

Mozilla

UX: Planning & Wireframes (in-progress)
Manifesto Redesign

Holly Habstritt, Chris Appleton, Andrea Wood 21.11.2013

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Mozilla

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Mozilla // Manifesto Redesign / Overview and User Flow

USER FLOW

User enters Manifesto page Get user to care, spark interest User Signs / enters email Reveal next steps Via Donate • some visual that is a product of search • show "make" "fight" narratives Webmaker's work. homepage stop Watching Us • visual or stats that demonstrate from a shared link Net Neutrality (SOPA) community reach and that others are direct • maker party, popcorn donating http://www.mozilla.org/en-US/ Share about/manifesto/ • share principles • What else would a user want to share? Remix • Discuss capabilities with Chris

PAGE STATES

STATE 1: ENGAGING EXPERIENCE



STATE 2: CONFIRMATION & NEXT STEPS FOR USER TO INTERACT WITH



Possible Tertiary Links

About Missions Forums Governance History Our Products Get Involved **Landing Page Experience Ideas**

[discuss]

Share Principles (what are these principles?)

WHAT TO TEST AND VALIDATE

#1 Goal: Capture email **#2 Goals**: Donate, Share, Remix

Assuption is that user will do this and next steps/ links will be revealed. If users continually do not reach next step, we will want to consider exposing tertiary links during step one of experience. The assumption is that doing so will be a distraction from signing the form - our #1 goal.

- targeting the right interest to the right users (make vs fight users are different)
- survey after user signs manifesto
- version with sign-up barrier to secondary links VS persistent links (e.g. donate)

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Design Concept 1

Interaction with Signature reveals additional page content. Allows for a focus on capturing email and simple, clean presentation of the principles.

* Signature has persistent/sticky placement at bottom of page.

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Mozilla // Manifesto Redesign / Initial page state

The Mozilla Manifesto

The Mozilla Foundation invites all others who support the principles of the Mozilla Manifesto to join with us, and to find new ways to make this vision of the Internet a reality.

- 1. Individuals must have the ability to shape their own experiences on the Internet.
- 2. Free and open source software promotes the development of the Internet as a public resource.
- 3. Transparent communitybased processes promote participation, accountability, and trust.

- 4. The Internet should enrich the lives of individual human beings.
- 5. The Internet is a global public resource that must remain open and accessible.
- 6. Individuals' security on the Internet is fundamental and cannot be treated as optional.

7. Individuals must have the

A

- 8. Free and open source
- 9. Transparent community-

A. Signature Capture

"Signature" is captured at bottom of page. Message is clear and simple, so that barrier between page states is not high.

B. Manifesto Principles

Manifesto priniciples are being rewritten to max 140 characters. This is important as we invite the user to share the principle of their choice in the next page state.

support...

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Mozilla // Manifesto Redesign / "Signing" IxD 1 Page 6

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7. Individuals must have the

A

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- 8. Free and open source
- 9. Transparent community-

Sign here, to unlock the ways you can support Mozilla's Manifesto.

no thanks

support...

A. On Hover or On Scroll

Message is triggered by hovering in signature area or by starting to scroll down the page. This allows the clear and bold message to stand alone when the page first loads, but gives the user some direction once they start interacting with the page. It also allows them to opt out and have less of a barrier to the tertiary content we would like to show them.

User can also opt out at any time by clicking 'x'.

B. Persistent signature area

As user scrolls down page, signature are stays in place as "Principles" scroll behind it.

21.11.2013 Author: H. Habstritt Date: Email: habber@mozilla.com Sprint: n/a Mozilla: Manifesto Redesign

Mozilla // Manifesto Redesign / "Signing" IxD 2 Page 7

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holly.habstritt@gma



support...

21.11.2013 Author: H. Habstritt Date: Document: UX: Planning Email: habber@mozilla.com Sprint: n/a Mozilla: Manifesto Redesign

A. Signing IxD

When user starts to sign form, 'sign' button appears.

- How can we make submitting more appealing? Should submit button say something different?

Mozilla // Manifesto Redesign / State 2, link and sharing reveal

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The Mozilla Manifesto

The Mozilla Foundation invites all others who support the principles of the Mozilla Manifesto to join with us, and to find new ways to make this vision of the Internet a reality.

Why do you support Mozilla's Manifesto?

#mozmanifesto I support Mozilla because...

Share

D

A

4. The Internet should enrich the lives of individual human beings.

Share

7. Individuals must have the ability to shape their own experiences on the Internet.

Share

2. Free and open source software promotes the development of the Internet as a public resource.

Share

5. The Internet is a global public resource that must remain open and accessible.

Share

8. Free and open source software promotes the development of the Internet as a public resource.

Share

HOW CAN YOU SUPPORT US?

Donate

Mozilla's History
Our Mission
Learn more about our Plans
and Pledge

3. Transparent communitybased processes promote participation, accountability, and trust.

Share

6. Individuals' security on the Internet is fundamental and cannot be treated as optional.

Share

9. Transparent communitybased processes promote participation, accountability, and trust.

Share

A. Conditional Message Thank You

If user signs manifesto, they will see this conditional message/thank-you. It will not display for those who chose 'no thanks'.

B. Revealed Interaction and Links

Upon signing or selecting 'no thanks.' the user will reveal additional interaction and links in the page, such as the ability to share the 140 character principles and links to donate and more info.

C. Tertiary links

Please confirm tertiary links. In an effort to keep CTAs clear and simple, we have reduced the content on this page to the 10 principles. However, we want to make sure the additional information (such as our pledge and goals) are still accessible.

D. Share and "Why do you..."

Besides sharing our existing principles, the user can share their own reason for supporting Mozilla.

* what do you think, Andrea and Chris? Is there a better way to apply this?

?. Note for Visual Designer

Please just use this as a check-list and feel free to explore an alternate layout. I think a main part to think about is the transition between states 1 and 2.

If we go in this direction we will also need to consider how the information behind "Learn more about our Plans and Pledge" link will be displayed.

Thank you for supporting our manifesto!

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Design Concept 2

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support...

experiences on the Internet.

development of the Internet as a public resource.

participation, accountability, and trust.

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10. Transparent communitybased processes promote

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A. Persistent signature area

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Mozilla // Manifesto Redesign / "Signing" IxD 1

Sign here, to unlock the ways you can support Mozilla's Manifesto.

no thanks

support...

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Mozilla // Manifesto Redesign / "Signing" IxD 2

holly.habstritt@gma

Sign - - - -

support...

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Design Concept 3

All links and content are shown on initial state of Manifesto Page. Signature has persistent/sticky placement at bottom of page.

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Why do you support Mozilla's Manifesto?

#mozmanifesto | support Mozilla because...

Share

3. The Internet should enrich the lives of individual human beings.

Share

A

6. Individuals must have the

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Share

4. The Internet is a global public resource that must remain open and accessible.

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7. Free and open source

HOW CAN YOU SUPPORT US?

A. Signature Capture

"Signature" is captured at bottom of page.

Donate

Mozilla's History **Our Mission** Learn more about our Plans and Pledge

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Share

5. Individuals' security on the Internet is fundamental and cannot be treated as optional.

Share

8. Transparent community-

support...

Date: 21.11.2013 Author: Document: UX: Planning

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