Discover by facebook

Design Review

Discover ReDesign

Yael Cohen

September 3

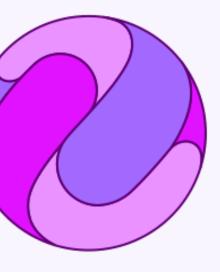
1/Intro to Discover 2/Goals and Motivation 3/ Research and Data 4/ Project Plan 5/ Design

Discover ReDesign

6/ Next Step

Discover ReDesign







Discover ReDesign





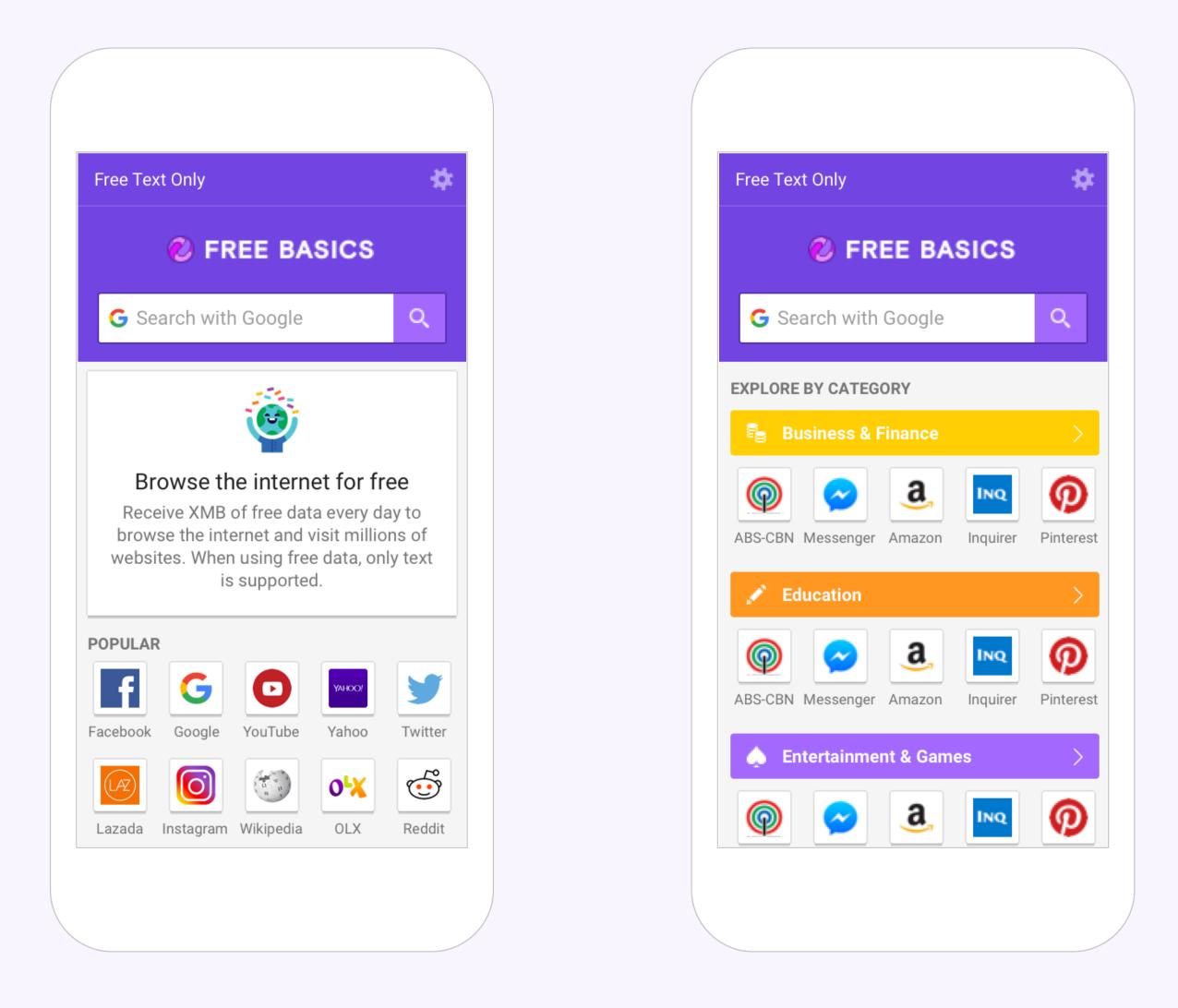
Discover ReDesign

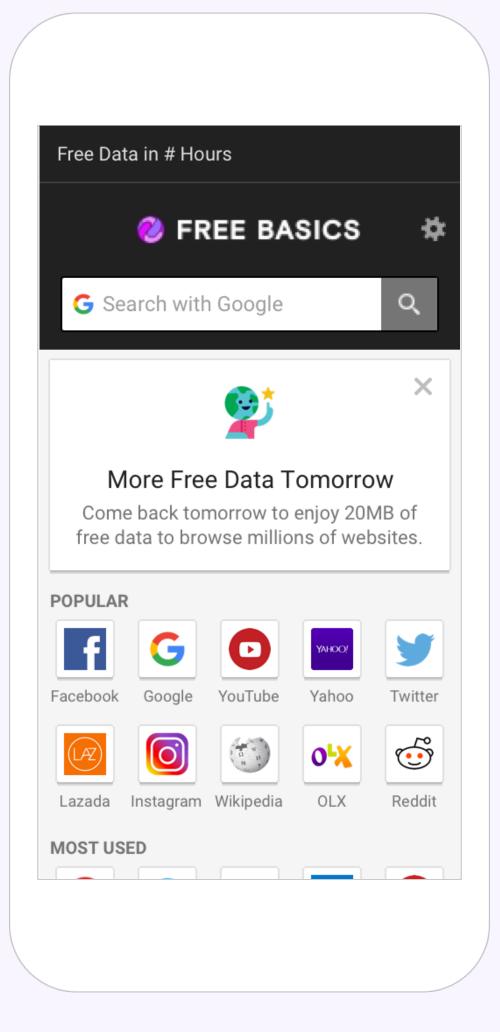
the state

neutral free service.

The mission is to support FOS programs to bring people online by providing a net-

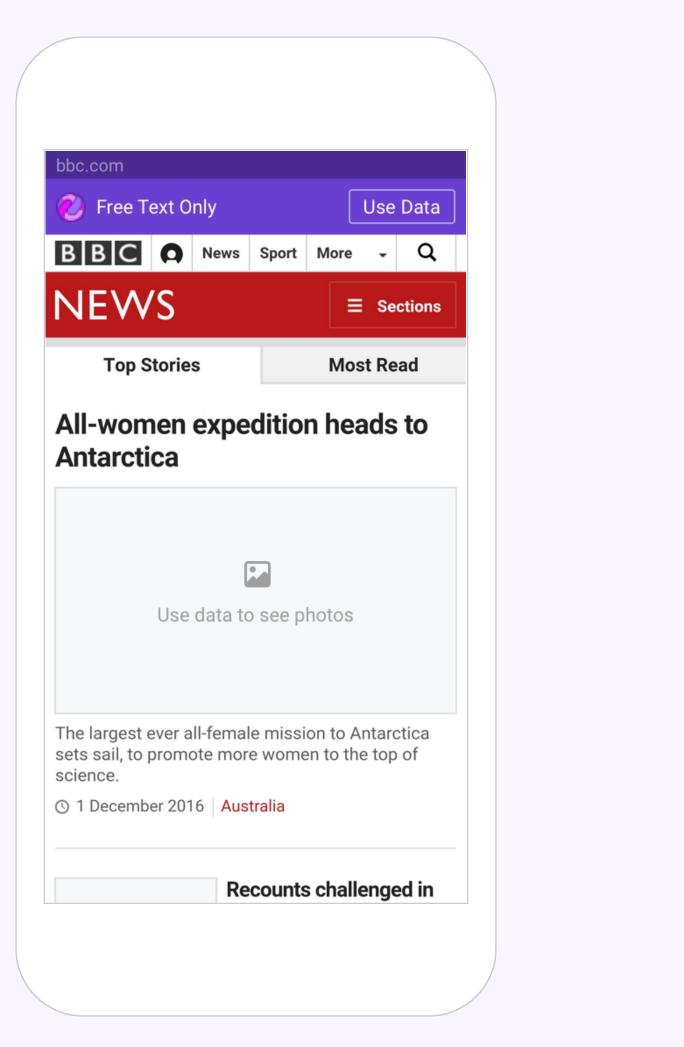
Discover ReDesign

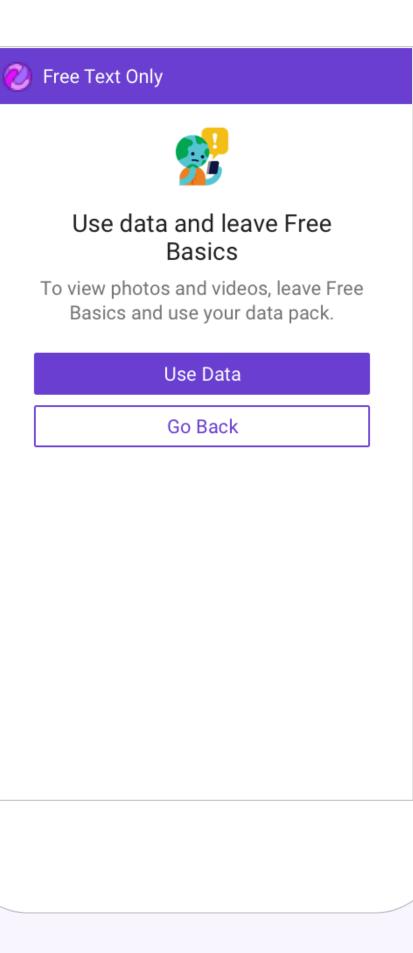


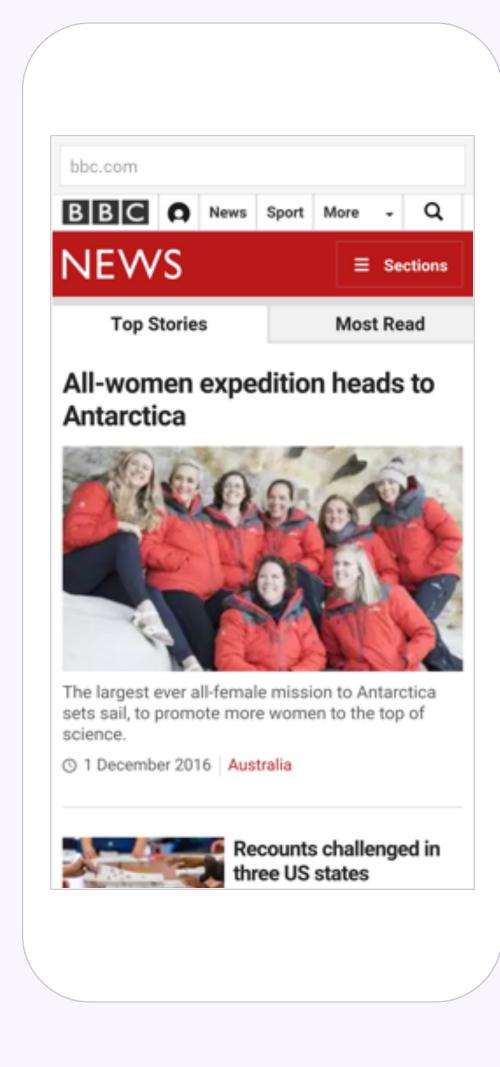




Discover ReDesign









1/Intro to Discover 2/Goals and Motivation 3/ Research and Data 4/ Project Plan 5/ Design 6/ Next Step

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.

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.

Quality

Raise the overall quality bar for FBS.

Guidance

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



1/Intro to Discover 2/Goals and Motivation 3/ Research and Data 4/ Project Plan 5/ Design 6/ Next Step

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	
Small	6.3%	4.59
Medium	51.8%	22%
Medium - Large	31.6%	22.2
Large	8.2%	4%
Low density	1.6%	1%

ommon screen sizes

5% (320*480)

% (480*800)

.2% (720*1280)

6 (1080*1920)

600*967)

1.8% (240*320)

14.5% (490*854)

4.7% (720*1184)

Screen Resolutions

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

Country

Philippines 🔰

India 🖾

Nigeria 💶

Colombia 🚄

South Africa 🔀

Indonesia 💳

Common screen sizes

- 23.87% (1080*1920) 18.08% (720*1280)
- 29.69% (720*1280) 21.17% (1080*1920)
- 28.45% (720*1280) 24.02% (1080*1920)
- 27.30% (720*1280) 17.91% (1080*1920)
- 20.89% (1080*1920) 18
- 31.63% (720*1280)
- 18.29% (720*1280)
- 21.59% (1080*1920)

Research and Data — Discover ReDesign

Web Browsers





39.7%

Chrome mobile

19.5% -

Opera mini



8.5% Android

Popular Websites







Twitter



Instagram

Wattpad





Design Patterns

Facebook Tetra —

of The Samples 🍲 n Drake's Scorpion

akes Scorpion Samples hius · 3 hours ago



ristina Tosi s · 8 hours ago



123k views · 8 hc



ali Nguyen es in San Francisco orks at Facebook nutual friends



•





Canal Striends are members

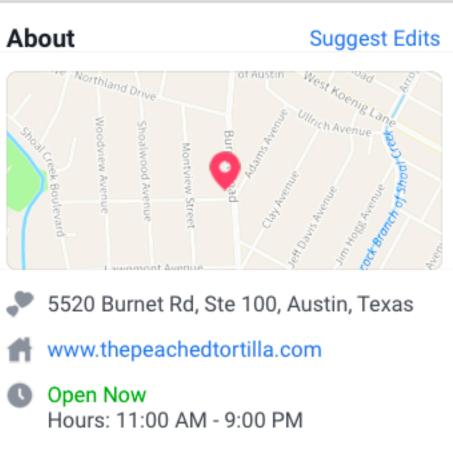
Join



SAT, SEP 15 AT 9PM HONNE at the Warfield Auditorium



S4:E3 Jordi Roca 13 Apr · 4,234 Views



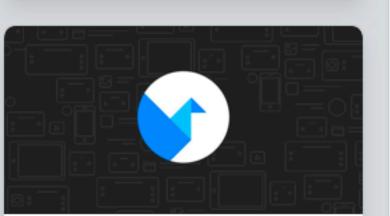
- Send Message Typically replies within an hour
- (512) 222-8781





Christopher Welch 42 mutual friends

Add Friend



Origami Community 20,564 Members · 12 posts a day



Contraction of the second seco

Visit Group



Porsche Cayman 2017 - 26k miles







Nick Inzucchi 8 mutual friends



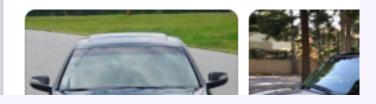
Benjamin Golub 12 mutual friends



Judy Lam 7 mutual friends

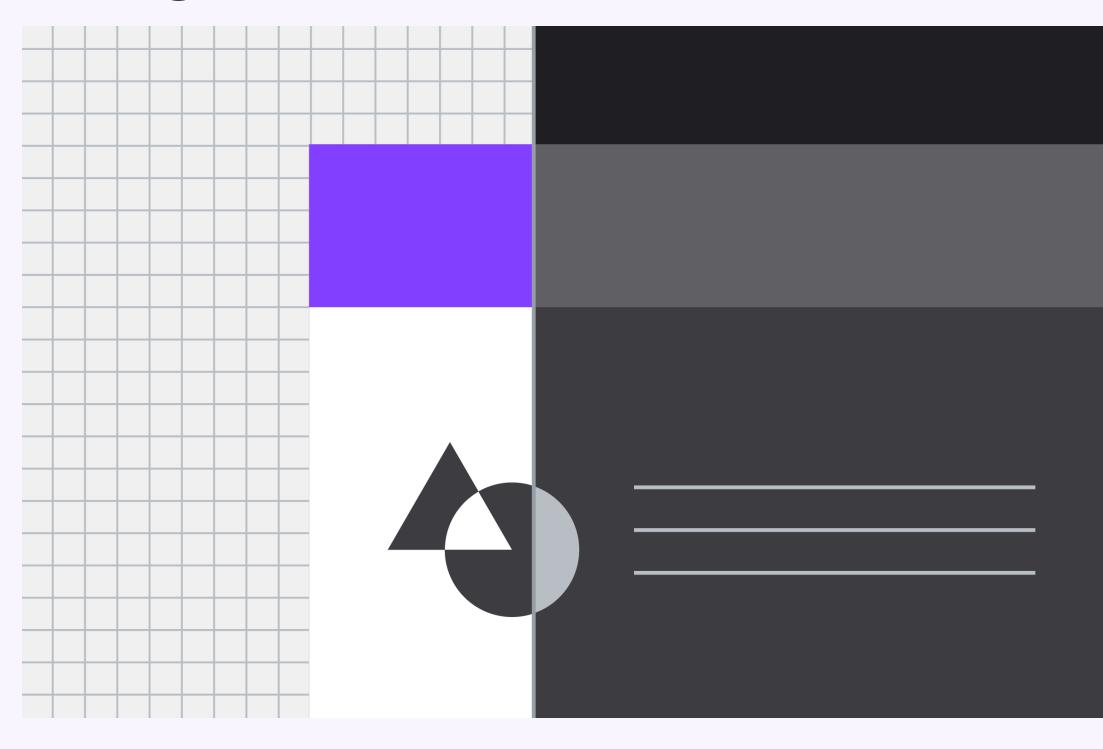


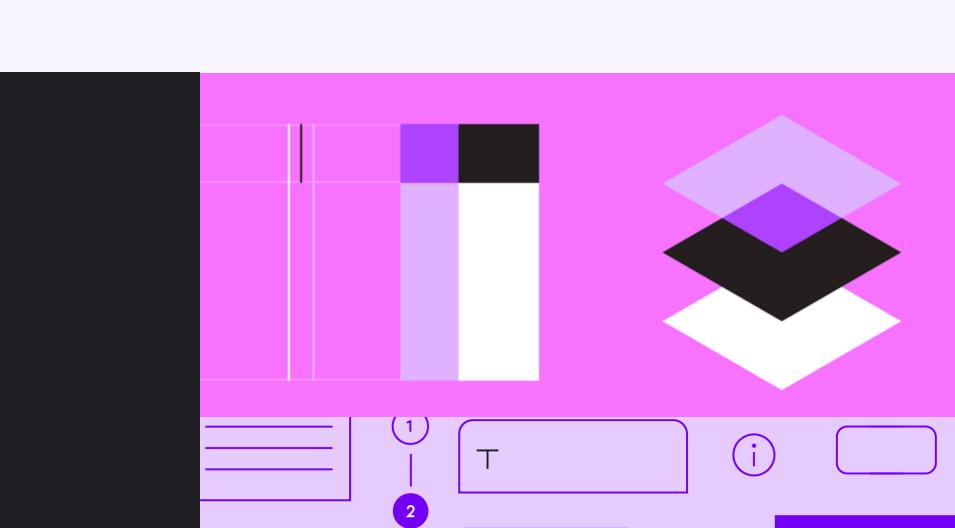
Olivia San Miguel 19 mutual friends

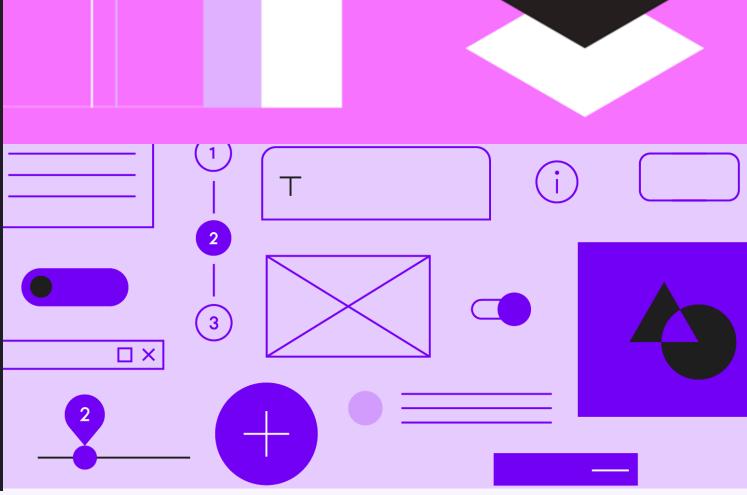


Design Patterns

Google Material







1/Intro to Discover 2/Goals and Motivation 3/ Research and Data 4/ Project Plan 5/ Design 6/ Next Step

Project Plan

Discover ReDesign

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

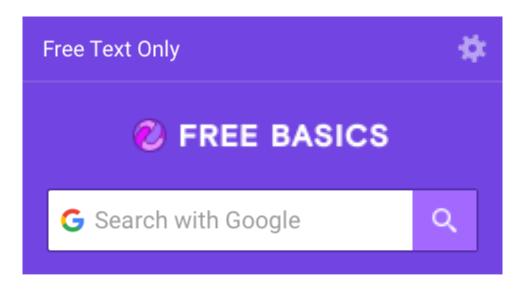
Tooltips

Typography Colors Learn More

1/Intro to Discover 2/Goals and Motivation 3/ Research and Data 4/ Project Plan 5/ Design 6/ Next Step

Header

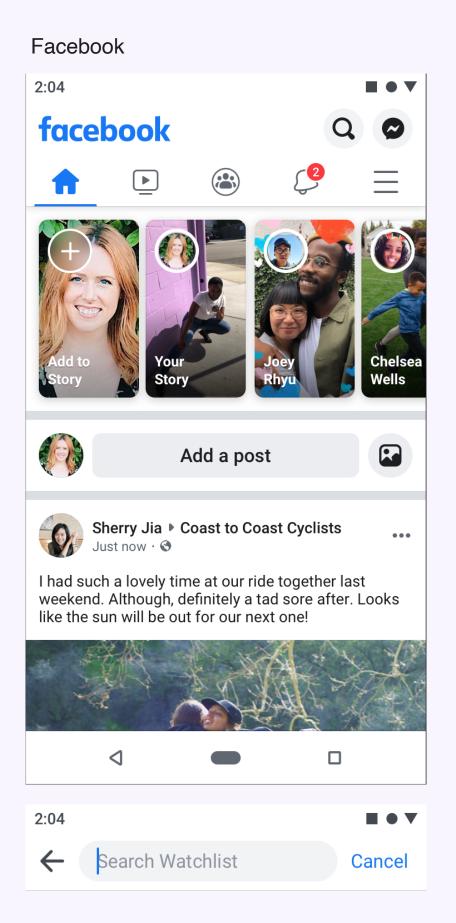
The header includes Discover logo, setting icon, carrier button, and a search bar. Also, supporting information that adds context to the portal mode (free/paid/image/ text).

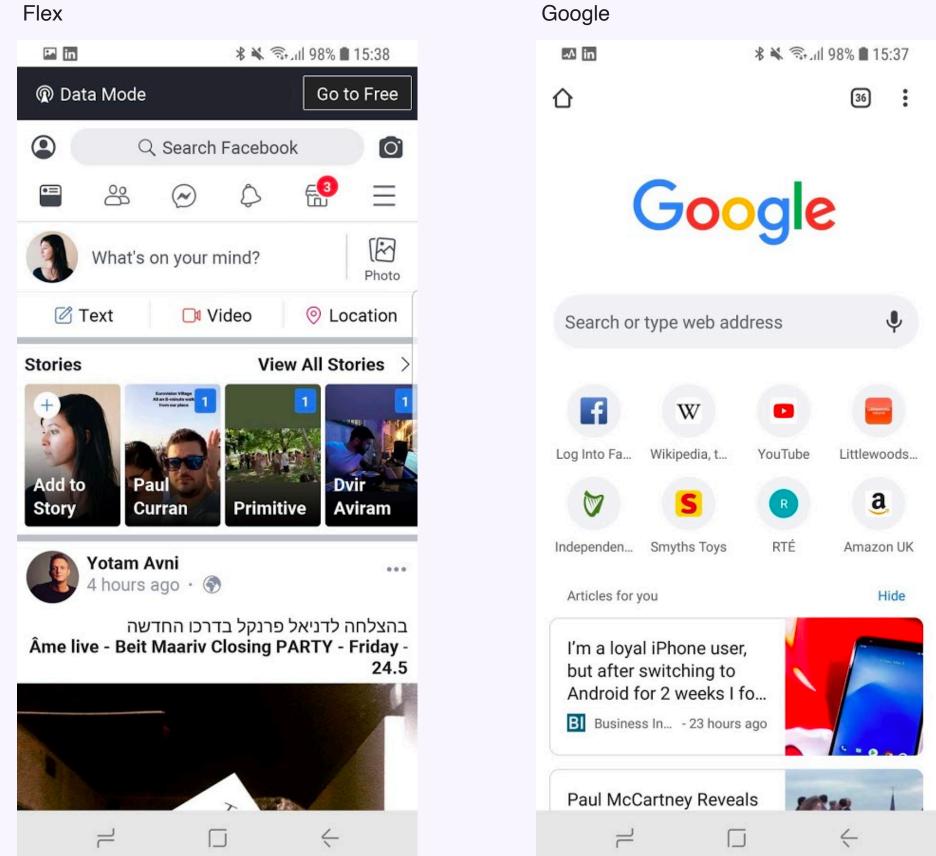


Design

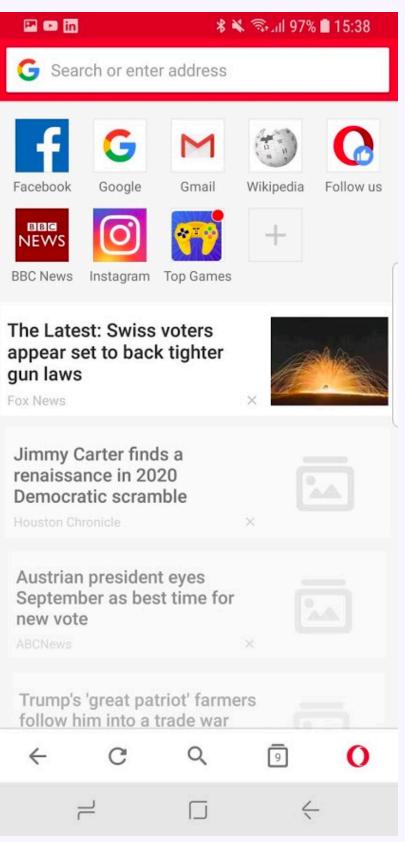
Discover ReDesign

Header Reference

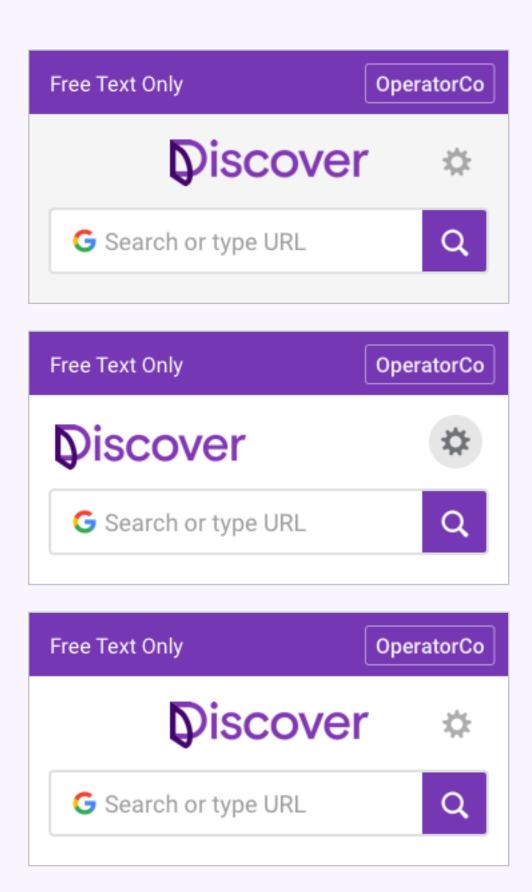




Opera mini

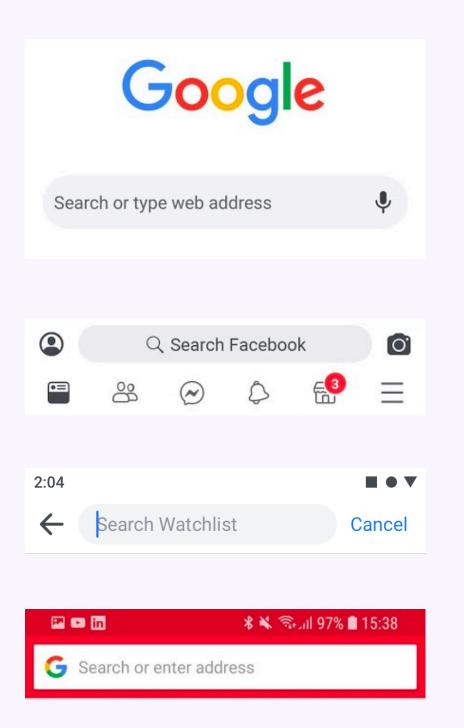


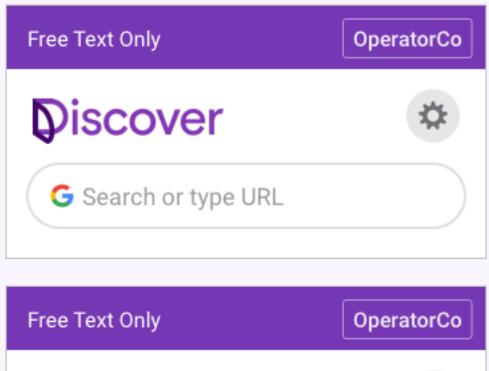
Header **Exploration**

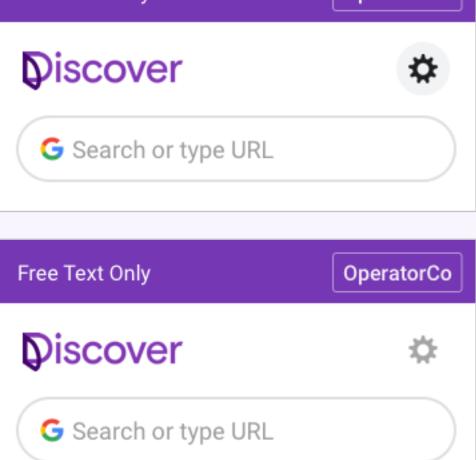


G Search or type URL	Q
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G Search or type URL	
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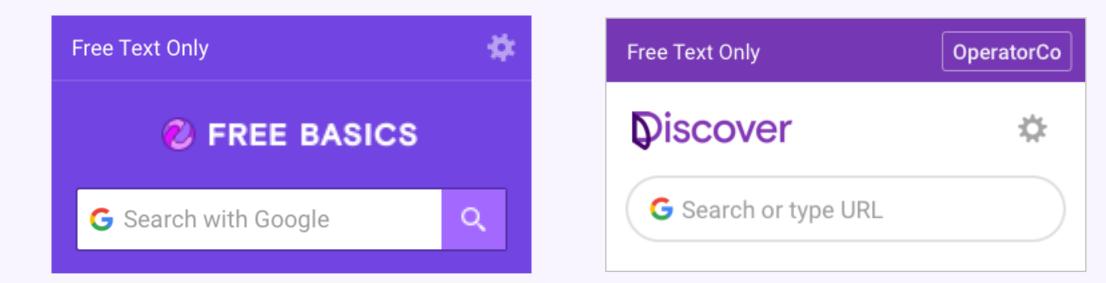
Reference

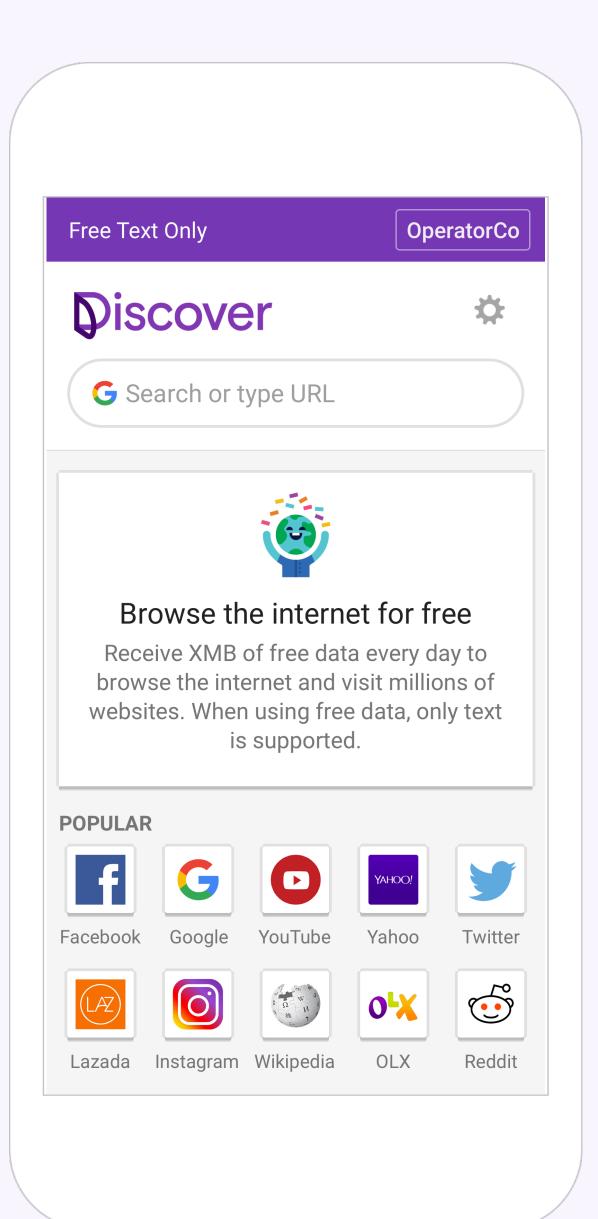






Header Design





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.



Х

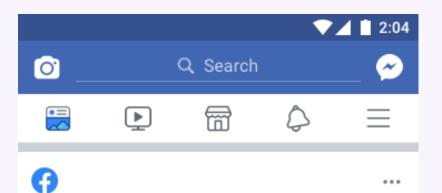
Browse the internet for free

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

Design

Discover ReDesign

QP Reference



...

Lorem ipsum dolor sit amet adipiscing elit aenean commodo

Lorem ipsum dolor sit amet adipiscing elit aenean commodo ligula eget dolor aenean massa.

See today's birthday stories



Guillermo Lopez with Virginia Jordan and ... 2 others. Yesterday at 10:14 PM · 📀

Good friends, good food and a lot of laughs.



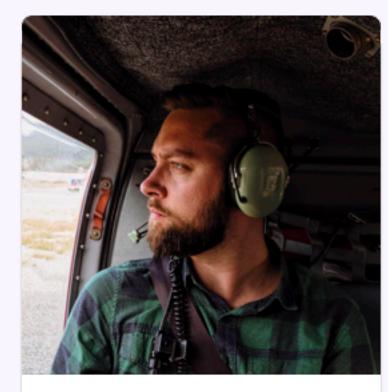


SAT, SEP 15 AT 9PM HONNE at the Warfield Auditorium

First Avenue & 7th St Entry, San Francisco, California



★ Interested



Christopher Welch 42 mutual friends

Add Friend



California Native Plant Society 920 Members · 2 posts a day



Join

 \times

QP Exploration



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X

Browse the internet for free

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Х

Design

 \times

QP Design



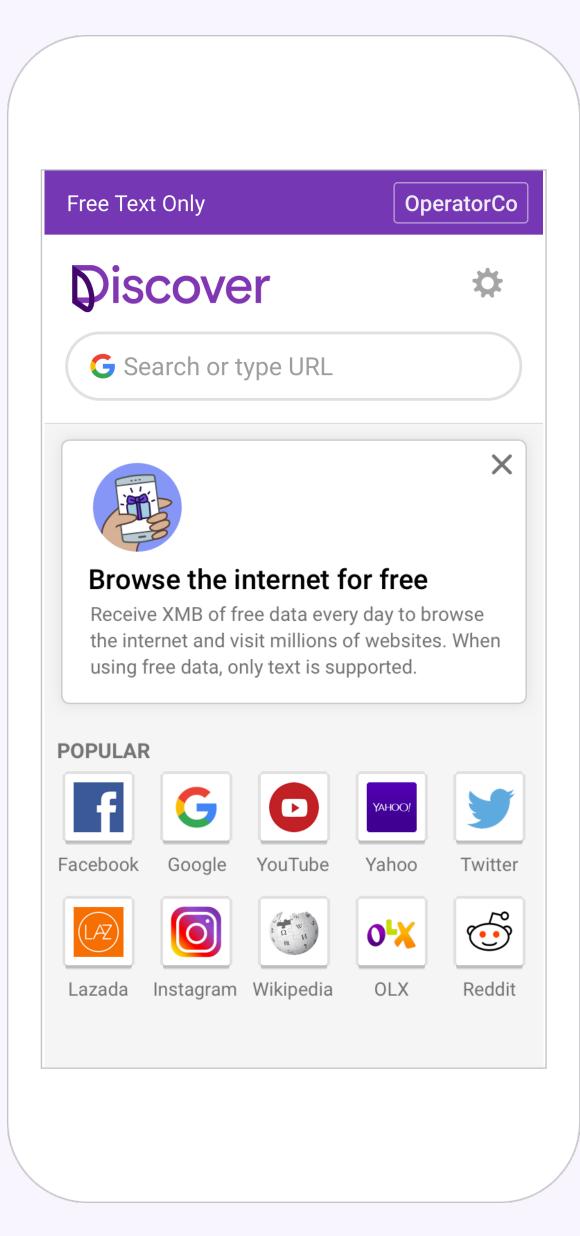
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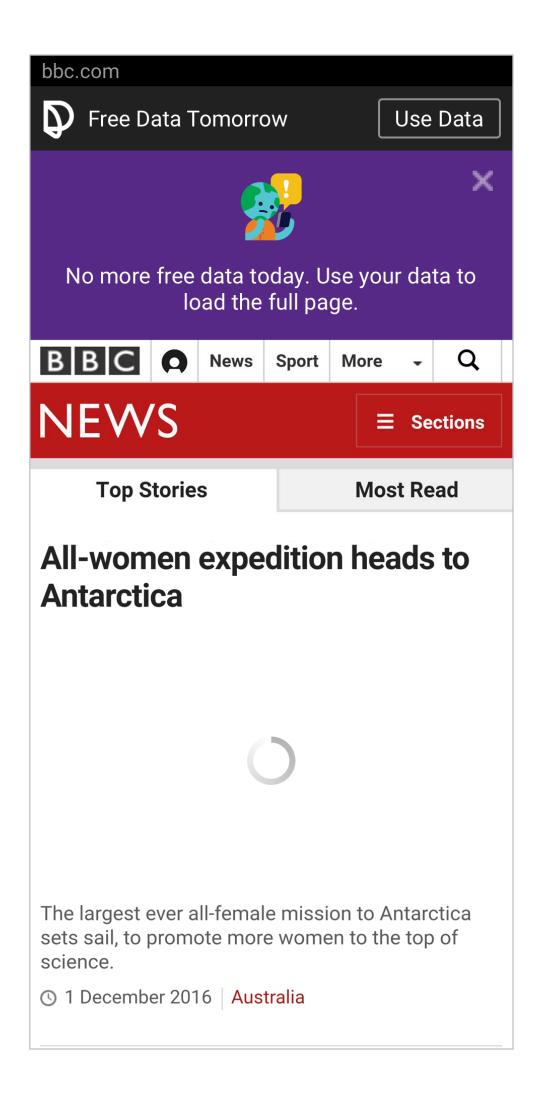
-20%

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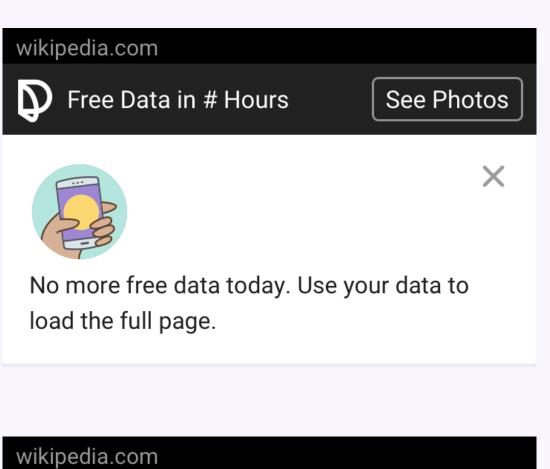
Extended Header

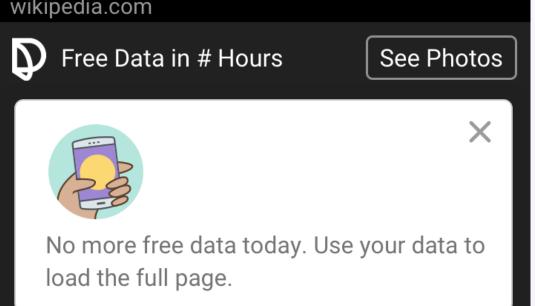
Extended headers are for transitions and we show them every-time the daily cap reached, the extended header is a version of QPs, that appear inside the sites.

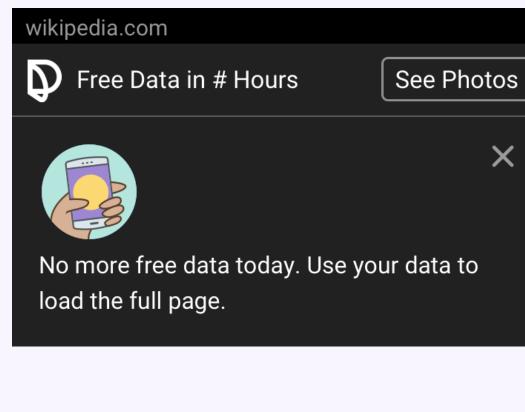


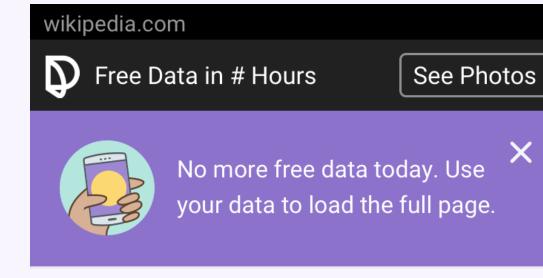
Extended Header

Exploration



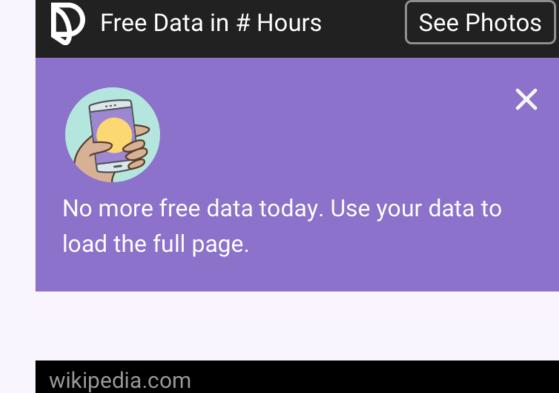




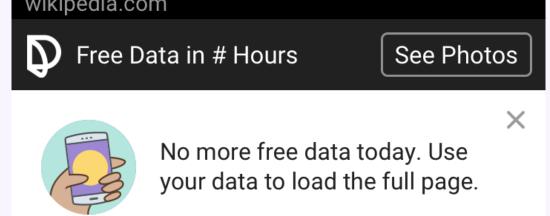


×

X



wikipedia.com



×

Extended Header





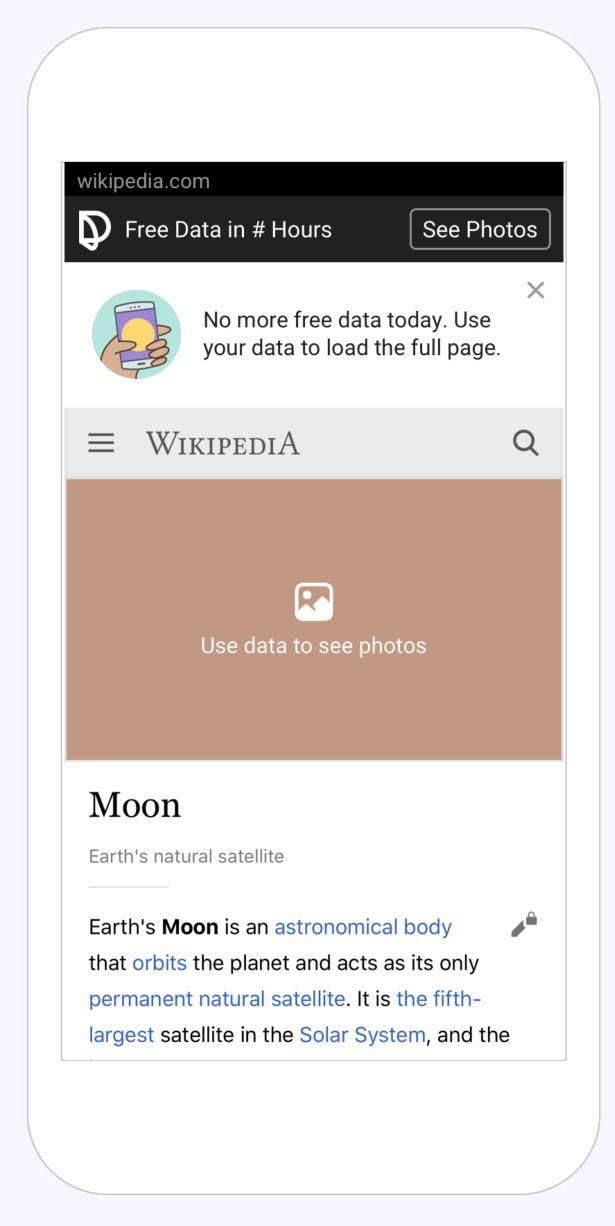
No more free data today. Use your data to load the full page.



No more free data today. Use your data to load the full page.

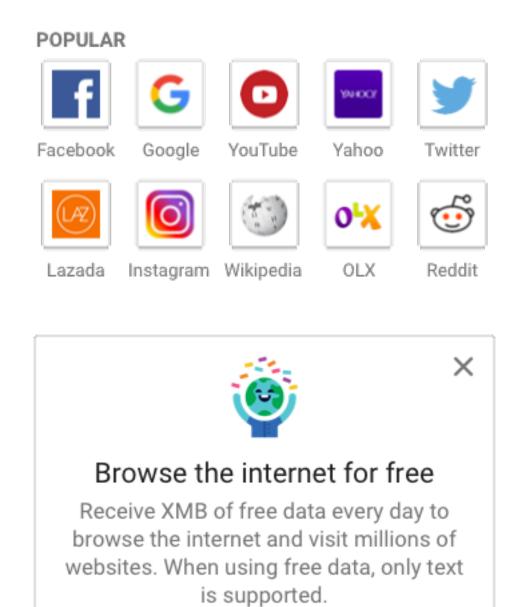
X Use page.

-26%



Cards

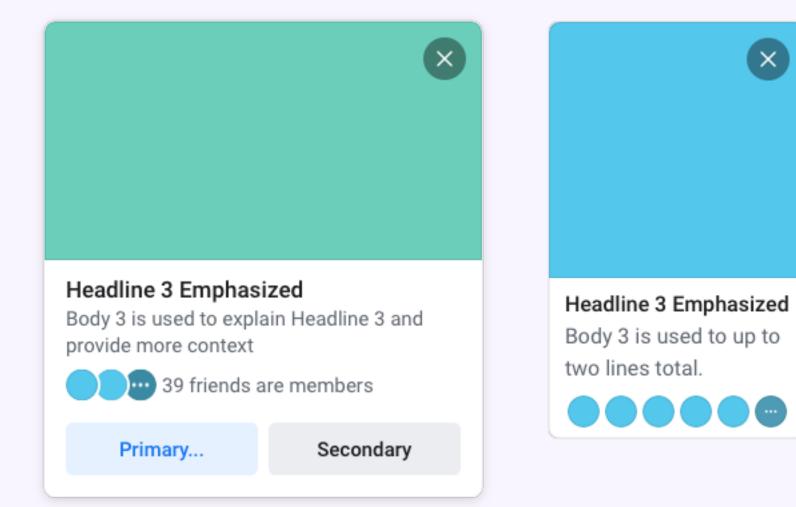
Cards are organizing the websites icons. Also, using for QPs. A card is identifiable as a single, contained unit. It contains content and actions about a single entity and should be easy to scan for relevant and actionable information. Elements, like text and images, should be placed on them in a way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





X

Cards Reference



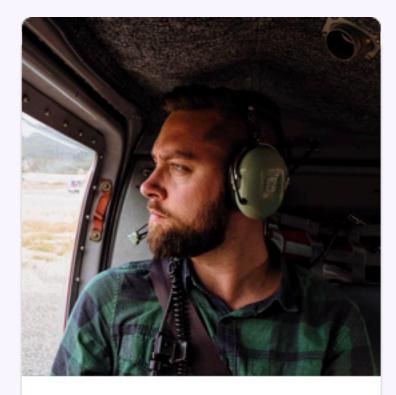


SAT, SEP 15 AT 9PM HONNE at the Warfield Auditorium First Avenue & 7th St Entry, San

Francisco, California

🍘 🎧 😨 39 friends are going

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Christopher Welch 42 mutual friends

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California Native Plant Society 920 Members · 2 posts a day



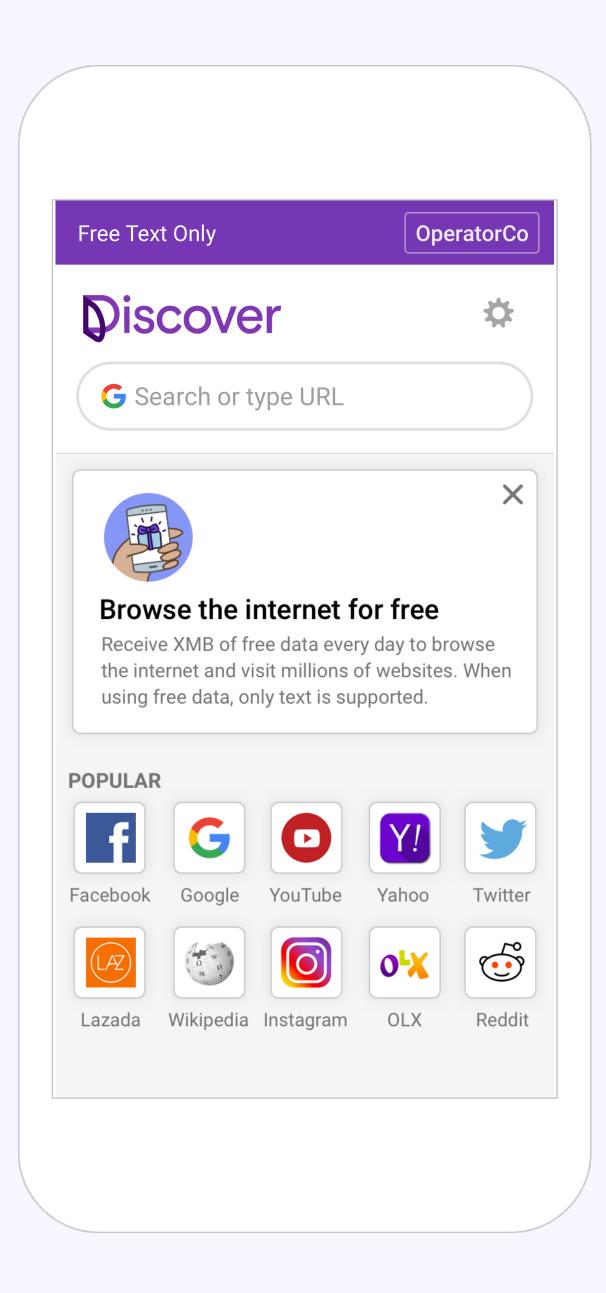
Join

Design

Discover ReDesign

Cards Design

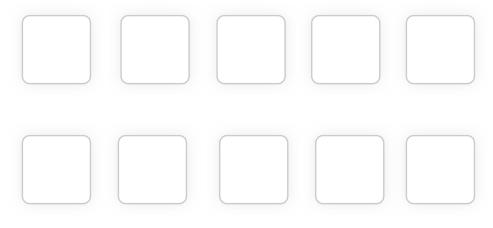




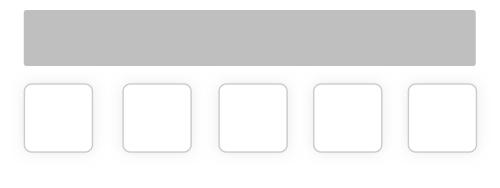
Titles

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.

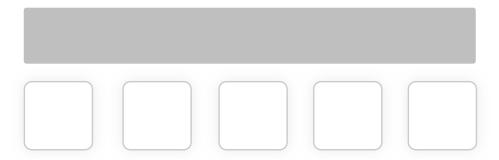
POPULAR



EXPLORE BY CATEGORY

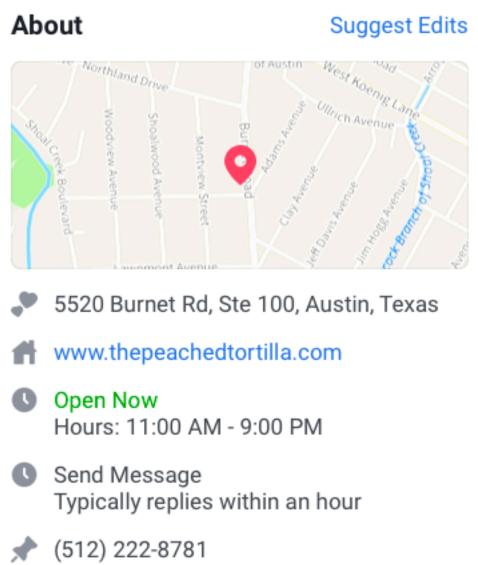


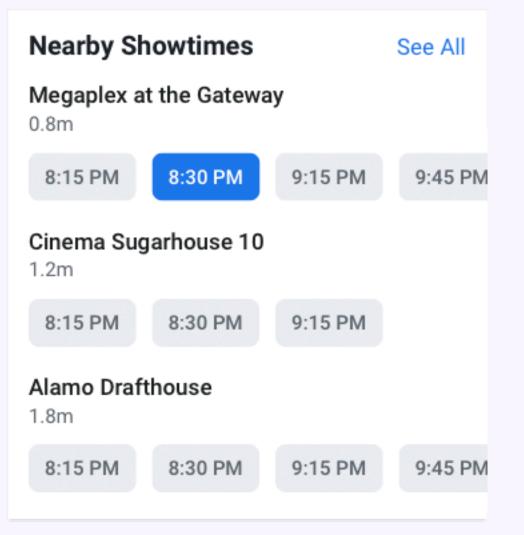




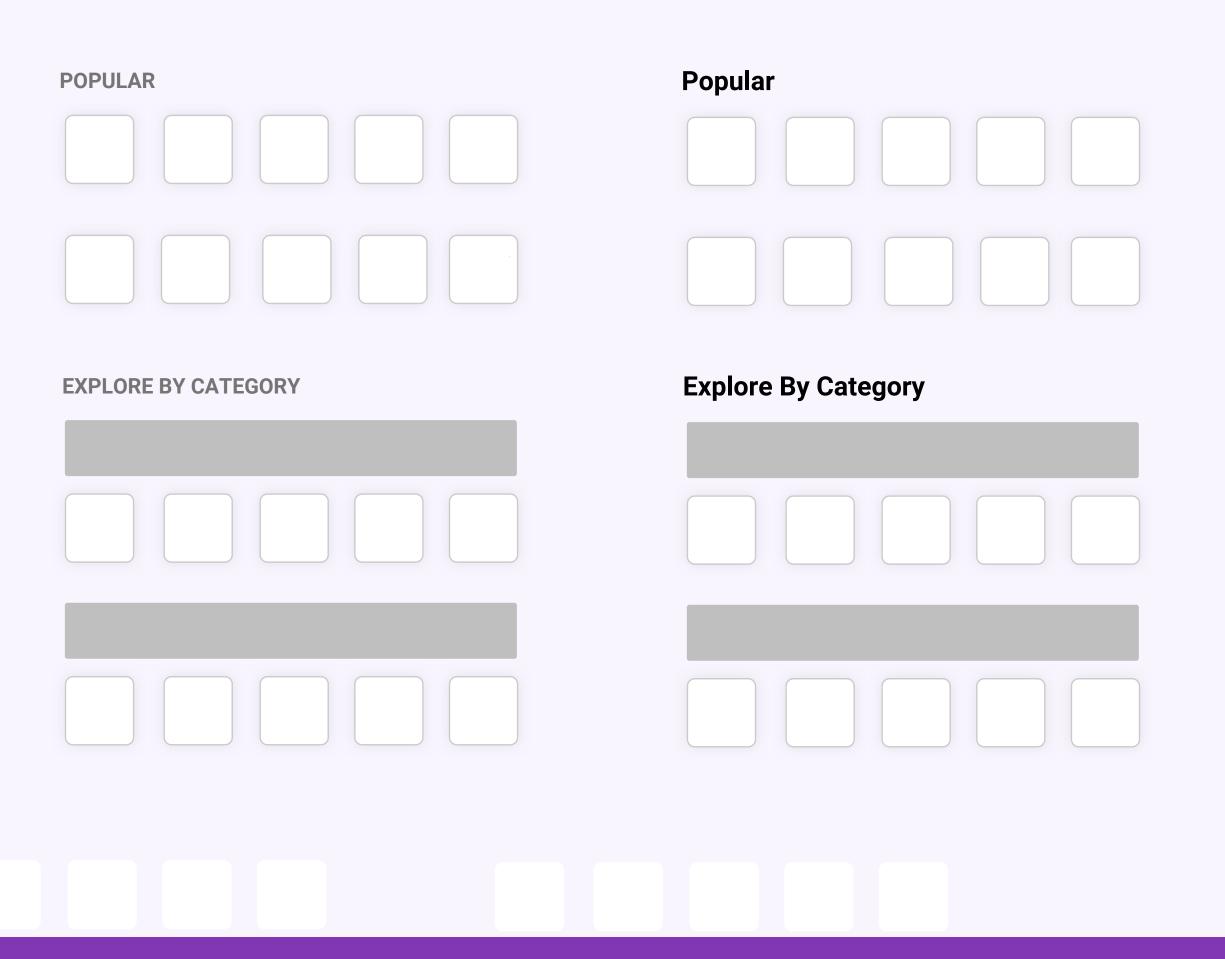
Titles Reference

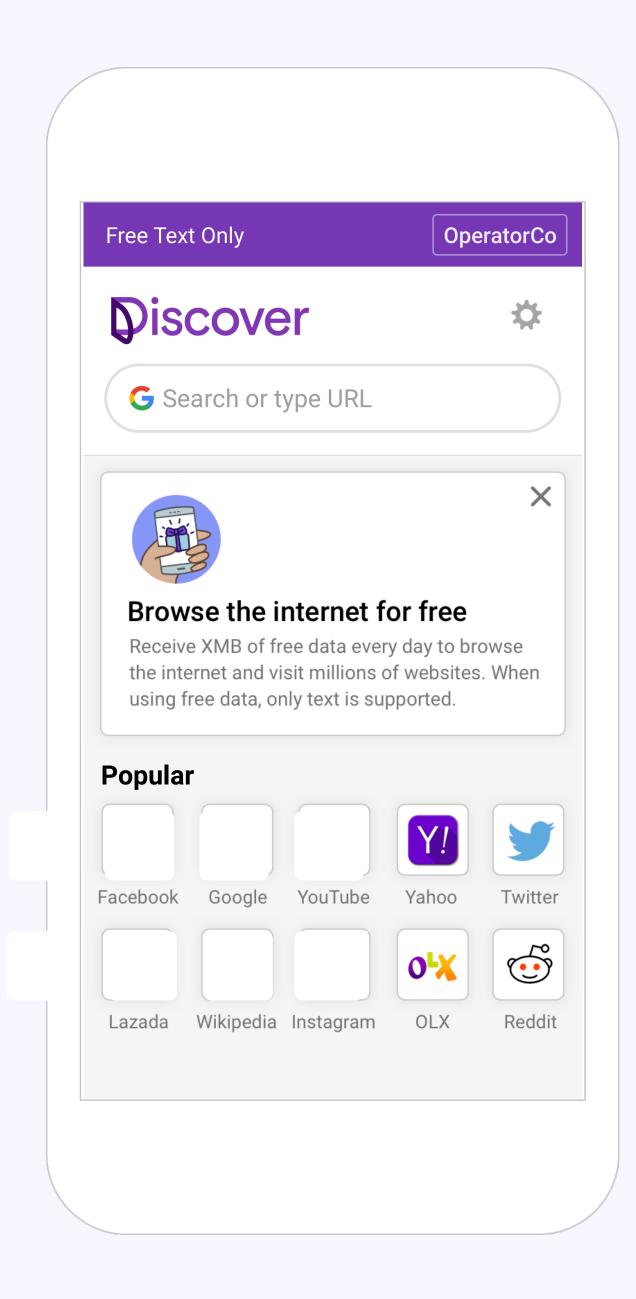
Frier	nds	See All	100 C
3	Jon Vlasach posted 3 hours ago		
۲	SheShe He posted 4 hours ago		.* : # :
	Jeff Smith joined in May 2018		0
			0





Titles **Design**





Categories

Topics of most visited websites.

📲 Business & Finance



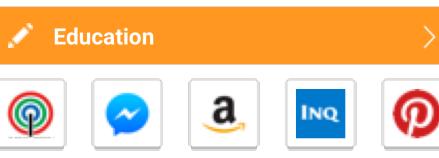




Inquirer

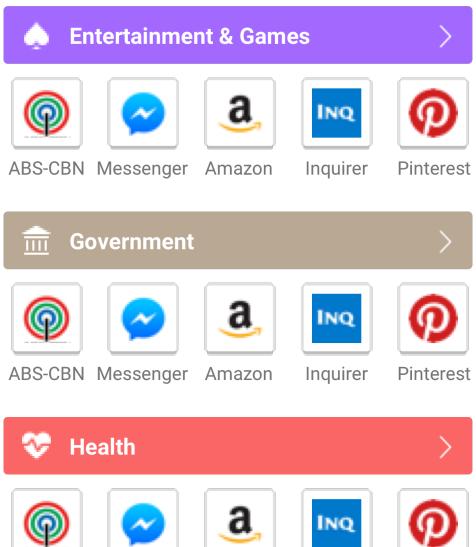


Pinterest Inquirer











ABS-CBN Messenger Amazon Inquirer Pinterest

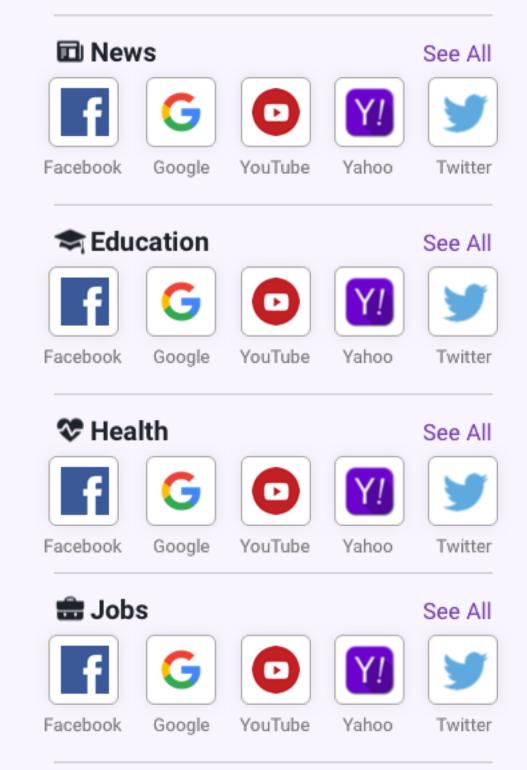


Categories **Exploration**

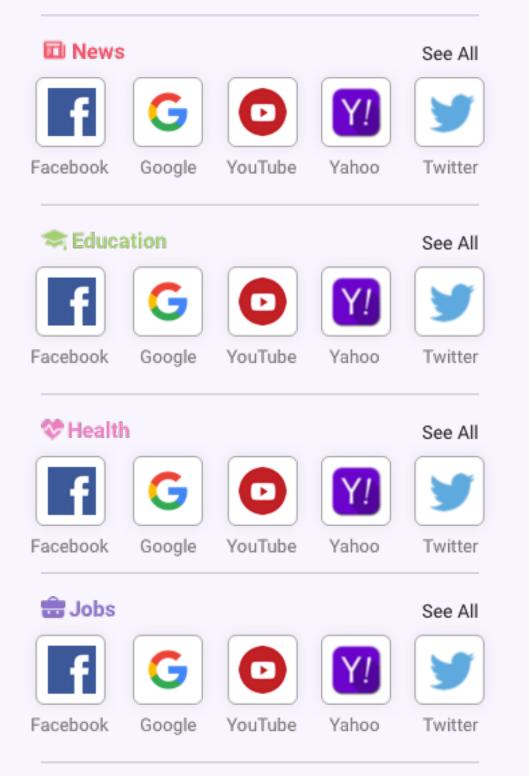
Explore By Category

News				See All
f	G		Y!	Y
Facebook	Google	YouTube	Yahoo	Twitter
Educat	ion			See All
f	G		Y!	Y
Facebook	Google	YouTube	Yahoo	Twitter
Health				See All
f	G		Y!	
Facebook	Google	YouTube	Y? Yahoo	Twitter
Facebook Jobs				
				Twitter

Explore By Category



Explore By Category



Explore By Category

🖪 New	s			See All
BBC	ABS-CBN		Manila T	TIME
😒 Educ	cation			See All
A	G	5	Bb	Co.
Academia	Google	Scribd	Blackboard	Thoughtco
CO Had	41.			Coo All
ගි Heal	lth			See All
ເ Heal	Ith	MNT	• p•	See All
		MNT	Practo	
bl	NIH		Practo	În
bl	NIH		Practo	În
Healthline	NIH		Practo	femalene



-



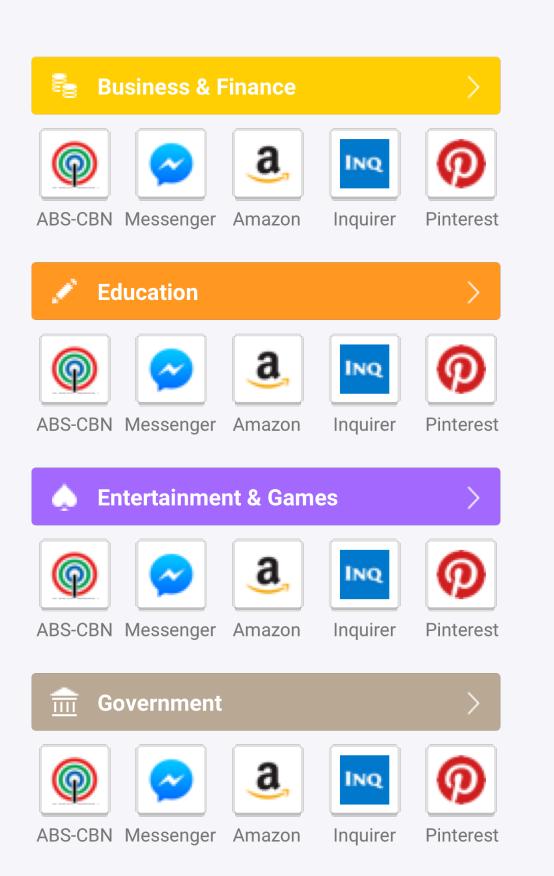
tco



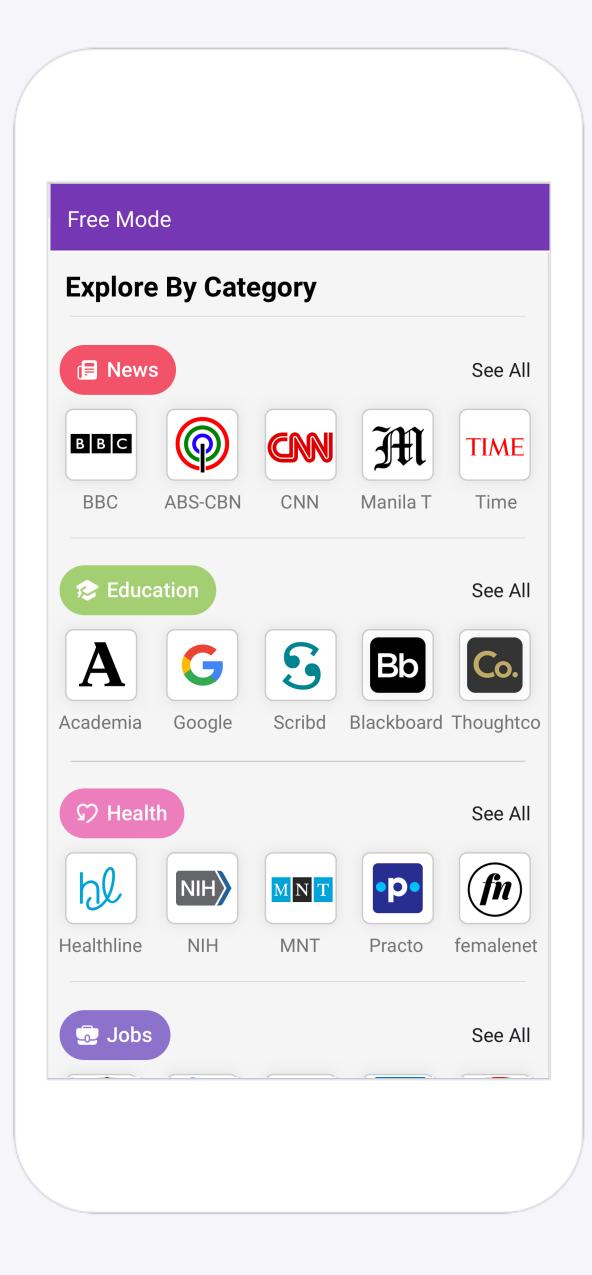


Categories

Design



🖪 News				See All
ввс		CNN	M	TIME
BBC	ABS-CBN	CNN	Manila T	Time
😒 Educ	ation			See All
A	G	5	Bb	Co.
Academia	Google		Blackboard	
(C) Used				
ගි Healt	m			See All
bl	NIH	MNT	• P•	ſn
Healthline	NIH	MNT	Practo	femalenet
🗔 Jobs				See All
	JOB TODAY	R	J	1
Glassdoor	Job Today	Remotasks	Jora	Indeed



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



Design — Discover ReDesign

Colors







Design

Discover ReDesign

Margin

Spacing from the screen edge.

ee Mode

Discover

G 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.

PopularSee AllGGVYacebookGoogleYouTubeYahooVVV<

12p x



Upsells

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

Free Text Only



Use your paid data to continue

To see photos and videos, leave Discover and use your paid data.

Use Data

Go Back



Upsells Dialog

Design

Free Text Only

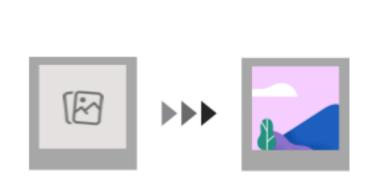


Use your paid data to continue

To see photos and videos, leave Discover and use your paid data.

Use Data

Go Back

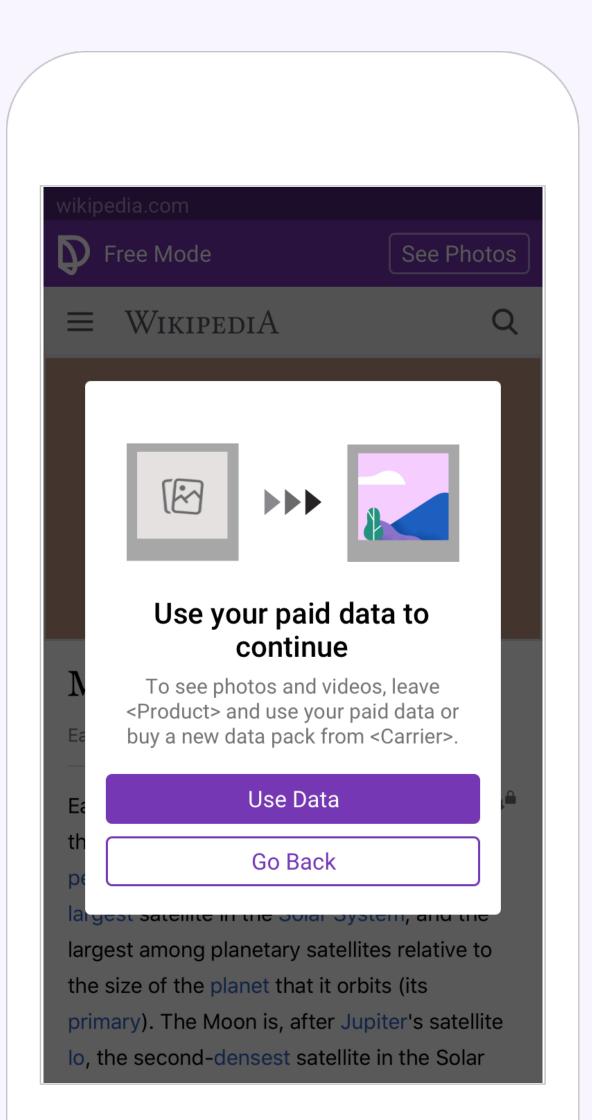


Use your paid data to continue

To see photos and videos, leave <Product> and use your paid data or buy a new data pack from <Carrier>.

Use Data

Go Back





Upsells Dialog

Experiment Results

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

bs_upsel	ls_dialogs (exp)																	
												Mean	2.0 couldn't be	applied becau	se there's no me	etric data from	before the exp	erimer
95% CI \$																		
A FB Critica	al Metrics A IG Critical Metrics	Query Results ((100%)															
Order by	participating_units -	1																
Filter on	Type to filter by label								🗌 /a/									
			-24%	-22%	-20%	-18%	-16%	-14%	-12%	-10%	-8%	-6%	-4%	-2%	0%	2%	4%	
	cessful paid DAP vs clickouts DAP																	
	cessful paid DAP vs total DAP																	
	rices vs Total DAP																	
	couts MAP vs Total MAP																	
	couts DAP vs Total DAP																	
6 FBS upse	ells purchase MAP vs Total MAP																	
7 fbs_map																		
8 fbs_shap	2wap																	
9 fbs_l7																		
10 fbs_servic																		
11 FBS upse	ells purchase DAP vs Total DAP																	
12 fbs_dap		•••																
13 fbs_servic	ces_dap														-			
14 fbs_dap_	mb_usage	•••																
15 FBS daily	/ clickouts																	
16 FBS click	couts DAP	•••																
17 fbs_wap_	_at_28													_	_	_		
18 fbs_2nd_	week_retention																	
19 fbs_r1d														_	_	_		
20 FBS succ	cessful paid mode DAP																	
21 FBS daily	upsells purchase attempts																	
22 FBS upse	ells purchase attempts DAP	•••																

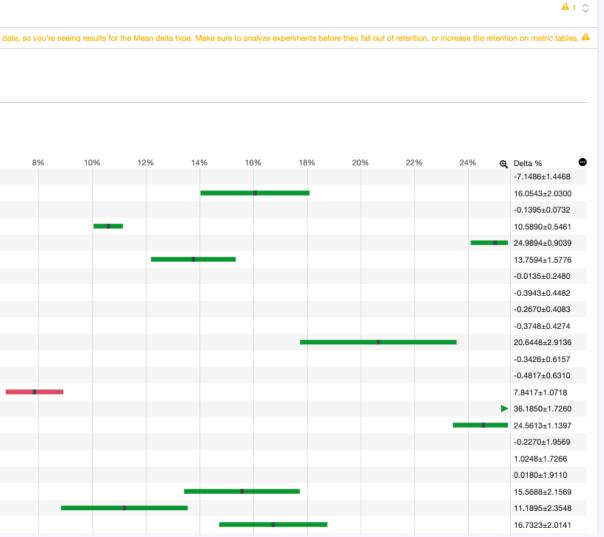
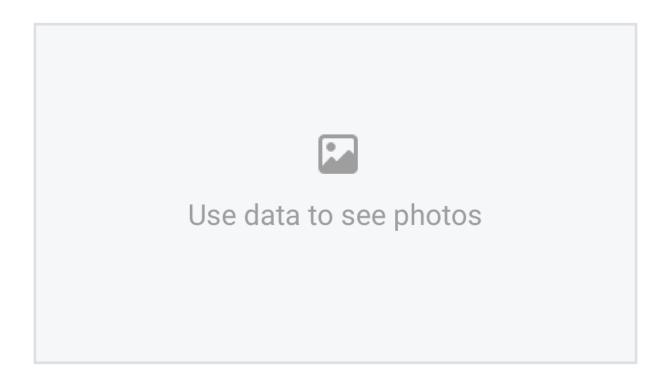


Image Placeholder

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





Discover ReDesign

Image Placeholder

Exploration

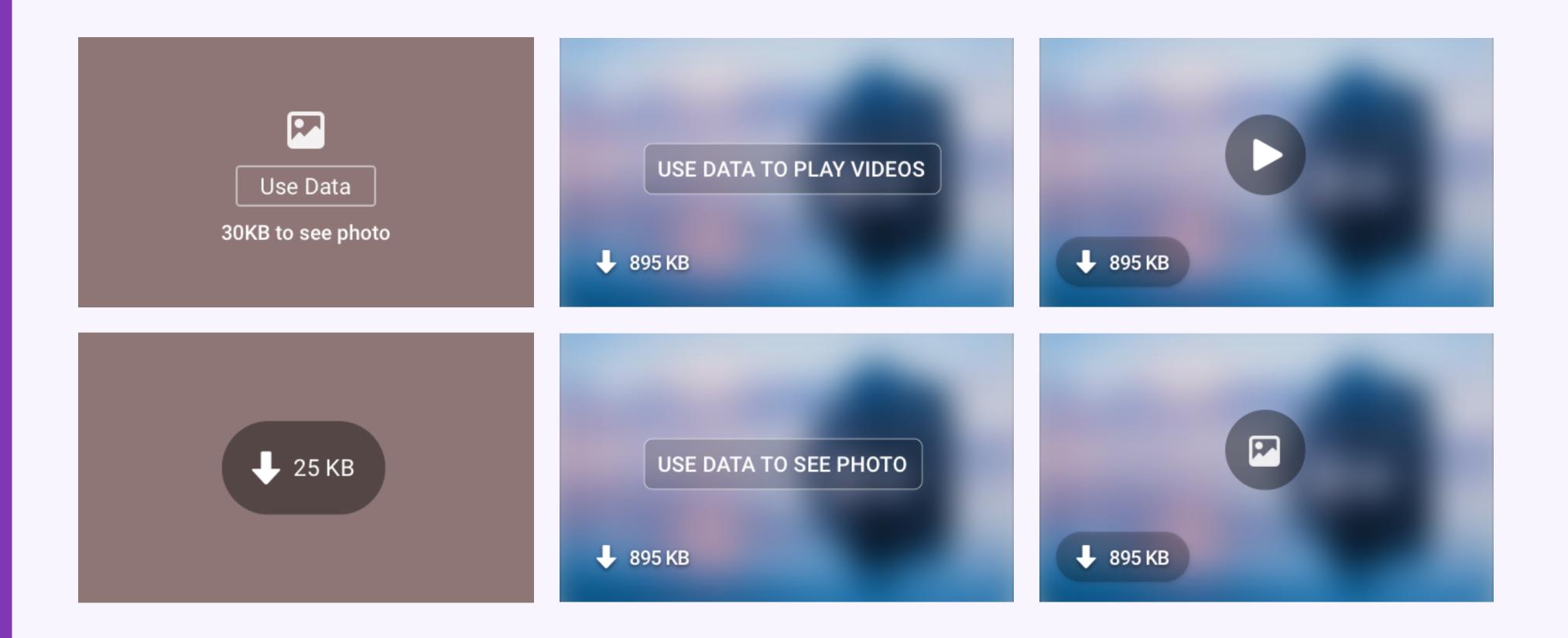




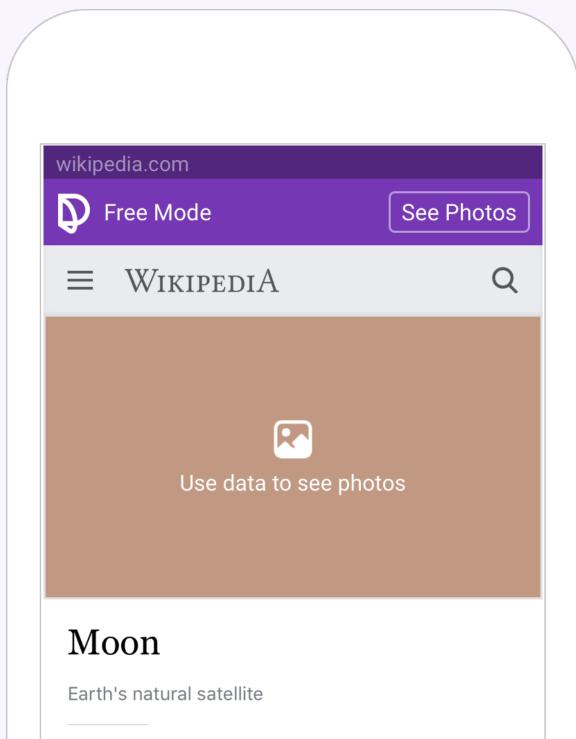
Image Placeholder

Design



Use data to see photos

Use data to see photos



Earth's **Moon** is an astronomical body that orbits the planet and acts as its only permanent natural satellite. It is the fifthlargest satellite in the Solar System, and the largest among planetary satellites relative to the size of the planet that it orbits (its primary). The Moon is, after Jupiter's satellite lo, the second-densest satellite in the Solar

Image Placeholder

Experiment Results

+0.5% outs-click DAP + MAP

fbs_image_placeholder_accent_color_preview (public) testing / control

	Conditional Mean 2.0 couldn't be applied because there's no metric data from before the experiment start date, so you're seeing results for the Conditional Mean delta type. Make sure to analyze experiments before they fall out of retention, or increase the retent	tion on metric table
95% CI ●		
A FB Critical Metrics A IG Critical Metrics Query R	lts (100%)	
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FBS successful paid DAP vs clickouts DAP	0.0% -9.5% -9.0% -8.5% -8.0% -7.5% -7.0% -6.5% -6.0% -5.5% -5.0% -4.5% -4.0% -3.5% -3.0% -2.5% -2.0% -1.5% -1.0% -0.5% 0.0% 0.5% 1.0% 1.5% 2.0% 2.5% 3.0% 3.5% 4.0% 4.5% 5.0% 5.5% 6.0% 6.5% 7.0% 7.5% 8.0% 8.5% 9.0% 9.5% 1(2)	Delta %
PBS successful paid DAP vs total DAP		0.2685±1.1485
internet_org:fbs:user_level:data_usage_vs_dap		0.0450±0.4109
internet_org:fbs:user_level:free_data_usage_vs_dap	··· ··· ··· ··· ··· ··················	0.0726±0.4123
FBS Services vs Total DAP		0.0204±0.0637
FBS clickouts MAP vs Total MAP		0.3926±0.3561
FBS clickouts DAP vs Total DAP		0.5846±0.5339
internet_org:fbs:user_level:paid_data_usage_vs_dap		-1.6491±3.2280
FBS upsells purchase MAP vs Total MAP		0.5579±1.0724
) fbs_map		-0.0259±0.1352
fbs_shap2wap		-0.1134±0.3383
2 fbs_17		-0.1848±0.2398
fbs_services_I7		-0.1404±0.2513
FBS upsells purchase DAP vs Total DAP		0.4194±1.8061
fbs_dap		-0.3187±0.4152
internet_org:fbs:user_level:data_usage_1d		-0.2740±0.6614
internet_org:fbs:user_level:free_data_usage_1d		-0.2465±0.6613
fbs_services_dap		-0.2983±0.4294
fbs_dap_mb_usage		-0.1246±0.6434
internet_org:fbs:user_level:free_data_usage_incl_in_cap_		-0.4047±0.6503
FBS daily clickouts		0.1538±0.8439
22 FBS clickouts DAP		0.2641±0.6212

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Design _____

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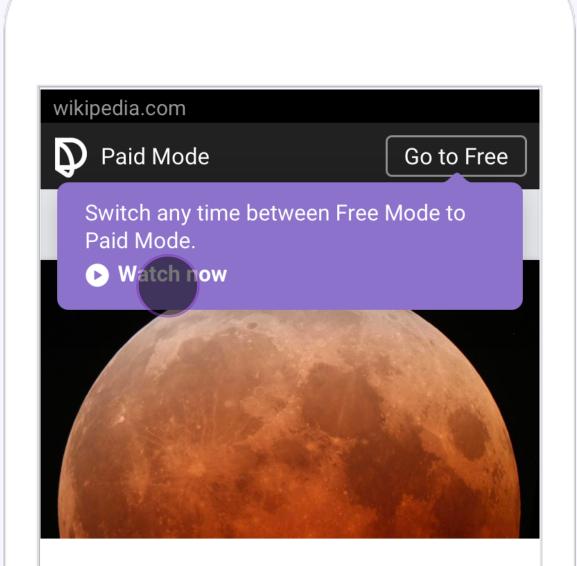
Tooltips

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

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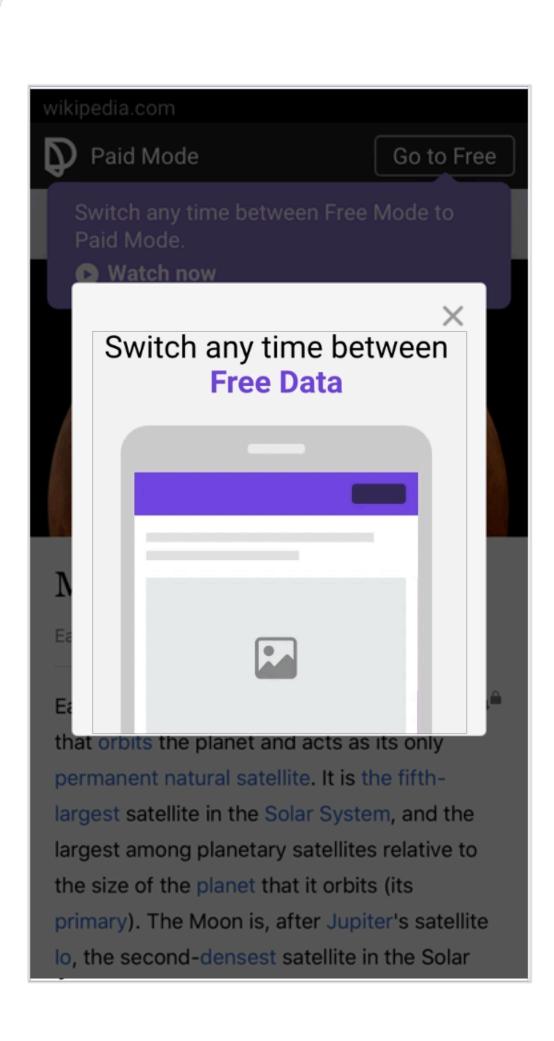
Moon

Earth's natural satellite

Earth's **Moon** is an astronomical body that orbits the planet and acts as its only permanent natural satellite. It is the fifth-largest satellite in the Solar System, and the largest among planetary satellites relative to the size of the planet that it orbits (its primary). The Moon is, after Jupiter's satellite lo, the second-densest satellite in the Solar

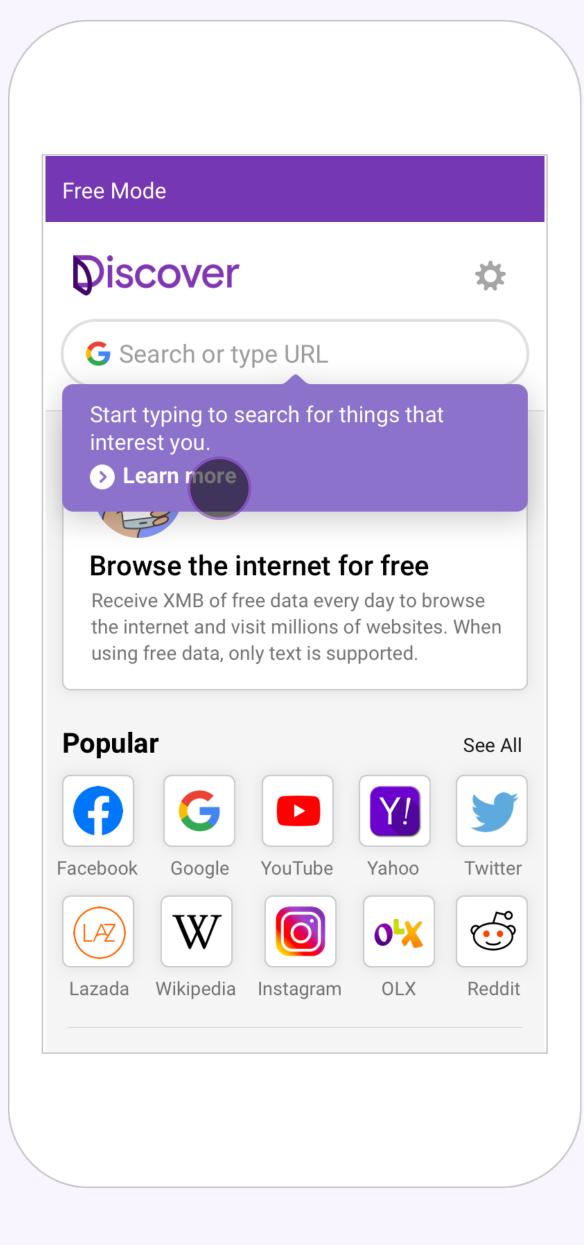
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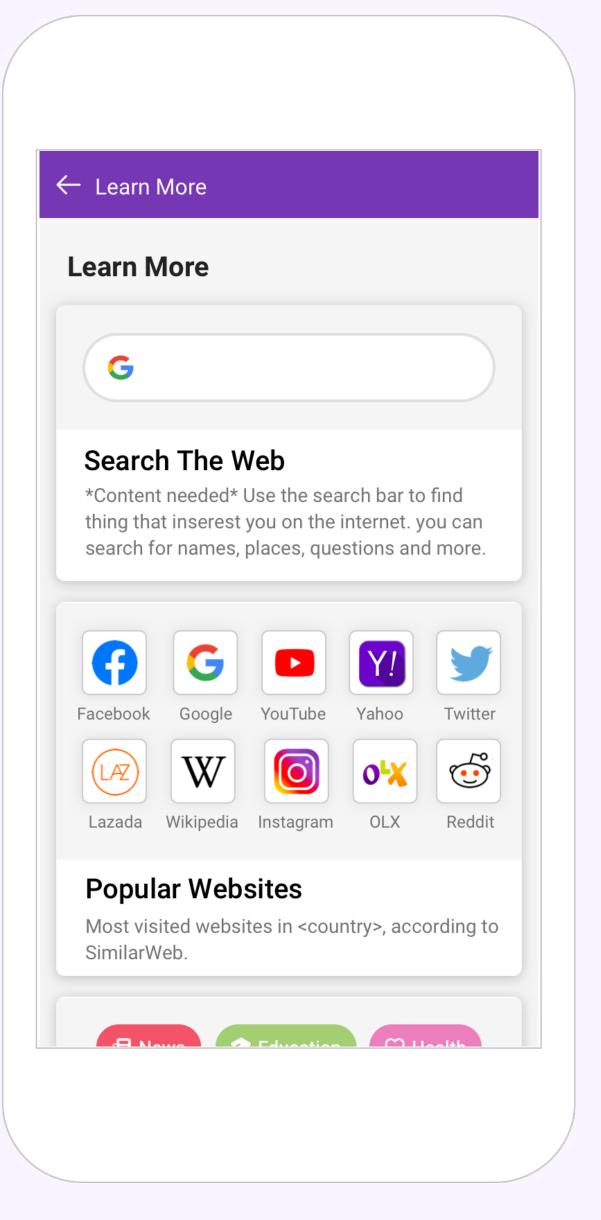
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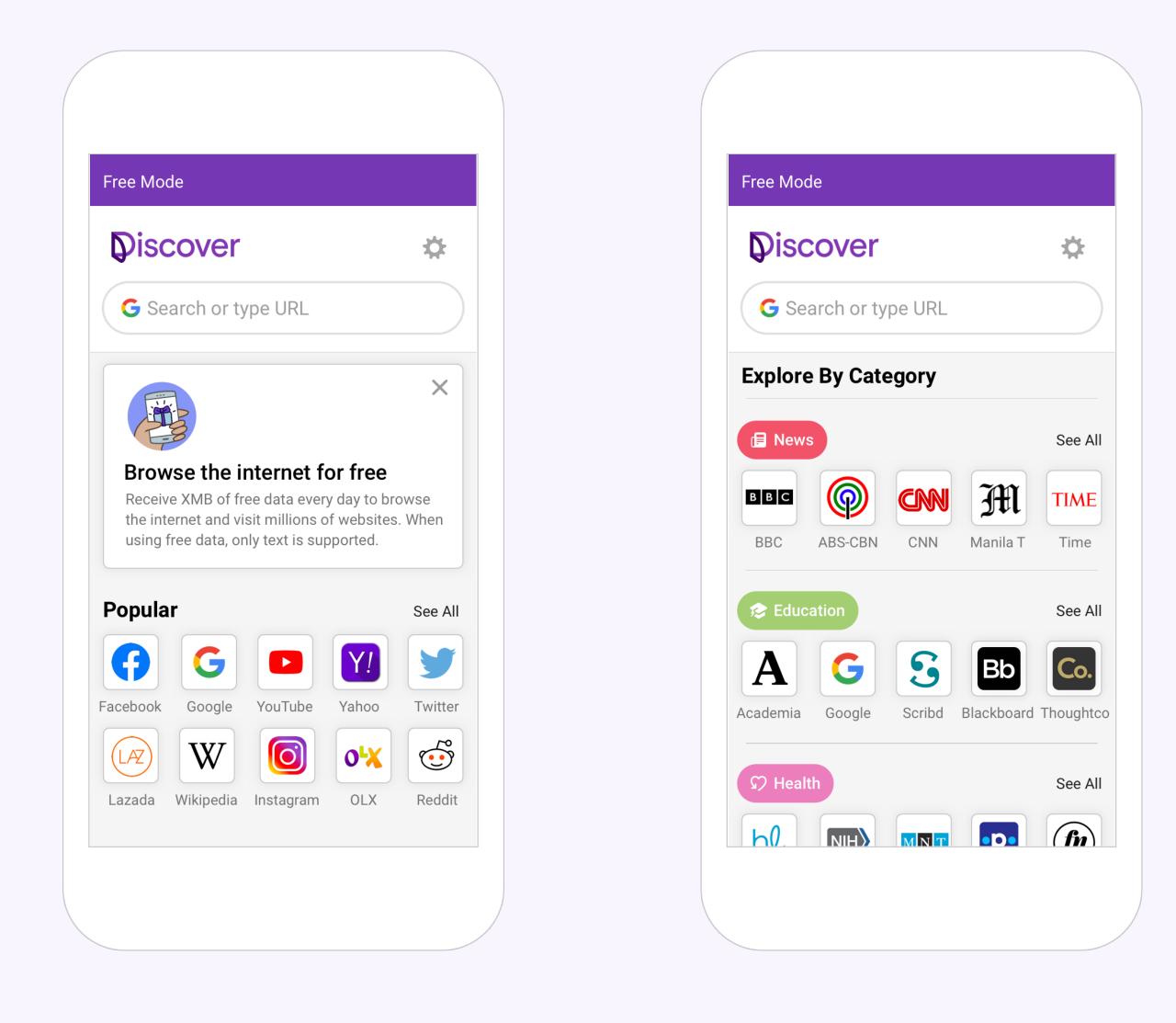
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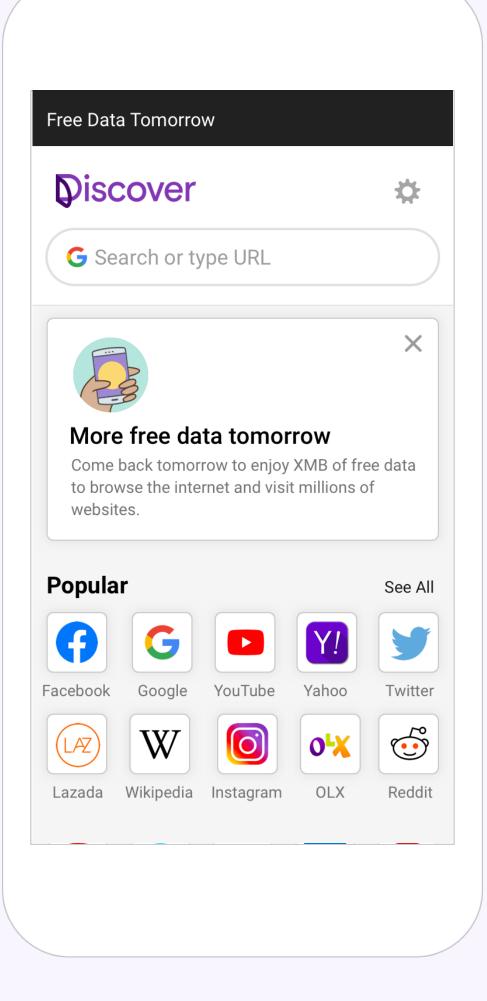
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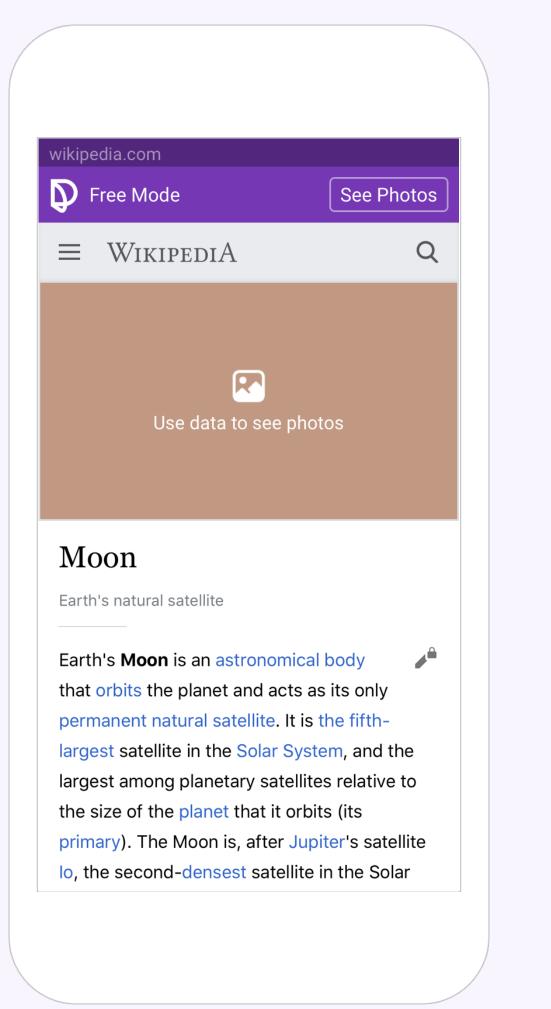
Design

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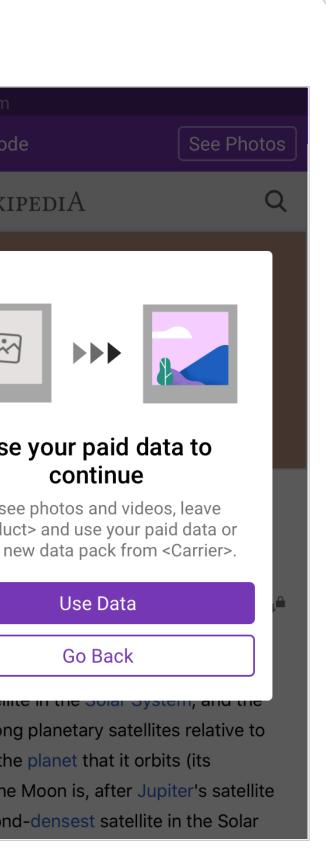




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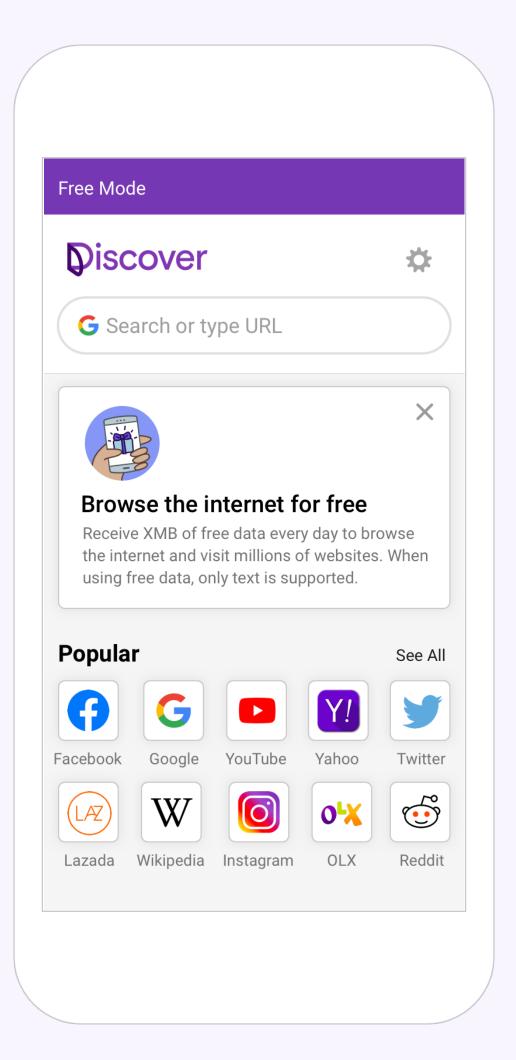
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The cat is a small carnivorous mammal. It is the only domesticated species in the family Felidae and often referred to as the domestic cat to distinguish it from wild members of the family. The cat is either a house cat or a farm cat, which are pets, or a feral cat, which ranges freely and avoids human contact.



1/Intro to Discover 2/Goals and Motivation 3/ Research and Data 4/ Project Plan 5/ Design 6/ Next Step

Discover ReDesign

Next Step

To-Do

Header Cards QP Extended Header Titels Margin Categories

In Progress

Typographic Scale Tooltips

In Experiment

Image Placeholder

Done

Colors Upsells Dialog

Thank You!



