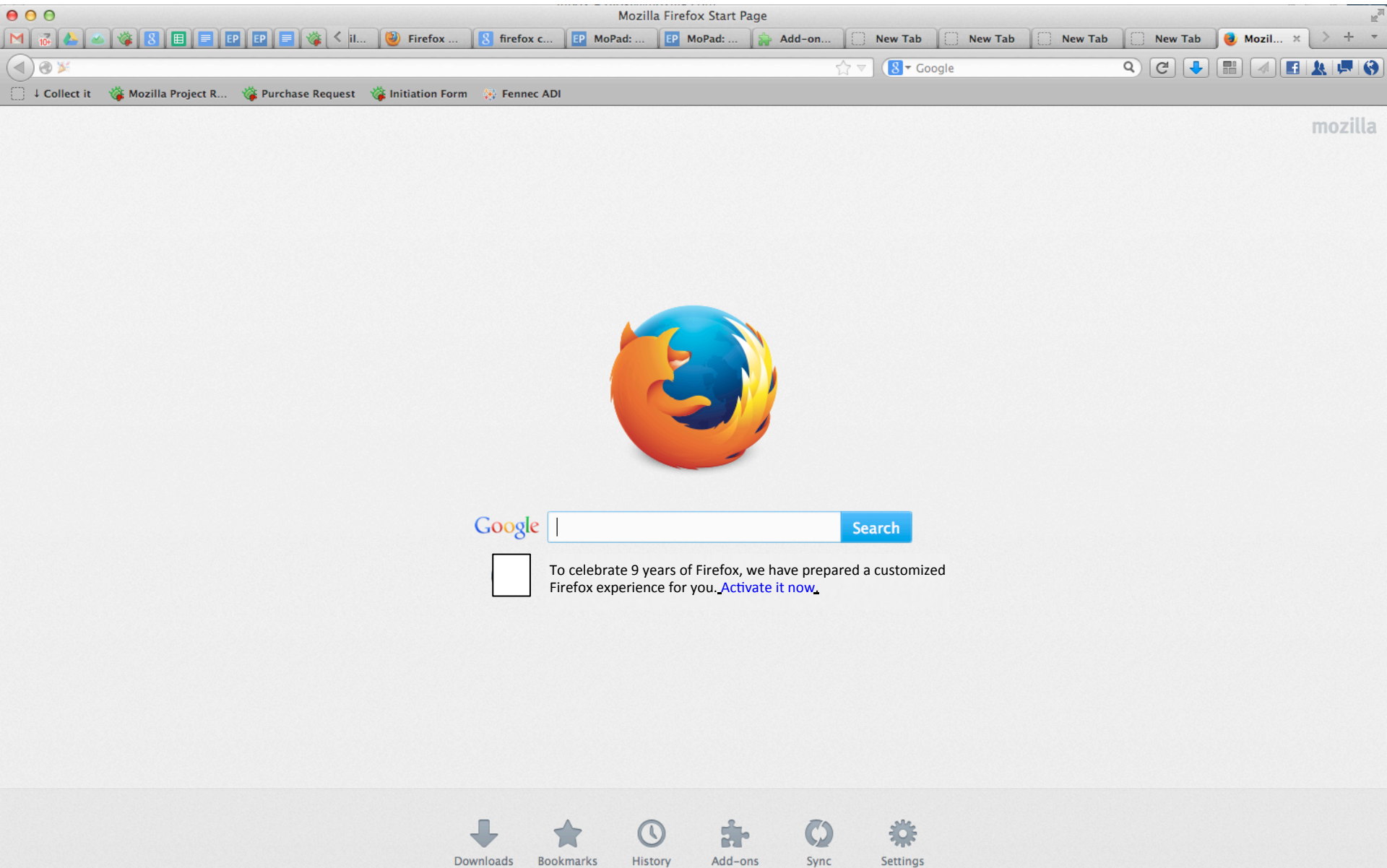
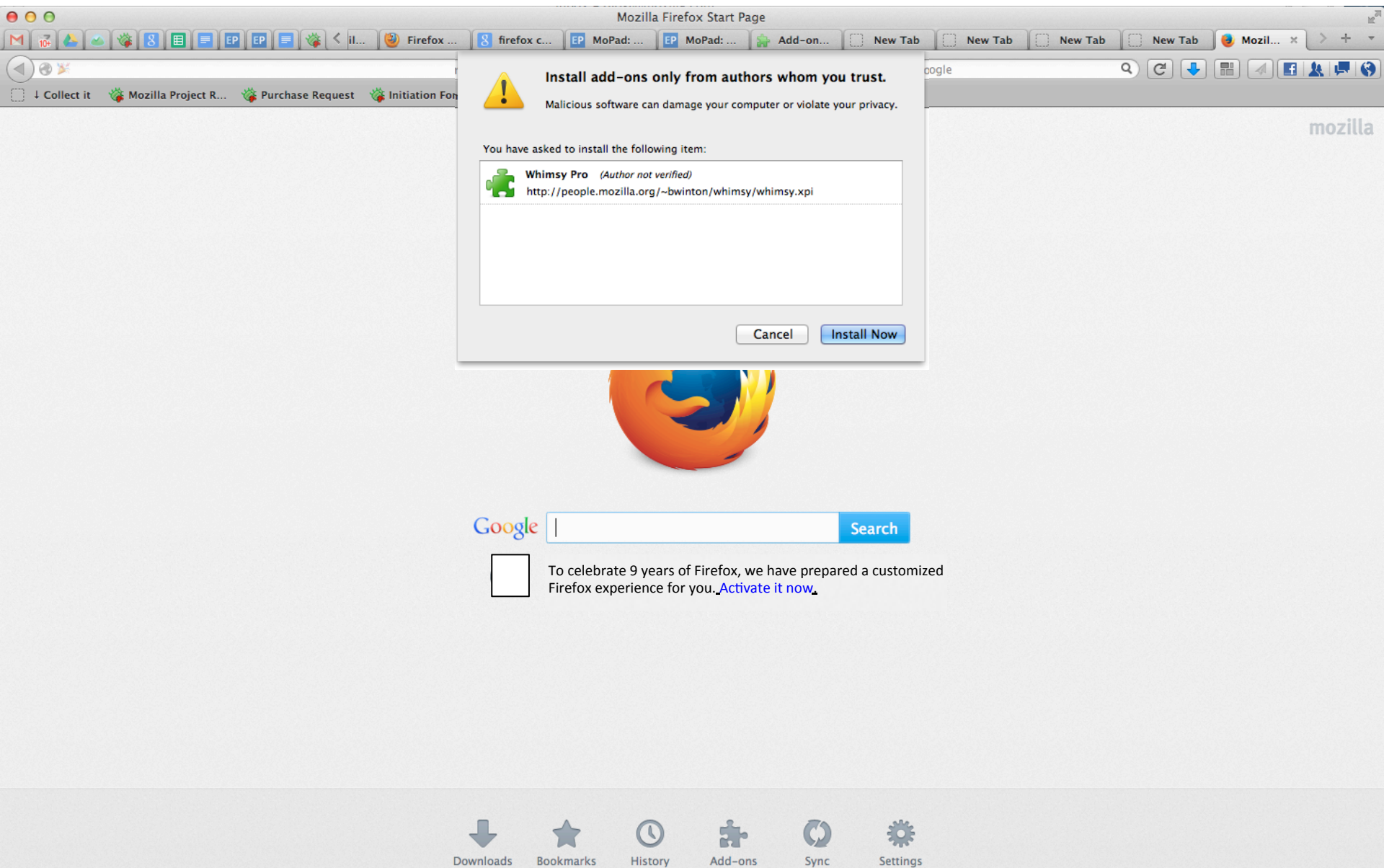


## Step 1: snippet serves restart-less add-on



## Step 2: clicking triggers standard restart-less install process



### Step 3: install is complete and new tab is loaded with first-run overlay opt-in

Whimsy Pro has been installed successfully.

## 9 Years of Firefox

Welcome to our special Birthday retrospective. Open new tabs to discover bits of Firefox history and see how we innovate for you and the good of the web throughout the years.

Don't worry you data hasn't been lost and you can access your usual sites at any time by clicking the tile icon in the top-right corner of your screen.

This experience will only be active for two weeks. Your new tab will then get back to its normal state automatically. Have fun!

[Let's get started](#)   [Maybe later](#)   [No thanks](#)

First-run overlay/page welcomes user and present next step options. [copy is placeholder only]

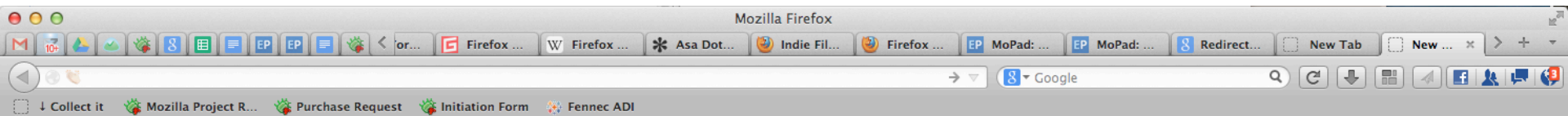
Confirms install and closes overlay

Pauses experience, revert to regular new tab (new overlay presented in 24hrs)

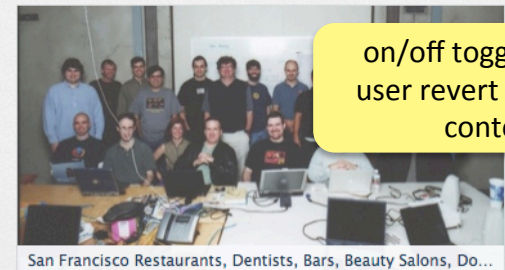
Uninstalls add-on and revert to regular new tab



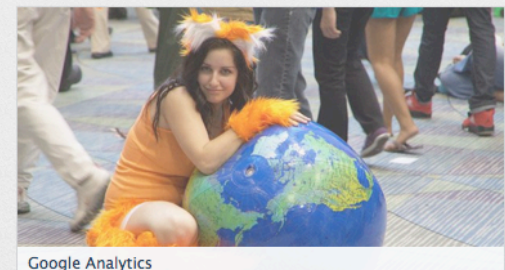
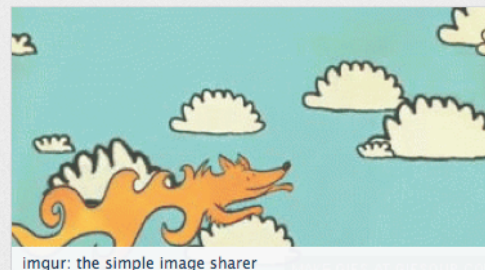
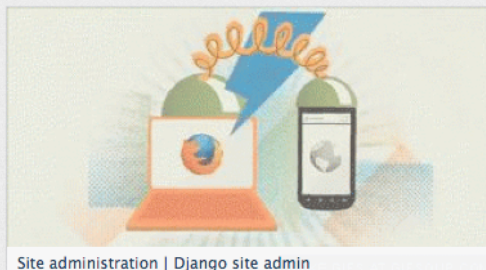
## Step 4: experience is active



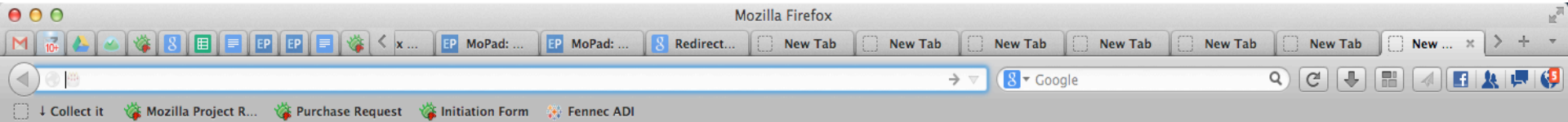
## 9 Years of Firefox



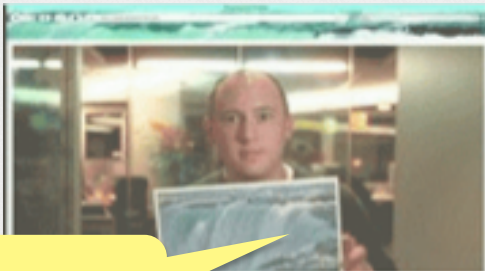
on/off toggle will let user revert to regular content



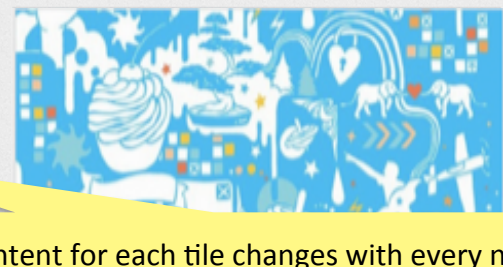
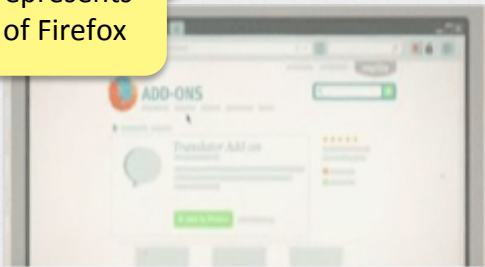
## Option A – clicking redirects to landing page 1/2



### 9 Years of Firefox



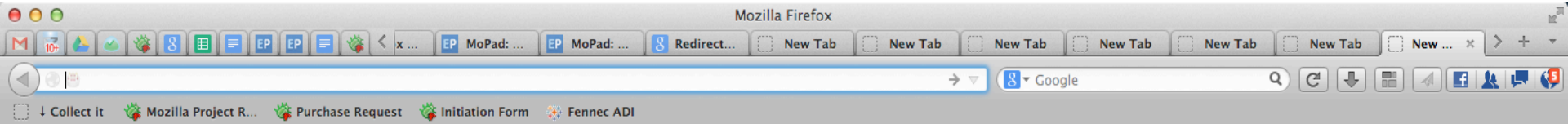
Each tile represents one year of Firefox



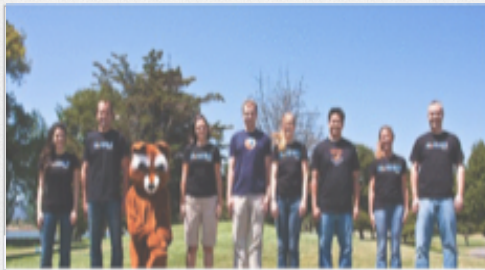
Content for each tile changes with every new tab, tapping from a pool of 3-5 gifs hosted on our servers and creating a different permutation every time



## Option A – clicking redirects to landing page 1/2



### 9 Years of Firefox



Mousing over displays overlay with localized thumbnail description.



## Step 6: time-bombing deactivation message

