Mozilla

UX: Wireframes & Planning
Firefox Flicks Redesign

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Visual Design: Lee Tom

09.12.2012

Mozilla

Layout Overview	3
Content Details	4
All-in-one page, Phase 1	5
All-in-one page, Phase 2	6
Overlay Interaction for content details	7
Sticky Navigation	8
Suggestion for Rules Summary Direction	9
Dedicated page for tertiary content layout	10
Dedicated Page, Archived Films example	11

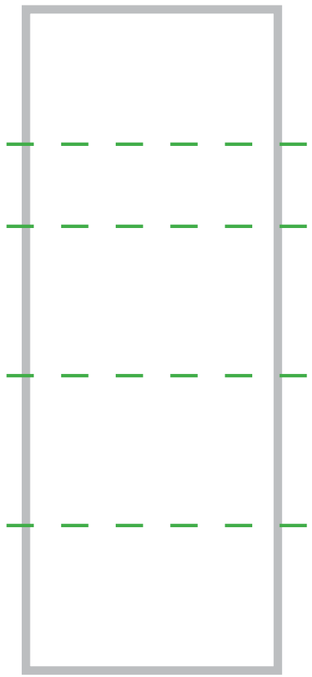
Layout Overview

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.

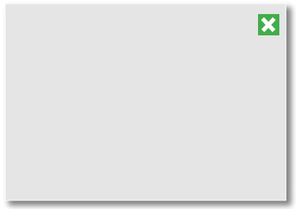
Dedicated pages should be saved for tertiary level content only, such as legal copy and archived gallery content.

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

INITIAL STATE

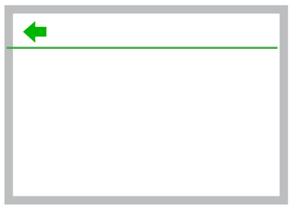


DETAILS OVERLAY



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

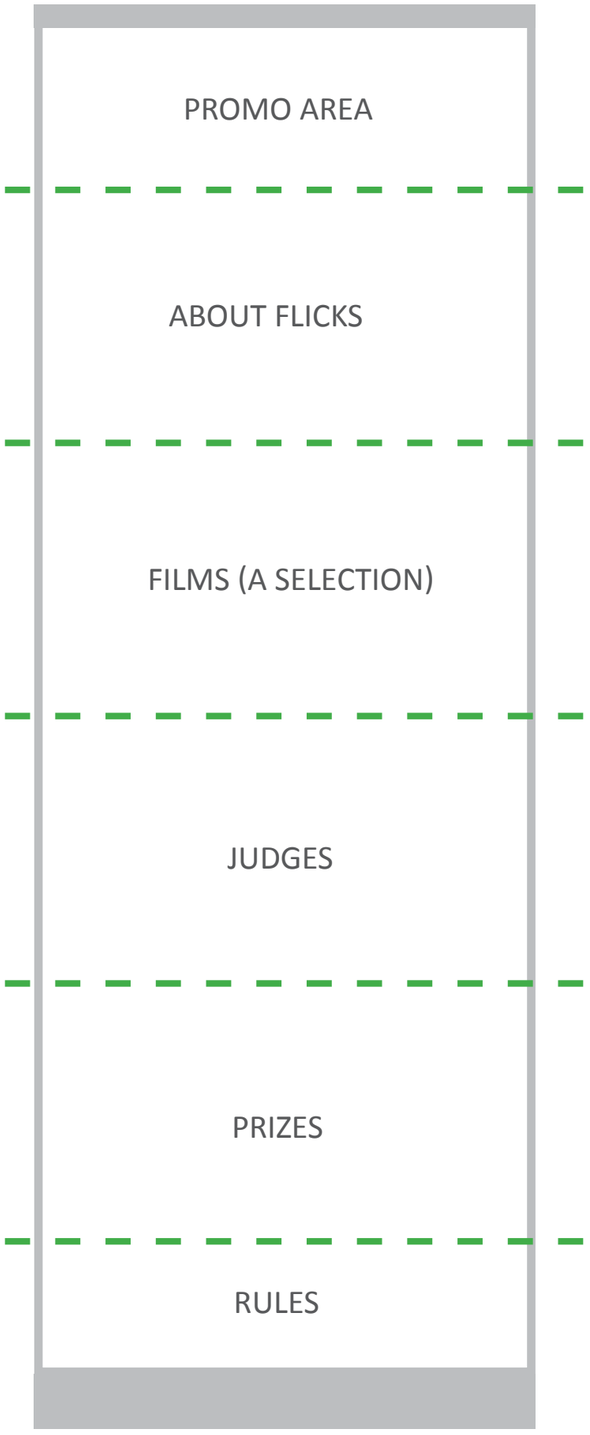
DEDICATED PAGE



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

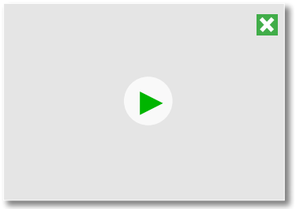
Content Details

INITIAL STATE

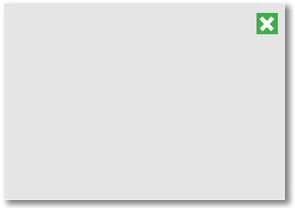


DETAILS OVERLAY

FAQ

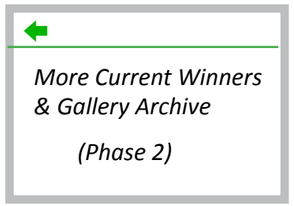


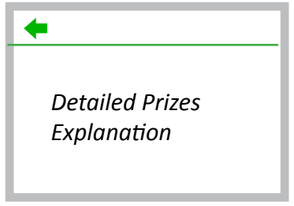
*Individual Films, * Show best examples for ph 1.*



Judge Detail

DEDICATED PAGE





mozilla

Firefox Flicks

About 2012 Films Judges Prizes Rules & Registration

A

Announcing... Firefox Flicks 2013!

B

Impressive judges line-up.

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

Registration & Rules »

C

Submissions open in **February**

D

Filmmakers Creative Brief

Download

E

About Flicks

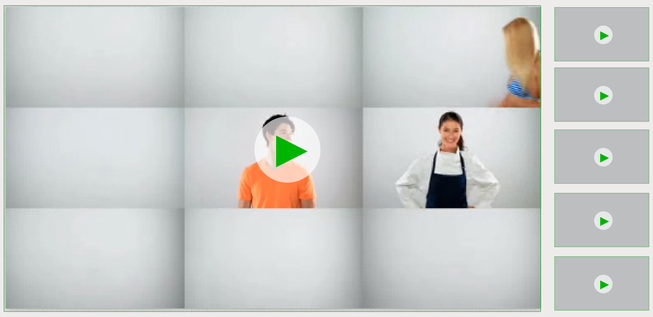
Firefox Flicks is a contest that invites Firefox fans and filmmakers from all over the world to create short videos (or "flicks") to help tell the Firefox story.

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.

F

2012 Films - Our Picks from Cannes



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

G

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

H

Prizes

View Full Prize List

I

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.

J

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 an overlay. Text-heavy content such as legal copy, will have a dedicated page. *(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. About Flicks

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

F. 2012 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

Films to show in phase 1:
6 films that went to Cannes last year:
- Squares, Eric Perrella, Canada
- Paranoid, Sean O'Riordian, UK
- I'm Falling in Love with Firefox, Lee Sang Woo, Korea
- Where the Weird Things Are Not, Ferran Brooks, Spain
- Be a Hero, Andres Felipe Mesa Rincon, Colombia
- Fenwick & Candy, Gavin Fenwick Christensen, Australia

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

Visual summary of the following prizes will exist here with link to detail page that will include the full text details:

o Prize - $1,000 + Crazy Kool Flicks swag bag
- March 9 – SxSW Sponsorship, Austin, TX
- April 10 - BAFICI Sponsorship, Buenos Aires, Argentina
- June 28 - Karlovy International Film Festival, Czech Republic
- July 23 - Cinemalaya Sponsorship, Manila, Philippines
- TBD

People's Choice Awards | September 13 – Toronto Film Festival (Announcement date and location TBD)
o (3x) Prize – $1,500 + exposure through About: Home take-over for a day
o Awarded to the 3 films that earn the most votes during the People's Choice Awards voting period
- August 1 – August 31 (TBC)

2013 Firefox Grand Prize Winner | September 13 – Toronto Film Festival (confirmed)
o Prize – Panavision Prize Package valued at $60,000 (TBD)
o Awarded to best film of the competition
o Films evaluated by the Celebrity Judge's panel

Additional winners announced at Toronto Film Festival
o Regional Prizes awarded to best films from each contest region and exclusive of the Grand Prize
- Latin America - $5,000 Winner + $2,500 runner up
- North America - $5,000 Winner + $2,500 runner up
- Europe - $5,000 Winner + $2,500 runner up
- Asia - $5,000 Winner + $2,500 runner up

See prize details in bug:
https://bugzilla.mozilla.org/show_bug.cgi?id=818104

I. Rules & Registration

High Level rules shown here with link to Legal copy. Suggestion for this copy is in the planning documentaton 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.

Sign in

mozilla

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Creative Elements for editing your film
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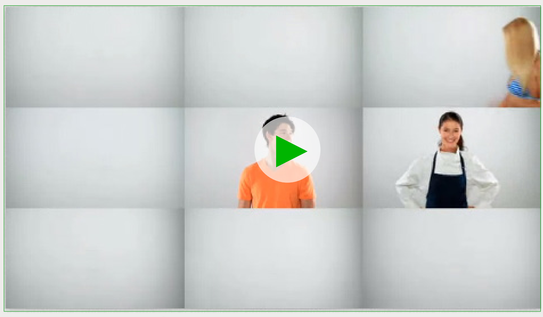
Films



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

View more in the Film Gallery

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FLICKS NEWS

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Privacy Policy | Legal | Partners

Other languages: English (US)

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

Sumbissions 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 also have 3 spaces here instead of 2 in phase 2, and swap out 3rd space with link to FAQ before assets are available for download.

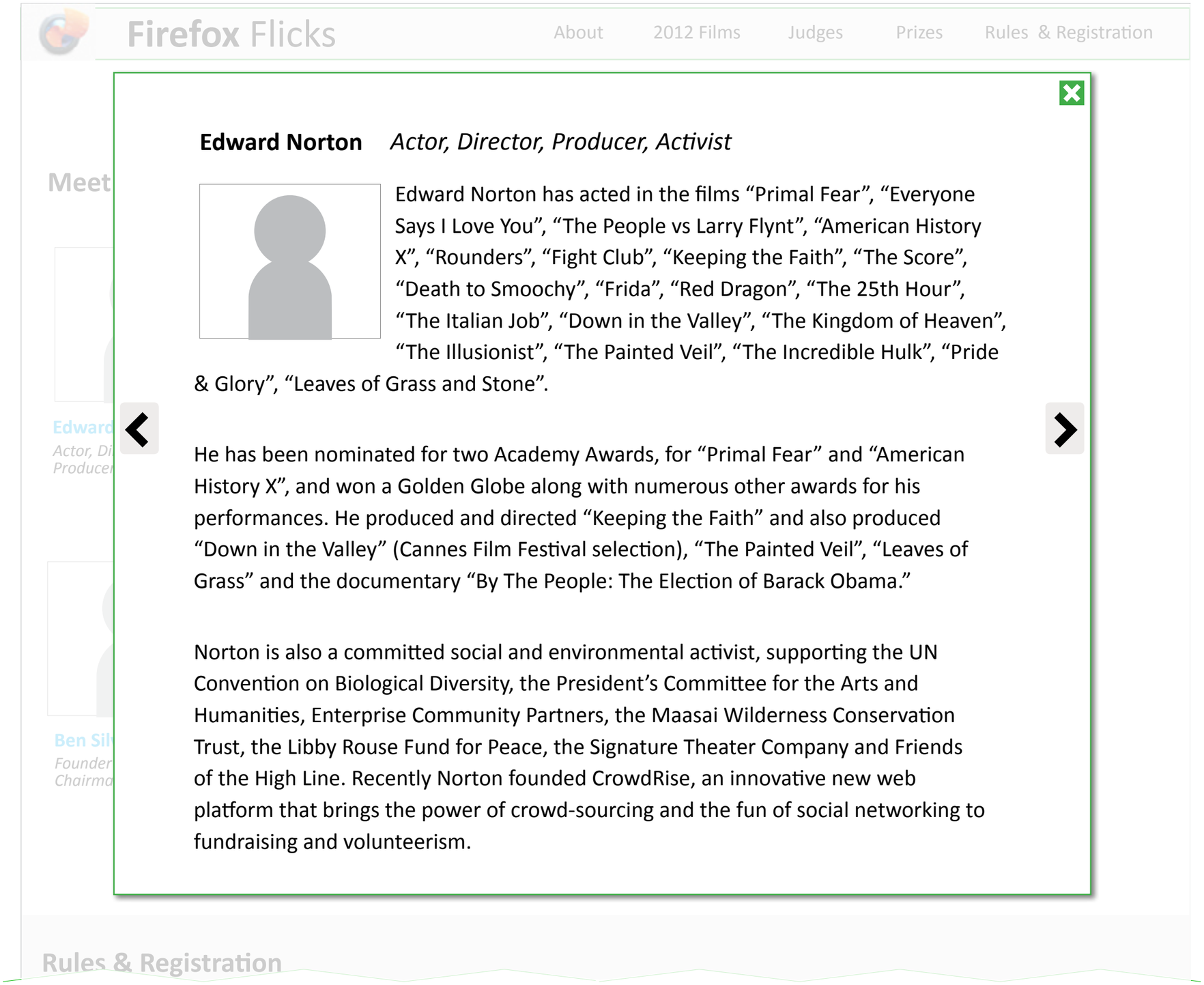
The answers to your questions...
in our FAQ.

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.

* Layout subject to change.

Overlay interaction for content details



Sticky Navigation

Firefox Flicks

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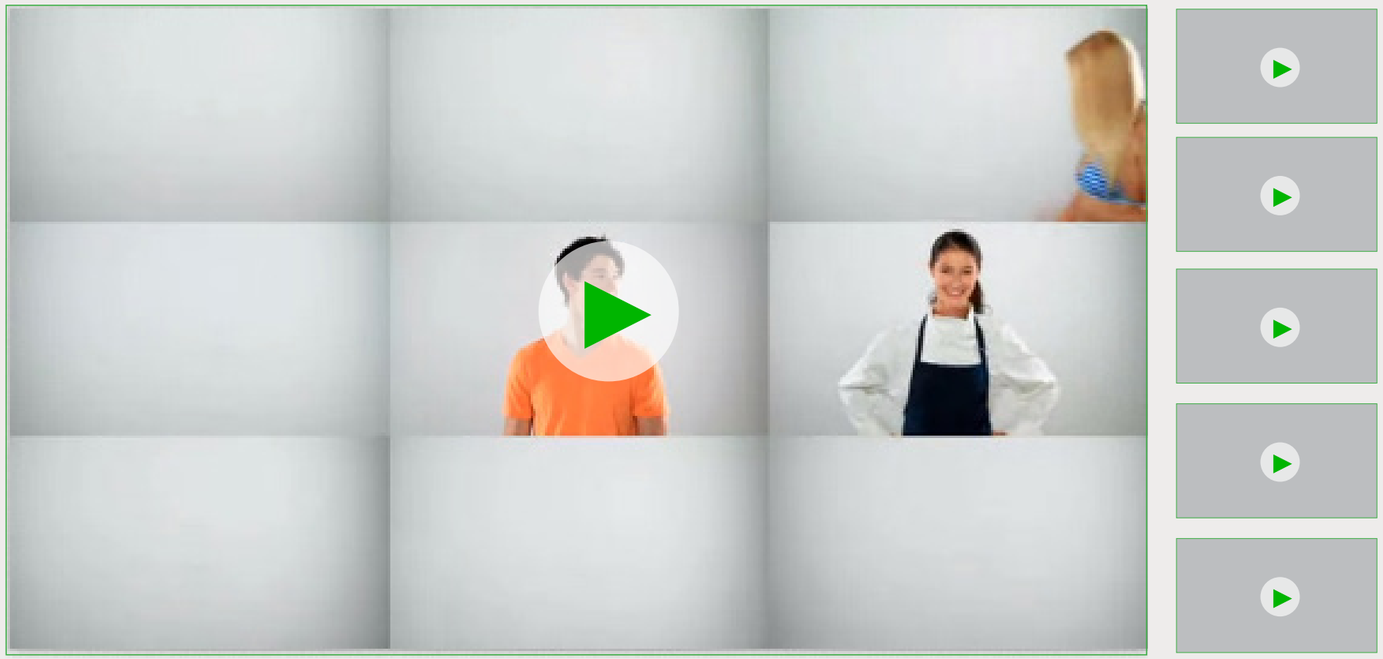


I'm Falling In Love With Firefox
Lee sang woo, Korea

View more in the Film Gallery

Meet the Judges

PROMO AREA

WHAT IS FLICKS?

FILMS (A SELECTION)

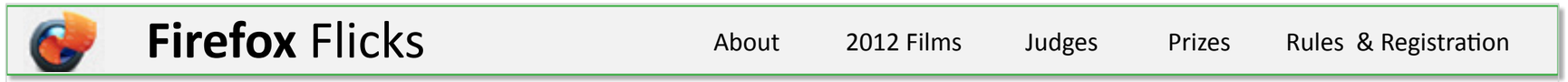
JUDGES

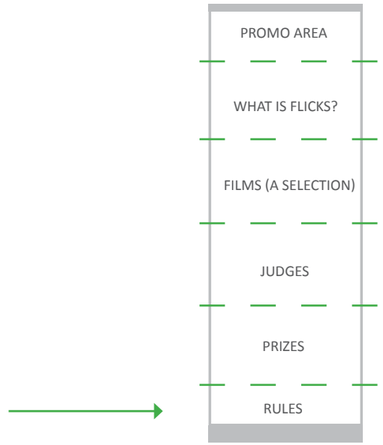
PRIZES

RULES

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.*



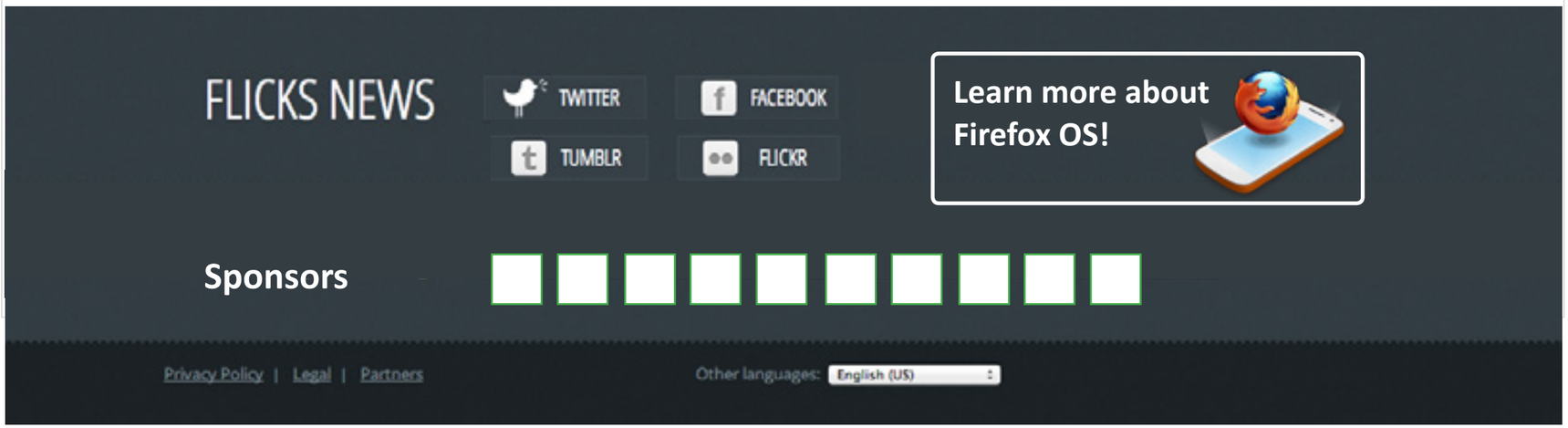


Rules & Registration

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!



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).

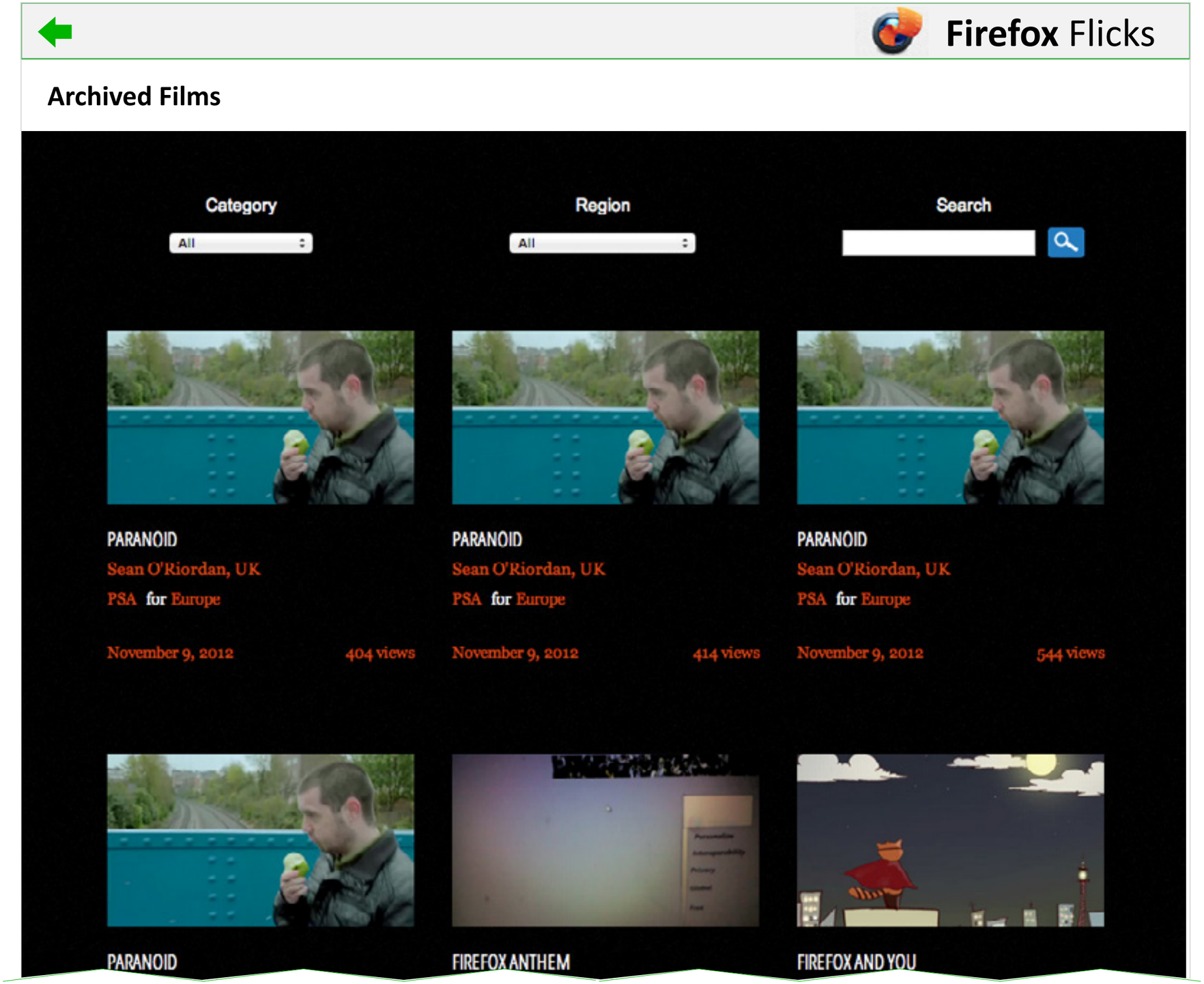
The Contest is void in Cuba, Iran, Myanmar, North Korea, Sudan, Syria, and any other country subject to a U.S boycott or where prohibited by law or restricted by law or regulations.

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 [illegible] a team of individ[illegible]submitting an Entry, the Entry should be sub[illegible]d under the email [illegible]t of the team lead[illegible]

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.*