



## *Release Notes*

1.0	Nov 9 2015	Juwei Huang	Initial version
2.0	Nov 13 2015	Juwei Huang	Add “add-on” recommendation Refine layout details Add user story Add notes with concern Mark “Nearby location” & “Calender event recommendation” as TBD

## New tab overview

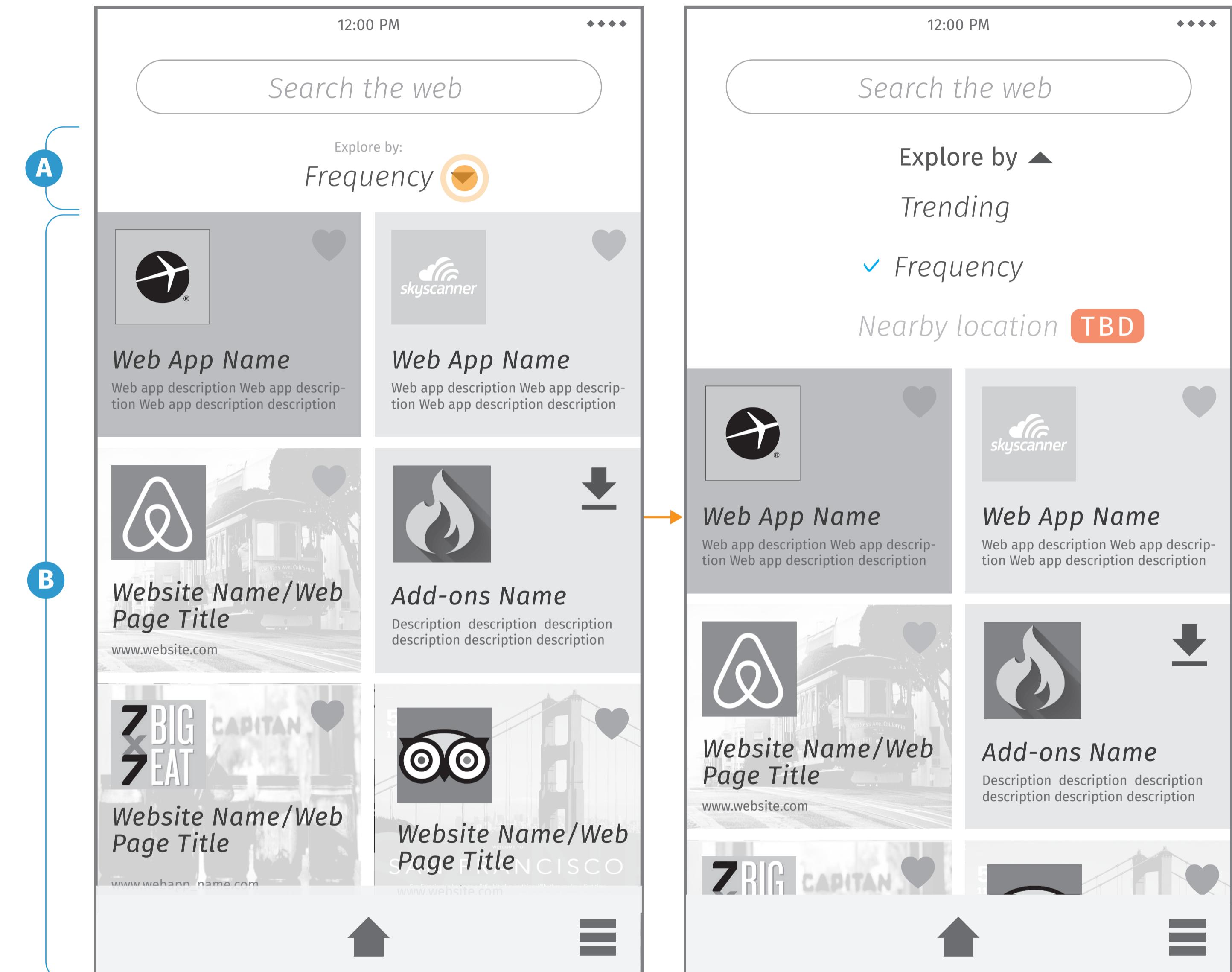
The New Tab offers an opportunity to help the user quickly get to content that they frequently use, see sites relevant to their interests and context, or discover sites and content that may be well suited for the user but they didn't know about.

### A Explore by different type: Explore the content based on

- Trending
- Frequency
- Location **TBD**

### B Recommended content: includes web app and website.

*\*Web page & articles recommendation will depend on UP project*



## Explore by Trending

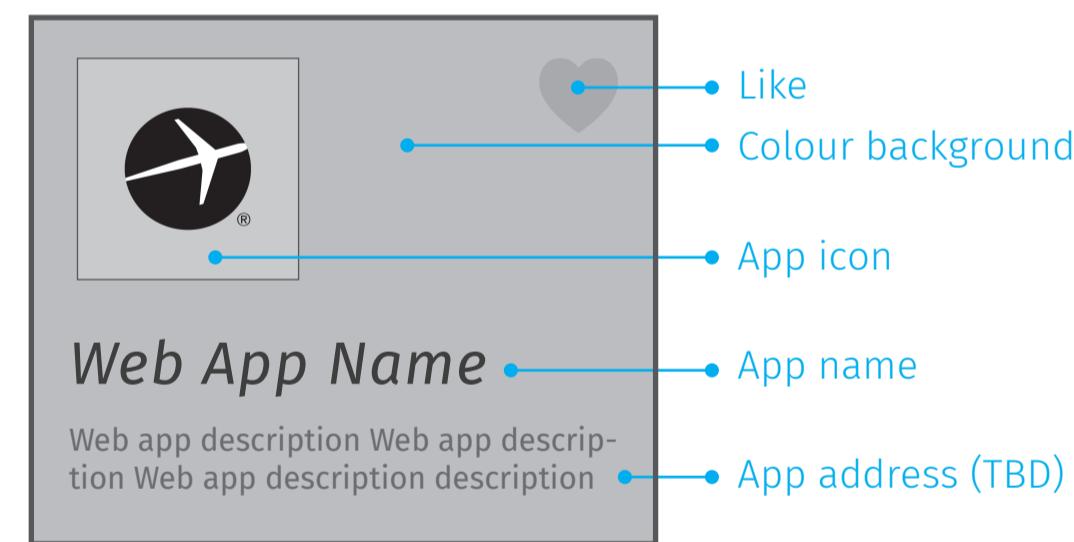
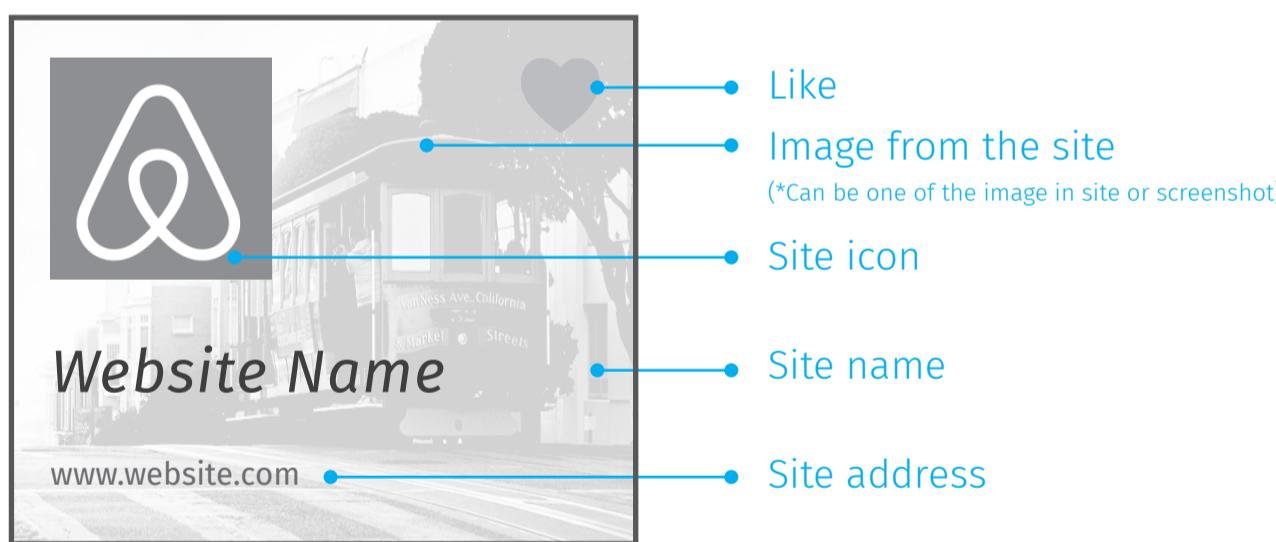
Includes the recommendation from popular and timely app/site where users can explore unknown content with surprise.

### 1. Popular site/app

User story: As a user when I open a new tab I would like to see popular sites with relevant content to me that I do not already have pinned.

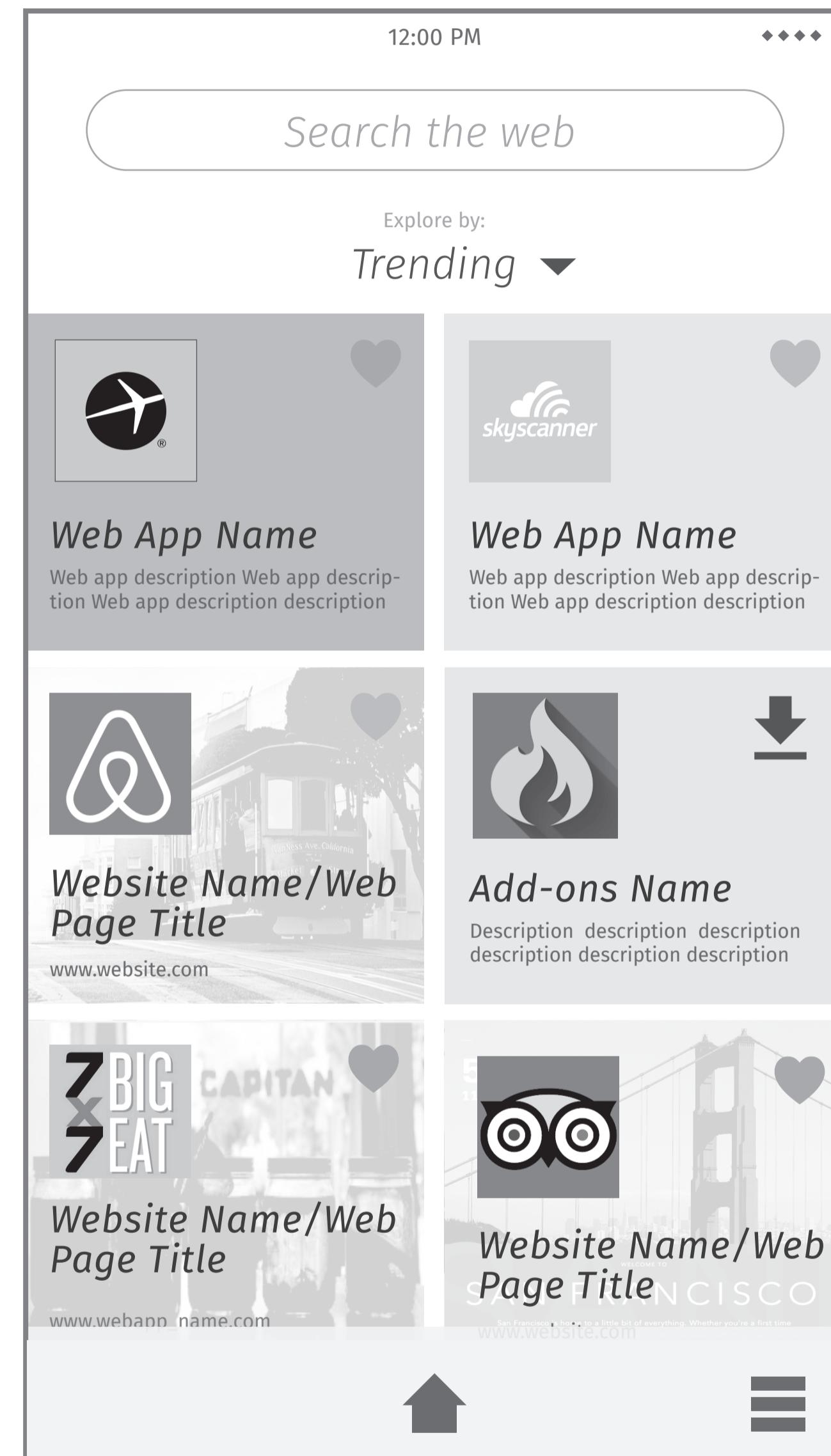
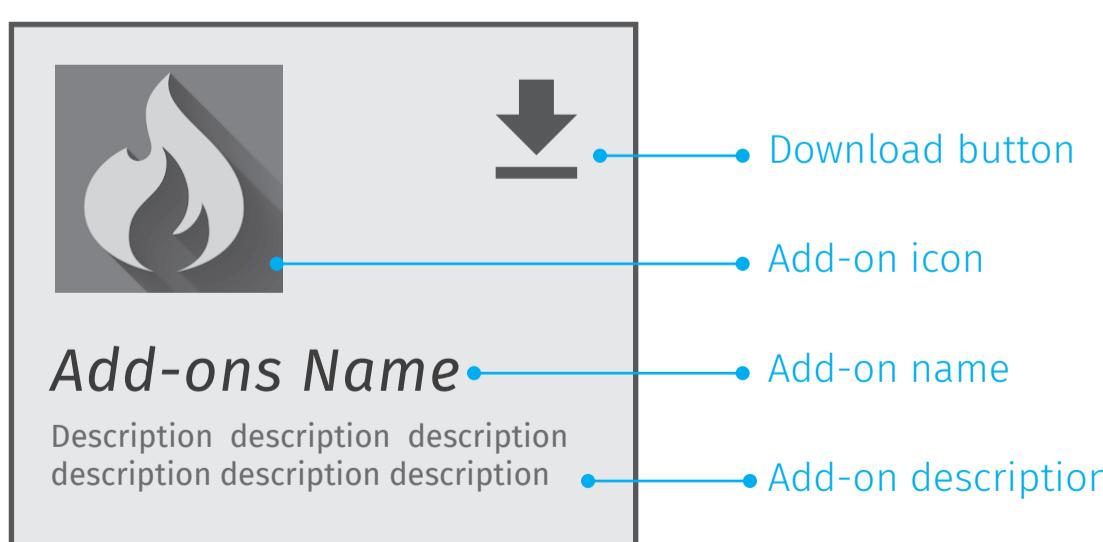
### 2. Timely site/app

User story: As a user when I open a new tab I would like to see trending sites with relevant content to me that I do not already have pinned.



### 3. Add-ons

Popular add-ons can be promoted in here too.



## Explore by Frequency

This area contains the content based on user's personal interest and desire. The type of the content can be vary:

### 1. Frequently Used app/site

User story: As a user, when I open a new tab, I would like shortcuts to sites that I am more likely to visit so that I don't have to type in the URL.

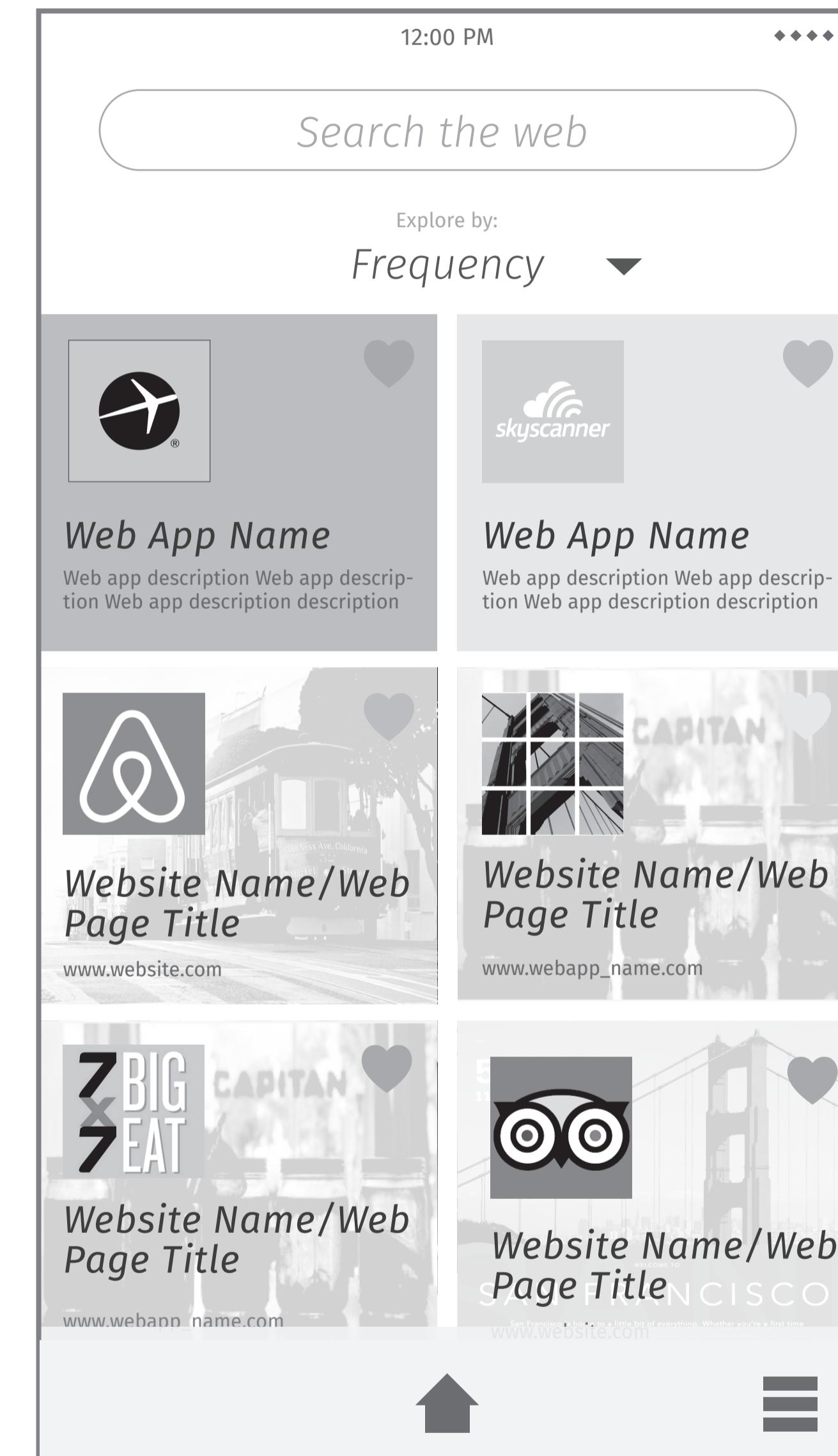
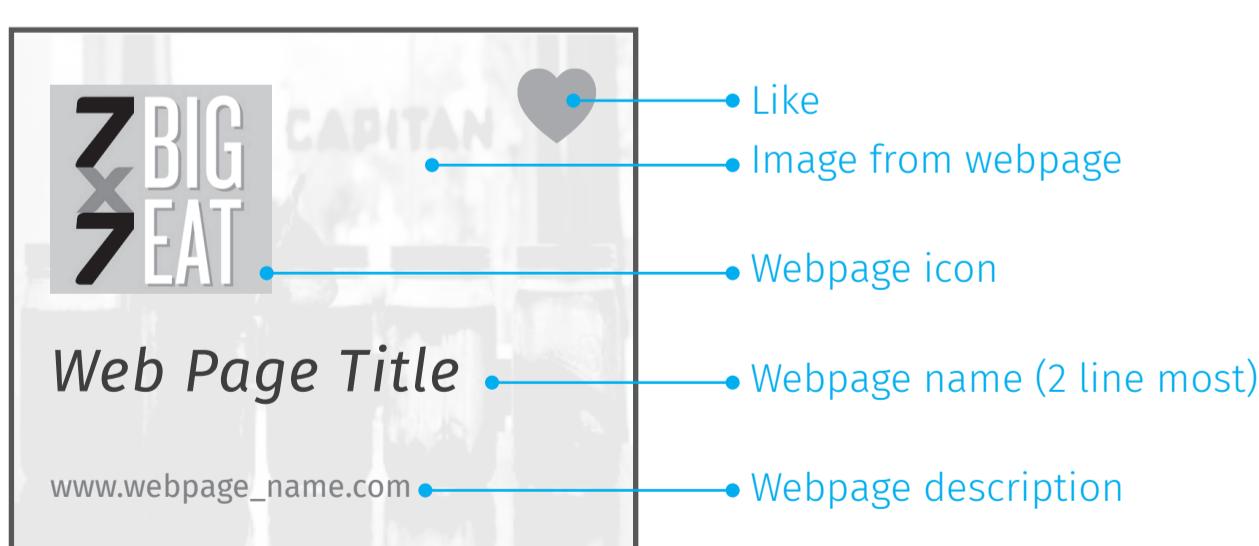
### 2. Recommended Sites/apps for You

User story: As a user when I open a new tab I would like to see sites that are relevant to me that other people like me also use that are not obvious.

### 3. Suggested Content (Articles or 3rd party)

\*From Up project

User story: As a user I would like to be suggested content (not just website) that are relevant and timely such as articles or social network updates.



## TBD: partner dependency

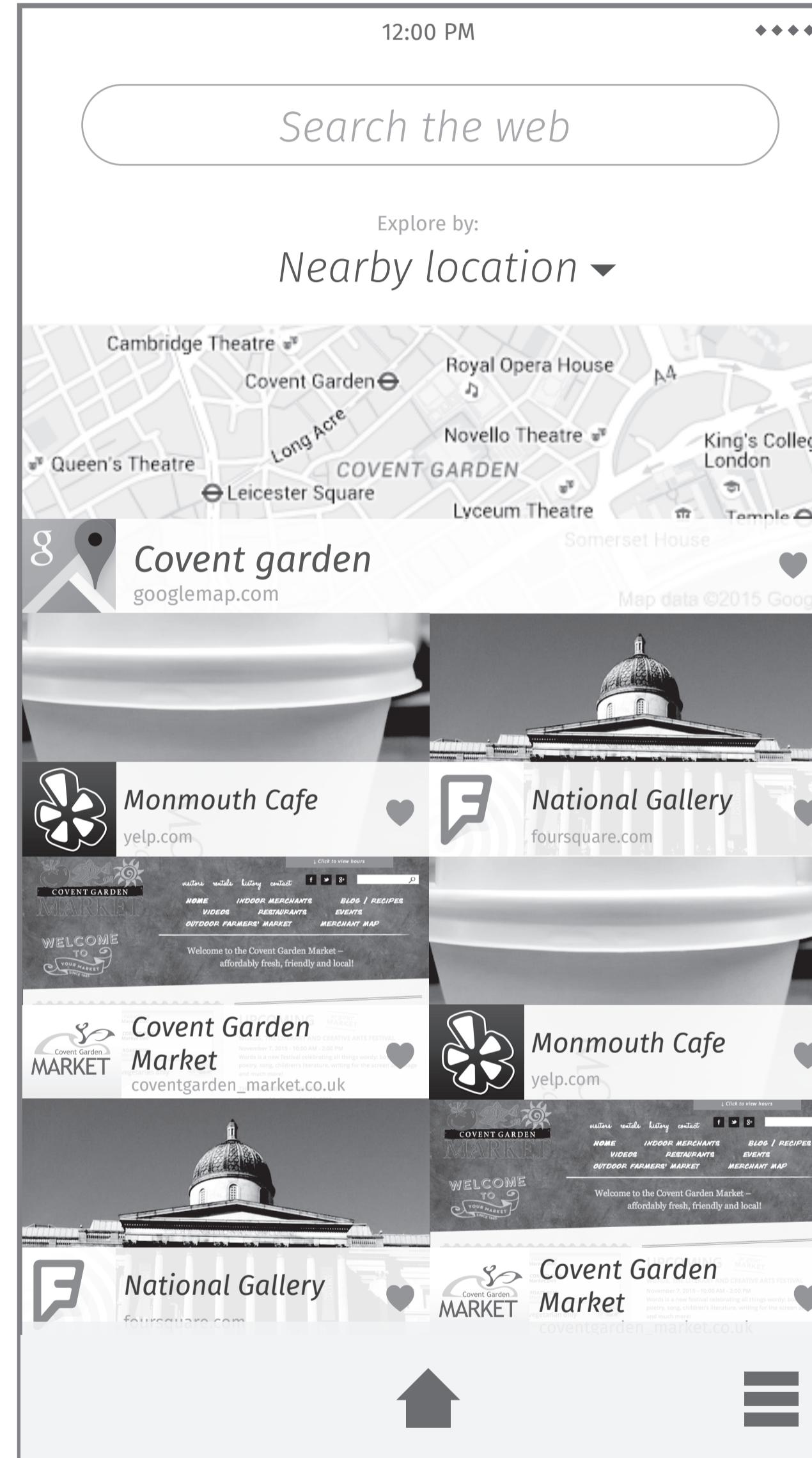
Content Discovery | New Tab

### Explore by location

Push content related to specific locale and close by activities

User story: As a user I would like to see location specific content relevant to activities that I may do in that area such as dining, drinking, transportation.

- Promote activities nearby, eg., Events in design museum, show design museum website
- Promote restaurant nearby, eg., Show restaurant website.
- Promote location aware app and show in-app search result, eg., Show Monmouth cafe near current location in Yelp app.



## Like/dislike web content

Learn about sites or Interests user don't like (or Swipe to filter out disliked content)

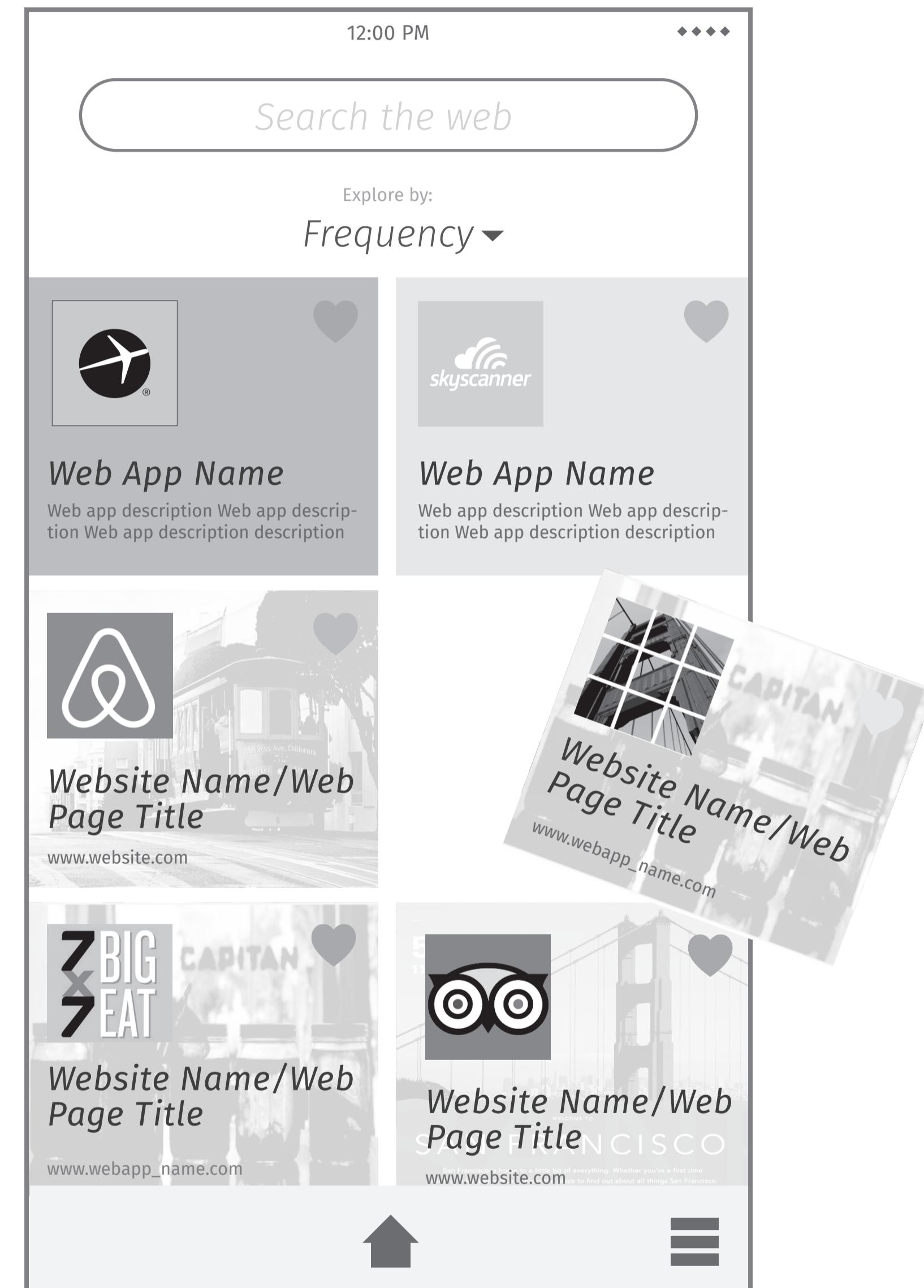
User story: As a user I would like to be able to fine tune recommended sites by expressing like/dislike(dismissal or removal) of content I don't want

### Interaction:

- Swipe to dislike the content. A new content will be filled in afterward.
- “Like” the content to save for later if users don’t have time to check it immediately.

\* Need to check with Core OS team to leverage save-for-later interaction.

\* Need to consider why users dislike the content



TBD

Content Discovery | New Tab

## Content from upcoming event

Push Content Information Relevant to Time (calendar event)

User story: As a user I would like to see specific content relevant to an upcoming event in my calendar such as contact info, location, transportation or travel info.

- \* The event banner will be shown on the top when event is close
- \* Tapping on drop down icon to expand the banner, and the relevant contents will be shown on the screen.
- \* Consider about putting it inside calendar/ or notification :(

