

# CLIQZ Front-end

Browser Extension  
Mixer  
Rich-header

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# Contents

- CLIQZ product = ?
- Big picture: the whole system
- Front-end: how it works
- Exercises

**CLIQZ product = ?**

# Browser extension



Mozilla Firefox Start Page

Obama

Search

mozilla

x Hello

in touch through video. No accounts, and anytime, right in your browser.

Hello

- Barack Obama – Wikidata  
www.wikidata.org/wiki/Q76?uselang=de
- Barack Obama – Wikipedia  
de.wikipedia.org/wiki/Barack\_Obama
- Barack Obama - Wikidata  
www.wikidata.org/wiki/Q76
- Search results for "Obama" - Wikidata  
www.wikidata.org/w/index.php?search=Obama&title=Special:Search&go=Go&...
- Barack Obama - Freebase  
www.firebaseio.com/m/02mjmr
- Freebase  
www.firebaseio.com/search?query=Barack+Obama&any=/common/topic&any=...

Normal  
Firefox



Mozilla Firefox Start Page

Obama

Visited Sites

Barack Obama – Wikidata  
www.wikidata.org/wiki/Q7...

Barack Obama – Wikipedia  
de.wikipedia.org/wiki...

Biography

www.biography.com/people/barack-obama-12782369

Verhältnis Netanyahu-Obama: ...  
www.spiegel.de/politik/ausland/netanjahu-u...  
one hour ago Israel und die USA nennen s...

SPIEGEL  
ONLINE

Search

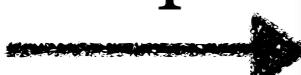
mozilla

x Hello

in touch through video. No accounts, and anytime, right in your browser.

Hello

With Cliqz



mozilla

Q

SPIEGEL  
ONLINE

Search



3M+ users

Coming soon



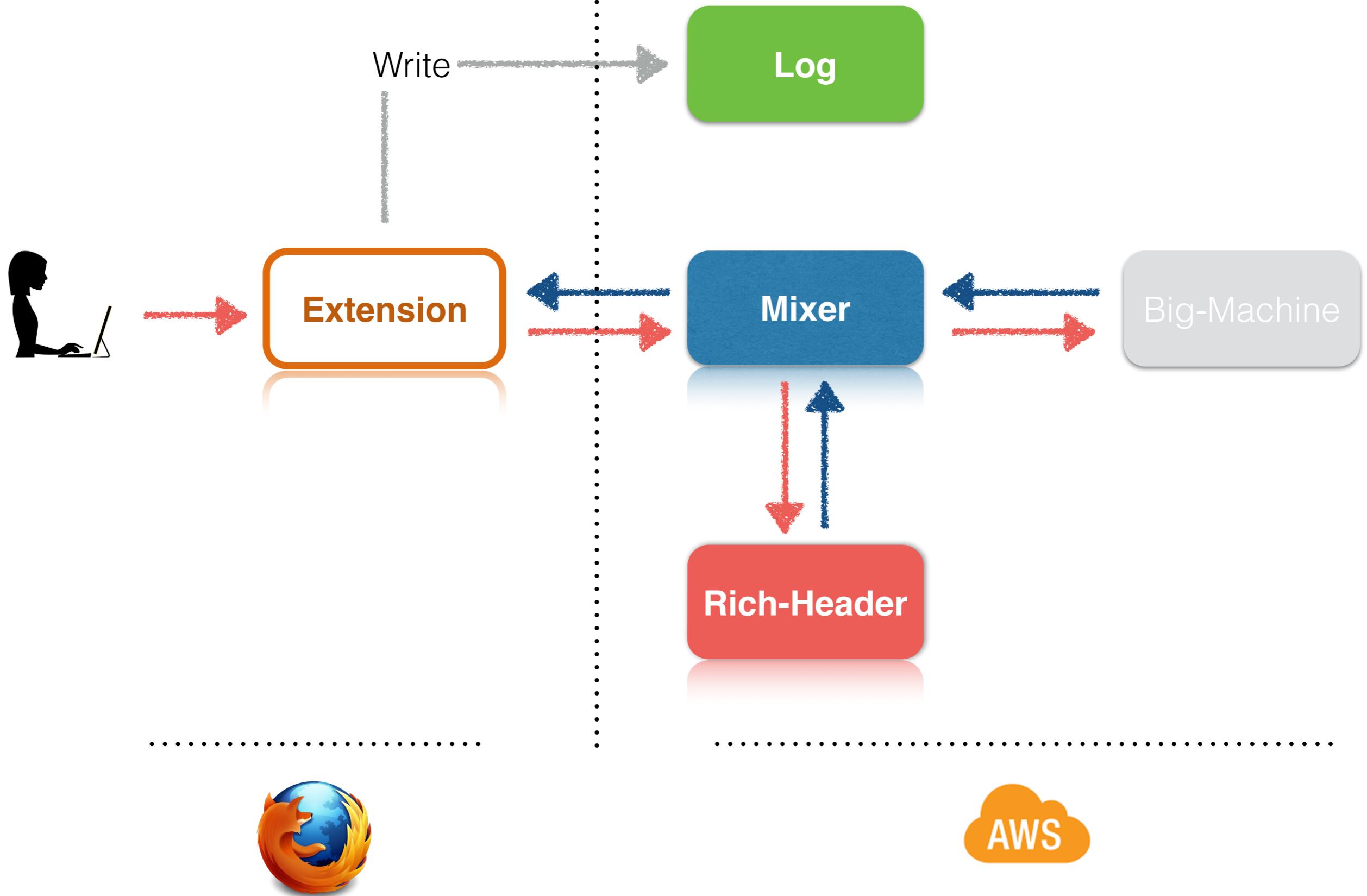
iOS



# Contents

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 Ask  
 Answer

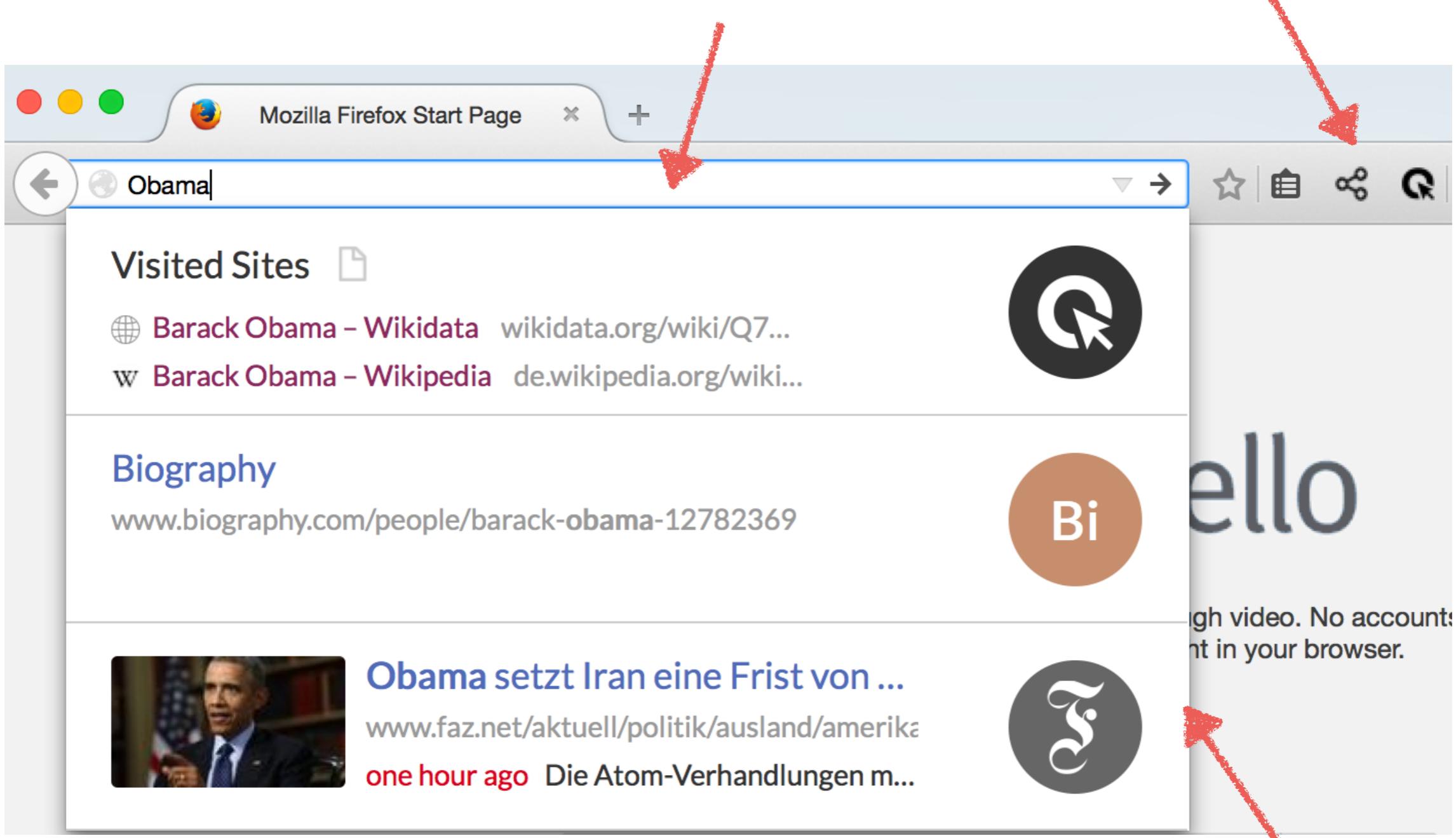


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**Extension**

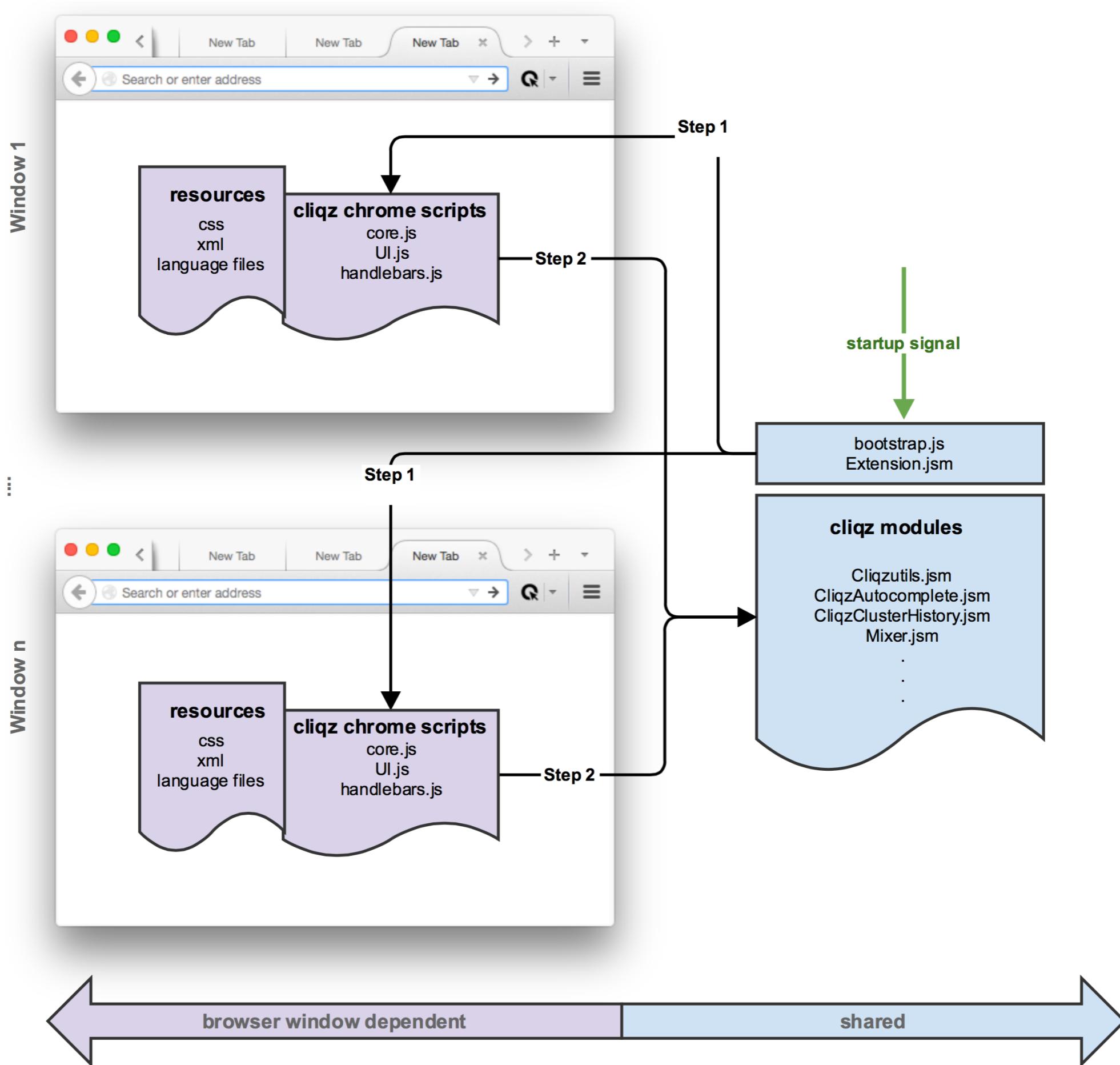
# Firefox url-bar



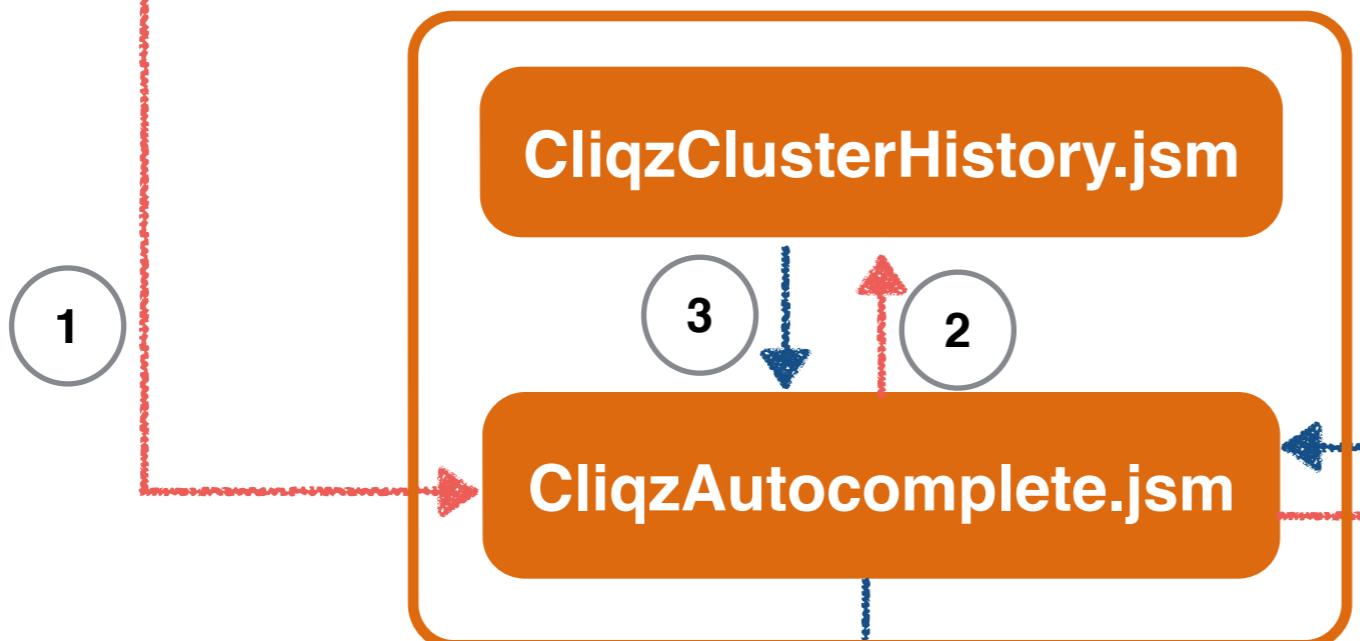
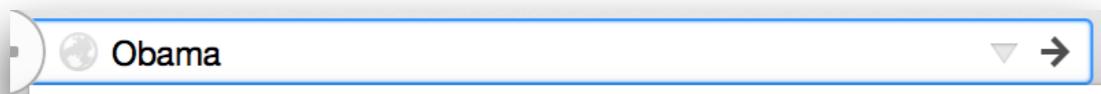
Icons

Drop-down window

The architecture behind



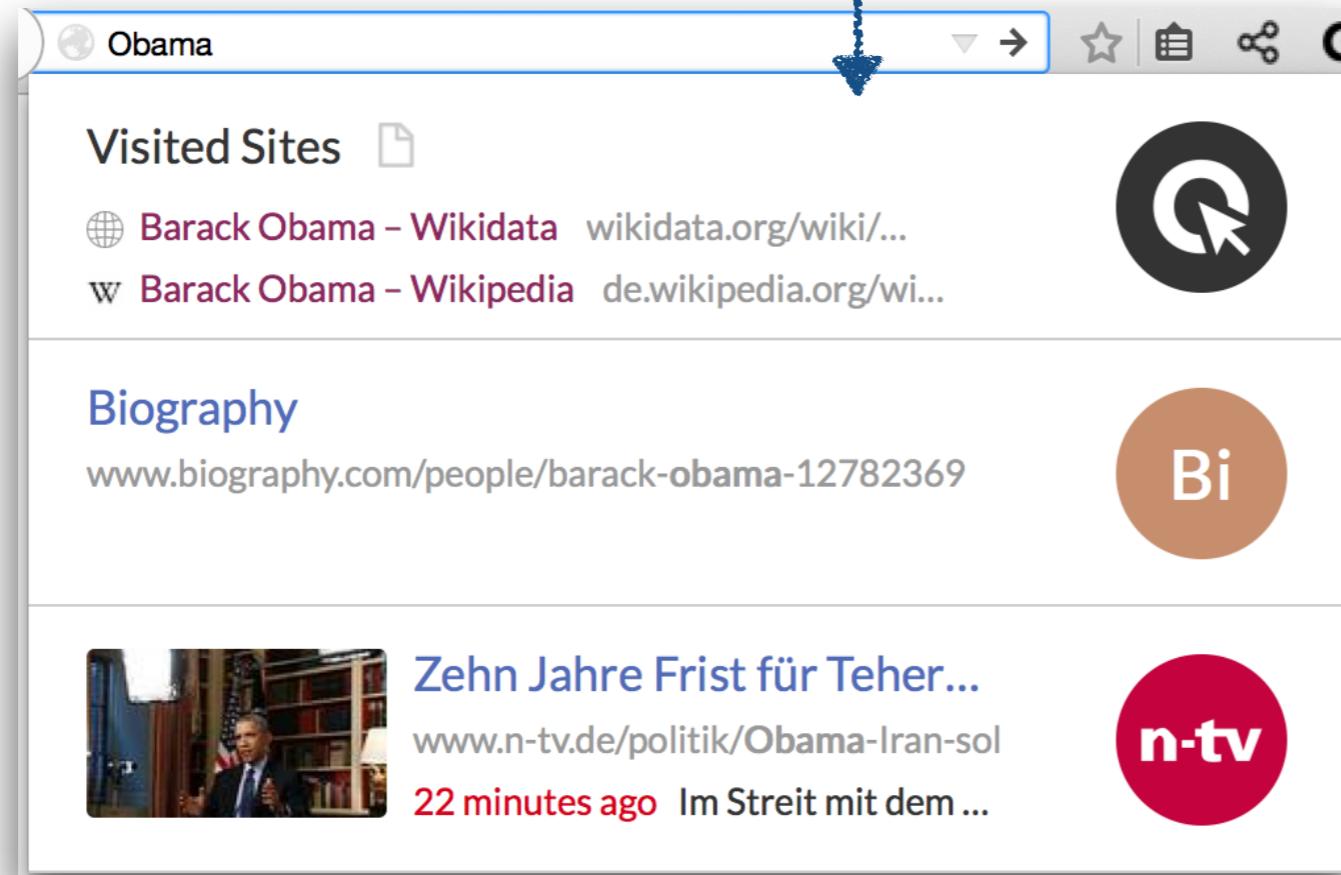
# How it talks to other systems



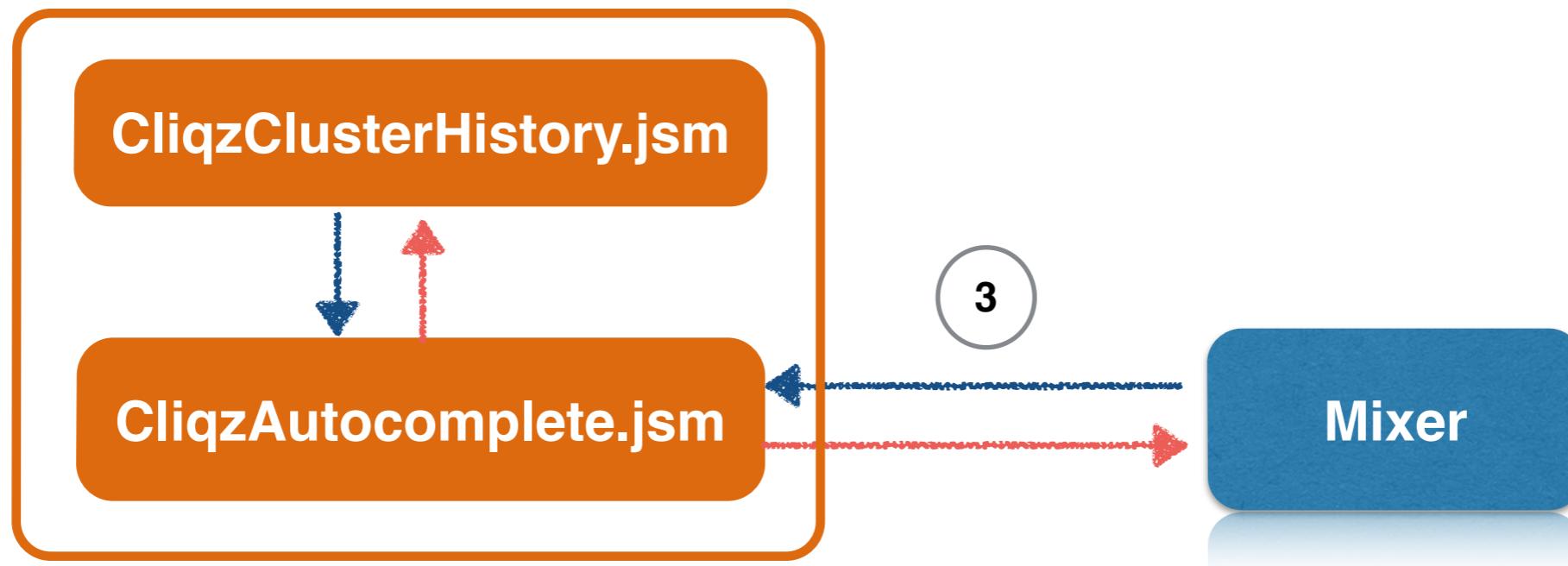
1,3,4

Log

Mixer



# Important parameters



3

- Max wait time: 1s
- Format of the data: (next page)

```
▼ object {8}

    cached : false

    choice : mixed

    country : de

    duration : 47

    ▶ extra {3} ← Rich-Header results

    ▶ images {3}

    q      : Obama

    ▼ result [5] ← Big-machine results

        ▼ 0  {7}

            q      : Obama

            url   : http://de.wikipedia.org/wiki/Barack\_Obama

            score : 0

            confidence : null

            source : bm

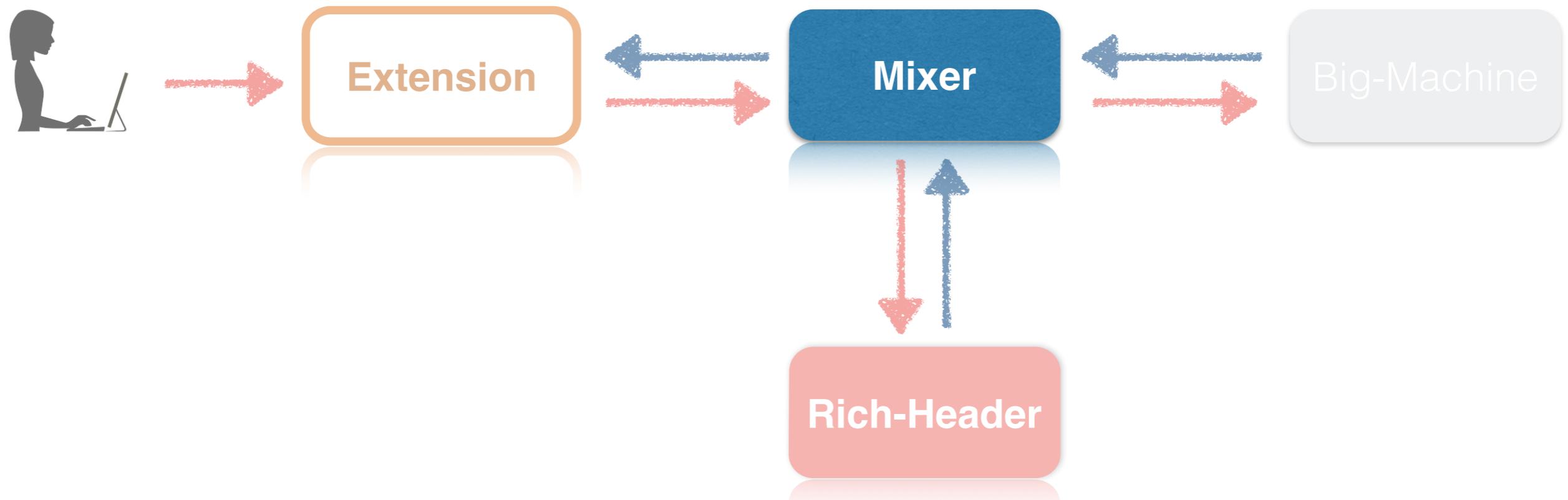
            ▶ snippet {3}

            ▶ extra {3}

        ▶ 1  {6}
```

**Mixer**

Waiting time: **30ms for each query**



Written in: **Go**

“I’m so fast that last night I turned off the light switch in my hotel room and was in bed before the room was dark”

— Muhammad Ali — from <https://github.com/cliqz/gomixer>

**Rich-Header**

Barack Obama

Barack Obama (44. Präsident der Vereinigten Staaten) - Wikipedia

Barack Hussein Obama II [ bə'jæk hʊ'sein oʊ'bə:mə ] (\* 4. August 1961 in Honolulu Ha...  
Feedback

stock apple

Apple Inc.

NasdaqNM : AAPL - 20 minutes ago

129.09 0.63 (0.49%)

Open	129.11	Market Cap.	751.9B
High	130.28	P/E ratio(ttm)	17.39
Low	128.30		

Ohne Gewähr

YAHOO!

wetter munich

Aktive Wetterwarnung: Schnee/Eis  
Herausgegeben am 2015-03-03 06:28:00 GMT

München, Deutschland

Heute	Mi	Do	Fr	Sa
2° 2°	4° -1°	4° -2°	6° -1°	9° 1°

wu

easyjet.com

easyjet

Buchen

Flugstatus

Online check-in

Kontakt

Gepäck

Flugziele

e

Feedback

Cliqz.com

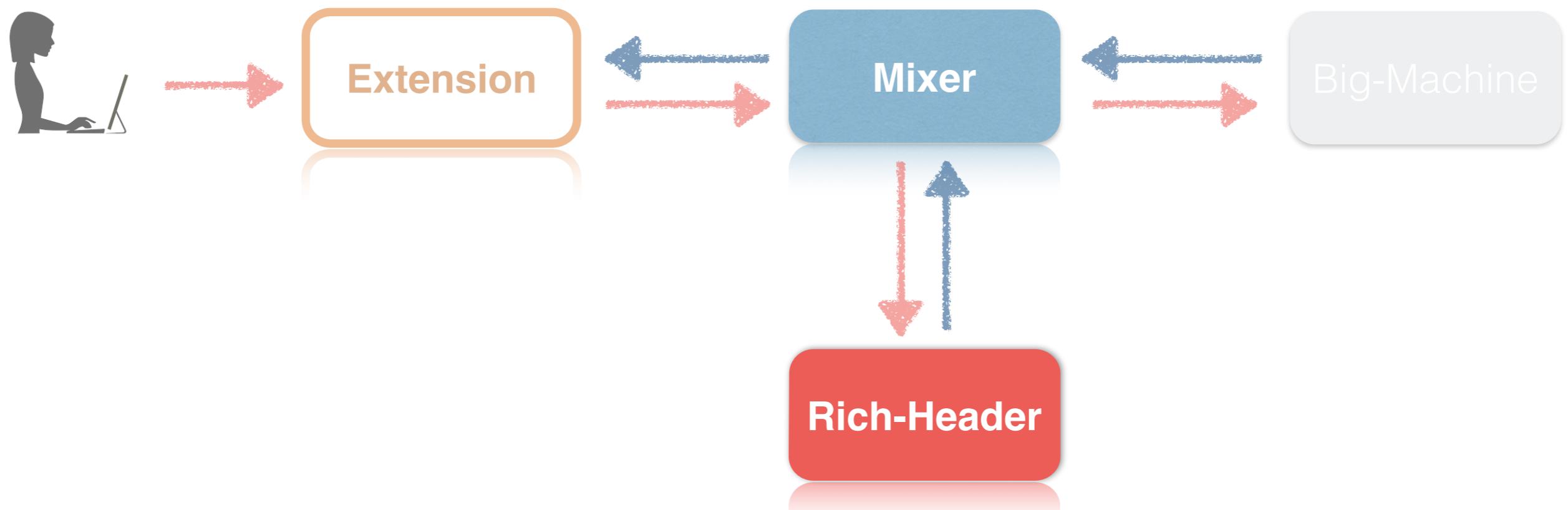
CLIQZ

STOP SEARCHING. START SURFING.  
Fast, private, direct. See results as you type.

Common Questions Give Feedback About Us Jobs Privacy

f t

You will work with this on **Monday - Hackday**



Returns: instant, rich answers  
Fast iteration to handle new types of data

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## **Part one:**

- 1 - Install the extension and try it out
- 2 - Fork the extension code, and install your own NewUI version
- 3 - If that was you developing the extension:  
a) what would you change? b) what are the difficulties?

## **Part two:**

Requirement: when users query your name, the extension shows your profile.

Please write code in the front-end to do so.

*Note: you can choose to have the data coded inside the extension, or from the rich-header.*

Guide to the exercises (1h)