

# Mozilla



IA: Taxonomy

Firefox Download Funnel, /products page

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**06.09.2013**

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.)

Document:	IA: Taxonomy	Date:	06.09.2013	Author:	H. Habstritt
Project:	Mozilla: Firefox Download Funnel, /products	Sprint:	n/a	Email:	habber@mozilla.com

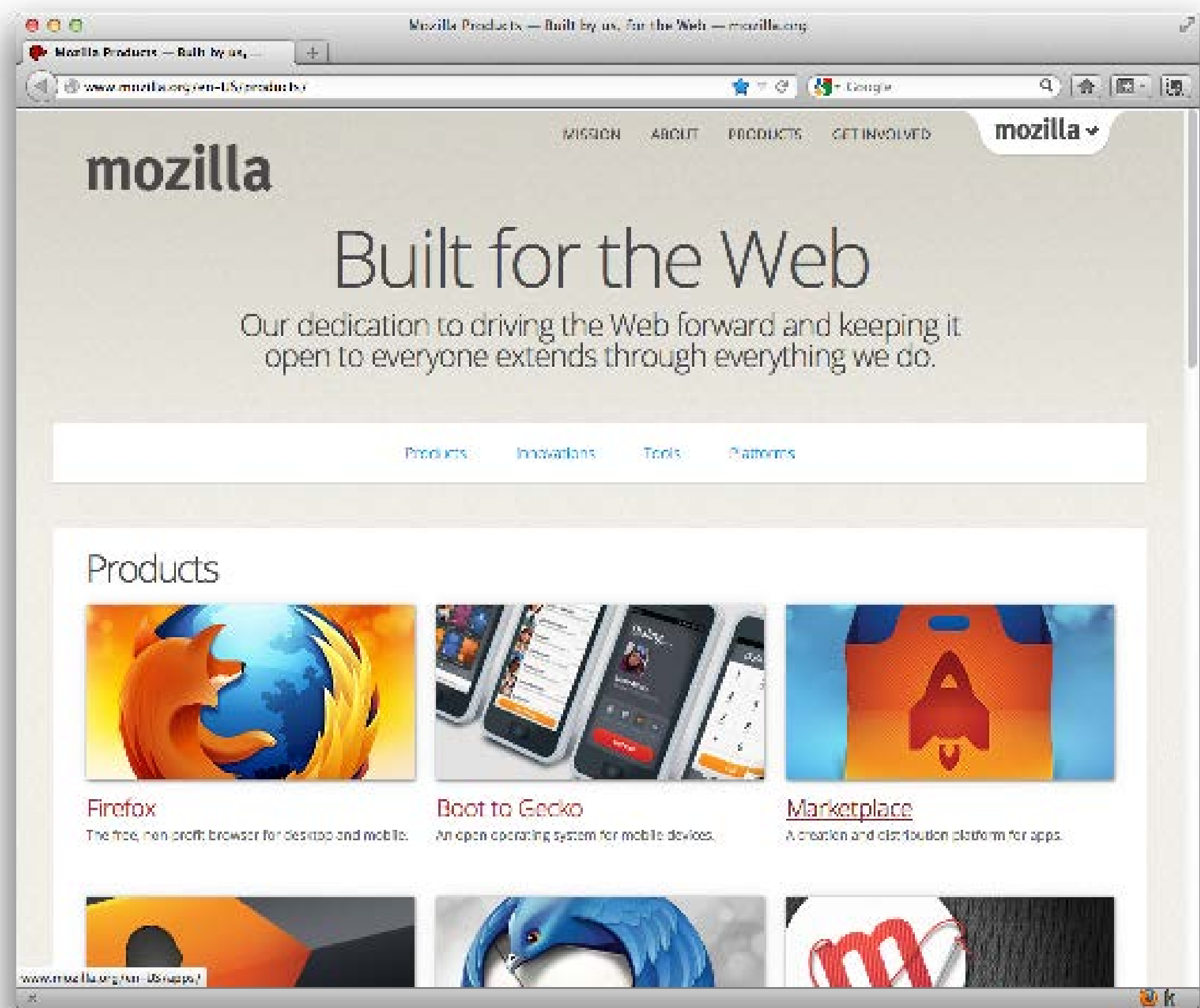
Products Page Taxonomy - 2013 update

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

CURRENT	PROPOSED UPDATE	Notes
<div><p><b>PRODUCTS</b></p><p><b>Products</b></p><ul style="list-style-type: none"><li>Firefox (desktop browser)</li><li>B2G</li><li>Marketplace</li><li>Persona</li><li>Thunderbird</li><li>Webmaker</li></ul><p><b>Innovations</b></p><ul style="list-style-type: none"><li>WebFWD</li><li>Labs</li></ul><p><b>Tools</b></p><ul style="list-style-type: none"><li>Firefox Developer Tools</li><li>Bugzilla</li><li>Firebug</li></ul><p><b>Platforms</b></p><ul style="list-style-type: none"><li>Gecko</li><li>XUL Runner</li><li>“Reserved for Future Products”</li></ul></div>	<div><p><b>PRODUCTS</b></p><p><b>Firefox</b></p><ul style="list-style-type: none"><li>Desktop</li><li>Android</li><li>FirefoxOS</li><li>Marketplace</li></ul><p>&gt; Firefox Products (/firefox Fx Family URL when available)</p><p><b>Mozilla</b></p><ul style="list-style-type: none"><li>Persona</li><li>Webmaker</li><li>Open Badges</li><li>Labs</li><li>WebFWD</li><li>Thunderbird</li></ul><p>&gt; All Mozilla-based Products</p><p><b>Developer</b></p><ul style="list-style-type: none"><li>Firefox APIs</li><li>Bugzilla</li><li>Firebug</li><li>XUL Runner</li><li>Gecko</li></ul><p>&gt; All Firefox Developer Tools</p><p>&gt; Mozilla Developer Network</p></div>	<ul style="list-style-type: none"><li>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.</li><li>Reconcile “Powered by Mozilla” and “Mozilla-based” vocabulary and pages into one.<ul style="list-style-type: none"><li>http://www.mozilla.org/en-US/projects/mozilla-based/ (remove and collapse into powered-by)</li><li>http://www.mozilla.org/projects/powered-by.html (recently updated style)</li></ul></li><li>Recategorize Thunderbird since it is no longer being updated. In this example I have placed it in the Community Supported group.</li><li>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)</li><li>Remove “Reserved for Future Products” slots. It is ok if an odd number of items are shown.</li></ul>

Current Page (for reference)

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



MISSION

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PRODUCTS

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# Built for the Web

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



Firefox

Mozilla

Developers

## Firefox



### Desktop

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### Android

Uptas de rem inciatia plabore musda.



### OS

Uptas de rem inciatia plabore musda.



### Marketplace

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All Firefox Products >



## Mozilla

## /PRODUCTS

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

### A. New Sub Navigation

This direction promotes the Firefox family of products and aligns the taxonomy with the new direction taken in the Firefox Family project.

### B. Go to Dedicated Page

There are dedicated pages for the following:

Firefox products, Moz-based apps, Developer tools, and MDN. Not all products will always be featured here and dedicated pages will still exist so that the users can find additional info and products.

*"All Firefox Products" link will not exist until FxFamily project is complete.*

*New style needed for links like this.*

Firefox

Mozilla

Developers

Mozilla

Persona

Uptas de rem inciatia plabore musda.

Webmaker

Uptas de rem inciatia plabore musda.

[ Needs Image ]

Open Badges

Uptas de rem inciatia plabore musda.

Labs

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WebFWD

Uptas de rem inciatia plabore musda.

Thunderbird

Uptas de rem inciatia plabore musda.

All Mozilla-based products >

Developers

Bugzilla

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Firebug

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XUL Runner

Uptas de rem inciatia plabore musda.

Gecko

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[ Needs Image ]

Firefox APIs

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All Developer Tools >

Mozilla Developer Network >

/PRODUCTS

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