From: Brad Chase
Sent: Wednesday, November 19, 1997 4:52 PM
To: Chris Jones
Cc: Brad Chase; David Cole; Yusuf Mehdi
Subject: IE 5

David and i were talking a few weeks back about IE 5 and agreed that in addition to the areas of focus that had been outlined we needed to have some hot end user features that got people excited. i promised to send some of my ideas and i am finally getting around to it.

The key areas I have heard outlined are:
- perf/size
- office 9
- tco
- laptop use
- web apps

I believe we should tie that to a higher order mission to further focucs the team. I believe that this key focus needs to be around helping users find the information they want faster and more quickly. this is still the highest order frustration on the web. there are other key areas for end users, such as communication and collaboration but i believe that is the higher order theme we need to emorace. the web the way you want it, when you want it.

So some ideas are below. i tried to stick to end user, browser only features and avoid going into a discussion of portal or [illegible] integration which are separate subjects where i have alot of ideas [illegible] and developer areas where i have some but fewer ideas.

If judy and i don't have the baby tonight I'll see you at some of the offsite tommorrow

Finding info
- the new search pane is a great idea but it does not work that well.
  - b/c of the strangeness of frame naviagation, i often get stuck without being able to get back to the original search pane. the only way to get out of that I can find is to close down the browser and restart
  - doing any type of search besides a general search is still not solved.
- i wonder if we can make the general purpose case more general purpose. i am willing to bet that most of the searching done is general searching and white page/yellow page searching. we should make it as easy to do the latter as we make the former today.
- i have found history easier and more useful
- i know there are some big ideas here, i am not coming up with them

Customization
- it would be cool to be able to customize all the toolbars however i want, not just the links bar
- how can we link the browser bars to the pages and visa versa? Examples:
  - can i, should i have a button for sports scores? news headlines etc.?
  - can we create a standard for adding headlines to our start page? maybe i click on a button on my scuba diving page to add headlines to my start page or maybe when i add to favorites i can choose to add headlines to my start page as an option if the icp supports. as we build and think through the portal we need a even larger strategy on how third parties plug in
  - all UI is html and really is integrated with the page
- we need to make it super easy for users to set all of these options, plus all the the "internet options" like security, ratings etc. as i have said before i think these features should be accessed and modified by web pages instead of traditional dialogs. a set of pages that is, at essence, a wizard would make it alot easier to set up my security settings for example

Notebook

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- offline has to be automatic. i understand this is very hard but if we can we should detect. if not give the user a optional choice at boot like exchange?
- i think that there are two main user scenarios. i want to download a readers digest version of a site. i want to download a story or game or specific aspect of a site to use on a plane.
- We have to figure out how to make channels work well or discard them all together. the concept and implementation today is just super confusing. There is a huge opportunity with screen savers and we may want to delink this with channels. i am not sure about that but a web screen saver feature that allows me to have my screen saver scroll through a set of web pages that i define would be cool

Set-up

- IE has become to big to download. we need to have a browser and mail download that is less than 30 minutes for a 28.8 modem. can IE 5 be downloaded so that it is a series of patches to IE 4? Our partners, like AOL, need a smaller browser too.
- The set-up process is too hard for user to figure out. only a little more than half of the people that download active set-up end up installing the browser. i think they don't figure out what to do once they download the set-up stub

Other Features

- Speed, performance, speed, performance, speed, performance. anything we can do here is huge. users love speed, esp on the internet. how much smarter can we be about caching and rendering pages more quickly
- we can make a big bang if we did ratings right. RSACi is too complicated, we need a system that is easy like movie ratings. we should consider partnering with people like Disney to make this happen
- autofavorites was a idea i first heard of from davidcol
- for IE 3 i proposed an idea i called URL macros. bradsi and others really liked the idea but it never made it. i think it would be super cool to be able to create all sorts of macros in the address bar. i could type ms to go to the microsoft page, maybe type sports to go to the sports part of the content part of my portal. i could type search blah to search for something etc etc.
- can we do somethings to make it easier to print stories from the web? we need an intelliprint feature. that would be a huge win. frames make this a pain, links make this a pain. what if we had some special print feature that did auto formating based on some intelligence and/or some info given to us by the icp