Editing: yes

Our goals are:

We should consider:

 User understands that our primary platform doesn't support Flash Easy access to testmanifest.com

 Easy access to package app equivalent Flash incompatibility Eliminating Flash altogether. That is, no app that's created can require Flash. After all, if it requires Flash, it can only run on

Package file and manifest URL

Pass validation without error

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

App icon and

app name

Creation: no

Editing: no Our goals are: User understands that they are tied to the manifest/package file

We should consider:

User understands that editing them

To just display this information

Creating means creating new app Editing means creating new version

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

> We should consider: Previewing this information right

Editing: no Our goals are:

Developer name

Creation: no

To just display this information To just display this information We should consider:

App metadata

Creation: no

Editing: no

Our goals are:

after user has uploaded and validated the app's manifest URL/package file

requires editing the manifest/package

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

We should consider:

Our goals are:

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

> Screen sizes Creation: yes Editing: yes

> > Ratings Creation: yes Editing: yes

Availability

Creation: yes

Screen sizes and platforms

Creation: yes Editing: yes

Encourage responsive design We need:

Having something encouraging that

Screen sizes

Display all three screen sizes with clear

We should consider: appears when all three screen sizes

Platforms

Creation: yes

Editing: yes

Our goals are:

Things consumer sees on the app listing page

app name Creation: no Editing: no

App icon and

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

Permanently selected FxOS when mobile or tablet screen size is selected

Developer name Creation: no Editing: no

Editing: yes

> App metadata Creation: no Editing: no

User finishes adding information

An easy way to switch between

* Encourage addition of multiple locales

in at least one language

other than English

A language selector

multiple languages

Language Creation: yes Editing: yes

Price

We should consider: Dropdown menu Sidebar language menu

 If we're doing some sort of a preview area, it needs to be pixel accurate

Screenshot/video

Creation: yes

Editing: yes

each screen size

We should consider:

User uploads the correct size for

some sample images at the ready

Description Creation: yes Editing: yes

and be able to adjust accordingly.

Our goals are: Our goals are: User understands that screenshots are specific to a screen size * User uploads a minimum of 3 User sees the description's screenshots for every screen size

We need: File upload dialog Text input field

We should consider: A screen size switcher A smart detector that will detect a One field to rule them all, rather than screenshot's device, and/or help multiple description fields that can be user assign screenshot to the correct edited on different screen sizes, but device once it's been uploaded really is one thing. Linking to MDN resource on Alternatively, if we're doing some screenshot sizes sort of a preview area, it needs to be If this is a test submission, have pixel accurate

Release note Creation: yes

Our goals are: User understands that description User understands that release note will propagate to every screen size is optional if it's a new app User understands that release note limitations (e.g. we will only show the first 8 lines, how many characters per line on each screen size, etc.) We need:

> We should consider: Hiding release note during app creation

Editing: yes

is mandatory if it's a new version Text input field We should consider: Text input field

Showing release note only during

URL, support URI and support email

Editing: yes Our goals are:

Creation: yes

* User understands how it can impact listing, although indirectly

Editing: yes

Things consumer don't see on the app listing page

Categories

Creation: yes

Editing: yes

A category selector

To be able to select one or two

displayed not as link texts, but as buttons with generic labels.

Package file or manifest URL Creation: yes

 User understands that these fields will propagate to every screen size

We should consider: One field to rule them all Unfortunately, the end result is Showing apps in the Marketplace that belongs on the same category as the one that's been selected. It's like doing competitive research

> Showing a very visual category selector Showing explanation for each category Tying category to ratings. Your business be located nearby this URL field app is probably not going to get an "M"

rating. In fact, most apps other than gan

will need to worry more about user

interaction rather than age rating.

approved User understands that URL can be listed publicly, or be kept private to a selected audience

Our goals are:

App URL

Creation: yes

Editing: yes

will be given a listing URL

User understands that every app

User understands that URL is only

viewable by himself until the app is

We need: Text input field We should consider: Having the private/public control

Editing: no Our goals are:

API URL

Creation: no

We should consider:

developers.

We need:

developers.

Unclear. Find out about this from To just display this information We need: Feature selectors

We should consider: Unclear. Find out about this from Because there are a lot of feature, consider referring user to MDN for more information

> A phone-to-feature matrix that shows the features that can still be checked while maintaining compatibility with as many phones as possible, or as many phones in a specific market as possible

User understands that these fields will hide their apps to certain set of users with incompatible devices

Our goals are:

Feature

requirements

Creation: yes

Editing: yes

to encourage this behavior?

consumer

Checkbox that toggles on/off

can see. Maybe developer doesn't

want to show absolutely everything,

to show something

but in the spirit of openness, still wants

We should consider: Showing the kind of statistics that is possible to show in a visual way Limiting the statistics that consumer

Team members

Creation: yes

Editing: yes

User understands that team members

are optional, but they're helpful

Our goals are:

Text input fields

We should consider:

 User understands that statistics are Need more conversation. Do we want

Statistics

Creation: yes

Editing: yes

Our goals are:

Encourage user to share statistics to

· Hiding team members during app Showing team members only during

> We should consider: Encourage user to make their app available in as many regions as possible Make it possible to make

app exclusive to certain regions, if need be

We need: Country selector

We should consider:

Grouping by regions

Editing: yes

availability impacts price

filled out later

off between availability and

payment account. The more

available = the more payment

account forms that need to be

Creation: yes Creation: yes

Our goals are: Our goals are: User understands that Complete selection of app price for availability impacts language as many regions as possible, as quickly and simply as possible User understands that

between price granularity and time. The more region-specific their price is, the User understands the trademore time they will have to spend in the

We need:

Pricing and payments

App price

Editing: yes

User understands the trade-off

Dropdown menu or sliders

We need: Text input fields

If there are only a few in-app products.

encourage user to fill them in now

If there are many in-app products,

editing) so the creation process finishes

Alternatively, encourage user to fill them

actually purchased in the real world?". It

would be great to have a way to quickly

test and verify a product's validity.

• As few price tiers as possible, in order to We should consider: Uploading some sort of a text file that make selection quick and easy contains in-app product names and price Grouping tiers or countries together may be a way to reduce the number of tiers ers, that will be translated in the system CSV, for example). This is to allow If user wants to customize price in a nputting many products all at once. detailed way, it should be possible A way to guickly answer this guestion:

our goals are:

In-app products Payment accounts Creation: yes Creation: yes Editing: yes Editing: yes

> Our goals are: Complete sign up for payment accour

without error, for every possible accoun User receives money at the designated

in *en masse*, rather than one at a time

sign up for one payment account, he

be insecure. For example, we can fill every billing address and bank info field "Would this item I just entered work when but still ask user to enter his bank account number every single time.

Just because we store user's paymen

 Account signup portability. After user can apply for other payment accounts without filling the forms over and over

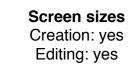
encourage user to fill them in later (during time, without error sooner and user gets the impression that We need: Lots of text input fields

> Payment vendor must be able to verify the correctness of the submitted info

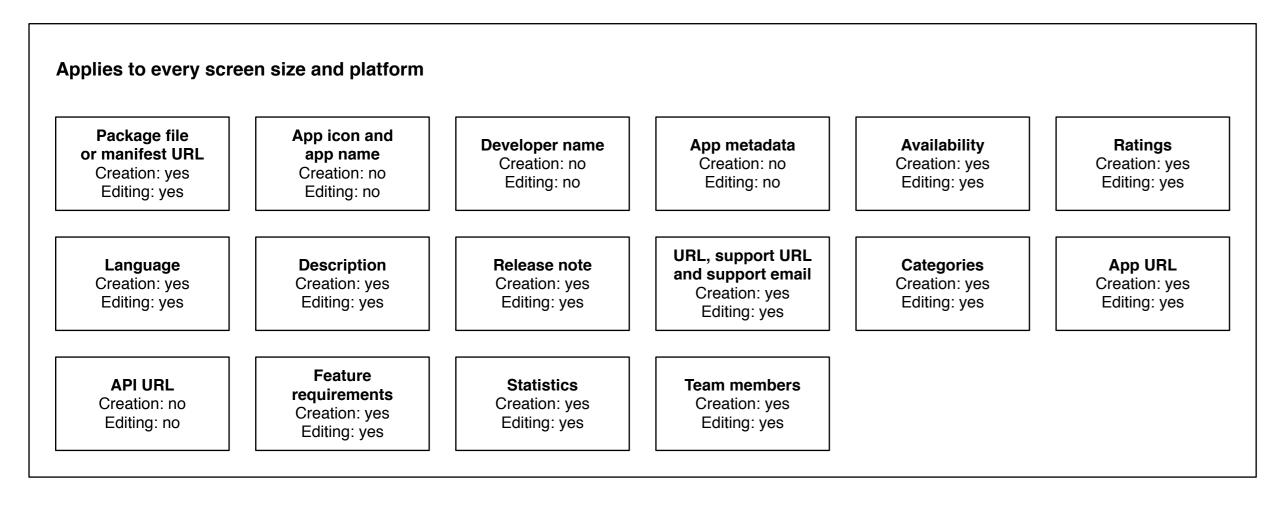
We should consider:

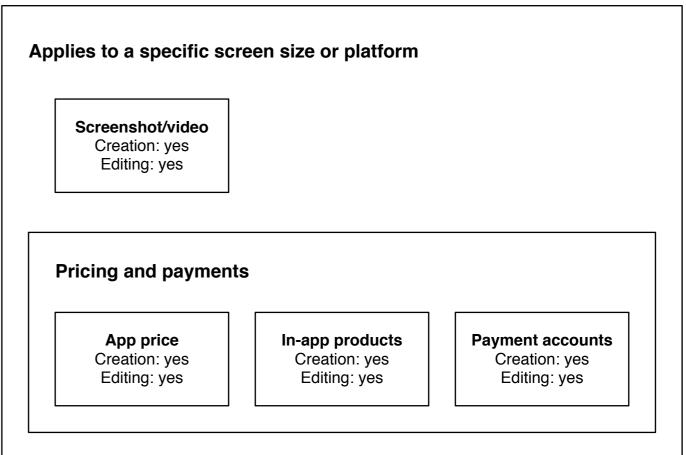
information, doesn't mean that it has to

Divided by screen size and platform



Platforms
Creation: yes
Editing: yes





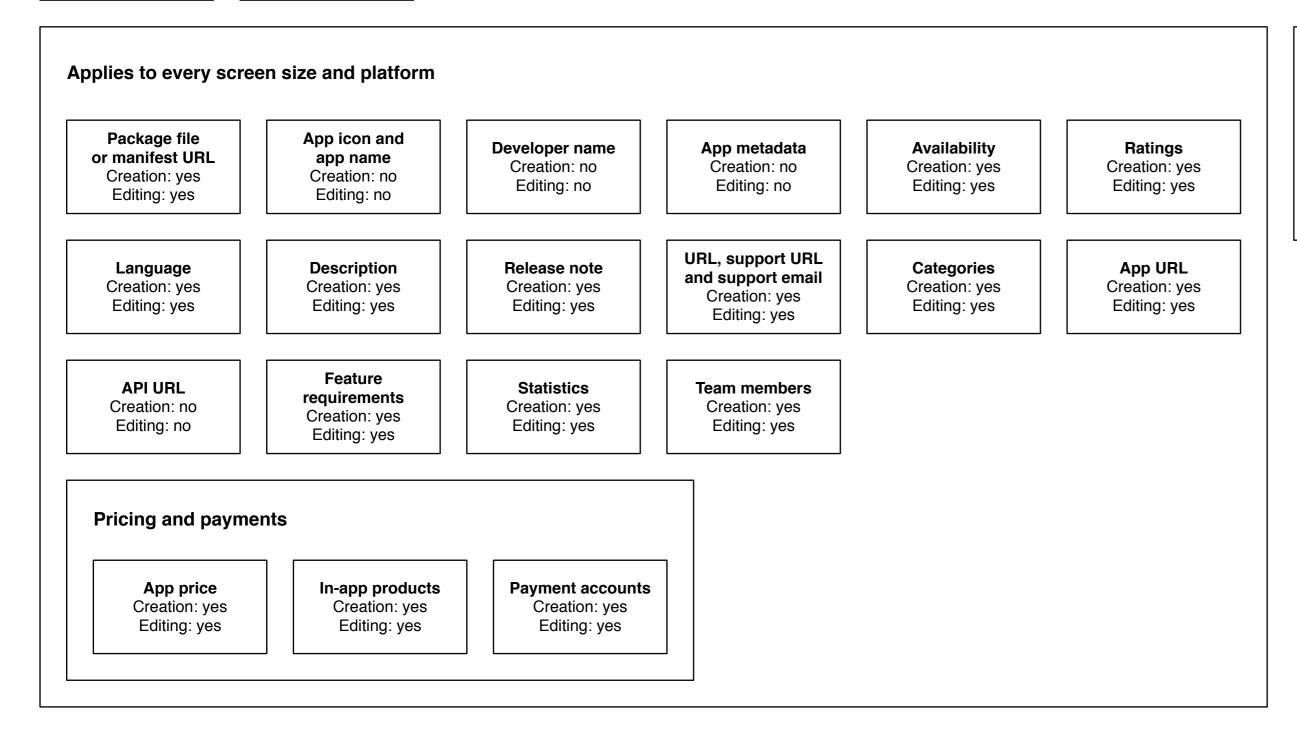
Conclusion

- Screenshot/video is the only visual element that's screen size-specific.
- This means that, for the most part, our app creation and editing systems can be a system that doesn't care about screen size, until it's time to fill out screenshot/video.
- All of pricing is platform-specific. Some countries that support Firefox OS may have a payment provider/price tier that's incompatible with the payment provider we use for Desktop and Android.

Ideal scenario: pricing and payments apply to every platform

Screen sizes
Creation: yes
Editing: yes

Platforms
Creation: yes
Editing: yes



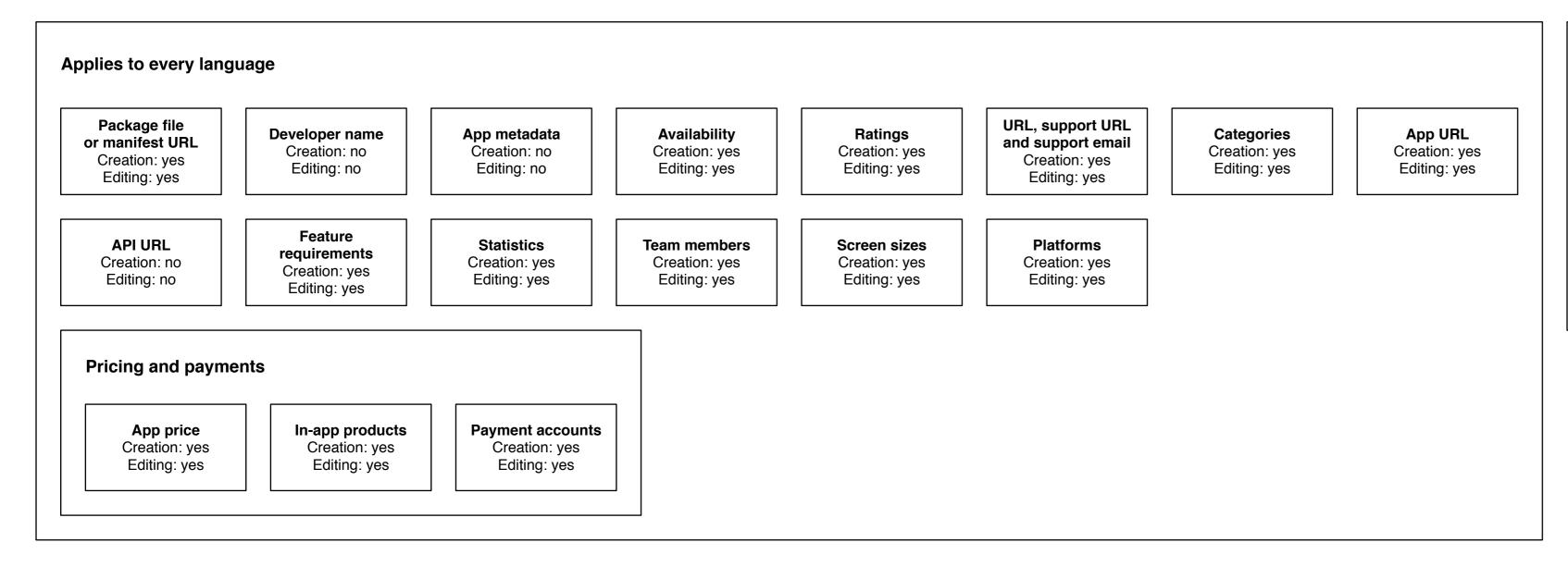
Applies to a specific screen size or platform

Screenshot/video
Creation: yes
Editing: yes

- One payment provider can be used across platforms
- Every platform supports in-app payment
- Every platform supports a set of compatible price tiers that can be controlled from one master switch

Divided by language

Language Creation: yes Editing: yes



Applies to a specific language Applies to a specific language Screenshot/video Creation: yes Editing: no Creation: yes Editing: yes Release note Creation: yes Editing: yes Editing: yes

Conclusion

- App icon/name, screenshot/video, description and release notes are language-specific. Everything else is actually universal. Not even the URL/support URL/support email, right?
- This means that our language selector doesn't need to impact absolutely everything on the app creation form. Just these four fields.
- Now, does availability impact language? I would argue that it's not. Language is set by the phone. I might be living in Indonesia, but uses a phone with an English interface (it's known that many emerging markets prefer English over its local language for its perceived accuracy at conveying technical terms). So I'd like to use apps with an English interface, too.

Flow idea #1

app's statistics available to

the public?

Base everything around a few basic questions. These questions will determine whether certain steps can be skipped later. Even though steps are skipped at creation, they will still appear on the editing IA as nodes. User can always change them later.

Proc. user can skip a lot of pages on submission. Const the creation steps does not mirror the editing IA.

