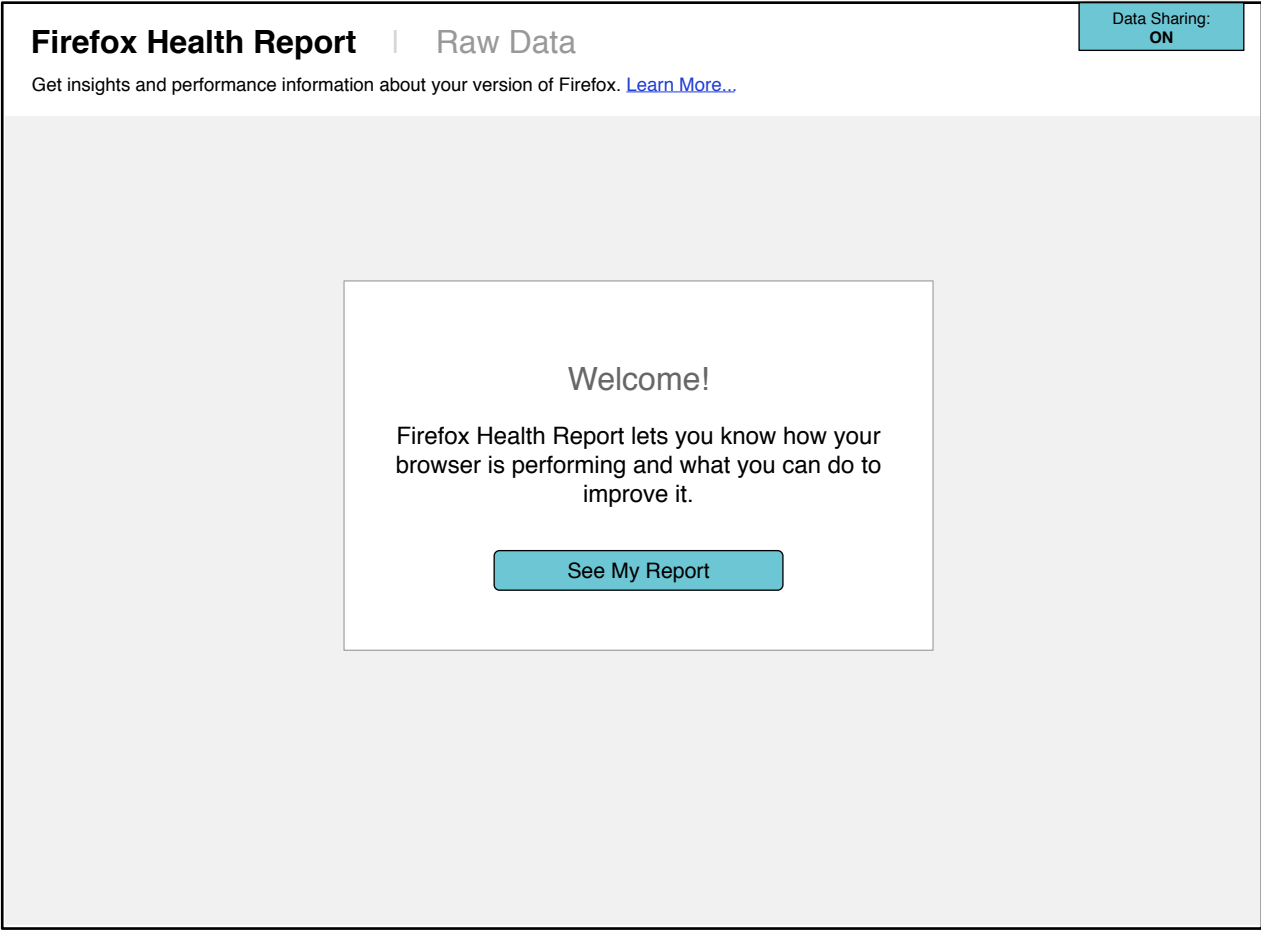


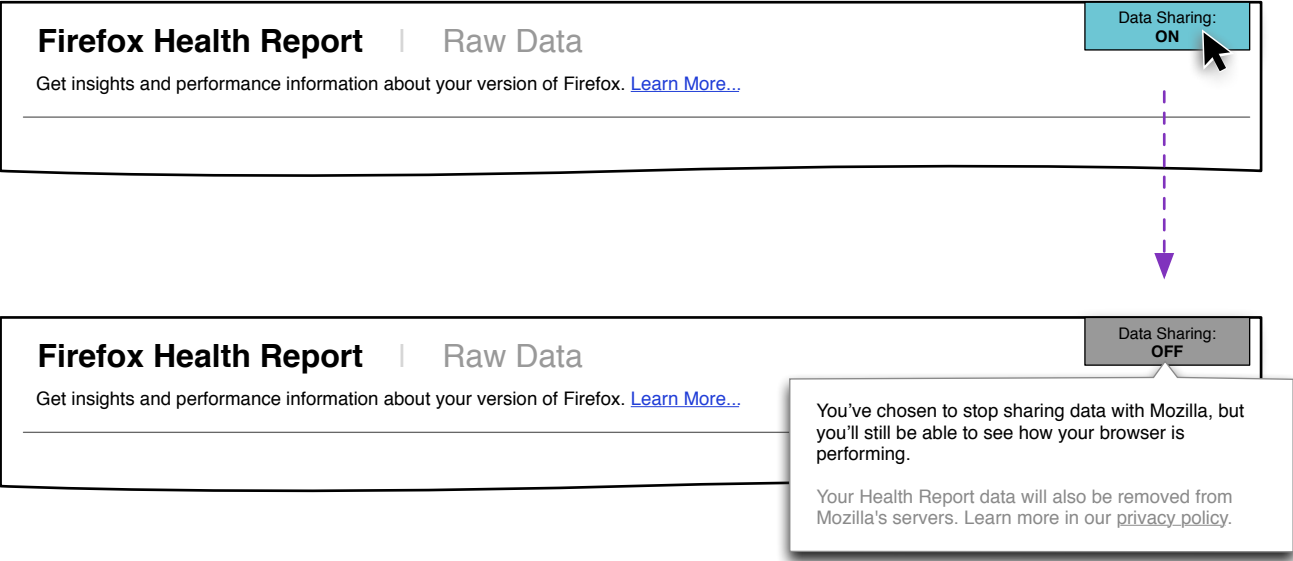
## Change Log

Rev	Date	Change
7	Mar 15, 2013	Finalized all strings and UI for v1. Anything NOT in v1 has been moved from the main document and into the appendix.
6	Mar 13, 2013	<b>Startup Time by Day Graph</b> <ul style="list-style-type: none"><li>• Updated with graphs from the Metrics team</li><li>• Replaced the strings which explain the graph (still needs copy review)</li><li>• Updated the Graph Information Pane -- the brief explanation of the graph now lives below it rather than in a separate info box.</li><li>• Add details about the different graph views</li></ul> <b>Tips</b> Added tip related to not having enough data yet (still needs copy review)
5	Mar 6, 2013	Updated the strings with Matej's copy. Non-final strings are marked in YELLOW (mostly pertaining to the graph)
4	Feb 14, 2013	Started a change log because we're now moving into detailed wireframes and interactions for the first release.

## **Main Components for v1**

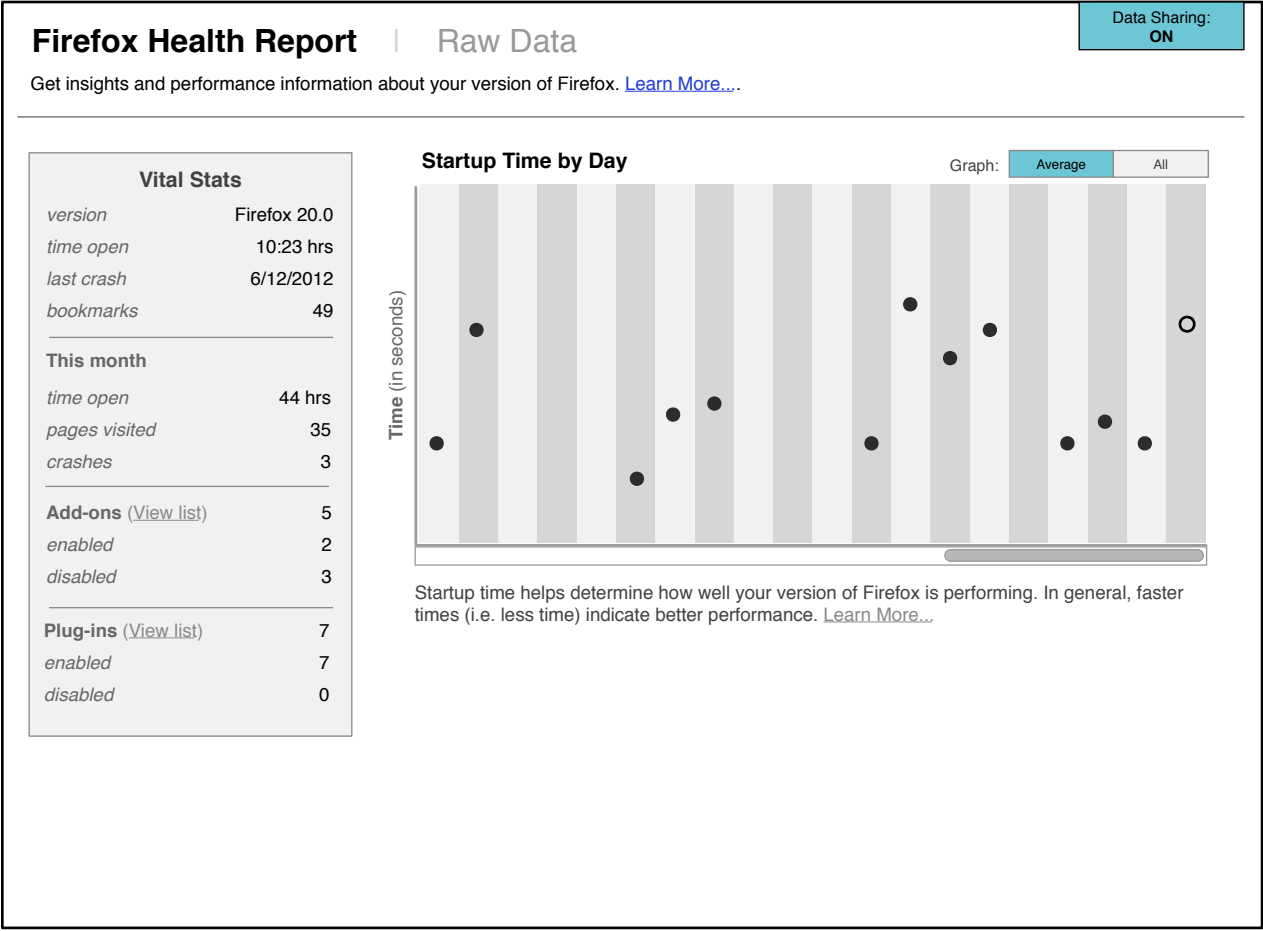


Disabling Sharing

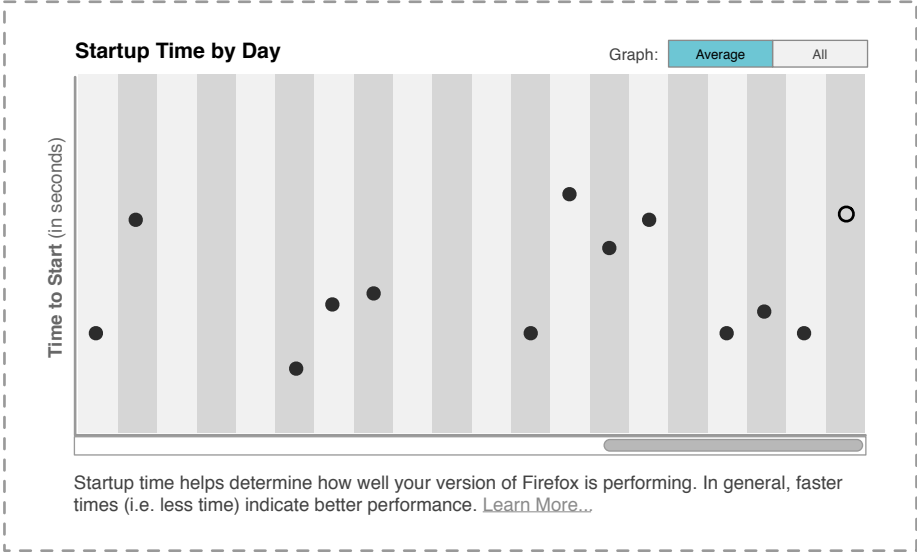


Enabling Sharing

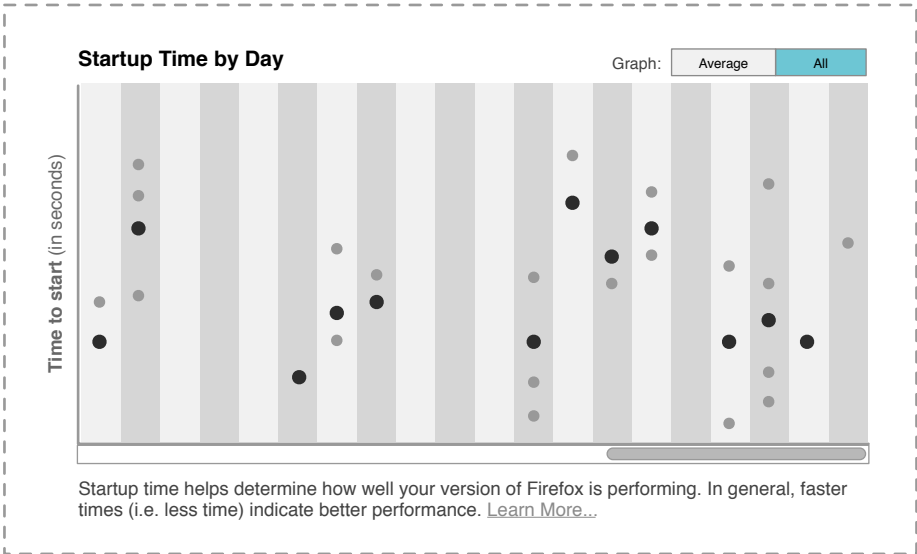




Average (default view)



All Data Points



Firefox Health Report

Raw Data

Data Sharing:  
ON

Get insights and performance information about your version of Firefox. [Learn More...](#)

Vital Stats

version

Firefox 20.0

time open

10:23 hrs

last crash

6/12/2012

bookmarks

49

This month

time open

44 hrs

pages visited

35

crashes

3

Add-ons [\(View list\)](#)

enabled

2

disabled

3

Plug-ins [\(View list\)](#)

enabled

7

disabled

0

▼ Tips

It looks like your browser has crashed a number of times recently. To learn more:

- Visit our [support site](#)
- See [more detailed information](#)

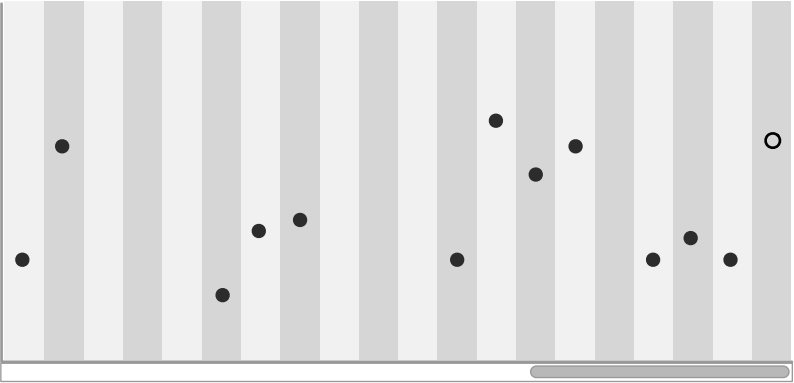
Startup Time by Day

Graph: 

Average

All

Time to Start (in seconds)



Startup time helps determine how well your version of Firefox is performing. In general, faster times (i.e. less time) indicate better performance. [Learn More...](#)

Last modified: Fri Mar 15 2013

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## Tips Pane Messages

### 1 Frequent Browser Crashes

#### ▼ Tips

It looks like your browser has crashed a number of times recently. To learn more:

- Visit our [support site](#)
- View [more detailed information](#)

### 2 Browser is Significantly Slow (need to determine the actual metric for this).

#### ▼ Tips

Your browser seems to be running slower than usual. To learn more:

- Visit our [support site](#)
- View [more detailed information](#)

### 3 Limited Graph Data Available

#### ▼ Tips

You'll be able to see more interesting and detailed information the more you use your browser. Check back in a couple of weeks to start seeing some trends.

Raw Data Collected

Firefox Health Report

Raw Data

Data Sharing:  
ON

Get insights and performance information about your version of Firefox. [Learn More...](#)

Data Collected

Glossary

```
{
  "version": 1,
  "thisPingDate": "2013-03-14",
  "data": {
    "last": {
      "org.mozilla.addons.active": {
        "testpilot@labs.mozilla.com": {
          "userDisabled": false,
          "appDisabled": false,
          "version": "1.2.2",
          "type": "extension",
          "scope": 1,
          "foreignInstall": false,
          "hasBinaryComponents": false,
          "installDay": 15749,
          "updateDay": 15749
        },
        "isreaditlater@ideashower.com": {
          "userDisabled": false,
          "appDisabled": false,
          "version": "3.0.1",
          "type": "extension",
          "scope": 1,
          "foreignInstall": false,
          "hasBinaryComponents": false,
          "installDay": 15751,
          "updateDay": 15751
        }
      },
      "web2pdfextension@web2pdf.adobedotcom": {
        "userDisabled": true,
        "appDisabled": false,
        "version": "1.2",
        "type": "extension",
        "scope": 0,
        "foreignInstall": true,
        "hasBinaryComponents": false,
        "installDay": 14907,
        "updateDay": 15755
      },
      "jidi-6mUPixNFCjAgkg@jetpack": {
        "userDisabled": false,
        "appDisabled": false,
        "version": "0.7",
        "type": "extension",
        "scope": 1,
        "foreignInstall": false,
        "hasBinaryComponents": false,
        "installDay": 15762,
        "updateDay": 15767
      },
      "{b0417cfa-8315-9282-d1ae-629120bf126c}": {
        "userDisabled": false,
        "appDisabled": false,
        "version": "11.6.602.180",

```

Firefox Health Report

Raw Data

Data Sharing:  
ON

Get insights and performance information about your version of Firefox. [Learn More...](#)

Data Collected

Glossary

1 What the Firefox Health Report Measures

The Firefox Health Report (FHR) has 5 categories of metrics:

[Configuration](#)  
device hardware, operating system, Firefox version

[Customizations](#)  
add-ons, count and type

[Performance](#)  
timing of browser events, rendering, session restores

[Wear and Tear](#)  
length of session, how old a profile is, count of crashes, count of pages

[Enveloping](#)  
used to manage the longitudinal data series of coarse-grained daily data

2 Detailed Description

2.1 Configuration

Device hardware, operating system, Firefox version

Metric	Description
appABI	Binary interface for XPCOM ( <a href="https://developer.mozilla.org/en/XPCOM_ABI">https://developer.mozilla.org/en/XPCOM_ABI</a> )
appBuildID	Identifier for this build of the application based on the date the build was started
appBuildTargetOS	Operating System for which this build was configured
appDistribution	Identifier for the particular distribution of the application in use. It is taken from the "distribution.id" preference
appDistributionVersion	Version of the distribution, taken from the "distribution.version" preference
appHotFixVersion	The version number of any Mozilla hotfix applied to the application
appID	Identifier unique to the application that indicates it is Firefox or Thunderbird, etc. Same for all installations of an application regardless of the value of appName
appName	The configured name of the application (Firefox / Aurora / Nightly for instance)
appUpdateChannel	The channel this installation checks for application updates (nightly/aurora/beta/release)
appVendor	The name of the company/provider who built this version
appVersion	The current version of the product

## **Additional Design Details**

## Cover Page

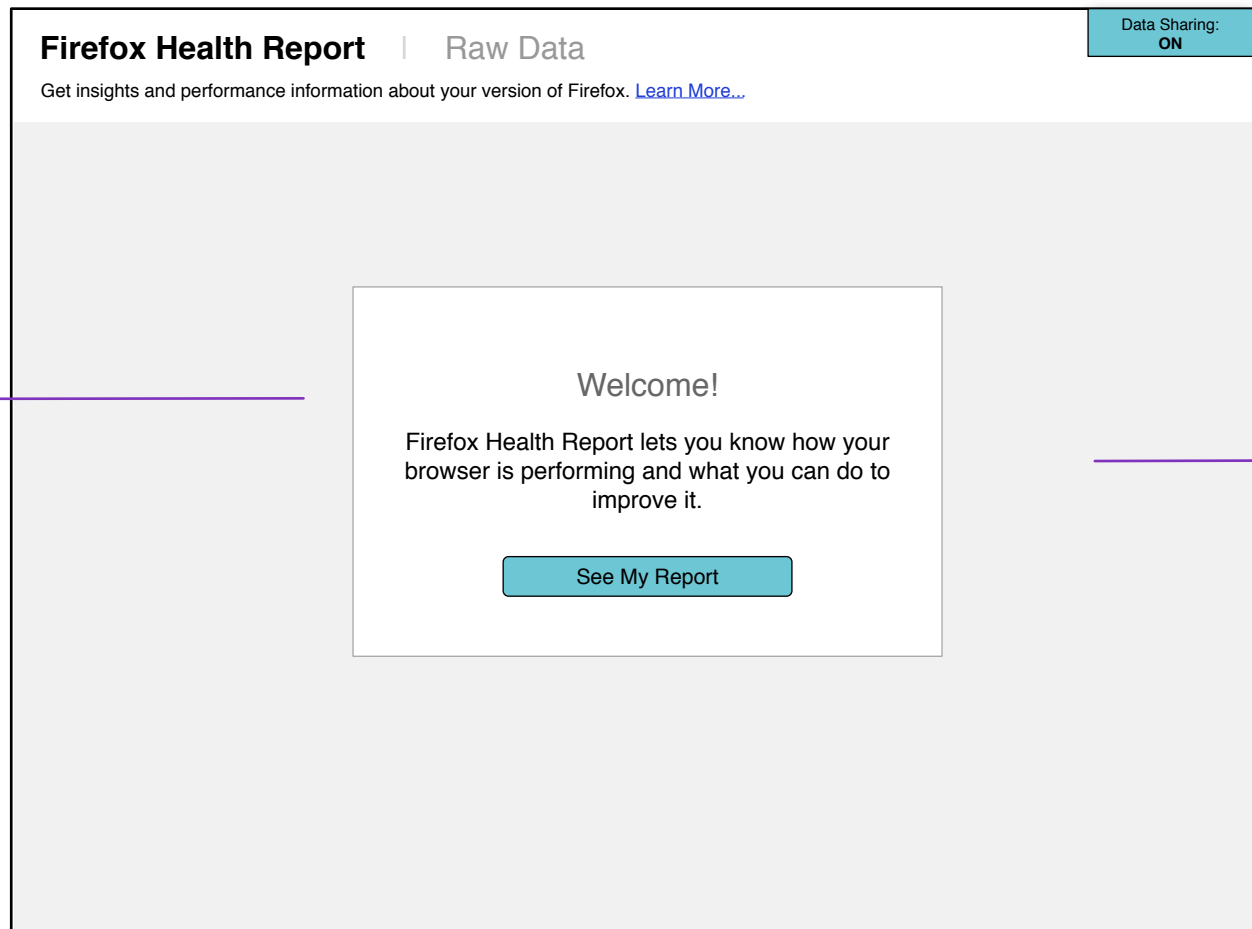
The cover page is a custom page the user sees before being viewing the dashboard. Ideally, we use this page pattern only when we have a unique message to convey. On all other times, navigating to About:FHR just displays the dashboard immediately.

### For v1

- First time the user visits the FHR page

### Not in scope for v1

- Any time we include a major new feature in FHR
- [Maybe] To mark big milestones such as an anniversary greeting for when the user first installed Firefox

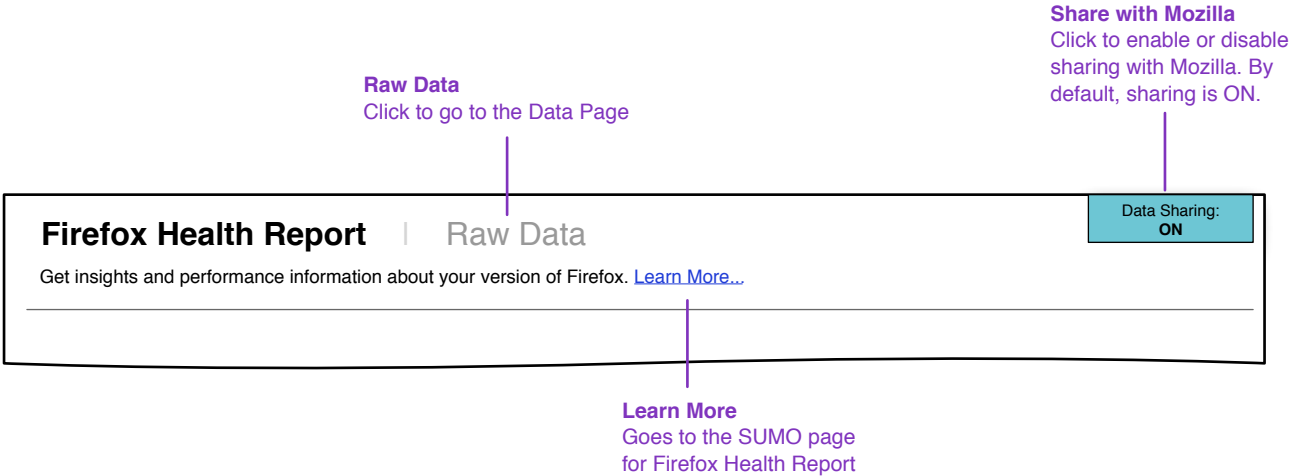


### Background

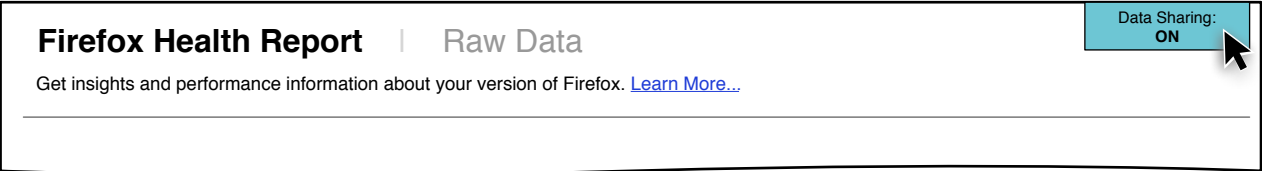
Since this is a cover page, the background should be visually distinct from the dashboard pages.

Header

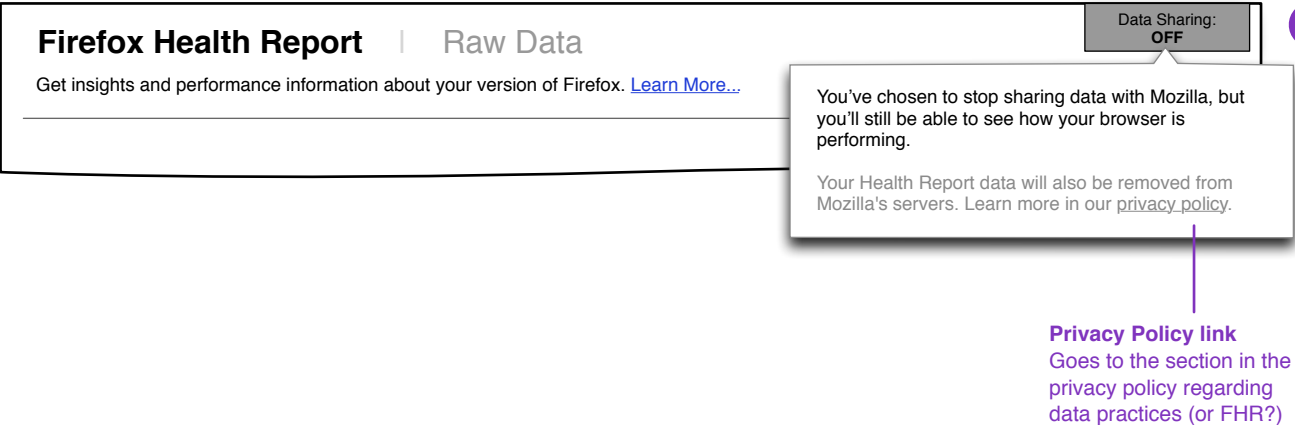
The header shows up in all the pages of the Firefox Health Report. It is a way for the user to navigate between the dashboard and the data page, as well as quickly view whether data is being shared with Mozilla or not.



# Disabling Sharing



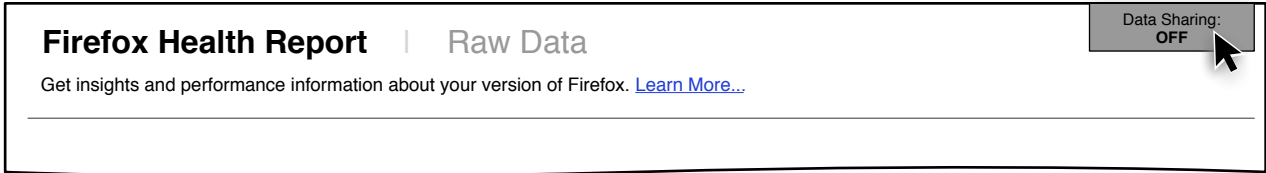
- 1 **State: Sharing Enabled**  
The user clicks on the Share Indicator



- 2 **State: Sharing Disabled**  
The Share Indicator is greyed out, and the status message says sharing is disabled. A message is displayed onscreen explaining the changes to the user.

The message should explain that he isn't sharing data with Mozilla from this point forward, but that his full Health Report is still available to him.

# Enabling Sharing



- 1 **State: Sharing Disabled**  
The user clicks on the Share Indicator



- 2 **State: Sharing Enabled**  
The Share Indicator lights up, and the status message says sharing is enabled. A message is displayed onscreen explaining the changes to the user.

The message should explain that by enabling sharing, data will be sent to Mozilla periodically. It should also reinforce the idea that sharing data makes the user part of our mission.



Dashboard

The dashboard is the main page the user will interact with to view the browser's health report.

Vital Stats

Vital Stats contains quantified information about the user's browsing habits. It is meant to provide an overview, not as a place to find detailed information or data.

Firefox Health Report | Raw Data

Data Sharing:  
ON

Get insights and performance information about your version of Firefox. [Learn More...](#)

Vital Stats

version Firefox 20.0  
time open 10:23 hrs  
last crash 6/12/2012  
bookmarks 49

This month

time open 44 hrs  
pages visited 35  
crashes 3

Add-ons [\(View list\)](#) 5  
enabled 2  
disabled 3

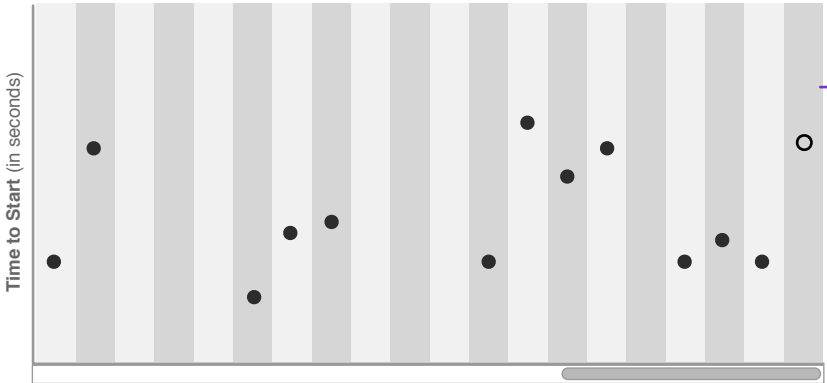
Plug-ins [\(View list\)](#) 7  
enabled 7  
disabled 0

View List

Clicking on this list displays About:Addons with the appropriate tab open.

Startup Time by Day

Graph: Average All



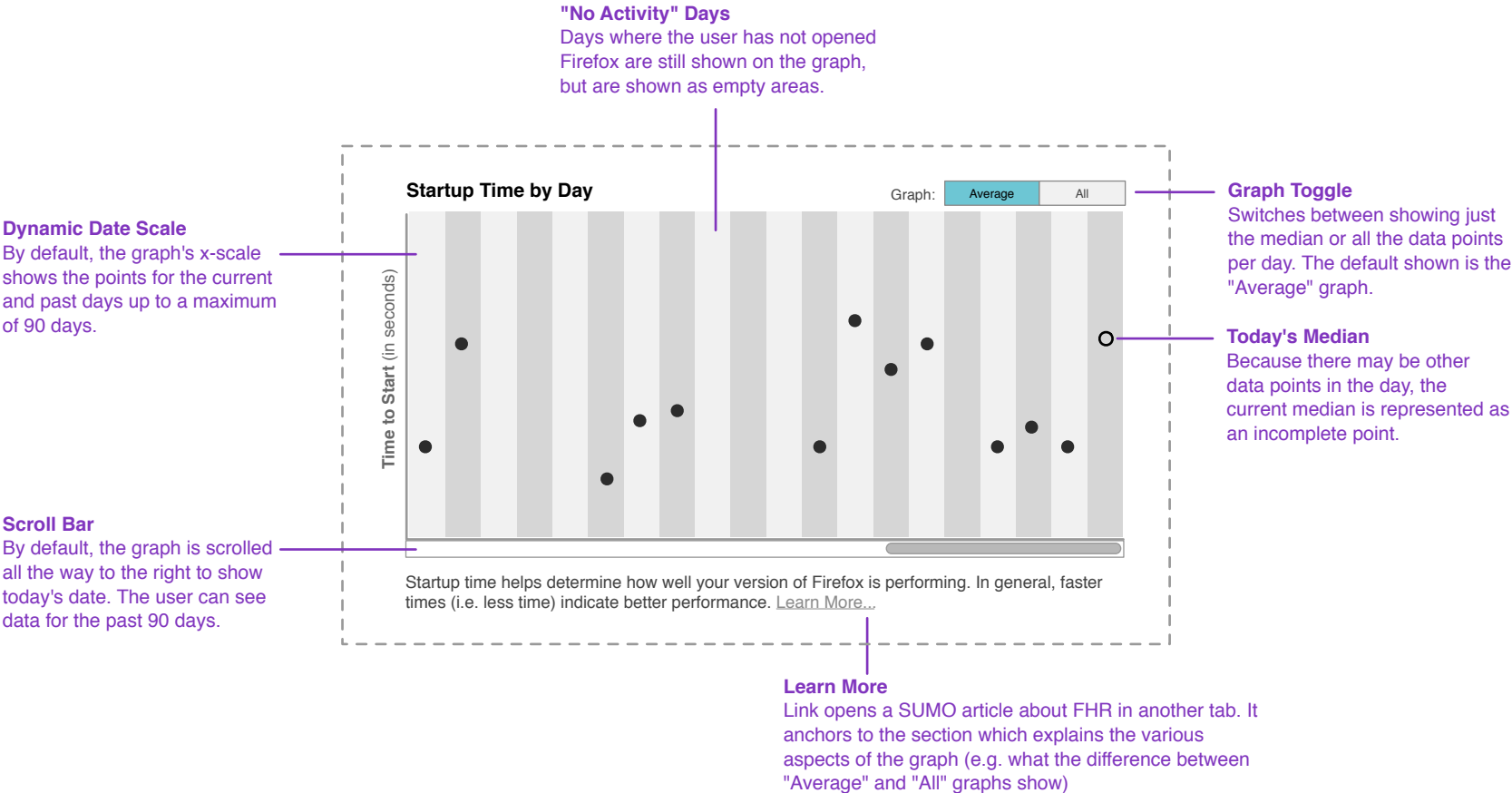
Startup time helps determine how well your version of Firefox is performing. In general, faster times (i.e. less time) indicate better performance. [Learn More...](#)

Graphs

The graphs contain detailed information about the browser's performance and other metrics that are important to the user.

# Daily Startup Time Graph

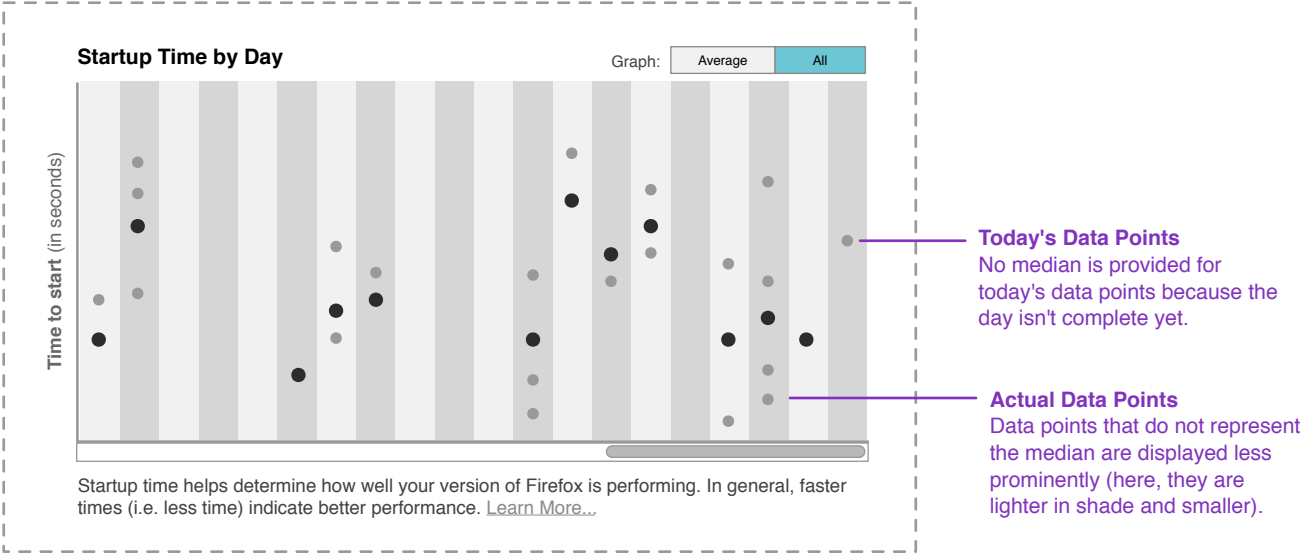
This graph shows the user the median and all the startup times for their copy of the browser per day



# Startup Time Graph Alternate Views

The user can view all the data points for the day by showing the "All" graph.

Case 1: The user toggles to the "All" View



Tips Pane

The *Tips Pane* is displayed above the graphs when we have information or suggestions that we want to call the user's attention to. Once the information is no longer pertinent (e.g. the user has already updated his browser), the *Tips Pane* disappears.

Firefox Health Report

Raw Data

Data Sharing:  
ON

Get insights and performance information about your version of Firefox. [Learn More...](#)

Vital Stats

version

Firefox 20.0

time open

10:23 hrs

last crash

6/12/2012

bookmarks

49

This month

time open

44 hrs

pages visited

35

crashes

3

Add-ons [\(View list\)](#)

enabled

2

disabled

3

Plug-ins [\(View list\)](#)

enabled

7

disabled

0

▼ Tips

It looks like your browser has crashed a number of times recently. To learn more:

- Visit our [support site](#)
- See [more detailed information](#)

Startup Time by Day

Graph: 

Average

All

Time to Start (in seconds)

Day	Time to Start (in seconds)
1	1.5
2	2.5
3	1.5
4	1.5
5	1.5
6	1.5
7	1.5
8	1.5
9	1.5
10	1.5
11	1.5
12	1.5
13	1.5
14	2.5

Startup time helps determine how well your version of Firefox is performing. In general, faster times (i.e. less time) indicate better performance. [Learn More...](#)

Tips Pane  
Clicking on the title bar minimizes/expands the Tips Panel.

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## Tips Pane Messages

*These are the initial set of tips that we'd like to display in v1.*

### 1 Frequent Browser Crashes

#### ▼ Tips

It looks like your browser has crashed a number of times recently. To learn more:

- Visit our [support site](#)
- View [more detailed information](#)

Provide links to SUMO and About:Support to give the user more information for troubleshooting crashes.

### 2 Browser is Significantly Slow (need to determine the actual metric for this).

#### ▼ Tips

Your browser seems to be running slower than usual. To learn more:

- Visit our [support site](#)
- View [more detailed information](#)

### 3 Limited Graph Data Available

#### ▼ Tips

You'll be able to see more interesting and detailed information the more you use your browser. Check back in a couple of weeks to start seeing some trends.

Data Page

The Data Page is the "back panel" of the Firefox Health Report. It's displayed when the user clicks the "Raw Data" link from the Dashboard page. The Data page is separated from the Dashboard because it's for even more advanced users who would like to see the raw data and reports sent to Mozilla.

Data collected  
Raw data collected by FHR

Glossary  
Definition of all the metrics collected

Firefox Health Report | Raw Data

Data Sharing:  
ON

Get insights and performance information about your version of Firefox. [Learn More...](#)

Data Collected

Glossary

```
{
  "version": 1,
  "thisPingDate": "2013-03-14",
  "data": {
    "last": {
      "org.mozilla.addons.active": {
        "testpilot@labs.mozilla.com": {
          "userDisabled": false,
          "appDisabled": false,
          "version": "1.2.2",
          "type": "extension",
          "scope": 1,
          "foreignInstall": false,
          "hasBinaryComponents": false,
          "installDay": 15749,
          "updateDay": 15749
        },
        "isreaditlater@ideashower.com": {
          "userDisabled": false,
          "appDisabled": false,
          "version": "3.0.1",
          "type": "extension",
          "scope": 1,
          "foreignInstall": false,
          "hasBinaryComponents": false,
          "installDay": 15751,
          "updateDay": 15751
        },
        "web2pdfextension@web2pdf.adobedotcom": {
          "userDisabled": true,
          "appDisabled": false,
          "version": "1.2",
          "type": "extension",
          "scope": 8,
          "foreignInstall": true,
          "hasBinaryComponents": false,
          "installDay": 14907,
          "updateDay": 15755
        },
        "jid1-6mUPixNFCjhgkg@jetpack": {
          "userDisabled": false,
          "appDisabled": false,
          "version": "0.7",
          "type": "extension",
          "scope": 1,
          "foreignInstall": false,
          "hasBinaryComponents": false,
          "installDay": 15762,
          "updateDay": 15767
        },
        "b0417cfa-8315-9282-d1ae-629120bf126c": {
          "userDisabled": false,
          "appDisabled": false,
          "version": "11.6.602.180",

```

Glossary

The Glossary contains all the terms used in the Data Collected page and their definitions.

Firefox Health Report | Raw Data

Data Sharing:  
ON

Get insights and performance information about your version of Firefox. [Learn More...](#)

Data Collected

Glossary

1 What the Firefox Health Report Measures

The Firefox Health Report (FHR) has 5 categories of metrics:  
[Configuration](#)  
device hardware, operating system, Firefox version  
[Customizations](#)  
add-ons, count and type  
[Performance](#)  
timing of browser events, rendering, session restores  
[Wear and Tear](#)  
length of session, how old a profile is, count of crashes, count of pages  
[Enveloping](#)  
used to manage the longitudinal data series of coarse-grained daily data

2 Detailed Description

2.1 Configuration

Device hardware, operating system, Firefox version

Metric	Description
appABI	Binary interface for XPCOM ( <a href="https://developer.mozilla.org/en/XPCOM_ABI">https://developer.mozilla.org/en/XPCOM_ABI</a> )
appBuildID	Identifier for this build of the application based on the date the build was started
appBuildTargetOS	Operating System for which this build was configured
appDistribution	Identifier for the particular distribution of the application in use. It is taken from the "distribution.id" preference
appDistributionVersion	Version of the distribution, taken from the "distribution.version" preference
appHotFixVersion	The version number of any Mozilla hotfix applied to the application
appId	Identifier unique to the application that indicates it is Firefox or Thunderbird, etc. Same for all installations of an application regardless of the value of appName
appName	The configured name of the application (Firefox / Aurora / Nightly for instance)
appUpdateChannel	The channel this installation checks for application updates (nightly/aurora/beta/release)
appVendor	The name of the company/provider who built this version
appVersion	The current version of the product

The contents of this page  
is currently at: [https://  
services.mozilla.com/  
healthreport/glossary.html](https://services.mozilla.com/healthreport/glossary.html)

# Appendix



## Tips Pane Messages (Future)

- 1 Browser is Significantly Out-of-Date**  
If there are no updates for the user's hardware or OS, don't show this message.

Show this message when the browser is N versions out of date (5 versions is nearly a full year!).

▼ **Tips**

Your browser is 5 versions out of date. Update now for the latest security, performance and stability.

Not Now Update Now

Dismisses the tip

Displays the Update Pane

- 2 Frequent FHR User who Disabled Sharing**

We could show a message for users who seem to be using FHR a lot but have disabled sharing with Mozilla. The message wording should explain that by doing so, the user is contributing to our mission and helping to improve our products.

▼ **Tips**

Firefox is built with a non-profit mission to keep the power of the Web in people's hands. If you like the sound of that and find Firefox Health Report useful, help us improve our products for users everywhere by sharing your browser data.

You can also see what [information we collect](#) and read about how we handle and protect your data in our [privacy policy](#).

Not Now Share With Mozilla

Goes to the Data View

The Share indicator in the header is activated and the message informing the user about sharing is displayed.

# Graph Zoom (Future)

The user can zoom into the graph if there are more than 14 days of data collected.

Case 2: The user zooms into the graph



- 1
- Zooming into a graph**

When the user hovers over the graph, the mouse pointer turns into a zoom-in magnifying glass. Clicking on the graph zooms into that portion of the graph, showing the surrounding 14 days of data.

The zoom-in function is only available if there are more than 14 days of data available.

- 2
- Zooming out of a graph**

If the graph is zoomed in to 14 days of data, hovering over it displays a zoom-out magnifying glass. Clicking on the magnifying glass displays a view with data for 90 days.

The zoom-out function is only available if there are more than 14 days of data available.

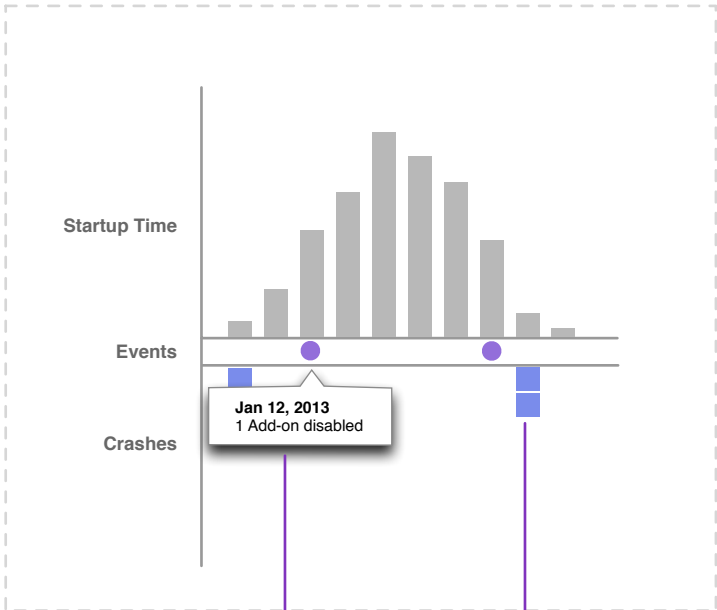
## Personas (Best Guess)



	<b>Quantifier</b>	<b>Optimizer</b>	<b>Troubleshooter</b>	<b>Auditor</b>	<b>Onlooker</b> (Non-FHR user)
Who he/she is	Likes to see the big picture of his browser use and visualizing trends. Enjoys the data for its own sake, not necessarily because he wants to do something with it.	Wants to make sure her browser is as efficient as possible. Will explore settings and research ways to maximize performance.	Is looking for information that can help him diagnose a problem. Will probably only visit the page when there seems to be a recurring issue.	Privacy-sensitive user who wants to see what data Mozilla is collecting about her. Cares about our mission and likes to customize her privacy and security choices.	Won't visit the FHR page because he's afraid that he might break something. Typically relies on Optimizers and Troubleshooters in his life for advice on any problems he has with the browser.
User Needs	To quantify his browsing experience  To celebrate milestones	To have the fastest possible browsing experience  To know exactly how her browser compares to others'	To understand the cause behind problems with the browser  To solve problems with the browser	To be able to trust Mozilla with her data  To choose what data to share	To work/play online with minimal interruption from the browser
Key v1 Features	- Vital Stats Panel - Graphs of Start-up time and Crashes - [Maybe] Cover Page milestones	- "This Month" section in the Vital Stats Panel - Event Log - [Soon] Comparison data with similar users	- Event Log - Tips Pane with links to SUMO and About:Support	- Data Page - Share Indicator - First Run Cover Page	- Passive Info Bar informing of data collection

Potential Future Graph Designs

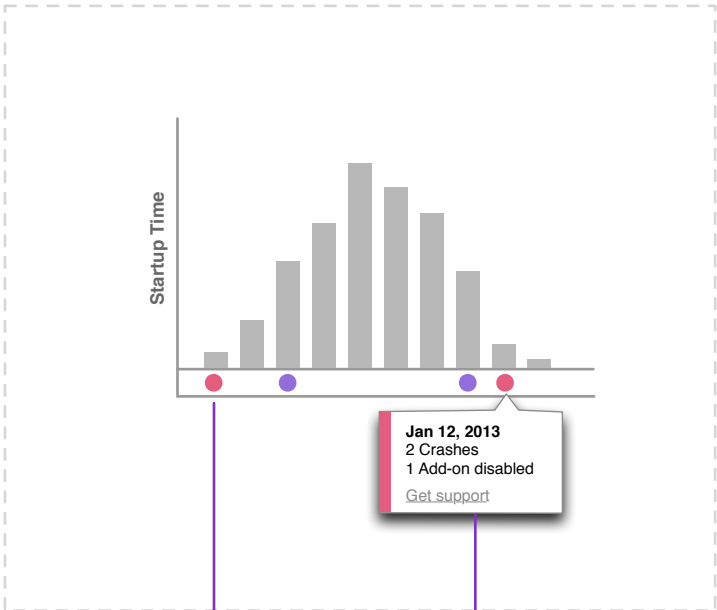
Idea 1: Startup Time + Events + Crashes



Clicking or hovering on an event displays a description of the event/s. The description overlaps the crash graph in this design.

Shows the number of crashes per day. This graph could be very bare depending on frequency of crashes.

Idea 2: Startup Time + Events



Crashes are indicated in a different color from other events.

Clicking or hovering on an event displays a description of the event/s.