

Experiment Options: Project Don't Go

Prepared by Sevaan Franks and the Firefox Growth Team



What is Project Don't Go?



As part of the Firefox Growth Team efforts, we want to look at ways to increase usage and users of Firefox. In order to do that, we need to better understand why people switch to other browsers.

Currently we have no mechanisms in place to prompt users asking why they are downloading additional browsers, or to prevent users from making a switch.

Executive Summary

This document was prepared to present options on how to make our Project Don't Go campaign a little more bold in terms of capturing user attention and converting user intention.

UX recommends using a yellow notification bar as it is attention-grabbing, more intrusive and persistent than a doorhanger, and less annoying than a modal popup.

The feedback survey should be designed to offer up counterpoints and solutions to the reasons users select for why they are downloading another browser. These solutions should be designed to steer users away from their original intent of downloading chrome, and instead correct the issue that is causing them to switch.

Issues to Investigate & Consider

- Collect data upfront, or after a user has switched?
 - Two options presented in the doc: Prompting before a user downloads, or prompting after a user has already made a switch.
- Will this anger:
 - Google? – does this violate anything in our search deal?
 - Users? – will they feel like their surfing is being monitored if a notification bar comes down when they are about to download another browser?
- Project Don't Go should be reframed to come from a position of strength rather than from a sad, puppy-dog-eyed fox.
 - Consider renaming to “Project Intercept”

Methods of Interruption

Method	Advantages	Disadvantages
Doorhangers Lowest level of user annoyance, usually used to provide notifications where no user action is necessary.	<ul style="list-style-type: none"> • Easy to dismiss (click anywhere apart from the doorhanger) means less annoyance to the user • More room for messaging, including graphics 	<ul style="list-style-type: none"> • Can be accidentally dismissed if user is clicking on window when hanger appears
Notification Bars – Recommended Used to notify users about things that require their input, but aren’t so important that we need to halt their surfing experience until they do it.	<ul style="list-style-type: none"> • Messaging remains present until user interacts with the notification bar • Colour options can be used to draw attention to the bar 	<ul style="list-style-type: none"> • Less room for longer messaging (not really a disadvantage)
Modal Popups Used in extreme cases to notify users about items that are so important they need to be dealt with before the user can continue surfing.	<ul style="list-style-type: none"> • Guaranteed viewing as user must dismiss it to continue using the browser 	<ul style="list-style-type: none"> • Maximum annoyance as user is prevented from performing any actions until they address the popup.

UX recommends using a notification bar as it is persistent yet not hindering to the user. New research suggests that placing the bar on the bottom has higher engagement.

When to Prompt

There are two opportunities for prompting users asking for feedback on why they are downloading another browser:

BEFORE they download another browser:

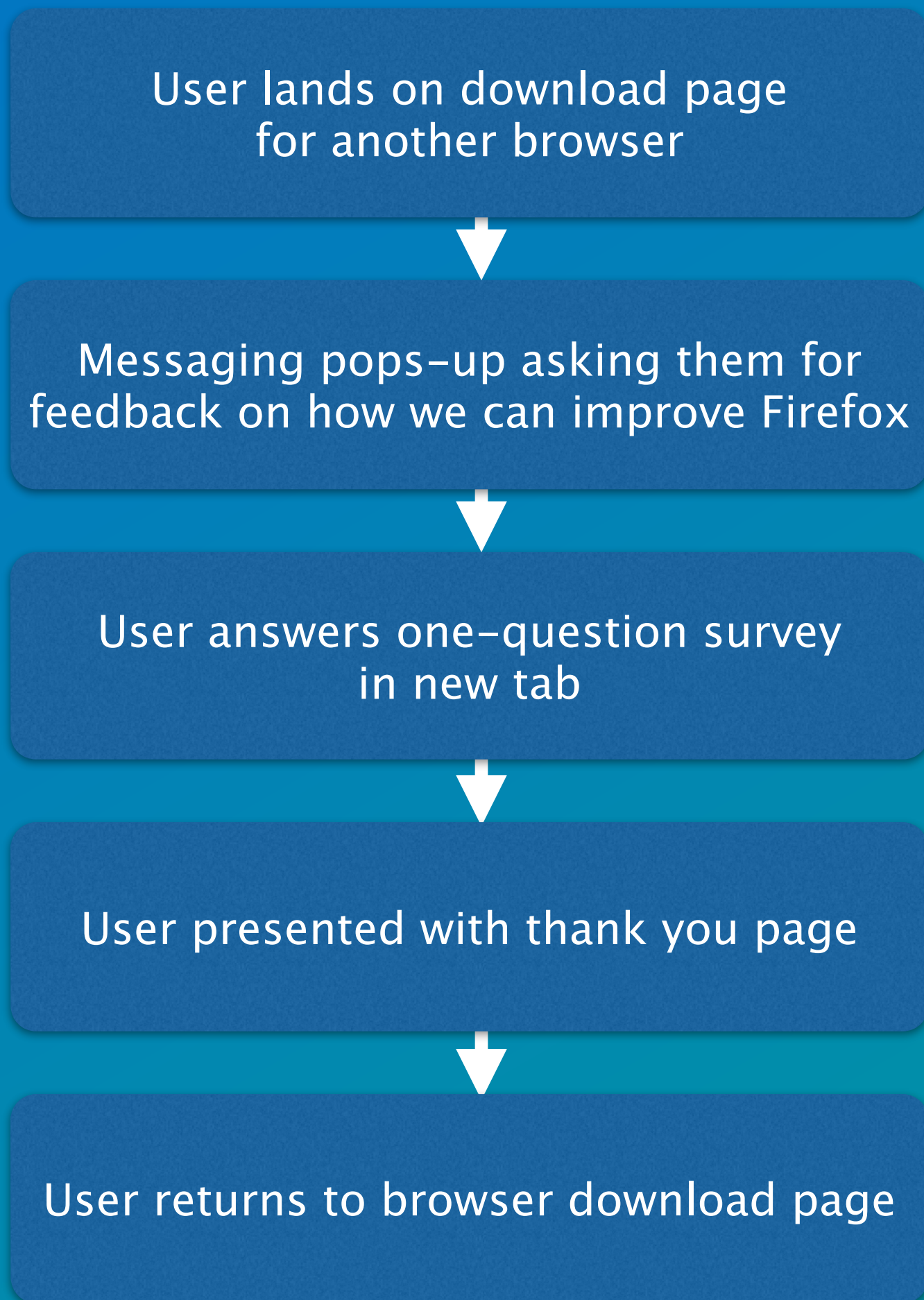
- Notification bar drops when user lands on download page for another browser
- May feel like we are tracking users

AND/OR

AFTER they download another browser and make it their default:

- Notification bar drops after a user has switched their default browser from Firefox to something else, and they open Firefox again.
- More targeted answers, since this audience is made up of official switchers.

Prompt at Download: Option 1 – Boldness: Low



Option 1 is a notification bar asking for general feedback on why Firefox isn't working. The messaging is passive and the notification bar is unobtrusive.

Pros:

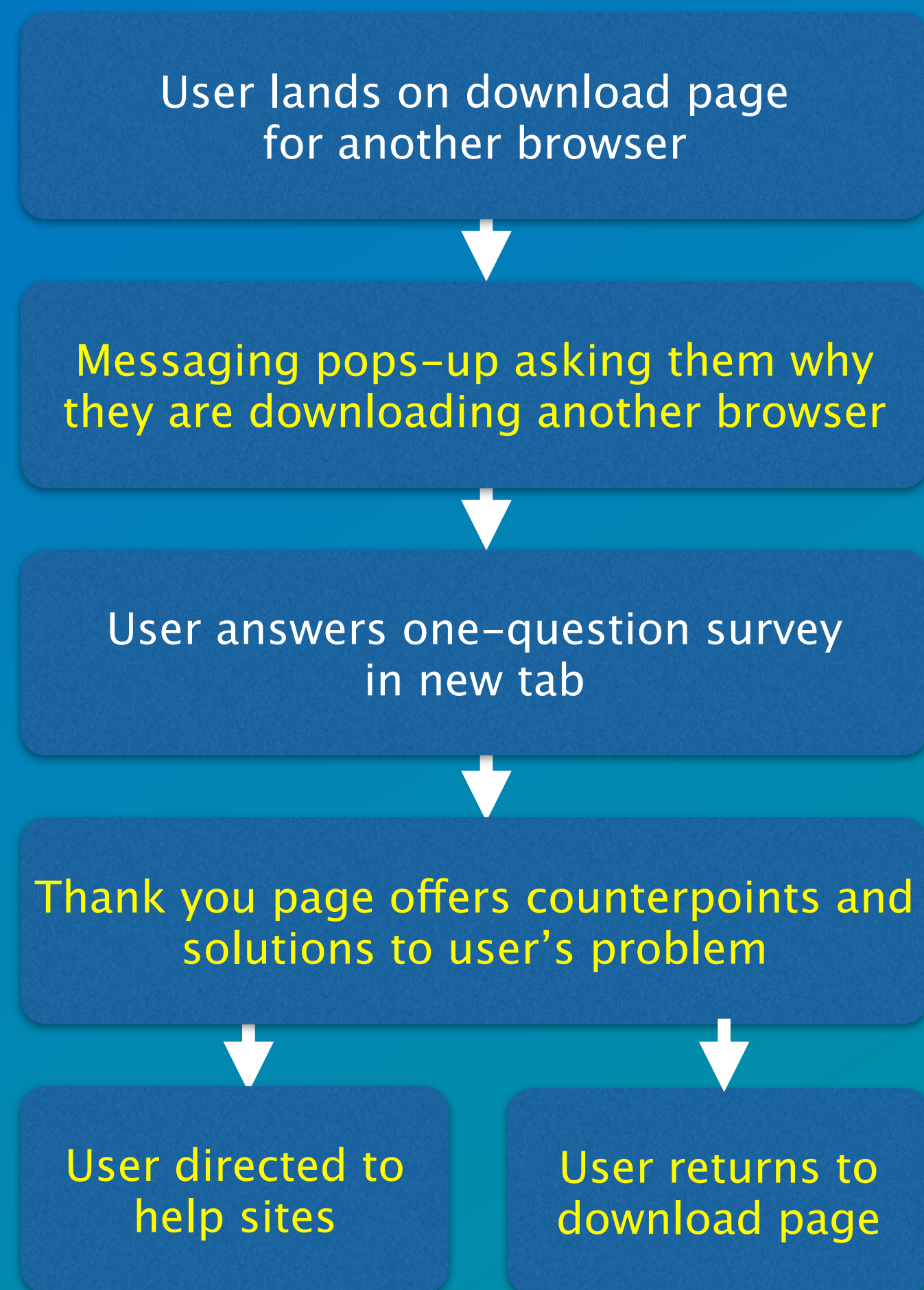
- Collects feedback which let's us identify areas to work on
- Mild interruption: Kicks user back to their intended task
- Optically, doesn't read like we are watching what the user is doing

Cons:

- Does not offer solutions
- "Take a Survey" not great for eliciting engagement

Prompt at Download: Option 2 – Boldness: Medium

Recommended if prompting **before** user begins download of another browser



Option 2 is a notification bar coloured yellow to be more eye-catching for users (this colour could also be applied to the previous slide's bar). Messaging is a little stronger, directly related to the user's intent to download another browser and top answers are included in the bar making it easier for a user to give immediate feedback.

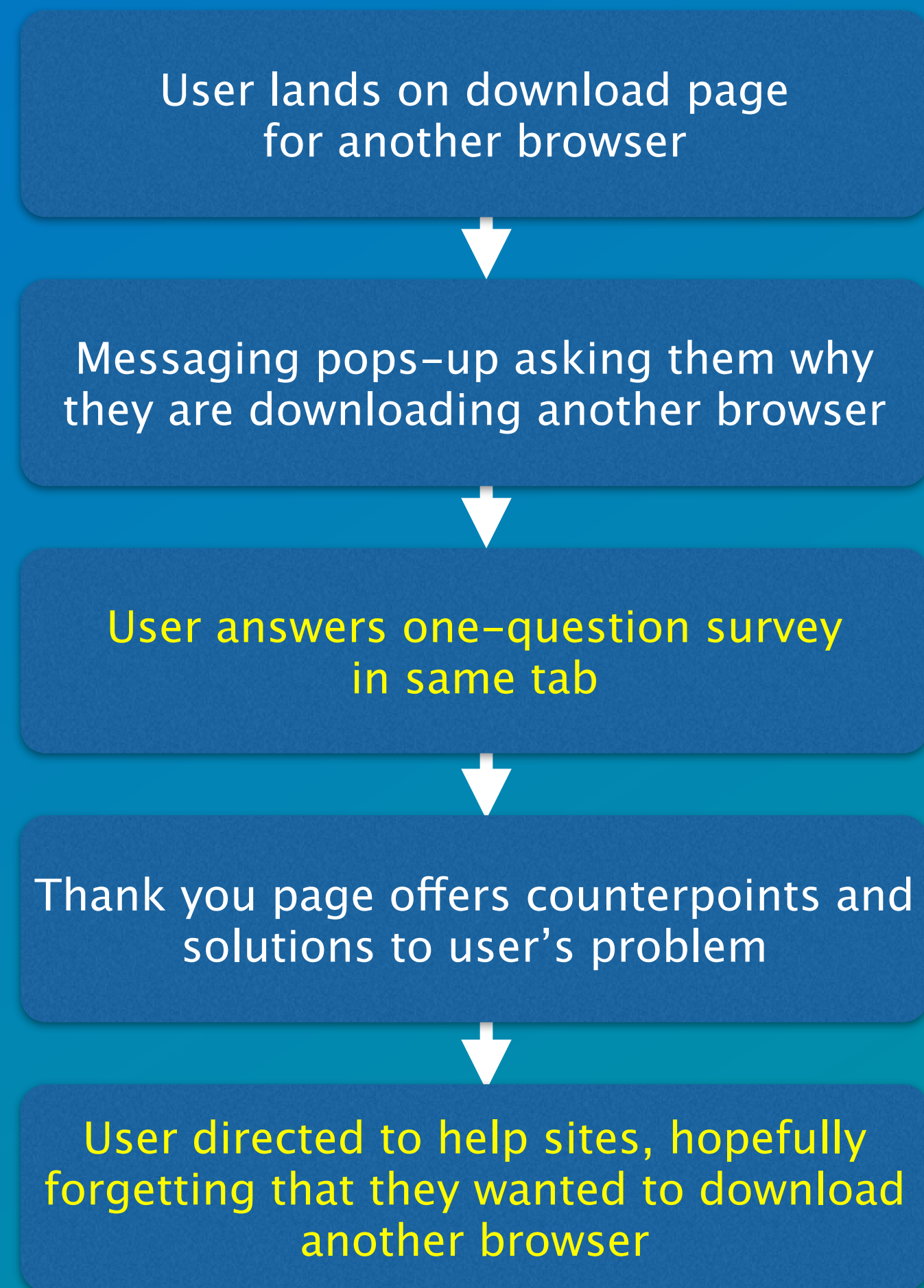
Pros:

- Collects feedback which let's us identify areas to work on
- Offers solutions and counterpoints to user problems
- Slight hijacking/interruption of user's intent to download another browser

Cons:

- May feel like we're tracking people (which we aren't, it's just based on the URL!)

Prompt at Download: Option 3 – Boldness: High



The messaging is a lot stronger in option 3. This time the survey opens in the same tab, replacing the download page.

Pros:

- Collects feedback which let's us identify areas to work on
- Offers solutions and counterpoints to user problems
- Disrupts user's intent to download another browser

Cons:

- Disrupts user intent
- Messaging may read like we are watching users

Prompt after Browser Switch

Recommended if prompting
after a user has already
switched away from Firefox



User switches from Firefox to another default browser



The next time the user opens Firefox a notification bar drops immediately upon opening the browser.



User answers one-question survey in new tab



Thank you page offers counterpoints and solutions to user's problem.



User presented with opportunity to switch back to Firefox

This notification bar is dropped after a user who previously had Firefox as their default browser switches to another browser. The next time they open Firefox, a notification bar can appear asking when why they switched.

Pros:

- Data comes from targeted audience
- Offers solutions and counterpoints to user problems
- Presents opportunity to make Firefox their default browser again
- Doesn't feel like we're watching what sites our users are on

Cons:

- Users may never switch back to see the bar.
- May be harder to convince a user to switch back than it would be to stop them switching in the first place.

The Survey – Option A

The survey questions have been selected to address common issues users may have with Firefox. Rather than just say “Thanks” after completing the survey, our Thank You page could be used to offer messaging customized to address the users issue, hopefully diverting them away from downloading another browser.

Question	Result
Something isn’t loading or working the way I expect	Messaging + Firefox Reset
I believe a site that I need works better in another browser	Messaging
My Internet browsing experience feels slow	Messaging + Help (possibly Firefox Reset)
Firefox is missing certain features that I want	2nd page to survey to elicit more feedback
I saw an ad	Messaging + Option to Share Firefox
Someone recommended another browser	Messaging + Option to Share Firefox
Other	Messaging

UX recommends using a web-based survey rather than one embedded in the chrome as it is easier and quicker to make changes and create campaigns.

The Survey – Option B

Recommended as text is easier to read, digest and respond to.

Option B uses language that is a bit more raw and visceral. If a user is experiencing problems and are planning to switch, they probably don't need anything flowery; they just want to make the problem known. It is quicker to digest and respond to.

Question	Result
Firefox isn't working correctly	Messaging + Firefox Reset
Firefox is too slow	Messaging + Help (possibly Firefox Reset)
I need some features Firefox doesn't have	2nd page to survey to elicit more feedback
I saw an ad	Messaging
Someone told me to download it	Messaging
Other	Messaging

Experiments & Data

It is recommended that we experiment and iterate on the available options before a wider release to all of our users.

Some experiments worth testing with users:

- Prompting when downloading, or prompting after browser switch
- Engagement of notification bars at the top of the page vs. the bottom
- Doorhangers vs. Notification bars

Data to collect:

- The number of times the notification bar is dropped
- Which buttons are clicked and how often
- Survey responses
- Clickthroughs to solutions
- Number of users who abandon download
- Number of users who switch back to using Firefox as their default browser



Questions? Comments? Suggestions?

IRC: @sevaan in #UX on IRC
Email: sfranks@mozilla.com
Twitter: @sevaanfranks