

Bug 1045792 - Extended Design Spike: New Feature Promotion Mechanisms

Prepared by Sevaan Franks and the Firefox UX team



Introduction to Bug 1045792



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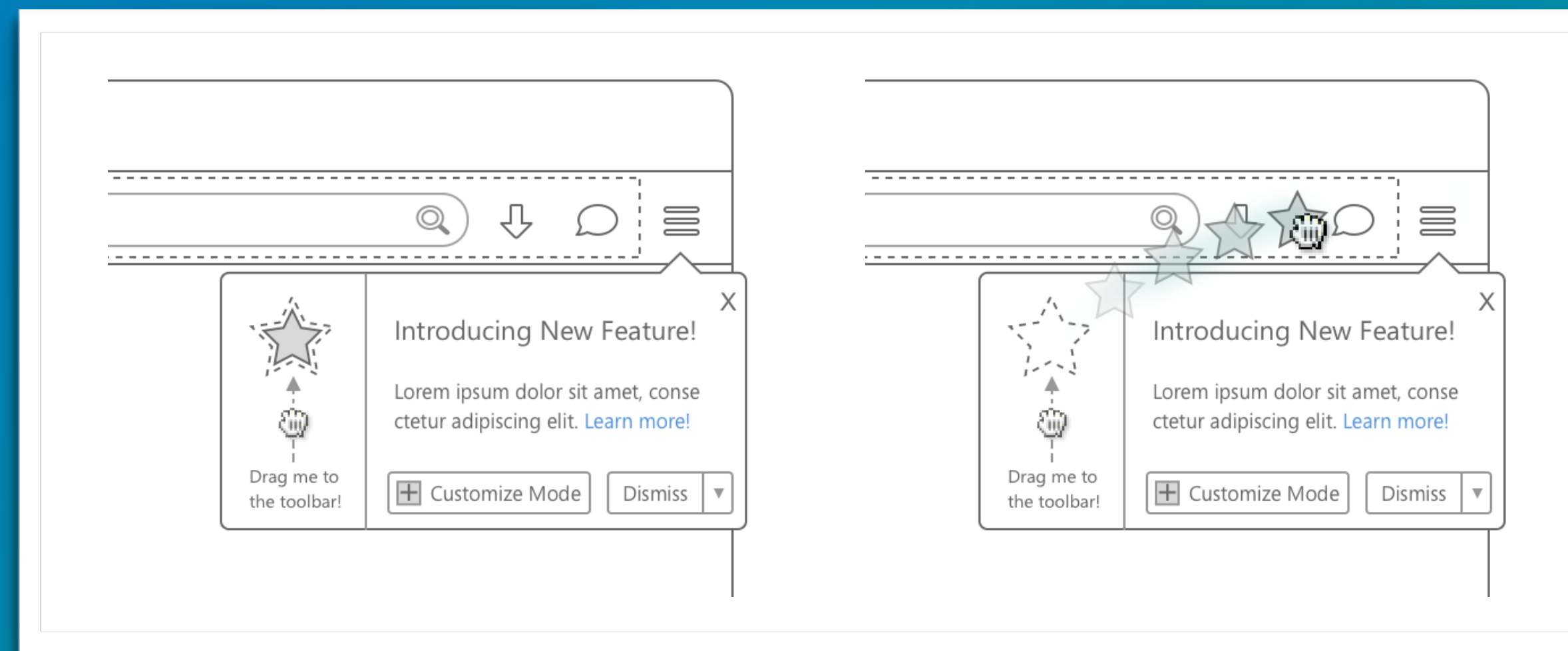
Description [tag] [reply] [-]

In various brainstormings, the idea of promoting new (and old) features directly inside the main toolbar came up a few times. We should further explore that direction and create some mockups. A possible feature to promote in that way in the near future would be Firefox Hello! (formerly Loop)

Flags: firefox-backlog+

Mechanism: Drag to toolbar from doorhanger

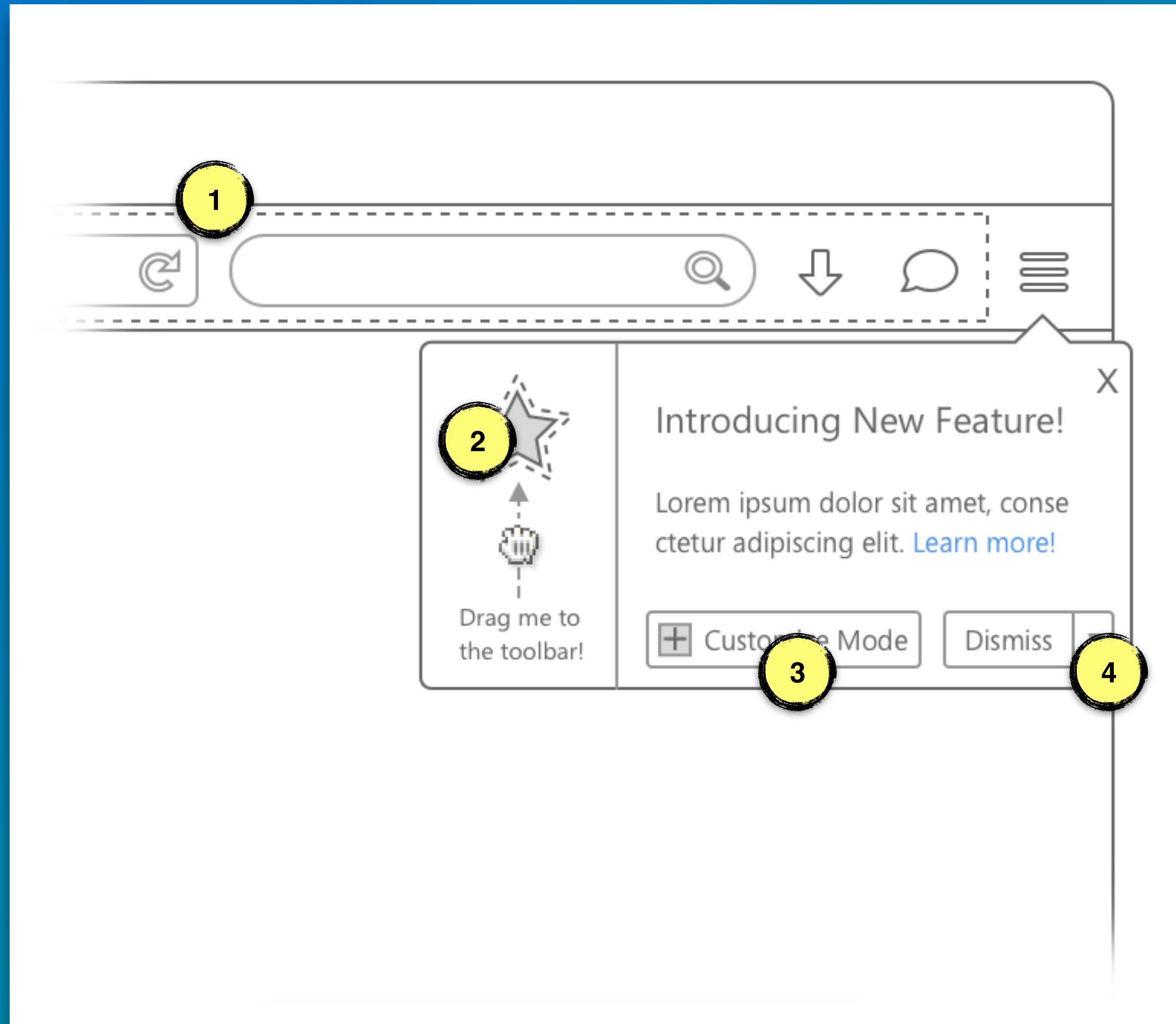
Concept: Doorhanger pops up introducing feature we want to promote. If the user wants to try the feature out, they can drag the icon out of the doorhanger and into their toolbar.



Benefits:

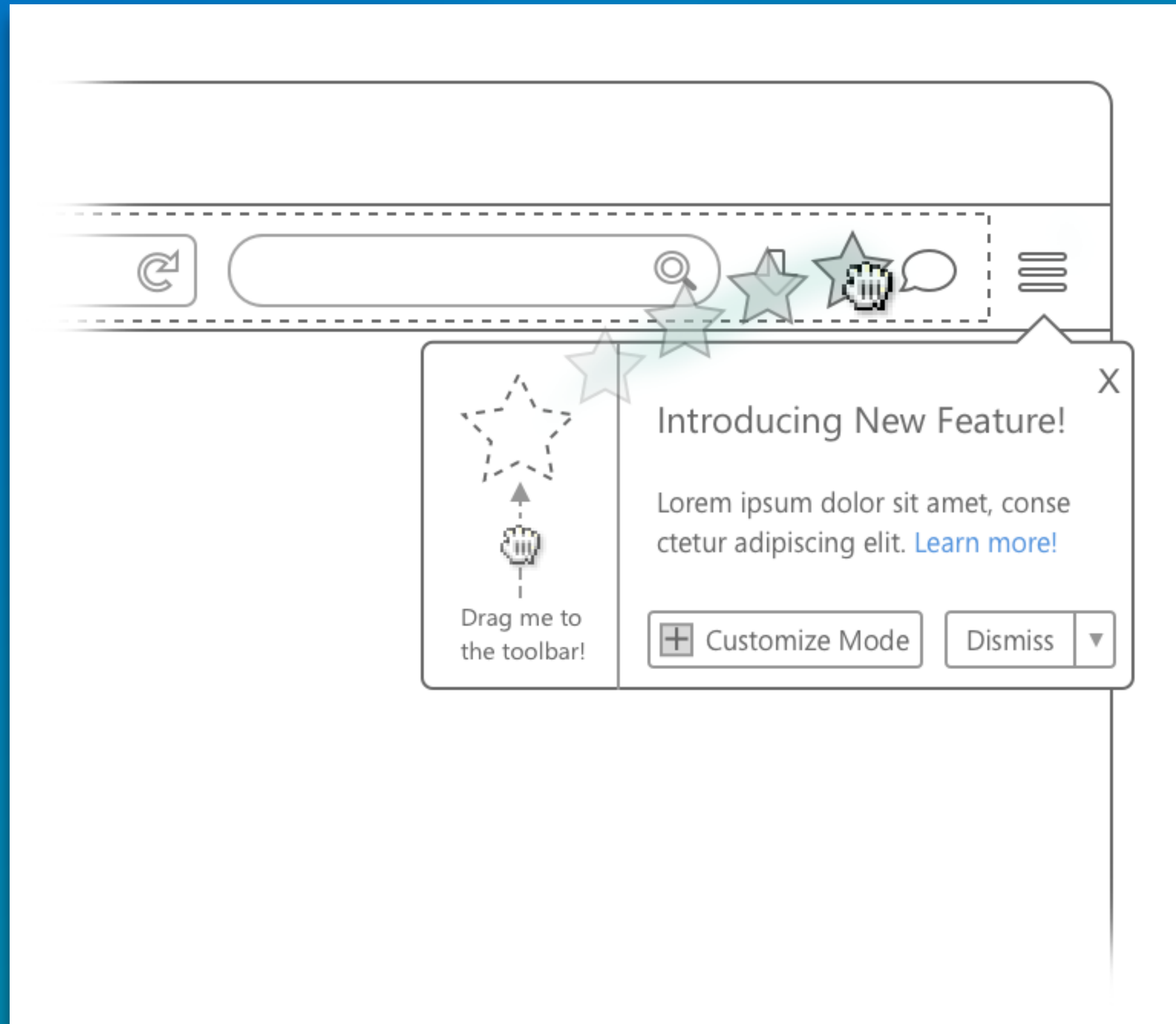
- Doorhanger catches user attention
- Gives user the immediate option of trying out a feature instead of us burying the icon in customize mode or placing it in the toolbar in hopes that the user will discover it
- Trains/teaches/introduces user to customization mode

Doorhanger anatomy



1. Toolbar area put into temporary customization mode.
 - Communicated by dashed line
2. Grabbable/Draggable feature icon.
 - Dashed line around icon associates it to toolbar
 - Clear instructions underneath
3. Takes user to full customization mode.
 - Doorhanger is dismissed
4. Dismiss button
 - Sub-option: "Don't show me this again"

Notes on dragging



- Icon grows larger when grabbed (like when grabbing an icon in Customize mode)
- User can drag icon anywhere in toolbar
- Items in toolbar make room for icon
- Releasing the icon in a non-valid spot snaps it back to the doorhanger.

Doorhanger scheduling considerations

The risk of annoying users is high when dropping a doorhanger, so careful consideration needs to be given to the scheduling. Some rules to abide by include:

- **Promotional Doorhanger only drops when user is on about:home or about:newtab**

Doorhangers should never interrupt a user's browsing experience. about:home and about:newtab are natural breaks in a surfing session when a user is starting down a new path. It makes sense to drop a doorhanger before they become focused on a task rather than in the middle of one.

- **Doorhanger drops the third time a user opens about:home or about:newtab, not right when they open the browser.**

We shouldn't bombard users with promotional doorhangers right away. Let's let them settle in first and use Firefox for a bit.

- **Once seen, promotional doorhangers are not displayed again for at least a week (or more).**

Promotional materials in Firefox should be few and far between, to minimize annoyance.

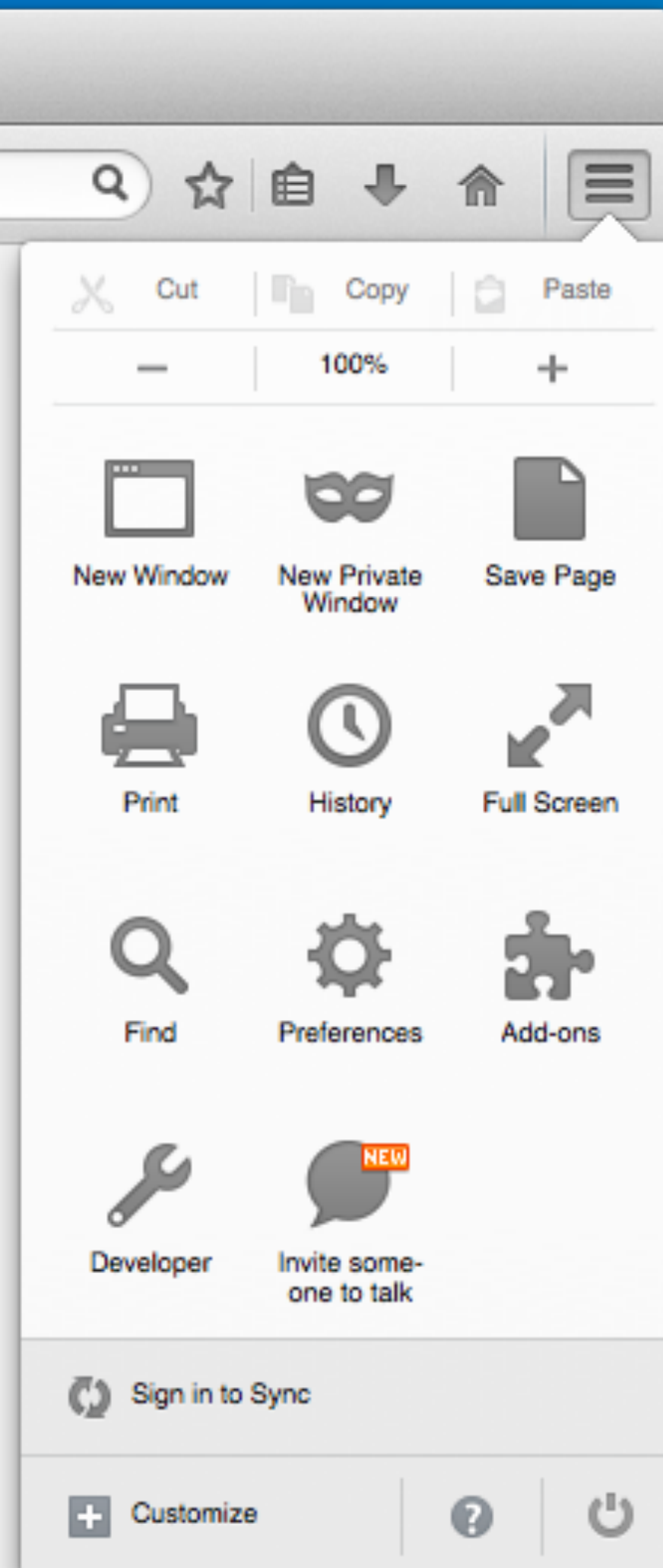
Mechanism: “New” labels

Concept: When new features are introduced to Firefox, the related feature icons have a temporary symbol that indicates their new status.

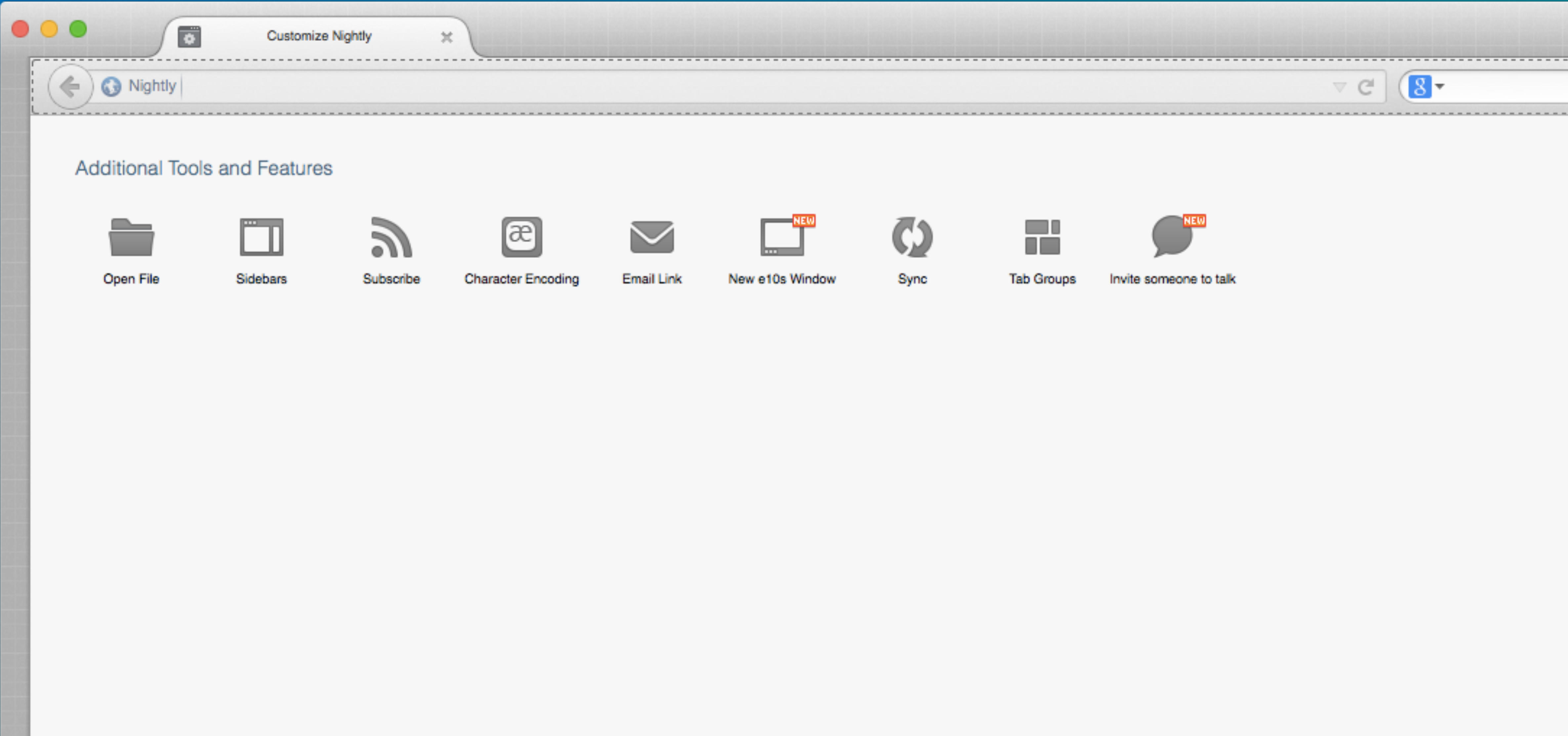
- The icon appears only in the menu or in Customize Mode.
- The icon disappears when the menu/customize mode has been opened three times or when a user clicks on the icon.

Benefits:

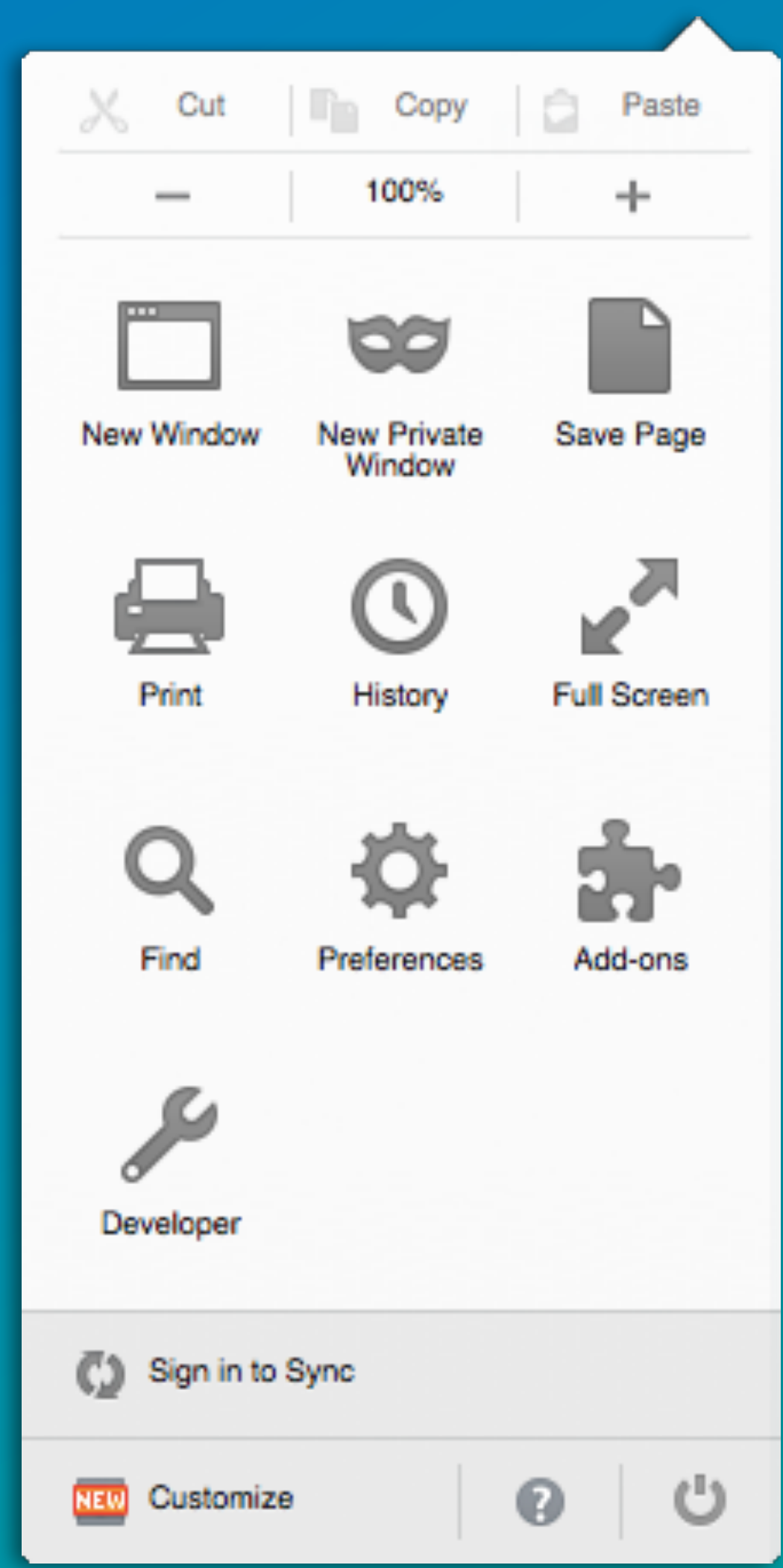
- Coloured “New” indicator catches user attention
- No user disruption



Customize Mode



New items in Customize Mode



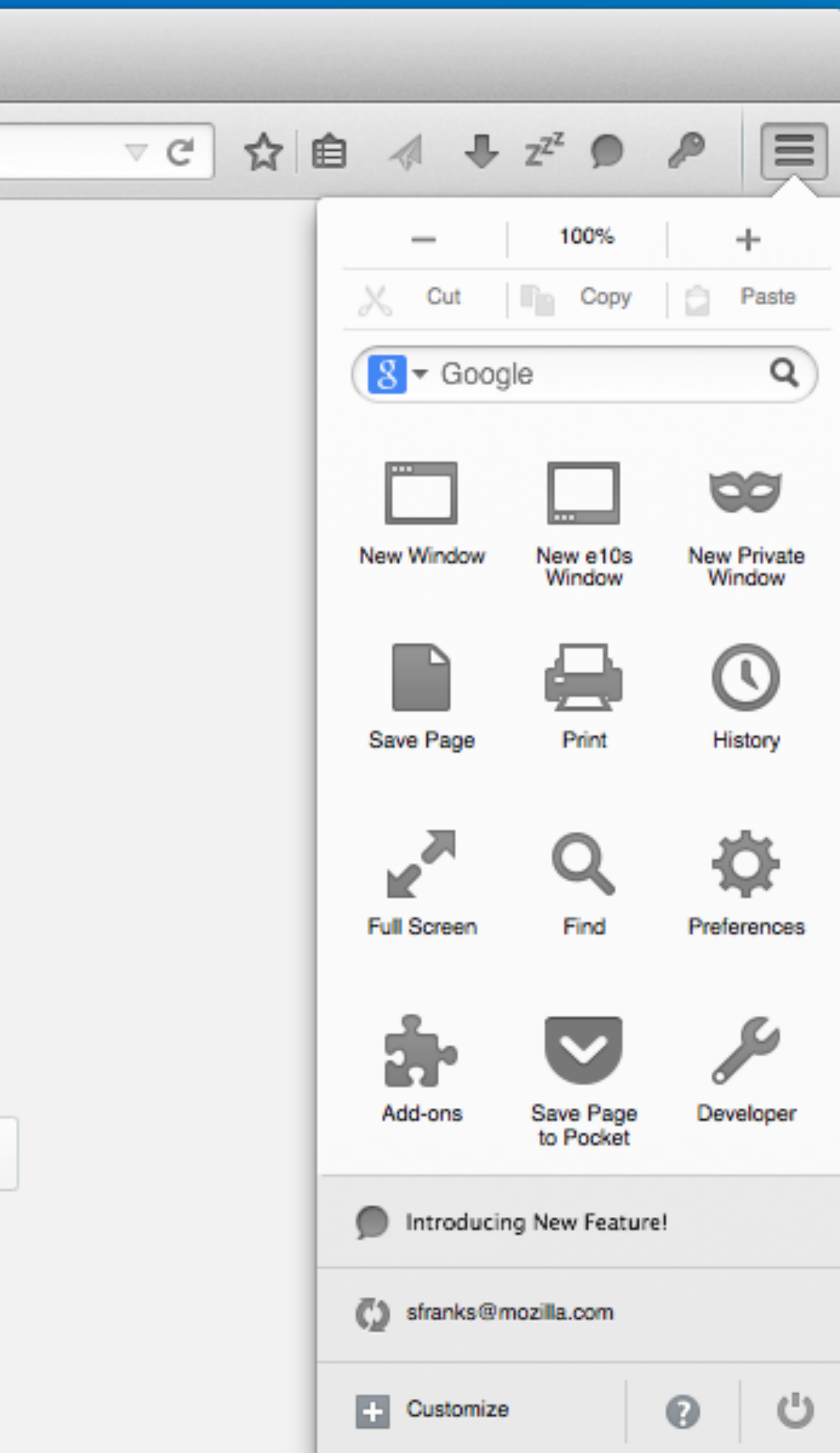
Mechanism: Promotion strip in menu panel

Concept: Introduce a promotional row at the bottom of the menu panel to alert users to new features and functionality. Clicking on the banner takes the user to customize mode where a tour highlight encircles the feature we wish to promote.

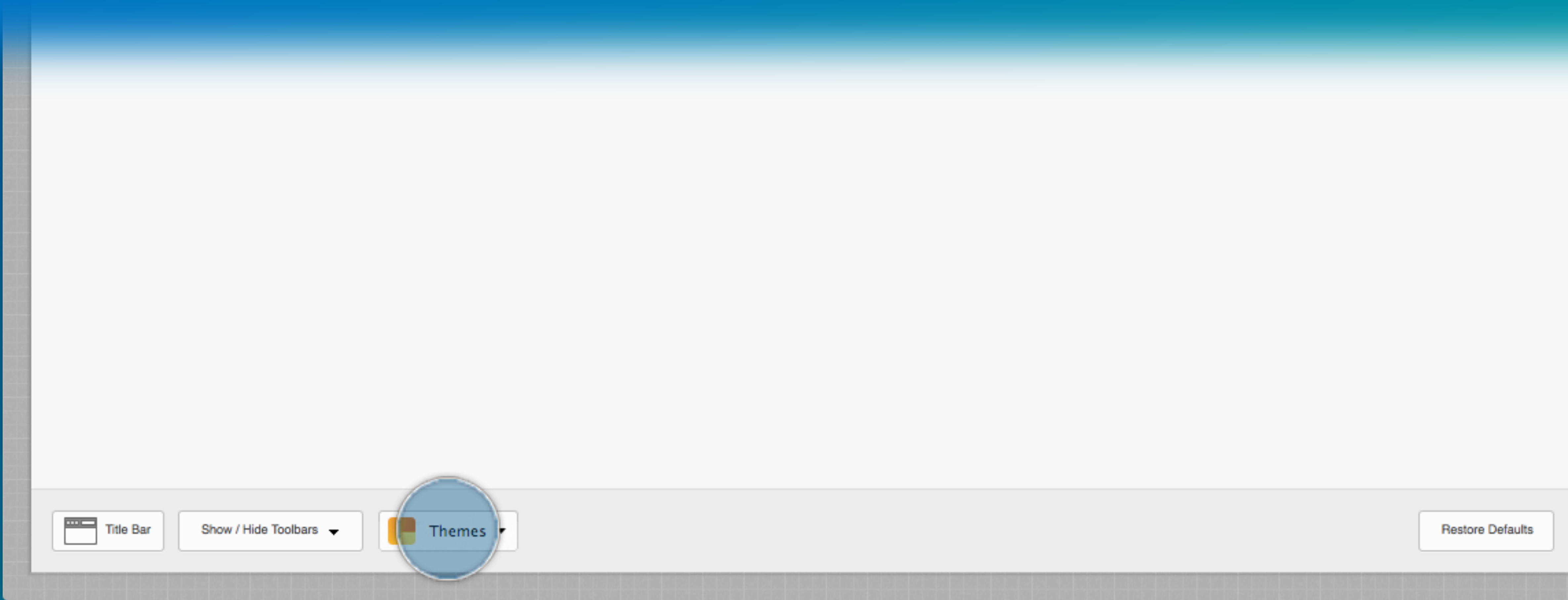
- Row disappears when the menu/customize mode has been opened three times or when a user clicks on the icon.

Benefits:

- No user disruption



Clicking takes user to customize mode with tour highlight



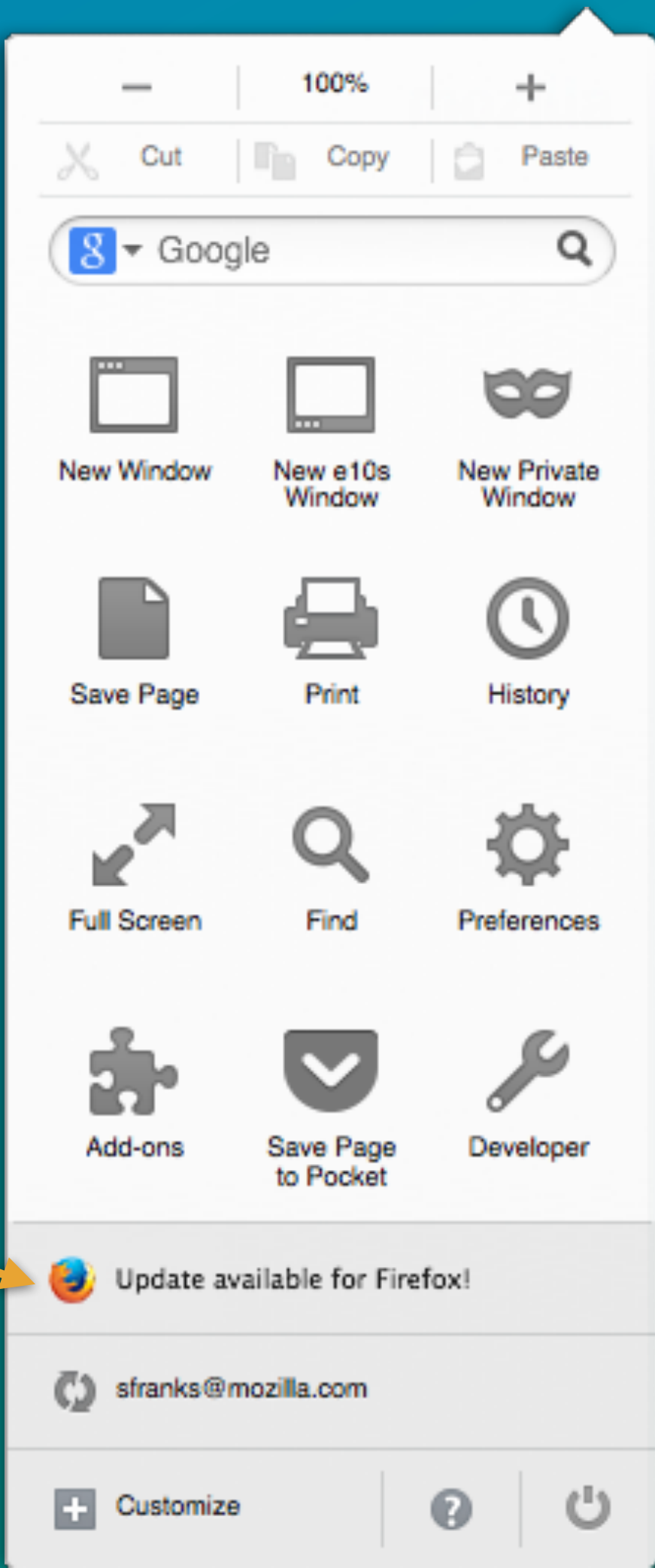
Strip can also be used to alert users to browser updates

The promotional strip in the menu panel can also be used to alert users to when updates are available for the browser, something that is not very well communicated at the moment.



Old and busted.

New hotness.





Questions? Comments? Suggestions?

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