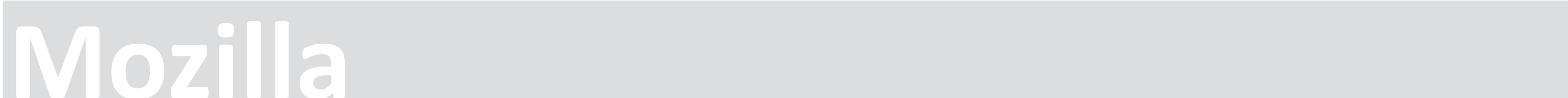


Mozilla

UX: Planning
Onboarding, First Run

IA: Holly Habstritt
22.03.2013





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Phases & Timeline

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Project:	Mozilla: Onboarding	Sprint:	n/a	Email:	habber@mozilla.com	

PHASES & TENTATIVE TIMELINE

Q1 & Q2

PHASE 1

Current Fx Version + Web

In phase 1 we would like to update the /firstrun and /whatsnew pages in an effort to increase Fx browser user acquisition and retention.

We will test a subset of tactics to see if they can have a positive impact on user behavior. Phase 1 implementation requires work within web only and not within the chrome of the browser.

Q2 & Q3

PHASE 2

Current Fx Version Onboarding + In-Product

In phase 2 we will work with Justin Dolske’s team to introduce a couple of in-product demos into their release cycles in collaboration with a /firstrun web update for testing.

Everything learned here and in phase 1 will inform our work in phase 3.

Pre-Australis and Australis Launch

PHASE 3

Australis Focused Onboarding

- web: updates to the onboarding touch-points* and flow with Australis content
- in-chrome: new in-product demo features to support Australis release
- logic: audience specific demo targeting. Users brand-new to Fx should be treated differently than users going from old to new Australis Fx design.

** how many people view /firstrun each month?*

- Onboarding touch-points:
- a. Firefox Family Page
 - b. /new
 - c. /firstrun
 - d. /whatsnew
 - e. /update
 - f. snippets
 - g. testing/validating to inform what is done for Australis.

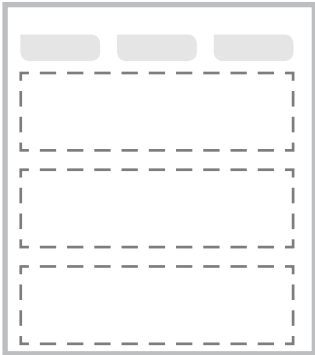
PHASE 1 TESTING

Q1 & Q2

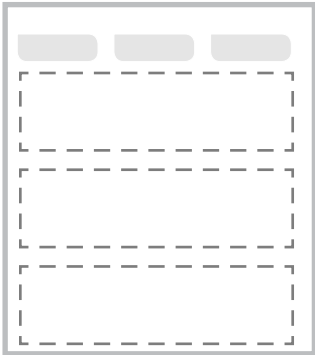
PHASE 1

Current Fx Version + Web

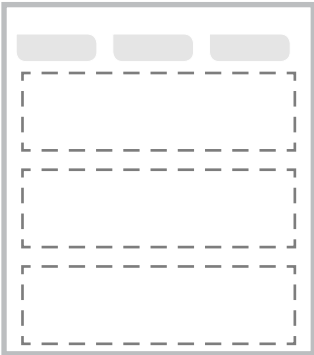
WEEK 1:



a. Scrolling (A): all feature blocks



b. Scrolling (A): alternate feature

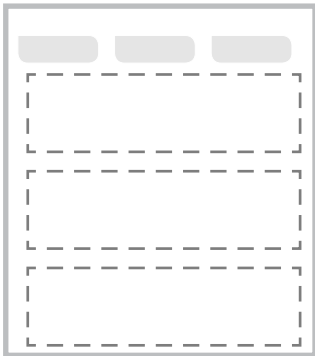


c. Scrolling (A): brand story content block



d. Alternate layout (B)

WEEK 2:



a. Winner, scrolling (A), new copy

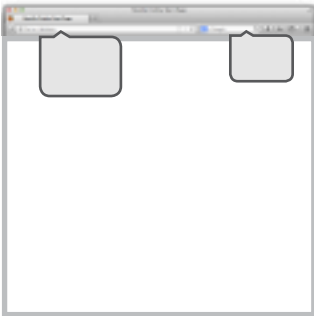


b. Alternate layout (B), new copy, feature change if necessary

Q2 & Q3

PHASE 2

Current Fx Version
Onboarding + In-Product



Simplified layout + in-product experience. Potential of simple step-by-step process before webpage is revealed.

Features for Testing

FEATURE TOPICS

- 1. UNIQUE TO FIREFOX
- 2. HIDDEN FEATURES
- 3. SELLING POINT
- 4. EXTRA INVESTMENT
- 5. EXPECTED FEATURES
- 6. SECOND RUN

FEATURES

BUCKET LIST OF FEATURES TO START CONCEPTING

Themes	H, S, I
Add-ons	H, S, I
Bookmarks	E, S
App Tab	H, S, U
Customization	H, S, I
Awesome bar	H, S
Search engines	H, S

** narrow down to a few for phase 1 & 2 testing*

ADDITIONAL FEATURES WE CONSIDERED

Full Screen	2, H, S
Firefox Button	U, S
Private Browsing	E, H, S
Privacy related (DNT, Click to play, FHR, Password Manager)	2, E, H, S
Switch to tab	U, H,
Find in page	2, H, E
Download Manager	2, H, S
Reading mode	

**consider for 2nd run, australis, ongoing messaging to user.*

- U: Unique to Firefox
- H: Hidden Features
- S: Selling Point
- I: Extra Investment
- E: Expected Features
- 2: Second Run

WEB ONLY, FIRST RUN: WHAT CONVERTS BETTER?

(layout & methods considered)

CONCEPT A: VERTICAL SCROLL THROUGH (SHORT, 3 TIERS) ** recommended for test*

Welcome to Firefox!

Welcome

Sticky nav

Expected features

Investment

Unique to Firefox / get started

Newsletter or share

CONCEPT B. NO SCROLL, BRAND PANEL + FEATURES

Welcome to Firefox!

brand / community intro

feature panels

Newsletter

CONCEPT C. NO SCROLL, CLICK-THROUGH PANELS

Welcome to Firefox!

feature panels

Newsletter or share

VIDEO EXPLANATION

Quick app tabs demo

LINK TO MORE

Find Your Theme

IN-PAGE CUE TO BROWSER

Start Your Search Now!

** when selecting features for phase 1 test, keep in mind Australis needs and capability to transfer to in-chrome lxD.*

Concept A wireframes

Scrolling

- * Recommended for test
- * One feature selected from the following feature topics:
 - Unique to Firefox (App Tabs)
 - Extra Investment (Themes)
 - Expected (Bookmarks, Awesome Bar)
- * Will also test 1 community + brand focused section

Document:	UX: Planning	Date:	22.03.2013	Author:	H. Habstritt	
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Unique to Firefox
Personalize ...
Fast & Easy ...
Share / Newsletter

Welcome to Firefox!

We think you'll like it.
Get going and try for yourself.



Unique to Firefox

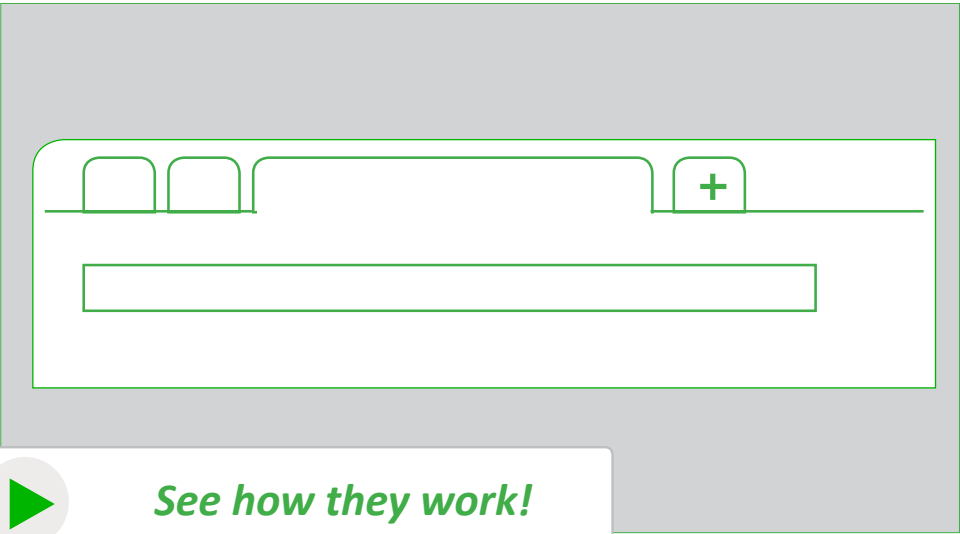
Personalize Your Firefox

Fast & Easy Browsing

App Tabs

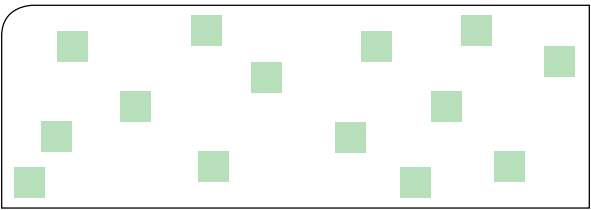
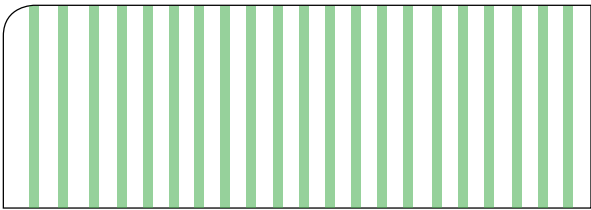
Pinned Tabs allow you to always keep your favorite web apps like Facebook, Gmail and Twitter open and just a click away.

Pinned Tabs are small, can't be closed accidentally and open automatically when you start Firefox.



Approx. viewport area

Themes

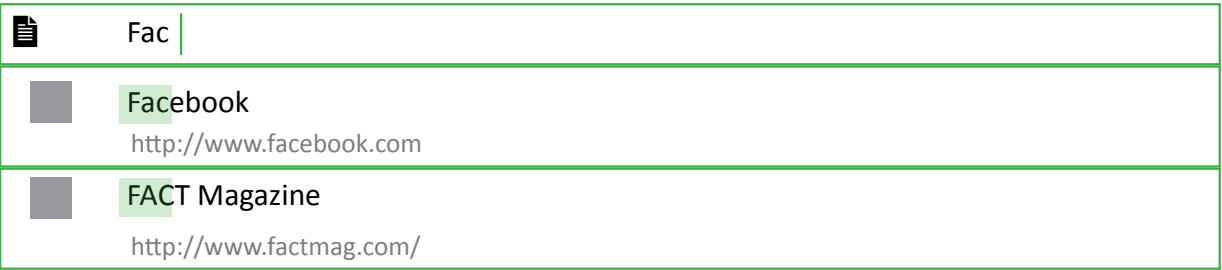


Themes are an easy way to let you personalize the look of your Firefox!

Find Your Theme →

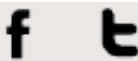
Awesome Bar

Get started now by trying out the Awesome Bar!



Get to your favorite sites quickly – even if you don't remember the URLs. User our Awesome Bar to get started!

Tell others about the awesomeness of Firefox!



Footer

Concept A:
Unique to Firefox

Nav sticks below
headline and logo
stays anchored in
upper right corner.

Welcome to Firefox!

Unique to Firefox

Personalize Your Firefox

Easy & Fast Browsing

App Tabs

Pinned Tabs allow you to always keep your favorite web apps like Facebook, Gmail and Twitter open and just a click away.

Pinned Tabs are small, can't be closed accidentally and open automatically when you start Firefox.

+

▶

See how they work!

Unique to Firefox

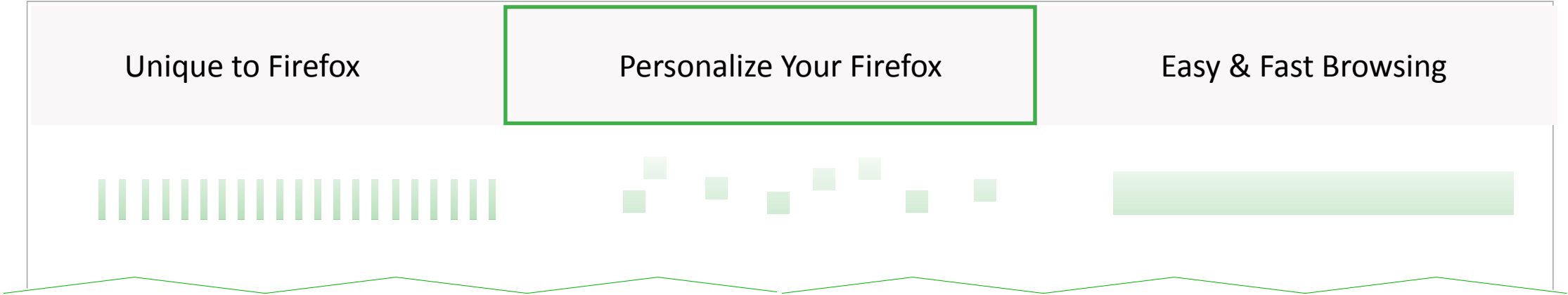
Personalize ...

Fast & Easy ...

Share / Newsletter

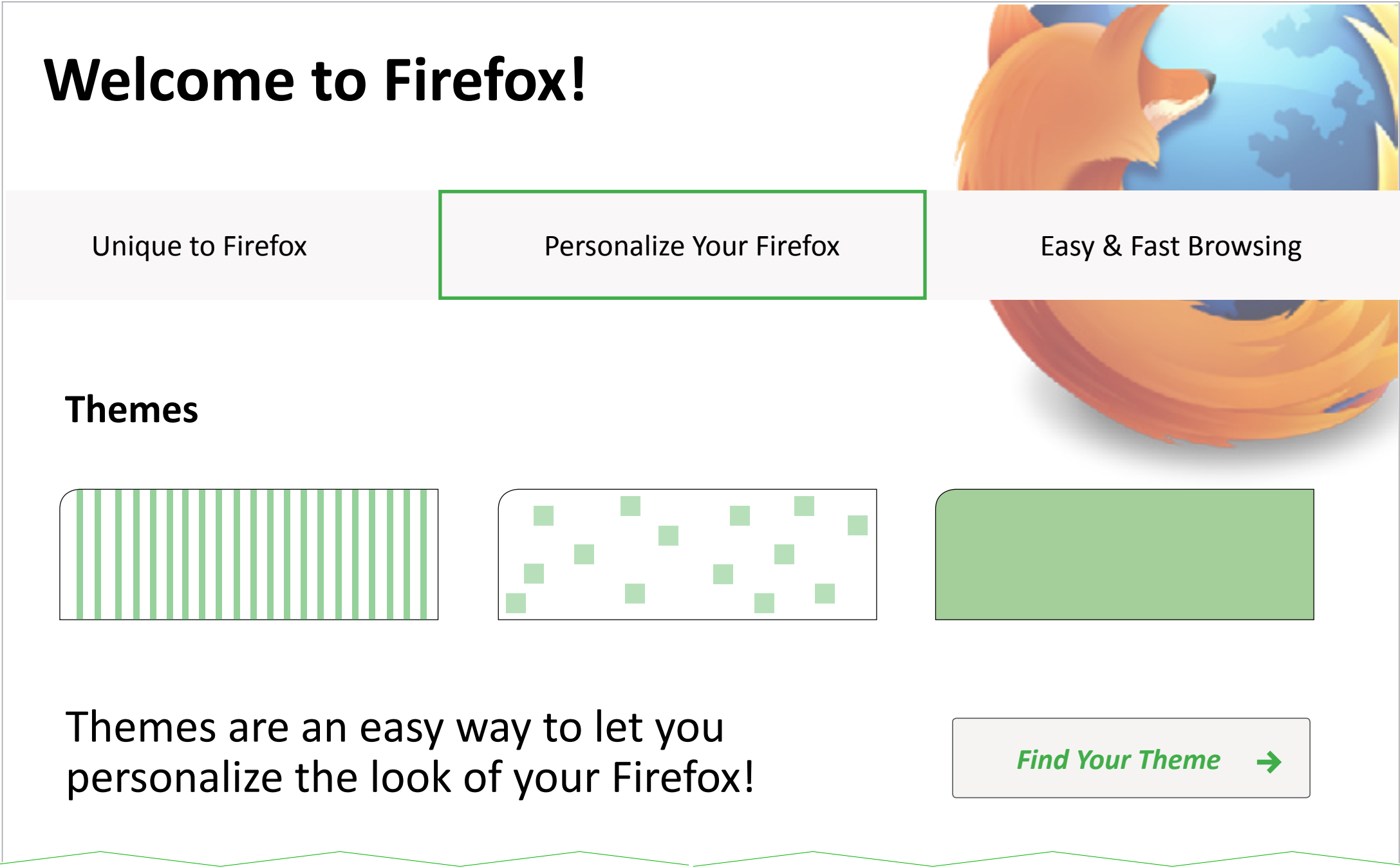
Concept A:
Personalize Your
Firefox

Animation as user scrolls:
Patterns fall into browser
screenshots simulating
theme application.



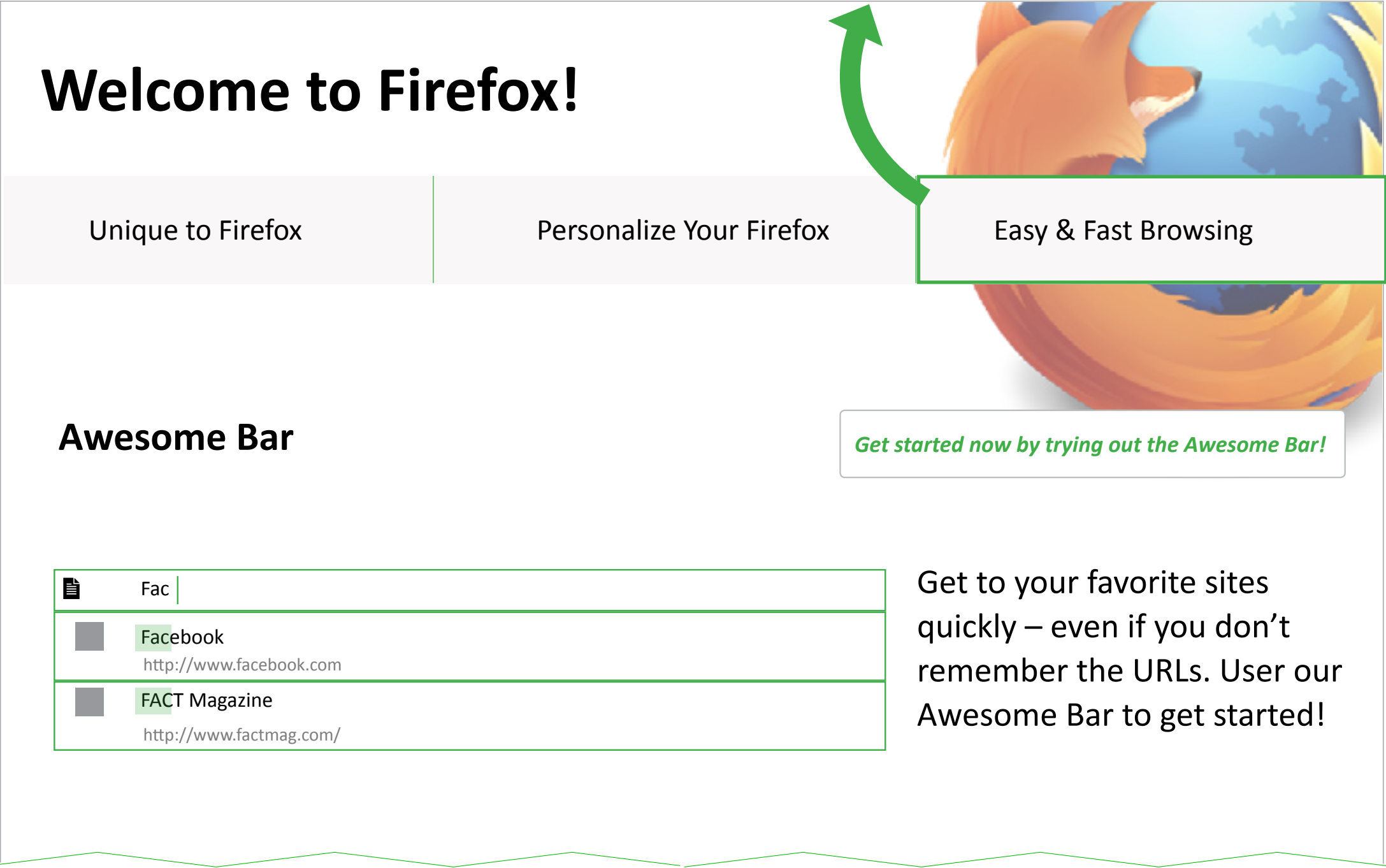
User can select “Find Your
Theme”, which takes them to
the Personas/Theme site:
<http://www.getpersonas.com/>

Ultimately (in phase 2 or 3)
the user will be able to apply
theme directly on this page
from a few choices.



Concept A:
Easy & Fast Browsing

When user scrolls to this section, arrow animates, pointing towards Awesome Bar location in chrome.



Still or GIF?



Concept A:
Easy & Fast Browsing

Welcome to Firefox!

Unique to Firefox

Personalize Your Firefox

Easy & Fast Browsing

Bookmarking

Click the [] icon to bookmark this page.

[bookmarking copy Rundem
id essin prati de sinciis dus
mostectatem qui sandion et et
accus sam nihiligni hil mol]



Concept A:
Part of the Community

** Do we have Newsletter stats?*

** When swapping in Community section here, we will move sharing within this section and see if this alters sharing metrics.*

Unique to Firefox

Part of the Community

Easy & Fast Browsing

Thanks for being part of our Community!

When you use Firefox, or any Mozilla product, you become a part of that community, helping us build a brighter future for the Web.

Tell others about the awesomeness of Firefox!

f

t

Get Mozilla Updates

YOUR EMAIL HERE

Sign me up

Unique to Firefox
Part of the Com.
Fast & Easy ...
Share / Newsletter

Current second/expanded state of Newsletter form interaction

YOUR EMAIL HERE

United States

☐ I'm okay with you handling this info as you explain in your [Privacy Policy](#)

Sign me up »

We will only send you Mozilla-related information.

Concept B wireframes

Single Page Overview

Concept B:
Overview, no scrolling

Alternate features
messaging. Action oriented
vs. feature vocabulary:

- Unique to Firefox
- Personalize Your Firefox
- Fast & Easy Browsing

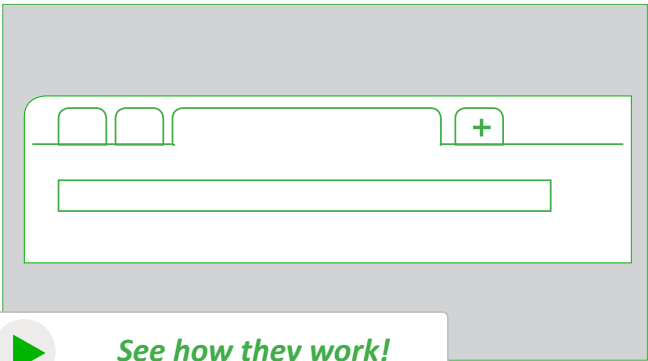
See: <https://soundcloud.com/premium>

Welcome to Firefox

**VISUAL: BRAND STORY AND SHARING MESSAGING
(ULTIMATELY WOULD READ “CHECK OUT THE NEW
AUSTRALIS, ETC” MESSAGING)**

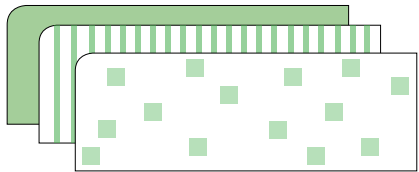
Intro message (+ sharing)
Features
Newsletter

App Tabs



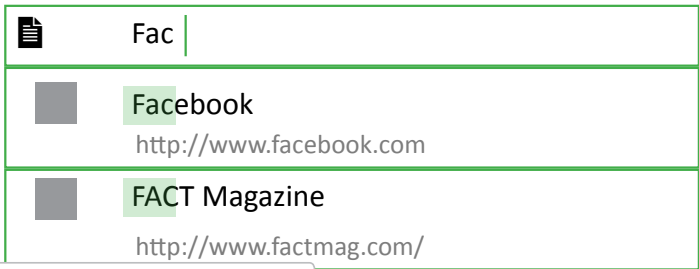
See how they work!

Themes



Find Your Theme →

Awesome Bar



Try it! →

Get Mozilla Updates

YOUR EMAIL HERE

Sign me up

Concept C wireframes

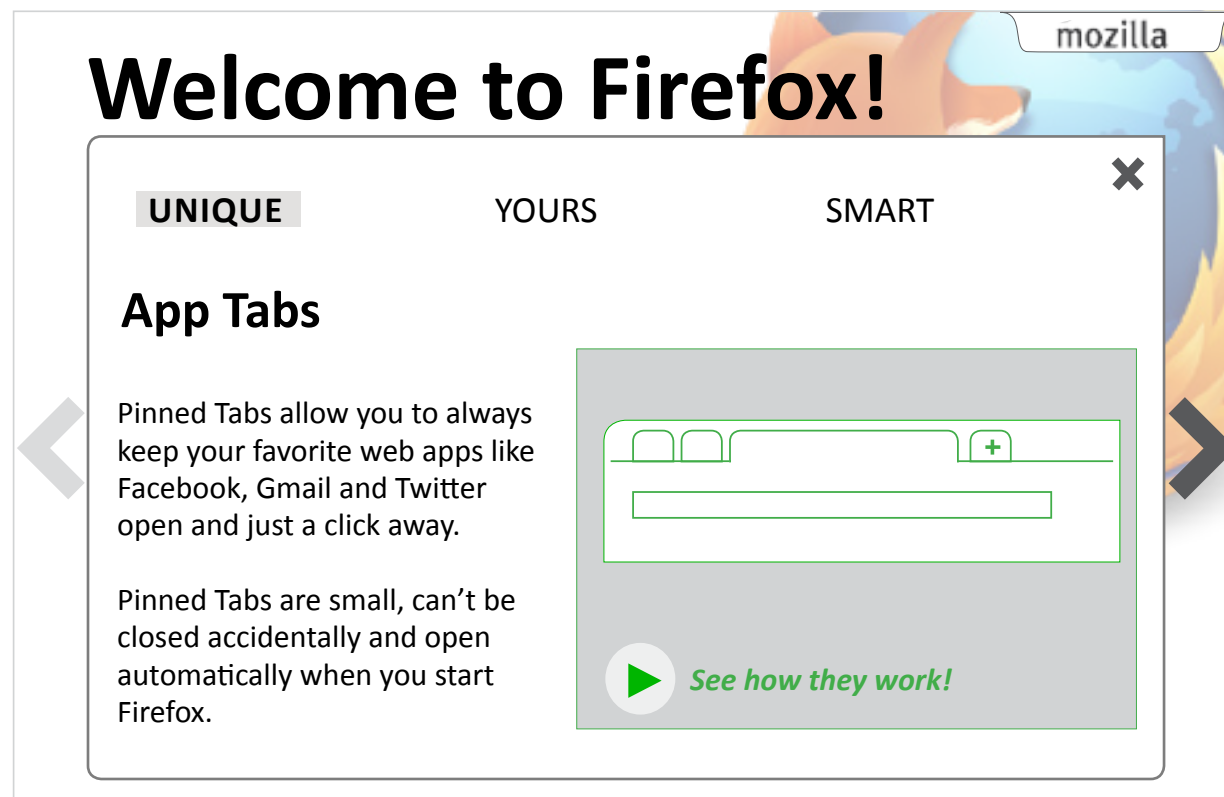
Panels

Concept C: Panels

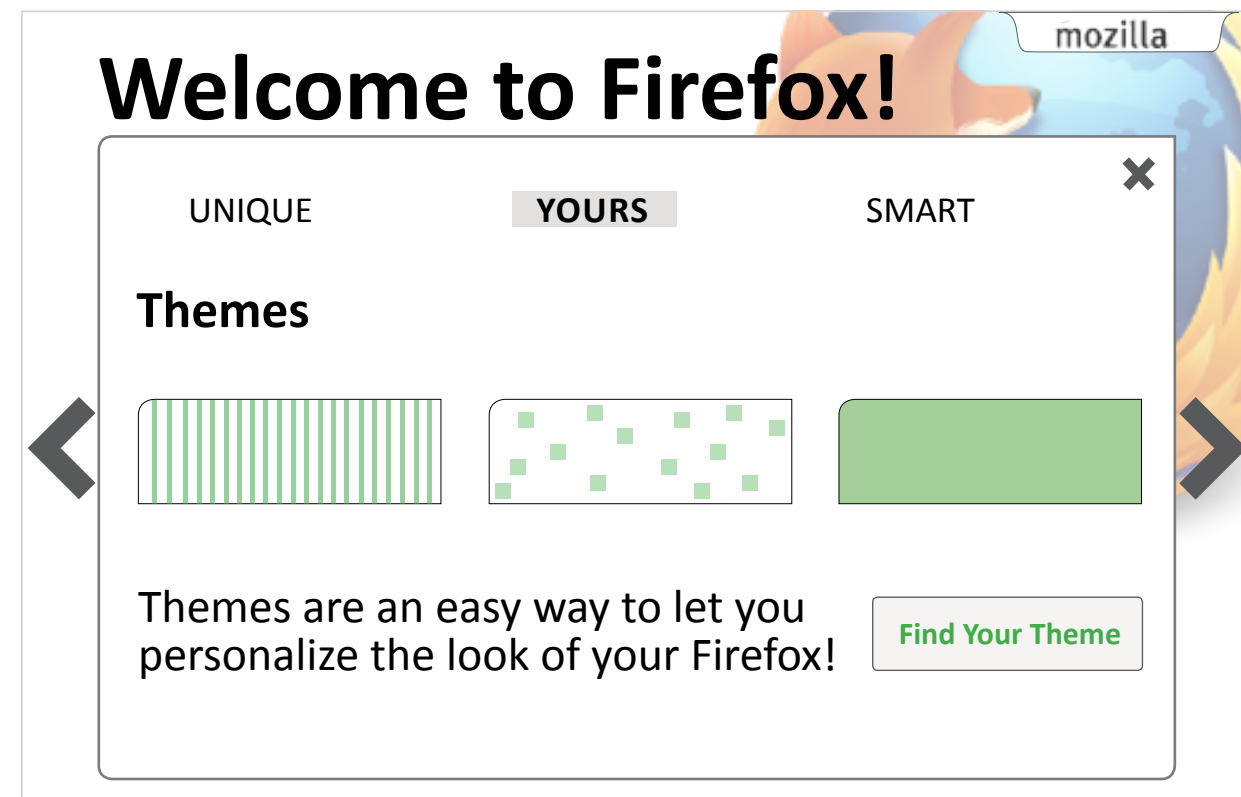
* One feature selected from the following feature topics:

- Unique to Firefox
- Extra Investment
- Expected

PANEL 1



PANEL 2

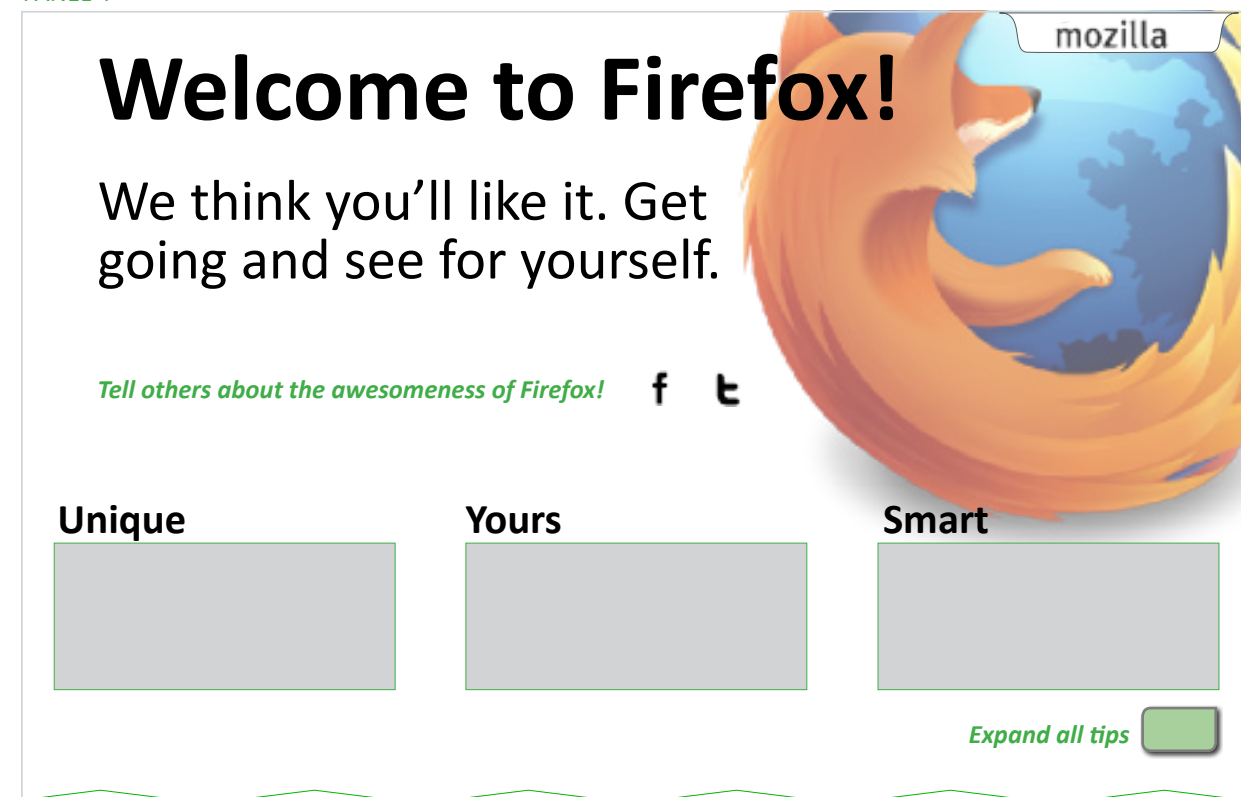


PANEL 3



* could add gif to show steps

PANEL 4



Test Plan & Next Steps

Document:	UX: Planning	Date:	22.03.2013	Author:	H. Habstritt	
Project:	Mozilla: Onboarding	Sprint:	n/a	Email:	habber@mozilla.com	

Phase 1: Test Plan

Testing Tools

- TEST PILOT
- GOOGLE ANALYTICS
- FUNNEL CAKE

Sharing

- monitor Twitter feed for mentions
- keep track of Facebook shares

Testing alternate versions and multiple tests in this phase

- Release with altered copy and headlines. (ie: shorter app tab desc. copy) Do users resonate more with feature names or goal-driven copy? “Personalize” vs. “Themes” , “Fast & Easy” vs. “Awesome Bar”.
- Swap out a new feature, such as Bookmarks in place of Awesome Bar.
- Move sharing links to top of page
- Insert less feature-specific content that focuses on brand & community

How to Measure Success in Phase 1?

- see a spike in sharing (and result in higher traffic to /new)
- users interact with /firstrun page content
- users interact with features in chrome (ie: within current session)

THE HEART FRAMEWORK

Happiness: Satisfaction, Perceived ease of use (usually via survey)

Engagement: Frequency of use, Depth of interaction over time (e.g. how long did the user stay)

Adoption: How many users actually use these features after first run (how to measure?)

Retention: Existing users keep using a feature

Task success: Efficiency (time to complete first run), Effectiveness (% of completion), Error rate, etc

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Phase 1: Test Plan

What do we test and where to track?

GOOGLE ANALYTICS / EXPERIMENTS

- user interaction with video for app tabs
- traffic from /firstrun to Themes page
- traffic from first run to google search results page (not sure how we can track this in GA)
- duration on page
- user clicks on sharing links
- next steps

TEST PILOT

Release to nightly and test interaction with features (app tabs, awesome bar usage, bookmarking, and themes) in the chrome when user opens browser for first time.

Will have to determine details for what qualifies. Should we only measure usage within this session, directly after visiting /firstrun experience, etc?

- Immediat use of features within the browser. (Is duration limit of test a possibility? Or is session-based our only possibility?)
- Which release channels can/should we use?
- Can Test Pilot tell which variation of page test the user is seeing?

FUNNEL CAKE

Separate build to focus on testing retention and ADIs.

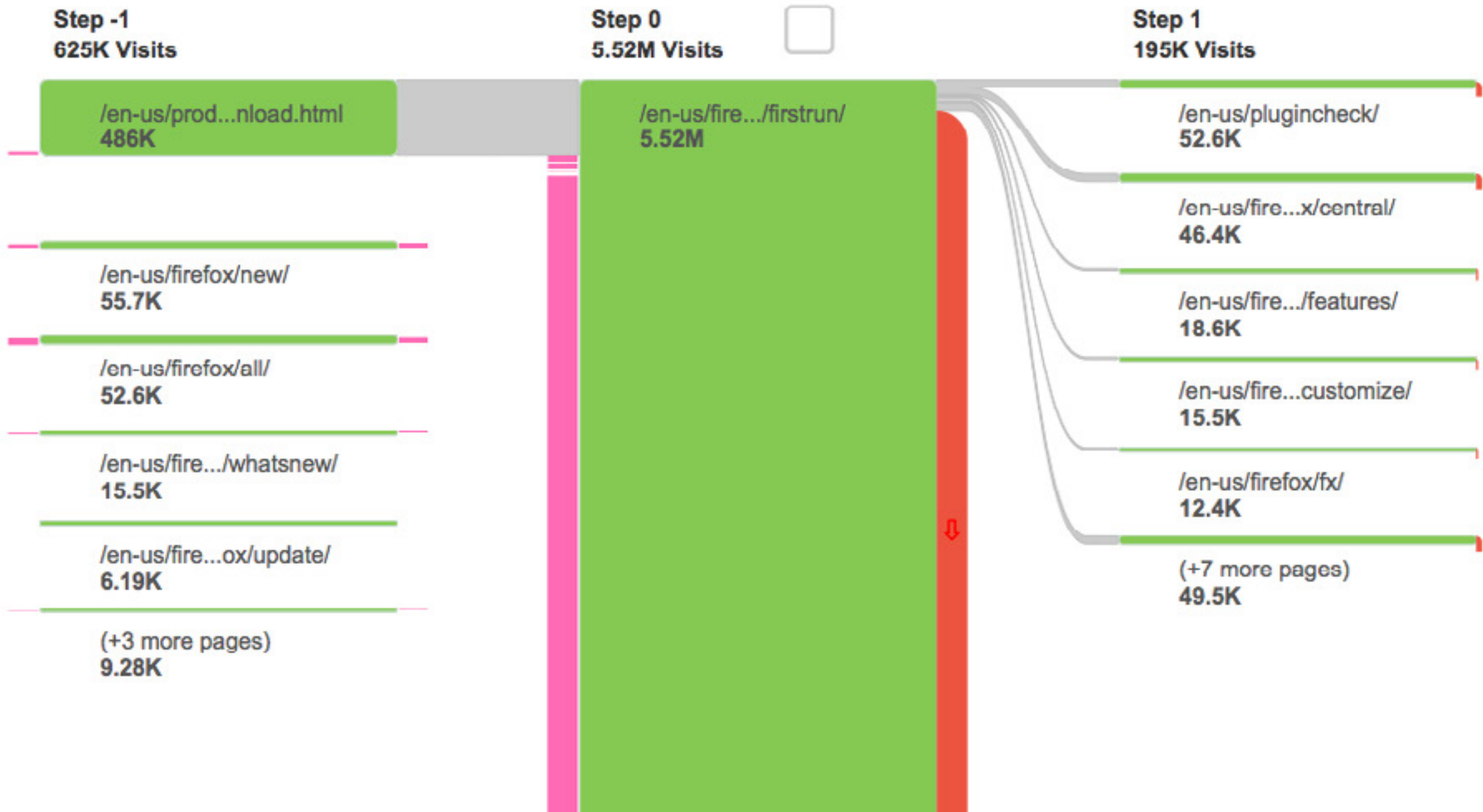
What do we know now?

Visitors Flow

Feb 1, 2013 - Mar 3, 2013

This report is based on 1.78K visits (< 0.1% of visits). [Learn more](#)

Visitors Flow » Traffic through '/en-us/fire.../firstrun/'



Has this approach been done before?

The methods we are testing have been, but our ultimate goal of in-product / web collaboration have not. *(checking with Sean to find out to what extent the persona application was integrated on /firstrun)*



Next Steps

Ultimately work on this could start in the next 2 weeks. Dev and design can work simultaneous. Here are our next steps:

1. WORK WITH VISUAL DESIGNER (TY)

LAUNCH TESTS MID-APRIL
2. WORK WITH COPYWRITER (MATEJ) TO WRITE AND SIMPLIFY COPY.
3. SECURE DEVELOPER (JON PETTO)
4. SET UP GOOGLE ANALYTICS (CHRIS MORE)
5. SET UP TEST PILOT PROGRAM (GREGG LIND)
6. SET UP FUNNEL CAKE TEST (ANURAG)

7. START PHASE 2 WORK

We would like Web UI design in phase 2 to be informed by Phase 1 tests, but there are parts of Phase 1 that can get started now. Justin Dolske’s team may be able to get started on their work at the beginning of Q2.

LAUNCH TESTS AT END OF MAY