



MOZCAMP
MOBILIZE MOZILLA

★ 2012 ★



Story/Pitch Brainstorm Workshop: Firefox, Mobile, Apps and B2G

Erica Jostedt & Paul Jarratt MozCamp EU 2012
Sept. 8 @ 2 pm
Warsaw, Poland



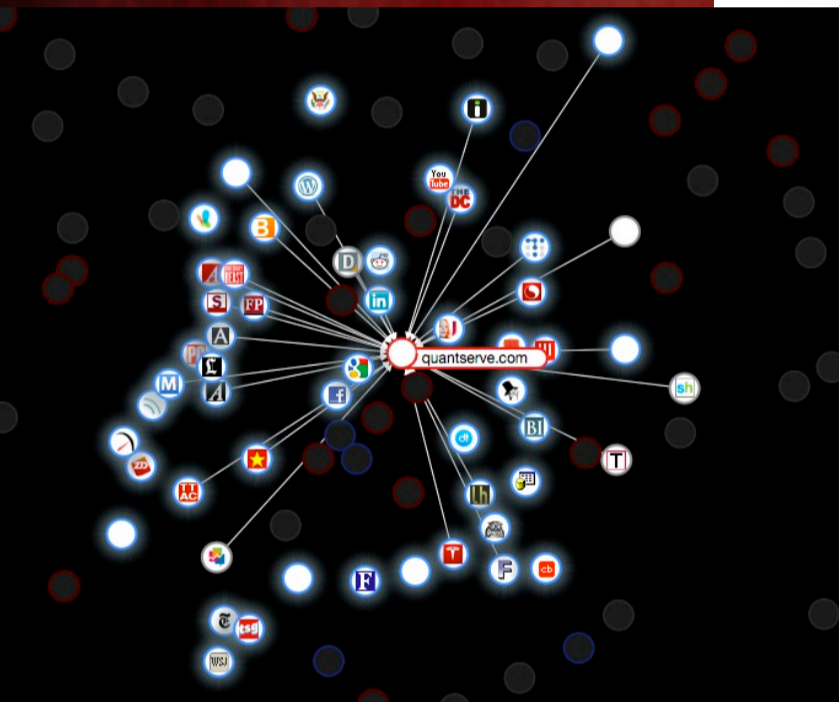
ONE FIREFOX



LOTS OF FIREFOX



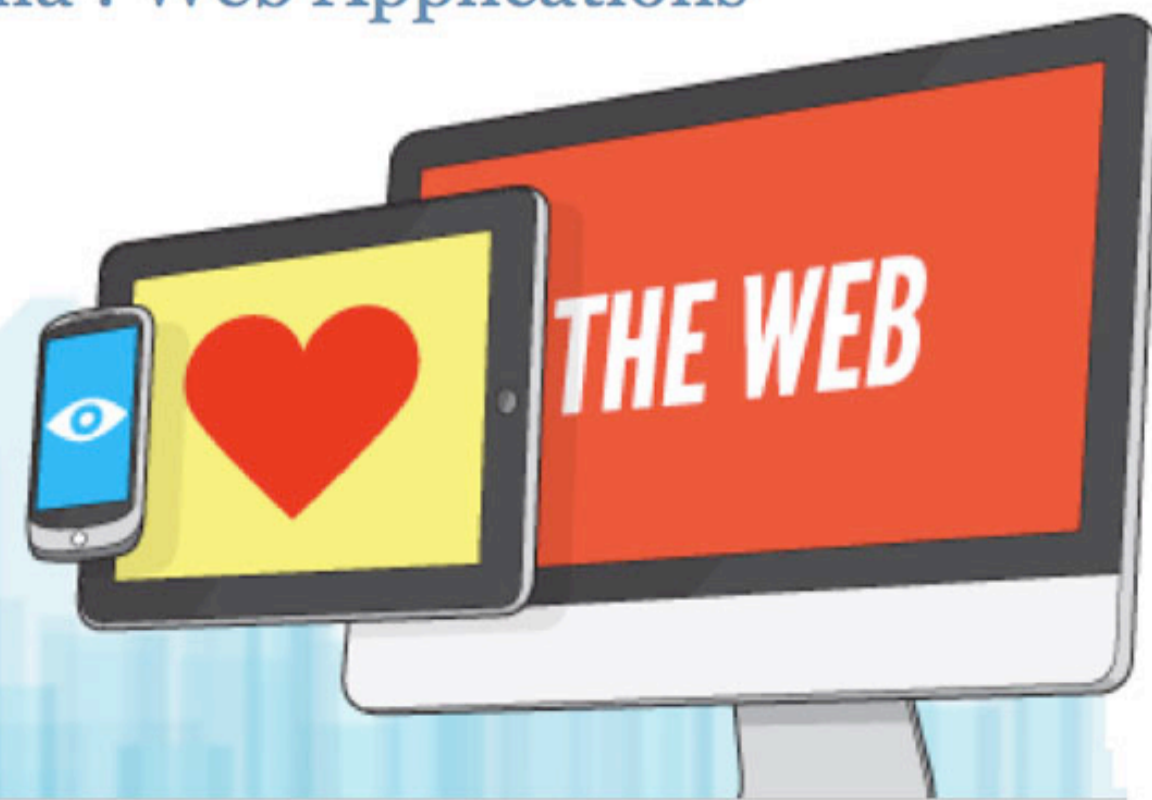
MORE PRODUCTS



mozilla
Mozilla : Web Applications



Browser ID
A better way to sign in.



New Product World

- Feature based releases for Firefox- FINALLY - yay!
- More products
- Features as products
- Foundation products
- Research projects
- Labs experiments

2013, The Year of the Firefox



FOCUS

- One Firefox for different platforms
- Themes: Gaming, Innovation, Personalization, Seasonal
- Roadmaps
- Consumer press
- Seasonal/regional

What's next?

- Awesome dev tools
- Social API
- Sync 2.0!
- New privacy features: Collusion, DNT 2.0?
- Firefox Marketplace
- Identity
- Firefox OS



Firefox Questions

- What's your favorite thing about Firefox? Favorite add-on?
- What one to three things about Firefox appeal to your friends and family most?
- How is Firefox different? (from Chrome, IE, Opera)
- Why do you contribute to help make Firefox better?

Firefox for Android Questions

- Why do people download an alternative browser on Android?
- How is Firefox Sync better than Chrome Sync?
- What's the most important feature for mobile browsing? (vs. desktop)

Tech Innovation

- Browser compatibility awareness?
- What developer tool/feature is making it easy for anyone to build a great Web experience?
- What Mozilla dev tools stand out above the competition?
- What are the next Web APIs we will/should expose? How can we highlight the existing ones? (demos)
- How can we show HTML5 leadership?

Seasonal/Regional/Themes

- Local events, conferences, news we can leverage?
- Gaming?
- Back to school?
- Oktoberfest
- Holidays
- Valentine's Day
- Graduation

Next steps

- Monthly brainstorms
- Roadmap Updates
- More materials, sooner – also packages
- Messaging
- Weekly product update emails /guidance for spokespeople
- Seasonal pitches

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