

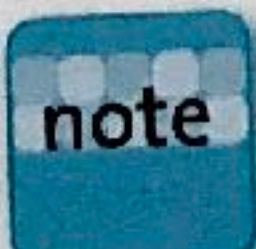
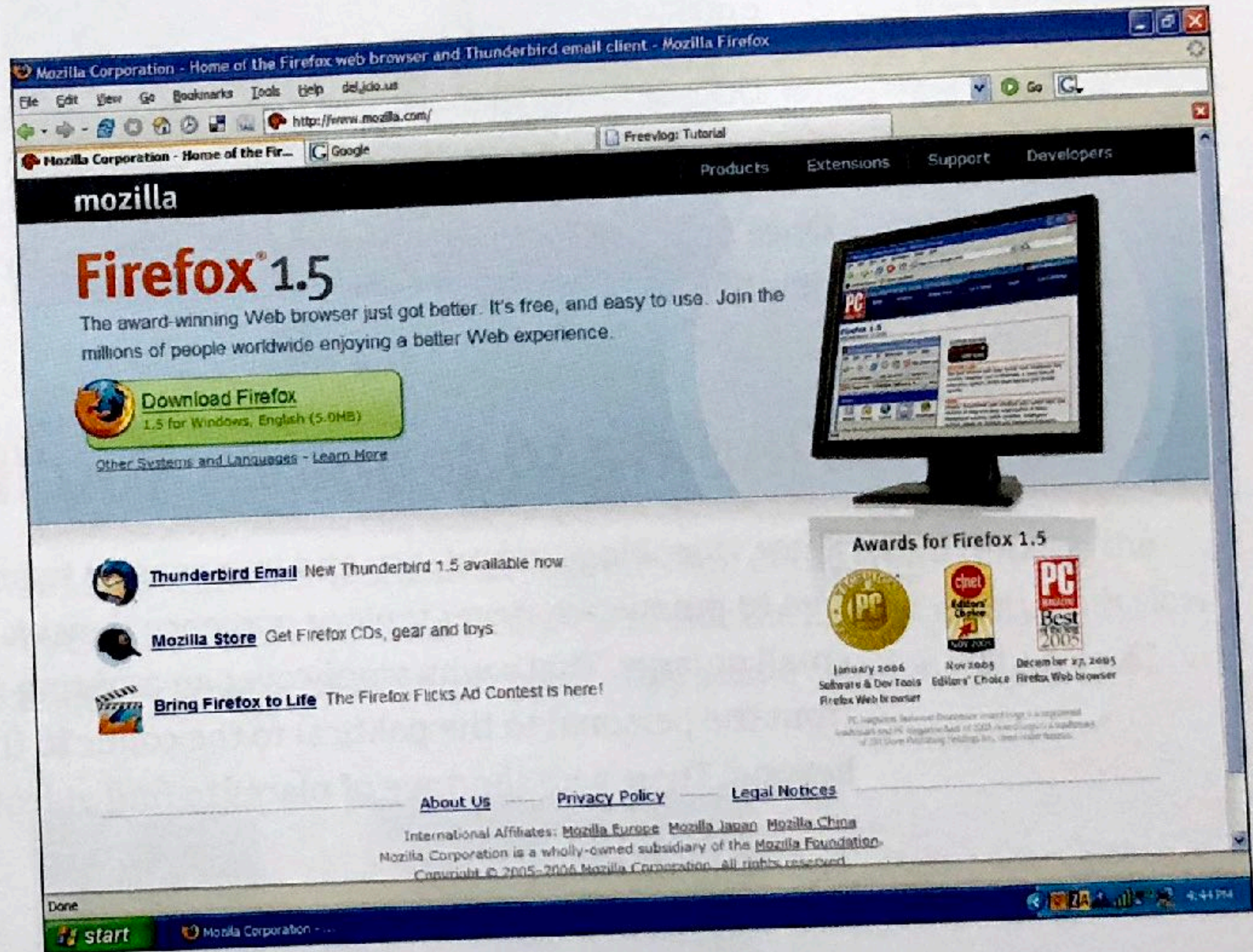
***ORCHESTRATING A SUCCESSFUL
ONBOARDING STRATEGY***

***MICHAEL VERDI
MISSION UX
JUNE 2018***

make your life as a vlogger...
load the latest version of Firefox for free at www.mozilla.com.

Figure 1.4


Firefox has some cool features that Internet Explorer doesn't have yet, including tabbed browsing, integrated searching, and a popup blocker.



Do you have bookmarks you don't want to lose when switching to Firefox? Firefox's Import Wizard will copy existing settings from Internet Explorer. It imports Favorites, options, cookies, stored pass-



Firefox

EDITING TOOLS 

ARTICLE

DISCUSSION

EDIT ARTICLE


TRANSLATE ARTICLE

SHOW TRANSLATIONS

WHAT LINKS HERE

SHOW HISTORY

CUSTOMIZE THIS ARTICLE

 FirefoxVersion 59 Mac [Email me article changes](#)

EXPLORE MORE TOPICS

BASIC BROWSING

Update Firefox to the latest version

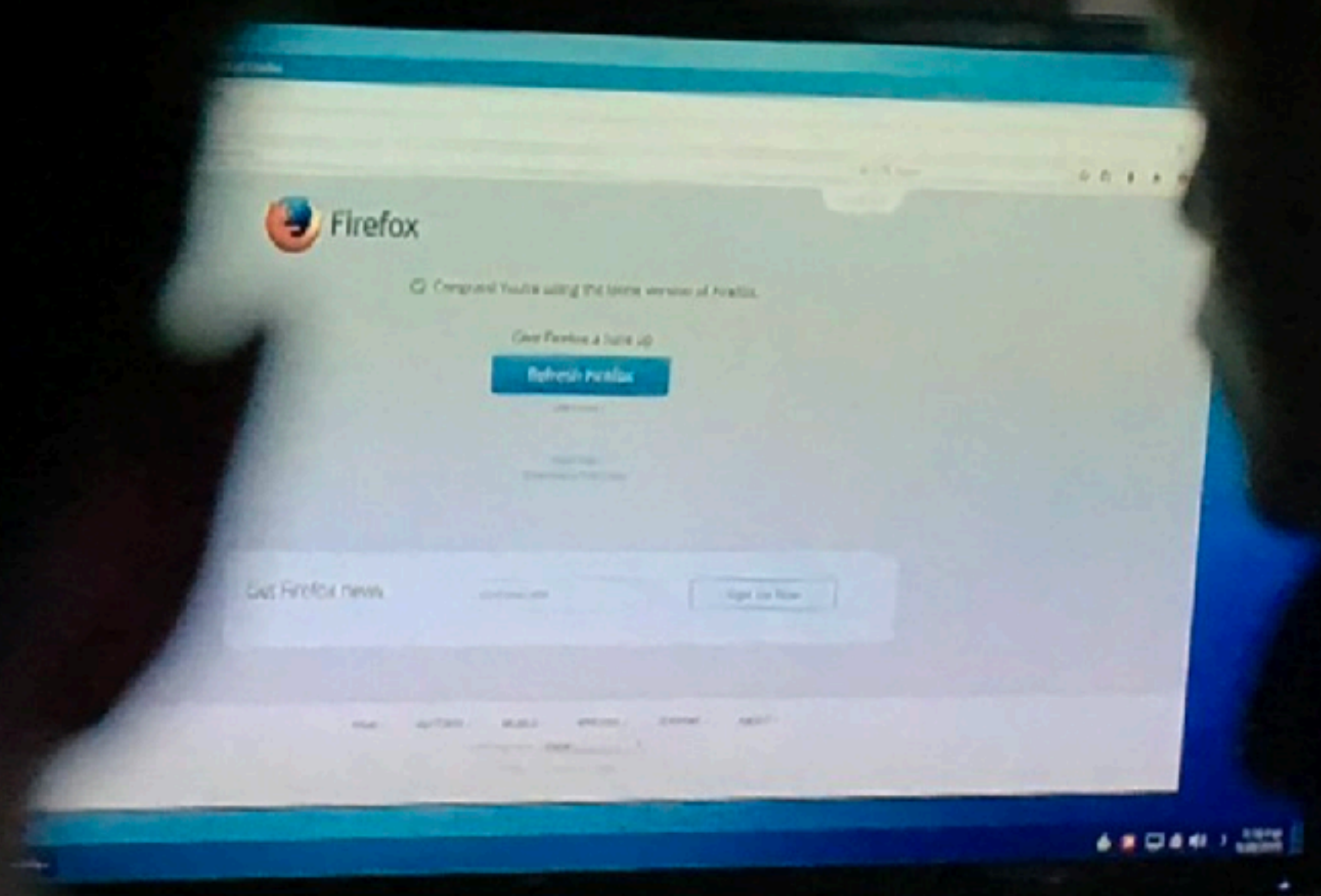
By default, Firefox is set to automatically update itself but you can always do a manual update.

Here's how:

1. On the menu bar click the **Firefox** menu and select **About Firefox**.
2. The *About Firefox* window will open. Firefox will begin checking for updates and downloading them automatically.
3. When the updates are ready to be installed, click **Restart to update Firefox**.



USA



1. ▲ **Lightspeed – A Browser Experiment** (mozilla.org)
179 points by khc 7 hours ago | 85 comments
2. ▲ **You can't hide from yourself** (danieltenner.com)
24 points by kenny_r 1 hour ago | 5 comments
3. ▲ **Remote code execution on Android devices** (bromium.com)
65 points by ghosh 5 hours ago | 25 comments
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21 minutes ago
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11. ▲ **Hacker Redirects Traffic From 19 Internet Providers to Steal Bitcoins** (wired.com)
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12. ▲ **A Software Architect's View of the Design of Double Entry Accounting (2012)**
(http://www.doubleentry.com)



ama |



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EMAIL FROM ANNIE AVACADO



RE: AMAZING HOLIDAY PICTURES!

THE AMAZON



AMA

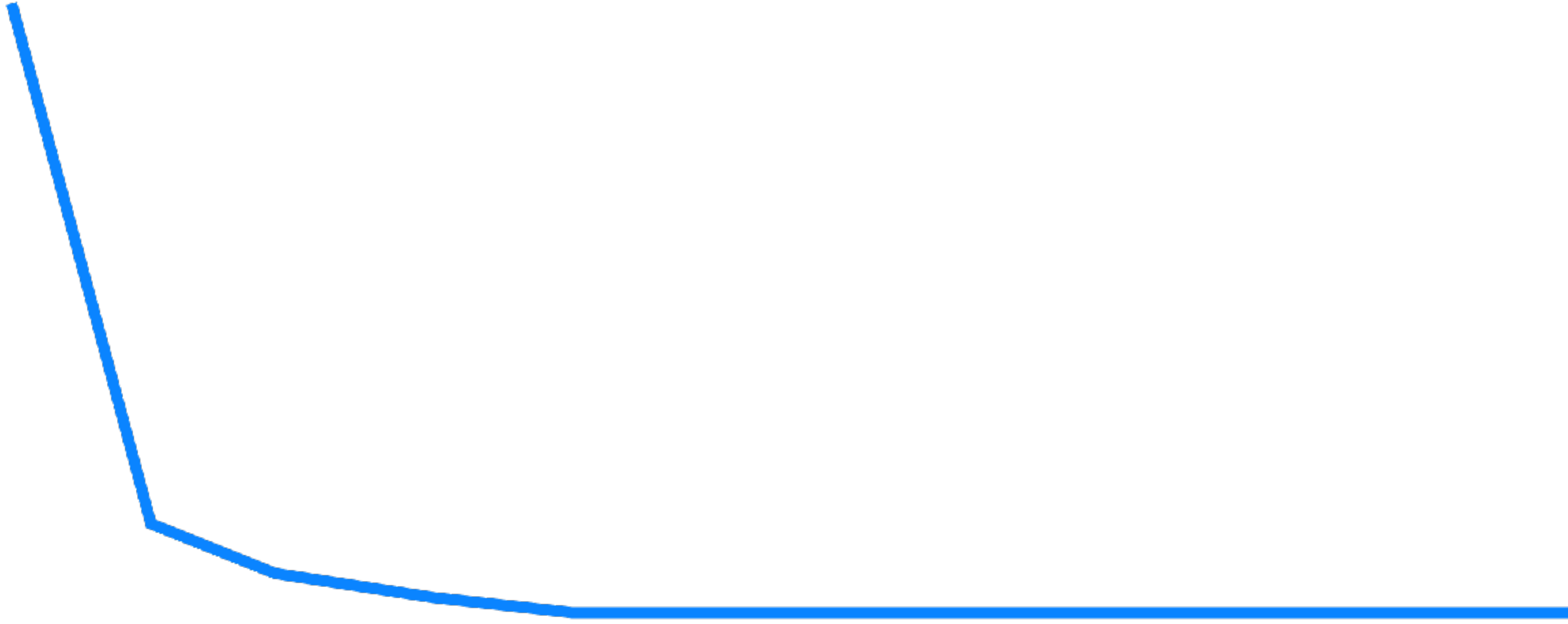
AMAZON

AMA REDDIT

ONBOARDING

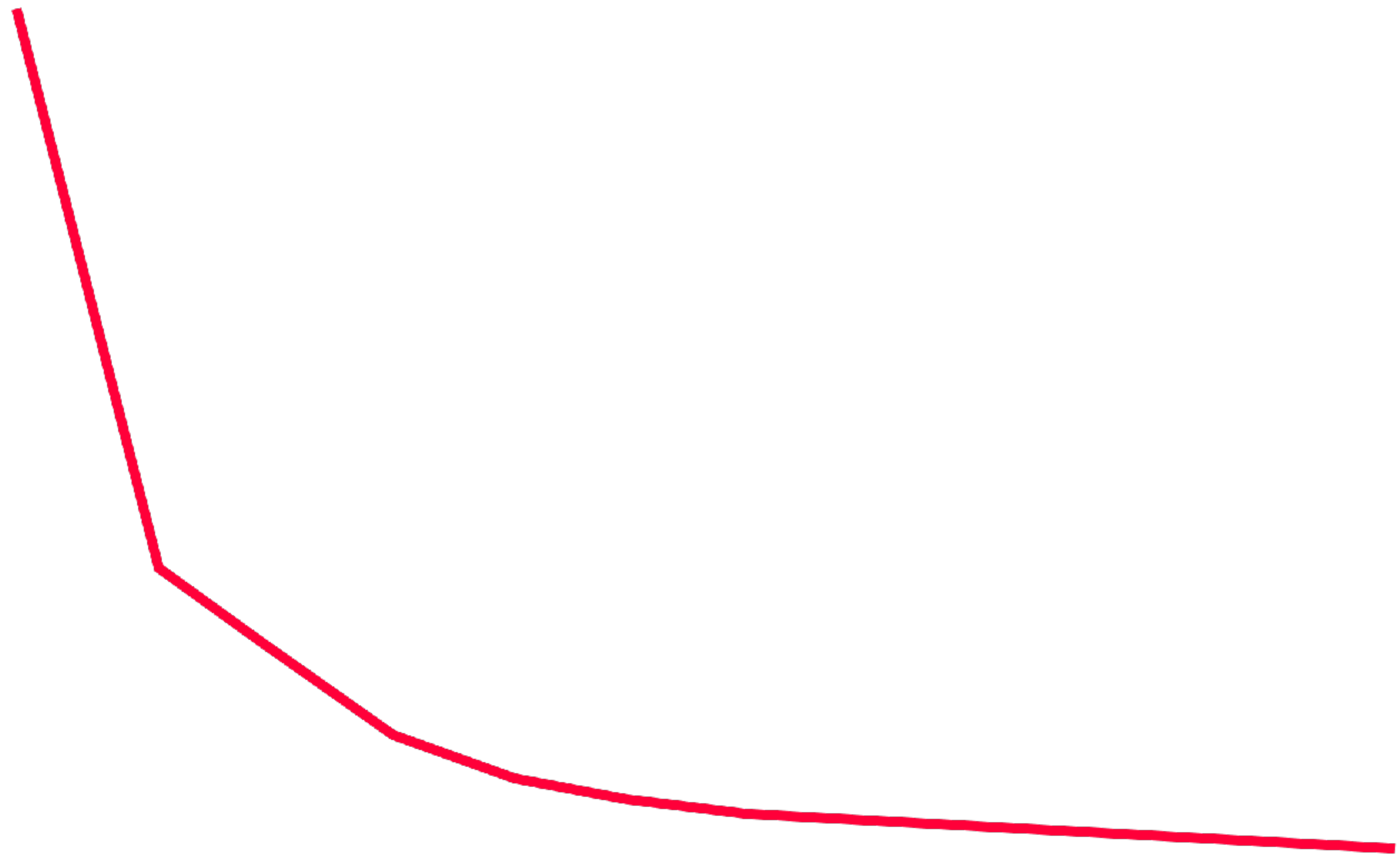
RETENTION

PEOPLE



WEEKS

PEOPLE



WEEKS

How we treat customers

(before and after they buy our product)

Before



Brochure

Glossy
Slick
Colorful
Reader-friendly
Sexy
Compelling

After



Manual

Plain
Dull
Black and white
Confusing
Dry
Boring

**If you want them to
RTFM, make a better FM**

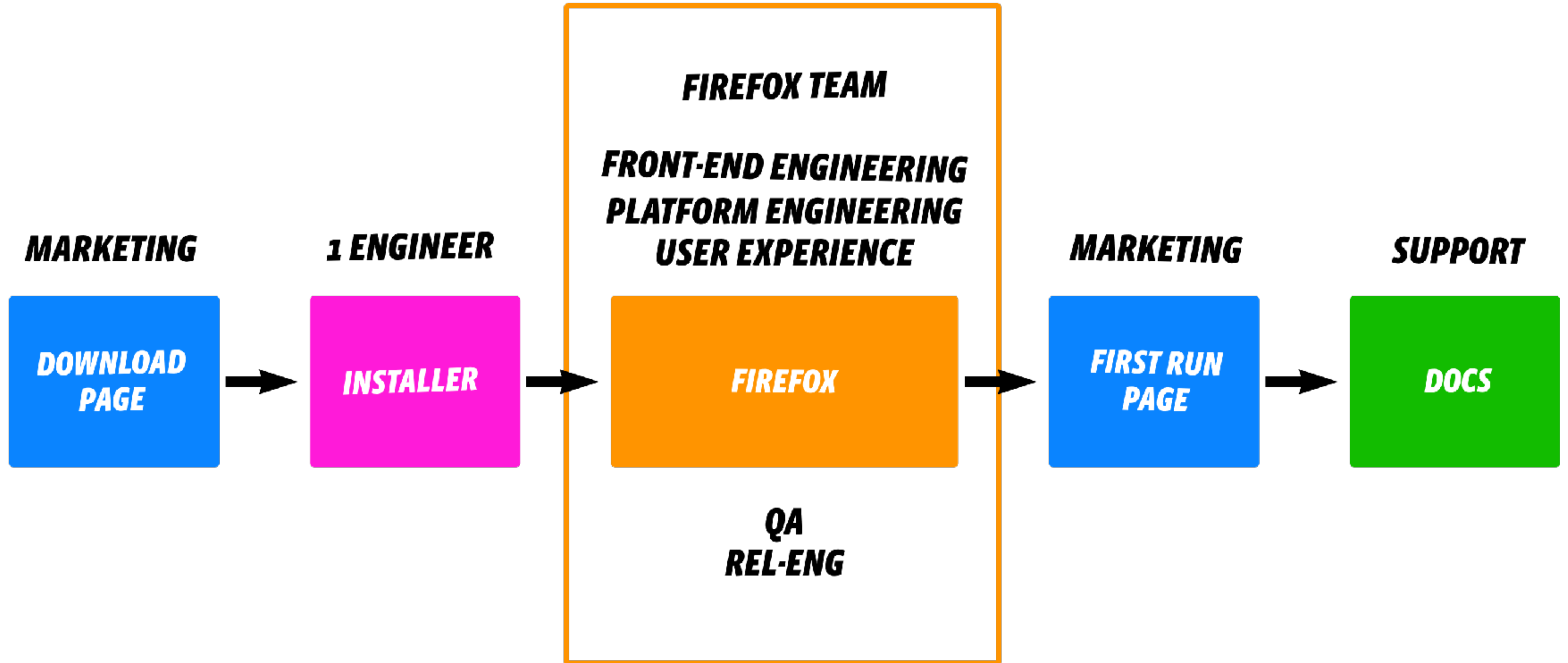


MAPPING IT OUT

FIGURING IT OUT ***AND***

GETTING IT DONE

MAPPING IT OUT



***PRODUCTS TEND TO RESEMBLE THE
ORGANIZATIONAL STRUCTURE OF
THE TEAMS THAT BUILD THEM***

Discovery & Research

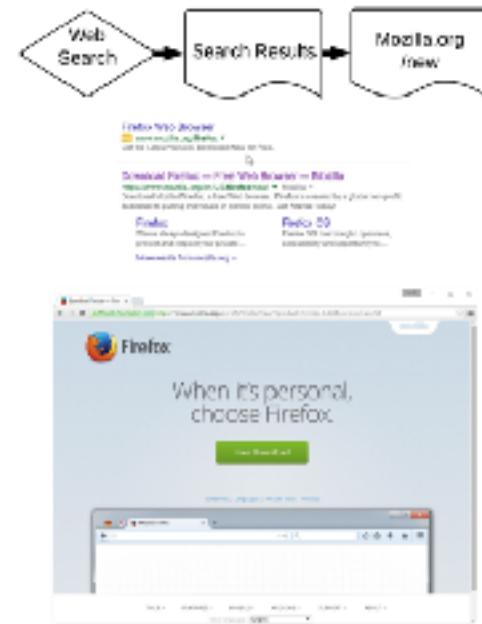


- Mozilla doesn't usually buy advertising for Firefox so word of mouth and online news stories are a large part of how people learn about Firefox.
- With our Yahoo! partnership the exception to this is their promotion of Firefox on Yahoo! branded properties.

- What is Firefox?
- Why is Firefox better than another browser?

- Neutral. All browsers seem kind of the same.
- There are people with bad past Firefox experiences out there

Search & Download



- To download Firefox, most people search with terms like "Firefox" or "Download Firefox", etc.
- Our download page is always the top organic result and our SEM campaign ensures that if there are ads on the page we're often the only one.
- With people coming directly from a Yahoo! promotion we can give them custom message.

- Looks simple, clean and straightforward.
- Why is this better than other browsers?
- Why should I use Firefox?

- Professional, polished, trustworthy
- Neutral to positive impression
- Not inspired to download Firefox

Install

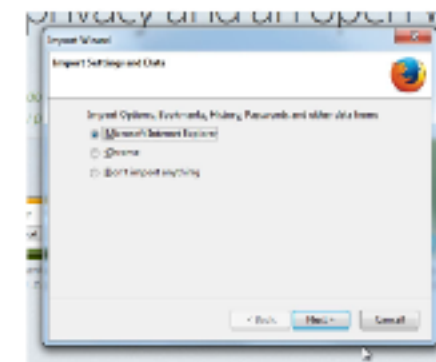


- Installation is straightforward. Users are familiar with this process.
- The information in the installer is difficult to read if you have a fast internet connection. The last panel with the haiku is readable because it's displayed during the longer installation phase.

- Installation is simple
- I don't want to make this my default browser right now - I'd like to try it out first.
- That default box already checked is kind of a gotcha.

- Mostly neutral
- Some people enjoy the haiku
- Some people don't like the pre-checked default browser setting and/or having to uncheck it

Import Data

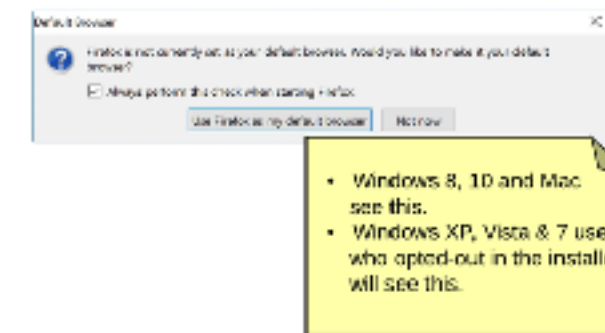


- Users can opt to import browsing data from another browser.

- Should I do this now? Maybe I should see if I like Firefox first.
- I wish I could import from more than one browser.

- Positive. This is a nice option to have.

Default Browser Prompt

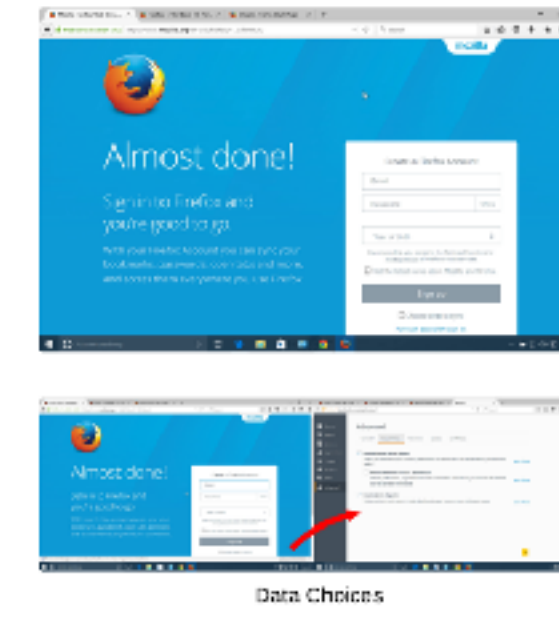


- If Firefox is not the default browser when it starts for the first time, users are presented with a modal prompt.

- I don't want to make this my default browser right now. I'd like to try it out first.
- I just said no to this question a moment ago.
- Should I leave the start up check checked? If I do it might become annoying. If I don't I might not be able to find how to make it default I choose to later.

- Good for existing users
- Neutral to annoying for everyone else

First Run Page - Account Sign up

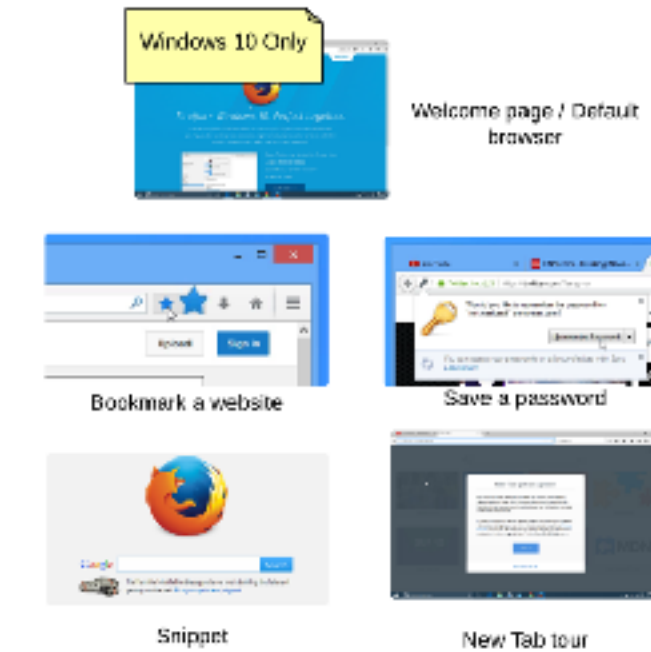


- Users with a new profile are presented with a page asking them to create a Firefox Account.
- Shortly after page is loaded, the "choose what to share" infobar pops up. Most everyone ignores or dismisses this.

- This is typical of software and websites.
- I guess this is similar to signing into Chrome.
- I don't really want to create another account.

- Neutral to positive
- When the form refreshes after a confirmation - the interaction is "slick."

First Session



- There are a number of typical first session interactions:
 - Search
 - Bookmark a site
 - Save a password
 - Investigate options panel
 - Hover over buttons to see what they do
 - Interact with home page snippet
 - New tab first time use tour

- What do these buttons do?
- What options do I have?
- How is Firefox the same or different from what I'm used to?
- Is Firefox better than what I'm using now?

- Like the clean look
- Not quite sure where to search
- Frustrated that bookmarks don't work like I expect (Chrome users).
- Confused about how to get message in doomanger back if you click outside it.

User research is a team sport



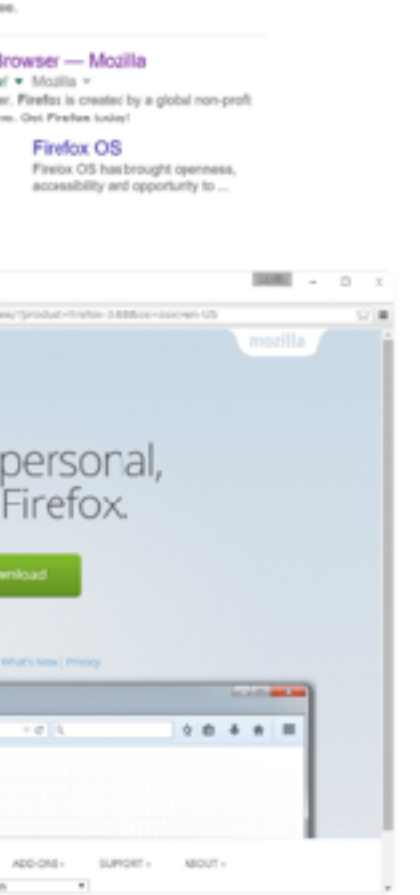




O.C. SURF TEAM
BERCH

Firefox

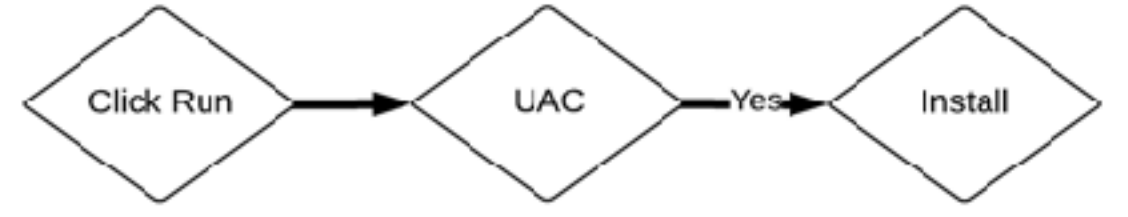
Download



people search with terms like "Firefox", etc. As the top organic result and our ad, if there are ads on the page we're not getting from a Yahoo! promotion we can't see it.

Installation is straightforward. I don't want to make this my default browser right now - I'd like to try it out first. That default box already checked is kind of a gotcha.

Install



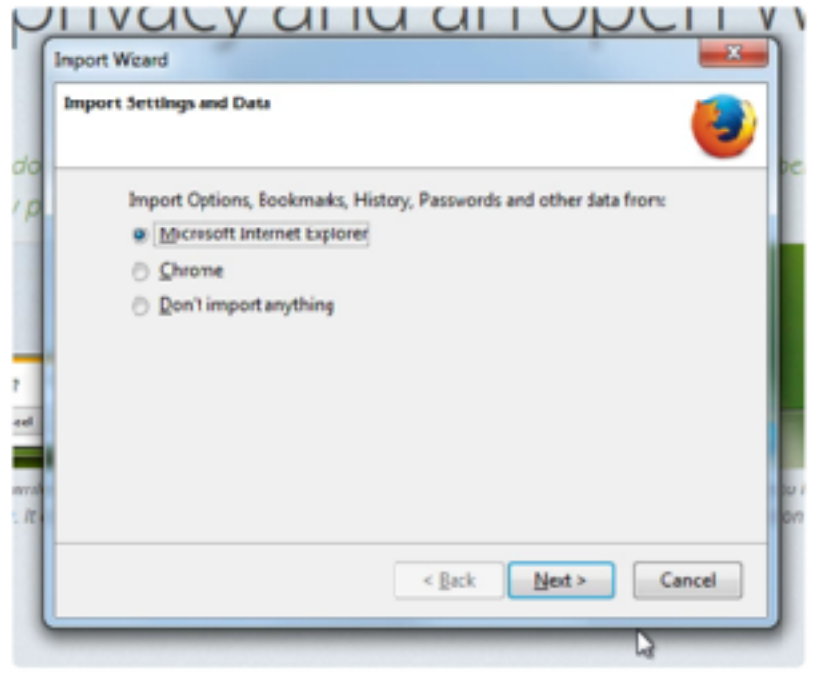
- Windows only
- Windows 8 & 10 no default browser option

As far as Firefox is concerned, a **New User** doesn't have an existing profile on the computer. This can be a truly new user or an existing user performing a clean install (e.g. on a new machine).

- Installation is straightforward. Users are familiar with this process.
- The information in the installer is difficult to read if you have a fast internet connection. The last panel with the haiku is readable because it's displayed during the longer installation phase.

- Installation is simple
- I don't want to make this my default browser right now - I'd like to try it out first.
- That default box already checked is kind of a gotcha.

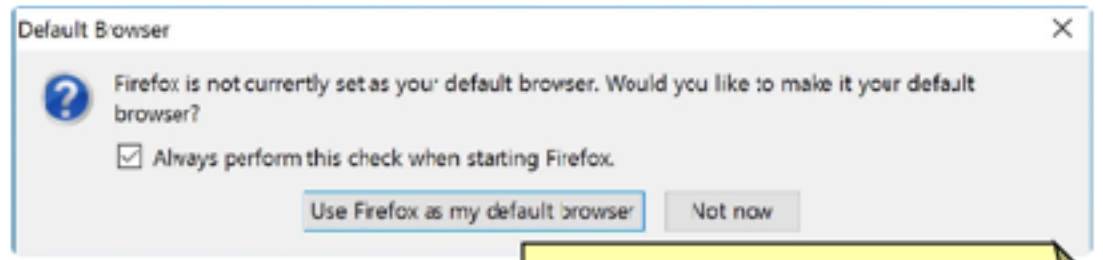
Import Data



- Users can opt to import browsing data from another browser.

- Should I do this now? Maybe I should see if I like Firefox first.
- I wish I could import from more than one browser.

Default Browser Prompt

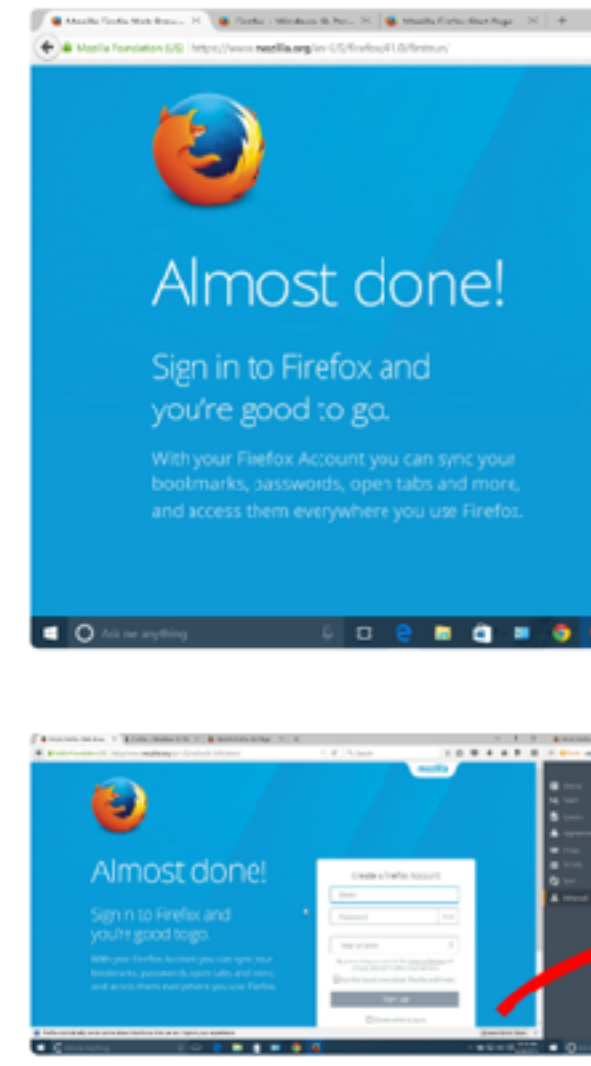


- Windows 8, 10 and Mac see this.
- Windows XP, Vista & 7 users who opted-out in the installer will see this.

- If Firefox is not the default browser when it starts for the first time, users are presented with a modal prompt.

- I don't want to make this my default browser right now. I'd like to try it out first.
- I just said no to this question a moment ago.
- Should I leave the start up check checked? If I do it might become annoying. If I don't I might not be able to find how to change it.

First Run Page - Almost done!



- Users with a new profile are prompted to create a Firefox Account.
- Shortly after page is loaded, the infobar pops up. Most everyone ignores it.

- This is typical of software and why we don't want to create an account.
- I guess this is similar to signing in to other services.
- I don't really want to create another account.

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About 164,000,000 results (0.41 seconds)

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Its Default Interface is a Pleasure to Work With. – Pcmag

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Ad downloads.yahoo.com/firefox ▾

Discover the new, faster Firefox® optimized for Yahoo. Try it free!



Are you fed up with your web browser?
You're not alone. We want you to know that there *is* an alternative...



Introducing Mozilla

Firefox 1.0

"I installed Firefox on my laptop today. It's so fast — I never knew there could be that much of a difference."

— Stephen Cropp, New Zealand

"I was tired of my browser crashing everyday, so I tried Firefox. Now I can't live without it. Pop-up blocking, secure browsing and no spyware. Best of all... not a crash since I switched."

— Justin Henderson, USA

"I thought changing and learning a new web browser would be difficult, but with Firefox I had no problems at all. Browsing is now smooth."

— Jouni Hötönen, Finland

Firefox is the free, open source web browser from the Mozilla Foundation that lets you surf faster and more efficiently and helps avoid annoying pop-ups and spyware. Join us and make the switch today — Firefox imports your Favorites, settings and other information, so there's nothing to lose.

Find out what more than 10 million users from around the world already know: there *is* an alternative!

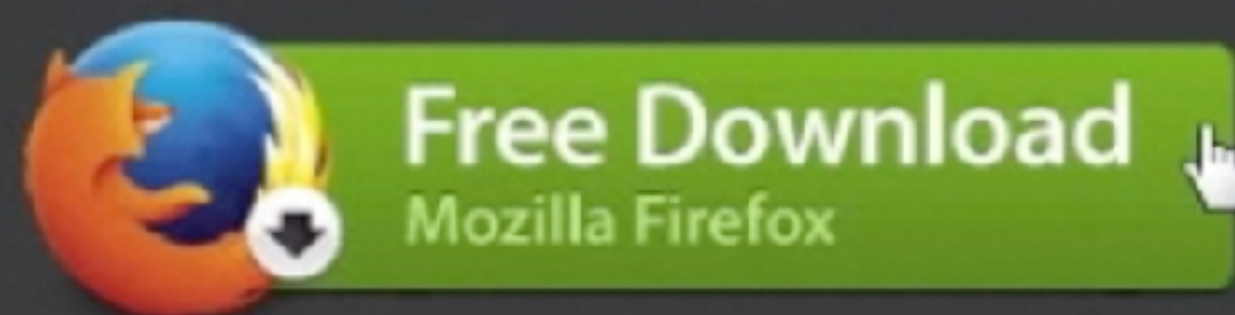
Download today from
GetFirefox.com

This message has been brought to you by the thousands who contributed funds to the Mozilla Foundation, a non-profit organization dedicated to promoting choice and innovation on the Internet. Special thanks to the employees of Haberman & Associates, MaxSource, Oracle, Red Herring, Red Hat, Sourceforge.net, Spoolsway and Sun Microsystems for helping to make this possible.



Mozilla Firefox - Download Free

Mozilla Firefox is a fast, secure, full-featured Web browser that brings together all kinds of awesomeness to make browsing better for you. Firefox includes pop-up blocking, tab-browsing, integrated Google search, simplified privacy controls, a streamlined browser window that shows you more of the page than any other browser and a number of additional features that work with you to help you get the most out of your time online.



Free downloads via [WeDownload Manager](#). Additional [commercial offers](#) might be offered during the download process. The product may be available for download for free from the [manufacturer's website](#).

Different by design

Super Speed

With faster start-up times, rapid graphics rendering and improved page load speed, the latest version of Firefox is full of major performance improvements you'll notice instantly. From integrating Compartments and more efficiently managing JavaScript objects to supporting ECMAScript5 and improvements to

Smart Search

Get to your favorite sites quickly – even if you don't remember the URLs. Type your term into the location bar (aka the Awesome Bar) and the autocomplete function will include possible matches from your browsing history, bookmarked sites and open tabs.

The Awesome Bar learns as you use it-over

Download info

Name: Mozilla Firefox

Version: 27.0.1

License: Free

Compatibility: Windows XP, Windows Vista, Windows 7, Windows 8



Norton
mozilla firefox setup.exe
is not safe and has
been removed.
[View Details](#)

mozilla firefox setup.exe
mozilla firefox setup.exe
Failed - Virus scan failed

Windows taskbar with icons for Internet Explorer, Chrome, Firefox, File Explorer, and other applications. System tray shows the time as 11:04 AM on 3/12/2014.



All News Images Videos More Search tools



About 383,000,000 results (0.46 seconds)

mozilla.org - Firefox Download - Official Firefox Web Browser

Ad www.mozilla.org/firefox

Enjoy the very latest in speed, flexibility and security. Download Firefox now.

Free Firefox Download · Browse Faster

“Firefox remains our first choice for day-to-day browsing.” – PCMag.com

Free Download

Take Control. Choose Firefox.

Download Now For Free

Private Browsing

No Other Browser Gives So Much

Control Over Your Digital Footprint

Faster Browsing

This Is The Fastest Firefox Yet -

Cutting Edge Speed You Can Feel

Firefox Sync

Sync Firefox Wherever You Use It To

Access Bookmarks, Passwords & More

Firefox – Desktop browser, Android, iOS, Sync, Private Browsing ...

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

Learn more about our complete lineup of products for desktop and mobile browsing (and more) that help keep you in control online. Free yourself with Firefox.

[Firefox for desktop Trusted ...](#) · [Private Browsing](#) · [Keep your Firefox in sync](#)

Download Firefox — Free Web Browser — Mozilla

<https://www.mozilla.org/en-US/firefox/new/>

Download Mozilla Firefox, a free Web browser. Firefox is created by a global non-profit dedicated to putting individuals in control online. Get Firefox for Windows, ...

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Firefox

Web browser



Mozilla Firefox is a free and open-source web browser developed by the Mozilla Foundation and its subsidiary, the Mozilla Corporation. [Wikipedia](#)

Website: mozilla.org/en-US/firefox/new

Developers: Mozilla Foundation, Mozilla Corporation

Initial release date: 2002

Stable release: 48.0, 50.0.2

Programming languages: JavaScript, Cascading Style Sheets, C, XUL, C++, XBL

Engines: Gecko, SpiderMonkey

Standards: HTML5, CSS3, RSS, Atom

[Feedback](#)

Updating Users (paveover)

Current MAU using Firefox;
downloads new copy to update.

Users trying to fix a problem

Current MAU using current Firefox;
presented with "Refresh" button or
downloads a new copy of Firefox to
fix some issue.

Existing or Returning Users (new computer)

Current MAU or lapsed user (not
used Fx in last month) not using
Firefox; installs Firefox on a new
computer.

Returning Users

Lapsed user (not used Fx in last
month) not using Firefox; installs or
updates Firefox where there is an
existing profile.

New Users

Not using Firefox; installing Firefox
for the first time.



Welcome to Firefox!

mozilla

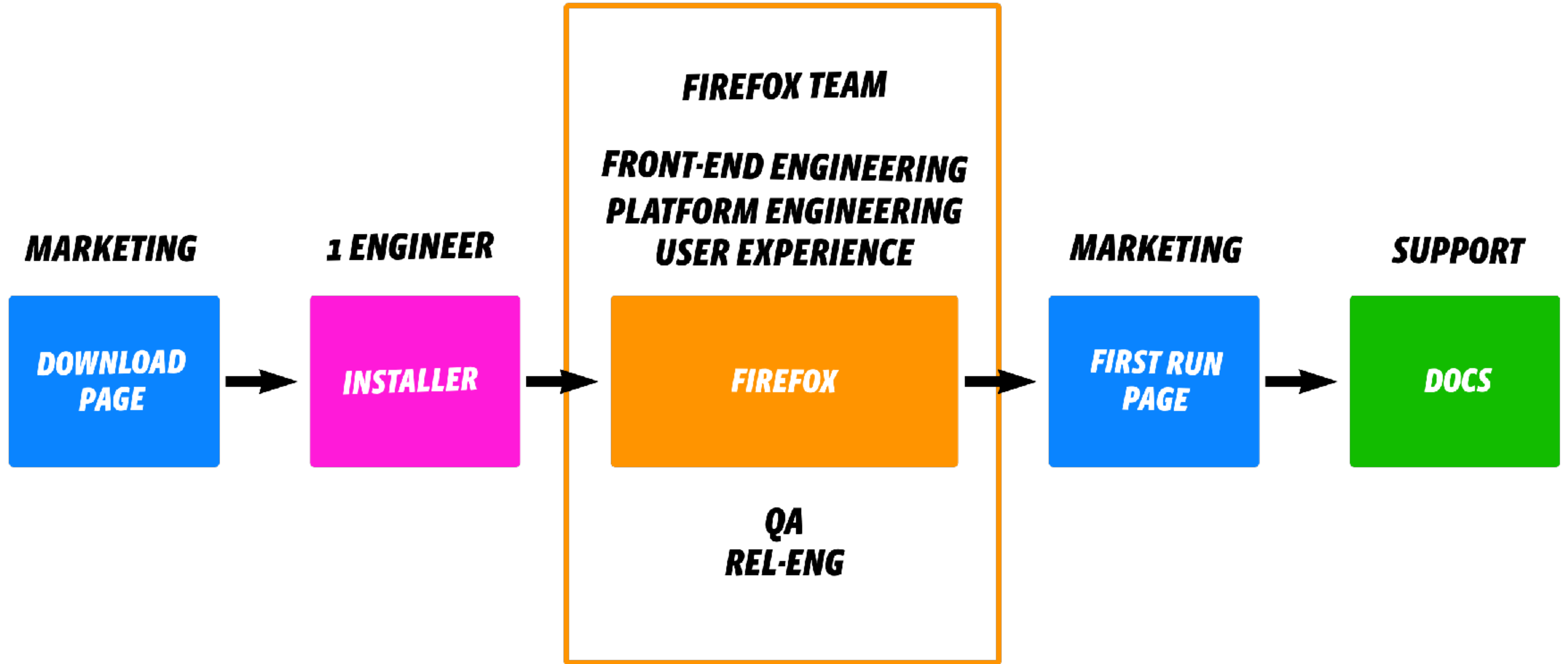
See how Firefox keeps the power of the web in your hands:



Get Firefox news

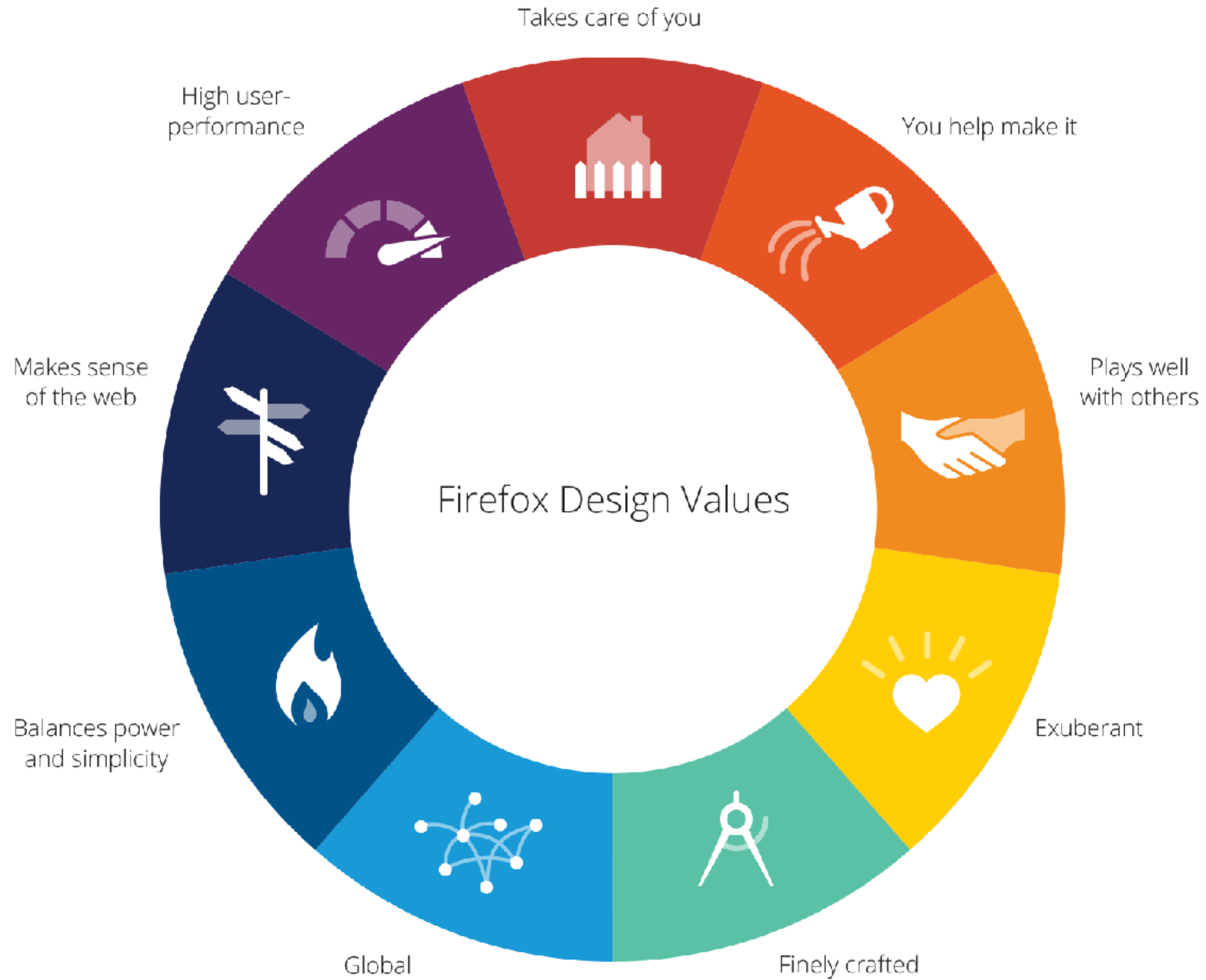
Sign me up »

FIGURING IT OUT



ONBOARDING TEAM





Mozilla Firefox Start Page

Firefox Search or enter address

Search

mozilla

New Tab

Firefox Privacy Notice — Mozilla

Search with Google or enter address

Search the Web




Try Firefox with the bookmarks, history and passwords from another browser. [No Thanks](#) [Import Now](#)


TOP SITES

- youtube
- facebook
- amazon
- reddit
- wikipedia
- twitter

RECOMMENDED BY POCKET

The most interesting stories on the web, selected based on what you read. From Pocket, now part of Mozilla. [Learn how it works.](#) [Okay, got it](#)

 **Browse by yourself.**
Want to keep something to yourself? Use Private Browsing with Tracking Protection. [Learn More](#)





MISE EN SCÈNE

/ ,mēz ,än 'sen/

noun

THE STAGING OF A PLAY, INCLUDING THE SETTING, ARRANGEMENT OF THE ACTORS, ETC.

THE DIRECTION OF A FILM, EMPHASIZING THE IMAGE CREATED BY SETTING, PROPS, LIGHTING, ACTORS' MOVEMENTS, ETC.

GENERAL SURROUNDINGS; ENVIRONMENT

Gestation

People are exposed to Firefox in numerous ways over a period of time. All of this information forms an impression and people use that to decide whether or not to download Firefox.

During the gestation period we need to make the case for why you should choose Firefox. Our non-profit status is a key part of that message - it's the proof point that underlies everything.



All roads lead to the download page.

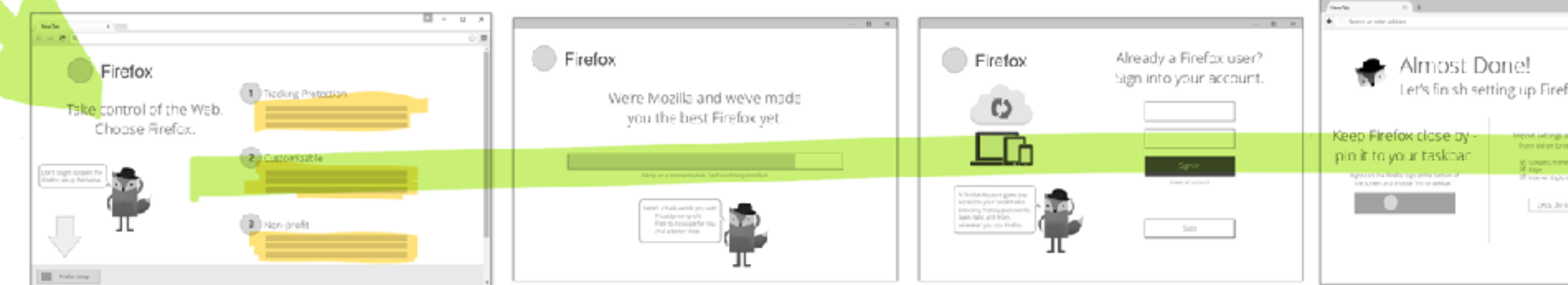
The download page reflects and reinforces the messaging in the user's path. It explains why you should choose Firefox and allows you to download. It doesn't have anything else that distracts from that task.



Word of mouth

First Run

The goal: Quickly get Firefox installed and set up. Get out of the way as fast as possible and make it easy for people to open Firefox a second time. If we want people to develop a habit of usage, we need them to open it again. We lose most people between download and a second session.



Once you click download, let's show the reasons for choosing Firefox if the user hasn't already scrolled down. We can also remind the user to open the setup file (browser specific).

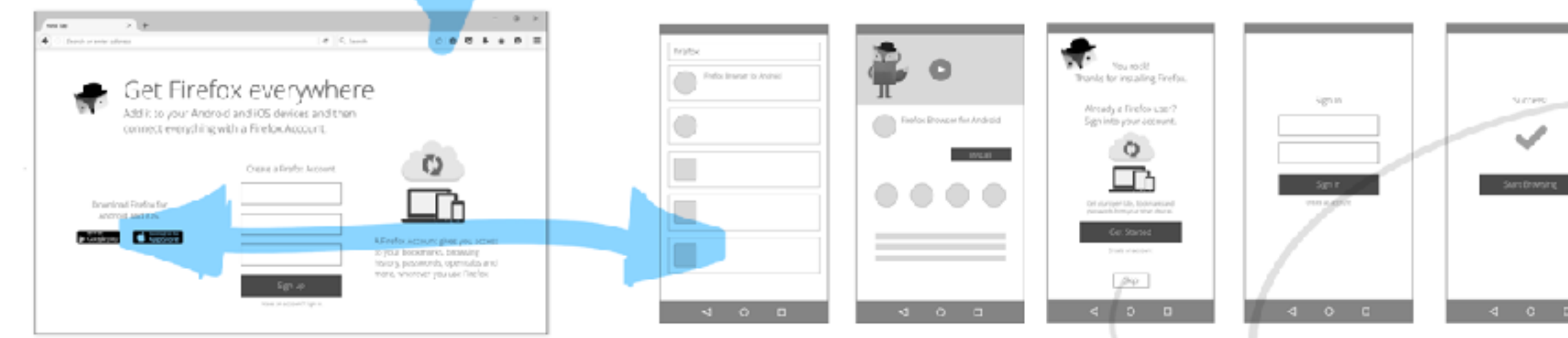
The stub installer doesn't have anything to distract you from the task of installing. You've already confirmed multiple times that you want to install Firefox so no need to make you confirm again.

The account sign in form is mainly designed for existing users. It allows them to quickly set up a new device and not have to see new user content. For new users this serves as an introduction to the idea of an account (they can still create one here if they wish to).

New users see the first onboarding page making it easy to open Firefox a second time. This will be displayed over a number of days.

First Month

The goal: Get people using features that they find valuable and lead to long-term use: multi-device accounts, Firefox only features and customization (including add-ons and themes).



Over the course of the first month we'll trigger* additional onboarding pages for new users:

- Get Firefox everywhere - download on mobile and connect with an account.
- Tracking Protection - Firefox only feature
- Feature recommendations - add-ons, themes, customizations

Android and iOS onboarding works in a similar manner to desktop. Get existing users set up as quickly as possible.

GETTING IT DONE

***THINGS WE WANTED
TO STOP DOING***



mozilla

Firefox Setup

Firefox®

Thanks for choosing Mozilla Firefox. We're not just designed to be different, we're different by design.



Options Install Cancel

Thanks

here.

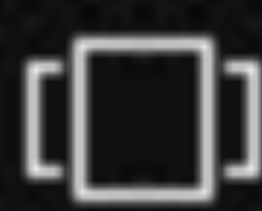
Options



Firefox Setup Stube...



Ask me anything





mozilla

Firefox Setup

Firefox®

Thanks for choosing Mozilla Firefox. We're not just designed to be different, we're different by design.



Options Install Cancel

Thanks

here.



moz://a

Let's do this!

Your download should begin automatically. If it doesn't, [click here](#).

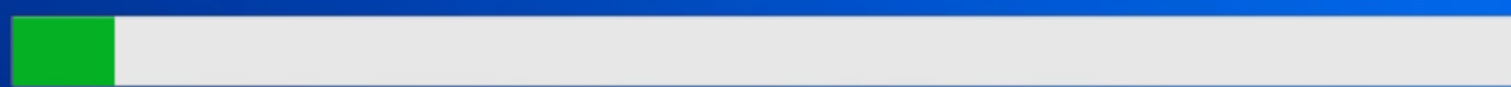
Sync up with Firefox on mobile:




[Download in another language](#)

Firefox Installer

Now installing...

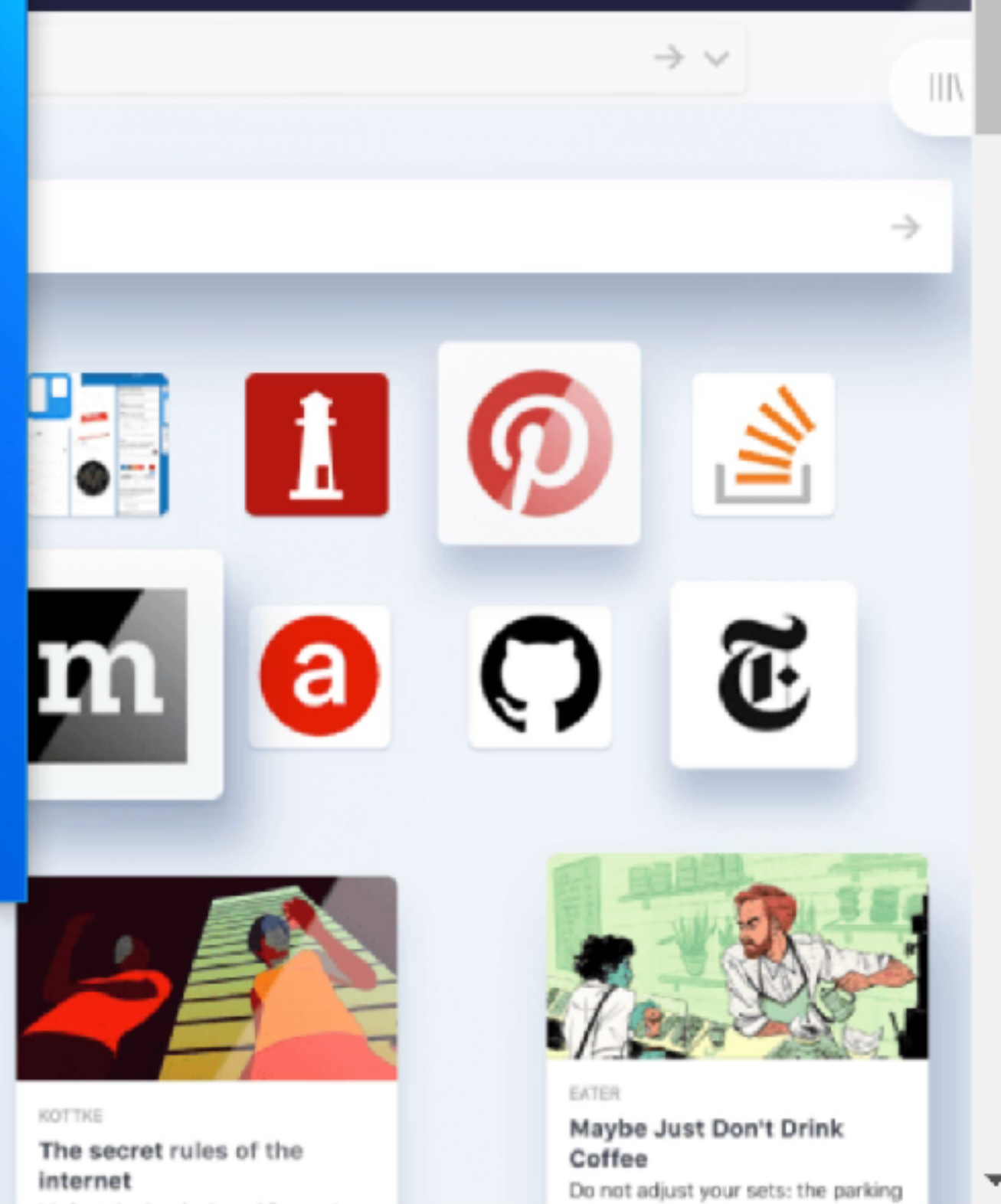


The fastest, most responsive Firefox yet



Firefox

Built for people, not for profit





Firefox

Download in another language



Firefox Installer.exe



Type here to search





Recycle Bin

Import Wizard

Import Settings and Data

Import Options, Bookmarks, History, Passwords and other data from:

- Microsoft Edge
- Microsoft Internet Explorer
- Chrome
- Don't import anything

< Back Next > Cancel



Type here to search



5:27 PM
5/30/2018





Recycle Bin

Mozilla Firefox Start Page Firefox Browser Privacy N...

Firefox | Search or enter address Search

Search the Web

Dive right in. Try Firefox with your top sites from Chrome. ?

Keep Top Sites from Chrome Don't Keep

Your Top Sites

- The Verge
- Amazon
- Facebook
- Buzzfeed
- ESPN
- Wikipedia

This browsing data was found on this device. It has not been uploaded or shared with Mozilla. You can remove it from Firefox by choosing Don't Keep. Read more in the [Firefox Privacy Notice](#).



Recycle Bin







New Tab × **m** Firefox Privacy Notice — Mozill × + — □ ×

← → ↻ 🏠 🔍 Search or enter address

🦊 🔍 Search the Web → ⚙️

🔗 Try Firefox with the bookmarks, history and passwords from another browser. [No Thanks](#) [Import Now](#)

🗪 TOP SITES ▾

					
youtube	facebook	wikipedia	reddit	amazon	twitter



Type here to search



5:27 PM
5/30/2018





Default Browser



Firefox is not currently set as your default browser. Would you like to make it your default browser?

Always perform this check when starting Firefox.

Use Firefox as my default browser

Not now



It's easy to customize your Firefox exactly the way you want it. Choose from thousands of add-ons.

***THINGS WE WANTED
TO START DOING***



New to Firefox? Let's get started.

Search the Web

Let's get started

- Performance
- Private Browsing**
- Screenshots
- Add-ons
- Customize
- Default Browser

[Skip Tour](#)

Browse by yourself.

Want to keep something to yourself? Use Private Browsing with Tracking Protection. Firefox will block online trackers while you browse and won't remember your history after you've ended your session.

[Show Private Browsing in Menu](#)

Your Recycling Gets Recycled, Right? Maybe, or Maybe Not

Coke claims to give back as much water as it uses. An investigation shows it isn't even close.

What's on the Agenda? Run Effective Meetings

New to Firefox?
Let's get started.

Search the Web

Let's get started

- Performance
- Private Browsing**
- Screenshots
- Add-ons
- Customize
- Default Browser

[Skip Tour](#)

Browse by yourself.

Want to keep something to yourself? Use Private Browsing with Tracking Protection. Firefox will block online trackers while you browse and won't remember your history after you've ended your session.

[Show Private Browsing in Menu](#)

Your Recycling Gets Recycled, Right? Maybe, or Maybe Not
Plastics and papers from dozens of

Coke claims to give back as much water as it uses. An investigation shows it isn't even close

What's on the Agenda? Run Effective Meetings
Since there are only so many hours in the

***SETTING A NEW
BASELINE***

WRAPPING IT UP

THANK YOU!

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