



Outlook / Office 365  
Design Studio

**Draft**

“I have email; therefor I am.”

-Scott Adams

### **Intro: where we began**

An email address is our online ID. It's how we sign up for services. It's where we send our receipts. It's how we send e-cards to people we love.

It's so entwined in our modern lives we almost take it for granted.

### **About: what it does**

Outlook is a scheduling and mail service. It keeps us connected. Focused. Moving forward.

Helping us anticipate what comes next.

It's our one-stop app for an organized life.

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**Outlook.com**

Playbook

“Information is a source of learning. But unless it is organized, processed, and available to the right people in a format for decision making, it is a burden, not a benefit.”

-William Pollard

**Objective: our aim**

We help you organize your life, to simplify your life.

Being organized is about saving time, reducing stress, and improving your overall quality of life.

**Positioning: our promise to our customers**

Outlook is the original life management app. A scheduling and mail service, it's how you stay in touch, on time, organized, and connected.

# Life's simpler organized.

## Manifesto/story: what we believe

Outlook exists for those who'd rather be doing.

Who want to catch up on conversations, not emails.

Who want to connect with people, not contacts.

Who need to know what's coming next.

Who need to know where they need to be.

Who are looking to get things done.

For them, life's simpler organized.

# Descriptions

## Draft

### Three descriptions of Outlook (short, medium and long) for marketing

#### Short

Outlook is the original life management app. It's where you go to get things done. Because life's simpler organized.

#### Medium

Outlook is the original life management app. It's where you go to get things done. Because life's simpler organized.

Whether you need to stay in touch. Schedule and be on time for events. Make a quick phone or video call. Save and share files. It's our job to keep it all together. And keep you moving forward.

Make Outlook your one-stop app.

#### Long

Outlook is the original life management app. It's where you go to get things done. Because life's simpler organized.

Whether you need to stay in touch. Schedule and be on time for events. Make a quick phone or video call. Save and share files. It's our job to keep it all together. And keep you moving forward.

Make Outlook your one-stop app.

You'll love:

- One place for all your accounts. Why sign in to different places? Put all your stuff here, let us keep them separate. Simplify life a bit.
- Our focused inbox. It learns what's important to you, and puts those messages center stage. Get to the rest later. If you want.

- Hassle-free file sharing. Attach files from popular file share services—OneDrive, Dropbox, and others—and the people you message automatically get permission to view the files.
- Scheduling assistant. Get help finding times to meet with a group of people. No matter what calendar service they use.
- Getting more done. There's more to Outlook than scheduling and mail. We bring other services to you. Catch an Uber. Pay a bill with PayPal and more. Try our add-ins.

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“Organization isn’t about perfection. It’s about efficiency. Reducing stress & clutter. Saving time & money. And improving your overall quality of life.”

-Christina Scalise



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### Tagline

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

# Life's simpler organized

### TBD

1. Ad campaign: proof of concept
2. Website copy