

Some UX Notes (From Vince Joy)

1 Since this is specific to Chrome—and only Chrome users who are nervous about switching—making it discoverable in the main subnav seems too discoverable.

Recommend avoiding navigation bloat, linking to this page via the campaign.

2 Download now button in the hero makes this seem like just another download page. The CTA does not feel connected to the headline.

Recommend we do our storytelling first, and then have something like “Ready to switch (now that we’ve told you how easy it is)? Download Firefox to get started.”

3 This disclaimer looks like a disclaimer, which means that no one will read it.

Recommend reconsidering whether or not this is an actual issue for our target audience (when this group downloads software, do they understand that it does not affect similar software?) If it is, we should reprioritize this content.

4 This section’s content is redundant to the paragraph under the headline, with the addition of some graphic stuff. I wonder if it would be better to expand this layout to show some examples of the actual process. In other words, show, rather than tell, how fast switching is.

This could be a step-by-step wizard or something that gives the user control over the content that’s in the video tutorial in the hero section.

The screenshot shows the Mozilla Firefox website with several annotations. At the top, the navigation bar includes the Mozilla logo, links for Firefox, Pocket, Internet Health, About Us, and Get Involved, and a 'Download Firefox' button. Below the navigation, there are links for Desktop, Mobile, Extensions, Support, Blog, and Switch. The main content area features a large headline 'Switching is Fast' and a sub-headline 'Copy your Chrome tabs, preferences, auto fills and bookmarks to a new Firefox in just a few minutes.' A 'Download now' button is prominently displayed, followed by a 'Firefox privacy notice' link. A note states: 'NOTE: Using Firefox will not affect Chrome at all. You may use Firefox in addition to Chrome, instead of Chrome, or switch back to Chrome any time! Get more info about how we import your Chrome information.' Below this is a link to 'Refer the new Firefox to a friend.' The bottom section contains three circular icons with text: 'Select what to take from Chrome.', 'Copy in two minutes to Firefox.', and 'Enjoy faster technology, all set up for you.' A footer section includes the Mozilla logo, links for Mozilla, About, Blog, Contact Us, Donate, Contribute to this site, and Source code for this page, along with a 'Firefox' section containing links for Download Firefox, Desktop, Mobile, Features, and Beta, Nightly, Developer Edition. There are also social media icons and a search bar at the bottom.

moz://a Firefox Pocket Internet Health About Us Get Involved

Download Firefox

Desktop Mobile Extensions Support Blog Switch

Switching is Fast

Copy your Chrome tabs, preferences, auto fills and bookmarks to a new Firefox in just a few minutes.

Download now

Firefox privacy notice

NOTE: Using Firefox will not affect Chrome at all. You may use Firefox in addition to Chrome, instead of Chrome, or switch back to Chrome any time! [Get more info](#) about how we import your Chrome information.

[Refer the new Firefox to a friend.](#)

Select what to take from Chrome.

Copy in two minutes to Firefox.

Enjoy faster technology, all set up for you.

Still not convinced that switching to Firefox is better? [Learn More>](#)

moz://a

Mozilla

About

Blog

Contact Us

Donate

Contribute to this site

Source code for this page

Firefox

Download Firefox

Desktop

Mobile

Features

Beta, Nightly, Developer Edition