

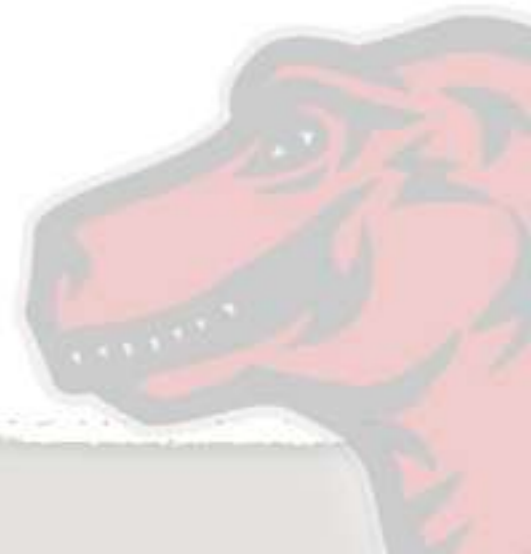


mozilla

Firefox[®] 3

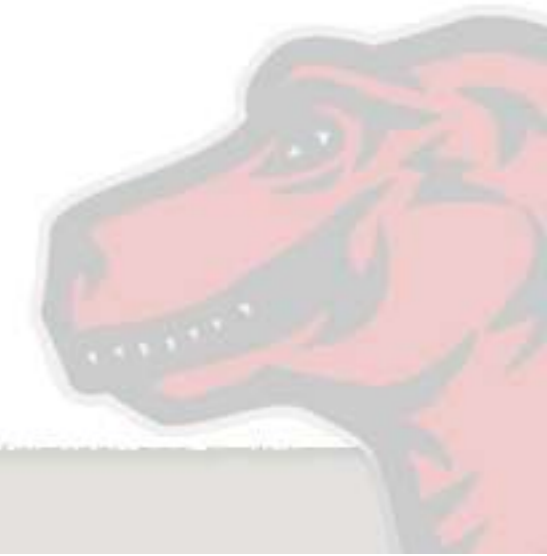
What Questions Should We Be Asking with Our Data?

Blake Cutler
Daniel Einspanjer
Ken Kovash
Stas Malolepszy



Agenda

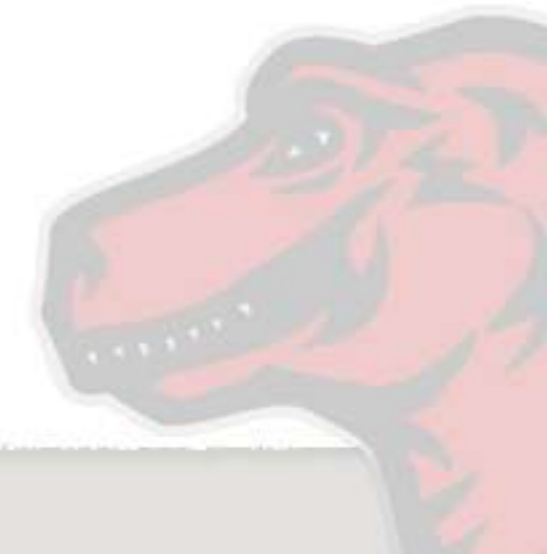
- Overview of the analytics function at Mozilla
- Examples
- Brainstorming and Participation



Analytics Function

Our mission is to...

- collect and manage data
- analyze and interpret that data
- and ultimately, arrive at business insights that impact Mozilla's business decisions (e.g., product, marketing)
- and possibly implement our own recommendations



Example – User Feedback

mozilla Products Add-Ons Support Developers

Please note that all data entered on this page may be viewable by the public.

How did you intend to use firefox when you installed it?

To fully replace my previous web browser
 To use in addition to another web browser
 I just wanted to try it out
 Other

Why did you uninstall firefox? (select all that apply)

Some web pages wouldn't work
 Plugin compatibility (Flash, Adobe Acrobat, Windows Media Player, etc.)
 Performance (load delays, memory usage)
 Hard to use/confusing (menus, display, etc.)
 Missing features
 Security
 Some features didn't work
 Printing
 Just temporary, I'm planning to install Firefox again soon
 Other

How can we improve firefox?

Please share your ideas, suggestions or details about any issues below.

Save

Click on the close button on this tab to go to your home page

mozilla Visit Mozilla.com



Welcome to
Firefox[®] 3

Thanks for downloading the safest, fastest and most customizable version of Firefox yet. To start browsing, just close this tab as shown above.

Learn More
Wondering what to do now? Our Getting Started page has a list of recommended sites, plus more Firefox info.
[Visit Getting Started](#)

Questions?
Our Support page has plenty of answers, plus a live chat feature to guide you through any tricky spots.
[Visit Support](#)

Customize?
Now that you've got Firefox, find out all the ways to personalize it to fit exactly how you use the Web.
[Learn More](#)

Example Questions: User Experience

The image displays two screenshots of the Mozilla Firefox website, illustrating user experience elements. The top screenshot shows the main landing page with a navigation bar and a large heading. The bottom screenshot shows a secondary page with a comparison table. Red numbers 1 through 5 are overlaid on the screenshots to highlight specific areas of interest.

1 The Safest Web Browser

Firefox includes strict anti-phishing and anti-malware measures, plus easy ways to tell the good guys from the bad like our new one-click site ID info.

2

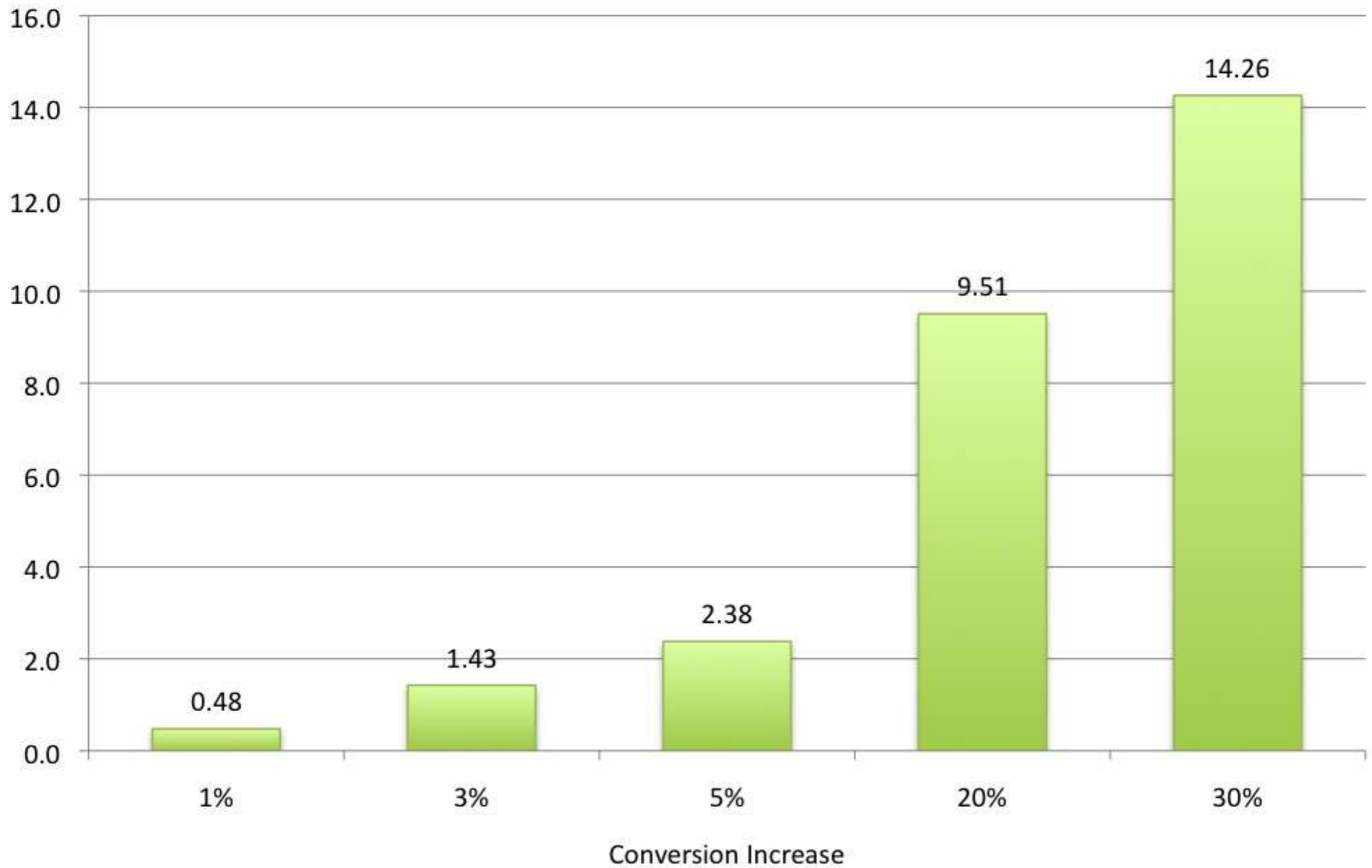
3 Try Firefox Now!

4 Welcome to the Cutting Edge!

5 See How We Stack Up

		
Compatible with modern Web pages and technologies	✓	✓
Active security features like anti-phishing and anti-malware	✓	

Additional Firefox Users per Year (in Millions)



Example Questions

- **Is the user experience optimized?**
 - at mozilla.com?
 - can experiments help us here?
 - what is the entrance->download->install experience for users by country?
 - how would improvements impact Fx adoption and market share?
- **How can we grow?**
 - where in the world is Fx usage growing fastest?
 - are learnings from one region instructive for other regions?
- **How are we keeping pace relative to our competitors?**
 - in terms of community, product, marketing, buzz, innovation?
- **How are we managing all feedback mechanisms (e.g., crash reporting, uninstall survey, headrush, spreadfirefox, webmaster@, etc.)?**
 - can we do a better job here?
 - how could these findings change our product/business decisions?



Brainstorming

- Your turn...
- Imagine a world in which Mozilla had zero limitations in terms of technology, backend data systems, and frontend solutions, and we had a team of people analyzing and interpreting data...
- What questions should we be pondering? What questions could make the biggest impact to Firefox and enabling our community?





mozilla

Firefox[®] 3

Thank You

blog.mozilla.com/metrics