Context Menu

A pop-up menu that appears upon right-click mouse operation or long tap.
Choices are actions related to the type of object that is selected
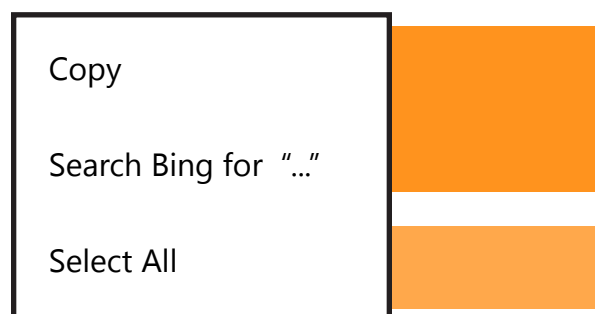
Last updated:
Feb 13, 2013

Firefox UX

UX Guidelines:

1. Maximum 5 actions in one context menu
2. Divide actions by objects (texts, images, or links)
3. For actions of the object,
    1) Frequently used actions come first
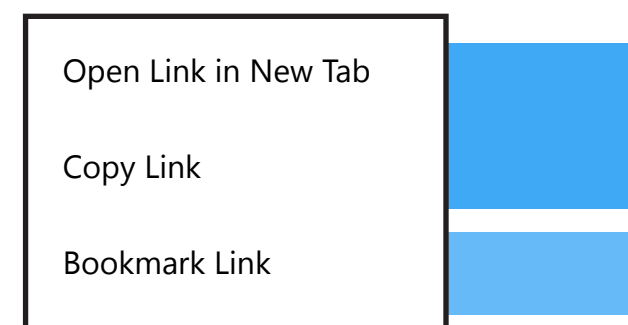   2) Same verb should be placed next to each other

Selected Texts
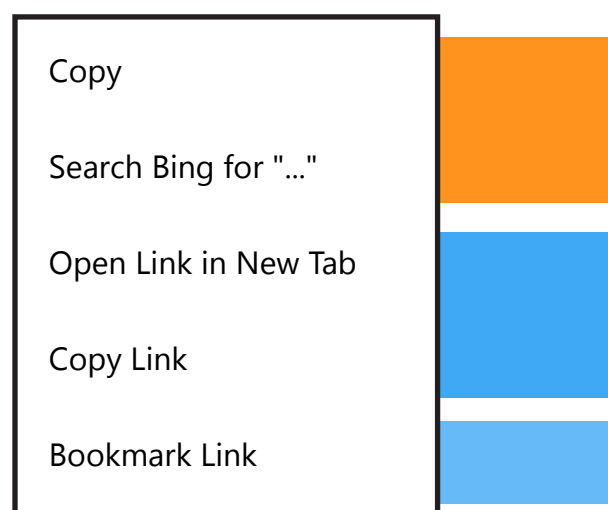
Copy

Search Bing for "..."
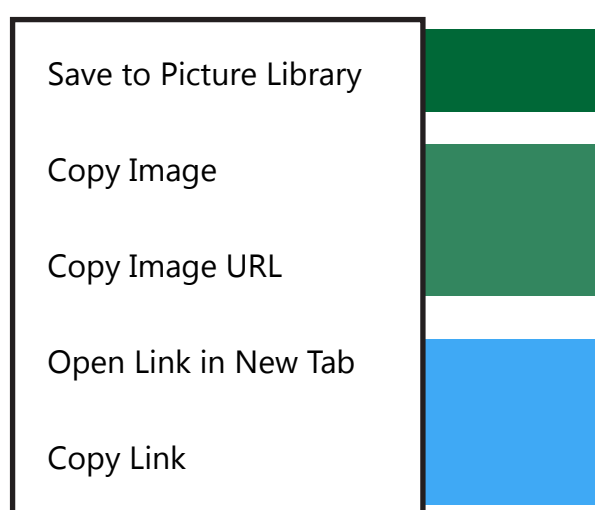
Selected Texts and Image

Copy

Search Bing for "..."

Select All

Links

Open Link in New Tab

Copy Link

Bookmark Link

Selected Text Links

Copy

Search Bing for "..."

Open Link in New Tab

Copy Link

Bookmark Link

Image Links

Save to Picture Library

Copy Image

Copy Image URL

Open Link in New Tab

Copy Link

Images

Save to Picture Library

Copy Image

Copy Image URL

Open Image in New Tab

Legend

Texts	Images	Links	
			Mostly frequently used actions
			Least frequently used actions
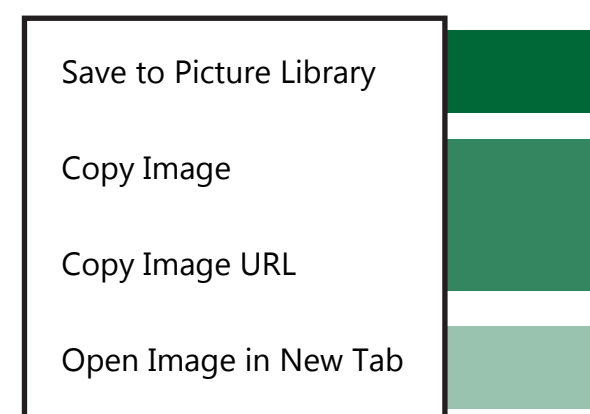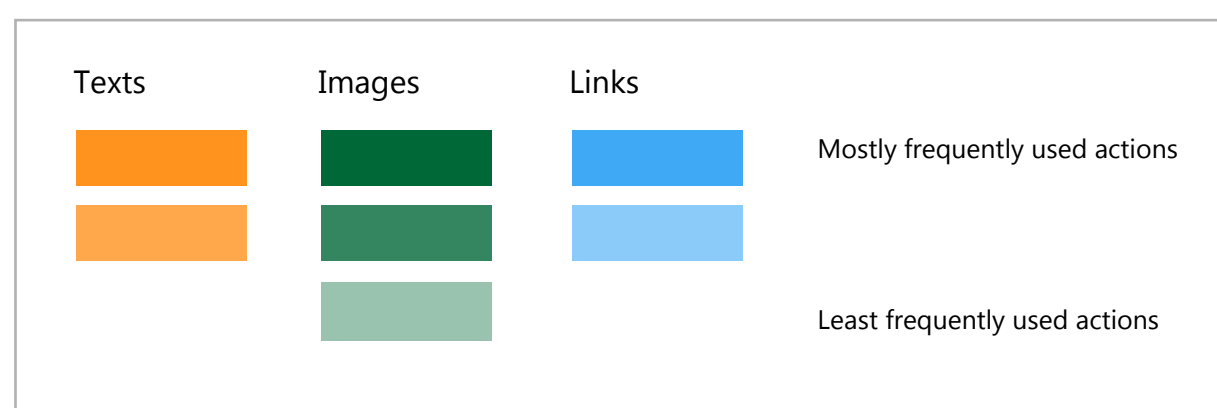
A Testpilot study on FX 11 in 2011

Top 10 mostly used actions

1. Open Link in New Tab	6. Back
2. Paste	7. Copy Image
3. Copy	8. View Image
4. Save Image As...	9. Search Google for "..."
5. Reload	10. Copy Link Location
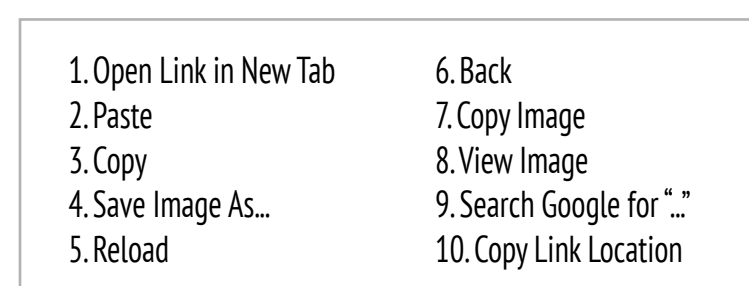
5 least frequently used actions (no order)

Forward
Bookmark This Link
Email Image
Set As a Desktop Background
View Image Info