

**From:** Gabe Cohen [REDACTED - PRIVACY]  
**Sent:** Thursday, May 30, 2013 12:16 PM  
**To:** Matias Duarte [REDACTED - PRIVACY]  
**Cc:** John Lagerling [REDACTED - PRIVACY]; Lan Roche [REDACTED - PRIVACY]; Hugo Barra [REDACTED - PRIVACY]; Joseph (KS) Hwang [REDACTED - PRIVACY]; Patrick Brady [REDACTED - PRIVACY]  
**Subject:** Re: Meeting Notes for 5/22/2013 GMS++ discussion

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Then we need to provide a more detailed spec on the search design than google branded white box, and any deviation from that spec should require approval in writing.

On Thu, May 30, 2013 at 9:12 AM, Matias Duarte [REDACTED - PRIVACY] wrote:

Disagree on the inclusion of search. We should drive to reduce redundancy and simplify for users. The point of this is we specify exactly how the search forks appears so we can A. Make it very explicitly "Google search" and B. Prefer any modifications.

On May 30, 2013 8:02 AM, "Gabe Cohen" [REDACTED - PRIVACY] wrote:

Couple of late comments for you...

Search trigger should be swipe up from the navigation bar, not action bar.

I would include the additional search launcher item in the folder. Users have historically struggled with recognizing the search box as a search box and (b) the OEMs might subtly modify the appearance to increase the effect. Seems likely to affect revenue.

On Wed, May 29, 2013 at 11:46 PM, Patrick Brady [REDACTED - PRIVACY] wrote:

On Wed, May 29, 2013 at 11:44 PM, Lan Roche [REDACTED - PRIVACY] wrote:

I will definitely add Google Plus. Do we need to add Google Search given that it has to be on the default home screen?

Regarding what happens if we want to add a new application or update the order of the apps in the collection over time, I think that we should set a baseline in the agreement and then on the GMS site have the latest required applications to be included in the collection as well as the required order. Patrick, do you think we can add that to the GMS distribution site?

Yes, of course. SGTM.

I will add language that says we can update this list and the priority over time at our discretion.

Thanks,  
Lan

On Wed, May 29, 2013 at 9:11 PM, Patrick Brady [REDACTED - PRIVACY] wrote:

On Wed, May 29, 2013 at 8:11 PM, Matias Duarte [REDACTED - PRIVACY] wrote:

+1 G+

Not sure about magazines. Its a memory and bandwidth hog.

Fair enough, but it's part of the Play suite, and we need to address those issues.

Also how do we accommodate new upcoming Google services like phone and photos?

Phone and Photos are a bit different b/c they aren't really tied to Google services; they are core smartphone features. I think it would be weird to put these in the "Google" collection, though I guess the branding for Photos / Camera could be very Google.

But for others I think we should allow for the list to be amended by Google from time-to-time. (We do this already w/ our list of mandatory apps, so it shouldn't be a problem here either.)

On May 29, 2013 6:12 PM, "Patrick Brady" [REDACTED - PRIVACY] wrote:

On Wed, May 29, 2013 at 6:01 PM, Lan Roche [REDACTED - PRIVACY] wrote:

Thanks for the input. Here is the new list and language to reference text provided by Google. Let me know if this looks good and I will drop into a redline with the initial mockups.

*(ii) an icon clearly labeled or branded "Google" that provides direct access to a collection of icons for the Google Applications specified below (using the icons and text provided by Google or approved by Google in writing) in left to right; top to bottom order:*

*Google Maps, Google Chrome, GMail, Hangouts, YouTube, Google Play Client, Google Play Music, Google Play Books, Google Play Movies*

What about Google (search), Google+ and Play Magazines? These should all be included. Do we want the "Google Settings" icon in this collection? I propose not including it.

Another thing to consider: we could specify these specific apps, but ask that any additional pre-loaded Google apps (eg. Wallet, Drive) be added to the end of the collection.

Thanks,  
Lan

On Wed, May 29, 2013 at 5:38 PM, Patrick Brady [REDACTED - PRIVACY] wrote:

The actual app names come from the apps themselves, and we can just write that

into the agreement. (Eg. "Collection should show the application icon and text label as provided by each Google Applications.) That gives us the flexibility to rename things over time (eg. Books --> Play Books, Android Market --> Play Store, Talk --> Hangouts, etc.).

On Wed, May 29, 2013 at 4:40 PM, Matias Duarte **REDACTED - PRIVACY** wrote:

This is not necessarily an icon implementation right? Which is why i wanted specifics.

If we want to keep Play together, then I think we should swap play to store to the last. Maps, Chrome, You Tube, and GMail are the apps that get the most traction on our end.

On Wed, May 29, 2013 at 4:26 PM, Lan Roche **REDACTED - PRIVACY** wrote:  
Thanks for the feedback. How does this order look? (Play Store first, keeps Play Content Verticals together)

Google Play Client, Google Play Music, Google Play Books, Google Play Movies, Google Maps, Google Chrome, GMail, Hangouts, YouTube

I believe we control the icon names based on the GMS package. Patrick, can you confirm that is the case?

Thanks,  
Lan

On Wed, May 29, 2013 at 4:08 PM, Matias Duarte

**REDACTED - PRIVACY** wrote:

Google Maps, Google Chrome, GMail, Hangouts, Google Play Client, Google Play Music, Google Play Books, Google Play Movies, YouTube

Store should be last or first.. it's easier to find. The language may also want to specify how they're named. So not "Google Play Client" But "Play Store"

On Wed, May 29, 2013 at 3:44 PM, John Lagerling

**REDACTED - PRIVACY** wrote:

Language looks good to me in terms of capturing the current concept. Any further comments?

Will prep to run this by Sundar Wednesday next week ideally.

- john

On Wed, May 29, 2013 at 11:27 AM, Lan Roche

**REDACTED - PRIVACY** wrote:

Here is the new language based on Patrick's feedback. Matias, do you have any feedback on the language?

Thanks,



Lan

**Placement Requirements:** Unless otherwise approved by Google in writing Company shall:

- (1) preload all Google Applications approved in the applicable Territory or Territories on each Device;
- (2) preload on the Default Home Screen of each Device:
  - (i) the Google Search widget; or if approved by Google in writing a search box that is white Google branded and includes direct access to Google Voice Search
  - (ii) an icon clearly labeled or branded "Google" (using the icons provided by Google or approved by Google in writing) that provides direct access to a collection of icons for the Google Applications specified below in left to right; top to bottom order:  
Google Maps, Google Chrome, GMail, Hangouts, Google Play Client, Google Play Music, Google Play Books, Google Play Movies, YouTubeExamples of approved implementations are listed in Exhibit A.
- (3) ensure that all other preloaded Google Applications are placed no more than one level below the Home Screen;
- (4) ensure each Device allows an End User to directly access Google Search by either
  - (i) long pressing the "Home" button on Devices with physical buttons, or
  - (ii) swiping up on the action bar or "Home" button on Devices with soft buttons.

**Supporting Definitions:**

**"Home Screen"** means with respect to the default navigation hierarchy of a Device UI, the top-most level screen from which applications can be launched by an End User.

**"Default Home Screen"** means the default display of a Device, prior to any changes made by End Users, that appears without scrolling in both portrait and landscape modes when the Device is in active idle mode (i.e. not in sleep mode).

**"Google Applications"** means the machine-readable binary code version of the Google applications listed below which are provided to Company in connection with this Agreement, and any modifications or updates thereto that Google may make available to Company hereunder from time to time in its sole discretion. List of Google Applications (may be changed by Google from time to time): Google Play Client (does not include products downloaded from Google Play), Calendar Sync, Contacts Sync, Gmail, Google+, Google Play Books, Google Calendar, Google Maps, Google Play Music, Google Partner Setup, Google Search (including Google Now), Google Chrome, Google Services Framework, Google Street View, Google Talk, Google Play Movies, Google Play Magazines, Google Voice Search, Media Uploader, Network Location Provider, Set Up Wizard, YouTube, and Widevine (requires separate agreement with Google).

On Tue, May 28, 2013 at 12:10 PM, John Lagerling

**REDACTED - PRIVACY** wrote:

Thanks Patrick - we will compile the deck and set up time to review with Sundar and incl. you. Mockups to come from Matias team.

John

On May 28, 2013 12:09 PM, "Patrick Brady" [REDACTED - PRIVACY] wrote:

Thanks! Looks good overall. A few comments below in-line.

I think it would be helpful for a Sundar review to have a deck covering the old and new language for every point, with some justification for the new language, and example mockups (based on Nexus UI). Is that something you can put together? Happy to help.

On Tue, May 28, 2013 at 11:38 AM, John Lagerling

[REDACTED - PRIVACY] wrote:

Not sure the search box needs to be white (although I understand what you are trying to convey).

I think we should just put the design specifics in an exhibit that will call out colors, font-sizes, etc.

John

On May 28, 2013 11:07 AM, "Lan Roche"

[REDACTED - PRIVACY] wrote:

Hey Everyone,

Redacted - Privileged

Thanks,  
Lan

**Placement Requirements:** Unless otherwise approved by Google in writing Company shall:

(1) preload all Google Applications approved in the applicable Territory or Territories on each Device;

(2) preload on the Default Home Screen of each Device:

(i) the Google Search widget; or if approved by Google in writing a white, Google branded search access point that includes direct access to

## Google Voice Search

I think we might want to call this a "search box" rather than "Google-branded access point", but if it's subject to Google's approval and we provide requirements, then we're probably covered.

(ii) an icon clearly labeled or branded "Google" (using the icons provided by Google or approved by Google in writing) that provides direct access to a collection of icons for the Google Applications specified below:

Google Play Client, Google Maps, Google Chrome, GMail, Hangouts, YouTube, Google Play Music, Google Play Books, Google Play Movies  
*[Question for team: Should we specify an order? Anything missing?]*

Matias to confirm. If we don't have a better proposal, we should use the current Nexus layout. We should at least put all of the Google Play assets together.

Also, note: the list of apps included here will be subject to geo-availability.

Examples of approved implementations are listed in Exhibit A.

(3) ensure that all other preloaded Google Applications are placed no more than one level below the Phone Top;

(4) ensure each Device allows an End User to directly access Google Search by either

- (i) long pressing the "Home" button on Devices with physical buttons, or
- (ii) swiping up on the action bar or "Home" button on Devices with soft buttons.

Redacted - Privileged

### Supporting Definitions:

**"Phone Top"** means with respect to the default navigation hierarchy of a Device UI, the top-most level screen from which applications can be launched by an End User.

Nit-pick: we're no longer limited to "phones", so might want to use something else here. "Home Screen" is a better fit.

**"Default Home Screen"** means the default display of a Device, prior to any changes made by End Users, that

appears without scrolling in both portrait and landscape modes when the Device is in active idle mode (i.e. not in sleep mode).

**“Google Applications”** means the machine-readable binary code version of the Google applications listed below which are provided to Company in connection with this Agreement, and any modifications or updates thereto that Google may make available to Company hereunder from time to time in its sole discretion. List of Google Applications (may be changed by Google from time to time): Google Play Client (does not include products downloaded from Google Play), Calendar Sync, Contacts Sync, Gmail, Google+, Google Play Books, Google Calendar, Google Maps, Google Play Music, Google Partner Setup, Google Search (including Google Now), Google Chrome, Google Services Framework, Google Street View, Google Talk, Google Play Movies, Google Play Magazines, Google Voice Search, Media Uploader, Network Location Provider, Set Up Wizard, YouTube, and Widevine (requires separate agreement with Google).

On Fri, May 24, 2013 at 4:12 PM, Patrick Brady

**REDACTED - PRIVACY** wrote:

Sounds good.

Lan -- let me know if you need any help on the new language. We can at least start w/ the Nexus mockups as examples.

On Fri, May 24, 2013 at 1:41 PM, John Lagerling

**REDACTED - PRIVACY** wrote:

Thanks for bringing Sundar up to speed, Patrick. Let's try to get documentation to present the proposal done by end of next week - adding ideas for lock-screen. (I'm very excited about the direction we are taking, and I think all OEMs will be ok, provided lockscreen experience is not overpowering for existing OEM implementations).

1) I'd like to make sure we go with Matias line and provide pre-approved formats that we stick with not just per release, but over the term of the agreement. Changing for every release may fly with the OEMs, but not with Amazon, and not sure it is fair towards OEMs who will try to invest in some coherent customization across device generations for their UI.

2) We should have Chrome as default browser for any



device that gets revshare

3) Will make sure we don't sign any further MADA agreements before this is done.

Lan has point on getting the proper language drafted.

Matias: Who can help drawing the schematic mock-ups that we want to pre-approve.

Again - this is such a healthy development - very grateful we have pulled together from each team so quickly to whip this in to shape.

jchn

On Thu, May 23, 2013 at 10:27 PM, Patrick Brady

**REDACTED - PRIVACY** wrote:

I met with Sundar today to give him the history on Compatibility + GMS and explain some of the gaps we have today which result in the inconsistencies across devices.

He is very interested to see our proposals to improve the consistency of the \*GMS\* experience across devices (GMS, not GMS++). His main feedback was:

**1. We should be more prescriptive, but not overcorrect and not lock our selves in**

Our proposal is to be much more prescriptive, and Matias's suggestion around the abstract Google "collection" does give us flexibility, but as our UI is always changing, and key real estate like lock screen, system UI, launcher are in flux, I think we may want to go further. One option is to make the placement / Google UX requirements specific to each platform release, and add an addendum for each.

Some OEMs (esp. Amazon) may not like the idea of signing up to undefined requirements, but most of our partners are somewhat used to this as the Compatibility requirements evolve with each release, and our GMS suite expands (incl. mandatory apps) over time. **John** -- what do you think?

He also wants us to ensure that our GMS placement requirements fit with our own "Google



Launcher", whatever that ends up being.

Last, he doesn't want us to overcorrect and push partners away. I think our proposal is OK here; GMS++ is the higher engagement / higher commitment strategy.

## **2. Search is sacred, must be front and center**

Our proposal covers that through more prescriptive search placement requirements and universal affordance for Now. I think we're covered here.

One interesting point on this one (at least I thought so): he didn't care about Chrome placement as long as we had Search placement.

## **3. We should consider the lockscreen as well as the launcher**

He is worried that the launcher isn't always the most valuable real estate b/c the lockscreen is quicker to access. Eg. if we get placement on launcher but Facebook and others are accessible from the lockscreen, we're not in good shape.

I'm not sure how best to handle this one, esp. given the uncertain future of lockscreen widgets and potential Google launcher / lockscreen redesign.

I would \*love\* to see Google Search / Now access from the lockscreen. There are obvious security concerns, but right now users need to unlock to access Now / Search from the system affordance even if they don't have a PIN / pattern lock. Have we looked at this?

He is interested to see a proposal from us on the updated GMS requirements before we sign any new MADA deals / renewals. I think we're all agreed on the proposal from last meeting, but we haven't covered lockscreen.

Do we want to meet one more time next week before sharing with him, or schedule something earlier? I think it would be good to get feedback on the updated proposal ASAP b/c John's team is in the process of re-negotiating the key MADA partnerships right now.

- Patrick

On Wed, May 22, 2013 at 9:22 PM, Lan Roche

**REDACTED - PRIVACY** wrote:

[Archive here](#)

## GMS++ Meeting Notes

May 22nd, 2013

**Attendees:** John, Patrick, Matias, Joseph, Lan

**AI: (lanroche)** Send new MADA contract language to cover the updated GMS requirements

**AI: (lanroche)** Update Android Ecosystem touch points deck to setup GMS ++ deep dive next week

**AI: (pbrady)** Investigate CDD/CTS change to require universal access to Recents

### Reference Documents:

- Samsung vs. Google Duplicate Services
- Android Ecosystem Touchpoints

### Changes to GMS License Placement Requirements:

1. Google Search on Default Homescreen
  - o Must be White, Branded with Google, and affordance for Voice Search
  - o Does not have to use Google Search Widget
2. Link to Google Collection or Folder on Default Homescreen
  - o Must be clearly labeled Google
  - o May be branded Google if approved by us
  - o Gives OEMs flexibility on home screens that do not use the standard AOSP UI
3. Presentation of Google Collection:
  - o Which applications have to be presented and in what order?
  - o Possible applications to include: Google Play, Calendar, Contacts, Gmail, Google+, Google Play Books, Google Maps, Google Play Music, Google Chrome, Hangouts, Google Play Movies, Google Play Magazines, Google Voice Search, YouTube
4. Make Google Now accessible from Long press on physical Home key, swipe up on soft home key

Lan to propose language changes to MADA later this week to reflect these new requirements.

### Changes to Compatibility:

- Make recents universally accessible at all times on the device
- Patrick to look at updating CDD and CTS

### GMS++:

- Initial Requirements for partners:
  - o All pre-loads must adhere to Android UI style guide
  - o Ship more soft nav devices
  - o No Menu Key on devices
  - o Limit duplication of services
  - o Prominent placement of Google Service
- Possible Incentives (to be discussed further next week):
  - o Early source access
  - o Input on Google services roadmap
  - o Search and/or Play rev-share

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