

# Mozilla

UX: Wireframes

Apps Product Page, UX revisions

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**04.10.2012**



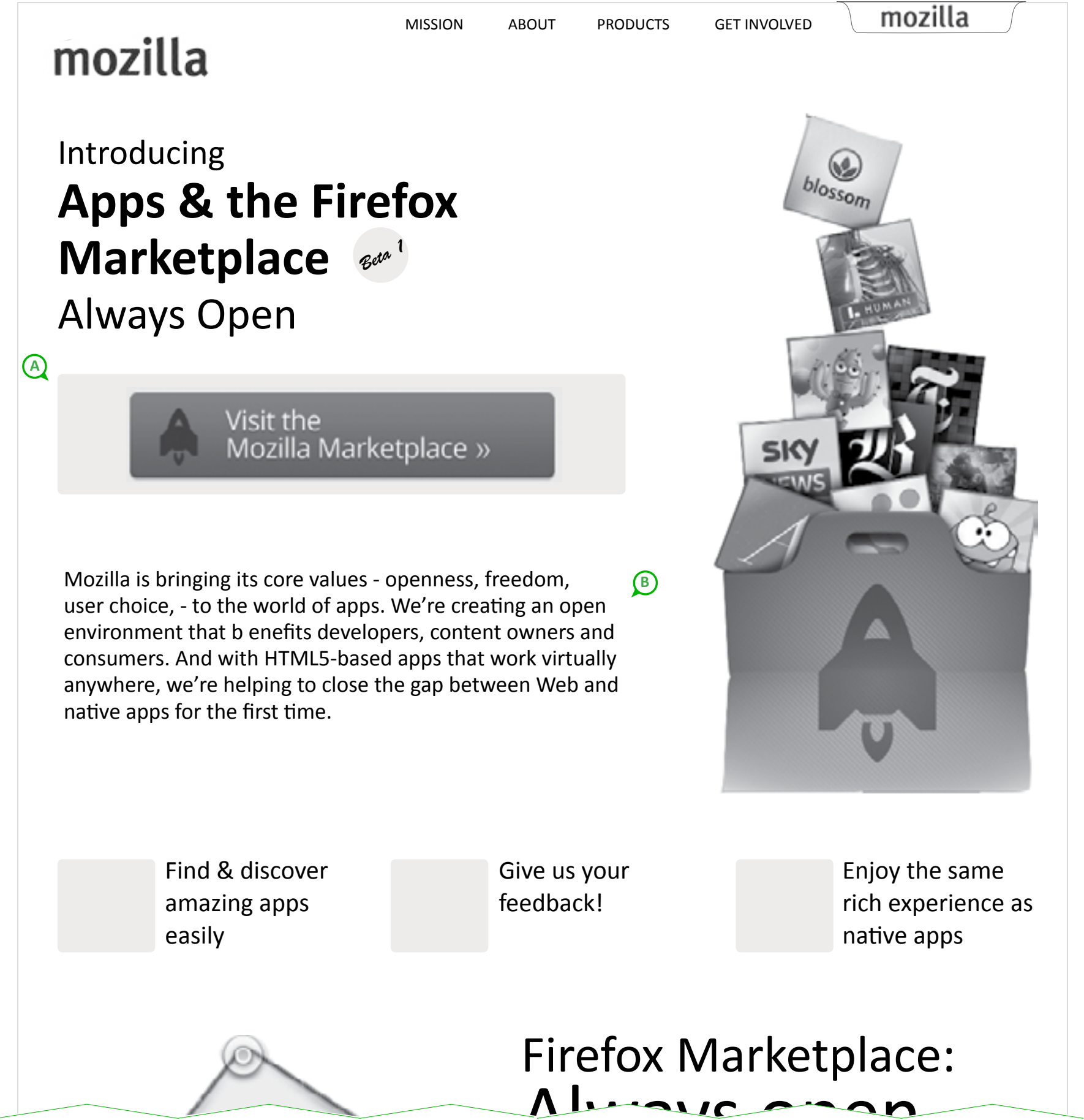
Updates to the Apps page are as follows

<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 affected 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](https://bugzilla.mozilla.org/show_bug.cgi?id=745033)

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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. For instance: “Try the Firefox Marketplace”

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

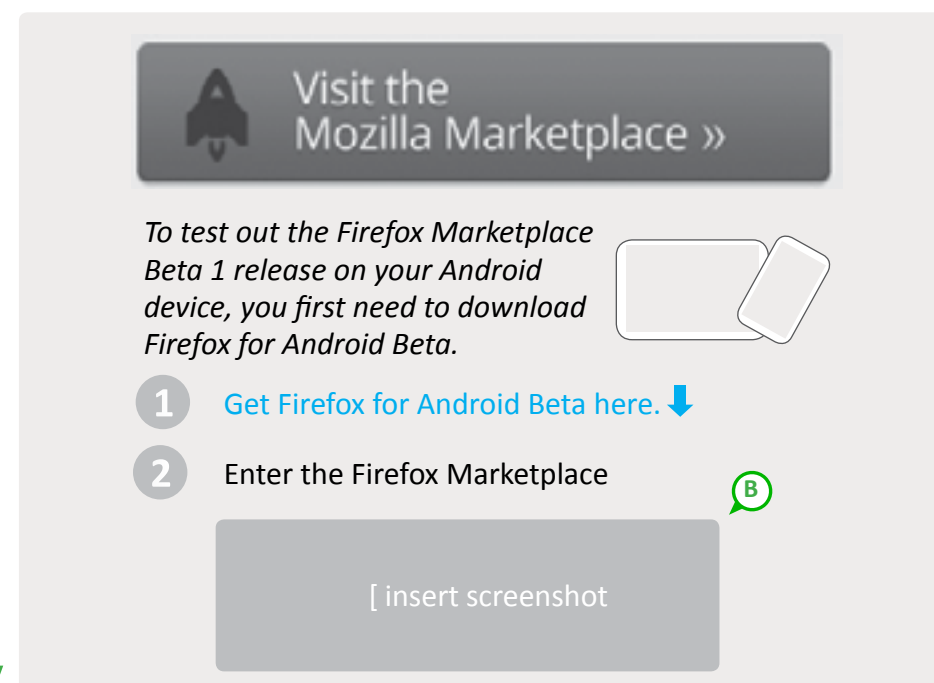
mozilla

Introducing

# Apps & the Firefox Marketplace

Beta <sup>1</sup>

Always Open



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

Enjoy the same  
rich experience as  
native apps

Give us your  
feedback!

## 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.



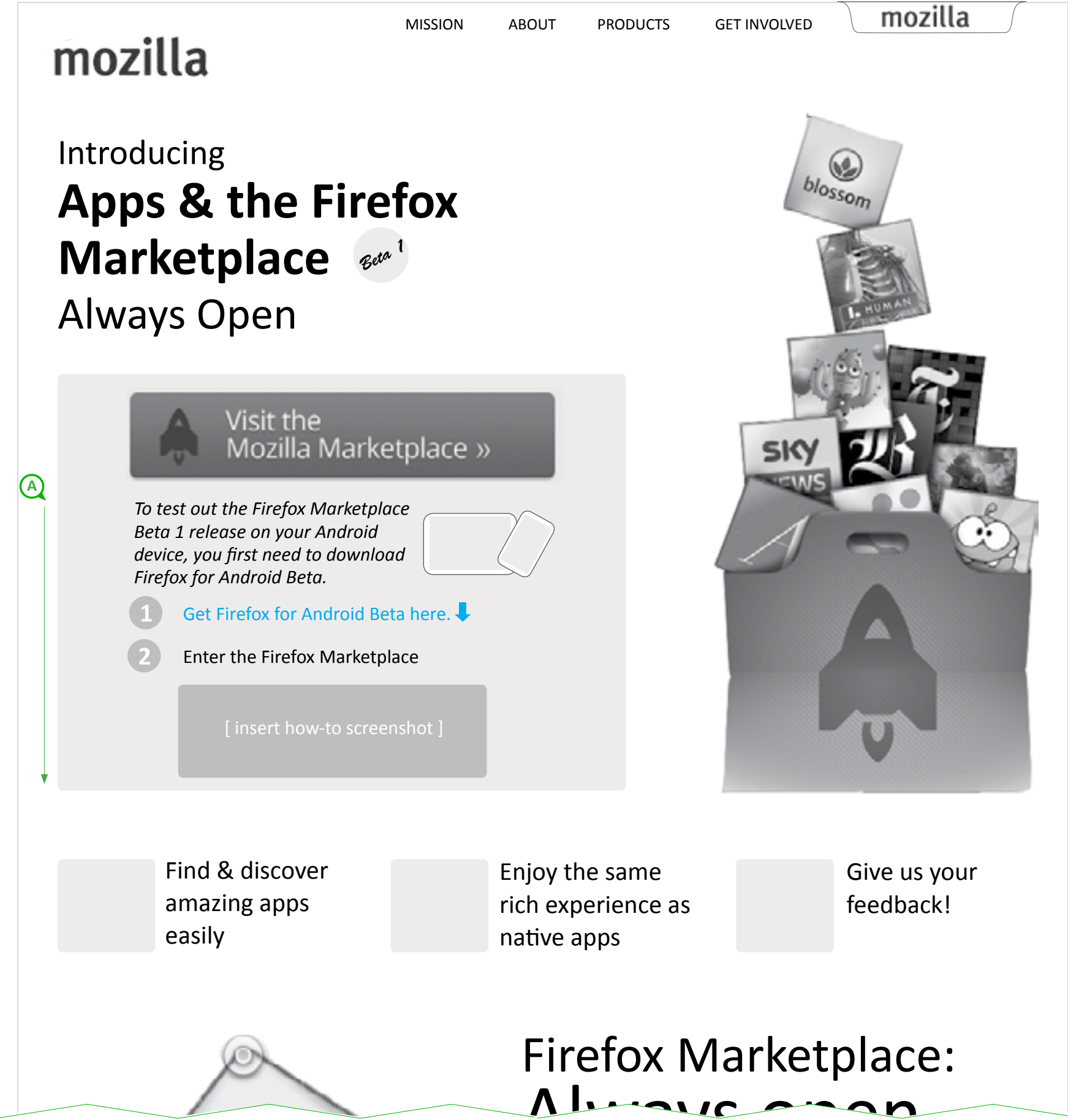
### B. Screenshot

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.



Apps Marketplace, interaction (version 2)

\* This version is recommended

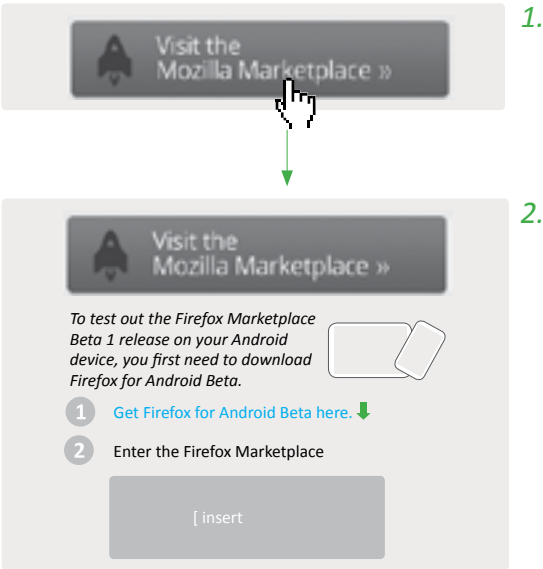
Version 2 replaces description copy, allowing secondary page content to still be in view.

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

Download apps you can use on [Firefox for Android Beta](#)

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

Featured apps: Games **News & Media** Productivity

Once you have installed Firefox Beta for Android, hover over an app below and scan the QR code with your Android phone to install.

A



Poppit (EA)



Forces of War



Times Crossword

B

B

## Want to build an App for the Firefox Marketplace?

- [Partner with Mozilla](#)
- [Develop HTML5 Web apps for an open marketplace](#)

### Featured Apps, interaction

Comment from bug 745033  
“The apps will not be clickable as you need to install them on your mobile.”  
All Apps featured will be mobile only. The old copy here suggested that this section is not mobile only.  
\* copy here updated with link for Android beta

#### A. Interaction for mobile-only apps

Users on desktop:  
Upon selecting a mobile-only app, the user is prompted with a QR code ( “Send to my device” to be added at later date). When 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 WITHOUT FF beta:

1. user goes directly to marketplace
2. marketplace.firefox.com tells the user that they need to download Firefox Beta

#### Users on Android device WITH FF beta

1. user goes directly to game detail

#### B. Add Instructional Text

“Once you have installed Firefox Beta for Android, hover over an app below and scan the QR code with your Android phone to install”  
  
\* This copy applies to desktop only. See bug for copy that applies to those using an Android device.  
(Matej to review)