Data collection review form for VPN experiment (initial Premium Services test)

Questions

1. What questions will you answer with this data?
   - What impact does our brand have on purchasing decisions?
     i. 3% or better "buy now" conversion rate on landing page as measured via Google Analytics.
   - How will our community respond to Mozilla charging for a product or service?
   - Is contextual notifications better than random notifications for service recommendations?
     i. Taking into consider two factor: top-of-funnel size of each of the four vation and the engagement rate of the four variation. The hypothesis is that the contextual notification will have a smaller audience, but their engagement rate will be better since they are more qualified.

2. Why does Mozilla need to answer these questions? Are there benefits for users? Do we need this information to address product or business requirements?
   - Gather insights required to meet 2019 plans for launching new "user first" product strategies and revenue sources under purview of the Premium Services program.

3. What alternative methods did you consider to answer these questions? Why were they not sufficient?
   - Surveys and "dry market" tests were considered, but ultimately there is no substitute that provides the same signal as offering a real service and collecting real payments.

4. Can current instrumentation answer these questions?
   - No.

5. List all proposed measurements and indicate the category of data collection for each measurement, using the Firefox data collection categories on the Mozilla wiki.
   - Note that the data steward reviewing your request will characterize your data collection based on the highest (and most sensitive) category.

Measurement Description	Data Collection Category	Tracking Bug #
N-week cohort retention	Category 1	
aDAU, DAU by cohort	Category 1	
Shield Doorhanger button clicks	Category 2	

6. How long will this data be collected? Choose one of the following:
   ○ This is scoped to a time-limited enrollment experiment/project from 10/22/18 to 1/22/19.

7. What populations will you measure?
   ○ United States geo (en_US) users only.
   ○ Release channel
   ○ Enrolled via Shield.
   ○ 0.5% of users targeted initially and only will request more population size if:
     i. Larger sample size needed for statistical significance
     ii. No measurable impact to retention among variations compared to control.
   ○ Only a smaller subset of population users will actually see the experiment trigger:
     i. Users who connect to an unsecured Wi-Fi network via a captive portal.
     ii. Users who browse a whitelist of VPN vendor web sites.
     iii. Users who browse a whitelist of streaming video web sites.
     iv. A random sampling of other users

8. If this data collection is default on, what is the opt-out mechanism for users?
   ○ Removing add-on or clicking "don't show this again" on the doorhanger.
   ○ The only additional data collected is interaction with the doorhanger and Google Analytics if they interact with the website.

9. Please provide a general description of how you will analyze this data.
   ○ On the Firefox browser side
     i. Which Shield doorhanger variation has the highest engagement rate?
     ii. What is the retention rate of each variation compared to the control?
   ○ On the website side
     i. Understand the "buy now" rate in aggregate by doorhanger variation
     ii. Understand the "learn more" rate in aggregate by doorhanger variation

10. Where do you intend to share the results of your analysis?
    ○ Internal, only. To guide the future direction of this product offering and business modeling, as well as other premium offerings.