Improving Context Menus in Firefox

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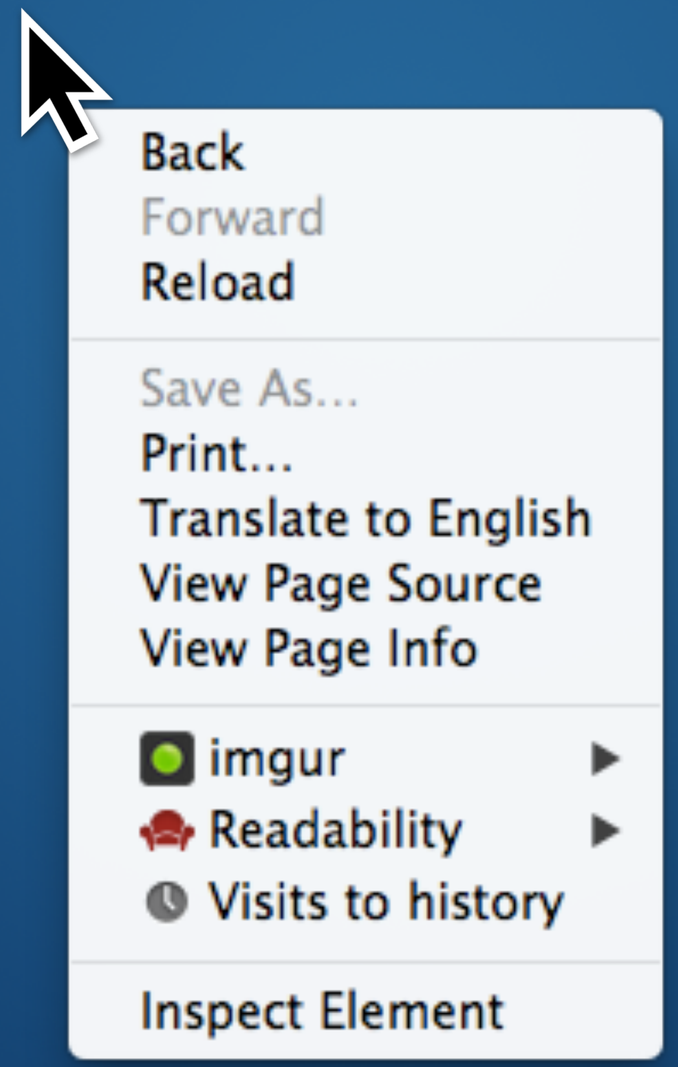
Introduction

- In Firefox, context menus appear when users right-click on various areas of the browser chrome. For the purposes of this document, we will be looking specifically at improving the context menus that can be accessed through the window area of the browser.

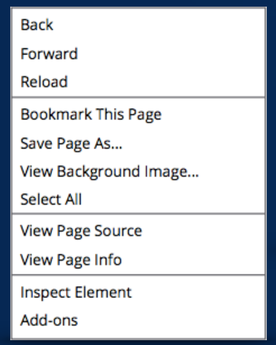
- The context menus that appear offer a set of choices that are available to the user in the current state, or context, of what they are looking at.



Current State

- There are eight variations of the browser window context menu, all of which appear depending on the object or area of the page a user clicks on:

Page



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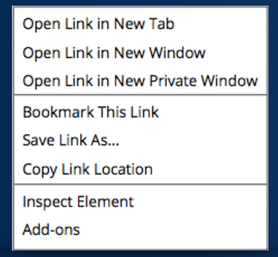


Image

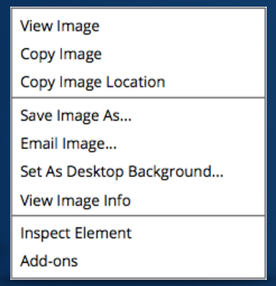
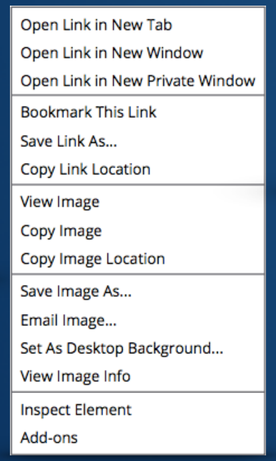


Image Link



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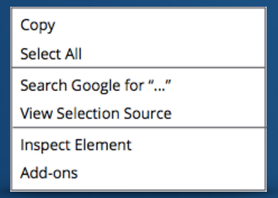

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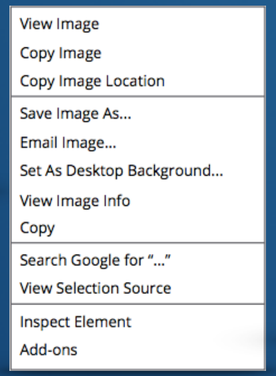

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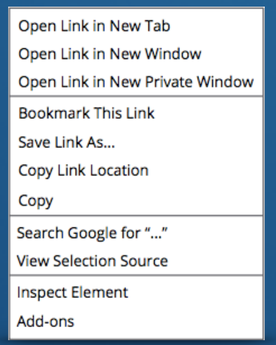

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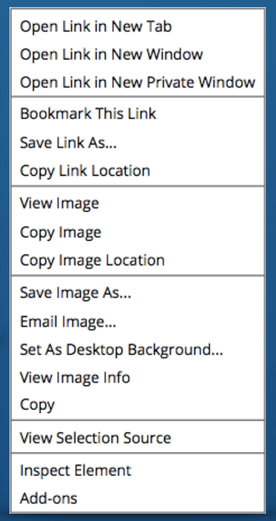
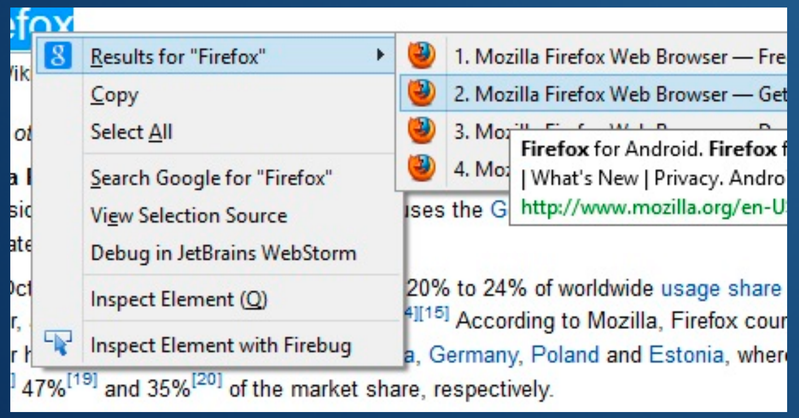


- Some of these menus can be long and require effort to scan. A user has to read each item in order to make a choice.

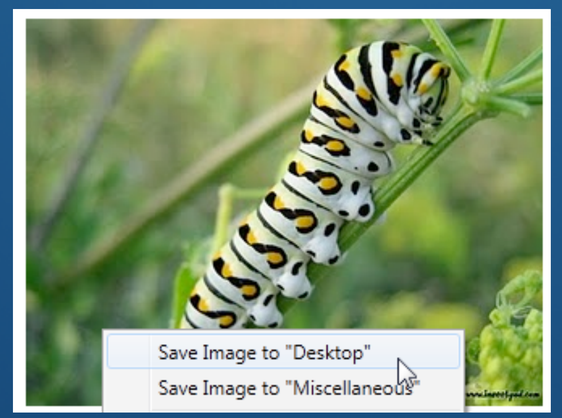
Competitive Analysis

- Context menus in other browsers all look similar.
  - No one is doing anything different.
- Some popular Add-ons for Firefox add additional functions to context menu

Back Button



Google search

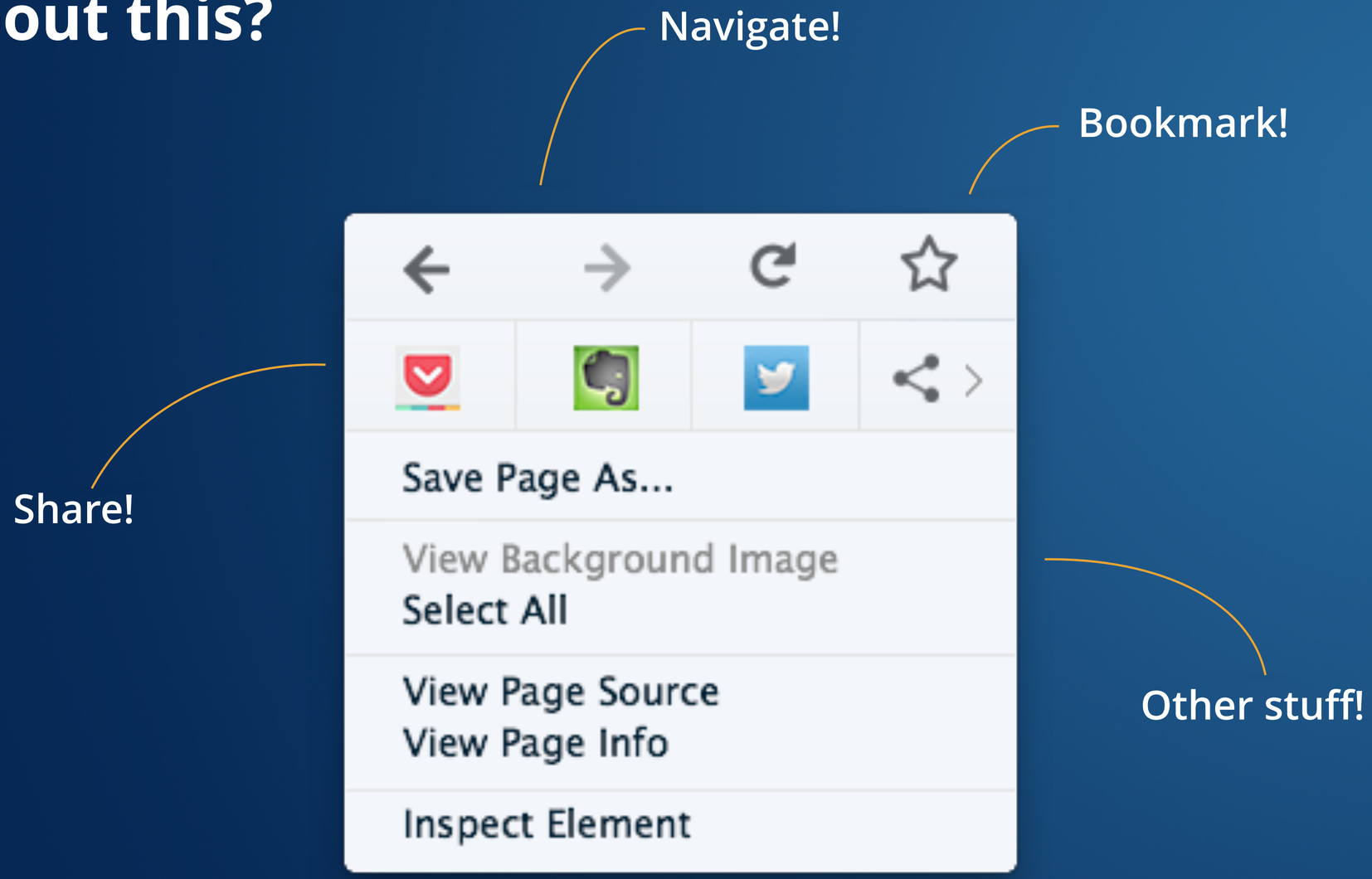


Save Image to local folder

Goals

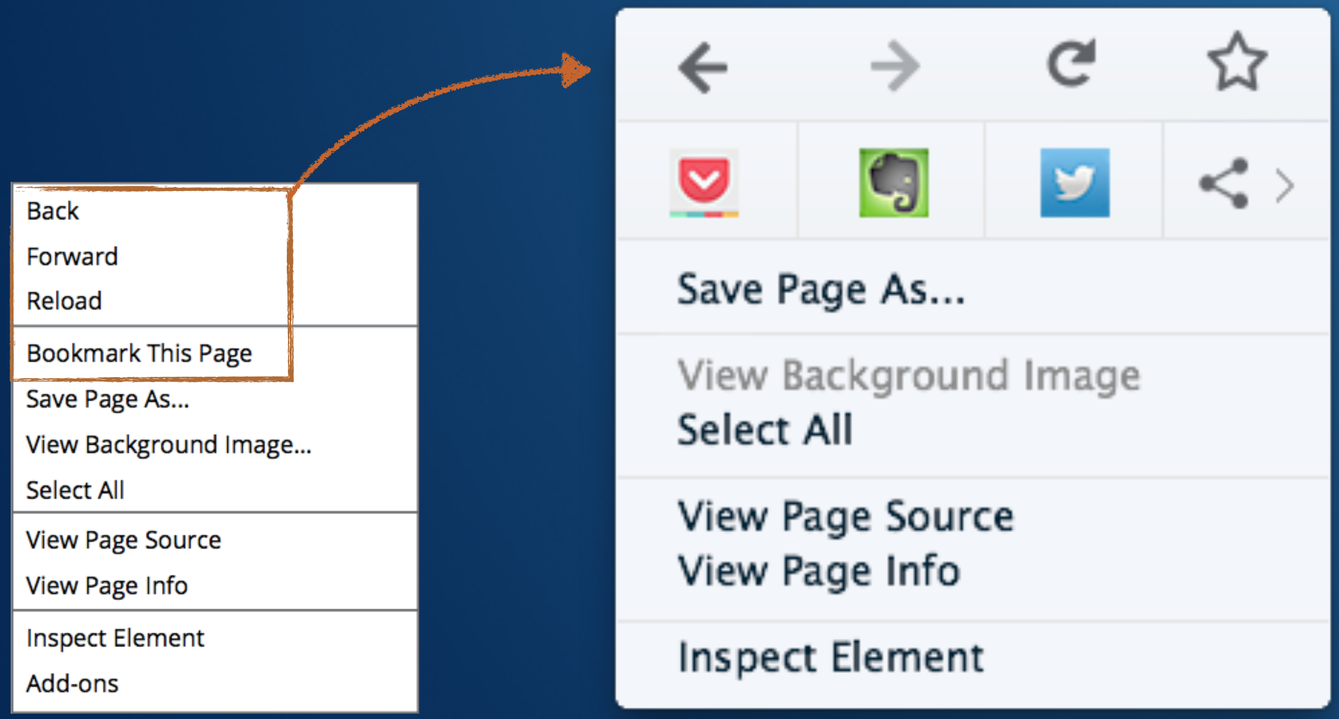
- We want to make Firefox's context menus:
    - Easier to understand
    - Quicker to scan
    - Shorter in length
    - Customizable
    - Smarter
    - Better than the rest!

How about this?



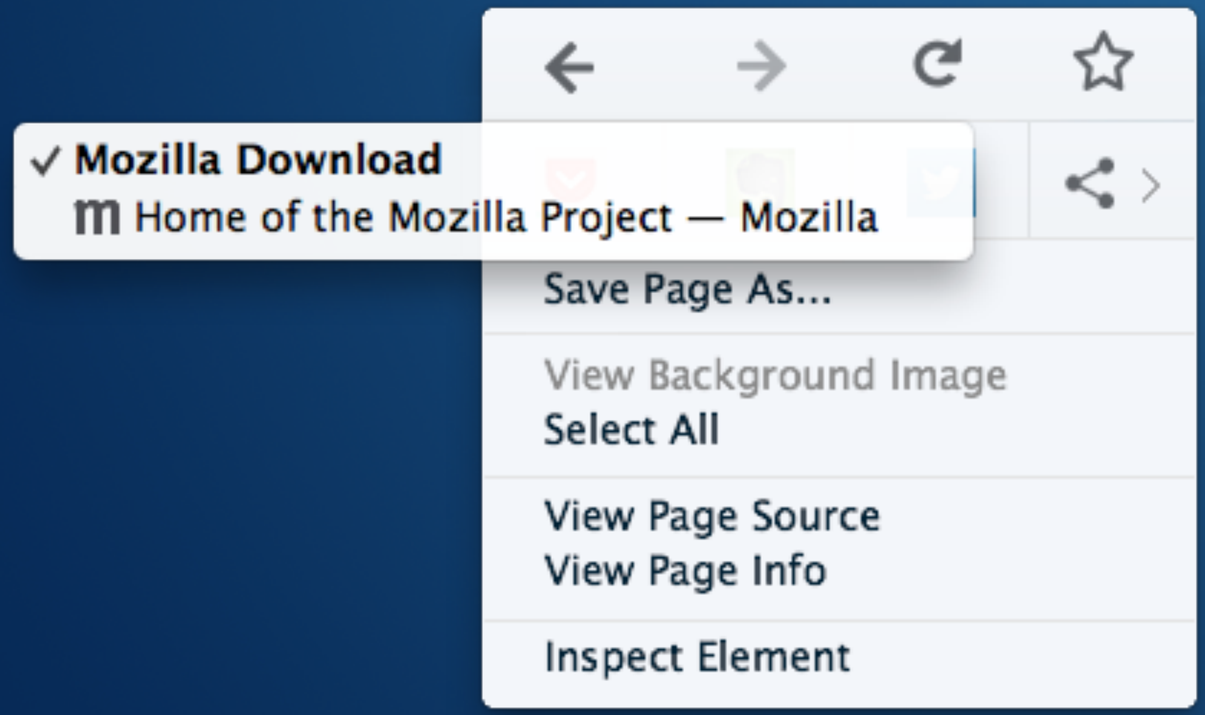
Anatomy - Navigation, Bookmarks

- Navigation and bookmark icons reduce the length of the context menu and require little effort on the part of the user to identify and interact with them (no reading).



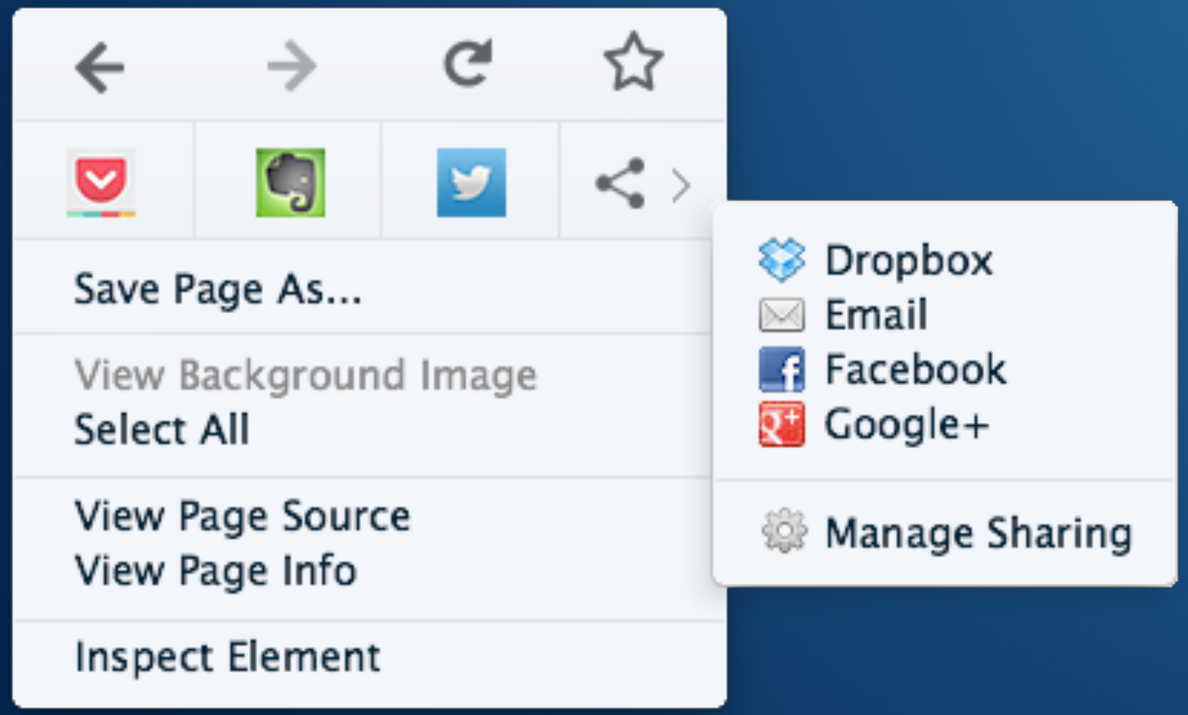
Anatomy - Navigation

- Pressing and holding the Back and Forward buttons brings up the window history so a user can more efficiently jump around their session.



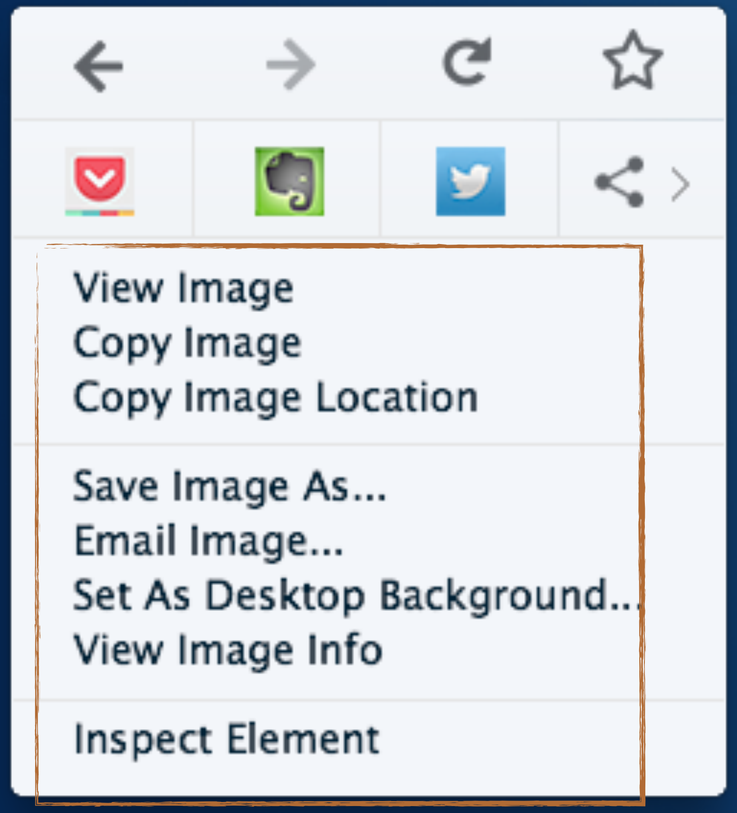
Anatomy - Sharing

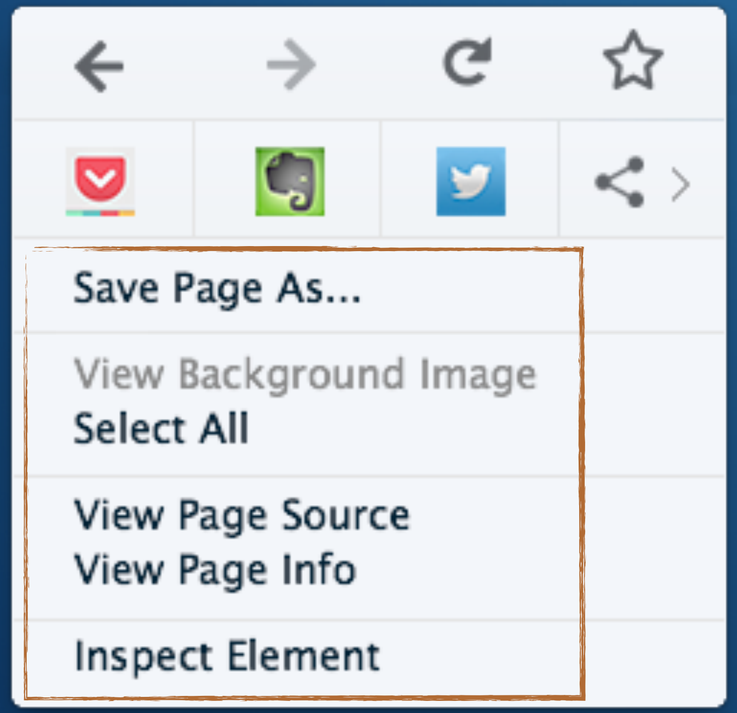
- Users can now quickly share with the click of a button. Their most commonly used sharing tools will be surfaced in the context menu.



Anatomy - Other Stuff

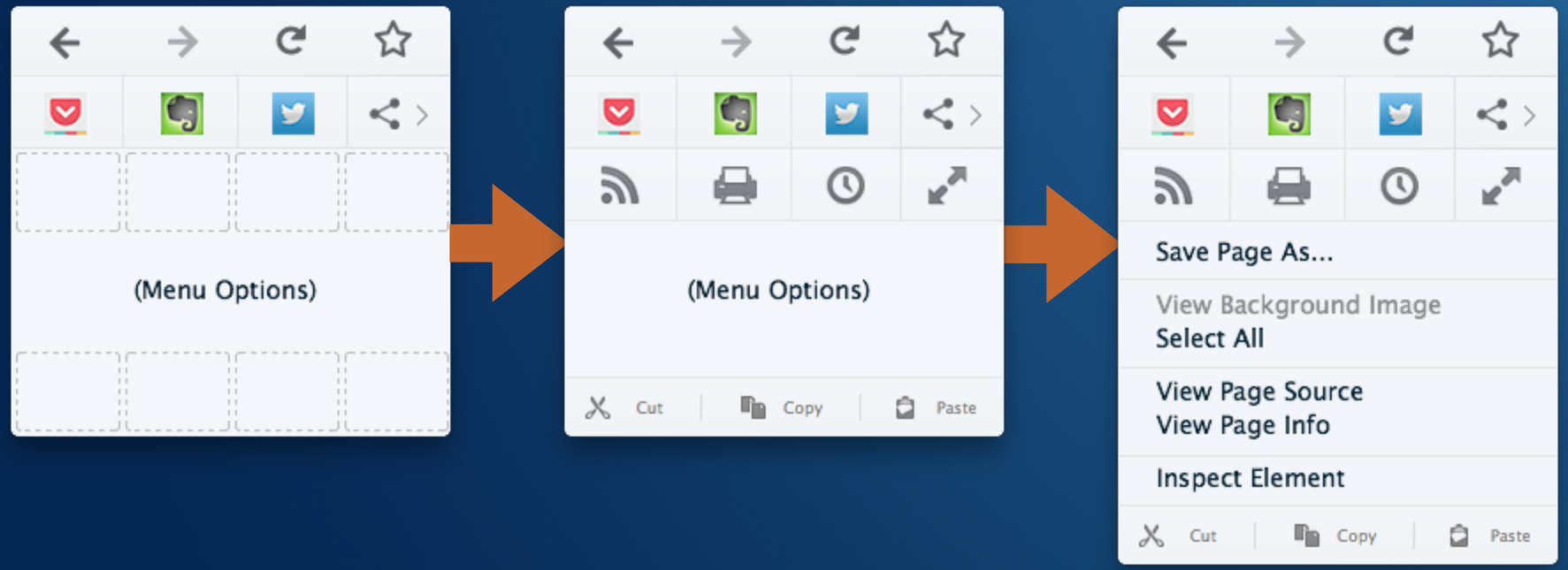
- The context menu container will remain the same, with the included text options changing depending on what the user is right-clicking on.





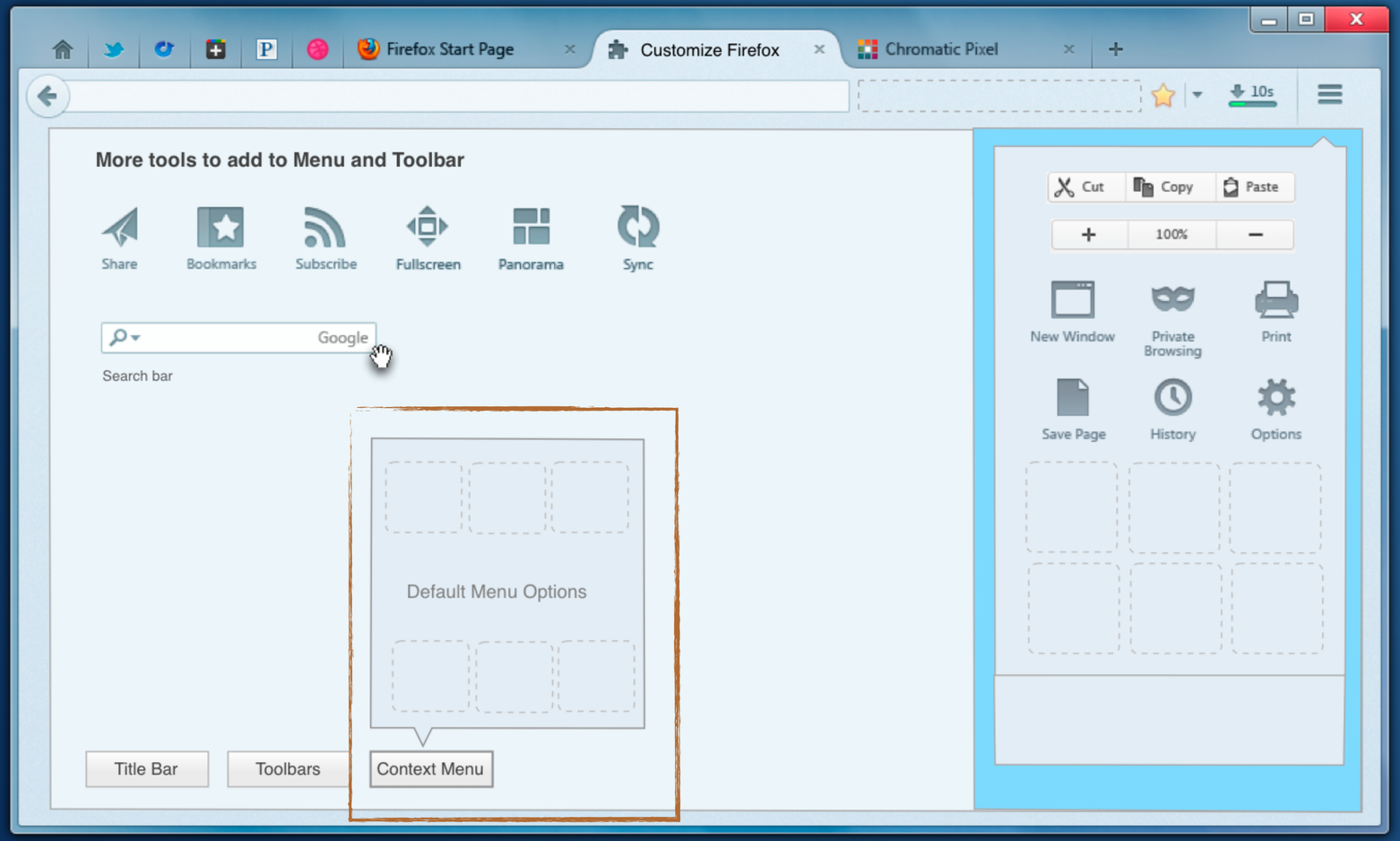
All this and it’s customizable too!

- Adding to our great customization capabilities, users can now drag and drop features and functionality into their context menus, creating powerful menus that suit their exact needs and wants.



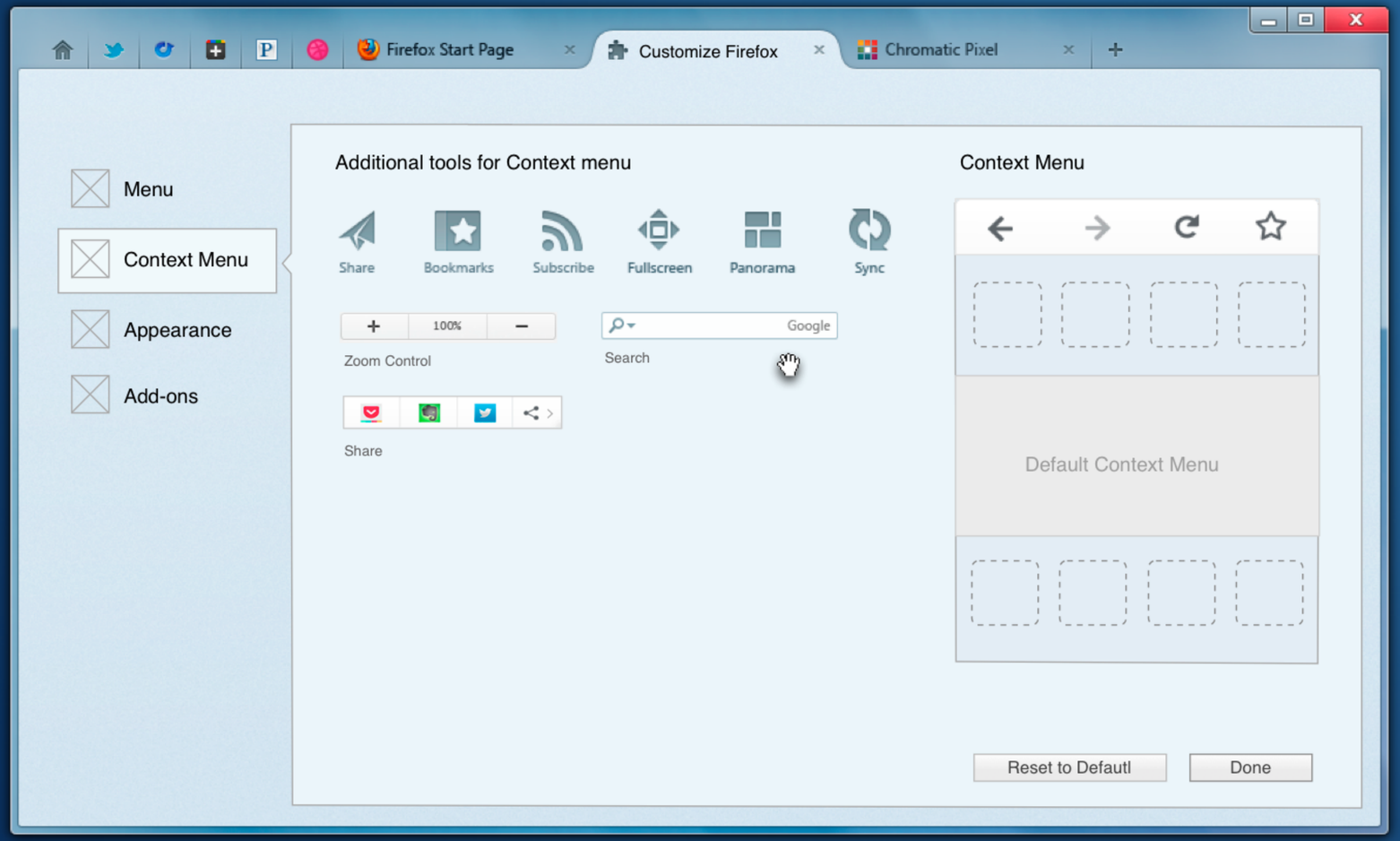
Customization

- To customize your menu, just click the “Context menu” button when in customization mode.



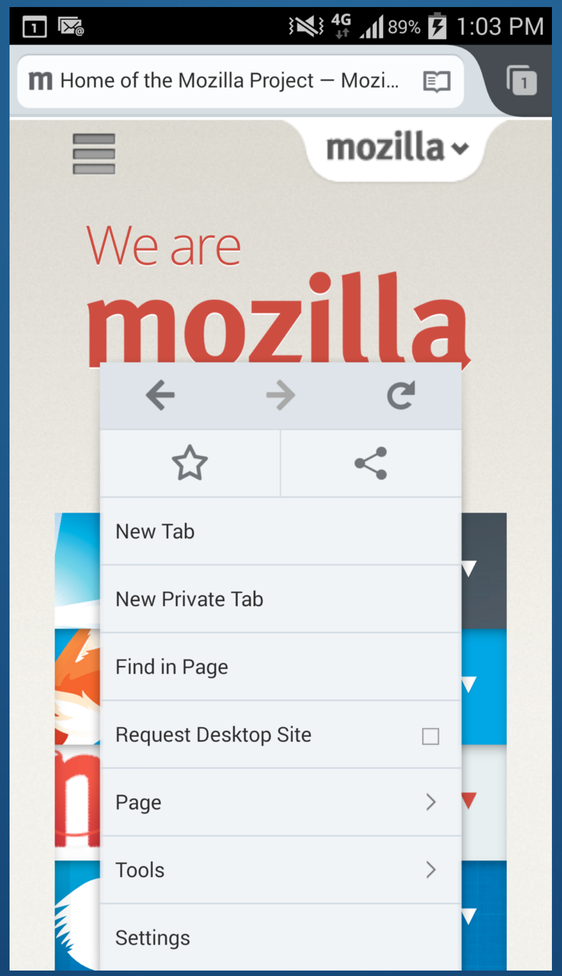
Customization - Alternate Option

- Or we can introduce separate sections to customize screen, along with Add-ons and Themes.



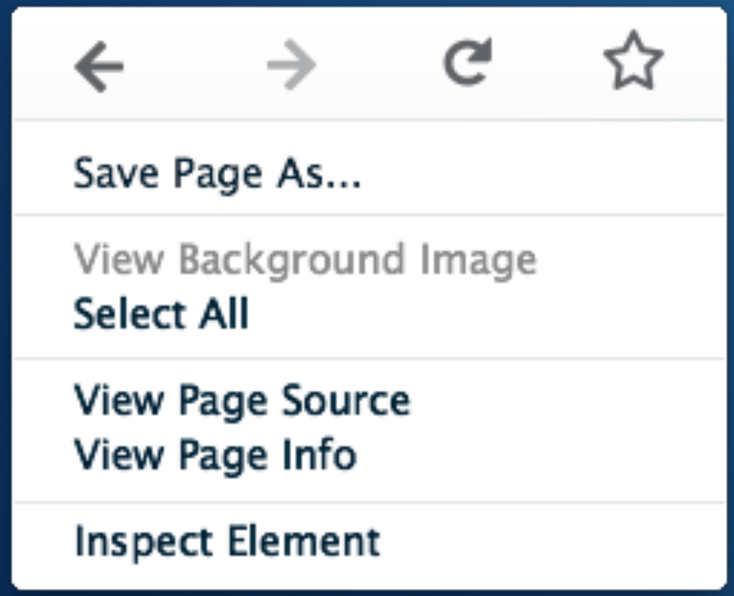
Summary

- Leaner, more visually interesting
- Customization = More powerful for the user
- Unified experience across platforms (it's based off of the current menu styling for Firefox on Android)
- Potential for revenue; paying for top-tier placement for first-run
- Potential for increased usage in Firefox



MVP - How do we get started?

- The UX team recommends starting with navigation options only. We can test user reactions to this, and use it as a framework for adding additional options such as sharing and customization.



Questions? Comments? Suggestions?
@fang or @sevaan in #UX on IRC