

# Facebook Home for iPhone

March 7, 2014

## Design brief

### Goals:

To bring the Facebook Home experience to the iPhone, specifically Cover Feed, Chat Heads, and App Launcher.

### Challenges:

- Maintaining the usability conventions of the iPhone while introducing the desirable features of Facebook Home.
- Addressing the concerns of companies producing other apps who don't want their experience interrupted or marred by Facebook Home.
- Finding a compromise between security and quick access to content (interacting with Facebook without entering a passcode).

### Proposal:

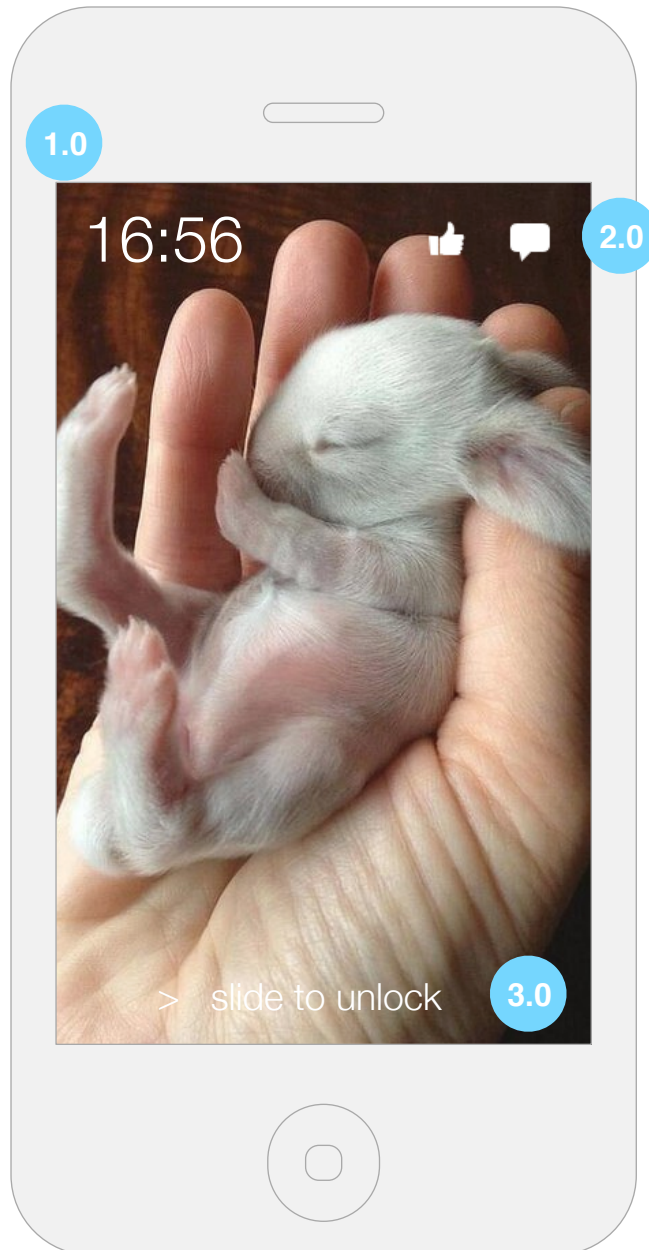
Facebook Home was designed to provide a "person-centric" alternative to the "app-centric" experience of mobile operating systems. My approach is to bring the emotive aspects of Facebook Home to the iPhone by using profile photos. I've chosen to largely work within Apple's existing functional conventions and prevent or discourage interaction with Facebook without entering a passcode, to enhance security.

- We can still show your friends' updates on your lock screen, but require a passcode before allowing you to like or comment.
- With iOS7, Apple removed the "swipe right to search" gesture from the springboard. We could use this orphaned convention to give access to Cover Feed in a way that's more holistic than an app icon and implies that Facebook Home exists on a higher level than other apps.
- Similarly, we can enhance the existing notifications of Facebook Chat in iOS by adding your friend's profile photo and a truncated snippet of their message in either a banner or an alert. This wouldn't permit the same level of interaction as Chatheads, but compromises by introducing a more personalized element to existing notifications.
- The App Launcher, a collection of Facebook's apps, could live in the Cover Feed screen accessed by swiping right.

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Cover Feed lock screen



1.0 In unlocked state, Facebook photos from you or your friends (depending on settings) will cycle through, or you can swipe to browse.

2.0 Tapping Like or Comment icons will require a passcode, if you have one set, before taking you to that specific Facebook status within the app. We could also introduce a setting that would allow users to like, but not comment, if that behavior is considered less of a security issue, or re-introduce the "double tap to Like" behavior.

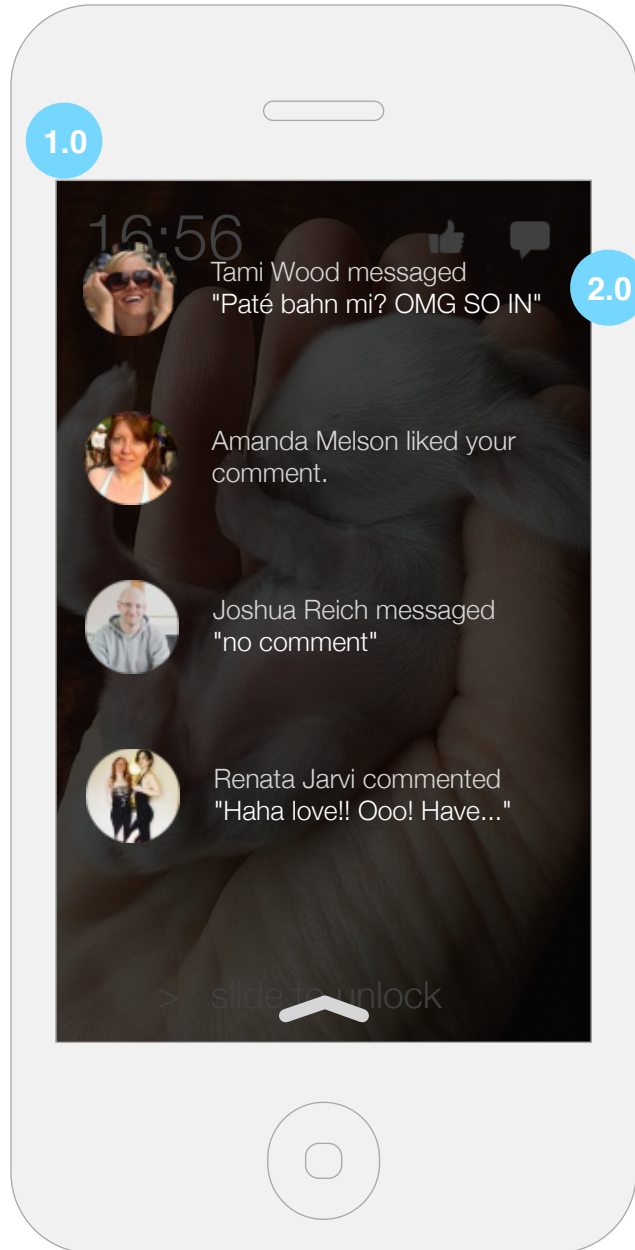
3.0 Standard "slide to unlock" behavior.

RISK: Apple does not currently allow apps to replace the lock screen. This would require compromise on Apple's part.

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Cover Feed lock screen – Notifications



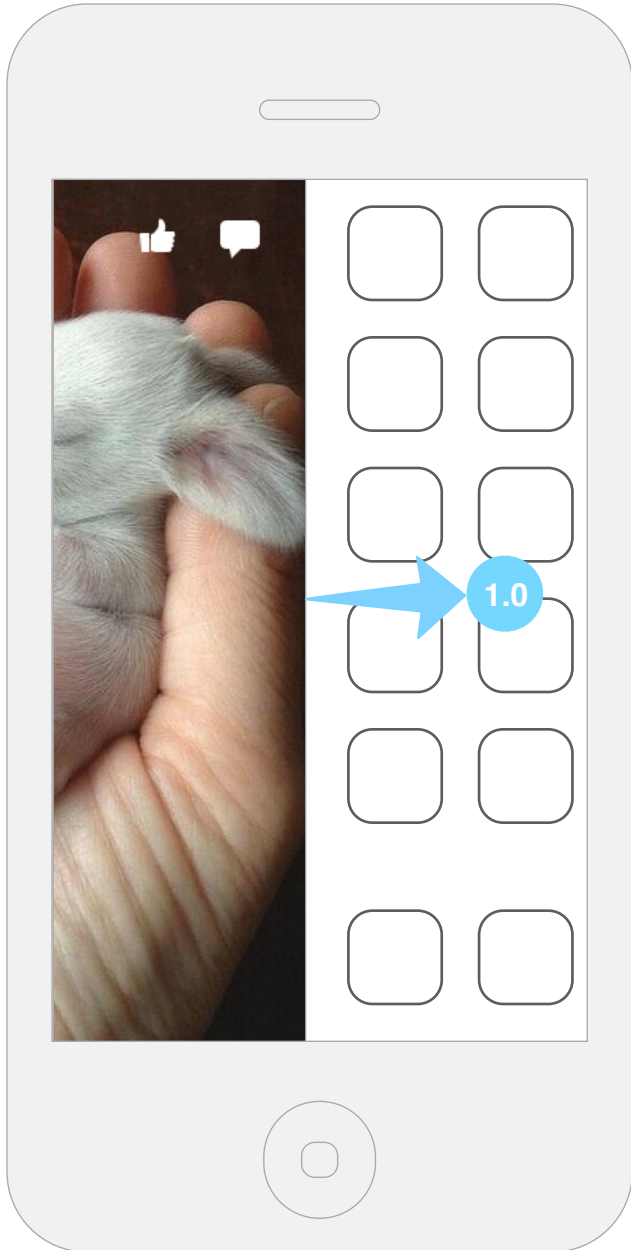
1.0 Swiping down on the lock screen will open your social notifications. Initially, this could be Facebook-only and expand to show activity on all linked social feeds.

2.0 Tapping on a notification takes you to that message or status.

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Access Cover Feed from springboard



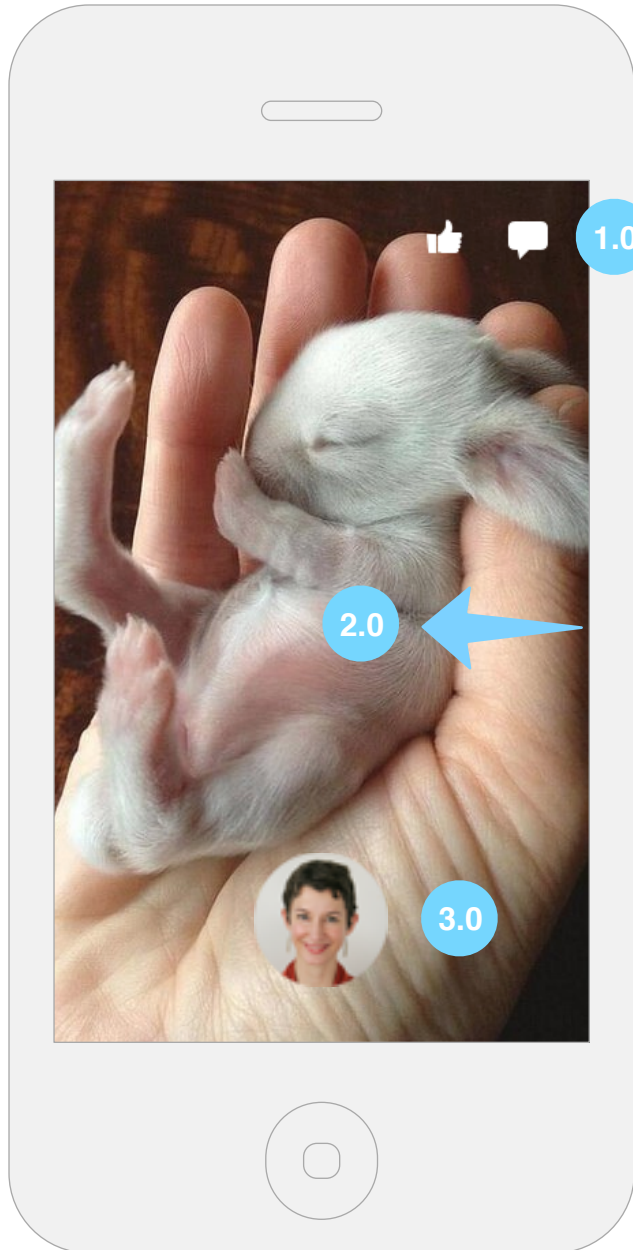
1.0 Swipe right from the first page of your springboard to see your Cover Feed.

RISK: Apple does not currently allow apps to introduce gestures to the springboard. This would require compromise on Apple's part.

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Cover Feed with app launcher access



1.0 Tapping Like or Comment icons will allow you to Like or Comment on the status.

2.0 Swiping left will take you back to springboard. This would interfere with the existing Facebook Home convention of swiping left to browse through statuses, but we may be able to replace that gesture with a right swipe without significantly increasing the user's cognitive load.

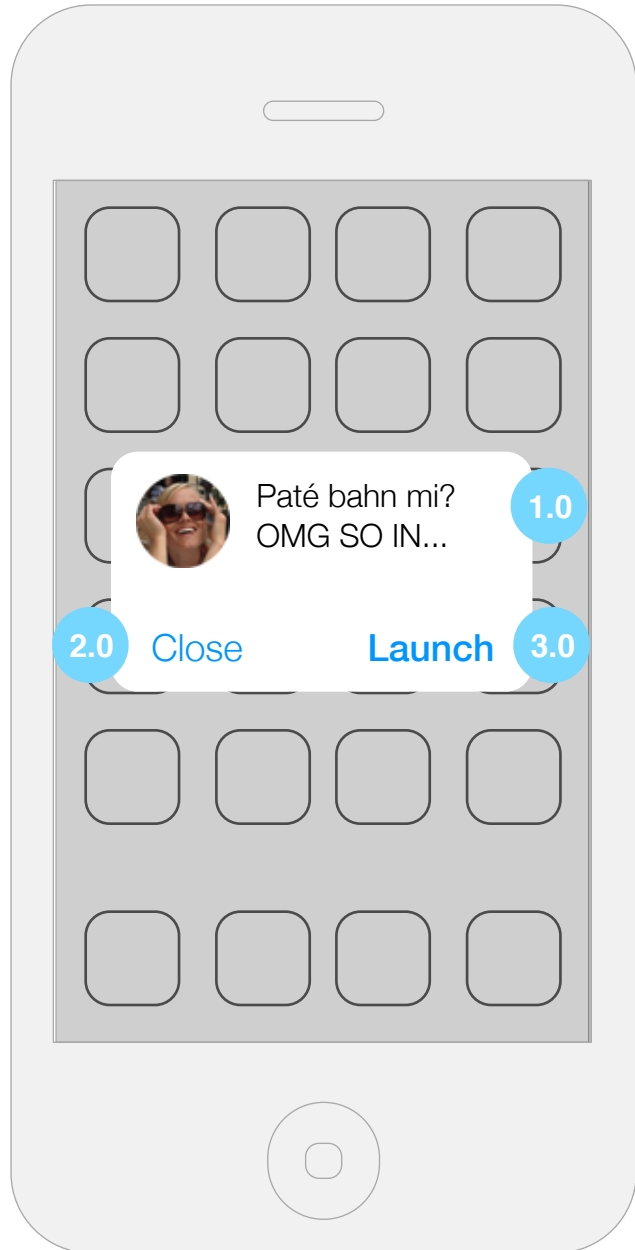
3.0 Tapping your profile picture will open the Facebook app launcher.

RISK: Swiping right could be confusing to users. We could test this interaction by presenting usability test participants with a series of static images on an iPhone showing the flow up to this point, and asking them to show us how they would browse statuses.

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## Enhanced chat notification – Alert



1.0 Alert will show your friend's profile photo and a truncated segment of their message.

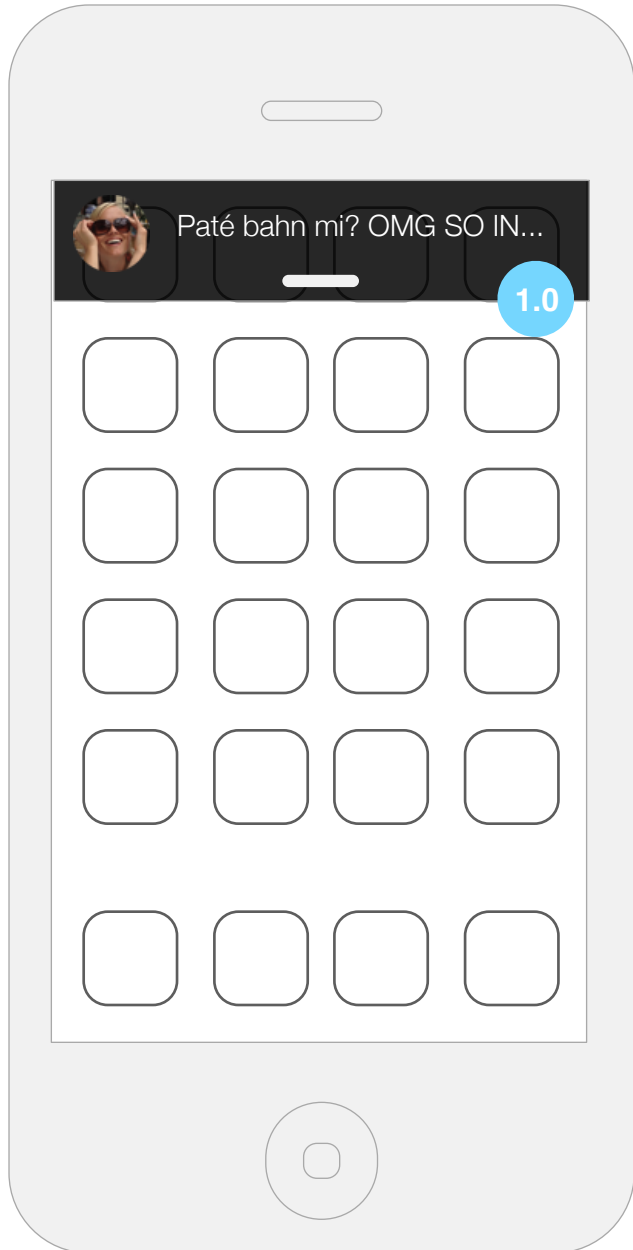
2.0 Tapping "Close" closes the alert.

3.0 Tapping "Launch" takes you to that message.

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Enhanced chat notification – Banner



1.0 Banner will show your friend's profile photo and a truncated segment of their message. Swiping up dismisses the banner, tapping it takes you to that message