

Mozilla

UX: Wireframes & Planning
Firefox Flicks Redesign

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Mozilla

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Layout Overview

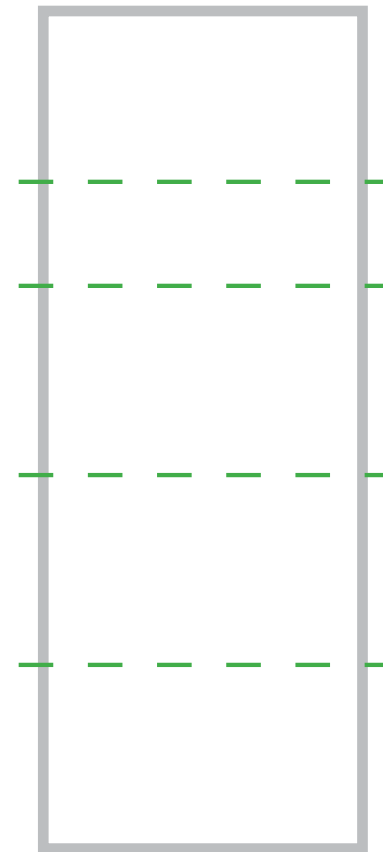
All-in-one variation presents all high-level content in one simple, clean, scrollable view. Additional detailed content can be expanded in a overlay or dedicated page.

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

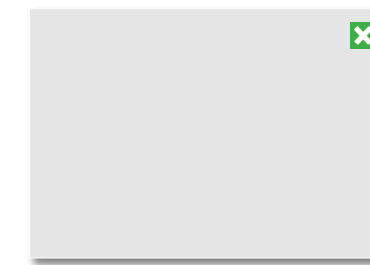
This layout is intended to keep the site design simple and get first-level content to the user quickly to spark interest in Firefox Flickr. If there is a need for too many dedicated pages, we will drop the “overlay” paradigm and use dedicated pages for everything.

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

INITIAL STATE

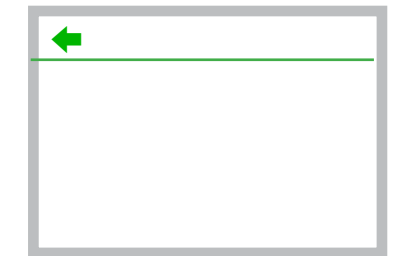


DETAILS OVERLAY



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


DEDICATED PAGE



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

Content Details





Firefox Flicks


- What is Flicks?
- Films
- Judges
- Prizes
- Rules & Registration

Announcing... Firefox Flicks 2013!


Impressive judges line-up.
Time is running out... get your work in front of Edward Norton and our all-star Judges.

[Registration & Rules »](#)

Submissions open in February




Filmmakers Creative Brief

Download 

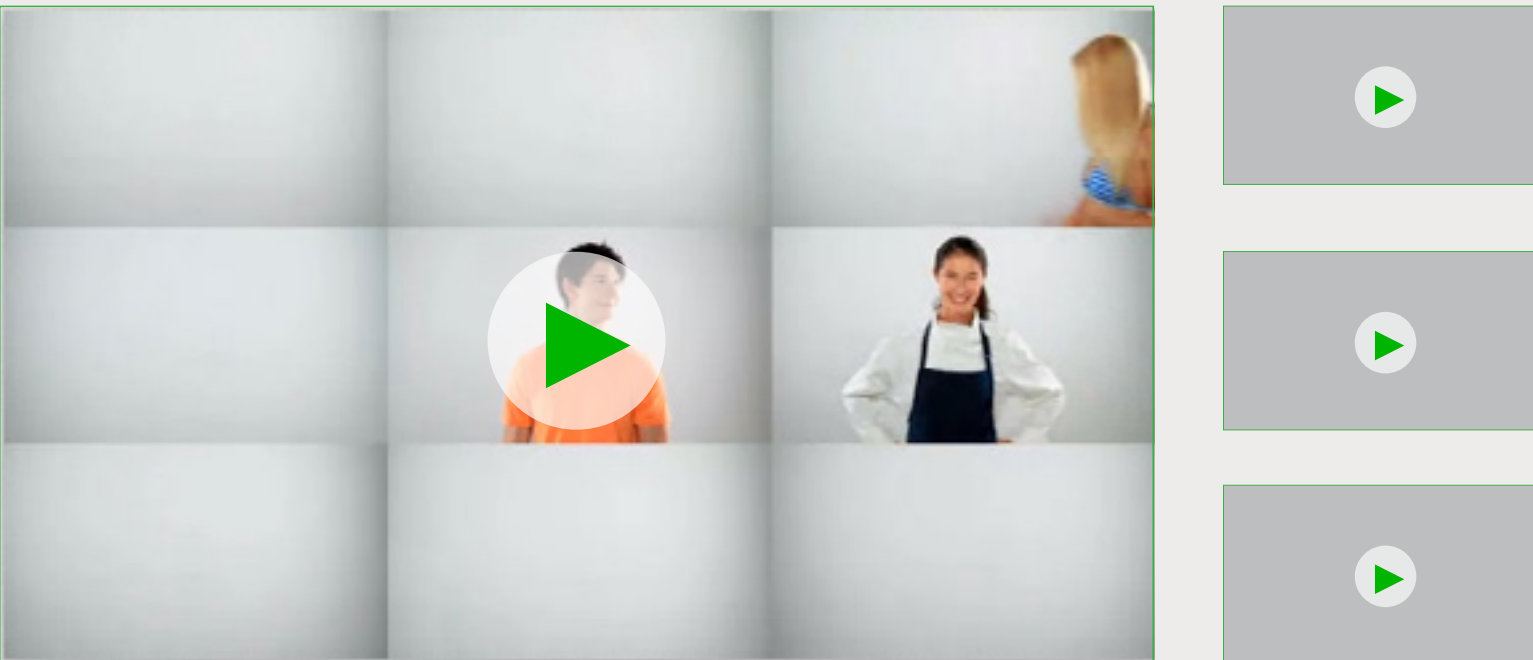
What is Flicks?

Firefox Flicks is a contest that invites Firefox fans and filmmakers from all over the world to create short videos (or “flicks”) to help tell the Firefox story.

When should I enter? What can I win? What are the categories?


 [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 wao, Korea


Meet the Judges




Edward Norton
Actor, Director, Producer, Activist




Shauna Robertson
Producer, Philanthropist




Jeffrey Silver
Producer



Ben Silverman
Founder & Chairman, Electus



Couper Samuelson
Producer




Couper Samuelson
Producer

Prizes





Content TBD - depending on Prizes offered, but high-level and visual representation would be displayed here.


Rules & Registration

Content TBD - would like high-level rules here, with link to wordy legalese.


 [Please read the Firefox Flicks Contest Official Rules before entering.](#)

FLICKS NEWS

-  TWITTER
-  FACEBOOK
-  TUMBLR
-  FLICKR

Learn more about Firefox OS! 

Sponsors



Privacy Policy | Legal | Partners

Other languages: English (US)

Phase 1: Flicks, all-in-one page

All high-level information is shown on one page. If more details are necessary, content can be expanded upon in a lightbox. (see additional wireframes for interaction)

A. Announcement / Identification

This copy tells the user that the 2013 Flicks campaign is about to start.

B. Multi-Messaging Platform

This space will hold various contest messaging. Shown are 2 directions which focus on getting users interested in signing up:

Out-do yourselves.

Last year's submissions were awesome. Can you do better this year?

[View our top pics from 2012 »](#)

C. Submissions Messaging

For phase 1, this space tells the user when Submissions will open. The prominent placement is important because once submissions are open, this will turn into a CTA that will open a submissions form.

* Could initially visualize this as disabled button.

* See following wireframe for 3-button variation.

D. Creative Brief

Downloadable creative brief / toolkit.

* due to download size and when content may be available, we decided to separate Brief and Assets downloads. See following page for additional ph. 2 download button.

E. What is Flicks?

Brief introduction copy to what Flicks is that also highlights common questions a user might have and where they can find answers.

F. Films

Users need real examples and also want to be entertained. We can show some of last year's top picks in this section.

* linking to Film Gallery is optional for phase 1

G. Meet the Judges

Showcase the Judges pictures, names, and titles here. Selecting a judge will expand more information about them in an overlay. (see additional wireframes for IxD) From this detailed view the user can horizontally navigate through all judges descriptions/bios (TBD - will determine in implementation if this IxD is too cumbersome).

H. Prizes

Content here is TBD. Once we have prize listing we can determine how to make this section a visual overview of prize offerings.

I. Rules & Registration

High Level rules shown here with link to Legal copy. Suggestion for this copy is in the planning document in this bug. I did not show here as displaying a summary is dependent on approval from legal.

General question to legal: Can we make the language here friendly and have all legally worded copy behind Official Rules link?

J. Footer

Additional items needed in footer from last year's design:

- Partners icons
- Link to Fx OS details page (<http://www.mozilla.org/en-US/firefoxos/>)
- Possibly a link to Mozilla (TBD)

* Lee Tom, feel free to do what you like to the footer layout while including what was there last year + additions mentioned above. Layout also depends on what kind of icons the sponsors have.

Announcing... Firefox Flicks 2013!

Impressive judges line-up.
Time is running out... get your work in front of Edward Norton and our all-star Judges.
[Registration & Rules >](#)

Submissions open in February

Filmmakers Creative Brief
Download ↓

Creative Elements for editing your film
Download ↓

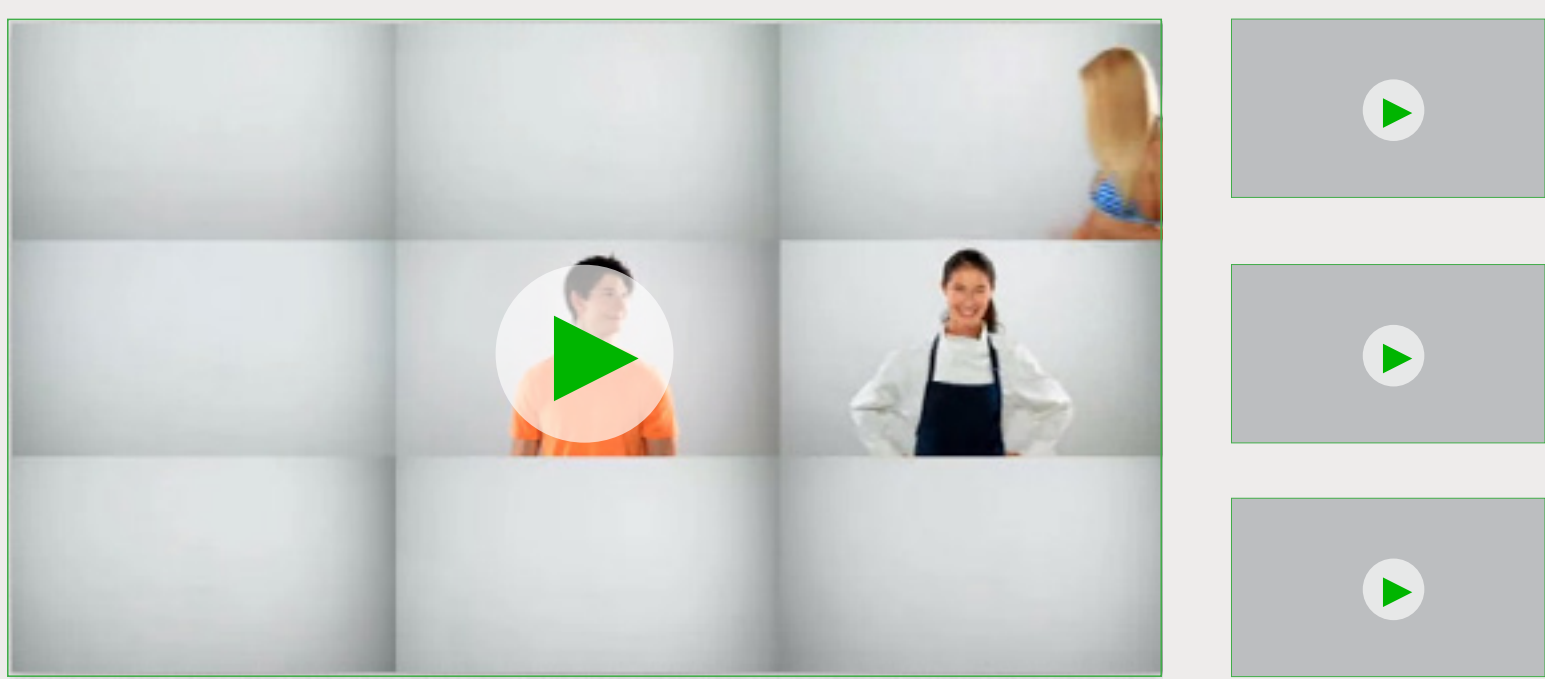
What is Flicks?

Firefox Flicks is a contest that invites Firefox fans and filmmakers from all over the world to create short videos (or “flicks”) to help tell the Firefox story.

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[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

 Edward Norton <i>Actor, Director, Producer, Activist</i>	 Shauna Robertson <i>Producer, Philanthropist</i>	 Jeffrey Silver <i>Producer</i>
 Ben Silverman <i>Founder & Chairman, Electus</i>	 Couper Samuelson <i>Producer</i>	 Couper Samuelson <i>Producer</i>

Prizes

Content TBD - depending on Prizes offered, but high-level and visual representation would be displayed here.

Rules & Registration

Content TBD - would like high-level rules here, with link to wordy legalese.

[Please read the Firefox Flicks Contest Official Rules before entering.](#)

Phase 2: additions

A. Sign In Option

How this is handled (not necessarily browserID as shown) is dependent on Vimeo discussion as we will have the following to consider:

- user's with existing Vimeo accounts
- user's with Flicks accounts from last year (was this mandatory last year?)
- user's with no Vimeo account

B. Additional button for assets download

Submissions promo space will turn into an active submissions button. We will also need to add any respective flows that this triggers. TBD based on Vimeo decision.

Additional assets download button is added here when content is available.

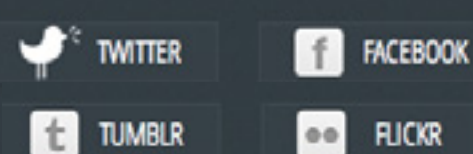
We could always have 3 spaces here instead of just in phase 2, and swap out 3rd button with link to FAQ before assets are available for download.


The answers to your questions...
[in our FAQ.](#)

C. Link to Film Gallery

Film gallery uses dedicated page style and not overlay style. This should not be a primary focus as we should promote good examples first on this page.

FLICKS NEWS



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Sponsors



Overlay interaction for content details

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
Actor, Director, Producer

Ben Sil
Founder, Chairman

Rules & Registration


Sticky Navigation

Firefox Flicks What is Flicks? Films Judges Prizes Rules

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Lee sang woo, Korea

[View more in the Film Gallery](#) 


Meet the Judges

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



Suggestion for Rules Summary Direction

** ability to summarize or select a few key rules out of full-legal copy is dependent on approval from Legal to do so.*


Firefox Flicks
What is Flickr?
Films
Judges
Prizes
Rules


Rules & Registration


We want to give budding film makers the opportunity to create and submit short videos promoting Firefox. The contest will run worldwide* and winners will be chosen from four regions around the world — the U.S. and Canada, Latin America, Europe, and Asia, Africa, Australia and New Zealand.


*see Official Rules for excluded countries


Sponsor	The sponsor of this Contest is Mozilla Corporation
Eligibility	No purchase or fee is necessary to enter or claim any prize.
Contest Period	The Contest begins at 3:00 p.m. PST on Wednesday, February 29, 2012 and ends at 11:59 p.m. PST on Tuesday, May 1, 2012
Privacy	Your privacy is important to us. Our privacy guidelines are described in the Official Contest Rules .
How to Enter	Come back to firefoxflicks.com on February 29th!

FLICKS NEWS


 TWITTER

 FACEBOOK

 TUMBLR

 FLICKR

Learn more about
Firefox OS!



Sponsors

[Privacy Policy](#) | [Legal](#) | [Partners](#)
Other languages: English (US)

- 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 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.

←

Firefox Flicks

Archived Films

Category

All

Region

All

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