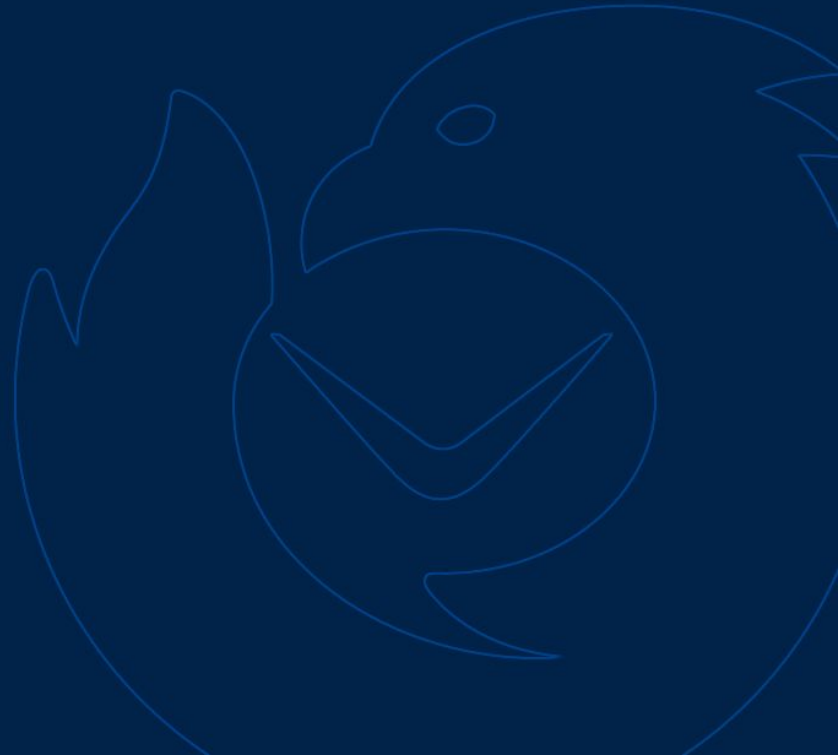




Why Visual Change Is Good

Alessandro Castellani - Director of Engineering





Who am I



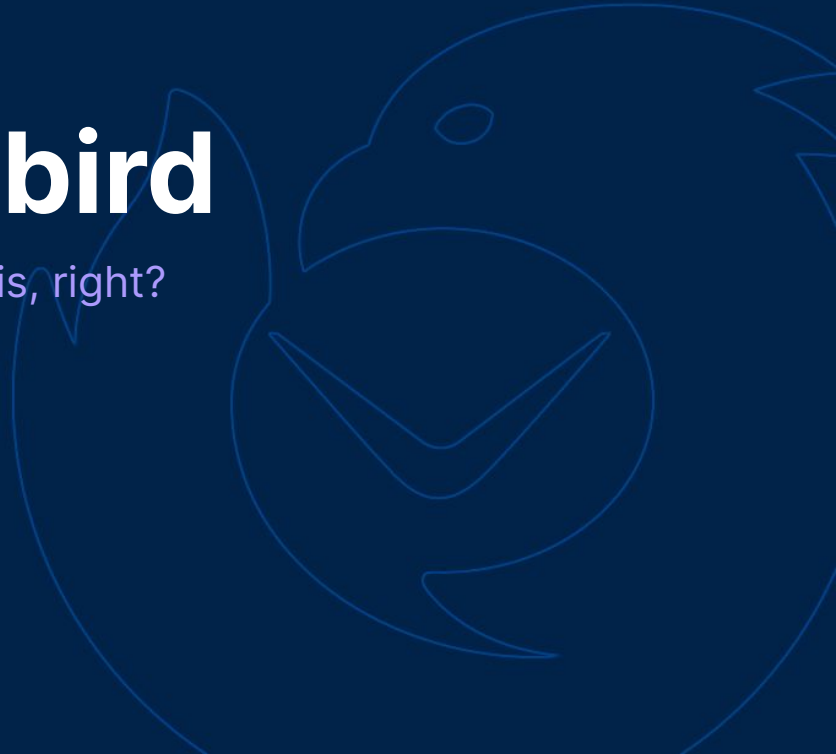
Alessandro Castellani...just Alex

Director of Engineering

- **Designer and Developer** for more than 20 years.
- Started as a **Front-end Developer** and **UX Designer** at Thunderbird.
- Built many terrible **GTK applications**.
- Strong advocate of **“open your process”**.

Thunderbird

You know what that is, right?



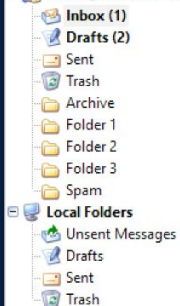


Folders

View: All

Subject Or Sender

nemo@thunderbird.net



| Subject | Sender | Date |
|--|--------------------------|----------------------------|
| ✉ About the Narwhal | • Pierre Aronnax | • 11/24/2019 12:32 AM |
| ✉ Captain, help us test Thunderbird Beta! | • Jason Evangelho | • 7/13/2022 2:27 PM |
| ✉ Fwd: [The Thunderbird Blog] Please moderate: "Thunderbird 102 Released: A Serious Upgrade ..." | • Jason Evangelho | • 7/13/2022 2:26 PM |
| ✉ Fwd: There's a new message in your inbox | • Jason Evangelho | • 7/13/2022 2:24 PM |
| ✉ Fwd: Welcome to Thunderbird Android Planning | • Jason Evangelho | • 7/13/2022 2:26 PM |
| ✉ Here are some attachments | • Ryan Sipes | • 8/11/2021 1:48 PM |
| ✉ Invitation: Thunderbird 102 Release Party | • Jason Evangelho | • 5/26/2022 6:53 PM |
| ✉ Need help setting up your email app? | • The Fastmail Team | • 2/10/2022 7:27 AM |
| ✉ PDF Viewer | • Ryan Sipes | • 8/11/2021 1:53 PM |
| ✉ Thunderbird 102 folder icons (Dark/Light variants) | • Jason Evangelho | • 5/26/2022 6:55 PM |
| ✉ Thunderbird 102 Release | • Micah Ilbery | • 6/14/2022 8:06 PM |
| ✉ Video: Adjustable global font size in Thunderbird 102 | • Jason Evangelho | • 5/26/2022 6:51 PM |

Welcome to Mozilla Thunderbird!

Mozilla Thunderbird is a powerful, open-source mail and news client.

Features

- Adaptive Junk Mail Controls
- RSS Reader
- Global Inbox Support
- Saved Search Folders
- Message Grouping
- Privacy Protection

More Information

For frequently asked questions, tips and general help, visit [Thunderbird Help](#).

For product information, visit the [Thunderbird Product Page](#).

Powered by Gecko.

About Thunderbird



Mozilla
Thunderbird

version 1.0 (20041206)

©1998-2004 Contributors. All Rights Reserved.
Mozilla Thunderbird and the Thunderbird logos are trademarks of the Mozilla Foundation. All rights reserved.

Credits

OK



malavidasof...e@gmail.com

- Inbox (6205)
- [Gmail]
 - Drafts
 - Sent Mail
 - All Mail
 - Spam
 - Trash
 - Important
 - Starred
 - Mailspring
- Local Folders
 - Trash
 - Outbox

Unread Starred Contact Tags Attachment Filter these messages <Ctrl+Shift+K>

| Subject | Correspondents | Date |
|--|-----------------------|----------------------|
| ★ ☆ ● 🔄 ⚡ Finish setting up your new Google Account | Google Community Team | 12/23/2019, 5:01 ... |
| ★ ☆ ● 🔄 ⚡ You created a family on Google | Google | 12/23/2019, 5:03 ... |
| ★ ☆ ● 🔄 ⚡ Malavida has joined your family group | Google Play | 12/23/2019, 5:07 ... |
| ★ ☆ ● 🔄 Important changes to Malavida Apps's Google Account | Google | 12/23/2019, 5:07 AM |
| ★ ☆ ● 🔄 ⚡ You stopped Family Link supervision for Malavida Apps | Google | 12/23/2019, 5:13 ... |
| ★ ☆ ● 🔄 ⚡ You deleted your family group | Google | 12/23/2019, 5:13 ... |
| ★ ☆ ● 🔄 Confirm email and activate your account at premiumize.... | premiumize.me | 12/26/2019, 1:12 AM |
| ★ ☆ ● 🔄 ⚡ Help us protect you: Security advice from Google | Google | 12/26/2019, 5:43 ... |
| ★ ☆ ● 🔄 Complete your Kijiji registration | Kijiji Canada | 12/31/2019, 1:44 AM |



Welcome to Thunderbird

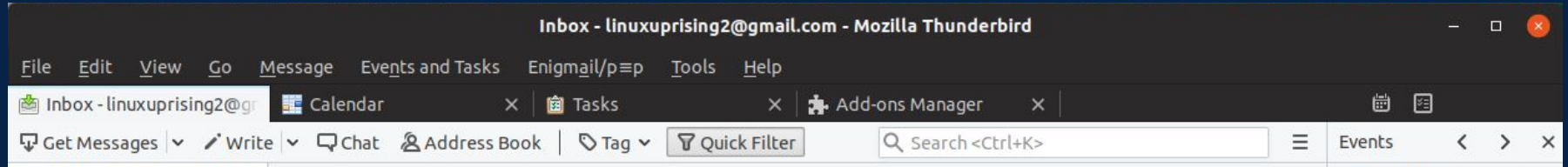
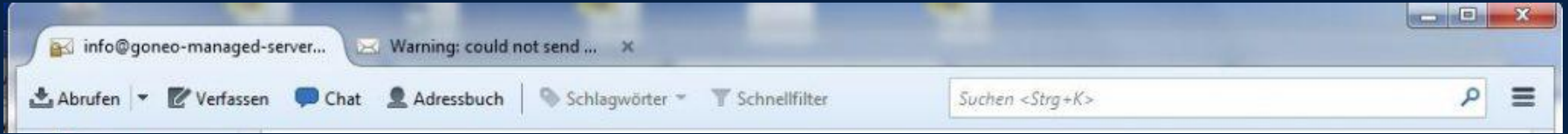
❤️ [Donate to Thunderbird](#)

Thunderbird is the leading open source, cross-platform email and calendaring client, free for business and personal use. We want it to stay secure and become even better. A donation will

Why we need donations

Thunderbird is no longer funded by Mozilla. Fortunately there is an active community keeping it running and developing it further. But to survive

Following Firefox for design direction



The schism and the community support

This is where it gets interesting

“...Firefox was paying a tax to support Thunderbird development...”

We broke up

On **July 6, 2012**, a confidential memo from Jb Piacentino, the Thunderbird Managing Director at Mozilla, was leaked and published to TechCrunch. The memo indicated that Mozilla would be moving some of the team off the project and further development of new features would be **left up to the community**.

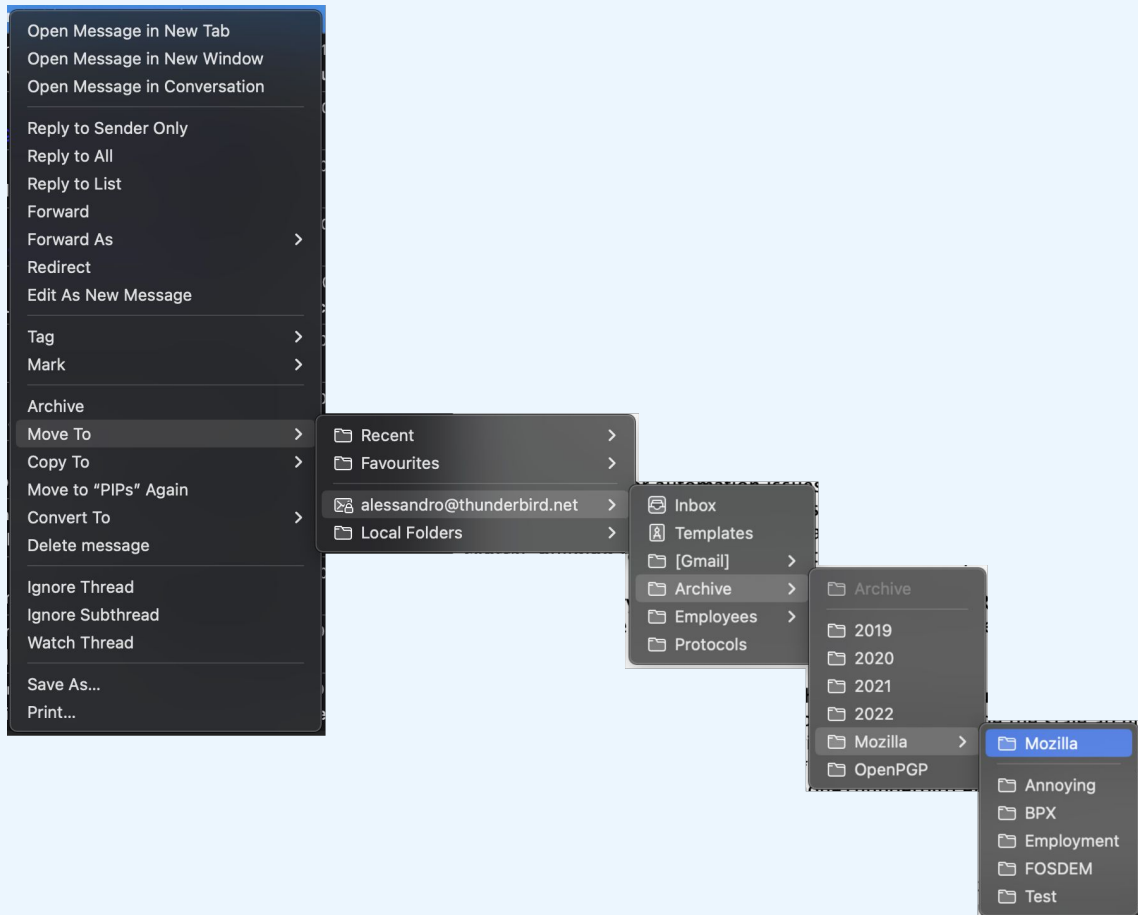
Mozilla remained interested in having a role in Thunderbird, but sought more assistance to help with development. Therefore, at the same time, it was announced that Mozilla Foundation would provide at least a **temporary legal and financial home** for the Thunderbird project.





Most powerful email client

...no one can fully use



Filter Rules

Filter name:

Apply filter when:

Match all of the following
 Match any of the following
 Match all messages

| | | | | |
|--------------------|--------------------------|---------------------------------|---|---|
| Header Regex Match | matches | recipients:/@digilog/1 | + | - |
| Header Regex Match | doesn't match | recipients:[^,;<]+\.[^,;<]+@dig | + | - |
| From | isn't in my address book | Personal Address Book | + | - |
| To | doesn't contain | jwagner@digilog | + | - |
| To | doesn't contain | info@digilog | + | - |

Perform these actions:

Move Message to

OK Cancel

Account Settings

lifewire.help@gmail.com

Server Settings

Copies & Folders

Composition & Addressing

Junk Settings

Synchronization & Storage

Return Receipts

Security

Local Folders

Junk Settings

Disk Space

Outgoing

Account Settings

The following is a special account. There are no identities associated with it.

Account Name:

Message Storage

Empty Trash on Exit

Set Up an Existing Email Account

Your name: Your name, as shown to others

Email address: Your existing email address

Password:

Remember password

Configuration found in Mozilla ISP database

IMAP (remote folders)
 POP3 (keep mail on your computer)

Incoming: POP3, pop-mail.outlook.com, SSL

Outgoing: SMTP, smtp-mail.outlook.com, STARTTLS

Username: lifewire.help@outlook.com

Manual config Done Cancel

Quickfolders - Mail BASE

Calendar

QuickFolders

Recent Folders

GMail

IOL

Hotmail

Indigo

Sent

Allan

Quickfolders (2+1)

QF-AMO-Reviews

QF-bugs

L10n (1)

Donations

Postbox

Postbox Tech Support

QuickPasswords

Zombiekeys

mo

Name

From

Recipient

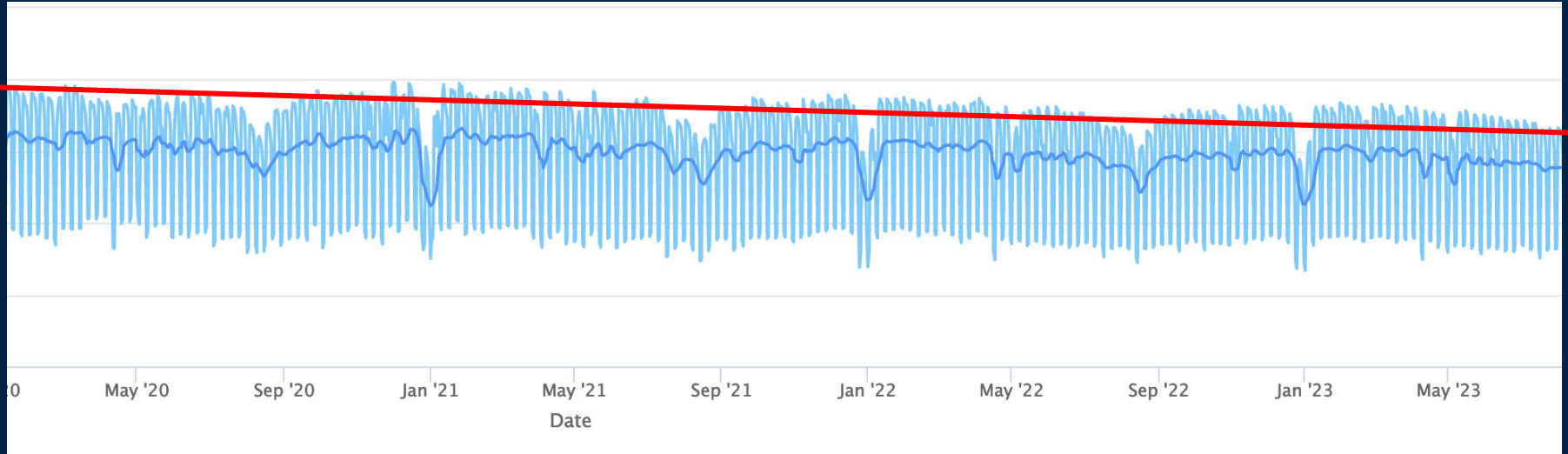
Subject

Date

Size



Steady user decline



**Please don't change it,
it's perfect as it is.**

— Every user ever



No UI/UX updates

===

Stagnation

!==

Familiarity



SUPERNOVA



Inbox

malavidasof...e@gmail.com

Inbox (6205)

Subject

| Subject | Correspondents | Date |
|--|-----------------------|----------------------|
| Finish setting up your new Google Account | Google Community Team | 12/23/2019, 5:01 ... |
| You created a family on Google | Google | 12/23/2019, 5:03 ... |
| Malavida has joined your family group | Google Play | 12/23/2019, 5:07 ... |
| Important changes to Malavida Apps's Google Account | Google | 12/23/2019, 5:07 AM |
| You stopped Family Link supervision for Malavida Apps | Google | |
| You deleted your family group | Google | |
| Confirm email and activate your account at premiumize... | Google | |
| Help us protect your Security advice from Google | Google | |
| Complete your Kijiji registration | Kijiji | |

Welcome to Thunderbird

Thunderbird is the leading open source, cross-platform email and calendaring client, free for business and personal use. We want it to stay secure and become even better. A donation will allow us to hire developers, pay for infrastructure, and continue to improve.

Thunderbird is funded by users like you! If you like Thunderbird, please consider making a

Thunderbird

Inbox 115 Messages

Thunderbird 7/10/23, 12:00 PM

It's Go Time! Thunderbird 115 is here!

Miss Frankie Weber 7/10/23, 12:00 PM

Delbert Windler 7/10/23, 12:00 PM

Shawn Considine 7/10/23, 12:00 PM

Rene Dietrich 7/10/23, 12:00 PM

Judy Towne 7/10/23, 12:00 PM

Miss Sammy Grant 7/10/23, 12:00 PM

Lisa Yost 7/10/23, 12:00 PM

Harriet Kuvallis 7/10/23, 12:00 PM

Nichole Kozey 7/10/23, 12:00 PM

Clark Kautzer 7/10/23, 12:00 PM

Rickey Jacobs 7/10/23, 12:00 PM

Ruth Reichert III 7/10/23, 12:00 PM

Jean Hailey 7/10/23, 12:00 PM

Meet Supernova, our latest, fastest, most-beautiful Thunderbird yet, that is designed to maximize your freedoms.

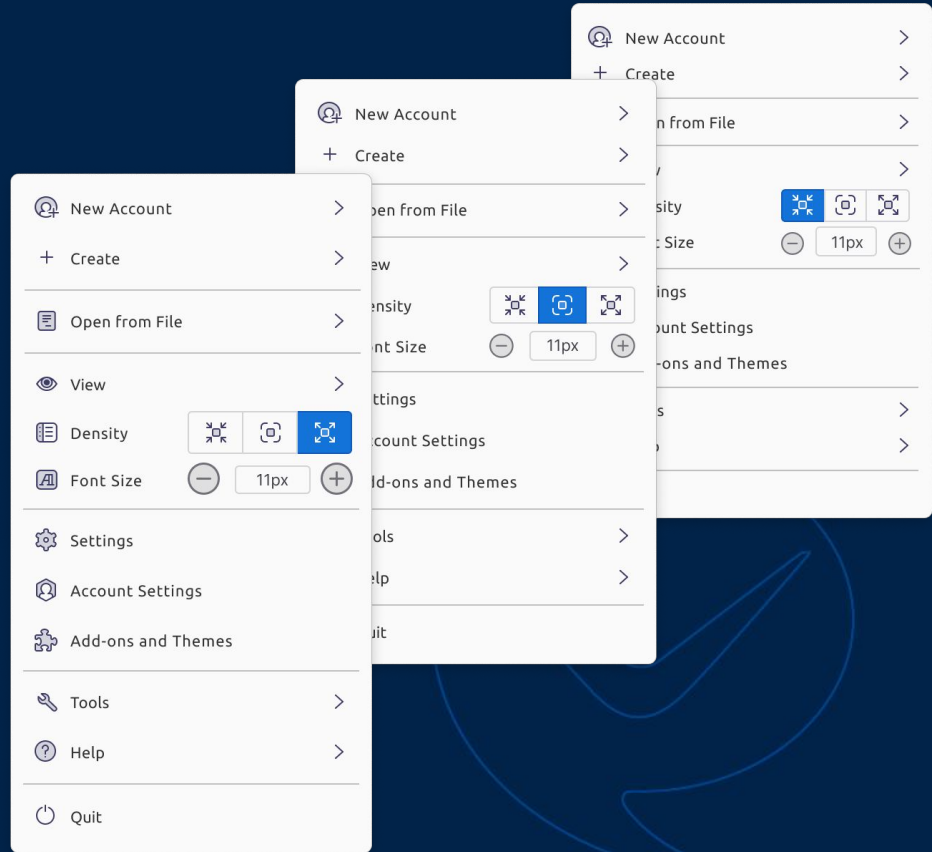
Freedom from Chaos

Thunderbird makes communicating and organizing your life easier. Access your email, calendars, and contacts quickly in one lightning-fast app rather than across various sites and browser tabs. Enjoy freedom from vendor lock-in. Even send a few emails from an archaic, out-of-fashion email account you still own to justify having kept it this long. However you communicate and organize, Thunderbird makes it easier.

Invitations: 7 Today Pane



Easy to reach Features

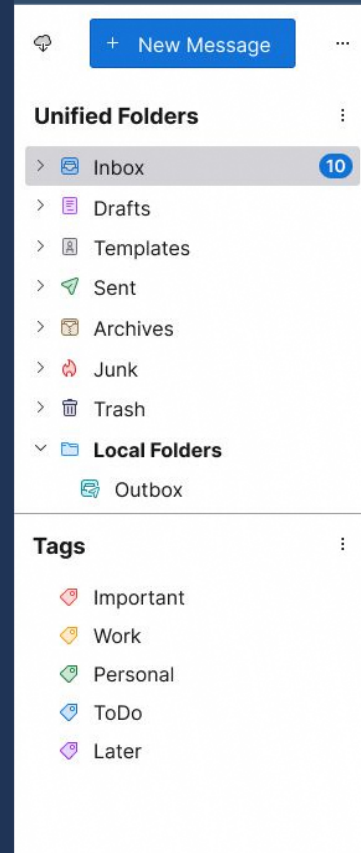




Improved Accessibility



Consistent Paradigms





Jane Doe

janedoe@example.com

First name

+ Jane

Last name

+ Doe

Display name

Jane Doe

Prefer display name over message header

Nickname

Email Addresses

Default

None

janedoe@example.com



None

doejane@example.com



+ Add email address

Websites

+ Add website

Delete

Cancel

Save

Fewer Dialogs

**Obviously, our community
loved it**

...NOT!



No UI/UX updates

===

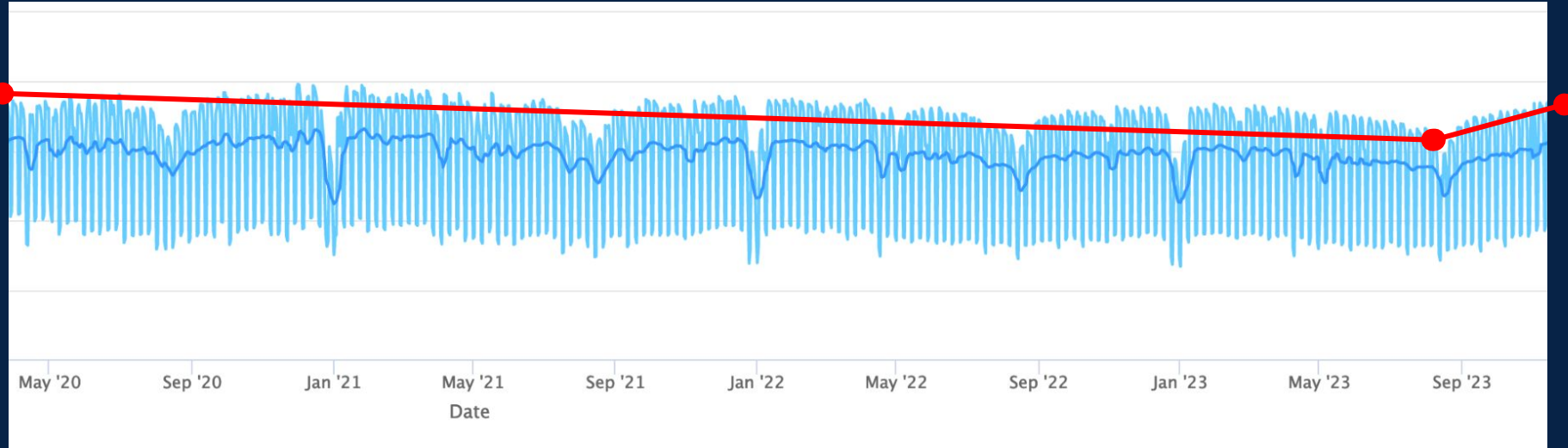
Stagnation

!==

Familiarity



...but then



Visual change is good!

...if done tastefully and with a controlled and intuitive upgrade path.



Thank you!

thunderbird.net

