TO	AUTHORED BY	SUBJECT
MJ Kelly, Mozilla Jess Davis, Mozilla	Brent Walter	Firefox and You Creative Strategy

Memorandum

This memo is intended to outline the strategy and context of DEG's creative redesign of Mozilla's Firefox and You email newsletter template.

Situational Analysis

Mozilla sends a monthly newsletter to a global audience of approximately 3.25 million subscribers detailing updates and features of the Firefox browser. The email is sent in 18 versions: 9 languages with 2 formats (HTML and text) each. Mozilla does not currently understand the device rendering capabilities of its audience, so it is assumed that the newsletter audience reflects the makeup of general email audiences (approximately 45% mobile opens).

At Mozilla's request, DEG designed a newsletter concept based on DEG's expertise and experience in creating engaging email designs. Referencing Mozilla's documented content pillars, DEG created a responsive concept that incorporated content presentation styles that have been proven successful across clients of differing business types. This document will describe those styles and the anticipated successes associated with each.

Design Elements

DEG's overall design is simplistic and minimalistic; based on past experiences, the simpler the message, the easier it is to consume. Newsletters designed with less copy, simple and clear calls to actions, and an intuitive scrolling flow tend to see higher engagement rates (click through rate and click to open rate). The overall template is arranged to keep the user scrolling from start to finish, rather than horizontally interacting with the newsletter.

The design also caters to the fluid and responsive coding techniques that will be used to maintain a consistent experience as the newsletter is viewed across multiple devices. By keeping the structure consistent, we are able to ensure content is not lost, overlooked, or otherwise decreased in value as screen size decreases. The following elements of the newsletter are key in maintaining that experience and catering to users that may access the publication on either mobile device or desktop.

Background Format

Aesthetic

The background is a gradient from darker blue to grey, matching much of the branding displayed throughout the Mozilla Style guide. When rendered in a client that does not support the gradient, it will fall back to the grey color throughout.

Strategy

The darker background sets up the differentiation of content throughout the email. Content pieces are broken into separate chunks to cater to web users who tend to scan when reading rather than consuming the entire message[1]. The

---

[1] Nielsen, Jakob. "Nielsen Norman Group." Email Newsletters: Surviving Inbox Congestion. N.p., 12 June 2006. Web. 10 Oct. 2014. <http://www.nngroup.com/articles/email-newsletters-inbox-congestion/>.

separation of content allows the reader to easily move from one piece of content to the next without skipping content because it blends into previous sections.

Table of Contents (Removed)

Aesthetic

DEG removed the "Helpful Links" from the newsletter and instead incorporated the links that were generally included in the sidebar throughout the newsletter. This move keeps the email in a single streamlined column, keeping the reader scrolling vertically without pulling attention horizontally.

Strategy

As noted above, the goal of the content structure is to keep subscribers moving vertically within the email, and two column setups with multiple calls to action distract users from scrolling, especially when the subscriber is inundated with upwards of 10 calls to action before the first content piece. We want to user to engage with the content featured in the newsletter, so "hero" content is featured first and foremost, and the "Helpful Links" are dispersed as secondary content throughout the newsletter.

Single Column Throughout

Aesthetic

The single column layout keeps the format of the newsletter simple and clean. It allows the content creators the feature each content piece one at a time, providing more focus on each piece. Finally, when screen size is decreased, content areas stack to maintain a single column format, which allows all content to be seen upon initial rendering (no need for side scrolling or pinching to zoom in).

Strategy

The concept of "the fold" in internet publications is quickly becoming a thing of the past[2] as users frequently use applications like Facebook and Twitter that scroll infinitely. When users access the email on their mobile device, it is intuitive to scroll to the next piece of content. Rather that focus on presenting materials above the fold, DEG recommends reducing the amount of copy overall, begging the subscriber to interact with the message and click. Based on past client redesigns, when less content is shown, subscribers engage more with the newsletter (case study example).

Font Choices

Aesthetic

Focusing again on the modern and clean look, as well as alignment with the Mozilla brand, Open Sans was used throughout the newsletter. In clients where this font is not supported, DEG recommends a fallback to Arial to maintain a similar experience.

Strategy

DEG removed the previous font (Gill Sans) and replaced with the updated brand font and a simplistic fallback to detract from the distraction a pronounced font can bring. When compared to older versions of the newsletter, various calls to action receive more emphasis due to the use of differing fonts. Sans serif fonts are also preferred for web content, as the resolution of most digital mediums can't adequately depict serifs in a way that aids readers in distinguishing each individual letter[3].

---

[2] "Why The Fold Is A Myth - And Where To Actually Put Your Calls To Action." Why The Fold Is A Myth - And Where To Actually Put Your Calls To Action. KISSmetrics, 12 Sept. 2012. Web. 10 Oct. 2014. <https://blog.kissmetrics.com/why-the-fold-is-a-myth/>.
[3] Kole, Stacey, `. "Serif vs. Sans: The Final Battle." Webdesigner Depot RSS. N.p., 15 Mar. 2013. Web. 10 Oct. 2014. <http://www.webdesignerdepot.com/2013/03/serif-vs-sans-the-final-battle/>.

Content

Aesthetic

The simplistic design of the email was continued through the content pieces. Each content piece has a clear headline, body copy, and hero image/CTA where applicable. They are placed on a white background to differentiate them from each other (and the background), and are sufficiently padded to allow for easy reading.

Strategy

The ultimate goal of the newsletter is to present the content in a way that is easy to interpret and consume. By simplifying the method in which the content is presented, DEG created a template Mozilla can reuse multiple times in the email and still maintain consistent ease of use.

Calls to Action

Aesthetic

Calls to action are consistently buttons throughout the newsletter, rather than text links, as previously designed. The CTAs in the newsletter are clearly separated from the associated content, making it easier for users to see the progression from headline to body copy to call to action.

Strategy

Large button calls to action area easier to interact with, both on a desktop view and mobile view: when viewed on a desktop, it feels natural to click a button to take action (think "Add to Cart" on an ecommerce site), and when viewed on a mobile device, the button is large enough to be used by a finger or thumb. When the viewing screen is reduced the CTA button also expands to the width of the content, making it easy to interact with.

DEG recommends coding the CTAs as "bulletproof buttons[4]." Bulletproof buttons are a coding technique that give the perception of a full button, but use HTML text and background to accomplish the button look. This allows them to still render when images are blocked in the email, providing a consistent experience regardless of the rendering client.

Social Calls to Action

Aesthetic

Similar to the general calls to action, DEG designed the social calls to action as buttons to make them stand out and to make them easier to interact with. Social sharing icons within the articles were removed altogether.

Strategy

As noted above, calls to action should be created as buttons to more clearly distinguish them as object to interact with. DEG created the social calls to action as bulletproof buttons so they will render across clients regardless if images are enables or not.

DEG removed social sharing icons due to historical inactivity with these types of links. First, the social sharing functionality within ExactTarget is buggy and unreliable, and creates an odd user flow for those subscribers hoping to share a piece of content within an email. Second, these links garner few (if any) clicks across client of all industries; by removing the links, DEG has not seen a large difference in email interaction rates nor social media interactions.

---

[4] Rodriguez, Jason. "A Guide to Bulletproof Buttons in Email Design." Litmus. N.p., 20 June 2014. Web. 10 Oct. 2014. <https://litmus.com/blog/a-guide-to-bulletproof-buttons-in-email-design>.