

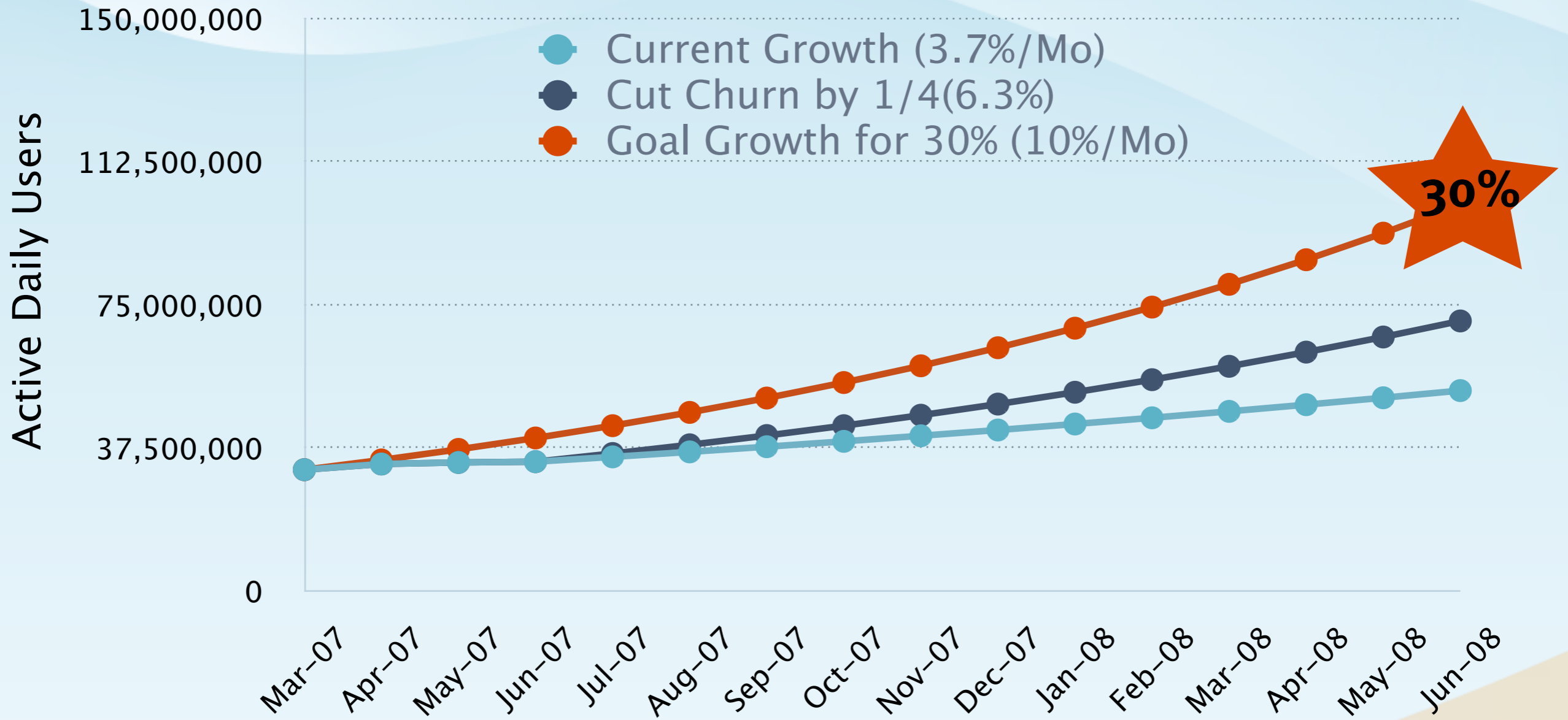
mozilla

Firefox Retention Plan (draft)

JT Batson and Mike Beltzner, at your service



Increasing trials and user retention is key



what if...

**more of the people who willingly
download Firefox actually used it?**

**Let's not forget people actually choose to download
this piece of software!**



Some common problems to overcome

What's a browser?

What makes a browser different from another?

Isn't "the Internet" the blue e icon on my desktop?

What's Firefox?

Why should I use Firefox?

What makes a browser different from another?

Where's Firefox?

What's that icon on my desktop?

Where do I click to get Firefox back?

Why didn't Firefox start when I clicked a link from my email?

Our 3 point marshall plan...

Getting the double click

Improving user experience

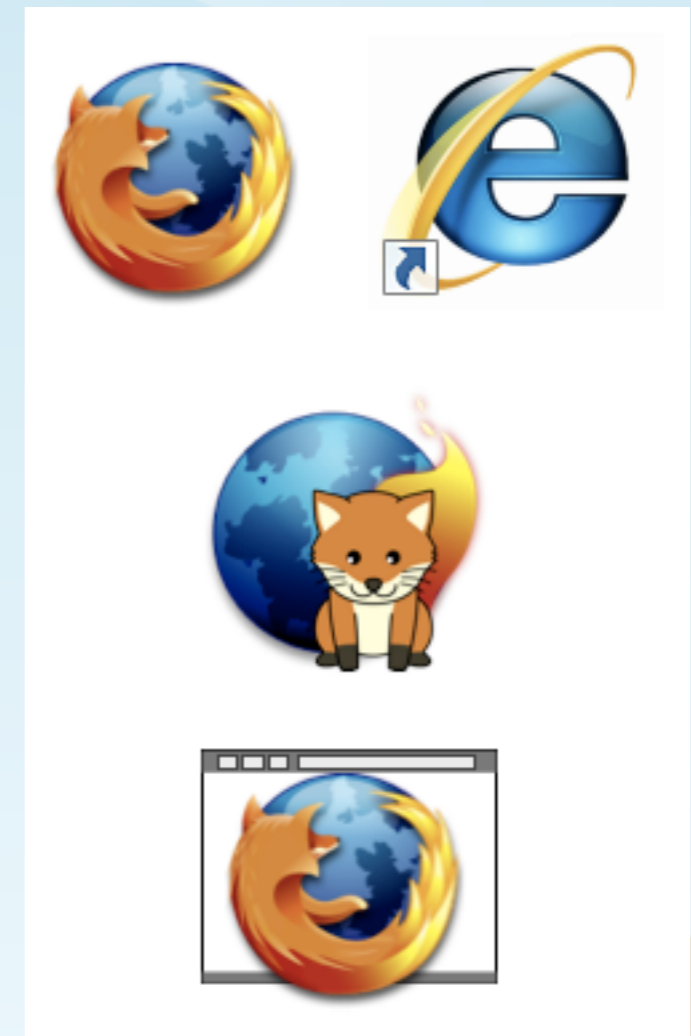
Building lasting relationships

Getting the double click

- **Change Firefox icon and name to closer resemble action of getting to web**
- **Force the Firefox icon to easier to find location**
- **Alter the default browser settings path for better user choice**
- **Major outbound brand marketing program driving brand recognition and differentiation**

Attract the double-click

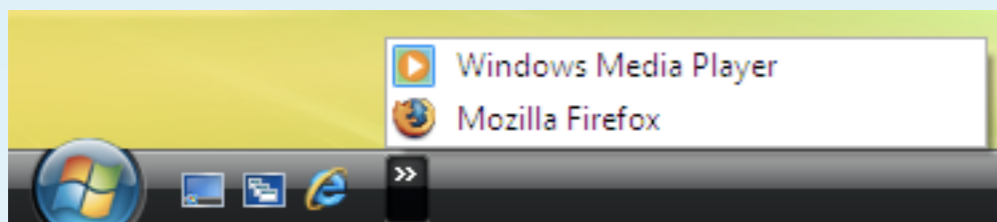
Make the Firefox icon and logo more closely resemble the action of getting on the web



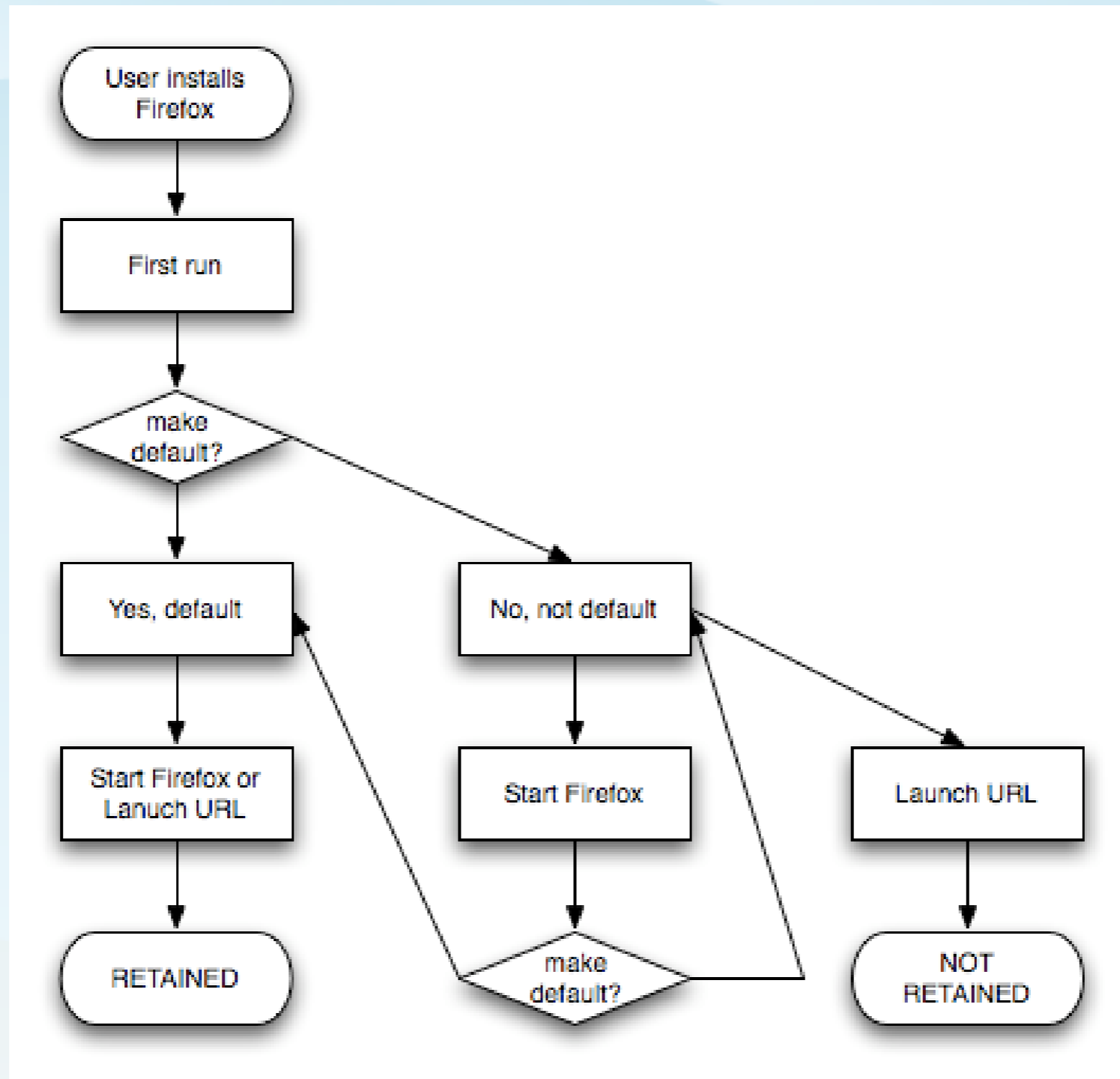
Force the issue

put the Firefox icon in more prominent locations

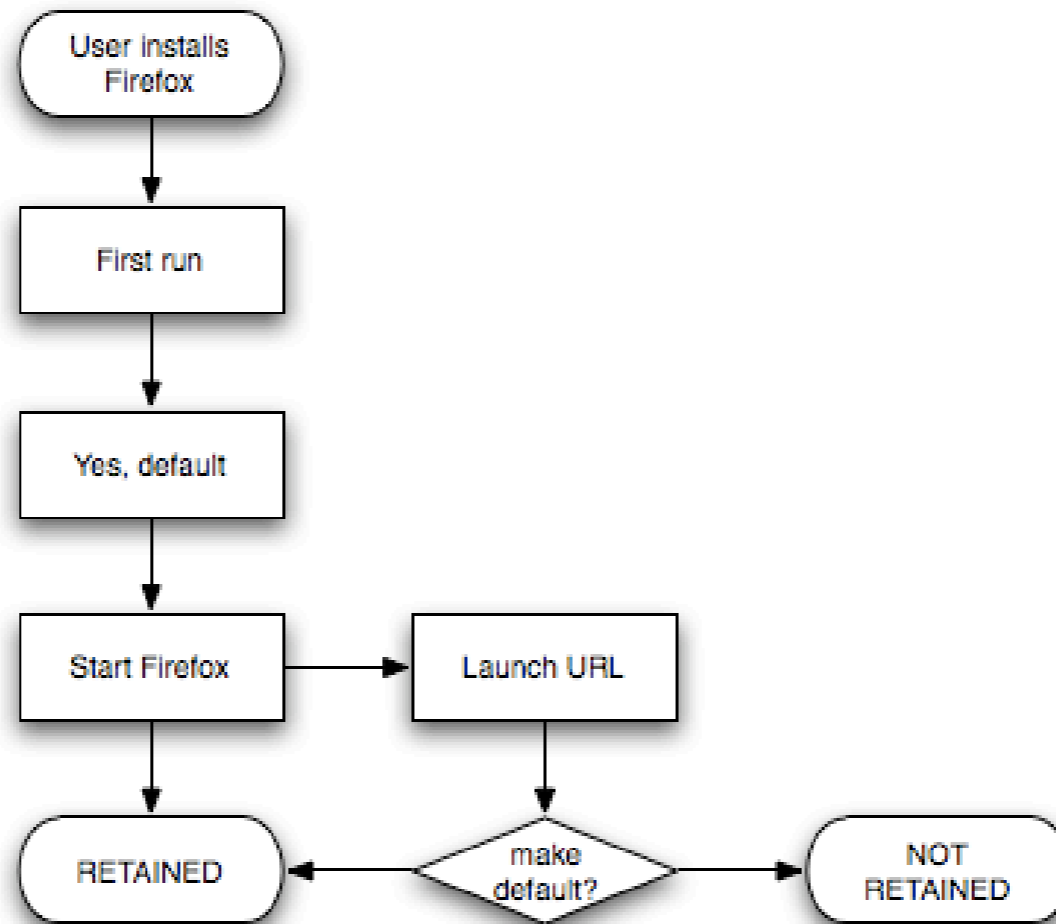
- system tray
- desktop
- quick launch bar
- OSX doc



Now: MAKE FIREFOX YOUR PREFERRED BROWSER. DAMNIT!



Nicer: Give Firefox a try and then let us know if you like it



My Firefox. My Web.

Quickly launch major brand recognition and differentiation program

- **Focus:**
 - connect Firefox to the web
 - making web experience personal
 - recognition of Firefox name and logo
- **Goal: Through campaign, increase activation and retention of Firefox users**
- **Agencies to pitch us in 2 weeks**

Improving user experience

- **stickier first run and start pages**
- **launch support.mozilla.com**
- **common plug-ins working out of the box**
- **make add-ons and personas more accessible**
- **make web feel more human (round 2)**

Improved download and first run experience

The screenshot shows the Mozilla website's download page for Firefox. At the top, the Mozilla logo is on the left, and navigation links for Products, Add-ons, Support, Developers, and About are on the right. Below the navigation is a breadcrumb trail: Home > Products > Firefox. The main content area features a large heading: "Thanks for choosing Firefox! You're almost ready to enjoy faster, more customizable, more secure surfing." To the right of this heading is a large Firefox logo and a message: "Your download should automatically begin in a few seconds, but if not, [click here](#)." Below this is a section titled "Just follow these quick steps to get started:" followed by four numbered steps: 1. Click Run File when prompted. If you're given a security warning, don't worry - this is standard for all software downloads. Firefox is here to make your computer *more* safe, not less. 2. When prompted, click Open and wait for the file to download. The exact time depends on your internet connection, but it shouldn't take too long. 3. Follow the steps shown in the setup wizard. 4. Lastly, click the Firefox icon on your desktop to get started. **Have fun!** Below the steps are four small screenshots illustrating the process: 1. A Windows security warning dialog box asking "Do you want to run or save this file?" with details for "Firefox Setup 2.0.0.4.exe" (5.73MB) from "www.mozilla.com". 2. A Windows Explorer window showing the download progress of "...efox%20SetupX202.0.0.4.exe from mozilla.com" with an estimated time left of 2 min 16 sec and a transfer rate of 41.9KB/Sec. 3. A "Welcome to the Mozilla Firefox Setup Wizard" dialog box with instructions to click Next to continue. 4. A desktop view showing the Mozilla Firefox icon on the taskbar and desktop.

mozilla

Products Add-ons Support Developers About

Home > Products > Firefox

Thanks for choosing Firefox!

You're almost ready to enjoy faster, more customizable, more secure surfing.

Your download should automatically begin in a few seconds, but if not, [click here](#).

Just follow these quick steps to get started:

1. Click Run File when prompted. If you're given a security warning, don't worry - this is standard for all software downloads. Firefox is here to make your computer *more* safe, not less.
2. When prompted, click Open and wait for the file to download. The exact time depends on your internet connection, but it shouldn't take too long.
3. Follow the steps shown in the setup wizard.
4. Lastly, click the Firefox icon on your desktop to get started. **Have fun!**

Do you want to run or save this file?

Name: Firefox Setup 2.0.0.4.exe
Type: Application, 5.73MB
From: www.mozilla.com

Run Save

...efox%20SetupX202.0.0.4.exe from mozilla.com

Estimated time left: 2 min 16 sec (254KB of 5.73MB)
Download to: Temporary Folder
Transfer rate: 41.9KB/Sec

Welcome to the Mozilla Firefox Setup Wizard

This wizard will guide you through the installation of Mozilla Firefox.

It is recommended that you close all other applications before starting Setup. This will make it possible to update relevant system files without having to reboot your computer.

Click Next to continue.

Mozilla Firefox

Copyright © 2005–2007 Mozilla. All rights reserved.
[Privacy Policy](#) [Legal Notices](#)

Other languages: English (US)

Stickier first run and start pages

And get users up and running on the modern web



Launch SUMO by September



The screenshot shows the Mozilla Support website. At the top is a dark blue navigation bar with the Mozilla logo and links for Products, Add-ons, Support, Developers, Blog, and About. Below the navigation bar is a breadcrumb trail: Home » Support » Firefox. The main content area features a large green search bar with the text "Search Firefox Support:" and a "SEARCH" button. Below the search bar is a dropdown menu labeled "Advanced Search". To the left of the search bar is a section titled "Support Help and Tutorials" with a globe icon. Below the search bar are two columns of content. The left column is titled "New to Firefox?" and lists four items: "Downloading Firefox", "Installing Firefox", "Switching from Internet Explorer", and "Customizing your Firefox with add-ons". The right column is titled "Top 10 Support Articles" and lists ten items, including "Firefox will not start" and "After an update, im unable to connect to the Internet". At the bottom of the page, there is a footer that reads "Firefox Support is provided by volunteers. [Learn more here](#)".

mozilla

Products Add-ons Support Developers Blog About

Home » Support » Firefox

Support
Help and Tutorials

Search Firefox Support:

SEARCH

Advanced Search ▼

New to Firefox?

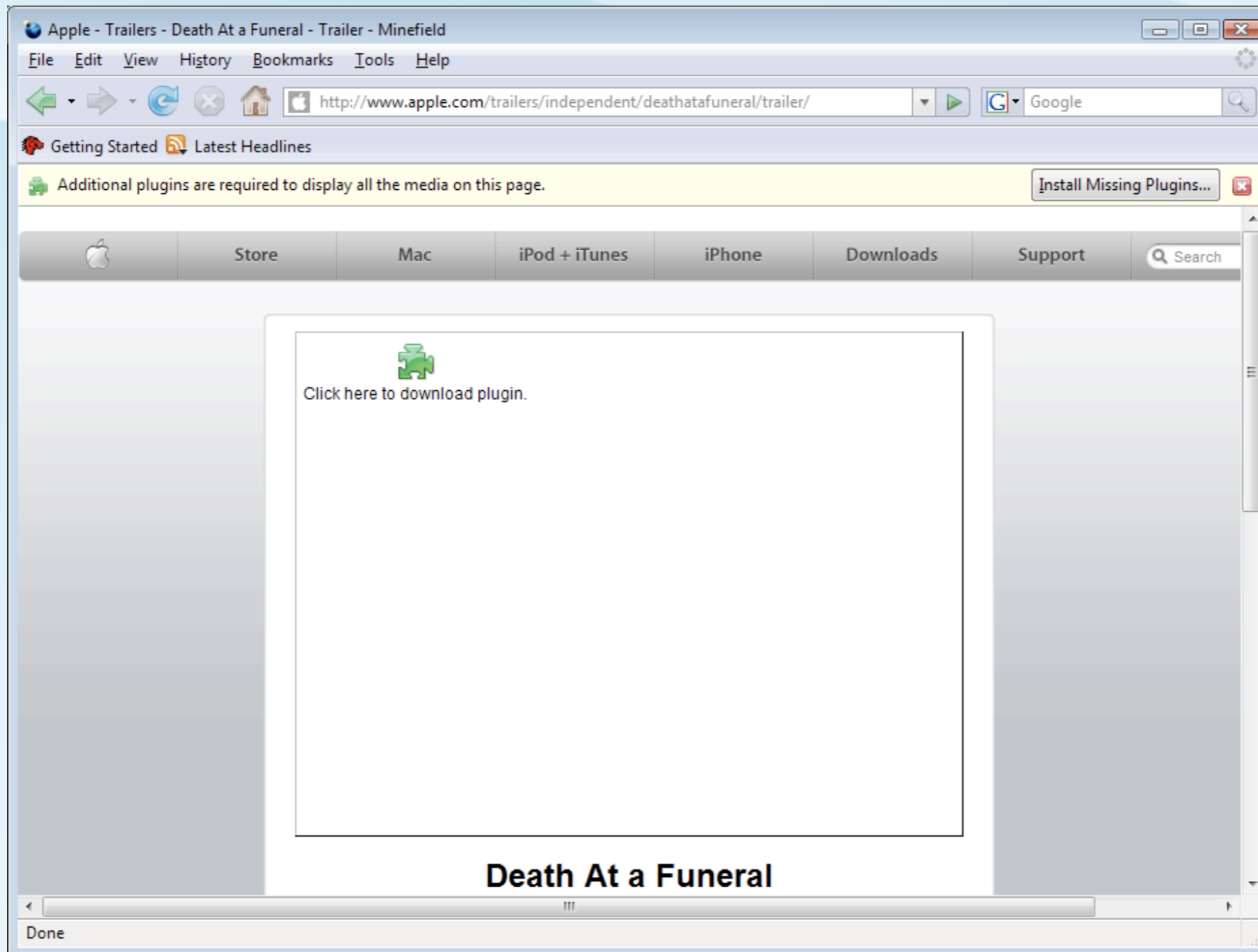
- Downloading Firefox
- Installing Firefox
- Switching from Internet Explorer
- Customizing your Firefox with add-ons

Top 10 Support Articles

- Firefox will not start
- After an update, im unable to connect to the Internet
- My Bookmarks appear to be missing
- Video does not seem to play in Firefox
- Firefox will not start
- After an update, im unable to connect to the Internet
- My Bookmarks appear to be missing
- Video does not seem to play in Firefox
- Firefox will not start
- After an update, im unable to connect to the Internet

Firefox Support is provided by volunteers. [Learn more here](#)

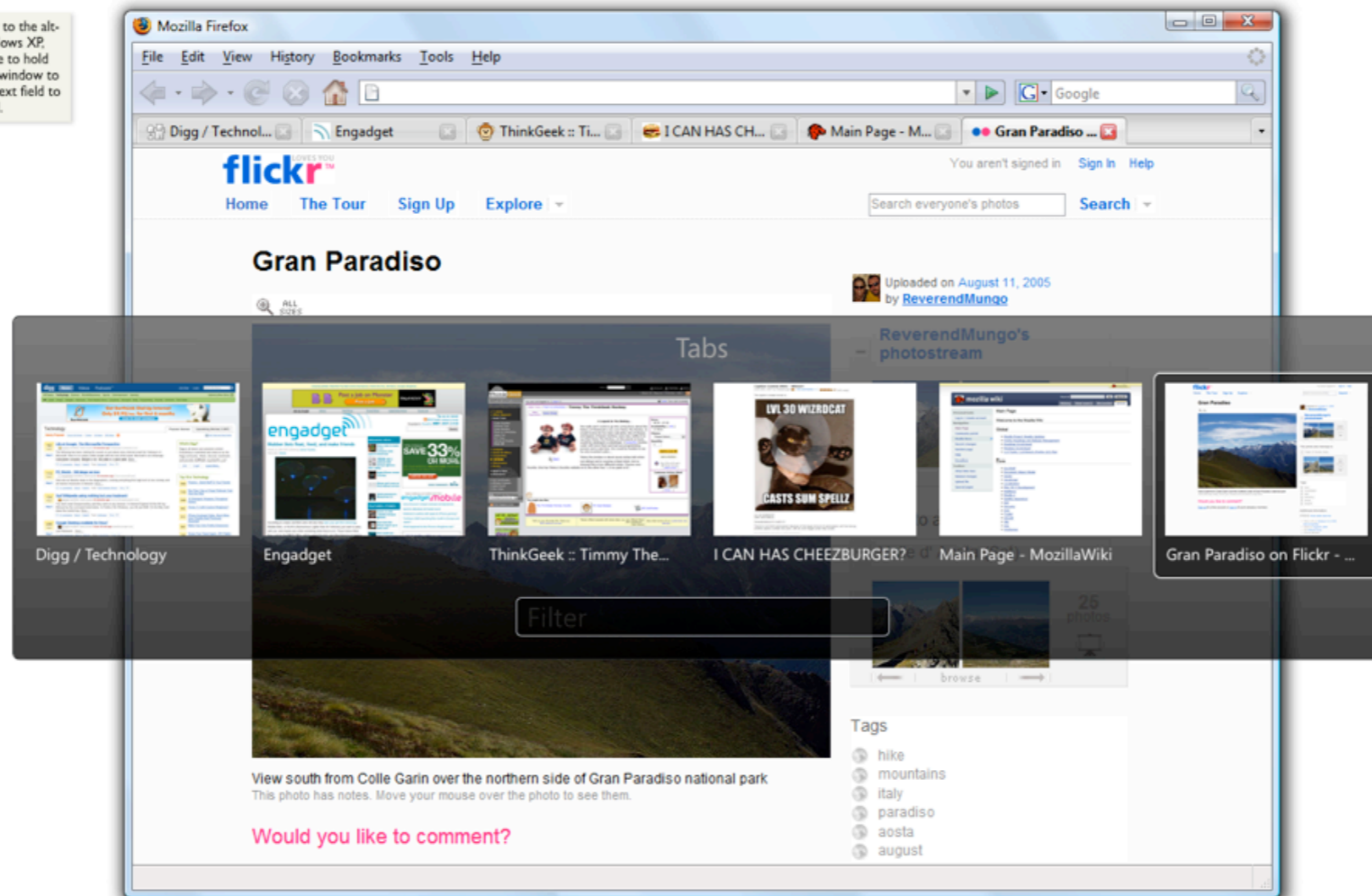
Make plug-ins painless



Making the web feel more human

Keyboard-Based Tab Switching, i | Mozilla Labs

This interface is similar to the alt-tab powertoy for Windows XP, although you don't have to hold down any keys for the window to stay up, and there is a text field to filter the tabs displayed.



Labs

We currently have no plans to include this feature in Firefox 3. However, we may at some point release this feature in the form of an extension through Mozilla Labs: <http://labs.mozilla.com>

creative commons

This work is licensed under the Creative Commons Attribution-ShareAlike 2.5 License. To view a copy of this license, visit: <http://creativecommons.org/licenses/by-sa/2.5/>

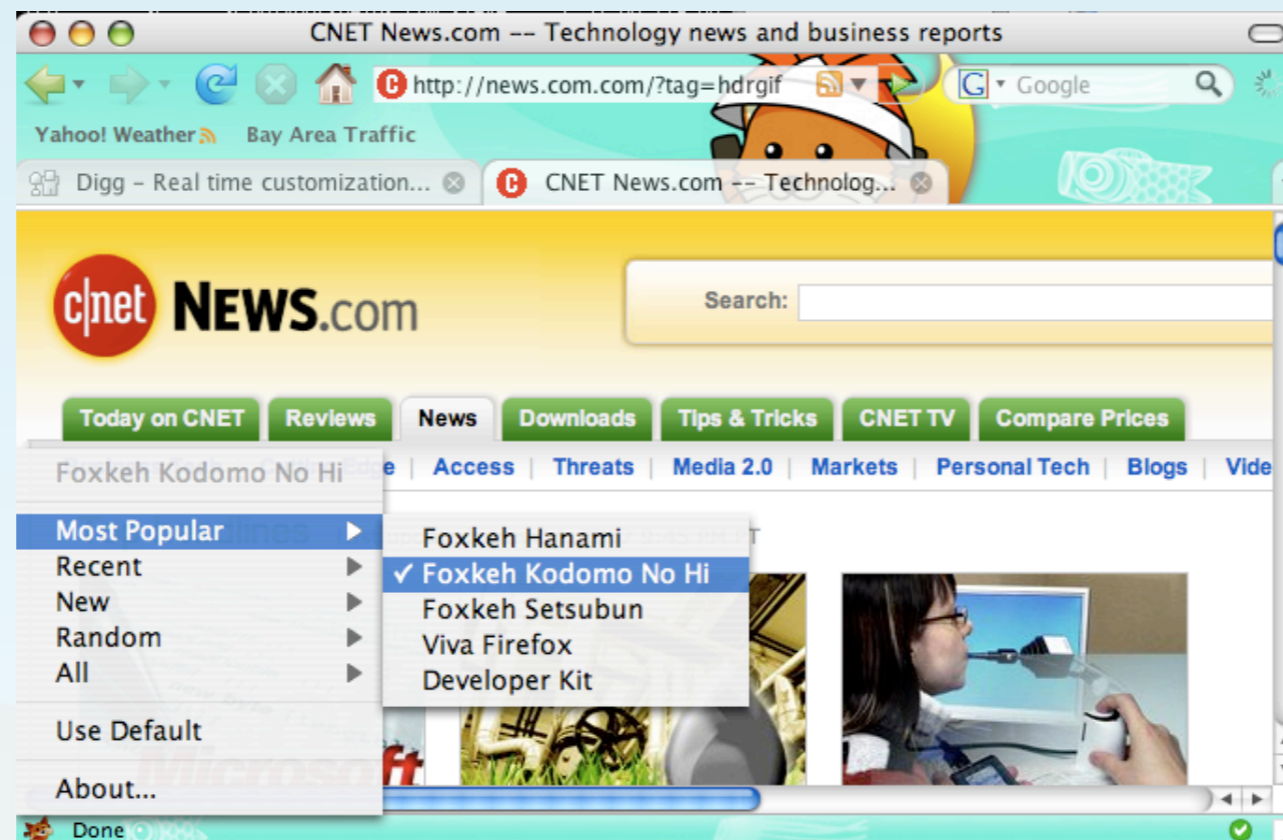
Building lasting relationships

- Personalization through add-ons and personas
- Stickier first run and start pages
 - “Something new every day”
- Improve messaging through: blog.mozilla and other communication channels
- Major outbound brand marketing program driving brand recognition and differentiation

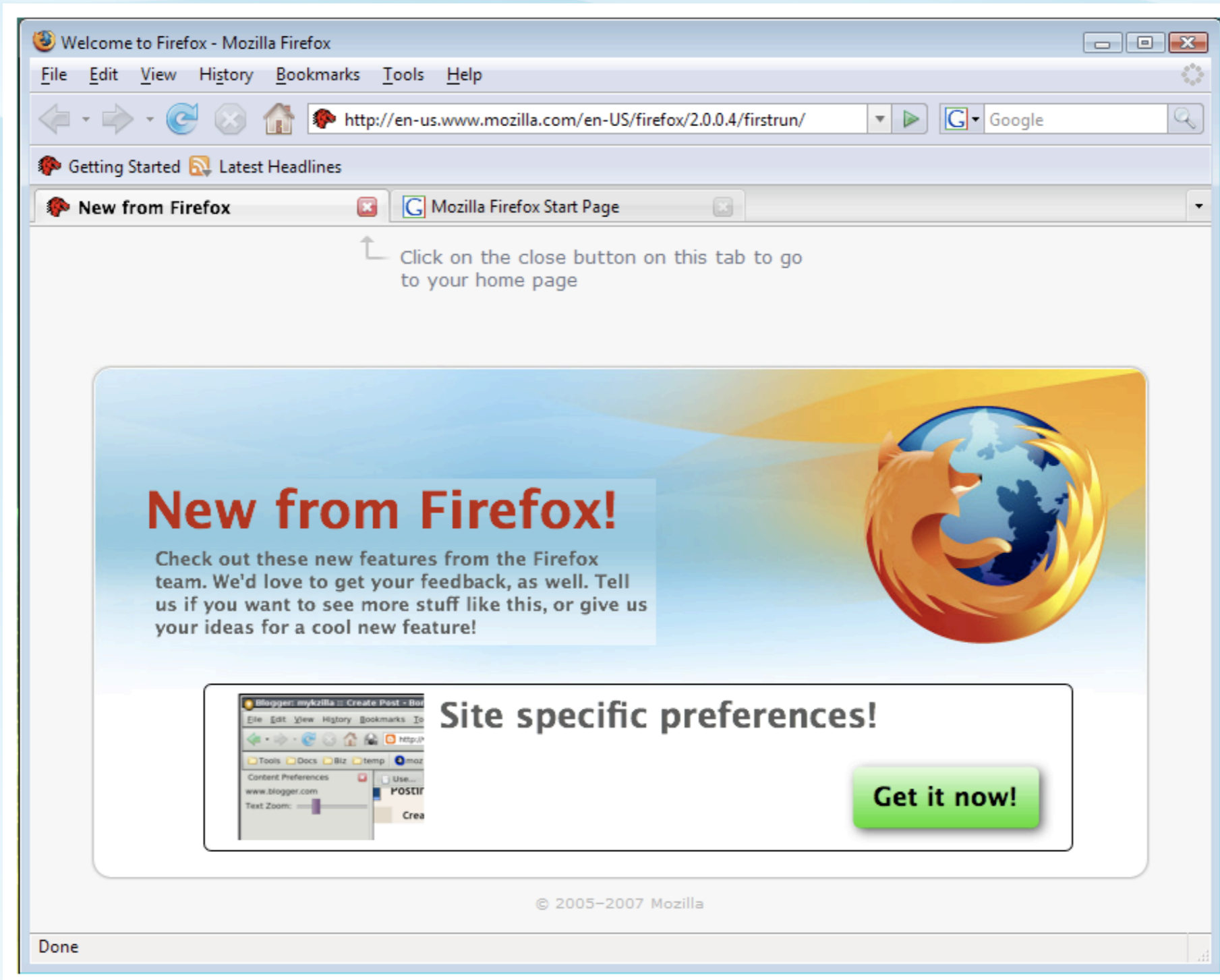
So goes AMO, so goes retention

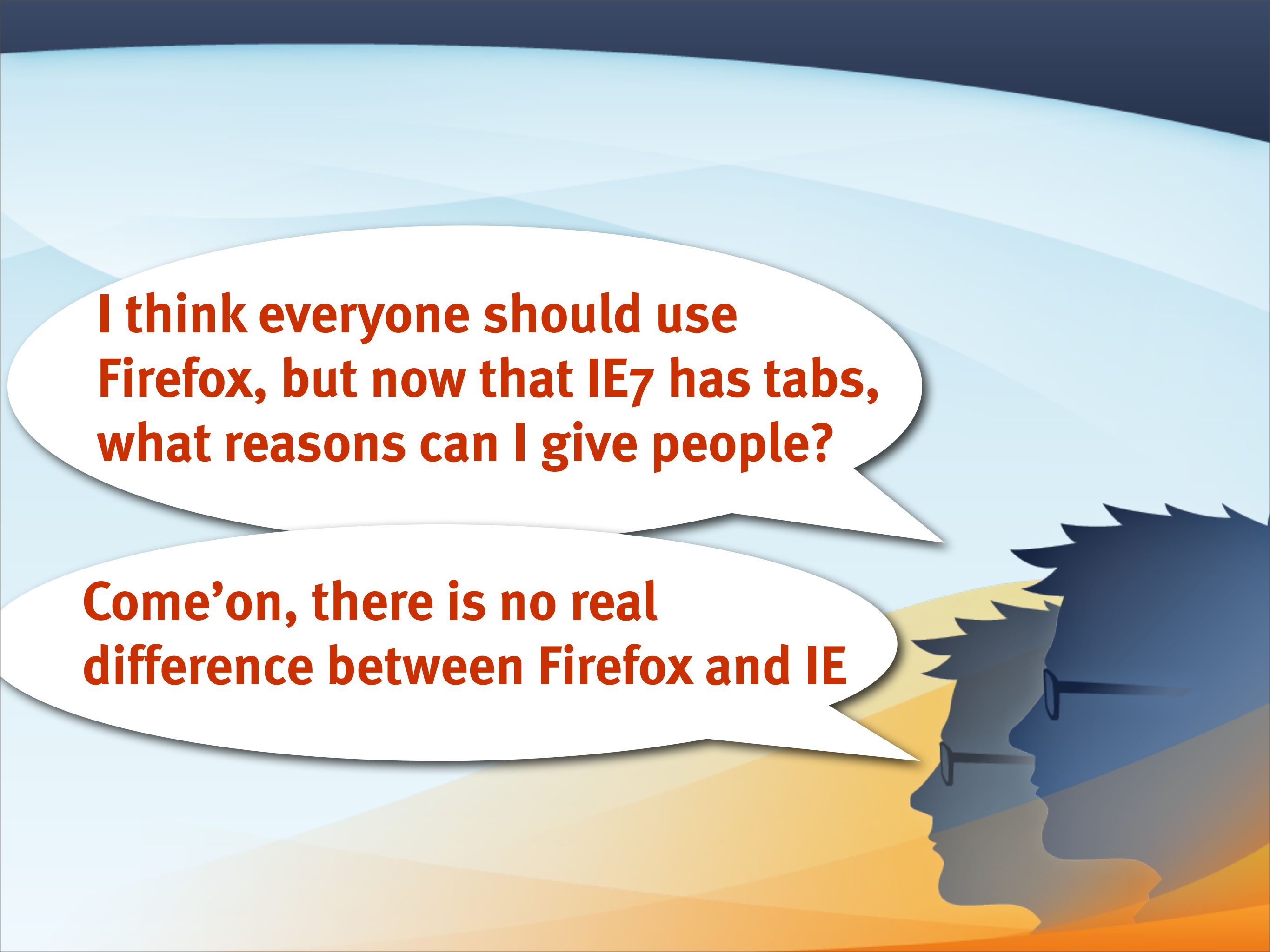
Personalization is a key differentiator

- Add-ons must be easier to discover and install
- More compelling options for general consumer
- Personas are a entry in to personalization for average user



Let's stay in touch





I think everyone should use Firefox, but now that IE7 has tabs, what reasons can I give people?

Come'on, there is no real difference between Firefox and IE

Pick some messaging and then stick to it

Security, personalization, speed, we've got your back on the web...

- **First run experience**
- **Start pages**
- **Update experience**
- **blogs**
- **pr**
- **advertising**