



HTTPS://Everywhere UX

BROWSER EXTENSION

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Design: Glenn Sorrentino

Last Modified: 10/3/2018

THE PROBLEM - UX HYPOTHESIS

The functionality within the extension panel uses mixed metaphors for the UI and inconsistent hierarchical groupings of functionality which can lead to confusion and frustration for users and create barriers to interaction or adoption.



THE PROBLEM - VISUAL HYPOTHESIS

With the evolving UX of the competitive landscape, the design language and UI of HTTPS Everywhere has become dated.



THE OPPORTUNITY

By creating hierarchical groupings of functionality and by using appropriate controls in the UI, we can create a highly usable and beautiful user experience.

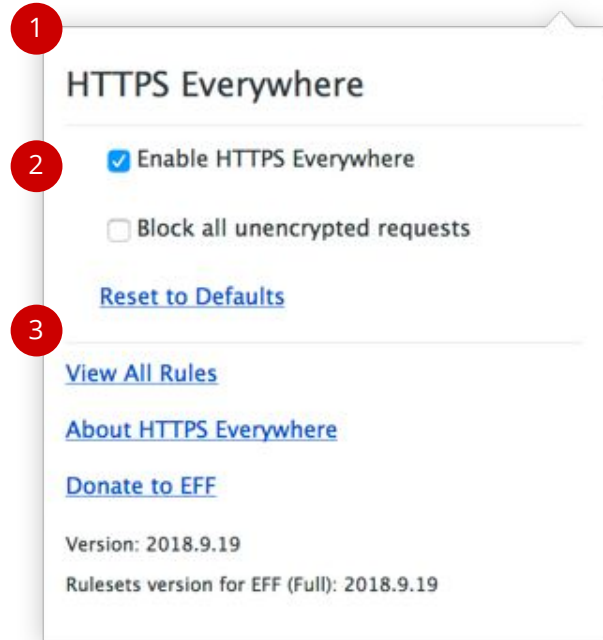


HTTPS EVERYWHERE

UX & Visual Design Audit

UX AUDIT

1. As a user, I want to see what feedback about what this extension has done for me, so that I can understand it's impact on my browsing experience.
2. There are mixed controls here and should be represented by different types of UI. When turning something on or off, a toggle should be used, but when there are options, checkboxes are more appropriate
3. Some of the links act are actions like "Reset to Defaults", and others act as links like "About HTTPS Everywhere". Should the UI treatment be more distinct?



INFORMATION ARCHITECTURE

There are different groupings of functionality, but the contents are inconsistent in what they apply to. The top section includes both global actions and also actions that are contextual only to the page they're currently visiting.

Grouping controls together that apply to either global or contextual settings will add clarity to the UI and efficiency to the UX by creating predictable clusters of functionality.

Global & contextual options

HTTPS Everywhere

- Enable HTTPS Everywhere
- Block all unencrypted requests

[Disable HTTPS Everywhere on this site](#)

[Add a rule for this site](#)

Local only

Stable rules

Force encrypted connections to these websites:

- Google.com Subdomains (Complex)
- Google
- Google APIs
- Google Services
- Google.com Subdomains
- Google.tld Subdomains

Which section does this affect?

[Reset to Defaults](#)

Global

[View All Rules](#)

Other

[About HTTPS Everywhere](#)

[Donate to EFF](#)

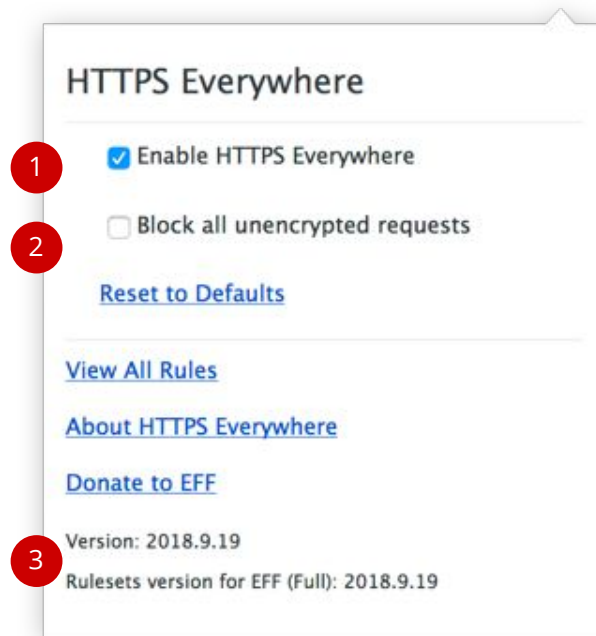
Are there more settings?

Version: 2018.9.19



VISUAL AUDIT

1. The global actions are indented and cause an obvious lack of visual alignment.
2. The checkboxes are also indented further than the “Reset” option.
3. The footer can have a stronger visual grouping to make the panel easier to scan and to reinforce the information hierarchy.



HTTPS EVERYWHERE

Current & Proposed

CURRENT & PROPOSED

The proposed design displays high level metrics about the value that the extension is adding for the user.

Instead of using checkboxes, toggles have been explored to use imply a more permanent state and follows patterns seen in other experiences like the Brave browser.

HTTPS Everywhere

Enable HTTPS Everywhere

Block all unencrypted requests

[Reset to Defaults](#)

[View All Rules](#)

[About HTTPS Everywhere](#)

[Donate to EFF](#)

Version: 2018.9.19

Rulesets version for EFF (Full): 2018.9.19

HTTPS:// Everywhere

GLOBAL RULES

Enable HTTPS Everywhere

OPTIONS

Block unencrypted requests

[View rules](#)

[Reset defaults](#)

[Settings](#)

[About](#)

[Donate](#)

v 2018.9.19



CURRENT & PROPOSED

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HTTPS Everywhere

Enable HTTPS Everywhere

Block all unencrypted requests

[Disable HTTPS Everywhere on this site](#)

[Add a rule for this site](#)

Stable rules

Force encrypted connections to these websites:

- Google.com Subdomains (Complex)
- Google
- Google APIs
- Google Services
- Google.com Subdomains
- Google.tld Subdomains

[Reset to Defaults](#)

[View All Rules](#)

[About HTTPS Everywhere](#)

[Donate to EFF](#)

Version: 2018.9.19

S HTTPS:// Everywhere

8 Upgraded Requests | 102 Sites Visited | 42 Total Upgrades

NEW YORK TIMES

Enabled for this site

▼ ALL REQUESTS 8

- NYTimes-Problematic
- Amazon-Adsystem.com (partial)
- Google APIs
- Googletagmanager.com
- Googletagservices.com
- media.net (partial)
- NYT.com
- NYTimes
- Optimizely (partial)

[Add a rule for this site](#)

[Reset defaults](#)

GLOBAL RULES

Enable HTTPS Everywhere

OPTIONS

Block unencrypted requests

[View rules](#)

[Reset defaults](#)

[Settings](#)

[About](#)

[Donate](#)

v 2018.9.19

HTTPS EVERYWHERE

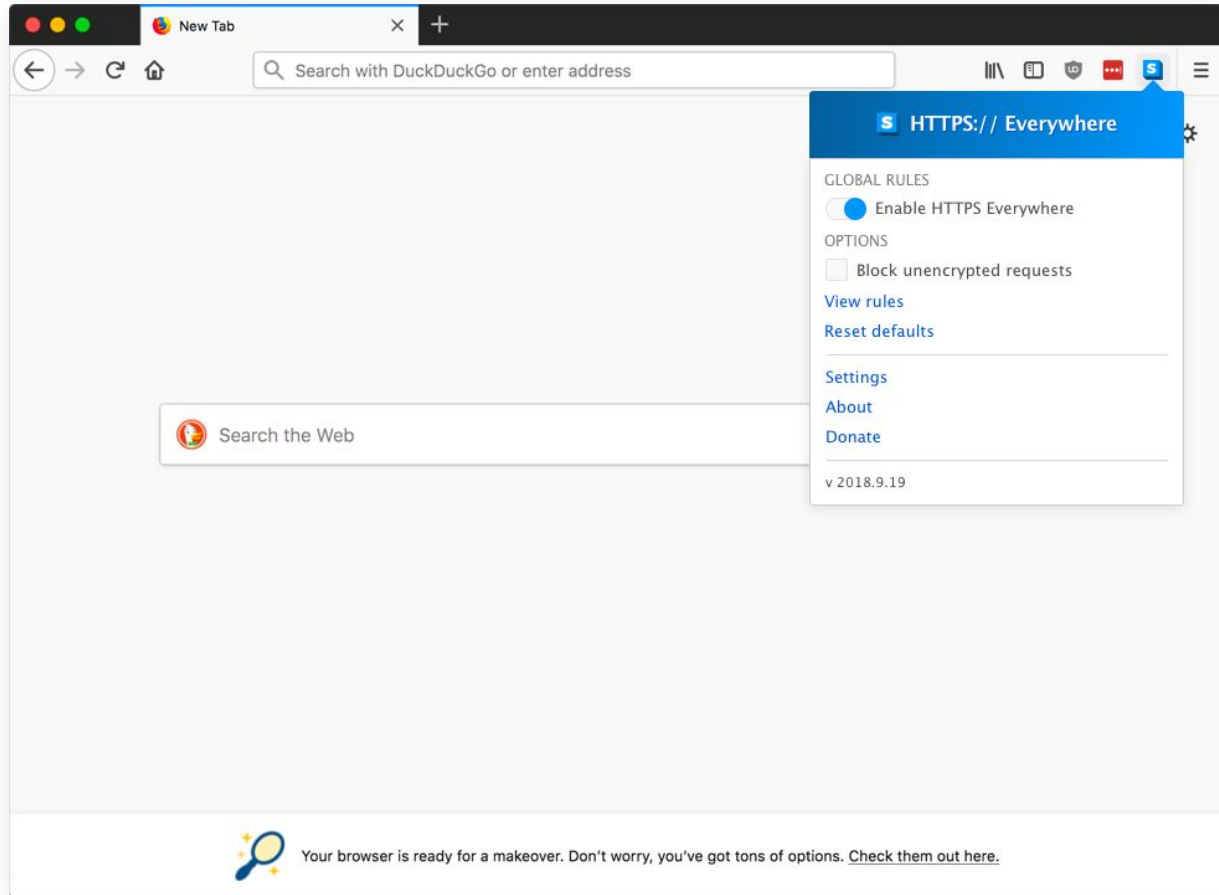
Interactions

INTERACTIONS

First Use, No URL Loaded

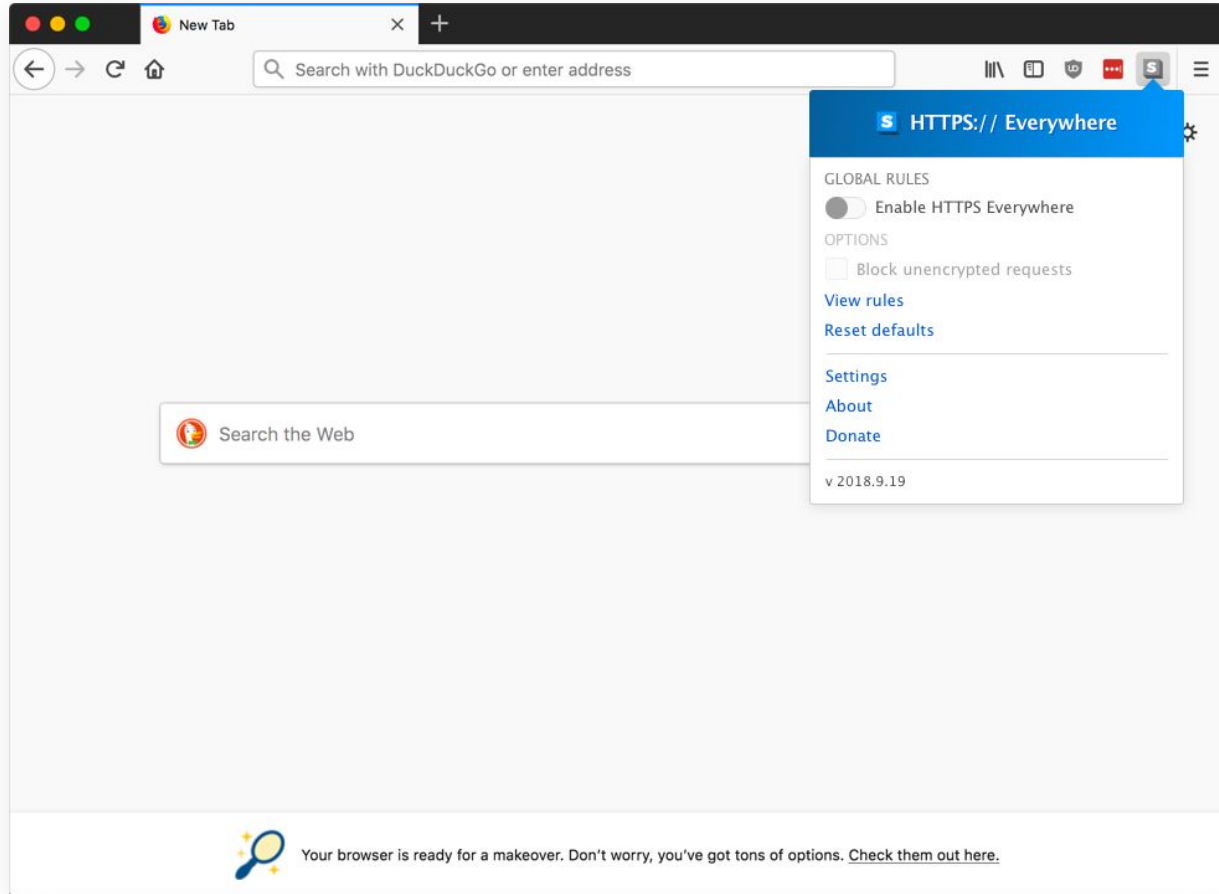
ENABLED, NO URL

Enabling the extension makes the options under the toggle active.



DISABLED, NO URL

When there's an on or off mode, a toggle should be used, whereas when there are options for the user, checkboxes are more appropriate. When the extension is disabled, the checkbox becomes deactivated. I chose to leave the checkbox present so that the user can see the options that will be toggled on. The value is more dramatically seen when the user is on a webpage, so that they're able to have visibility into what services are being downgraded, hopefully encouraging them to toggle the mode on.

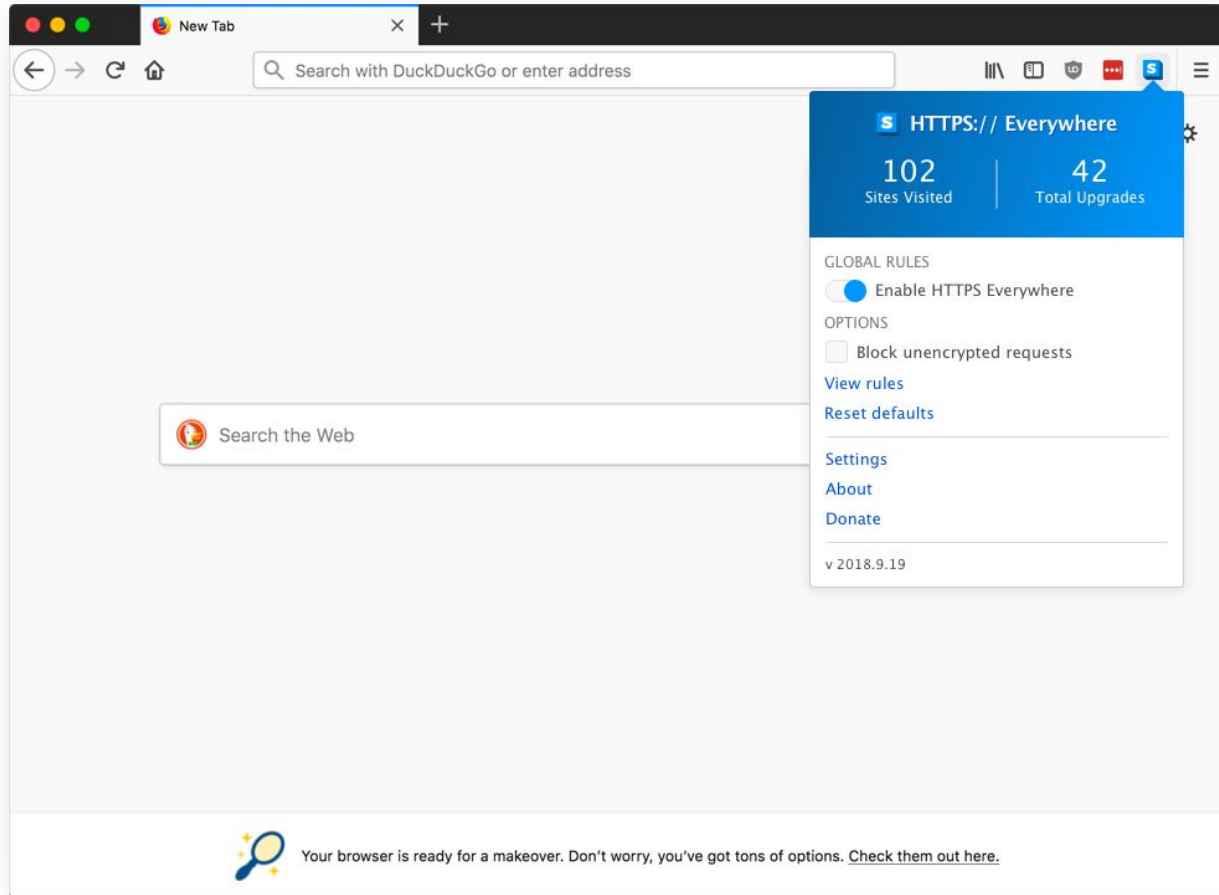


INTERACTIONS

Existing User, No URL Loaded

ENABLED, NO URL

Existing users can see an aggregate summary of the activity of the extension.



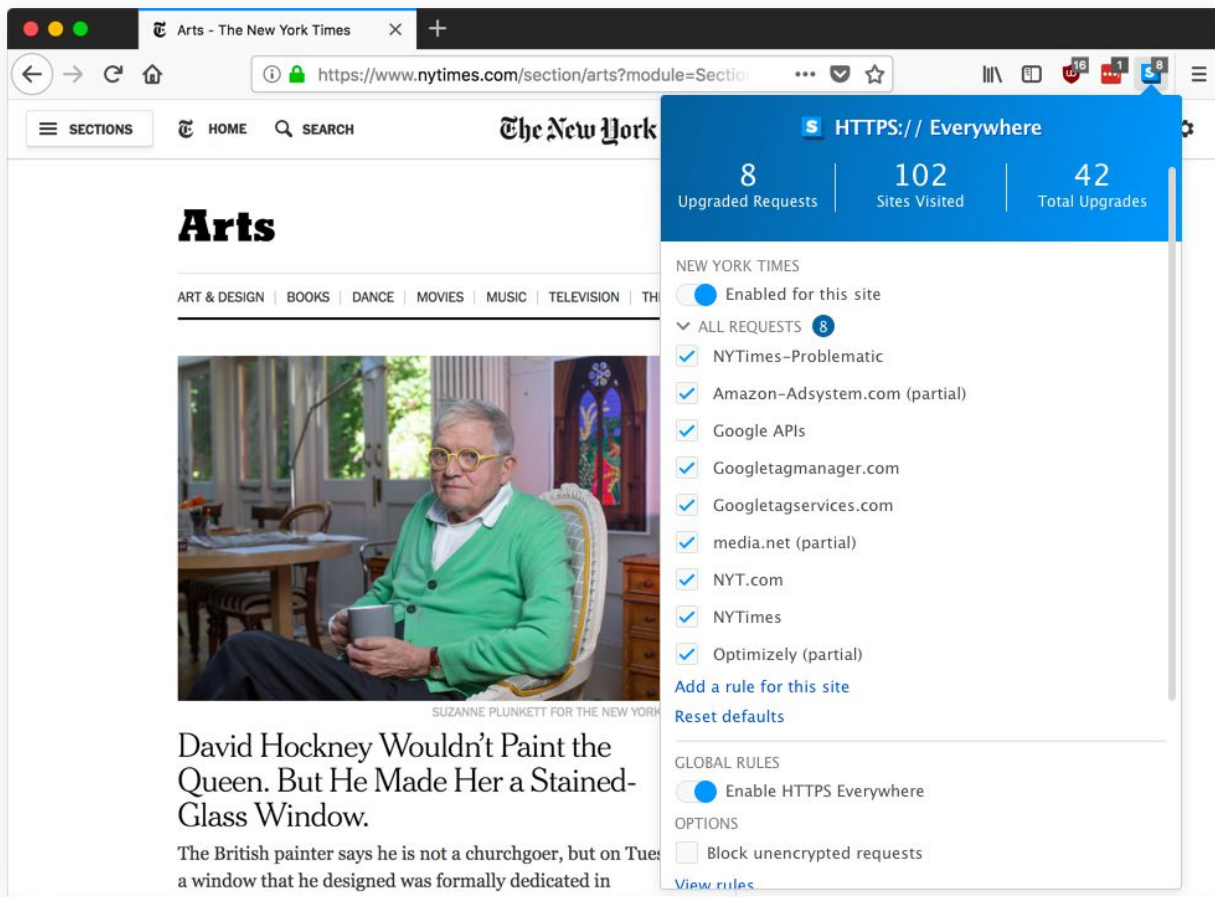
INTERACTIONS

URL Loaded

ENABLED, URL LOADED

When the panel is opened on a webpage, a new metric is added that shows how many upgrades have happened in addition to the aggregate numbers.

All of the requests are shown in an accordion section with a badge indicating the amount of requests inside. This is important in the case that there have been, for example, 8 upgraded requests but 16 potential requests are possible.



The screenshot shows a web browser displaying the New York Times Arts section. A panel is overlaid on the right side of the page, showing the following statistics:

- 8 Upgraded Requests
- 102 Sites Visited
- 42 Total Upgrades

The panel also shows a list of requests for the New York Times website, all of which are checked as enabled:

- NEW YORK TIMES
- Enabled for this site
- ALL REQUESTS (8)
- NYTimes-Problematic
- Amazon-Adsystem.com (partial)
- Google APIs
- Googletagmanager.com
- Googletagservices.com
- media.net (partial)
- NYT.com
- NYTimes
- Optimizely (partial)

Below the list, there are options to "Add a rule for this site" and "Reset defaults".

GLOBAL RULES

- Enable HTTPS Everywhere

OPTIONS

- Block unencrypted requests

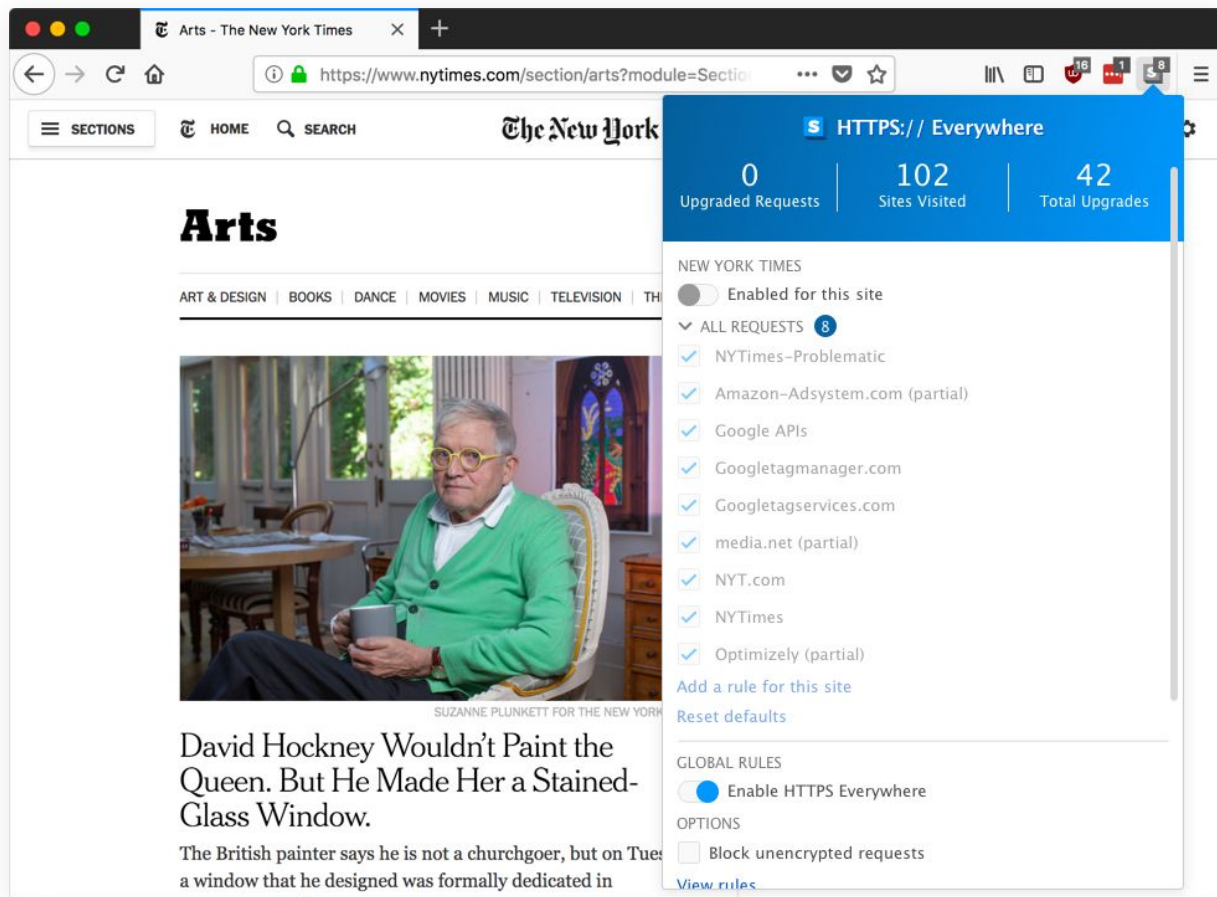
View rules

The background page shows the New York Times Arts section with a photo of David Hockney and the headline: "David Hockney Wouldn't Paint the Queen. But He Made Her a Stained-Glass Window." The text below the headline reads: "The British painter says he is not a churchgoer, but on Tuesday a window that he designed was formally dedicated in..."



DISABLED, URL LOADED

When the extension is disabled, the icon becomes grey and the toggle UI text reads “Disabled”. All of the potential upgrades are disabled but visible with the hypothesis that by seeing the available upgrades a user will be able to make a more educated decision whether they want to re-enable HTTPS Everywhere.



The screenshot shows a web browser window with the URL `https://www.nytimes.com/section/arts?module=Section`. The page displays the "Arts" section of The New York Times, featuring a photo of David Hockney and the headline "David Hockney Wouldn't Paint the Queen. But He Made Her a Stained-Glass Window." The HTTPS Everywhere extension panel is open, showing the following statistics:

Upgraded Requests	Sites Visited	Total Upgrades
0	102	42

The panel also shows a list of sites where upgrades are available, all of which are currently disabled (checkboxes are unchecked):

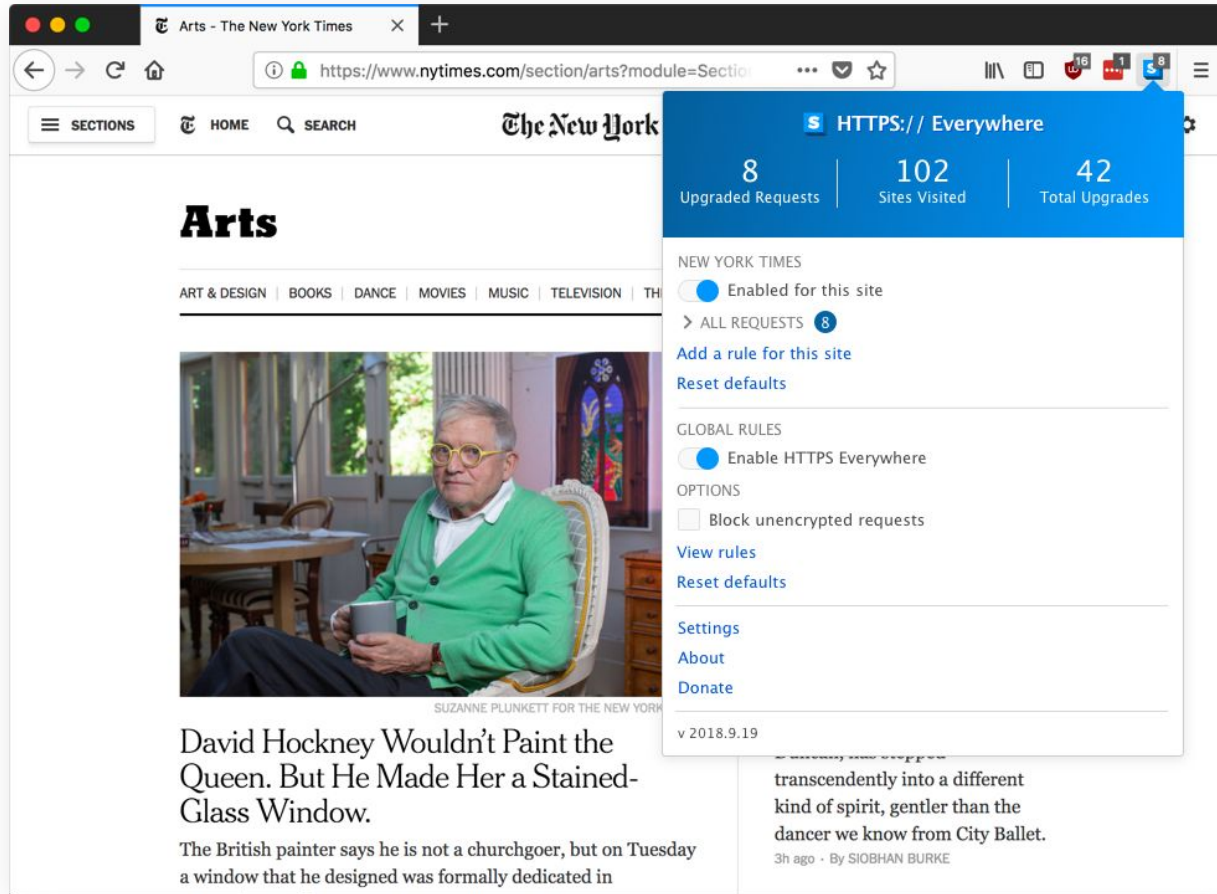
- NEW YORK TIMES
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At the bottom of the panel, there is a section for "GLOBAL RULES" with the option "Enable HTTPS Everywhere" checked (radio button is selected).



ACCORDION COLLAPSED

Collapsing the accordion allows all of the content in the panel to fit in the viewport. The number indicator tells the user how many URLs are inside of the section.




The screenshot shows a web browser window displaying the New York Times Arts section. The browser's address bar shows the URL <https://www.nytimes.com/section/arts?module=Section>. The page header includes the New York Times logo and navigation links for SECTIONS, HOME, and SEARCH. The main content area features the word "Arts" in a large, bold font, followed by a horizontal menu with categories: ART & DESIGN, BOOKS, DANCE, MOVIES, MUSIC, TELEVISION, and THEATRE. Below this menu is a photograph of David Hockney, an elderly man with glasses, wearing a green cardigan, sitting in a white chair and holding a white mug. The photo is credited to "SUZANNE PLUNKETT FOR THE NEW YORK TIMES". Below the photo is the headline "David Hockney Wouldn't Paint the Queen. But He Made Her a Stained-Glass Window." and a sub-headline "The British painter says he is not a churchgoer, but on Tuesday a window that he designed was formally dedicated in". To the right of the main content, a blue settings panel for "HTTPS:// Everywhere" is expanded. The panel shows statistics: 8 Upgraded Requests, 102 Sites Visited, and 42 Total Upgrades. It includes a toggle for "Enabled for this site" (checked), a link to "ALL REQUESTS" with a count of 8, and options for "Block unencrypted requests" (unchecked). The panel also has links for "View rules", "Reset defaults", "Settings", "About", and "Donate".



HTTPS EVERYWHERE

Alternative Design

DESIGN OPTIONS

 HTTPS:// Everywhere

8 Upgraded Requests	102 Sites Visited	42 Total Upgrades
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NEW YORK TIMES

Enabled for this site

▼ ALL REQUESTS **8**

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[Add a rule for this site](#)

[Reset defaults](#)

GLOBAL RULES

Enable HTTPS Everywhere

OPTIONS

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