Facebook/Messenger Preview Component Update

shopify

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Day 1

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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

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3 key takeaways

The preview component (for Facebook) must be

- Responsive & mobile-friendly
- Interactive
- Accurate

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Day 2

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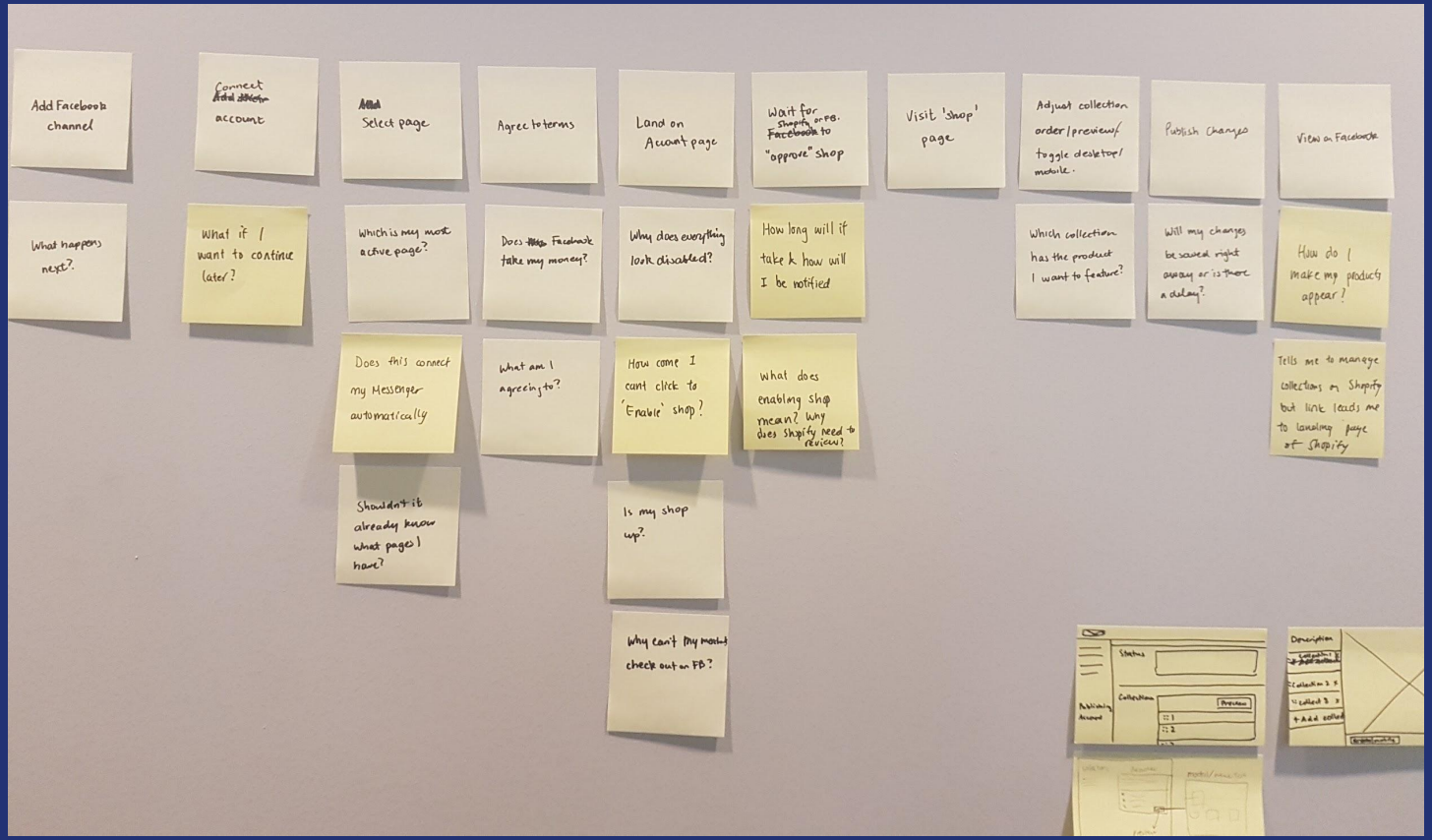
User Journey: Using the Facebook Channel



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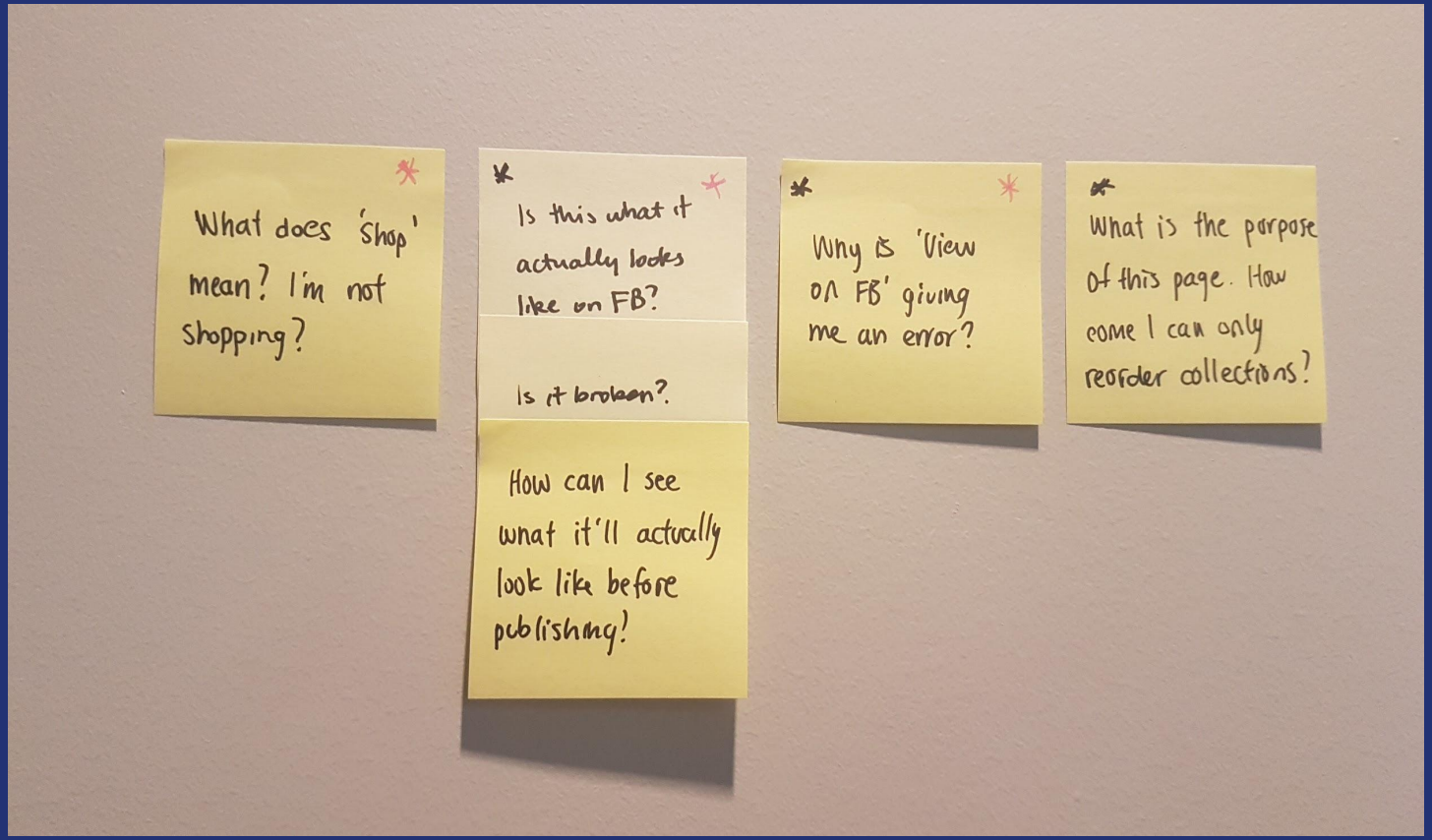
Key Merchant Questions



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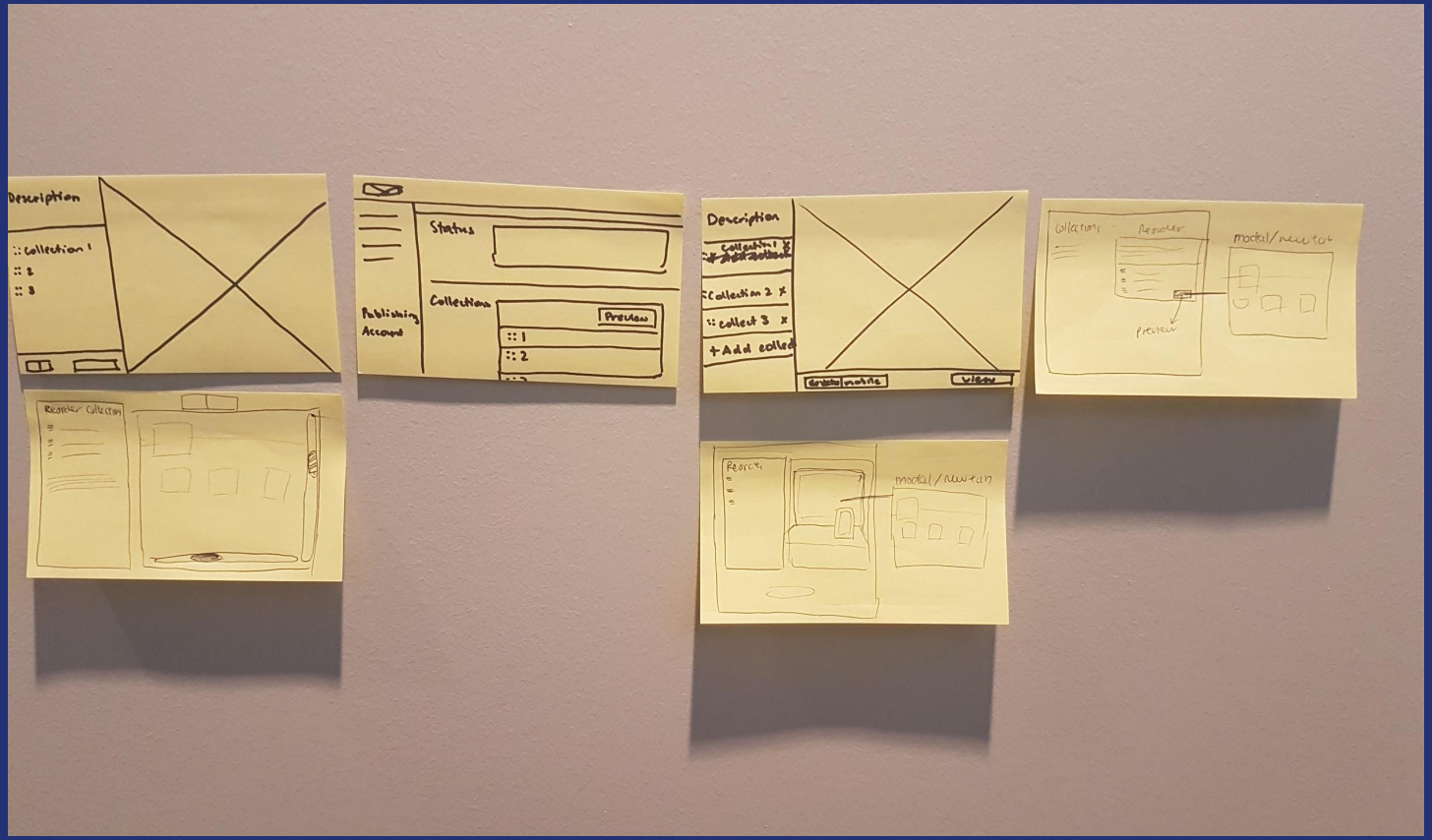
Sketching exercise



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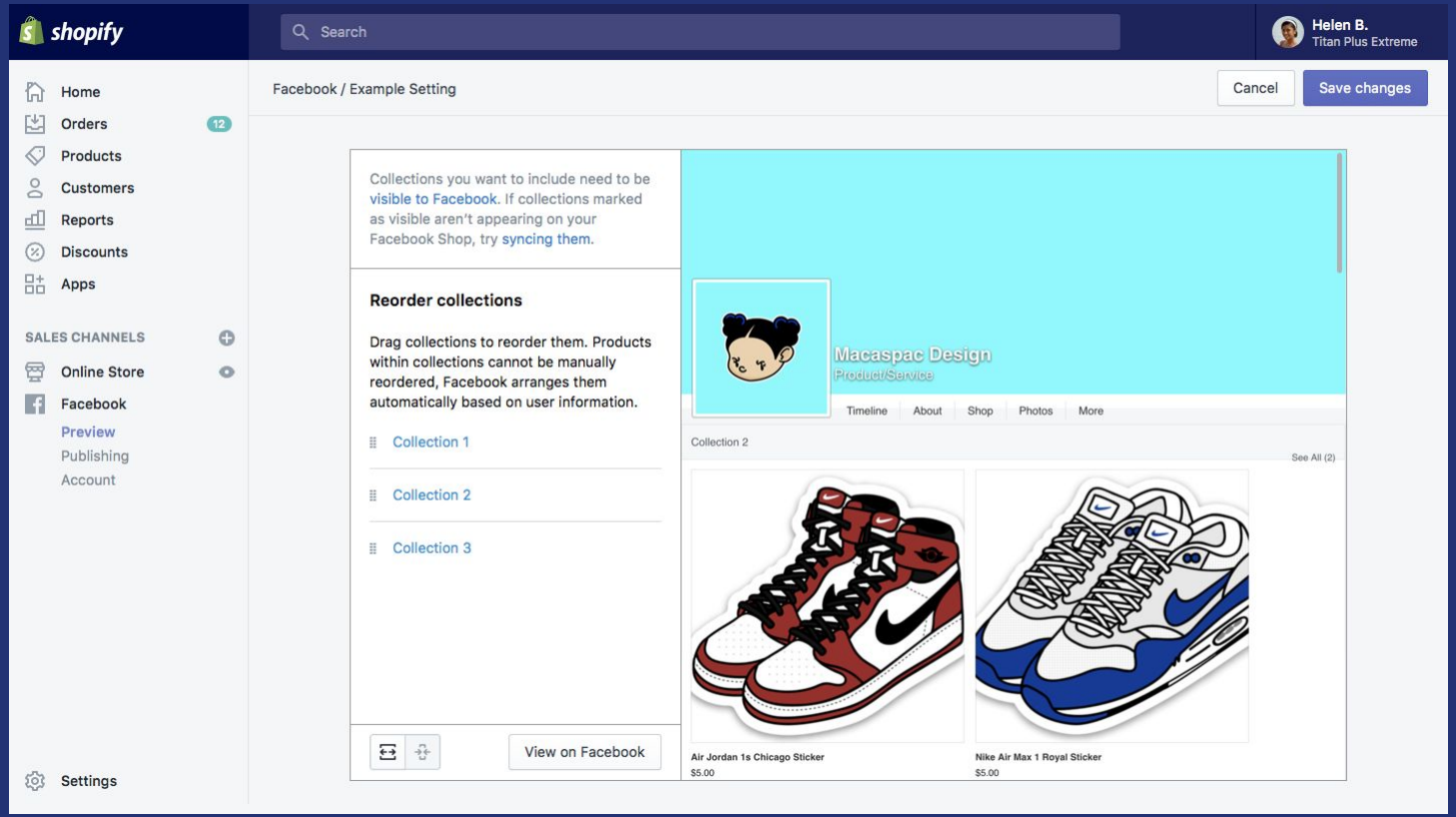
Concept 1A: Smart Build



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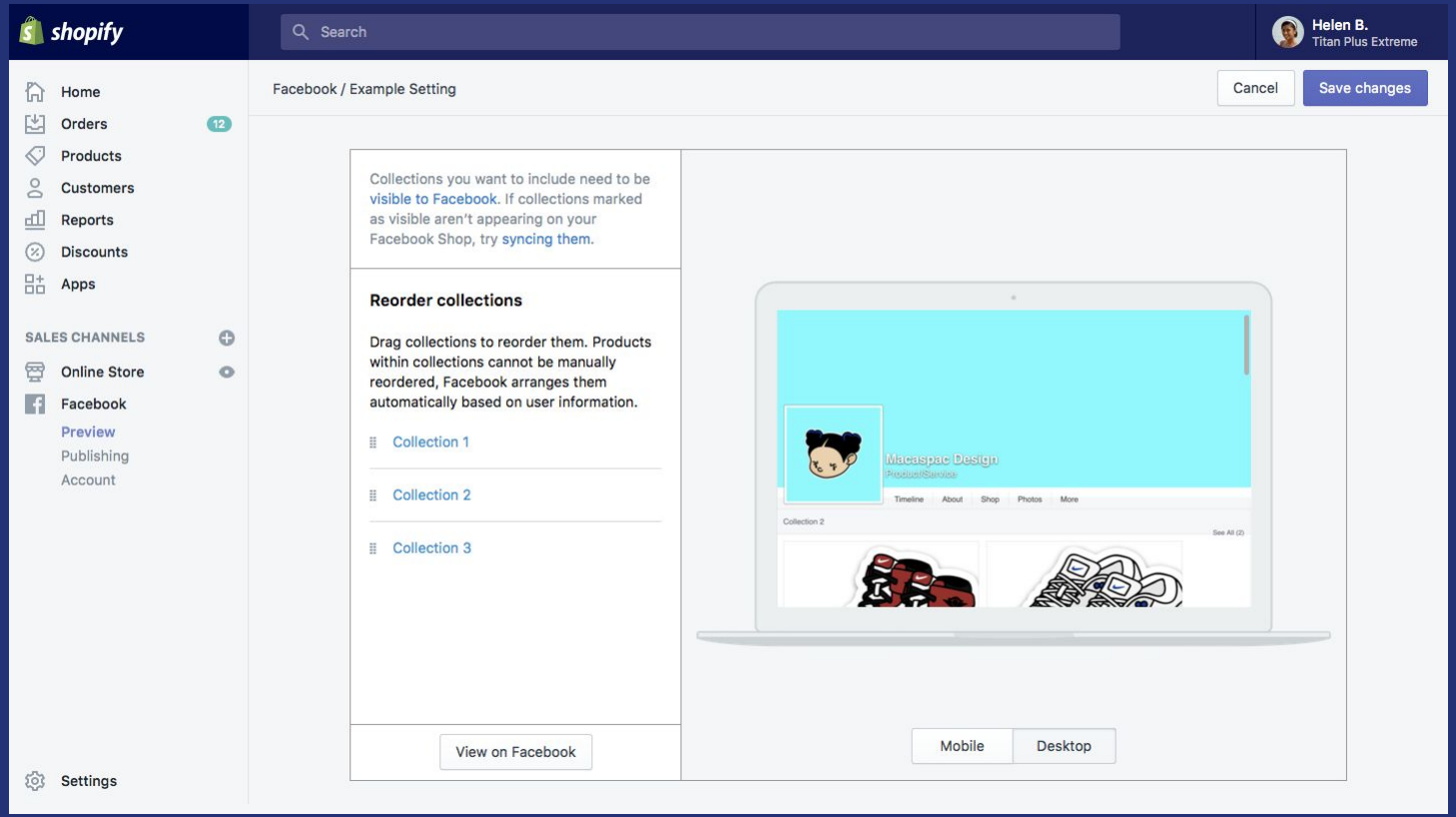
Concept 1B: Device Context



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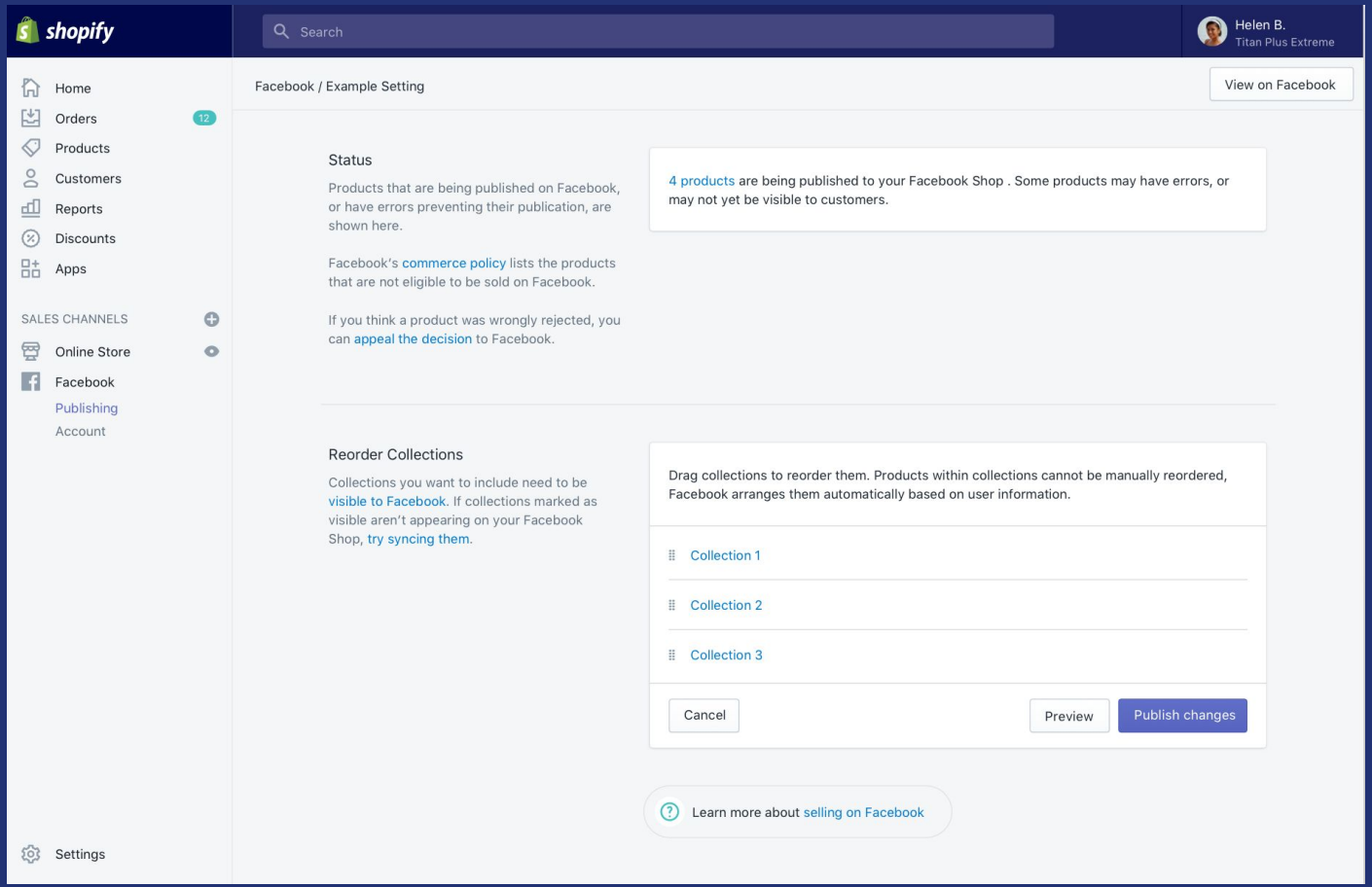
Concept 2: Modal



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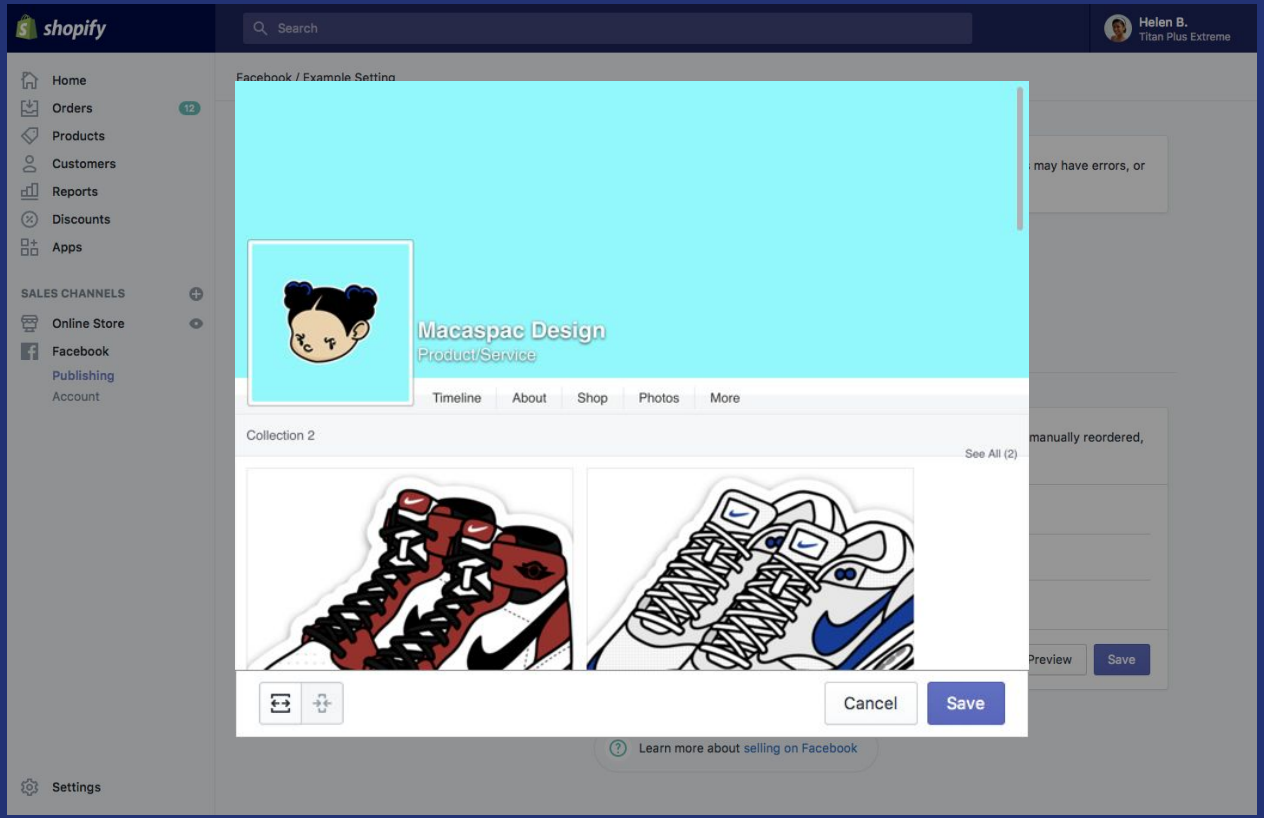
Concept 2: Modal



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Game Plan

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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

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Thanks!

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