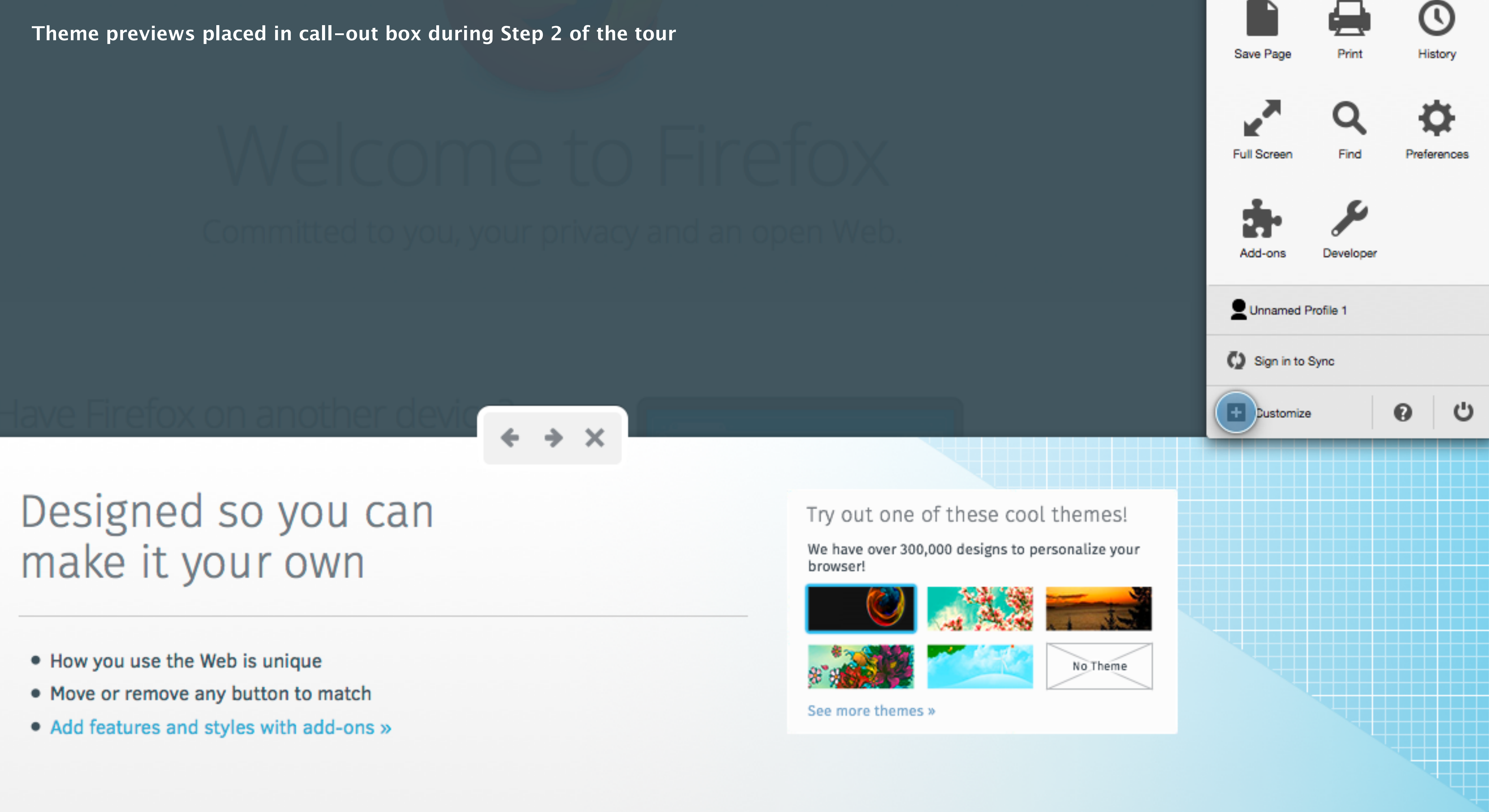


Bug 1072943 - [UX] Design Spike: Theme previewing during Firefox tour

Prepared by Sevaan Franks and the Firefox Growth Team



Theme previews placed in call-out box during Step 2 of the tour

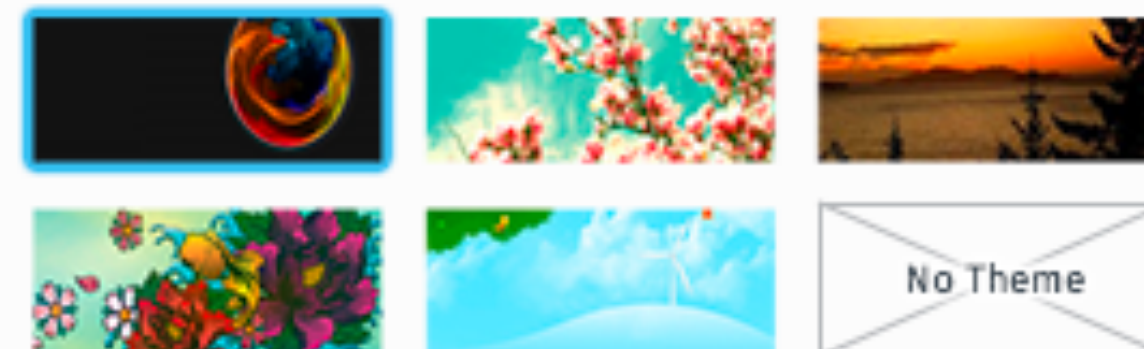


Designed so you can make it your own

- How you use the Web is unique
- Move or remove any button to match
- [Add features and styles with add-ons »](#)

Try out one of these cool themes!

We have over 300,000 designs to personalize your browser!



[See more themes »](#)

The screenshot shows the Firefox 35.0a1 tour page. The browser's address bar displays the URL `https://www.mozilla.org/en-US/firefox/35.0a1/tour/`. The page content includes a large Firefox logo, the text "Welcome to Firefox", and a progress indicator showing "2/4". A list of features is provided, and a "Customize" button is visible in the bottom right corner of the browser window.

Browser theme changes when user reaches this step in the tour to visually reinforce customizability.

Theme previews are applied to chrome as user mouses over choices.

Applied theme is highlighted.

Opens Mozilla Themes in background tab.

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See more themes »

Other Explorations

Welcome to Firefox

Mozilla Foundation (US) <https://www.mozilla.org/en-US/firefox/35.0a1/tour/>

Google

Try out one of these cool themes!

We have over 300,000 designs to personalize your browser! Move your mouse over a Background Theme to try it on.

See more themes »

New Window New e10s Window New Private Window

Save Page Print History

Full Screen Find Preferences

Add-ons Developer

Unnamed Profile 1

Sign in to Sync

Customize ?

Have Firefox on another device

2/4

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The image shows a web browser window displaying the Mozilla Firefox 35.0a1 tour page. The browser's address bar shows the URL <https://www.mozilla.org/en-US/firefox/35.0a1/tour/>. The page content includes the Firefox logo, the text "Welcome to Firefox", and "Committed to you, your privacy and an open Web." Below this, there is a section titled "Designed so you can make it your own" with a progress indicator showing 2/4. This section lists three bullet points: "How you use the Web is unique", "Move or remove any button to match", and "Add features and styles with add-ons »". To the right of the text is a button that says "Try on some of our 300,000 themes!". On the right side of the browser window, the "Customize" menu is open, showing various icons for customization: "New Window", "New e10s Window", "New Private Window", "Save Page", "Print", "History", "Full Screen", "Find", "Preferences", "Add-ons", and "Developer". The menu also shows the profile name "Unnamed Profile 1" and a "Sign in to Sync" option. At the bottom of the menu are buttons for "Customize", "?", and a power icon.

2/4

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Try on some of our 300,000 themes!

Customize ?

The image shows the Firefox 35.0a1 tour page. The browser window has a single tab titled 'Welcome to Firefox' with the address bar showing 'https://www.mozilla.org/en-US/firefox/35.0a1/tour/'. The page content includes the Firefox logo, the text 'Welcome to Firefox', and 'Committed to you, your privacy and an open Web.' Below this is a section titled 'Designed so you can make it your own' with a progress indicator '2/4' and a list of bullet points: 'How you use the Web is unique', 'Move or remove any button to match', and 'Add features and styles with add-ons »'. A 'Themes' dropdown menu is open, showing options: 'Default', 'Space Fantasy', 'Linen Light', 'Pastel Gradient', 'Carbon Light', and a 'Get More Themes' link. A 'Customize' button is also visible, which opens a panel showing a grid of browser interface buttons (Back, Forward, Home, Stop, Reload, Print, Find, Add-ons, Developer, etc.) that can be moved or removed. The background of the tour page features a blue grid pattern.

Themes

- Default
- Space Fantasy
- Linen Light
- Pastel Gradient
- Carbon Light
- Get More Themes

Try on some of our 300,000 themes!

Customize

2/4

- How you use the Web is unique
- Move or remove any button to match
- Add features and styles with add-ons »

Designed so you can make it your own

Welcome to Firefox

Committed to you, your privacy and an open Web.

Have Firefox on another device

Customize

Back Forward Home Stop Reload Print Find Add-ons Developer



Questions? Comments? Suggestions?

IRC: @sevaan in #UX on IRC
Email: sfranks@mozilla.com
Twitter: @sevaanfranks