Bug 1072933 - How to improve the downloads page for insta-download

Prepared by Sevaan Franks & the Firefox Growth Team

Original

mozilla

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Firefox

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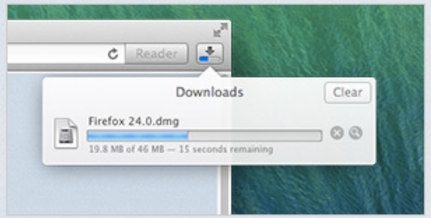

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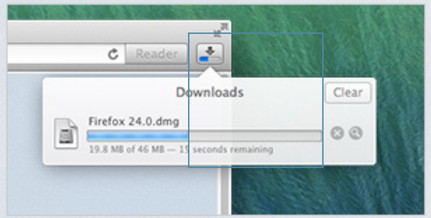

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Headline is less about messaging, and more about communicating to the user what is happening on this page.

Sharing option moved to the bottom.

Give users ability to download other versions.

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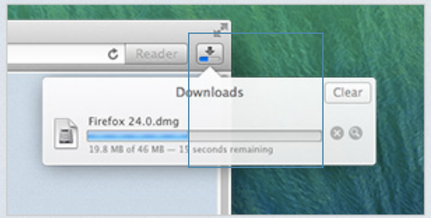

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More whimsical, but only works for En-US and EN-GB.

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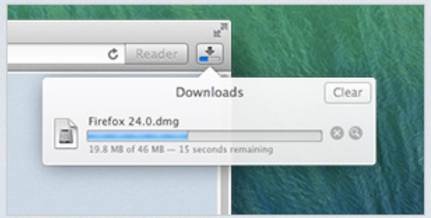

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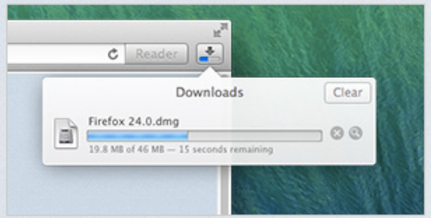

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A little countdown timer would add a little whimsy and personality to the page.

Hypothesis: The changing number catches user attention resulting in an increased change of the user reading the rest of the text on the page.

Strings

Download Headlines:

- Your download will begin automatically
- Your download has started…
- Downloading Firefox for <operating system>
- Downloading Firefox…in <5>
  - Downloading Firefox…

Click to Start Download Taglines:

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Questions? Comments? Suggestions?

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