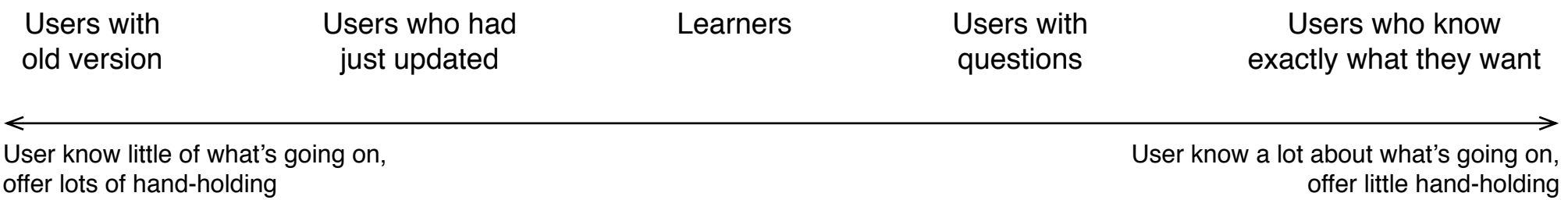
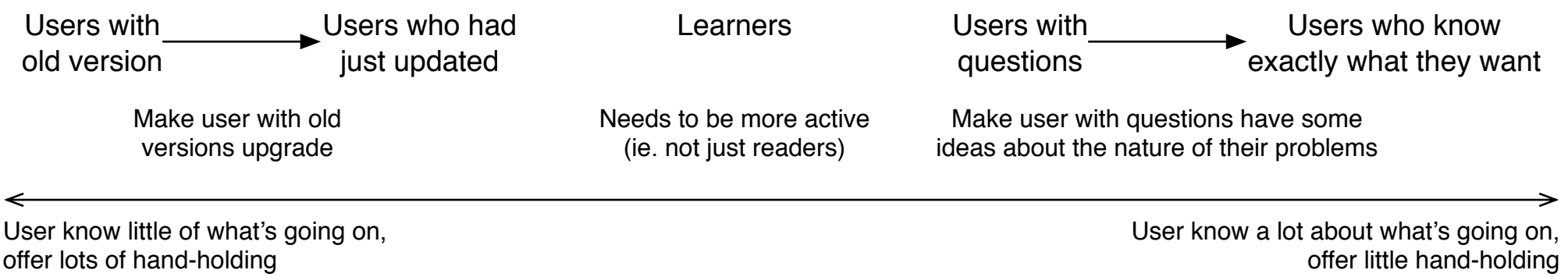
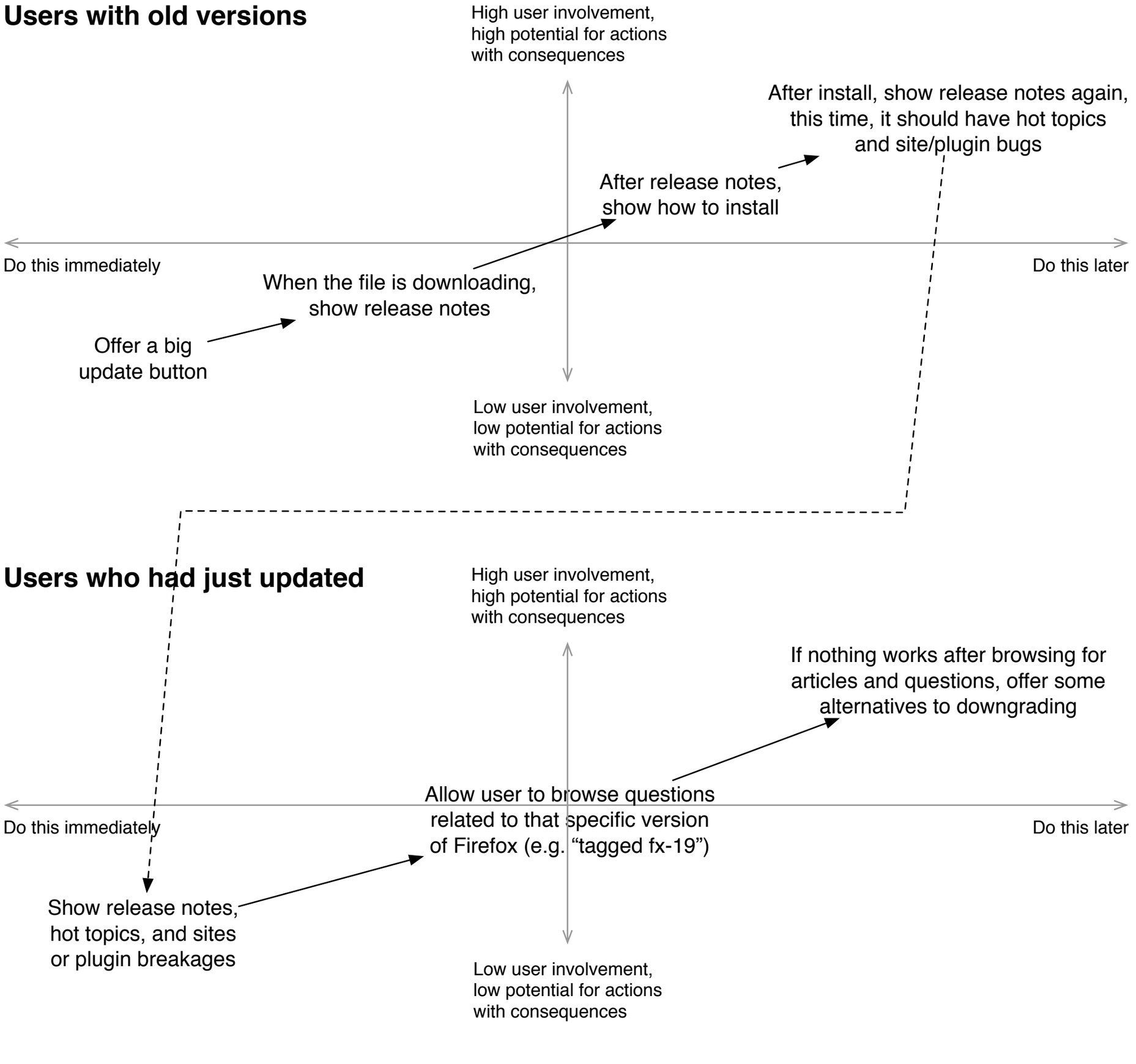
The situation

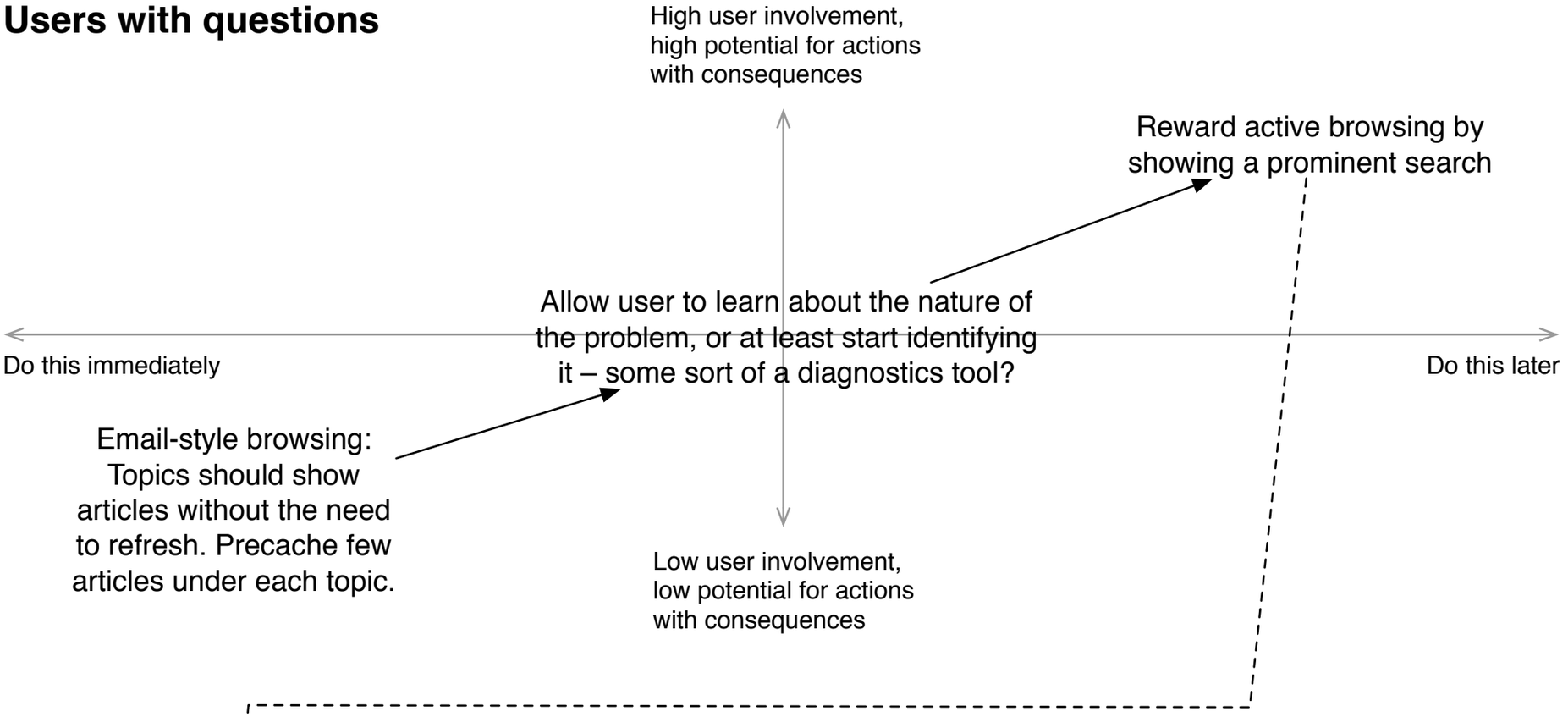


Our goal

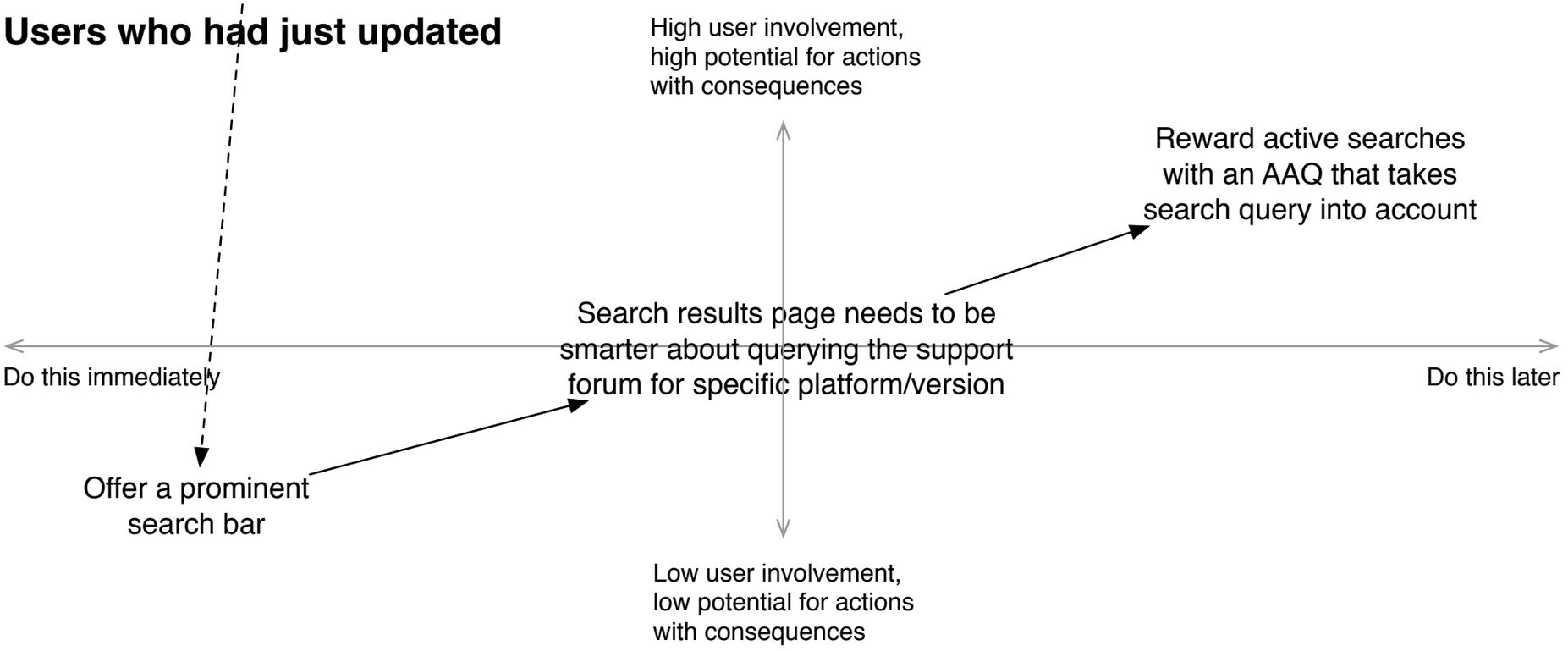



Users with old versions
High user involvement, high potential for actions with consequences
After install, show release notes again, this time, it should have hot topics and site/plugin bugs
After release notes, show how to install
Do this immediately
Do this later
When the file is downloading, show release notes
Offer a big update button
Low user involvement, low potential for actions with consequences
Users who had just updated
High user involvement, high potential for actions with consequences
If nothing works after browsing for articles and questions, offer some alternatives to downgrading
Allow user to browse questions related to that specific version of Firefox (e.g. “tagged fx-19”)
Do this immediately
Do this later
Show release notes, hot topics, and sites or plugin breakages
Low user involvement, low potential for actions with consequences

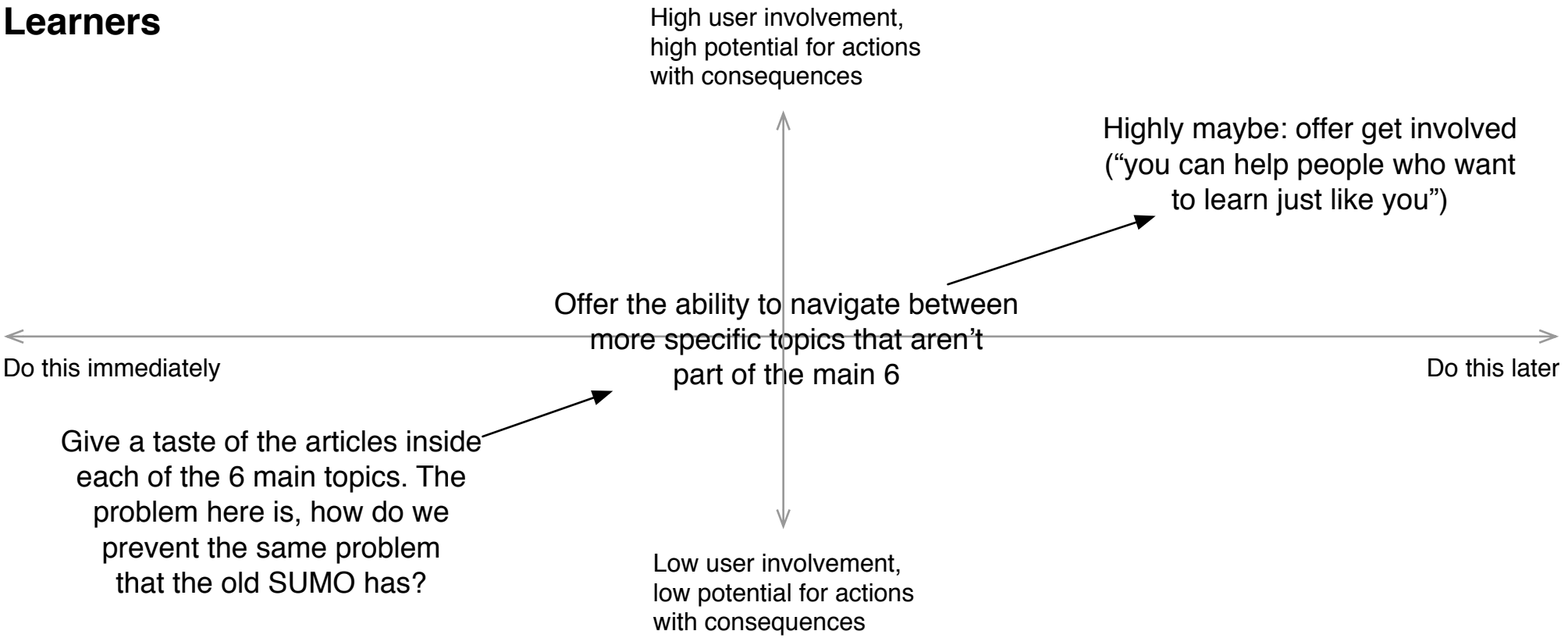
Users with questions



Users who had just updated



Learners


High user involvement,
high potential for actions
with consequences
Highly maybe: offer get involved
(“you can help people who want
to learn just like you”)
Offer the ability to navigate between
more specific topics that aren’t
part of the main 6
Do this immediately
Do this later
Give a taste of the articles inside
each of the 6 main topics. The
problem here is, how do we
prevent the same problem
that the old SUMO has?
Low user involvement,
low potential for actions
with consequences