



Firefox OS Support Strategy

Michelle Luna mluna@mozilla.com

Ibai Garcia igarcia@mozilla.com

Sept. 25th, 2012

mozilla

Firefox OS Support Strategy

- Vision & Principles
- Product Support Launch Channels & Future
- Roadmap

Support Strategy: Vision

The Firefox OS Help and Support experience strives to offer consumers **a positive experience** where issues don't represent a hassle and problems are resolved quickly.

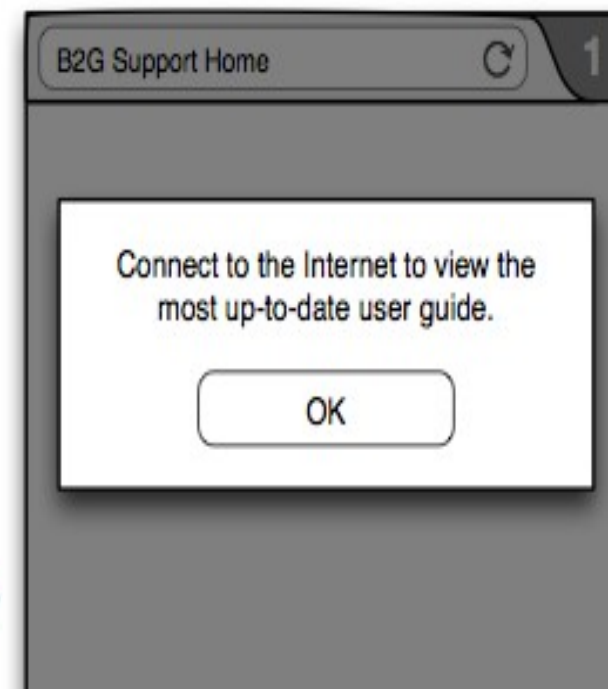
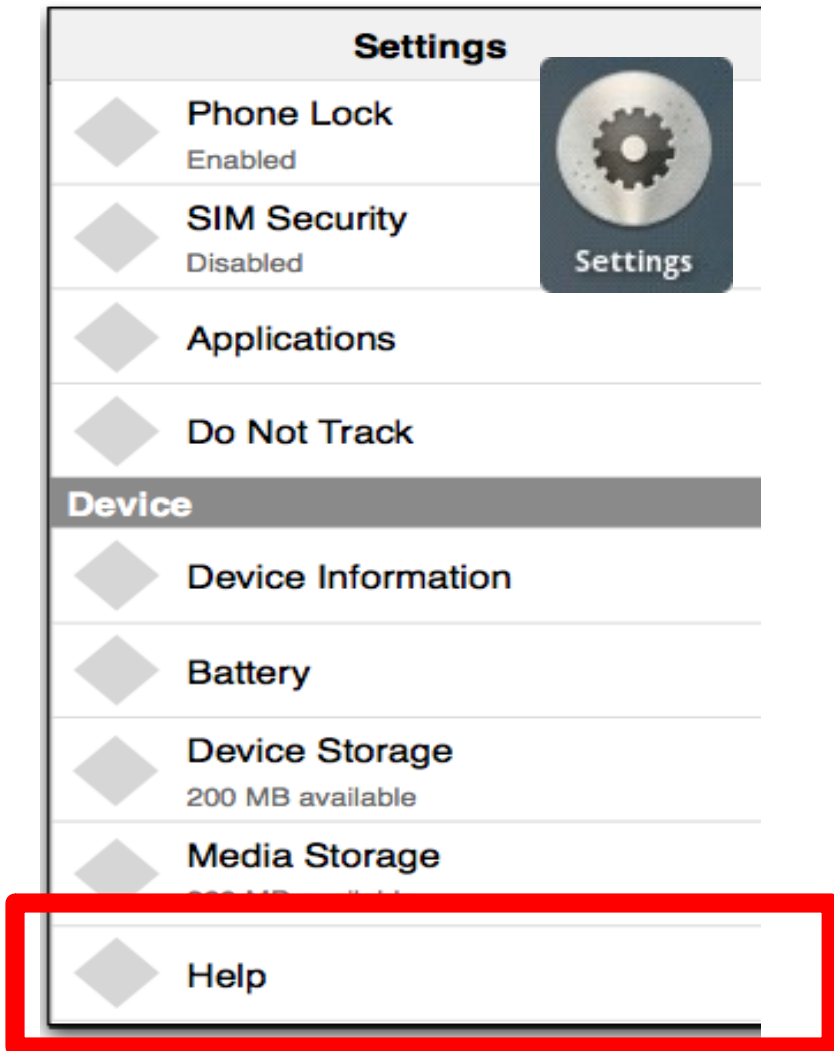
SUMO works with the carriers and contributors to create a user-centric experience where customers can **learn** more about their device and are **empowered** to solve any issue if it's needed.

Whenever they are ready, Firefox OS users can contribute to the project by helping other users.

Support Strategy: Principles

- **User first:** Goal of having zero unresolved issues to ensure customers will be satisfied with their device even if they have issues.
- **Painless experience:** Goal to have no user blocked from achieving what they want to do because they don't know how to do it.
- **Mobile:** Full access to the required information and solutions from a mobile device in the local language.
- **Learning is social. Support is professional:** Goal of giving enough support to users with actual phone issues so they feel empowered to trust the solution they are given.

Product Support: Launch



Product Support: Channels

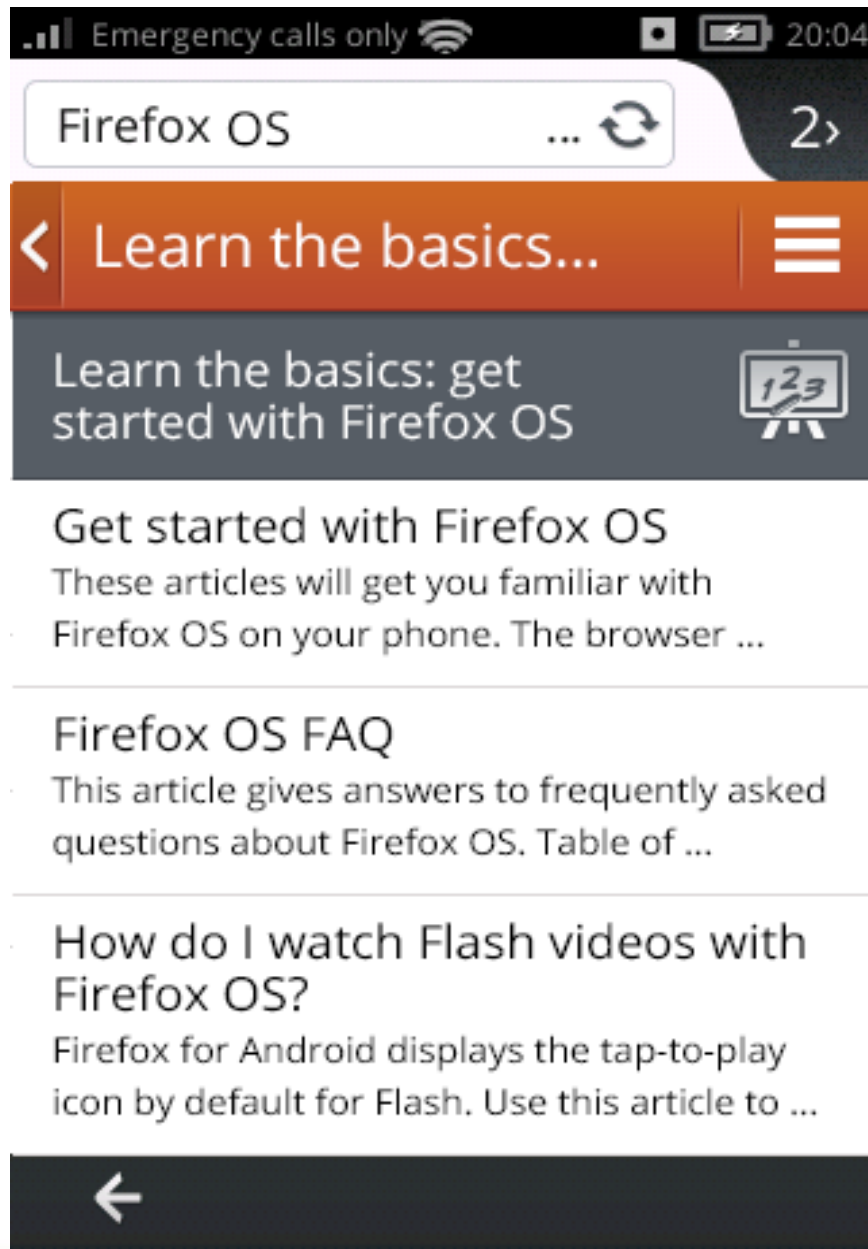
Help center knowledge base: The help center is the repository for **documentation** and **video** content to support the Firefox OS phone and the 14 apps delivered by Mozilla.

Help Forum: The initial phase will include contributor **discussion forums** in English and Portuguese and then we will launch the **Q&A platform** provided by the SUMO software for user support.

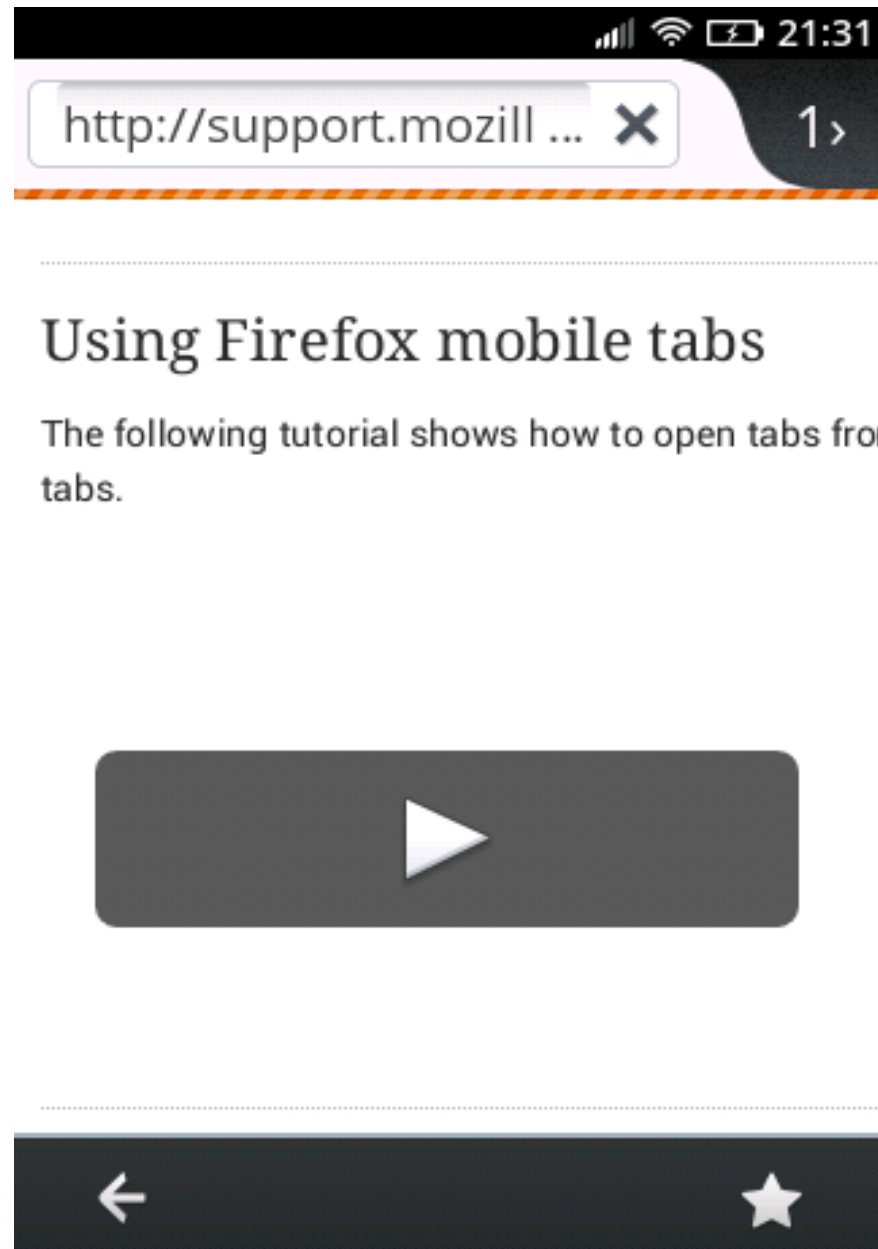
Twitter Support: We will adapt the keywords used to capture the tweets that are relevant to Firefox OS and add **canned responses** so contributors have a really easy way to contribute to the project.

(TBD) SUMO App for Firefox OS: A super-app to help users unfold their issues and resolve them independently. The app provides **wizards** for complex communication tasks and fixes common user problems in a fun and simple way. This will differentiate Firefox OS support from all other mobile support resources available today.

Support Components



Articles



Videos

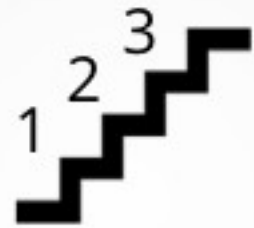


Forums

Tailored articles for tasks & apps



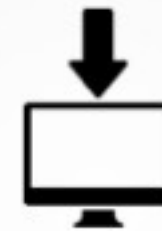
Fix problems



get started



Customize controls,
options and preferences,



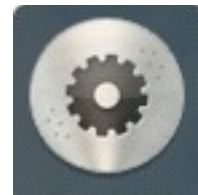
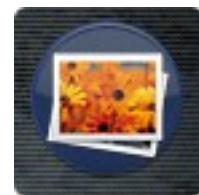
Download and install:
see what's new



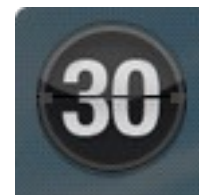
Privacy
and Security



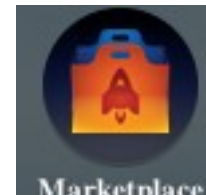
Messages



Settings



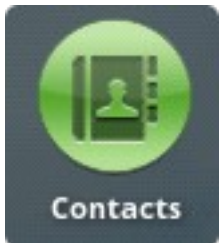
Calendar



Marketplace



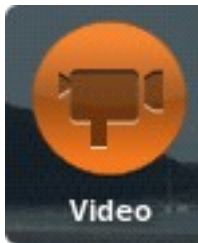
Data



Contacts



E-Mail



Video



Camera



Calculator



Clock

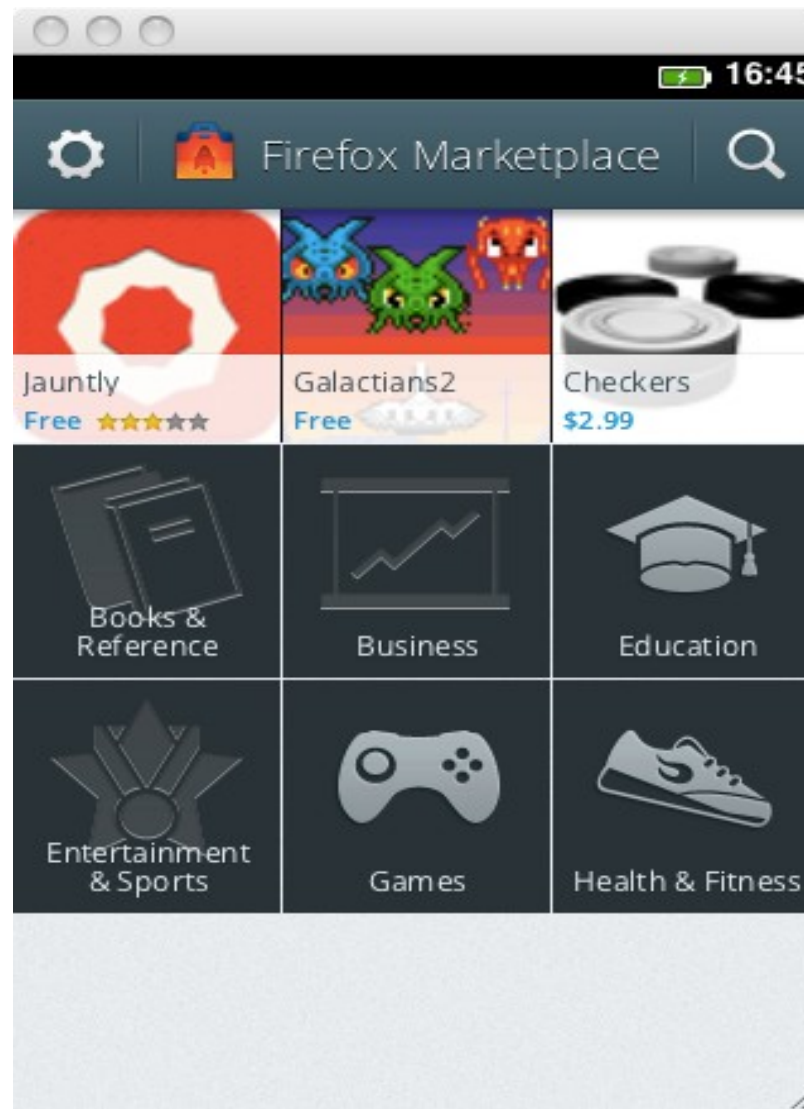


FM Radio

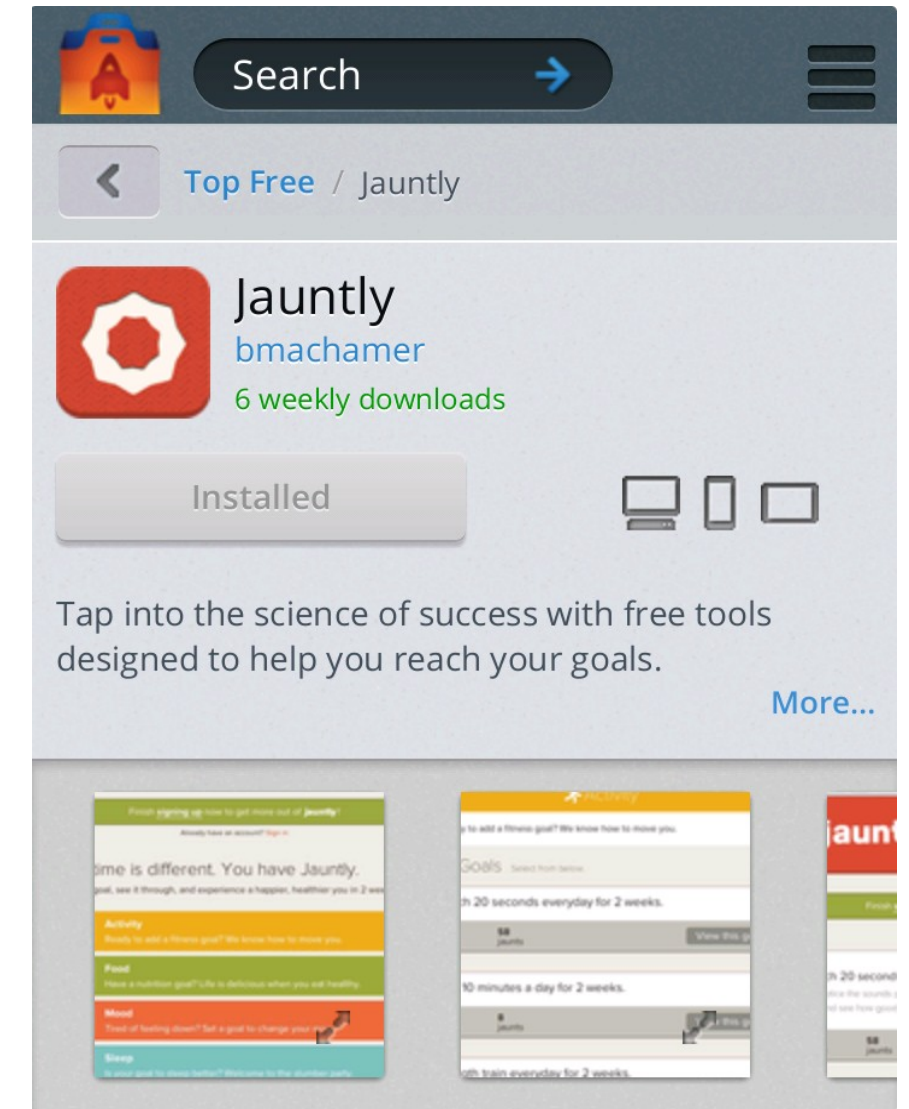
Tutorial screencasts for education



Launch Marketplace app

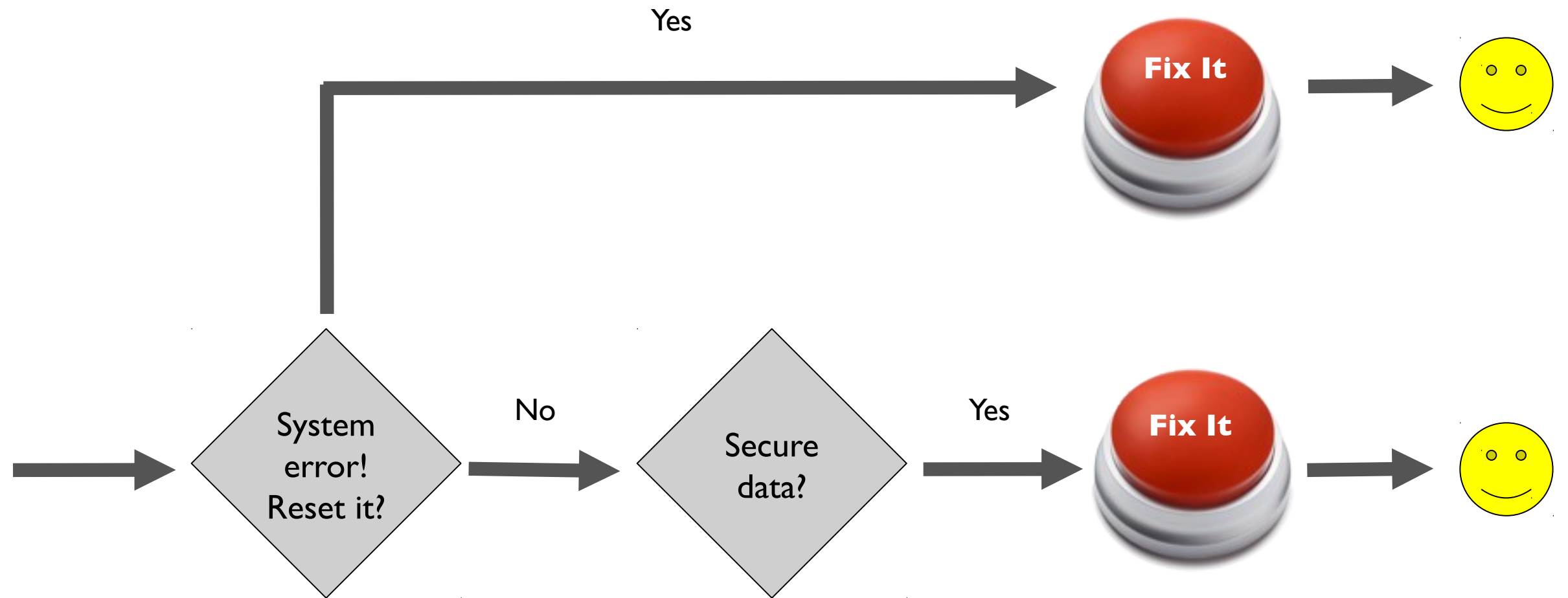
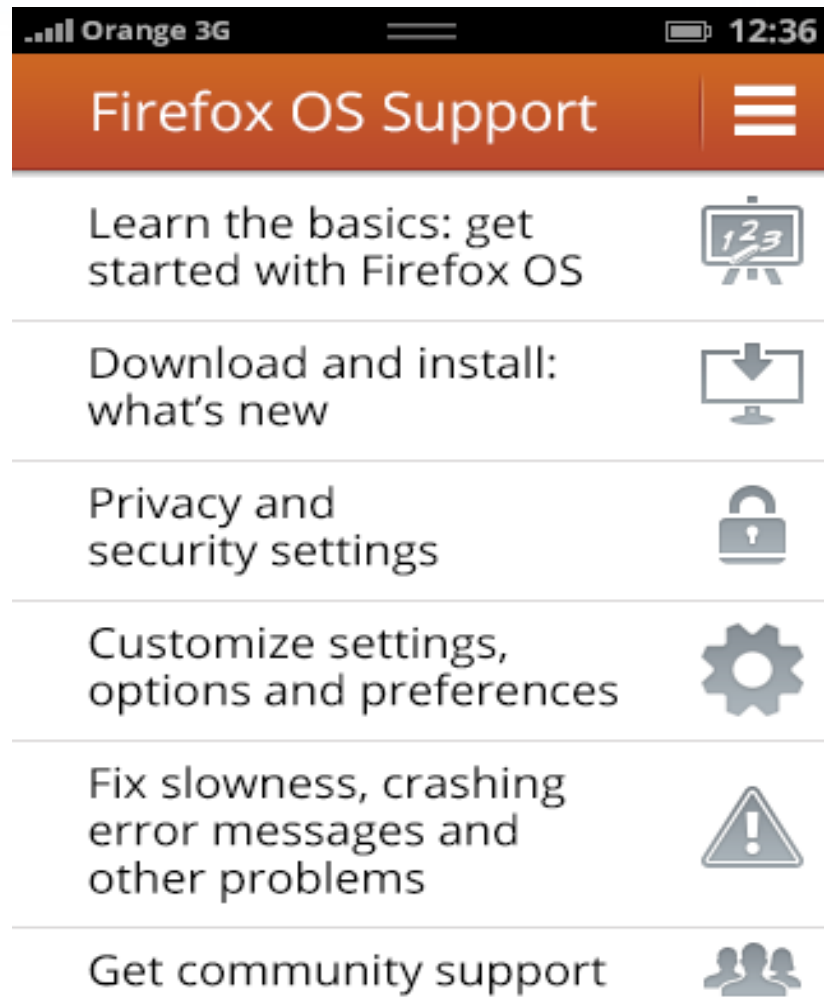


Select app & tap install



Use & review installed app

Product Support: SUMO App



Roadmap

Alpha (September)

- Complete plans and scoping
- Agree on details of roles and responsibilities with partners
- Kick-off community-building
- Alpha 2 content development

Alpha 2 (October)

- First iteration of documentation is completed
- Review and incorporate changes from all content stakeholders
- v1.0 support app in Firefox marketplace (TBD)

Beta (November)

- Review to confirm changes were implemented correctly and finalize procedural documentation
- Localization to Portuguese and Spanish begins
- Begin support forum L10n scoping

Beta 2 (December)

- Complete mobile optimizations on SUMO
- Set up 1:1 email infrastructure and begin training (TBD)
- Begin tutorial video development
- Begin L10n of canned responses, and support forum L10n planning

Basecamp

- Help content in English, Spanish and Portuguese
- Forum dedicated to the Firefox OS open to the public
- Begin L10n of tutorials
- Begin feedback triage and reporting



Thank You!

Michelle Luna mluna@mozilla.com
Ibai Garcia igarcia@mozilla.com
September 25th, 2012

mozilla