

Mozilla

UX: Plan
Firefox Family Page

IA: Holly Habstritt

26.03.2013



Mozilla

V1: Old Layout Concept	3
V1: Bird’s-eye View	4
V1: Roll-out Plan	5
V1: User Flows	6
V1: Viewport Area & Section Cues	7
V1: Inline Download IxD for Desktop	8
V1: Visual Design Mock-ups	9
V1: Sitemap of affected pages	10
V2. New Layout Concept	11
V2: Page Structure	12
V2: Tech Details	13
V2: Firefox Family Overview & Landing State	14
V2: Product Overview & Interaction from Fx Family Landing State	15
V2: Product Overview & Interaction from Fx Family Landing State (alternate)	16
V2: Product Sections Need to Stand Alone	17



Start here for new concept
that reflects our meeting
on March 21.

V1: Old Layout Concept

Bird's-eye View of Final Plan



FRAGMENT IDENTIFIERS

Users entering from search will have their URL redirected to corresponding section identifier.
ex: /android→ #android

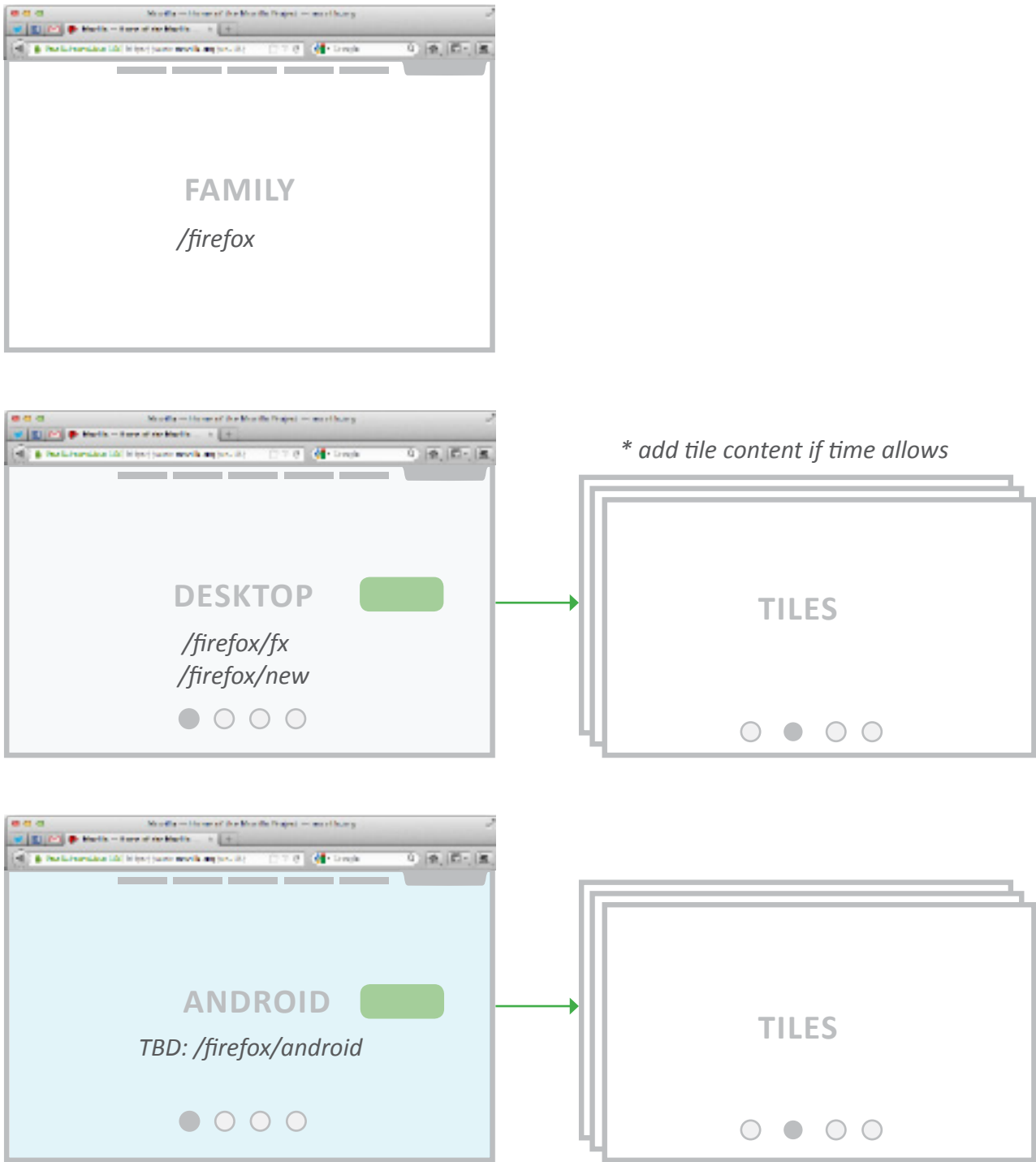
TILES

- Features
 - Releases
 - Add-ons
 - Support
-
- Features
 - Support
 - Promos
- (push user to Play to handle Mobile vs. Desktop users)
-
- Features
 - Support
 - Promos
-
- Promos

Roll-out Plan

Phase 1, Static Pages at current URLs:

Current URLs will be updated to new design. Use this as a testing phase until Phase 2.



Phase 2, Single URL with sections & fragment identifiers:

Pages from Phase 1 will be stitched together within one URL. Fragment identifiers will be introduced for each section and URLs from Phase 1 redirected to them. Marketplace and OS sections will also be designed.



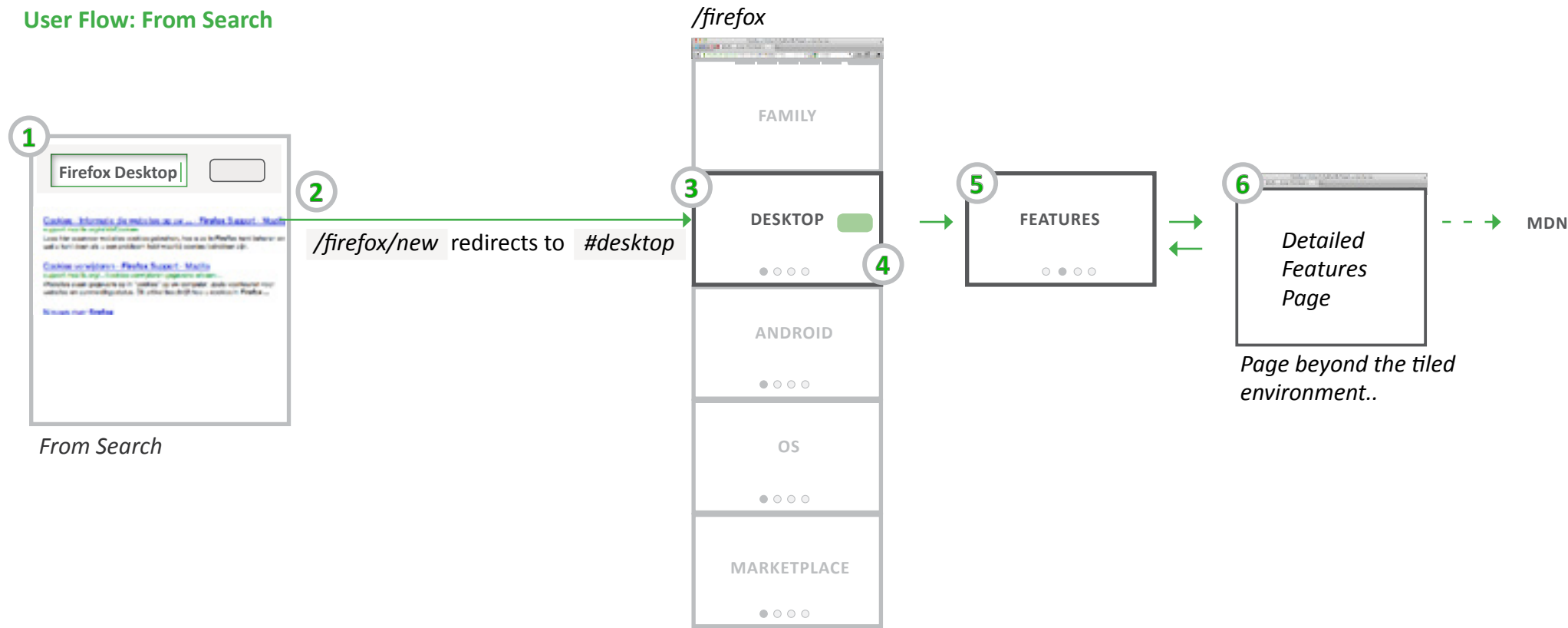
* page states will account for the following user-types:

- User does not have Fx
- User's Fx is not up-to-date
- User's Fx is up-to-date

* No fragment identifiers for initial roll-out. Once pages all live within one URL, we will introduce the fragment identifiers for each section.

ex: */android*→ *#android*

User Flow: From Search



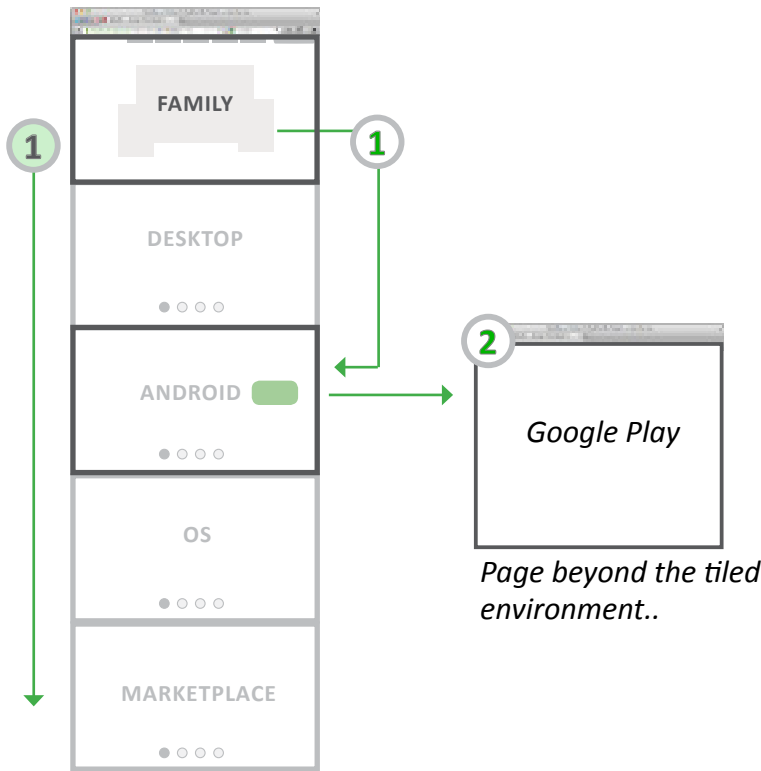
Primary Flow

- 1 User starts by performing search for the desktop browser.
- 2 URL (/firefox/new) from results is selected.
- 3 Old URL redirects to /#desktop fragment identifier which brings user to this section within the page.
- 4 User does not currently have Firefox, so they select the Download button to initiate download

Secondary Flow

- 5 User wants more information, so they view the Features Tile.
- 6 User wants even more information, so they view the detailed features page before returning to #desktop.

User Flow: From Family Landing Page



Browsing / Discovery Flow

- 1 User scrolls down page to discover products & page sections.

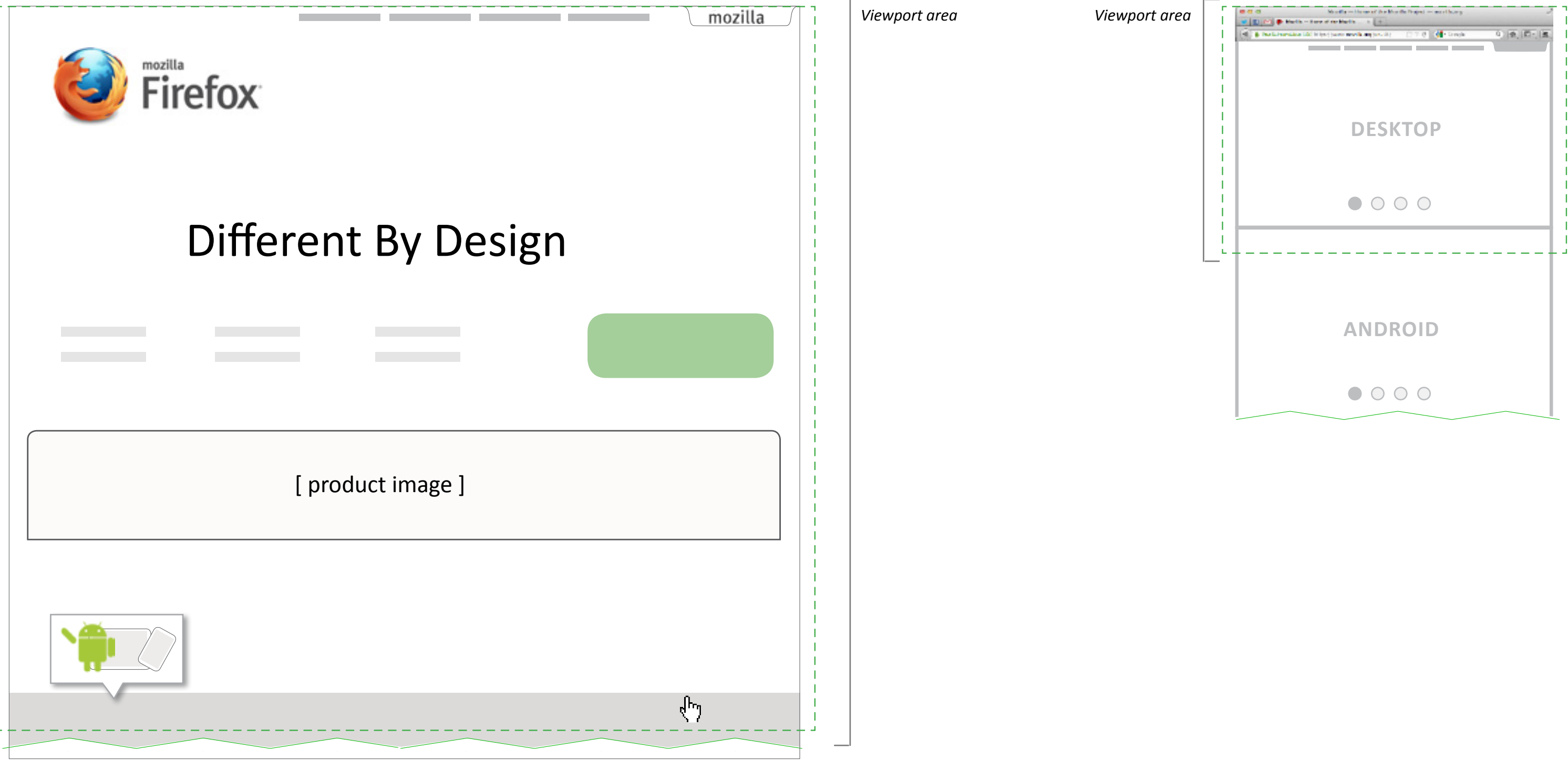
Known Need Flow

- 1 User selects desired product from the default family landing page section.
- 2 User continues to Google Play to download Firefox for Android.

Viewport Area & Section Cues

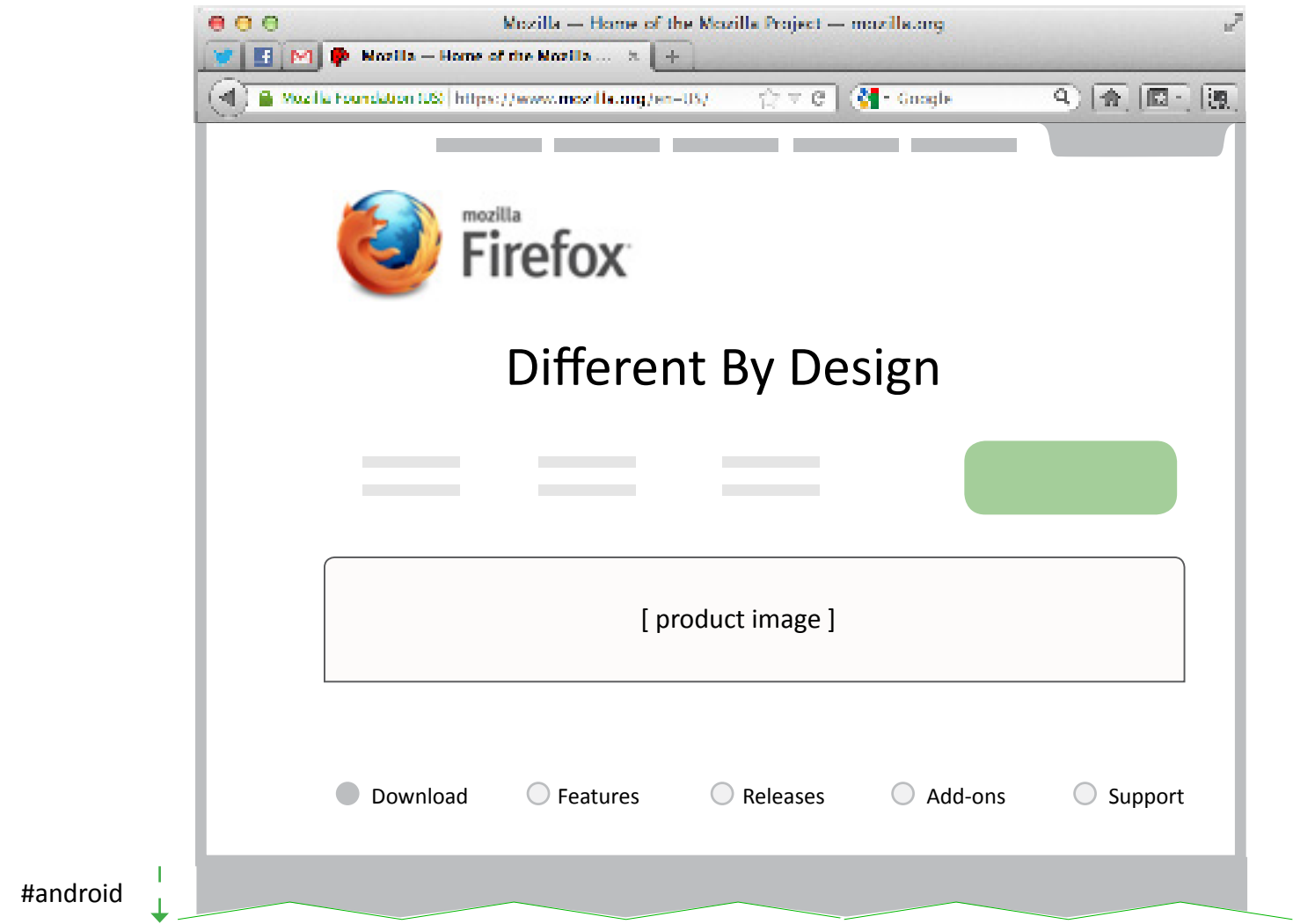
When the user is viewing a page section, viewport size is detected and user will see a sliver of the following page section at the bottom of their screen. (viewport constraints TBD)

A cue could be triggered by interacting with bottom area of page or initiating scrolling down. We wilil try ideas like this in the prototyping phase.

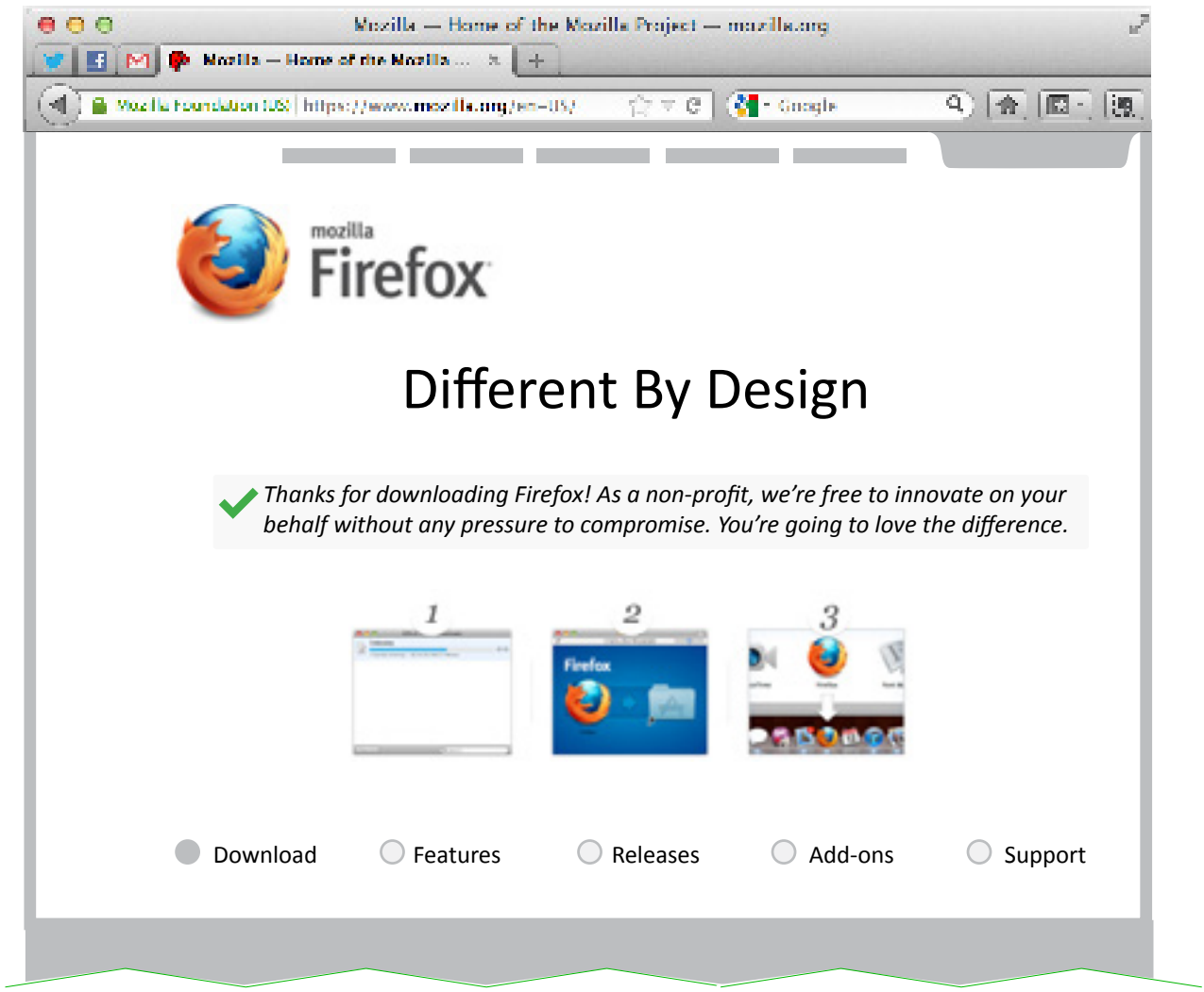


Inline Download Interaction for Desktop Section
/firefox/#desktop

1. User without Fx views #desktop section



2. User initiates download



* *should we replace or push down content?*

By refreshing the product screenshot to show the download steps, we accomplish the following:

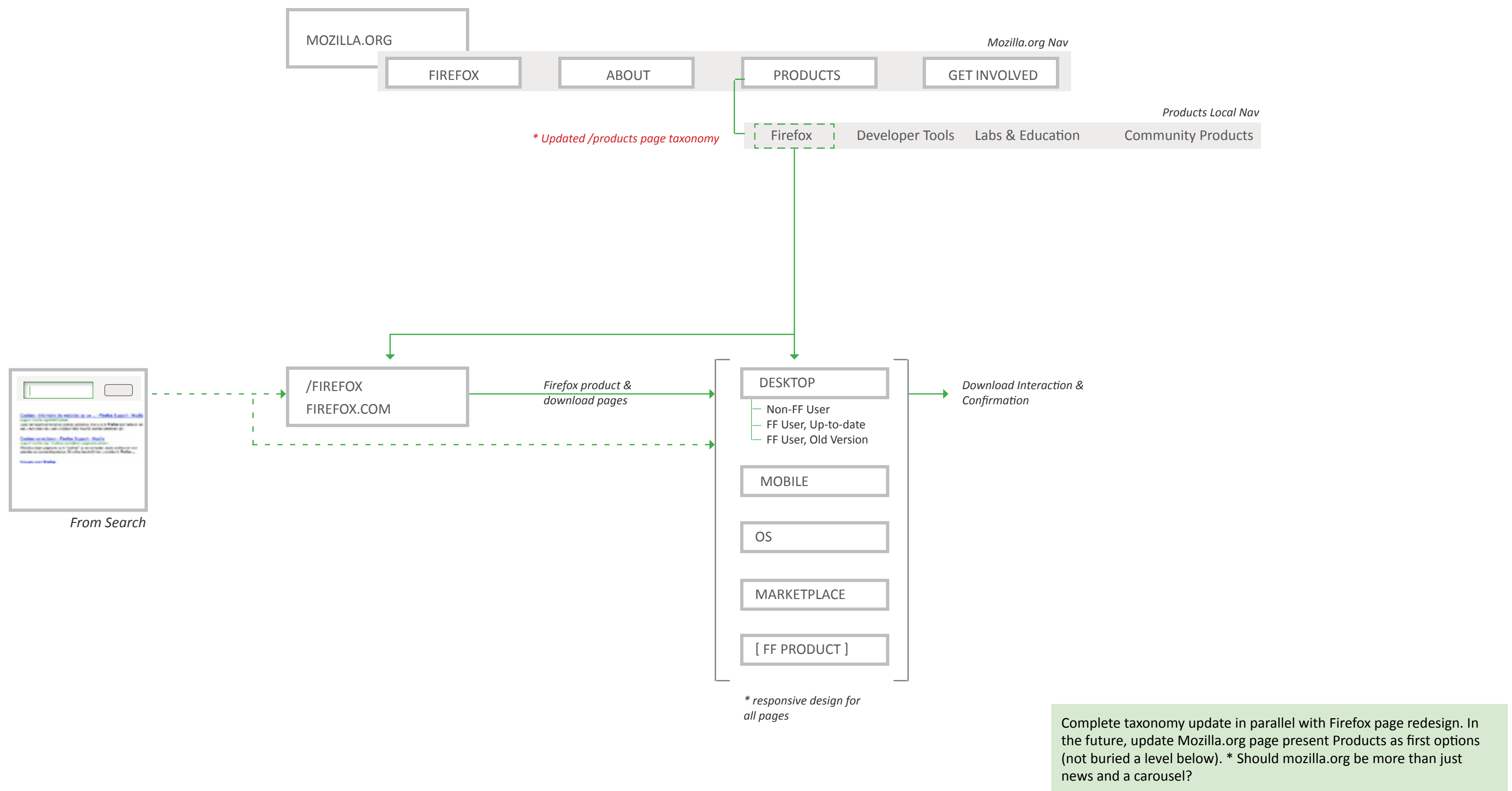
- The download steps are now the main and only focal point in this section for the user.
- We do not alter the height of the page.

Visual Design Mock-ups



Document:	UX: Plan	Date:	26.03.2013	Author:	H. Habstritt
Project:	Mozilla: Firefox Family Page	Sprint:	n/a	Email:	habber@mozilla.com

Download Funnel: Sitemap of affected pages



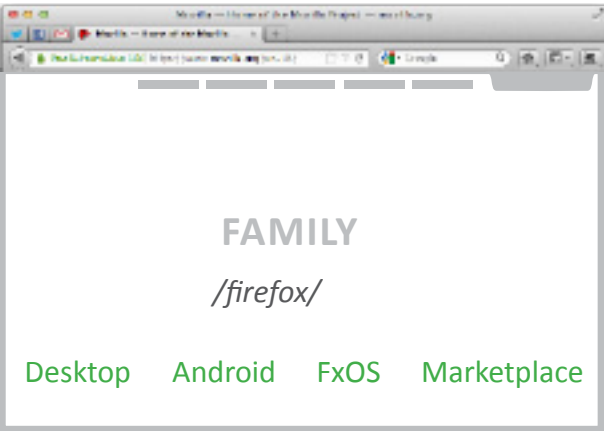
V2. New Layout Concept

Document:	UX: Plan	Date:	26.03.2013	Author:	H. Habstritt	
Project:	Mozilla: Firefox Family Page	Sprint:	n/a	Email:	habber@mozilla.com	

Page Structure

Instead of showcasing each product horizontally, this concept allows each product to have its own vertical page. The product family will be displayed in a Firefox Family overview and landing area at the top/header of the screen, while each product in the family will be located in a main navigation area across the top of the screen. (or below the overview area)

LANDING / FX FAMILY OVERVIEW



LANDING / PRODUCT OVERVIEW

DESKTOP



ANDROID



OS

MARKETPLACE

** product owner discussions will help to define the below sections.*

FEATURES

DEVELOPERS

CONTACT (GLOBAL)

Tech Details

CONTENT LOADING

Live example: See: <http://www.vizio.com/costar/features>

Is the Vizio example using IPJAX, Pushstate?

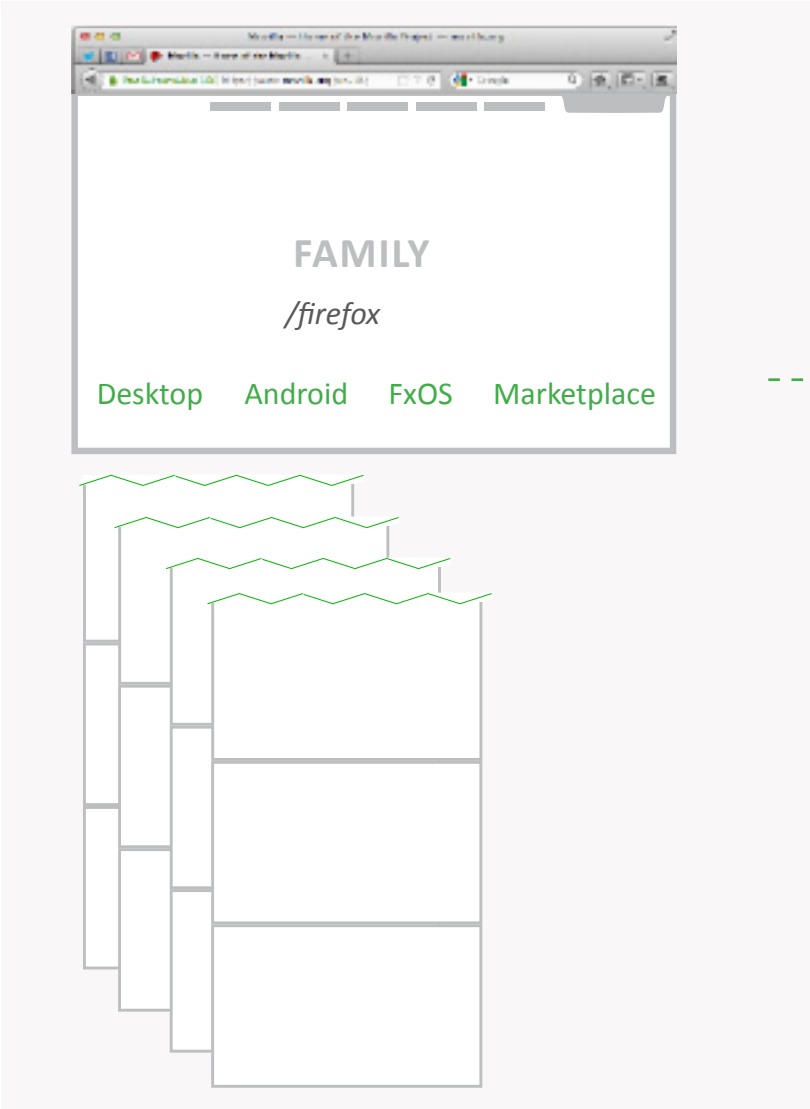
https://developer.mozilla.org/en-US/docs/DOM/Manipulating_the_browser_history

<http://diveintohtml5.info/history.html>

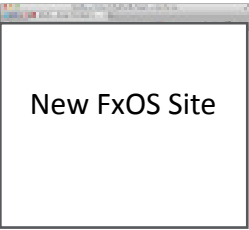
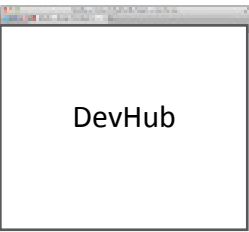
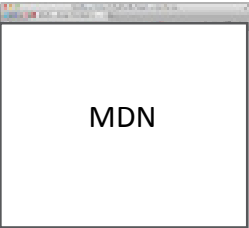
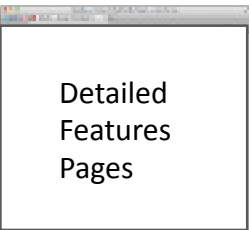
<https://github.com/defunkt/jquery-pjax>

<http://stackoverflow.com/questions/tagged/pjax>

FIREFOX FAMILY EXPERIENCE (HIGH-LEVEL INFO)



DETAILED PAGES OUTSIDE OF EXPERIENCE



URLS & REDIRECTS

Option 1

/firefox/
└ */firefox/product*
 └ */firefox/product/section*

Option 2

/firefox/
└ */firefox/product*
 └ */firefox/product/#section*

Option 3 (?)

/firefox/
└ */firefox/#product*
 └ */firefox/#product/#section*

Consider which pages we could redirect to this experience

firefox/fx/ → /firefox/android

... or

firefox/fx/ → /firefox/#android

Fx Overview and Landing State

* user can interact with navigation at base of viewport or with Firefox Family image/animations within this screen to access the individual product sections.
(visual design is TBD)



Hard break exists between Firefox Family Landing page and individual product content. User must select which product to view more information about. Scroll will then not favor any product over another.

* see following page for next user step

Product Overview & IxD from Fx Family Landing State



* Sliding up animation *



- When user selects product:
- main nav slides up
 - Firefox Family Overview content minimizes
 - Product specific landing screen takes over viewport below main navigation
 - User can scroll vertically through product specific content
 - Main navigation stays fixed so user can select another product. View slides horizontally to next product choice
 - Product specific sub-nav appears (may be difficult to depict sections as icons, so another solution may be needed)

Product Overview & IxD from Fx Family Landing State



This version uses icons for simplified main navigation and text for product section navigation.

Consider alternate ways for selected product to be prominent in main navigation compared to product sections not in view.

Firefox Logo is used for “Home” state.



Product Sections Need to Stand Alone

- When designing the product sections we should answer the following:
- Can this product section stand alone when user enters section directly via search?
 - What happens to Firefox Family Header? (For example, is there a 3rd, minimal, style for when user enters directly from search? - compared to entering product section via the Family Overview)
 - How does user return to Firefox Family landing state?
 - How does user navigate between products?

Slimmer header (featuring set of family products in some way) when entering product section directly via search.

** Content is TBD*

