Tablet Refresh for Firefox Android

Sprints 1 and 2 findings

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Goals

Address feedback on current Firefox on Android tablet

Breathe new life into the browser

Increase usage
Problem Space

How can we make creating, switching, and managing tabs a quicker and more fluid experience?

How can we balance a user’s desire to switch pages in a single tap with more powerful tools for grouping multiple tasks?
Design sprints #1

Tabs - the basics

- creating a tab
- switching tabs
- handling tab overflow
- closing tabs
- pinning tabs
Sprint #1: Concept A  — on-screen controls

- tab overflow
- curved shape background tabs
- backwards
- creating a tab
Sprint #1: Concept B — desktop-style controls

Australis style background tabs

overflow indicator

creating a tab

backwards
Sprint #1: Control group — Firefox Android

- backwards
- tab overflow
- creating a tab
Design sprints #2

Tabs - more powerful tools

How can we support users who have more than one task happening in parallel?

How can we provide a useful snapshot of a user's entire browsing context?
Sprint #2: Concept 1 — no tab grouping

create a new tab

backwards

Access to tab panel

Tab panel view
Sprint #2: Concept 2 — tab groups on top

create a new tab

backwards

create a new tab

Access to tab panel

tab groups

Tab panel view
Sprint #2: Concept 3 — tab groups on bottom

create a new tab

backwards

Access to tab panel

tab groups

Tab panel view
Testing

Scenario-based moderated testing on usertesting.com

Each participant is asked to perform the same tasks on three concepts.

Participant is asked about their preference at the end of the test.
Findings  Tabs - the basics

1. Desktop style controls are familiar to participants and they adopt them quickly

[Video] Backwards: https://www.usertesting.com/highlight_reels/ioN8exTzu11TNBioX6x2

[Video] New Tab: https://www.usertesting.com/highlight_reels/ijnGGe1RChVsXREYA?id=ijnGGe1RChVsXREYA
Findings

Tabs - the basics

2. Visual affordance builds expectations

[Observations] All participants recognized a “Close” icon on each tab and expected that’s how to close a tab.
Findings
Tabs - the basics

3. Previews of individual tabs are helpful when switching between them. Scrolling and dragging through an overflow of tabs are expected interactions.

[Observation] People almost unanimously liked current Firefox's thumbnail tab preview.

[Video] Tab overflow and switching: https://www.userTesting.com/highlight_reels/pZPqngygEnYP1Ebr9ZTy

"I like to see where I am going"
Findings

Tabs - more powerful tools

4. Provide both "straight forward" features alongside "power user" features

[Video] Tab group preferences
https://www.usertesting.com/highlight_reels/1ZYBhtupYYcqV6Lu99gm
Findings  Tabs - more powerful tools

5. Brand new features that are different but still useful require some time to become familiar to the user.
Conclusion — recommendations

To build: Tabs on top

To explore: Visual tab previews in addition to core tabs
Tab grouping in the future

To seek feedback: Ergonomic controls
- What’s the priority for this?
- How to measure its success?
- Make it a secondary/optional feature?
Conclusion — next steps

• Design refinements
• Looking for engineering resources
• Moving into other focus areas for tablets
  • new tab group ideas
  • customization
  • paper-cuts in the current product
  • search enhancements
  • ergonomics and form factors
  • user education and help support
• Gesture-based interactions?
Thank you!

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Appendix — 10-day sprint process

**DAY 1**
Understand problem space

**DAY 2**
Diverge: sketch and design

**DAY 3**
Converge: UX and PM critique

**DAY 4**
Prototype

**DAY 5**
Prototype

**DAY 6**
Testing preparation

**DAY 7**
Launch tests

**DAY 8**
Synthesize findings

**DAY 9**
Follow up with UX and PM

**DAY 10**
Wrap-up

Developed on basis of Google Ventures 5-day design sprint:
http://www.gv.com/lib/the-product-design-sprint-a-five-day-recipe-for-startups
Appendix — reflect on process

What worked well:

• Receive stakeholders’ input early in the process
• Efficient tools: usertesting.com, Hype 2
• Constant check-in and communication
• Clear expectations on next steps

What didn’t work so well:

• Didn’t narrow down all the themes for sprinting in advance
• Limited time spared on sprinting due to PTO, other projects, TRIBE, etc
• Remote creative collaboration takes time and extra efforts