



# Mozilla

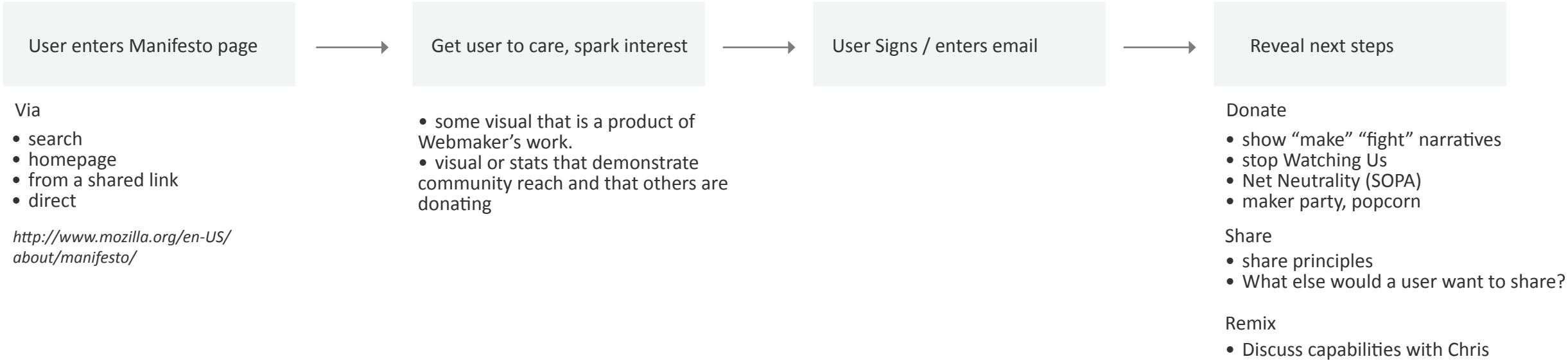
UX: Planning & Wireframes (in-progress)  
Manifesto Redesign

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**21.11.2013**

# Mozilla

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USER FLOW



# 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.*

# 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 community-based 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 ability to shape their own

8. Free and open source

9. Transparent community-

I, \_\_\_\_\_,

support...

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 principles 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.

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8. Free and open source
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**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.

I,

support...

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

no thanks

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

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

9. Transparent community-based processes promote participation, accountability, and trust.

## 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?

I, holly.habstritt@gmail ,  
support...

Sign

# 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

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

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Share

HOW CAN YOU SUPPORT US?

Donate

Mozilla’s History

Our Mission

Learn more about our Plans and Pledge

**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.

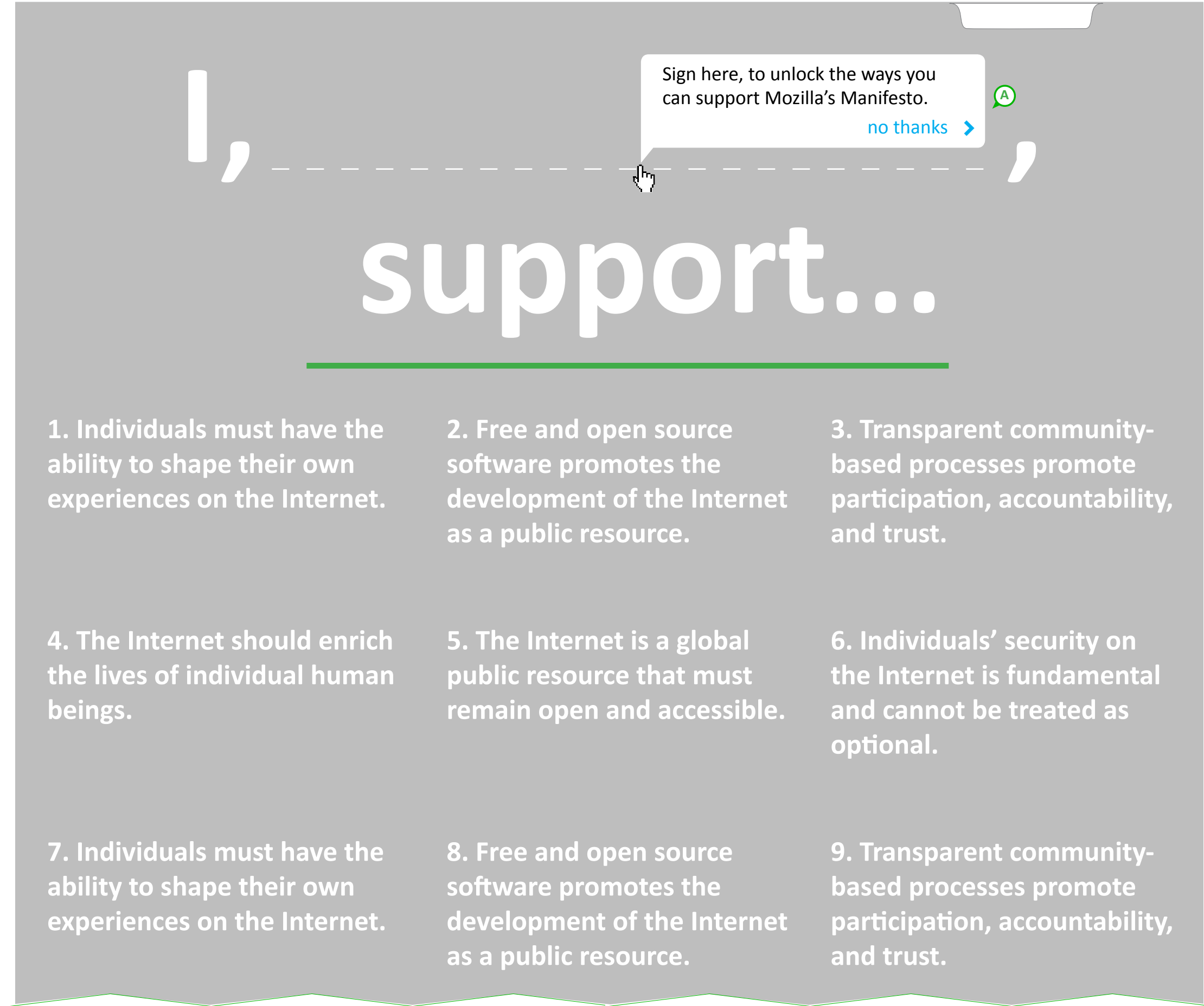
Thank you for supporting our manifesto!

# Design Concept 2

*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 top of page.*

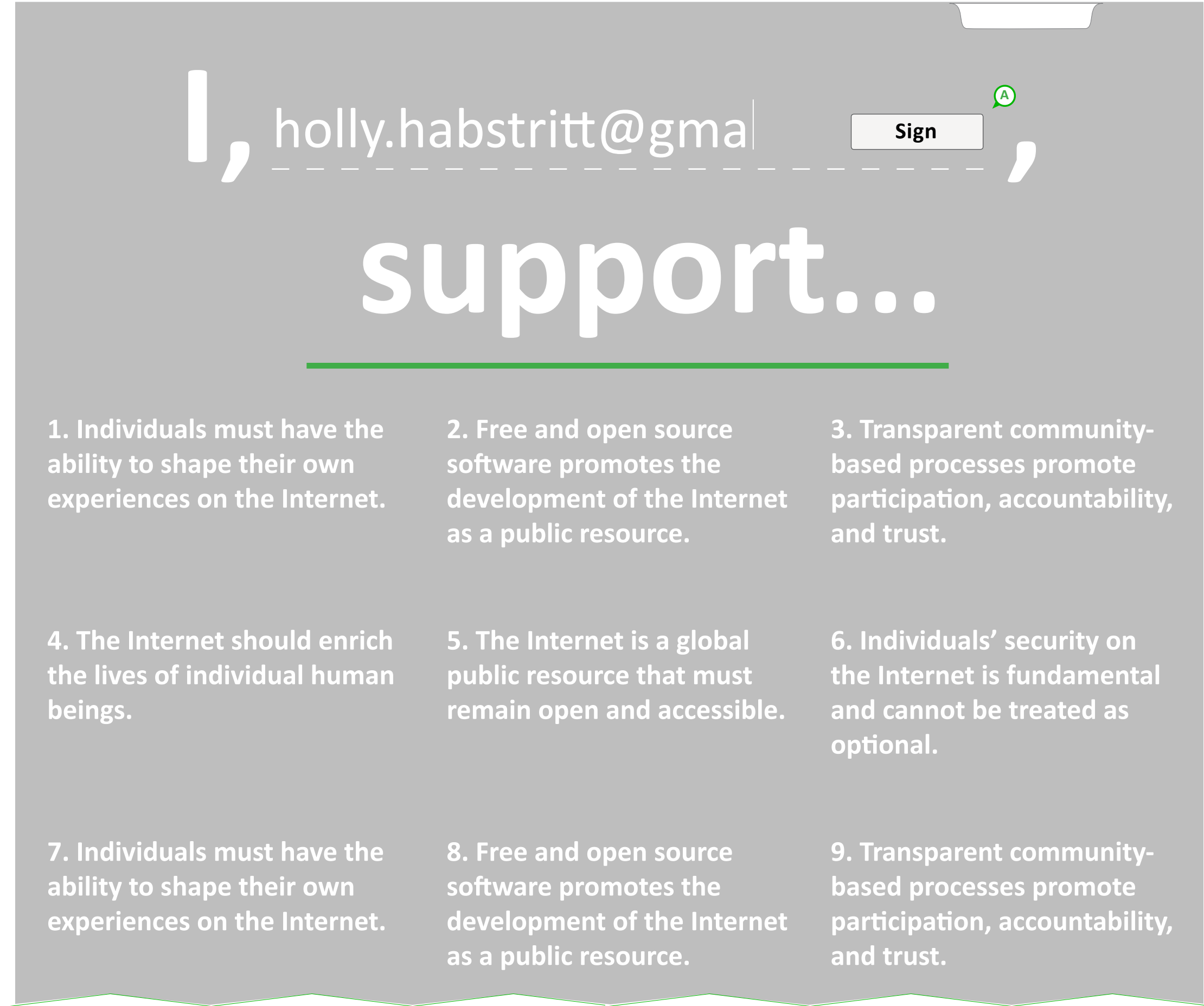


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As user scrolls down page, signature are stays in place as “Principles” scroll behind it.



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**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?

# 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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2. Transparent community-based processes promote participation, accountability, and trust.

Share

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

Share

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Share

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### HOW CAN YOU SUPPORT US?

Donate

Mozilla’s History

Our Mission

Learn more about our Plans and Pledge

### A. Signature Capture

“Signature” is captured at bottom of page.

I, \_\_\_\_\_, support...

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[Share](#)

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[Share](#)

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[Share](#)

7. Free and open source software promotes the development of the Internet as a public resource.  
  
[Share](#)

2. Transparent community-based processes promote participation, accountability, and trust.  
  
[Share](#)

5. Individuals’ security on the Internet is fundamental and cannot be treated as optional.  
  
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HOW CAN YOU SUPPORT US?  
  
[Donate](#)  
  
[Mozilla’s History](#)  
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