

Ellen Huffman

Upgrading Firefox



Executive Summary

- A 7-day experiment recorded user data, events within the Firefox browser, and a self-reported survey.
- Our most active users showed a greater preference for the bookmark feature compared to higher number of tabs
- Assumptions:
 - Windows, Mac, and Linux users all have the same usage patterns
 - Firefox has not received major complaints regarding any feature
 - Analysis restricted to users who exclusively or primarily use Firefox



The Problem

We need an area of focus for our next update.



Customer Experience



Increase Revenue



Increasing Revenue

- We don't have access to customer experience data, so let's focus on generating additional revenue
- Support the feature that is associated with greater use of Firefox
 - High number of page views
 - Long browser sessions
 - Self-reported time spent on Firefox



Dataset

- Users with browser extensions that affect the relationship between tab use and memory were filtered out
- Restricted to users who exclusively or primarily use Firefox



Who are our power users?

	LOW	MEDIUM	HIGH
Page Views	1 to 500	500 to 10k	10k+
Session Length	0 to 45 min	45 to 120 min	120+ min
Self-Reported Use	<2 hrs	2 to 8 hrs	8+ hrs

Power users are defined as any user who meets 2 of these 3 qualifiers in the medium to high categories.



Tabs v. Bookmarks

	LOW	MEDIUM	HIGH
Avg. Tabs Open	1 to 5	6 to 10	10+
Bookmarks	0	1 to 75	75+
Bookmark Use	0	1 to 3	4+

77%
of users have a
LOW amount of
tabs open

37%
of users have
never used
bookmarks



Tabs v. Bookmarks for Power Users

	LOW	MEDIUM	HIGH
Avg. Tabs Open	4%	-1%	-3%
Bookmarks	-20%	9%	11%
Bookmark Use	-9%	2%	7%

The greatest difference in behavior between all users and the power users is found in bookmark behavior.



Percentages have been normalized by total users (i.e. $p_u - t_u = \%$)

Conclusion

- Improve the bookmarks experience because our most active users utilize the feature at a much higher rate than other users.
- Caveat:
 - 10.5k (40%) users experienced a browser crash within 7 day experiment
 - 66 crashes in maximum case
 - We should investigate what is correlated to these browser restarts and improve that feature as well

