TRACKING PROTECTION

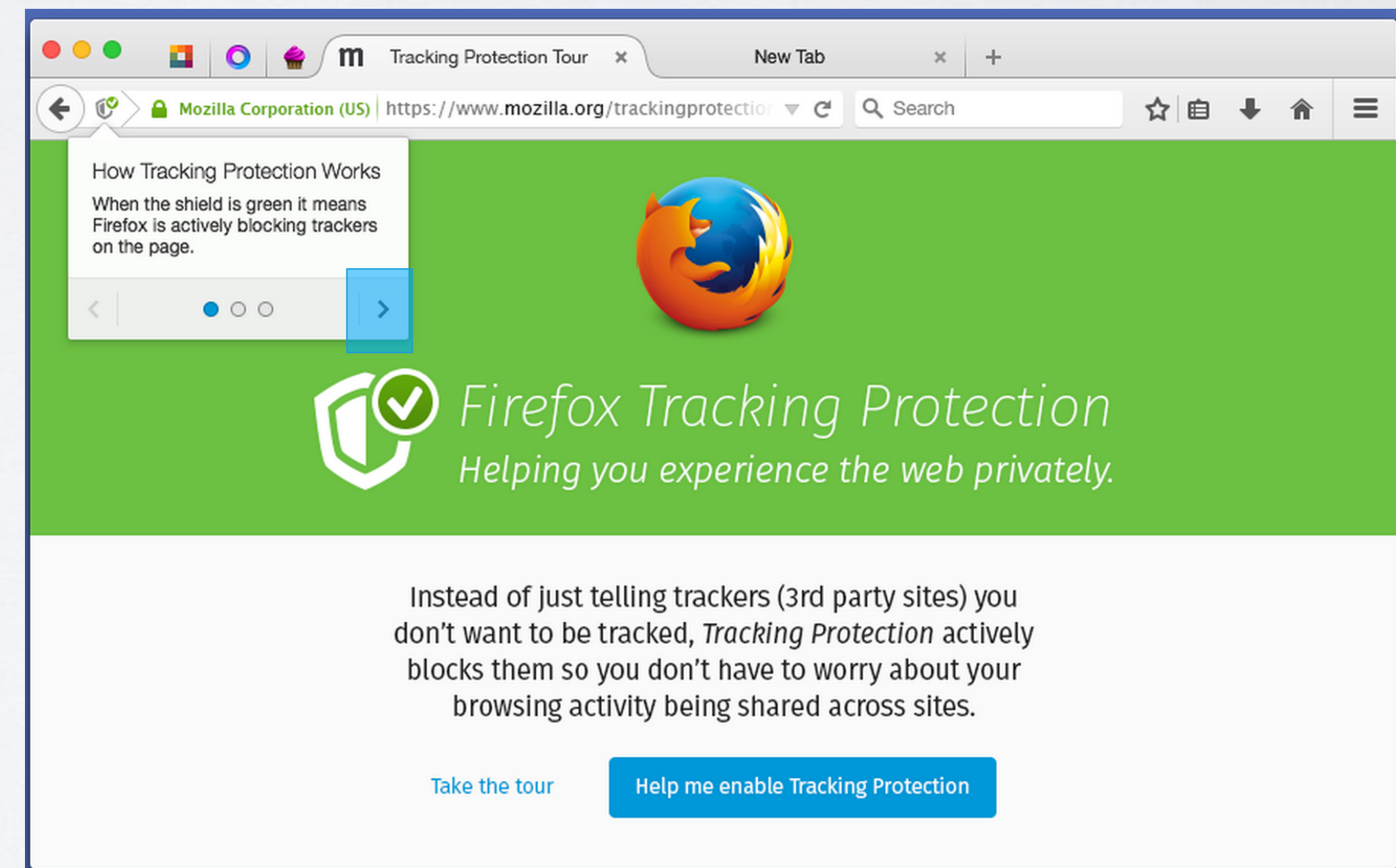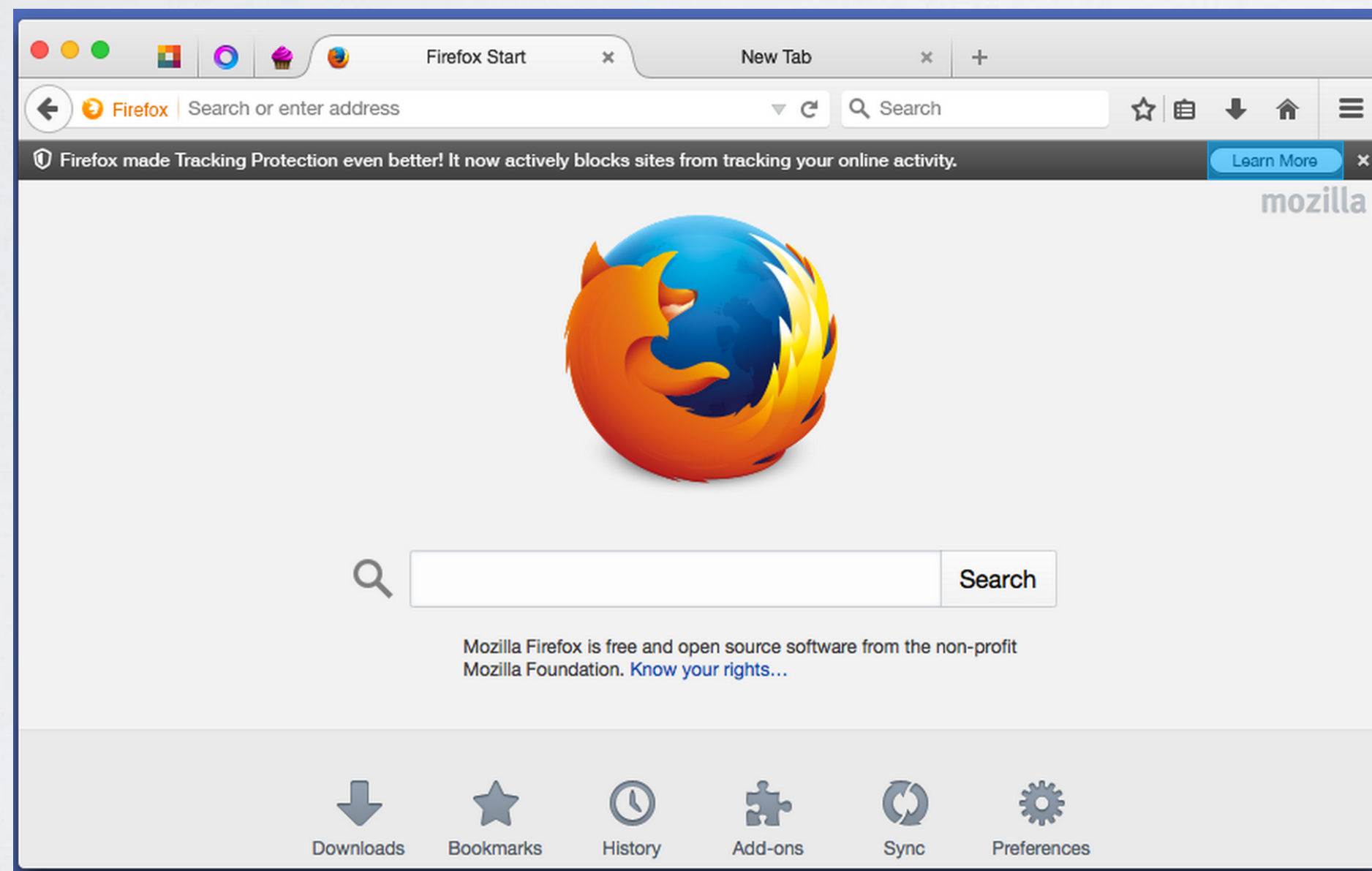## MVP Release User Experience

OBJECTIVES

- Provide richer tracking protection than just broadcasting Do Not Track to websites by actively blocking tracking elements

- Help users unfamiliar with tracking understand the value of tracking protection in protecting their privacy on the web

TOUCH POINTS

Onboarding

Opt-in existing Do Not Track users to Tracking Protection. Present an optional tour (Learn more) where users can learn how this feature works.
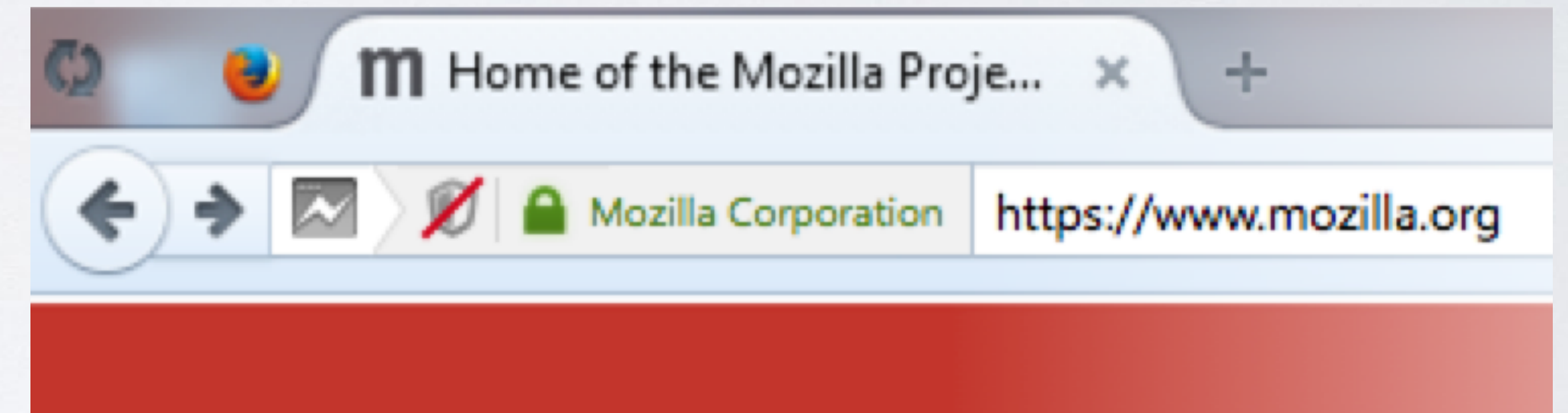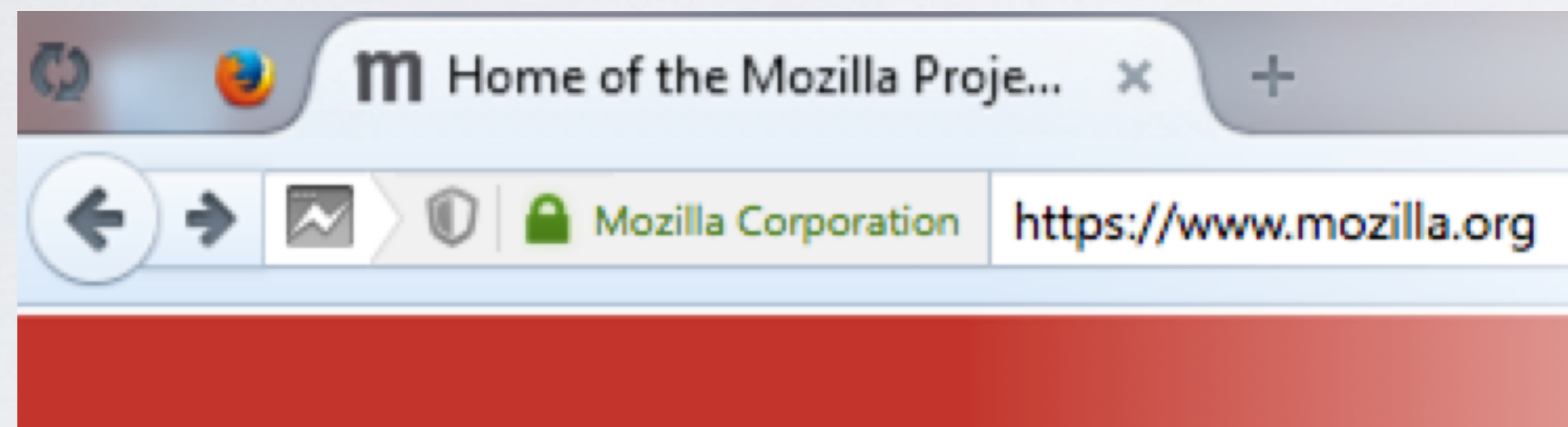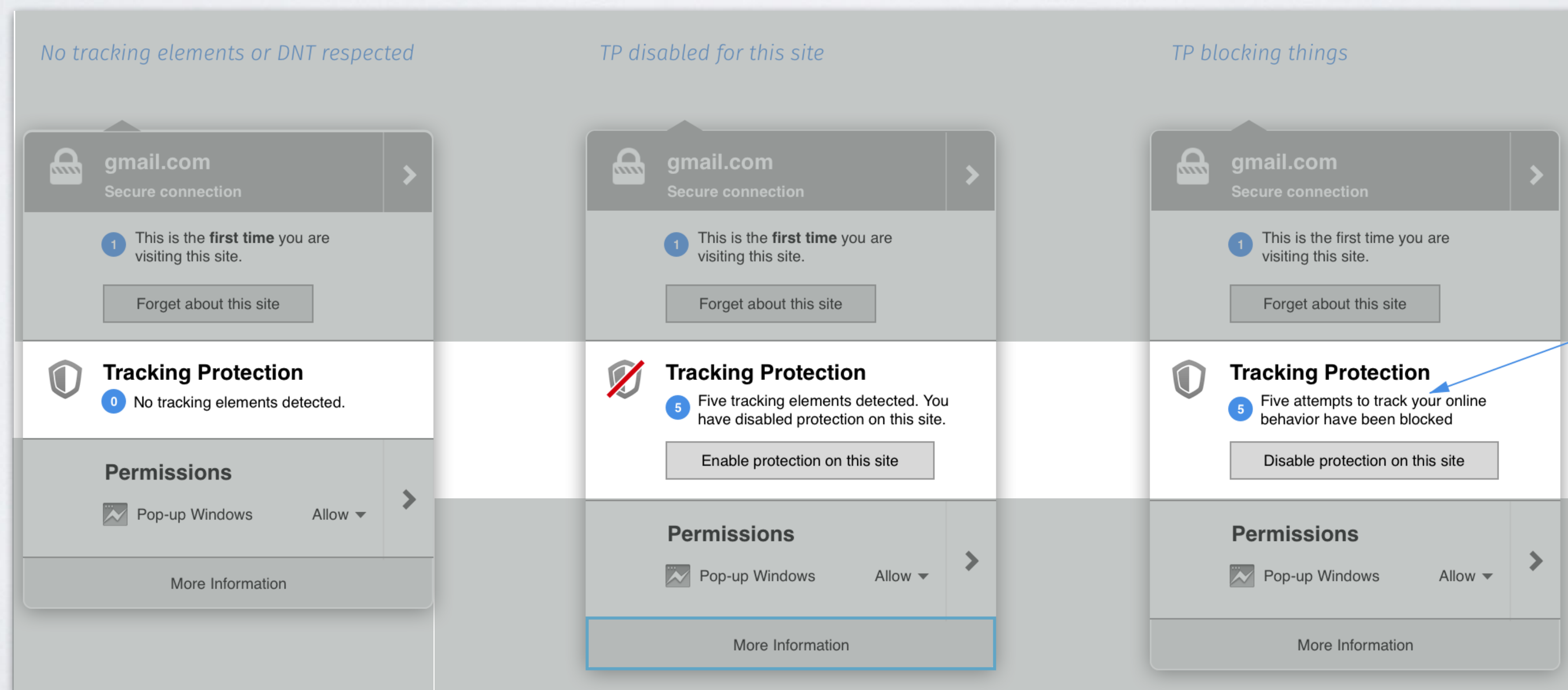
TOUCH POINTS

Identity Block

Icon (shield) for Tracking Protection provides feedback when the user is on a site and Tracking Protection is enabled and blocking trackers. Users can also see when they have disabled Tracking Protection for a specific site.

TOUCH POINTS

Door Hanger

In addition to showing security status for the current site, the door hanger provides a read out of the number of trackers found and whether they're being blocked or not (based on if TP is enabled/disabled). For sites that respect Do Not Track, the door hanger reflects that no tracking elements have been detected.

No tracking elements or DNT respected

gmail.com
Secure connection

1 This is the **first time** you are visiting this site.

Forget about this site

Tracking Protection
0 No tracking elements detected.

Permissions
Pop-up Windows   Allow ▾

More Information

TP disabled for this site

gmail.com
Secure connection

1 This is the **first time** you are visiting this site.

Forget about this site

Tracking Protection
5 Five tracking elements detected. You have disabled protection on this site.

Enable protection on this site

Permissions
Pop-up Windows   Allow ▾

More Information

TP blocking things

gmail.com
Secure connection

1 This is the first time you are visiting this site.

Forget about this site

Tracking Protection
5 Five attempts to track your online behavior have been blocked

Disable protection on this site

Permissions
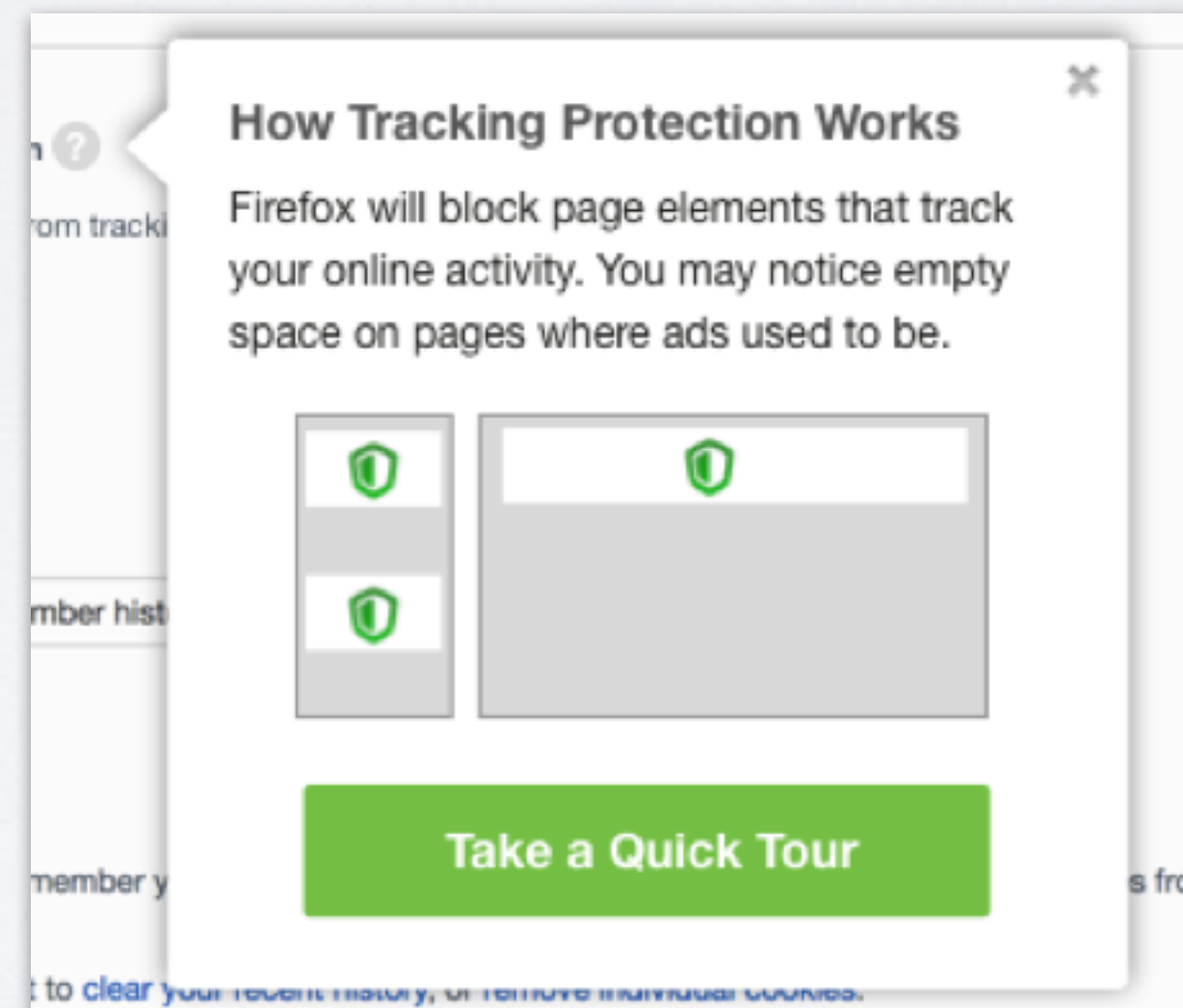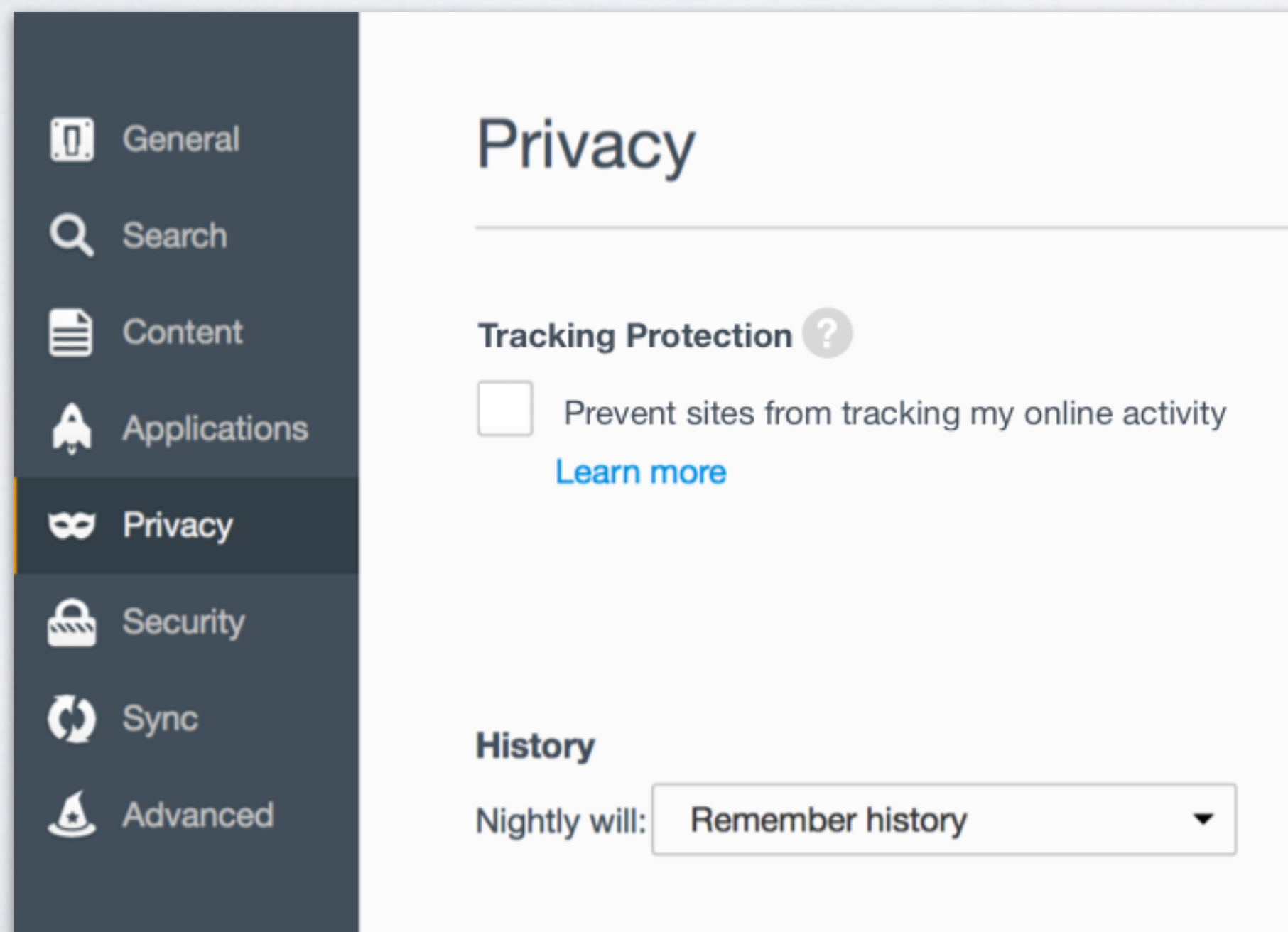Pop-up Windows   Allow ▾

More Information

TOUCH POINTS

Preferences

On release, all users will see their preference changed to reflect a new name - Tracking Protection. This preference will be enabled for existing Do Not Track users. Other users that discover this new setting and want to learn more can access a tooltip that can launch the on boarding tour and show them how to enabled tracking protection.

WANT TO KNOW MORE?

Tracking Protection Wiki

https://mana.mozilla.org/wiki/display/FIREFOX/Polaris+Tracking+Protection+UX

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