

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

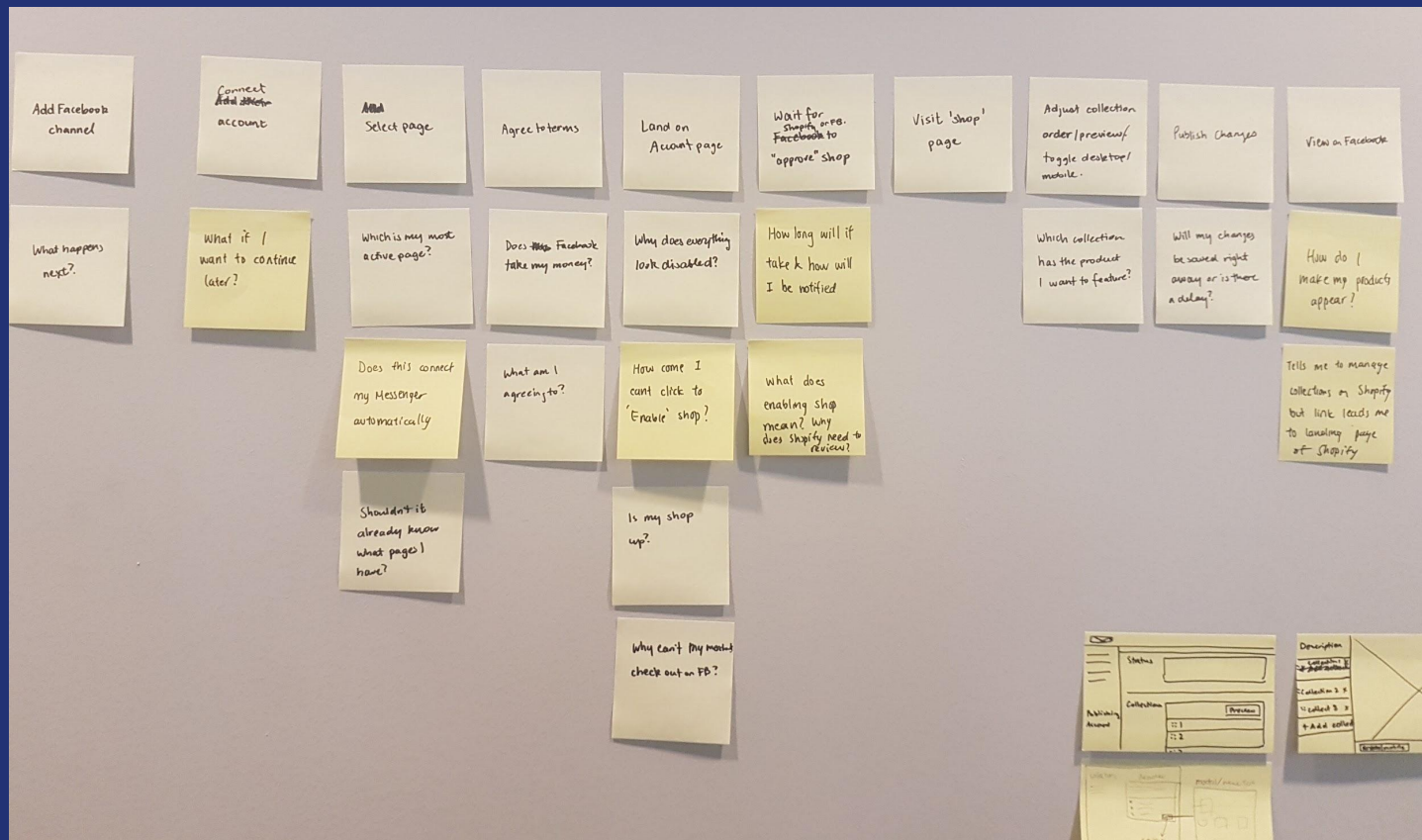
3 key takeaways

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?

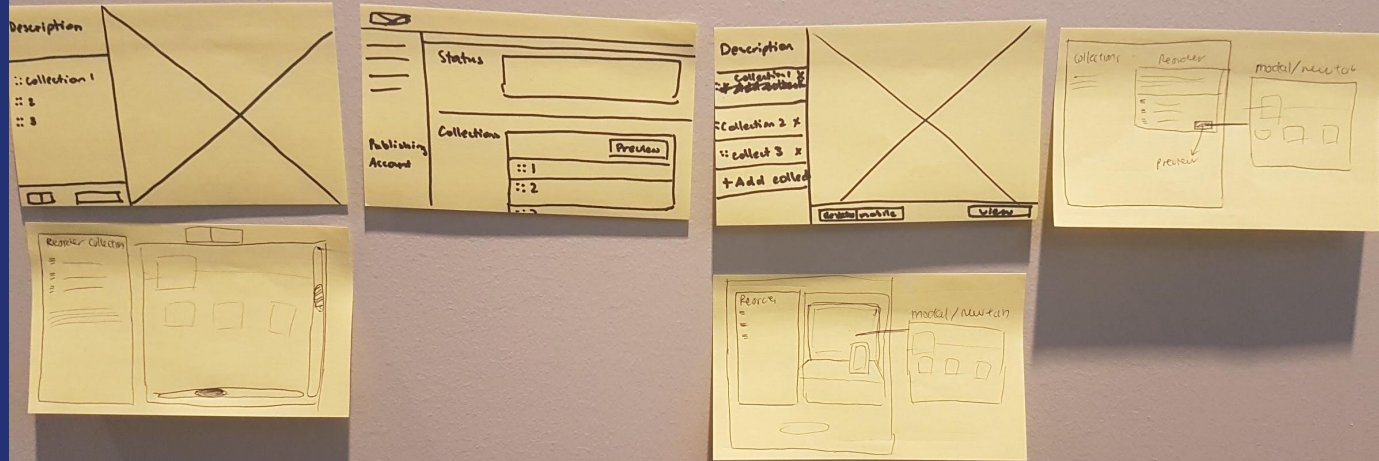
Is it broken?

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


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

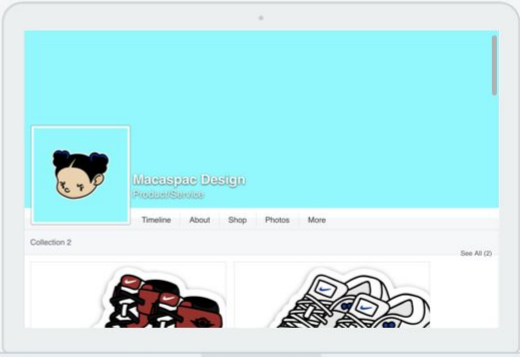
Drag collections to reorder them. Products within collections cannot be manually reordered, Facebook arranges them automatically based on user information.

 Collection 1

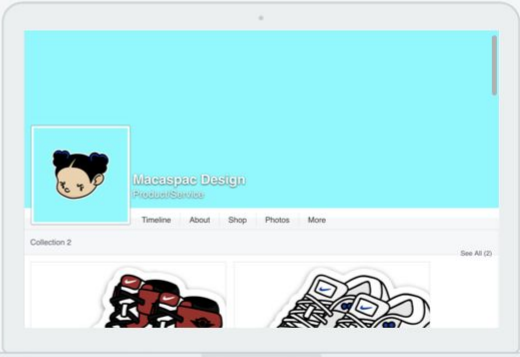
 Collection 2

 Collection 3

View on Facebook




Mobile



Desktop

Cancel

Save changes



Macaspac Design
Product/Service

Timeline



About

Shop

Photos


More

Collection 2




See All (2)


Concept 2: Modal





Search





Helen B.
Titan Plus Extreme


 Home


 Orders 12

 Products


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 Reports

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SALES CHANNELS

 Online Store

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Publishing

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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.

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

Cancel

Preview

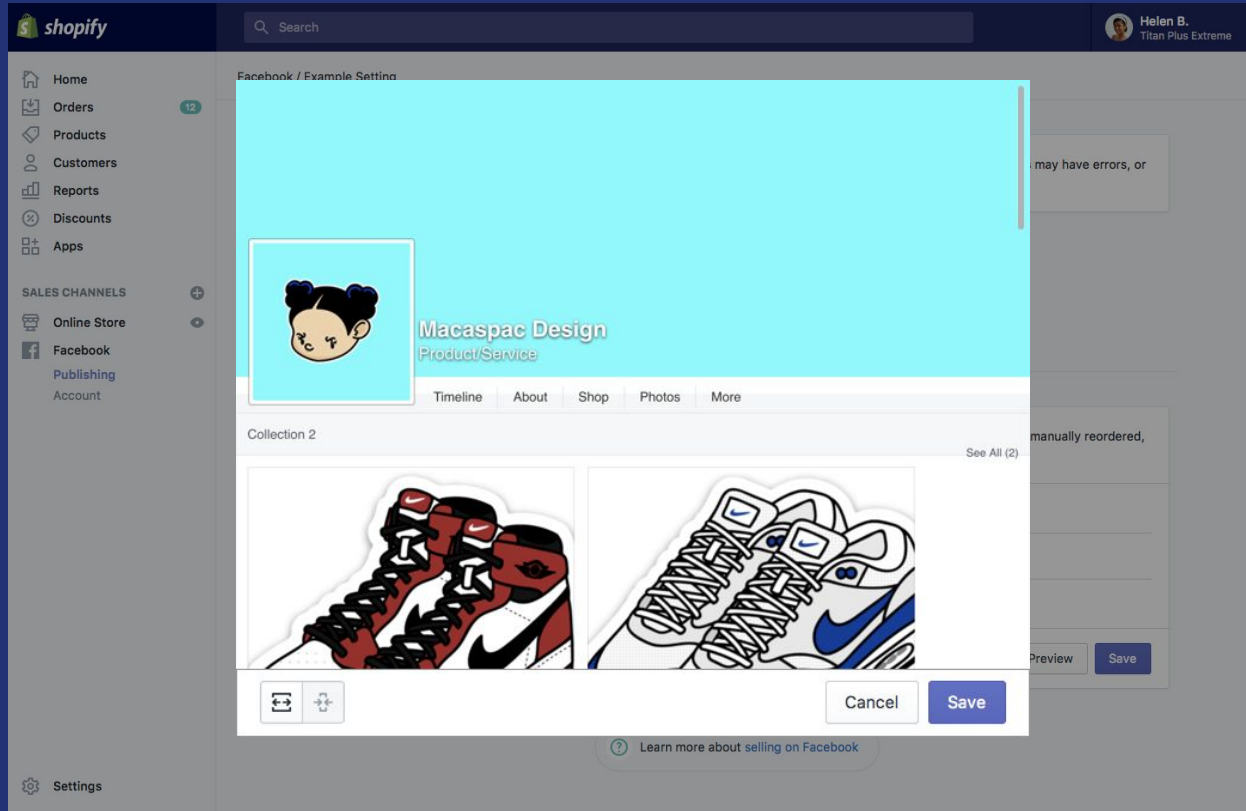
Publish changes

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!

