

# Mozilla

UX: Wireframes

Firefox Flicks, Video Snippet

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## OVERVIEW

### BACKGROUND

A snippet for Flicks will soon go live that contains a video that is revealed upon interacting with the snippet. Updates need to be made to the way this type of snippet was previously designed.

The video for the Olympics snippet was displayed as an overlay:

<https://dl.dropbox.com/u/15094365/snippet/snippet-video.png>

The past Flicks snippet video was displayed below the search bar:

<https://bug770225.bugzilla.mozilla.org/attachment.cgi?id=654622>

#### **Pros for overlay:**

- doesn't alter height of page
- if promo at top of page has motion (i.e.: olympic campaign flame), then overlay covers this motion, allowing it to not be a distraction while the user watches the video. (this could also be seen as a disadvantage for campaigns where visuals complement each other)

#### **Pros for expanding below search field:**

- doesn't interfere with search field, which is primary focus/function of this page
- doesn't cover Google branding or our own FF logo on screen
- keeps initial page state simple and clean, with no interference with primary page goal
- snippet description text is still visible, along with links in snippet text

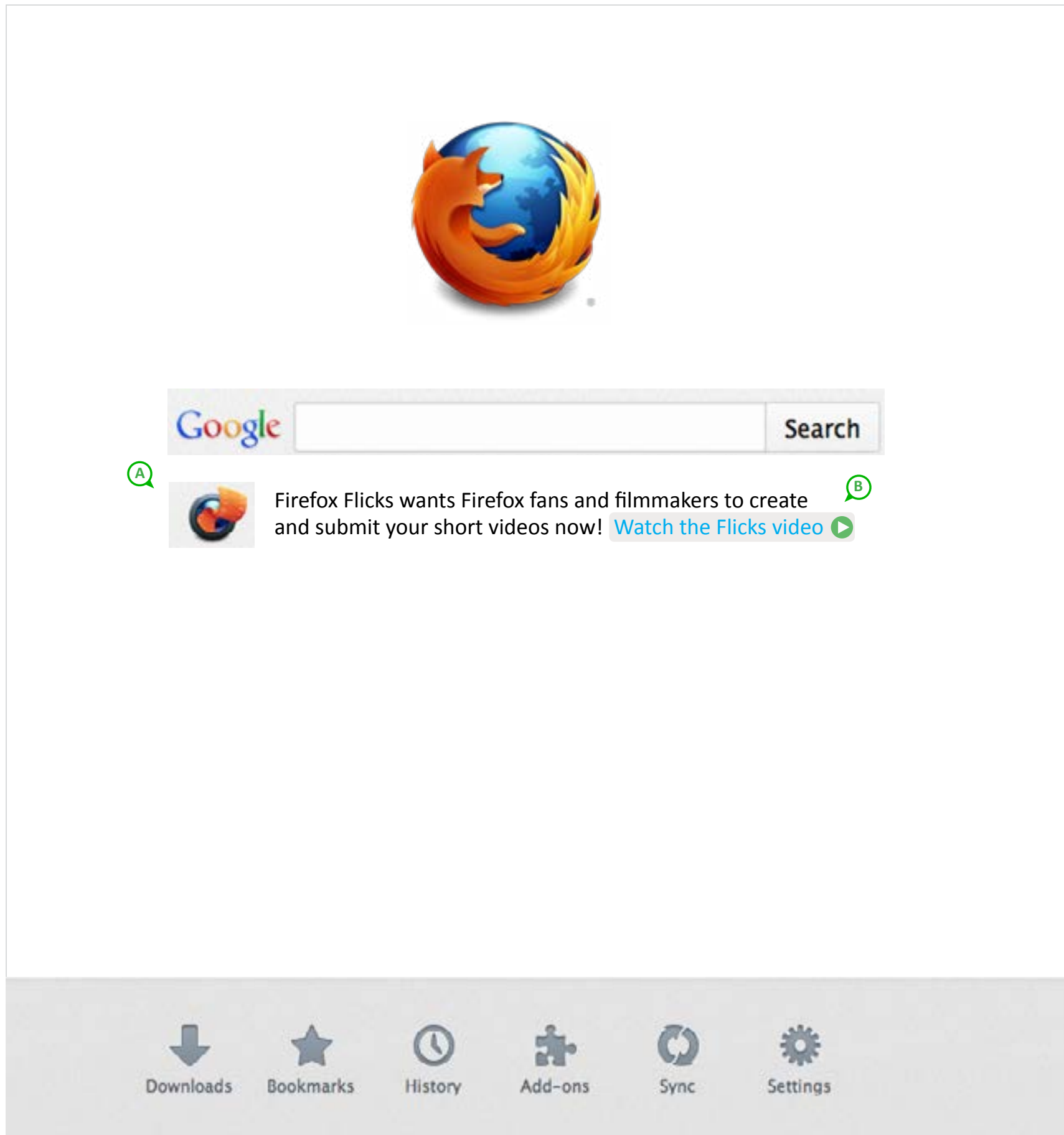
### REQUIREMENTS FOR UPDATED DESIGN

Besides the pros mentioned above, not blocking the search field is a hard requirement for snippets. Therefore, we will continue with the current Flicks video snippet design, with a few updates.

Initial requirements are as follows (see following pages for context):

- Snippet itself initially contains one action to expand Flicks video while text communicates briefly what Flicks is and/or sets up new campaign.
- Set up expectation that a video will expand when the user interacts with the snippet.
- Video expands between search bar and snippet text, allowing description text to stay visible. Previously, the snippet text disappeared when expanding video.
- Display a link to Flicks site once video is expanded (not just within the end frame of the video). If the user has no further action available until the end of the video, those who don't make it through the video won't view the Flicks page.
- Once video is expanded, user has the ability to close video. (action not in previous Flicks snippet)
- Allow ability to share Flicks video to Twitter and Facebook, as well as copy short URL

*\* update: Snippets icon will remain unmodified. We will continue with setting up expectation of the video with snippet copy.*



### Flicks Snippet, initial page state

Initial Snippet state will contain and communicate the following:

- Single action to expand video
- Set up expectation for and communicate presence of video content.

#### A. Flicks Snippet Logo

Snippet logo should be unique to Flicks campaign.

\* snippet should set up expectation that a video is part of next action.

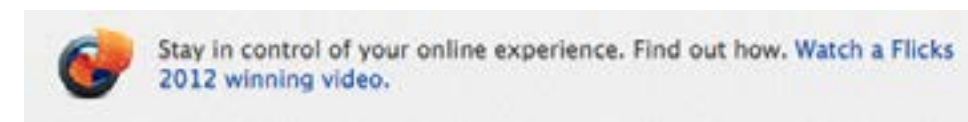
\* With the Flicks snippet, can we better communicate both that this is about Flicks \*and\* will reveal video? Only displaying a play icon will not be enough to communicate Flicks campaign. (shown here, <https://bug780745.bugzilla.mozilla.org/attachment.cgi?id=649436>).

#### B. Flicks Snippet Content

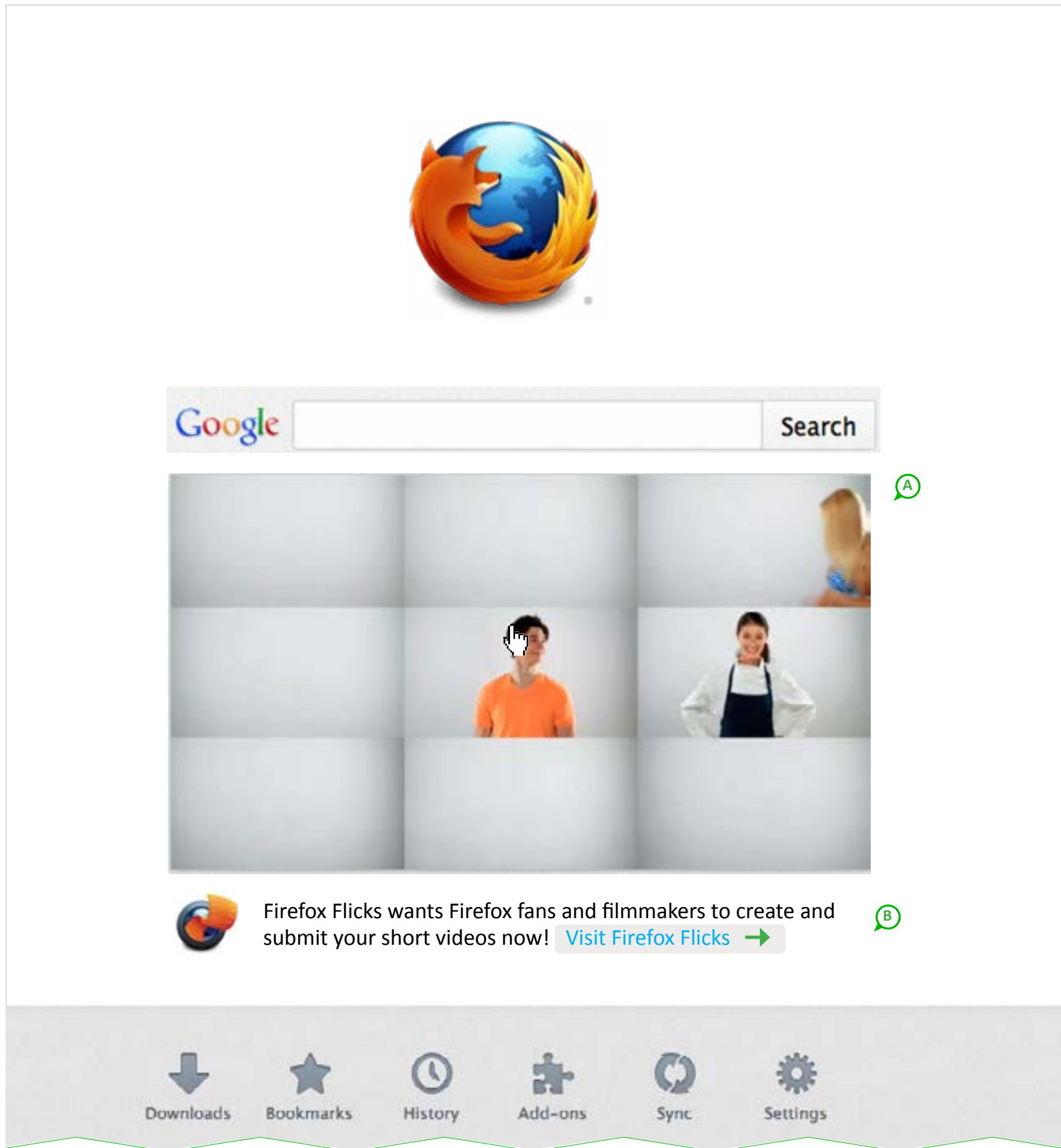
[ not approved copy, for example only ]

Snippet contains only one action, which is expanding the video. Once video is expanded, a link to the Flicks site will display (see following page)

\* Copy and placement of link is subject to change when copywriter selects snippet copy.



*Past snippet example for comparison*



### Flicks Snippet, video expanded

#### A. Video Content Revealed

Video content expands below search bar and above snippet text.

#### B. Snippet Text

When video expands, snippet text is pushed down the page, below video. This allows explanation text and link to Firefox Flicks site to still be present while watching video.

\* Link now appears that leads user to Flicks site

#### C. Video Player Interaction

For desktop users, functionality appears on hover.

#### D. Close Video

Option to close video is present. Closing video returns page to initial state. (custom)

#### E. Player Controls

Allow user to see simple player controls. (existed in previous player, no custom work necessary)

#### F. Share

“Share” button will not be added to video controls at this time. Instead, on hover, a share option will appear over video frame. See following page for interaction details and visual design for share button look and feel.

#### C Controls on hover:



## Sharing Details

On hover, video player controls and share button are shown. Selecting "Share" pauses video and displays the same visual as the final frame, shown here. The user has the option to "Continue" video play from this screen.

See "Share" button placement on previous page:



\* refer to visual designer for assets

### SHARING FROM SHARE BUTTON, DURING MOVIE PLAY



Firefox Flicks wants Firefox fans and filmmakers to create and submit your short videos now! [Visit Firefox Flicks](#) →

### SHARING NEXT STEP

Share window appears over page instead of bringing the user to a dedicated sharing page. This keeps the user within the about:home environment.

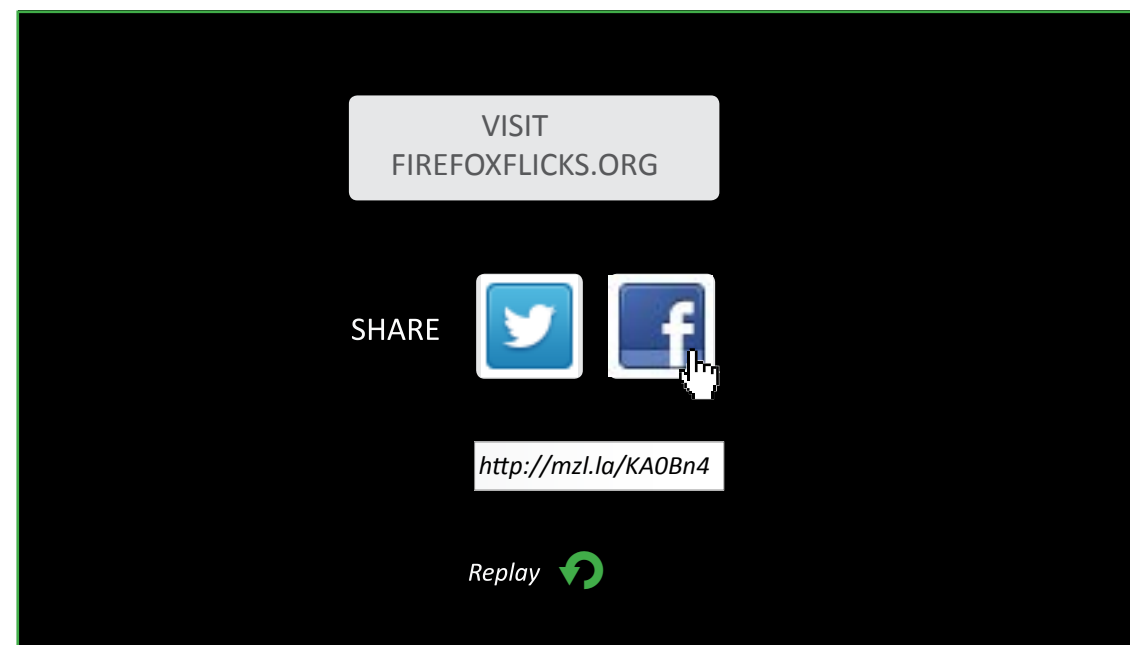
When considering copy for this snippet keep in mind the following places where the copy will also be used:



### SHARING FROM FINAL FRAME

Share options are also promoted in final frame of video player.

\* refer to visual designer for assets



Firefox Flicks wants Firefox fans and filmmakers to create and submit your short videos now! [Visit Firefox Flicks](#) →

## Final Frame Details

Interactive buttons are overlaid on final frame of video.

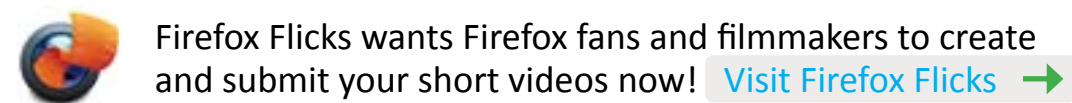
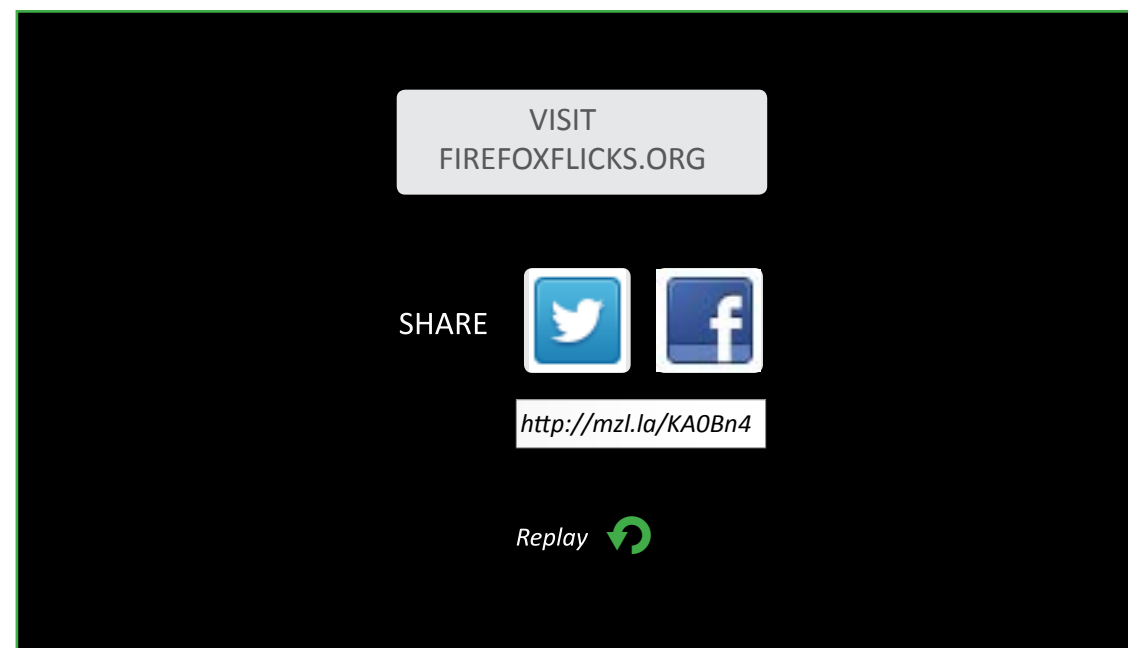
- 1) link to firefoxflicks.org
- 2) link that expands share widget
- 3) replay option

\* sharing controls are ever-present within video player controls.

\* sharing and next step to Firefox Flicks site are possible once video is expanded, but promoted when video is complete.

\* refer to visual designer for assets

FINAL FRAME STATE



HOVER STATE, CONTROLS SHOWN

