



Outlook / Office 365
Design Studio

“Alone we can do so little,
together we can do so
much.”

-Helen Keller

Intro: where we began

Distribution lists have been a part of Outlook for nearly twenty years.

But customers have grown. Evolved. Adapted. And DLs aren't offering the best experience anymore. Customers need a way to self-organize and easily share with others; both inside and outside their organization.

About: what it does

Groups in Outlook is a shared email and calendaring experience for a group of people.

“Three conditions are essential to a group’s effectiveness: trust among members, a sense of group identity, and a sense of group efficacy.”

-Harvard Business Review

Objective: our aim

We make it simple and easy to converse and share with the people that matter to you.

Positioning: our promise to our customers

Work the way you want with the app you already know.

More minds. More ideas. Better solutions.

Manifesto/story: what we believe

Groups are how we come together.

To discuss, to share, to push each other forward.
To do things we could never do alone.

We believe the more minds, the more ideas, the better the solutions.

We believe groups are where we work brilliantly together.

Descriptions

Descriptions

Short

Swiftly share conversations and photos, and work brilliantly together on files and shared notebooks. All within the app you know and trust. Genius.

Medium

Swiftly share conversations and photos, and work brilliantly together on files and shared notebooks. All within the app you know and trust. Genius.

And best of all, everything is in one place. Even new members can see everything the group's been up to.

Long

Swiftly share conversations and photos, and work brilliantly together on files and shared notebooks. All within the app you know and trust. Genius.

And best of all, everything is one place. Even new members can see everything the group's been up to.

With groups in Outlook you get:

- All conversation history
- A single place to keep group files
- A shared calendar
- And more.

Self-organize so that group members work the way they want to. Then work together to get the job done. And because groups can be open and discoverable everyone in the organization benefits from the learning of others.

Draft

“Unity is strength...when there is teamwork and collaboration, wonderful things can be achieved.”

-Mattie Stepanek

Draft

Tagline

A customer-facing brand expression that is also a reflection of our thinking

Work brilliantly together

Draft

Headlines

Headline: How about a big group hello
From the hardest working app in town.

Headline: Work brilliantly together
Group-work made simple with shared mail, calendar, and files.

Headline: Everywhere in Outlook
Groups on the web, on your desktop, and on your phone.