

Personal Interest Dashboard

User Experience and Interface Design - V1.0



Introduction

User Personalization (UP) is a core initiative of the Content Services project. The first product from UP is an entirely new **Personal Interest Dashboard** (PID) that will visualize the user's interests, based on their navigation history.

This tool will have two, primary objectives. First is to provide users with the ability to analyze their personal interests. They will be able to view their overall browsing activity, sort their current interest categories by rank, and edit associated search histories. In the future, we will add features that will help users identify more meaningful patterns and provide greater control over search history items.

The second goal of the Personal Interest Dashboard is to help users discover new content that's related to their interests and search history. This portion of the experience will be visual, interactive, and focused entirely on discovery (as opposed to analysis). In the future, we will introduce the ability to search for new interests based on shared profiles, geography, and general trends online.

Guiding Principles

The design depicted in the following pages were created with three guiding principles in mind. These also define the underlying value to the user:



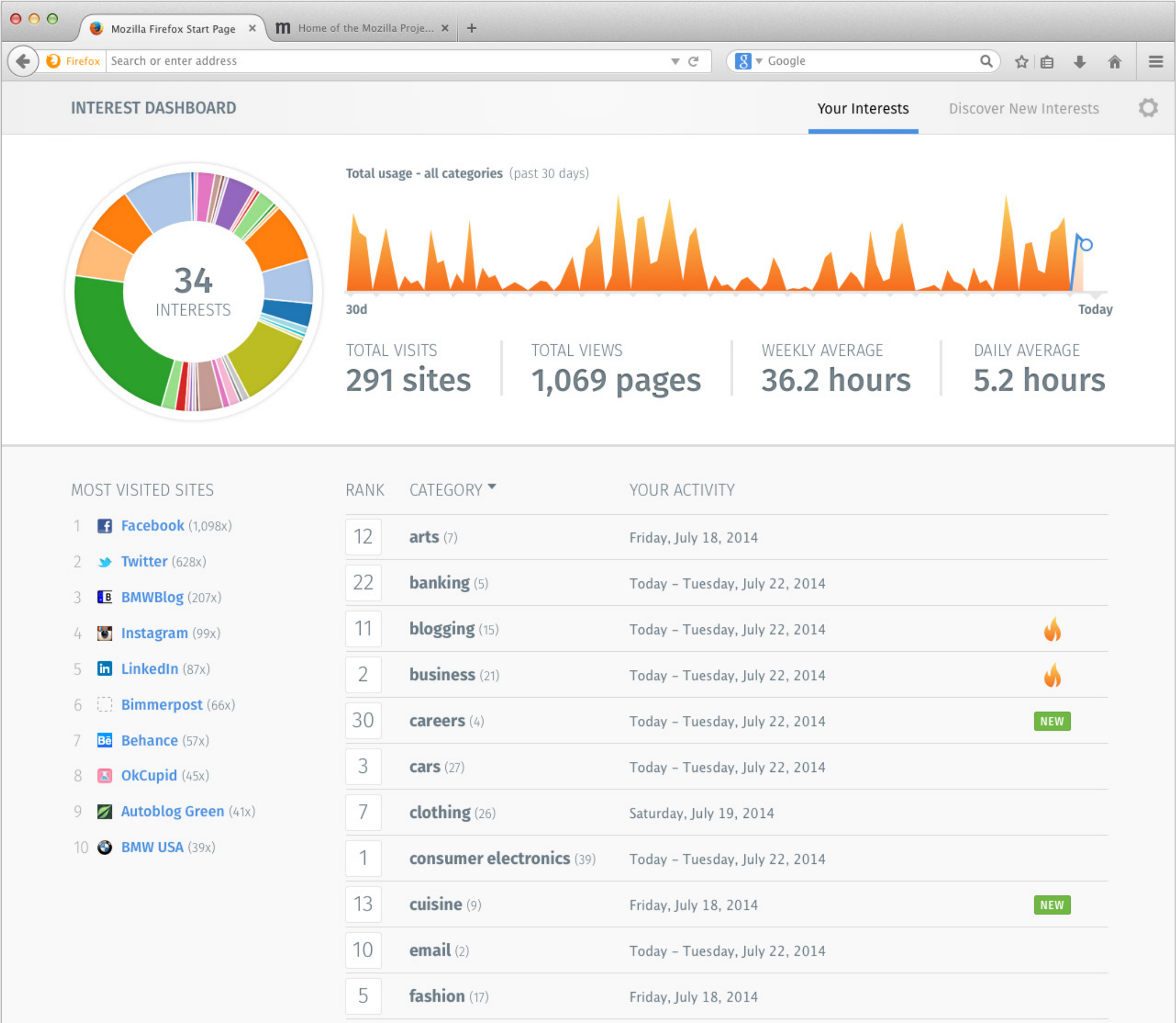
The data we track and display must be clear to the User and be done on their behalf. Only use and share User information for their benefit as spelled out in our notices.

Any personal information collected must be initiated with the user's consent. When their information is shared with a third party, it will only be done with their explicit consent and a pre-approved partner.

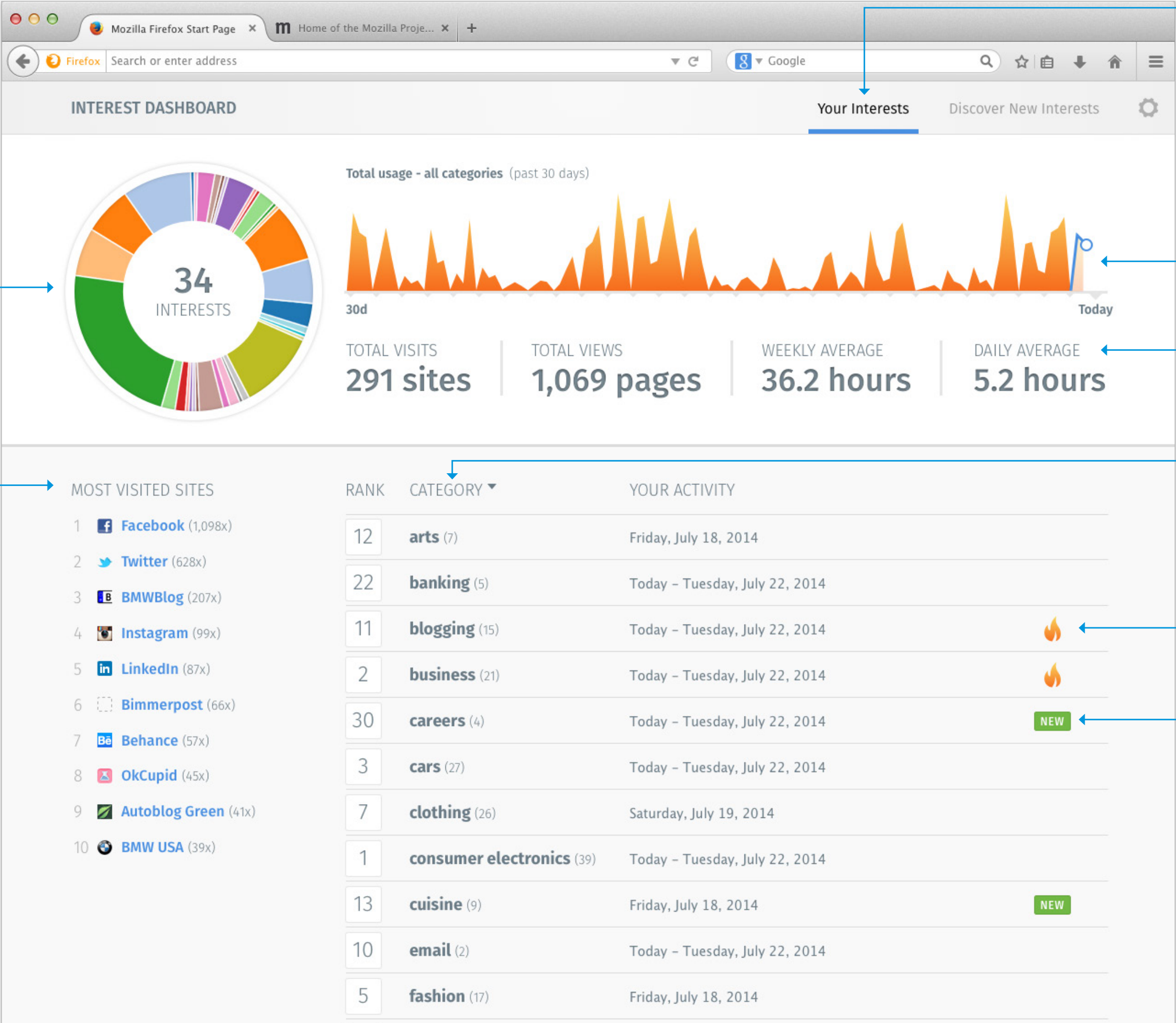
We will provide the user choices on what they want to share about their online experiences. The default settings will balance safety and user experiences appropriately.

= An experience that's fully owned and defined by the User

Your Interests – Initial View



Your Interests – Initial View



Pie Chart shows all of the user's interests as a proportion of their total browser usage.

Most Visited Sites are ranked by total page views, not necessarily by time spent.

User will see the "Your Interests" view by default.

Line graph shows User's total browser usage for a 30-day rolling period.

Current Usage Stats appear below the graph and calculate the total number of sites the user has visited, page views, and average time spent online.

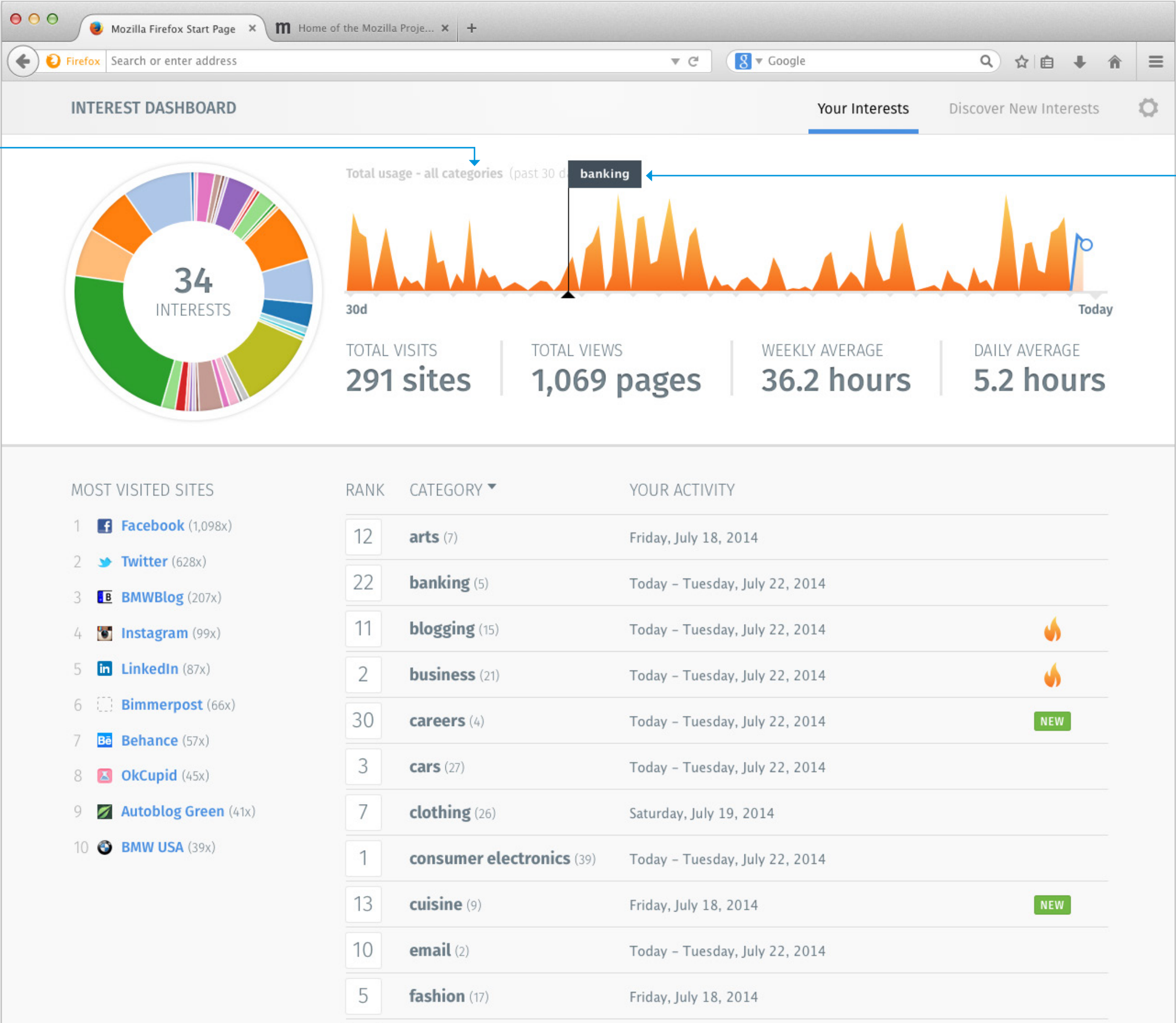
Interest Category Table is sorted alphabetically by default. The user may also sort the table by rank or recent activity.

Hot Category Icon indicates a category that is rising in rank due to increased activity.

New Category Icon indicates a new interest category that the user has discovered.

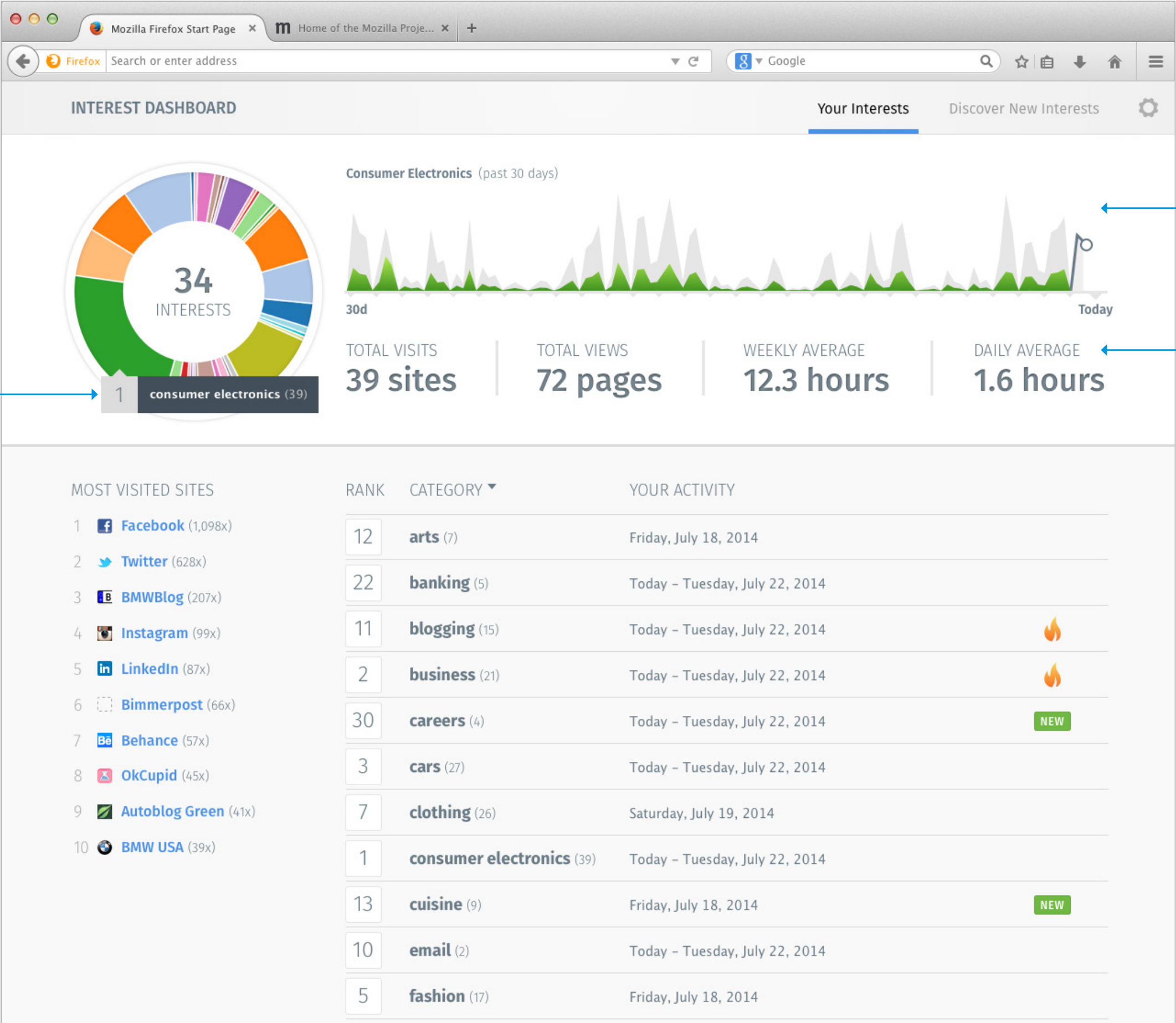
Line Graph

Graph Title is deemphasized so as not to obfuscate the Graph Rollover text.



Graph Rollover shows the User's top-ranking interest category for any given point in time.

Pie Chart

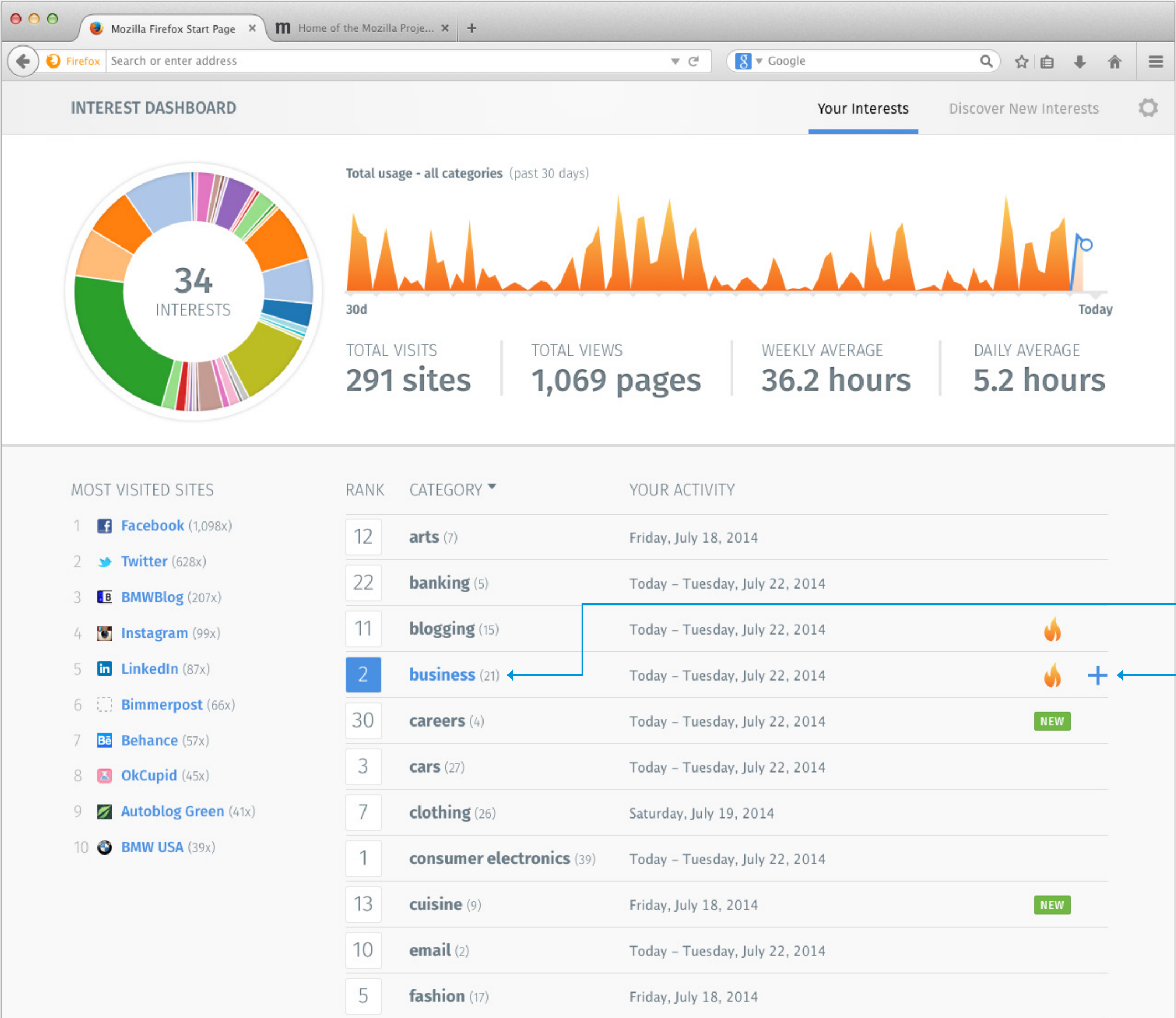


Pie Chart Rollover appears for each category represented and includes the rank and total number of sites visited within that category.

When rolling over the Pie Chart, the **Line graph** updates to show all activity for the selected category vs. all browser usage.

Current Usage Stats update to reflect the category selected in the Pie Chart as well.

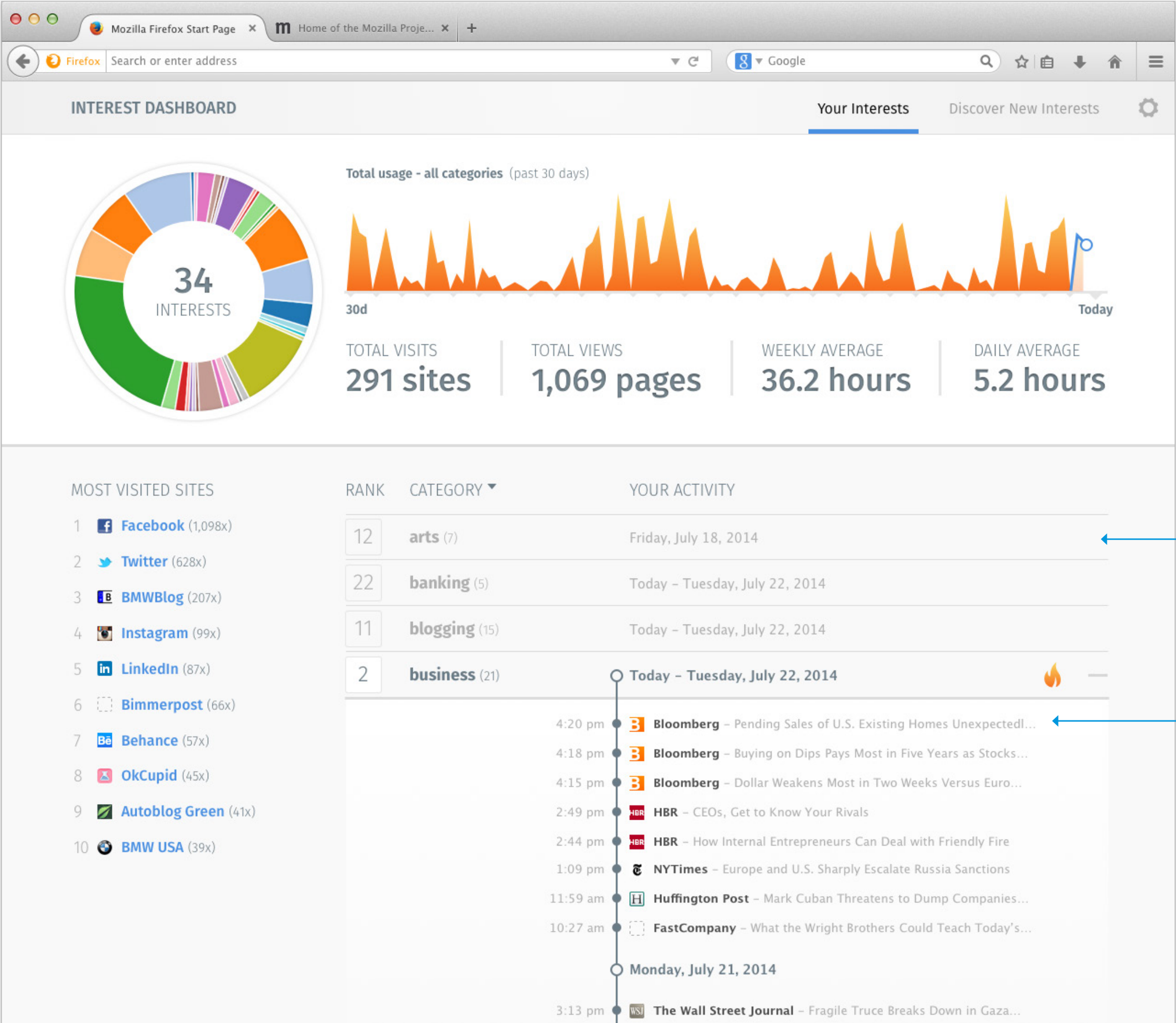
Category Row Rollover



Rank & Category Names are highlighted on rollover.

Expand Button appears on row rollover. Clicking anywhere on the row will expand to reveal the browsing history for that category.

Category Row Expanded



Collapsed Category Rows are deemphasized in order to draw attention to the expanded row.

Time-line features the time, website name, and the title of the page the User was browsing.

Scrolling the Table

Navigation Bar (aka: “sticky header”) stays in place.

Sidebar & Table Header lock into place so that the Time-line and Activity Items will scroll behind the Table Header.

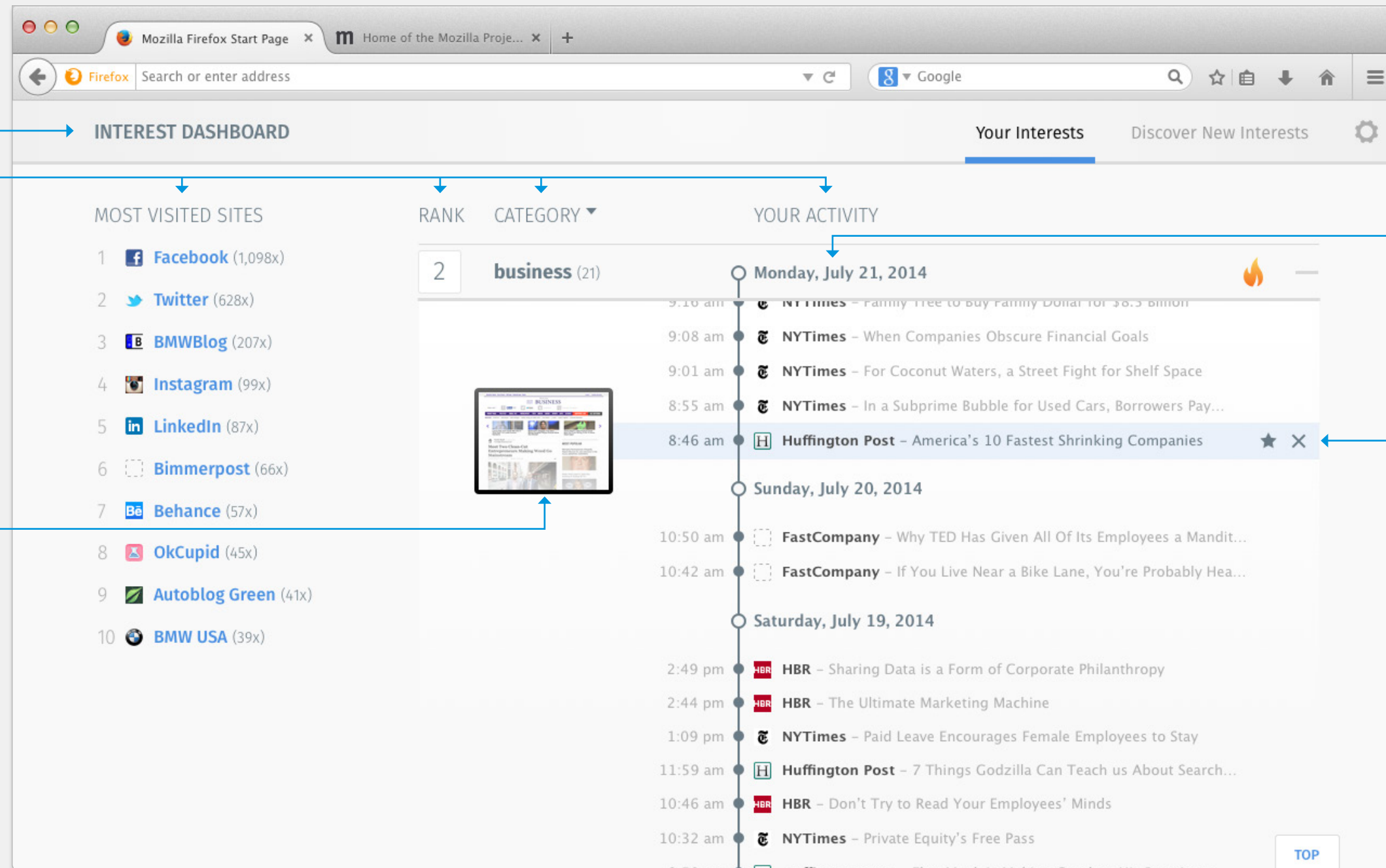
Thumbnail of the actual page appears on rollover.

Visual Header slides up and behind the Navigation Bar.

Time-line Dates slide into place in the Expanded Category Row.

Activity Items are highlighted on rollover, and offer the ability to bookmark a page or delete it from their history.

“Top” Button returns the User to the top of the page, with the Visual Header fully expanded.



Full URL

1 Facebook (1,098x)

2 Twitter (628x)

3 BMWBlog (207x)

4 Instagram (99x)

5 LinkedIn (87x)

6 Bimmerpost (66x)

7 Behance (57x)

8 OkCupid (45x)

9 Autoblog Green (41x)

10 BMW USA (39x)

2

business (21)

9:10 am NYTimes - Family Tree to Buy Family Dollar for \$8.5 Billion

9:08 am NYTimes - When Companies Obscure Financial Goals

9:01 am NYTimes - For Coconut Waters, a Street Fight for Shelf Space

8:55 am NYTimes - In a Subprime Bubble for Used Cars, Borrowers Pay...

8:46 am Huffington Post - America's 10 Fastest Shrinking Companies

Sunday, July 20, 2014

10:50 am FastCompany - Why TED Has Given All Of Its Employees a Mandit...

10:42 am FastCompany - If You Live Near a Bike Lane, You're Probably Hea...

Saturday, July 19, 2014

2:49 pm HBR - Sharing Data is a Form of Corporate Philanthropy

2:44 pm HBR - The Ultimate Marketing Machine

1:09 pm NYTimes - Paid Leave Encourages Female Employees to Stay

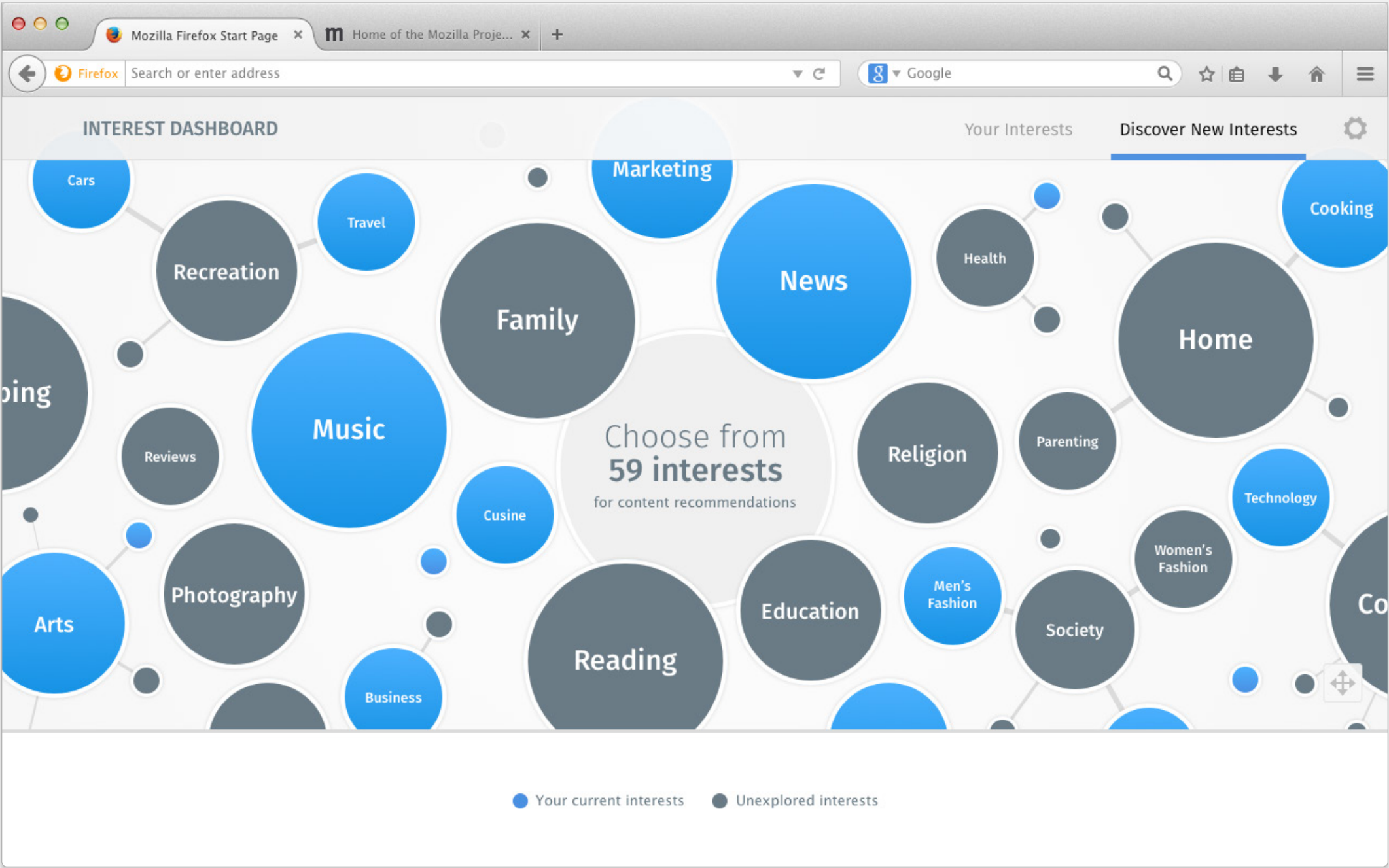
11:59 am Huffington Post - 7 Things Godzilla Can Teach us About Search...

10:46 am HBR - Don't Try to Read Your Employees' Minds

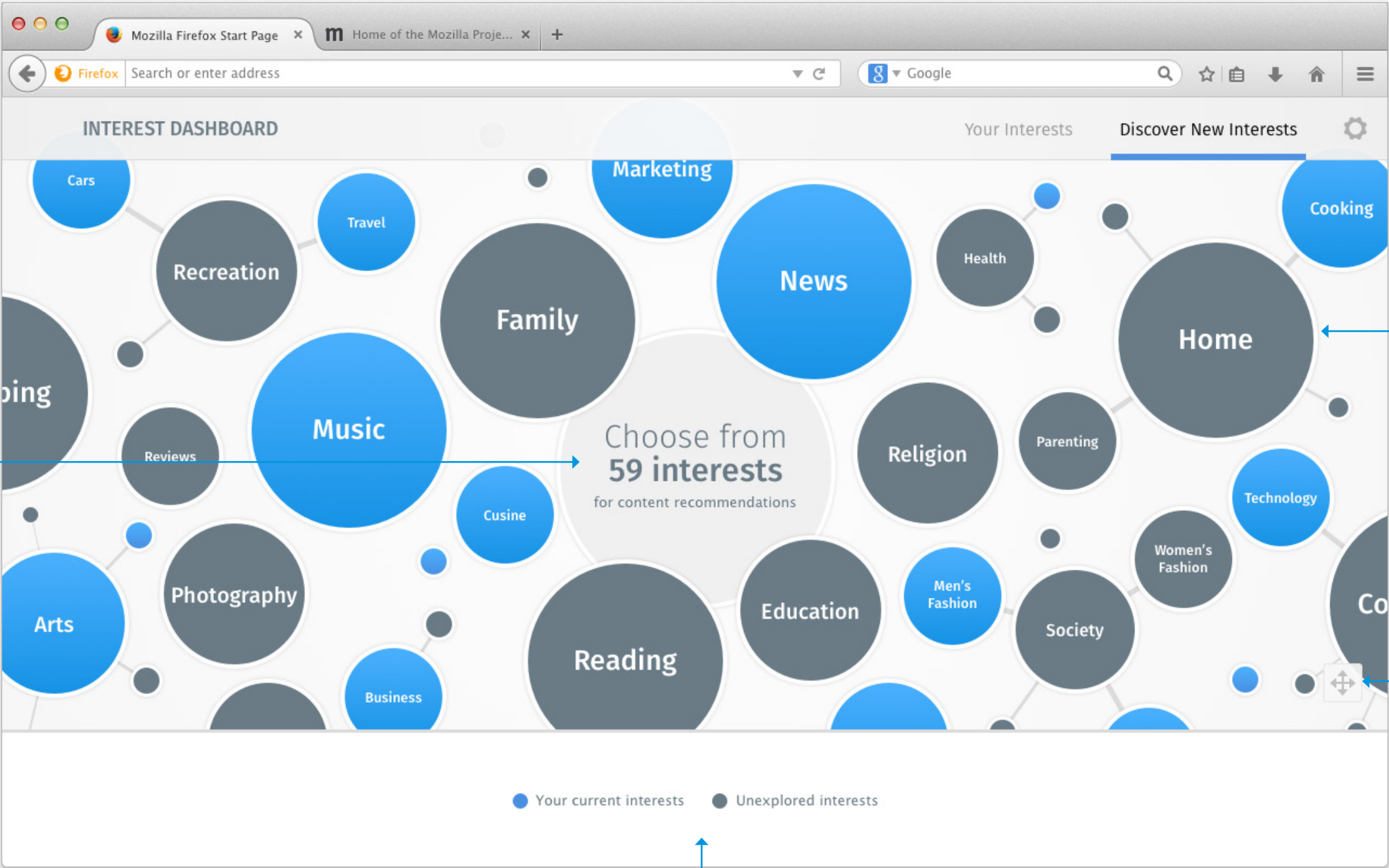
10:32 am NYTimes - Private Equity's Free Pass

Full URL will display on long-hover

Discover New Interests – Initial View



Discover New Interests – Initial View



Headline briefly explains what the user is expected to do.

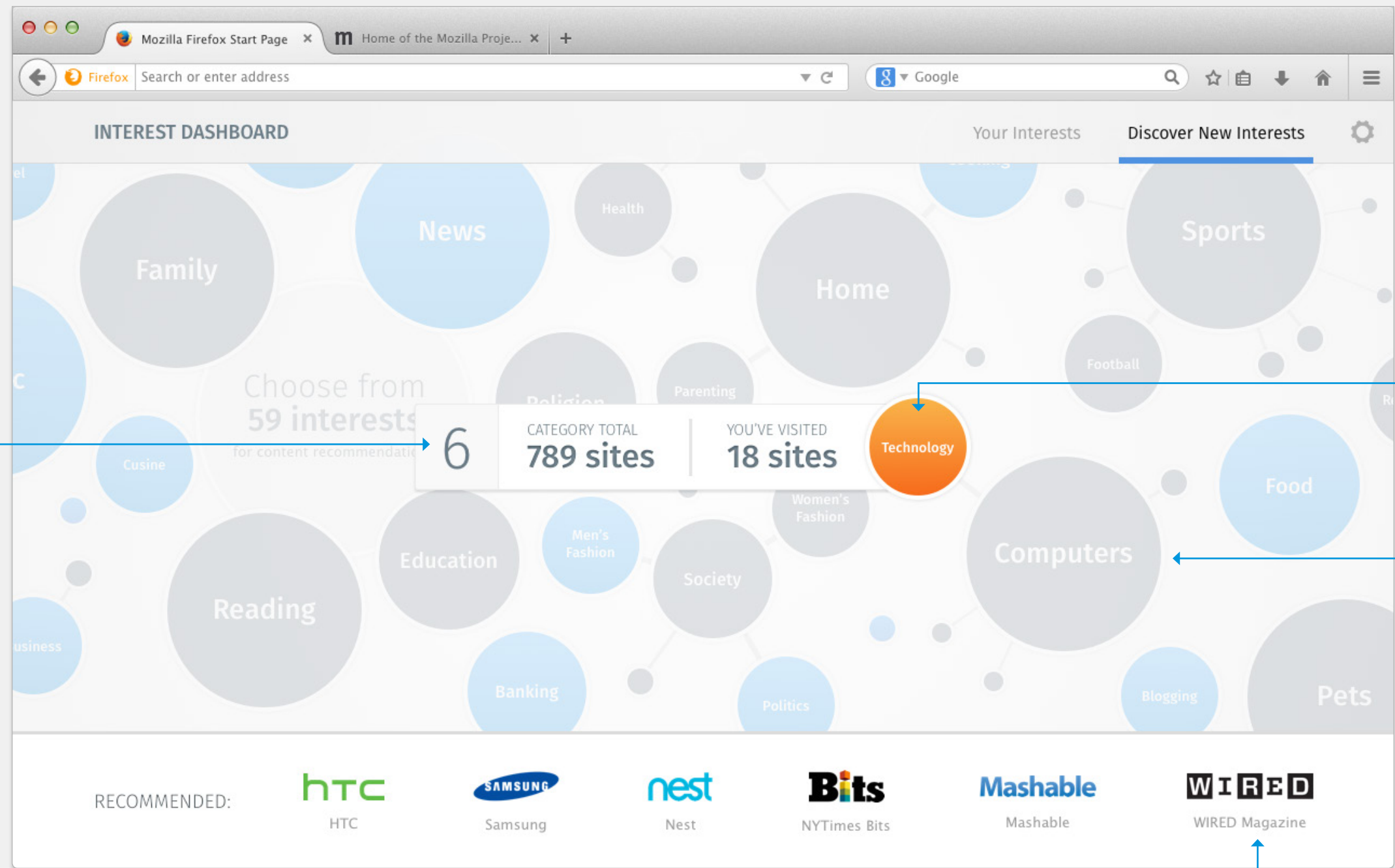
Category Bubbles sizes vary slightly to indicate the volume of content available within any given category, but are not indented to be an actual representation of the category's relative size.

Pan Icon indicates that the User may drag the canvass in any direction to view more categories.

Recommendation Bar shows a key by default.

Discover New Interests – Initial View

Category Stats appear on-click, and display the category rank (if applicable), total number of websites available, and the number of sites the user as visited for that category.

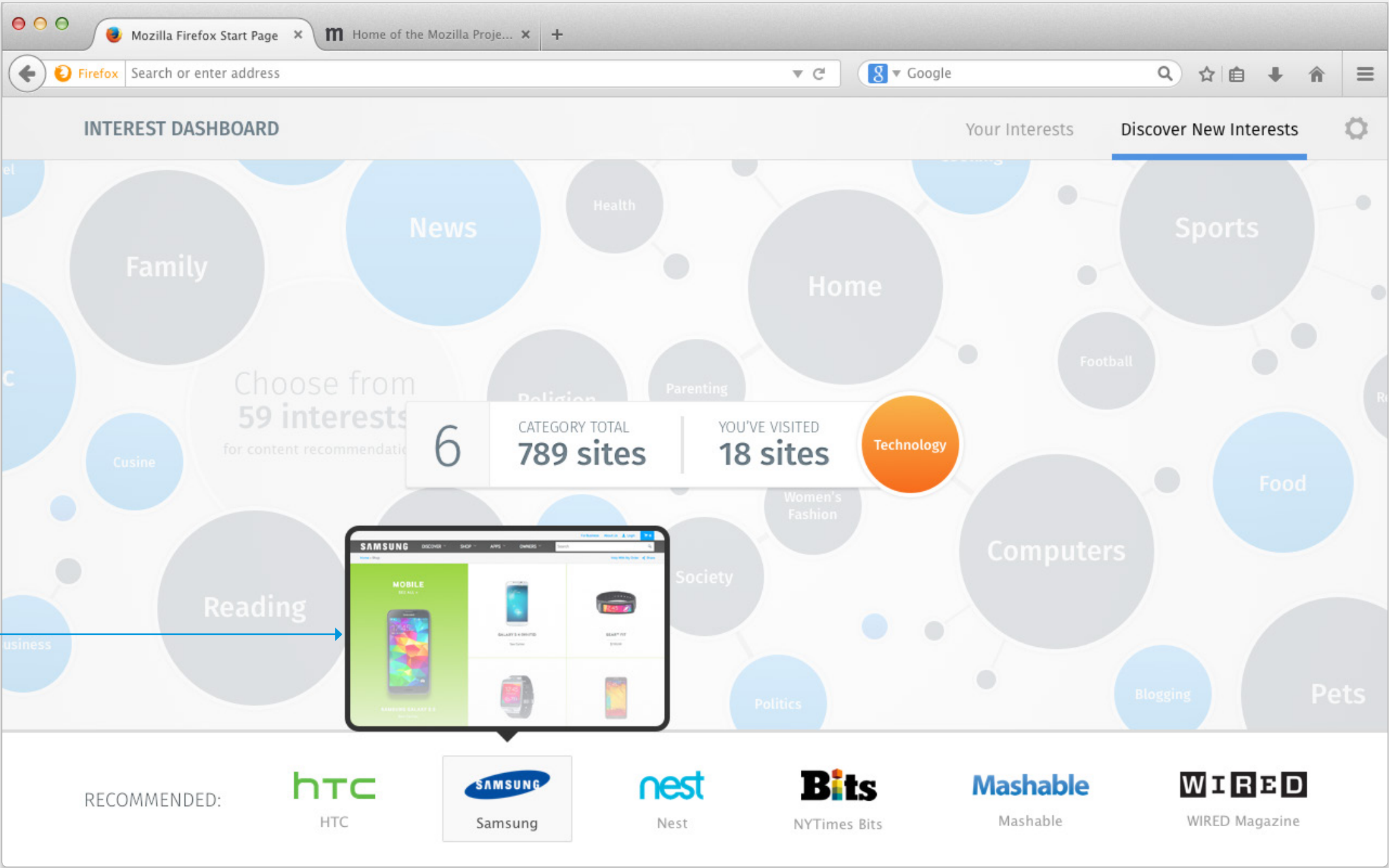


Selected Category Bubbles are highlighted in orange on-click.

Unselected Category Bubbles are deemphasized so as not to distract from the content in view.

Recommendation Bar shows a row of recommended partner logos that correspond to the Category Bubble selected.

Discover New Interests – Initial View



Thumbnail of recommended site appears on rollover.

mozilla



If you have any questions, please contact [Aaron Thornburgh](#)