

# Facebook/Messenger Preview Component Update



# Day 1

## Discussion

- Post-BFCM: Channels preview component (Facebook, Messenger) at its current state and related Github issues
- Pre-BFCM: Facebook solution with new content from Adam

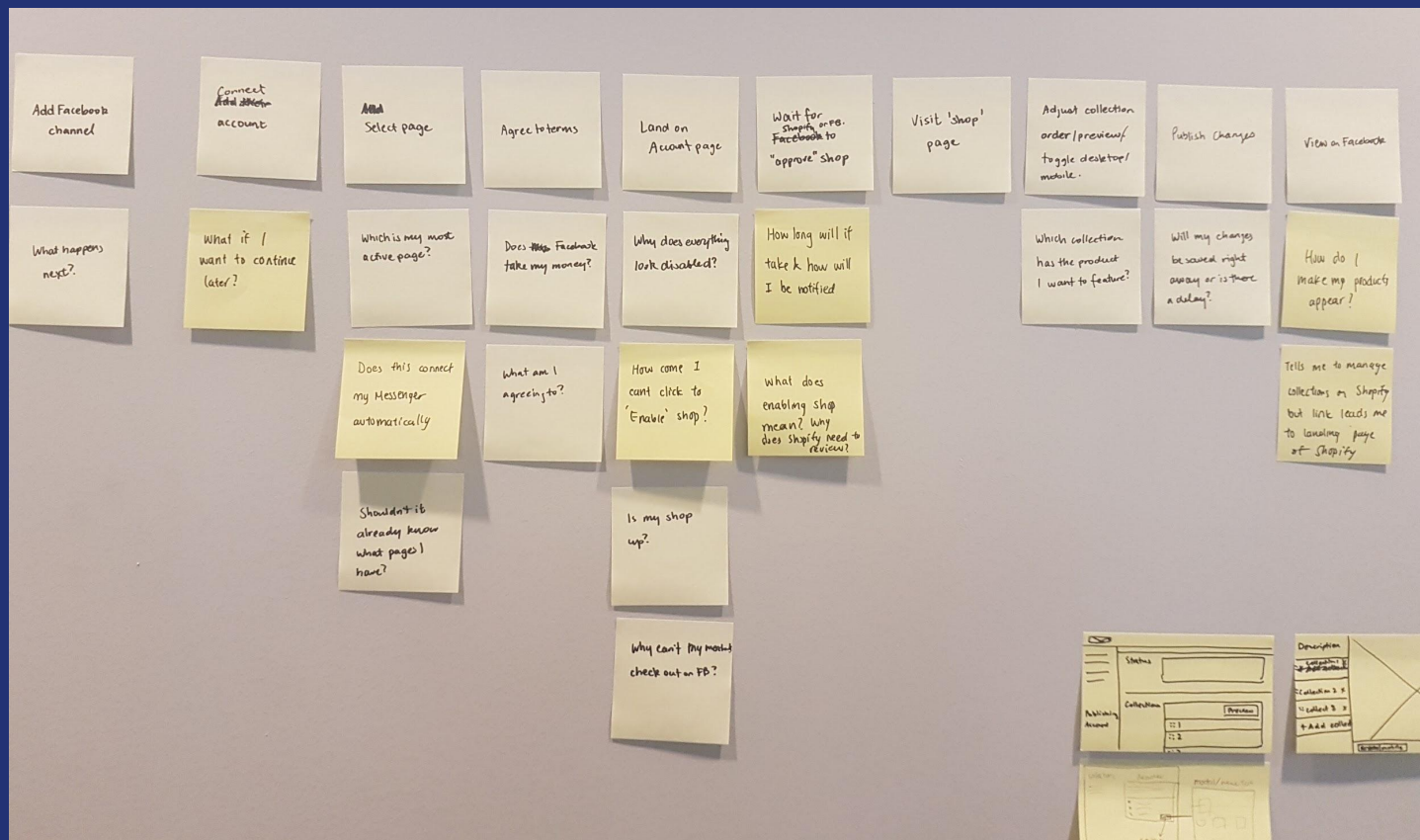
## 3 key takeaways

The preview component (for Facebook) must be

- Responsive & mobile-friendly
- Interactive
- Accurate

# Day 2

# User Journey: Using the Facebook Channel



# Key Merchant Questions

\*  
What does 'shop'  
mean? I'm not  
shopping?

\*  
Is this what it  
actually looks  
like on FB?

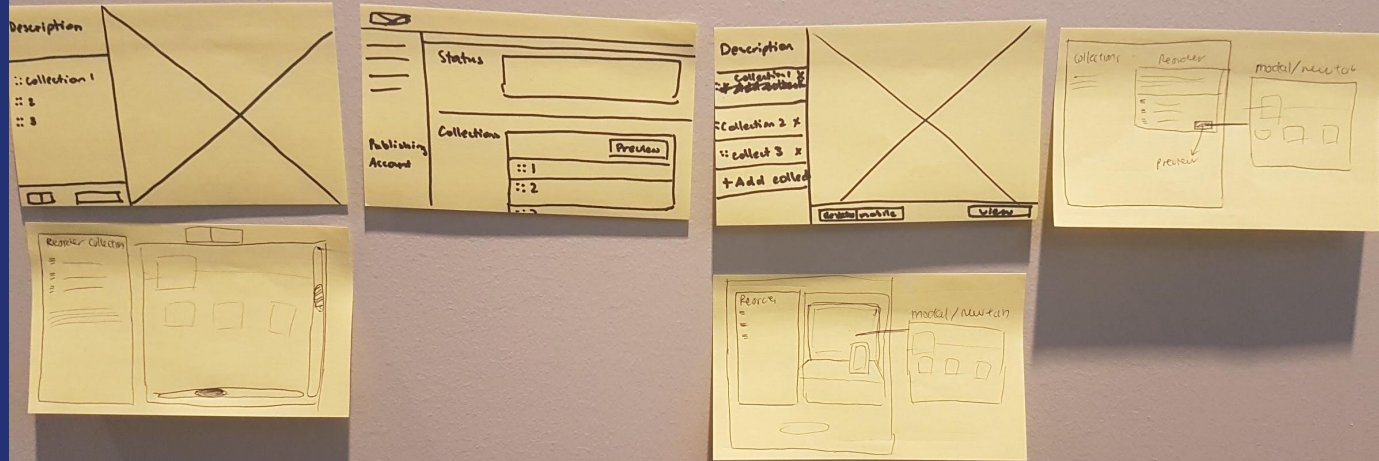
Is it broken?

How can I see  
what it'll actually  
look like before  
publishing?

\*  
Why is 'View  
on FB' giving  
me an error?


\*  
What is the purpose  
of this page. How  
come I can only  
reorder collections?

# Sketching exercise








# Concept 1A: Smart Build





Search





 Home


 Orders 12

 Products


 Customers


 Reports

 Discounts

 Apps

SALES CHANNELS

 Online Store

 Facebook

Settings

Facebook / Example Setting

Cancel

Save changes

Collections you want to include need to be visible to Facebook. If collections marked as visible aren't appearing on your Facebook Shop, try [syncing them](#).


### Reorder collections

Drag collections to reorder them. Products within collections cannot be manually reordered, Facebook arranges them automatically based on user information.


Collection 1

Collection 2

Collection 3



View on Facebook



Macaspac Design

Product/Service

Timeline

About


Shop

Photos

More


Collection 2

See All (2)



Air Jordan 1s Chicago Sticker

\$5.00




Nike Air Max 1 Royal Sticker


\$5.00


For internal use only


# Concept 1B: Device Context





Search


**Helen B.**  
Titan Plus Extreme


 Home


 Orders 12

 Products


 Customers


 Reports

 Discounts

 Apps

SALES CHANNELS


 Online Store

 Facebook

Preview

Publishing

Account

 Settings


Facebook / Example Setting


CancelSave changes


Collections you want to include need to be [visible to Facebook](#). If collections marked as visible aren't appearing on your Facebook Shop, try [syncing them](#).

### Reorder collections

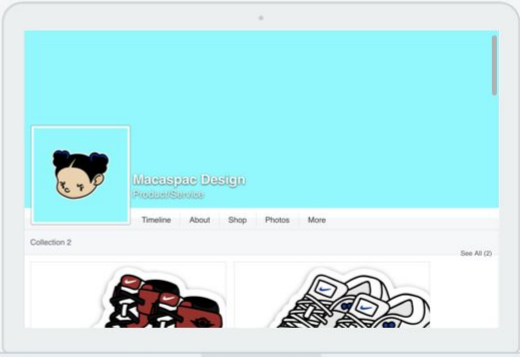
Drag collections to reorder them. Products within collections cannot be manually reordered, Facebook arranges them automatically based on user information.

 Collection 1

 Collection 2

 Collection 3


View on Facebook




MobileDesktop

For internal use only


# Concept 2: Modal





Search





**Helen B.**  
Titan Plus Extreme


 Home


 Orders 12

 Products


 Customers


 Reports

 Discounts

 Apps


SALES CHANNELS

 Online Store

 Facebook

Publishing

Account

 Settings

Facebook / Example Setting

Status

Products that are being published on Facebook, or have errors preventing their publication, are shown here.

Facebook's [commerce policy](#) lists the products that are not eligible to be sold on Facebook.

If you think a product was wrongly rejected, you can [appeal the decision](#) to Facebook.

Reorder Collections

Collections you want to include need to be [visible to Facebook](#). If collections marked as visible aren't appearing on your Facebook Shop, [try syncing them](#).

4 [products](#) are being published to your Facebook Shop . Some products may have errors, or may not yet be visible to customers.

Collection 1

Collection 2

Collection 3

Cancel

Preview

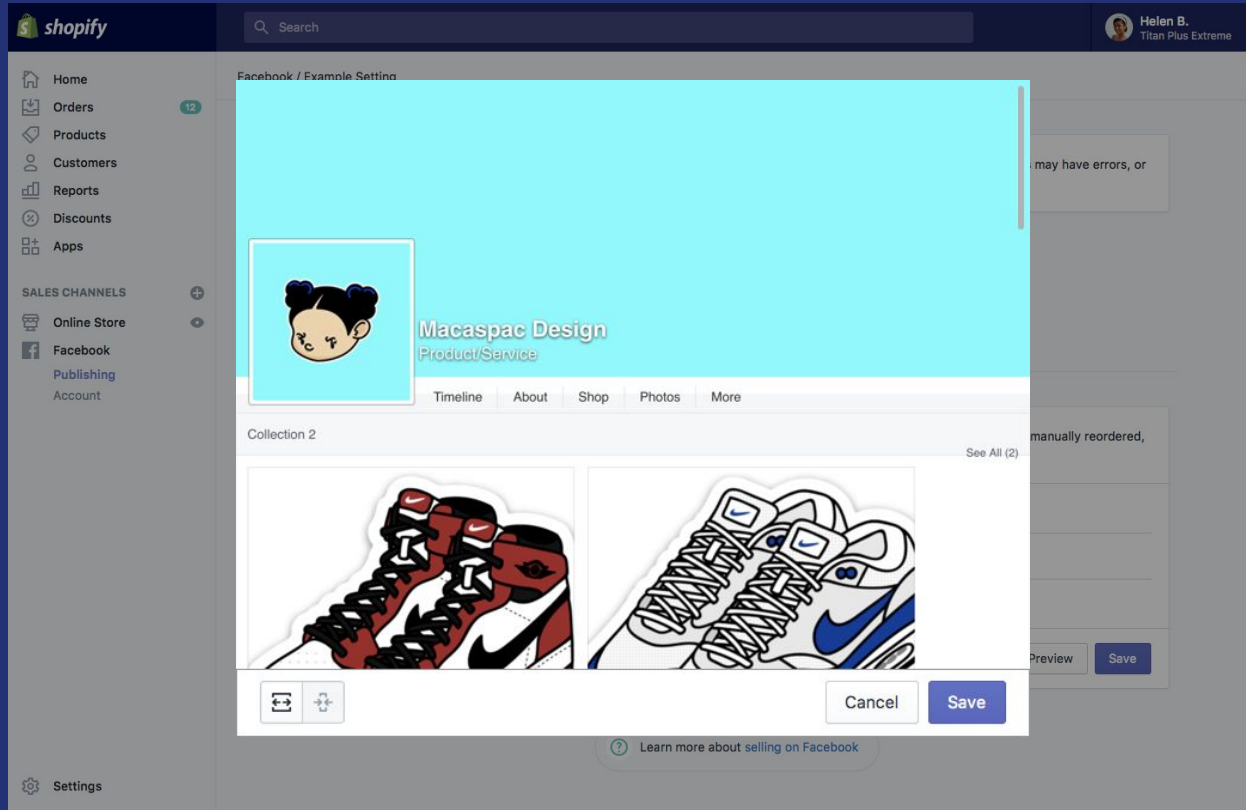
Publish changes

Learn more about [selling on Facebook](#)

View on Facebook

For internal use only

# Concept 2: Modal



# Game Plan

## Game Plan

- Adjust Facebook and Messenger preview components
- Develop a component + set of UX guidelines around preview components that will inform the use of preview components in other channels

# Thanks!

