



# Firefox Marketplace

## *Bringing Mobile-optimized Websites to Marketplace*

### *Customer Experience Framework*

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*April 02, 2015*

# Agenda

## 25 minutes

Review Preload wireframes.

*Objective: ensure we're aligned on what's happening at the page level for Preload.*

## 30 minutes

Review progress on the future customer experience of Marketplace.

*Objectives:*

*share where we are in the process*

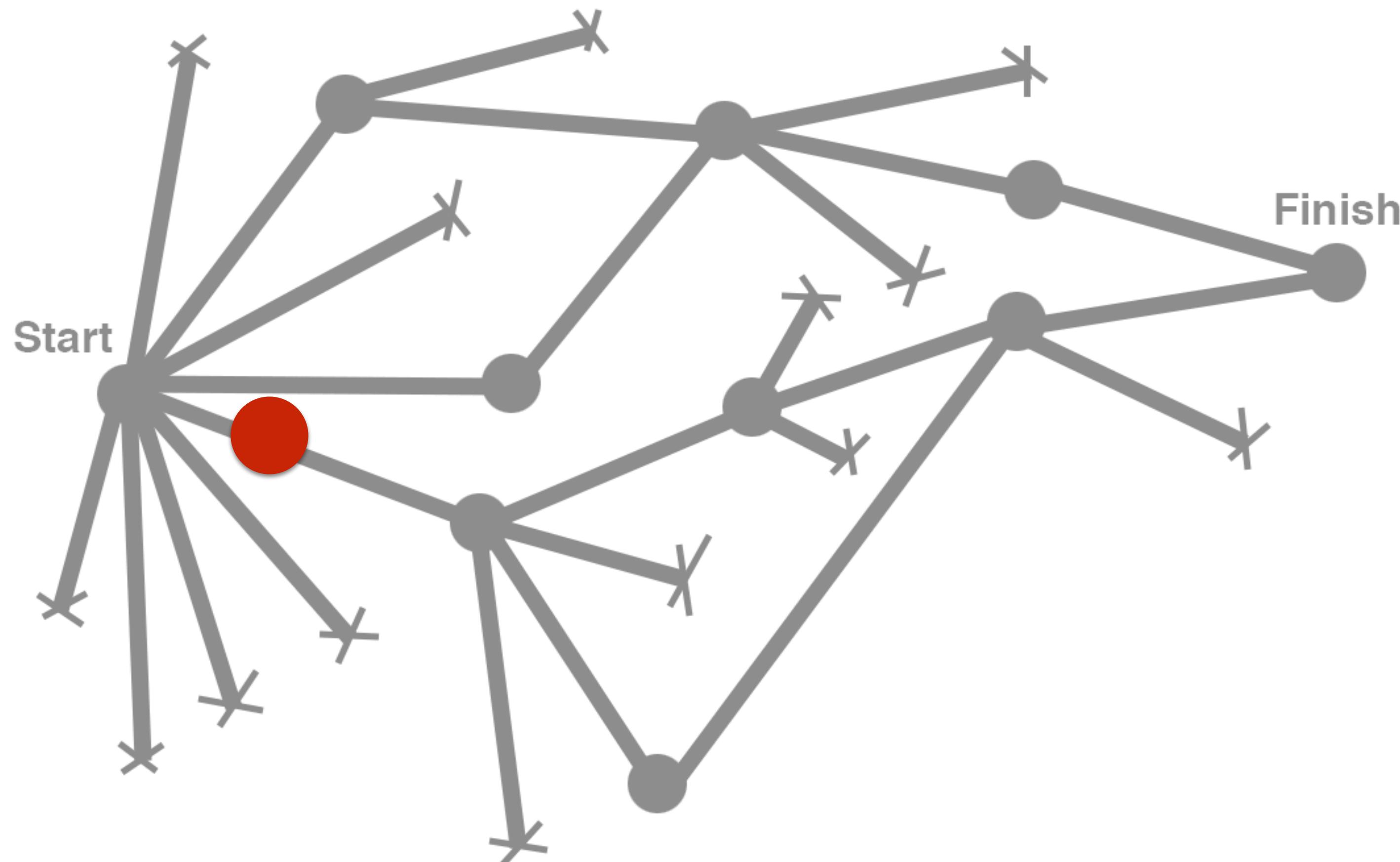
*share the customer experience framework that will drive continuing design*

## 5 minutes

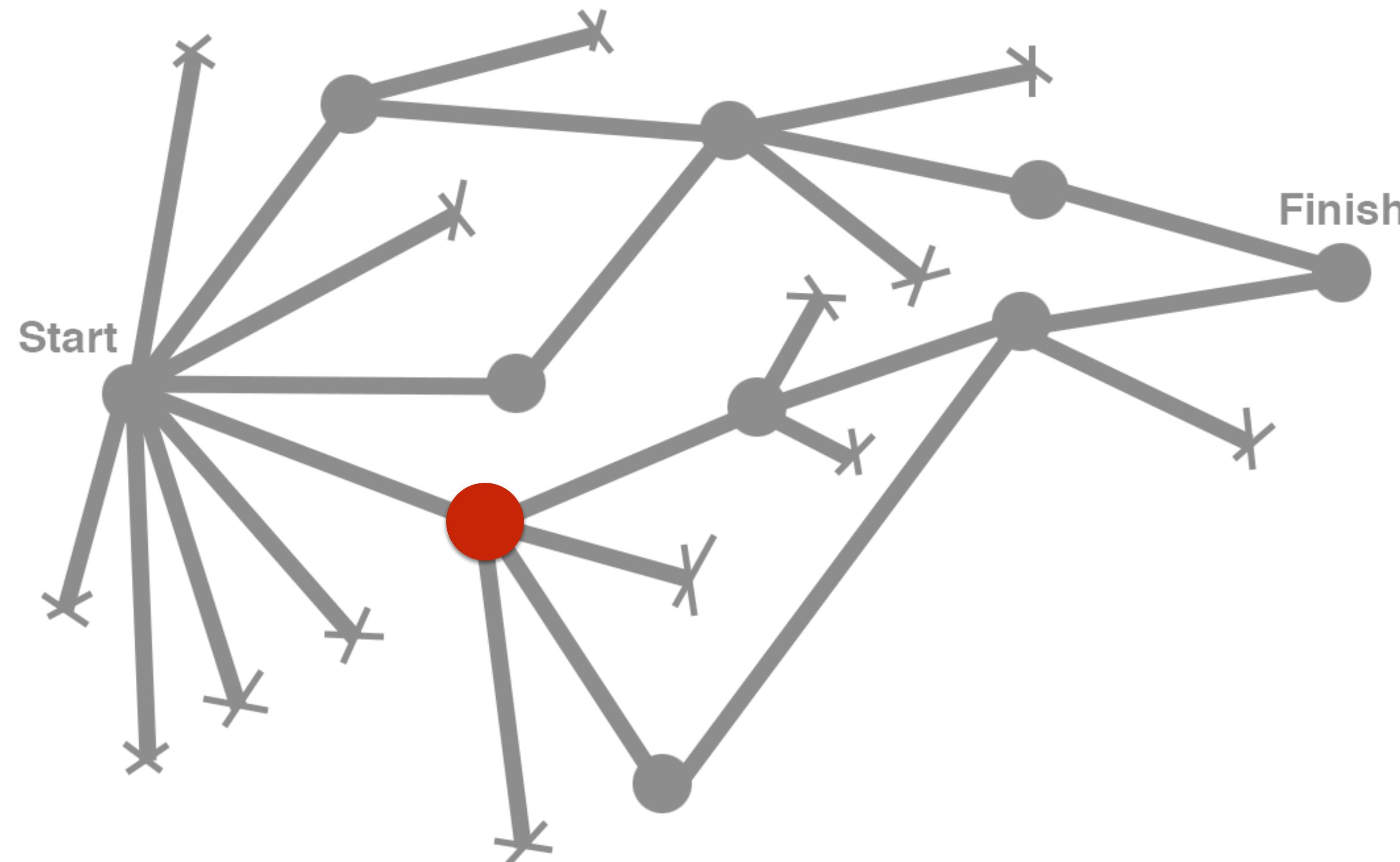
Next Steps and how you can help!



Two weeks ago design was here



Now we're here



# Setting expectations

We now have a framework that will get us to the finish line.

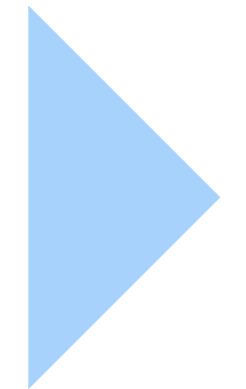
We're designers. So the artifacts we use to communicate our vision, our framework, and our concepts may look like we're already at the finish line.

But we still have a ways to go, and lots of work to do with other team members.

# Recap: product + design

## WHAT WE WANT TO DO

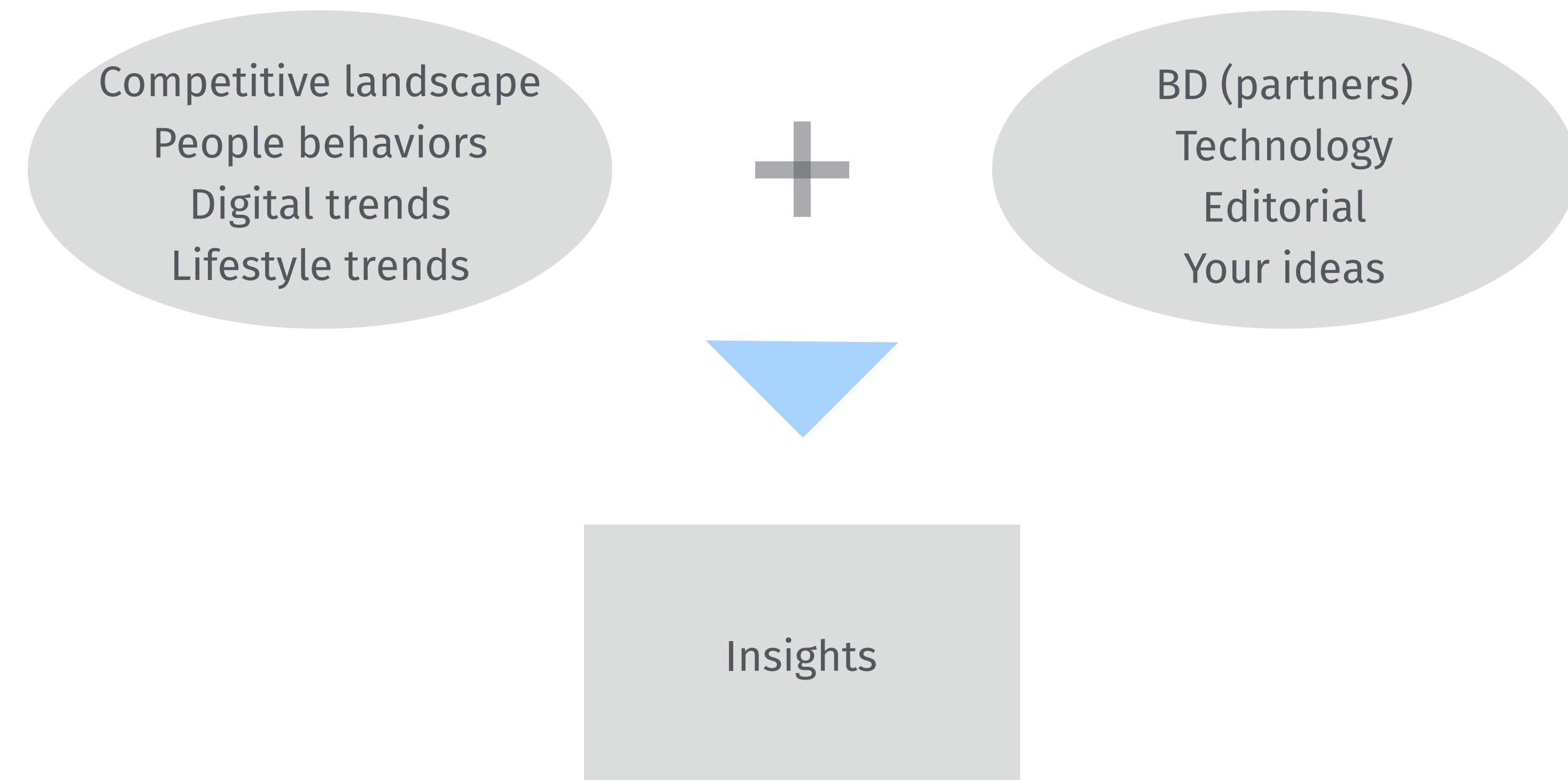
Become the customer's "agent" for discovering and accessing relevant web experiences across connected devices and contexts.



## HOW WE'LL DO IT

Position Marketplace as a jumping-off point for exploring the web, especially when people have an abstract desire for inspiration.

# Context for our customer experience framework



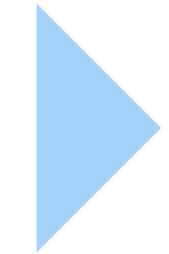
# Customer experience opportunities

Search works great,  
if you know what you're looking for.



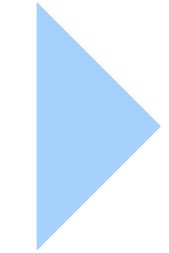
How can MP help me find interesting  
things, if I don't know what to look for?

Current methods of mobile  
content discovery *can be*  
self-reinforcing.



How can MP help me see more of  
what the web can offer?

The app store model tells the story  
of content you "put on your phone."



How can MP tell a different story  
about "mobile content"?

# Marketplace customer experience

We envision a compelling new way for people to discover and explore the web in moments where they seek inspiration.



*Commuting to work on the bus.  
Has read all her news.*

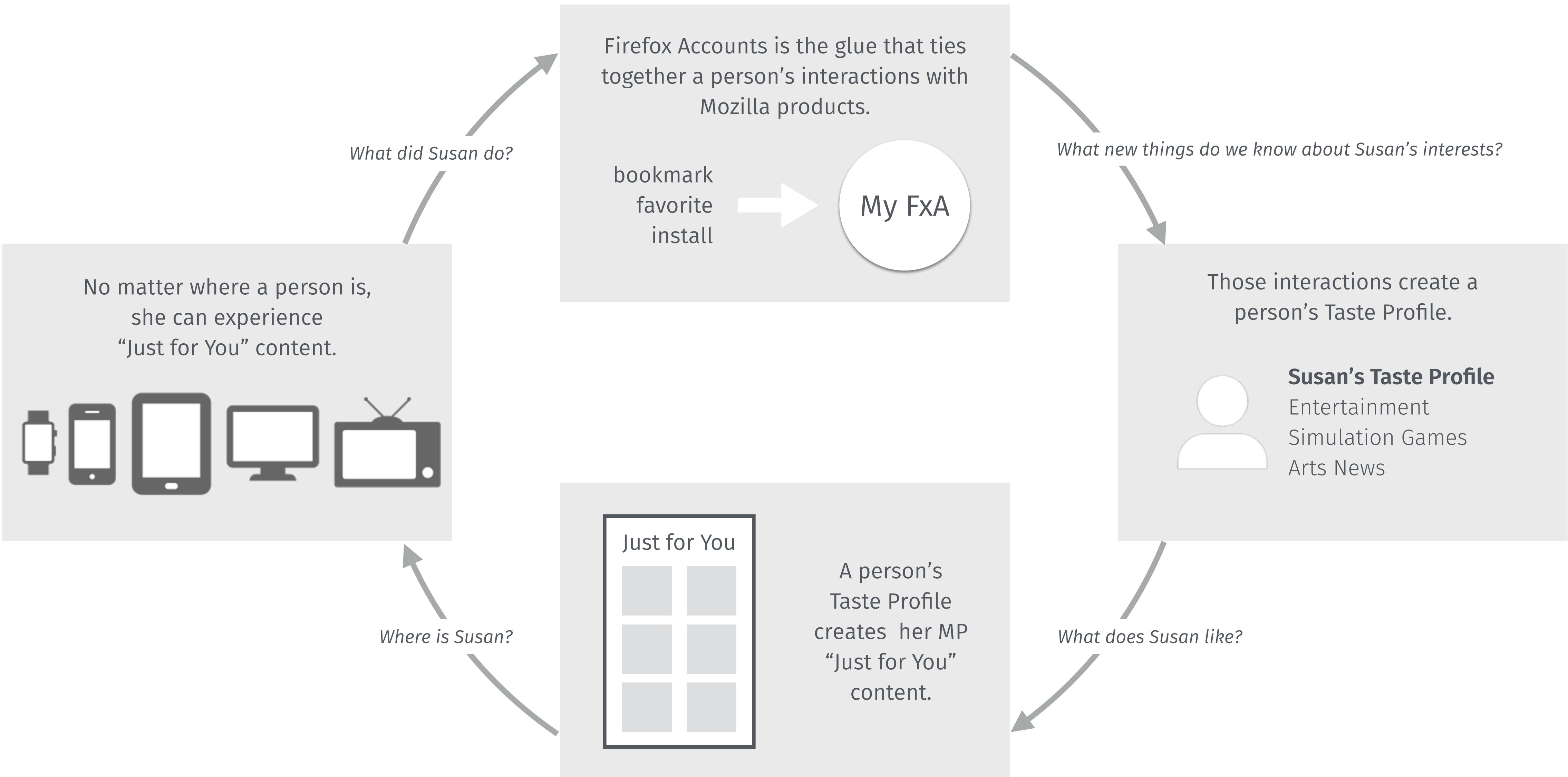


*At home at the end of the evening.  
Nothing on TV; goes online.*



*At the airport with layover.  
Has seen “everything” on her Facebook and Twitter.*

# Marketplace ecosystem





# Customer experience framework



# Customer experience framework



# Customer experience framework



# Customer experience framework



# Customer experience framework



Celebrate unexpected content and interactions.

# Concept

## *Position home page as front door*

Our home page is our front door. It's a sample of all the content types available in Marketplace. It's presented in a compelling way that encourages interaction and action.

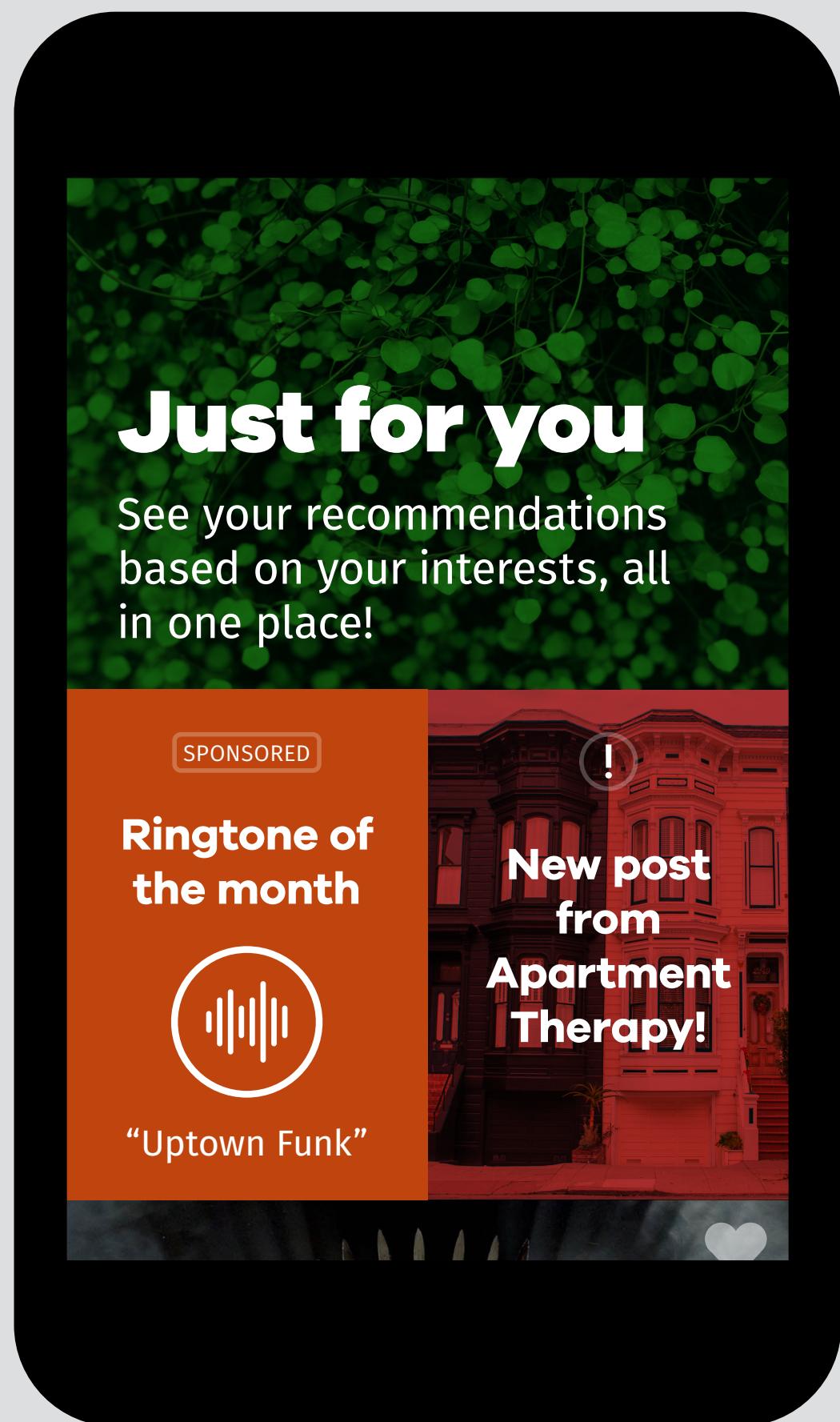
Home page content is tailored to my known interests AND it shows me content I might not know I want. So it helps me in two ways: 1) narrows my scope by focusing on my interests, and 2) broadens my scope by focusing on content I don't yet know I want or need.

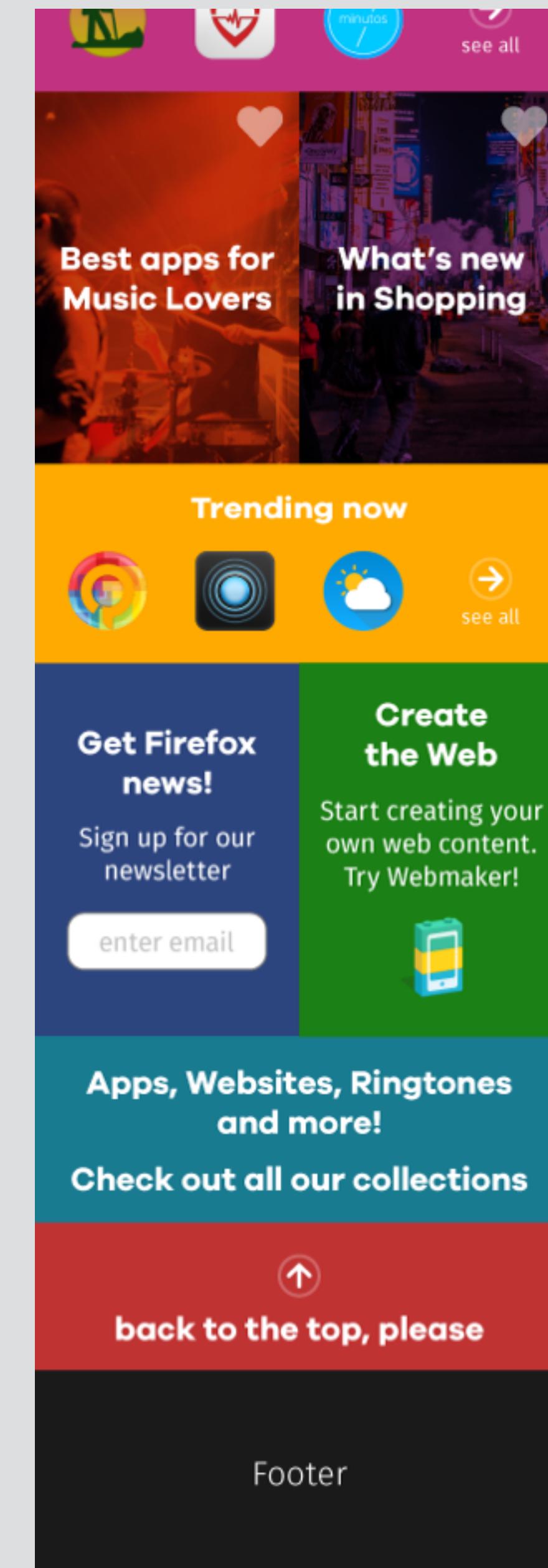
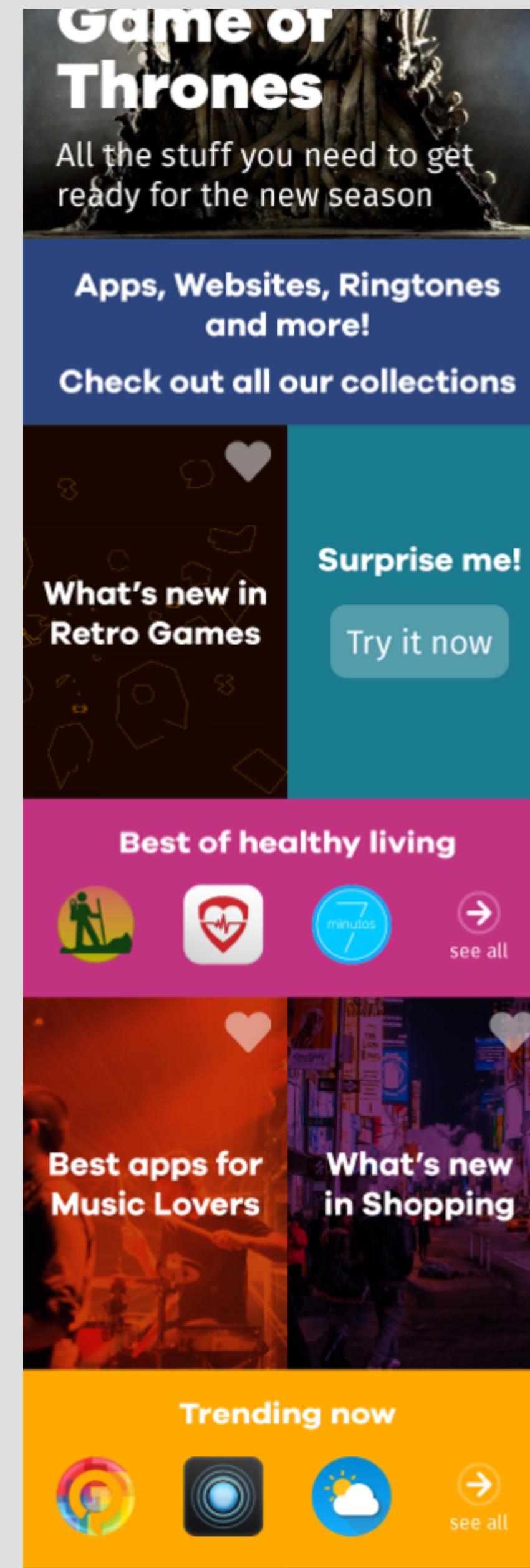
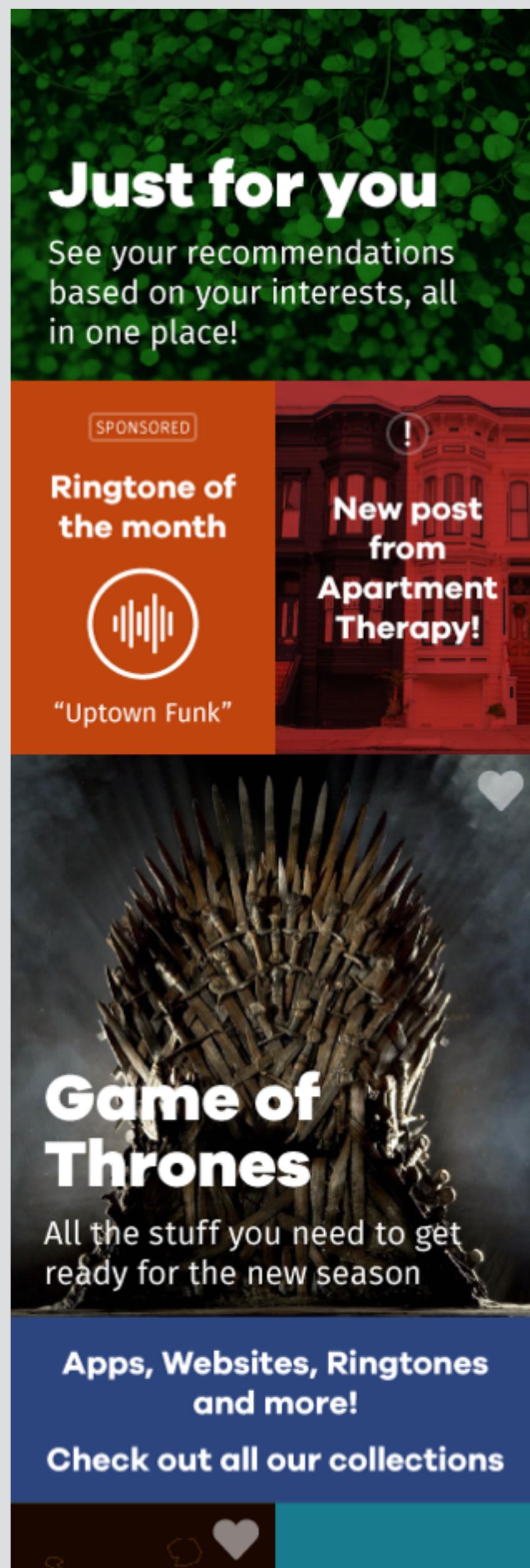
Tailored

Delightful

Quirky

Logged-in user with known interests





# Next Steps

Feedback on the framework in this doc should go here:

<https://etherpad.mozilla.org/mow-vision>

Feedback on design specifics should go here:

<https://docs.google.com/a/mozilla.com/spreadsheets/d/1-iUBbz8SfcokdZjP8E5OusrJ5p4JTPobukd16qe00EY>

Design team delivers visual design for Preload Friday Apr 10.

Design team continues to flesh out customer experience framework and concepts.

Look for invitations to more design improvs!

We're also planning ways you can get more involved, e.g., sketching and/or prototyping specific interactions. We'll get this organized by early next week.

# Referenced Materials

Public project site:

<http://marketplaceux.github.io/mow/>

Checkin document from Mar 16th meeting (the meeting before this one):

<https://docs.google.com/a/mozilla.com/presentation/d/1CHBJ5U1LMSmxrQinNVYGO52obhwanpteChyOtTFmcHc/>

New site maps associated with MOW future:

<http://marketplaceux.github.io/mow/concepts/>

Preload wireframes:

[http://people.mozilla.org/~ehunt/mow/MOWebsites\\_Preload\\_v2.0.pdf](http://people.mozilla.org/~ehunt/mow/MOWebsites_Preload_v2.0.pdf)

*Thank You*