

Mozilla

UX: Plan

Download Funnel, /new visual & IxD update

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Mozilla

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Concepts to prototype:**1. Confirmation and Thank You expands directly below download button**

When user selects download button, installation instructions and TY message expand below. We can also scroll user to instructions, so that they are seen in the viewport.

<https://www-demo2.allizom.org/b/en-US/firefox/new-a>

2. Confirmation and Thank You takes over product image

When user selects download button, new messaging simply replaces initial copy and download button. Simple, with no animation.

<https://www-demo2.allizom.org/b/en-US/firefox/new-b>

3. “scroll-up/slot machine” animation for confirmation take-over

Allows all interaction to stay within the frame of the page. Once download is initiated, animation occurs and new messaging takes over the place of the download button and copy. Download button is no longer on screen and user is focused on next task at hand - installation.

<https://www-demo2.allizom.org/b/en-US/firefox/new-c>

Holly's comments on interaction studies:

** too much animation and variation in page height for this test.*

** nice, simple, but needs better interaction*

** nice, simple, all IxD stays within same vertical space (recommended for test)*

Additional Considerations

- styles: conditional messaging, check-mark

- **Reskin download page since there are still cases where the user will land here.**

<http://www.mozilla.org/en-US/products/download.html?product=firefox-17.0&os=osx&lang=en-US>

- Responsive version of this page. (ie: cropping product screenshot, download button placement)

- Sean's simplified download button

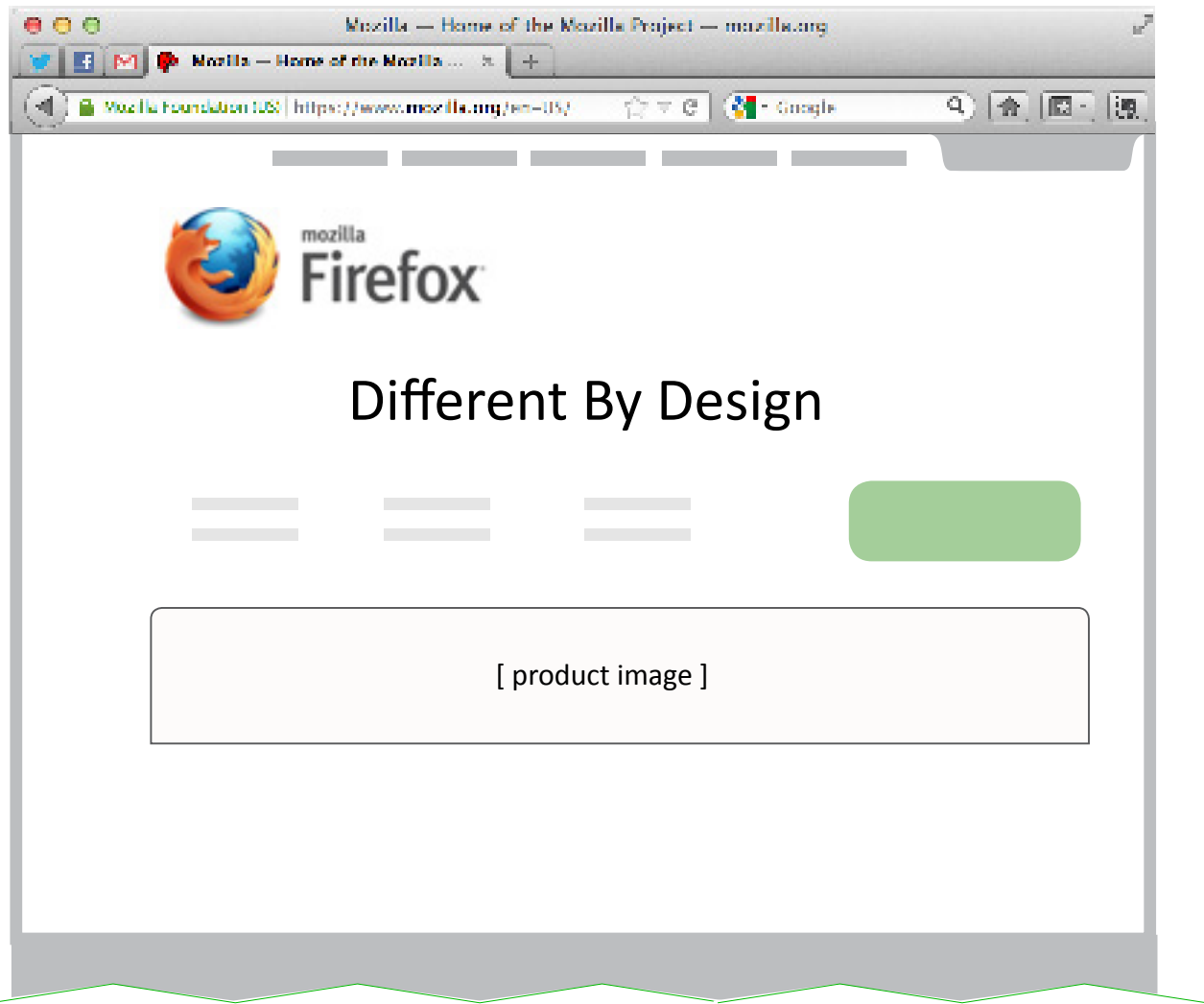
- user states:

- a. User is 'up-to-date'
- b. User has old version of Fx
- c. User is on non-Fx browser
- d. User is on mobile device. (Android vs. iPhone)

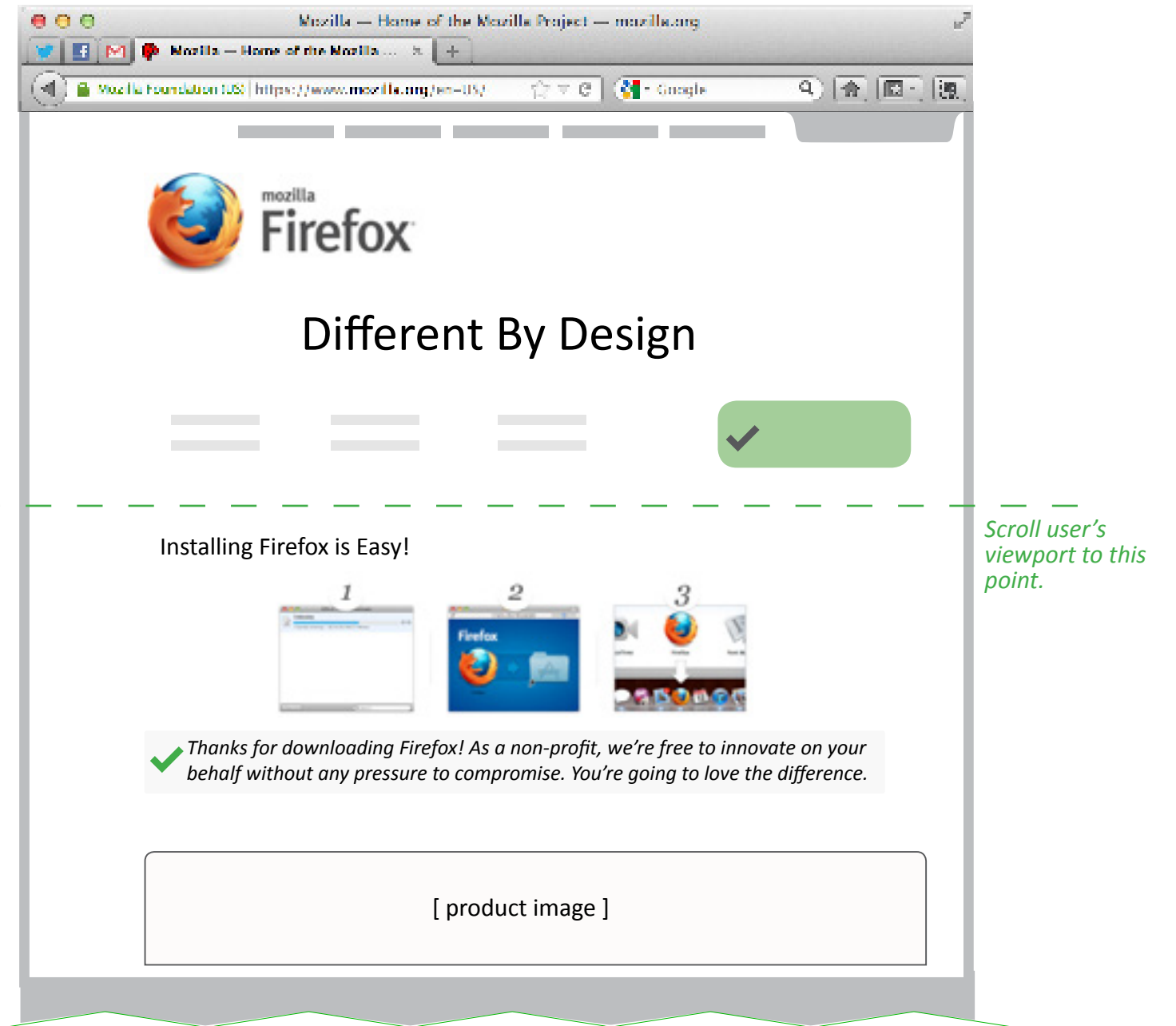
- Best place to add newsletter: test design of minimal newsletter widget.

1. Thank You & Instruction Expand Below

1. User without Fx views #desktop section

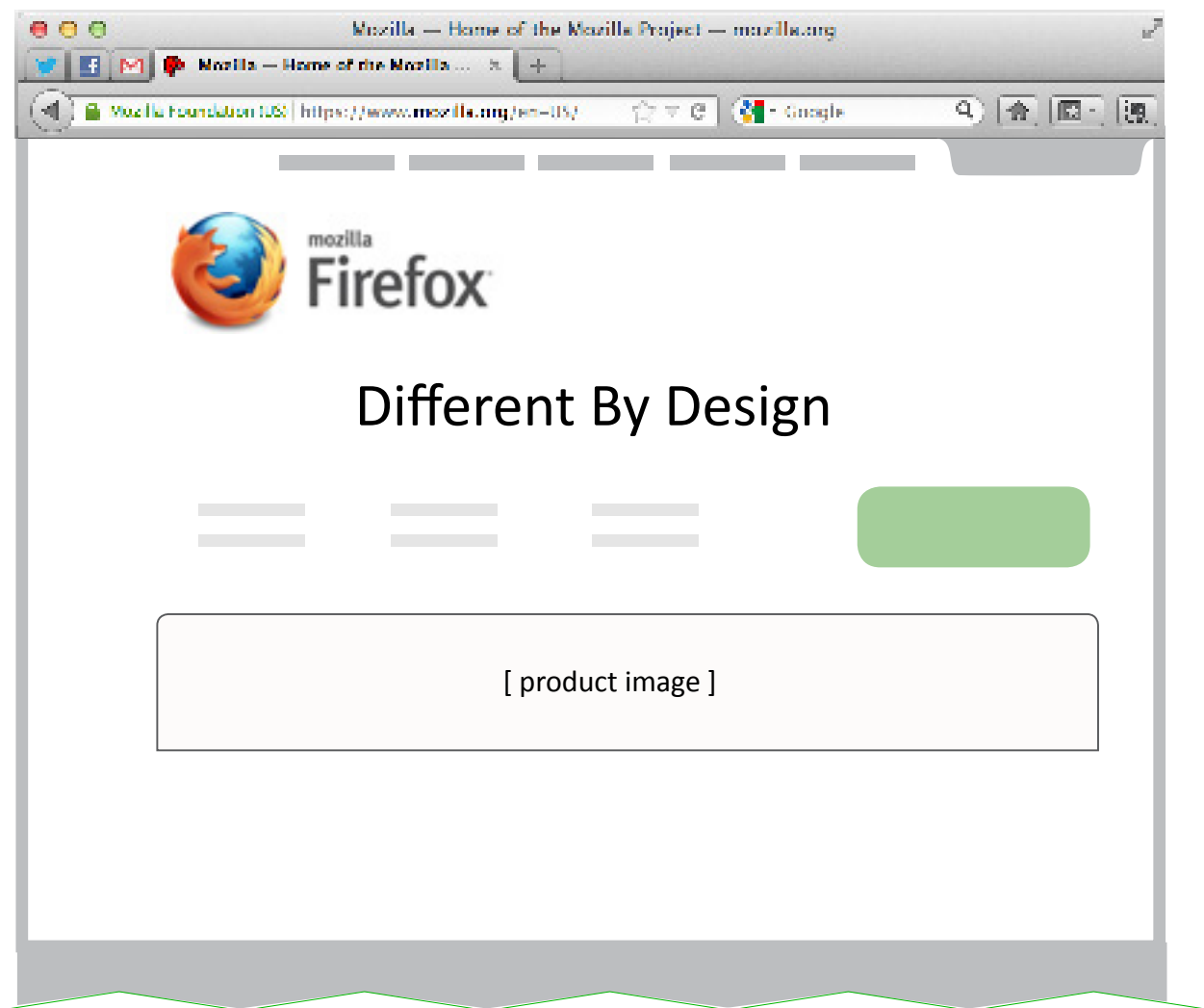


2. User initiates download

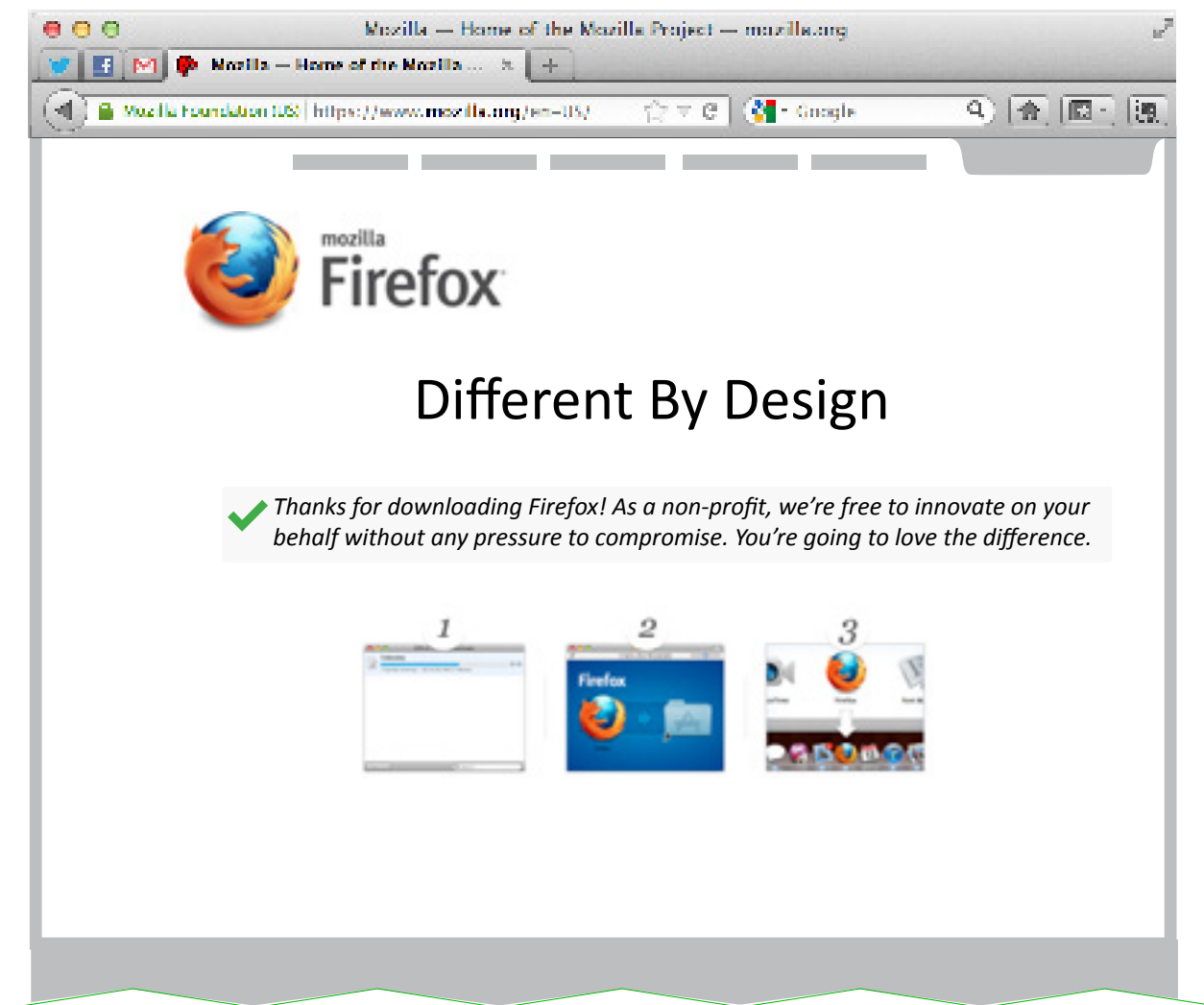


2. Thank You & Instruction Take-Over

1. User without Fx views #desktop section



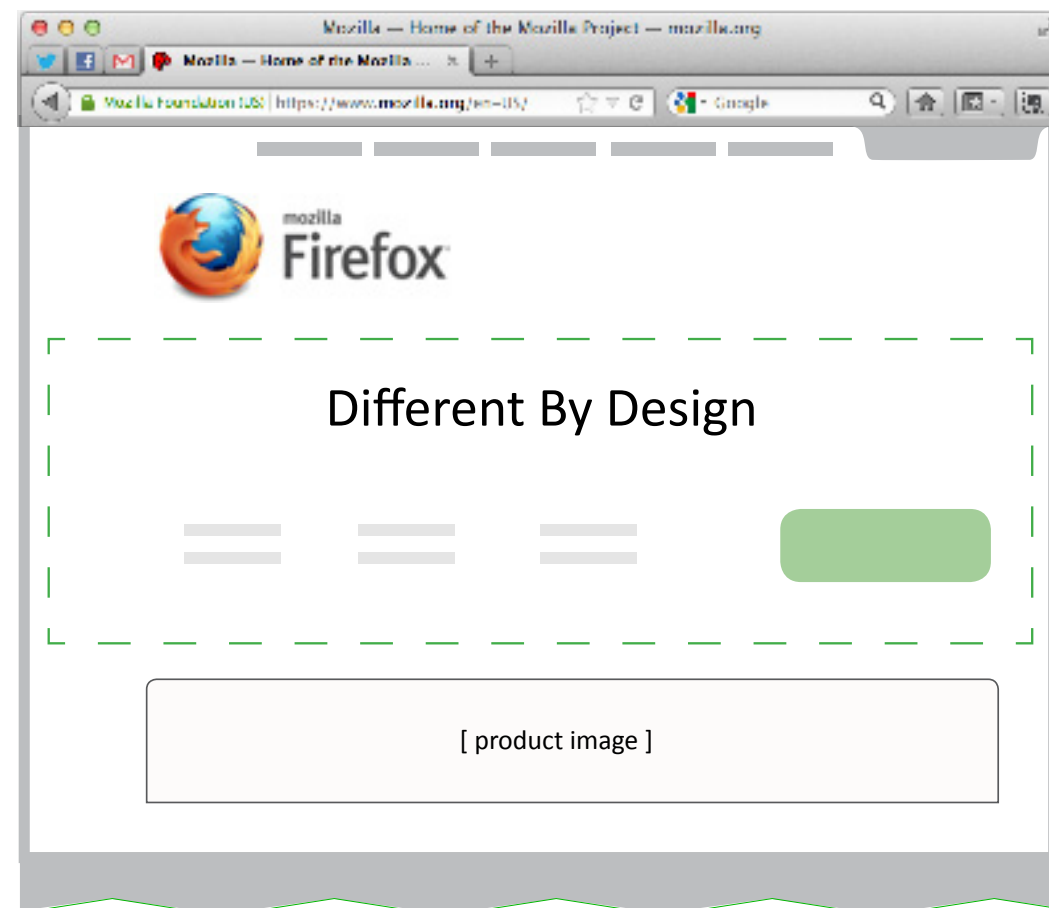
2. User initiates download



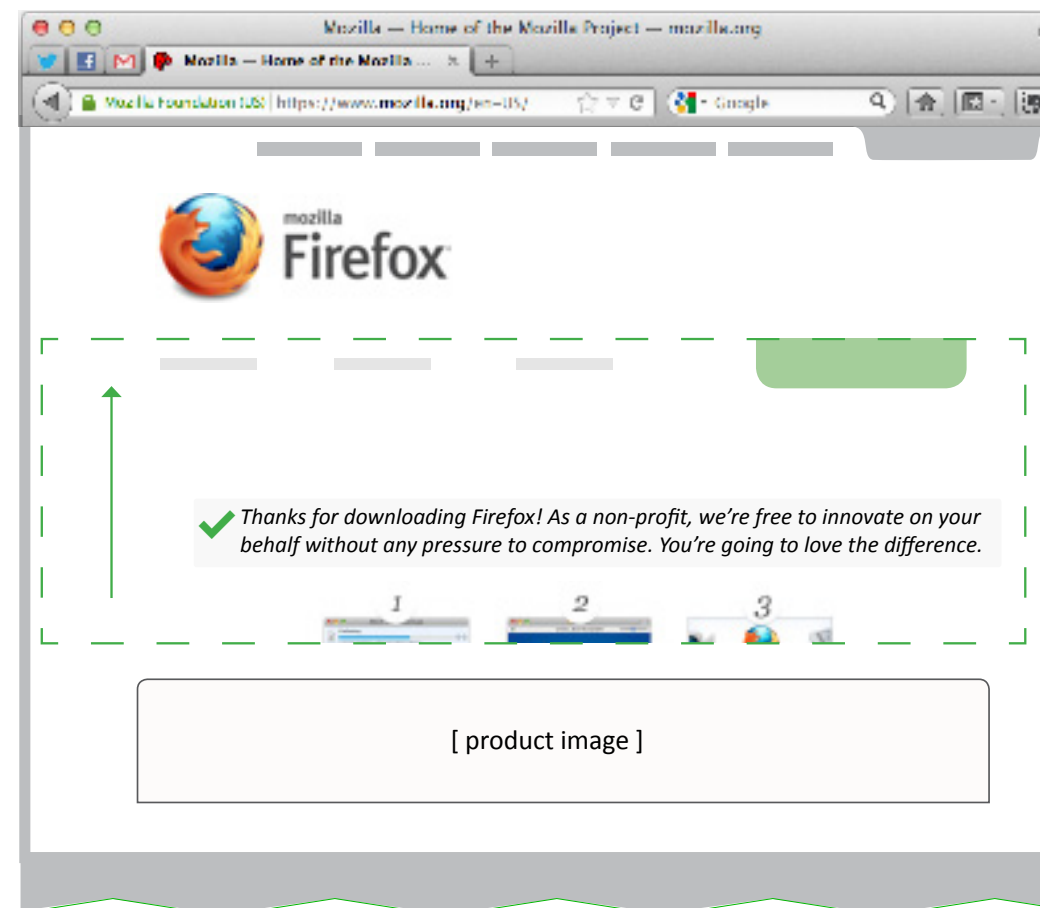
3. Thank You & Instruction Take-Over w/ animation

** recommended for test*

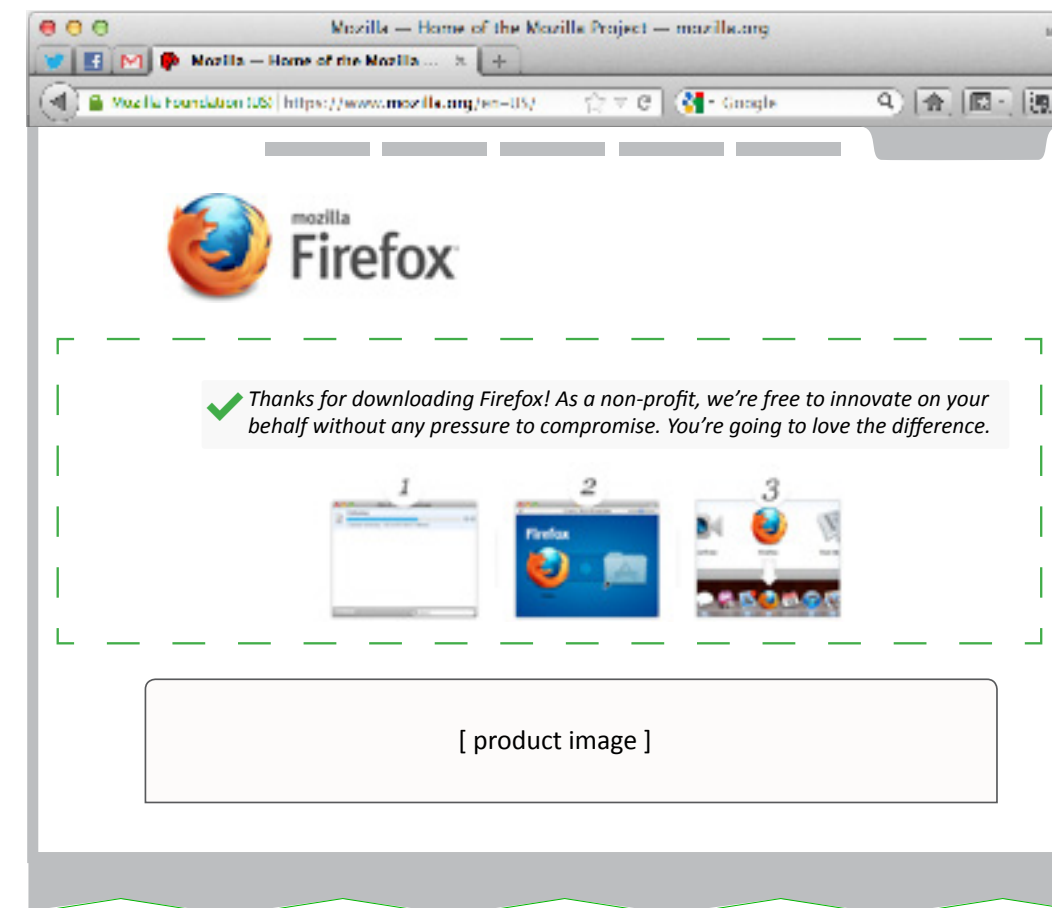
1. User without Fx views #desktop section



2. Animation once download is initiated

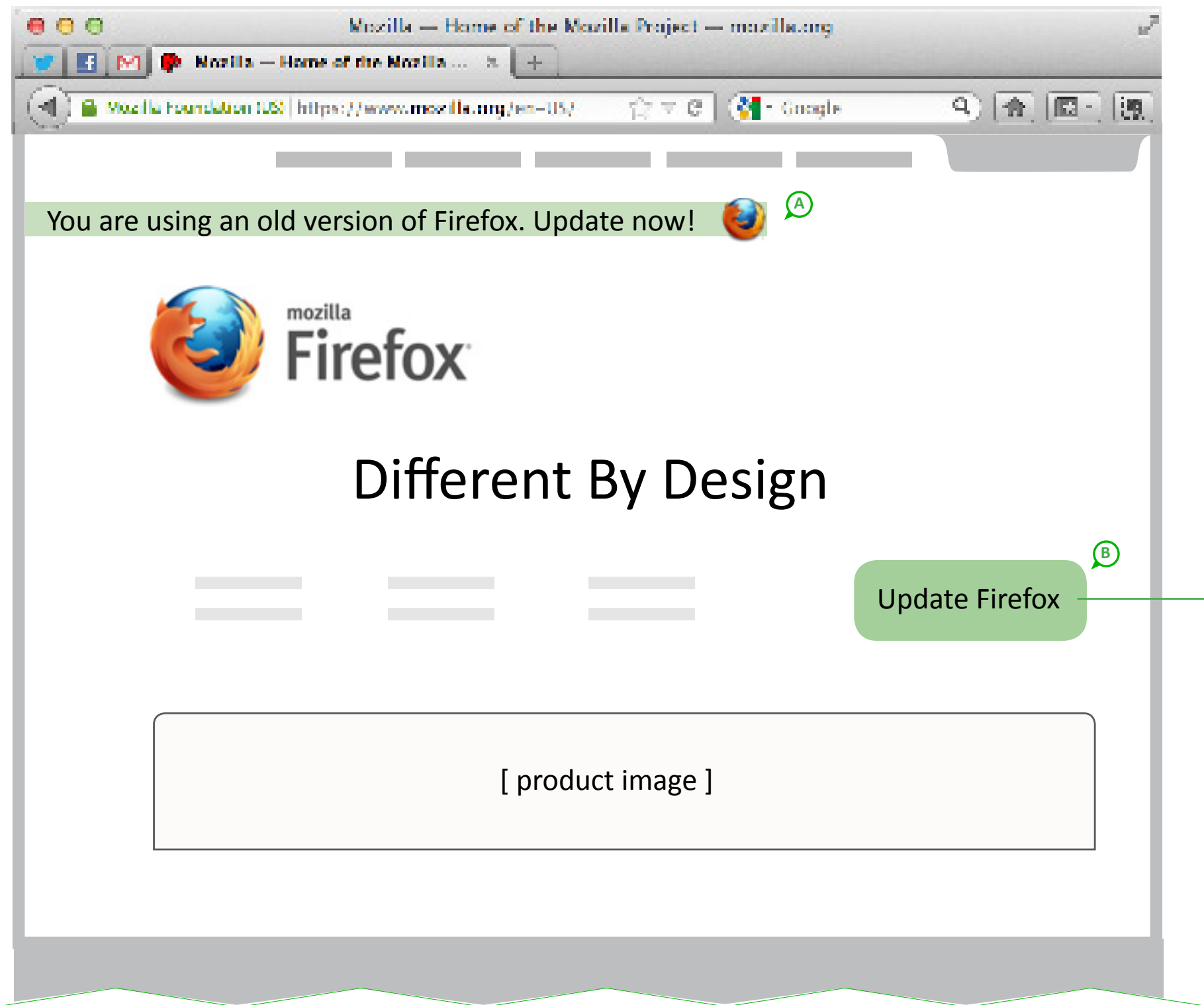


3. Final state after animation for TY message and installation instructions



Confirm / instruction messaging scrolls up from bottom within this space.

Firefox is not up to date

**A. Conditional Messaging**

Conditional messaging tells user that their version of Fx is not up to date.

B. Update Button

Style of button needed to tell user they are updating their Fx. This is a different action than downloading a fresh copy.

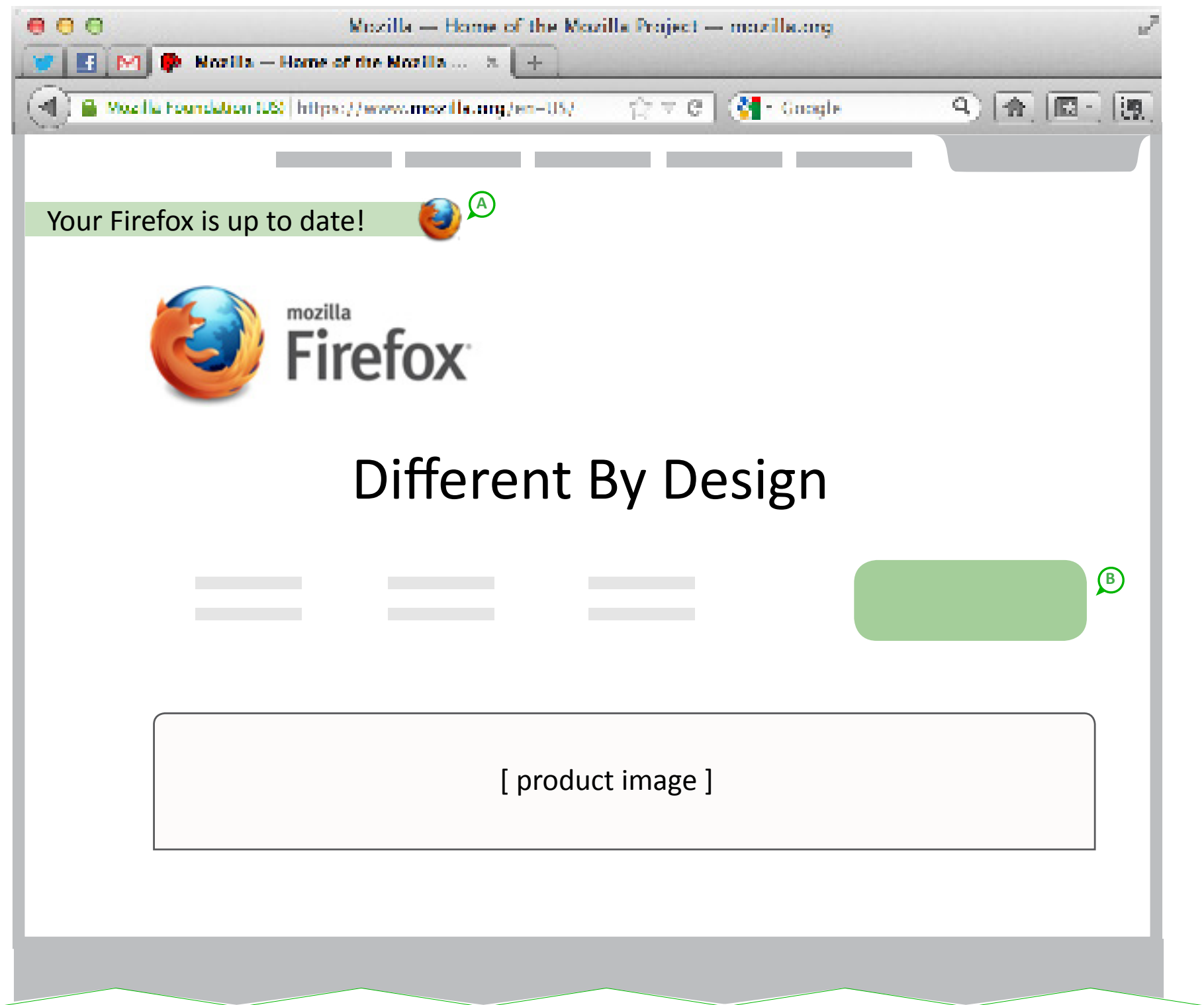
* include link to download new Fx copy?

C. After user selects 'Update'

Display conditional messaging for "Your Fx is up to date!" (shown on following page)

* Let's discuss: Do we do similar animation as 'download' action with a "thank you for updating" message or does page automatically go to "What's New" page? The second option seems best, as long as there is a clear progress indicator while Fx is updating, but I have a wireframe for first version if needed.

Firefox is up to date

**A. Conditional Messaging**

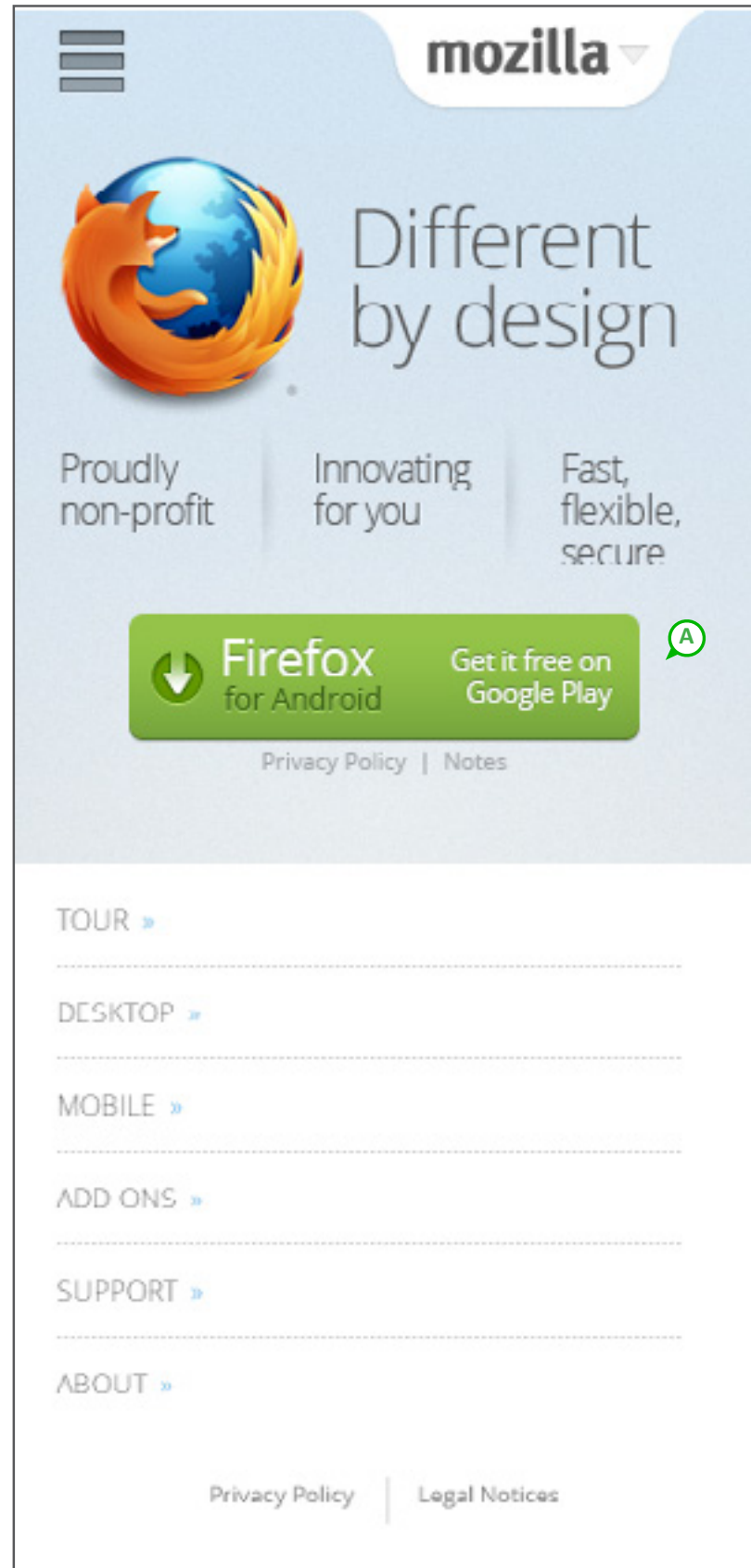
Conditional messaging tells user that their version of Fx is up to date.

B. Download Button

Download button should still exist for those who want a fresh copy.

* in design consider placing conditional messaging close to button if placement shown in wireframes does not look prominent enough.

Android



A. For Android users, swap out button

Android users will see a Fx for Android download button. This button will send user to Google Play store

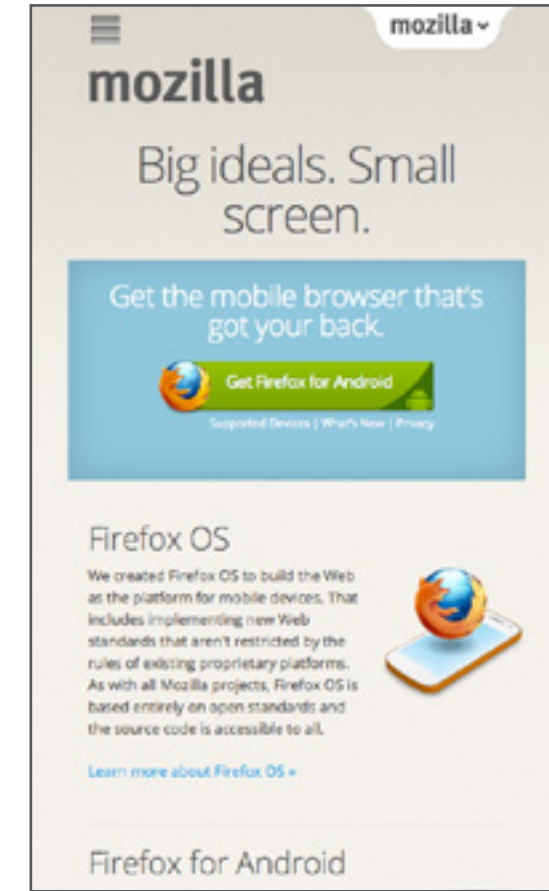
B. Omit product screenshot

For Android users, we will omit screenshot.

* For small viewport sizes that may not be Android, we can:

- scale product image until certain viewport size, then either swap out image for cropped version or omit.

iPhone



/mobile



/firefox/mobile

We are discussing with product marketing team whether we should send iPhone users to /mobile or /firefox/mobile.