

Mozilla

UX: Wireframe Sketches & Notes
Onboarding Funnel

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24.07.2012



Mozilla

PROJECT GOAL

Create an optimized, consistent Firefox onboarding experience to provide new users with the best possible introduction to the product.

PROJECT BACKGROUND

Due to a variety of factors, the current onboarding experience is no longer as unified or optimized as it should be. The en-US funnel mainly consists of pages created for a specific brand campaign, while many of the localized counterparts retain the older look and outdated content. Furthermore, the first run page has drifted away from its original intent as being a true “in product” page that welcomes users to Firefox, and also isn’t taking advantage of its potential as showcase for HTML5 awesomeness.

GOOGLE DOC REFERENCE

<https://docs.google.com/document/d/1gBVgKk2lq7bn8mm2FetwXFQrtnHILWyPoyUq7foclGg/edit?disco=AAAAAEtA9mM&pli=1>

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What, Where, & How

Document:	UX: Wireframe Sketches	Date:	24.07.2012	Author:	H. Habstritt
Project:	Mozilla: Onboarding Funnel	Sprint:	n/a	Email:	habber@mozilla.com

WHAT TO SOLVE

1 Engage The User

Get the user to download Firefox, peak their interest, and engage them with Mozilla.

WHERE TO SOLVE



Download page for new user

2 User Opens, Uses Firefox

Get the user to open Firefox by solving perceived slowness, tedious steps.



"Thank You" page



Intermediary Steps

3 Delight The User, Tell Others

Delight the new users and keep them happy.

Allow the new users the tools to spread the happiness.

Make current users feel like they are a part of Mozilla. Make it easy to give feedback to us.



First-Run page, Unboxing Moment

HOW TO SOLVE

- Solve perceived slowness by setting up expectations of download process
- Solve perceived slowness by using interaction ideas to smoothly transfer between page states
- Update visual style
- Represent product / devices with screenshots
- Promote HTML 5 & mobile
- Have an engaging element to the page (subtle HTML5 animation?)
- Present what we do without distracting from the primary action of downloading
- Give the user some idea of what their reward will be

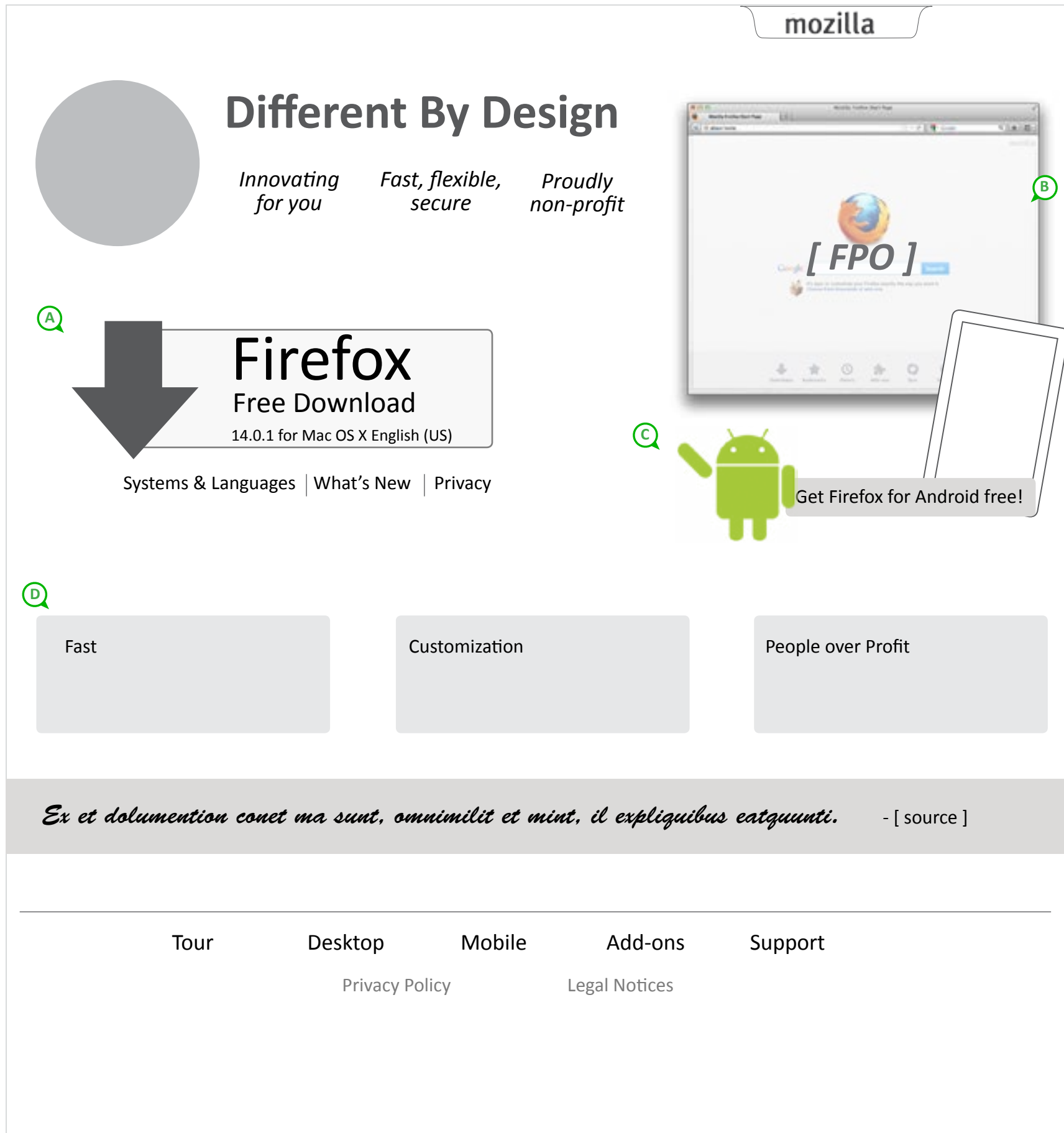
- Screenshots for download process present
- Solve perceived slowness by improving intermediary steps and show that we are assisting the user. (TBD)
- on mac: when user tries to directly open alias, the receive dialog "Would you like to add this to your applications folder?" (adds in the bkg and opens FF)

- Solve perceived slowness by offering greater reward on this page
- Show them what they can do with FF now that they have it, other things that Mozilla is involved in, etc. (HTML5 animation and/or video here?) Now we can distract the user with what we do instead of just presenting info as we do in the download page.
- Update visual style
- Share to Facebook / Twitter (download or elements such as video)
- Make feedback easy
- What else can we present? News, affiliates banners, etc

Wireframe Sketches

Version A: Simple updates, 2 dedicated pages. (pgs 6, 7)

recommended → **Version B:** Single page, no page refresh, additional interaction. (pgs 8-11)



Annotations

A. Main Action, Product Download

Download button is only action first visible to user.

B. Promote Product (s)

Focus is now about the product instead of community.

C. Engaging areas / fun elements

- Waving animation of Android robot (upon hover?)
- Animation could cycle through multiple tabs if we can identify key product benefits to feature.

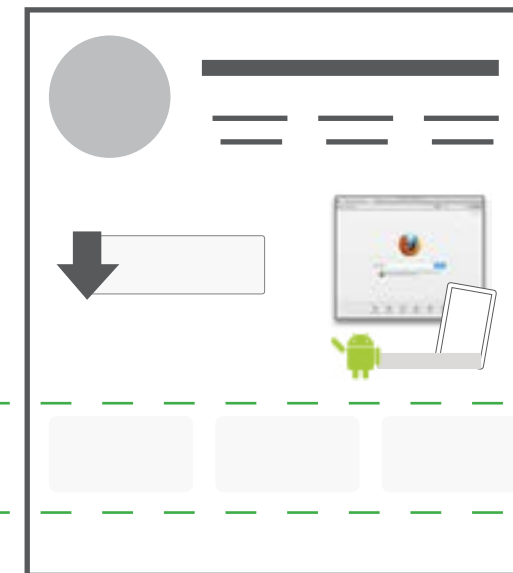
D. Set expectations of reward

A couple of things we can do is either show a quote(s) about the product and/or list key product features or improvements. If we have enough valuable quotes we can cycle through them. Let's discuss in visual design phase.

Download


Expectations

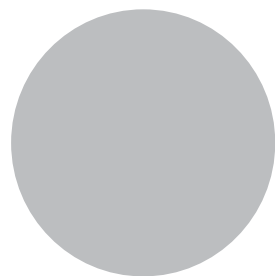
Footer



- What to track:
- Download clicks
 - Leaving page
 - Systems & Languages + how many lead to download
 - Tabzilla usage

mozilla

 YOUR FIREFOX DOWNLOAD IS IN PROGRESS



Welcome to the only browser that puts you first.

Thanks for downloading Firefox! As a non-profit, we're free to innovate on your behalf without any pressure to compromise. You're going to love the difference.



1
Your download should begin automatically. If not, [click here](#). It could take a few minutes, but it's worth the wait.



2
When prompted, drag the Firefox icon into the image of your Applications folder.



3
Drag the Firefox icon from the Applications folder into the dock. Then, just click on Firefox whenever you want to use the web!

[WE LOVE FEEDBACK COPY TBD]

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Tour Desktop Mobile Add-ons Support

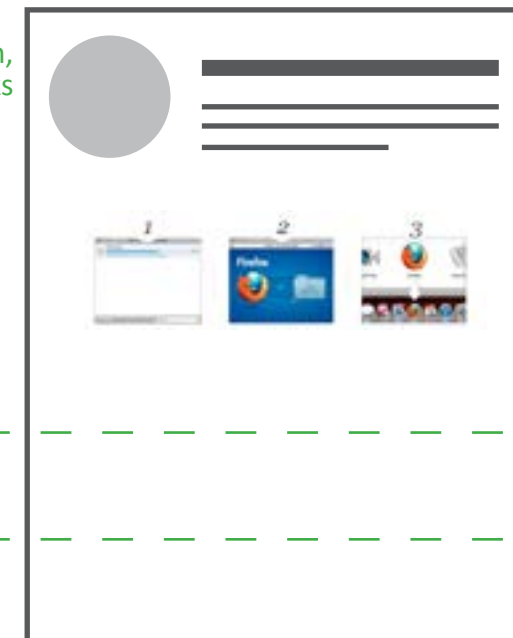
Annotations (TBD)

Confirmation, Thanks


How-To

Newsletter

Footer



- What to track:
- Download clicks
 - Leaving page
 - Systems & Languages + how many lead to download
 - Tabzilla usage

 YOUR FIREFOX DOWNLOAD IS IN PROGRESS



 YOUR FIREFOX DOWNLOAD IS COMPLETE!

[Where's my file?](#)

* can we do this for all platforms?



Different By Design

*Innovating
for you*

*Fast, flexible,
secure*

*Proudly
non-profit*

A


Firefox

Free Download

14.0.1 for Mac OS X English (US)

B


C


Get Firefox for Android free!

D

Fast

Customization

People over Profit

Installing Firefox is easy...

E






F

Annotations

A. Main Action, Product Download

Download button is only action first visible to user.

B. Promote Product (s)

Focus is now about the product instead of community.

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- Waving animation of Android robot (upon hover?)
- Animation could cycle through multiple tabs if we can identify key product benefits to feature.

D. Set expectations for the user (product)

Set expectations for reward after downloading the product. Give them a reason to download. How has FF improved?

E. Set expectations for the user (download, install)

Set expectations for download steps before the user initiates download.

F. Revisit Steps

Could step 3 be better utilized? Could we show the product in use here instead of the user placing it in their dock?

Questions:

- Is it more valuable to dismiss step 3 and replace with FF in use? Get the user thinking about wanting to use it ASAP.

Download

The diagram shows a vertical layout of the page. At the top is a navigation bar with a logo and three menu items. Below is a large download button (A) and a product image (B). A section for 'How-to/assistance' (C) contains three numbered steps. Below that is a 'Newsletter' section and a 'Footer' section. A small Android robot (C) is shown interacting with the product image.

How-to/
assistance

Newsletter

Footer

Document: UX: Wireframe Sketches

Date: 24.07.2012

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Project: Mozilla: Onboarding Funnel

Sprint: n/a

Email: habber@mozilla.com

**** THIS DOCUMENT IS NOT INTENDED TO REPRESENT DESIGN, IT IS FOR INFORMATION ARCHITECTURE PURPOSES ONLY ****

Installing Firefox is easy...



Thanks for downloading Firefox! As a non-profit, we're free to innovate on your behalf without any pressure to compromise. You're going to love the difference.

✓ YOUR FIREFOX DOWNLOAD IS COMPLETE!
[Where's my file?](#)
[Have feedback for us?](#)

Annotations (TBD)

Variable area dependant on initiation and state of download. See following page.

🔄 YOUR FIREFOX DOWNLOAD IS IN PROGRESS

↓

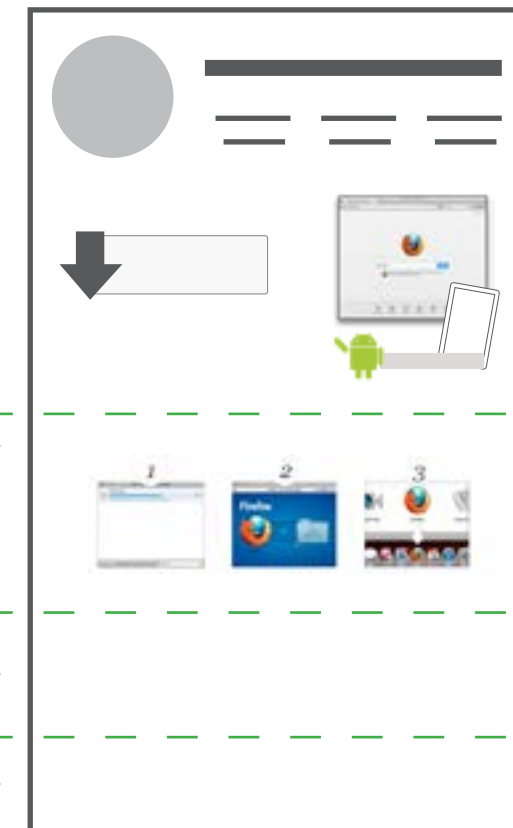
✓ YOUR FIREFOX DOWNLOAD IS COMPLETE!
[Where's my file?](#)
[Have feedback for us?](#)

Download

How-to / assistance

Newsletter

Footer



Monthly Newsletter
 Want the latest tips and tricks delivered to your inbox? Sign up now!

Your email address:

United States

HTML Text

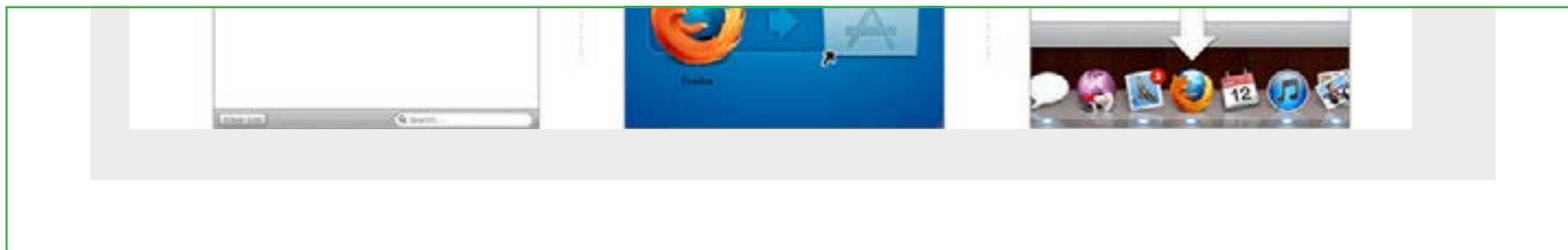
I agree to the Mozilla Privacy Policy

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 We will only send you Mozilla-related information.

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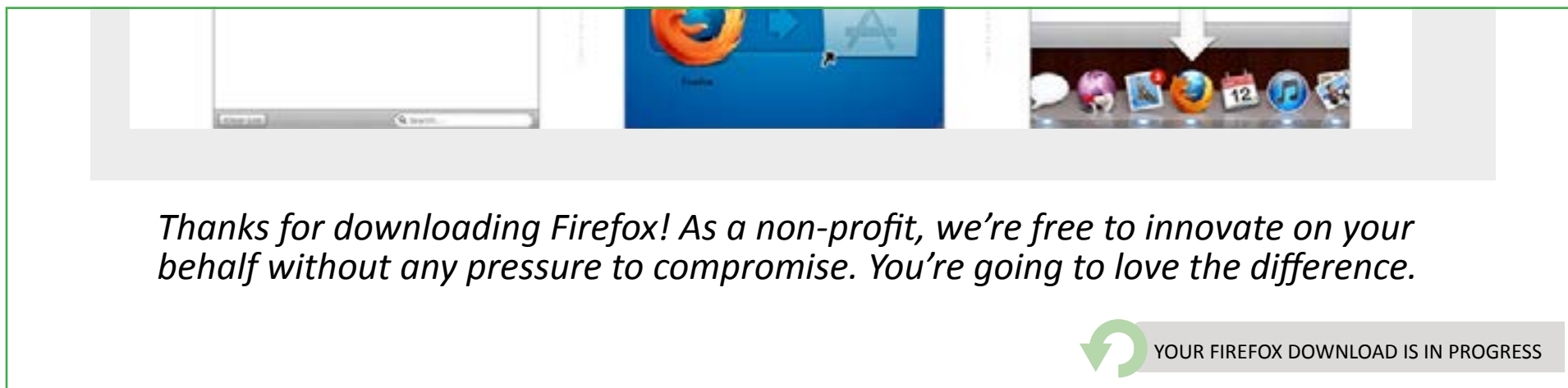
VARIABLE AREA STATES

State 1: download not initiated



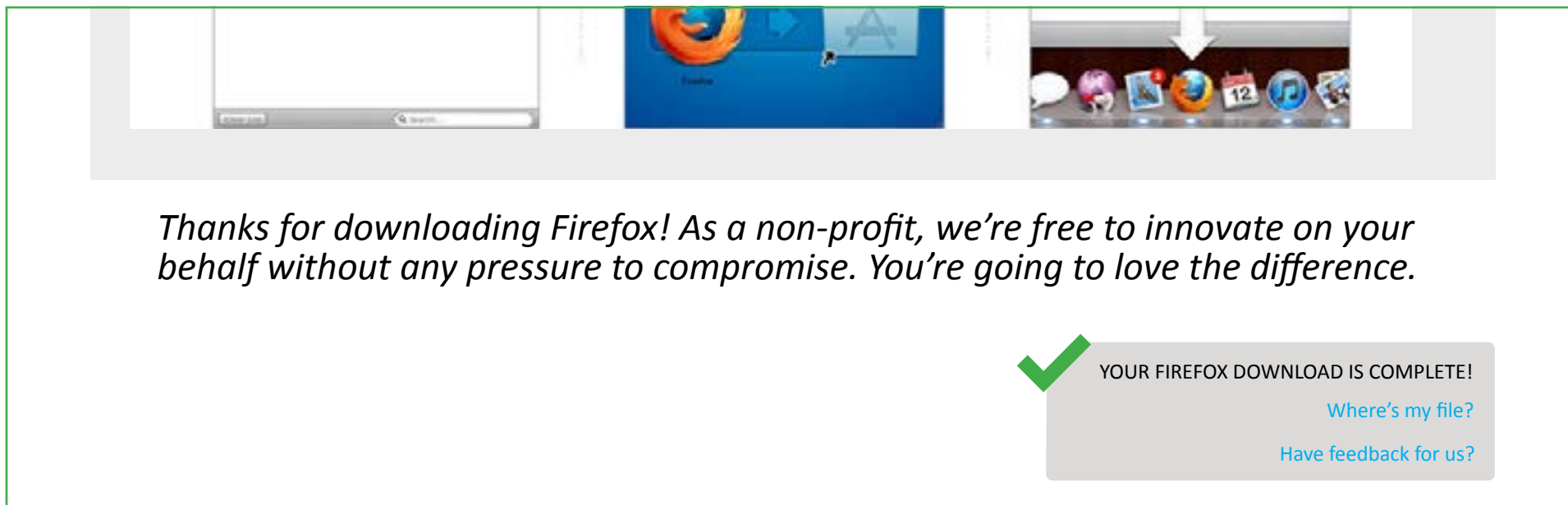
Variable area (empty)
* or should we alter "thanks" copy?

State 2: download initiated. not complete



Variable area

State 3: download complete



Variable area

mozilla

Different By Design

Innovating for you *Fast, flexible, secure* *Proudly non-profit*

Firefox download is complete

- Where is my file?
- We love feedback.

Systems & Languages | What's New | Privacy

Get Firefox for Android free!

Fast

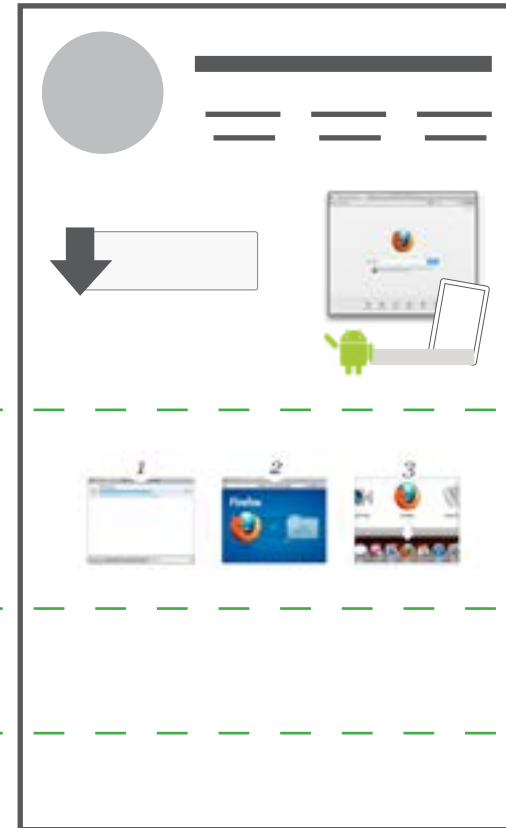
Customization

People over Profit

Installing Firefox is easy...

Annotations (TBD)

Download



INTERACTION OPTIONS



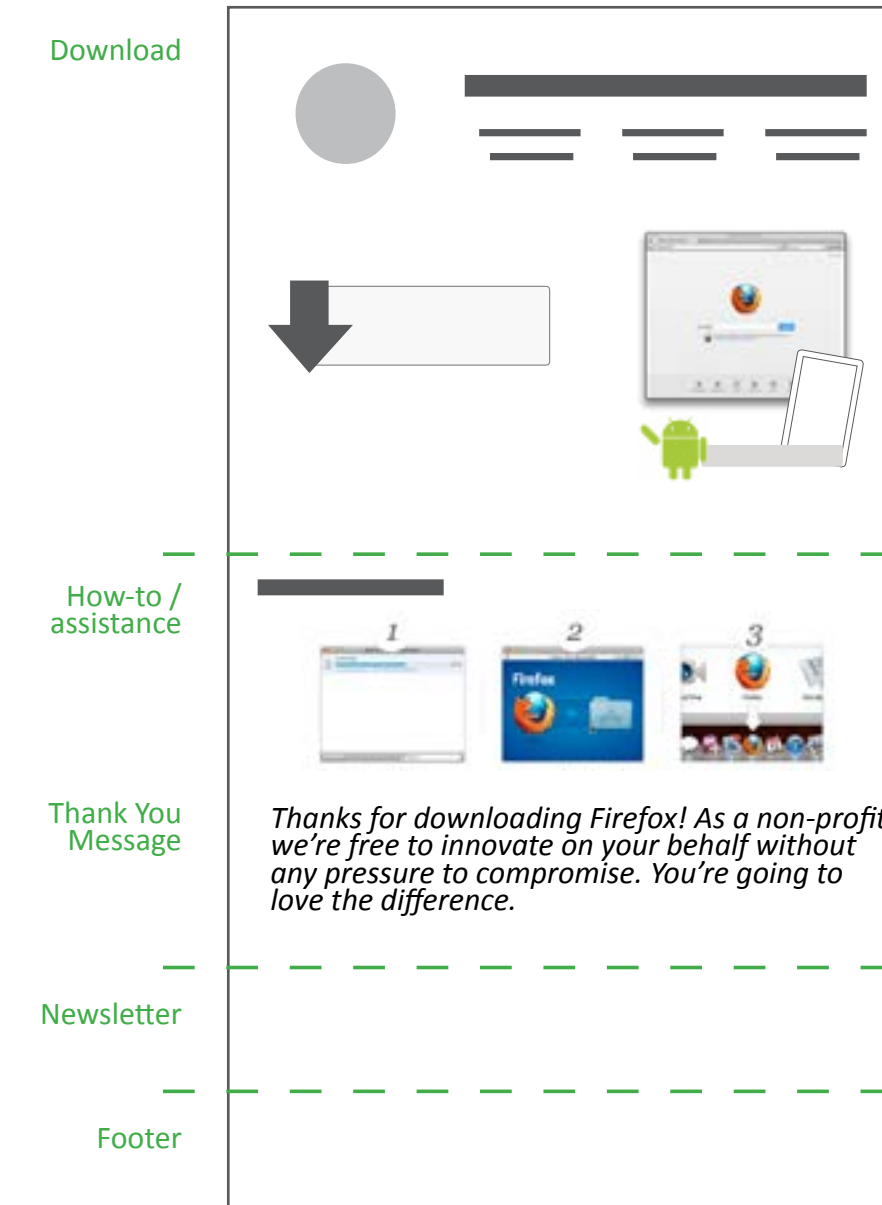
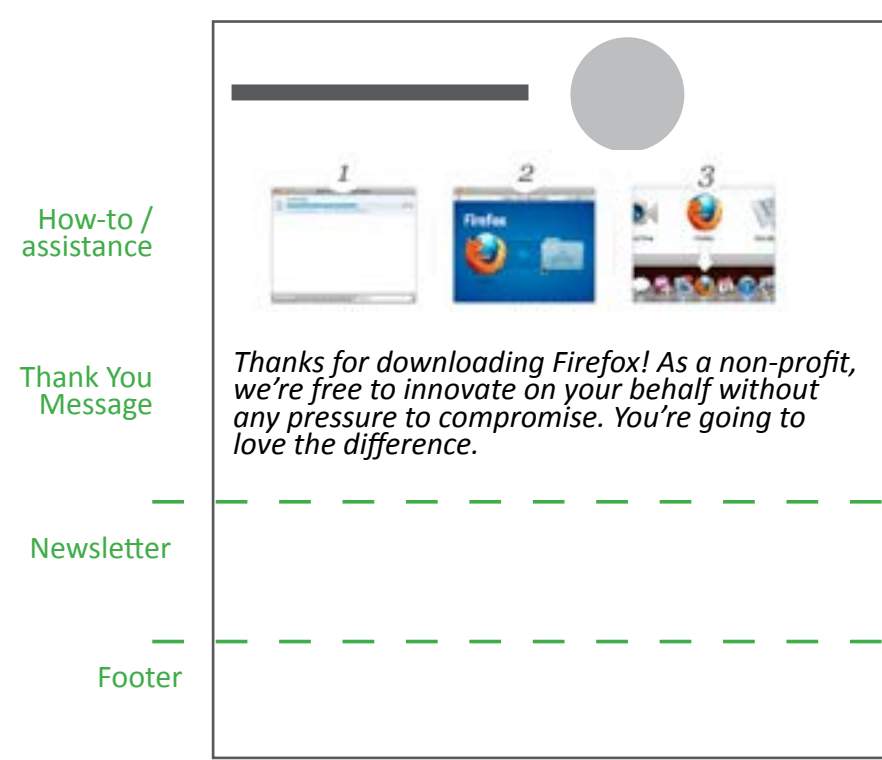
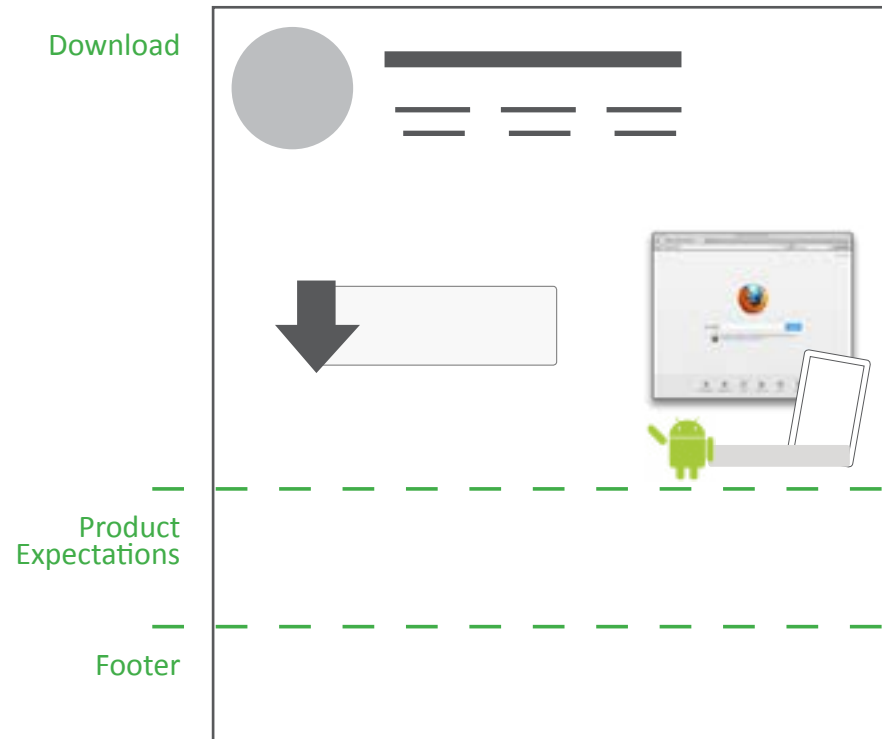
* Cycle through tabs to highlight product benefits.

* Waving Android bot since we already have animation from Snippets

A. Separate pages

or...

B. Single stream



1. User enters download page for new user.

2. User initiates download

Thanks for downloading Firefox! As a non-profit, we're free to innovate on your behalf without any pressure to compromise. You're going to love the difference.

Planning & Testing

TESTING

We can consider 3 approaches to testing, of which I recommend item 1 since we can test our new findings against the content in our old pages.

1. (recommended) Focus on testing Interaction. Variations A & B explained in this wireframe deck.

A. SEPARATE, DEDICATED PAGES

Product Expectations

Footer

B. SINGLE, CONTINUOUS & PAGE

Product Expectations

Newsletter

Footer

2. Focus on Content (or 3. A variation of content & Interaction comparisons)

A: SIMPLE, PRODUCT FOCUS ONLY

A) a very simple layout with no expectation of how to download or improvements in the product vs.

B) a version that gives the user some expectation of how easy the download is and something about the product that makes them want to download. (ie: new feature, something that has improved since the user may have last tried FF.)

B: EXPECTATIONS / DOWNLOAD HOW-TO

Insight & Notes for Visual Design

INSIGHT

“Help people who are happy, express their happiness.”

- David Slater

About the video for Firefox for Android: *“First off, bravo to whoever worked on it. It’s really well done, Second, **is there a place where I can share it from?**”*

- Chelsea Novak in an email this week

“How fast it loads is the biggest conversion maker.”

- from John in meeting

QUESTIONS

- How do we interact with people after they have downloaded Firefox?
- How-to re-concept page to frame the content more around the “unboxing” experience - this will be the user’s peak of excitement about the new product so we should deliver on that. (from brief)
- How can we prove what makes a good incentive for people to want to download FF? Is it our holistic mission or just the browser? (we could consider 2 strategies and test against eachother)
- Define key underlying communication goals (ie: promoting HTML5 and mobile...)

NOTES FOR VISUAL

DOWNLOAD PAGE

- Less real-estate at top of page
- Make these pages feel like/more consistent with the rest of the site.
- Identify solutions to solve “perceived slowness”.
- Show the product more than the people
- Promote HTML5 and mobile
- Focus on desktop downloads and remove extraneous content (but keep small mobile promo) - statement from brief... I think we have some room on this and should test 2 strategies.
- Move “proudly non-profit” to the third bullet.
- Visually represent the product on a device or as a screenshot
- If photos exist, must be locally sourced.
- Dynamic and engaging

THANK YOU PAGE

- Less real-estate at top of page
- Make these pages feel like/more consistent with the rest of the site.
- Identify solutions to solve “perceived slowness”.
- Promote HTML5 and mobile
- Recommendation is to keep current basic content (‘how to install’ steps + newsletter promo) but make sure installation instructions show up higher on page) - statement from brief
- Confirm screenshots are correct
- Share to Facebook page

CONSISTENT ELEMENT STYLES ACROSS MOZILLA.ORG

Which button style is best?



Should we keep this header consistent across all of .org?



INTERMEDIARY FLOW

- Identify solutions to solve “perceived slowness”.
- Balance this with Stub Installer project (released end of August, best case)

ETC

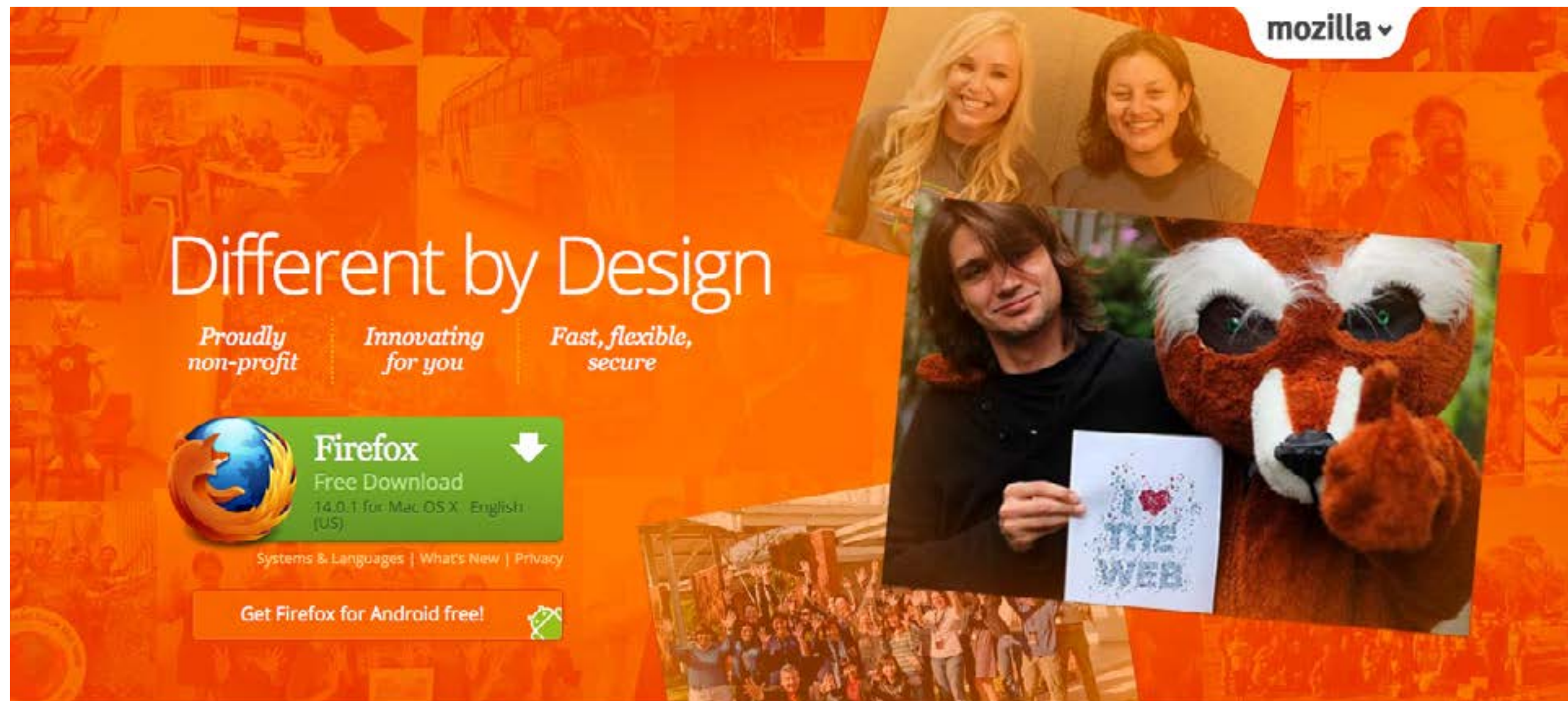
- Consider localization while designing
- How could decisions effect First Run page once we get to it?
- Promote HTML5 and Mobile
- What do we want to test?
- For secondary product info, what are key features in FF to focus on or helpful “get started” actions?
- mac-specific - if user attempts to open alias directly from desktop, prompt them with the dialog “would you like to add this to your applications folder?”

* The majority of the visual design notes are from the project brief (link on page 2)

Current Pages

Document:	UX: Wireframe Sketches	Date:	24.07.2012	Author:	H. Habstritt
Project:	Mozilla: Onboarding Funnel	Sprint:	n/a	Email:	habber@mozilla.com

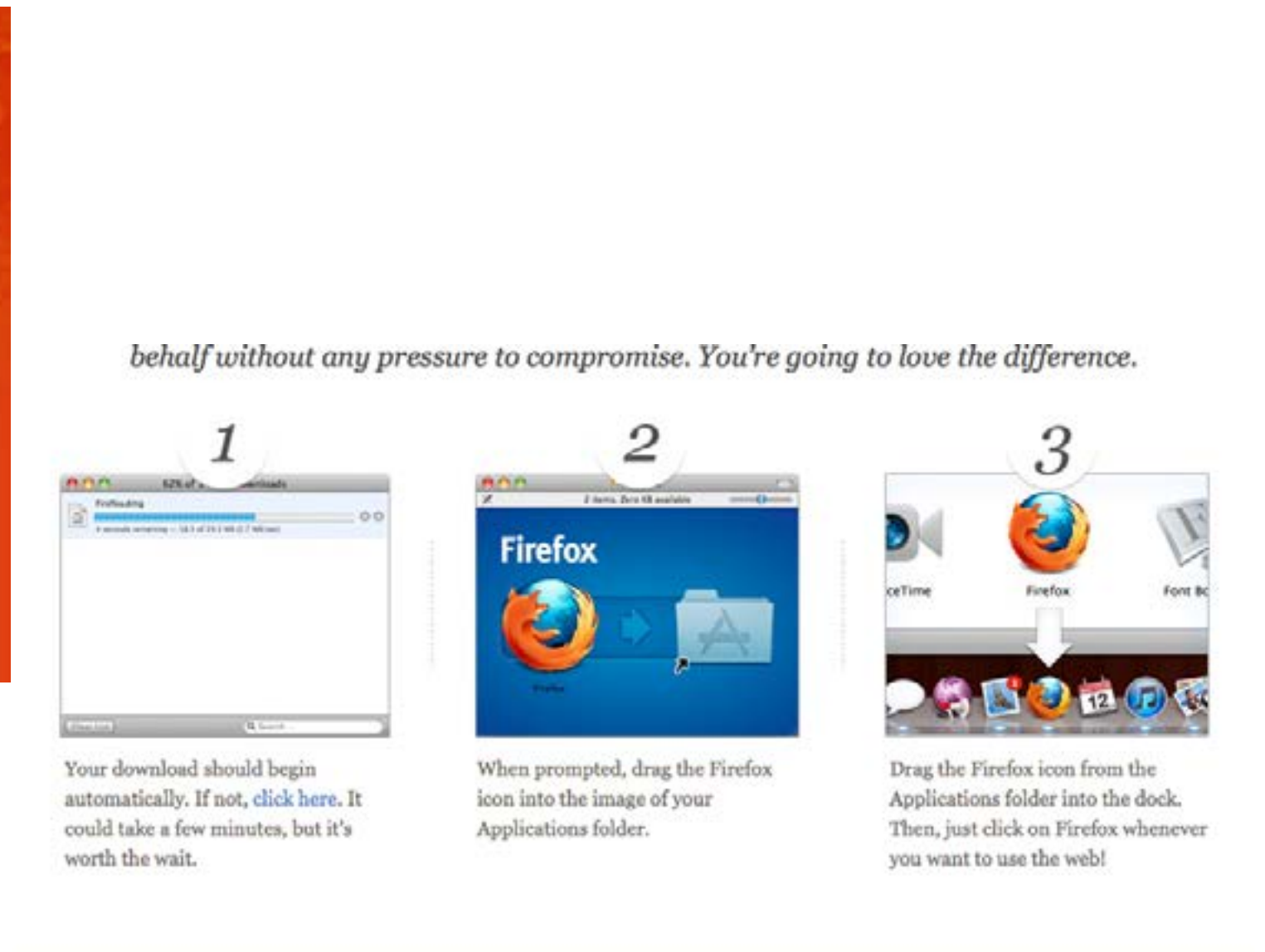
NEW USER DOWNLOAD



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 - [Desktop »](#)
 - [Mobile »](#)
 - [Add-ons »](#)
 - [Support »](#)
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THANK YOU

PROJECT GOAL



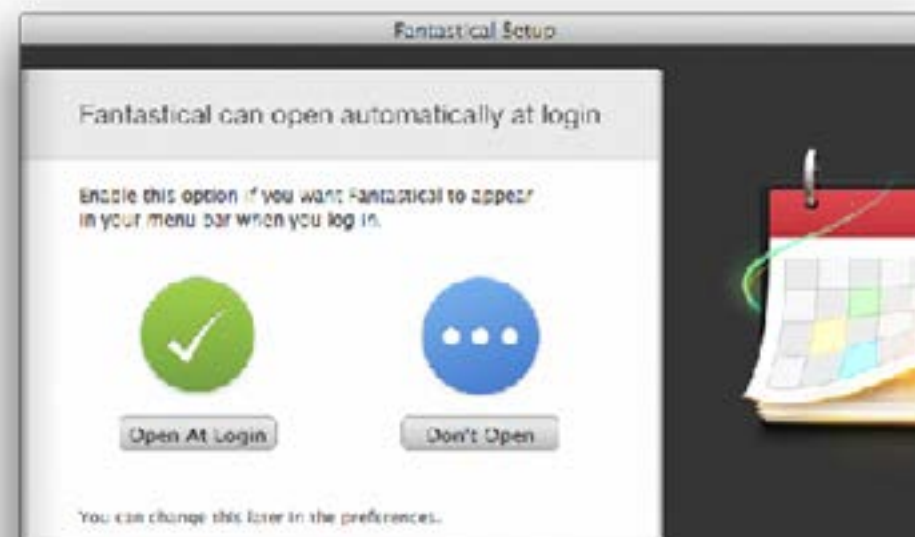
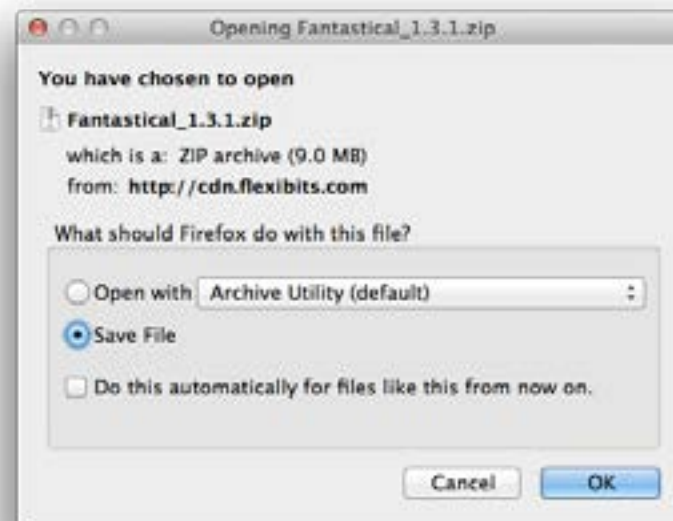
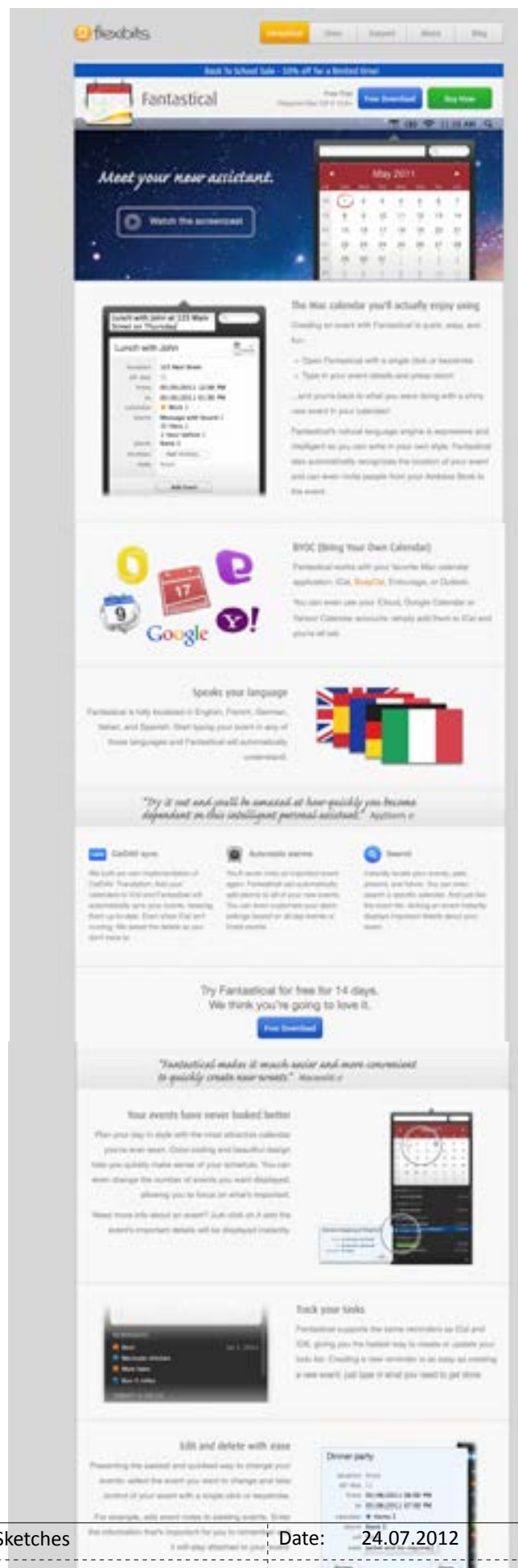
Tour | Desktop | Mobile | Add-ons | Support | About

Privacy Policy | Legal Notices

Product Download Examples

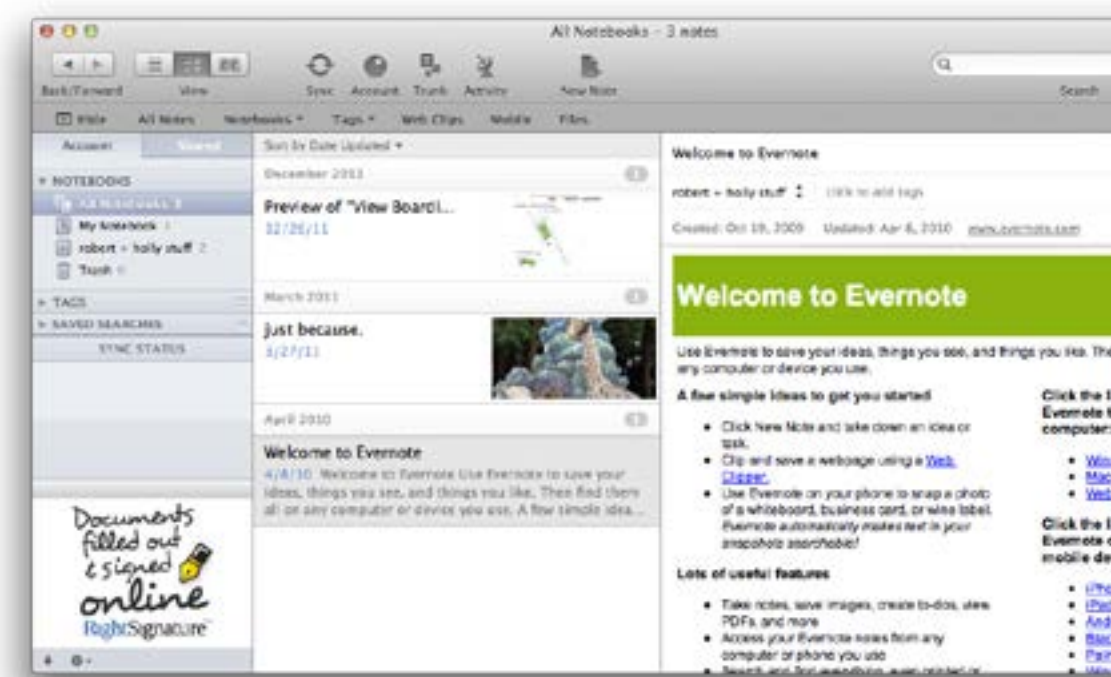
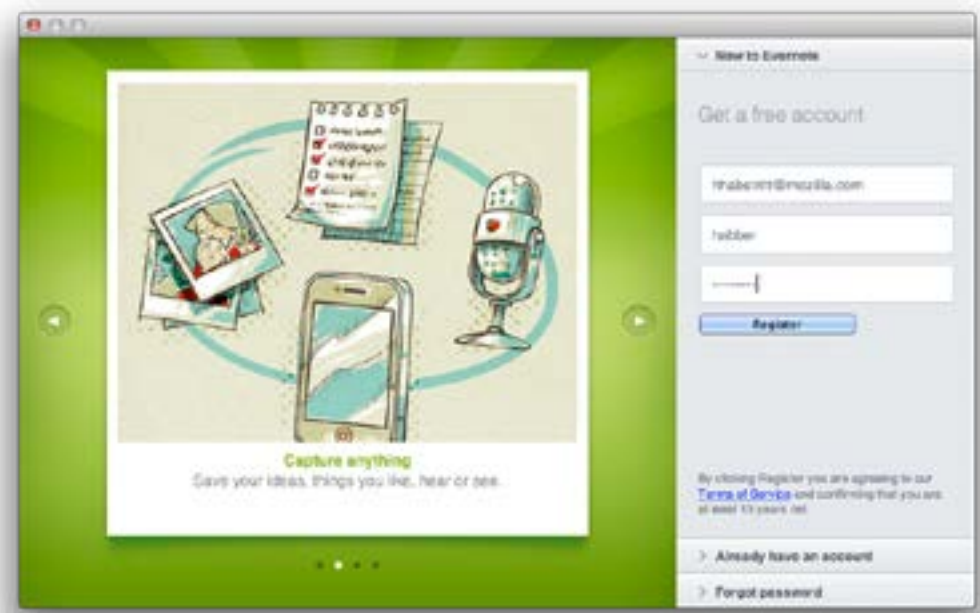
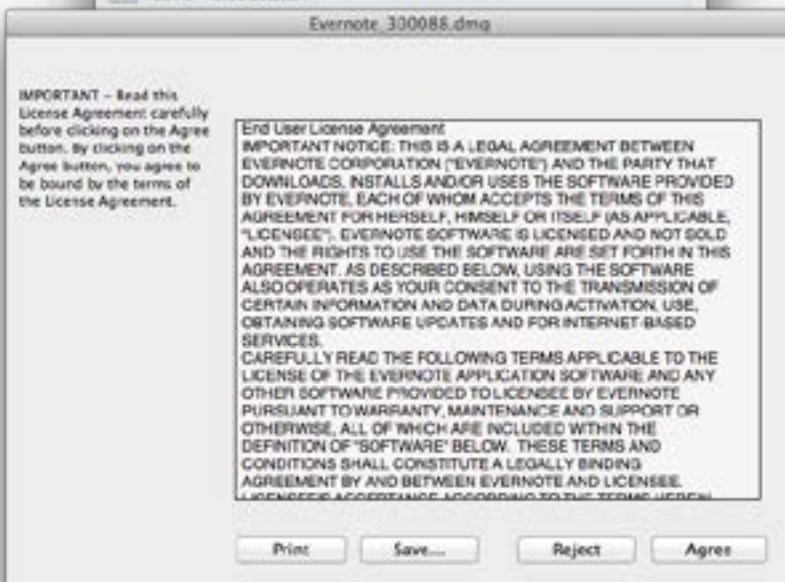
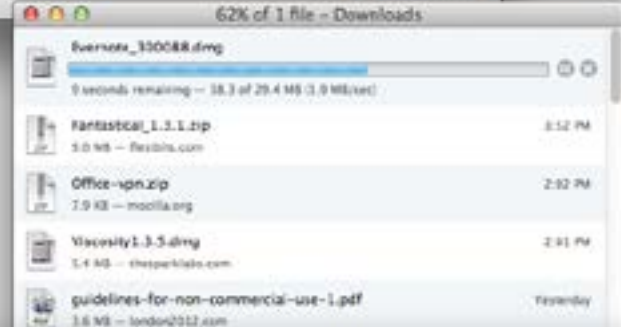
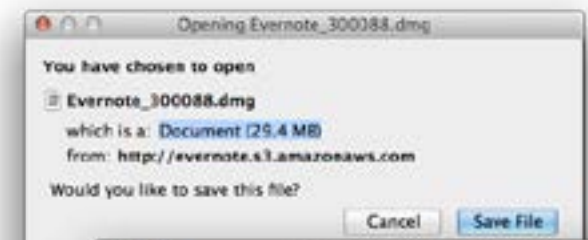
EXAMPLES

FANTASTICAL



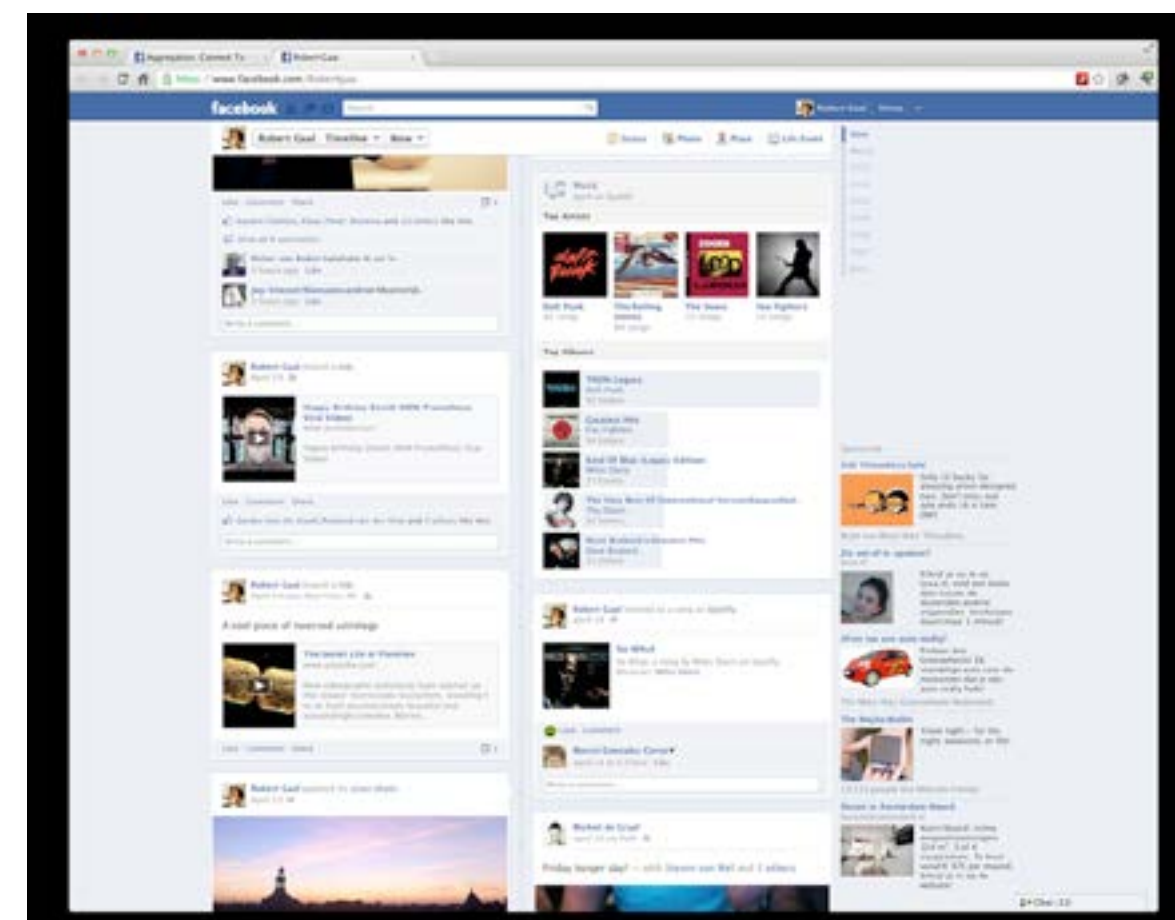
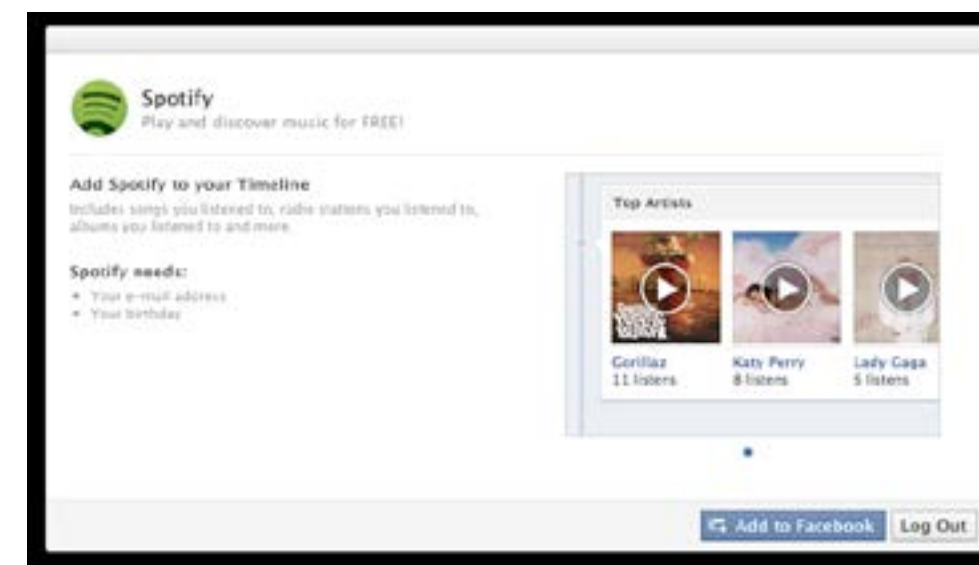
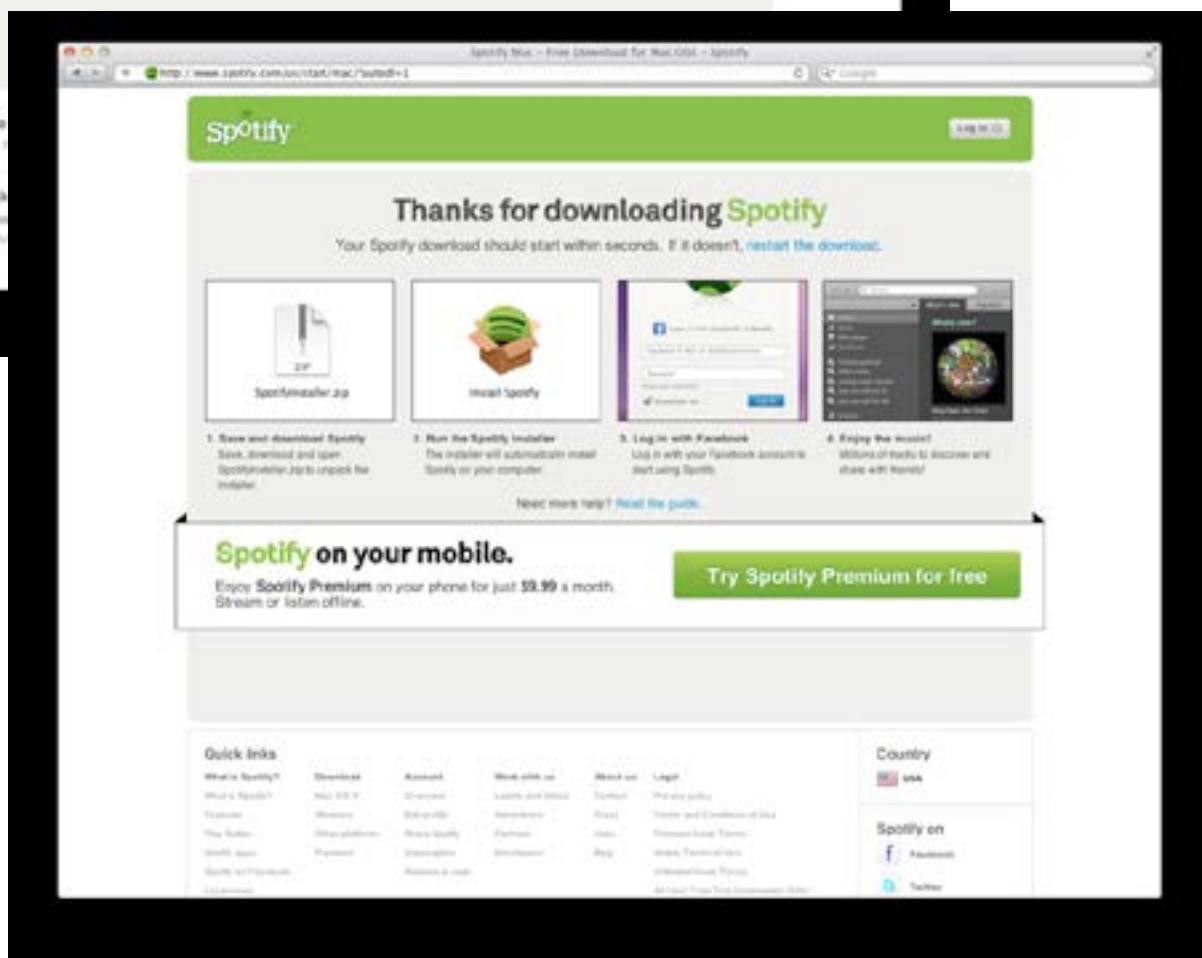
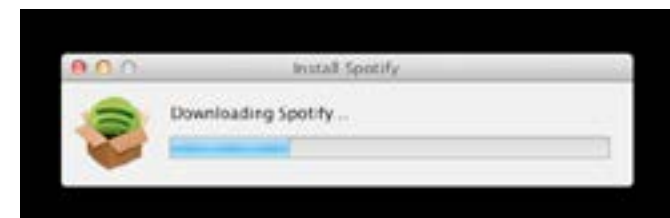
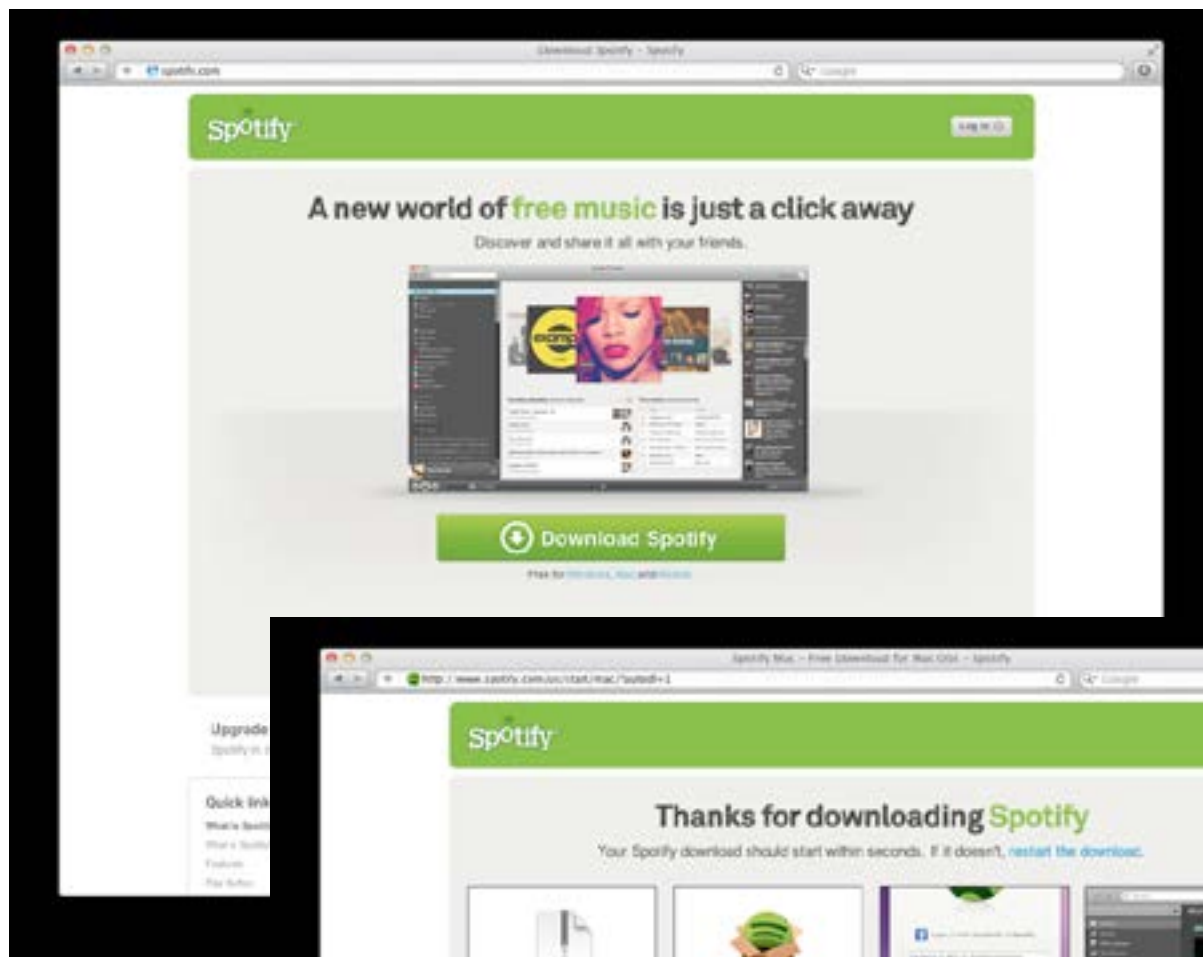
EXAMPLES

EVERNOTE



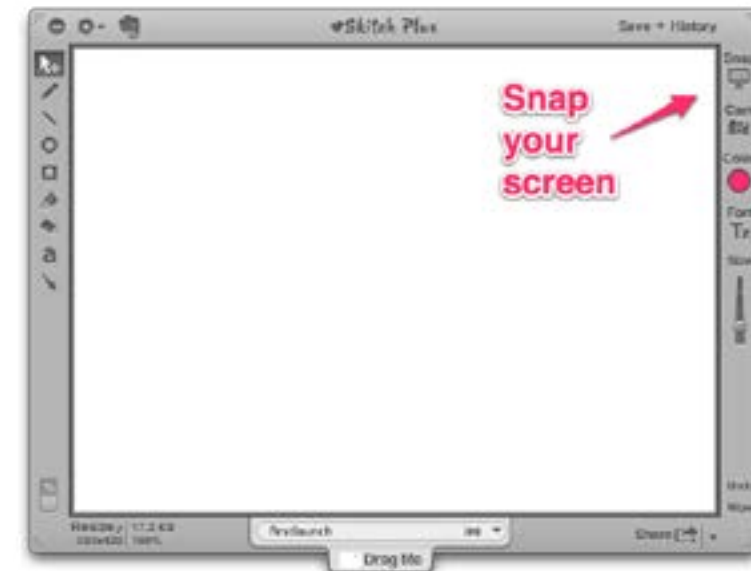
EXAMPLES

SPOTIFY



EXAMPLES

SKITCH



EXAMPLES

DROPBOX

