



**{Optim}**

## **Animated Browser tab**

**OSK n°: 20110634**

### **Specifications**

**v0.3**

Version	Date	Redactor	Modification
0.1	08/10/2012	Julie Prieur	Creation
0.2	11/10/2012	Laura Bono	Add perimeter & user stories
0.3	23/10/2012	Laura Bono	Change display text message

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# 1 Presentation

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## 1.1 Objectives

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Make the member go back on site to check incoming activity.

Even if a member is online, he might not see slide up on site as he can have several tab opened.

We need to inform online member that his profile is receiving activity; this information should be available even if the tab is not active.

## 1.2 Key Analytics

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We'll check :

- Duration of session, check that it's not decreasing
- Increase of activity (display of visit list & visit to other members), favorites, etc. all activities
- Increase of mutual visit, wink/flash, email.
- Profile views per session

## 1.3 Perimeter

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We'll test the project first on:

- [www.meetic.fr](http://www.meetic.fr)
- No AB Test

## 1.4 Constraints

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Technically, we can't know if the tab is active or not.

Information displayed on the tab will not be reset by clicking on the tab, it should be an action on site that reset information displayed on the tab.

*[This project is part of "New Meetic", so in phase 2, we'll have to handle a new fav icon for Meetic FR only → when we'll have the new header with the new logo]*

## 2 Existing & Benchmark

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### 2.1 Existing tab for our brands

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### 2.2 Benchmark

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For applications installed by the user it's "easy" as the user has authorized the application so there is no security issues, the application can do almost what it wants.

In the screenshot below, Skype is blinking + adding a counter in the toolbar of the user.



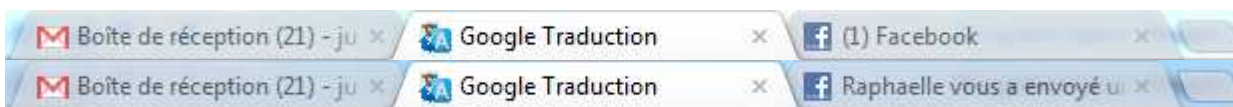
We would have liked to for example that kind of effect to animate the browser tab:

- Blinking (like Skype) = **technically not possible**
- Message turning (like on Facebook) = **OK**
- Change color background of the tab = **technically not possible**
- Animate only the logo = **technically not possible**
- Add an animated counter = **OK**
- Mix logo and counter, logo turning with counter updated = **technically not possible**
- Change the color of the police = **technically not possible**

Unfortunately, on the browser we can't do exactly what we want (for user's security purpose) and we are very limited – furthermore to be compliant with all browsers.

So the only way to animate the tab would be to change the title by adding a counter or changing the title when incoming activity.

Here's an example of what we can do and is already available on Gmail (counter) or Facebook (counter + message in the title):



> Therefore, we'll try to implement approximately the same behavior on our site.

## 3 User stories

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The tab will be updated in 2 different ways:

- 1/ a counter will appear, counting all new visits =
- 2/ a message will be displayed for incoming message or IM. =



### 3.1 Visit counter

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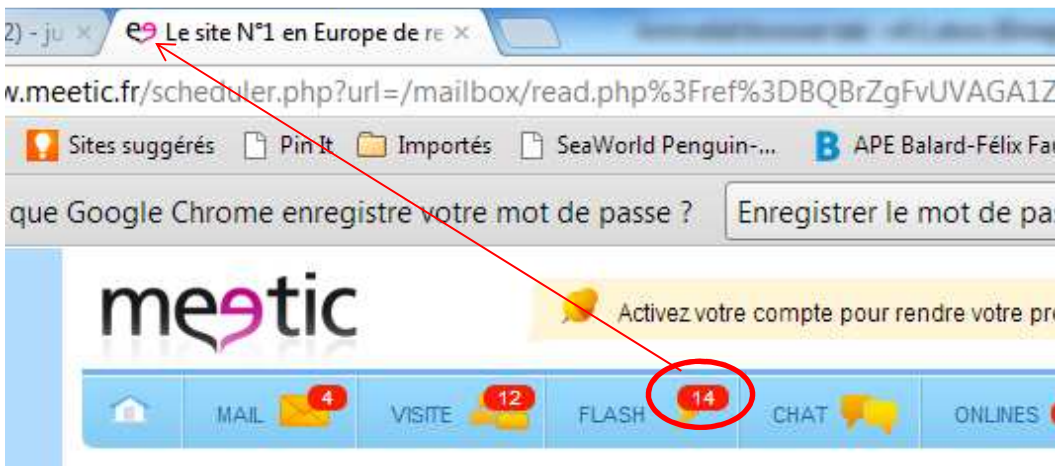
#### 3.1.1 I log in and my visit counter is not empty

When I log in if I've received 1 visit or more since my last session, there is a counter in the header of the site that displays the number of visits received.

If this visit counter is not empty, we will display the same number in the title of the site just before the default title.

Ex: my visit counter in the header = 14, then I'll see in the title (in the tab):

*(14) Le site N°1 en Europe de rencontres et de chat entre célibataires – accès gratuit.*



This way we will be 100% coherent with the counter we have in the header

#### 3.1.2 I receive a new visit

While I'm browsing the site Meetic – or even another site in another tab – a member is visiting my profile. The counter in the header will increase +1, so will be the visit counter in the title as it's the same value.

So each time I receive a new visit on my profile page, the counter (in the header & in the title) is updated and increases.

#### 3.1.3 Reset the counter

As soon as I click on the visits list (*/search/visit.phtml*), my visit counter is reset.

So the counter in the title (tab) disappears and also the one in the header (*current behavior*).

## 3.2 Text message

### 3.2.1 I receive a new email

While I'm browsing the site Meetic – or even another site in another tab – a member sends me a message. In order to highlight this incoming activity a new message is displayed in the title of the site:

- UK : [You received a new email](#)
- FR : [Vous avez un nouveau message](#)



We will display alternatively the default title of the site and this new message (same as Facebook).

We will not change the text even if more than 1 message has been received.

>> We have to find a good compromise on the time we display title & new message → a bit faster than Facebook. [This should be tested and validated live as soon as it's implemented]

### 3.2.2 I click on the mailbox

As soon as I click on the mailbox (/mailbox/index.php) we stop displaying the new message "You received a new email" in the title of the site – only the default title is displayed.

Otherwise the new message is still displayed. Clicking on the mailbox is the only way to make it disappear.

### 3.2.3 I receive a new IM message (chat)

#### 3.2.3.1 The chat popup is closed

While I'm browsing the site Meetic – or even another site in another tab – a member sends me an instant message (IM). At that moment the menu "Chat" in the header is blinking (*current behavior*).



If I'm browsing another site, I won't see this blinking so to highlight this incoming activity, we will display a new message in the title of the site at the same moment:

- UK : [You received a new IM message](#)
- FR : [Vous avez un nouveau message chat](#)

The display will be the same as the one defined for a new email.

We will not change the text even if more than 1 IM has been received.

#### 3.2.3.2 I open the chat popup

As soon as I click on the header « Chat » it opens the chat popup and the menu stops blinking (*current behavior*) – so at the same time we stop displaying the new message "You received a new IM message" – only the default title is displayed.

#### 3.2.3.3 The chat window is already opened

Currently, if my chat window is already opened and another member sends me an IM, the menu doesn't blink while I'm on the popup. But if I'm not (browsing Meetic main window or another site...) then the Chat menu blinks again.

>> We want to have the same behavior for the display of the message in the tab = display it until I click on the chat popup.

### 3.2.4 I receive an email + chat

If I receive an email and a chat at the same time, priority will be given to incoming email for the display in the tab.

### 3.2.5 I receive a visit + email or chat

If I receive a visit and an email or a chat at the same time, we will combine the 2 displays in the title but in 2 steps :

- The counter should be displayed only on the default site title
- The text messages are displayed a part / alternatively with the default title.

Ex: I receive 1 visit and 1 email – I'll see in the title of the tab (alternatively)

- "(1) *Default title of the site*"
- " You received a new email"

1. If I click on my mailbox, then only the counter (1) is displayed in the tab.
2. If I click on the visits list, then the default title is displayed.
  - The counter and the specific message have disappeared

Same behavior if I receive 1 visit + 1 chat.

## 3.3 Configuration

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Define a new value in the configuration of the site to activate or not the project.

This is necessary to do an AB Test – as described on [1.3](#)