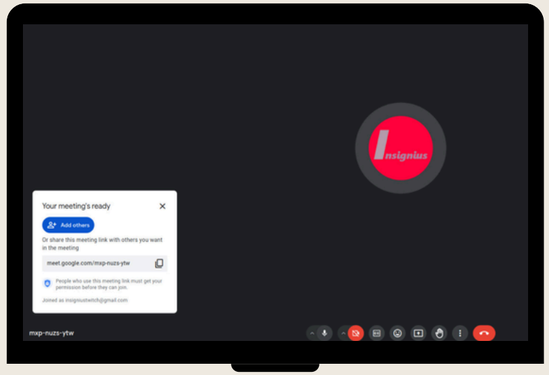
Researchers assess the usability of user interfaces in separate walkthroughs and flag problems using heuristic assessment, a procedure that employs rules of thumb. Using well-known heuristics of **Jacob Nielsen**, assessors provide information that early on in the development process may assist design teams in improving the usability of their products.

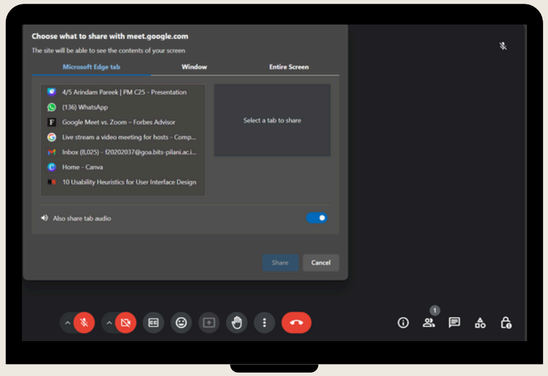


Visibilty of System Status

“The design should always keep users informed about what is going on, through appropriate feedback within a reasonable amount of time.”





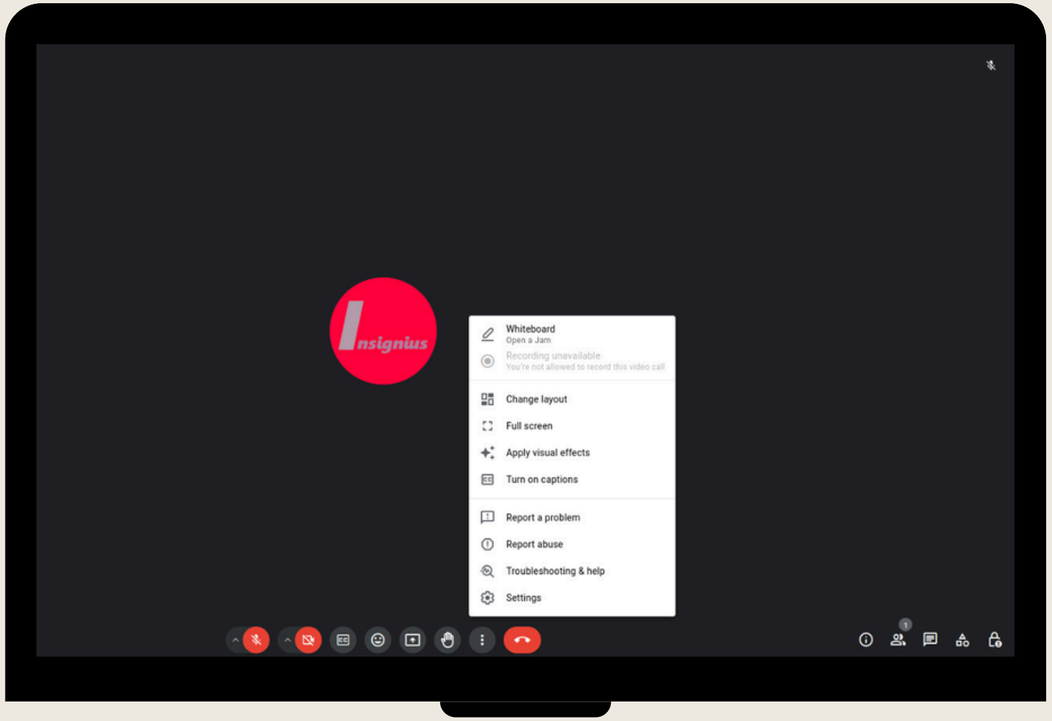


Google Meet’s implementation:

- Alerts for participants **entering or exiting** the meeting.
- Notifications when **screen sharing** starts or stops.
- Icons showing network status and quality.
- Alerts for allowing new members to join.
- Icons for participants who raise their hand.
- Animations for **meeting setup** and presentation loading.

Match Between System & Real World

“The design should speak the user’s language. Use words, phrases, and concepts familiar to the user, rather than internal jargon. Follow real-world conventions, making information appear in a natural and logical order.”

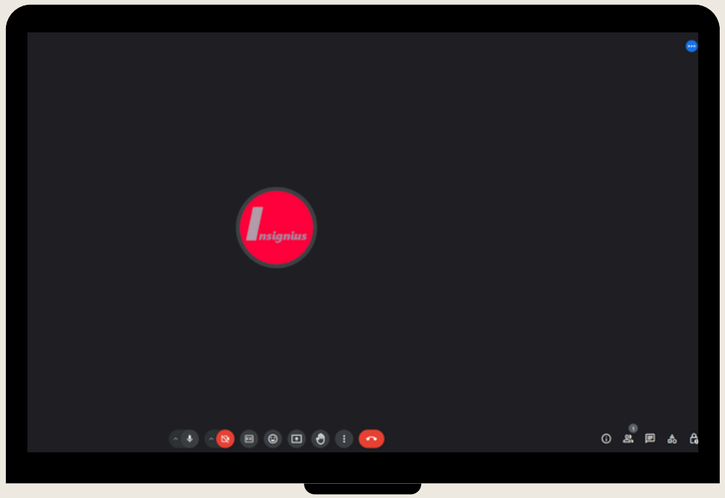


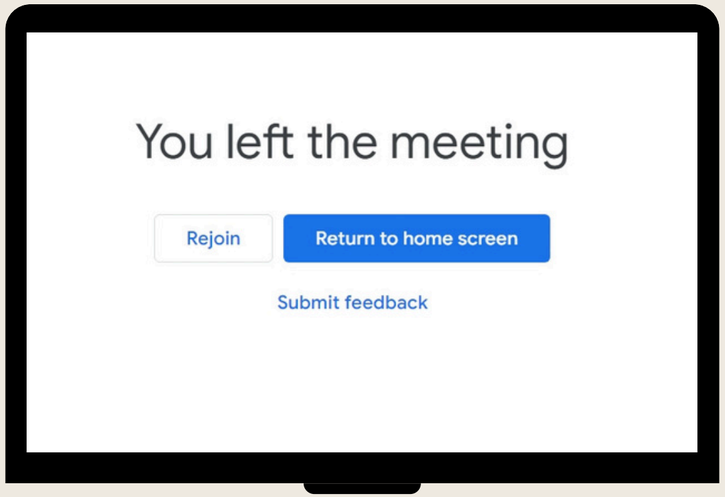
Google Meet’s implementation:

- Uses **simple, conversational language** for sending and receiving messages.
- Clear, easily understandable labels for options like "Report a problem," "Full screen," and other settings.
- Universally **recognized icons** for actions.
- Logically arranged menu options and settings.

User Control and Freedom

“Users often perform actions by mistake. They need a clearly marked emergency exit **to leave the unwanted action without having to go through an extended process.”**



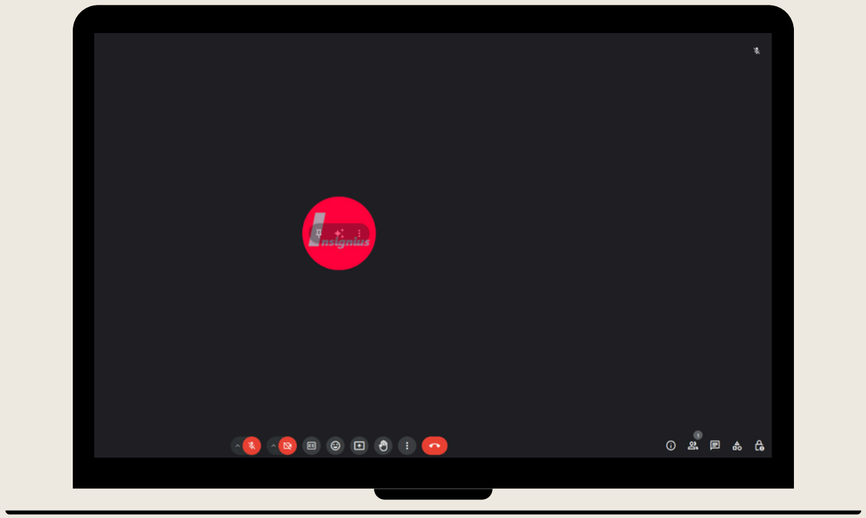


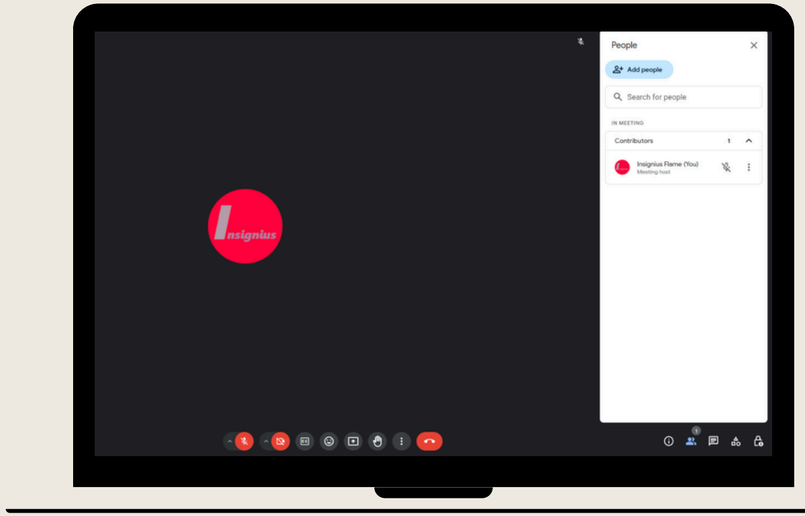
Google Meet’s implementation:

- Manual controls to **mute or unmute** the microphone.
- Manual controls to turn the video on or off.
- Freedom to **join or leave meetings** at any time.
- Clear options to quickly exit or end a meeting.

Consistency and Standards

“Users should not have to wonder whether different words, situations, or actions mean the same thing. Follow platform and industry conventions.”



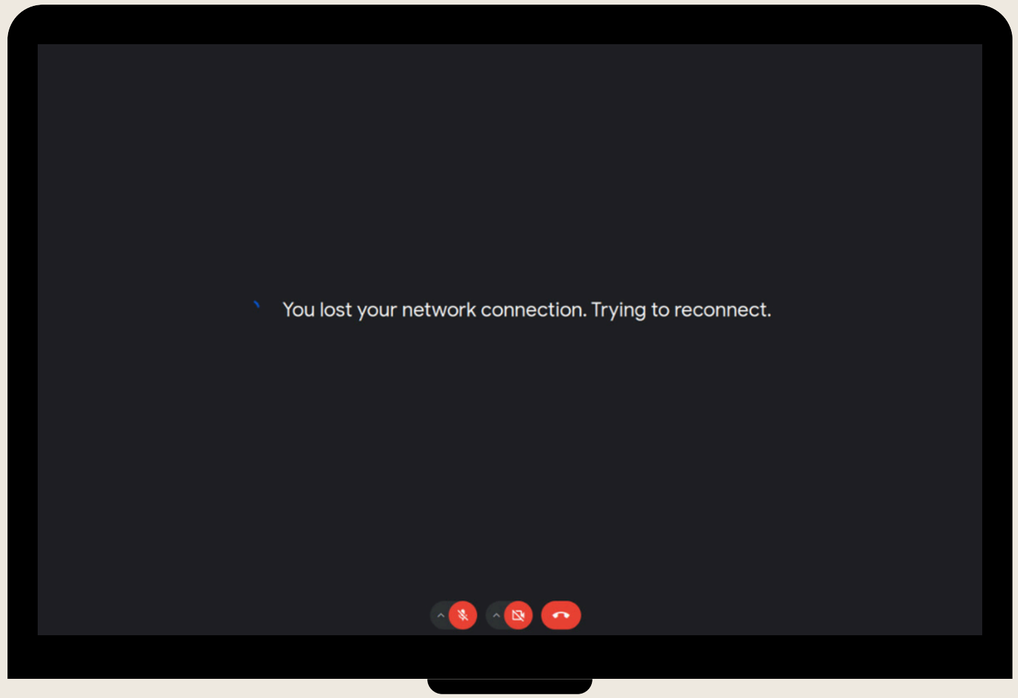


Google Meet’s implementation:

- Consistent design and layout to avoid confusion.
- Use of **familiar** and universally recognized icons.
- Consistent use of terms throughout the platform.
- **Standardized actions** and responses to user inputs.

Error Prevention

“Good error messages are important, but the best designs carefully prevent problems from occurring in the first place. Either eliminate error-prone conditions, or check for them and present users with a confirmation option before they commit to the action.”

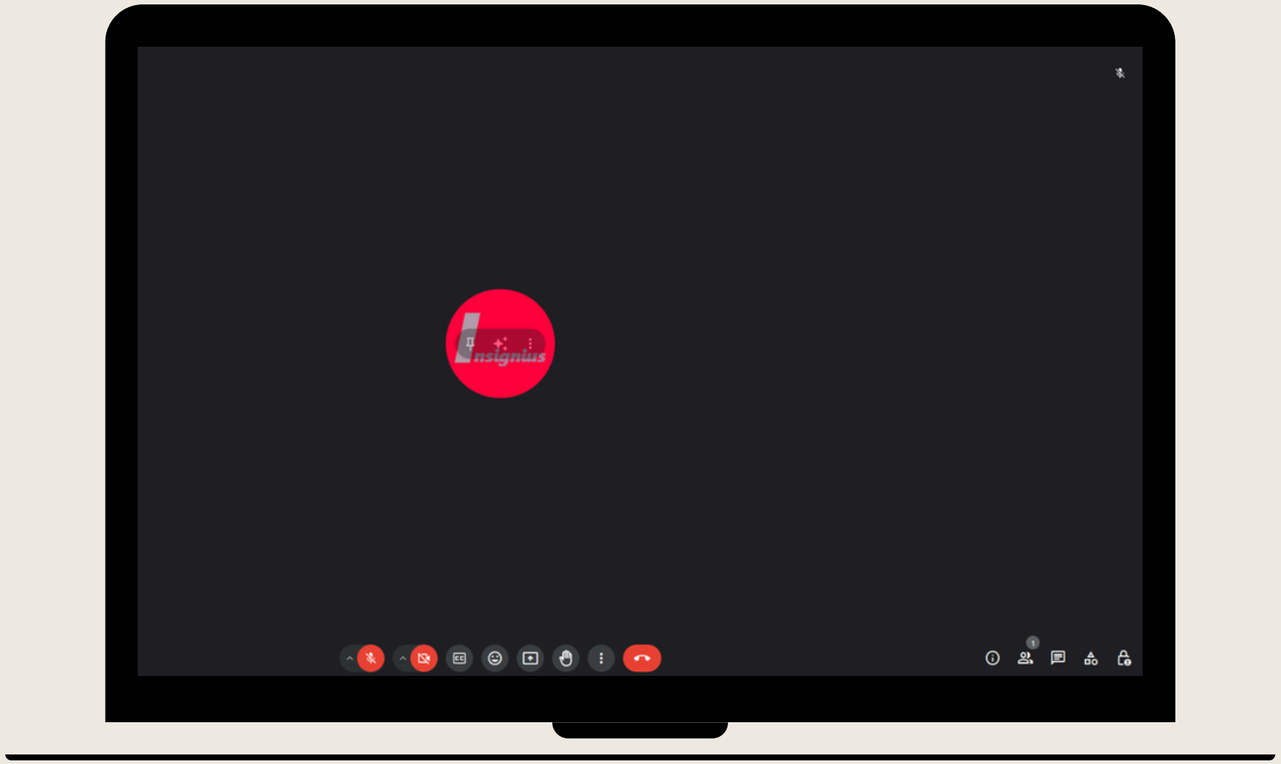


Google Meet’s implementation:

- Clear warnings and prompts to prevent errors.
- Notifications for network issues to preemptively address **connectivity problems**.
- Confirmation dialogs for critical actions like ending a meeting.
- **Step-by-step guidance** for setting up audio and video to avoid issues.

Recognition Rather Than Recall

“Minimize the user's memory load by making elements, actions, and options visible. The user should not have to remember information from one part of the interface to another. Information required to use the design (e.g. field labels or menu items) should be visible or easily retrievable when needed.”

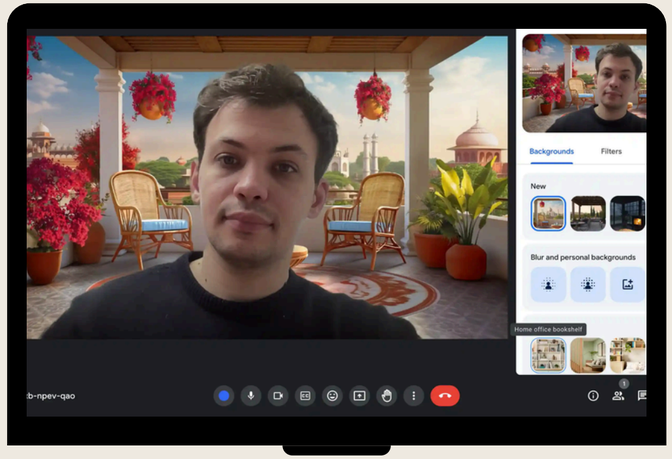


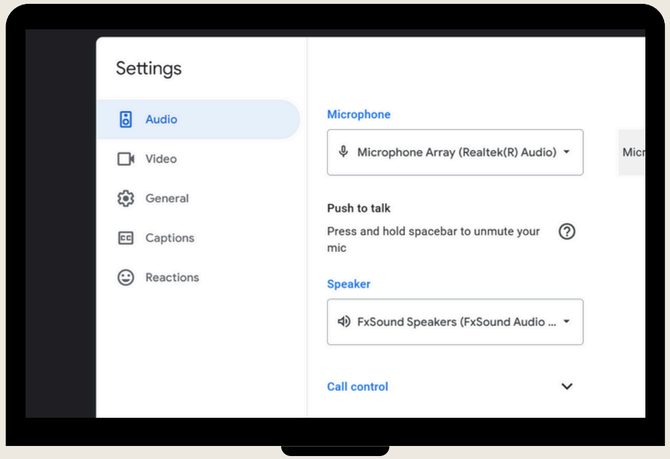
Google Meet’s implementation:

- All icons and actions are clearly visible and accessible.
- **Easily accessible controls** for muting, unmuting, turning video on/off, etc.
- All menu options and settings are easily retrievable and visible.
- **Guidance and instructions** are available whenever needed, reducing the need for recall.

Flexibility and Efficiency of Use

“Shortcuts — hidden from novice users — may speed up the interaction for the expert user so that the design can cater to both inexperienced and experienced users. Allow users to tailor frequent actions.”





Google Meet’s implementation:

- Users can **personalize** their background themes for a more enjoyable experience.
- Keyboard shortcuts for muting/unmuting, turning video on/off, and other common actions provide efficiency for experienced users.
- Options to **customize interface elements** based on user preferences, enhancing usability for frequent users.

Aesthetic and Minimalist Design

“Interfaces should not contain information that is irrelevant or rarely needed. Every extra unit of information in an interface competes with the relevant units of information and diminishes their relative visibility.”

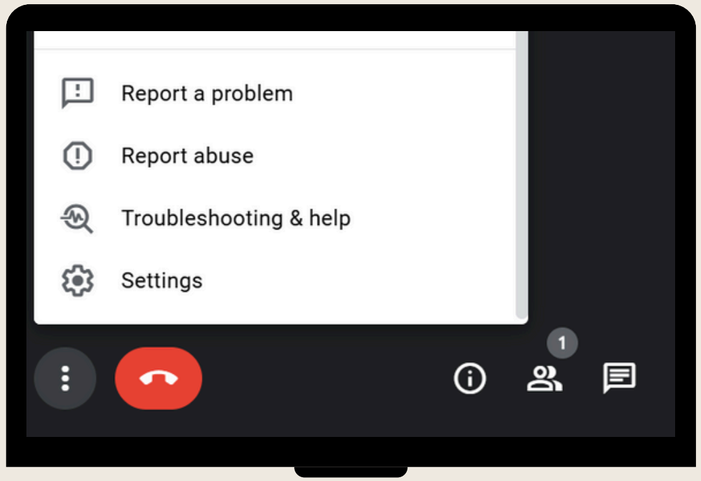


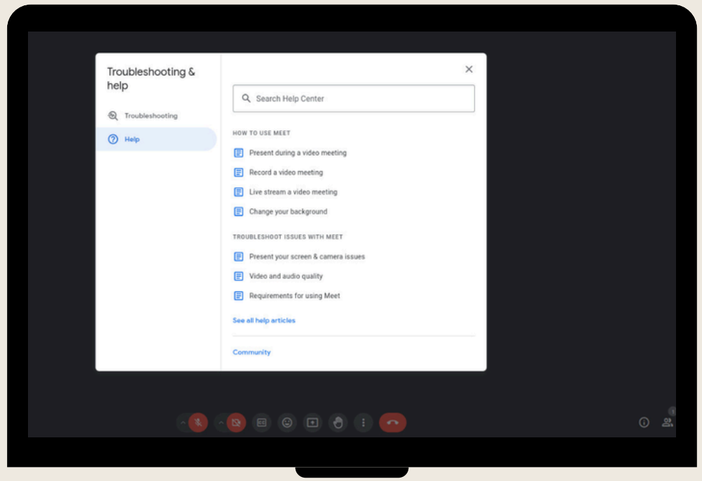
Google Meet’s implementation:

- Minimalistic design with a focus on essential elements and **clear visual hierarchy.**
- Pleasant and visually appealing design that enhances user experience.
- Elimination of irrelevant or rarely used elements to maintain **an uncluttered interface.**
- Consistent use of colors, fonts, and spacing for a cohesive and harmonious look.

Help Users with Errors

“Error messages should be expressed in plain language (no error codes), precisely indicate the problem, and constructively suggest a solution.”



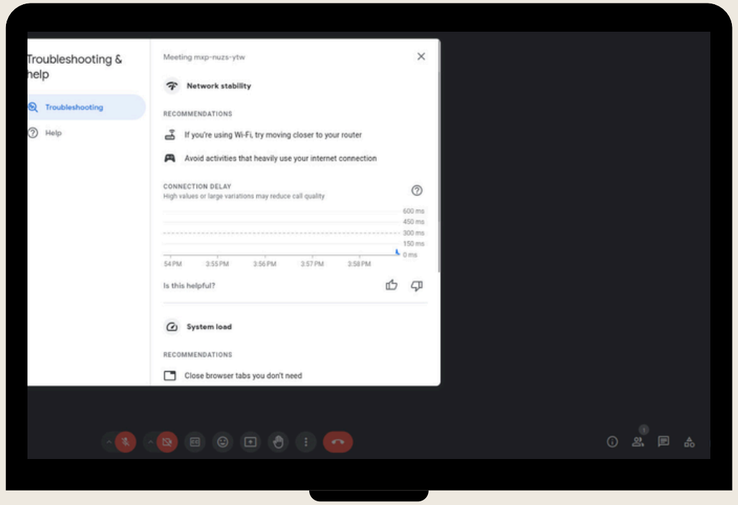


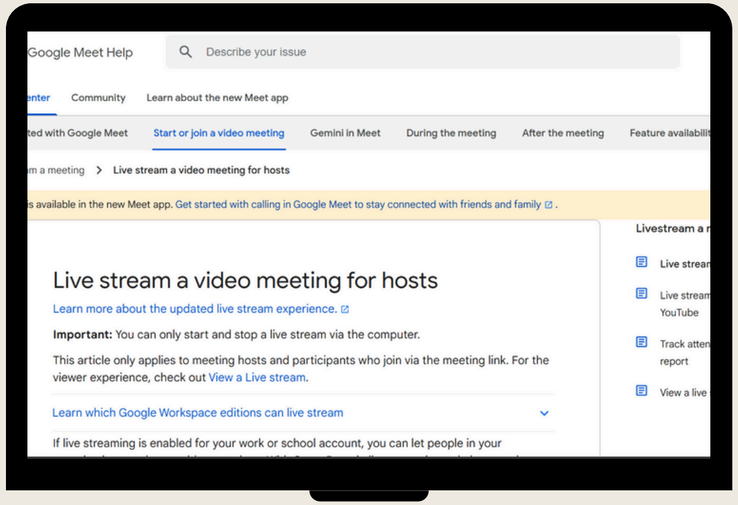
Google Meet’s implementation:

- Precise and **understandable error messages** during setup or meeting disruptions.
- Options to recover from errors, such as reconnecting to a meeting or adjusting settings.
- In-meeting help options or tooltips for **quick assistance** during the session.

Help and Documentation

“It’s best if the system doesn’t need any additional explanation. However, it may be necessary to provide documentation to help users understand how to complete their tasks.”





Google Meet’s implementation:

- Clear and **detailed guidance** for solving common problems and troubleshooting issues.
- Accessible help resources such as FAQs, guides, and tutorials.
- Easily **searchable documentation** focused on user tasks and concrete steps.
- In-app help options and tooltips providing relevant information during critical moments, such as network issues or audio/video problems.

Improvements

- **Incorporate Checklists for Critical Actions :**

  Google Meet may further improve its usefulness and lower the possibility of unintentional disruptions by introducing confirmation prompts for unmuting, turning on video, and ending conversations. This would result in a more regulated and user-friendly experience.

- **Allow Editing of Messages in Chat :**

  Google Meet may be made even more user-friendly by allowing message editing in chat, giving users more freedom and control over how they communicate.

- **Featured Q&A Integration :**

  Google Meet can provide a more dynamic and productive meeting experience by incorporating a strong Q&A feature that enables hosts and attendees to communicate more successfully and organise questions.

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