

Message

From: Tom Oliveri [Redacted@google.com]
Sent: 8/26/2016 6:25:38 PM
To: Sundar Pichai [Redacted@google.com]
Subject: Fwd: Nexus launcher without QSB

Updated Leads agenda will be:

Leads 8/29 - 10:00 to 1:00pm

Major Topics

- Top of Mind (Sundar)
- Duo / Allo Update (Nick)
- Hardware Update (Rick)

Minor topics

- Nexus QSB (Hiroshi, Philipp, JG)
- Area 120 (Don) - presentation

LMK if you want to see any tweaks--

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----- Forwarded message -----

From: Tom Oliveri [Redacted@google.com]
Date: Fri, Aug 26, 2016 at 11:17 AM
Subject: Re: Nexus launcher without QSB
To: Philipp Schindler [Redacted@google.com]
Cc: Hiroshi Lockheimer [Redacted@google.com], John Giannandrea [Redacted@google.com], Brian Rakowski [Redacted@google.com], Sundar Pichai [Redacted@google.com]

We'll flag for discussion on agenda--

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On Fri, Aug 26, 2016 at 10:36 AM, Philipp Schindler [Redacted@google.com] wrote:
+ Tom to make sure we don't forget and have a few minutes between us either at or around Google Leads on Monday.

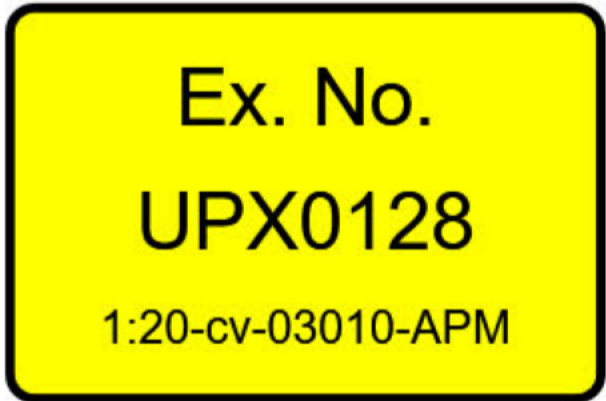
Philipp

On Tue, Aug 23, 2016 at 10:36 PM, Hiroshi Lockheimer [Redacted@google.com] wrote:
Rookie mistake, really adding Brian.

On Tue, Aug 23, 2016 at 10:35 PM, Hiroshi Lockheimer [Redacted@google.com] wrote:
+brakowski too

On Tue, Aug 23, 2016 at 10:33 PM, John Giannandrea [Redacted@google.com] wrote:

The Android cal says MR1 rolls out December 5th so if we make all the milestones in the A/B plan we will have data by the end of the year from the Search analyst teams. Not ideal, but its where we are on this.



On Tue, Aug 23, 2016 at 9:51 PM, Sundar Pichai Redacted@google.com> wrote:
We should always do these things with the ability to measure, Can i get a firm timeline and schedule for the A/B testing framework for this

- Sundar

On Tue, Aug 23, 2016 at 7:04 AM, Hiroshi Lockheimer Redacted@google.com> wrote:
SG. It'll have been a week at that point, will be interesting to see how your experience evolves by then.

On Aug 23, 2016 10:02 AM, "Philipp Schindler" Redacted@google.com> wrote:
I have made my points and still think they are valid. Happy to continue the discussion at one point in person, maybe around next Leads.

Thanks

Philipp

On Mon, Aug 22, 2016, 11:22 PM Hiroshi Lockheimer Redacted@google.com> wrote:
I agree. One thing to keep in mind, however. The number of people who are signed into Google in Korea is very low. Well, let me be more precise. The number of Samsung product decision makers who are signed into Google are super low because: 1) they use their browser, 2) and they access Naver, and more importantly 3) our breadth of knowledge / integrations with local service providers is very low, so there's really not much happening in Now in Korea. Jeff Boortz and I saw this first hand a couple of years ago in Suwon.

On Aug 22, 2016 11:18 PM, "John Giannandrea" Redacted@google.com> wrote:

Samsung has Flipboard at -1. I believe we can do a much better job (that is not what Now stream is today).
-jg

On Mon, Aug 22, 2016 at 11:13 PM, Hiroshi Lockheimer Redacted@google.com> wrote:
Do you know how we ended up with the current widget? It was what we liked back in 2008/2009.

There is data, BTW. (We've done UX research.)
We are basically doing #2 with these devices.
Your point re #3: see my point about #5.

BTW Samsung absolutely does not want -1. That's a different discussion entirely.

My recommendation. Please give it a few days of use. See how you feel at the end of the week and let's chat.

Thanks,
Hiroshi

On Aug 22, 2016 11:03 PM, "Philipp Schindler" Redacted@google.com> wrote:

Sorry to be so blunt but I don't think #1 has any data to support it. #2 could be negotiated if we had a testing framework and data showing rev and user impact of different types/placements of QSBs and widgets. #3 ignores the potential collateral damage from OEMs asking for this at scale. #4 is done backwards imho. On #5 you might still be lucky that they don't want to give up -1 anyway. But it will definitely increase their drive to ask even more aggressively for QSB changes.

My whole point is that we shouldn't play around with these things based on what we "like".

On Mon, Aug 22, 2016, 10:48 PM Hiroshi Lockheimer <Redacted@google.com> wrote:

Sorry I missed your IM Philipp, I was headed to SFO (headed to EWR to meet with Verizon for our QBR).

Here's the logic:

- 1) Users generally are tired (visually) of our widget. It's in the middle of the screen, obscures your family picture, etc.
- 2) OEMs are VERY tired (visually) of our widget, because of 1) and also because they feel like they don't get to differentiate.
- 3) Now that we think like an OEM (the Nexus team), 2) really resonates.
- 4) We're going to experiment with the Nexus population. ~2M over a year.
- 5) In terms of OEM reaction, we've already briefed Samsung that we're going to be doing this "experiment" on Nexus and that we'll be updating them on usage / potential revenue (share) impact.

When I first started using the new widget I had a slight heart attack too, but I have to say I really like it visually, I am back to doing searches from it and I do find myself pulling to -1 more. I don't know what our stats say about Googler dogfood usage, although Tamar warns me that's really not a useful population to look at.

Hiroshi

On Aug 22, 2016 10:26 PM, "John Giannandrea" <Redacted@google.com> wrote:

There is a plan (mostly led by Tamar) to do an a/b experiment later after launch. not clear yet which market this will run in. even less clear what we should do if this experiment shows significant search loss. I am excited to see if the new UX drives people to -1 since that is a strategic priority for search, but as Hiroshi knows I do worry about OEMs' reaction to our Nexus marketing of this UX.

On Mon, Aug 22, 2016 at 10:12 PM, Philipp Schindler <Redacted@google.com> wrote:

So I had a mild heart attack today when I saw the new Nexus launcher without the QSB. I fully understand the urge to innovate, but taking such a potentially high revenue impact decision which a) despite the low Nexus volume carries the risk of other OEMs asking for a similar placement over time and b) cannot really be supported by robust testing data regarding query impact (as far as I know the frameworks aren't in place yet; I have been asking for this for a long time) feels audacious - to give it a positive spin. I already got a bit of background from JG but as I wasn't involved it would be nice if I could get a few more details on the logic

here. I also struggle to understand why we don't build out a testing framework first (again, not a new ask), then test on small percentages, then implement the winner, then repeat.

Thanks