

**moz://a**

user research card sort

interview synthesis



# participant demographics

8 interviewees

45 minute sessions

27-44 age range

4 SF, 4 PDX

20+ avg hours /wk spent online

100% identify as a conscious chooser





key learnings



we aren't leveraging  
the **breadth**  
of what we do

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Upon reaching our page, many people were excited to see that we offer much more than they initially anticipated. Most people either did not know what Mozilla did besides Firefox and felt confused by the homepage experience and navigation. There was an equal desire to **easily** find out who we are as well as **easily** deep dive into our projects and campaigns to learn more.

We are missing an opportunity to educate people about our work and the importance of Internet Health, the technologies we contribute to as well as future updates and plans for Firefox.

**"There is so much more to Mozilla than I thought..."**

**"I want to find out what you do it's not very clear from this [website]..."**

**"What does Mozilla do?... that answer isn't easy to find..."**

**"An 'About' section would help me see who Mozilla is, who they are affecting and how I can help..."**

internet health was  
a **new concept** to all

---

Because Internet Health was a brand new topic for participants, they needed much more context and explanation to understand its importance.

As conscious choosers, all were very interested in learning more and getting involved with Internet Health. Most participants asked for clarity on the subject matter.

**“I’m interested in [internet health] but I’m not being told what is and isn’t healthy... I’d like to have a clearer definition of this what this term means...”**

**“Internet Health makes more sense with the context of the section headers but I wasn’t well prepped for this from the homepage...”**

users wanted to  
**engage + contribute**  
to all of Mozilla's  
offerings

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When participants began to understand the breadth of Mozilla's mission, they wanted to engage and contribute to it as a whole. That means participating in and contributing to the technology, the advocacy and the human side of Mozilla

**"I'd like to  
contribute/donate/  
engage on Mozilla  
technologies as well  
as with the people  
you are helping..."**

firefox enthusiasts

wanted to **engage**

**beyond download**

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Most users were well aware of the Firefox brand and product. Upon arriving on our site, they wanted to engage beyond downloading the browser. They searched for way to learn and consume the latest information, tech updates and plugin downloads.

**“I assumed this area would house all of the Firefox product information...”**

**“I’m looking for Firefox add-ons and plugins...”**

**“I’d imagine there would be a Firefox support forum...”**

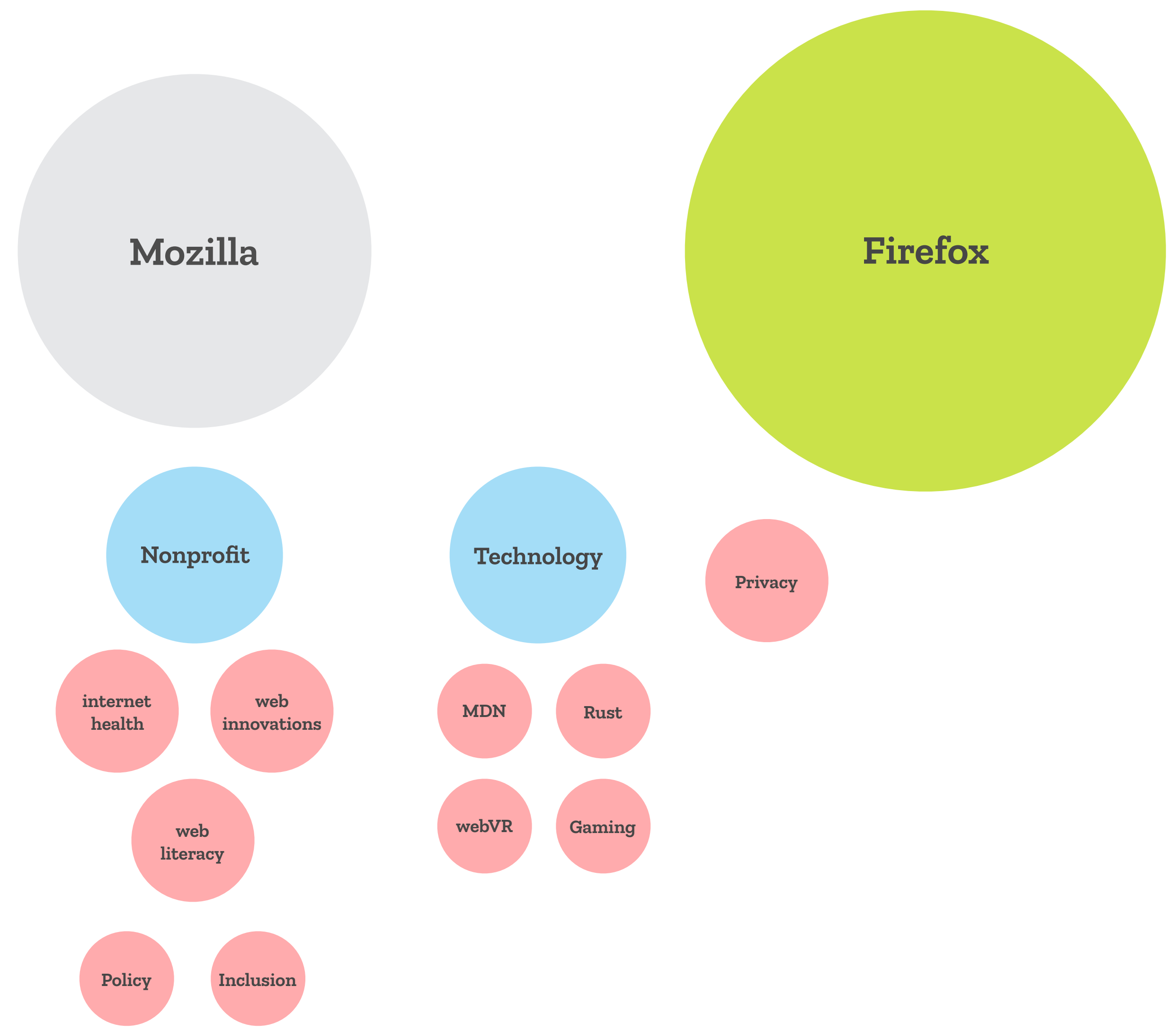


The background features a complex, abstract pattern of concentric, slightly irregular circles and arcs. The lines are densely packed and vary in color, ranging from dark blues and greys to bright, shimmering highlights that resemble light trails or digital data. The overall effect is a sense of depth and movement, with the lines appearing to curve and swirl around a central point. A semi-transparent, light red rectangular box is positioned in the center of the image, containing the text "mental models" in a white, lowercase, sans-serif font.

mental models



current  
mental model

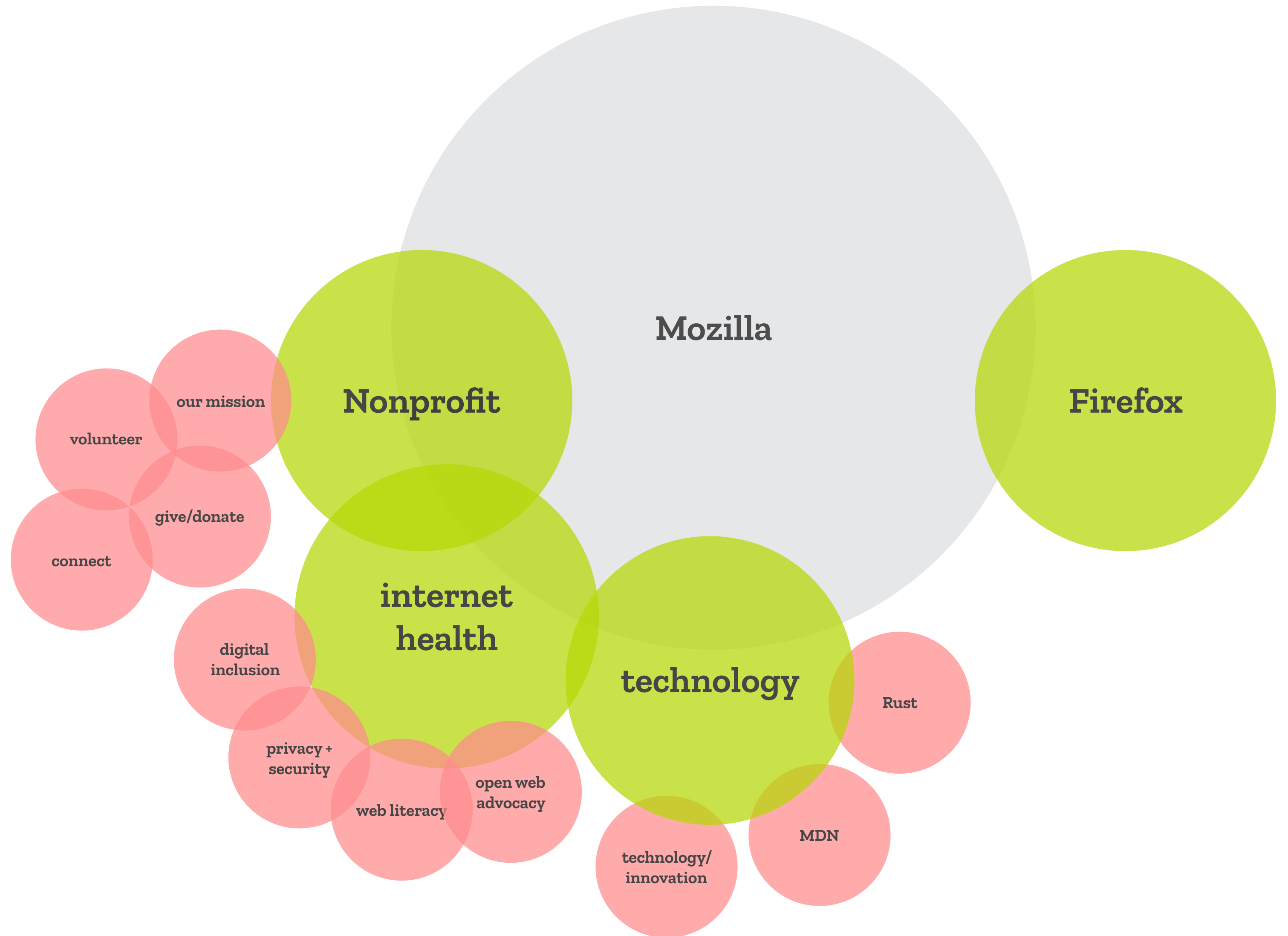




# mozilla

ideal

mental model



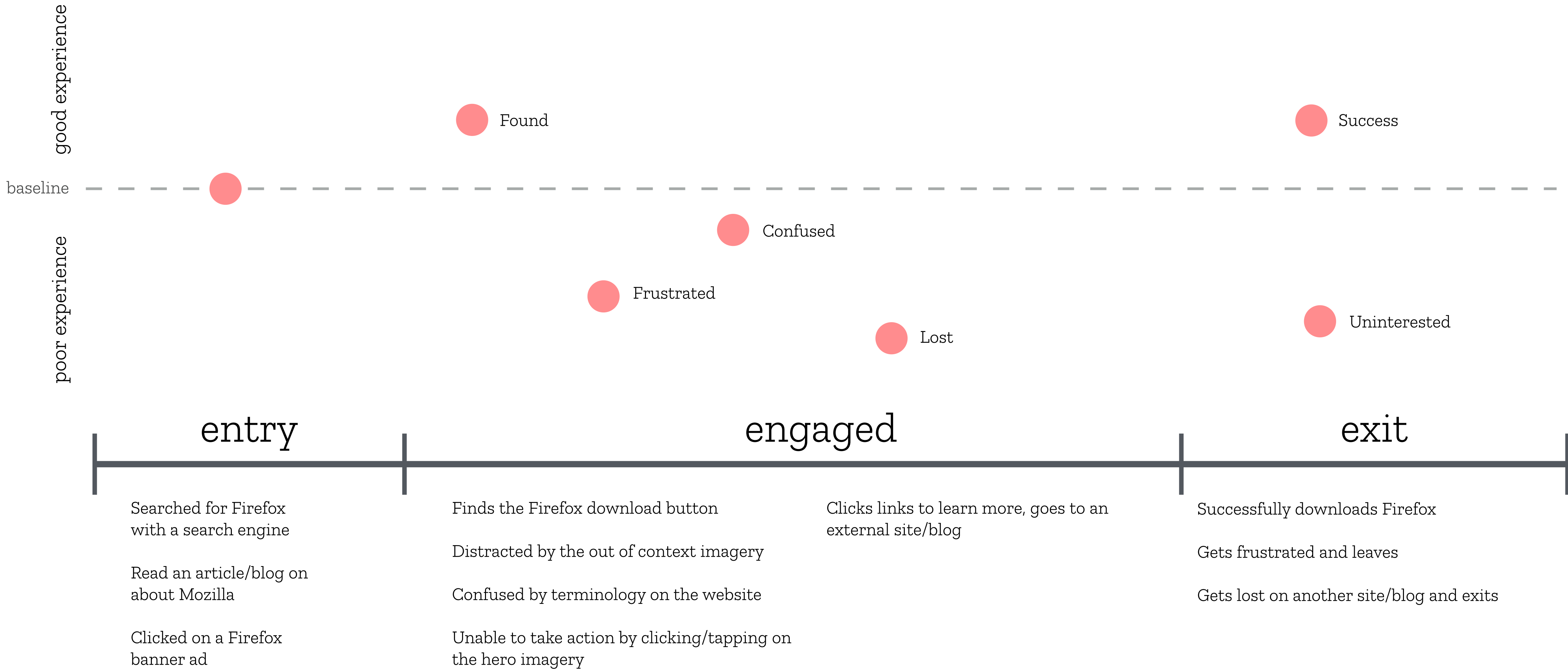




user journeys & navigation

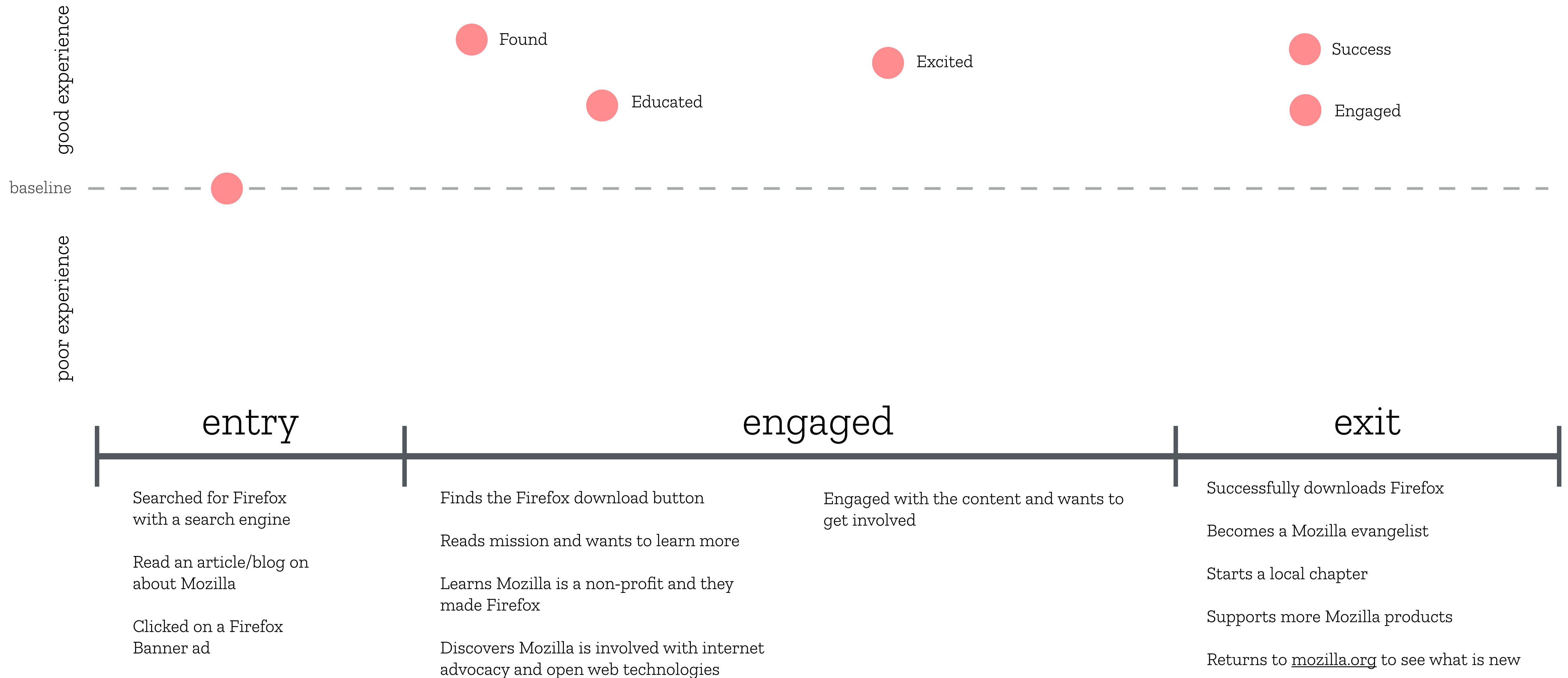


# current user journey





# ideal user journey





# navigation option 1

This first option is a very clean, straight forward navigation. It is tailored towards users interested in what we do.



# navigation option 1

Internet  
Health

Technology

Firefox

About Us

Donate



# navigation option 1

Why we chose these terms

- Internet Health was initially confusing, once the user learned more about it they became more excited
- 'Web Innovations' was not understood at all, the term 'technology' resonated much better
- A very clear desire for an 'about' section.

Internet  
Health

Technology

Firefox

About Us

Donate



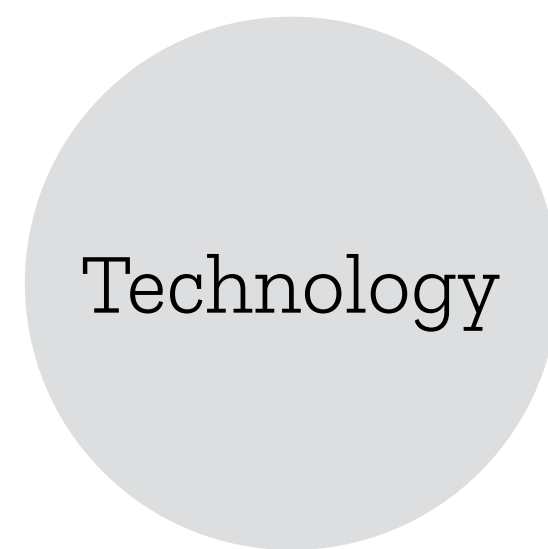
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Privacy + Security  
Digital Inclusion  
Decentralization  
Open Innovation  
Web Literacy  
Internet Health Report  
Donate  
Get Involved



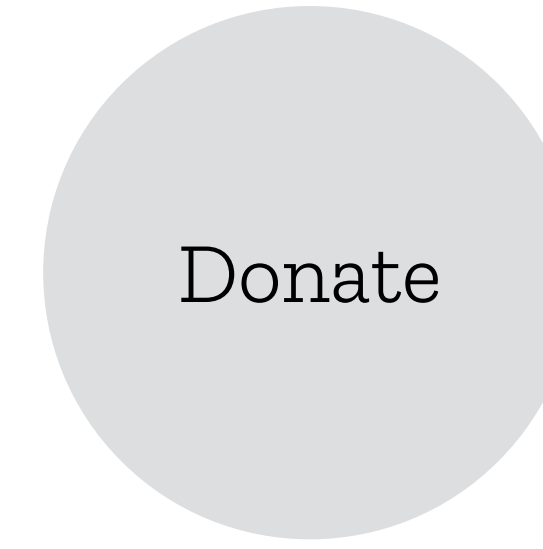
MDN  
Web VR  
Rust  
Gaming  
Donate  
Get Involved



Download Firefox  
Add-ons  
Updates  
Support



Our Mission  
Our History  
Our Foundation  
Our Blogs  
Our Leadership  
Contact Us  
Careers  
Policy



Give  
Volunteer  
Events



## navigation option 2

This second option highlights a people/engagement area of our organization



# navigation option 2

About Us

Internet  
Health

Get Involved

Technology

Firefox



# navigation option 2

Why we chose these terms

- Internet Health was initially confusing, once the user learned more about it they became more excited
- A very clear desire for an 'about' section.
- After learning more about Internet Health & Mozilla, users wanted to know how they could Get Involved.
- 'Web Innovations' was not understood at all, the term 'technology' resonated much better

About Us

Internet  
Health

Get Involved

Technology

Firefox



# navigation option 2

Why we chose these terms

- Internet Health was initially confusing, once the user learned more about it they became more excited
- A very clear desire for an 'about' section.
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About Us

Our Mission  
Our History  
Our Leadership  
Foundation  
Blogs  
Careers  
Contact Us

Internet Health

Privacy + Security  
Digital Inclusion  
Decentralization  
Open Innovation  
Web Literacy  
Internet Health Report  
Get Involved

Get Involved

Give  
Volunteer  
Events

Technology

MDN  
Web VR  
Rust  
Gaming

Firefox

Download Firefox  
Add-ons  
Updates  
Support



# what do we want the user to do on Moz.org?

01

## Understand what Mozilla is about

- User makes the connection between Mozilla's advocacy and technology work > Downloads Firefox
- User learns about Internet Health and why it is important > Signs up for Newsletter
- User discovers the extent to which Mozilla is innovating on the web > Signs up for Newsletter
- User experiences the breadth of Mozilla's work and is moved to help > Signs up for Newsletter

02

## Find information that is relevant to them

- Is interested getting started in open source > Navigates to MDN
- Wants to download/update/get support for Firefox > Navigates to Firefox product/support pages
- Wants to volunteer/donate money/go to an event > Navigates to opportunities to get involved/donate

03

## Understand where the users are in their journey

- User finds clear path to Firefox content hub for learning about upcoming Firefox features
- User finds clear path to technology content hub to learn about how Mozilla is innovating on the web
- User finds clear path to Internet Health to learn why it is important and what they can do to help
- User finds clear path to MDN to learn about web technologies and contributing to open source projects



**moz://a**



thank you.



appendix

**moz://a**



**“I see the need for a people connection. Mozilla is nonprofit and I want to be able to engage with a person about how to get involved.”**

## background

- UX Designer in Portland, with cognitive science background
- 30-35 years old
- Big online shopper; loves furniture shopping with brands: Wayfair, CB2, West Elm + Ikea.
- Loves to read articles with an RSS reader. He engages with the news by content not necessarily design/org.
- Knows Mozilla to be non-profit, open source and creators of thunderbird and Firefox. He knows Mozilla to be global, and focused on value and mission verses trying to sell a product.

## on internet health

- “I don’t know what internet health is but it sounds very interesting to me... perhaps seems like building internet policies. I’m hoping to find infographics and number charts there.” After card sort —> “Internet Health seems much less ambiguous with the sub-categories grouped below.”
- desire to have an easy answer to what a healthy internet looks like in infographic form. (trends over time, charts with where the world doesn’t have accessible internet)

## on privacy

- “I rely on community to be cautious or liberal about privacy policy issues and red flags”
- "I believe in fair trade of my data for a service if the company is providing or improving a product”

## on mozilla.org

- Would like to see a way to donate, contribute, and engage on both the technology/innovation and advocacy/nonprofit areas
- Would like to see articles and content populated from various Mozilla blogs on the home page area
- Would like to see more product information on Firefox; “where can I find add-ons, support, etc.”
- Grouped categories based on... a current campaign (Internet Health), a community of people (who we are helping), technology (how to engage with our work), and about us (who we are).



**“As a contributor, I’d like to know what I can do to help with Mozilla and who/what I am donating to... I’m not sure what this [homepage] is trying to tell me.”**

## background

- Currently runs large social change campaigns, has experience with UX design, Portland-based
- 27-30 years old
- Built websites since 1988 and very involved with tech and diversity
- More interested in apps over websites because of bite-sized information
- Enjoys reading Good Magazine for news because of the content as well as clear pathways to topics of interest
- Knows Mozilla to be Firefox (confused Mozilla as the browser several times)

## on internet health

- “I’m interested in this but I’m not being told what is and isn’t a healthy internet.”
- “I’d like to have a clearer definition on what this term means.

## on privacy

- Familiar with privacy policies but trust is built with how company values align with hers
- When it comes to things like banking (where you need to have it), she won’t read the policy but if it’s an app/website she will always read
- Feel that data for free service is a model that can’t be avoided in today’s Internet + is careful with what personal information she provides to social sites

## on mozilla.org

- Would like to have an easier way to find out what Mozilla does, who we are, and how people can get involved
- Saw the need to donate, contribute, and engage on both the technology/innovation and advocacy/nonprofit areas
- In addition to donation, would like to see an area for people to contribute “in kind” via offering up their own time, products or sponsorships
- Preferred use of clearer terminology or explanations to big “feel good words”



**“Mozilla is kind of hard to explain but I would say it uses technology to enable people to navigate + use the internet in a stable + secure way.”**

## background

- Native Oregonian, educator for community colleges + private schools
- 30-35 years old
- Large a desktop/laptop user
- Favorite sites include: Facebook + Reddit because of the online community aspect.
- Has a rudimentary understanding of Privacy
- Is a big fan of open source content, media, and technology. He first used Linux machines and open source because it was free and has used Firefox ever since

## on internet health

- Relatively broad concept without any context
- Looking for a way to better explain how to be a better digital citizen and to explain the role of a digital citizen
- Upon entering the Internet Health landing page, he was more able to figure out what Internet Health meant (privacy, inclusion, etc.)

## on privacy

- Privacy behavior is really dependent on his alignment with company values/mission
- Generally relies on his community online to see if there are privacy/data leaks
- Not a big fan of paying services via data and would pay for the protection of that information

## on mozilla.org

- Would like to see an About Us section in our navigation. “I feel like an ‘About us’ section is a common and necessary part of every navigation system”
- Didn’t see the need for “Download Firefox” to live in the primary navigation and instead added it to the footer section
- Saw Internet Health being really important because it was the 1st item of navigation, he wanted to engage with community and then explore our tech
- Would like to see a way to donate, contribute, and engage on both the technology/innovation and advocacy/nonprofit areas



## **"There is much more to Mozilla than I thought..."**

### **background**

- Stay-at-home-mom, artist + sculpture, certified educator that may go back to teaching in the fall, Portland-based
- 35-44 years old
- Admits to not being very tech savvy, needs help from kids + husband
- Favorite sites include Youtube and Pinterest because of the DIY content
- Knows that Mozilla has been around for a long time and focuses on accessibility
- Very passionate about keeping the internet free and accessibility to everyone

### **on internet health**

- "To me, 'healthy internet' means that it's protecting my kids from porn, spam, and hackers"
- After reading the internet health subpage: "Internet Health makes much more sense in context with the section headers and copy but I wasn't well prepped for this topic from the homepage."

### **on privacy**

- Rarely ever reads the T.O.C and always accepts. "I admit that I sometimes tend to trust most companies, perhaps too naively."
- Totally okay with paying for sites and services with data. "I think it's important for the Internet to remain free and accessible for all regardless of economic status... especially for homeless people"

### **on mozilla.org**

- Sees Mozilla as a very mission driven organization and would like clearer messaging around speaking to who we are and what we do (aside from Firefox)
- Would like us to answer "what is the impact of the Internet for our kids and for human relationships?"
- There needs to be an about us section so people can know who we are
- Firefox takes prominence in navigation to her because of her knowledge of the brand through the browser



**“I associate Mozilla with open source technology tools, I didn’t know they were part of a bigger, real world mission.”**

## background

- Graduate Law Student
- 25-30 years old
- Shops at Target, for their commitment to LGBTQI inclusion, and for their investment in education in local schools.
- Knows Mozilla to be an awesome, non-profit organization committed to security, privacy, and openness online. Mozilla’s vision for the internet is the one Alec hopes manifests.

## on internet health

- “Not enough info about internet health on the page for me to take action.”
- Curious about how the “pieces” of Mozilla fit together, including Internet health.

## on privacy

- “I think of encryption as privacy armor.”
- “I rarely read the privacy policy and will always click ‘accept.’”

## on mozilla.org

- Excited about the messaging and the mission — “I share those values.”
- “It excites me that I’m using Firefox – feel good about this decision.”
- Seems approachable and accessible – not designed to intimidate, not a corporate machine.
- Surprised by the community work Mozilla does — expanded his understanding of Mozilla.



**"I vaguely knew Mozilla as a non profit, but I had no idea it was so engaged."**

## background

- Research scientist
- 25-30 years old
- Works for change in her community by volunteering — teaching science to inmates at San Quentin.
- Makes purchasing decisions based on her values and ideals
- Knows Mozilla primarily as a "cute" fox

## on internet health

- "I'm still wondering what you mean by internet health."
- After browsing a bit, Carolyn described Internet Health as keeping the Internet decentralized, open and free — like scientific research (open access).
- "Open access is something I care about — open innovation and collaboration are important."

## on privacy

- If it is a company I trust, I rarely read the privacy policy and will always click "accept".
- "I care that others can have privacy."

## on mozilla.org

- Wondered if Mozilla teaches coding or supports programs that teach code—a way of being inclusive — do they teach prisoners or underserved populations how to code?
- "I had not thought a lot about how the Internet is more than a platform for social justice, it is a social justice cause in and of itself.
- Put "Save the Internet" and "Internet Health" on equal footing and saw those as core to advocacy and Mozilla's mission.



# richard

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## **"I want to know — how do I quickly get to what Mozilla is and how do I become part of it?"**

### **background**

- Software engineer, entrepreneur
- 40-45 years old
- Volunteers his time in his community, interested in ensuring people have access to technology and the opportunities technology can provide
- Sees open source as a great equalizer — "development can be used as a tool to include people who are not in a fancy office in Silicon Valley drinking kombucha."

### **on internet health**

- "I don't know what it means... it doesn't tell me anything."
- "I'm looking for you to take a position and tell me what to do — give me some actionable steps and things I can share."
- Once Richard had landed on the Internet Health page, he wanted more of an on boarding experience *on the page* — he did not want to have to navigate away to learn more

### **on privacy**

- If it is a company I trust, I rarely read the privacy policy and will always click "accept".
- Privacy and security — "these are areas of serious concern for everyone — is there something positive I can do? Can Mozilla tell me what I can do?"

### **on mozilla.org**

- "I don't like having to search for the 'About Us' page – I had to scroll down to the bottom looking for it."
- "There is a lot of great content but there are too many steps to get to it."
- "The site feels insular and like you don't need anything from me."
- "There is no clear pathway to engage with Mozilla."
- "Government control and surveillance — these are bigger issues I don't control — would expect an on boarding experience — a path to show me how to be better-organizations, movements, software that could help."



# stephanie

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**“I know that Mozilla developed one of the first browsers that was more concerned about their users than ads, and I respect that.”**

## background

- Lecturer and Design Fellow, Stanford
- 30-35 years old
- Stephanie is passionate about the environmental movement *Keep Tahoe Blue*. “As someone who uses the ‘product’ (Lake Tahoe), I want to share my love for it by driving awareness to others and hopefully, maintain the natural fragility of the Lake. I donate to the cause and keep a sticker to let others know that I care.
- “I am very careful about the type of beauty and dairy products that I use because I’m conscious of how I feel for abstaining from using brands that I consider ethically irresponsible.”

## on internet health

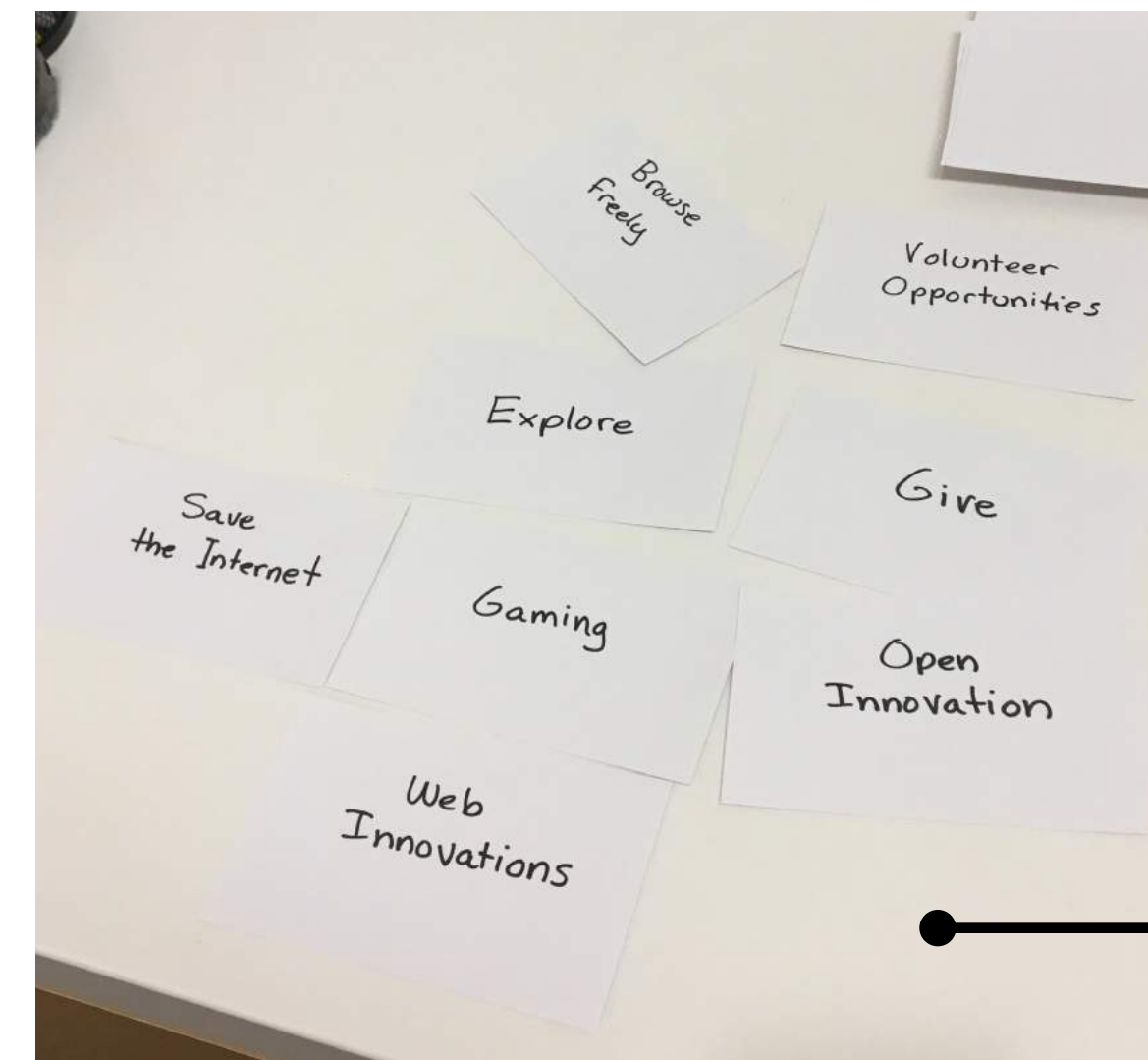
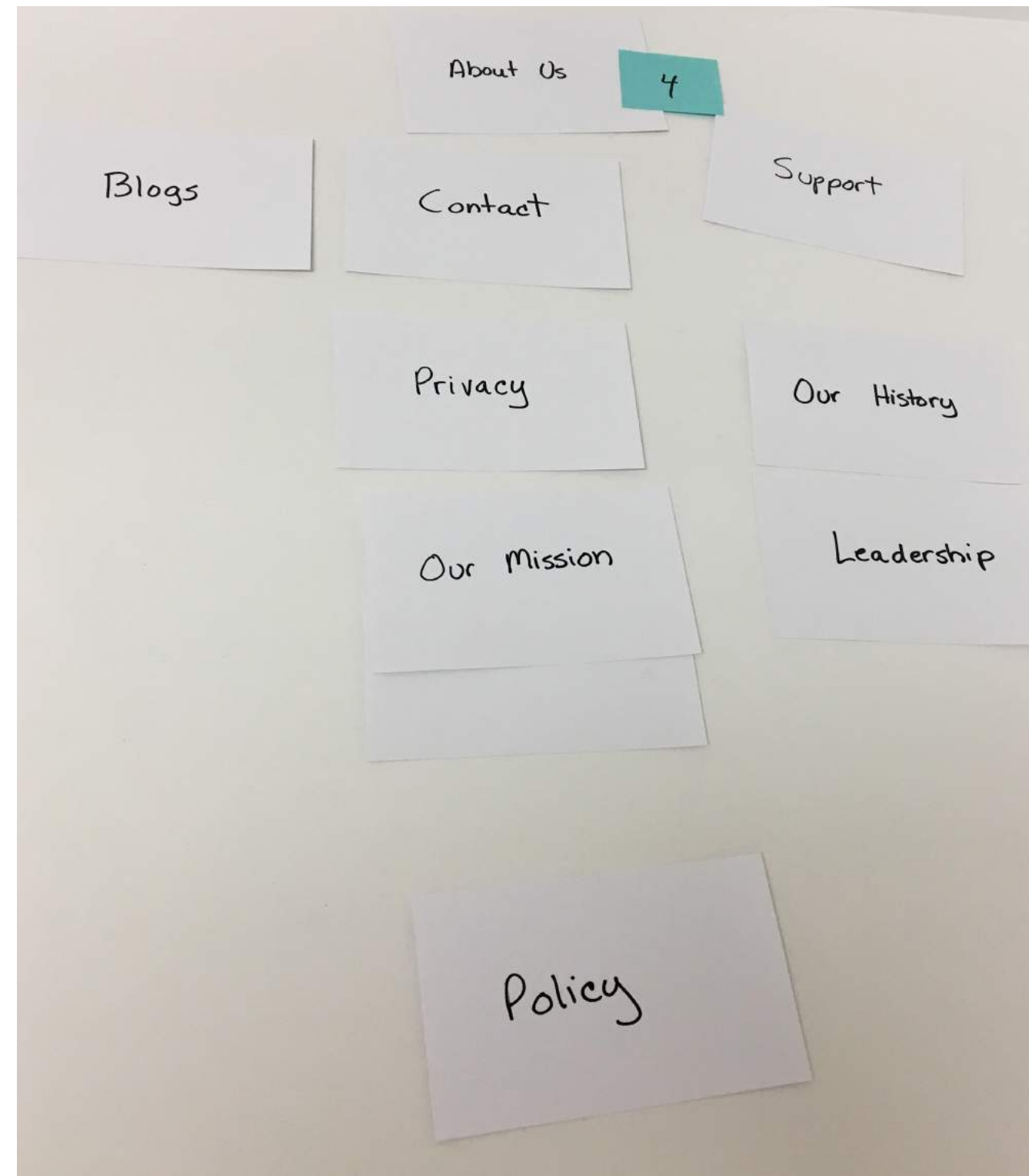
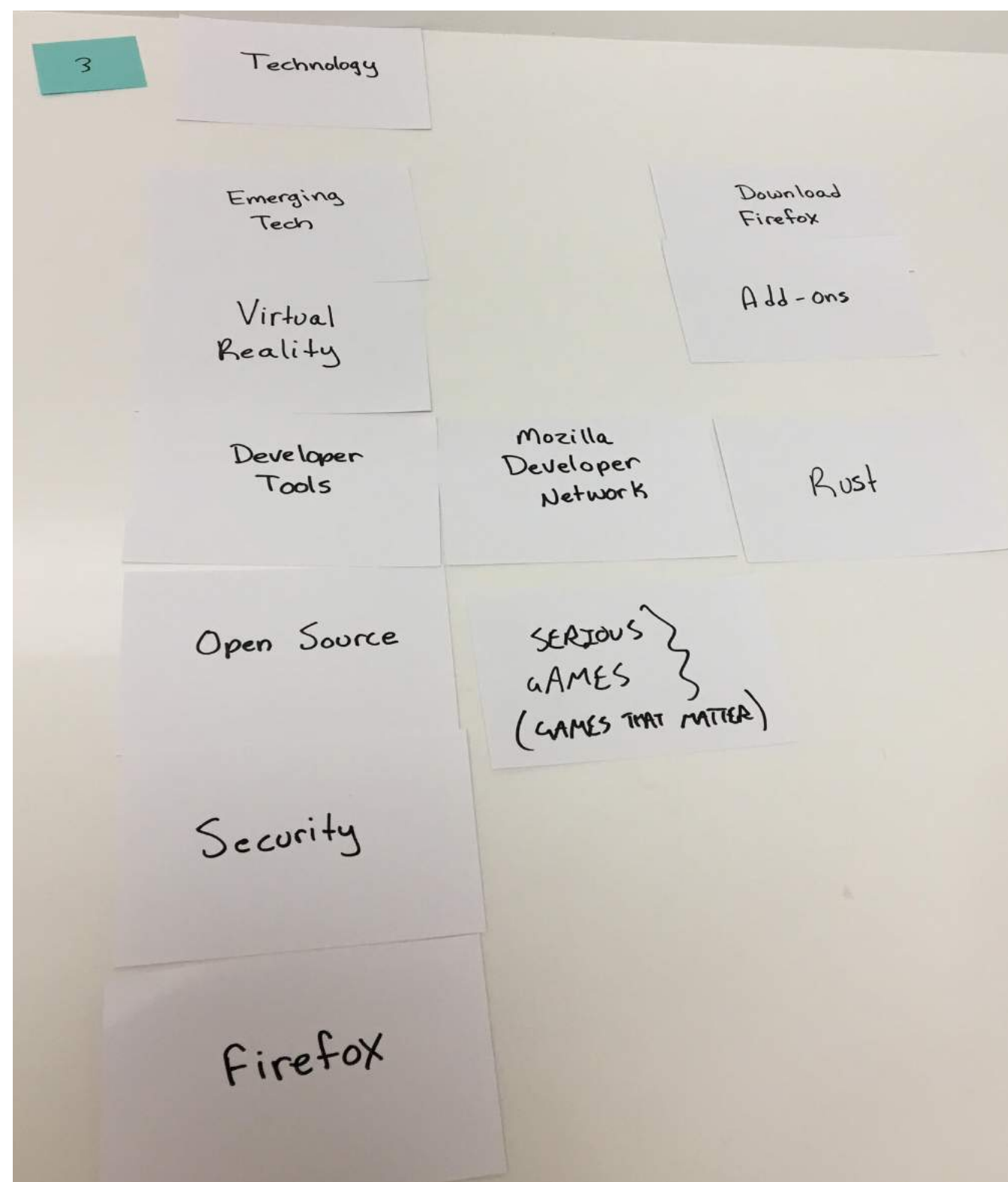
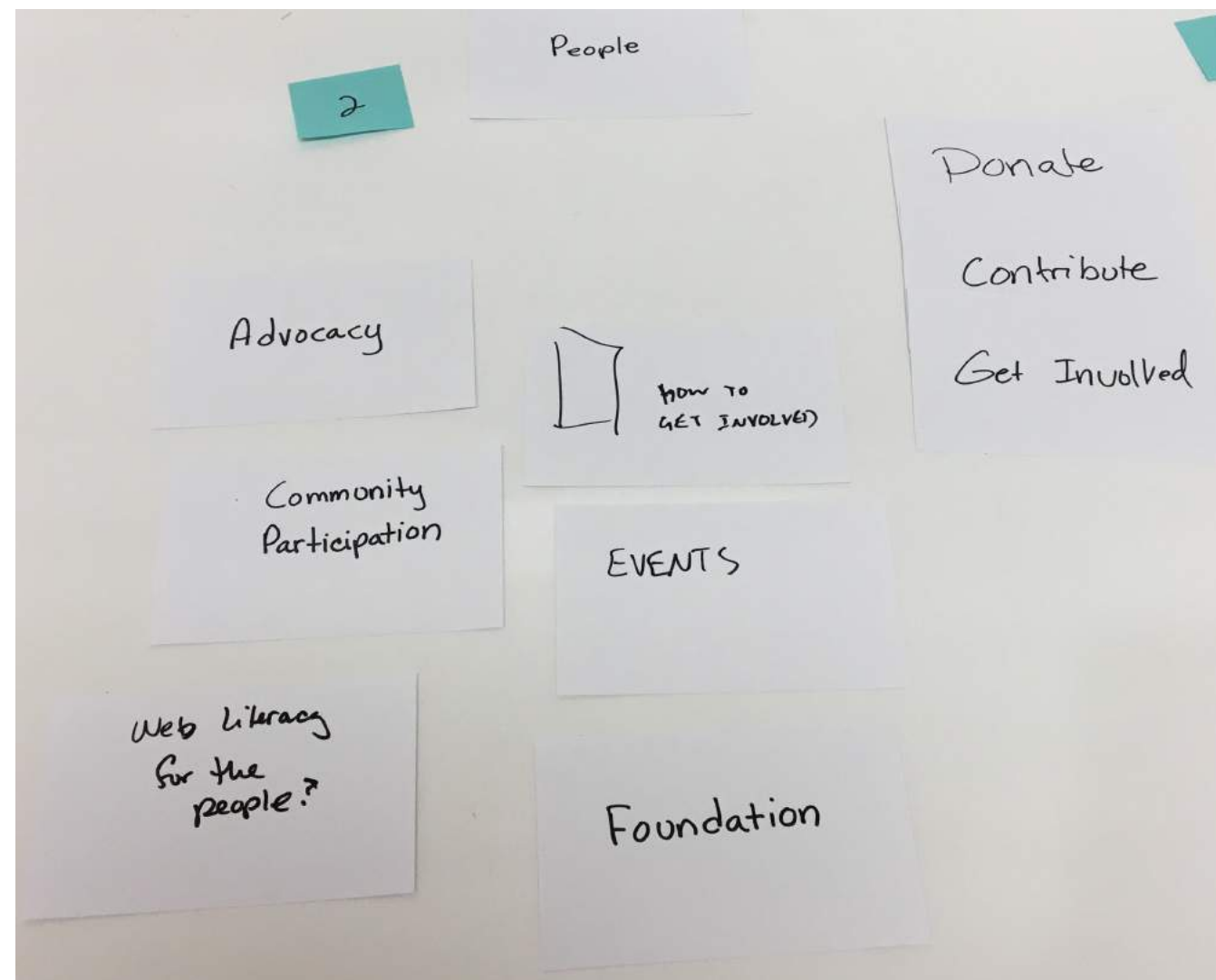
- Stephanie thinks Internet Health is provocative in that it calls to mind an action – like getting a health “check-up.” She felt it was asking her to understand something she doesn’t know about – its self regulating in that “I need to take time to learn about this.”
- Saw a relationship between Internet Health and “Save the Internet.” Thinks it is a good call-to-action, but wanted more context and specific steps around how to save it.that “

## on privacy

- If it is a company I trust, I rarely read the privacy policy and will always click "accept".
- Stephanie thinks about privacy in these terms... “I would buy a security system, not a privacy system.”

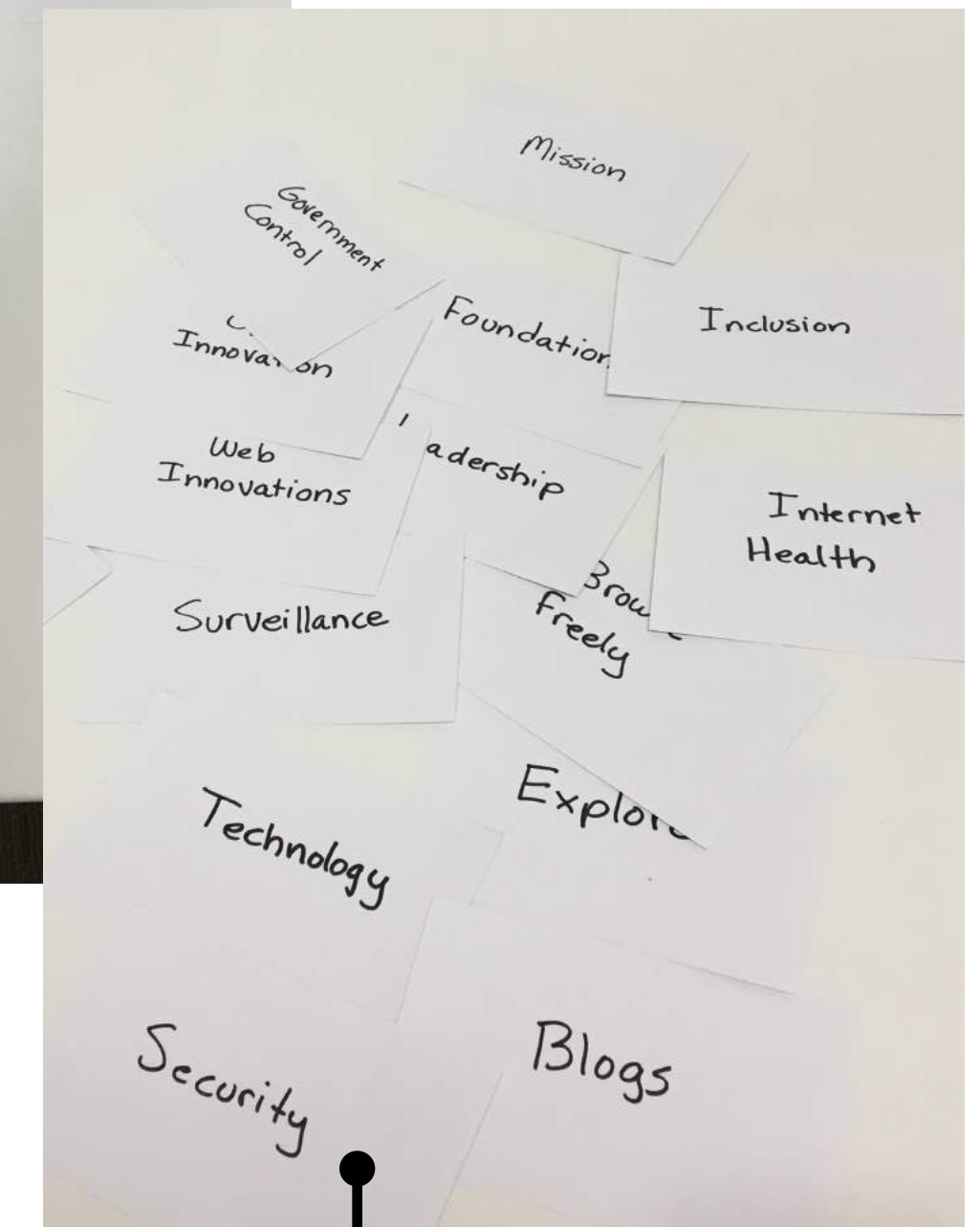
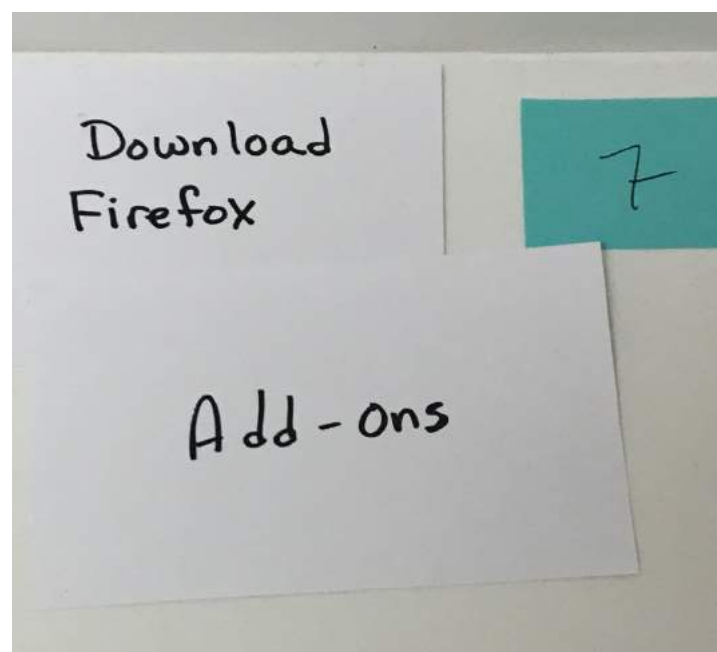
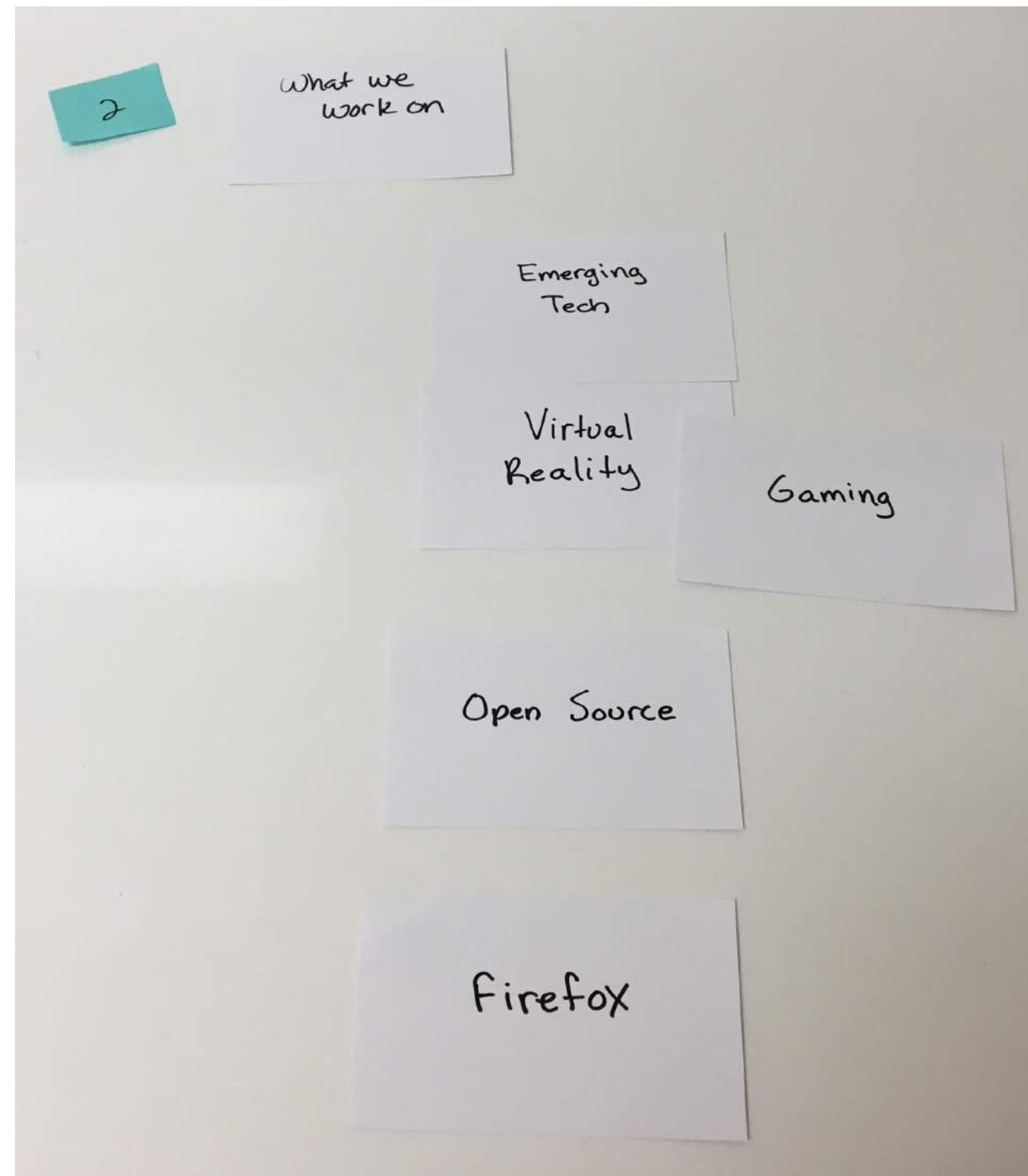
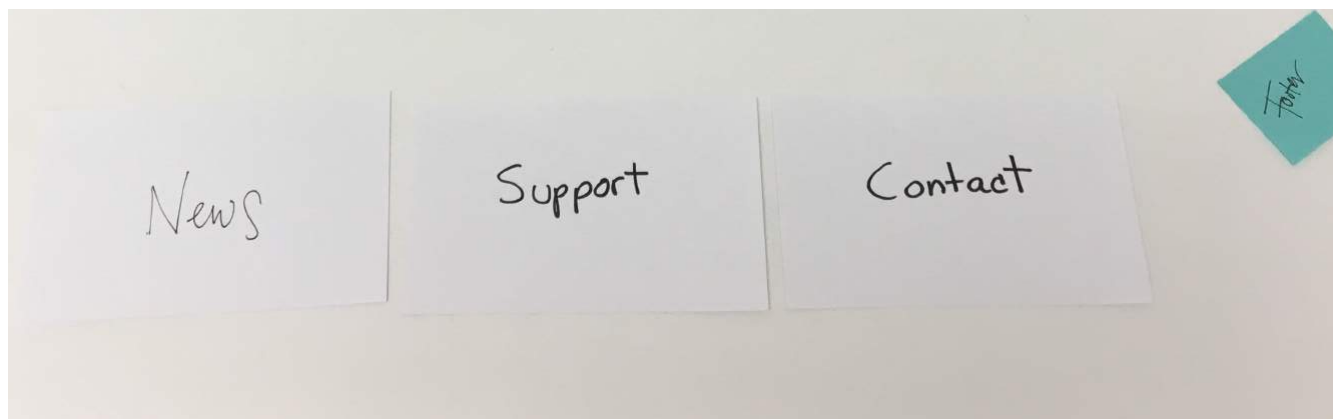
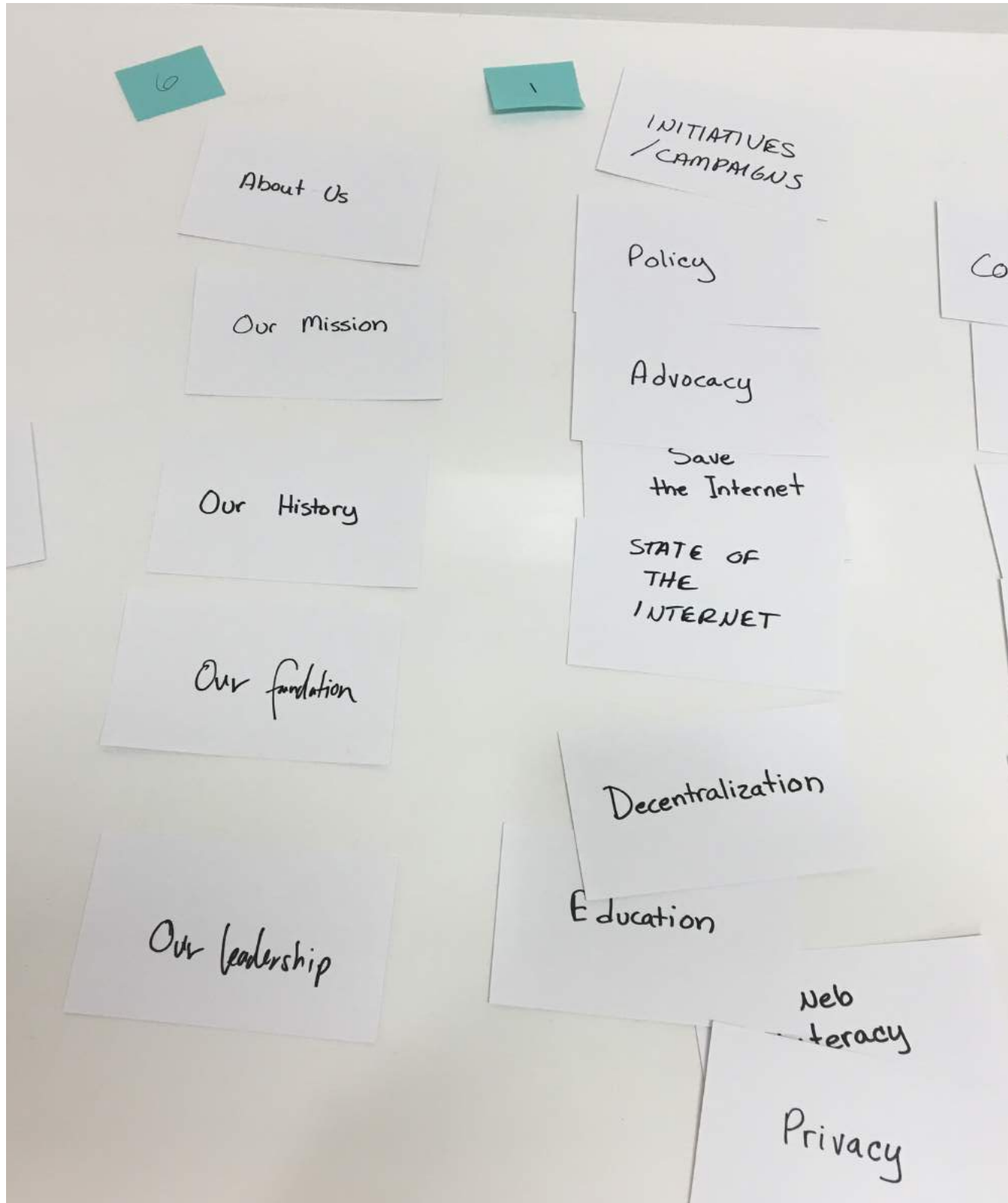
## on mozilla.org

- “For people, not profit – nice – this is what I know Mozilla to be.”
- “I’m interested in downloading Firefox because I associate it with the Mozilla brand and its brand values.”
- Stephanie was unaware of the other ways Mozilla was innovating – specifically with regard to gaming and virtual reality.
- “I didn’t know you had volunteer opportunities.” Likes the theme around getting involved. Further, was more interested in the idea of “giving” as opposed to donating or contributing. “I give my time or love, I don’t donate it.”



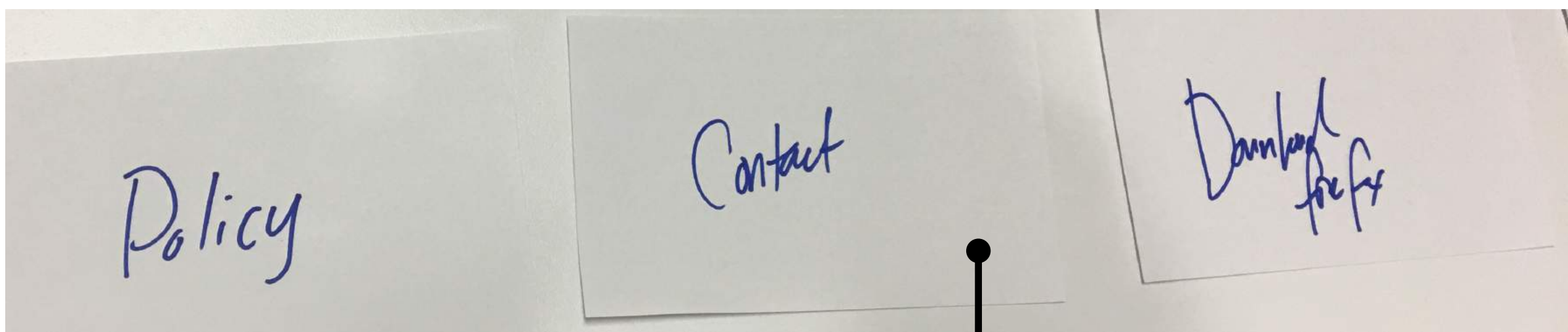
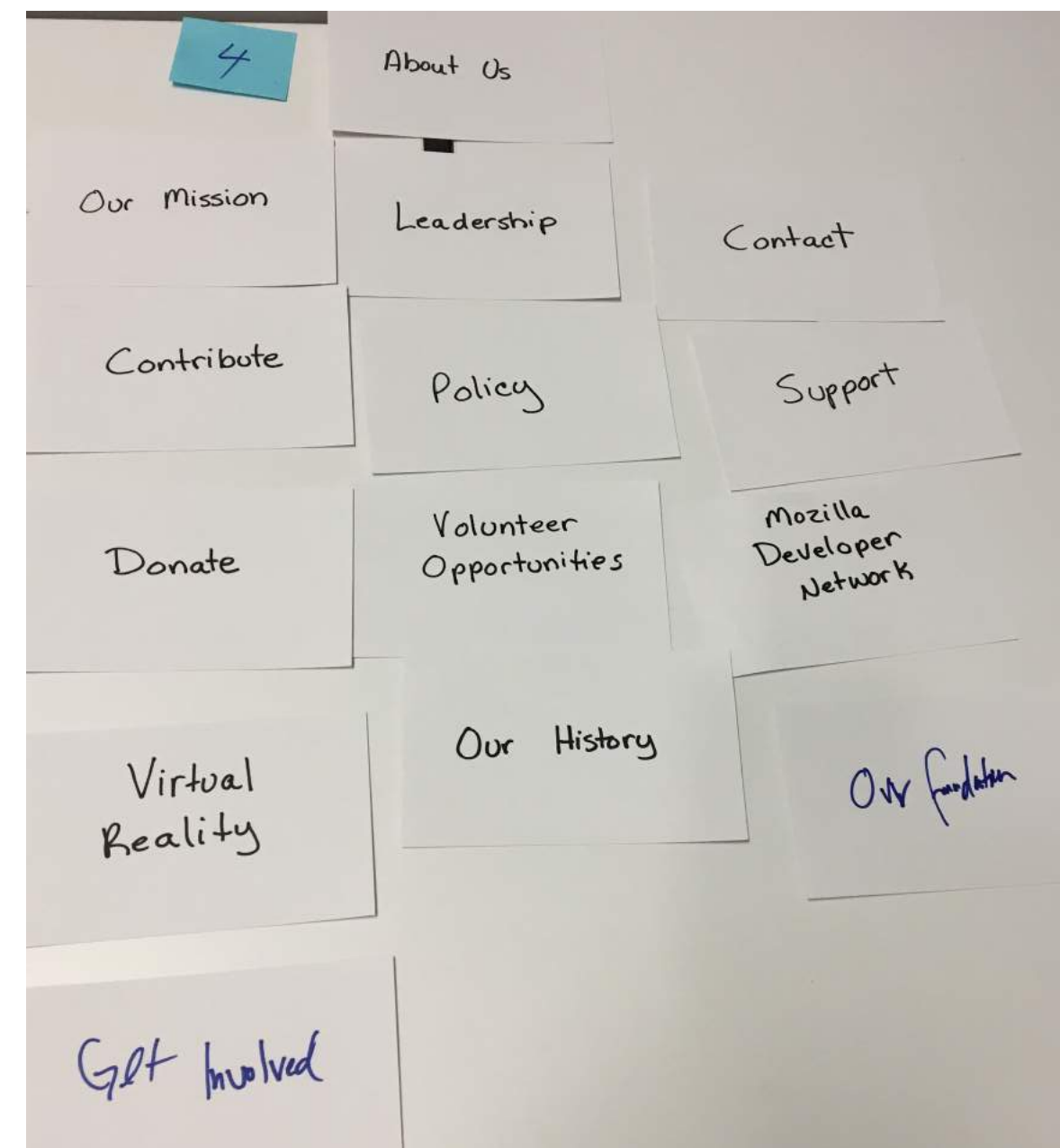
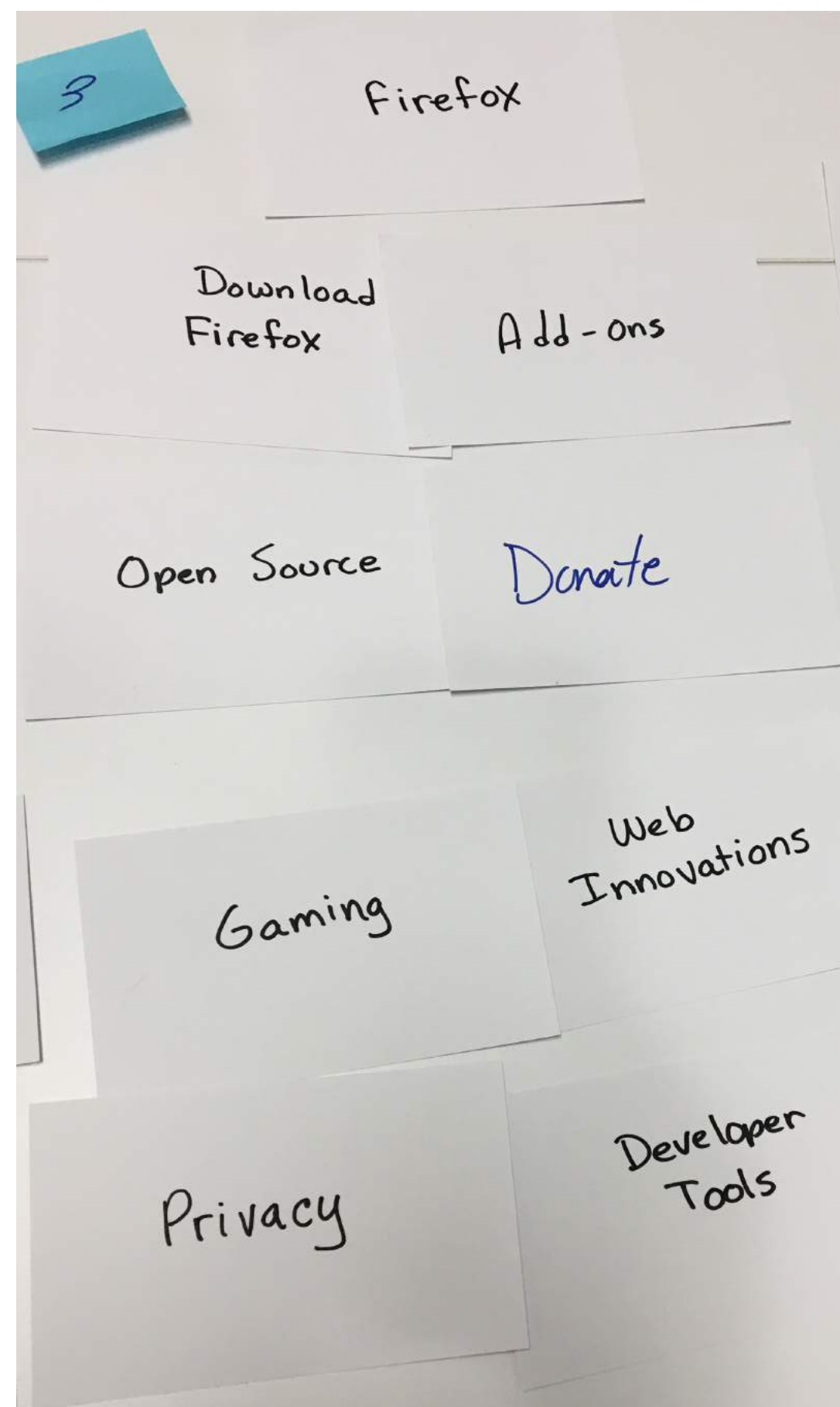
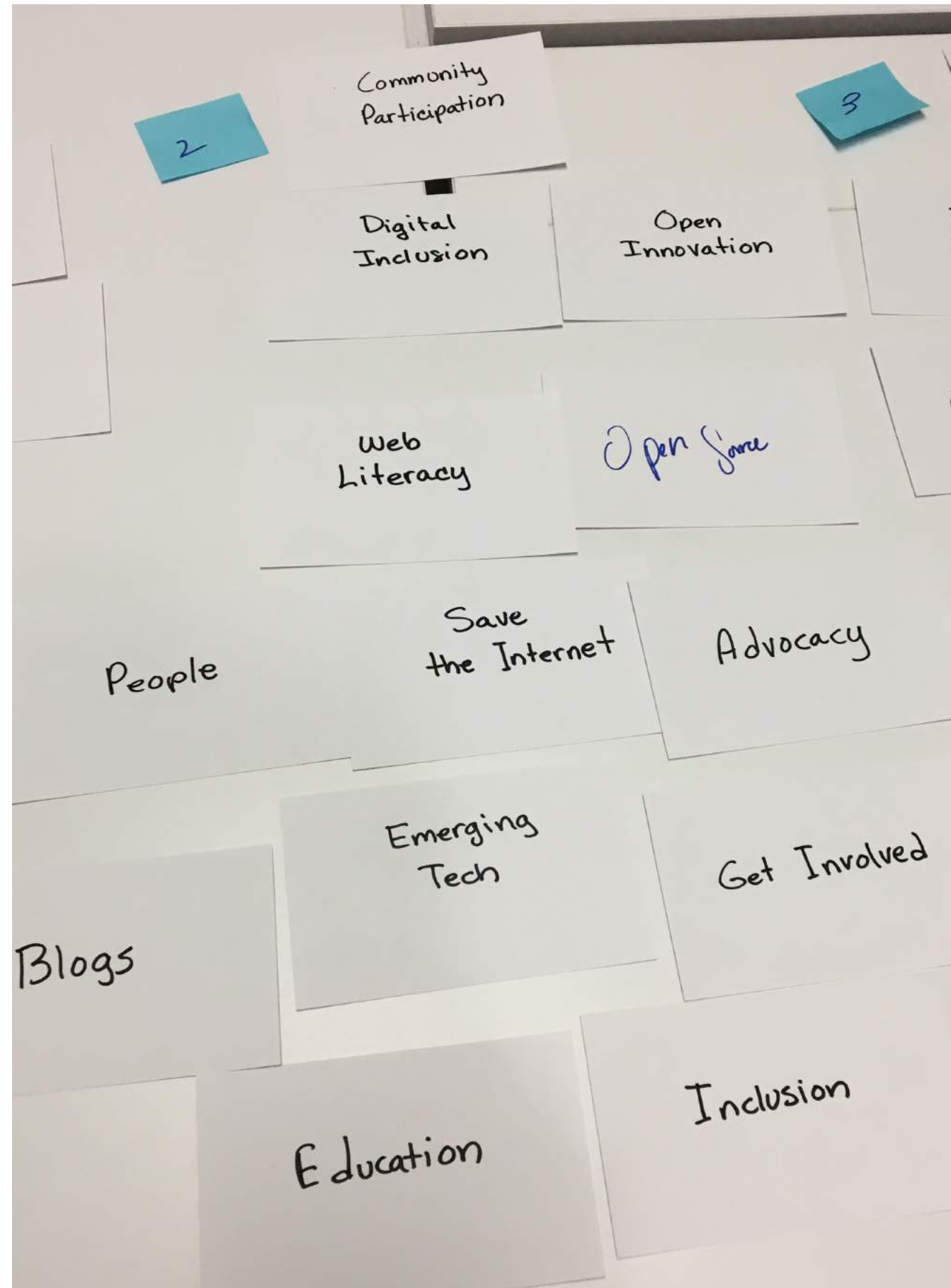
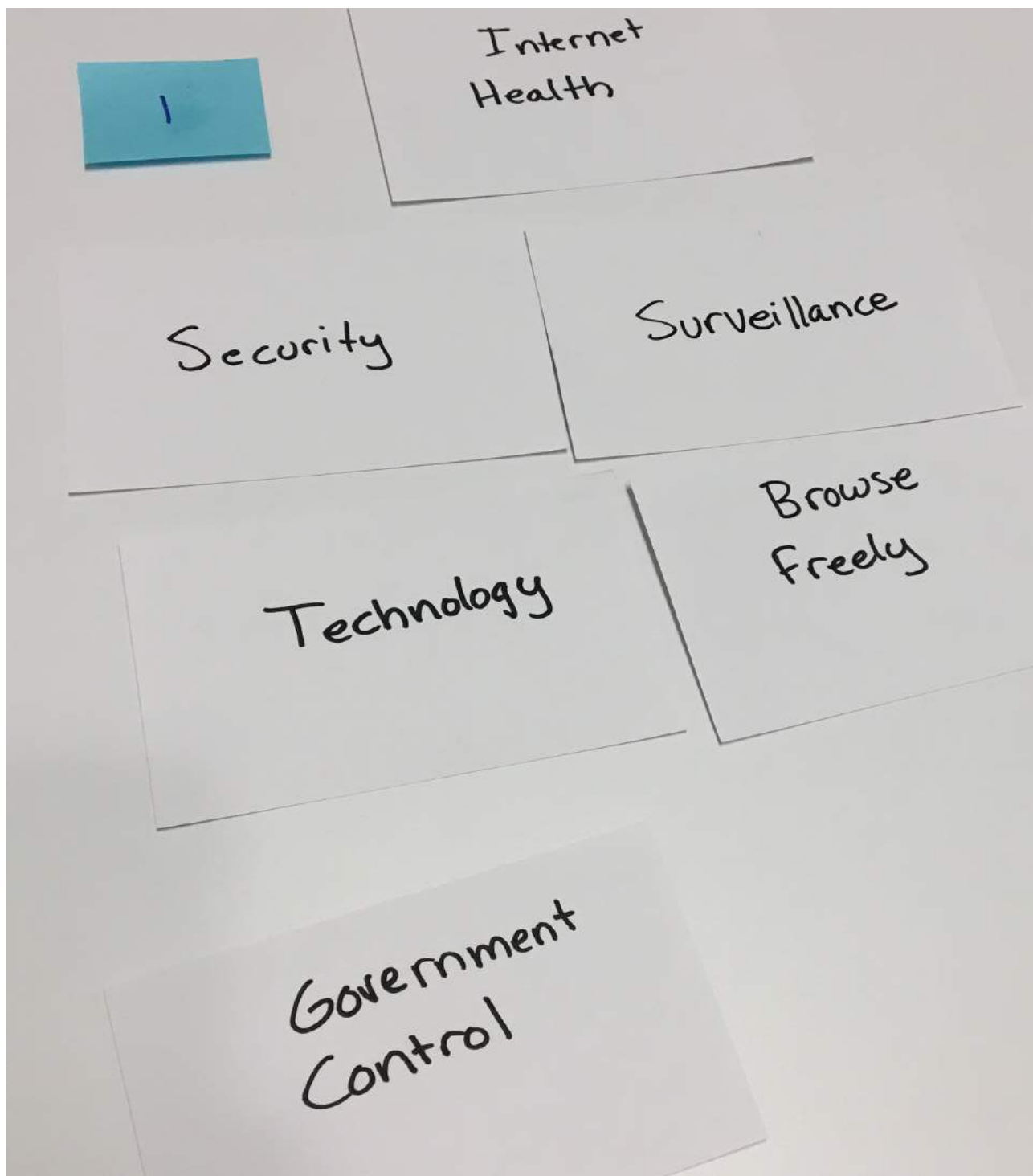
discard pile



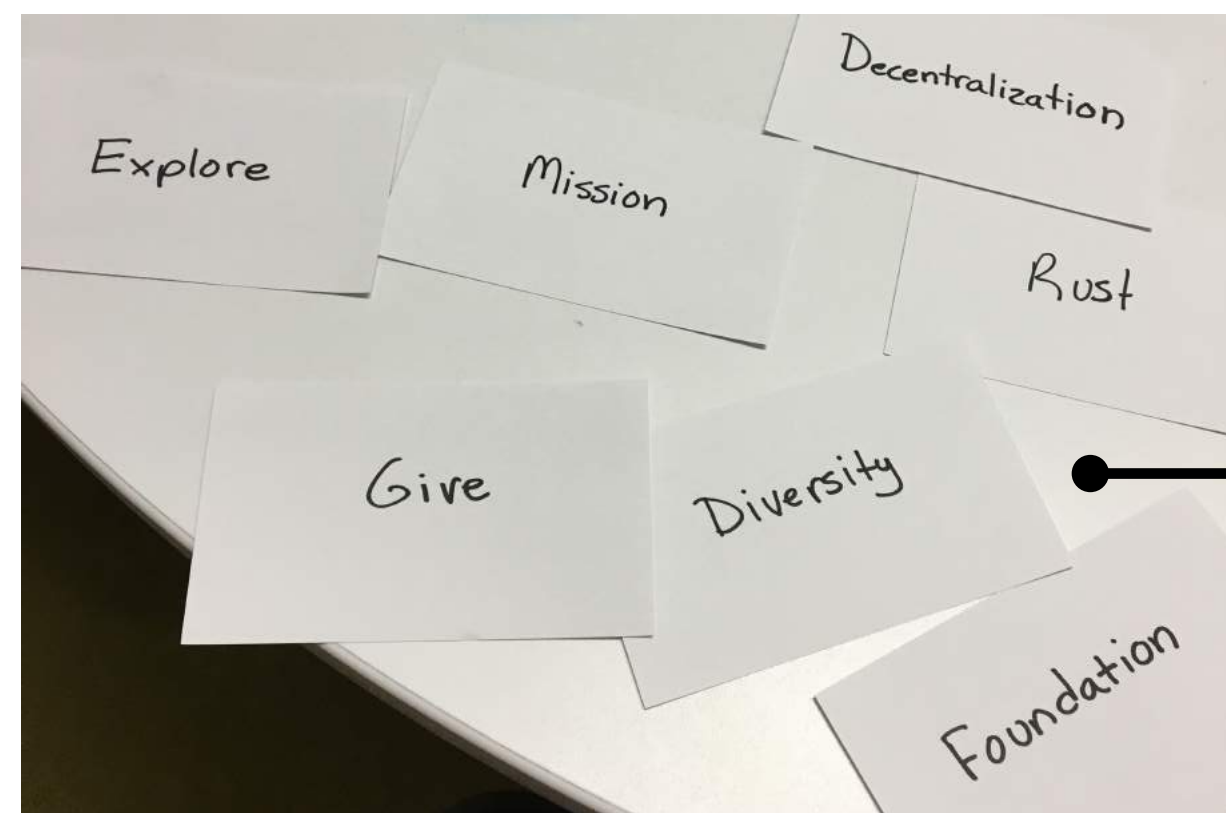


discard pile





footer



discard pile



ingrid

1  
Mission

2  
Firefox

Explore

Browse Freely

Support

Blogs

3

Advocacy

People

Inclusion

Open Innovation

Diversity

Leadership

Web Literacy

Save the Internet

Internet Health

Digital Inclusion

Government Control

Security

Get Involved

Community Participation

6

Technology

Open Source

Developer Tools

Emerging Tech

Web Innovations

Gaming

6

About Us

Our History

Contact

Volunteer Opportunities

Mozilla Developer Network

Give

Our Mission

Policy

Download Firefox

Add-ons

Privacy

Contribute

Rust

Foundation

Surveillance

Donate

Decentralization

Virtual Reality

discard pile

moz://a



looking to do something

- Firefox
- Download Firefox
- Add-ons

Developer Related

- Mozilla Developer Network
- Developer Tools

"bad things"

- Government Control
- Surveillance

particular innovations

- Web Innovations
- Gaming
- Virtual Reality

Ambiguous

- Explore
- Browse Freely

what Mozilla believes in

- Decentralization
- Community Participation
- Open Source
- Emerging Tech
- Security
- Privacy
- Web Literacy
- Save the Internet
- Internet Health
- Digital Inclusion
- Technology
- Inclusion
- People
- Open Innovation
- Diversity

Discard

- Rust

Engage with us

- Give
- Contribute
- Donate
- Contact
- Volunteer Opportunities
- Get Involved
- Support

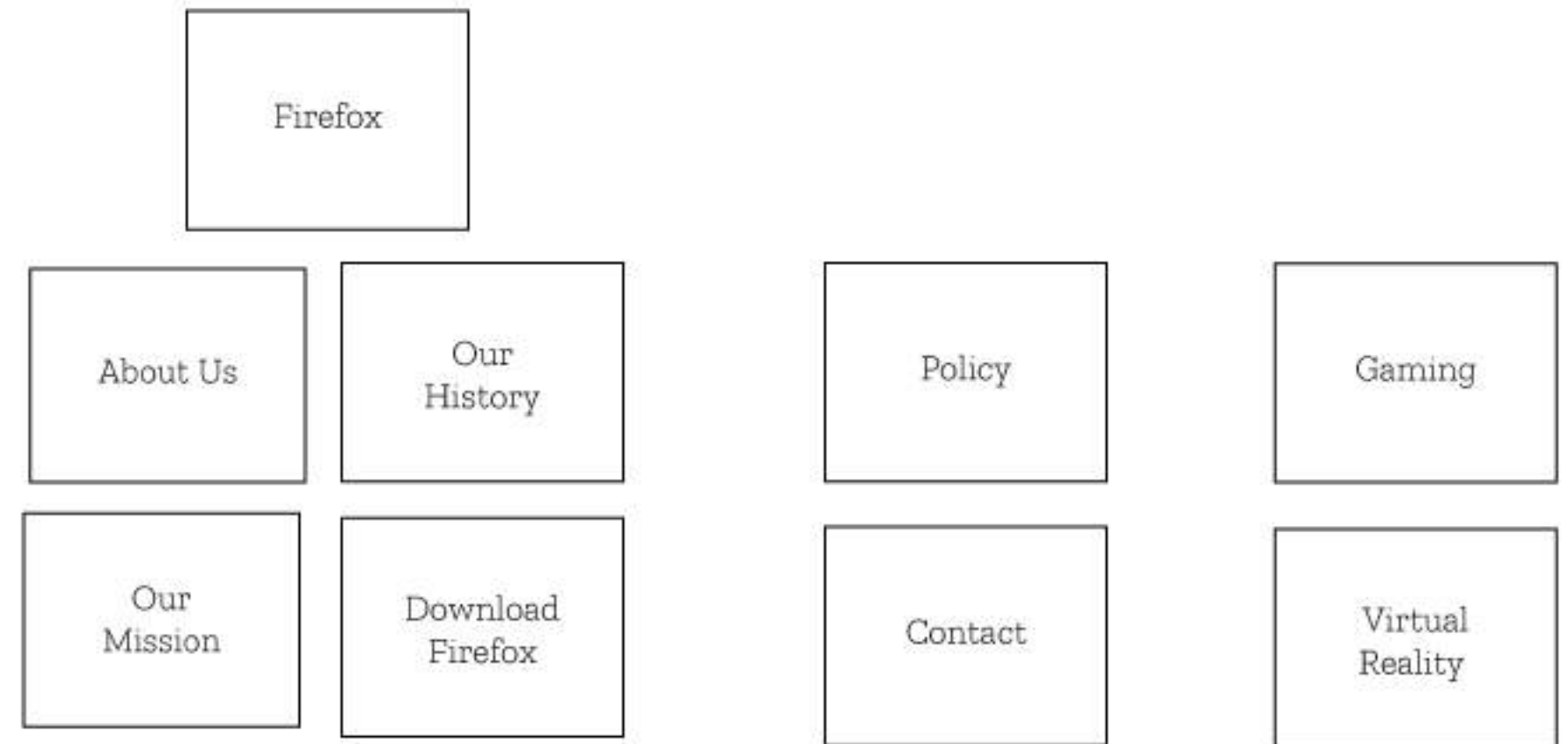
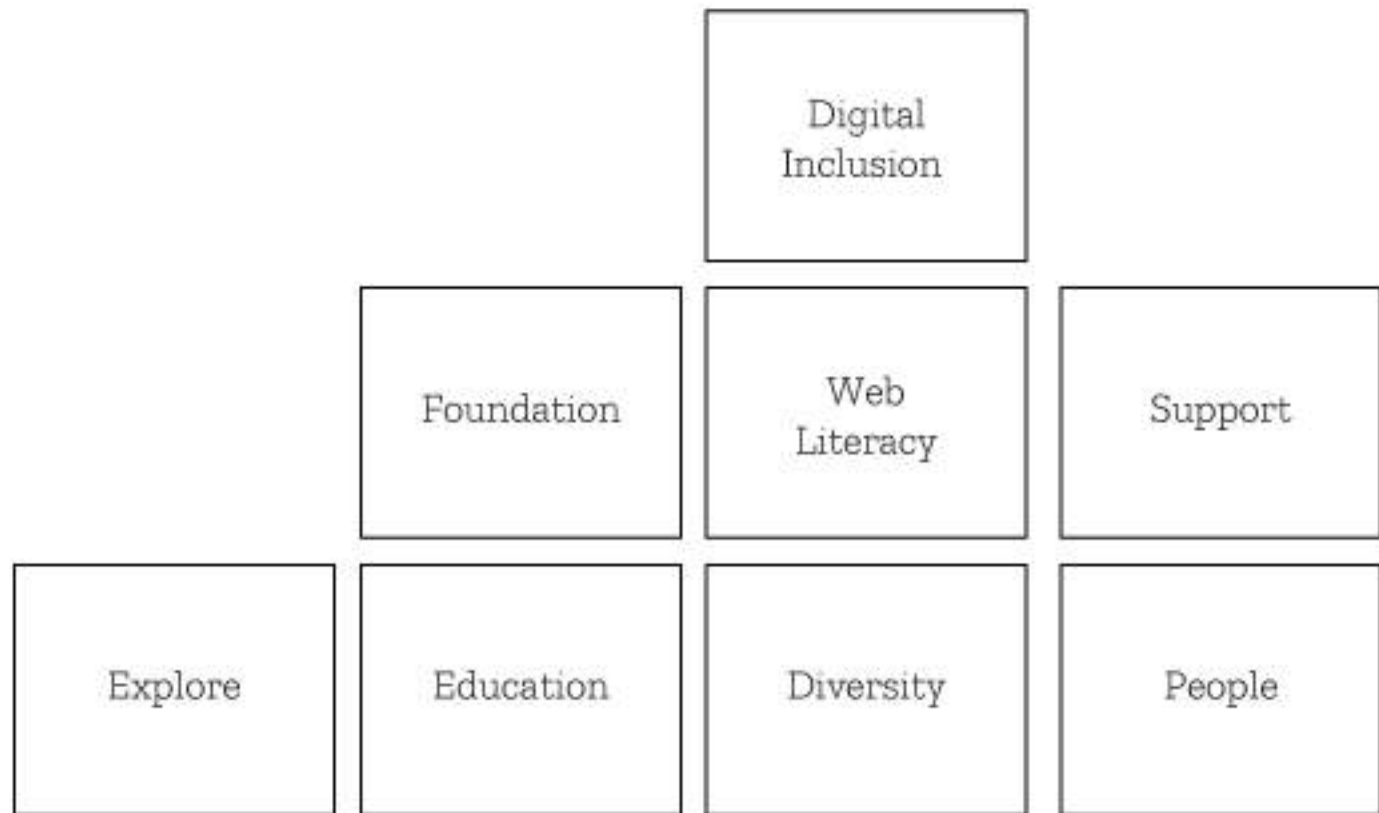
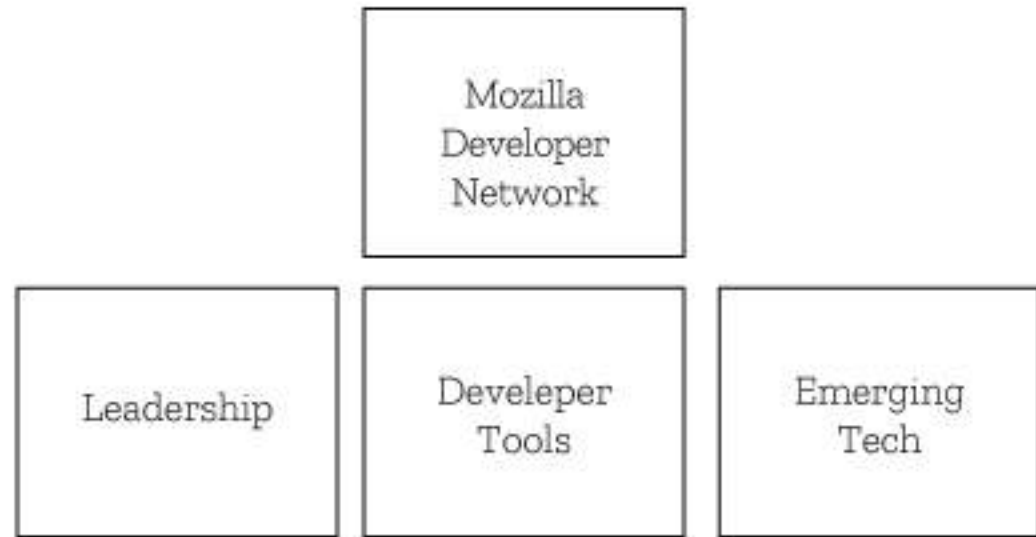
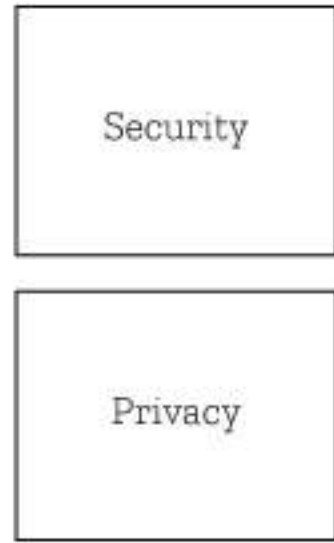
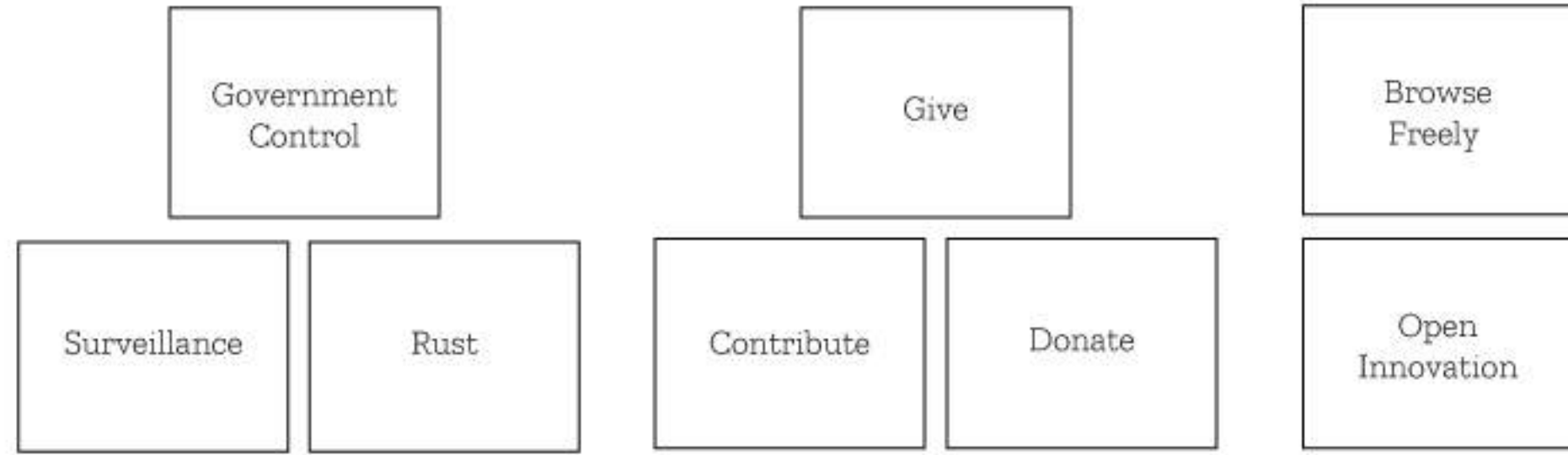
Learn with us

- Blogs
- Policy

- About Us
- Our History
- Our Mission
- Mission
- Foundation
- Advocacy
- Education
- Leadership



carolyn



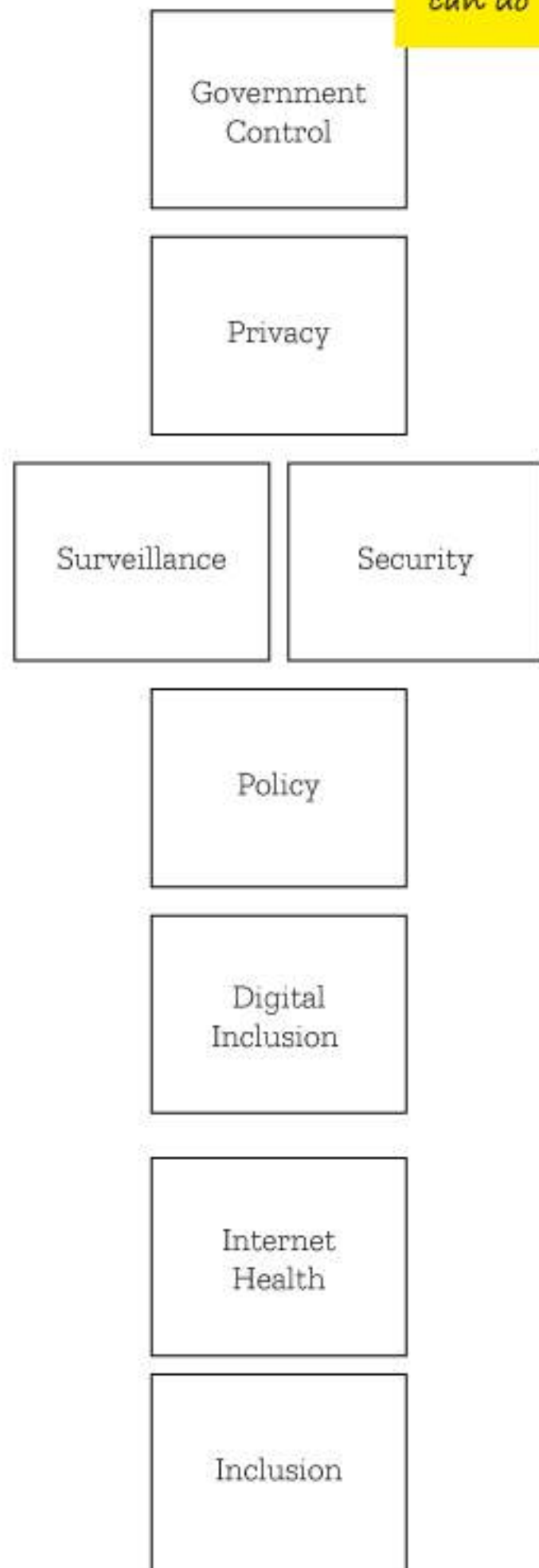
# richard

## We are Mozilla



## Areas of Concern

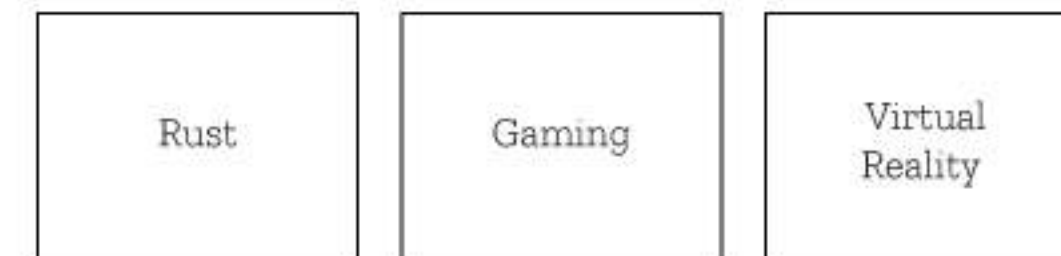
### What you can do



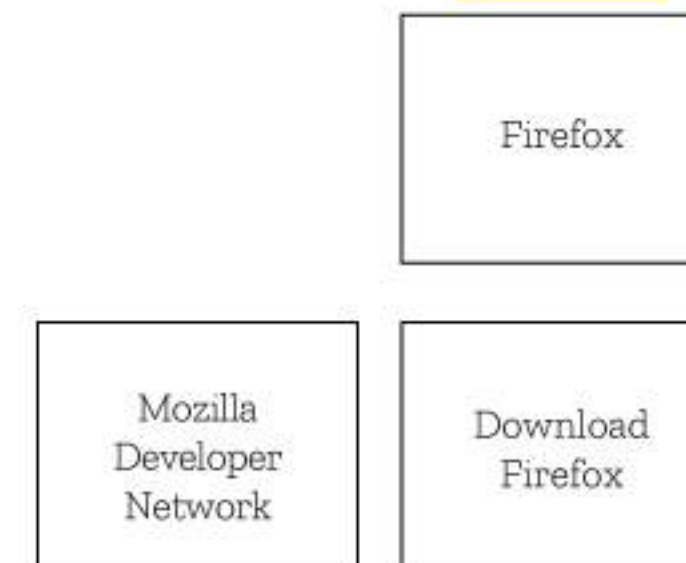
## Tools



## Discard



## Software





# stephanie

Save the Internet

but why?  
to what end?

"communities"

Firefox  
Download Firefox  
Add-ons

Internet Health  
Web Literacy  
Security  
Government Control

Community Participation  
Mission  
Digital Inclusion  
Education  
Give

People  
About Us  
Leadership  
Foundation  
Our History

Support  
Contact  
Volunteer Opportunities

Mozilla Developer Network  
Developer Tools  
Emerging Tech  
Gaming  
Virtual Reality

user made "explore" a search bar

Explore

Discard

Get Involved	Advocacy	Privacy
Rust	Diversity	Surveillance
Technology	Decentralization	Browse Freely
Policy	Donate	Open Source
Inclusion	Blogs	Contribute
Web Innovations	Open Innovation	Our Mission

## introduction

- experience designer, 35, spends 20+ hours online, mostly desktop. has a cognitive science background
- big online shopper, reads a lot of blogs online. Loves furniture shopping so favorites sites are Wayfair, CB2, West Elm + Ikea.
- Loves to read articles but does so with an RSS reader. He engages with the news by content not necessarily design/org.
- "I rely on community to be cautious or liberal about privacy policy issues and red flags."
- "I believe in fair trade of my data for a service if the company is providing or improving a product"
- Knows Mozilla to be non-profit, open source and creators of thunderbird and Firefox. He knows Mozilla to be global, and focused on value and mission verses trying to sell a product.

## card sort

- Technology... assume that it's not just for developers but speaks to the technology that Mozilla contributes to
- "I see the need for a people connection. Mozilla is nonprofit and I want to be able to engage/connect with a person about how to get involved."
- "Hmm with download Firefox I'm looking for a link that will take me to more Firefox information like add-ons and support."
- "Internet Health seems much less ambiguous with the sub-categories grouped below."
- "I don't see the need to have Firefox as its own term in the navigation because I'm here to learn about Mozilla and Mozilla makes Firefox."
- I grouped based on "Current news (Internet Health), People (who are we helping), Tech (how to engage), and About (the easiest section to group). "Every website needs an about us."
- I would love to see content populated from the different blogs on the homepage. (news/publication section)
- Would like to see donate, contribute, engage in tech and advocacy areas

## on mozilla.org

- pink color is "interesting" (confusing and distracting to the colors on the main page")
- "I don't know what internet health is but it sounds very interesting to me... perhaps seems like building internet policies. I'm hoping to find infographics and number charts there."
- "I'm assuming web innovations means... products or maybe stuff Mozilla creates and does"
- Upon reaching IH sub page: "The graphics don't really help me understand... I have no idea what this subject is about." Would like to see answers to the questions like how open is the internet? Is the internet down or up? Where is it not accessible? What defines a healthy internet?



## introduction

- Had tons of experience with UX design in the past. Very interested in tech and diversity and no runs a large social change campaign. Built websites since 1988.
- Less interested in using websites and more into using apps for the small + short pieces of content (Instagram, Facebook) for news and articles she prefers Good Magazine for their bucketing of content. Intuitive and clear pathway to topics of interest.
- Views on privacy: depends on the brand. For things like banking she would just accept because she feels like she has no option. If it is an application/browser/website she would read through the TOC more closely and be selective about what information she provides.
- Feels that data for free service is a model that can't be avoided especially with social media but is purposeful about not providing personal information and really dislikes that ads follow you.

## card sort

- "I like the term 'Save the Internet...' it resonates more with me than Internet Health"
- "There are some links here that would fit well in a footer alone and not necessarily needed in the navigation"
- Mental Model: Firefox and non-profit
- Adding a "our" to our terms personalizes the brand, i.e. "our foundation" vs "foundation"
- digital inclusion means something different than inclusion and likes the distinction
- Would like to see an option to have people contribute "in kind," i.e. people donating their services, products, money to Mozilla on behalf of their businesses; sponsorships
- Would like to see contribute, donate + engage in both the tech and advocacy areas

## on mozilla.org

- "Whoa when did Mozilla redesign? Who are the people in the background and how does that tie to your mission?"
- Scrolling through the homepage: "What is this trying to tell me? The copy makes me feel uncomfortable."
- Internet Health: "I'm interested in this but I'm not being told what is and isn't a healthy internet. I'd like to have a clearer definition on what this term means. Same with Web Innovations."
- "What does Mozilla do?... that answer isn't easy to find."
- "As a contributor I'd like to know what I can do to engage and who I am donating to."

## introduction

- Native Oregonian, educator for various community colleges and a private grade school (mostly teaches online).
- Fav websites include: Facebook and Reddit because of the online community aspect. He enjoys both sites because he isn't expected to do anything but just engage with like-minded individuals on topics of interest
- Largely a desktop/laptop user
- Has a rudimentary understanding of privacy and will read all TOC. However, if it's a company with values that is in close alignment with his, he will likely not read and just accept. Not generally a fan of paying with data for services. Longtime Firefox user.
- Big fan of Open Source content + media/apps; 1st used Linux machines and open source b/c it was free and then has used Firefox ever since

## card sort

- Mental Model: "Kind of a hard company to describe. I would say it uses technology to enable people to navigate + use the internet in a stable and secure way."
- Didn't see the need for Download Firefox in the primary fav and put legal and that in the footer
- "I see Internet Health being really important and then I want to engage with the Mozilla Community and then the tech underneath Firefox."

## on mozilla.org

- Initial thoughts = "I'm going to ignore the big banner up front because it reads like an advertisement and I don't know what's different with these pictures... The pictures do tell me about the values of the company (advocacy + diversity)"
- "I assume that Internet Health is the most important in navigation because it is the 1st thing I see"
- "I think Web Innovations has to do with Firefox; additional product information and add-ons for the browser"
- Internet Health Page: "I enjoy the simple graphics and the text that goes along with the subsections. Internet Health in general seems very broad but the sections on the page seem to naturally fall in that umbrella"
- Looking for an area to learn for how to be a digital citizen. Help explain my role as a digital citizen.

- "I feel like there should be more 'Open Source' documentation and verbiage"
- "I feel like an 'About Us' is a common and necessary section of every navigation system," (was the 1st bucket completed)
- duplicate donate options both in the about us section (to our nonprofit/advocacy causes) as well as in the Firefox section (to go towards our technological advances)



## introduction

- stay at home mom, artist and sculpture, certified educator that may go back to teaching in the fall (language arts speciality)
- Fav websites include: Pinterest and YouTube for DIY content and love to read articles on GOOD Magazine (finds the content well grouped)
- Rarely ever reads T.O.C; “I admit that I sometimes tend to trust most companies, perhaps too naively.”
- Totally okay with paying for free sites and services with data. “I think its very important for the Internet to remain free and accessible for all regardless of economic status.”
- I know that Mozilla has been around for a long time and focuses on accessibility.
- Not the most tech savvy

## card sort

- Mental Model: “When I think of Mozilla I think of Advocacy and Accessibility ”
- Would like to see a more direct answer to “How does Mozilla affect the people and what are we being sold?”
- Very much interested in the content of the site being drive by the mission

## on mozilla.org

- “Champions of the Internet” resonates with her as a positive concept
- “To me, a “healthy internet” means that it is protecting my kids from porn and spam/hackers
- “I don’t know what a Lean Data Kit is...”
- “Teaching the web resonates with me as and educator and mother. I would like to know how to teach to the impact of the internet.”
- “Internet Health seems to make much more sense in context with the section headers and copy but I wasn’t well prepped for this from the home page”
- Impression of Mozilla changed: “There is much more here than I thought”

- There needs to be an about us section so people can know who Mozilla is, how we affect the world, and how others can help
- Would like us to answer “what is the impact of the internet for our kids and human relationships
- Discarded cards that meant nothing to her as a user (rust, donate, virtual reality)
- Firefox took prominence because of her knowledge of the brand through the browser