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MARKETPLACE & FXA

Transitioning from Persona

Prepared by Ryan Feeley, Identity UX – March 5, 2014

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CURRENT UX

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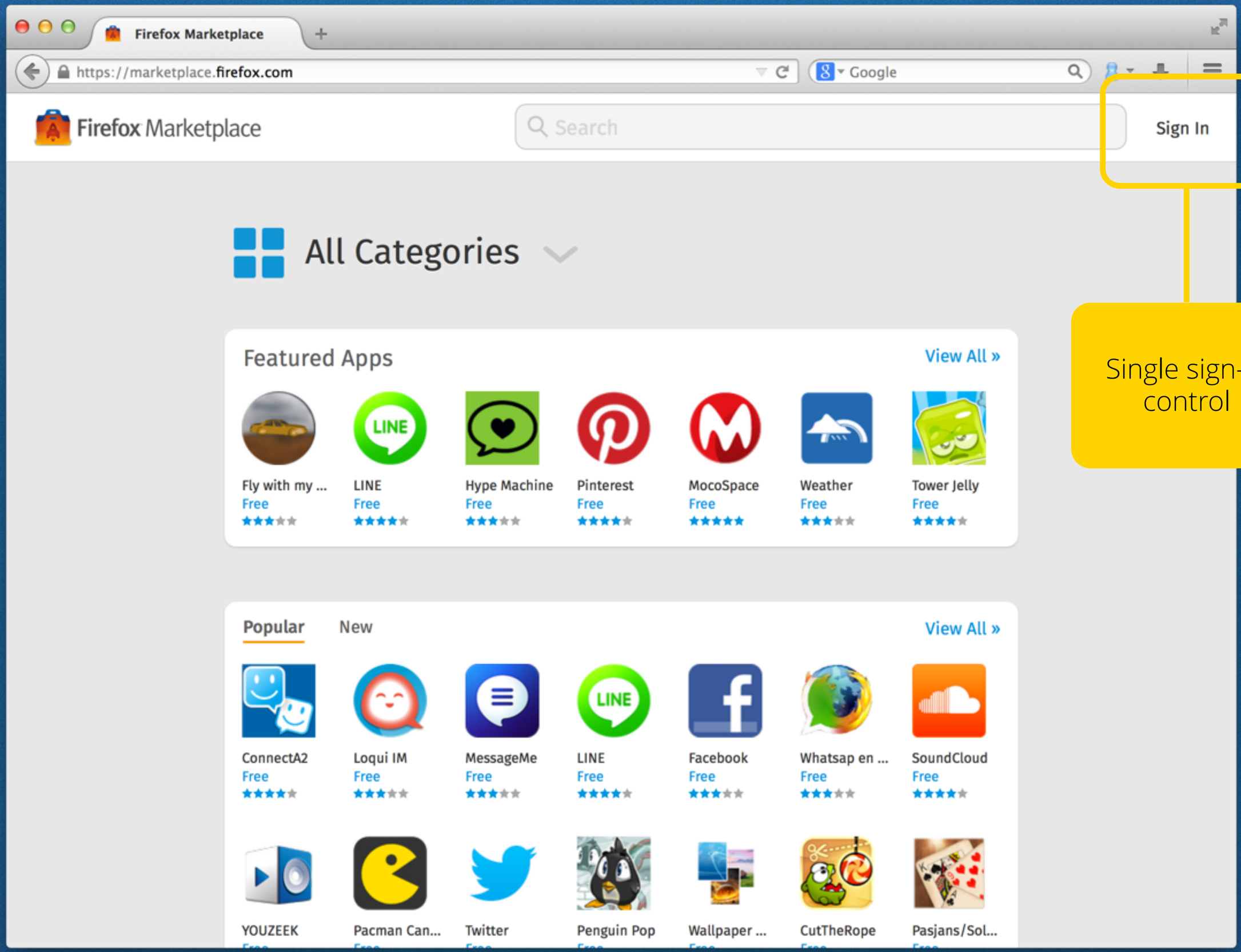

Single sign-in control

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Firefox Marketplace

https://marketplace.firefox.com

Google

Firefox Marketplace

Search

Sign In

Mozilla Persona: A Better Way to Sign In

Mozill... (US) https://login.persona.org/sign_in

Sign in to marketplace.firefox.com with...

email address

By proceeding, you agree to Persona's Terms and Privacy Policy.

next

marketplace.firefox.com

By proceeding, you agree to marketplace.firefox.com's Terms and Privacy Policy.

Mozilla Persona. Simple sign-in from the non-profit behind Firefox. Learn more→

ConnectA2 Free

Loqui IM Free

MessageMe Free

LINE Free

Facebook Free

Whatsap en ... Free

SoundCloud Free

YOUZEEK

Pacma

Pasjans/Sol...

Persona in a pop-up. Email entered first. Additional password only sometimes required.

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Firefox Marketplace

https://marketplace.firefox.com

Google

Firefox Marketplace

Search

All Categories

Featured Apps

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Fly with my ...	LINE	Hype Machine	Pinterest	MocoSpace	Weather	Tower Jelly
Free	Free	Free	Free	Free	Free	Free

Popular | New

View All »

ConnectA2	Loqui IM	MessageMe	LINE	Facebook	Whatsap en ...	SoundCloud
Free	Free	Free	Free	Free	Free	Free

You have been signed in

Toast indicating successful sign-in after pop-up closes

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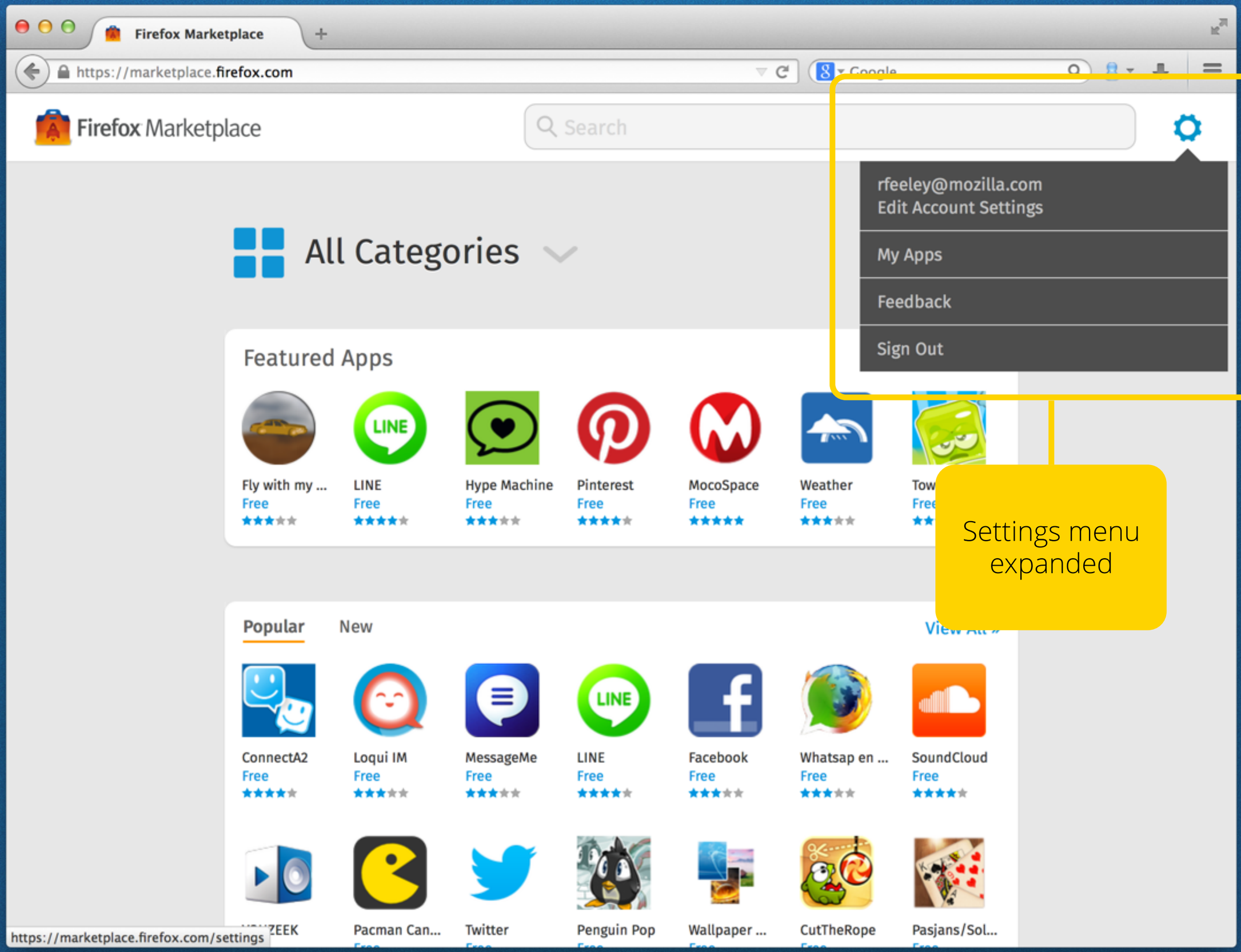

Settings menu expanded

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Account Settings | ...

https://marketplace.firefox.com/settings

Google

Firefox Marketplace

Search

Account Settings

Email

rfeeley@mozilla.com

Display Name

rfeeley

Region

United States

Save Changes

Sign Out

Develop Apps

Developer Hub
Feedback
Support

United States
My Apps

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Account settings

MARKETPLACE & FXA

UX FOR DISCUSSION

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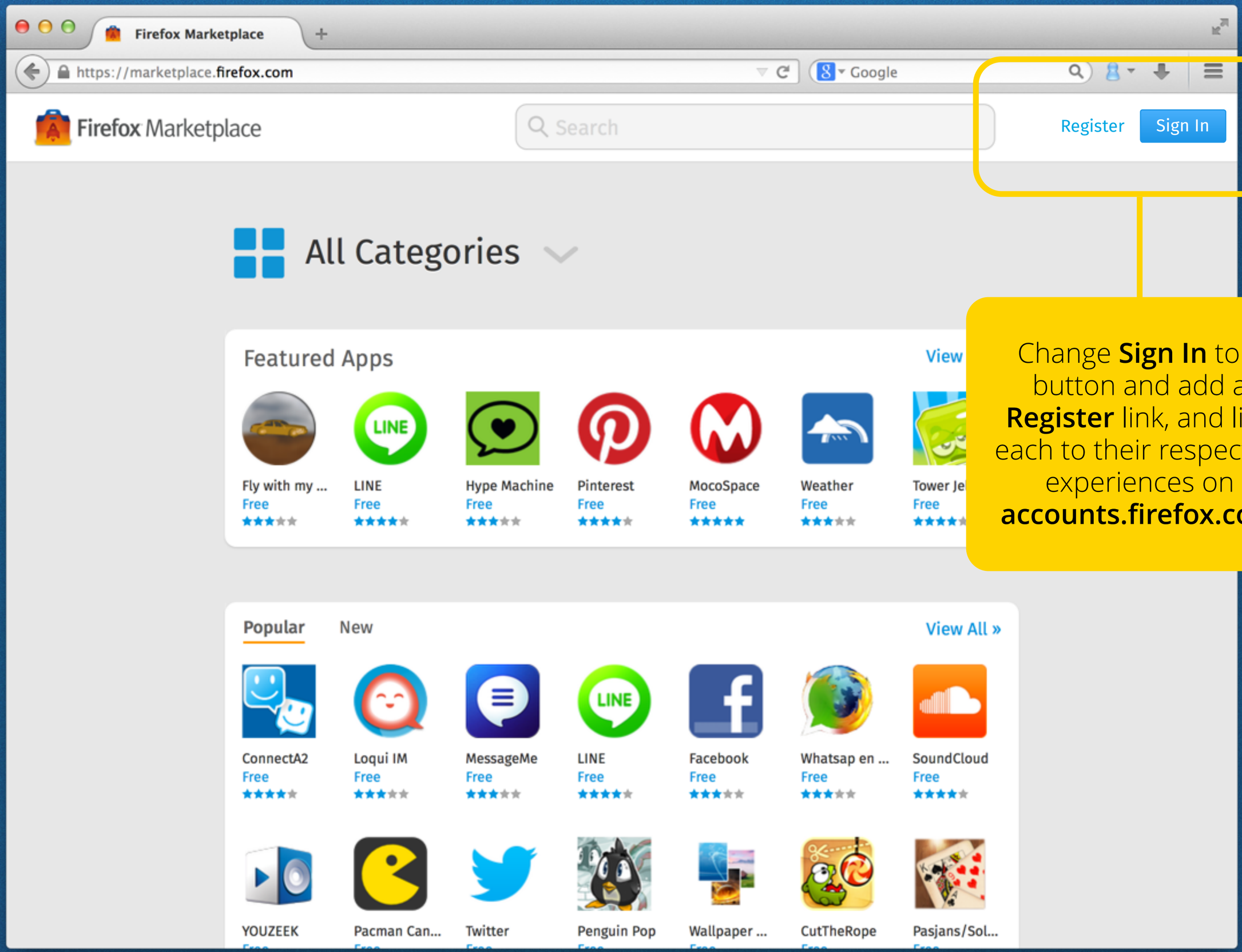

Change **Sign In** to a button and add a **Register** link, and link each to their respective experiences on **accounts.firefox.com**

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ANIMATED TRANSITION (FADE OUT/IN) TO FIREFOX ACCOUNT

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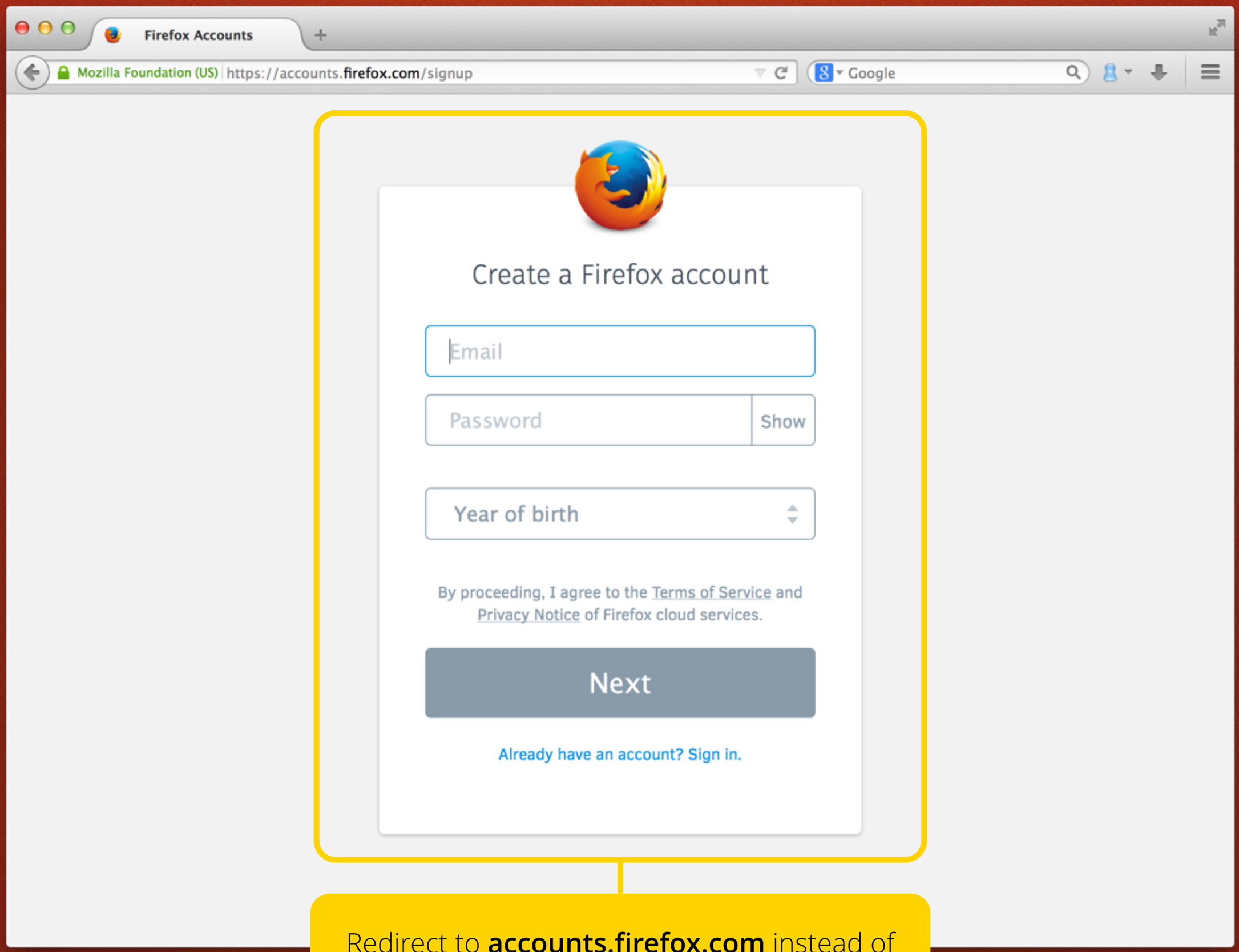

Redirect to **accounts.firefox.com** instead of using a pop-up, including a **continue URL** so user will return to where they left off

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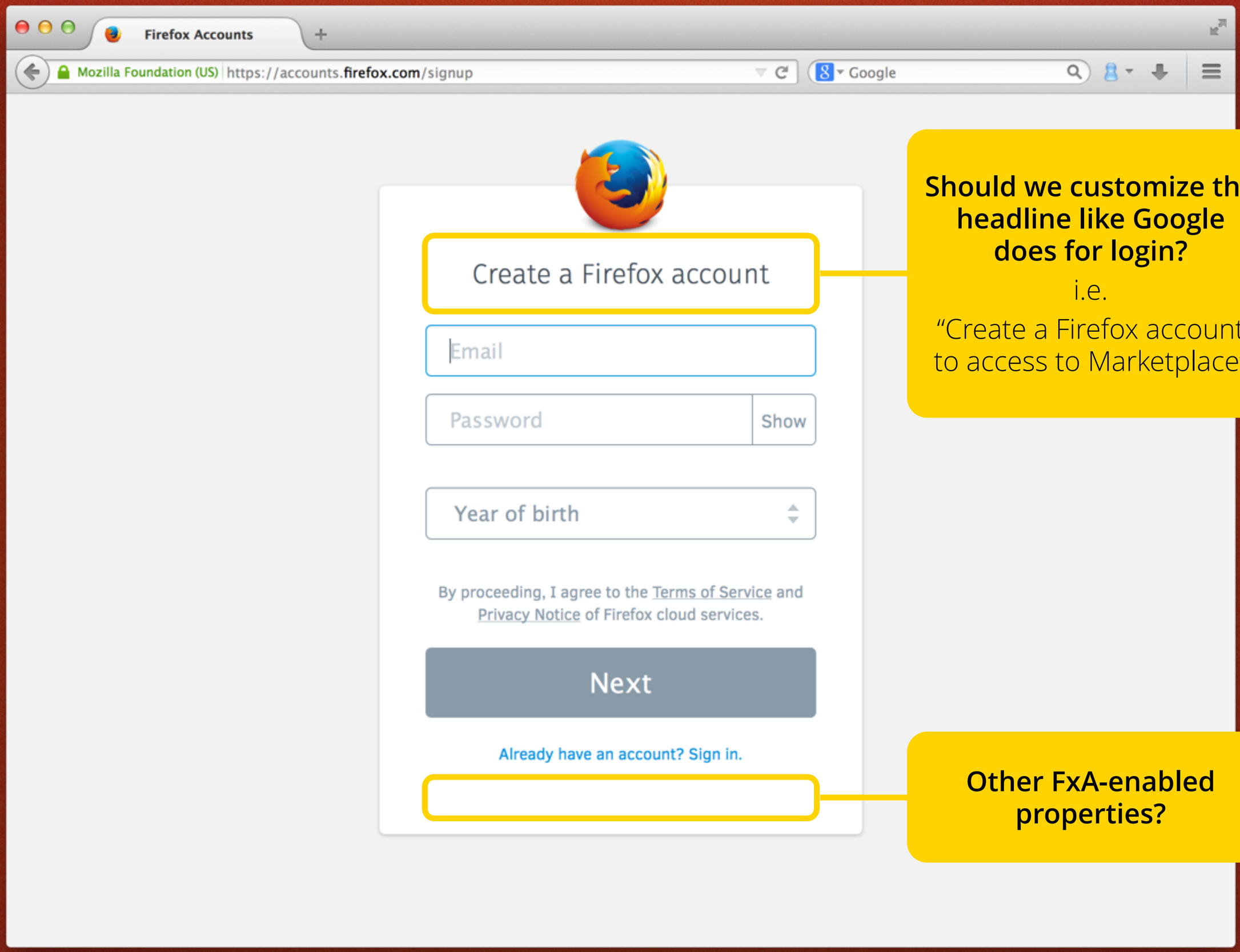
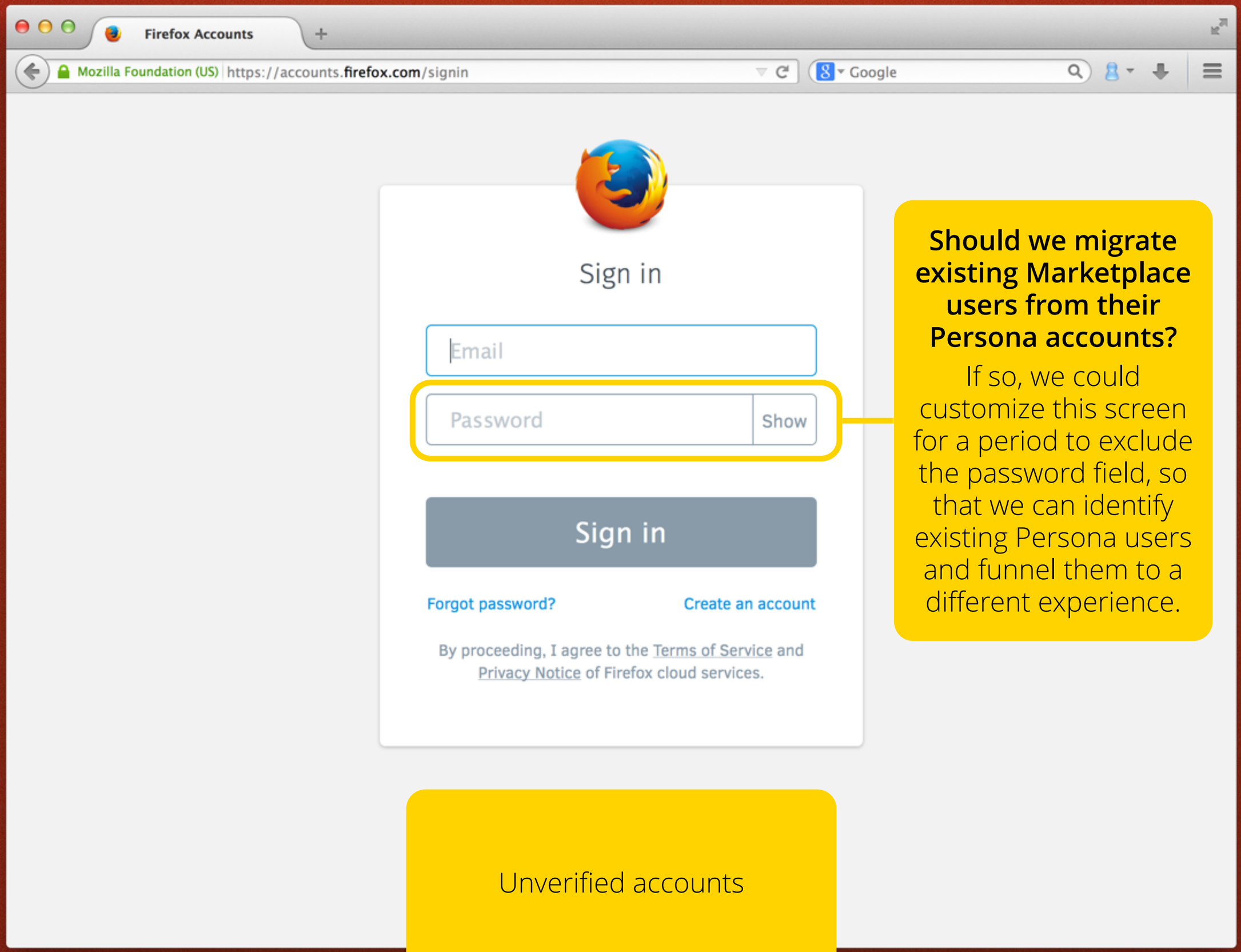


Should we customize the headline like Google does for login?

i.e.

"Create a Firefox account to access to Marketplace"

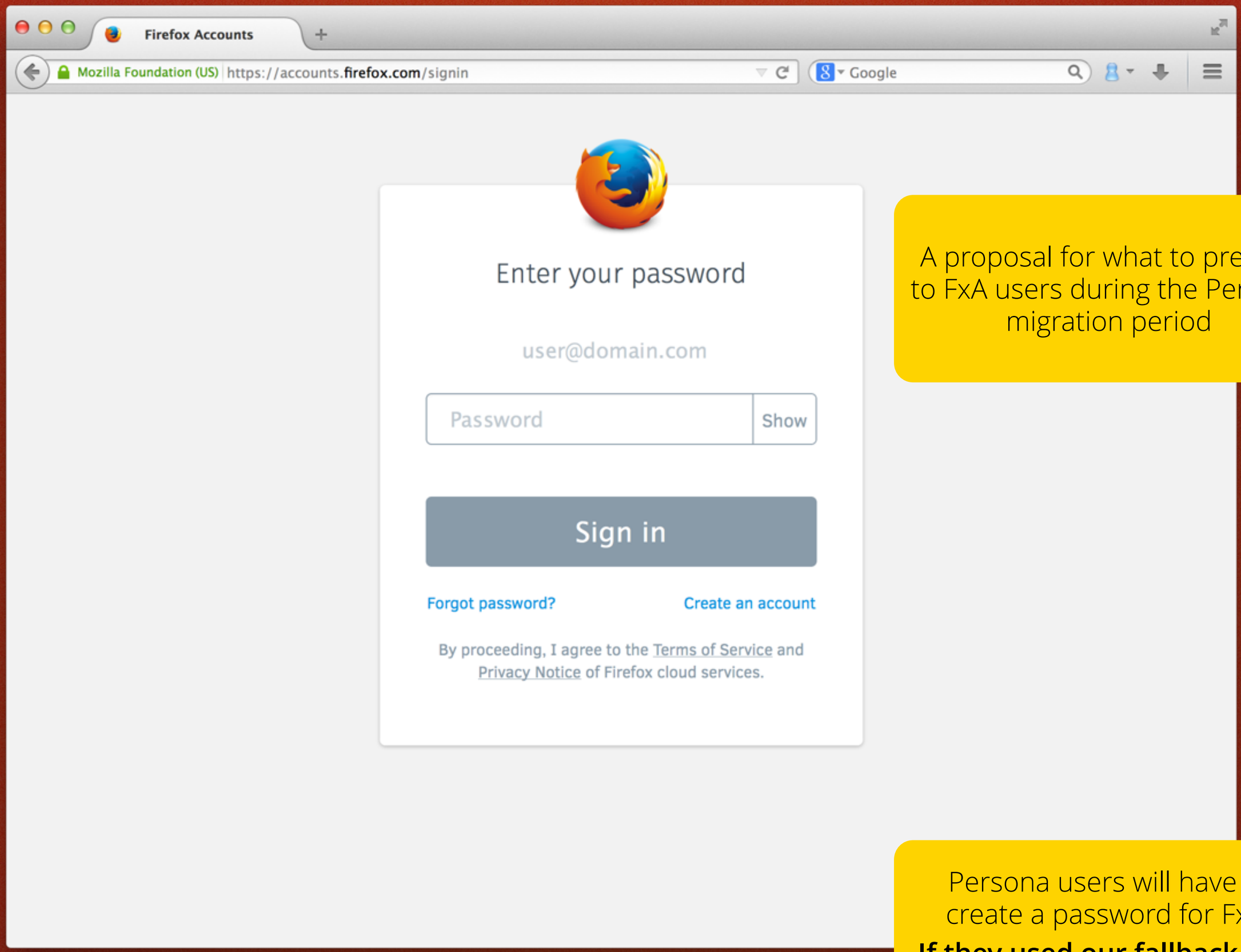
Other FxA-enabled properties?



Should we migrate existing Marketplace users from their Persona accounts?

If so, we could customize this screen for a period to exclude the password field, so that we can identify existing Persona users and funnel them to a different experience.

Unverified accounts



A proposal for what to present to FxA users during the Persona migration period

Persona users will have to create a password for FxA.

If they used our fallback, can we migrate their password?

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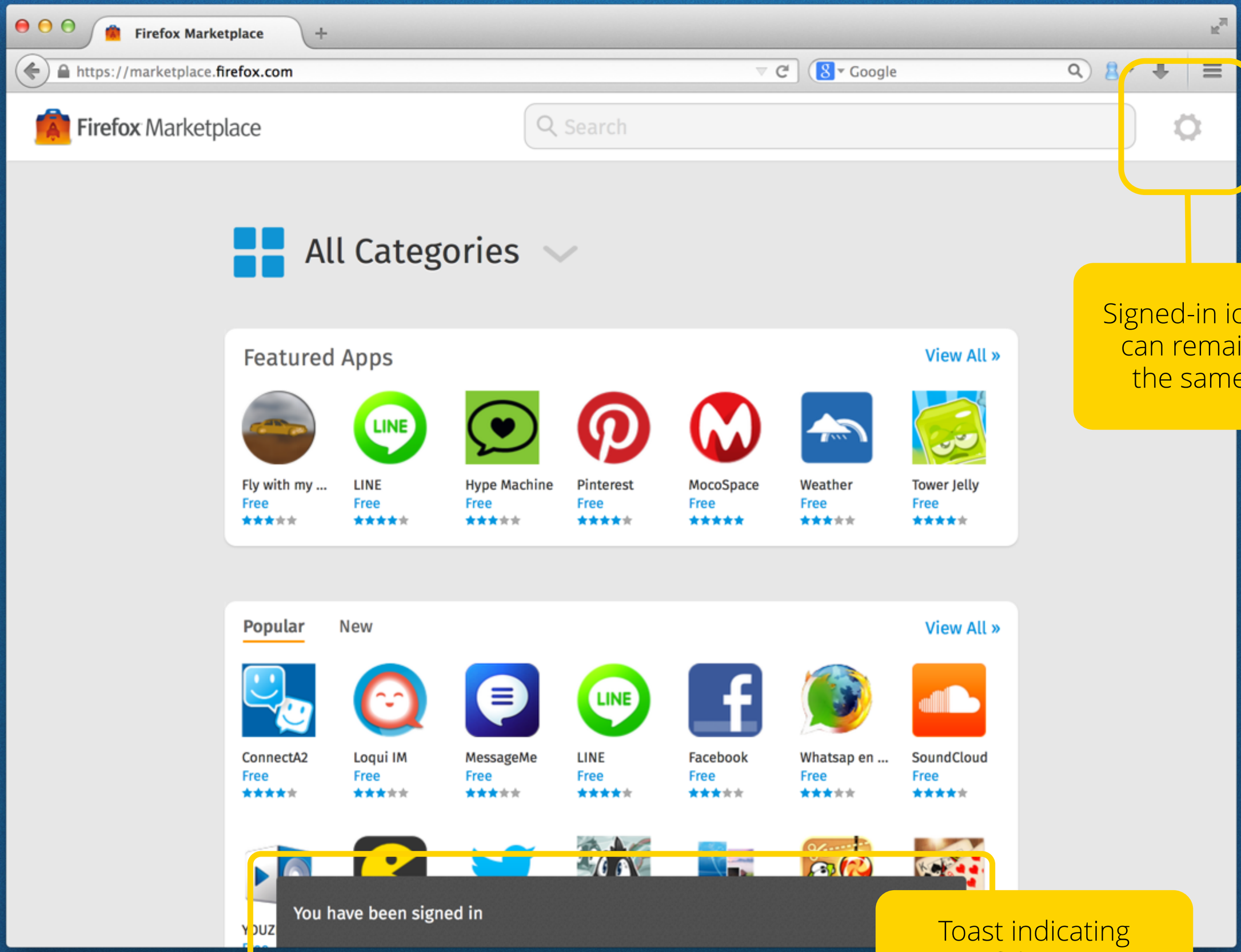
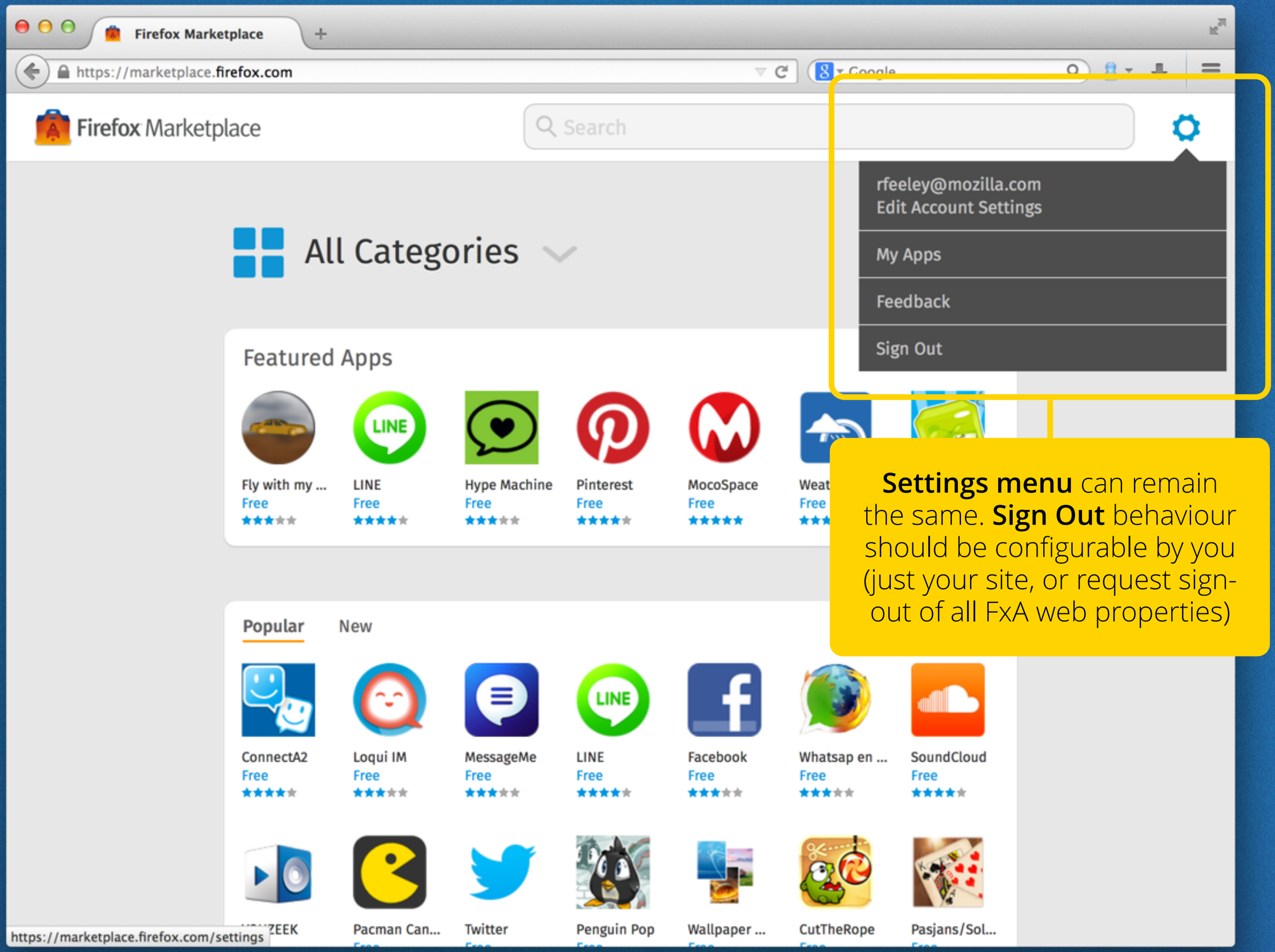
ANIMATED TRANSITION (FADE OUT/IN) TO MARKETPLACE



Signed-in icon can remain the same

Toast indicating successful sign-in may appear in previous transition



Settings menu can remain the same. **Sign Out** behaviour should be configurable by you (just your site, or request sign-out of all FxA web properties)

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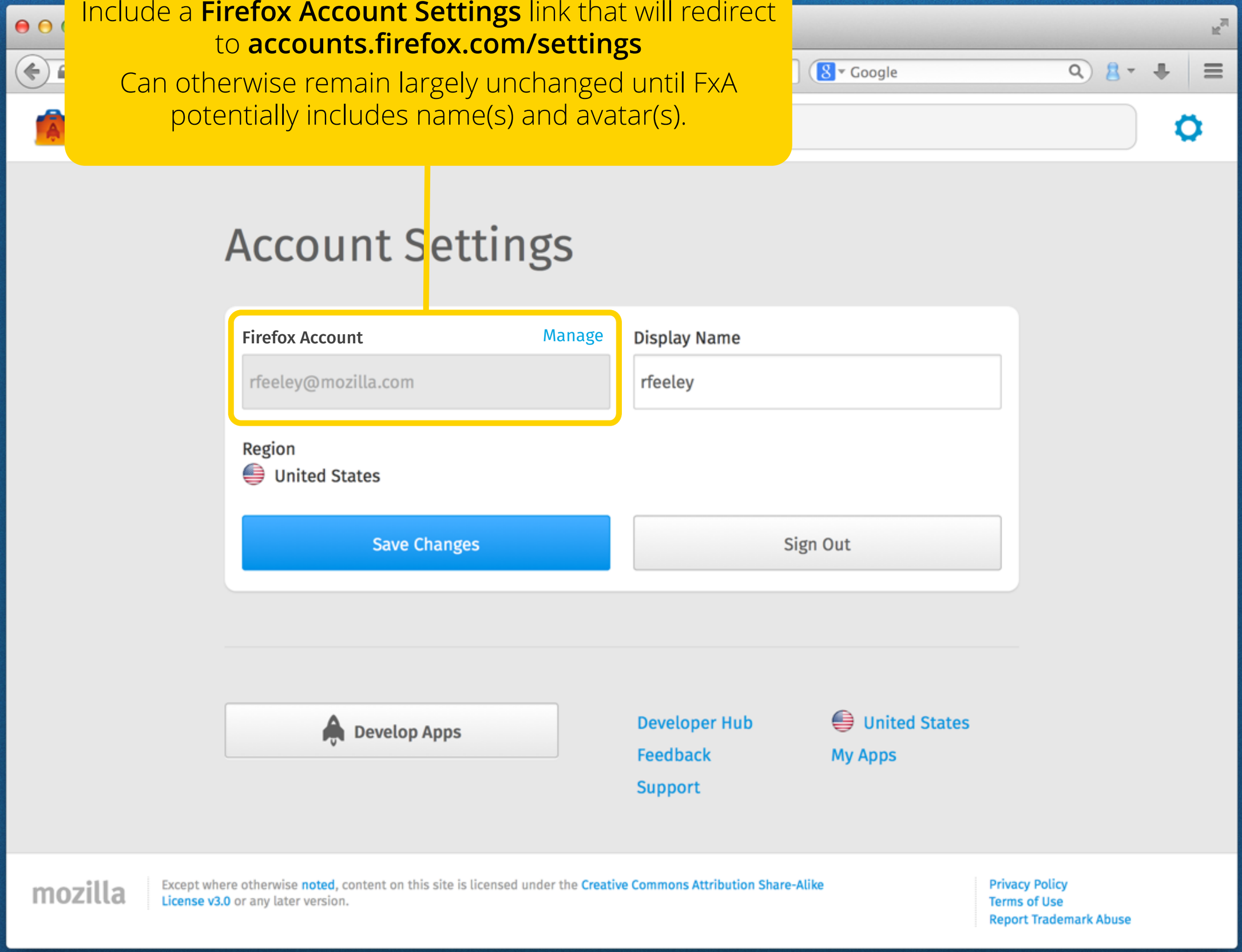
Include a **Firefox Account Settings** link that will redirect to **accounts.firefox.com/settings**

Can otherwise remain largely unchanged until FxA potentially includes name(s) and avatar(s).