Badges

Badges

- **Have badge call to action on 3 pages**

  - *Download Page*

    - Addition to the "Spread the Word" on the current page

  - *Facebook Fan Page*

    - Tab dedicated to Firefox 4

  - *First Run*

    - Simple box with a picture of the badge

- **Fan Page**

  - Show total count of badges posted

Badges Flow

- **Two Steps**

  - User hits first run, and sees a text and button with call to action text

    - "You've earned the Downloaded Firefox 4 badge" ... "Share with friends?"

  - Button click shows dialog, which prompts the user to post to wall

Thoughts & Timeframe

- **One available badge is enough**

    - Multiple badges would cause too many posts to the news feed in a short time frame

- **Time Frame**

    - Project will take 7-10 days (total time, actual time spent on project will be 3-4 days)