

Subject: beta/aurora survey draft  
From: Laura Forrest <lforrest@mozilla.com>  
Date: Wed, 14 Mar 2012 13:33:54 -0700  
To: Grace Jimenez <gjimenez@mozilla.com>

Hi Grace - below is the survey I'd like to push live sometime today in the Beta/Aurora channels. Imagine this version below, but with "aurora" instead for those users. Let me know if you have any feedback or recommendations. Let's limit this initial survey to 6 questions. Thanks!

Laura

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Thanks for using Firefox Beta! The Beta wouldn't be where it is today without the help of users like you. Please take a moment to answer six questions below.

All survey responses are confidential.

Thanks for helping!

1. Overall, how satisfied are you with Firefox Beta?

Very Satisfied      -      Satisfied      Neutral      Dissatisfied      -      Very Dissatisfied

                                  

2. How did you originally learn about Firefox Beta?

- Advertisement
- Mozilla Website
- Media/Press
- Word-of-mouth
- Other

3. What would you most like to improve about Firefox Beta? (Select one)

- Offer more innovative features
- Better Add-on compatability
- Make it clearer what new features to test
- Increase security
- Faster web browsing
- Faster startup time
- Make it clearer how to provide feedback
- Make it easier to switch between Beta and other versions of Firefox
- Other

4. Why did you originally start using Firefox Beta? (check up to three that apply most)

- I think Beta programs are cool
- I wanted a faster web browser
- I don't remember
- I wanted a way to contribute to mozilla
- I enjoy being the first to use new features
- A friend recommended it
- Other

5. When you originally started using Firefox Beta did you intend to make it your primary version of Firefox, or switch between Beta and another version of Firefox? (other versions: Nightly, Aurora, and General Availability)

- Switch between different versions

Make it primary

6. Did you know that Mozilla offers a Marketplace of Open Web Apps?

No

Yes