

Helping users update their Firefox to the “Latest and Greatest”

There seem to be two separate issues when trying to understand why users don't update their Firefox:

- 1) Users do not understand the benefits of “updating” and distrust the idea of continually downloading things from the Internet.
- 2) Users do not know how to update their browser and confuse it with re-downloading Firefox.

Some comments from users about updates and the process of updating in recent surveys demonstrate these problems:

Lack of understanding about what an update is:

"Will this overwrite my existing version or will it simply upgrade? I don't want to lose my settings and bookmarks."

"I thought this is an update that would keep all my bookmarks etc and install the new software.. However I'm not sure. Can you clarify ???"

"I already have Firefox, why am I installing it again"

"does version 3.5 replace my current version of FF or does it run separate?"

Confusion about how to update:

"i just want to update my current firefox"

"not sure if i uninstall old firefox? Do I uninstall it first then install newer version?"

"It appears that I have asked to install a whole new version rather than an upgrade which is normally what happens when new versions of Firefox comeout"

"I have Firefox3, so shouldn't this reload at the same location? Or do I have to uninstall the older version."

Other issues we have to contend with include:

- Bad experience with other auto-updates (ex: Windows security mechanisms sometimes gives extra things that aren't needed), so user is conditioned not to accept updates.
- Worried it will break something (maybe from past experience)
- New version is not compatible with their OS (they have a pre Win2k/NT5, Unix distrib w/ older lib)
- Favorite extension isn't compatible with update
- Didn't notice or get a prompt to update
- Update/download takes too long
- Don't control the machine they're using/aren't allowed to update (not admin, using public/shared computer)
- IT discourages doing your own updates
- New version doesn't seem different enough (not worth the trouble) or seems too different (will feel foreign/hard to use)
- People seem to be stuck on certain older versions of 1.0 and 2.0 and have not updated for quite some time.

The two-fold solution:

- 1) Use the existing <http://www.mozilla.com/en-US/firefox/ie.html> and personal.html page and add content in the “Quick Tips” Box with a “Learn more” link [actually, the page would just be styled like the /ie.html page, but wouldn't actually be on that page...should actually be on /upgrade.html instead]
 - a) Create www.mozilla.com/en-US/firefox/update page with FAQs

- a. What is an update?
 - b. Why is it important?
 - c. How do I get an update? (SUMO link)
 - d. What about my book marks...?
 - e. etc
- b) Add link to SUMO articles (<https://support.mozilla.com/en-US/kb/Updating+Firefox>)
- c) Add content on benefits of updating, security, etc. on First Run Page
- d) Have snippets circulating about updating to the latest version of Firefox
- 2) Add content to <https://support.mozilla.com/en-US/kb/Updating+Firefox>) and info for Mac and Linux.
- a. Screenshots
 - b. Screencasts

Content

Quick Tips Box on <http://www.mozilla.com/en-US/firefox/upgrade.html>

Looking for a Firefox update? (Content for box)

Updates give you the latest, greatest and most secure new Firefox version (while keeping your bookmarks, passwords and other settings). **Learn More**
“Learn More” links to www.mozilla.com/en-US/firefox/update

Header: Keep your Firefox Happy!

Sub-head: Make sure you're running the latest, greatest and most secure version

FAQ

-What is a Firefox software update?

A Firefox software update is a free, quick download of small amounts of new code to your already existing Firefox browser. These small patches can contain security fixes or other little changes to the browser to ensure that you are using the best version of Firefox available.

-How do I update Firefox?

It's quite easy: Firefox is configured to automatically check for updates and will let you know when one is available. When the automatic update dialog appears, just click OK and the new version will be downloaded and installed for you. After your updated Firefox has been installed, you will be asked to restart the browser. Click OK, and once the restart is complete, you'll be all set. The best part? It's all absolutely free.

[also, would be great to add a screenshot here]

You can also check for updates manually. For a step by step guide based on Operating System, click here: https://support.mozilla.com/en-US/kb/Updating+Firefox#Manually_check_for_updates

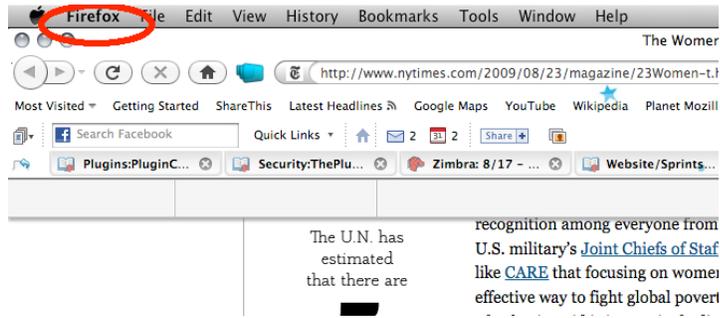
-Does it cost anything to update?

No. Firefox and all updates and upgrades are 100% free.

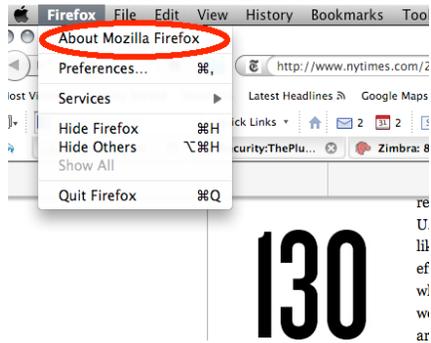
-How do I know what version of Firefox I am currently using?

To check your current Firefox version, start by clicking Firefox on the left hand corner

of the main menu bar:



Then click About Mozilla Firefox:



A window will pop up with the version number under the Firefox logo:



made fun of me, saying, "You can't even
" recalled Saima when Nick met her
trip to Pakistan. "My husband beat me

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-Do I need to uninstall my current version of Firefox before upgrading?

No. Your new Firefox will take the place of the older version of Firefox once it's installed. All your settings and information, such as bookmarks and passwords, will

transfer over to the new version.

Click here to start the upgrade process: www.firefox.com

-Why do I need to update?

Firefox is constantly evolving as our community finds ways to make it better, and as we adjust to the latest security threats. Keeping your Firefox up-to-date is the best way to make sure that you are using the smartest, fastest and – most importantly – safest version of Firefox available.

-How long will it take to update?

Not long at all – the entire process just takes a minute or two. For step-by-step instructions click here: <https://support.mozilla.com/en-US/kb/Updating+Firefox>

-Will the update affect my settings and bookmarks?

No. A Firefox update will not make any changes to your bookmarks, saved passwords or other settings. However, there is a possibility that some of your Add-ons won't be immediately compatible with new updates. [can we put a 'more info' link of some sort in here?]

-If I already have Firefox, and then do a fresh install, what happens to my settings?

Nothing. Re-installing Firefox will not affect your settings, bookmarks or preferences in any way.

-Are Firefox updates safe?

Very much so – your security is our top priority. Our open source security process means we have an international community of experts working around the clock to monitor the latest threats. As soon as a security threat is discovered, we write a patch and release an update to stay one step ahead. Downloading Firefox updates is a very important part of staying safe online.

-What if I miss an update? Can I check for them myself?

Yes. Firefox is configured to automatically check for updates, but it's also possible to check for updates yourself. Just follow the step-by-step process that is explained here: <https://support.mozilla.com/en-US/kb/Updating+Firefox>