# 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.

mozilla

Back Forward Reload

> Save As... Print... Translate to English View Page Source View Page Info

imgur Readability

Visits to history

Inspect Element



### **Current State**

on:

Page	Link	Image	Image Link	Selected Text	Selected Image	Selected Text Link	Selected Image Link
Back	Open Link in New Tab	View Image	Open Link in New Tab	Сору	View Image	Open Link in New Tab	Open Link in New Tab
Forward	Open Link in New Window	Copy Image	Open Link in New Window	Select All	Copy Image	Open Link in New Window	Open Link in New Window
Reload	Open Link in New Private Window	Copy Image Location	Open Link in New Private Window	Search Google for ""	Copy Image Location	Open Link in New Private Window	Open Link in New Private Window
Bookmark This Page	Bookmark This Link	Save Image As	Bookmark This Link	View Selection Source	Save Image As	Bookmark This Link	Bookmark This Link
Save Page As	Save Link As	Email Image	Save Link As	Inspect Element	Email Image	Save Link As	Save Link As
View Background Image	Copy Link Location	Set As Desktop Background	Copy Link Location	Add-ons	Set As Desktop Background	Copy Link Location	Copy Link Location
Select All	Inspect Element	View Image Info	View Image		View Image Info	Сору	View Image
View Page Source	Add-ons	Inspect Element	Copy Image		Сору	Search Google for ""	Copy Image
View Page Info		Add-ons	Copy Image Location		Search Google for ""	View Selection Source	Copy Image Location
Inspect Element			Save Image As		View Selection Source	Inspect Element	Save Image As
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			View Image Info				View Image Info
			Inspect Element				Сору

• 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.

Add-ons

View Selection Source

Inspect Element

Add-ons

### 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

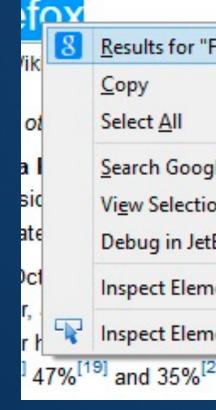
# **Competitive Analysis**

- 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

## It's Time to Get Persona

There are literally thousands of totally free ways to adapt your Firefox to fit exactly what you like to do online.

Firefox Browser | Free ways to customize your Internet Firefox – Google Search Back **Google** Forward ox, Your Style Reload



**Back Button** 

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gle for "Firefox" on Source Brains WebStorm	<ul> <li>3. Mo: Firefox for Android. Firefox fo</li></ul>
nent (Q) nent with Firebug	20% to 24% of worldwide usage share <sup>4][15]</sup> According to Mozilla, Firefox cour a, Germany, Poland and Estonia, where
<sup>20]</sup> of the market sha	are, respectively.



**Google search** 

Save Image to local folder

# Goals

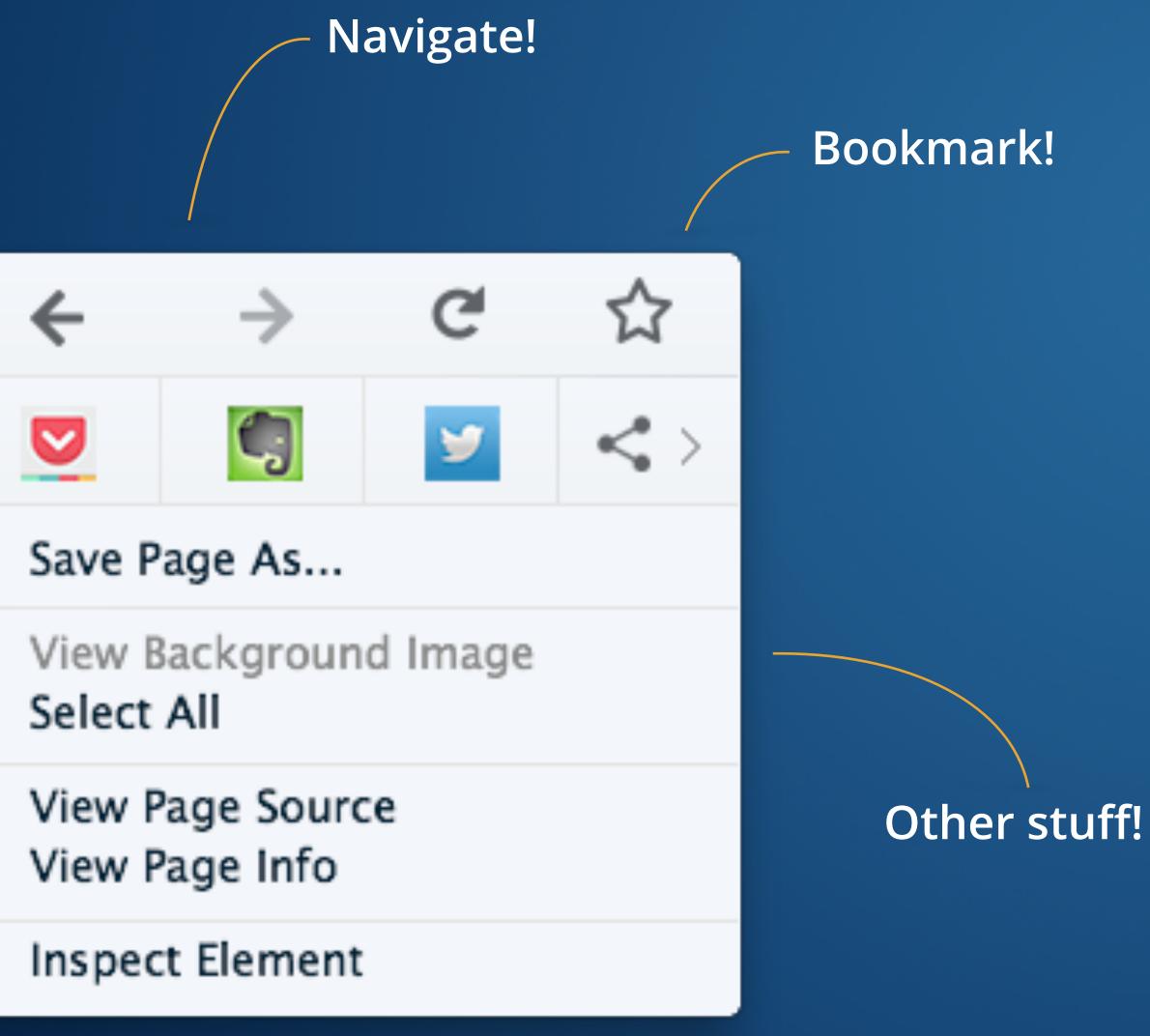
We want to make Firefox's context menus:

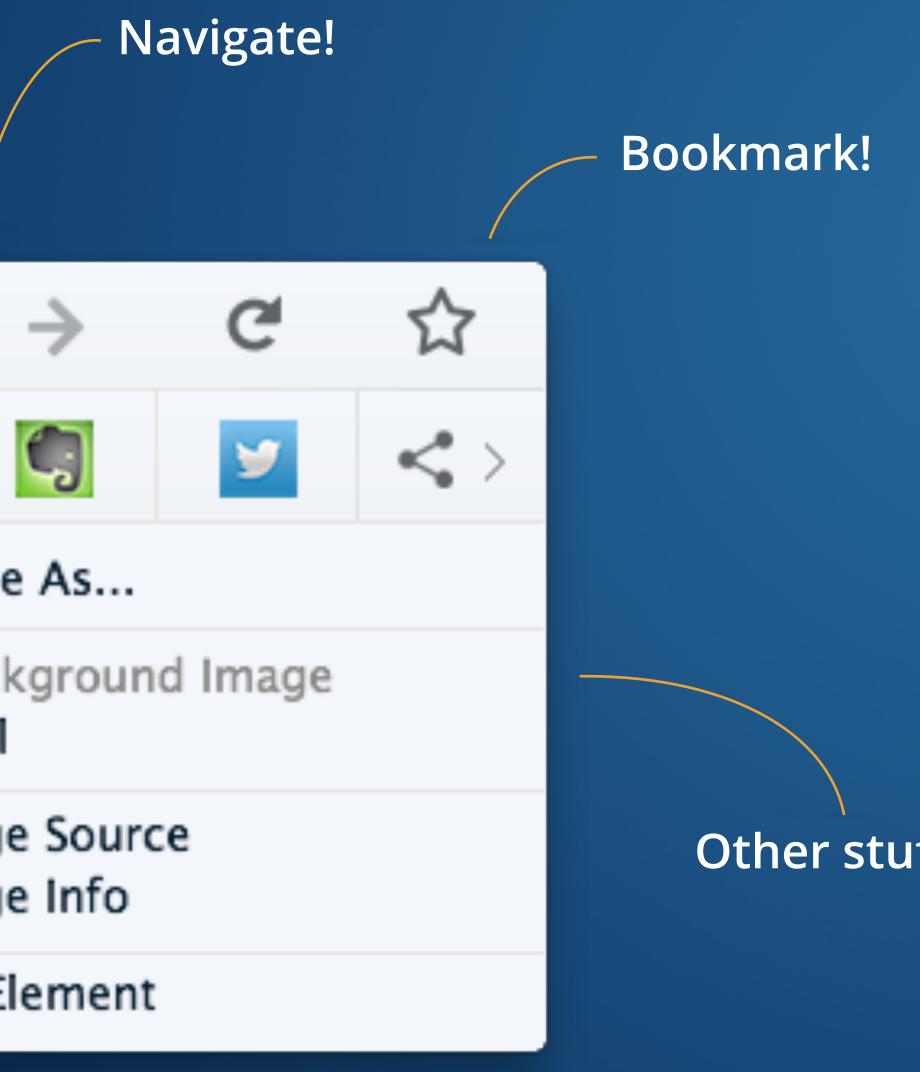
- Easier to understand
- Quicker to scan
- Shorter in length
- Customizable
- Smarter
- Better than the rest!



### How about this?

Share!





# **Anatomy - Navigation, Bookmarks**

• with them (no reading).

Back	
Forward	
Reload	
Bookmark This Page	
Save Page As	
View Background Image	e
Select All	
View Page Source	
View Page Info	
Inspect Element	
Add-ons	

# 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

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## **Anatomy - Navigation**

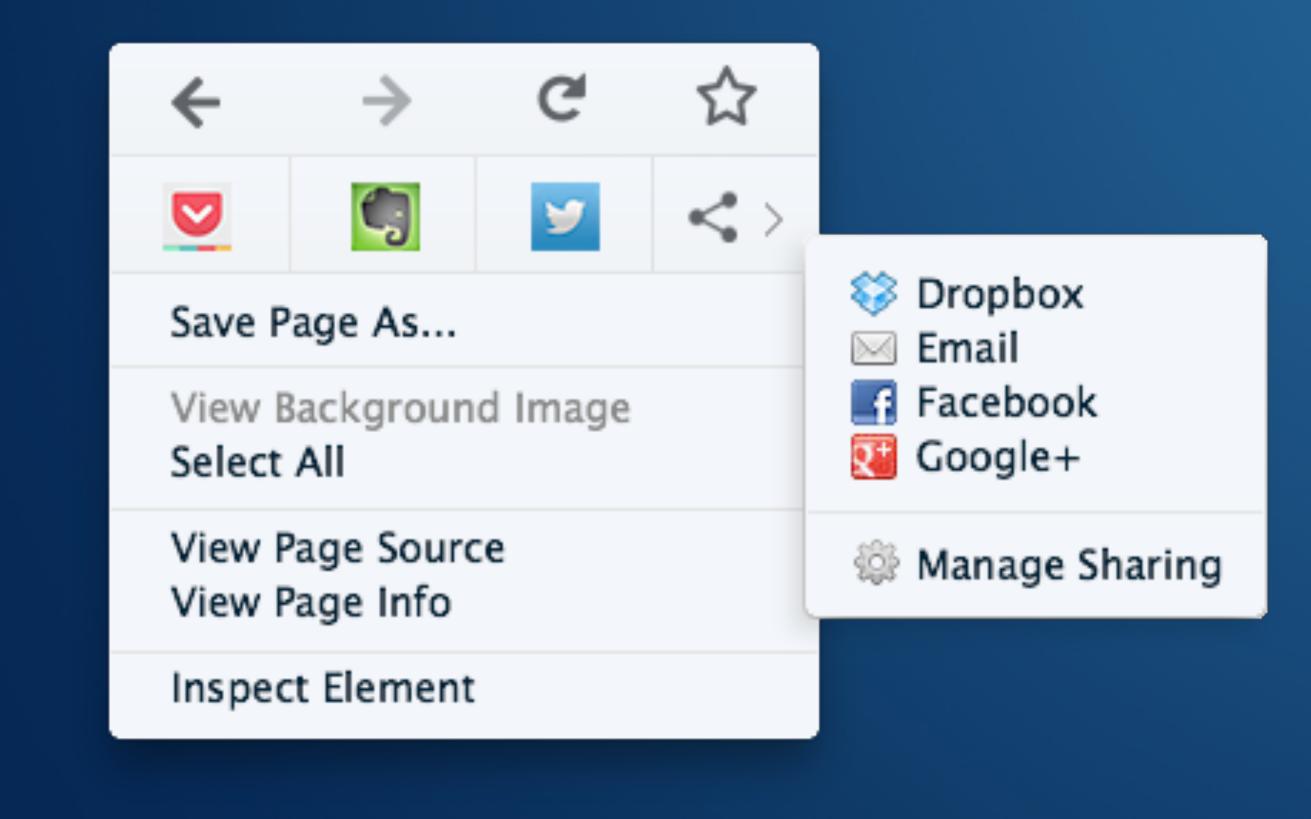
 Pressing and holding the Back and Forward buttons brings up the window history so a user can more efficiently jump around their session.

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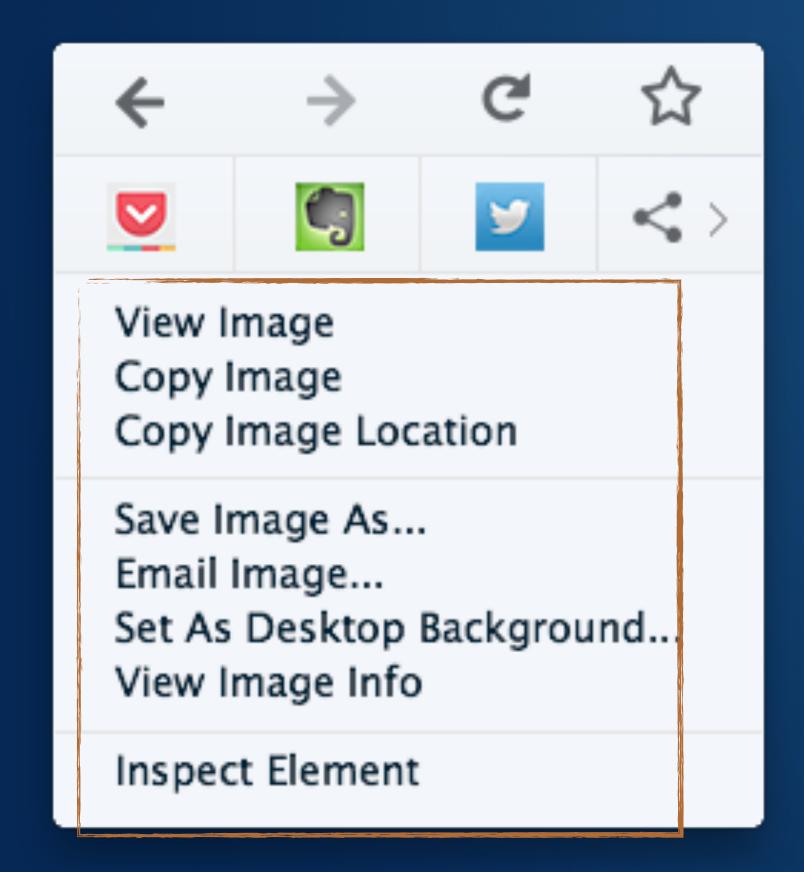
# **Anatomy - Sharing**

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### 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**

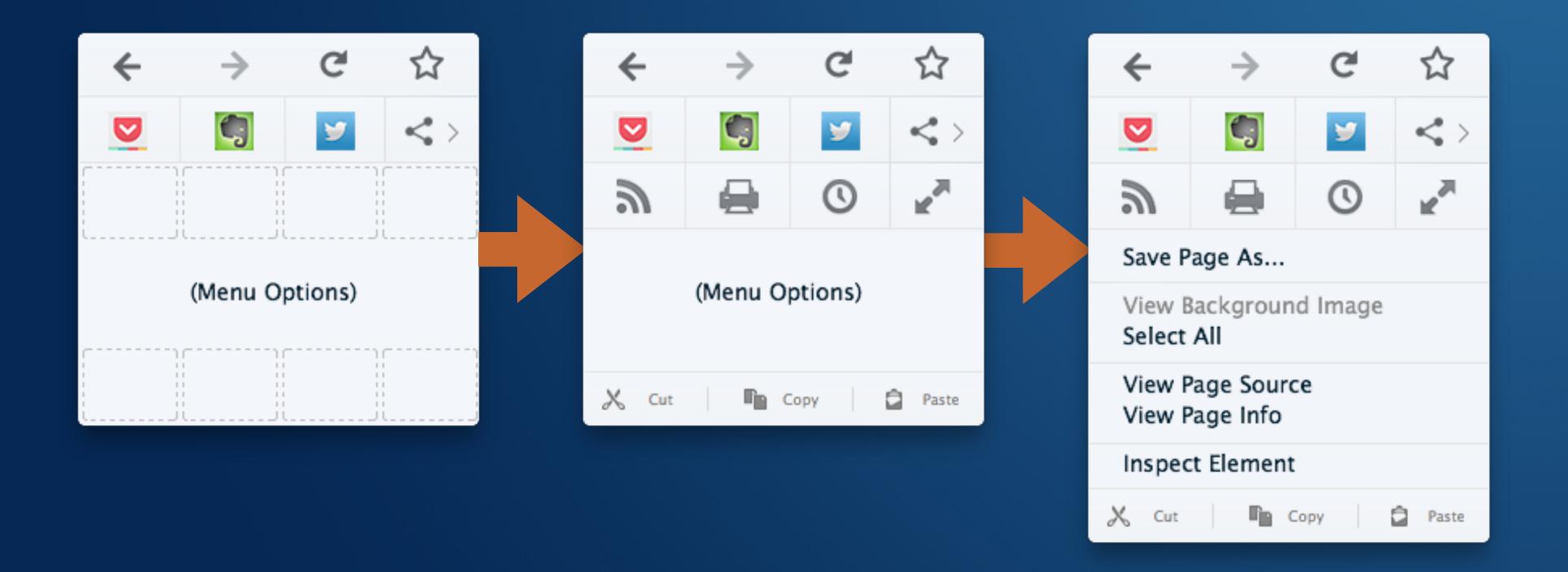


### The context menu container will remain the same, with the included text options changing depending on what the user is right-clicking on.

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# All this and it's customizable too!

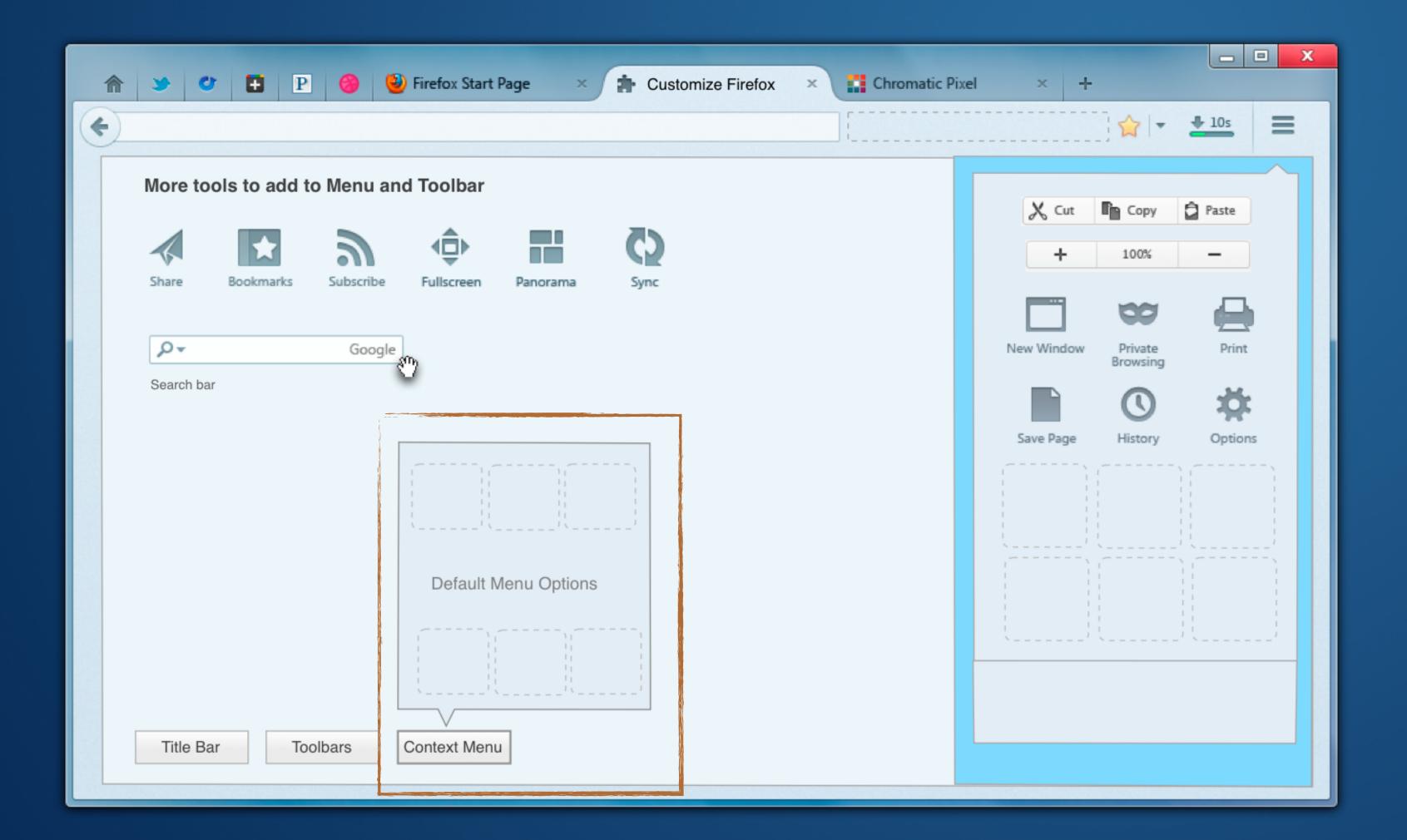
• powerful menus that suit their exact needs and wants.



Adding to our great customization capabilities, users can now drag and drop features and functionality into their context menus, creating

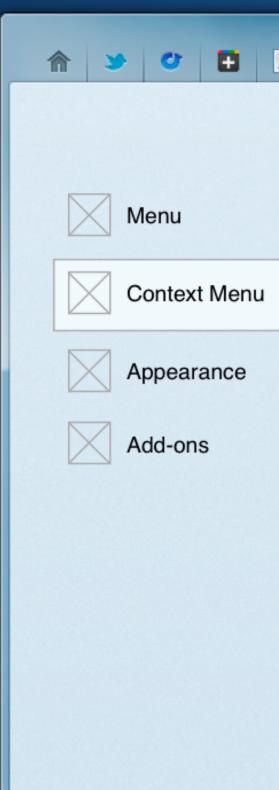
# Customization

 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.



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	Additional tools for Context menu	Context Menu
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	Share	Default Context Menu
		Reset to Defautl Done



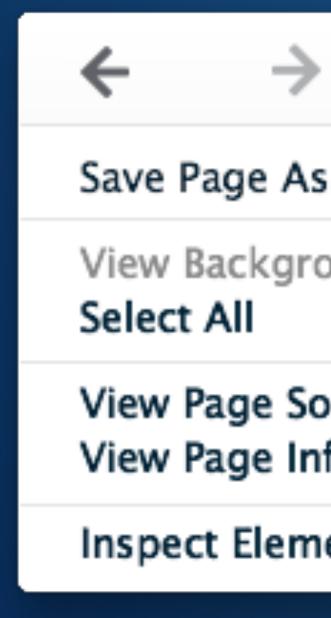
# Summary

- 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

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## **MVP - How do we get started?**

additional options such as sharing and customization.



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

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