

DESIGN DIRECTION 1

Copy Option 1

Get More From Your Firefox — Mobile, Add-ons & Other Stuff

www.mozilla.org/en-US/firefox/fx/

OTHER LANGUAGES English mozilla

Firefox LIVE

Video FAQ

EMPOWERMENT TO THE PEOPLE (AND ENDANGERED MASCOTS).

When you use Firefox, you're telling the world that you believe the web should be free and open, and always and forever in the hands of the people. Firefox is more than a browser—it's a mission. And now we're on a mission to help our endangered friends. Will you help us?

f t CUB CAM 300

The more cute you share, the more good we do.

Help the cubs grow up strong and healthy. Tell 10 of your friends about this site and we'll donate \$1 to the zoo. It'll add up quickly.

KNOXVILLE ZOO

Support Knoxville Zoo

Help them help the cubs grow up. (We wish they'd stay little forever too, but that's the way nature works.)

Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat.

@cubcaretaker

Snowy day here in knoxville- the zoo is closed, but you can check out the pandas in the snow on the "gnaw" & "Snooze" cams! less than a minute ago

The cubs have been extremely interested in zoo visitors this morning, much to the delight of anyone who came by the nursery. 1 day ago

View more tweets Follow @cubcaretaker

DESIGN DIRECTION 2 (OPTION 2)

Wait Screen

Get More From Your Firefox — Mobile, Add-ons & Other Stuff

www.mozilla.org/en-US/firefox/fx/

OTHER LANGUAGES English mozilla

Firefox LIVE

COME FOR THE CUTE.
STAY FOR THE MISSION.

Please enjoy this brief message while we prepare to stream cuteness.

CUB CAM
360 CUTE
FROLIC
SNUGGLE
Video FAQ

SKIP

SHARE THIS

The more cute you share, the more good we do.

Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur.

SUPPORT THEM

Help Knoxville Zoo help the cubs grow up. (We wish they'd stay little forever too, but that's the way nature works.)

FOLLOW US @cubcaretaker

Snowy day here in knoxville- the zoo is closed, but you can check out the pandas in the snow on the "gnaw" & "Snooze" cams! less than a minute ago

The cubs have been extremely interested in zoo visitors this morning, much to the delight of anyone who came by the nursery. 1 day ago

View more tweets Follow @cubcaretaker

DESIGN DIRECTION 2 (OPTION 3)

Wait Screen

The image shows a browser window with the URL www.mozilla.org/en-US/firefox/fx/. The page features a bright orange header with the "Firefox LIVE" logo and a globe with a fox. A central message box says "COME FOR THE CUTE. STAY FOR THE MISSION." and "Please enjoy this brief message while we prepare to stream cuteness." with a progress bar and a "SKIP" button. To the right are links for "CUB CAM", "360 CUTE", "FROLIC", "SNUGGLE", and "Video FAQ". The footer is divided into three sections: "SHARE THIS" with a social sharing bar, "SUPPORT THEM" with text about the Knoxville Zoo and a logo, and "FOLLOW US" with a tweet from @cubcaretaker.

Get More From Your Firefox — Mobile, Add-ons & Other Stuff

www.mozilla.org/en-US/firefox/fx/

OTHER LANGUAGES English

mozilla

Firefox LIVE

COME FOR THE CUTE.
STAY FOR THE MISSION.

Please enjoy this brief message while we prepare to stream cuteness.

CUB CAM

360 CUTE

FROLIC

SNUGGLE

Video FAQ

SHARE THIS

The more cute you share, the more good we do.

Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur.

SUPPORT THEM

Help Knoxville Zoo help the cubs grow up. (We wish they'd stay little forever too, but that's the way nature works.)

KNOXVILLE ZOO TENNESSEE

FOLLOW US @cubcaretaker

Snowy day here in knoxville- the zoo is closed, but you can check out the pandas in the snow on the "gnaw" & "Snooze" cams! less than a minute ago

The cubs have been extremely interested in zoo visitors this morning, much to the delight of anyone who came by the nursery. 1 day ago

View more tweets Follow @cubcaretaker