UX: Planning
Onboarding, First Run

IA: Holly Habstritt
04.03.2013
<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Phases &amp; Timeline</td>
<td>3</td>
</tr>
<tr>
<td>Features for Testing</td>
<td>5</td>
</tr>
<tr>
<td>Concept 1 wireframes</td>
<td>9</td>
</tr>
<tr>
<td>Concept 2 wireframes</td>
<td>14</td>
</tr>
<tr>
<td>Test Plan &amp; Next Steps</td>
<td>16</td>
</tr>
<tr>
<td>Examples</td>
<td>19</td>
</tr>
</tbody>
</table>
Phases & Timeline
# PHASES & TENTATIVE TIMELINE

<table>
<thead>
<tr>
<th>Q1 &amp; Q2</th>
<th>Q2 &amp; Q3</th>
<th>Pre-Australis and Australis Launch</th>
</tr>
</thead>
</table>
| **PHASE 1**  
Current Fx Version + Web | **PHASE 2**  
Current Fx Version Onboarding + In-Product | **PHASE 3**  
Australis Focused Onboarding |

In phase 1 we would like to update the /firstrun and /whatsnew pages in an effort to increase Fx browser user acquisition and retention.

We will test a subset of tactics to see if they can have a positive impact on user behavior. Phase 1 implementation requires work within web only and not within the chrome of the browser.

In phase 2 we will work with Justin Dolske’s team to introduce a couple of in-product demos into their release cycles in collaboration with a /firstrun web update for testing.

Everything learned here and in phase 1 will inform our work in phase 3.

- web: updates to the onboarding touchpoints* and flow with Australis content
- in-chrome: new in-product demo features to support Australis release
- logic: audience specific demo targeting. Users brand-new to Fx should be treated differently than users going from old to new Australis Fx design.

Onboarding touch-points:
- a. Firefox Family Page
- b. /new
- c. /firstrun
- d. /whatsnew
- e. /update
- f. snippets
- g. testing/validating to inform what is done for Australis.
Features for Testing
FEATURE TOPICS

1. UNIQUE TO FIREFOX
2. HIDDEN FEATURES
3. SELLING POINT
4. EXTRA INVESTMENT
5. EXPECTED FEATURES
6. SECOND RUN
## FEATURES

### BUCKET LIST OF FEATURES TO START CONCEPTING

<table>
<thead>
<tr>
<th>Themes</th>
<th>H, S, I</th>
</tr>
</thead>
<tbody>
<tr>
<td>Add-ons</td>
<td>H, S, I</td>
</tr>
<tr>
<td>Bookmarks</td>
<td>E, S</td>
</tr>
<tr>
<td>App Tab</td>
<td>H, S, U</td>
</tr>
<tr>
<td>Customization</td>
<td>H, S, I</td>
</tr>
<tr>
<td>Awesome bar</td>
<td>H, S</td>
</tr>
<tr>
<td>Search engines</td>
<td>H, S</td>
</tr>
</tbody>
</table>

* narrow down to a few for phase 1 & 2 testing

### ADDITIONAL FEATURES WE CONSIDERED

<table>
<thead>
<tr>
<th>Feature</th>
<th>U, H, S</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Screen</td>
<td>2, H, S</td>
</tr>
<tr>
<td>Firefox Button</td>
<td>U, S</td>
</tr>
<tr>
<td>Private Browsing</td>
<td>E, H, S</td>
</tr>
<tr>
<td>Privacy related (DNT, Click to play, FHR, Password Manager)</td>
<td>2, E, H, S</td>
</tr>
<tr>
<td>Switch to tab</td>
<td>U, H,</td>
</tr>
<tr>
<td>Find in page</td>
<td>2, H, E</td>
</tr>
<tr>
<td>Download Manager</td>
<td>2, H, S</td>
</tr>
<tr>
<td>Reading mode</td>
<td></td>
</tr>
</tbody>
</table>

*consider for 2nd run, australis, ongoing messaging to user.

- **U:** Unique to Firefox
- **H:** Hidden Features
- **S:** Selling Point
- **I:** Extra Investment
- **E:** Expected Features
- **2:** Second Run
WEB ONLY / FIRST RUN: WHAT CONVERTS BETTER?
(layout & method)

CONCEPT 1: VERTICAL SCROLL THROUGH (SHORT, 3 TIER)  * recommended for test

Welcome to Firefox!

WELCOME
STICKY NAV

EXPECTED FEATURES

INVESTMENT

UNIQUE TO FIREFOX / GET STARTED

NEWSLETTER OR SHARE

CONCEPT 2. NO SCROLL, HORIZONTAL ANIMATION

Welcome to Firefox!

FEATURE PANELS

NEWSLETTER OR SHARE

VIDEO EXPLANATION

Quick app tabs demo

LINK TO MORE

Find Your Theme

IN-PAGE CUE TO BROWSER

Start Your Search Now!

* when selecting features for phase 1 test, keep in mind Australis needs and capability to transfer to in-chrome ixD.
Concept 1 wireframes

Scrolling

* Recommended for test
* One feature selected from the following feature topics:
  - Unique to Firefox (App Tabs)
  - Extra Investment (Themes)
  - Expected (Bookmarks, Awesome Bar)
Welcome to Firefox!

We think you’ll like it. Get going and try for yourself.

App Tabs

Pinned Tabs allow you to always keep your favorite web apps like Facebook, Gmail and Twitter open and just a click away.

Pinned Tabs are small, can’t be closed accidentally and open automatically when you start Firefox.

Themes

Themes are an easy way to let you personalize the look of your Firefox!

Awesome Bar

Get started now by trying out the Awesome Bar!

Tell others about the awesomeness of Firefox!
Welcome to Firefox!

App Tabs

Pinned Tabs allow you to always keep your favorite web apps like Facebook, Gmail and Twitter open and just a click away.

Pinned Tabs are small, can’t be closed accidentally and open automatically when you start Firefox.

See how they work!
Concept 1: Personalize Your Firefox

Animation as user scrolls:
Patterns fall into browser screenshots simulating theme application.

Welcome to Firefox!

User can select "Find Your Theme", which takes them to the Personas/Theme site: http://www.getpersonas.com/

Ultimately (in phase 2 or 3) the user will be able to apply theme directly on this page from a few choices.

Themes

Themes are an easy way to let you personalize the look of your Firefox!

Find Your Theme
Welcome to Firefox!

Choose one of the sections below:

- Unique to Firefox
- Personalize Your Firefox
- Fast & Easy Browsing

Awesome Bar

Get started now by trying out the Awesome Bar!

- **Facebook**
  - http://www.facebook.com

- **FACT Magazine**
  - http://www.factmag.com

Get to your favorite sites quickly – even if you don’t remember the URLs. User our Awesome Bar to get started!
Concept 2 wireframes

Panels
Welcome to Firefox!

App Tabs

Pinned Tabs allow you to always keep your favorite web apps like Facebook, Gmail and Twitter open and just a click away.

Pinned Tabs are small, can't be closed accidentally and open automatically when you start Firefox.

See how they work!

Themes

Themes are an easy way to let you personalize the look of your Firefox!

Find Your Theme

Welcome to Firefox!

Awesome Bar

Get to your favorite sites quickly – even if you don’t remember the URLs. User our Awesome Bar to get started!

Facebook
http://www.facebook.com

FACT Magazine
http://www.factmag.com/

We think you’ll like it. Get going and see for yourself.

Tell others about the awesomeness of Firefox!

Unique
Yours
Smart

* One feature selected from the following feature topics:
- Unique to Firefox
- Extra Investment
- Expected

* could add gif to show steps

Date: 04.03.2013
Author: H. Habstritt
Email: habber@mozilla.com
Test Plan & Next Steps
Concept 1: Test Plan

Test with Test Pilot and Google Analytics.

TEST PILOT USERS
Release to nightly and test interaction with features (app tabs, awesome bar usage, and themes) in the chrome when user opens browser for first time.

Will have to determine details for what qualifies. Should we only measure usage within this session, directly after visiting /firstrun experience, etc. (validate with Gregg Lind)

GOOGLE ANALYTICS TESTING
• user interaction with video for app tabs
• traffic from /firstrun to Themes page
• traffic from first run to search (not sure how we can track this in GA)
• duration on page
• user clicks on sharing links

Sharing
• monitor Twitter feed for mentions
• keep track of Facebook shares

Second test with updated content
• Swap out a new feature, such as Bookmarks in place of Awesome Bar.
• Move sharing links to top of page

How to Measure Success?
• see a spike in sharing (and result in higher traffic to /new)
• users interact with /firstrun page content
• users interact with features in chrome within current session

THE HEART FRAMEWORK
Happiness:
• Satisfaction, Perceived ease of use (usually via survey)

Engagement:
• Frequency of use, Depth of interaction over time (e.g. how long did the user stay)

Adoption:
• How many users actually use these features after first run (how to measure?)

Retention:
• Existing users keep using a feature

Task success:
• Efficiency (time to complete first run), Effectiveness (% of completion), Error rate, etc
Next Steps

Ultimately work on this could start in the next 2 weeks. Dev and design can work simultaneous. Here are our next steps:

1. WORK WITH VISUAL DESIGNER ASAP (LEE TOM OR TY?)

2. SECURE DEVELOPER (JON PETTO?)

3. SET UP GOOGLE ANALYTICS (CHRIS MORE)

4. SET UP TEST PILOT PROGRAM (GREGG LIND)

5. START PHASE 2 WORK
I would like Web UI design to be informed by Phase 1 tests, but there are parts of Phase 1 that can get started now. Justin Dolske’s team may be able to get started on their work at the beginning of Q2.
EXAMPLES

AIRBNB, JOBS
https://www.airbnb.com/jobs

AIRBNB, LIFE
https://www.airbnb.com/life

AIRBNB, ANNUAL
https://www.airbnb.com/annual/

SUPPORT.GOOGLE.COM “TAKE A GUIDED TOUR”
http://support.google.com/chrome/bin/answer.py?hl=en&answer=155618

FANTASTICAL

[Image of the Fantastical app]