

List View on Interest Dashboard

User Experience and Interface Design Concepts - V1.0



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Background

Project Overview

For users that want to get news recommendations on a daily basis, fetching content by drilling down from the current interest map view is not efficient. The **“List View”** is will enable frequent users of the Interest Dashboard to quickly access their news feed.

Goals

- 1 Providing the user the option to **switch between Map and List View**
- 2 **Remembering the last choice (state)** that the user has made on selecting the view
- 3 **Providing top news stories** by default, with the **ability to drill down**

Purpose of This Meeting

- 1 Review all 3 concepts in detail
- 2 Flag any engineering- or data-related concerns
- 3 If possible, determine which direction(s) to explore further

Next Steps

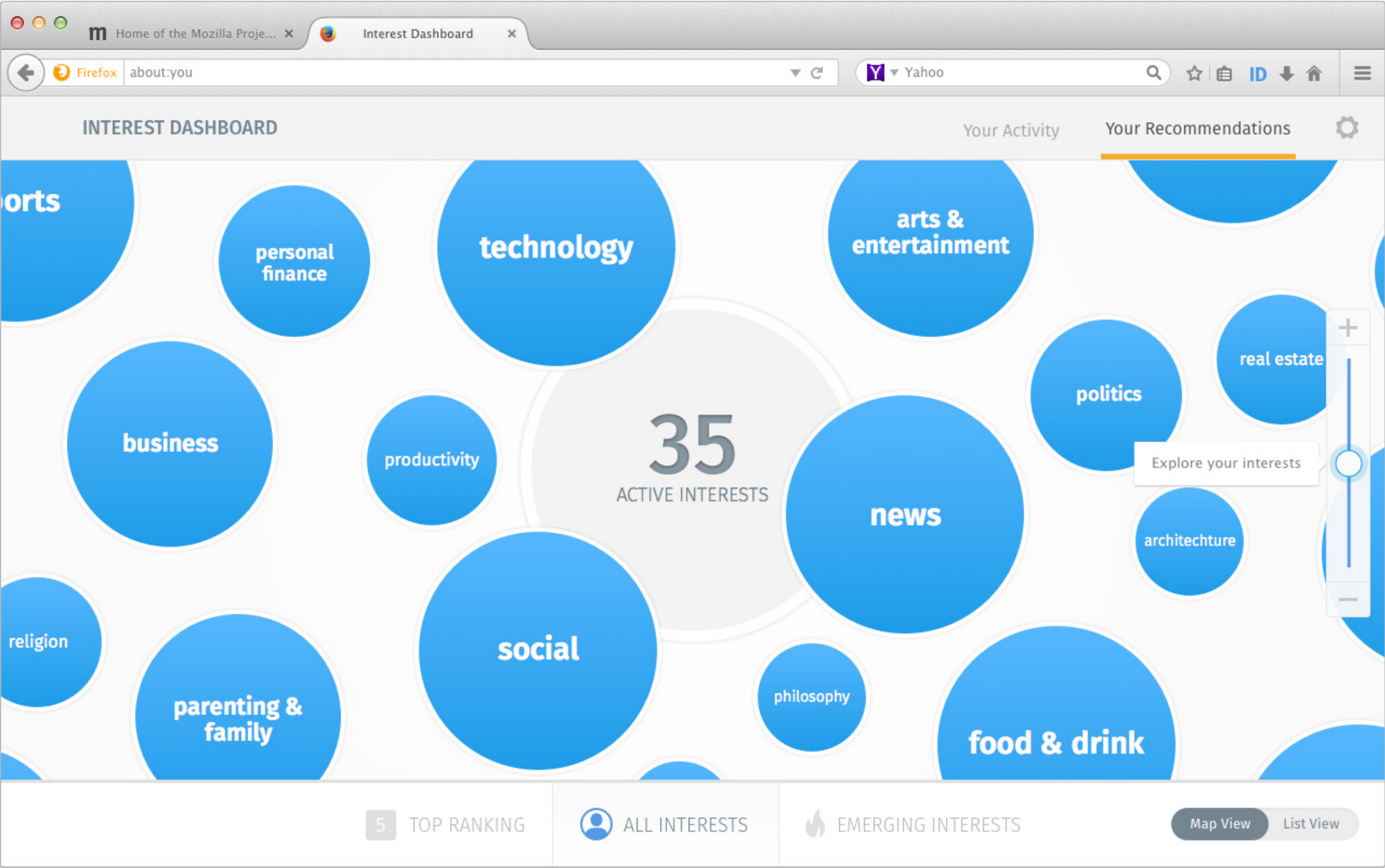
- 1 Finalize intended experience based on group feedback (AT)
- 2 Coordinate with Engineering to determine delivery date (EL / AT)
- 3 Layout and design of all intended states for build (LC)

Concept A: Toggle

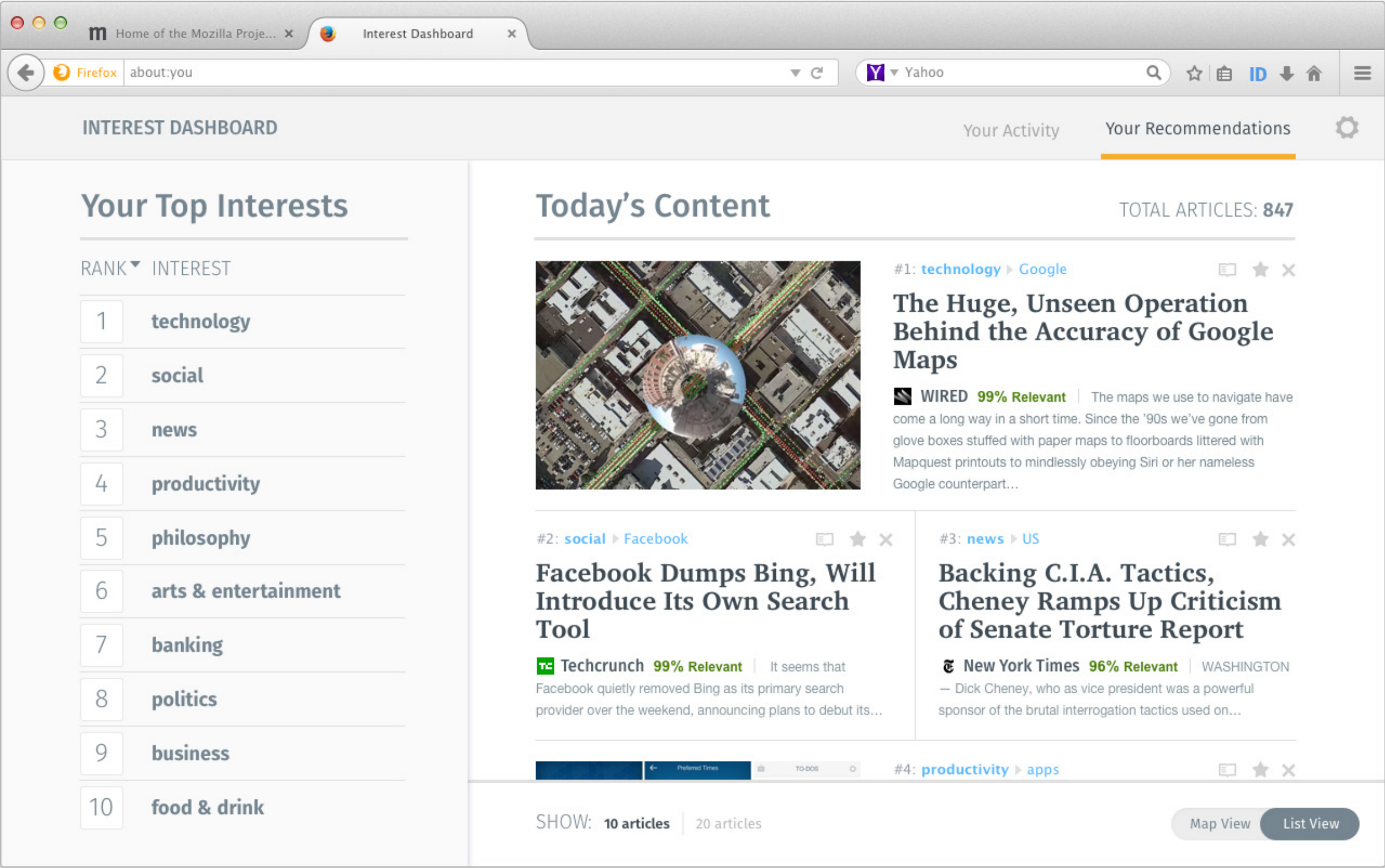
Concept A: Your Activity



Concept A: Your Recommendations



Concept A: Your Recommendations, List View



Concept A: Your Recommendations, List View Expanded

Home of the Mozilla Proje... x

Interest Dashboard x

Firefox

about:you

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INTEREST DASHBOARD

Your Activity

Your Recommendations

⚙

Your Top Interests

RANK ▾

INTEREST

1

technology

2

social

3

news

(articles)

#1

☒

US

(26)

#2

☒

world

(12)

#3

☒

San Francisco

(5)

#4

☒

opinion

(17)

#5

☒

markets

(4)

#6

☒

New York

(6)

#7

☒

environment & ecology

(15)

#8

☒

crime

(5)

#9

☒

media


(10)

4

productivity

Today's Content in News

TOTAL ARTICLES: 99



#1: news ▸ US

🗨

★

✕

Barely Anyone Thinks The U.S. Has Mad Progress on Gun Violence Since Newtown

H

Huffington Post

92% Relevant

Two years after the Newtown school shootings, just 9 percent of Americans think the U.S. has gotten better at preventing gun violence, a new HuffPost/YouGov poll finds...

#2: news ▸ world

🗨

★

✕

Climate Talks Yield Progress With Plan for Emission Cuts

WSJ

Wall Street Journal

95% Relevant

International negotiations to reach a climate-change deal took a small step forward as nearly 200 countries agreed on a way...

#3: news ▸ San Francisco

🗨

★

✕

Thousands in S.F., Oakland join Millions March Protest

SFGate

88% Relevant

National anger at the killing of unarmed African American men by police officers translated Saturday afternoon to the sight of thousands...

#4: news ▸ opinion

🗨

★

✕

The Tally After Ferguson

SHOW: 10 articles | 20 articles

Map View

List View

10

Summary of Concept A: “Toggle”

Add a simple control that allows a user to switch between Map and List Views. By default, the user’s top 10 interest are displayed in simple list format, but they can drill down into any interest to select or unselect related categories. This would also preserve the current experience.

LEVEL OF USER CONTROL



KEY TAKEAWAYS

- +

User controls all of the experience
- control = complexity = delay
- +

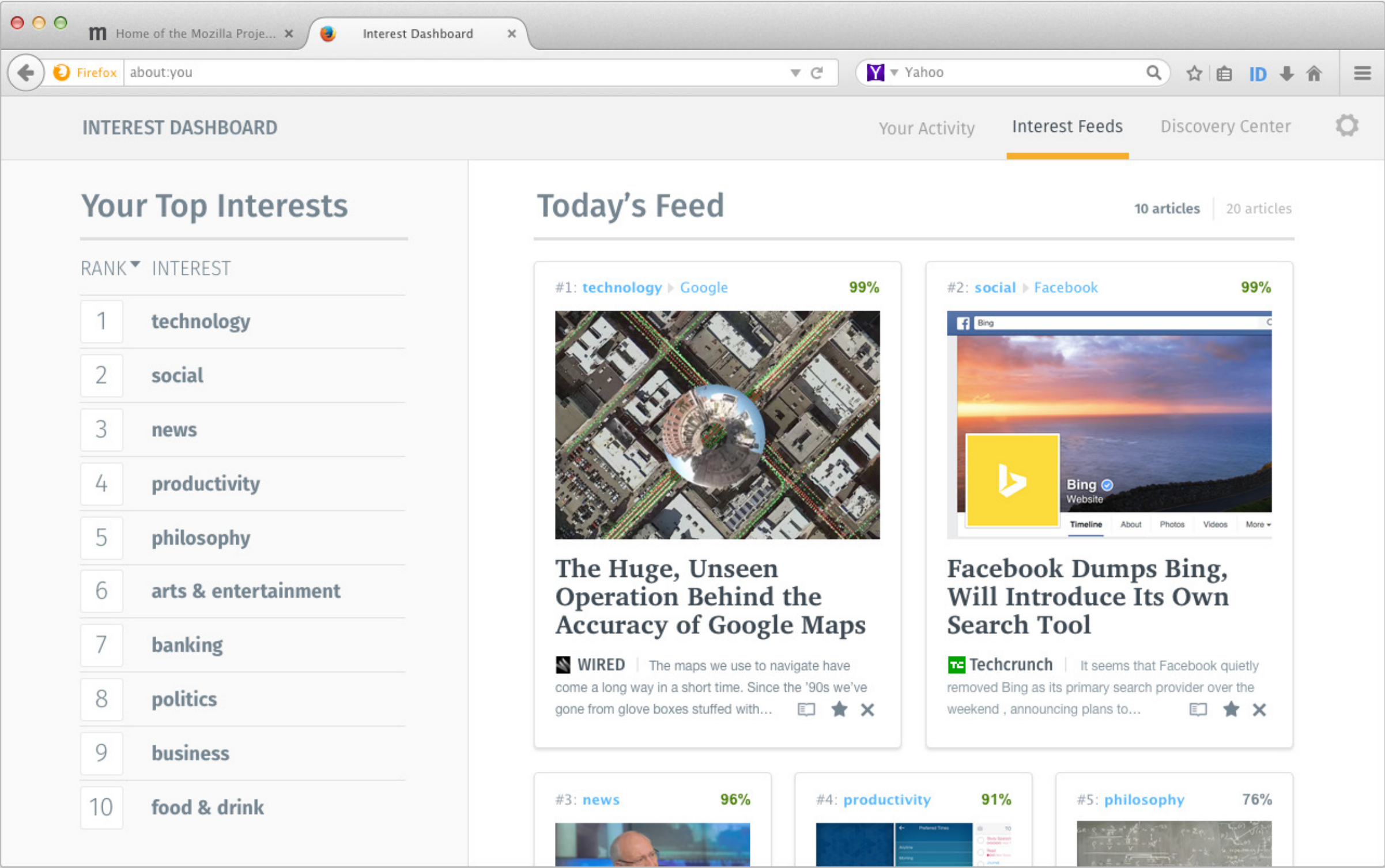
Highly customizable

Concept B: Interest Feeds

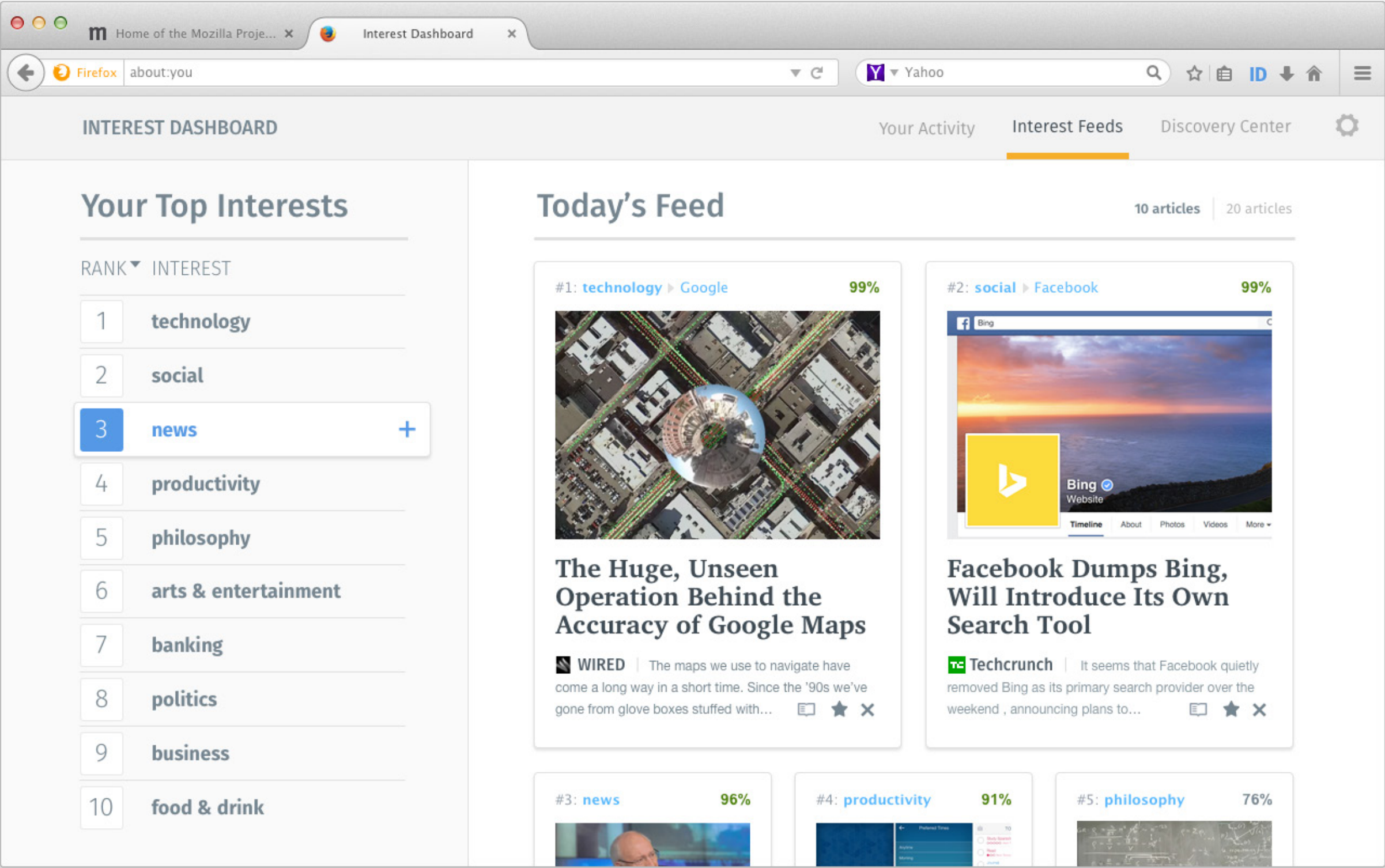
Concept B: Your Activity



Concept B: Interest Feeds



Concept B: Interest Feeds, List Item Rollover



Concept B: Interest Feeds, Interest Categories Exposed

Home of the Mozilla Proje... x

Interest Dashboard x

Firefox about:you

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Yahoo

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INTEREST DASHBOARD

Your ActivityInterest FeedsDiscovery Center⚙️

Your Top Interests

RANK ▾INTEREST

1

technology

2

social

3

news

#1

US

#2

world

#3

San Francisco

#4

opinion

#5

markets

#6

New York

#7

environment & ecology

#8

crime

#9


media

4

productivity

Today's Feed

CATEGORY: news10 articles20 articles




#1: news ▸ US96%

Backing C.I.A., Cheney Revisits Torture Debate From Bush Era


New York Times

As vice president, Dick Cheney was the most enthusiastic sponsor for the brutal C.I.A. interrogation program used on Al Qaeda suspects, protesting when President George W. Bush...



#2: news ▸ world95%

Hong Kong Police Clear



#3: news ▸ San Francisco92%

Thousands in S.F.

16

Concept B: Interest Feeds, Interest Category Selected

INTEREST DASHBOARD

Your Activity Interest Feeds Discovery Center

Your Top Interests

RANK ▾	INTEREST
1	technology
2	social
3	news
#1	US
#2	world
#3	San Francisco
#4	opinion
#5	markets
#6	New York
#7	environment & ecology
#8	crime
#9	media
4	productivity

Today's Feed

CATEGORY: news ▶ opinion | 10 articles | 20 articles

#1: news ▶ opinion **95%**

How the NYPD is using social media to put Harlem teens behind bars

The Verge | The Henry brothers, Asheem and Jelani, were born exactly one year apart to the day, in the warm Junes of 1991 and '92. "I always felt there was something special about that," says...

#2: news ▶ opinion **95%**

Wall Street's Revenge

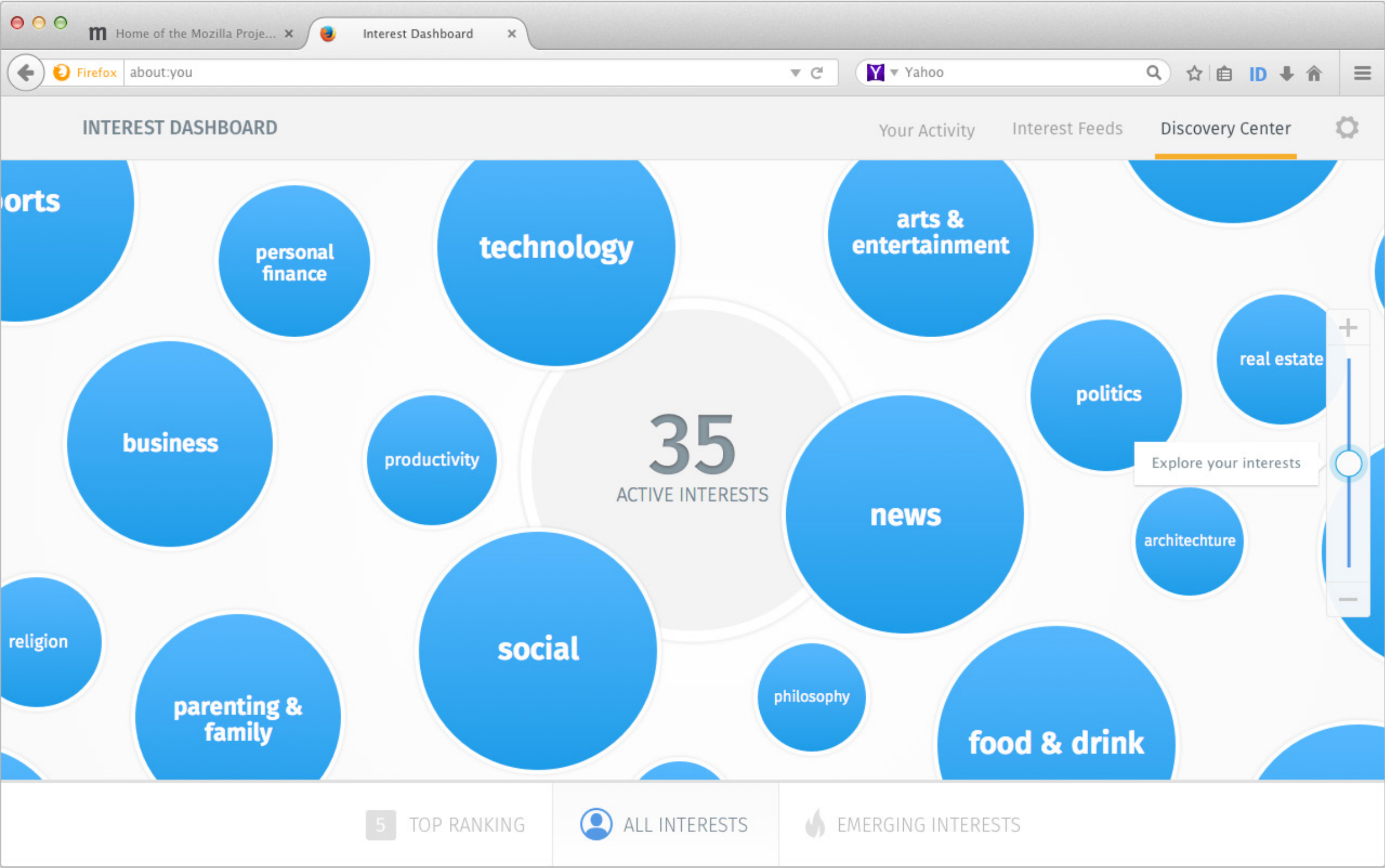
New York Times | On Wall Street, 2010 was the year of "[Obama rage](#)," in which financial tycoons went ballistic over the president's suggestion that some bankers helped cause the financial crisis. They were also, of course, angry about the Dodd-Frank financial reform, which placed some limits on...

#3: news ▶ opinion **91%**

How to Keep Proving Economic Pessimists Wrong

WSJ Wall Street Journal | The pessimists used to argue that Britain and America couldn't escape the financial crisis without massive fiscal...

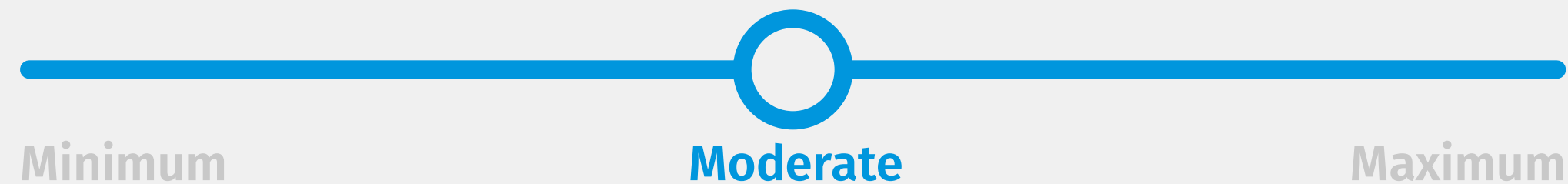
Concept B: Discovery Center



Summary of Concept B: “Interest Feed”

Add a new section in the Navigation Bar dedicated to related content based on the user’s top interests. This helps the user further separate the tasks of analyzing their activity, finding content related to their top interests, and discover more about their overall interest profile.

LEVEL OF USER CONTROL

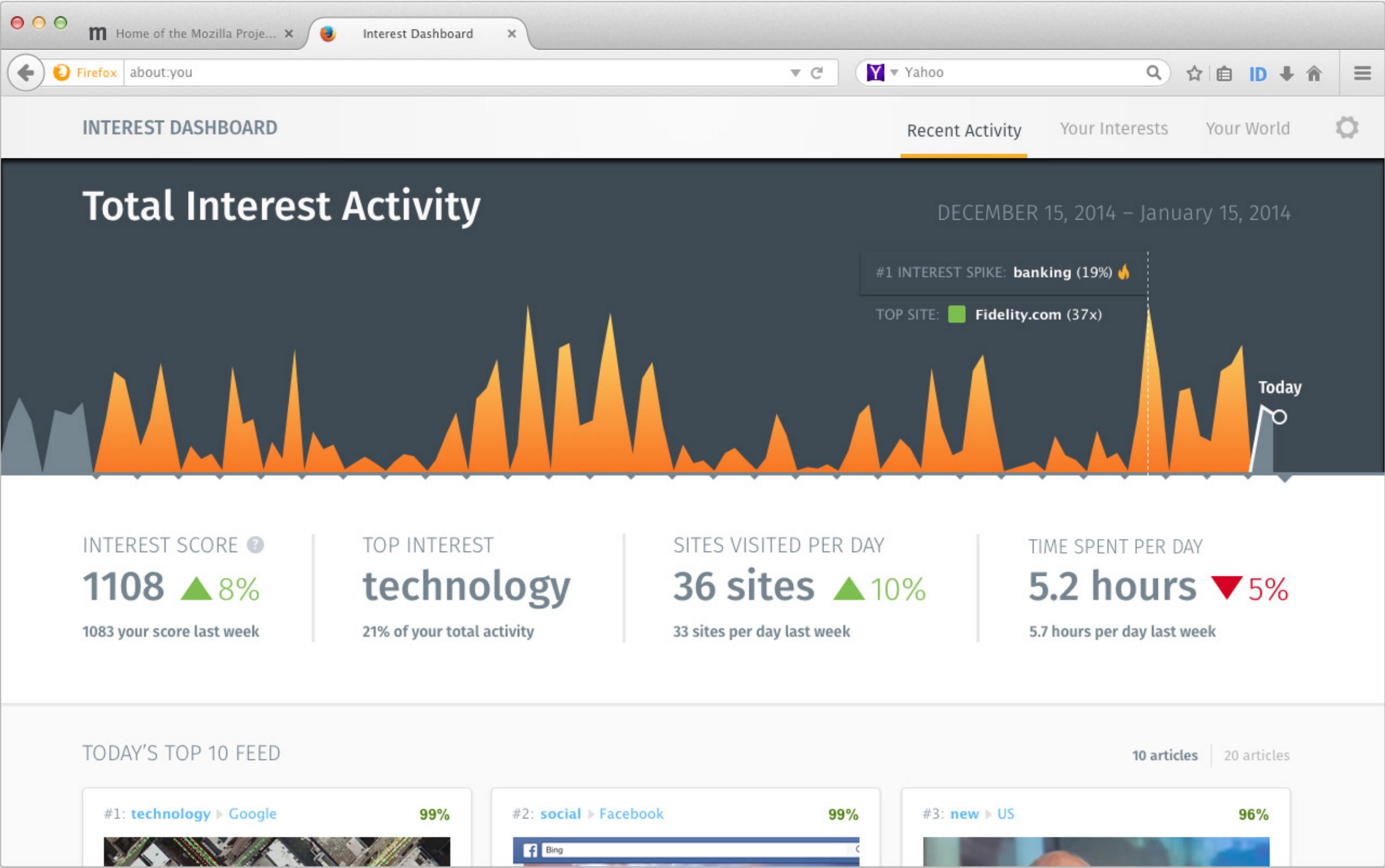


KEY TAKEAWAYS

- + Giveth stand-alone functionality
- + Focused content recommendations
- Taketh away control

Concept C: Mashup

Concept C: Recent Activity



Concept C: Your Interests

Home of the Mozilla Proje... xInterest Dashboard x

Firefoxabout:you

Y Yahoo

INTEREST DASHBOARD

Recent ActivityYour InterestsYour World

Interest Categories & History


TOTAL INTERESTS: 35 9 / 3 NEW

RANK	INTEREST	YOUR HISTORY (30 days)	INTENSITY
1	technology	Today THR January 15, 2015	18%
2	social	Today THR January 15, 2015	0%
3	news	Today THR January 15, 2015	25%
4	productivity	Today THR January 15, 2015	62%
5	philosophy	Yesterday WED January 14, 2015	NEW
6	arts & entertainment	Today THR January 15, 2015	2%
7	banking	Today THR January 15, 2015	7%
8	politics	Today THR January 15, 2015	19%
9	business	Today THR January 15, 2015	51%
10	food & drink	Yesterday WED January 14, 2015	NEW

TODAY'S INTEREST FEED

#1: banking personal finance

Block Talk



3 Myths About Taxes That Newlyweds Need to Know

If you're engaged, you are probably daydreaming about cake and flowers, not contemplating the changes that will one...

96% Relevant

#2: banking investing

The Wall Street Journal

Concept C: Your Interests, List Item Expanded

Home of the Mozilla Proje... xInterest Dashboard x

Firefoxabout:youth

Y Yahoo

INTEREST DASHBOARDRecent ActivityYour InterestsYour World

Interest Categories & HistoryTOTAL INTERESTS: 35 9 / 3 NEW

RANKINTERESTYOUR HISTORY (30 days)INTENSITY

9businessToday | THR | January 15, 201551%

general7:18 amFastCompany - Why TED Has Given All Of Its Employees...

general6:59 amFastCompany - If You Live Near a Bike Lane, You're...

WED | January 14, 2015

commerce4:20 pmHBR - Sharing Data is a Form of Corporate Philanthropy

advertising3:09 pmHBR - The Ultimate Marketing Machine

general11:44 amNYTimes - Zillow to Acquire Trulia for \$3.5 Billion

construction11:37 amHuffington Post - 7 Things Godzilla Can Teach us About...

TUE | January 13, 2015

management10:20 pmThe Wall Street Journal - Fragile Truce Breaks Down in Gaza...


advertising9:55 pmBloomberg - Goldman Sachs Denies 'Boys' Club' Sex-Descri...

general5:12 pmNYTimes - Family Tree to Buy Family Dollar for \$8.5 Billion

TODAY'S INTEREST FEED

businessmarketing

Ad Age



Programmatic TV: Lots of Talk Lately, Not Much Real Action

If you look at the headlines over the last couple of weeks, it would appear that programmatic ad buying for TV commercials was taking meaningful steps...

99% Relevant

businessgeneral

23

Concept C: Your Interests, History Item Rollover

Home of the Mozilla Proje... xInterest Dashboard x

Firefoxabout:youth

Y Yahoo

INTEREST DASHBOARDRecent ActivityYour InterestsYour World

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99% Relevant

businessgeneral

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Firefoxabout:youth

Y Yahoo

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general5:12 pmNYTimes - Family Tree to Buy Family Dollar for \$8.5 Billion

TODAY'S INTEREST FEED?

businessgeneralRELATED STORIES

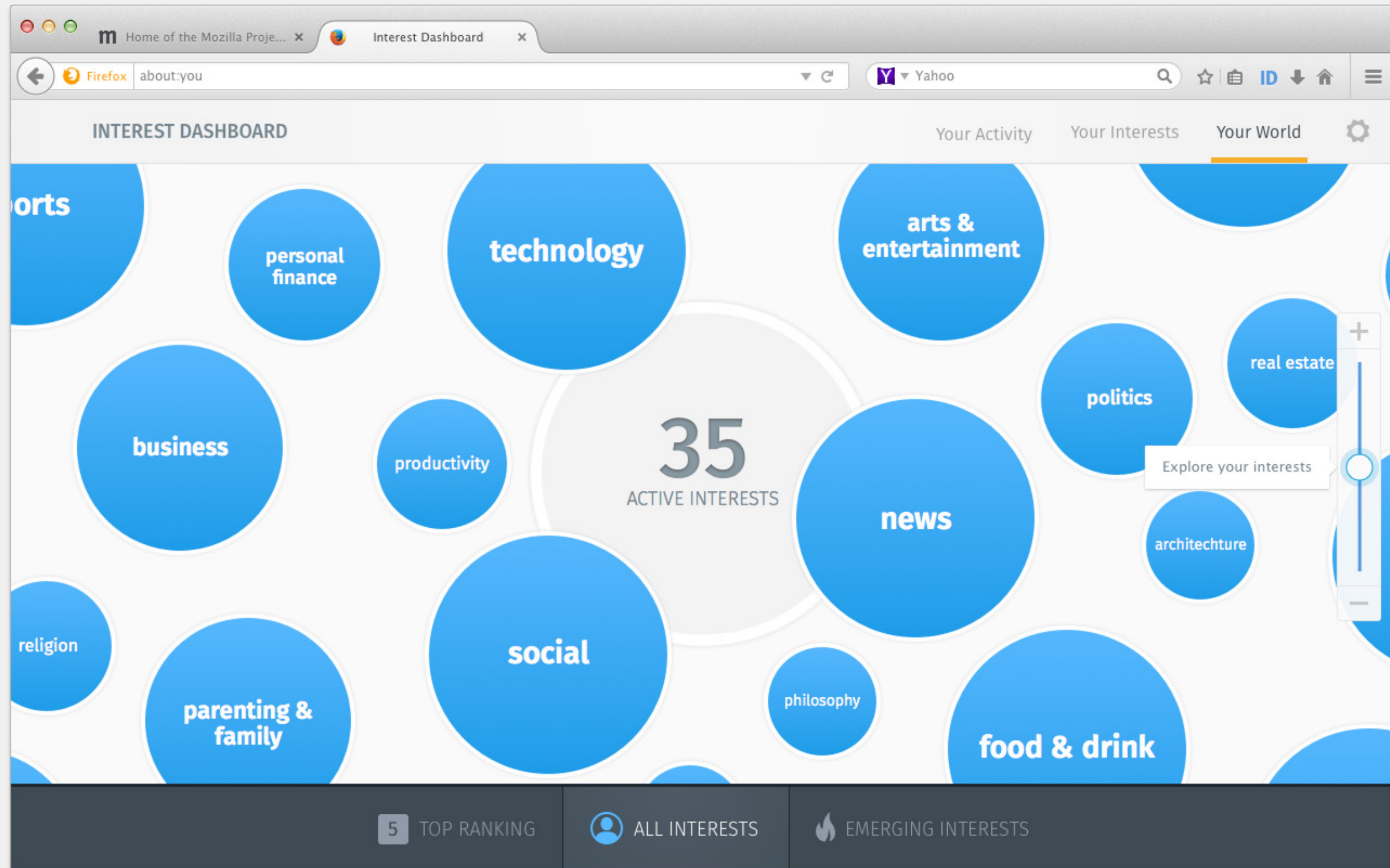
Fortune

Yahoo bets big on video with \$640 million BrightRoll acquisition

A plan by Yahoo CEO Marissa Mayer to turn her Web portal into a hub for video took yet another (expected) step forward on Tuesday, when the company made...

99% Relevant

Concept C: Your World



Summary of Concept C: “Mashup”

Taking the best from both Concepts A and B, the Interest Dashboard could become a daily resource that’s quick and easy to consume. By removing all superfluous functionality, users would be able to view all of their interest activity while discovering related content along the way.

LEVEL OF USER CONTROL



KEY TAKEAWAYS

- | | |
|--|--|
| <ul style="list-style-type: none"> + Provides more contextual value | <ul style="list-style-type: none"> — More difficult to build |
| <ul style="list-style-type: none"> + No thinking = SPEED! | <ul style="list-style-type: none"> — User has very little control |

mozilla



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