

Mozilla



IA: Taxonomy

Firefox Download Funnel, /products page

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A taxonomy update solves the following:

<http://www.mozilla.org/en-US/products/>

- 1

Aligns taxonomy with Firefox Funnel project goals by grouping and promoting the Firefox family of products.
- 2

Solves parent/child redundancy issue with the label “Products”.
(See following page for example)
- 3

Updates product terminology (ie: B2G > Firefox OS)
- 4

Displays labels and links in a way that creates better expectation for the user. See: Tools and Innovation sections. (ie: Pancake is a Labs product, Bugzilla and Firebug are Developer Tools. For this reason I would not display them here at the same level as their parent links.)

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Products Page Taxonomy - 2013 update

http://www.mozilla.org/en-US/products/

CURRENT	PROPOSED	
PRODUCTS	PRODUCTS	
Products	Firefox & Mozilla	
<ul style="list-style-type: none">Firefox (desktop browser)B2GMarketplacePersonaThunderbirdWebmaker	<ul style="list-style-type: none">DesktopAndroidFirefoxOSMarketplacePersona > Firefox Products (/firefox Fx Family URL)	
Innovations	Labs & Webmaker <small>* consider 3 from Labs and 3 from Webmaker</small>	Developer Tools & Platforms
<ul style="list-style-type: none">WebFWDLabs	<ul style="list-style-type: none">ThimblePopcornOpen BadgesCollusionGogglesWebFWDpdf.jsTowtruck >Webmaker (https://webmaker.org/)> Mozilla Labs (https://mozillalabs.com/)	<ul style="list-style-type: none">Firefox APIsBugzillaFirebugXUL RunnerGecko > All Firefox Developer Tools> Mozilla Developer Network
Tools	Community Supported	
<ul style="list-style-type: none">Firefox Developer ToolsBugzillaFirebug	<ul style="list-style-type: none">ThunderbirdCaminoSeaMonkeyLightning/Sunbird > All Mozilla-based Products	
Platforms		
<ul style="list-style-type: none">GeckoXUL Runner“Reserved for Future Products”		

Notes

- Keep in mind that there are dedicated pages for the Firefox products, Labs, and Dev Tools, so we do not need to represent everything here.

- Reconcile “Powered by Mozilla” and “Mozilla-based” vocabulary and pages into one.

- http://www.mozilla.org/en-US/projects/mozilla-based/ (remove and collapse into powered-by)

- http://www.mozilla.org/projects/powered-by.html (recently updated style)

- Recategorize Thunderbird since it is no longer being updated. In this example I have placed it in the Community Supported group.

- By adding a “Mozilla” section which holds products that aren’t part of the Fx family, we would need to make sure that the redundancy in names isn’t confusing to the user. (ie: Marketplace, Persona)

- Remove “Reserved for Future Products” slots. It is ok if an odd number of items are shown.

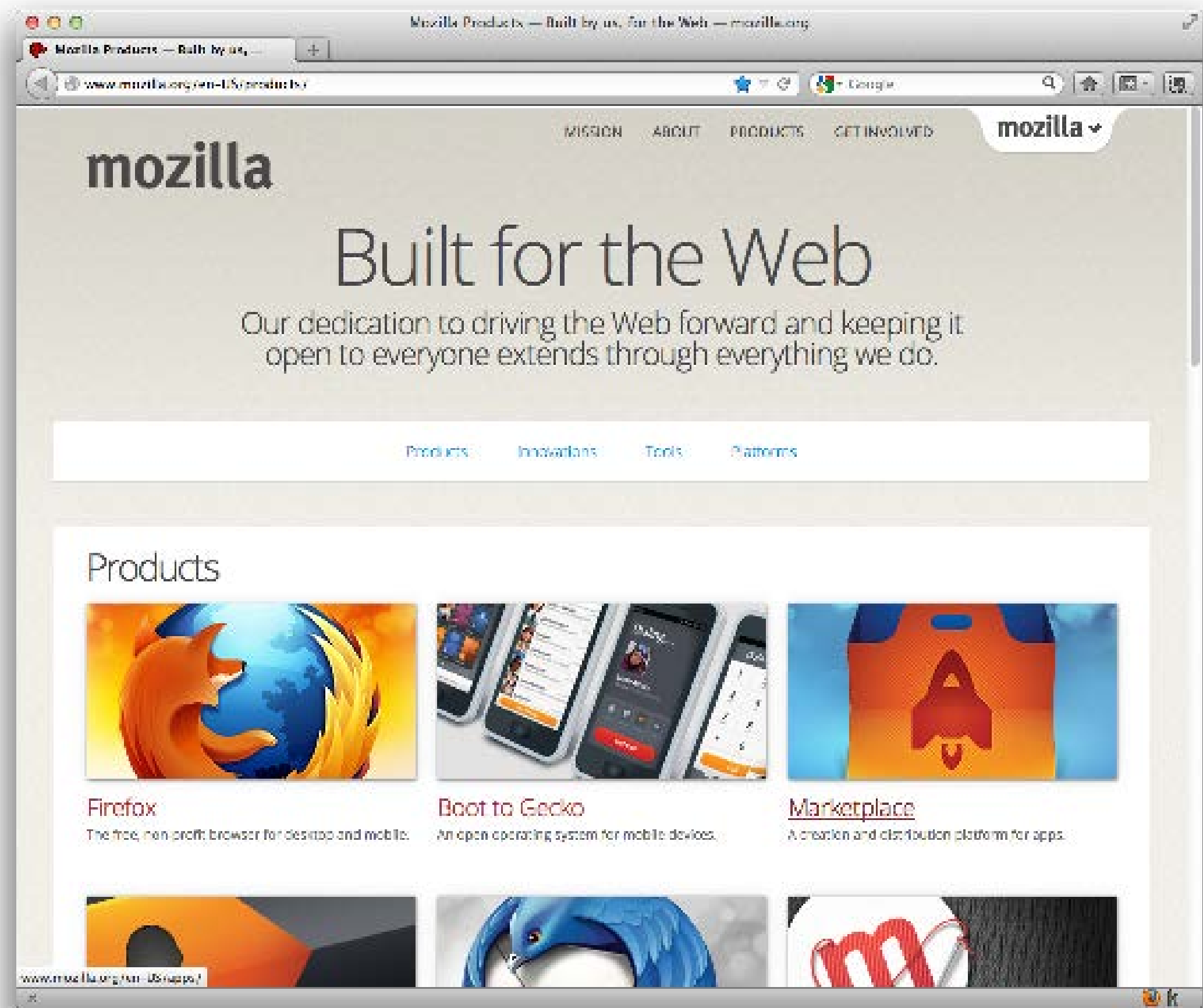
Products Page Taxonomy - 2012 proposal (old)

http://www.mozilla.org/en-US/products/

CURRENT	PROPOSED	
<div><div>PRODUCTS</div><div><div>Products</div><div><ul style="list-style-type: none">Firefox (desktop browser)B2GMarketplacePersonaThunderbirdWebmaker</div></div></div> <div><div>Innovations</div><div><ul style="list-style-type: none">WebFWDLabsPancake</div></div> <div><div>Tools</div><div><ul style="list-style-type: none">Firefox Developer ToolsBugzillaFirebug</div></div> <div><div>Platforms</div><div><ul style="list-style-type: none">GeckoXUL Runner“Reserved for Future Products”</div></div>	<div><div>PRODUCTS</div><div><div>Firefox</div><div><ul style="list-style-type: none">[DESKTOP] Browser[MOBILE] Android Browser[PLATFORM] Firefox OSFirefox MarketplaceFirefox Persona[additional?]</div><div>> Firefox Products Page</div></div><div><div>Labs & Education</div><div><ul style="list-style-type: none">ThimblePopcornOpen BadgesCollusionGogglesWebFWD</div><div>> Mozilla Labs</div></div><div><div>Community Supported</div><div><ul style="list-style-type: none">ThunderbirdCaminoSeaMonkeyLightning/Sunbird</div><div>> All Mozilla-based Products</div></div></div> <div><div>Mozilla</div><div><ul style="list-style-type: none">MarketplaceB2GPersona[additional?]</div></div> <div><div>Developer Tools & Platforms</div><div><ul style="list-style-type: none">Firefox APIsBugzillaFirebugXUL RunnerGecko</div><div>> All Firefox Developer Tools</div></div>	<div><div>Notes</div><div><ul style="list-style-type: none">Keep in mind that there are dedicated pages for the Firefox products, Labs, and Dev Tools, so we do not need to represent everything here.Reconcile “Powered by Mozilla” and “Mozilla-based” vocabulary and pages into one. Do we need both URLs? - http://www.mozilla.org/en-US/projects/mozilla-based/ - http://www.mozilla.org/projects/powered-by.htmlRecategorize Thunderbird since it is no longer being updated. In this example I have placed it in the Community Supported group.What products are missing? If there are other non-Firefox products that should be represented here, let me know. Additions may require reconsidering the category names.By adding a “Mozilla” section which holds products that aren’t part of the FF family, we need to make sure that the redundancy in names isn’t confusing to the user. (ie: Marketplace, Persona)Can we have a clear definition of when to use Firefox OS and B2G?Remove “Reserved for Future Products” slots. It is ok if an odd number of items are shown.</div></div>

Current Page (for reference)

http://www.mozilla.org/en-US/products/



MISSION

ABOUT

PRODUCTS

GET INVOLVED

mozilla

mozilla

Built for the Web

Our dedication to driving the Web forward and keeping it open to everyone extends through everything we do.

A

Firefox & Mozilla

Developer Tools

Labs & Education

Community Products

Firefox & Mozilla



Desktop

Uptas de rem inciatia plabore musda.



Android

Uptas de rem inciatia plabore musda.



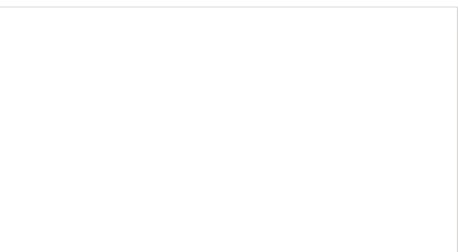
OS

Uptas de rem inciatia plabore musda.



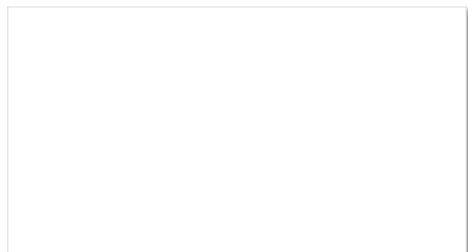
Marketplace

Uptas de rem inciatia plabore musda.



Persona

Uptas de rem inciatia plabore musda.



Social API

Uptas de rem inciatia plabore musda.

All Firefox Products >

B

Developer Tools

/PRODUCTS

<http://www.mozilla.org/en-US/products/>

A. New Sub Navigation

Labels are TBD, but are proposed categories. This direction promotes the Firefox family of products and aligns the taxonomy with the new direction taken in the Firefox Funnel project.

B. Go to Dedicated Page

There are dedicated pages for the following:

Firefox, Moz-based apps, Developer tools, Webmaker and Labs. Not all products will be featured here and dedicated pages will still exist. We should be sure to connect them to this page.