

Breakdown of current page

Non relevant header

links to english page

Bullets should be focused on benefits of Firefox vs non-profit

Should focus on:
(in this order)
Easy navigation
Speed
Safety
Personalization

Diferente desde o projeto

Orgulhosamente
sem fins lucrativos

Inovando
para você

Rápido, flexível e
seguro



Firefox

Download gratuito

Mac OS X · 13.0.1 · Português (do Brasil)



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Baixe o Beta agora.

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remove beta link

Too much going on, and distracting. Plus images not relevant to local market.

Option I : New content + new pics



The banner features an orange background with a collage of photos. The photos include a woman in an orange shirt, a group of people in orange shirts at an event, and the Firefox mascot. The text is in white and green, with a green download button.

mozilla ▾

Uma web melhor

Mais Rápido
Totalmente Seguro
Orgulhosamente sem fins lucrativos

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Baixe o Beta agora.

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Option 1b : New content + new pics + light background

mozilla ▾

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Option 1c : New content + new pics + alternative header (more focused on NEW)

The image shows a screenshot of the Mozilla website in Portuguese. The background is orange with a collage of photos. At the top right, there is a 'mozilla' logo with a dropdown arrow. The main headline is 'Uma nova web' in a large, white, serif font. Below it, three columns of text describe the browser's features: 'Mais Rápido', 'Totalmente Seguro', and 'Orgulhosamente sem fins lucrativos'. A green button with the Firefox logo and a download arrow says 'Firefox Download gratuito' and lists 'Mac OS X - 13.0.1 - Português (do Brasil)'. Below the button, there is a link 'Baixe o Beta agora'. On the right side, there are three overlapping photos: a woman in an orange shirt, a group of people in orange shirts at an event, and the Firefox mascot. At the bottom, there is a navigation menu with links for 'Firefox (Desktop)', 'Firefox Móvel', 'Complementos', 'Suporte', and 'Sobre', along with 'Política de privacidade' and 'Avisos legais'.

Option 2 : New content + stronger branding

The screenshot shows the Mozilla website's landing page for Firefox. The background is a solid orange color. In the top right corner, there is a white pill-shaped button with the text "mozilla" and a downward-pointing chevron. The main headline is "Uma web melhor" in a large, white, serif font. Below the headline, three columns of text are separated by vertical dashed lines: "Mais Rápido!", "Totalmente Seguro", and "Orgulhosamente sem fins lucrativos". On the left side, there is a green rectangular button with the Firefox logo on the left, the text "Firefox" in white, "Download gratuito" in white, and "Mac OS X - 13.0.1 - Português (do Brasil)" in smaller white text at the bottom. A white downward-pointing arrow is on the right side of the button. On the right side of the page, there is a large, stylized illustration of a fox's head and neck, rendered in shades of orange and yellow, looking towards a blue and white globe. At the bottom of the page, there is a white navigation bar with the following links: "Firefox (Desktop)", "Firefox Móvel", "Complementos", "Suporte", and "Sobre". Below these links, there are two smaller links: "Política de privacidade" and "Avisos legais".

Option 2 : New content + stronger branding + light background

mozilla ▾

Uma web melhor

Mais Rápido! | Totalmente Seguro | Orgulhosamente sem fins lucrativos



Firefox
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Firefox (Desktop) | Firefox Móvel | Complementos | Suporte | Sobre

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