

Firefox Marketplace Roadmap

August 26, 2014

Marketplace Vision

Firefox Marketplace is the catalyst for an Open Web App Economy by providing choice, freedom and user voice,

We are answerable to our stakeholders, including End Users, Developers, and Partners, who have separate but related goals:

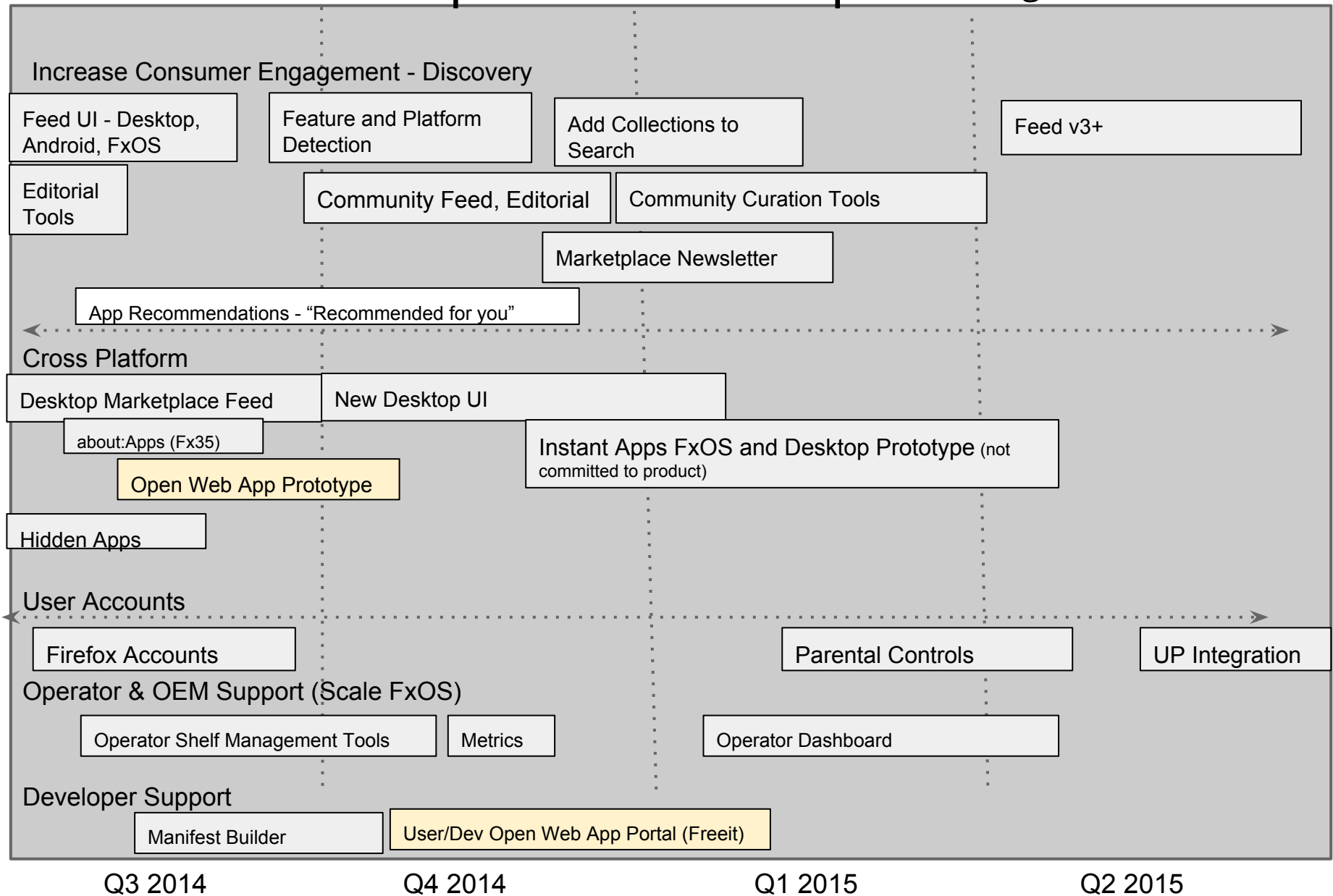
- Consumers are not bound by restrictions and are engaged with content, each other, and a community in a trustworthy experience.
- Developers have the freedom to innovate & monetize how they see fit in an ecosystem that will provide value-added services
- Partners may foster their business models in an open, non-exclusive and competitive environment.

By Doing Good for All, We All Do Well, and we will build a large Open Web App Economy where all the stakeholders may benefit.

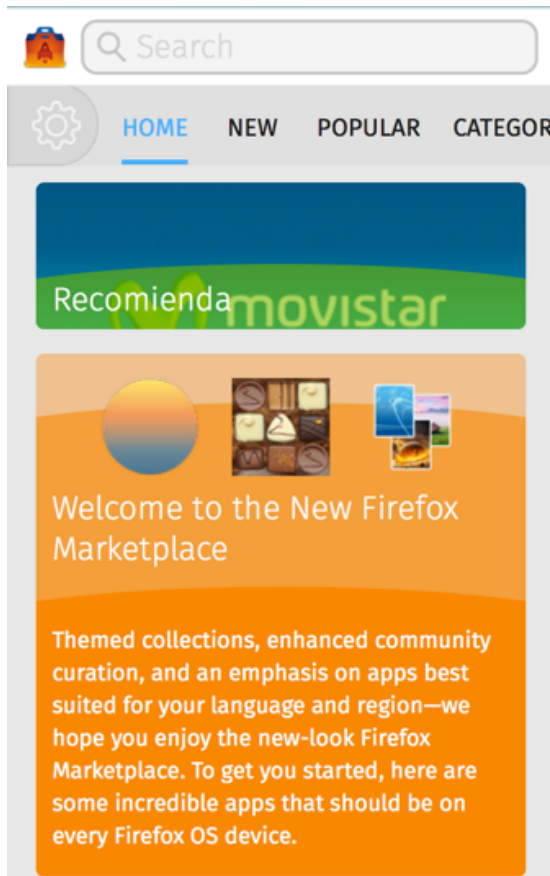
Our Key Efforts in 2014

Area	Initiative	Status
Increase Engagement	App Discovery - Surface Fun, Engaging, Local, Relevant Content via Algorithmic & Editorial Methods	Green (shipped v1)
	Community Participation - Community Curation	Green (in process)
	Personalize Content via Recommendations	Green (in process)
Simplify for the Developer – Reduce obstacles	Submission Flow Improvements	Green (in process)
	In-app payment improvements (not hosting your own server)	Green (in process)
Deliver Scalability for Operator partners (Scale FxOS)	Operator Dashboard, Operator Shelf, Better Reports	Green (in process)
	Grid Management and preload tools	Red (not started)
Leverage Ubiquity of the Web to Increase App Distribution (Regional FxOS and Cross Platform)	More platforms - Android Marketplace Desktop Marketplace	Green - in process
	Continued Country Deployments with FxOS	Green (ongoing)
	Tarako Device Marketplace	Green (complete)
Build for the Future (New Services)	Split AMO & Marketplace (guillotine) - reduce technical debt	Green (complete)
	Improve Performance - caching, packaged apps	Green (complete)
	Support New Services - Integrate Fx Accounts	Green (in process)
Monetization (Sustainability)	Build out Payments - Boku, Desktop, Android, in-app payment	Green (in process)
	Sponsored Phone	Green (in process)
	Advertising SDK	Green (definition)

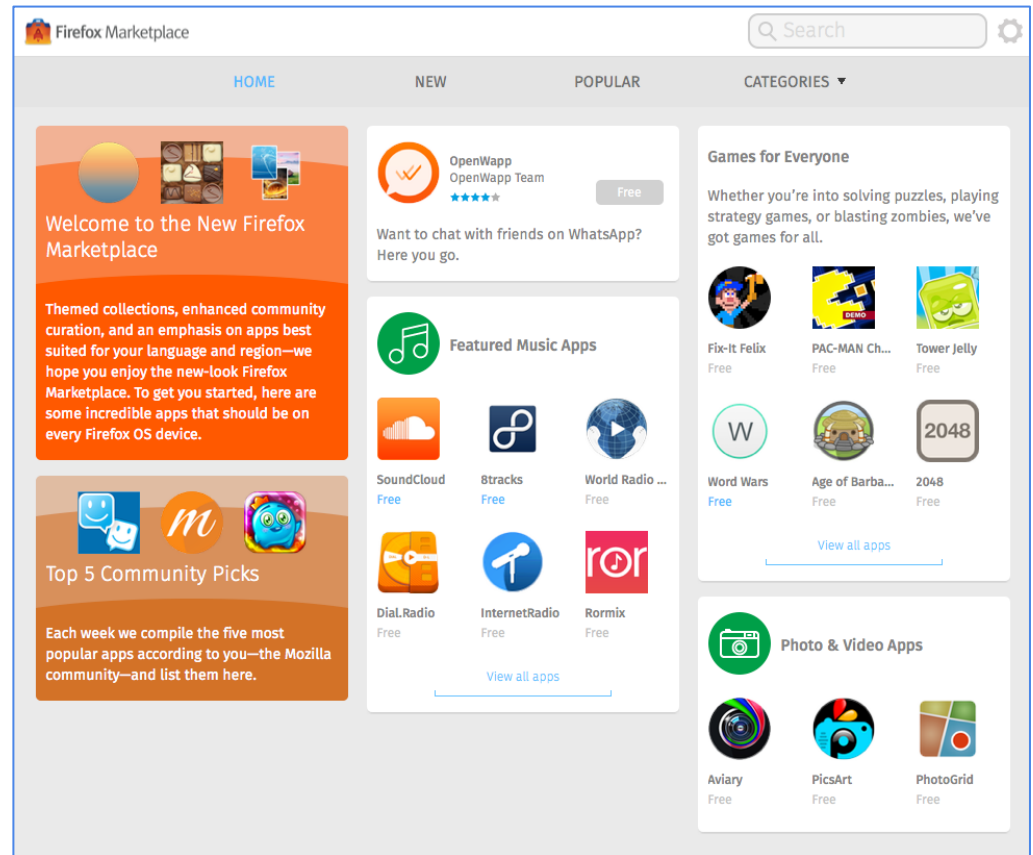
2014/15 Marketplace Roadmap (as of August 26, 2014)



New Discovery UI (Feed)



PHONE



DESKTOP

Curation Tools

Operator Shelf Management

Firefox Marketplace

Dashboard Operator Shelf Manage Operators Statistics Sign out

1 Shelf Title (28 character limit)

English ▼ TelStar's App Collection

Portuguese (Brazil) ▼ App coleção do TelStar ✖

[Localize title](#)

2 Background Image


[Select image](#) Some short copy giving basic guidelines for images sizes, etc
[Link to in depth instructions](#)

3 Overlay Colour Picker


✓

Select your apps


In Collection




Water Blast
Playtouch
Lang: ENG, FRE, GER
★★★★★




Alibaba
Alibaba
Lang: ENG, FRE, GER
★★★★★




Cafe Paris
Playtouch
Lang: ENG, FRE, GER
★★★★★



CNET
CNET
Lang: ENG, FRE, GER
★★★★★



Currency
XE.com Inc.
Lang: ENG, FRE, GER
★★★★★




LINE
LINE Corp
Lang: ENG, FRE, GER
★★★★★

Marketplace Search

chat


EXCLUSIVE TO TELSTAR



Alibaba
Alibaba
Lang: ENG, FRE, GER
★★★★★


Add to shelf

RESULTS




LINE
LINE Corp
Lang: ENG, FRE, GER
★★★★★

On my shelf




MovistarChat
TELEFONICA MOVILES DEL...
Lang: ENG, FRE, GER
★★★★★

Add to shelf




chat
Outofbounds
Lang: ENG, FRE, GER
★★★★★

Add to shelf




Springle Chat
Saurabh aka JSX
Lang: ENG, FRE, GER
★★★★★

Add to shelf




TelStar's App Collection

New this week




Super Fun Game
SuperDev

FEED BLOCK PREVIEW




TelStar's App Collection
by TelStar




Water Blast
Playtouch
ESRB: Everyone
★★★★★

Free



Alibaba
Alibaba
ESRB: Everyone
★★★★★

Free



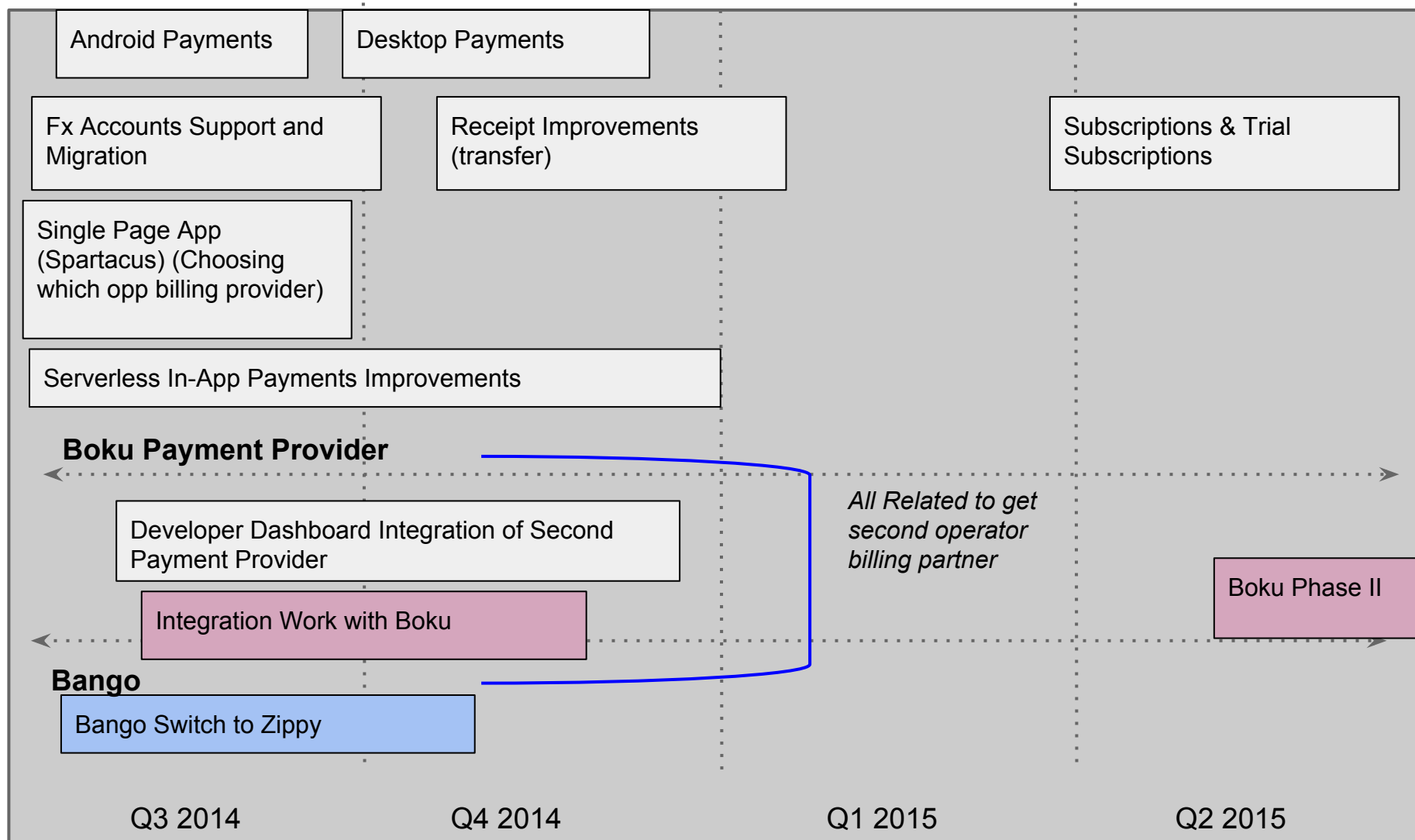
Cafe Paris
Playtouch
ESRB: Everyone
★★★★★

Free

COLLECTION PREVIEW

English ▼

2014 Payment Roadmap



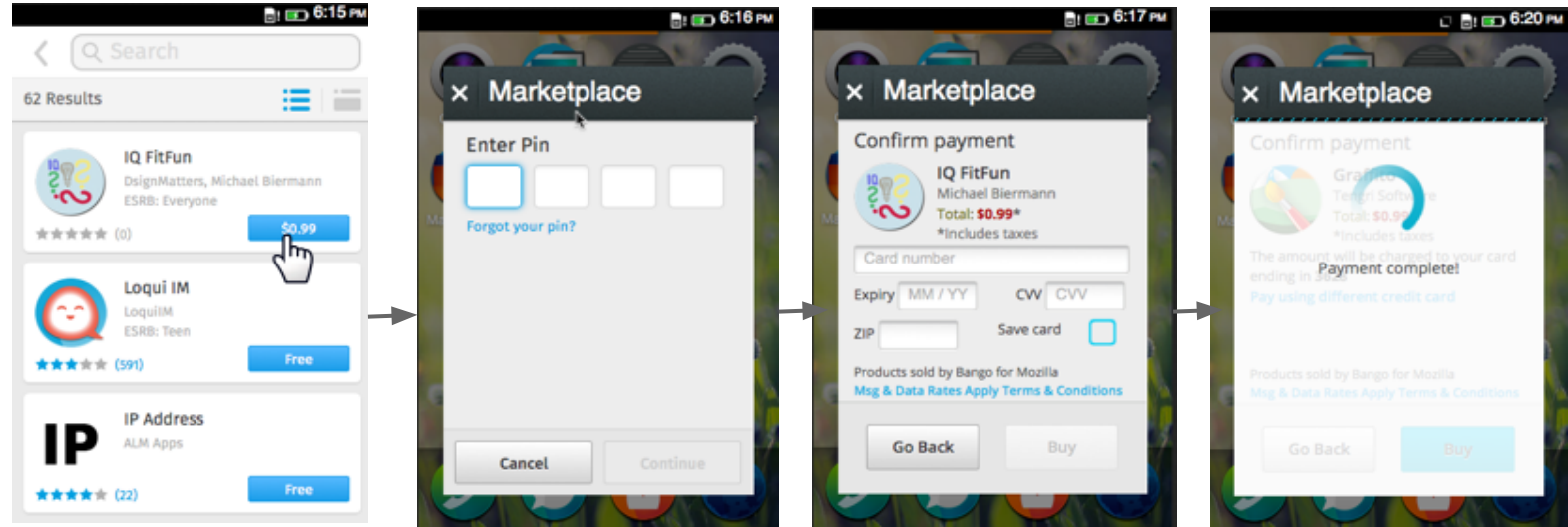
2014 Making Payments Easy

In 2014 there many improvements to make payments really single click and MUCH easier than anyone else, especially in emerging markets.

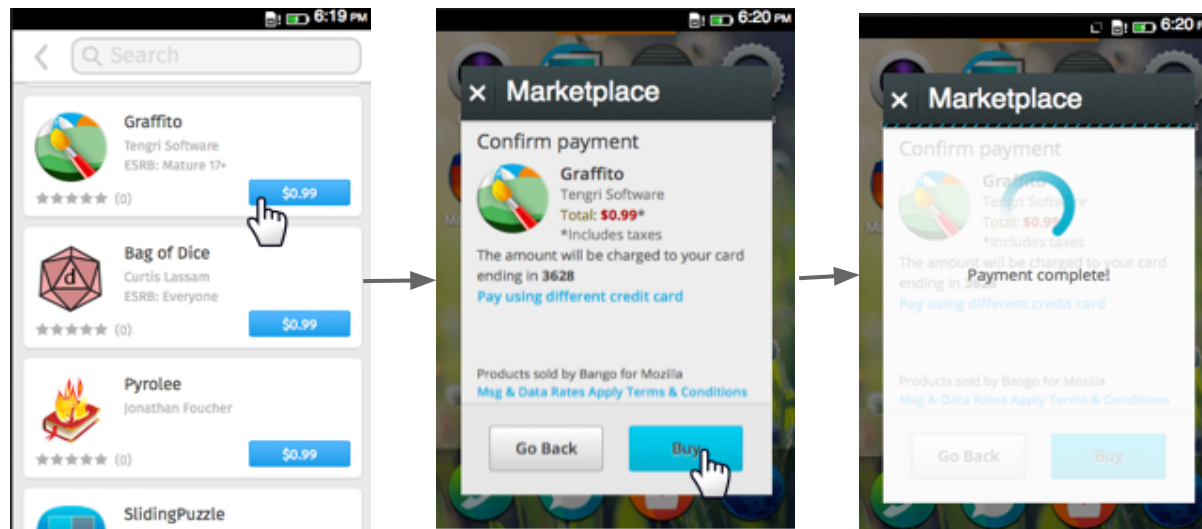
New Feature	Benefit
Firefox Accounts	Account creation easier and upfront No more login at purchase, just click & confirm
Silent SMS	Nearly no more SMS and PIN retyping (all happens invisibly and automagically)
Bango Identity tied to account (Moz_User_ID)	Credit card payments are easier Cross platform, cross payment type billing

Example Credit Card Payment Flow

First Time



Next Time



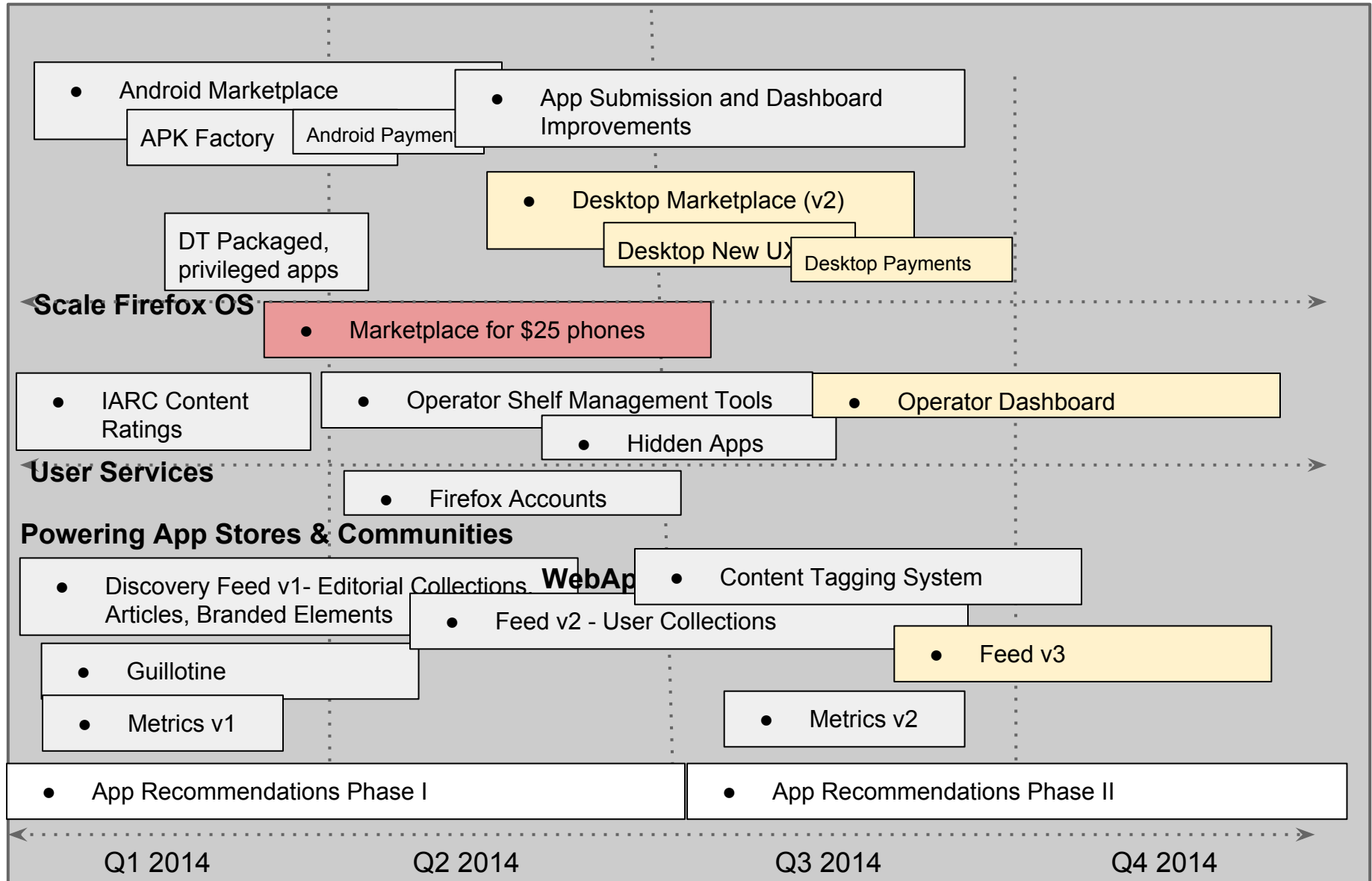
Top 8 Priorities

As you know, stuff changes

1. Support Firefox OS deployments with carriers across regions - New Payments, Special Features, Localization
 2. Deploy New App Discovery(a.k.a. Feed)- Editorial Brands, Collections and Featured Apps (Phase II) Community Collections
 3. Support the low-end FxOS phone 128MB (Tarako)
 - MP performance tuning, UX, feature detection, submission, reviewing
 4. Deploy Operator Shelf Self-Management Tools
 5. Integrate Firefox Accounts
 6. Add App Recommendations
 7. Improve Developer Experience Improvements - Submissions & Dashboard ease-of-use
 8. Rejigger Android Marketplace - add APK support & Payments
- Lots of other things, but these stand out.

Old Roadmaps

2014 Roadmap as of March 11, 2014



2014 Payment Roadmap (March 2014)

