

ABOUT

ALEX LIM





Google



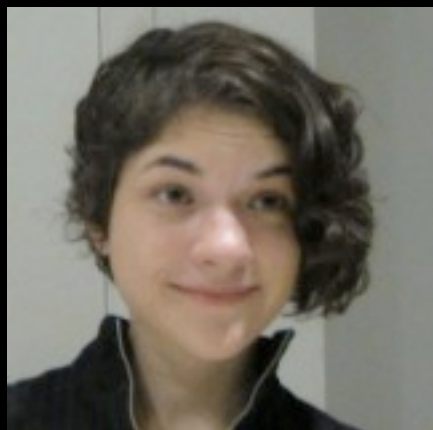


WIKIPEDIA



DESIGN MANAGER

FIREFOX UX TEAM



DESIGN CULTURE



UI → UX

mozilla LABS
'TEST' PILOT



BENCHMARK → MEASURE

SPECULATION → DATA

OPTIMIZATIONS



PERCEIVED
PERFORMANCE

18 MONTHS → 6 WEEKS

DESIGN → PROTOTYPE

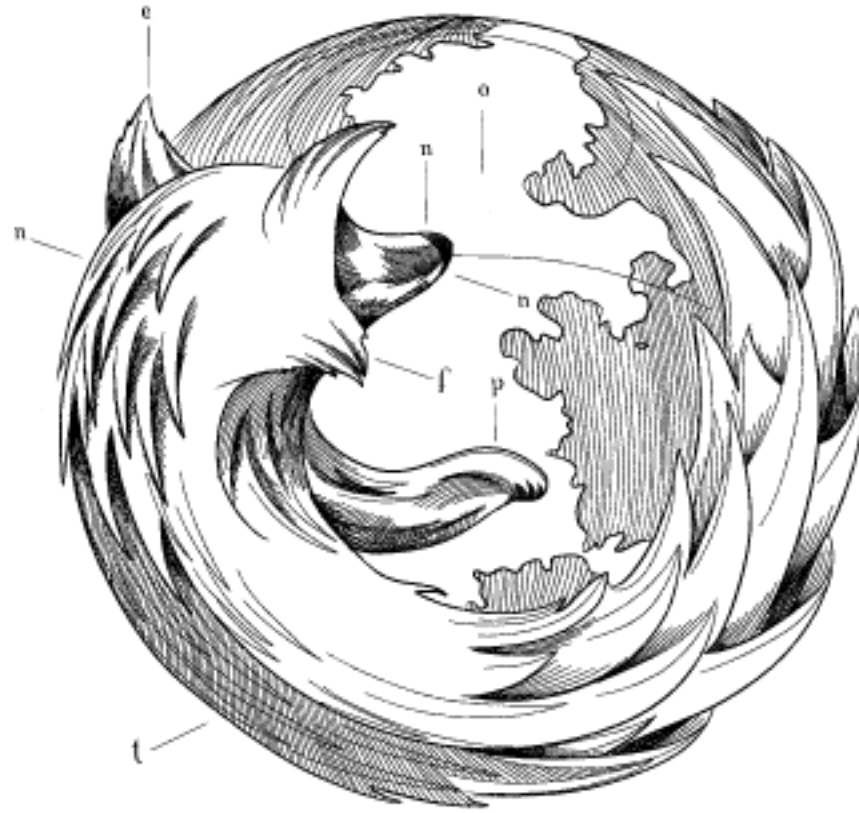
DESIGN then VERIFY







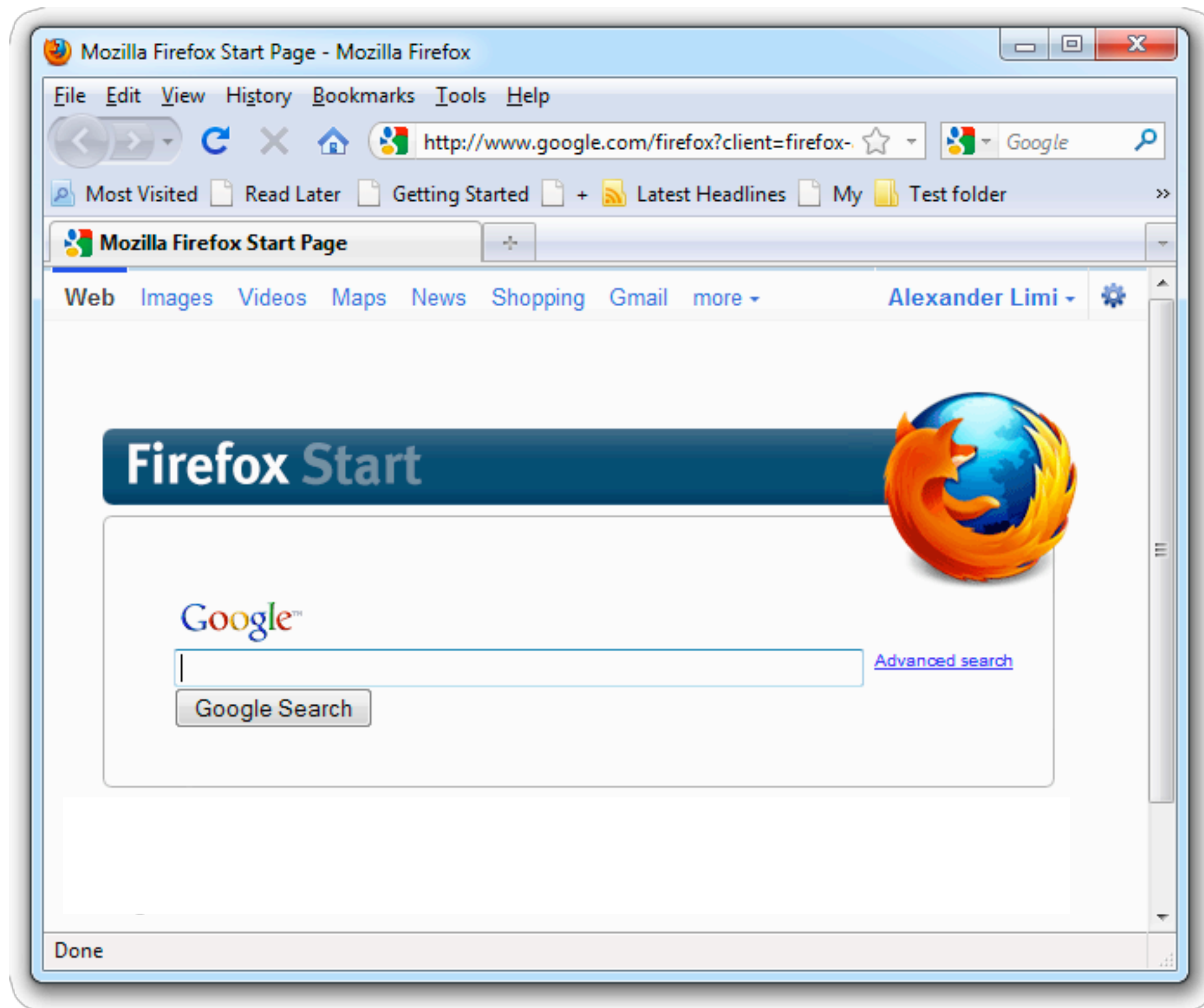
PROJECT
LEAD

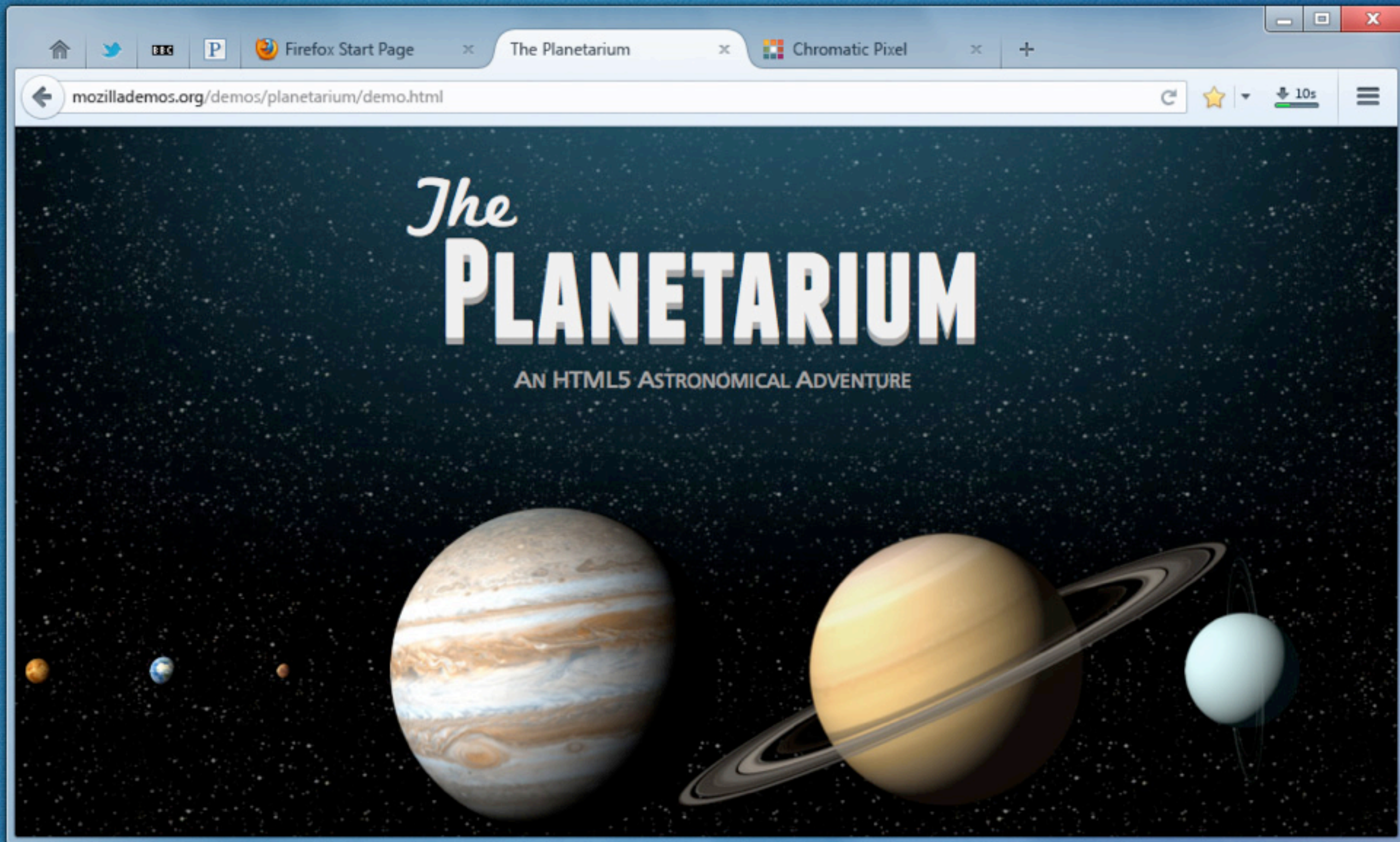


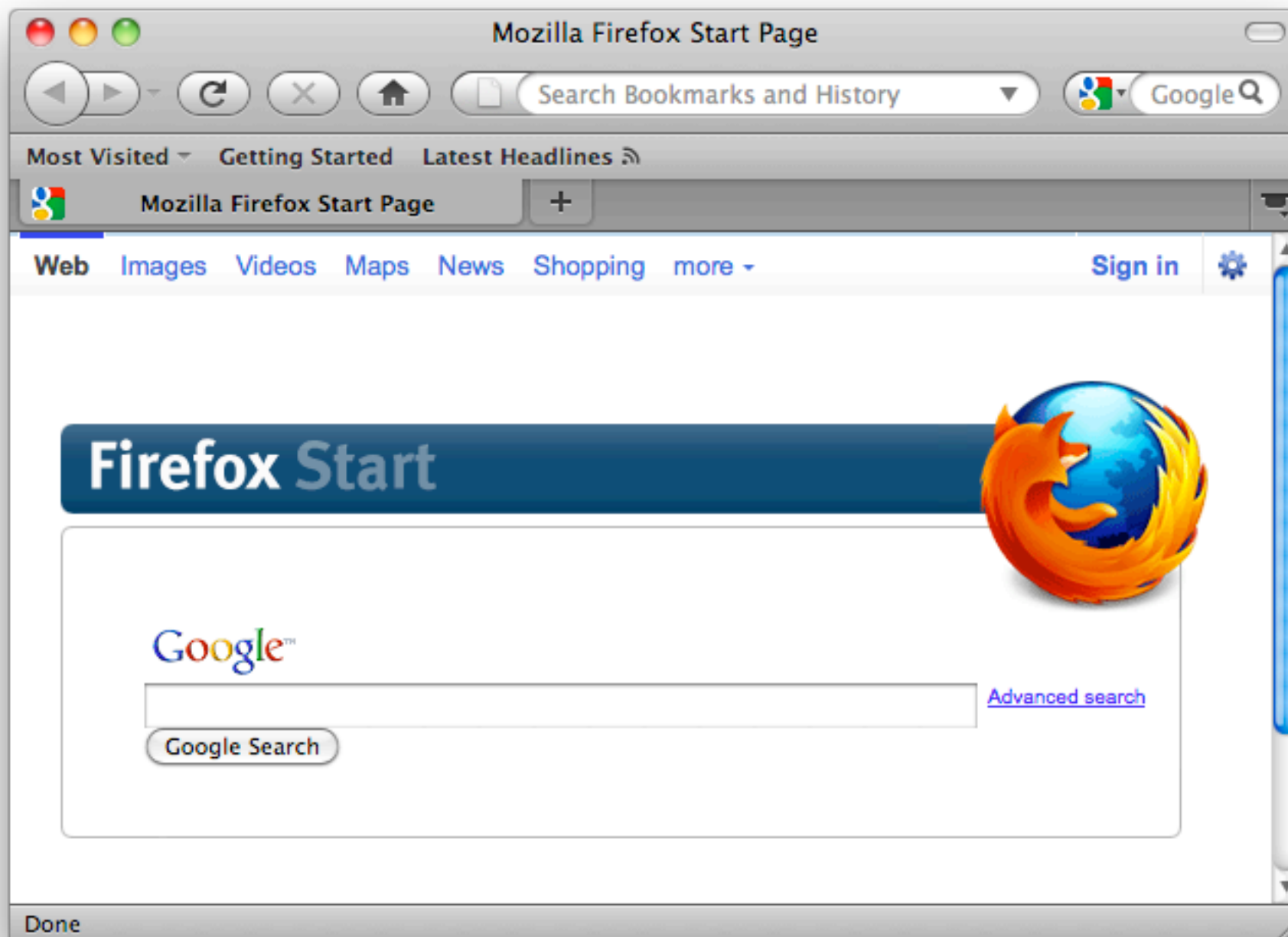
REDESIGN FIREFOX



Perfect the things you
see & use every day







MISSION ABOUT PRODUCTS GET INVOLVED

mozilla v

We are mozilla

Doing good is part of our code

Different by Design



Proudly
non-profit

Innovating
for you

Fast, flexible,
secure



Firefox
Free Download

English (US)

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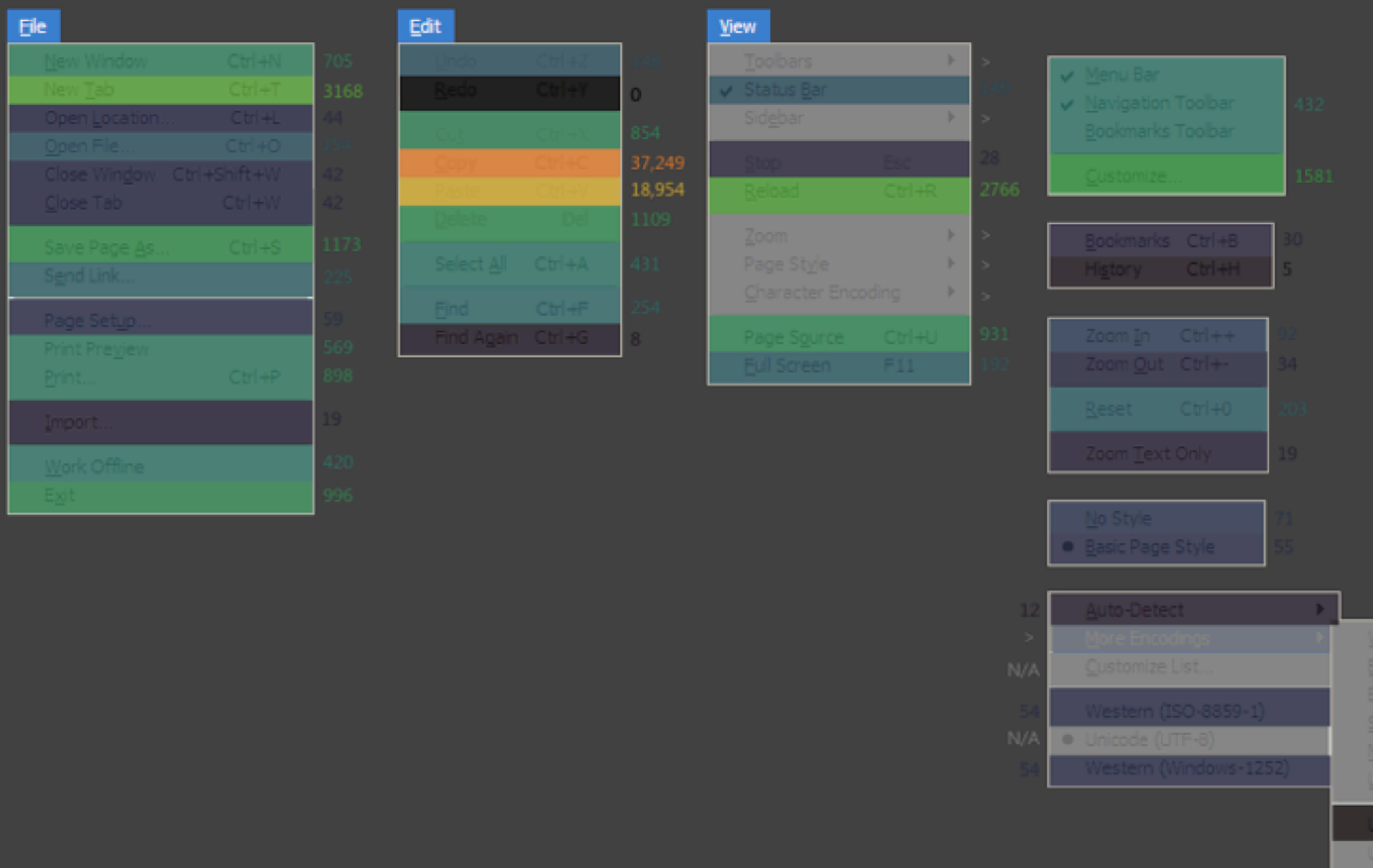
INTRODUCING FIREFOX OS

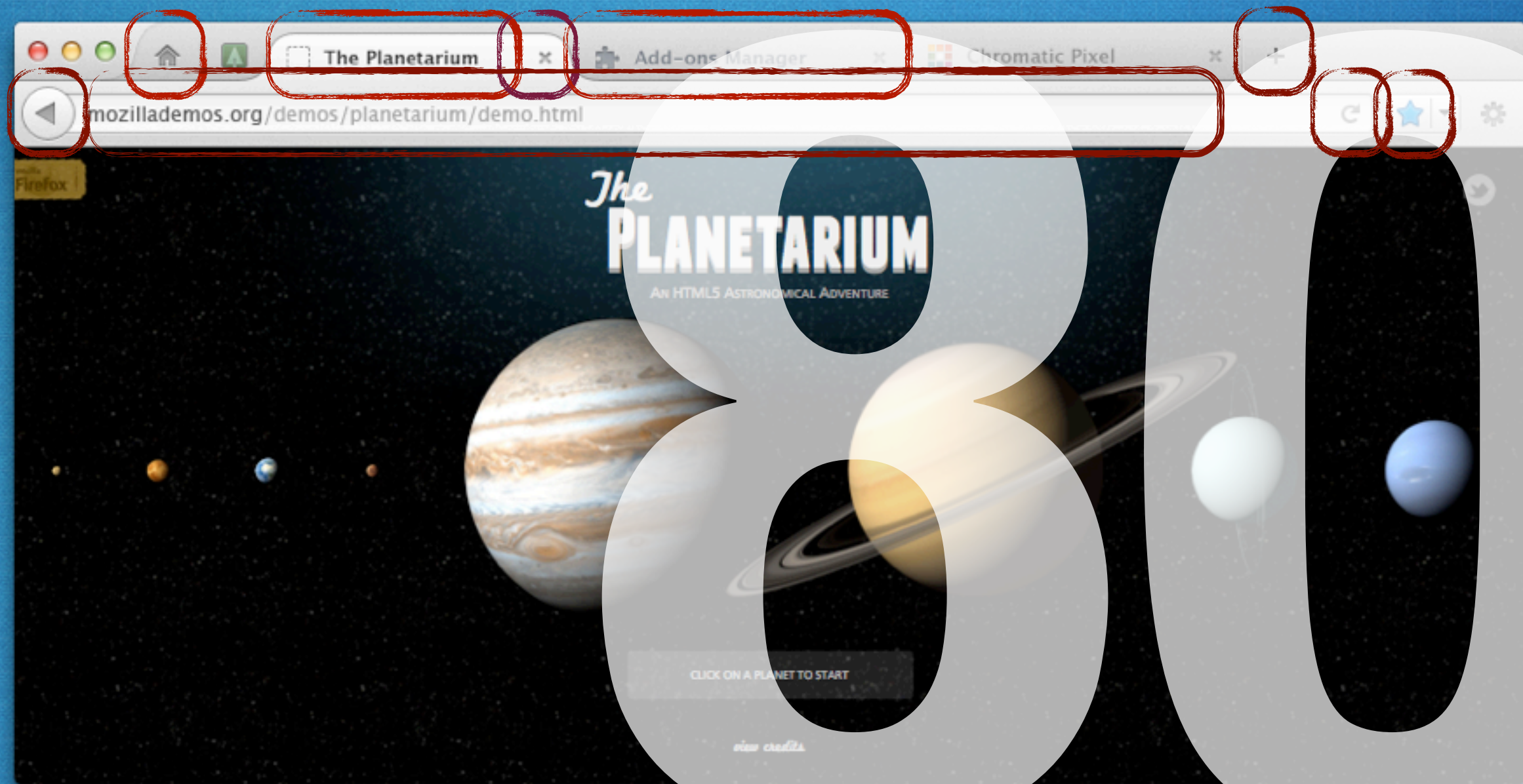


How did we get there?

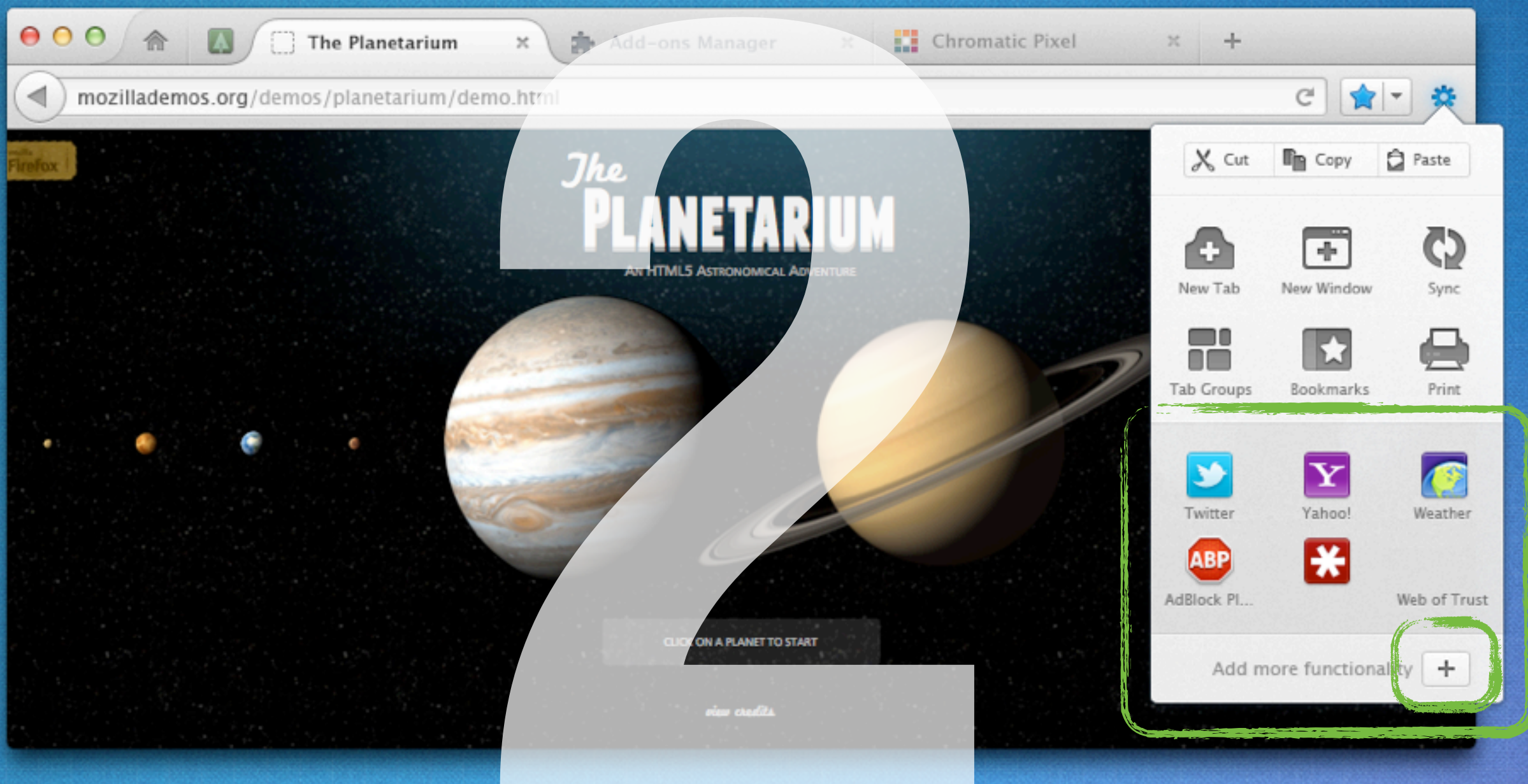
Traditional Menu Bar Usage Heat Map

Data filtered to only Windows users, and only mouse interactions.
Hues are mapped using a logarithmic scale, raw data appears on right.










Menu
+ Toolbar
+ Add-ons
+ Customization

= Same UI Concept!



PRODUCT DESIGN

PRODUCT DESIGN STRATEGY





FIRST

BEST

ONLY



JUNIOR

An experiment to explore and perfect the best user experience for touchscreen devices.



Why we made it

No **really** good tablet browser exists, they are all desktop UI ports

Improve ergonomics, tablets are handheld & sometimes heavy

Make the web emotionally engaging, fun

Make the web a first class citizen for touchscreen devices

Rethink the browser



Goals

Solve for 90%

Better ergonomics

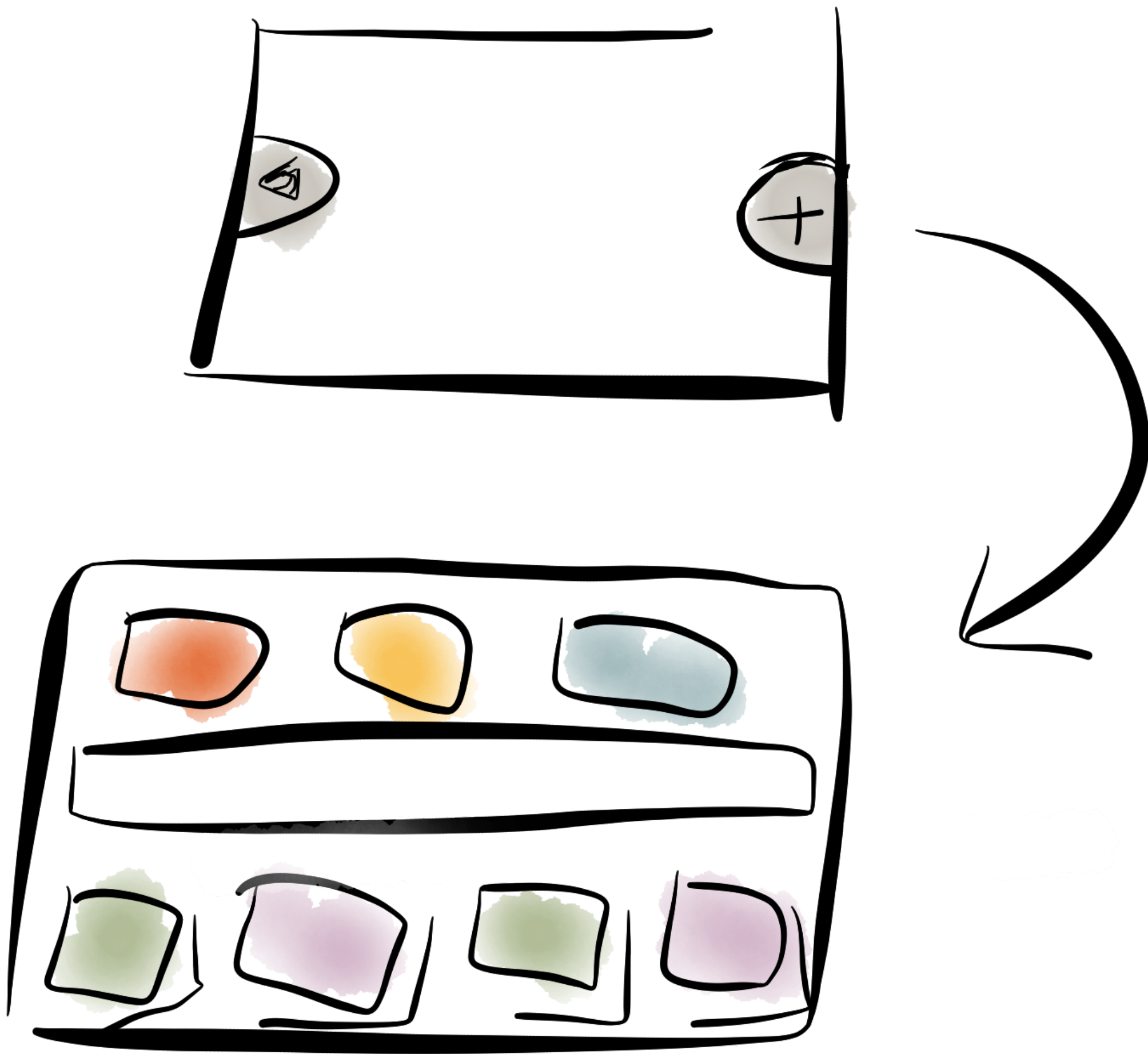
Site-centric, improve site recognition

No management UI whatsoever
(no: tabs, numbers, close buttons, URLs!)

As few concepts as possible (Tabs = History)

Make browsing fun & emotionally engaging!





twitter

CNN

AMAZON

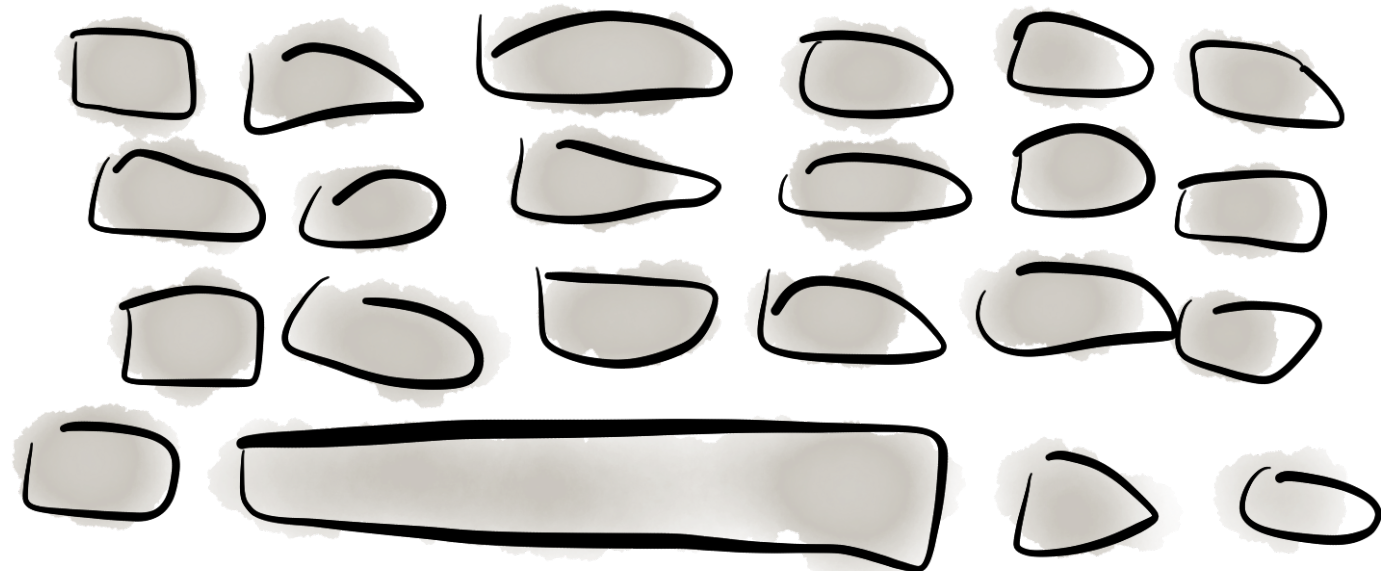
facebook

VPS

hulu

NETFLIX

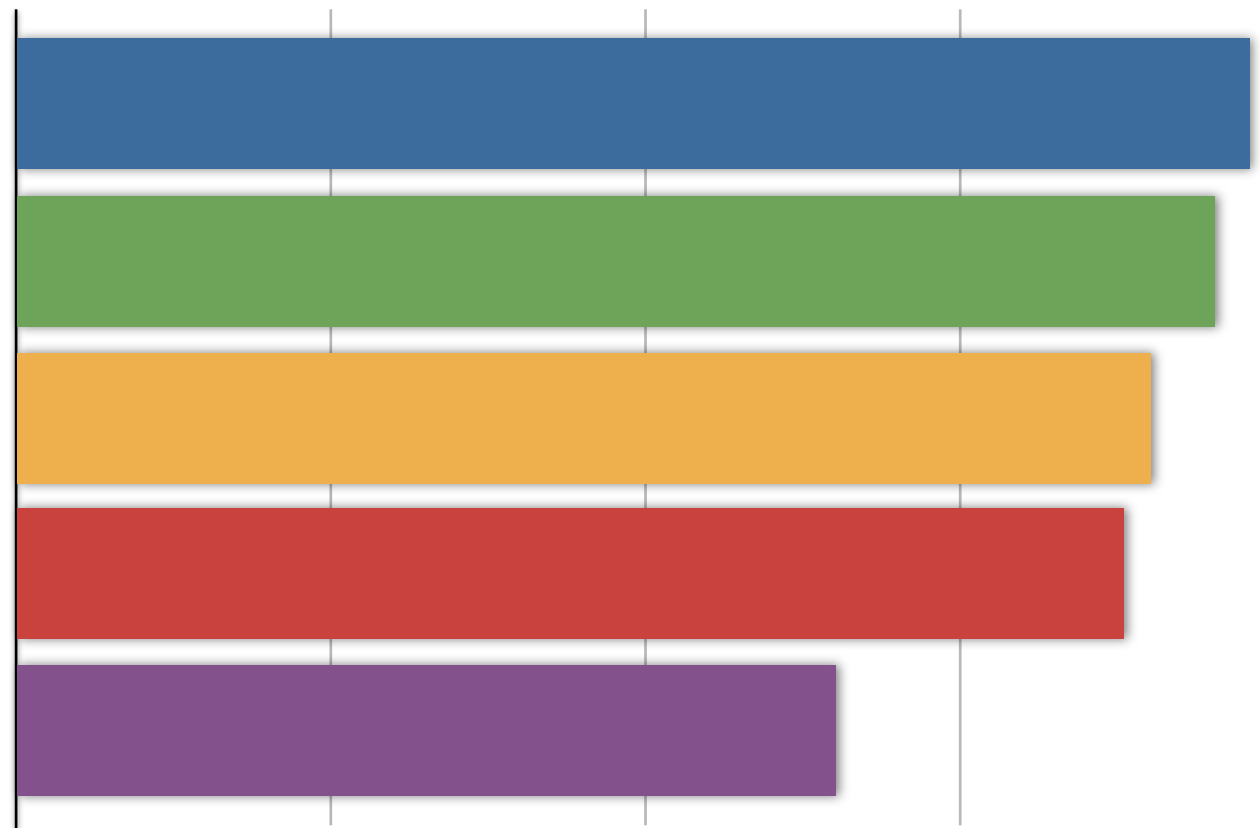
SEARCH / URL





LIVE DEMO

Which of these browsers do you like the most?



- Respondents were asked to rank browsers in order of preference
- If everyone ranked a browser as their #1 choice, it would score 5.0.
- There was also an option for “I haven’t used this” that removes the browser from the weighting
- Initial order of the choices was randomized

Q&A



**SCENE
MISSING**