

Mozilla

UX: Wireframes

Apps Product Page, UX revisions

IA: Holly Habstritt

04.10.2012



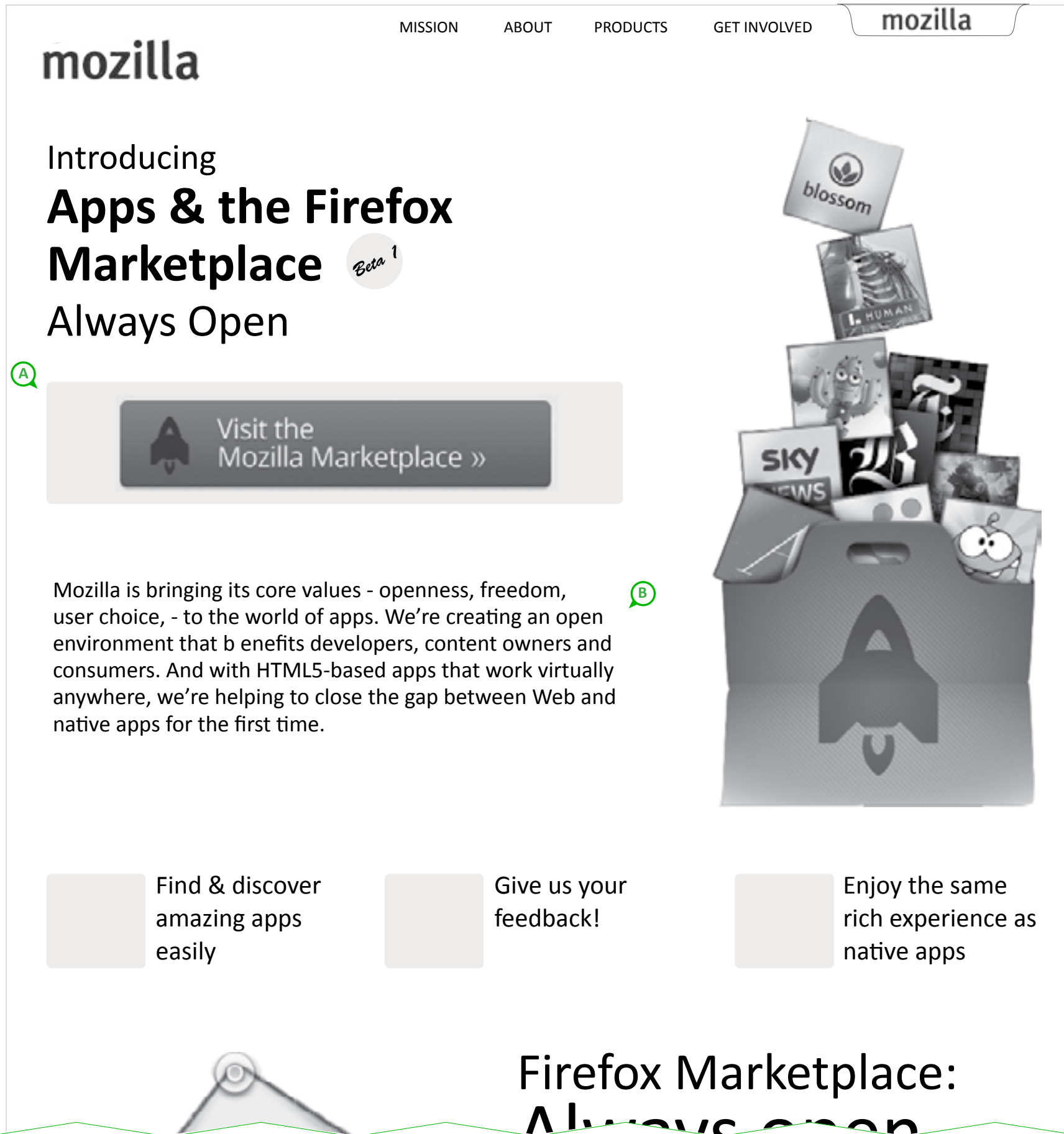
Updates to the Apps page are as follows

<http://www.mozilla.org/en-US/apps/>

- 1 Main action should be higher on page for the desktop view, but also so that users with small viewports see this button sooner.
- 2 Plan interaction of main actions (buttons and links to games)
- 3 Plan ahead for how initial layout of design (ie: button placement and copy) will be effected in a responsive layout.
- 4 Change copy of button so that expectation is clear to the user.
- 5 Apps featured section can't go directly to app game for users not on an an Android device. Solution: user not on Android device selects app game, which reveals a QR code and possibly method to send to device (if we this can be implemented in time)

** see bug for additional updates, such as copy changes.*

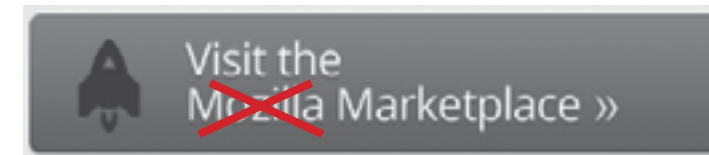
https://bugzilla.mozilla.org/show_bug.cgi?id=745033



Apps Marketplace, initial page state

A. Marketplace Action Button

The main prompt was very far down the page. This may work for those on desktop and with larger resolutions, but we should plan both for those with smaller resolutions and for how this page will respond for smaller viewports. (see responsive layout in this deck)



* Revisit button copy. All mentions of “Mozilla Marketplace” are now “Firefox Marketplace”. Button should also set up better expectation of next step. From this button you can not visit the Marketplace directly.

B. Secondary Descriptive Copy

Secondary descriptive copy is now below the Mozilla Marketplace button.

* my concern with this copy is that it is quite a lot when this page is viewed on mobile. However, with the main button now promoted above, let’s test how this looks on mobile and tablet before going live.



MISSION ABOUT PRODUCTS GET INVOLVED **mozilla**

Introducing Apps & the Firefox Marketplace ^{Beta 1} Always Open



Visit the Mozilla Marketplace »

To test out the Firefox Marketplace Beta 1 release on your Android device, you first need to download Firefox for Android Beta.

- 1 [Get Firefox for Android Beta here.](#) ↓
- 2 Enter the Firefox Marketplace

[insert screenshot]

Mozilla is bringing its core values - openness, freedom, user choice, - to the world of apps. We're creating an open environment that benefits developers, content owners and consumers. And with HTML5-based apps that work virtually anywhere, we're helping to close the gap between Web and native apps for the first time.

- Find & discover amazing apps easily
- Give us your feedback!
- Enjoy the same rich experience as native apps

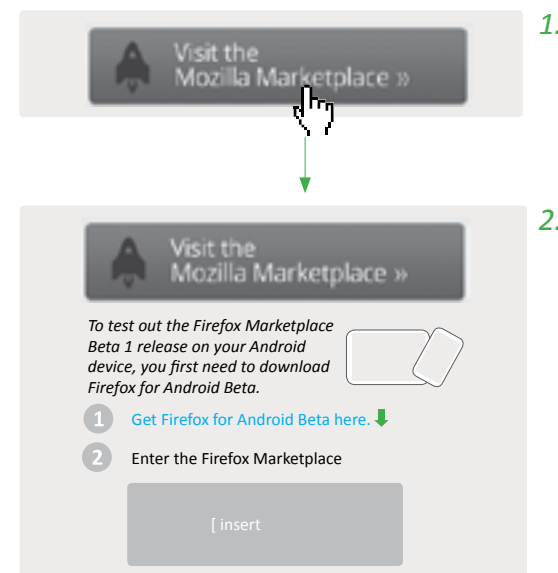
Apps Marketplace, interaction (version 1)

Version 1 pushes description copy down page.
See also, version 2 on following page.

A. Interaction

Upon selecting the marketplace button, directions appear inline, below the button. Description copy falls down the page below the directions.

* If possible, show a mobile device here, so that the user has a visual cue that this is an experience for a mobile handset or tablet.



B. Screenshot

Screenshot will show how the user gets apps on Firefox for Android Beta.

- * Get approved copy
- * When the user enters Firefox Android for Beta, what is the experience like? Is entering the marketplace from here clear and straight-forward?
- * Please share the screenshot asap so I can update if more space/instruction are needed.

mozilla

MISSION ABOUT PRODUCTS GET INVOLVED mozilla

Introducing Apps & the Firefox Marketplace ^{Beta 1} Always Open



Visit the
Mozilla Marketplace »

To test out the Firefox Marketplace Beta 1 release on your Android device, you first need to download Firefox for Android Beta.

- 1 Get Firefox for Android Beta here. ↓
- 2 Enter the Firefox Marketplace

[insert how-to screenshot]

Find & discover
amazing apps
easily

Give us your
feedback!

Enjoy the same
rich experience as
native apps

Firefox Marketplace: Always open

Apps Marketplace, interaction (version 2)

* This version is recommended

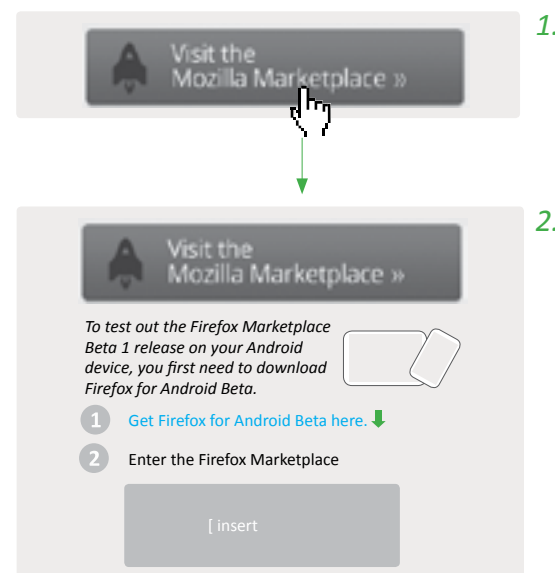
Version 2 replaces description copy, allowing secondary page content to still be in view.

See also, version 1 on previous page.

A. Interaction

Upon selecting the marketplace button, directions appear inline, below the button. This takes over the description copy below the button, allowing the content below to stay in place, which is a smoother transition.

* If possible, show a mobile device here, so that the user has a visual cue for the capabilities of the Marketplace Beta 1.



B. Screenshot

Screenshot will show how the user gets uses apps on Firefox for Android Beta.

* Get approved copy

* When the user enters Firefox Android for Beta, what is the experience like? Is entering the marketplace from here clear and straight-forward? Please share the screenshot asap to make sure we are doing enough on this page to direct them.



Firefox Marketplace: Always open

Visit the Marketplace and discover the best the Web has to offer. Download the apps that you can use on your Mac or Windows machine (Android coming soon)

Here are a few of our favorites to get you started, but there are many more to enjoy and explore:

A Featured apps: Games News & Media Productivity



Poppit (EA)



Forces of War (Mobile only)



Times Crossword

Featured Apps, interaction

Comment from bug 745033”

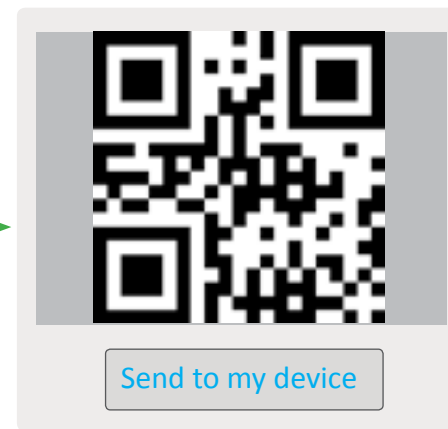
“The apps will not be clickable as you need to install them on your mobile.”

Does this mean ALL apps here are mobile only? If so, revisit text above “Featured Apps”. This copy suggests that this section is not mobile only.

A. Interaction for mobile-only apps

Users on desktop:

Upon selecting a mobile-only app, the user is prompted with a QR code and a button to “Send to my device” (if we can do both by launch date). If we can “Send to my device” then I will build out the interaction.



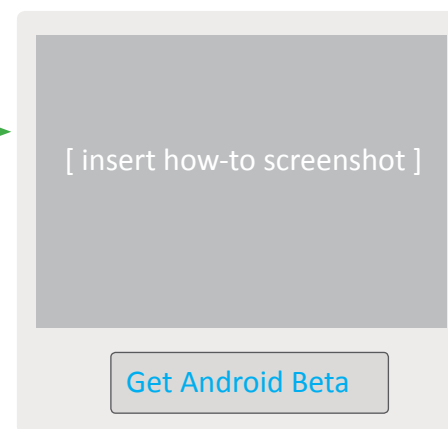
Times Crossword

* scan this with your Android device

Users on Android device:

Download link (no QR code) appears

* Are we able to determine if the user already has FF for Android Beta? If so, we should send these users directly to the game on Firefox Marketplace.



Times Crossword

B. Update Content

Insert links:

- Partner with Mozilla (<http://www.mozilla.org/apps/partners>)
- Develop HTML5 Web apps for an open marketplace. (<https://marketplace.mozilla.org/developers/>)

B Want to build an App for the Firefox Marketplace?

- Partner with Mozilla
- Develop HTML5 Web apps for an open marketplace

I am unsure if this is correct or if we send them directly to the game when on an Android device.