Discover
by facebook

Design Review	Discover ReDesign	Yael Cohen	September 3

1/ Intro to Discover

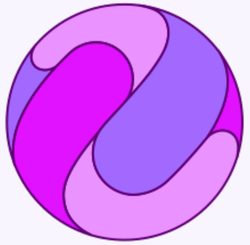
2/ Goals and Motivation

3/ Research and Data

4/ Project Plan

5/ Design

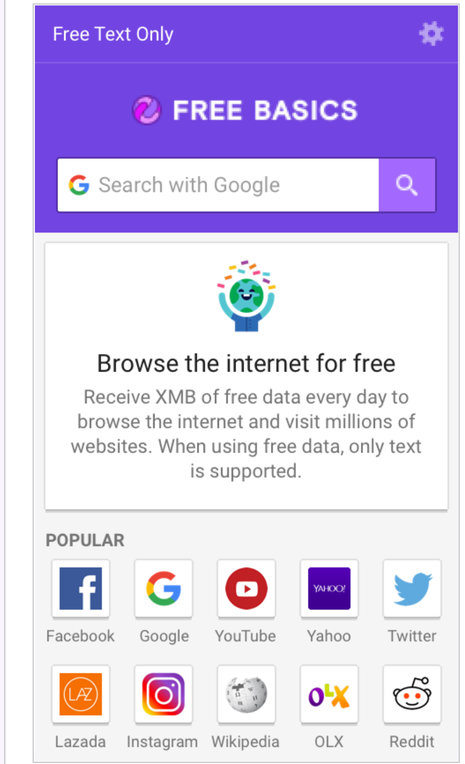
6/ Next Step



FREE BASICS

Discover

The mission is to support FOS programs to bring people online by providing a net-neutral free service.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Browse the internet for free
Receive XMB of free data every day to browse the internet and visit millions of websites. When using free data, only text is supported.
POPULAR
Facebook
Google
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Lazada
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OLX
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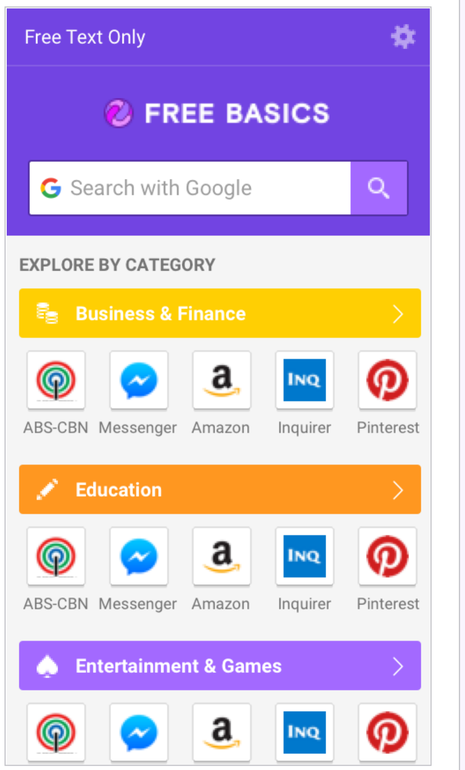
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Search with Google
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Business & Finance
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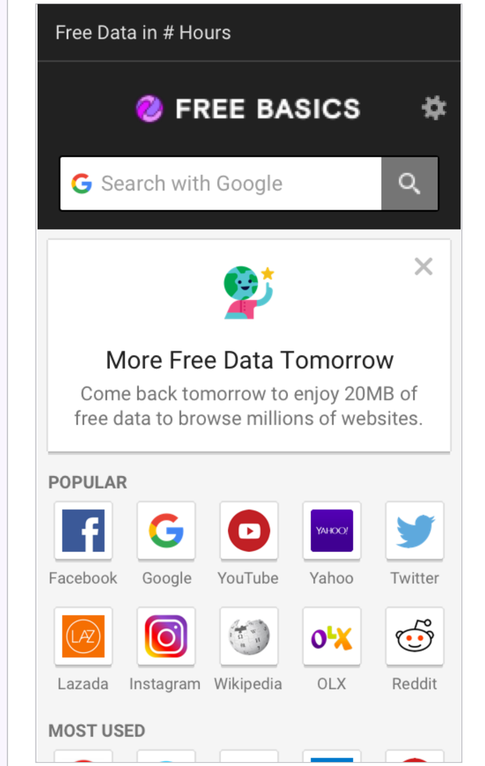
Free Data in # Hours
FREE BASICS
Search with Google
More Free Data Tomorrow
Come back tomorrow to enjoy 20MB of free data to browse millions of websites.
POPULAR
Facebook
Google
YouTube
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Instagram
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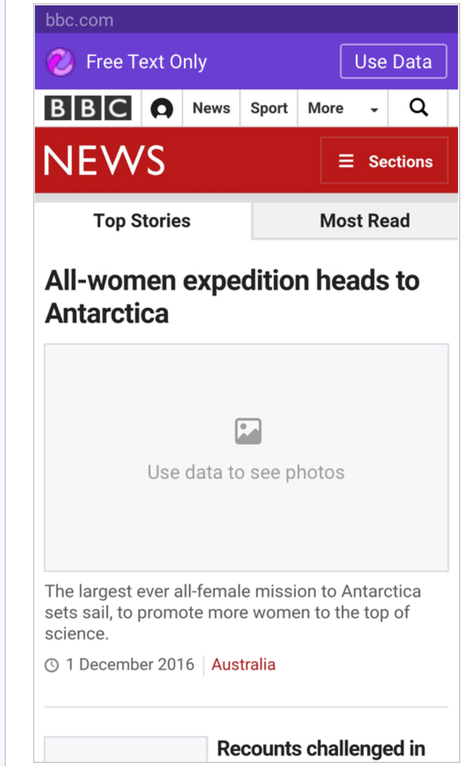
OLX
Reddit
MOST USED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Use Data
BBC
News
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More
NEWS
Sections
Top Stories
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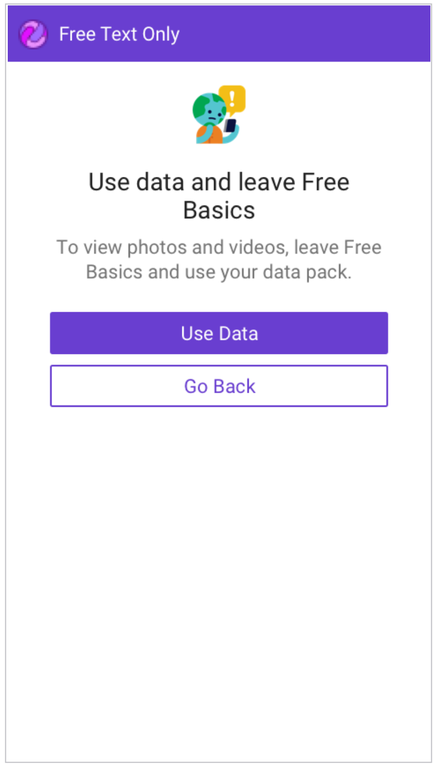
All-women expedition heads to Antarctica
Use data to see photos
The largest ever all-female mission to Antarctica sets sail, to promote more women to the top of science.
1 December 2016
Australia
Recounts challenged in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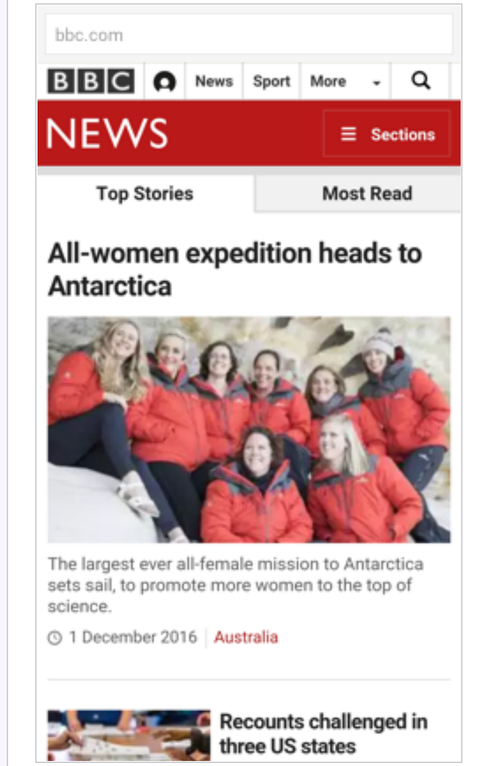
To view photos and videos, leave Free Basics and use your data pack.
Use Data
Go Back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All-women expedition heads to Antarctica
The largest ever all-female mission to Antarctica sets sail, to promote more women to the top of science.
1 December 2016
Australia
Recounts challenged in three US states

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The goal is to redesign the Discover UI, to improve and optimize the look, feel and user experience, while impacting core metrics.

Motivation

Design

We haven't change v2 design since the beginning.

Quality

Raise the overall quality bar for FBS.

Why now?

Now that we'll launch Discover we'll be live in more partner, it's an opportunity to refresh the design, to get more data, to test different UI.

Guidance

Better guide design and development, define standards for font sizes, spacing, color, etc.

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Who are our users?

Country	Carrier	FB Interfaces
All	All	69%
Philippines	Globe & TM	70%
Algeria	Ooredoo	92%
Iraq	Asiacell	28%
Bangladesh	Robi Airtel	63%
Peru	Entel	70%
Peru	Bitel	85%

Screen Resolutions

Most users use standard resolution sizes, e.g. 480*800, 720*1280.

Screen	FB Lite MAP	Common screen sizes	
Small	6.3%	4.5% (320*480)	1.8% (240*320)
Medium	51.8%	22% (480*800)	14.5% (490*854)
Medium - Large	31.6%	22.2% (720*1280)	4.7% (720*1184)
Large	8.2%	4% (1080*1920)	
Low density	1.6%	1% (600*967)	

Screen Resolutions

Most users use standard resolution sizes, e.g. 720*1280, 1080*1920.

Country	Common screen sizes	
Philippines 🇵🇭	23.87% (1080*1920)	18.08% (720*1280)
India 🇮🇳	29.69% (720*1280)	21.17% (1080*1920)
Nigeria 🇳🇬	28.45% (720*1280)	24.02% (1080*1920)
Colombia 🇨🇴	27.30% (720*1280)	17.91% (1080*1920)
South Africa 🇿🇦	20.89% (1080*1920)	18.29% (720*1280)
Indonesia 🇮🇩	31.63% (720*1280)	21.59% (1080*1920)

Web Browsers

39.7% ——

Chrome mobile

19.5% ——

Opera mini

8.5% ——

Android

Popular Websites

Facebook

Google

Wattpad

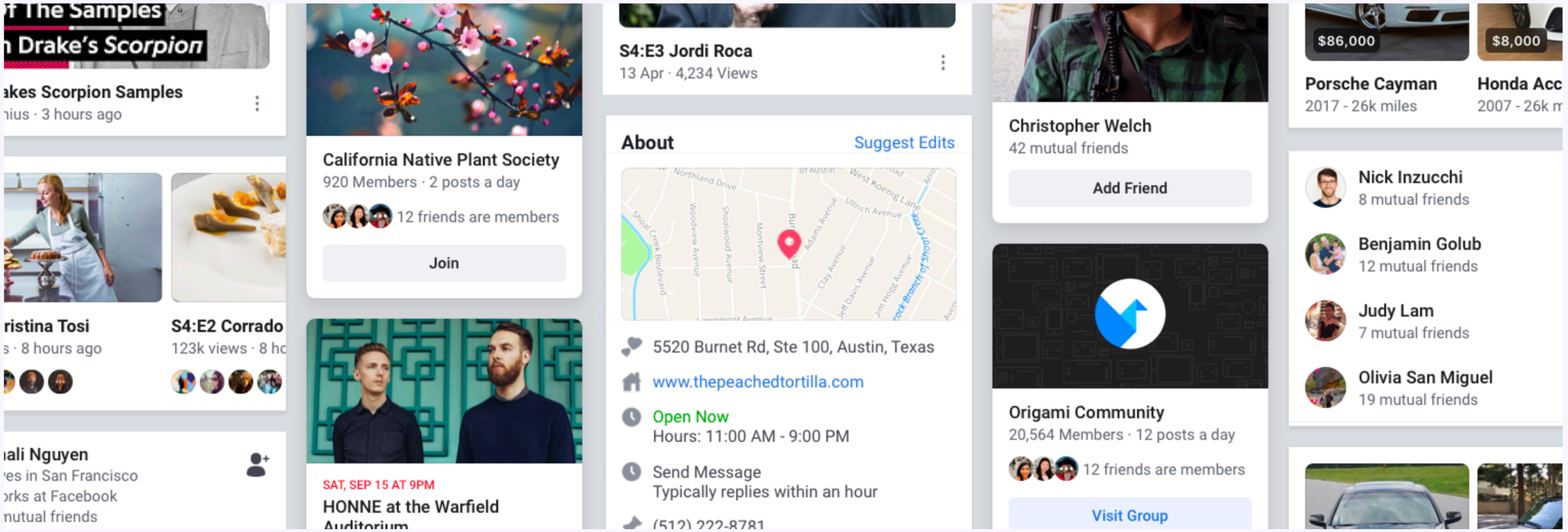
Twitter

Instagram

Youtube

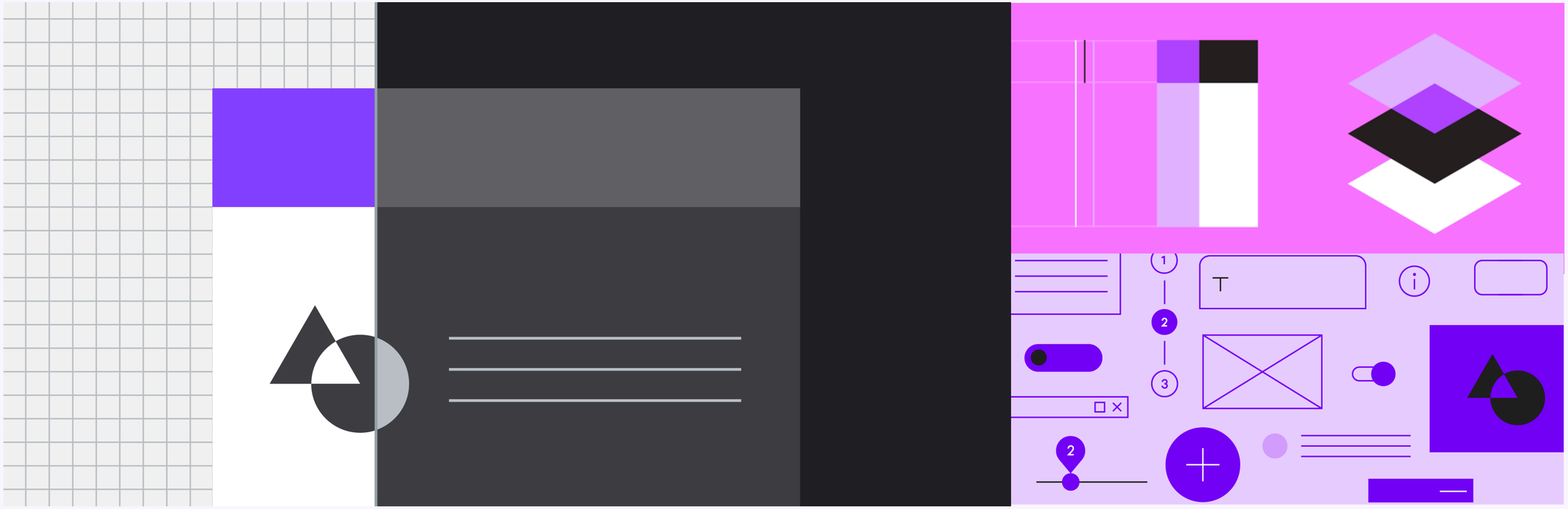
Design Patterns

Facebook Tetra



Design Patterns

Google Material



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The plan is to explore several design changes, iterations, optimizations, and learn from other team's best practices.

Project Breakdown

Header

Logo
Search Bar
Setting Icon

QP

Card
Typography
Illustrations

Extended Header

Layout
Illustrations

Cards

Rounded corner
Drop Shadow

Titels

Sizes
Colors

Categories

Icons
Colors
Layout

Typographic

Scale
System

Colors

Palette

Margin

Sizes

Upsells

Dialog
Illustrations

Placeholder

Dominant Colors

Tooltips

Typography
Colors
Learn More

1/ Intro to Discover

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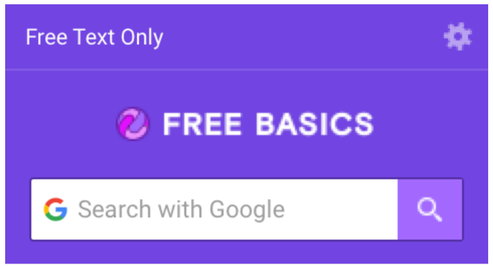
Header

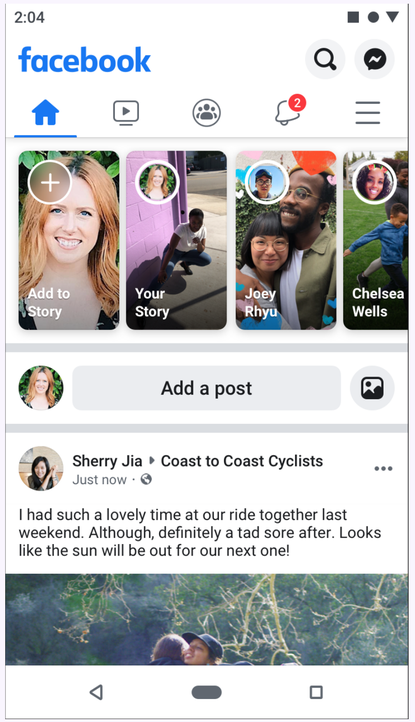
The header includes Discover logo, setting icon, carrier button, and a search bar. Also, supporting information that adds context to the portal mode (free/paid/image/text).

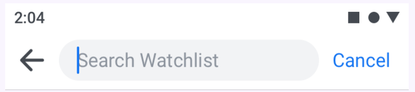


Header

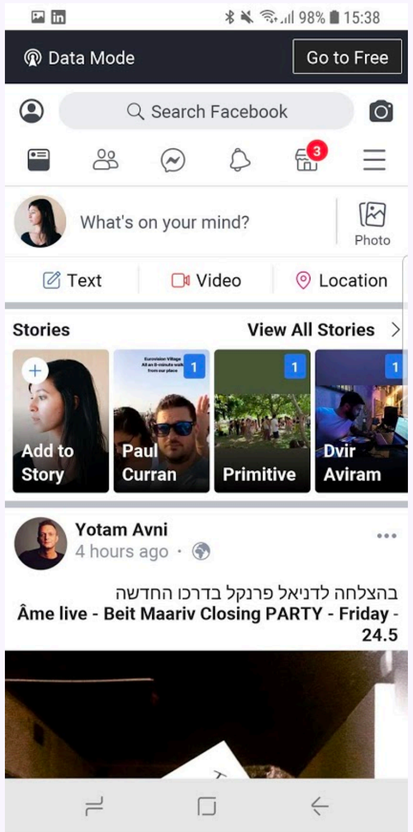
Reference

Facebook

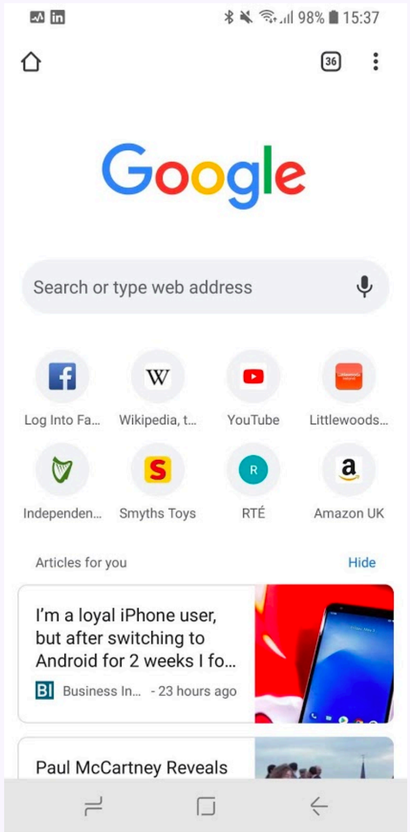




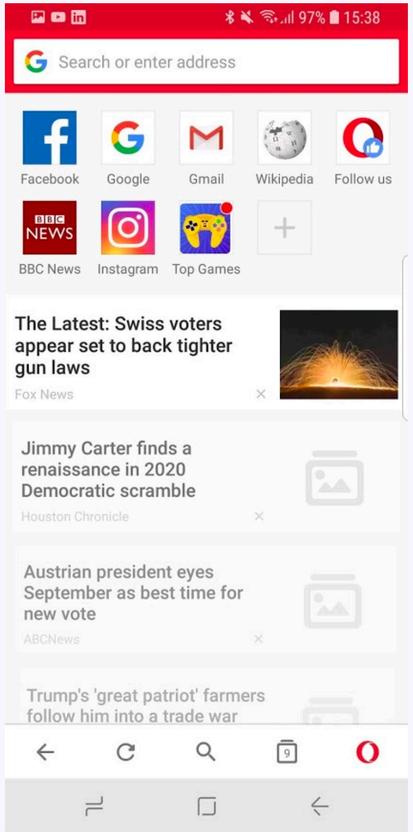
Flex



Google

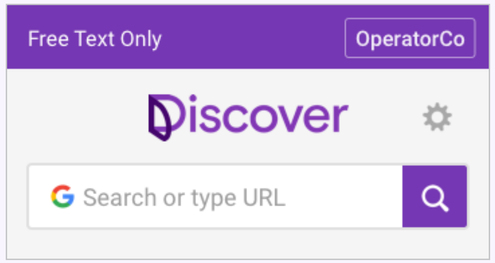


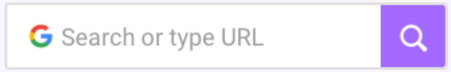
Opera mini

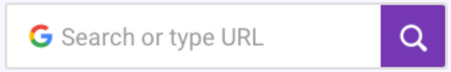


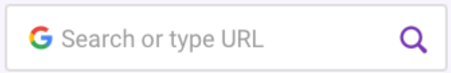
Header

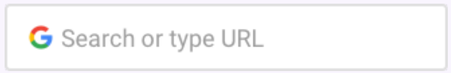
Exploration

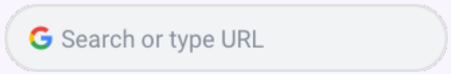












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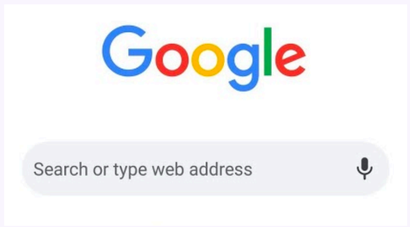
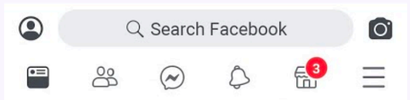
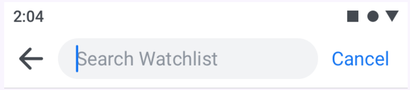
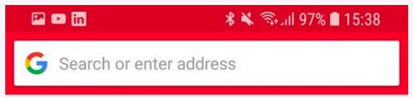
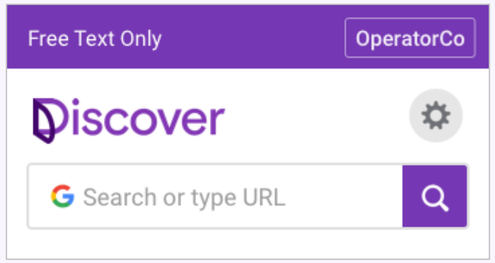
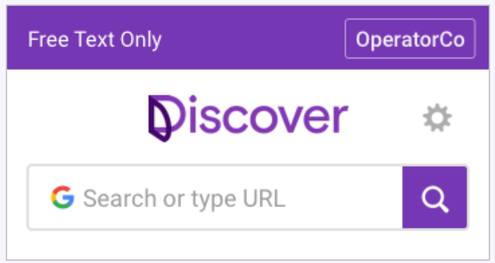


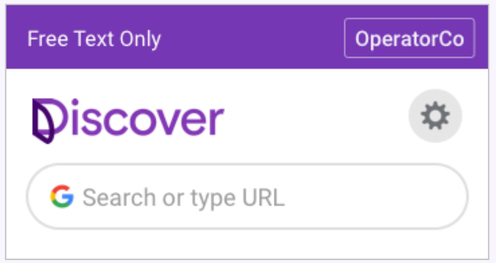


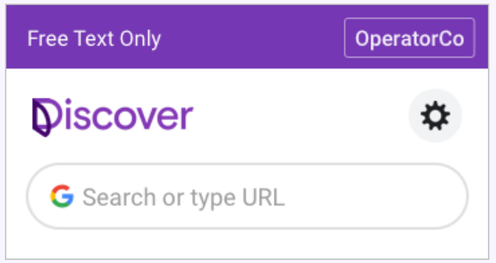


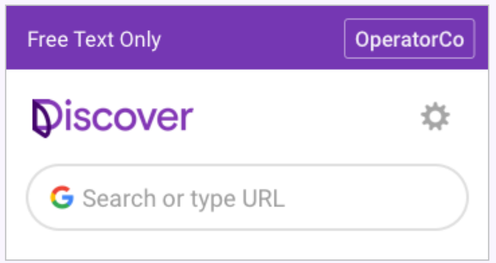






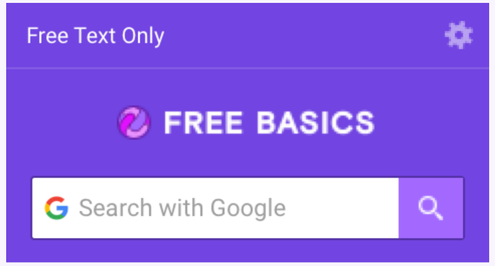


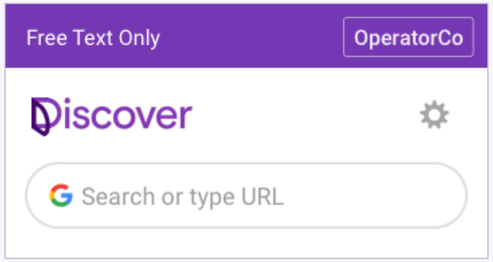


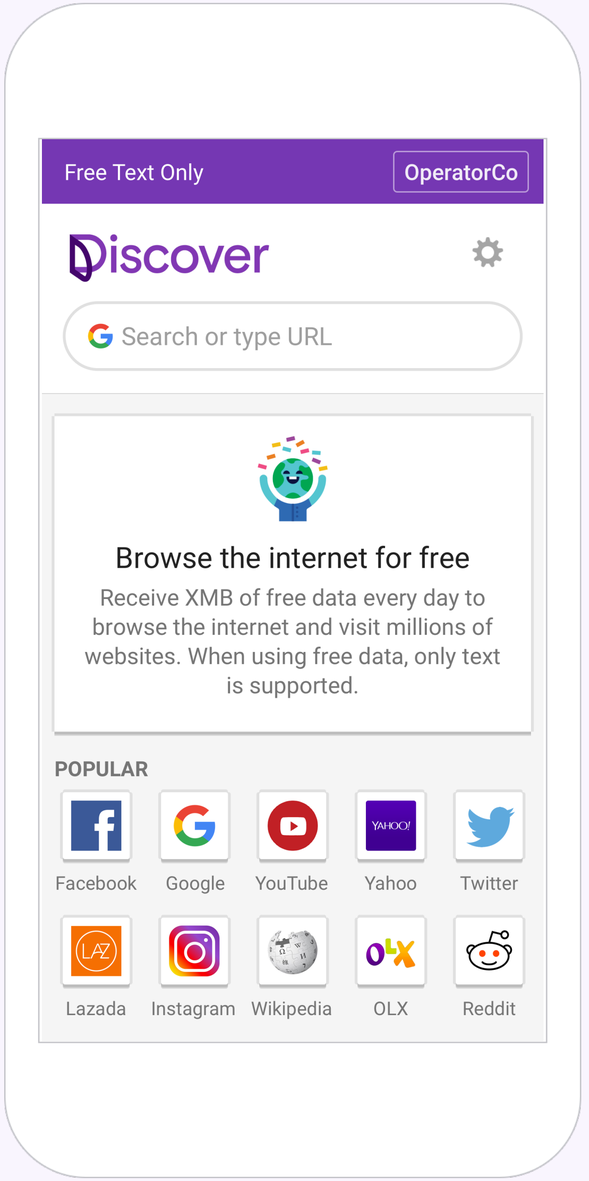


Header

Design

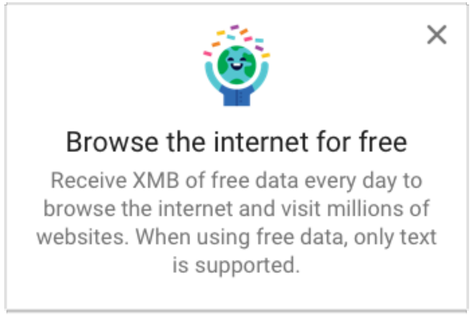






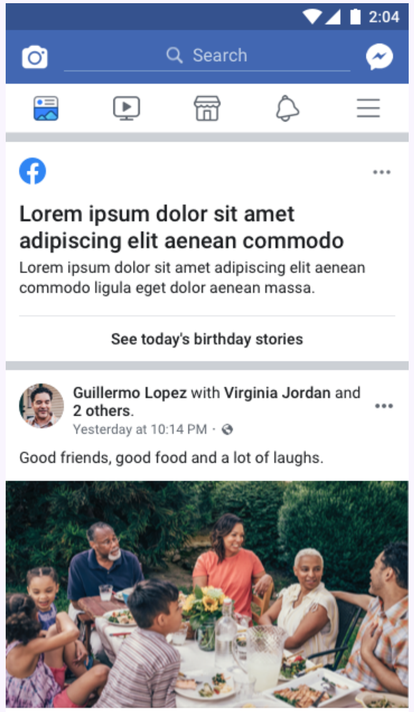
QP

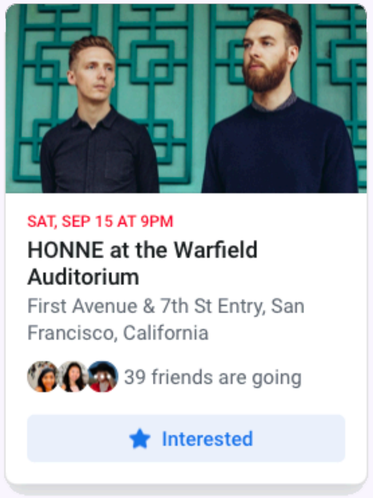
A QP is a unit at the top of the screen that broadcasts information. The QP used to announced product change, tell about new features, and communicate messages from Discover.

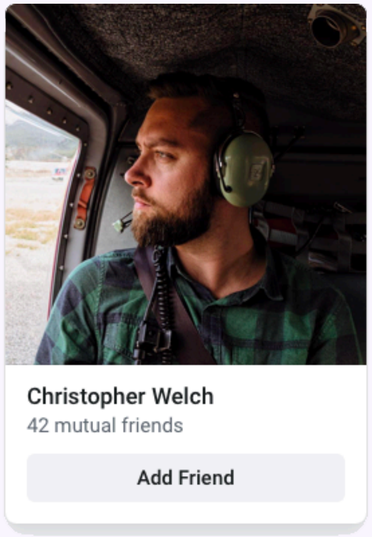


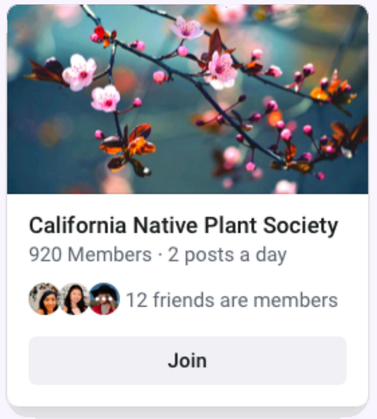
QP

Reference



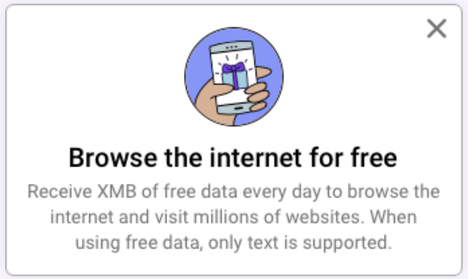


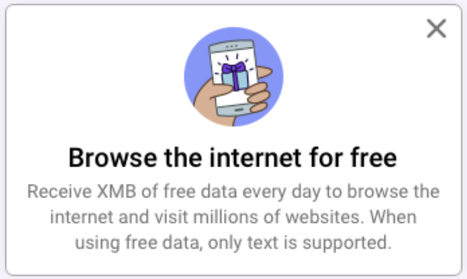


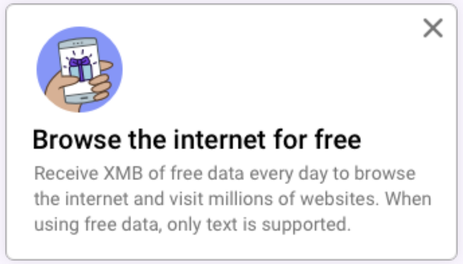


QP

Exploration

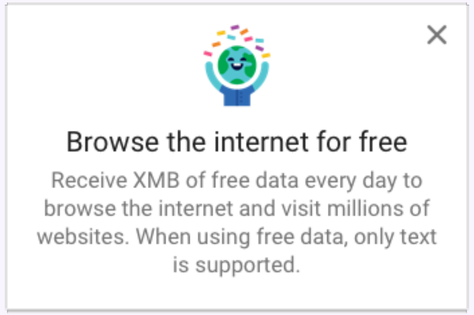


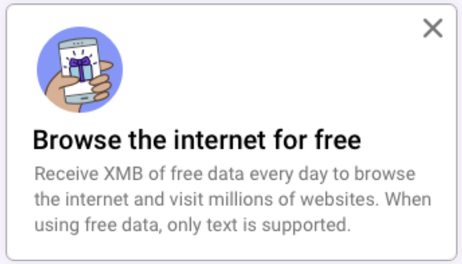




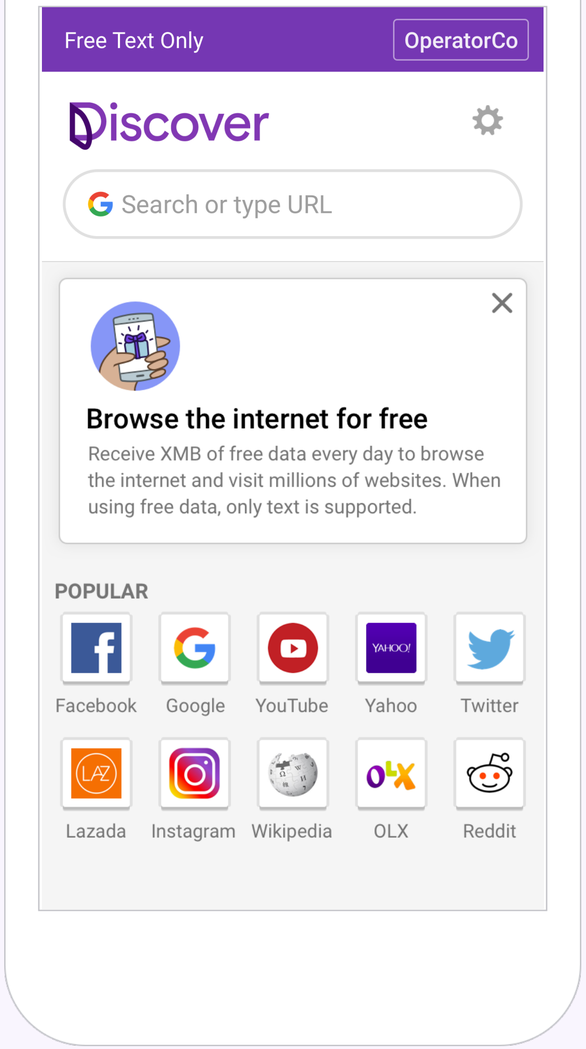
QP

Design


Browse the internet for free
Receive XMB of free data every day to browse the internet and visit millions of websites. When using free data, only text is supported.


Browse the internet for free
Receive XMB of free data every day to browse the internet and visit millions of websites. When using free data, only text is supported.

-20%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POPULAR
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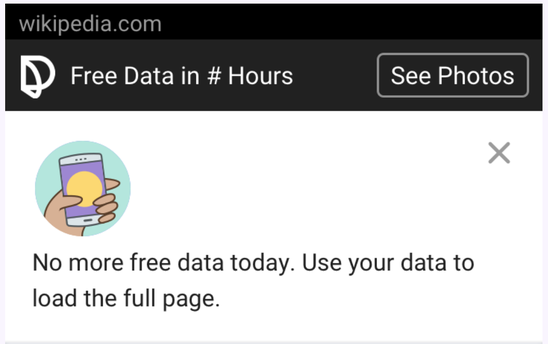
Reddit

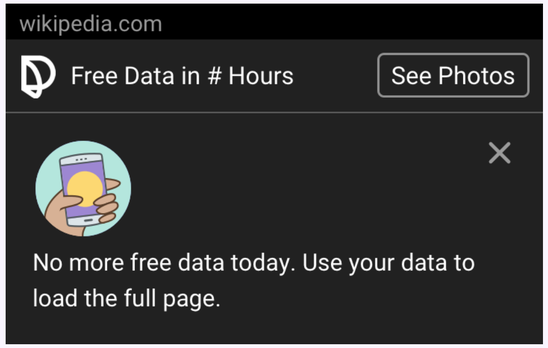
Extended Header

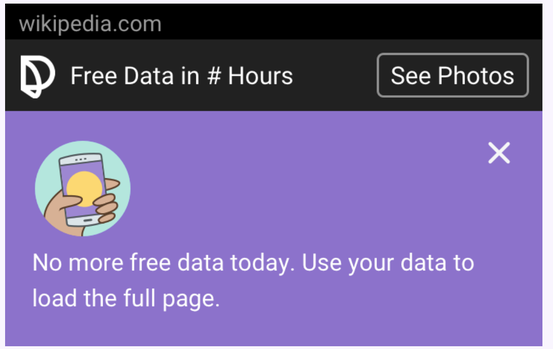
Extended headers are for transitions and we show them every-time the daily cap reached, the extended header is a version of QPs, that appear inside the sites.

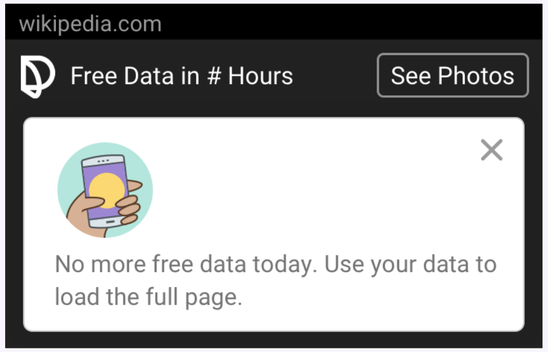
Extended Header

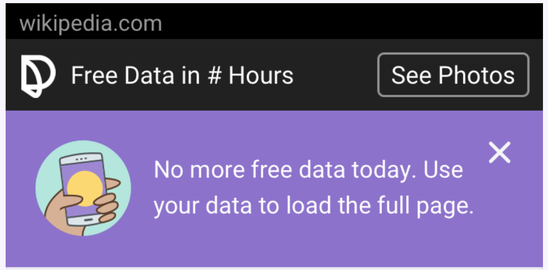
Exploration

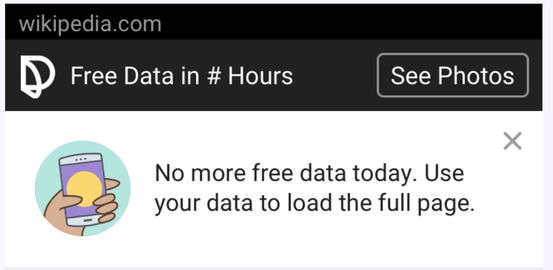






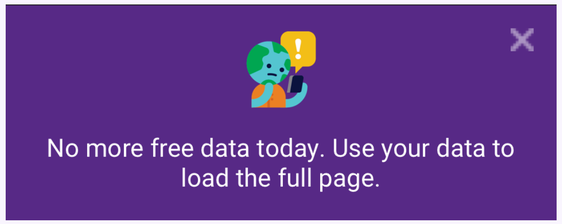


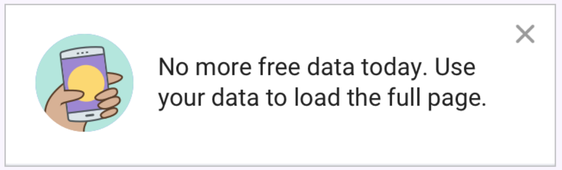




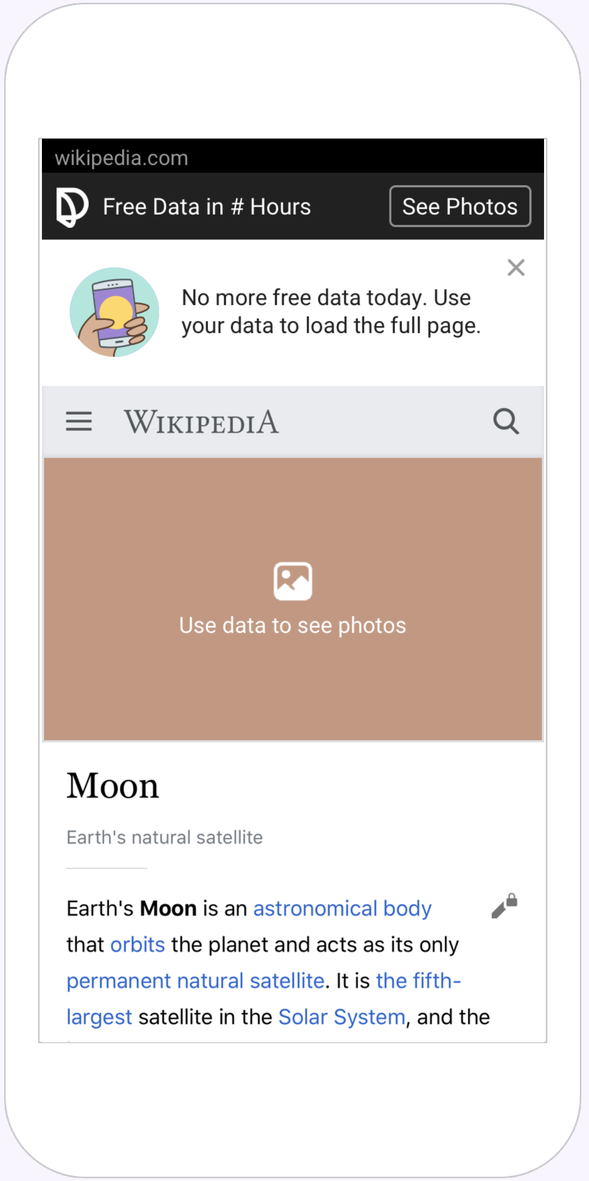
Extended Header

Design



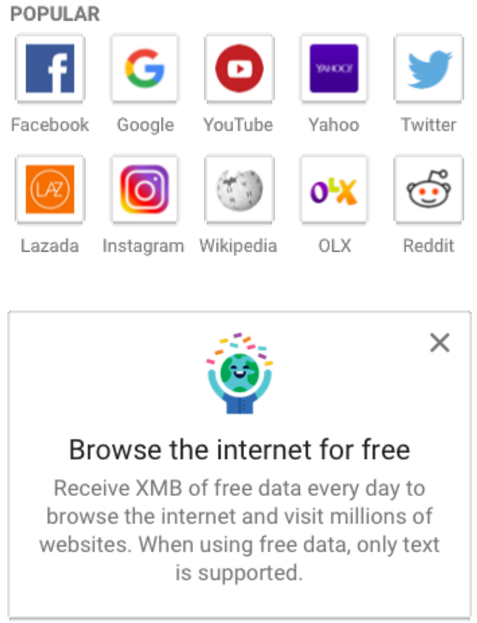


-26%



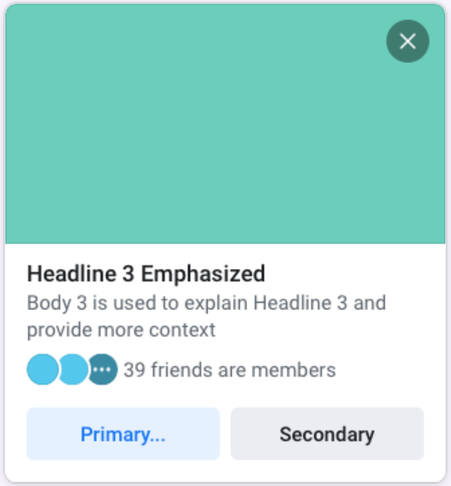
Cards

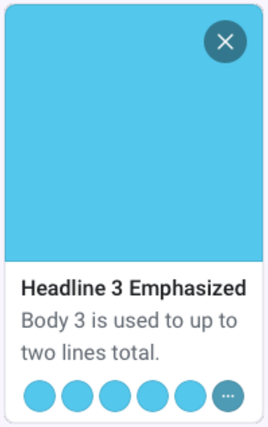
Cards are organizing the websites icons. Also, using for QPs. A card is identifiable as a single, contained unit. It contains content and actions about a single entity and should be easy to scan for relevant and actionable information. Elements, like text and images, should be placed on them in a way that clearly indicates hierarchy.

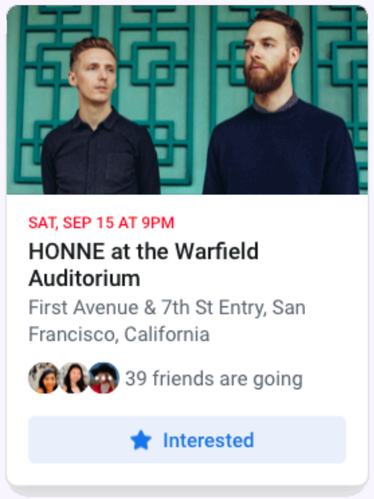


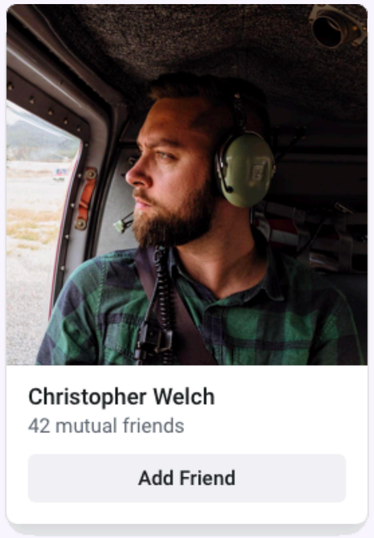
Cards

Reference



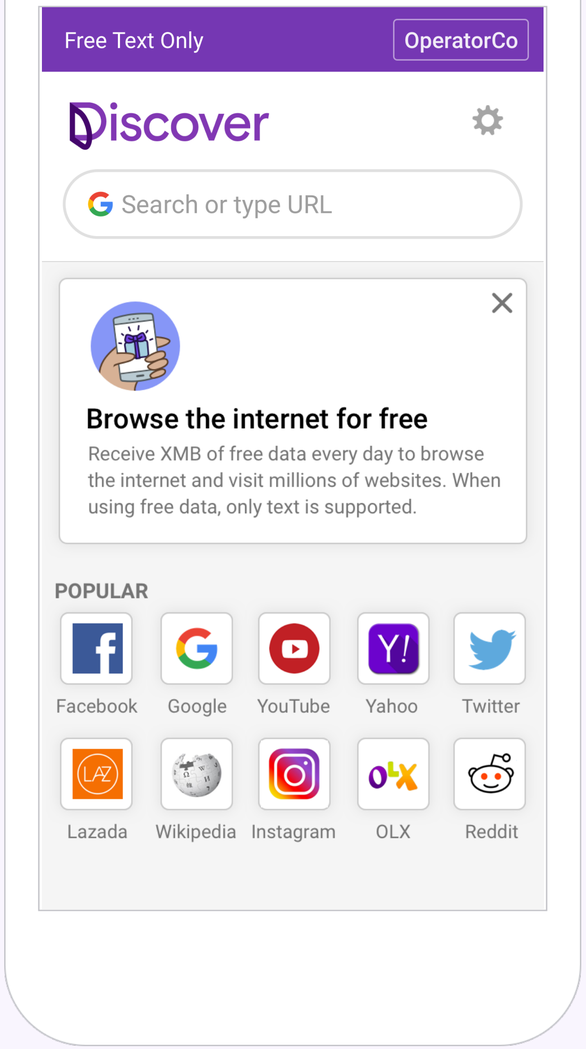






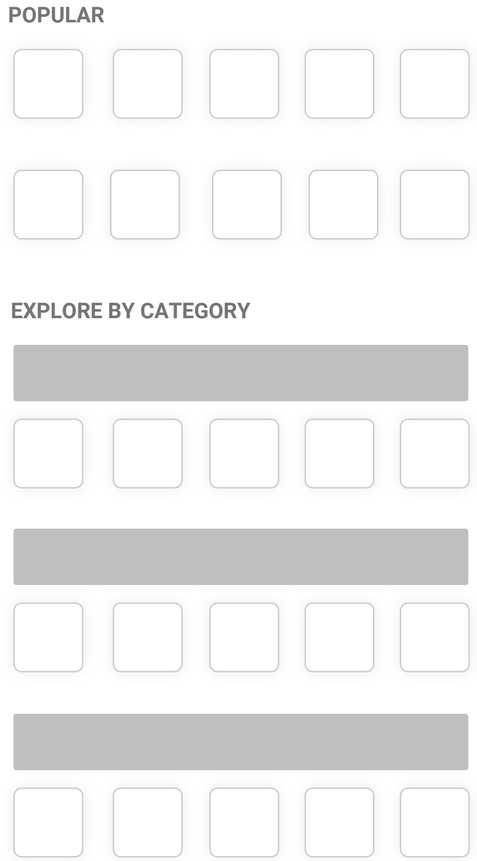
Cards

Design



Titles

Titles are the primary contextualizing element in the portal, representing the different sections (popular, most used, category). Titles are typically the largest and boldest variants on the screen and are reserved for short, important text and numerals.



Titles

Reference

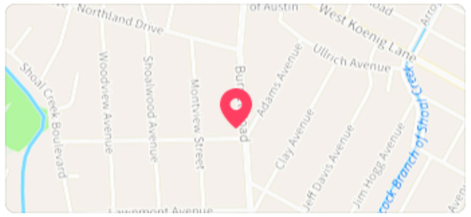
Friends See All

Jon Vlasach
posted 3 hours ago

SheShe He
posted 4 hours ago

Jeff Smith
joined in May 2018

About Suggest Edits



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Nearby Showtimes See All

Megaplex at the Gateway
0.8m

8:15 PM | 8:30 PM | 9:15 PM | 9:45 PM

Cinema Sugarhouse 10
1.2m

8:15 PM | 8:30 PM | 9:15 PM

Alamo Drafthouse
1.8m

8:15 PM | 8:30 PM | 9:15 PM | 9:45 PM

Titles

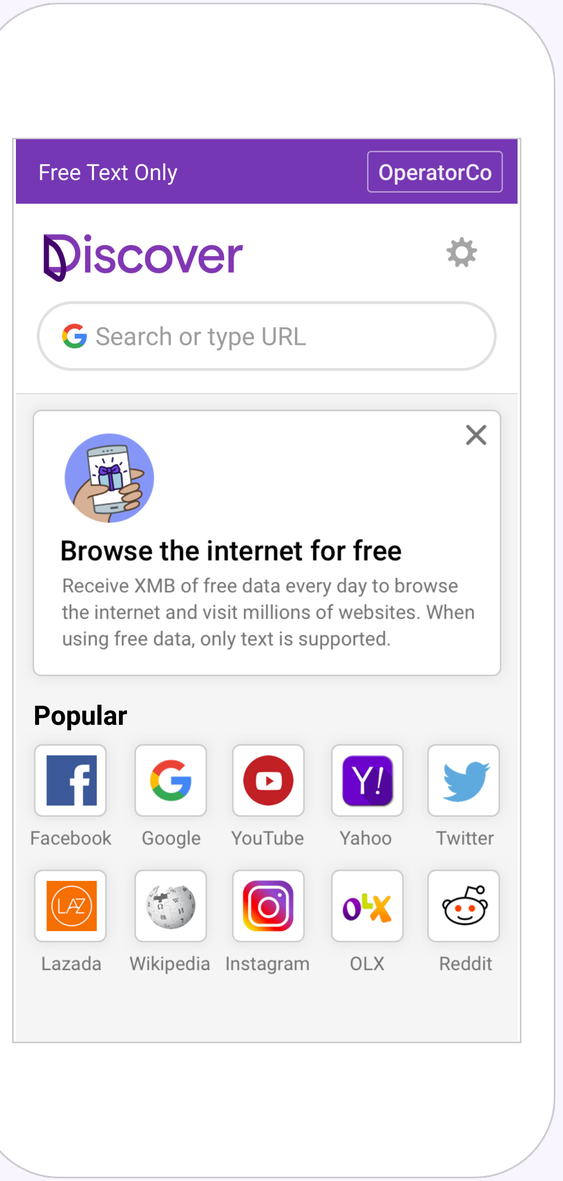
Design

POPULAR

Popular

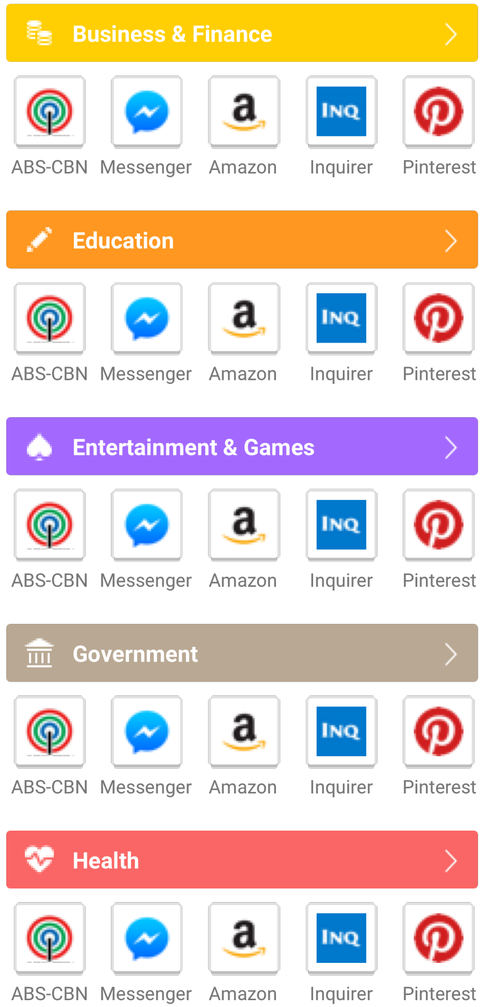
EXPLORE BY CATEGORY

Explore By Category



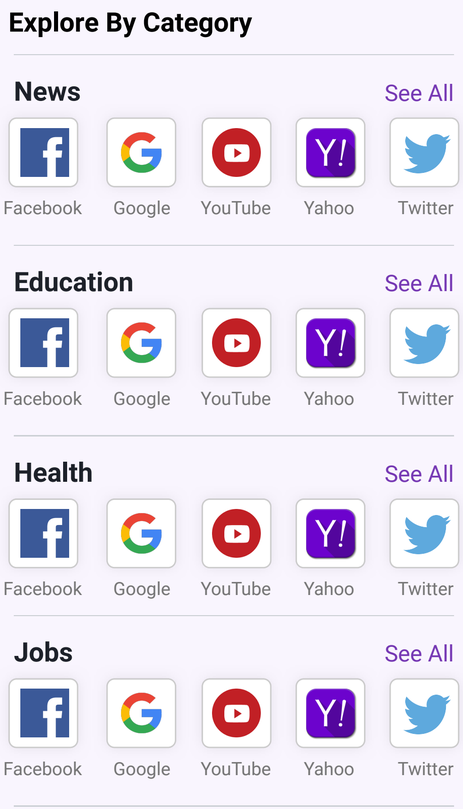
Categories

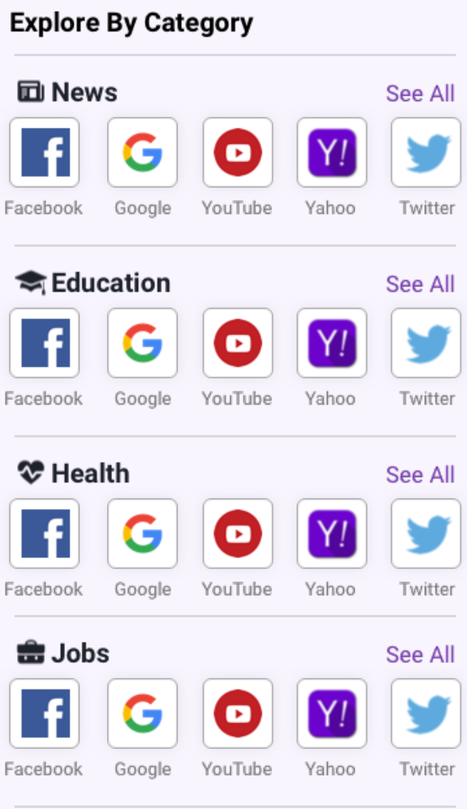
Topics of most visited websites.

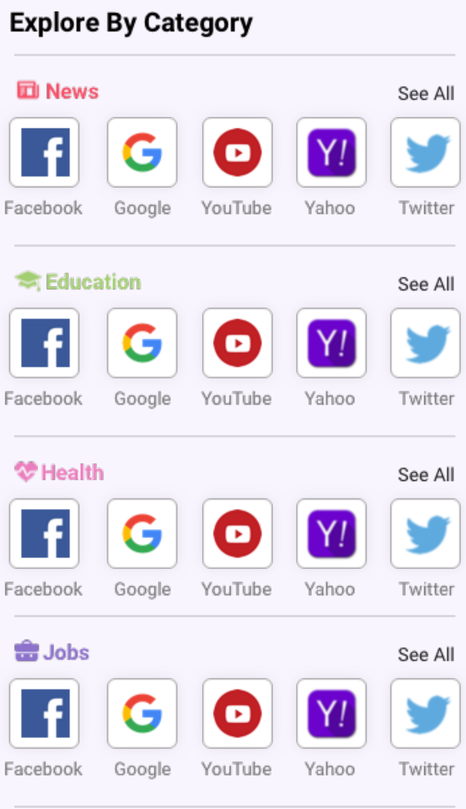


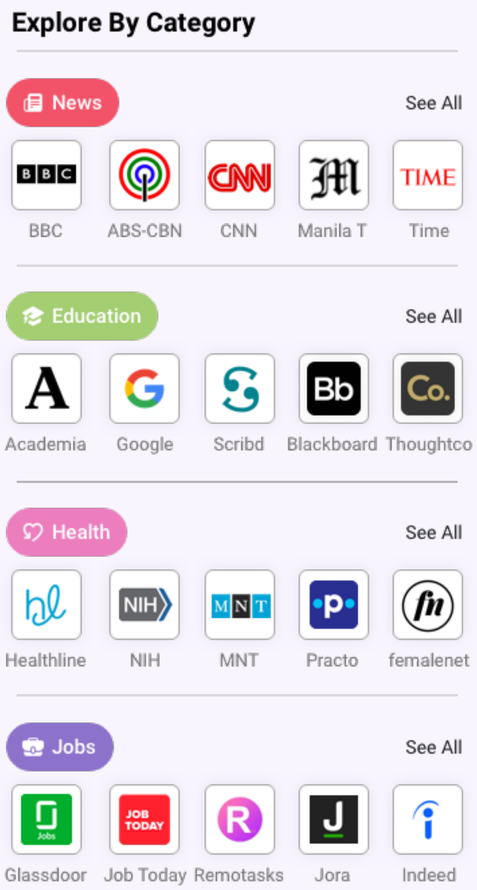
Categories

Exploration



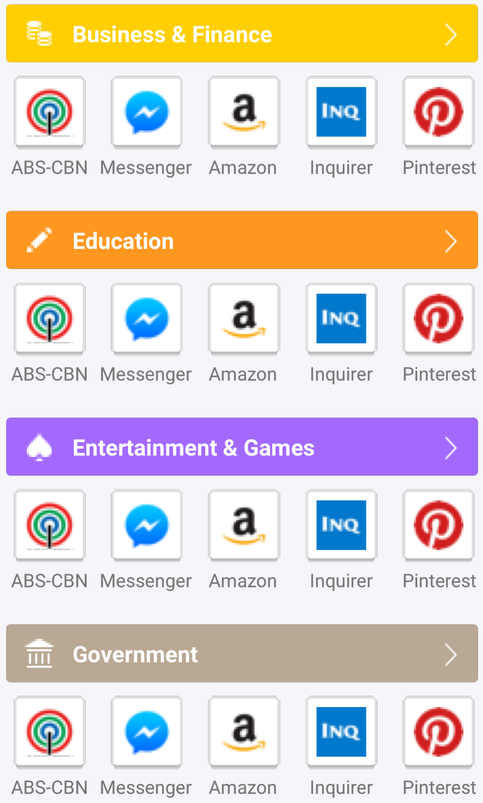


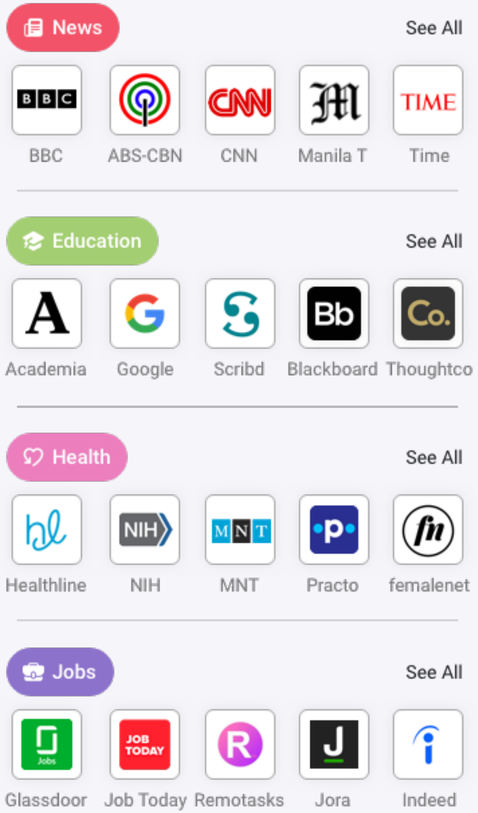


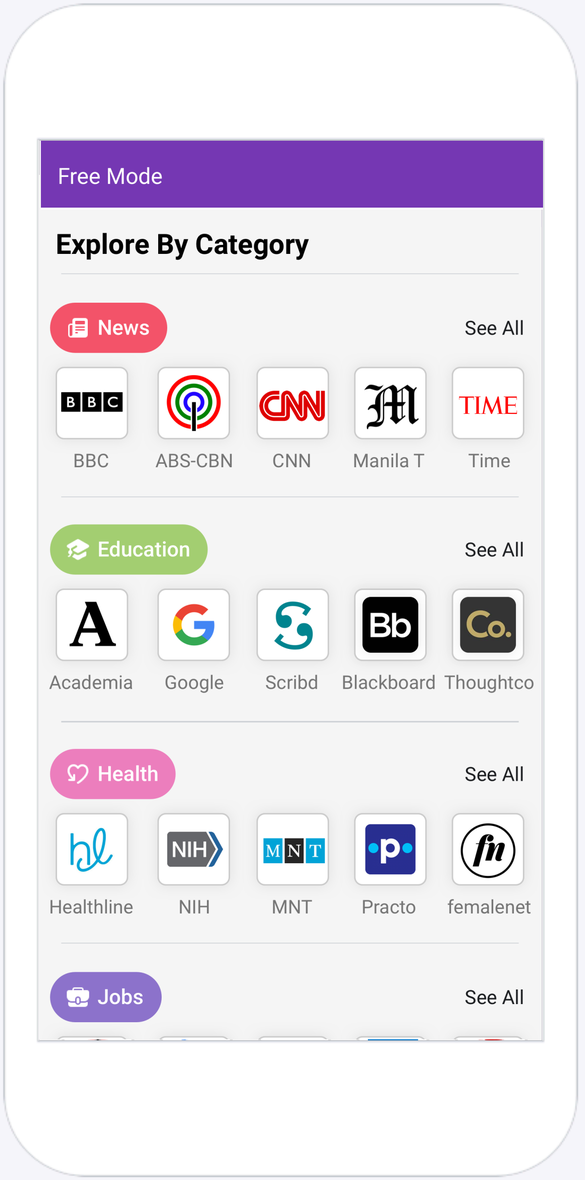


Categories

Design



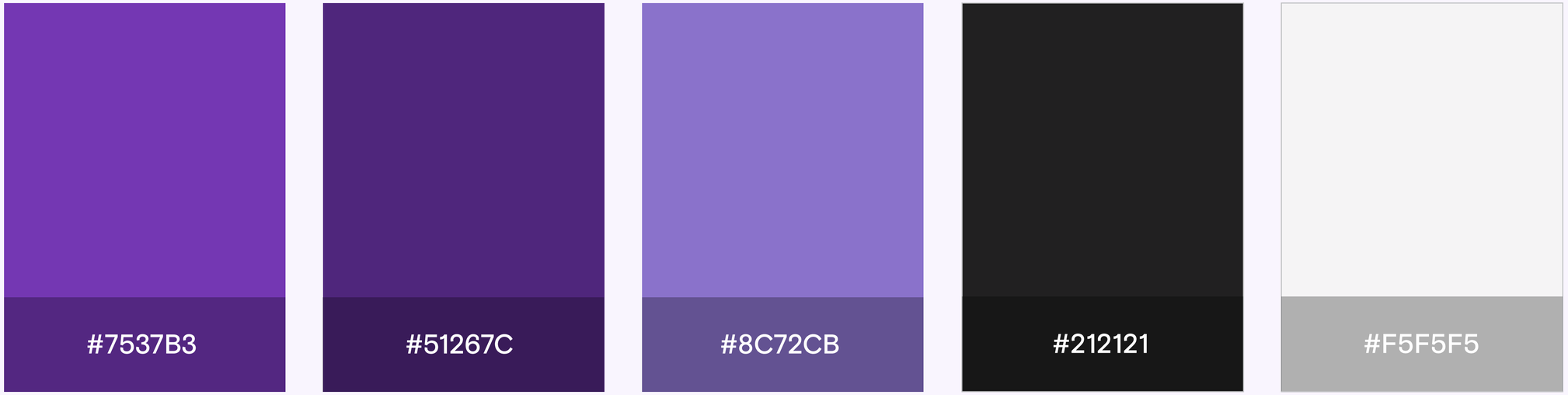




Typography

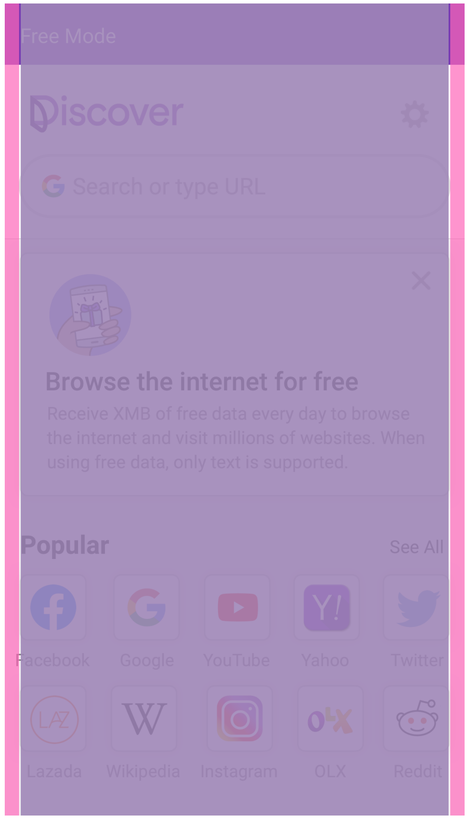
Roboto Bold 28pt	Headline 0		
Roboto Bold 20pt	Headline 1	Roboto Regular 20pt	Body 1
Roboto Bold 17pt	Headline 2	Roboto Regular 17pt	Body 2
		Roboto Regular 15pt	Body 3
		Roboto Regular 13pt	Body 4

Colors



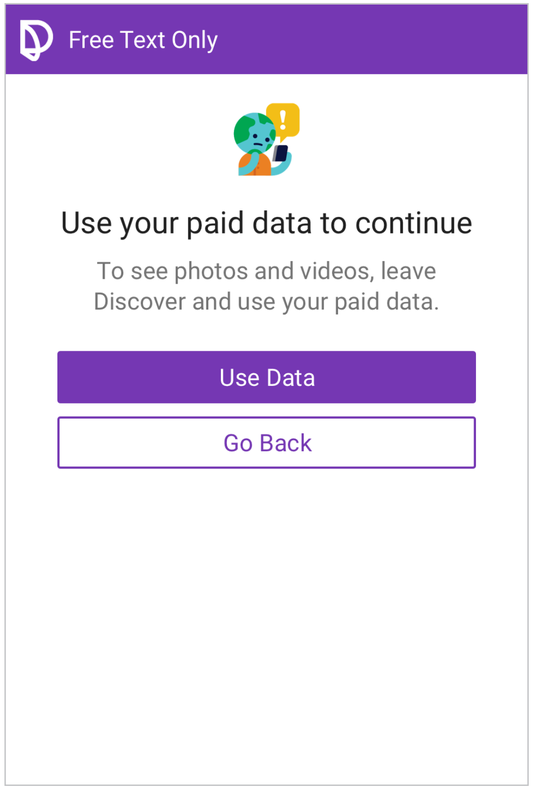
Margin

Spacing from the screen edge.



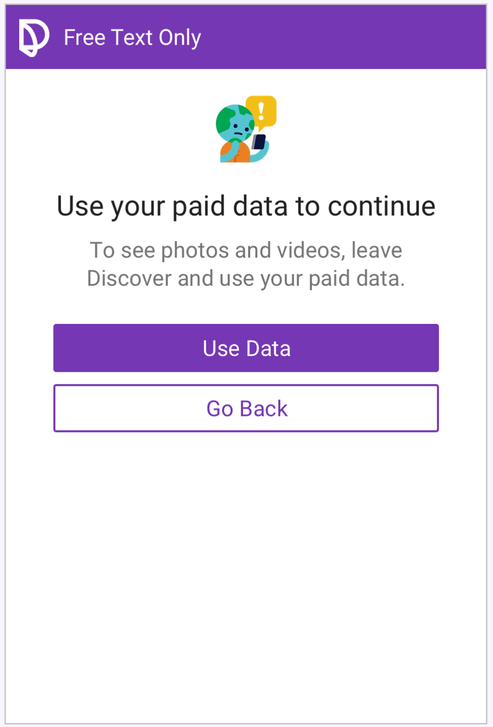
Upsells

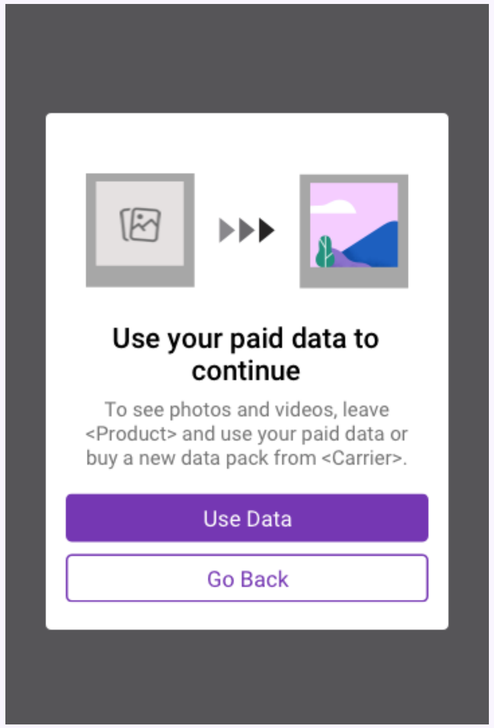
An upsell is a type of message that encourages people to invest time or money in our products.

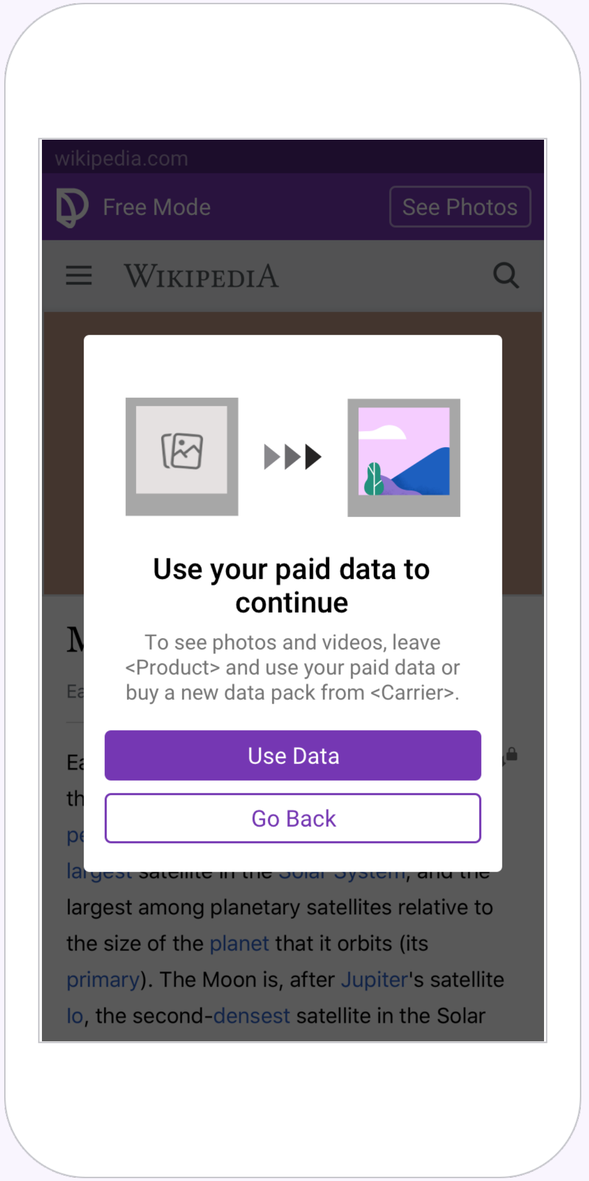


Upsells Dialog

Design







Upsells Dialog

Experiment Results

+16% successful paid over DAP
+36% click-outs
+17% purchase attempts DAP

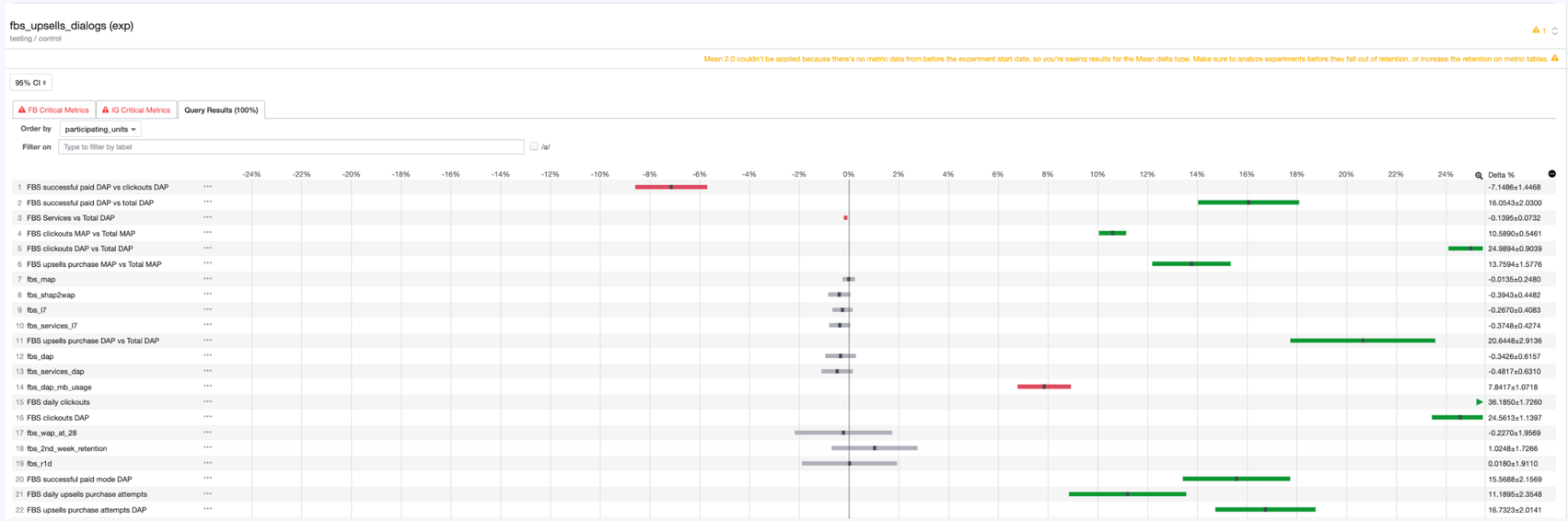


Image Placeholder

Website's images display an indication/button to allow switching to data mode.

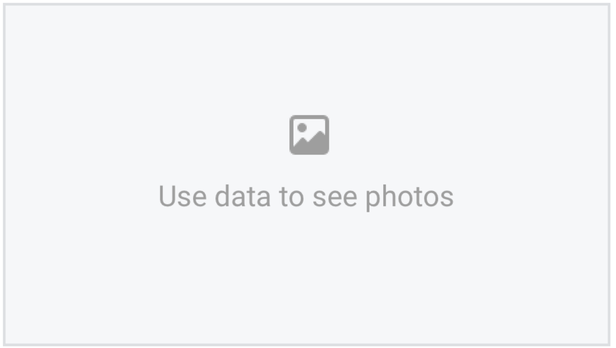
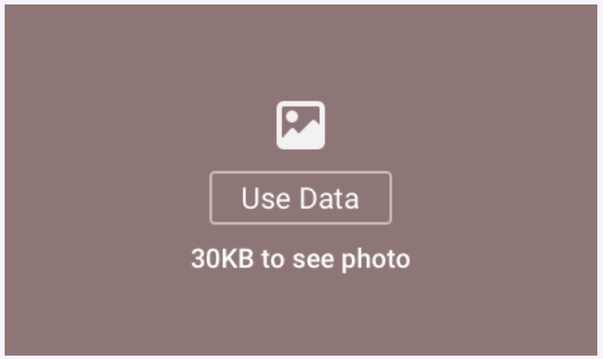
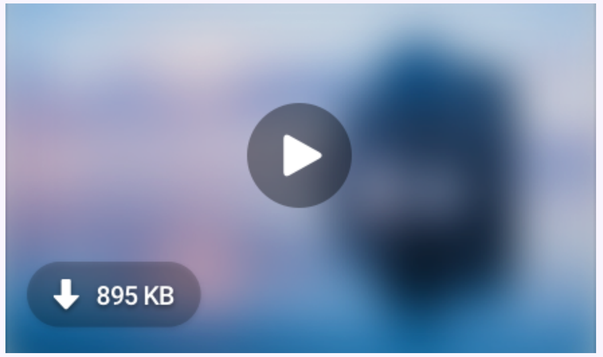
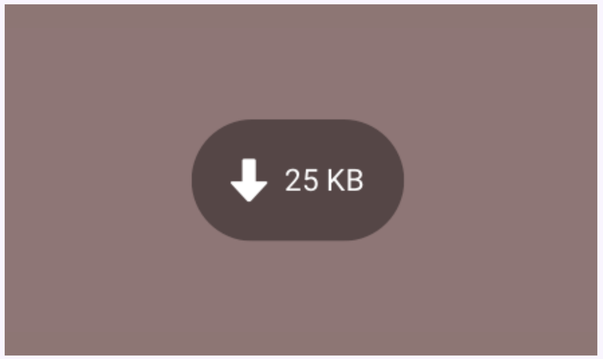


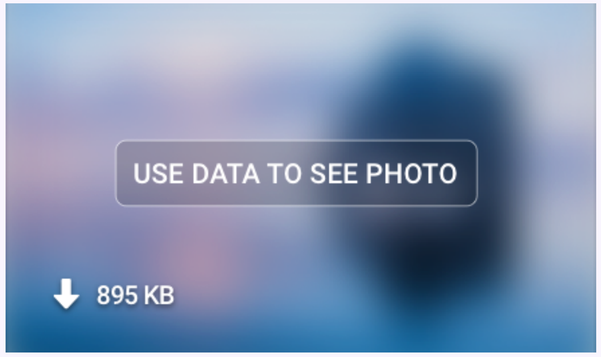
Image Placeholder

Exploration









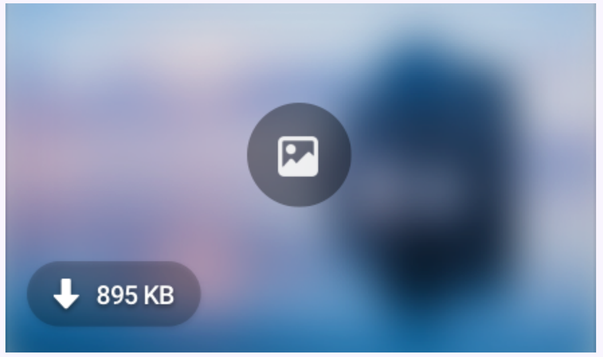


Image Placeholder

Design

Use data to see photos

Use data to see photos

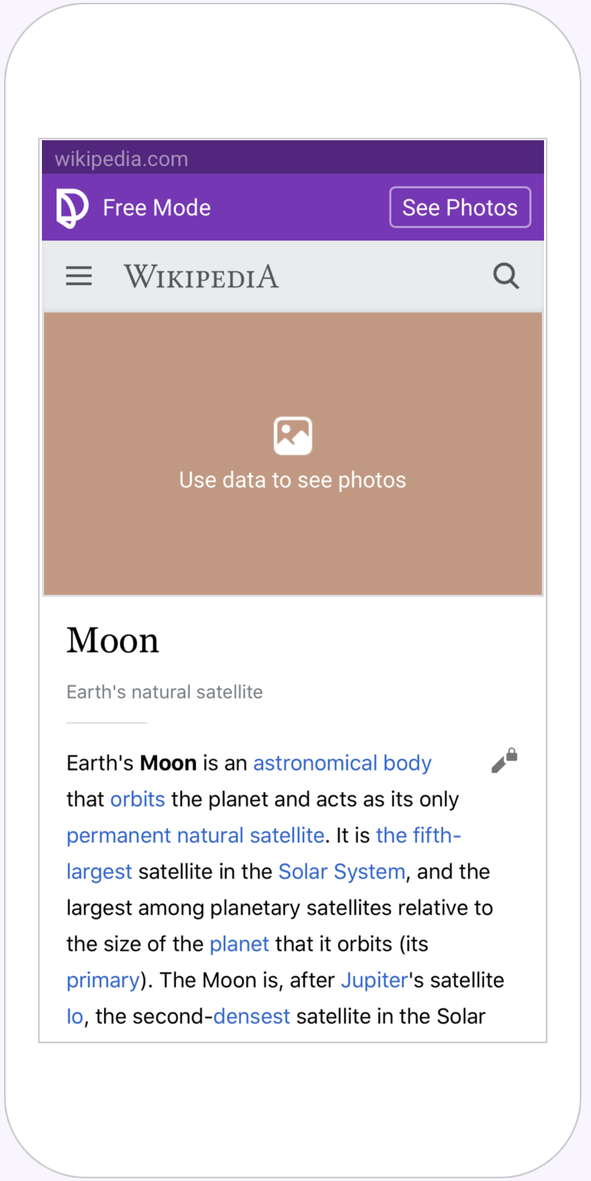
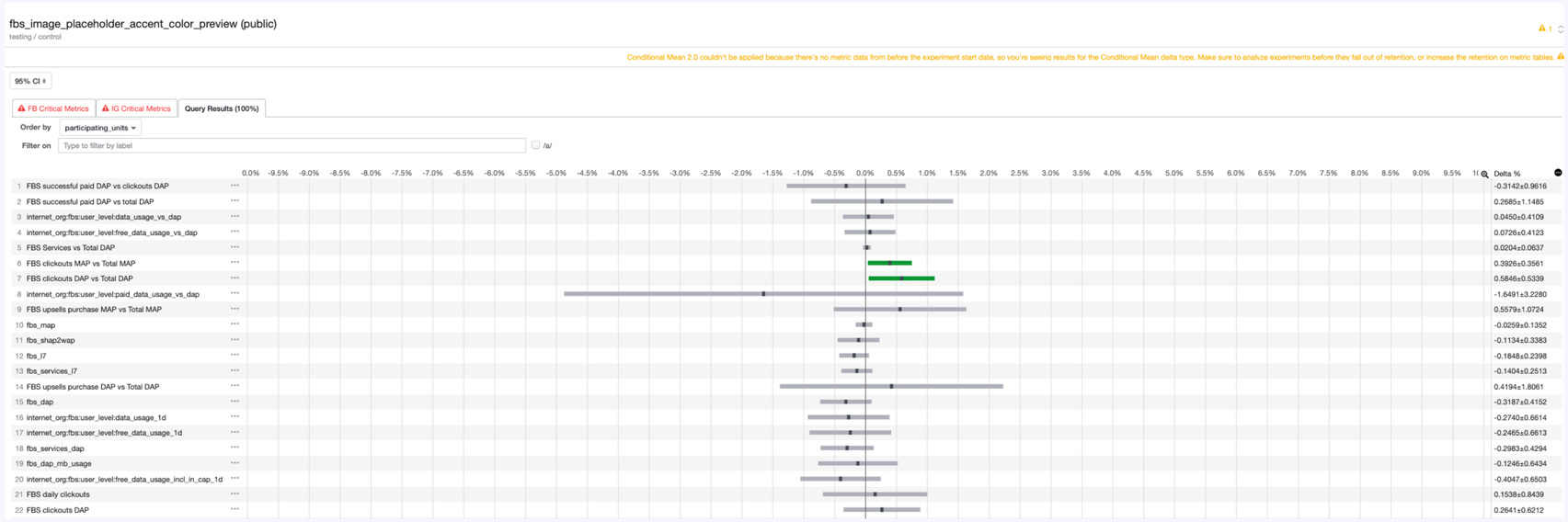


Image Placeholder

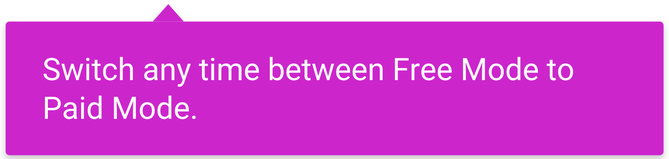
Experiment Results

+0.5% outs-click DAP + MAP



Tooltips

Tooltips explain a new feature that bring focus to an area that should be of interest to the user.



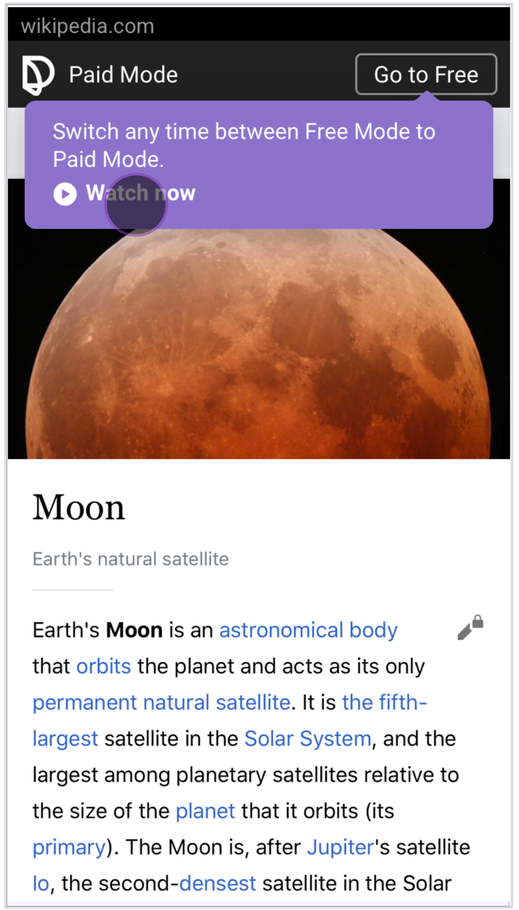
Tooltips

Design

Switch any time between Free Mode to Paid Mode.

Switch any time between Free Mode to Paid Mode.

Watch now



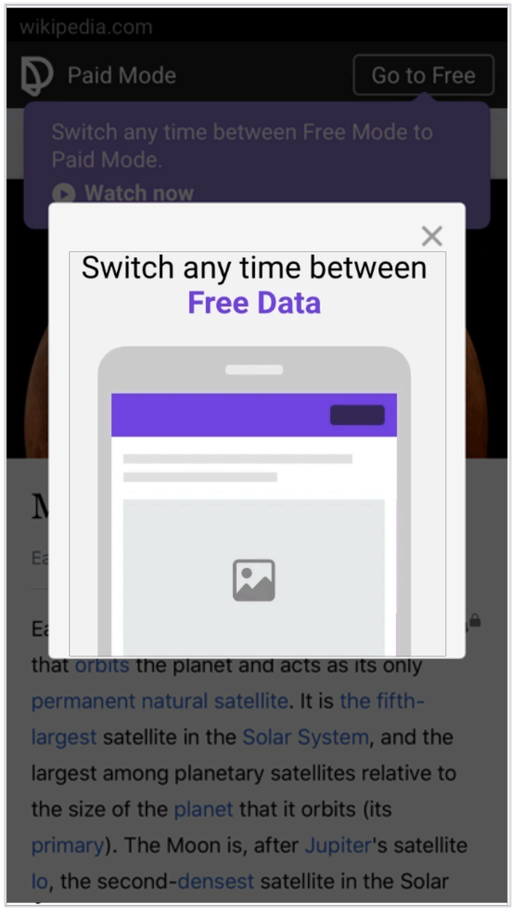
Tooltips

Design

Switch any time between Free Mode to Paid Mode.

Switch any time between Free Mode to Paid Mode.

Watch now

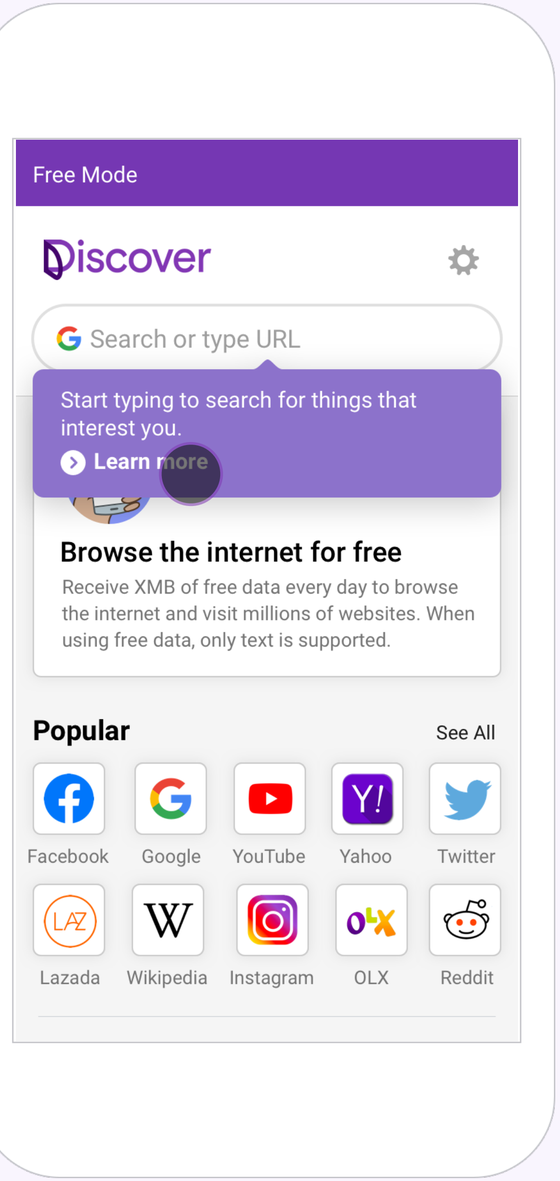


Tooltips

Design

Start typing to search for things that interest you.

Start typing to search for things that interest you.
Learn more



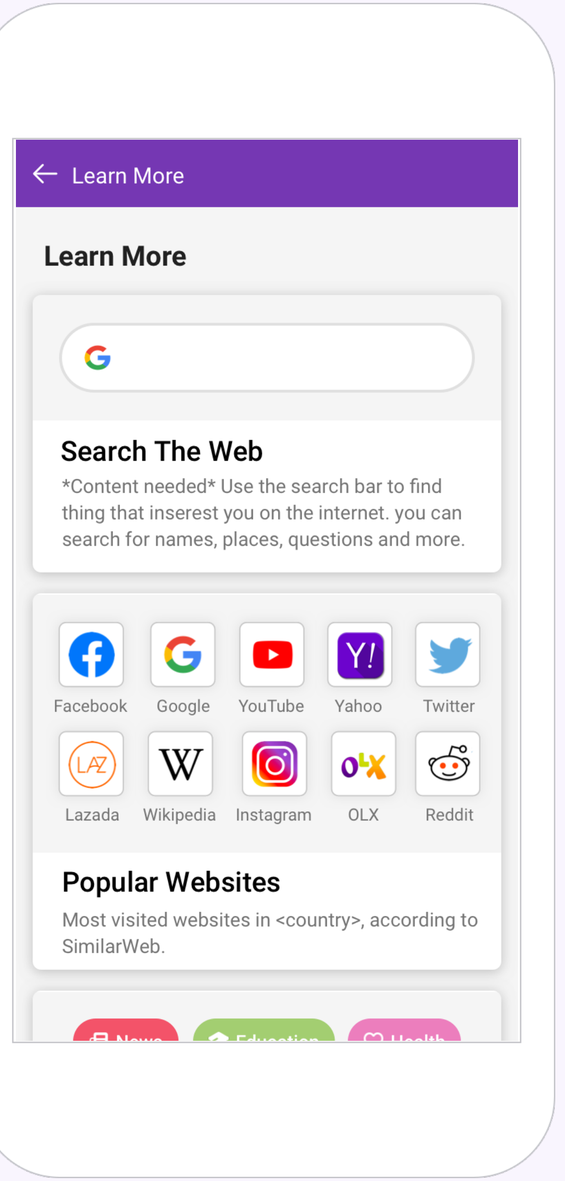
Tooltips

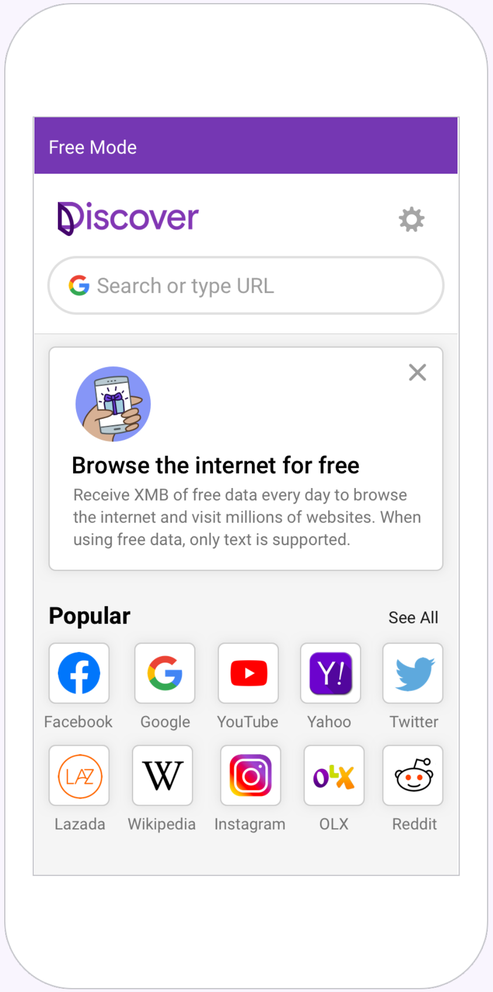
Design

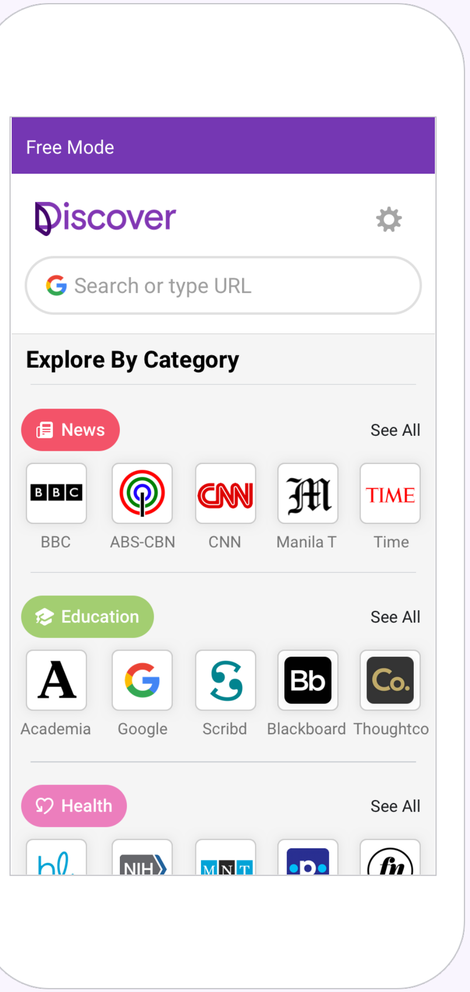
Start typing to search for things that interest you.

Start typing to search for things that interest you.

Learn more




Free Mode
Discover
Search or type URL
Browse the internet for free
Receive XMB of free data every day to browse the internet and visit millions of websites. When using free data, only text is supported.
Popular
See All
Facebook
Google
YouTube
Yahoo
Twitter
Lazada
Wikipedia
Instagram
OLX
Reddit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Discover
Search or type URL
Explore By Category
News
See All
BBC
ABS-CBN
CNN
Manila T
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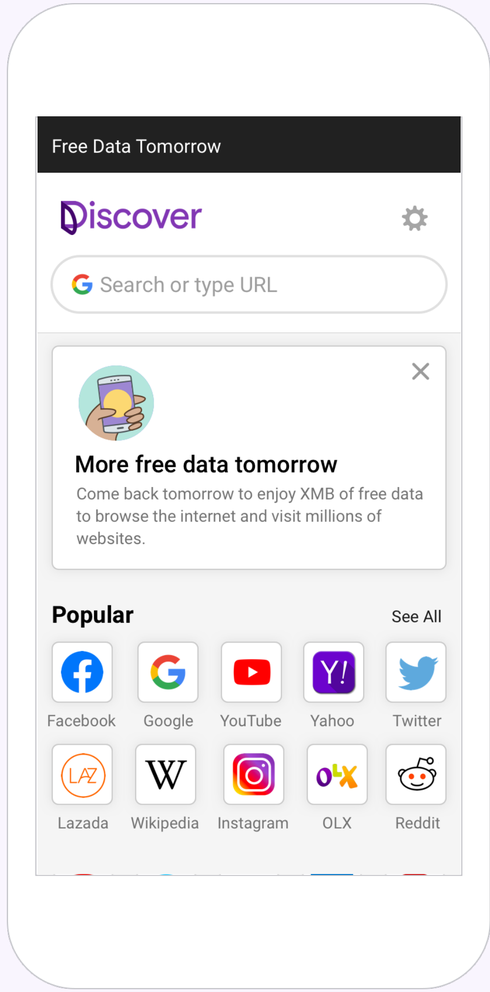
Education
See All
Academia
Google
Scribd
Blackboard
Thoughtco
Health
See All


Free Data Tomorrow
Discover
Search or type URL
More free data tomorrow
Come back tomorrow to enjoy XMB of free data to browse the internet and visit millions of websites.
Popular
See All
Facebook
Google
YouTube
Yahoo
Twitter
Lazada
Wikipedia
Instagram
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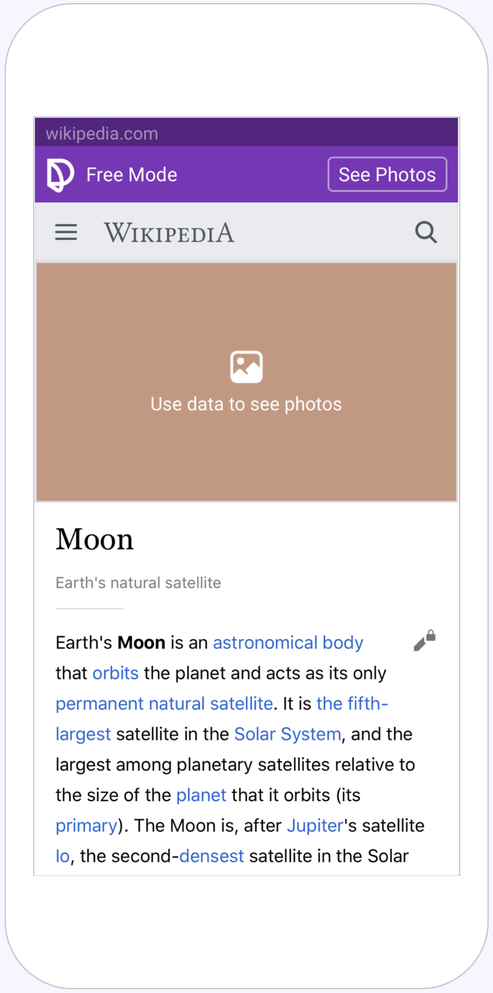
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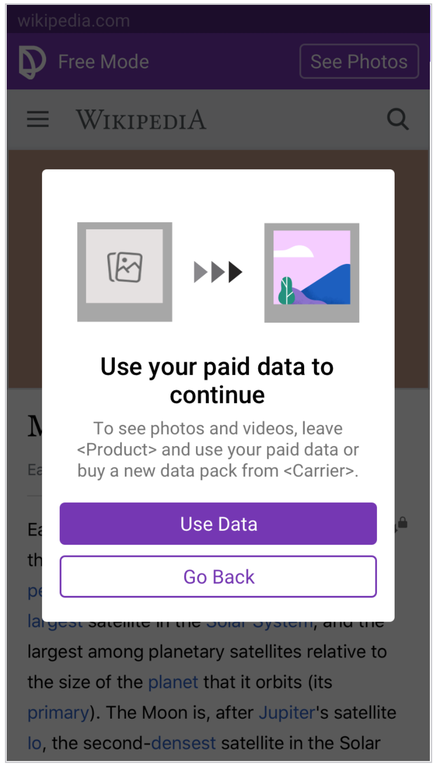
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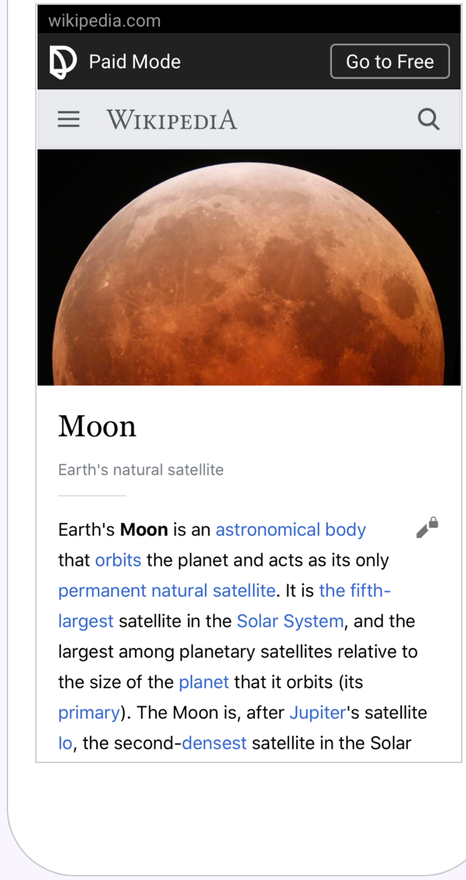
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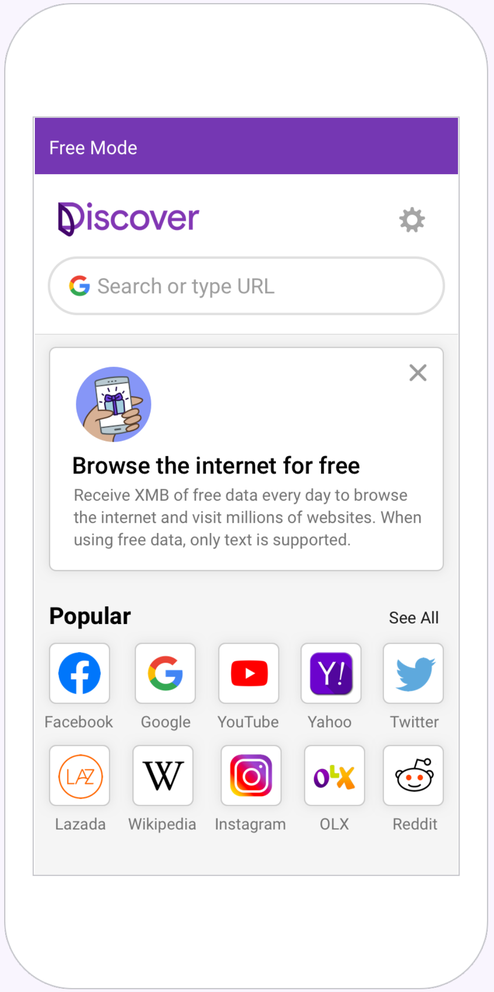
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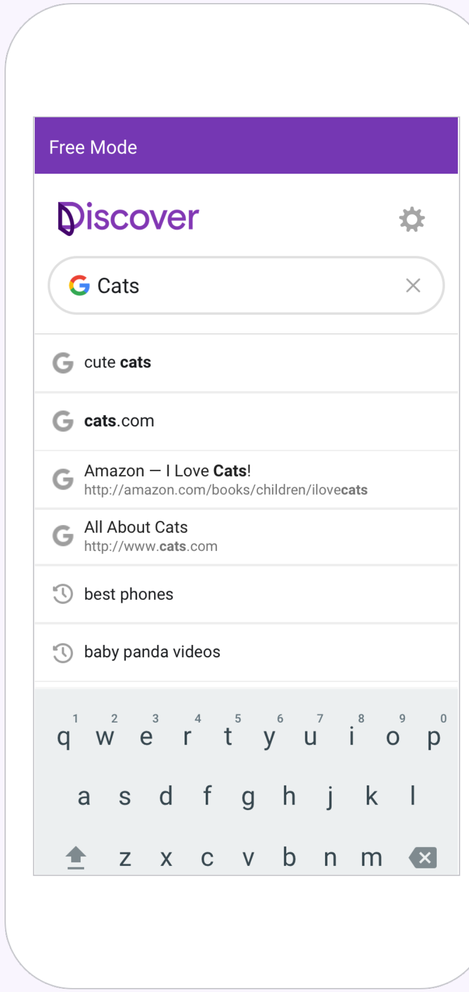
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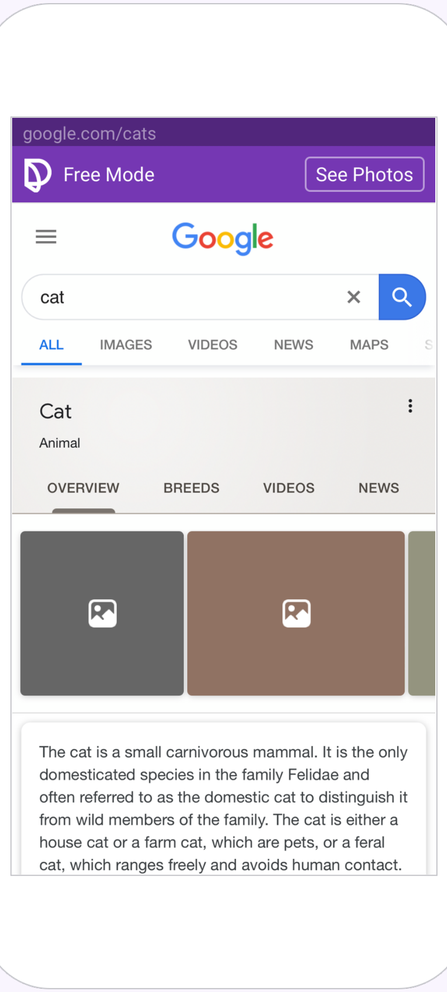
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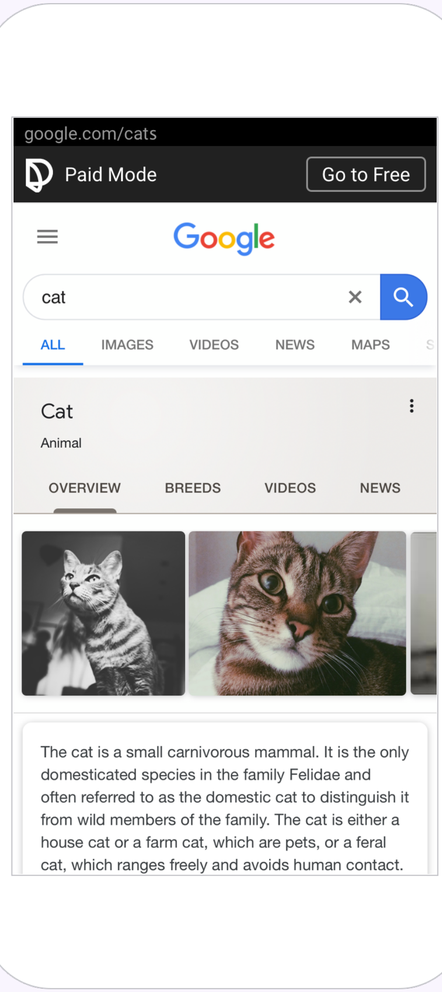
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1/ Intro to Discover

2/ Goals and Motivation

3/ Research and Data

4/ Project Plan

5/ Design

6/ Next Step

Next Step

To-Do

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Cards
QP
Extended Header
Titels
Margin
Categories

In Progress

Typographic Scale
Tooltips

In Experiment

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Done

Colors
Upsells Dialog

Thank You!