

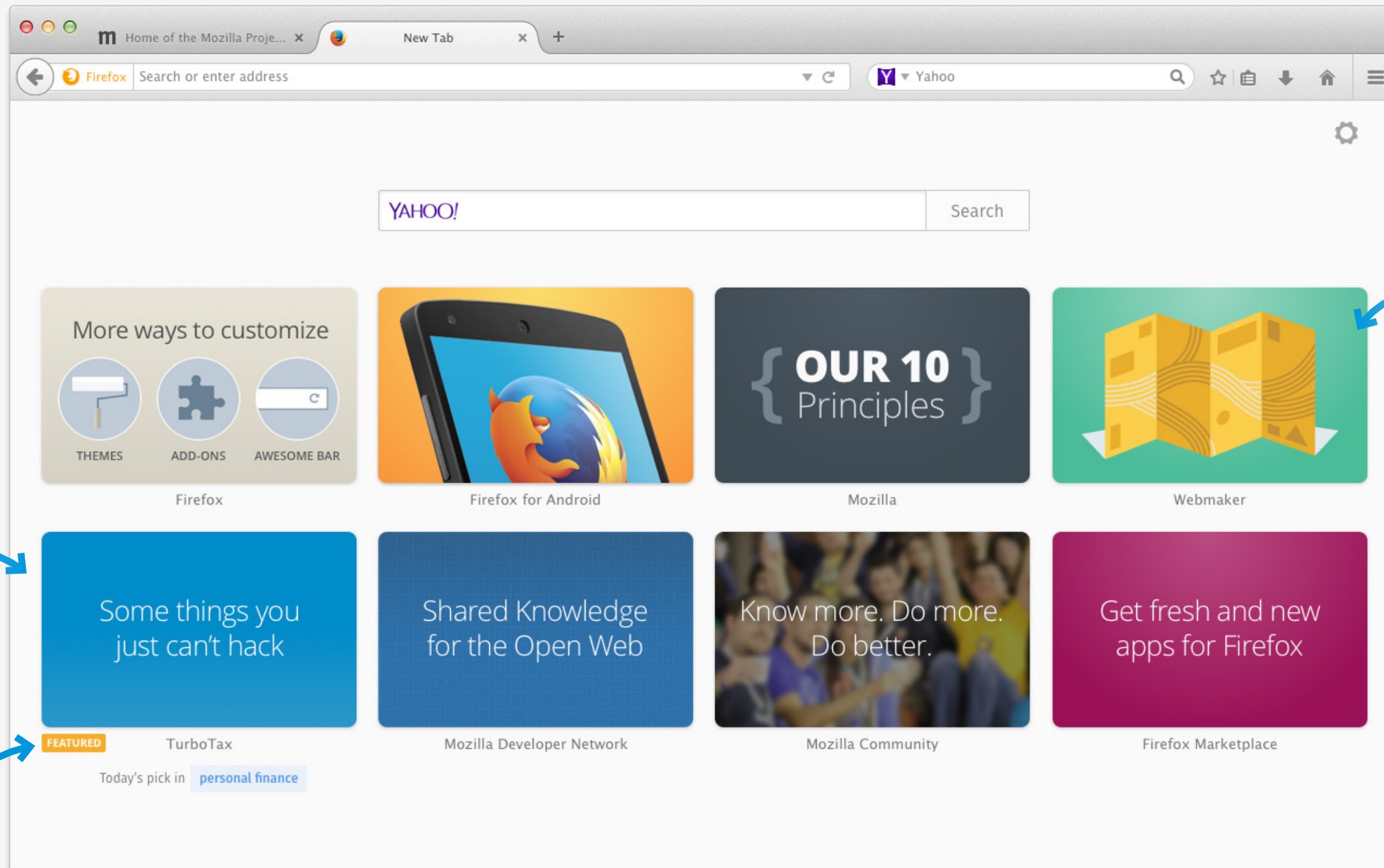
UI/UX Updates for Tiles

Presented to Darren Herman and Kevin Ghim



Updates for Directory Tiles

Directory Tiles: Default

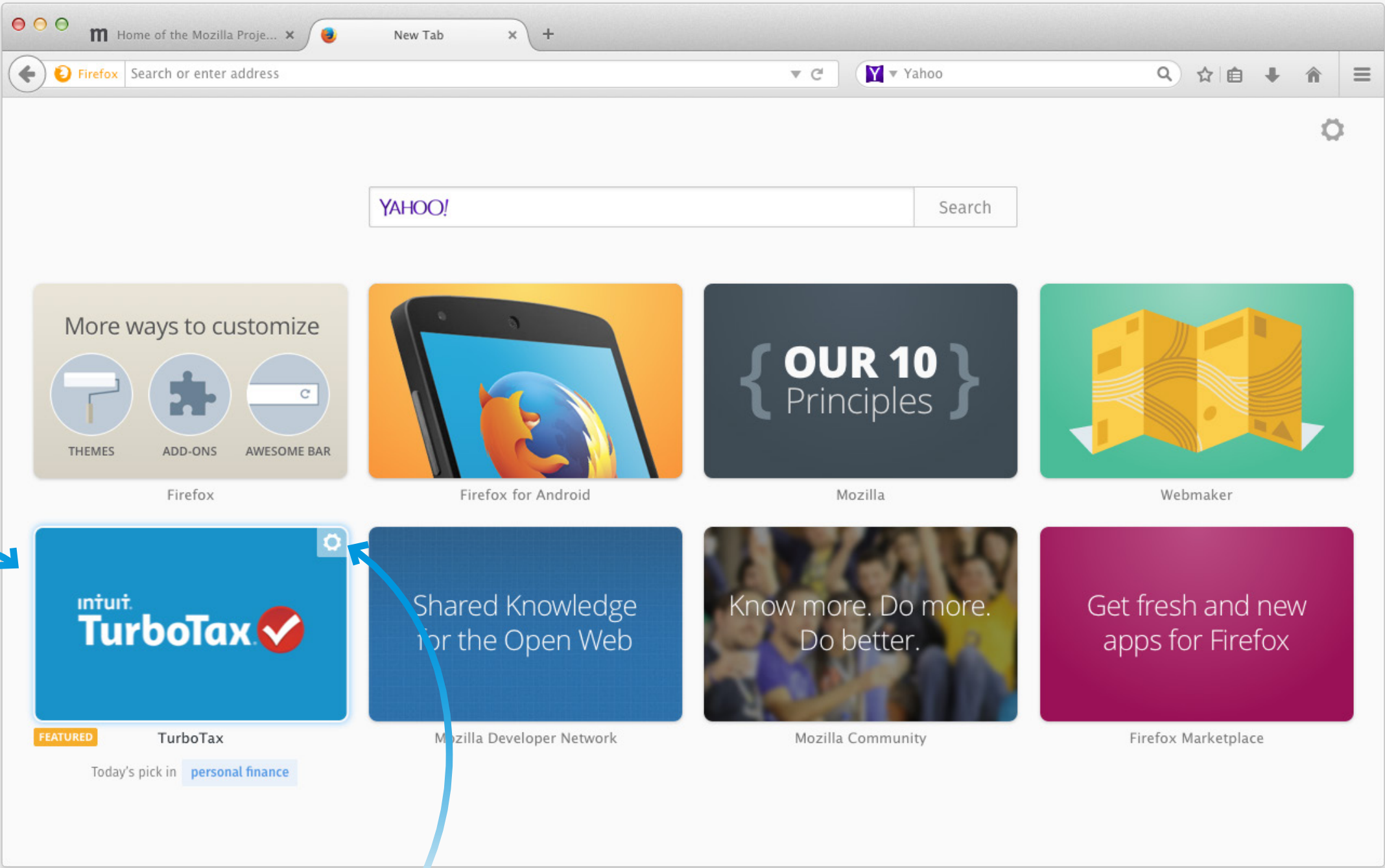


Directory Tiles show an image (often with a message) featuring a site or content from a Mozilla partner.

House tiles feature a site or content from Mozilla about the organization, our community, or products.

Featured Labels indicate that the site being featured is promoted content.

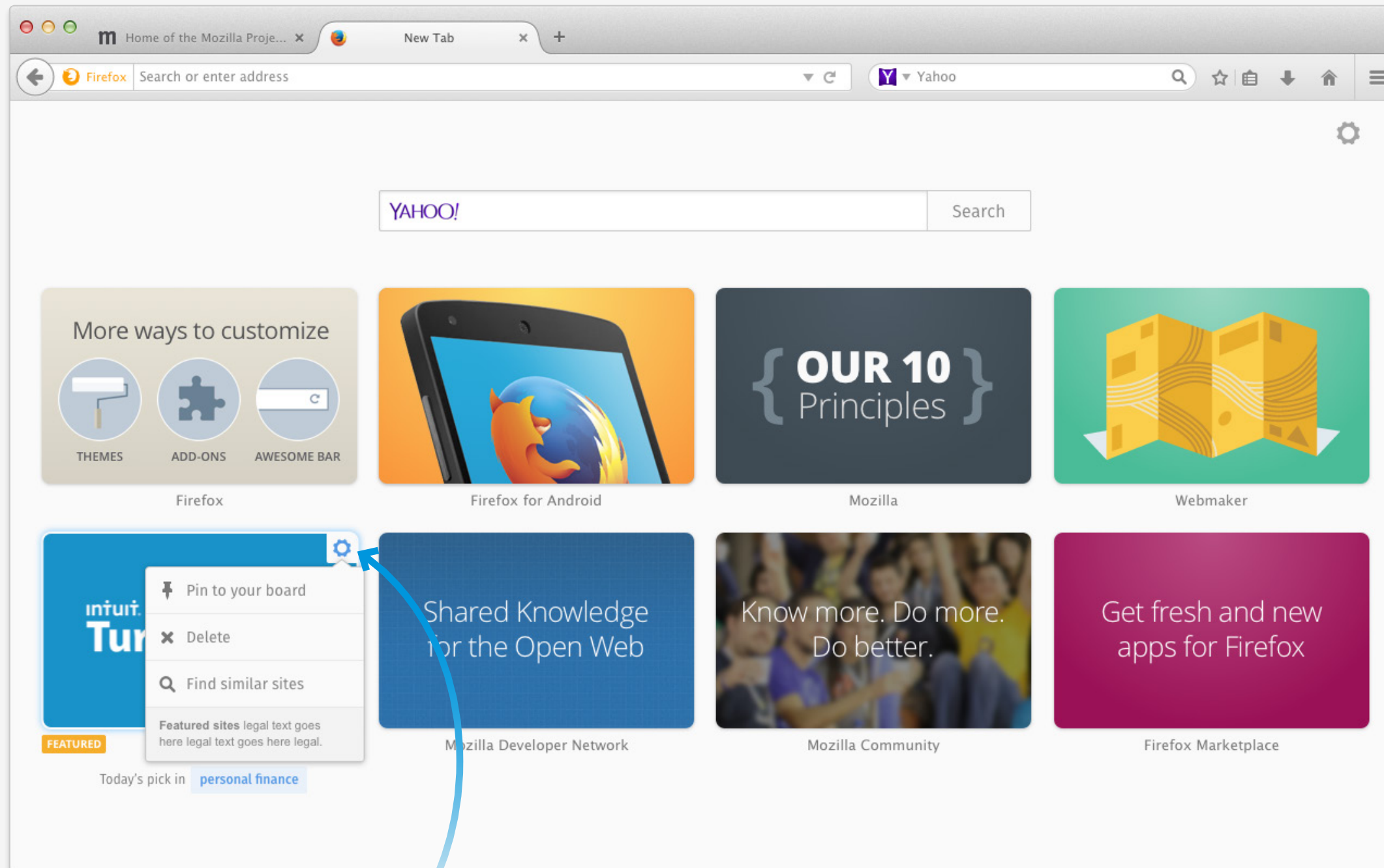
Directory Tiles: On rollover



Rollover effects are subtle, adding only a border and light, blue glow. The title also gets darker.

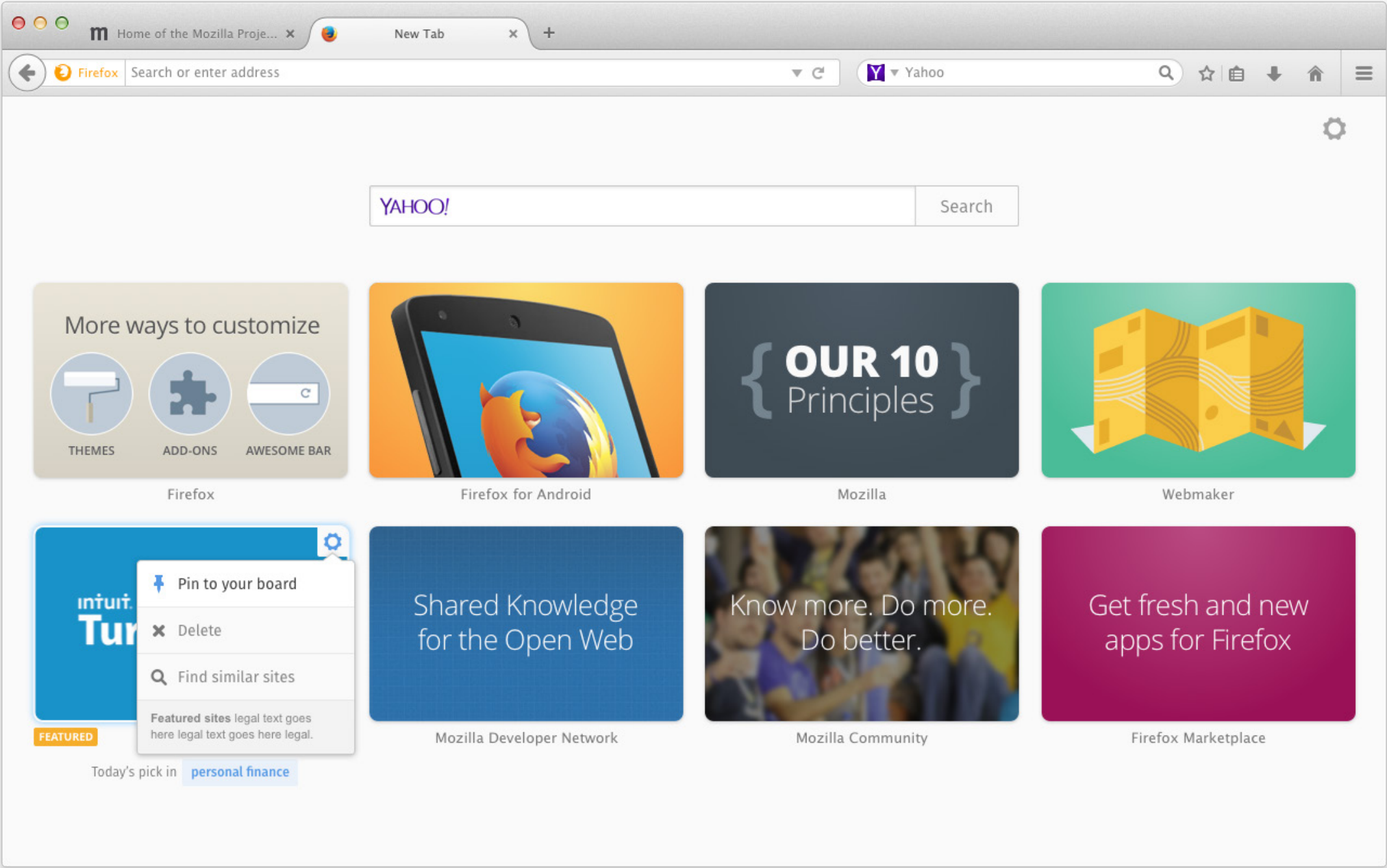
A gear icon is the only control visible on rollover.

Directory Tiles: Menu active

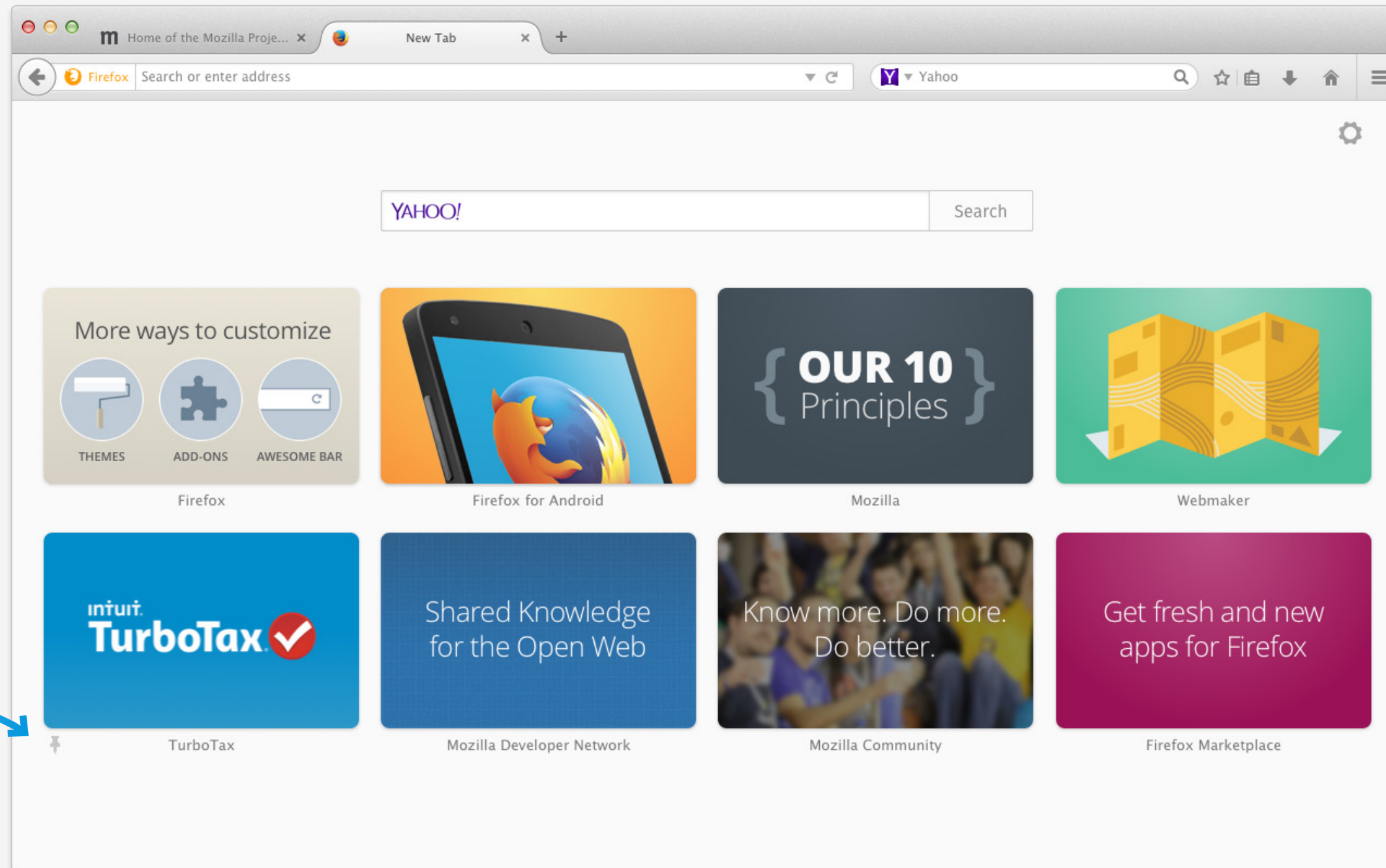


A **dropdown menu** is exposed on-click, and displays a simple message about featured sites.

Directory Tiles: Menu active - “Pin to your board” hover

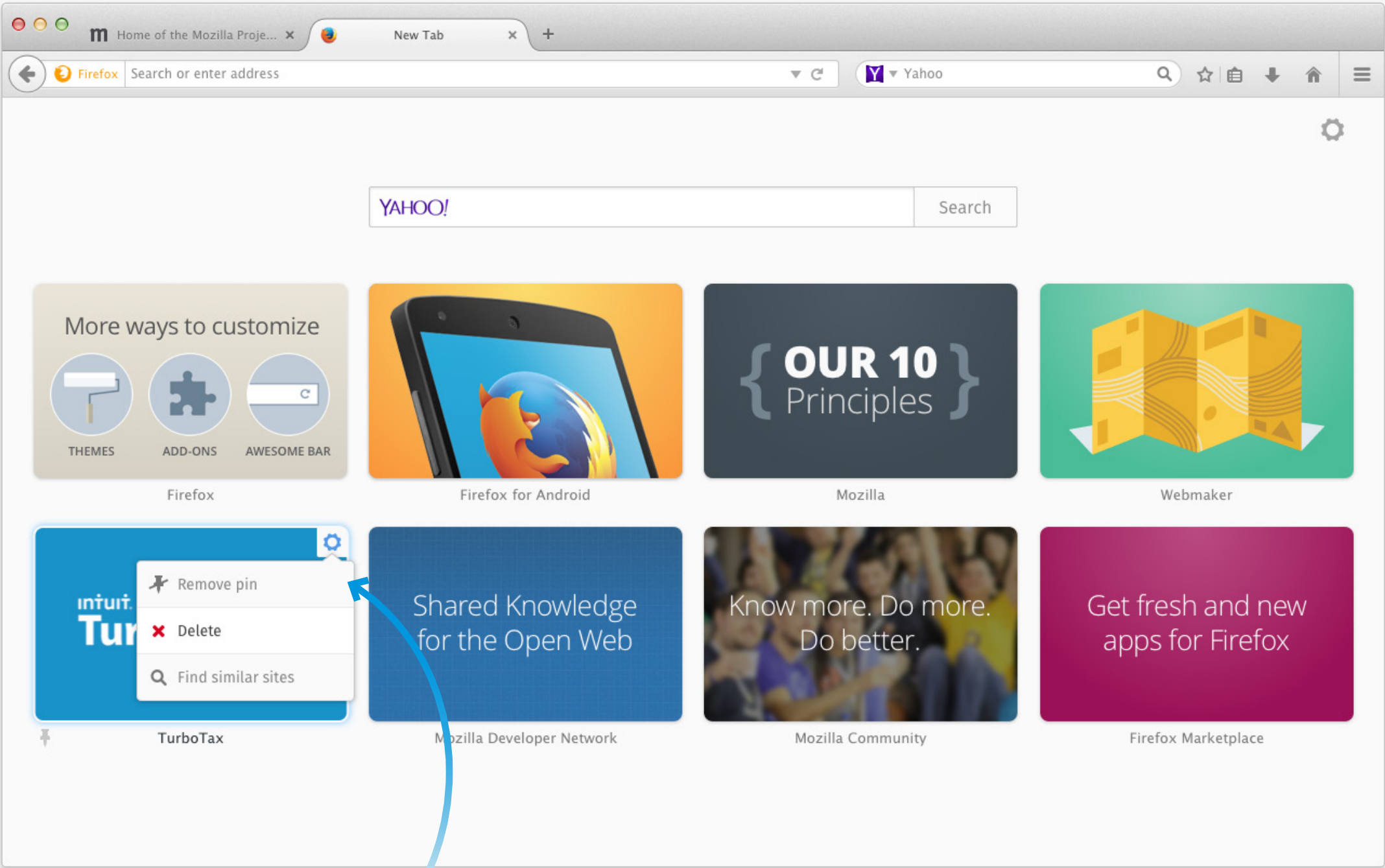


Directory Tiles: Tile pinned to board



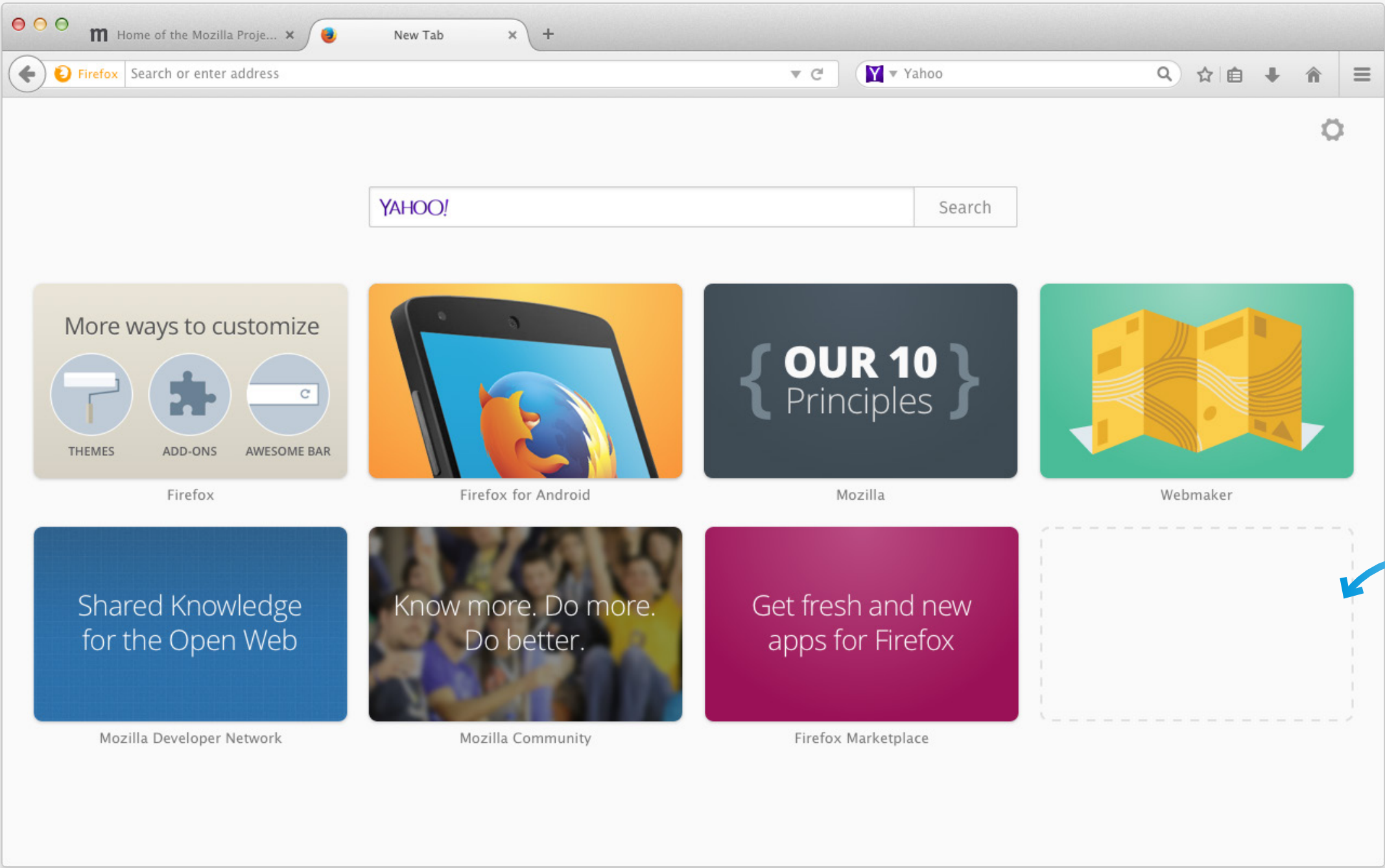
A **pin icon** indicates that the tile has been pinned in place on the user's New Tab board.

Directory Tiles: Pinned tile menu active - “Delete” hover

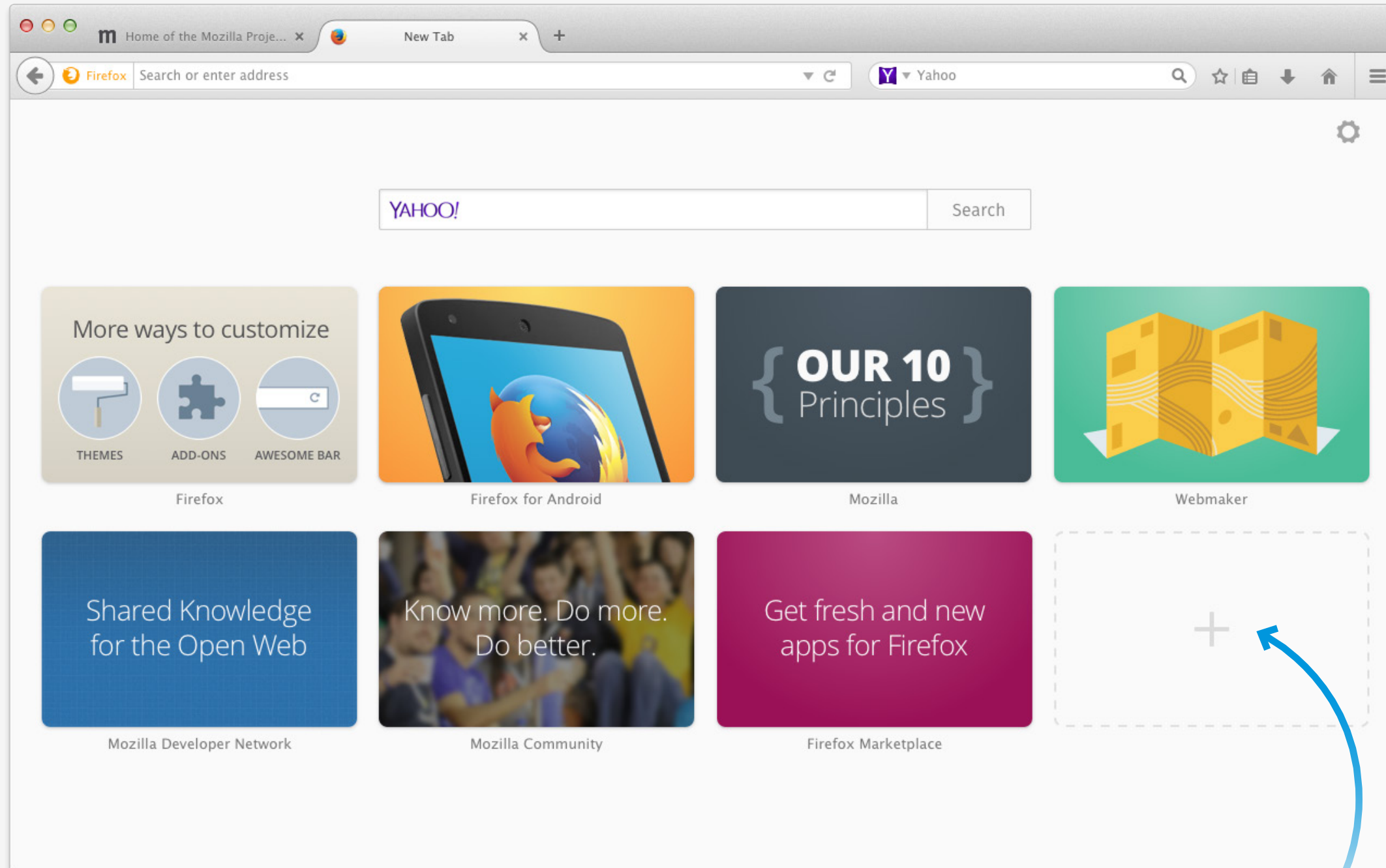


A dropdown menu for pinned tiles will show a new menu option to remove the pin.

Directory Tiles: Pinned tile deleted, R1



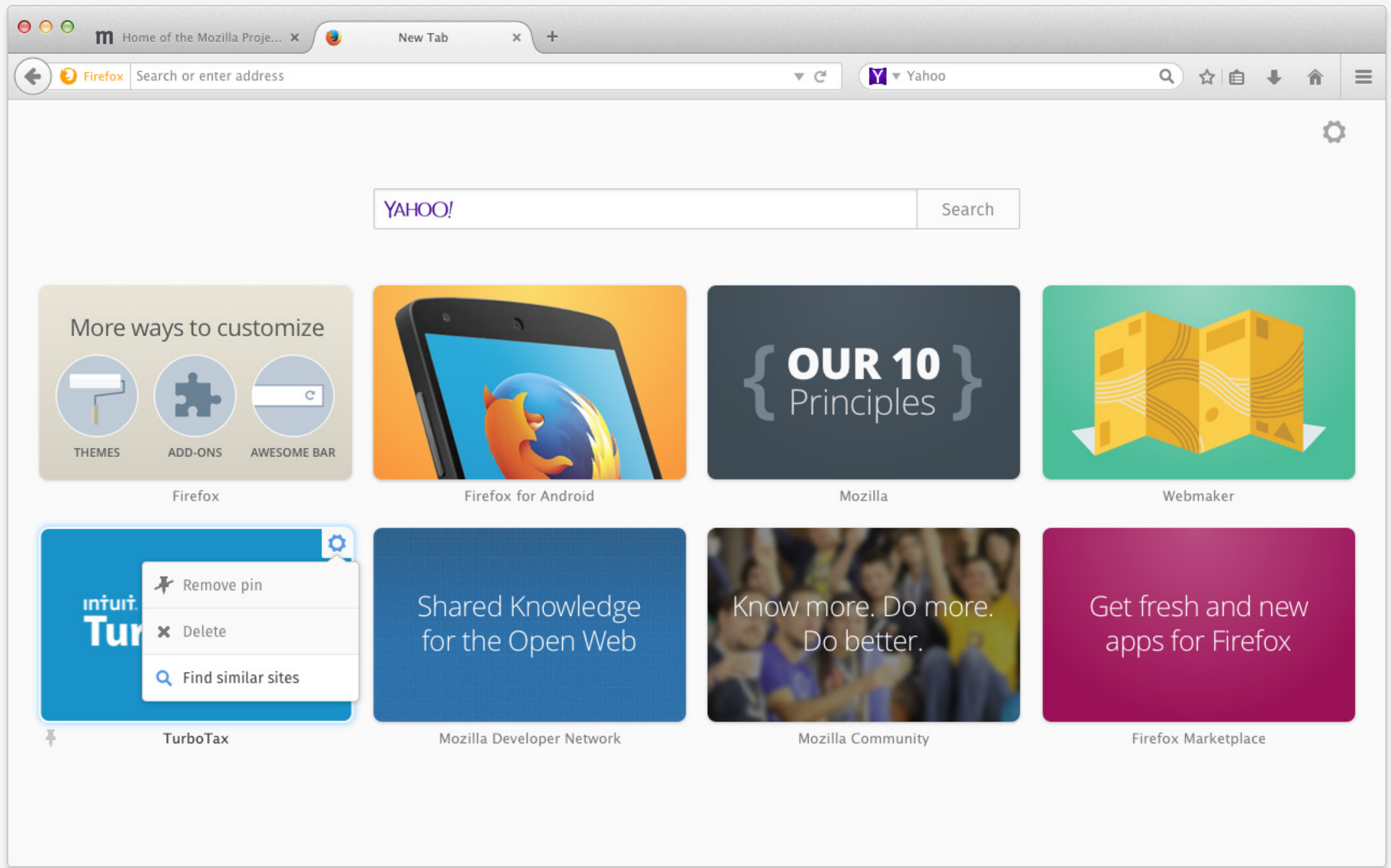
Directory Tiles: Pinned tile deleted, R2



Later on*, an empty tile will display **a plus sign**, and would allow the user to add a site to their board.

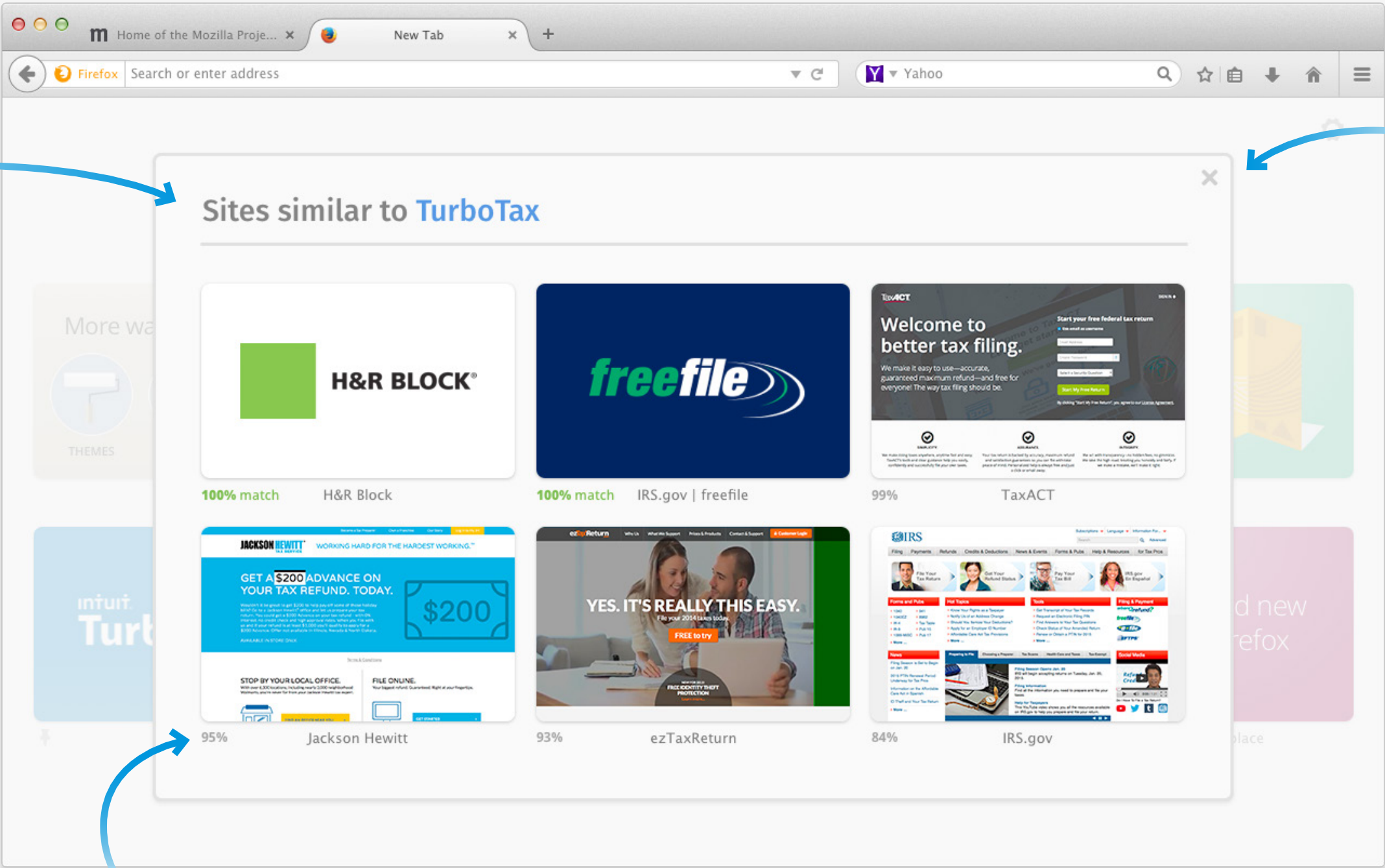
* Further exploration needed.

Directory Tiles: Pinned tile menu active - “Find similar sites” hover



Directory Tiles: Similar sites layover

The layover title restates the name of the site since the tile is hidden beneath.

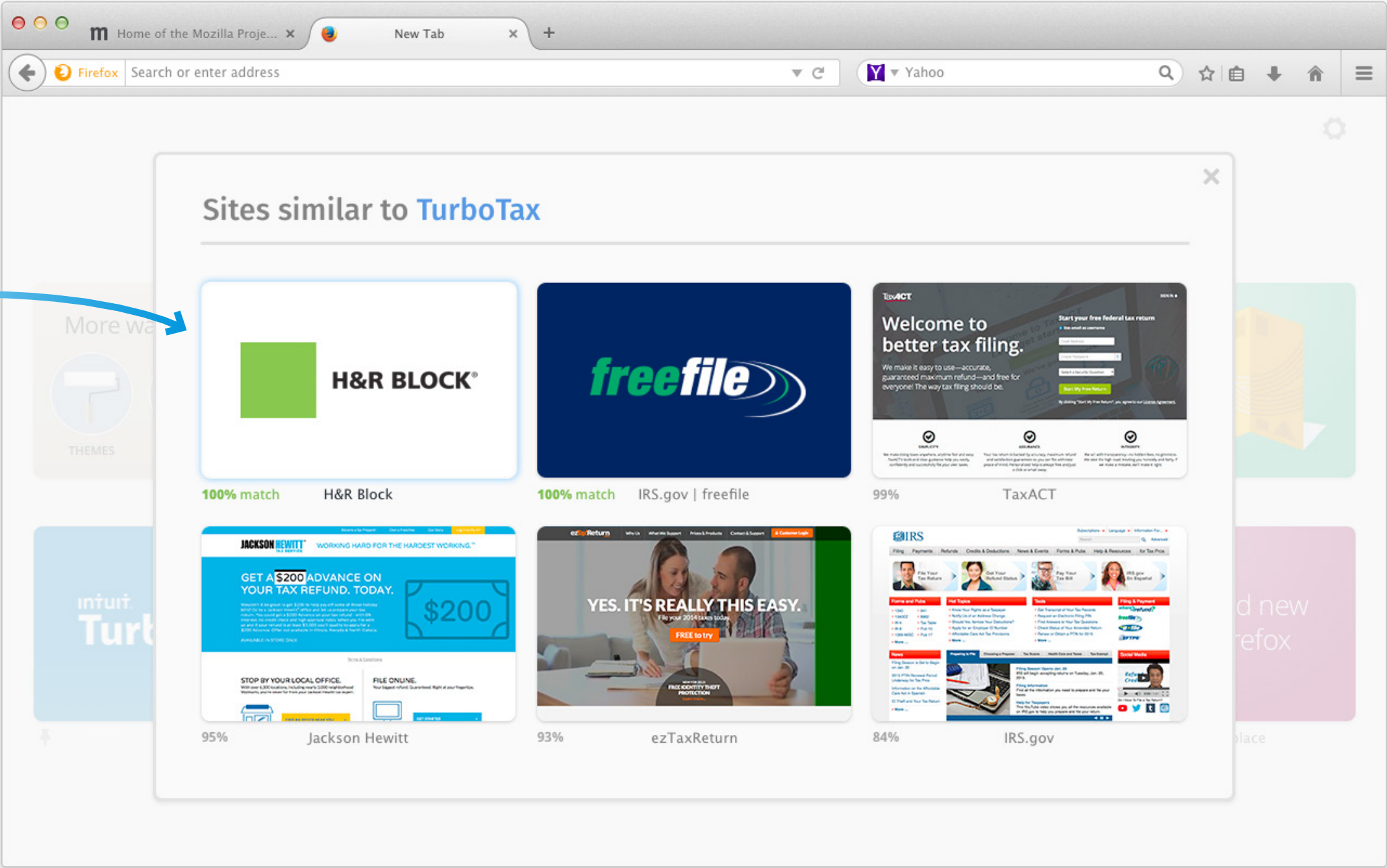


“X” icons will close the layover and restore the user’s board. Alternatively, a user may also click anywhere outside of the primary container to dismiss the layover.

Percentages indicate how similar a suggested site is to the original source. 100% matches are reserved only for sites that feature a Mozilla partner (and match the requisite interest categories).

Directory Tiles: Similar sites layover - recommended site rollover

Similar Site Tiles display either the partner's logo or a screenshot of the homepage. There should be no alternative state on rollover.



Directory Tiles: Recommended site loaded in a separate tab

New Tab remains loaded in the background.

Home of the Mozilla Project

New Tab

H&R Block | Tax...

Firefox

Search or enter address

Y Yahoo

H&R BLOCK

Q Your Questions, Expert Answers

USA / English

Support

SIGN IN

File Online

Download Software

File In An Office

Manage Your Money

Get Answers

About Us

THE BEST VALUE!

	TurboTax	H&R BLOCK	TaxACT
TOTAL COST <small>If you own a home, give to charity, or have an HSA (using 1040 with Schedule A)</small>	\$71.98	\$9.99	\$14.99
THE TOTAL COST BREAKDOWN			
FEDERAL RETURN PRICE	\$34.99	FREE	FREE
STATE RETURN PRICE <small>1 State</small>	\$36.99	\$9.99	\$14.99
GET 5% EXTRA <small>on top of your federal refund to be used at over 40 retailers</small>	X	+ 5% Bonus Back	X

IT'S REFUND SEASON

And nobody gets more of your money back than Block—guaranteed!

Make an Appointment

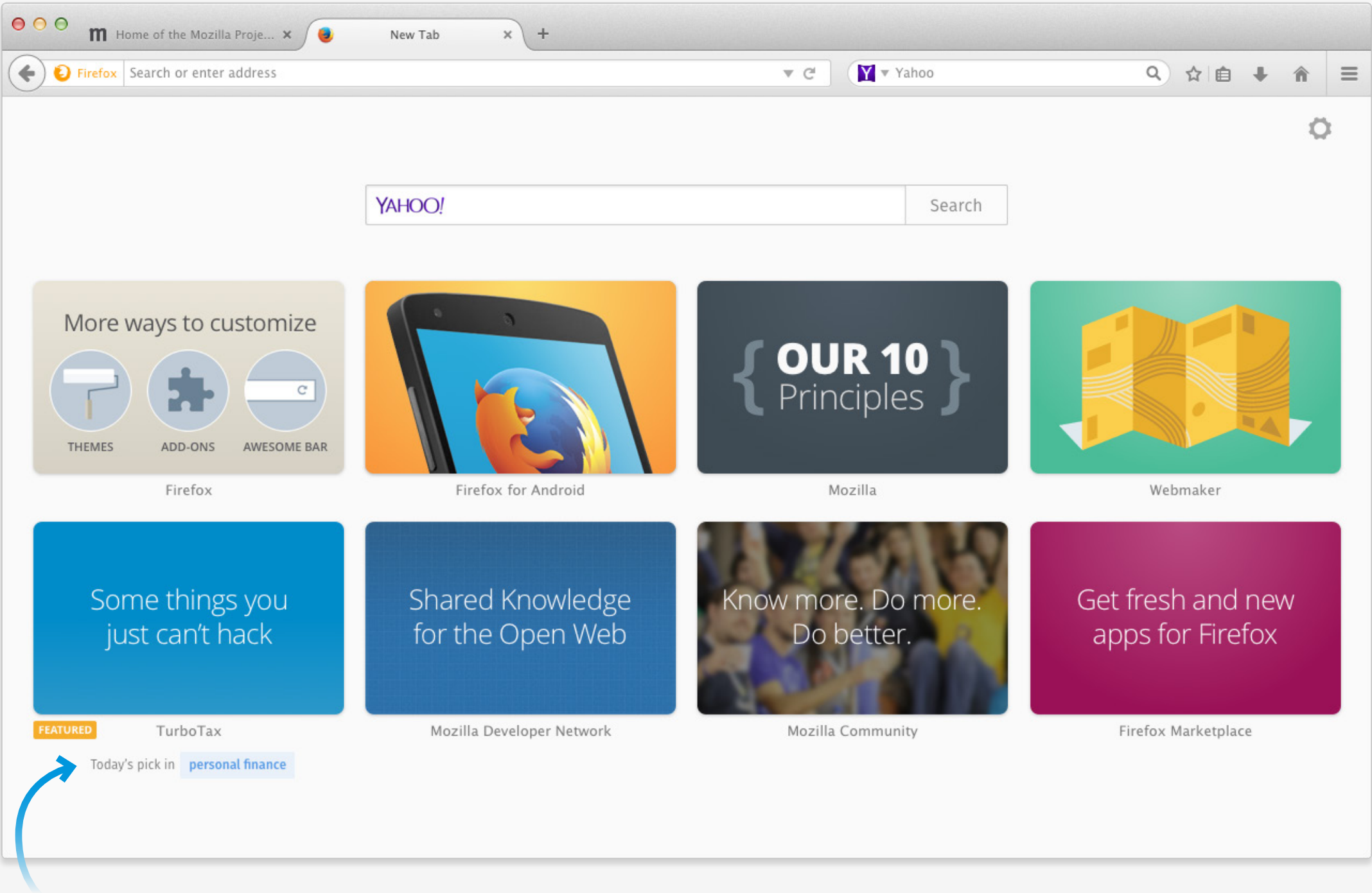
FILE STATE ONLINE FOR \$9.99

Simple federal returns are FREE.
Learn More

File FREE Today

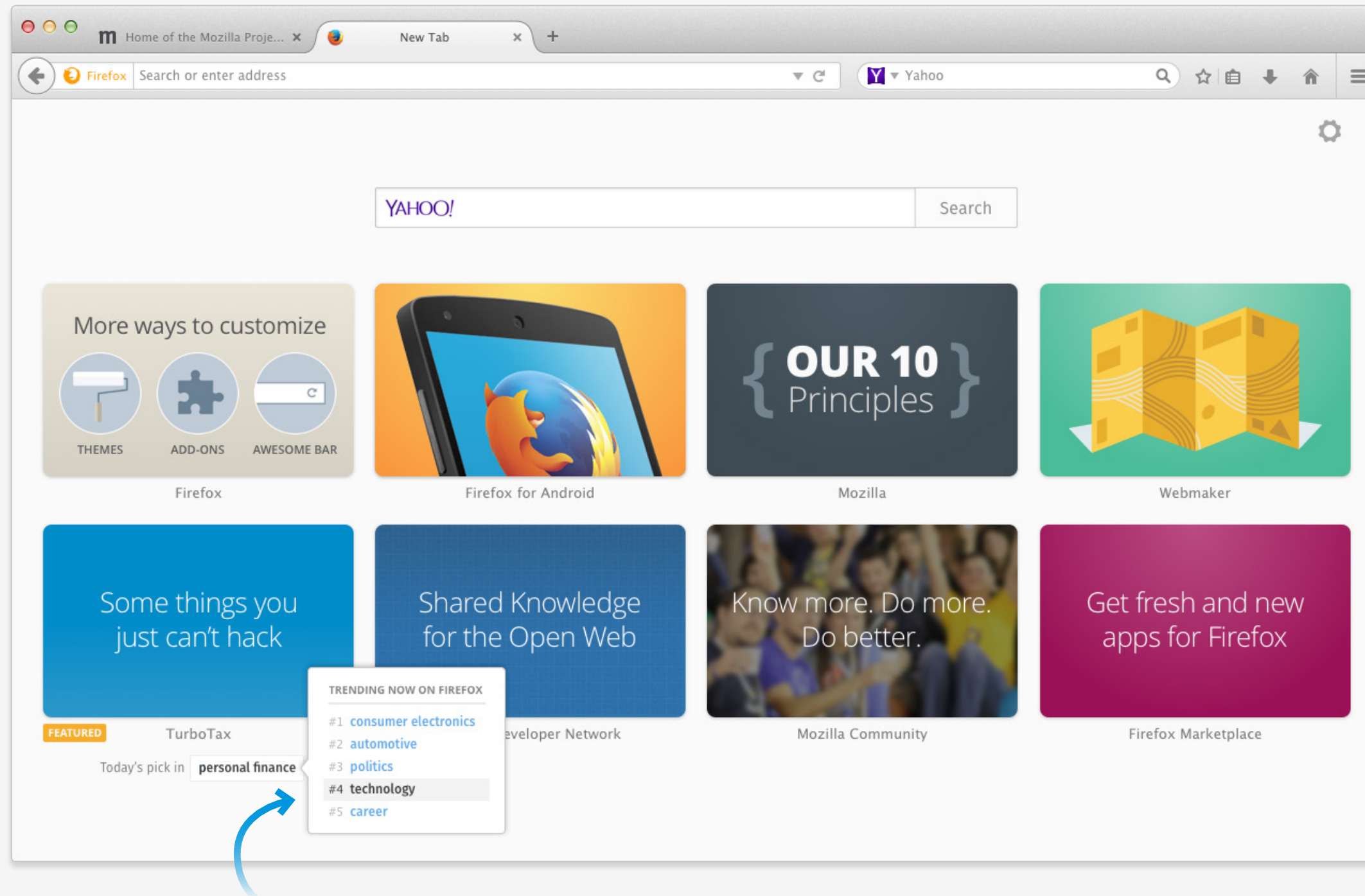
"H&R Block provides free audit support that surpasses what its competitors do, and a comprehensive, multi-function support website that exists outside of the tax-prep solution's walls."
– PC Magazine, February 2014

Directory Tiles: Today's pick



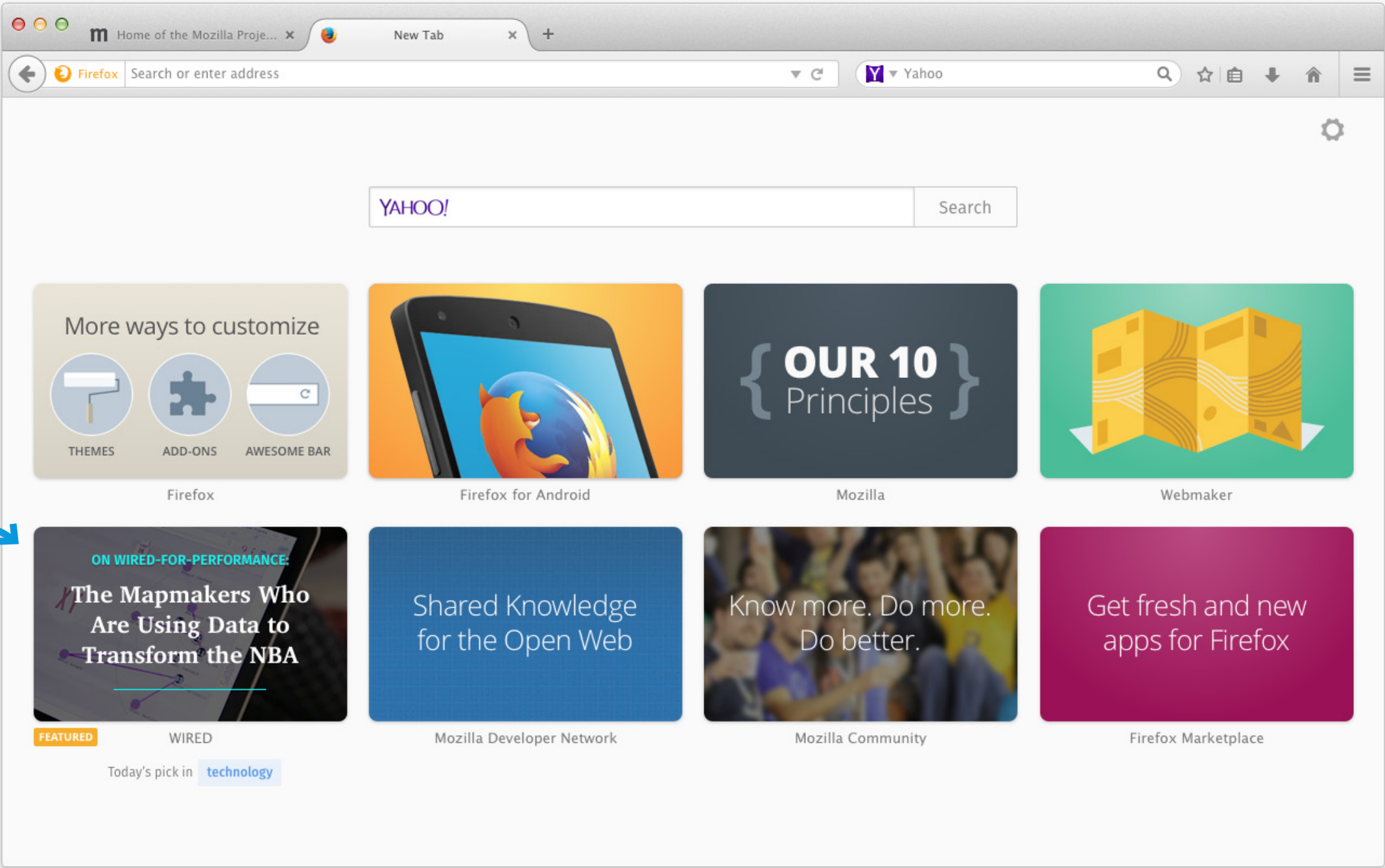
“Today’s pick” reveals the interest category of the site being featured. The category name and background are blue to indicate that another interaction is available.

Directory Tiles: Today's pick - On hover, with a category selected



The **"Trending Now on Firefox" menu** is revealed when the user rolls over the category tag. The interests shown are those that are top ranking with other Firefox users in their location.

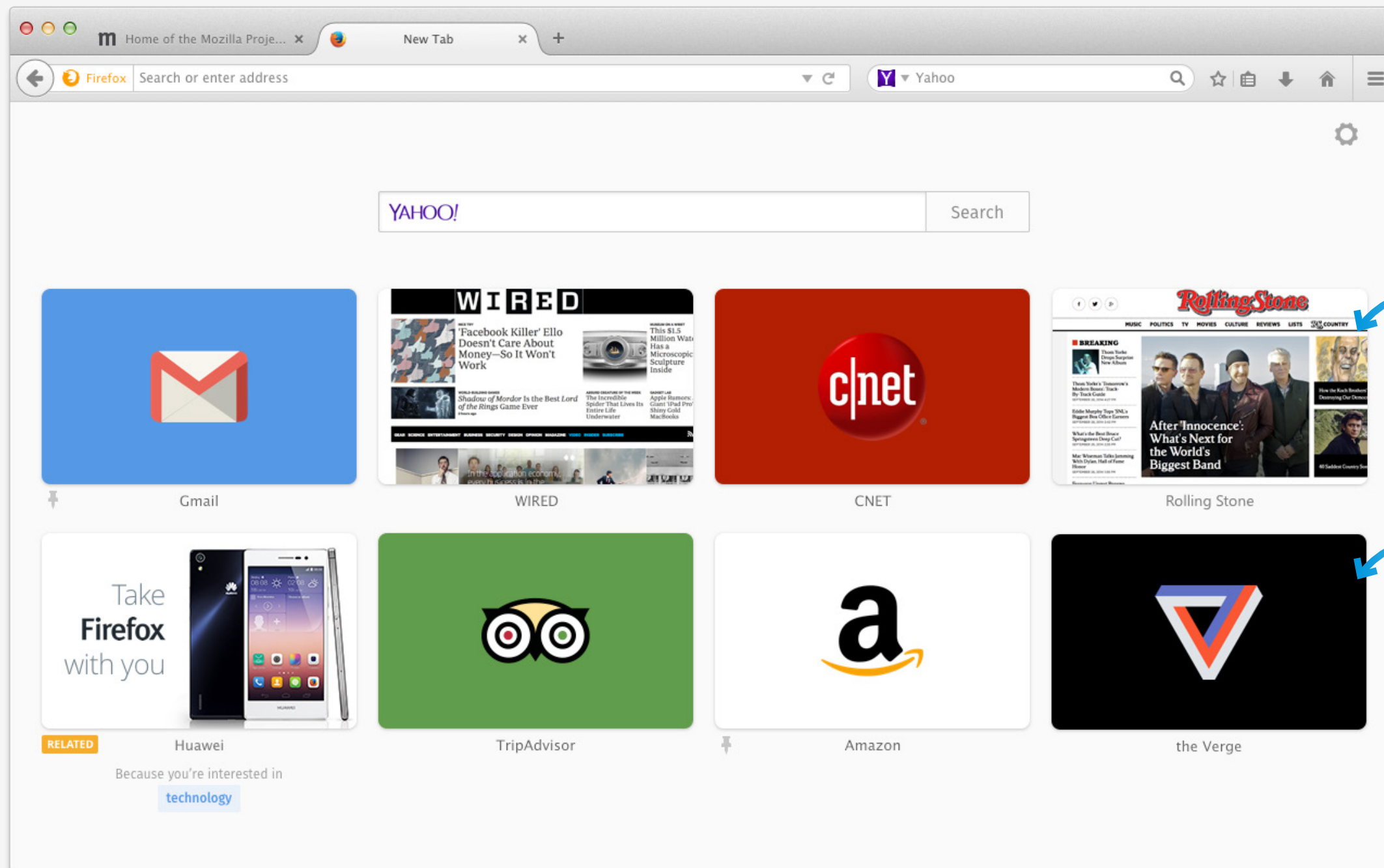
Directory Tiles: New Directory Tile shown for selected category in “Today’s pick”



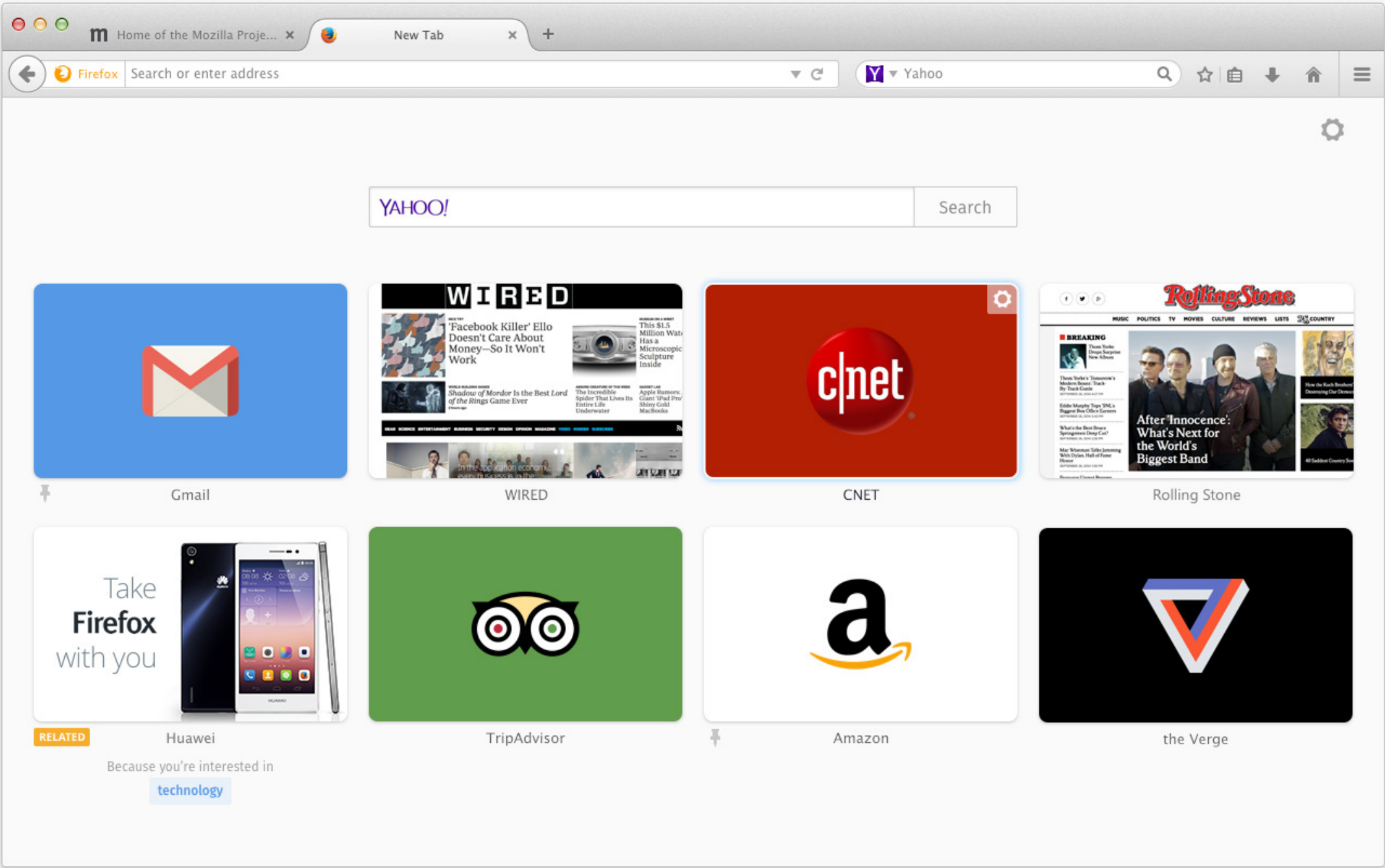
A new Directory Tile replaces the previous one after clicking a different interest category from the “Trending Now...” menu shown previously.

Updates for History Tiles

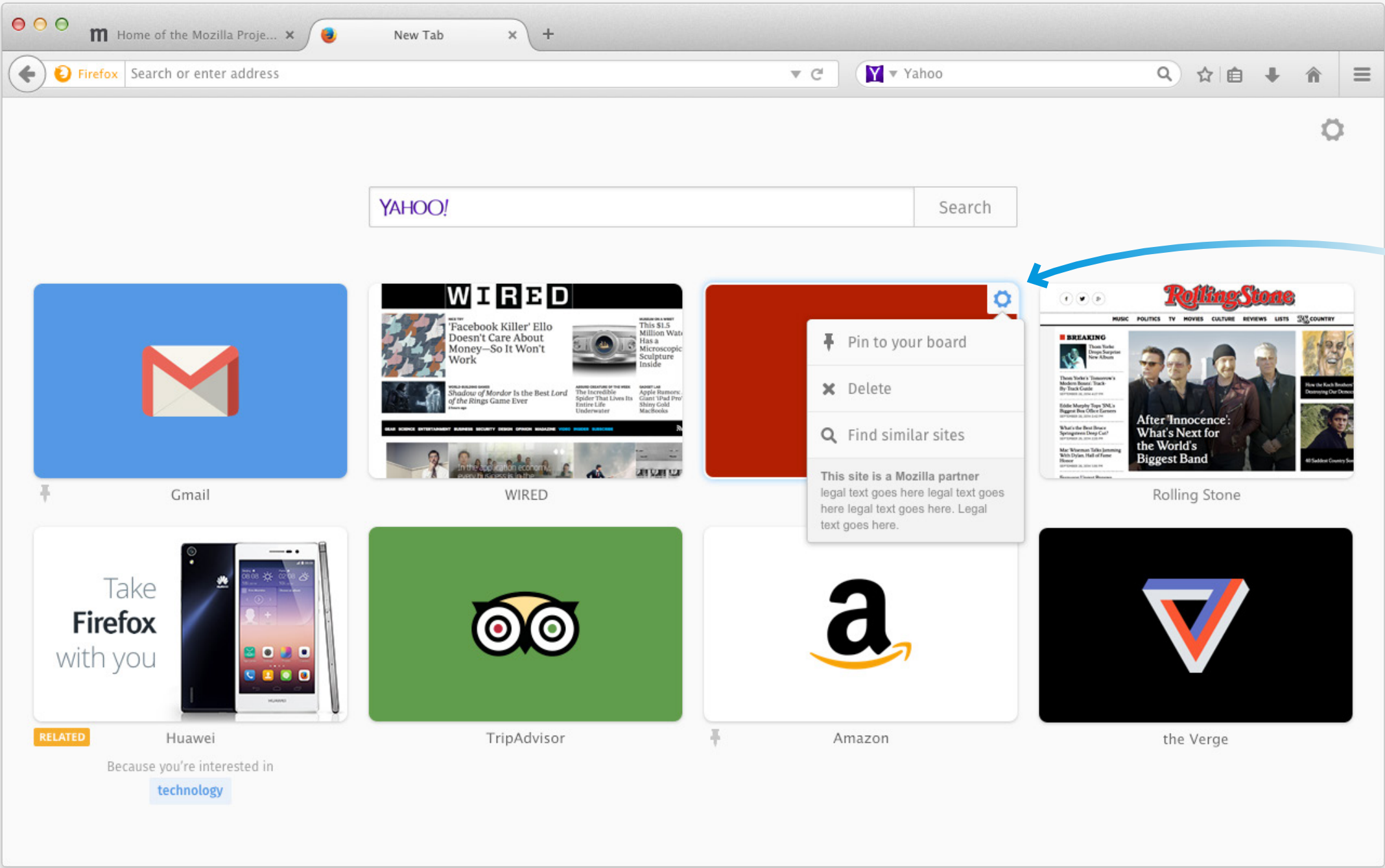
History Tiles: Default



History Tiles: On rollover

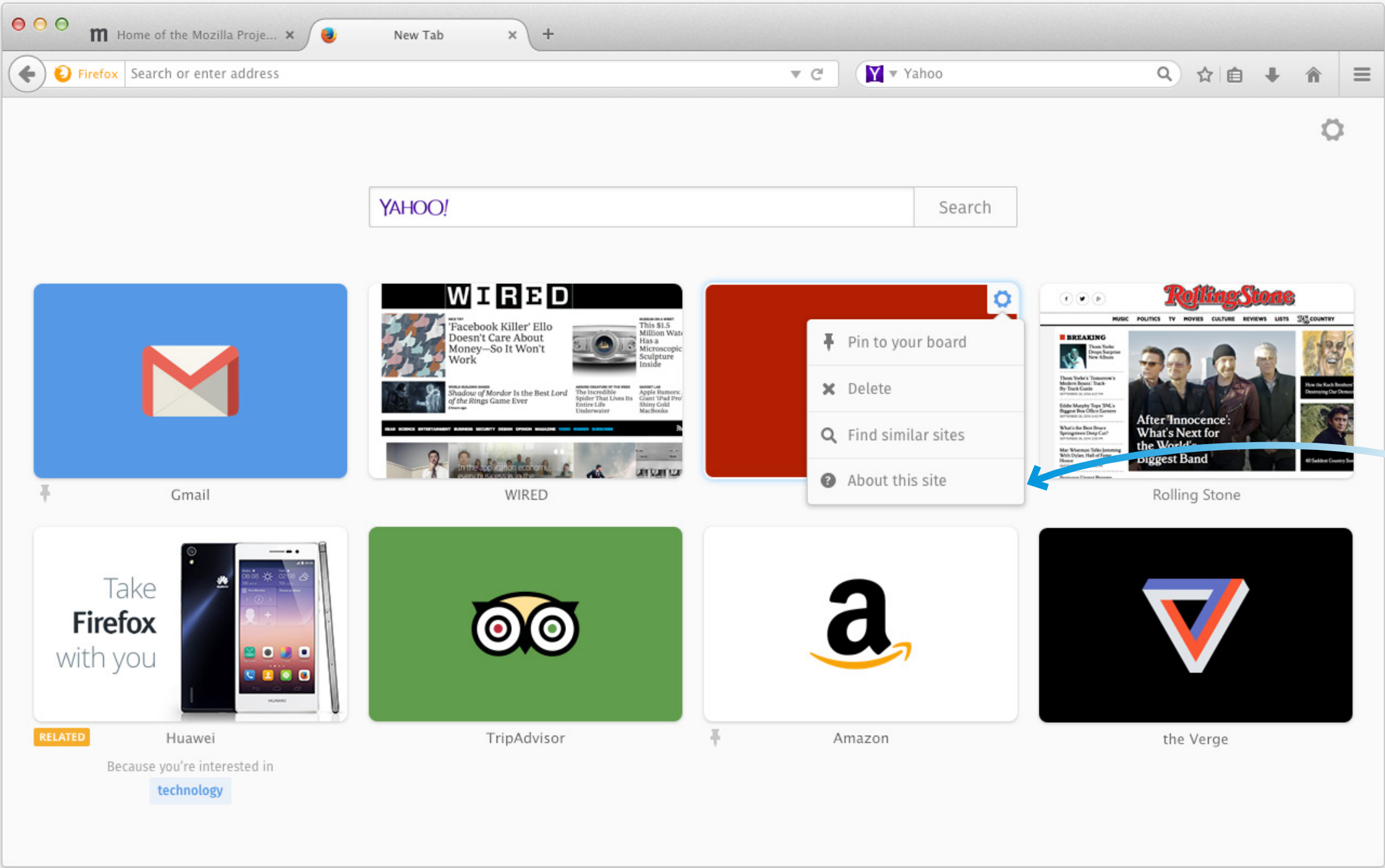


History Tiles: On rollover - R1



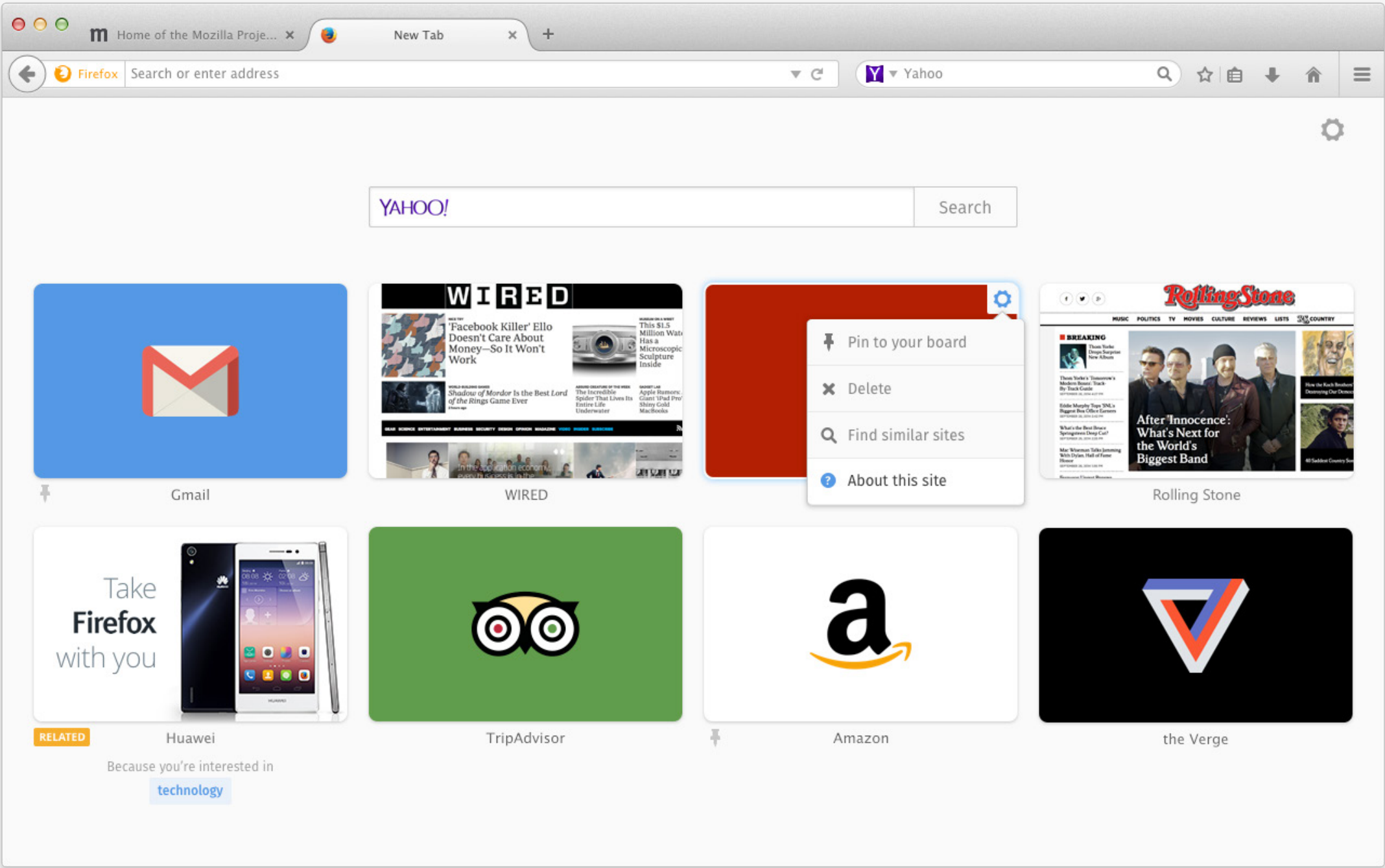
A dropdown menu is exposed on-click, and displays a simple message about partner sites.

History Tiles: On rollover, R2



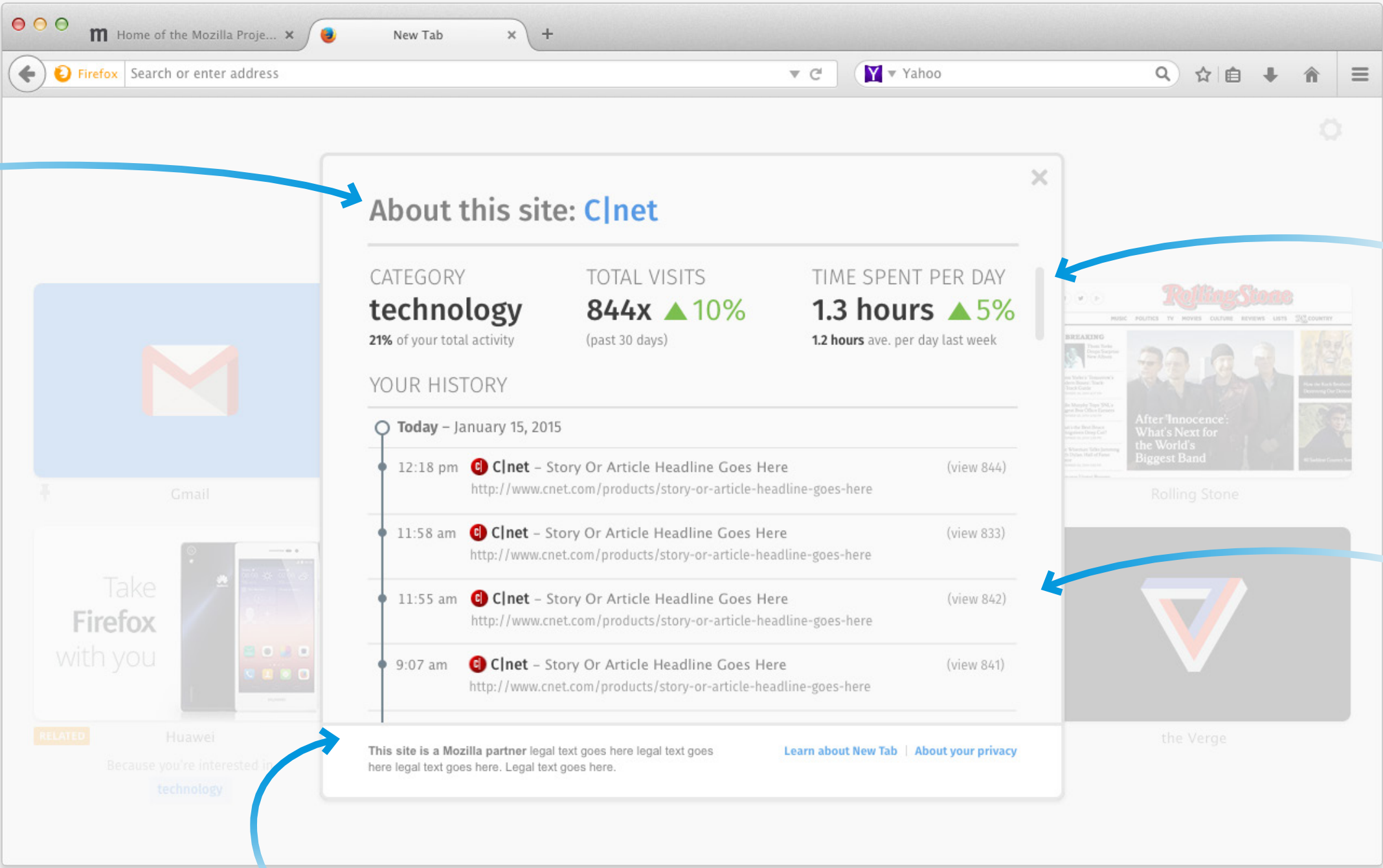
“About this site” is an additional menu item that can be offered in a subsequent update to Tiles.

History Tiles: On rollover, R2 - “About this site” active



History Tiles: “About this site” layover

The **layover header** restates the site name and shows high-level stats about the user’s activity on that site.



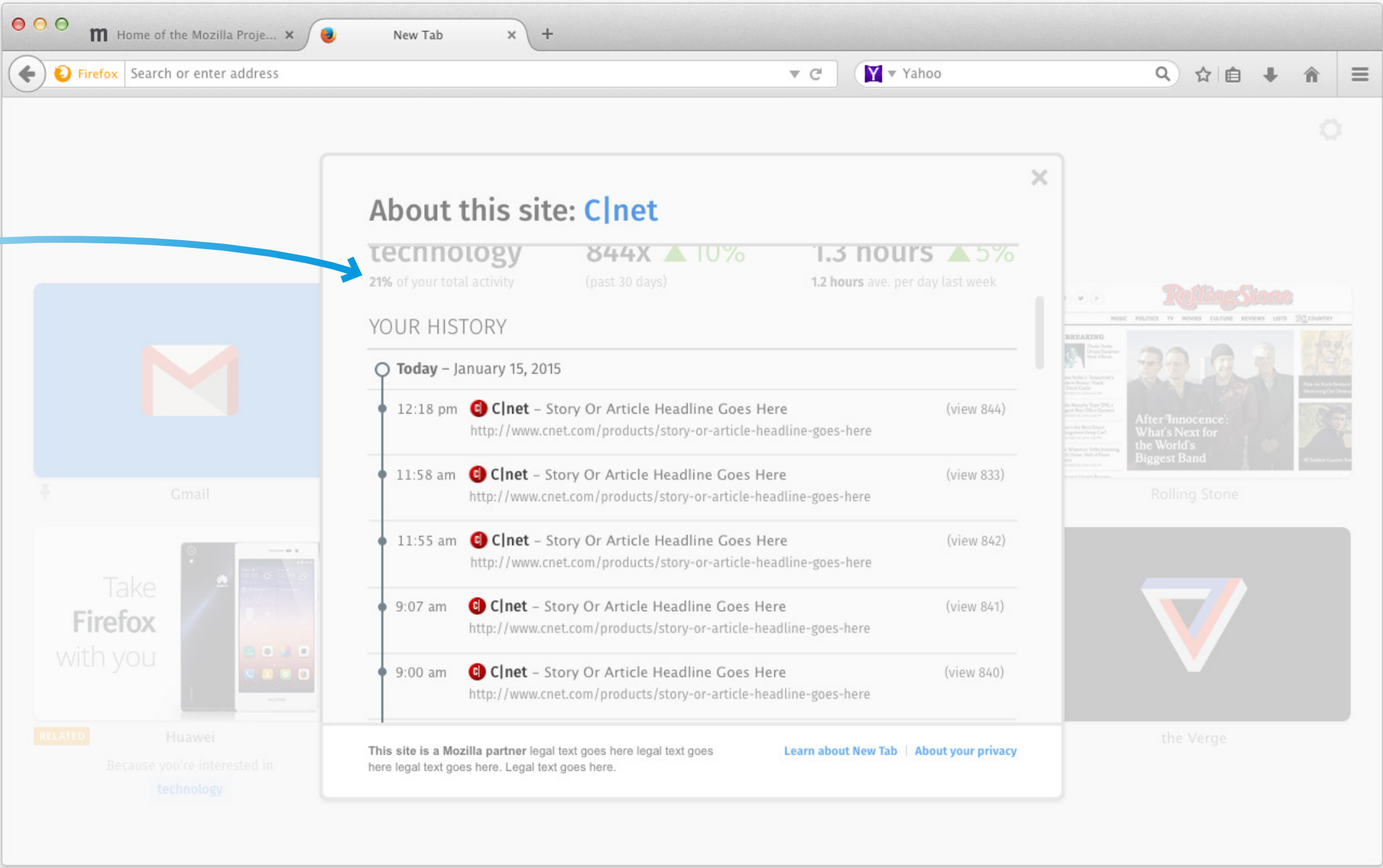
Scrollbars appear whenever the history list is longer than the container area.

“Your History” displays every instance the user viewed a page on that site, include the time and full URL.

Disclaimer text & links disclose the partnership between Mozilla and the site’s owner. More links are provided for users who still have questions about New Tab or their privacy.

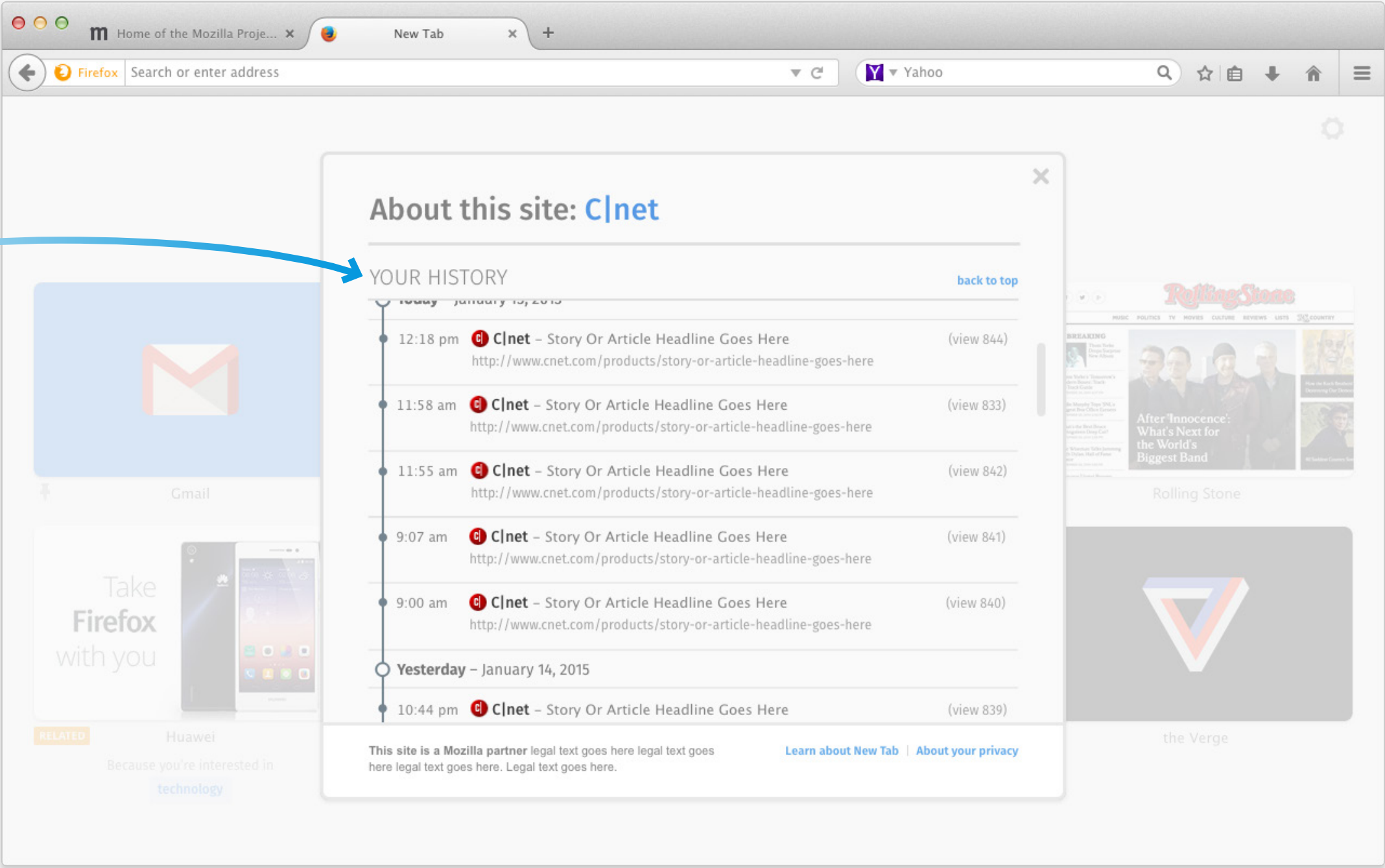
History Tiles: “About this site” layover - on scroll

The header fades away and slides beneath the layover title rule as the user scrolls.



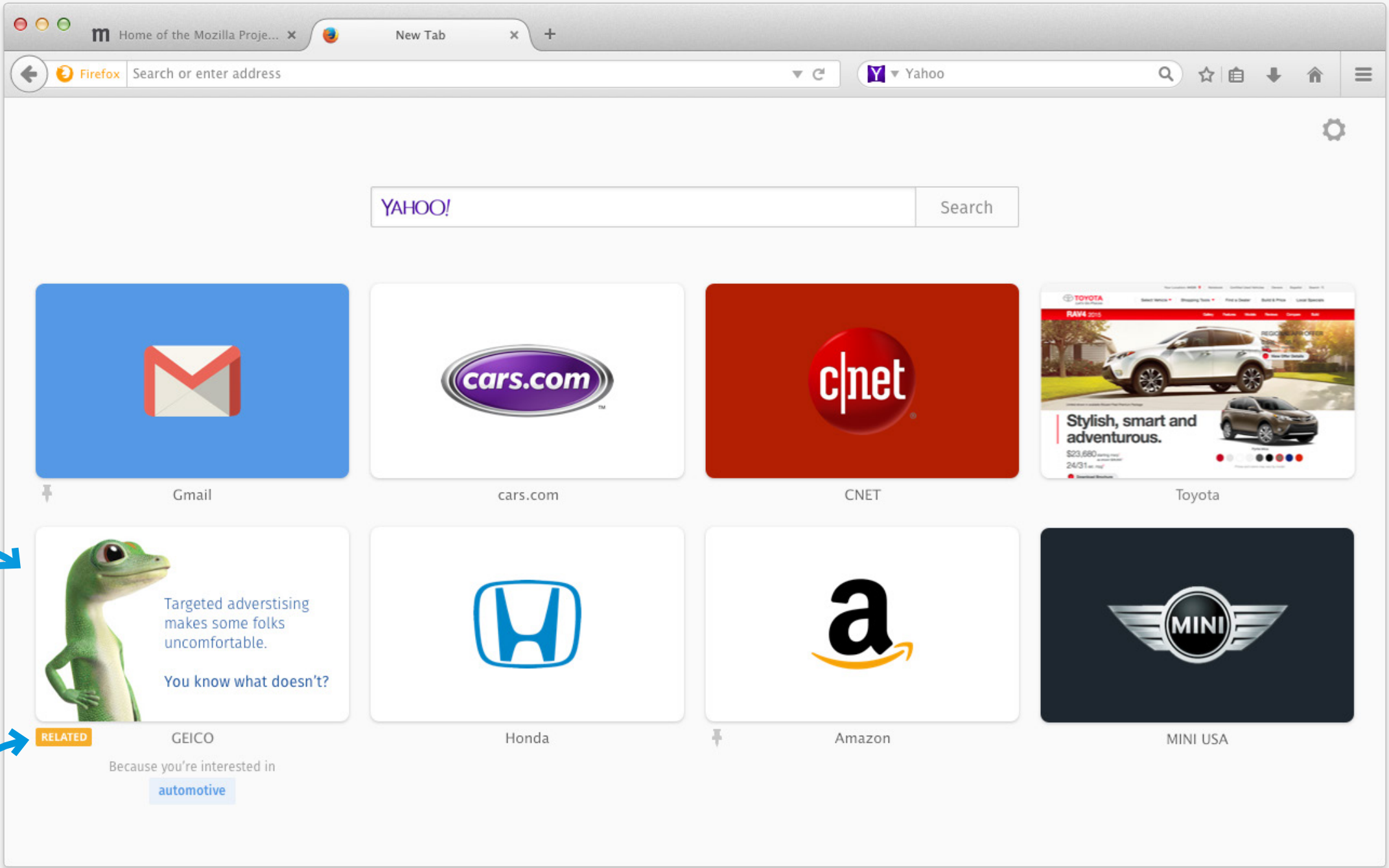
History Tiles: “About this site” layover - scroll snap

The table header snaps into place while the list below continues to scroll beneath.



Updates for Related Tiles

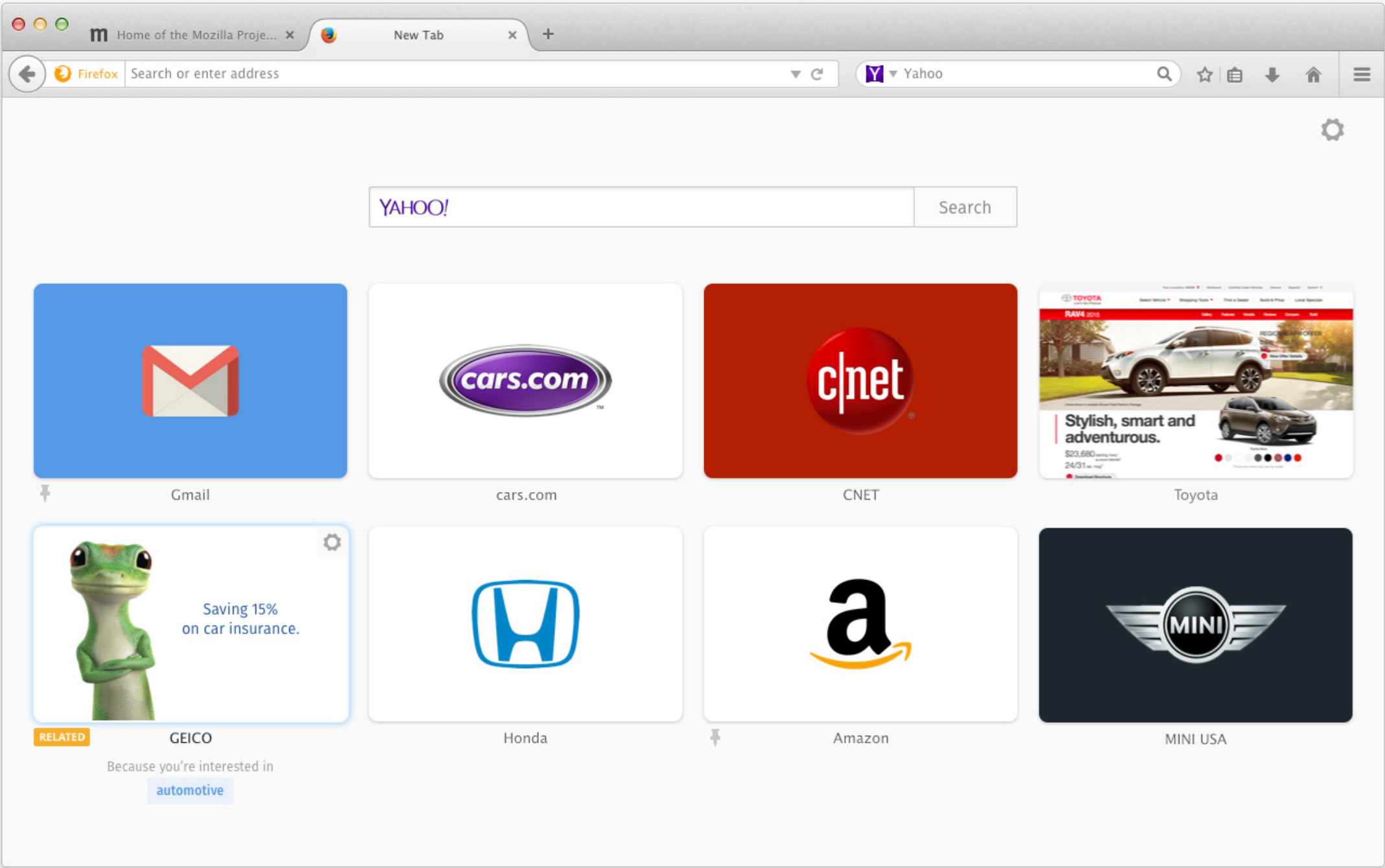
Related Tiles: Default



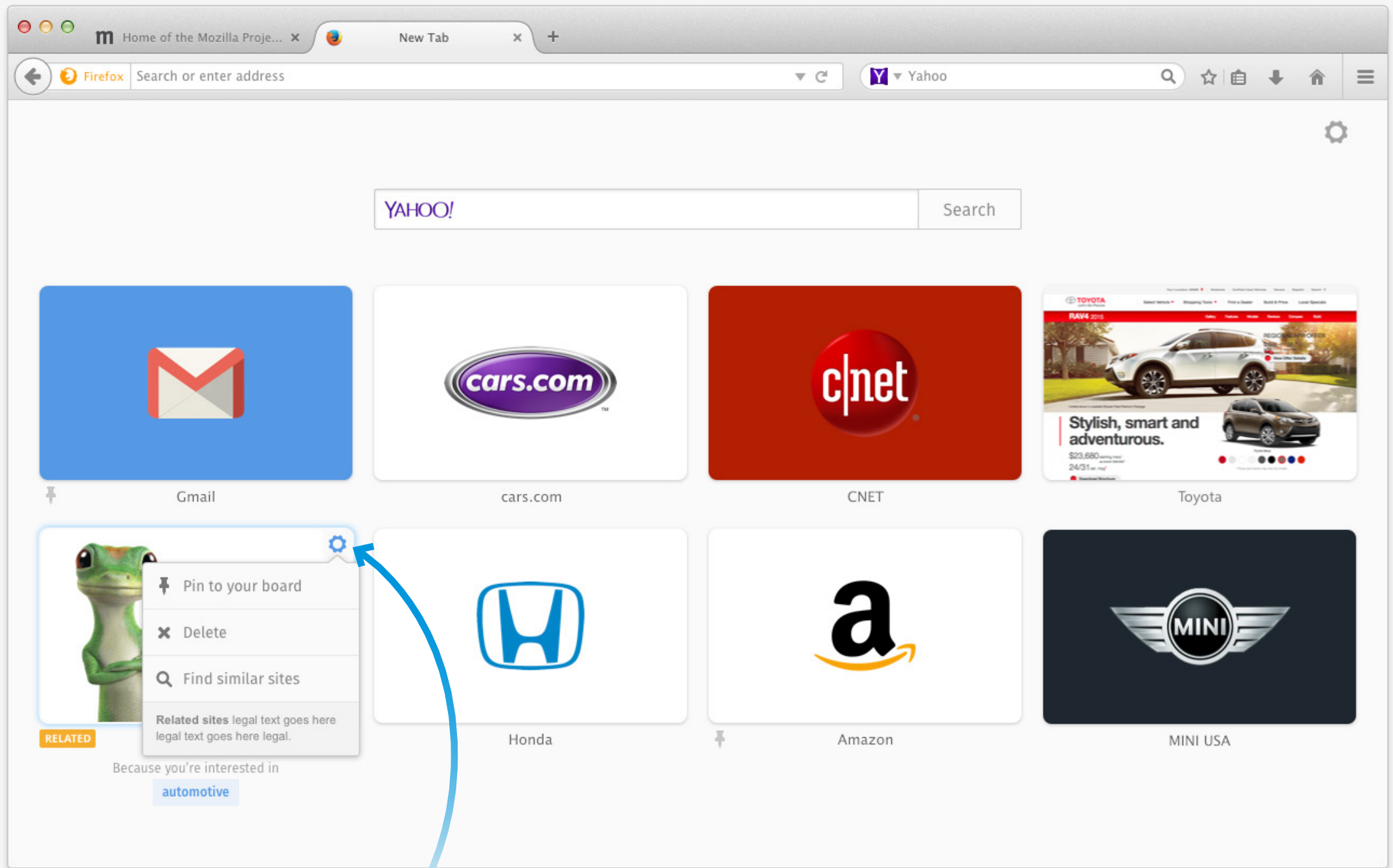
Related Tiles show an image (often with a message) featuring a site or content from a Mozilla partner.

Featured Labels indicate that the site being featured is promoted content.

Related Tiles: On rollover

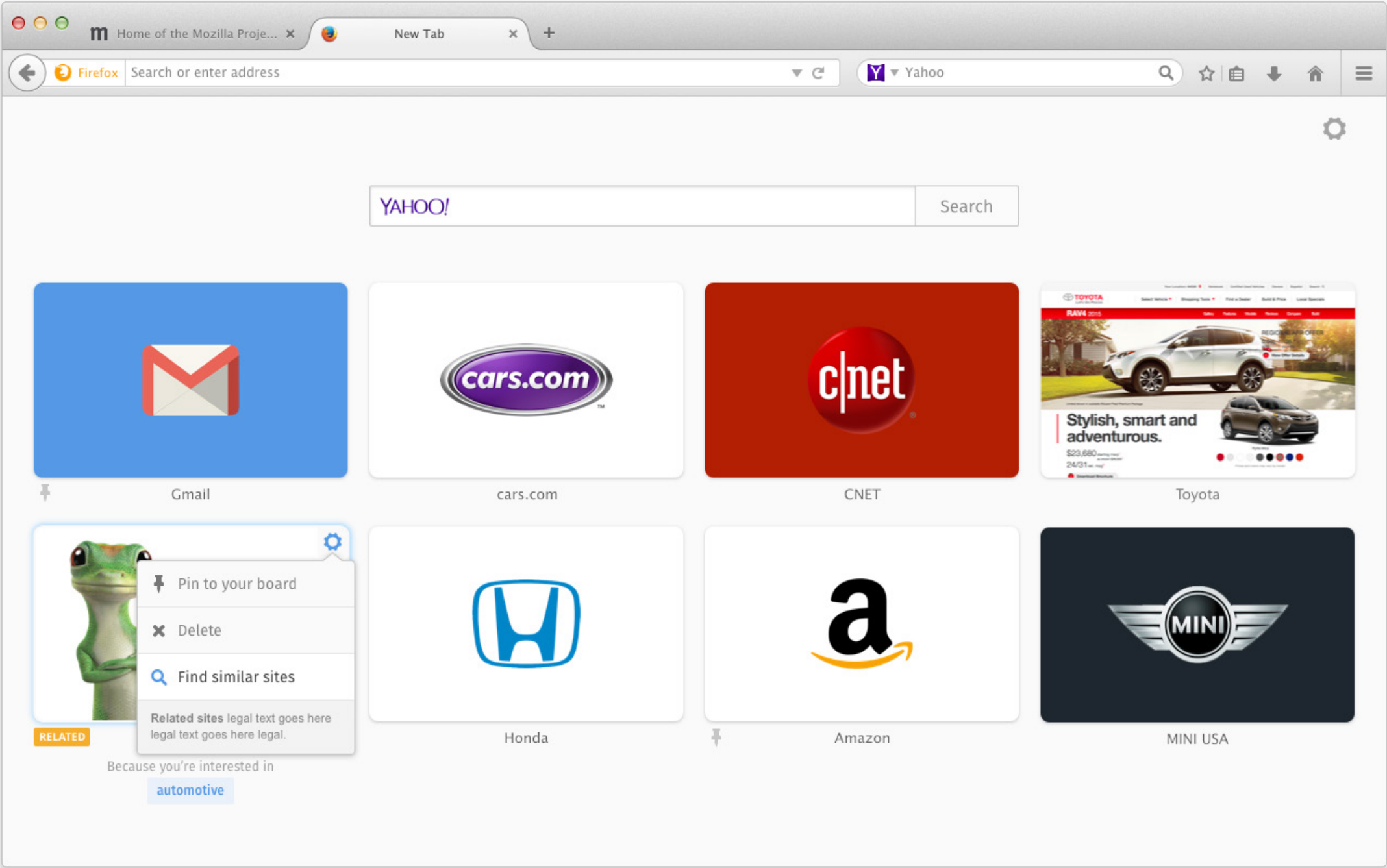


Related Tiles: Menu active

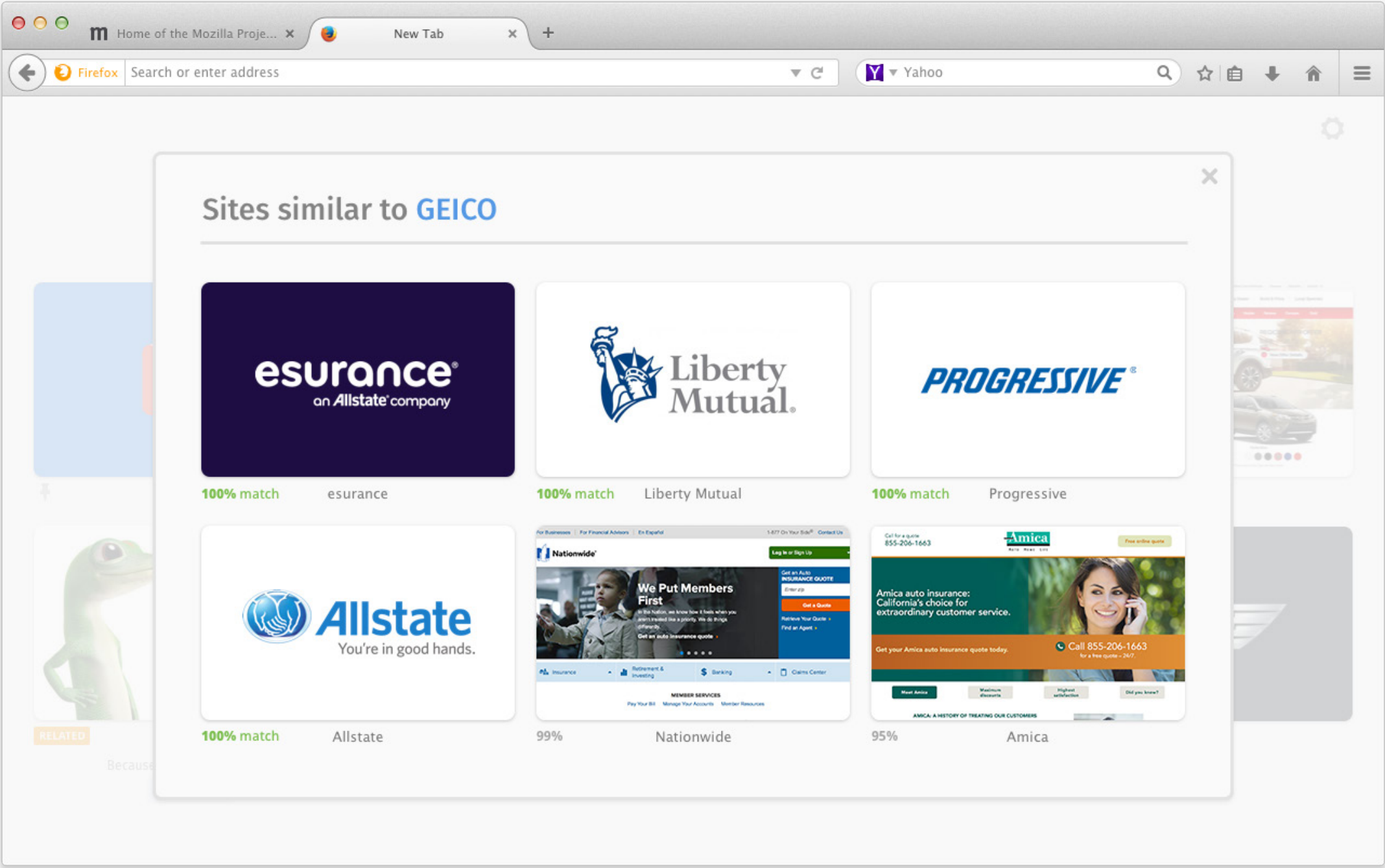


A dropdown menu is exposed on-click, and displays a simple message about related sites.

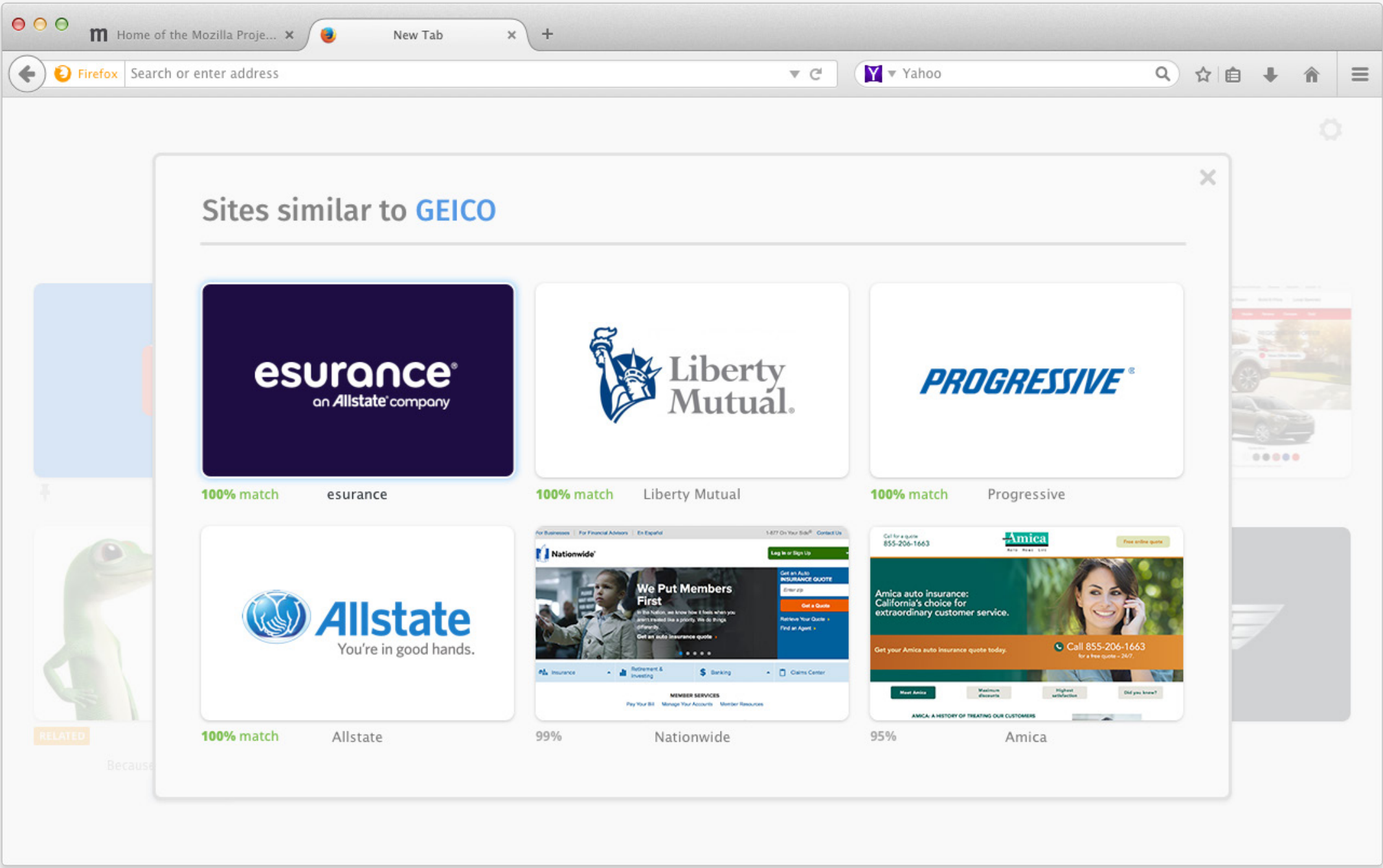
Related Tiles: On rollover - “Find similar sites” active



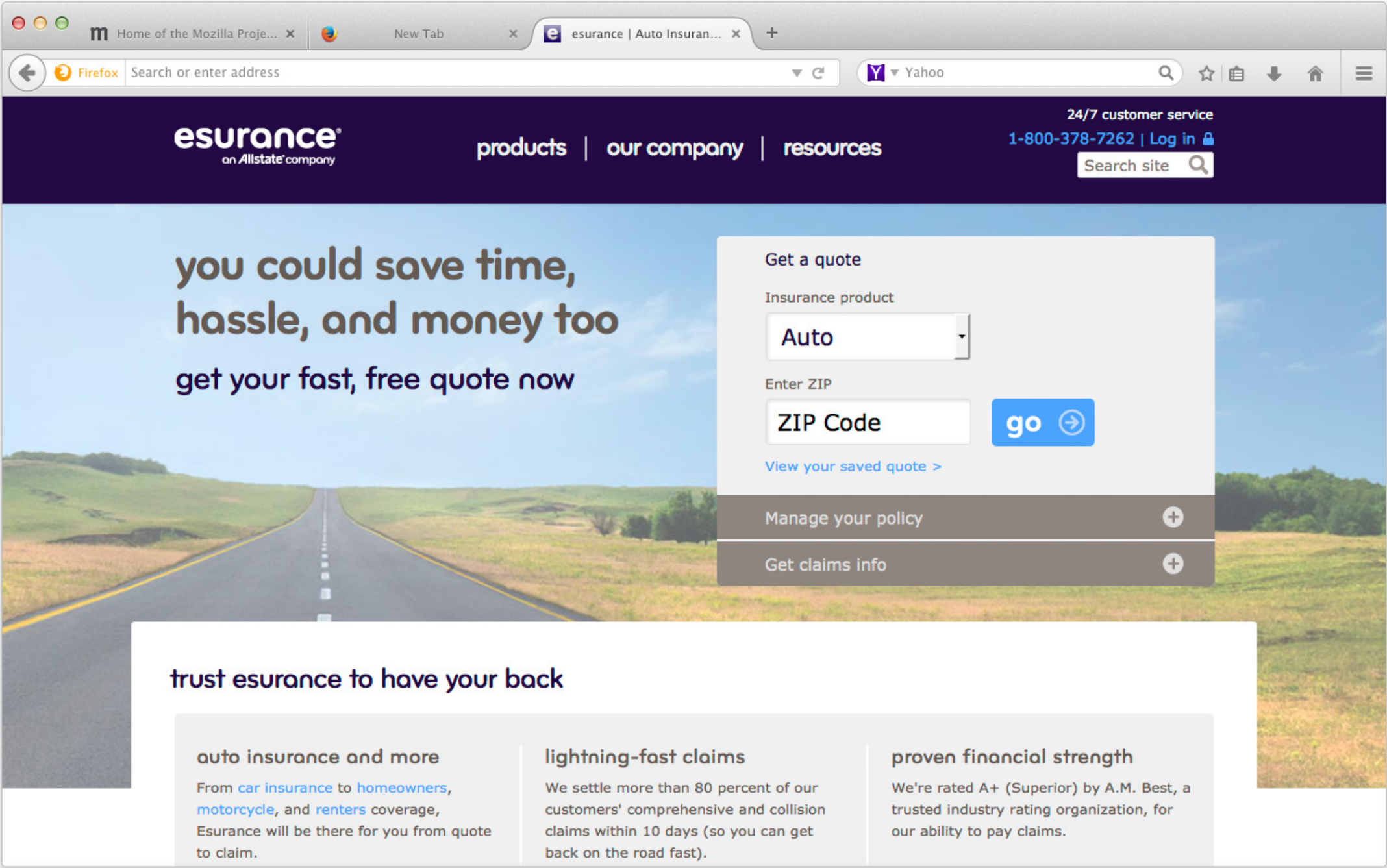
Related Tiles: Similar sites layover



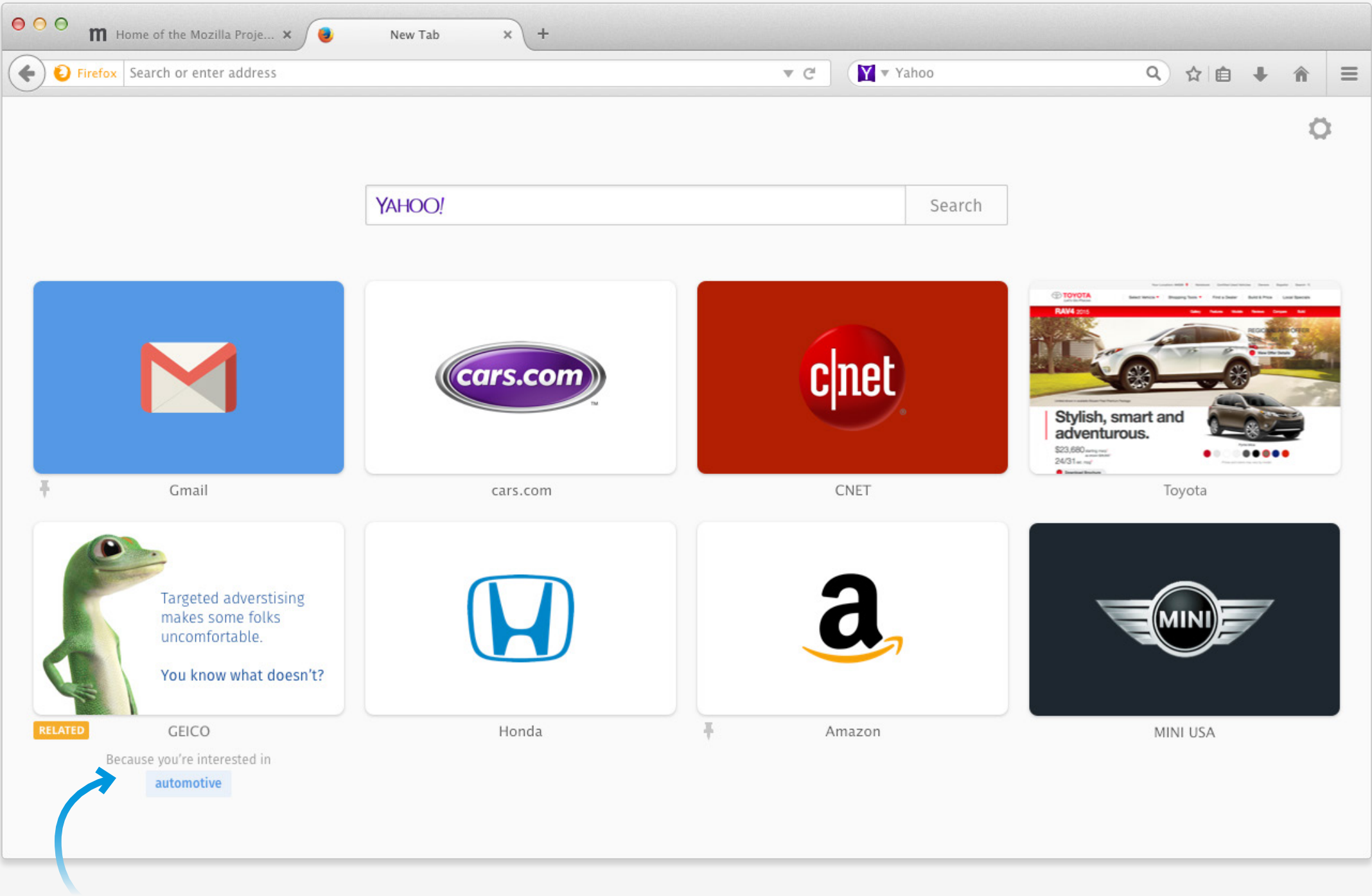
Related Tiles: Similar sites layover - recommended site rollover



Related Tiles: Recommended site loaded in a separate tab

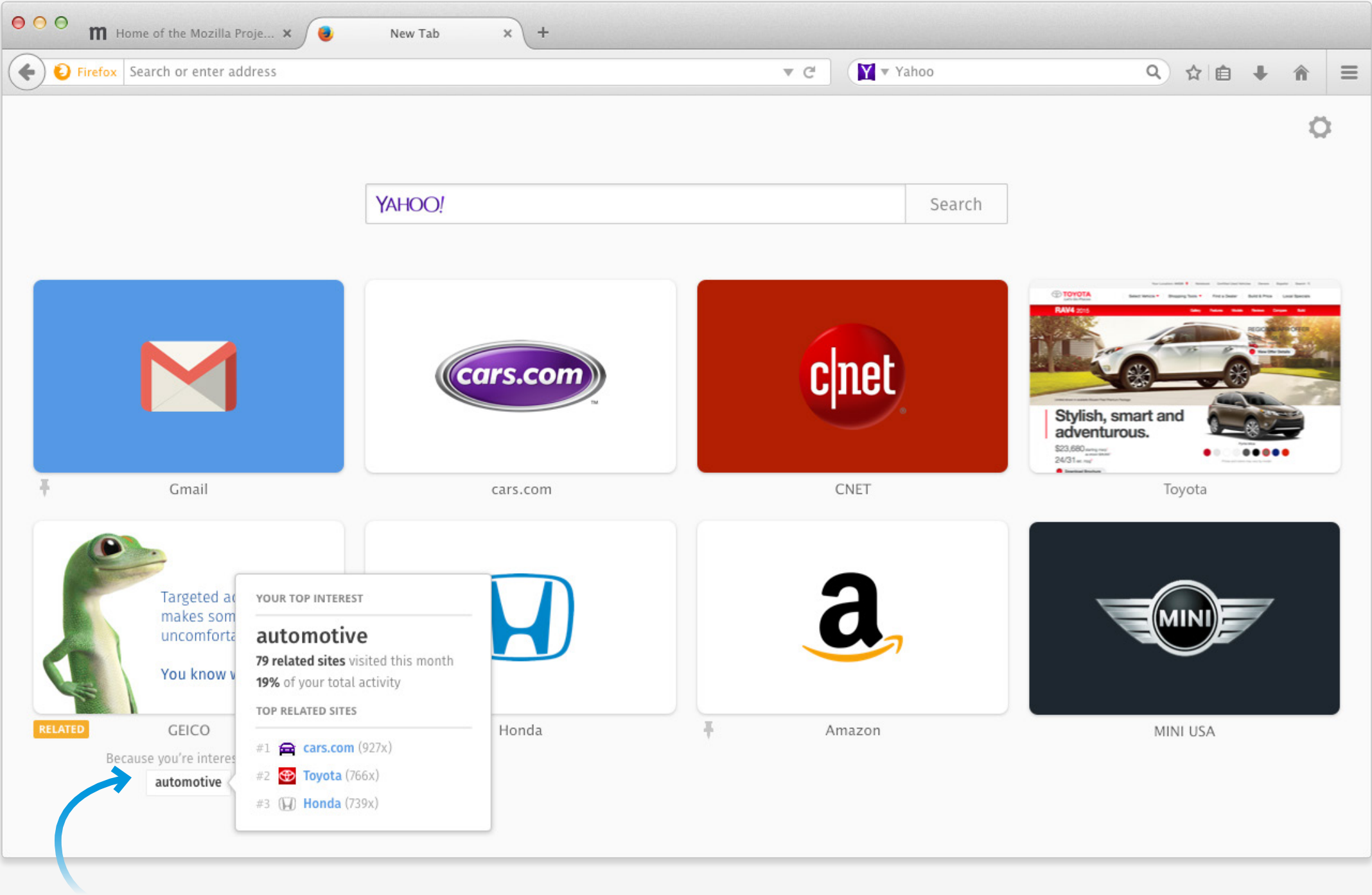


Related Tiles: Interest category label



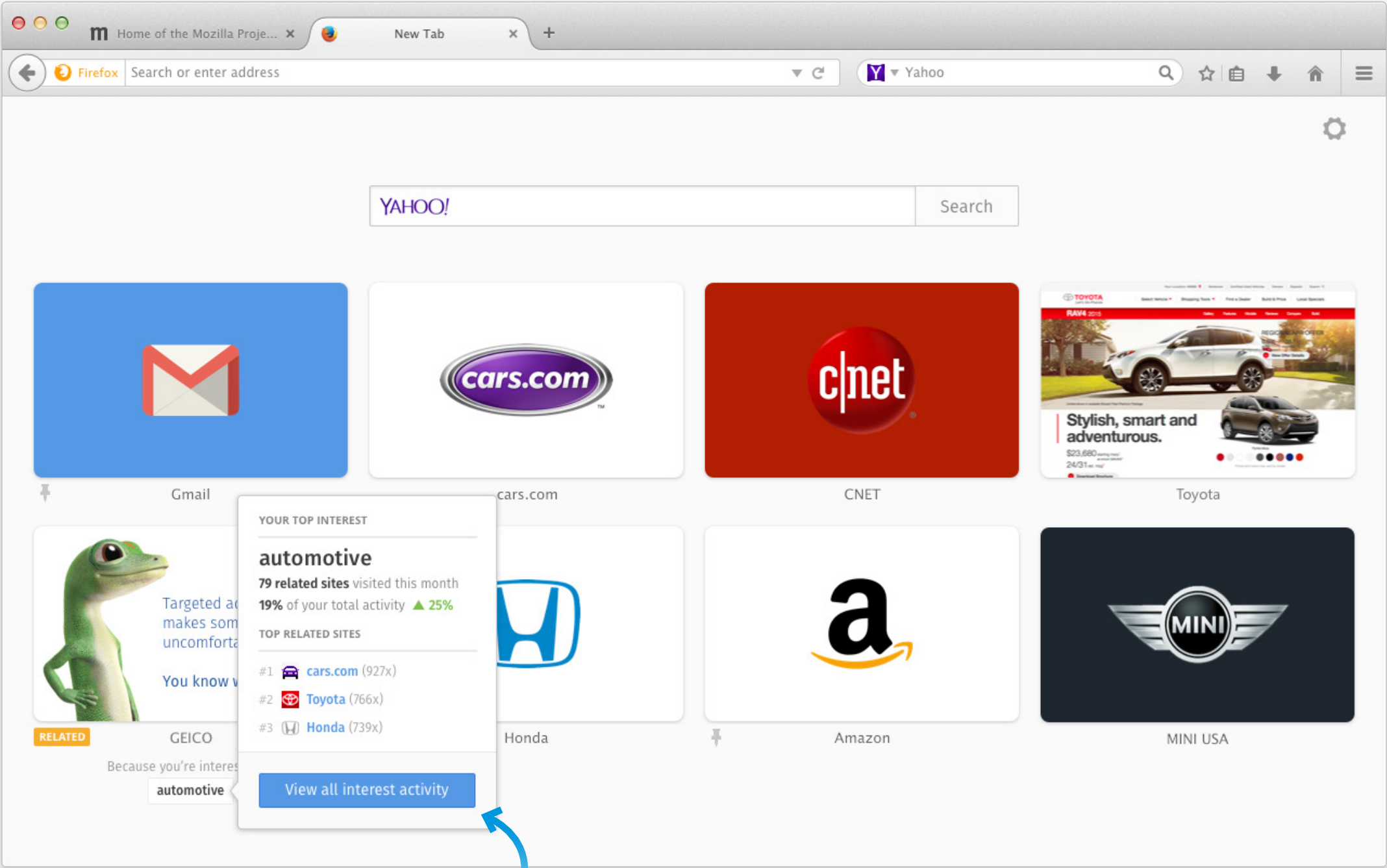
“Because you’re interested in...” shows the relevant interest category from the user’s history in order to explain why they are being shown a particular Related site.

Related Tiles: Interest category label rollover, R1



Category labels display information related to the user's browsing activity in that category.

Related Tiles: Interest category label rollover, R2



A CTA button could be introduced in a subsequent release that would launch a light version of the Interest Dashboard.

Related Tiles: “Your Interest Activity” loaded in a separate tab

Your Interest Activity (Past 30 Days)

RANK	INTEREST ▾	HISTORY	% CHANGE
12	arts (7)	Wednesday, January 14, 2015	▼ 18%
1	automotive (79)	Today - January 15, 2015	▲ 25%
11	banking (5)	Today - January 15, 2015	● 0%
2	business (21)	Today - January 15, 2015	▲ 62%
30	careers (4)	Wednesday, January 14, 2015	NEW
3	cars (27)	Today - January 15, 2015	▼ 1%
7	clothing (26)	Today - January 15, 2015	▼ 5%
3	consumer electronics (39)	Today - January 15, 2015	▲ 38%
13	cuisine (9)	Tuesday, January 13, 2015	NEW
10	email (2)	Today - January 15, 2015	▲ 11%
5	fashion (17)	Today - January 15, 2015	▲ 4%
35	family (4)	Today - January 15, 2015	▼ 10%

YOUR TOP SITES

- #1 [Gmail](#) (1098x)
- #2 [cars.com](#) (927x)
- #3 [C|net](#) (844x)
- #4 [Toyota](#) (766x)
- #5 [Honda](#) (739x)
- #6 [Amazon](#) (527x)
- #7 [MINI USA](#) (504x)
- #8 [HuffingtonPost](#) (419x)
- #9 [New York Times](#) (355x)
- #10 [TechCrunch](#) (228x)

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If you have any questions, please contact **Aaron Thornburgh**.