Firefox Request for Data Collection

The following questions are mandatory for all new data collection. **You must have answers to the following questions before you proceed with any work on new data collection**.

1) What are the motivating questions you want to answer with this data?

How often do people use the new page action items (ie are they useful) and how often do they move them using the current UI to add/remove items (ie is that UI useful/discoverable).

2) Why does Mozilla need answers to this question? Are there benefits for users? Do we need this information to address business requirements?

Need to understand whether this new feature is operating as designed and/or how important further tweaks are.

3) List all proposed measurements. Refer to [data collection types for Firefox](#) on the Mozilla wiki and indicate types of measurements for each one.   General characterization of your data collection request will fall the highest type of data.

High-level Description	Measurement type	Tracking Bug #
Number of times people click page actions in urlbar	Categorical Histogram	https://bugzilla.mozilla.org/show_bug.cgi?id=1393843
Ditto, but for clicks within the page action panel	Categorical Histogram	https://bugzilla.mozilla.org/show_bug.cgi?id=1393843
Number of times items are added to urlbar	Categorical Histogram	https://bugzilla.mozilla.org/show_bug.cgi?id=1393843
Number of times items are removed from the urlbar	Categorical Histogram	https://bugzilla.mozilla.org/show_bug.cgi?id=1393843

4) How long will this data be collected? Choose one of the following:

- ❏ This is scoped to a time-limited experiment/project until date XXXXXX.
- ✓ I want this data to be collected for 6 months initially (potentially renewable).
- ❏ I want to permanently monitor this data. (put someone's name here)

5) What populations do you need to these measurements for?

General Firefox population. Not important enough to be an opt-out measure.

6) Please provide a general description of how you will analyze this data.

Normal telemetry distribution dashboard checks

7) What alternative methods did you consider to answer this question? Why were they not sufficient?

User studies are too specific, use small sample sizes, and bias the people studied (ie if you ask "How would you bookmark something" or "how would you move this page action", people look for things they might otherwise have missed).

8) Can current instrumentation answer this question?

No, it's a new feature.

9) Where do you intend to share the results of your analysis?

Bugs, blog posts if the results warrant it.

Supplementary details

The following questions are mandatory by the time of shipping your instrumentation code.

Describe the analysis you will perform on the collected data to answer the motivating question.
- ❏ The product manager/engineering lead/other will monitor telemetry.mozilla.org dashboards (circle one or more).
- ❏ The product manager/engineering lead/other will receive alerts from telemetry.mozilla.org
- ❏ The product manager/engineering lead/other will monitor a custom dashboard at sql.telemetry.mozilla.org
- ❏ Other (please describe in extensive detail below)

What data platform are you using to collect this data? Examples:
- Unified Telemetry
- Server logs
- Onyx/Disco Inferno
- Google Analytics
- Other (please describe in extensive detail below):

If using Unified Telemetry, please indicate how your measurements are implemented. Examples:
- Telemetry histogram (main ping)
- Telemetry scalar (main ping)
- Telemetry environment (main ping)
- Custom Telemetry ping
- Other (please describe in extensive detail below)

Provide an example of the measurement artifact (e.g. JSON blob) that will be produced