

ABOUT

ALEX LIMI





Google



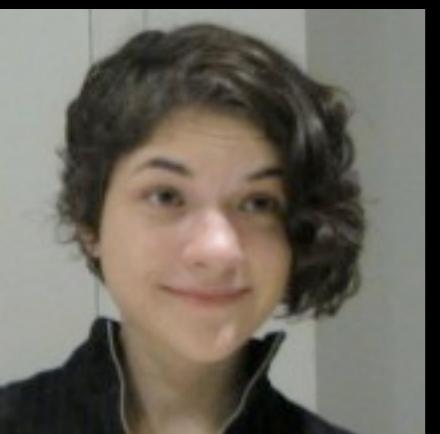
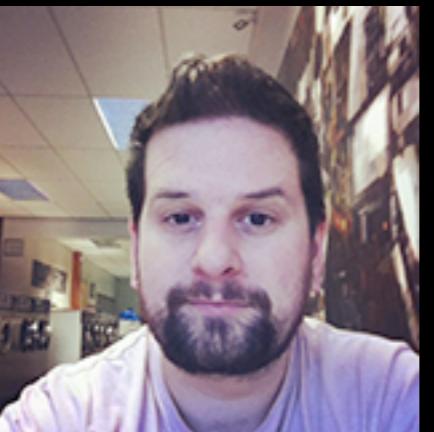


WIKIPEDIA



**DESIGN
MANAGER**

FIREFOX UX TEAM



DESIGN CULTURE



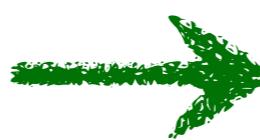
UI → UX

mozilla Labs

TEST PILOT



BENCHMARK



MEASURE

SPECULATION



DATA

OPTIMIZATIONS



PERCEIVED PERFORMANCE

18 MONTHS → 6 WEEKS

DESIGN → PROTOTYPE

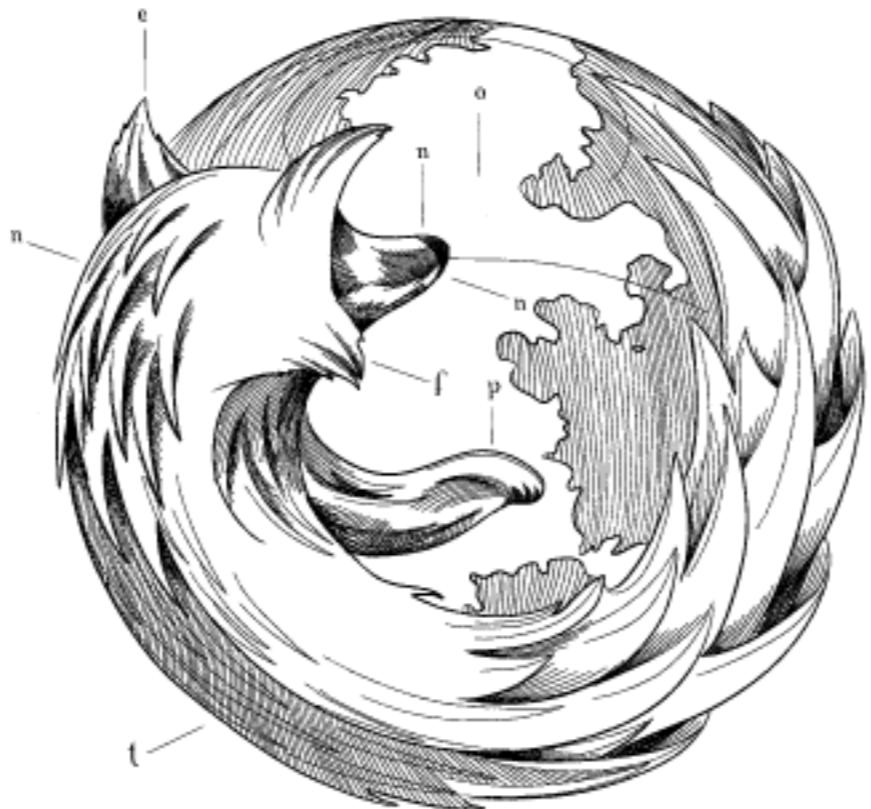
DESIGN then **VERIFY**







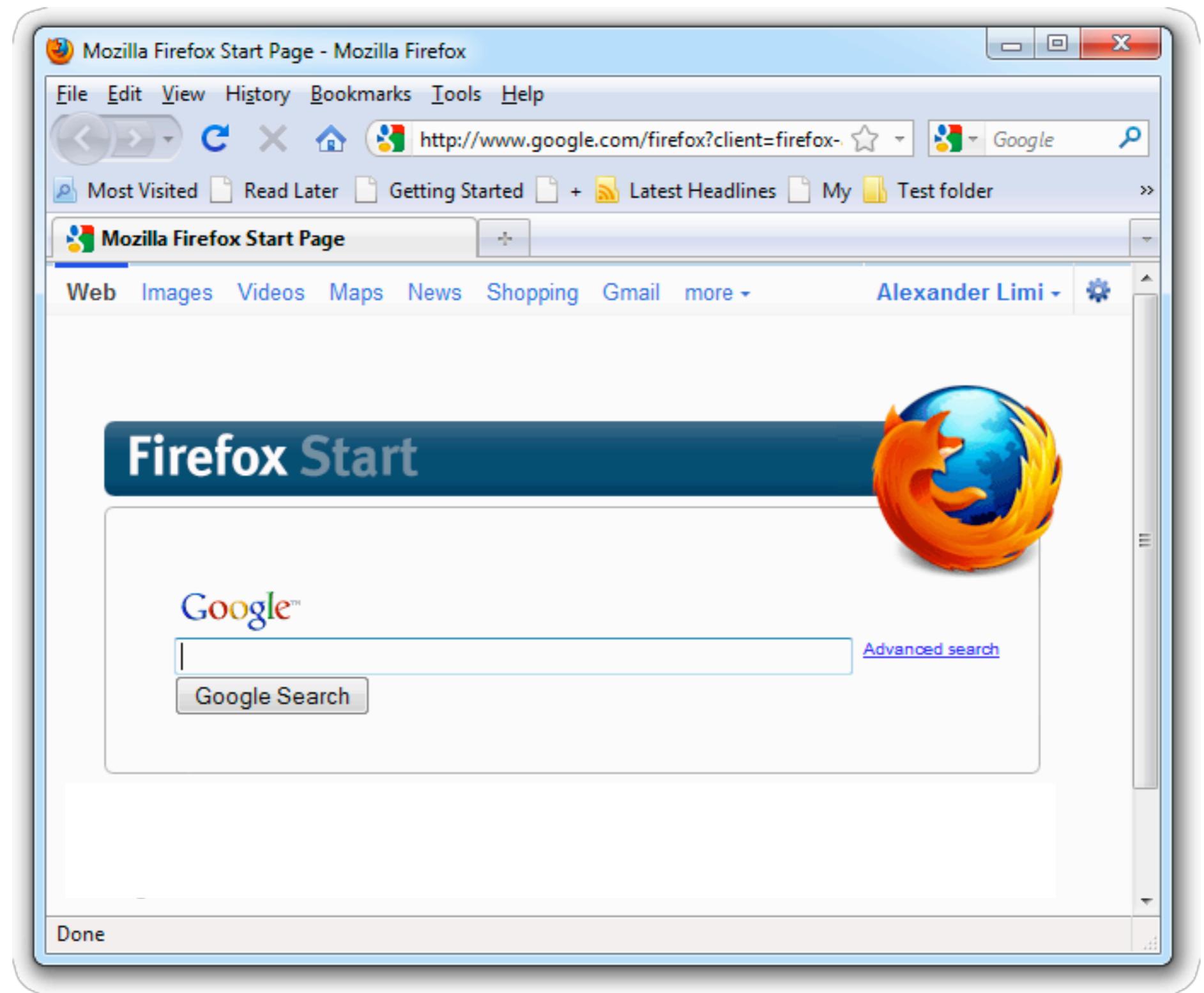
**PROJECT
LEAD**



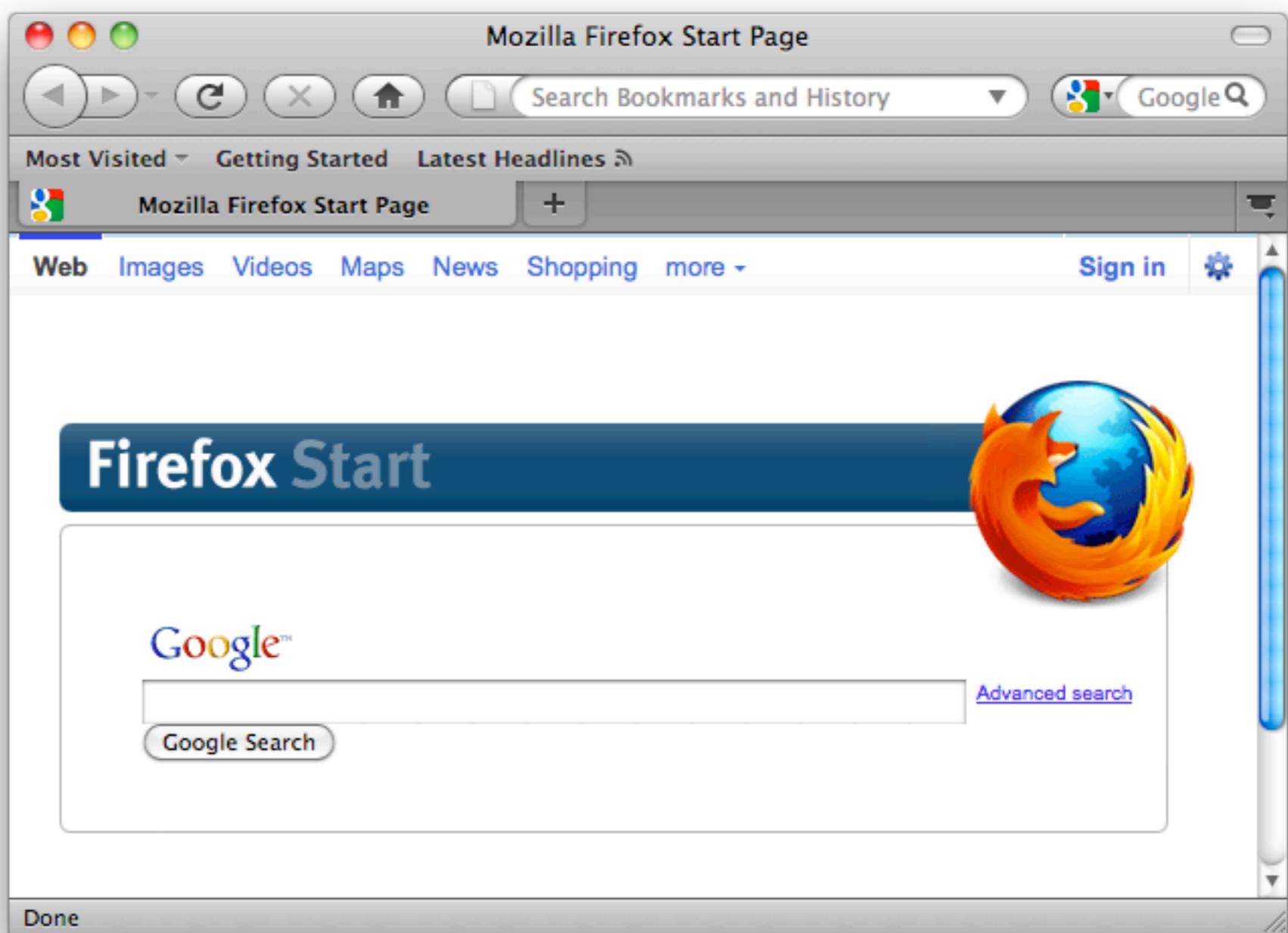
REDESIGN FIREFOX



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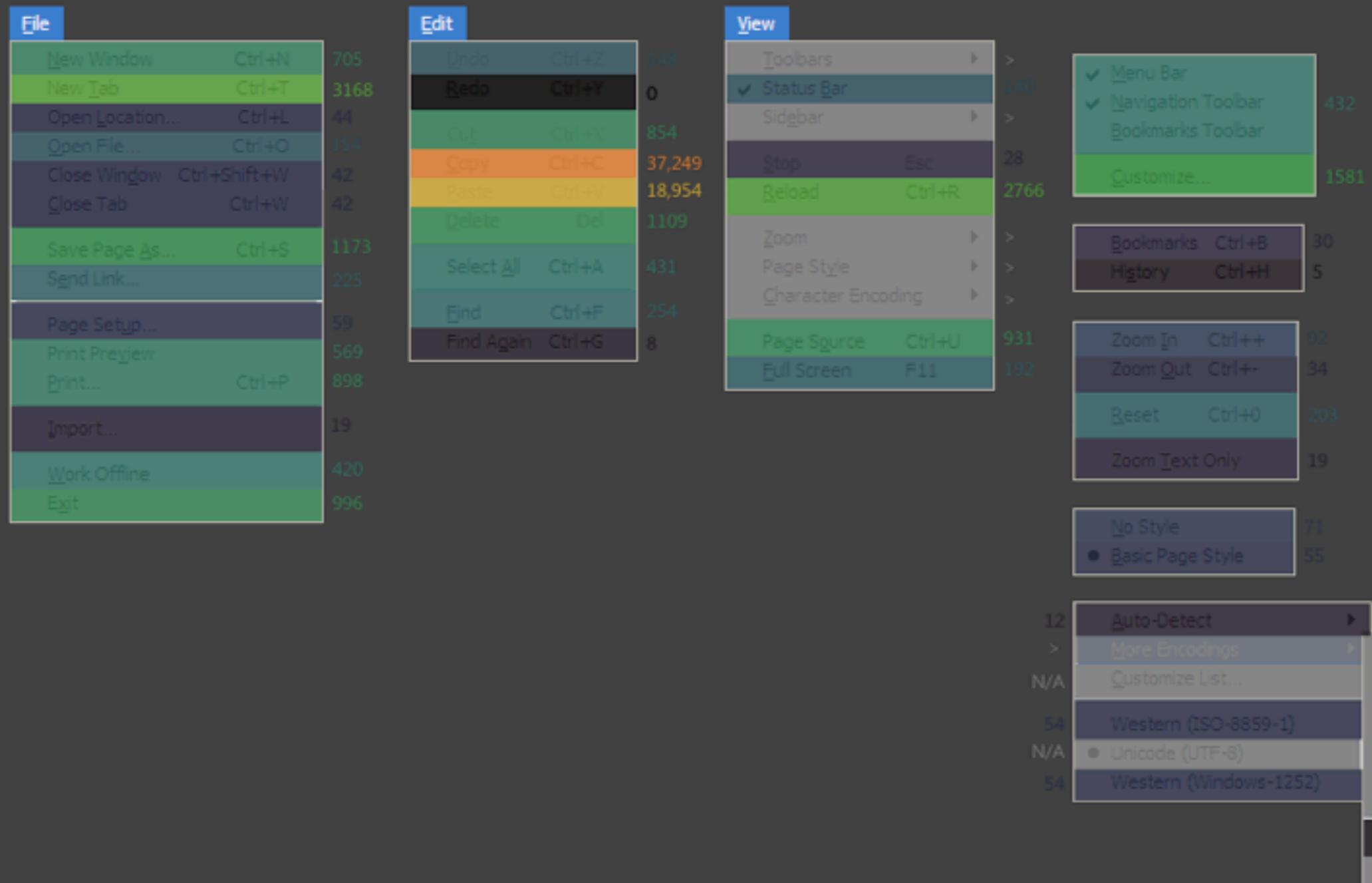
INTRODUCING FIREFOX OS

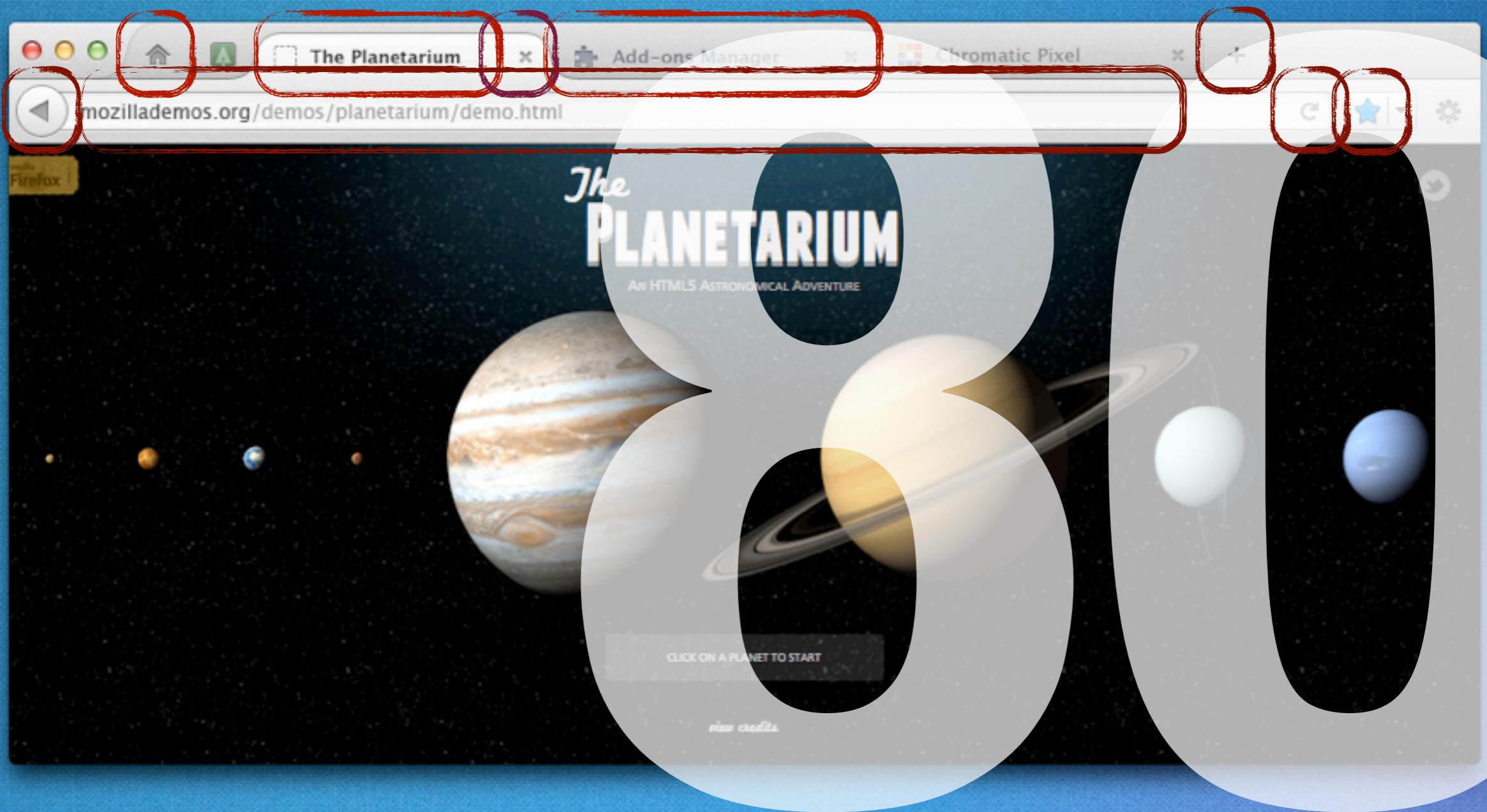


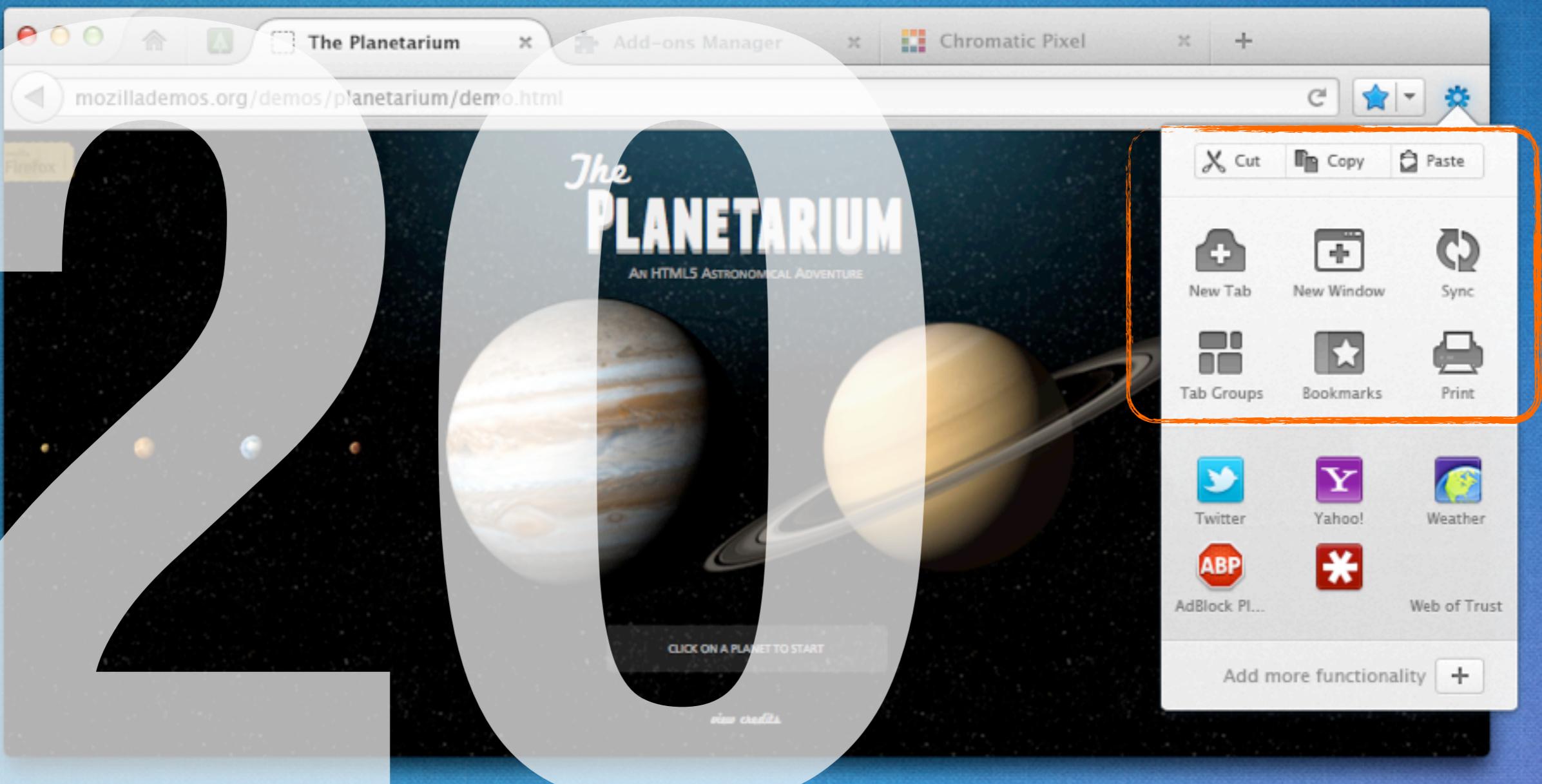
How did we get there?

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.



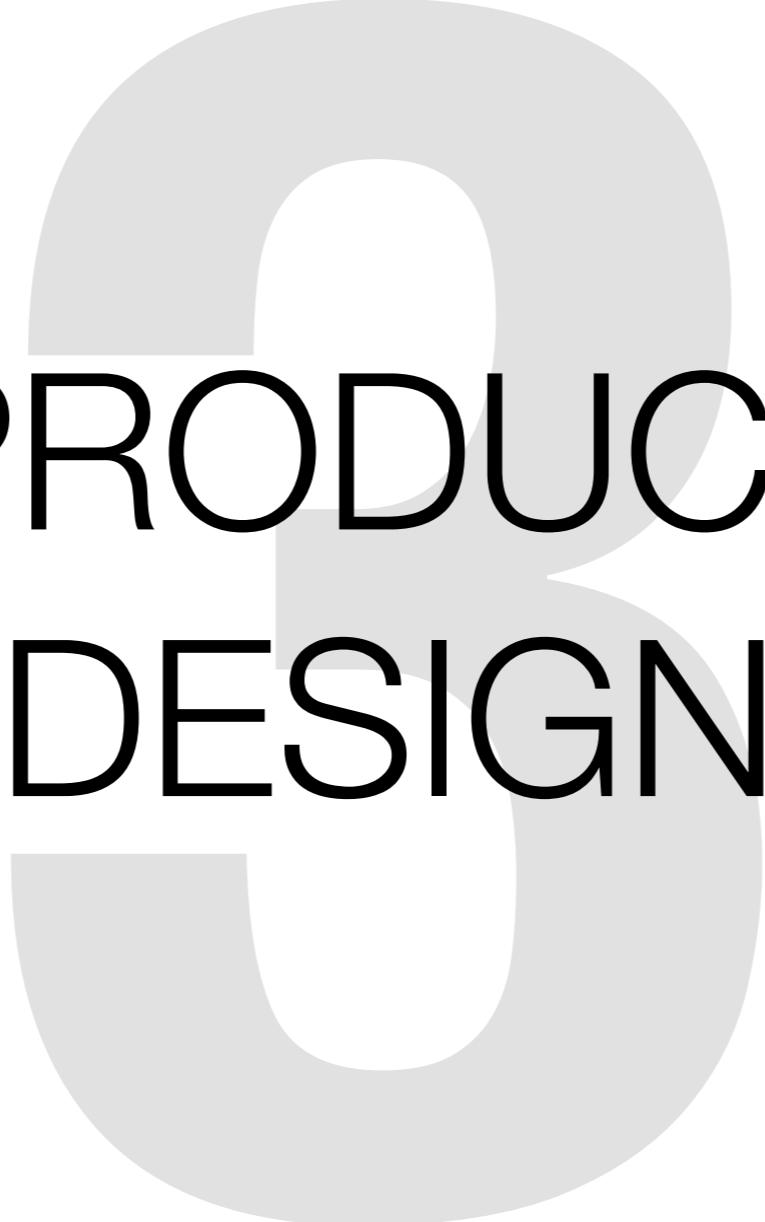






Menu
+ Toolbar
+ Add-ons
+ Customization

= Same UI Concept!



**PRODUCT
DESIGN**

PRODUCT DESIGN STRATEGY



FIRST

400

INCREASE
HIGH SWITCH

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%

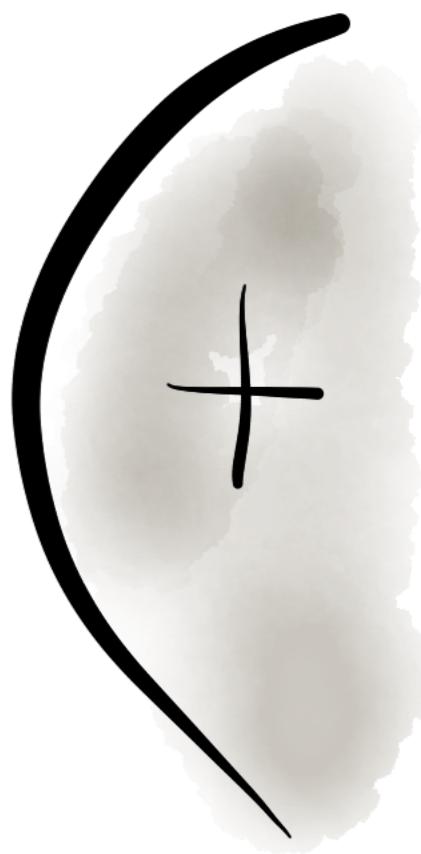
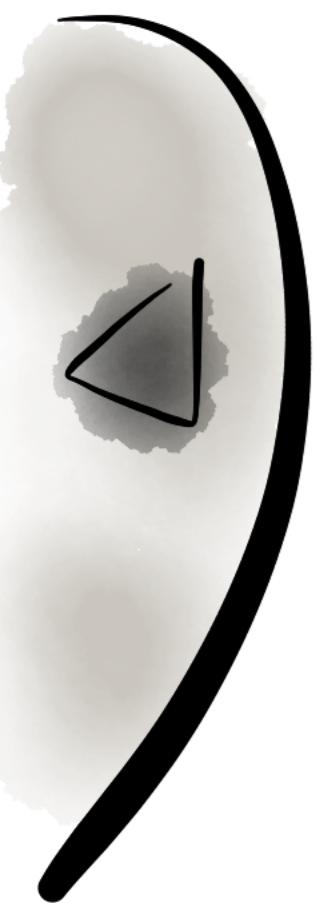
Better ergonomics

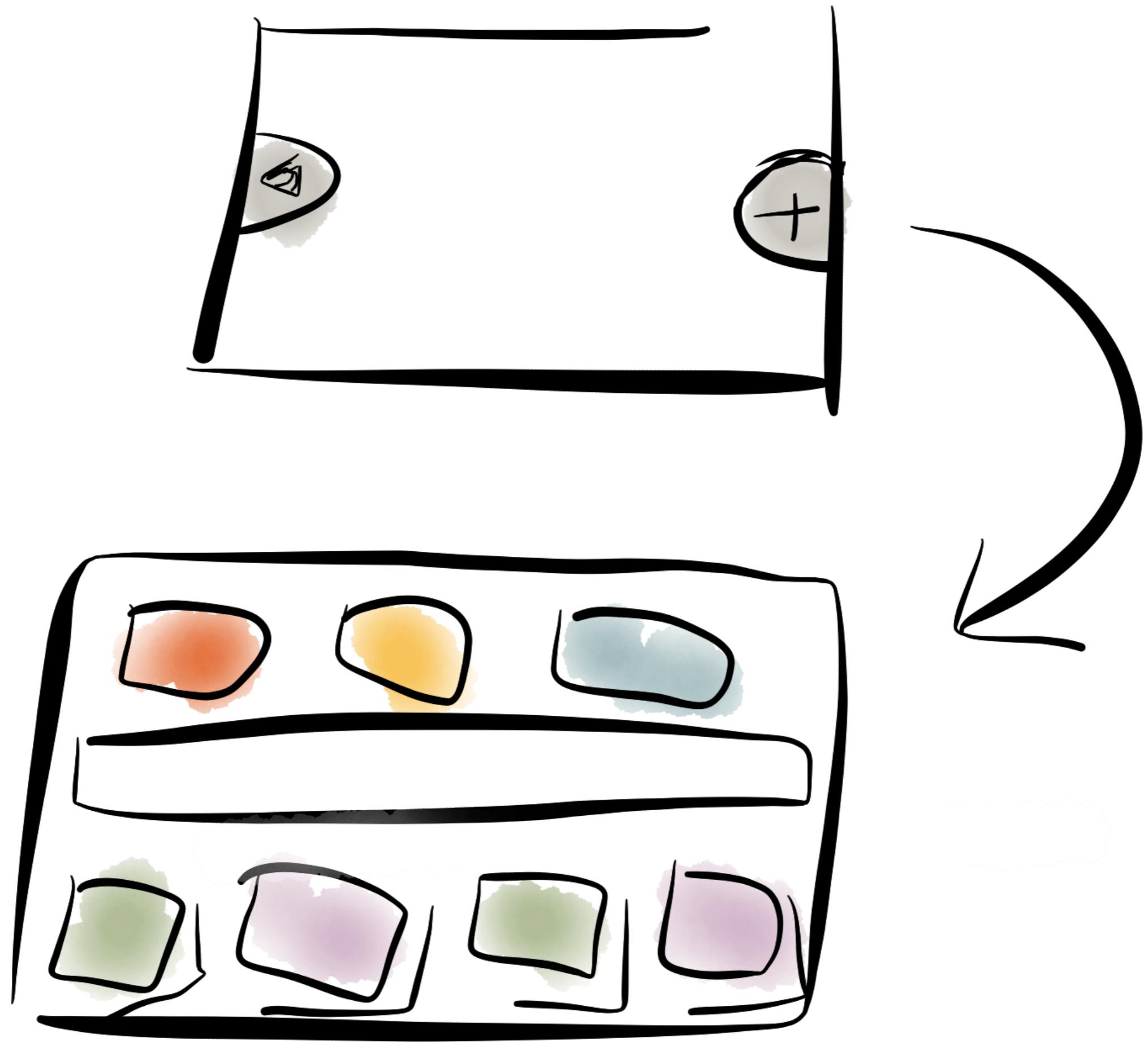
Site-centric, improve site recognition

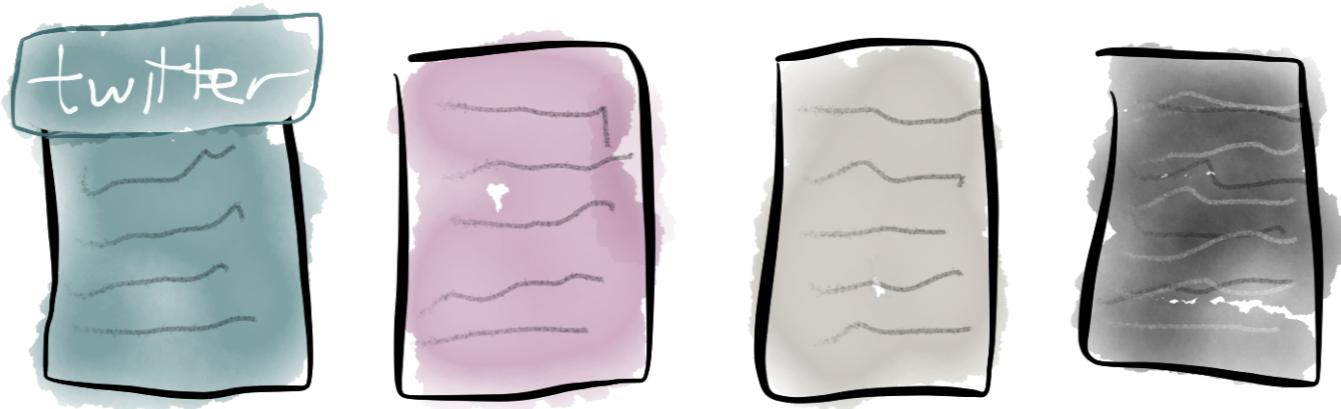
No management UI whatsoever
(no: tabs, numbers, close buttons, URLs!)

As few concepts as possible (Tabs = History)

Make browsing fun & emotionally engaging!







CNN

AMAZON

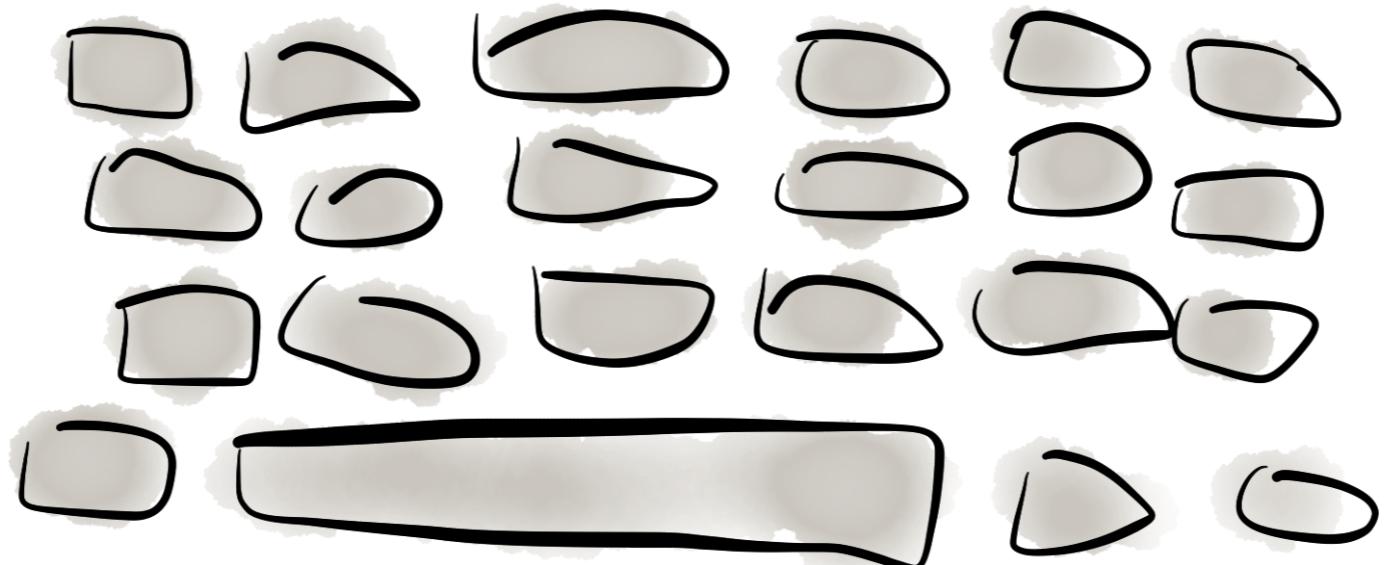
Facebook

VPS

Hulu

NETFLIX

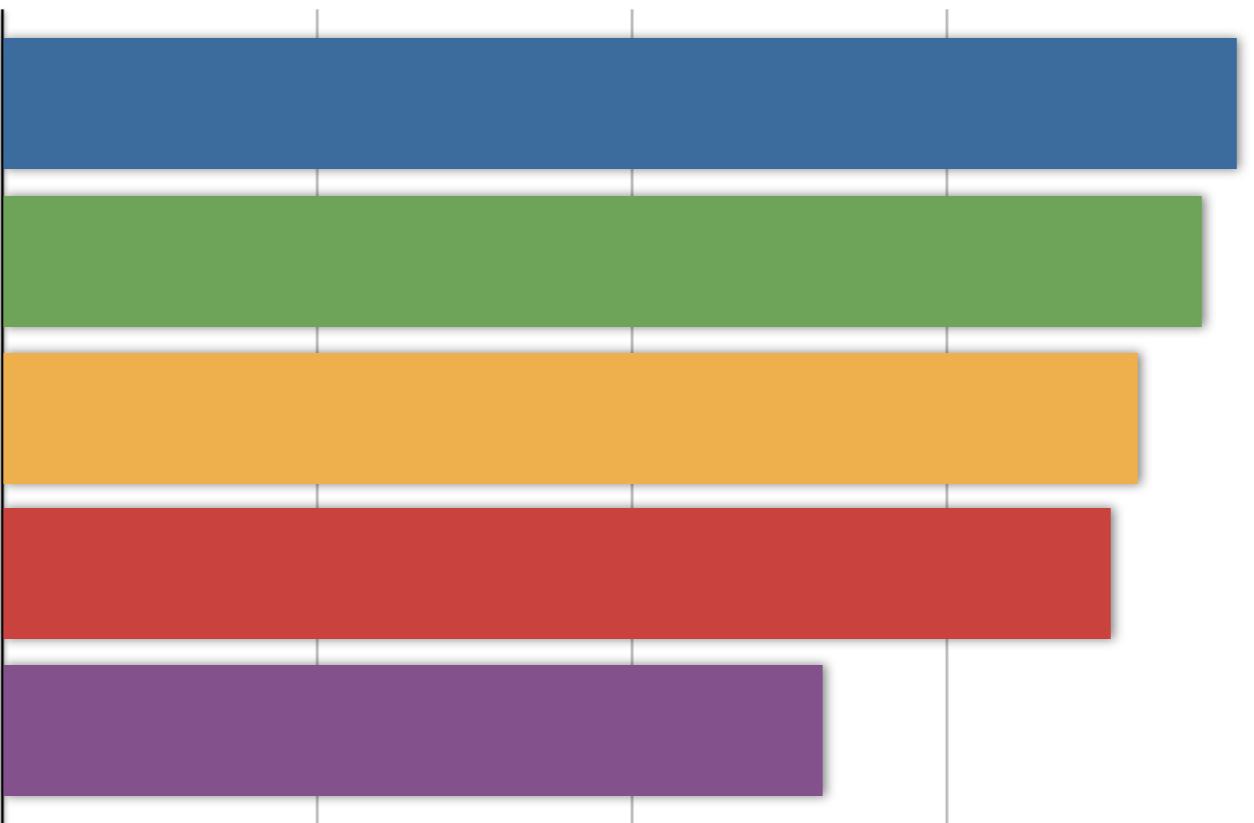
SEARCH / URL





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**