

# Mozilla

UX: Wireframes & Planning  
Firefox Flicks Redesign

**IA: Holly Habstritt**  
**Visual Design: Lee Tom**

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# Mozilla

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## Layout Overview

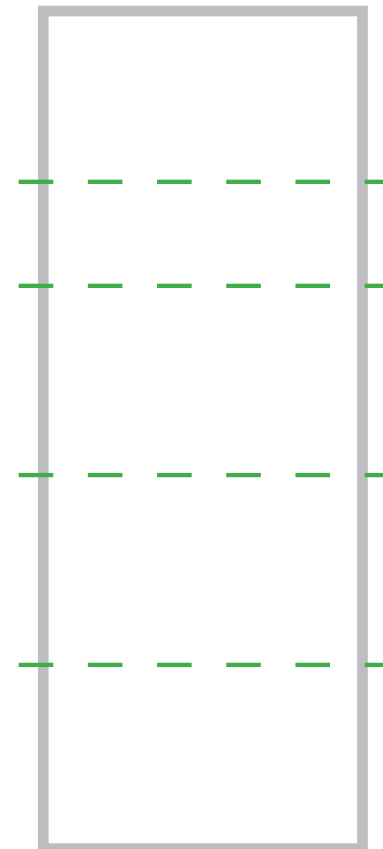
All-in-one variation presents all high-level content in one simple, clean, scrollable view. Additional detailed content can be expanded in a overlay or dedicated page.

Dedicated pages should be saved for tertiary level content only, such as legal copy and archived gallery content.

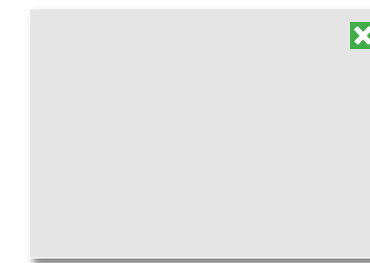
This layout is intended to keep the site design simple and get first-level content to the user quickly to spark interest in Firefox Flickr. If there is a need for too many dedicated pages, we will drop the “overlay” paradigm and use dedicated pages for everything.

*\* see separate PDF for full wireframe and content details*

INITIAL STATE

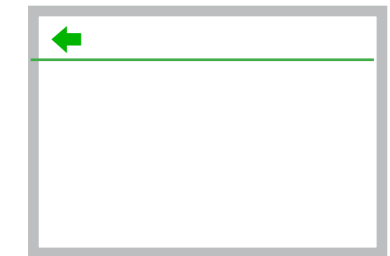


DETAILS OVERLAY



*Details seen within user's viewport, over initial, scrolling page state.*

DEDICATED PAGE



*For legal copy, rules, long-form, tertiary, content.*

# Content Details



## Overlay interaction for content details

The screenshot shows the Firefox Flicks website with a navigation bar containing links for "What is Flicks?", "Films", "Judges", "Prizes", and "Rules". A modal overlay is open, displaying the profile of Edward Norton. The overlay has a close button (X) in the top right corner and navigation arrows (left and right) on the sides. The profile information includes a placeholder image, a title, a list of films, and two paragraphs of biographical text. In the background, a "Meet" section is partially visible, showing profiles for Edward Norton and Ben Silbermann.

**Firefox Flicks**    What is Flicks?    Films    Judges    Prizes    Rules

**Edward Norton** *Actor, Director, Producer, Activist*

Edward Norton has acted in the films "Primal Fear", "Everyone Says I Love You", "The People vs Larry Flynt", "American History X", "Rounders", "Fight Club", "Keeping the Faith", "The Score", "Death to Smoochy", "Frida", "Red Dragon", "The 25th Hour", "The Italian Job", "Down in the Valley", "The Kingdom of Heaven", "The Illusionist", "The Painted Veil", "The Incredible Hulk", "Pride & Glory", "Leaves of Grass and Stone".

He has been nominated for two Academy Awards, for "Primal Fear" and "American History X", and won a Golden Globe along with numerous other awards for his performances. He produced and directed "Keeping the Faith" and also produced "Down in the Valley" (Cannes Film Festival selection), "The Painted Veil", "Leaves of Grass" and the documentary "By The People: The Election of Barack Obama."

Norton is also a committed social and environmental activist, supporting the UN Convention on Biological Diversity, the President's Committee for the Arts and Humanities, Enterprise Community Partners, the Maasai Wilderness Conservation Trust, the Libby Rouse Fund for Peace, the Signature Theater Company and Friends of the High Line. Recently Norton founded CrowdRise, an innovative new web platform that brings the power of crowd-sourcing and the fun of social networking to fundraising and volunteerism.

**Meet**

**Edward Norton**  
*Actor, Director, Producer*

**Ben Silbermann**  
*Founder, Chairman*

**Rules & Registration**


# Sticky Navigation

**Firefox Flicks**    What is Flicks?    Films    Judges    Prizes    Rules

[You'll find the answers to your questions right here, in our FAQ.](#)

## Films - Our 2012 Picks

I'm Falling In Love With Firefox  
*Lee sang woo, Korea*

[View more in the Film Gallery](#) 

## Meet the Judges

- PROMO AREA
- WHAT IS FLICKS?
- FILMS (A SELECTION)
- JUDGES
- PRIZES
- RULES



## Dedicated page for tertiary content

\* copy is not up-to-date



## Firefox Flicks

### Rules

**Introduction:** The objective of this Contest is to give budding film makers the opportunity to create and submit short videos promoting Firefox. The contest will run worldwide (except for the excluded countries below) and winners will be chosen from four regions around the world — (i) the U.S. and Canada, (ii) Latin America, (iii) Europe, and (iv) Asia, Africa, Australia and New Zealand.

**Sponsor:** The sponsor of this Contest is Mozilla Corporation, located at 650 Castro Street, Suite 300, Mountain View, CA 94041 (“Sponsor”).

**Eligibility:** No purchase or fee is necessary to enter or claim any prize.

The Contest is open to individuals who are at least the age of majority in their country of residence. Minors 13 years or older who reside in the U.S. and minors in certain other countries depending on local laws are also eligible to participate in the Contest but will be required to submit a signed parental consent form with their Entry. Email us at [ecompton@mozilla.com](mailto:ecompton@mozilla.com) for a parental consent form.

The Contest is open to individual filmmakers and teams of up to ten (10) individuals. Teams must pick a team leader, who will submit the team’s video and be the sole recipient of any prizes for the team (in other words there is only one prize per winning video, not a prize for each member of the team).

The Contest is void in Cuba, Iran, Myanmar, North Korea, Sudan, Syria, and any other country subject to a U.S boycott or where prohibited by law or restricted by law or regulations.

Employees of Sponsor and its parent company, subsidiaries, affiliates, suppliers, advertising agencies, and the families of and persons living in the same household as such employees, are not eligible to participate.


By entering you agree to be bound by these Official Rules and all decisions of the Sponsor and judges, which are final and binding. The Contest is subject to all applicable laws.

**How to Enter:** To enter the Contest, log into <https://firefoxflicks.mozilla.org>, fill in your profile information, and follow the instructions to submit your video (“Entry”). You will need to post your Entry to a hosting site and we will then re-upload it to a contest video gallery on the Vidly site (<http://www.vid.ly>). As part of the submission process, you will need to provide your name and the URL of your video, give your video a title, and select the category to which you are submitting your Entry and your region. Please choose the region in which you reside or which is closest to the country in which you reside.

If you are a team of individuals submitting an Entry, the Entry should be submitted under the email address of the team leader.

## Archived Films

\* same layout as current, but keeps archived films as much lesser focus so that users first view good examples on the homepage and new entries.


←



### Archived Films

Category

Region


Search






**PARANOID**  
Sean O'Riordan, UK  
PSA for Europe

November 9, 2012      404 views




**PARANOID**  
Sean O'Riordan, UK  
PSA for Europe

November 9, 2012      414 views

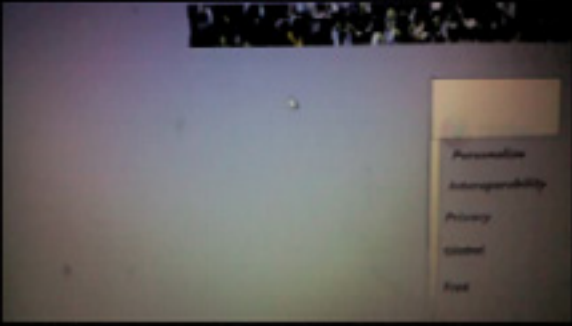


**PARANOID**  
Sean O'Riordan, UK  
PSA for Europe


November 9, 2012      544 views



**PARANOID**



**FIREFOX ANTHEM**



**FIREFOX AND YOU**