Push Shield Study

- What is your basic hypothesis?

  We are using the shield system to aid in determining if Push can handle the potential increased traffic load for upcoming proposed services.

- What high level metric are you attempting to influence?
  - Unique page views No
  - Usage hours No
  - Attracting heavy users and influencers. No
  - Understanding the landscape of the web (research) No

  None of the above, we're trying to determine that we are NOT impacting UA performance by introducing this feature.

- Do any of the following apply to your experiment:
  - Partner related *No*
  - High Risk to brand or product *No*
  - Needs to be shipped ASAP (outside normal Shield process) *No*
  - Mozilla confidential (No public bugs or notifications) *No*
  - Affects a large population of users on Release ***Yes***

If you answered yes to any of the above, your study is considered “High Risk” and will require an executive sponsor to sign off explicitly in the bug and state the known risk.

RASCI

Responsible, Accountable, Supports, Consulted, Informed

RASCI	Deliverable	Status
Responsible: Ben Bangert (primary/lead) JR Conlin, Phil Jenvey Accountable: Shield Team	Final Experiment Design	
Responsible: Ben Bangert (primary/lead) JR Conlin, Phil Jenvey Accountable: SHIELD Team	Population Size	
Responsible: Ben Bangert (primary/lead) JR Conlin, Phil Jenvey Accountable: SHIELD Team	Data Analysis	
Responsible: Michael Feldman Accountable: SHIELD	Legal Sign-Off	

Responsible: Release Management Accountable: Shield Team	Shipping	
Responsible: Ben Bangert (primary/lead) JR Conlin, Phil Jenvey Accountable: Shield Team	Risk Matrix	

Details Section for Bugs and Rel-Drivers Email

- Basic description of experiment:
    - *Currently, the push connection is activated from the Firefox browser only if the user is opted in. We would like to verify with certainty that the system can handle the load if all of firefox user base is connected to it.*
- What is the preference we will be changing? ***dom.push.alwaysConnect***
- What are the branches of the study and what values should each branch be set to?
    - *This will be a "ramp-up" process across Release. A "control" would be users who do not have the option set and who are not included in the Broadcast service. We are looking to leverage shield for this feature control for both availability and for population management.*
- What percentage of users do you want in each branch?
    - *The study would start with with an initial population of 20% (with 15% in study, 5% out of study) and ramp up each week as the backend and shield systems concur for success. (Reaching 100% inclusion by 6 weeks)*
- What Channels and locales do you intend to ship to
    - *Since Push is a released feature, we're looking at targeting all locales for Releases 60 and 61.*
- What is your intended go live date and how long will the study run?
    - ***Go live date is as soon as Shield can start it.***
      We expect that the experiment will last for approximately 6 weeks to reach 100% user reach. After which, the experiment can be terminated and the service persist.
- Are there specific criteria for participants?
    - *No criteria (other than active user)*

- What is the main effect you are looking for and what data will you use to make these decisions?
    - *Metrics will be monitored by backend tracking, (via Datadog and other process monitoring systems)*
- Who is the owner of the data analysis for this study?

    - *Ben Bangert*
- Will this experiment require uplift?
    - *No*
- QA Status of your code:
    - ***Code is currently green, per https://github.com/mozilla-services/autopush/ and operation monitoring.***
- Do you plan on surveying users at the end of the study?
    - *No, ideally, users will be unaware of the study.*
- Link to any relevant google docs / Drive files that describe the project. Links to prior art if it exists:
    - Push Privacy Concerns and Answers
    - RFC: 8030 Generic Event Delivery using HTTP Push