

Package file and manifest URL

<div><div>Package file or manifest URL</div><div>Creation: yes</div><div>Editing: yes</div></div>	<div><div>App icon and app name</div><div>Creation: no</div><div>Editing: no</div></div>	<div><div>Developer name</div><div>Creation: no</div><div>Editing: no</div></div>	<div><div>App metadata</div><div>Creation: no</div><div>Editing: no</div></div>
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- Creating means creating new app  
Editing means creating new version

**Our goals are:**

  - Pass validation without error
  - User understands that our primary platform doesn't support Flash

**We need:**

  - Easy access to testmanifest.com
  - Easy access to package app equivalent
  - Flash incompatibility

**We should consider:**

Eliminating Flash altogether. That is, no app that's created can require Flash. After all, if it requires Flash, it can only run on desktop.
- Our goals are:**

  - User understands that they are tied to the manifest/package file
  - User understands that editing them requires editing the manifest/package

**We need:**

To just display this information

**We should consider:**

  - Previewing this information right after user has uploaded and validated the app's manifest URL/package file
- Our goals are:**

  - User understands that they are tied to the manifest/package file
  - User understands that editing them requires editing the manifest/package

**We need:**

To just display this information

**We should consider:**

  - Previewing this information right after user has uploaded and validated the app's manifest URL/package file
- Our goals are:**

  - User understands that they are tied to the manifest/package file
  - User understands that editing them requires editing the manifest/package

**We need:**

To just display this information

**We should consider:**

  - Previewing this information right after user has uploaded and validated the app's manifest URL/package file

Screen sizes and platforms

<div><div>Screen sizes</div><div>Creation: yes</div><div>Editing: yes</div></div>	<div><div>Platforms</div><div>Creation: yes</div><div>Editing: yes</div></div>
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- Our goals are:**

Encourage responsive design

**We need:**

Display all three screen sizes with clear terminology

**We should consider:**

Having something encouraging that appears when all three screen sizes are selected.
- Our goals are:**

  - Encourage development for FxOS
  - User understands that FxOS is available for the tablet screen size also

**We need:**

Permanently selected FxOS when mobile or tablet screen size is selected

**We should consider:**

Things consumer sees on the app listing page

<div><div>App icon and app name</div><div>Creation: no</div><div>Editing: no</div></div>	<div><div>Language</div><div>Creation: yes</div><div>Editing: yes</div></div>	<div><div>Screenshot/video</div><div>Creation: yes</div><div>Editing: yes</div></div>	<div><div>Description</div><div>Creation: yes</div><div>Editing: yes</div></div>	<div><div>Release note</div><div>Creation: yes</div><div>Editing: yes</div></div>	<div><div>URL, support URL and support email</div><div>Creation: yes</div><div>Editing: yes</div></div>
<div><div>Developer name</div><div>Creation: no</div><div>Editing: no</div></div>	<div><div>Our goals are:</div><div>• User finishes adding information in at least one language</div><div>• Encourage addition of multiple locales other than English</div></div>	<div><div>Our goals are:</div><div>• User understands that screenshots are specific to a screen size</div><div>• User uploads a minimum of 3 screenshots for every screen size</div><div>• User uploads the correct size for each screen size</div></div>	<div><div>Our goals are:</div><div>• User understands that description will propagate to every screen size</div><div>• User sees the description's limitations (e.g. we will only show the first 8 lines, how many characters per line on each screen size, etc.) and be able to adjust accordingly.</div></div>	<div><div>Our goals are:</div><div>• User understands that release note is optional if it's a new app</div><div>• User understands that release note is mandatory if it's a new version</div></div>	<div><div>Our goals are:</div><div>• User understands that these fields will propagate to every screen size</div></div>
<div><div>Price</div></div>	<div><div>We need:</div><div>• A language selector</div><div>• An easy way to switch between multiple languages</div></div>	<div><div>We need:</div><div>• File upload dialog</div></div>	<div><div>We need:</div><div>• Text input field</div></div>	<div><div>We need:</div><div>• Text input field</div></div>	<div><div>We need:</div><div>• Text input field</div></div>
<div><div>Availability</div><div>Creation: yes</div><div>Editing: yes</div></div>	<div><div>We should consider:</div><div>• A screen size switcher</div><div>• A smart detector that will detect a screenshot's device, and/or help user assign screenshot to the correct device once it's been uploaded</div><div>• Linking to MDN resource on screenshot sizes</div><div>• If this is a test submission, have some sample images at the ready</div><div>• If we're doing some sort of a preview area, it needs to be pixel accurate</div></div>	<div><div>We should consider:</div><div>• One field to rule them all, rather than multiple description fields that can be edited on different screen sizes, but really is one thing.</div><div>• Alternatively, if we're doing some sort of a preview area, it needs to be pixel accurate</div></div>	<div><div>We should consider:</div><div>• One field to rule them all, rather than multiple description fields that can be edited on different screen sizes, but really is one thing.</div><div>• Alternatively, if we're doing some sort of a preview area, it needs to be pixel accurate</div></div>	<div><div>We should consider:</div><div>• One field to rule them all, rather than multiple description fields that can be edited on different screen sizes, but really is one thing.</div><div>• Alternatively, if we're doing some sort of a preview area, it needs to be pixel accurate</div></div>	<div><div>We should consider:</div><div>• One field to rule them all, rather than multiple description fields that can be edited on different screen sizes, but really is one thing.</div><div>• Alternatively, if we're doing some sort of a preview area, it needs to be pixel accurate</div></div>
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Things consumer don't see on the app listing page

<div><div>Package file or manifest URL</div><div>Creation: yes</div><div>Editing: yes</div></div>	<div><div>Categories</div><div>Creation: yes</div><div>Editing: yes</div></div>	<div><div>App URL</div><div>Creation: yes</div><div>Editing: yes</div></div>	<div><div>API URL</div><div>Creation: no</div><div>Editing: no</div></div>	<div><div>Feature requirements</div><div>Creation: yes</div><div>Editing: yes</div></div>	<div><div>Statistics</div><div>Creation: yes</div><div>Editing: yes</div></div>	<div><div>Team members</div><div>Creation: yes</div><div>Editing: yes</div></div>
<div><div>Our goals are:</div><div>• To be able to select one or two</div><div>• User understands how it can impact listing, although indirectly</div></div>	<div><div>Our goals are:</div><div>• User understands that every app will be given a listing URL</div><div>• User understands that URL is only viewable by himself until the app is approved</div><div>• User understands that URL can be listed publicly, or be kept private to a selected audience</div></div>	<div><div>Our goals are:</div><div>• User understands that every app will be given a listing URL</div><div>• User understands that URL is only viewable by himself until the app is approved</div><div>• User understands that URL can be listed publicly, or be kept private to a selected audience</div></div>	<div><div>Our goals are:</div><div>• User understands that every app will be given a listing URL</div><div>• User understands that URL is only viewable by himself until the app is approved</div><div>• User understands that URL can be listed publicly, or be kept private to a selected audience</div></div>	<div><div>Our goals are:</div><div>• User understands that these fields will hide their apps to certain set of users with incompatible devices</div></div>	<div><div>Our goals are:</div><div>• Encourage user to share statistics to consumer</div><div>• User understands that statistics are optional</div><div>• Need more conversation. Do we want to encourage this behavior?</div></div>	<div><div>Our goals are:</div><div>• User understands that team members are optional, but they're helpful</div></div>
<div><div>We need:</div><div>A category selector</div></div>	<div><div>We need:</div><div>To just display this information</div></div>	<div><div>We need:</div><div>To just display this information</div></div>	<div><div>We need:</div><div>To just display this information</div></div>	<div><div>We need:</div><div>Feature selectors</div></div>	<div><div>We need:</div><div>Checkbox that toggles on/off</div></div>	<div><div>We need:</div><div>Text input fields</div></div>
<div><div>We should consider:</div><div>• Showing apps in the Marketplace that belongs on the same category as the one that's been selected. It's like doing competitive research</div><div>• Showing a very visual category selector</div><div>• Showing explanation for each category</div></div>	<div><div>We should consider:</div><div>• Showing apps in the Marketplace that belongs on the same category as the one that's been selected. It's like doing competitive research</div><div>• Showing a very visual category selector</div><div>• Showing explanation for each category</div></div>	<div><div>We should consider:</div><div>• Showing apps in the Marketplace that belongs on the same category as the one that's been selected. It's like doing competitive research</div><div>• Showing a very visual category selector</div><div>• Showing explanation for each category</div></div>	<div><div>We should consider:</div><div>• Showing apps in the Marketplace that belongs on the same category as the one that's been selected. It's like doing competitive research</div><div>• Showing a very visual category selector</div><div>• Showing explanation for each category</div></div>	<div><div>We should consider:</div><div>• Showing apps in the Marketplace that belongs on the same category as the one that's been selected. It's like doing competitive research</div><div>• Showing a very visual category selector</div><div>• Showing explanation for each category</div></div>	<div><div>We should consider:</div><div>• Showing apps in the Marketplace that belongs on the same category as the one that's been selected. It's like doing competitive research</div><div>• Showing a very visual category selector</div><div>• Showing explanation for each category</div></div>	<div><div>We should consider:</div><div>• Showing apps in the Marketplace that belongs on the same category as the one that's been selected. It's like doing competitive research</div><div>• Showing a very visual category selector</div><div>• Showing explanation for each category</div></div>
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Availability and price

<div><div>Availability</div><div>Creation: yes</div><div>Editing: yes</div></div>
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- Our goals are:**

  - User understands that availability impacts price
  - User understands that availability impacts language

**We need:**

Country selector

**We should consider:**

  - Selection by country
  - Grouping by regions

Pricing and payments

<div><div>App price</div><div>Creation: yes</div><div>Editing: yes</div></div>	<div><div>In-app products</div><div>Creation: yes</div><div>Editing: yes</div></div>	<div><div>Payment accounts</div><div>Creation: yes</div><div>Editing: yes</div></div>
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