



MARKETPLACE & FXA

Transitioning from Persona

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

CURRENT UX

Firefox Marketplace

https://marketplace.firefox.com








Search

Sign In

All Categories














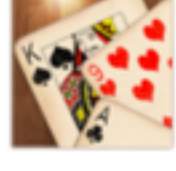
Featured Apps

View All »

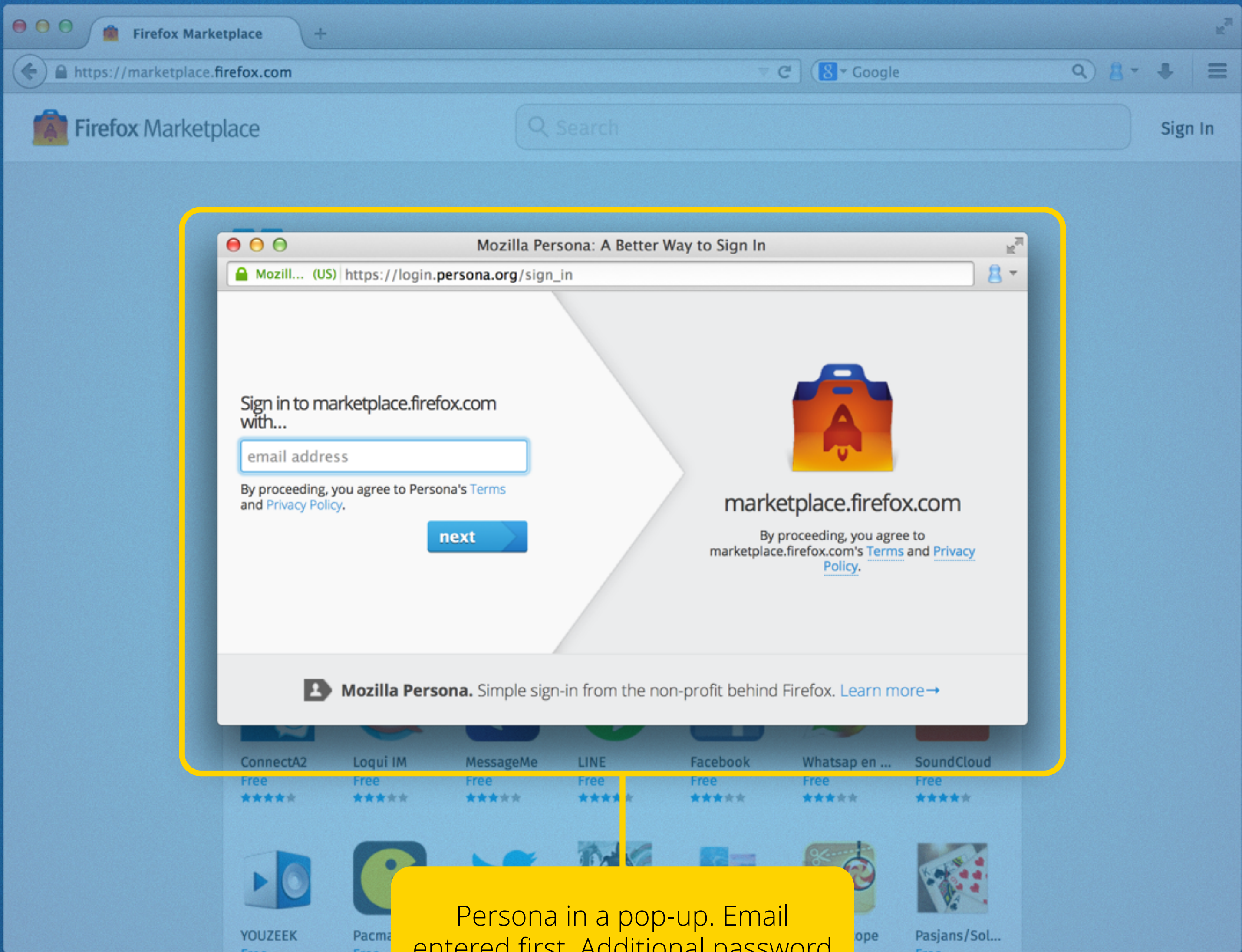
 Fly with my ... Free ★★★★★	 LINE Free ★★★★★	 Hype Machine Free ★★★★★	 Pinterest Free ★★★★★	 MocoSpace Free ★★★★★	 Weather Free ★★★★★	 Tower Jelly Free ★★★★★
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Popular New

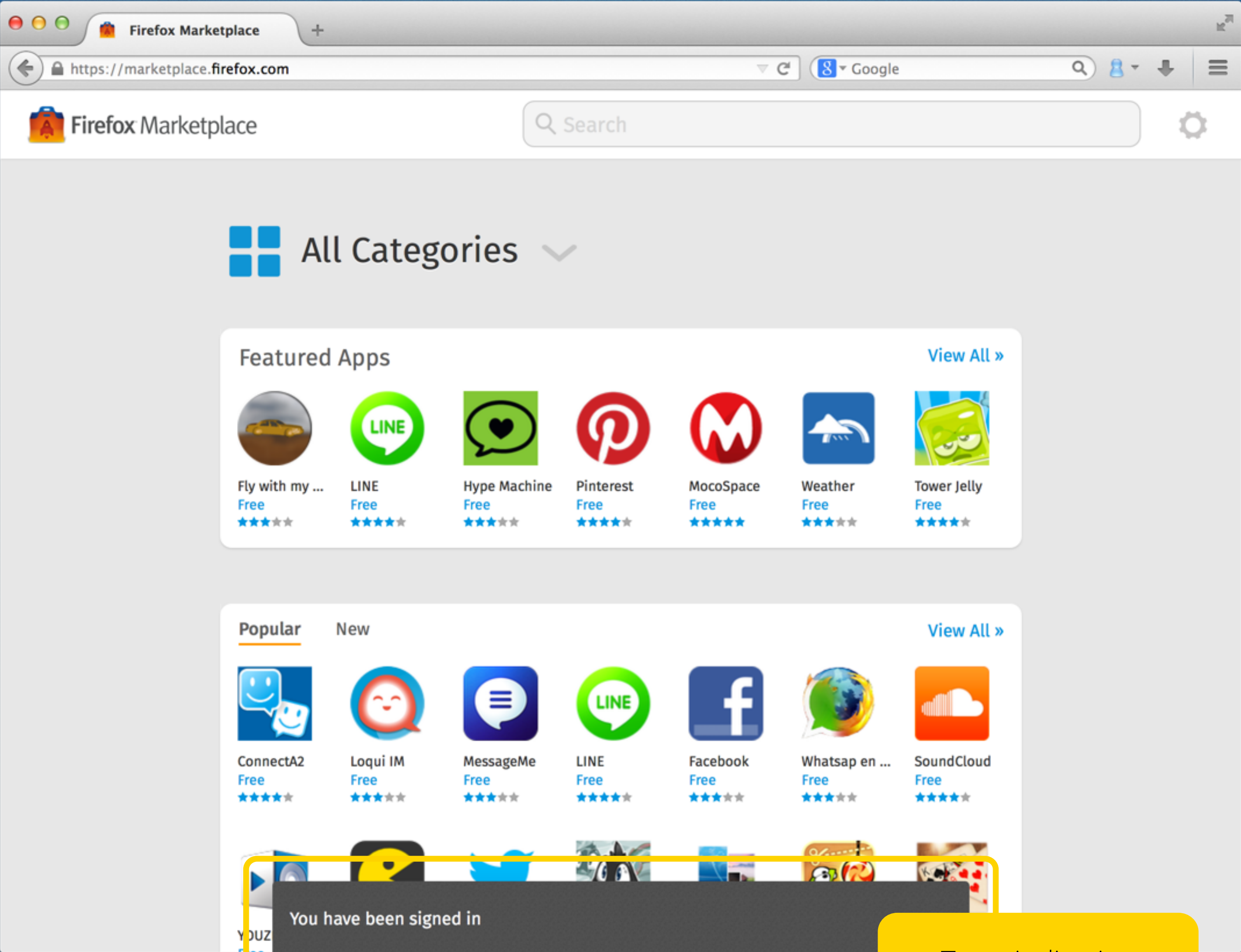
View All »

 ConnectA2 Free ★★★★★	 Loqui IM Free ★★★★★	 MessageMe Free ★★★★★	 LINE Free ★★★★★	 Facebook Free ★★★★★	 Whatsap en ... Free ★★★★★	 SoundCloud Free ★★★★★
 YOUZEEK Free	 Pacman Can... Free	 Twitter Free	 Penguin Pop Free	 Wallpaper ... Free	 CutTheRope Free	 Pasjans/Sol... Free

Single sign-in
control



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



You have been signed in

Toast indicating
successful sign-in after
pop-up closes

The screenshot shows the Firefox Marketplace website in a browser window. The address bar displays `https://marketplace.firefox.com`. The page header includes the Firefox Marketplace logo, a search bar, and a settings gear icon. The settings menu is expanded, showing options for the user `rfeeley@mozilla.com`, including `Edit Account Settings`, `My Apps`, `Feedback`, and `Sign Out`. A yellow box highlights the settings menu, and a yellow callout bubble points to it with the text "Settings menu expanded".

Firefox Marketplace

Search

All Categories

Featured Apps

- Fly with my ... Free ★★★★★
- LINE Free ★★★★★
- Hype Machine Free ★★★★★
- Pinterest Free ★★★★★
- MocoSpace Free ★★★★★
- Weather Free ★★★★★
- Tow ... Free ★★★★★

Popular New View All

- ConnectA2 Free ★★★★★
- Loqui IM Free ★★★★★
- MessageMe Free ★★★★★
- LINE Free ★★★★★
- Facebook Free ★★★★★
- Whatsap en ... Free ★★★★★
- SoundCloud Free ★★★★★
- NEW ZEEK
- Pacman Can... Free
- Twitter Free
- Penguin Pop Free
- Wallpaper ... Free
- CutTheRope Free
- Pasjans/Sol... Free

Settings menu expanded

Account Settings | ...

https://marketplace.firefox.com/settings


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

The screenshot shows the Firefox Marketplace website in a browser window. The address bar displays <https://marketplace.firefox.com>. The page header includes the Firefox Marketplace logo, a search bar, and two links: [Register](#) and [Sign In](#). A yellow callout box highlights these links with the text: "Change **Sign In** to a button and add a **Register** link, and link each to their respective experiences on **accounts.firefox.com**".

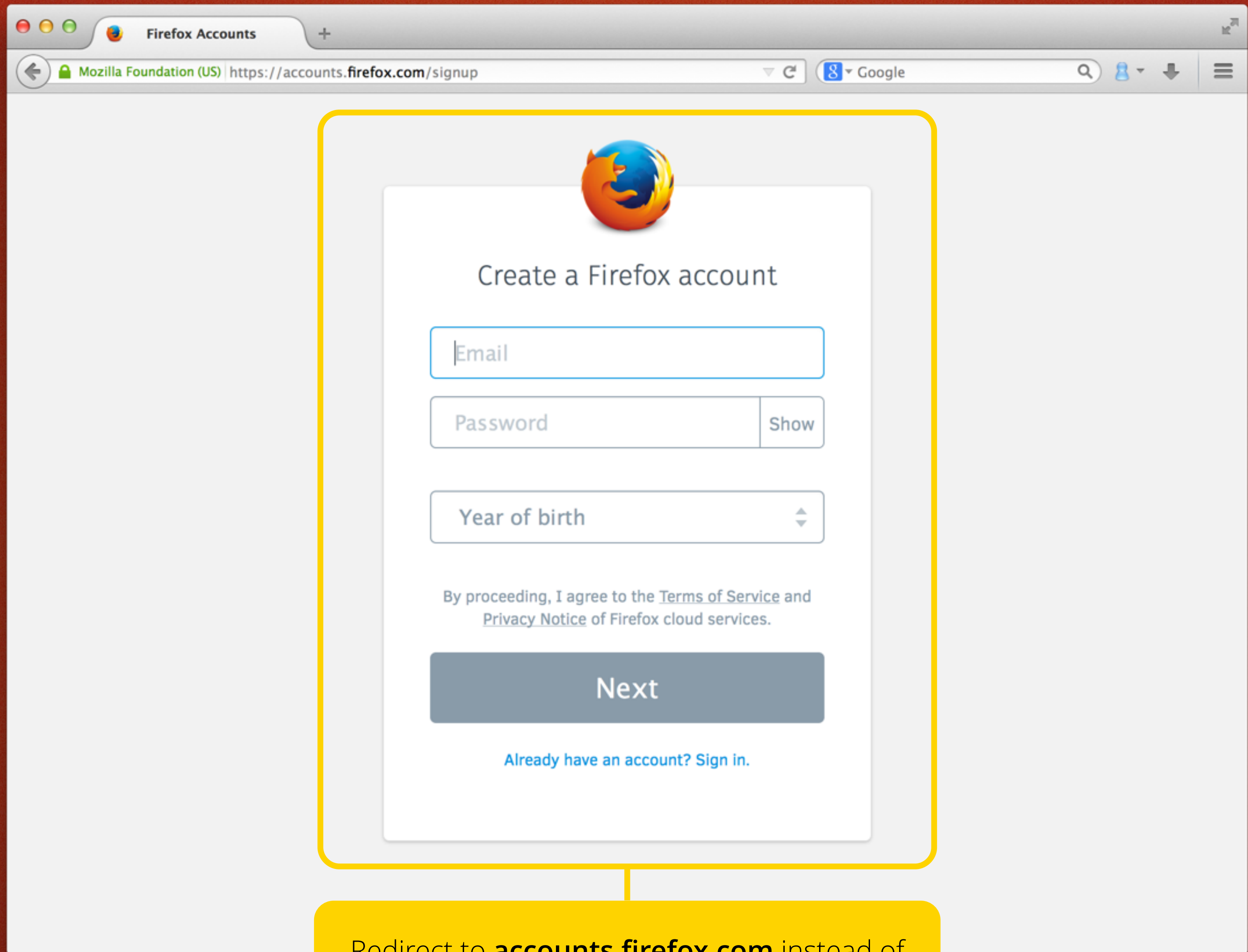
Featured Apps

App Icon	App Name	Price	Rating
	Fly with my ...	Free	★★★★★
	LINE	Free	★★★★★
	Hype Machine	Free	★★★★★
	Pinterest	Free	★★★★★
	MocoSpace	Free	★★★★★
	Weather	Free	★★★★★
	Tower Je	Free	★★★★★

Popular **New** [View All »](#)


App Icon	App Name	Price	Rating
	ConnectA2	Free	★★★★★
	Loqui IM	Free	★★★★★
	MessageMe	Free	★★★★★
	LINE	Free	★★★★★
	Facebook	Free	★★★★★
	Whatsap en ...	Free	★★★★★
	SoundCloud	Free	★★★★★
	YOUZEEK	Free	★★★★★
	Pacman Can...	Free	★★★★★
	Twitter	Free	★★★★★
	Penguin Pop	Free	★★★★★
	Wallpaper ...	Free	★★★★★
	CutTheRope	Free	★★★★★
	Pasjans/Sol...	Free	★★★★★

ANIMATED TRANSITION
(FADE OUT/IN) TO
FIREFOX ACCOUNT



Firefox Accounts

Mozilla Foundation (US) <https://accounts.firefox.com/signup> Google



Create a Firefox account

 Show

By proceeding, I agree to the [Terms of Service](#) and [Privacy Notice](#) of Firefox cloud services.


Next

[Already have an account? Sign in.](#)

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

Firefox Accounts

Mozilla Foundation (US) <https://accounts.firefox.com/signup> Google



Create a Firefox account

Email

Password Show

Year of birth

By proceeding, I agree to the [Terms of Service](#) and [Privacy Notice](#) of Firefox cloud services.

Next

[Already have an account? Sign in.](#)

Should we customize the headline like Google does for login?

i.e.


"Create a Firefox account to access to Marketplace"

Other FxA-enabled properties?

The image shows a web browser window with the Firefox Accounts sign-in page. The browser's address bar shows the URL `https://accounts.firefox.com/signin`. The page features the Firefox logo at the top, followed by the text "Sign in". Below this are two input fields: "Email" and "Password". The "Password" field is highlighted with a yellow border, and a yellow callout box points to it with the text "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." Below the input fields is a large "Sign in" button. At the bottom of the form, there are links for "Forgot password?" and "Create an account", and a line of text stating: "By proceeding, I agree to the [Terms of Service](#) and [Privacy Notice](#) of Firefox cloud services."

Firefox Accounts

Mozilla Foundation (US) `https://accounts.firefox.com/signin` Google



Sign in

Email

Password Show

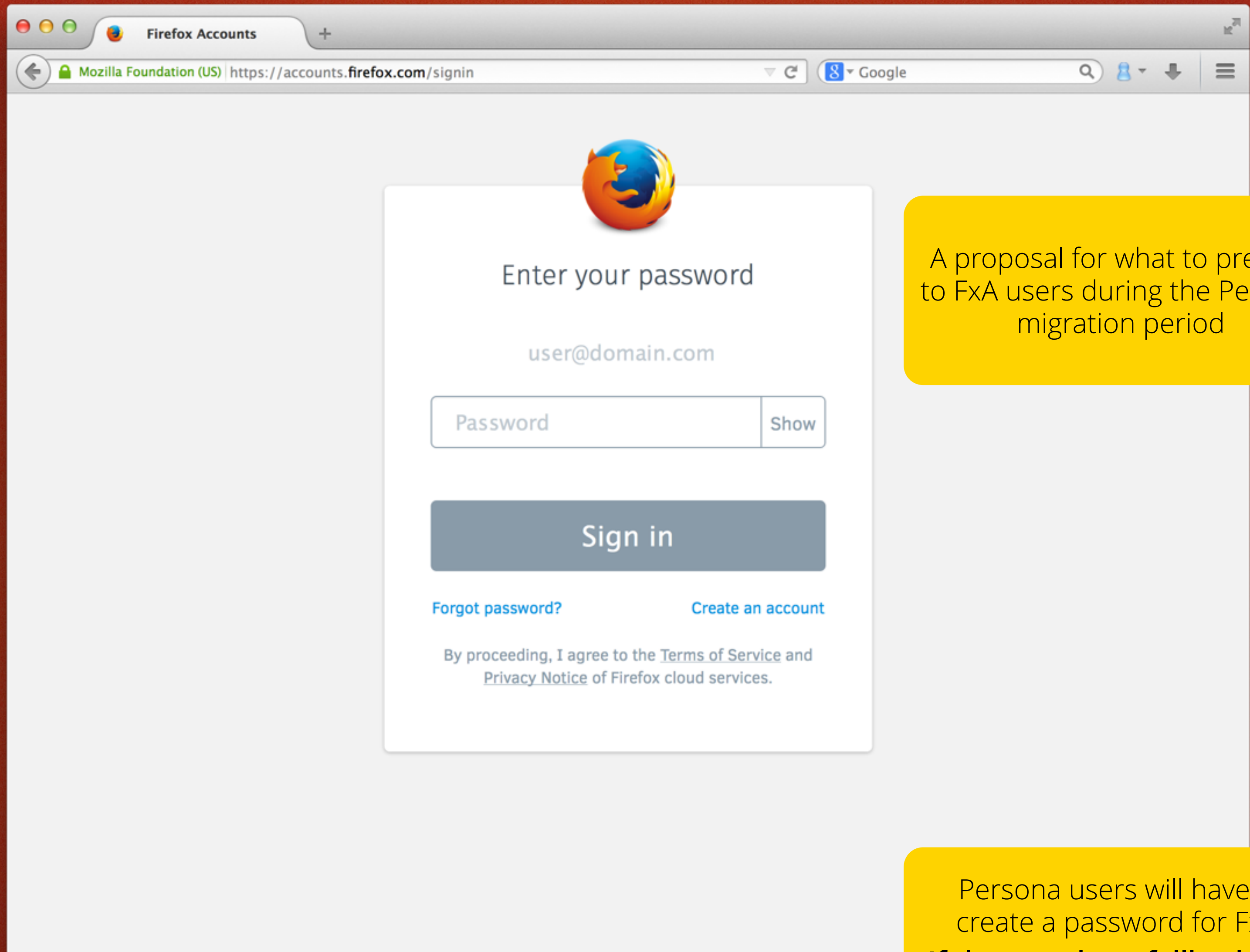
Sign in

[Forgot password?](#) [Create an account](#)

By proceeding, I agree to the [Terms of Service](#) and [Privacy Notice](#) of Firefox cloud services.

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

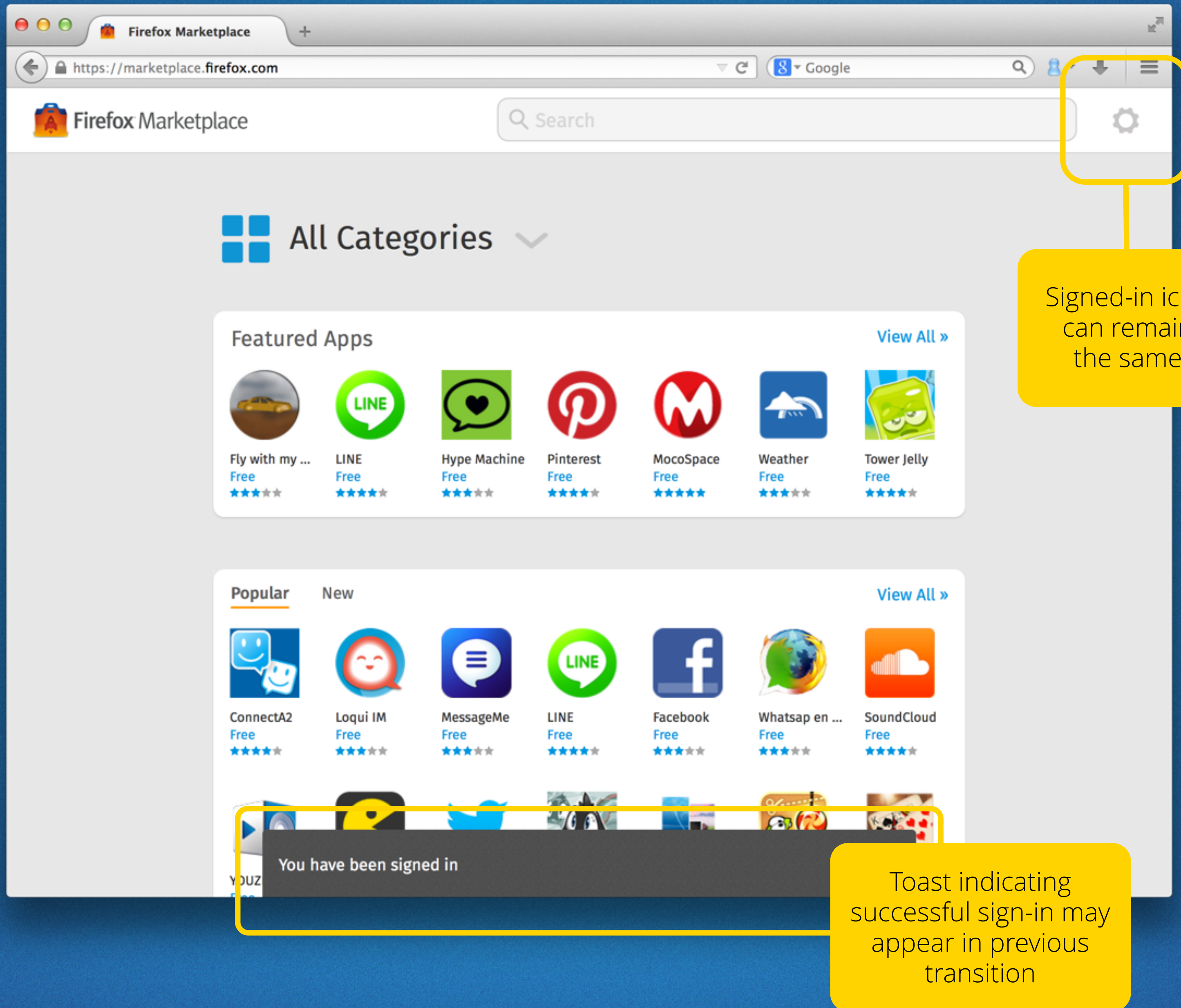


The screenshot shows a web browser window with the title "Firefox Accounts". The address bar displays "Mozilla Foundation (US) https://accounts.firefox.com/signin". The page features the Firefox logo at the top center. Below the logo, the text "Enter your password" is displayed. Underneath, the email address "user@domain.com" is shown. A password input field is labeled "Password" and includes a "Show" button. A large "Sign in" button is positioned below the password field. At the bottom of the form, there are links for "Forgot password?" and "Create an account". A disclaimer at the very bottom states: "By proceeding, I agree to the [Terms of Service](#) and [Privacy Notice](#) of Firefox cloud services."

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?

ANIMATED TRANSITION (FADE OUT/IN) TO MARKETPLACE



The screenshot shows the Firefox Marketplace interface. At the top, the browser address bar displays `https://marketplace.firefox.com`. The page header includes the Firefox Marketplace logo, a search bar, and a settings gear icon. A settings menu is open, showing the user's email `rfeeley@mozilla.com` and options to `Edit Account Settings`, `My Apps`, `Feedback`, and `Sign Out`. Below the header, the `All Categories` dropdown is visible. The `Featured Apps` section displays a row of app cards: `Fly with my ...`, `LINE`, `Hype Machine`, `Pinterest`, `MocoSpace`, and `Weat`. The `Popular` section is active, showing a grid of app cards including `ConnectA2`, `Loqui IM`, `MessageMe`, `LINE`, `Facebook`, `Whatsap en ...`, and `SoundCloud`. A yellow callout box points to the `Sign Out` option in the settings menu.

Firefox Marketplace

Search

All Categories

Featured Apps

Fly with my ...
Free
★★★★★

LINE
Free
★★★★★

Hype Machine
Free
★★★★★

Pinterest
Free
★★★★★

MocoSpace
Free
★★★★★

Weat
Free
★★★★★

Popular New

ConnectA2
Free
★★★★★

Loqui IM
Free
★★★★★

MessageMe
Free
★★★★★

LINE
Free
★★★★★

Facebook
Free
★★★★★

Whatsap en ...
Free
★★★★★

SoundCloud
Free
★★★★★

NEW ZEEK

Pacman Can...
Free

Twitter
Free

Penguin Pop
Free

Wallpaper ...
Free

CutTheRope
Free

Pasjans/Sol...
Free

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)

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).

Account Settings

Firefox Account [Manage](#)

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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