Firefox for Android

FEATURE REVIEW: ANDROID SNIPPETS



Sept 25, 2012





ANDROID SNIPPETS Bug 774497 - [meta] Android Snippets

Overview: https://wiki.mozilla.org/User:Mconnor/Current/ Snippets_Service

ORIGINAL REQUIREMENT	STILL VALID?	NOTES/
PI - Enable messaging to users who have not used Firefox Mobile in X (what?) period of time	Y	Bug 7930 client servi
PI - Enable messaging with a call to action in the message	Y	
PI - Must be opt in	Y	Bug 7930 opt-in and
PI - Can be opted out	Y	(Needs set
PI - Must work for Firefox Mobile Beta	Y	Not for Fx
P2 - Must work for Firefox Mobile GA	Y	Not for Fx
This service is not for the Aurora and Nightly channels of Firefox Mobile.	N	Simpler to version as a





COMMENTS

053 - Implement Android Snippets vice

- 056 Implement Android Snippets opt-out UX
- ttings implementation)
- (16: Q4 earliest
- k17: Q4 earliest
- a selectable option. See mockup

Bug ID 774497 https://bugzilla.mozilla.org/show_bug.cgi?id=774497 https://wiki.mozilla.org/User:Mconnor/Current/Snippets_Service

FURTHER REQUIREMENTS	STILL VALID?	N
SERVER-SIDE TOOL: text field to enter text that will be displayed in the message	Y	Re
SERVER-SIDE TOOL: hyperlinked (clickable) URL field	Y	
SERVER-SIDE TOOL: localised/region field	Y	
SERVER-SIDE TOOL: target field to select specific cohorts	Y	
Notification message must be able to launch Fennec using the URL provided	Y	
Ability to launch a specific page using the URL field	Y	
Ability to message all GA users	Y	
Ability to target GA users based on last ADI using the 'target' field	Y	
Ability to track response rate: # of messages sent, # of messages received, # of messages acted upon (opened)	Y	





OTES/COMMENTS

esources available in Q4

Campaign Management Requirements

ТҮРЕ	CLARIFICATION	IMPLEMENTAT
Opt-in rulebook	Platform, Product, Version, Locale, Idle Time, No cookies. Telemetry sets precedent: https:// wiki.mozilla.org/Privacy/Reviews/Telemetry	Combination of privacy rul we aim to collect and UX (
Delivery latency	12 hours for sending/receiving messages (can be up to 24 hours)	This is about client fetching
Localisation	Display in language set by user's locale	Generate metrics for Fetch values
Message expiration	"End Date"	Server Side
Ability to start/stop notification campaigns	Yes, this is all about removing stuff from the server	This is the magic of pull vs.
Timezone implications for sending notifications	Client fetches vs. sending notifications	This is the magic of pull vs.
Tracking response rate	Metrics server: click-through rate	Toby and JR: genius people
Ability to target users on Fx Release – X (definable)	Yes	See campaign management rnewman has made it so th service for Nightly and Aur
Analytics to tie in notification 'sent' parameters with data captured	Yes	Snippets Database





ION



ules based upon metrics (to inform users

ng vs. "sending" messages

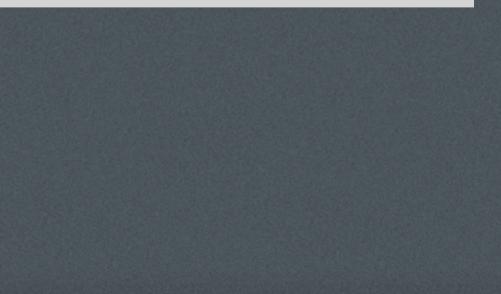
ches: aggregate array of

s. push

rs. push

e at large

nt tool. Additionally, that we can use this urora.



Dependencies

ТҮРЕ	NOTES	STATUS
Security Review	Security Review Bug: 789296	Needs info
Privacy Review	Privacy Review Bug: 788878	Needs info
Client Service	Client Bug: 793053	Initial development underway; concept proved
Metrics Server		Spec complete/resources allocated
Snippets Server		Spec complete/resources allocated
Snippets DB		Spec complete/resources allocated
Campaign Management Tool	Services Bug: 793936	Spec complete/resources allocated
UX	doorhangers, settings	Privacy review could impact content/copy
Staging and Testing	elancaster needs to wrangle details	





SCHEDULE

 Week 2-3 of Q4

 Week 2-3 of Q4

 Q4; finish dependency on UX & servers

 Q4/Q1

 Q4/Q1

 Q4/Q1

 Q4/Q1



OPEN QUESTIONS?





MILESTONE REVIEW

This is a mid-cycle review of the intended feature to ensure requirements are clear and signed-off by all stakeholder parties prior to deep implementation of the solution.

STAKEHOLDER	REQUIREMENTS SIGN-OFF
Product Marketing: Sam Mott	
Product Management: Karen Rudnitski	
Project Management: Erin Lancaster	
Engineering Lead: Richard Newman	
Front-end Engineering: Mark Finkle	
Platform Engineering: Brad Lassey	
QA Lead: Kevin Brosnan	
Release Manager: Alex Keybl	





IMPLEMENTATION **SIGN-OFF**