Marketplace Content/Apps

Program Overview

November 2014

Summary

- Firefox Marketplace

- App Submission & Review

- Preload App Selection

- Testing Apps & Filing Bugs

- Filing Bugs Visual Outline

Firefox Marketplace

- Firefox Marketplace Apps are provided by 3rd Party App Developers
  - Developers own the IP and are responsible for fixing bugs/issues
  - Example; Youtube (Google), Facebook, Twitter
- Serves FFOS, Firefox for Android, and Desktop
  - Catalog has over 5,000 apps with (>90% available on FirefoxOS phones)
- Apps are discoverable through several methods
  - Keyword search, browsing categories, and/or Marketplace feed
- Requirements for listing an app within Marketplace
  - Create Developer Account (Accept Marketplace terms & conditions)
  - Submit App and Pass Marketplace Review
- We support both packaged and hosted application types
  - Packaged; Marketplace hosts a Zip file containing the app. Provides a greater offline experience for users and deeper integration with FirefoxOS.
  - Hosted; Developer submits a manifest to Marketplace but hosts the app externally. Provides lightweight deployment for developers but typically requires an internet connection.
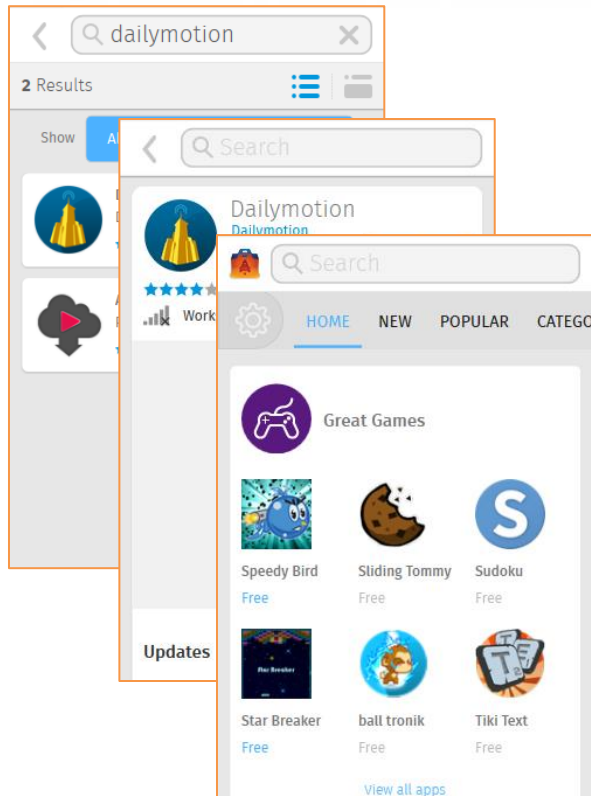
App Submission & Review

- Apps are submitted by 3rd Party developers within their Marketplace Account
  - Developer chooses country for distribution, app description, etc.
  - [Developer Hub](#) provides guidance on designing, building, and publishing web apps using HTML5.
- Upon successful submission their app will be placed into the Marketplace Review Queue
  - We encourage a first come first served model. Exceptions can be made by reviewers based on language and complexity of the app
  - Escalation requests can be made through your Mozilla contacts
- Marketplace App Review Team will review app to determine if it meets our minimum performance criteria.
  - Apps are reviewed against baseline in-market FFOS Hardware (256mb RAM, 1.1 FFOS, etc)
  - Apps are reviewed to ensure security and the ability to perform functionality outlined in the app description
  - You can review a quantified list of our minimum performance expectations [here](#). Note that apps are reviewed based on the overall feeling and experience of the app vs. this specific criteria. The performance document was created to help illustrate what would be considered an acceptable minimum experience.
  - Our performance guidelines were established to promote innovation and provide users with the power to choose and curate their own content experience. This is why our minimum app experience focuses on 'does the app work' and not a high standard of performance and functionality.

Important Note: Our Marketplace serves multiple device types and device specs. With the exception of Tarako. Meaning, Mozilla cannot change or adjust the minimum performance standards for a specific device launch.

App Submission & Review (cont.)

- Once App Review is complete an email communication will be sent to the developer with the results.
    - Pass, Fail, Waiting to publish*.
- Apps that have Passed review will be immediately available on Marketplace
    - *Developers have the ability to not publish immediately upon a passing review.
- If an app Fails review we will include detailed notes of the failure in the communication back to the developer.
    - Developer will be responsible for fixing the issues that caused the failure and re-submitting to the Marketplace Review queue.
- App Reviews after being listed within the Marketplace
    - Apps are monitored by an automated process to ensure their manifest is still reachable
    - Updates to Packaged apps will trigger a review. Hosted apps typically receive updates outside of the Marketplace and do not trigger a review.
    - Apps are not regularly re-reviewed to ensure app performance. This means that Mozilla is unable to guarantee an app will continue to meet our minimum performance guidelines after publishing. This is in-line with other app store practices (Example; Google Play)

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App Submission/Review Flow
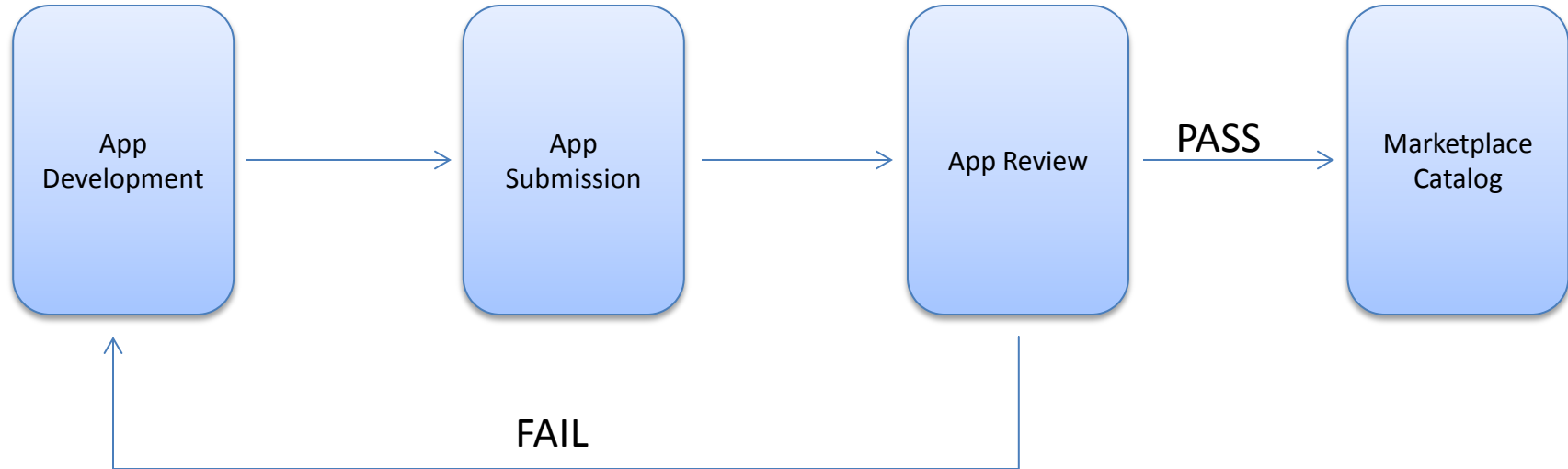
Preload App Selection

- FFOS Partner/TAM should provide a list of proposed preloaded apps to the content team asap.
- Selections should only be made from apps currently listed on Marketplace
- Mozilla Recommended preload apps (pre-approved by app developers for unrestricted global distribution) can be found at https://mobilepartners.mozilla.org/
  - This list is updated every quarter. (Current list can be found here)
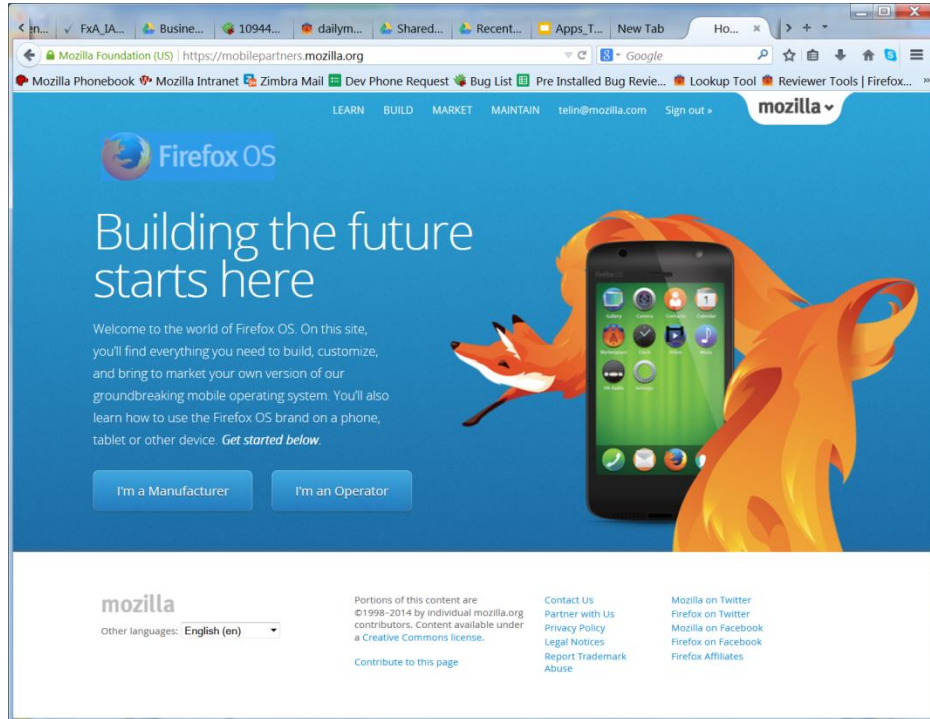
Important Note: App Developers retain their IP after submission to Marketplace. They have the right to control/limit distribution of their application via Marketplace and/or preload.

Preload App Selection (cont.)

- If a FFOS partner selects an app NOT on the recommended preload list than a bug will need to be submitted so the content team can seek permissions for preload from the App Developer.
  - NOTE: this process is outlined on the site referenced above.
    https://bugzilla.mozilla.org/form.fxos.preload.app
- FFOS Partners are responsible for testing and approving the performance of their preload selections on the target hardware.
  - App improvements can be requested by following the process on the next slide.
  - It's important to note that Marketplace applications are owned and developed by 3rd party App Developers. Therefore Mozilla cannot guarantee if fixes/improvements will be made or how quickly app developers will respond.

Testing Apps & Filing Bugs

- As mentioned, it is the FFOS Partner responsibility to test and approve the performance of preloaded apps on the target hardware.
- During this process you may encounter app bugs and/or need to request an improvement (additional language support) within the application.
    - Mozilla uses our bug management system Bugzilla to manage these requests and communication. https://bugzilla.mozilla.org/
    - In most cases Mozilla will facilitate this communication with the App Developer.
- If a bug or issue is found during testing please be sure that it is reproducible on both the target hardware AND a Mozilla reference device.
    - App Developers are not responsible for FFOS Partner build/device specific issues.
- If the issue is fully reproducible than you can follow the steps outlined on the following slides to file a bug with the Marketplace Content team.

Testing Apps & Filing Bugs (cont.)
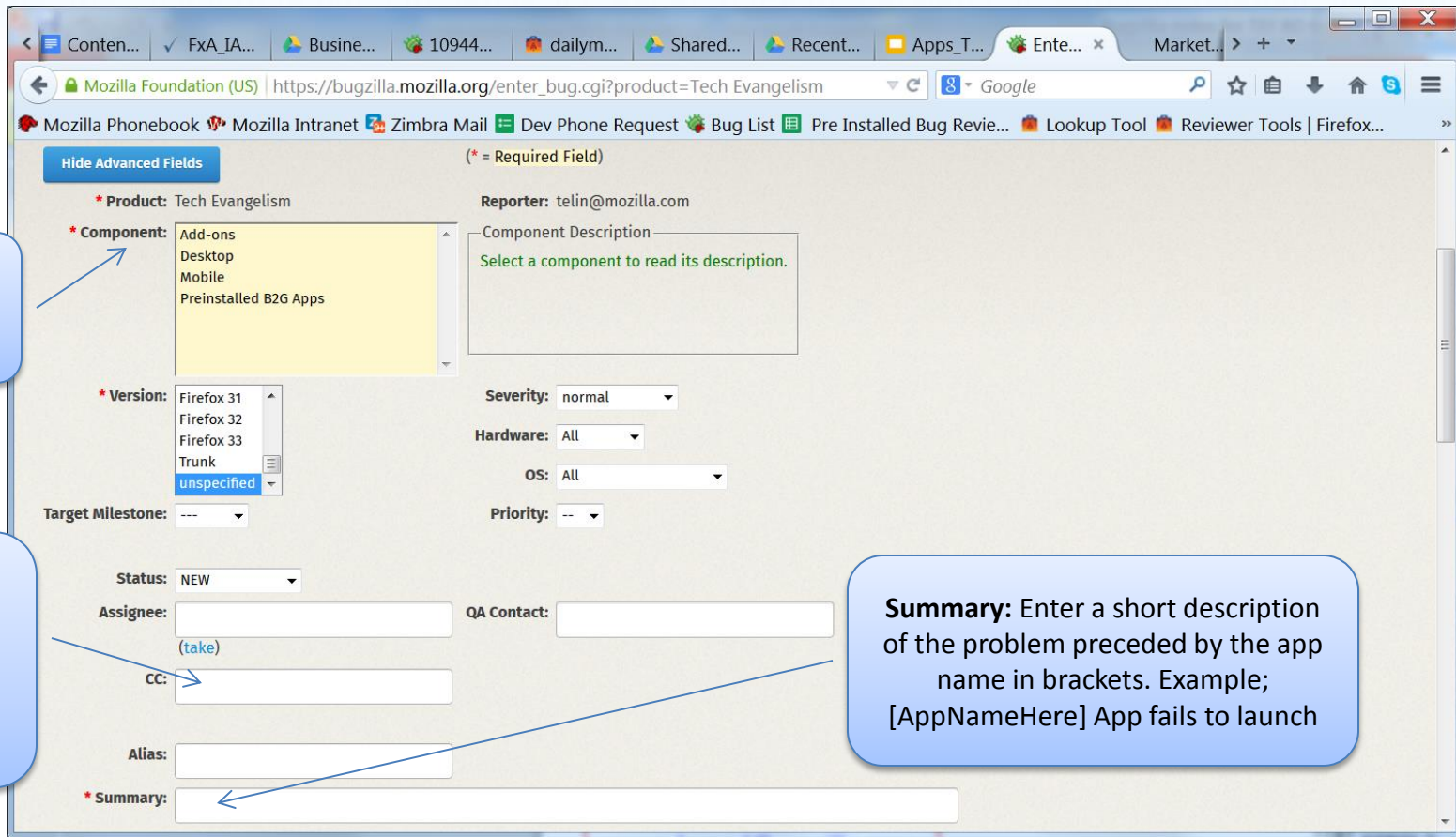
- First step to filing bugs will be creating a Bugzilla account
    - Go to: https://bugzilla.mozilla.org/ to sign up
    - Navigate to https://bugzilla.mozilla.org/enter_bug.cgi?product=Tech%20Evangelism and bookmark the page.
- Fill out the required fields (outline in the following slides)
    - Component; B2G preinstalled apps
    - CC List; telin@mozilla.com, mellis@mozilla.com, and whoever else you would like to receive updates
    - Summary; Brief summary of the issue
    - Description; Provide as needed to recreate or demonstrate the problem. Provide Device name, build FFOS #, and the Apps Marketplace URL
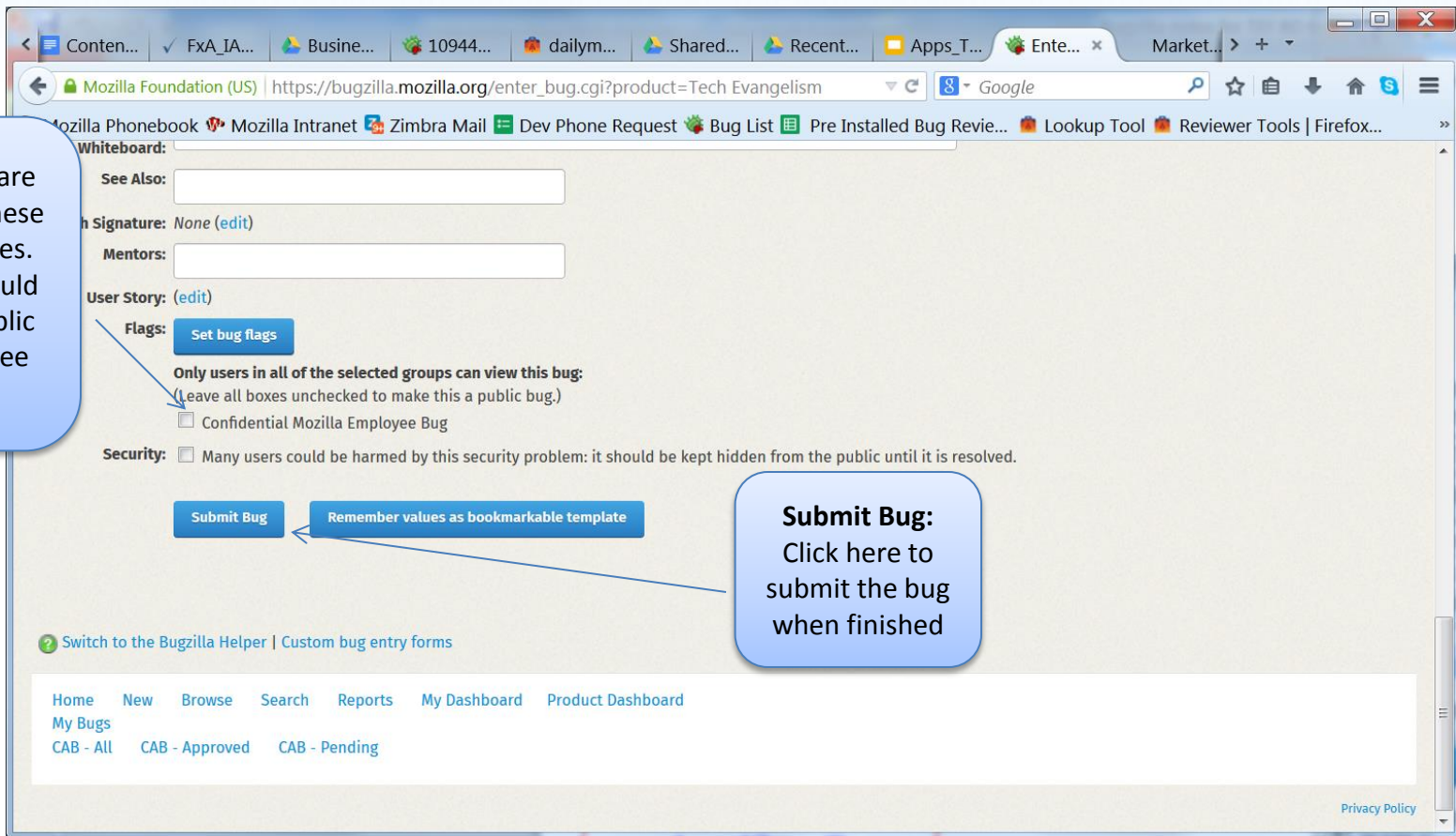   - URL; Provide any applicable URL's that illustrate the problem
    - Attachment; Add screen prints or other document that illustrate the problem
- Submit bug
- Mozilla will work to determine if the bug is a platform level issue or an issue within the app itself
    - If bug is not reproducible on Mozilla reference device; Mozilla will assign back to the FFOS partner to resolve within their build.
    - If platform bug; Mozilla will assign to the appropriate internal parties to resolve
    - If an app issue; Mozilla will reach out to the App developer directly to resolve

Testing Apps & Filing Bugs (Cont.)

Additional information around App Developer resolution of reported bugs

- Priority App Developers; Developers who have made additional commitments to review and resolve reported bugs/issues
    - Bug will be reviewed by Mozilla and developer will be engaged in their preferred method. Notes and updates will be kept within Bugzilla.
- All other App Developers; Developers who have apps listed within Marketplace but have made no additional commitments to Mozilla beyond the standard Marketplace terms & conditions.
    - Bug will be reviewed by Mozilla and Marketplace App Review team will be assigned the bug with a request to reach out and notify the developer via the Marketplace reviewer tools.

Filing Bugs Visual outline
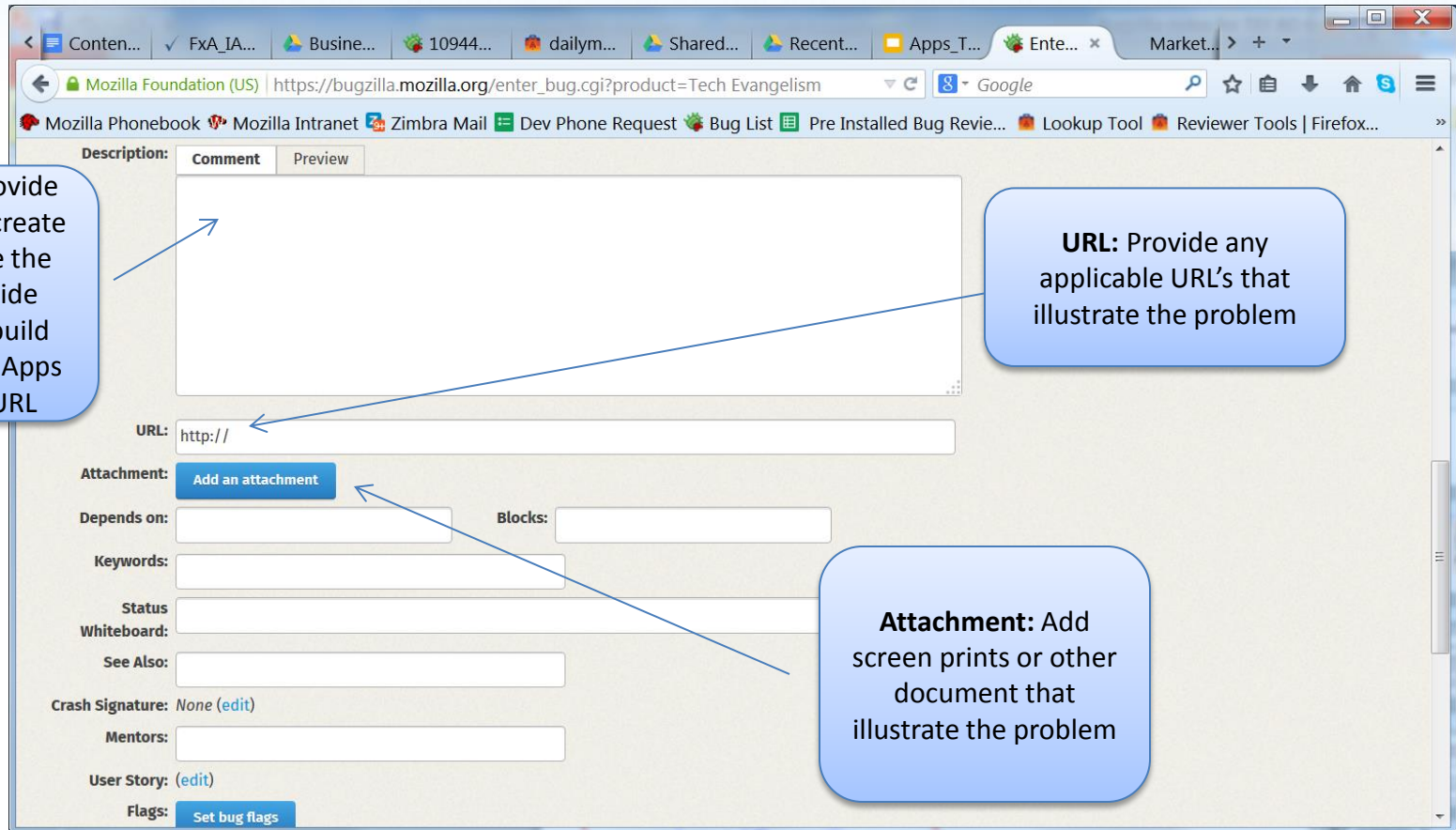
Component: Select 'Preinstalled B2G Apps'

CC: Add mellis@mozilla.com telin@mozilla.com and anyone else you that you want to receive updates on this report

Summary: Enter a short description of the problem preceded by the app name in brackets. Example; [AppNameHere] App fails to launch

Filing Bugs Visual outline (cont.)

Description: Provide as needed to recreate or demonstrate the problem. Provide Device name, build FFOS #, and the Apps Marketplace URL

URL: Provide any applicable URL's that illustrate the problem

Attachment: Add screen prints or other document that illustrate the problem

Filing Bugs Visual outline (cont.)

Confidentiality: We are not currently using these confidential bug boxes. Checkmarks here would keep the general public from being able to see this information

Submit Bug: Click here to submit the bug when finished

Thank You

Questions?

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Useful Links

- Firefox Marketplace
  - https://marketplace.firefox.com/
- Developer Hub
  - https://marketplace.firefox.com/developers/
- Marketplace Minimum App Performance Criteria
  - https://docs.google.com/a/mozilla.com/document/d/1pie0bREV_wyq1rCmUk39ynHaCNfVwKYpdlIg8BZldP8/edit?pli=1
- FirefoxOS Mobile Partners
  - https://mobilepartners.mozilla.org/
- FirefoxOS App Preload request form
  - https://bugzilla.mozilla.org/form.fxos.preload.app
- Bugzilla
  - https://bugzilla.mozilla.org/
  - https://bugzilla.mozilla.org/enter_bug.cgi?product=Tech%20Evangelism (Filing bugs against 3rd party apps)