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?
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.
<table>
<thead>
<tr>
<th>Subject</th>
<th>Correspondents</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Finish setting up your new Google Account</td>
<td>Google Community Team</td>
<td>12/23/2019, 5:01 AM</td>
</tr>
<tr>
<td>You created a family on Google</td>
<td>Google</td>
<td>12/23/2019, 5:03 AM</td>
</tr>
<tr>
<td>Malavida has joined your family group</td>
<td>Google Play</td>
<td>12/23/2019, 5:07 AM</td>
</tr>
<tr>
<td>Important changes to Malavida Apps's Google Account</td>
<td>Google</td>
<td>12/23/2019, 5:07 AM</td>
</tr>
<tr>
<td>You stopped Family Link supervision for Malavida Apps</td>
<td>Google</td>
<td>12/23/2019, 5:13 AM</td>
</tr>
<tr>
<td>You deleted your family group</td>
<td>Google premiumize.me</td>
<td>12/26/2019, 1:12 AM</td>
</tr>
<tr>
<td>Confirm email and activate your account at premiumize.</td>
<td>Google premiumize.me</td>
<td>12/26/2019, 1:12 AM</td>
</tr>
<tr>
<td>Help us protect you: Security advice from Google</td>
<td>Google premiumize.me</td>
<td>12/26/2019, 5:43 AM</td>
</tr>
<tr>
<td>Complete your Kijiji registration</td>
<td>Kijiji Canada</td>
<td>12/31/2019, 1:44 AM</td>
</tr>
</tbody>
</table>
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
Steady user decline
Please don’t change it, it’s perfect as it is.

— Every user ever
No UI/UX updates

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Stagnation

!===

Familiarity
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 donation.

Donate to Thunderbird

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 airport, out-of-fashion email account you still own to justify having kept it this long. However you communicate and organize, Thunderbird makes it easier.
Easy to reach
Features
Improved Accessibility
Consistent Paradigms
Fewer Dialogs
Obviously, our community loved it...NOT!
No UI/UX updates

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Stagnation

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Familiarity
...but then
Visual change is good!

...if done tastefully and with a controlled and intuitive upgrade path.
Thank you!
thunderbird.net