

# The Firefox Question: Bookmarks or Tabs



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# Business Problem for Firefox

- ☐ Should we invest resources into Bookmarks or Tabs
- ☐ Recent Test Flight Data



## Assumptions about Test Flight

- ☐ Not every applicant participated in it
- ☐ Less than half turned on Firefox
- ☐ Non-participants not counted
- ☐ Event\_Code = 0



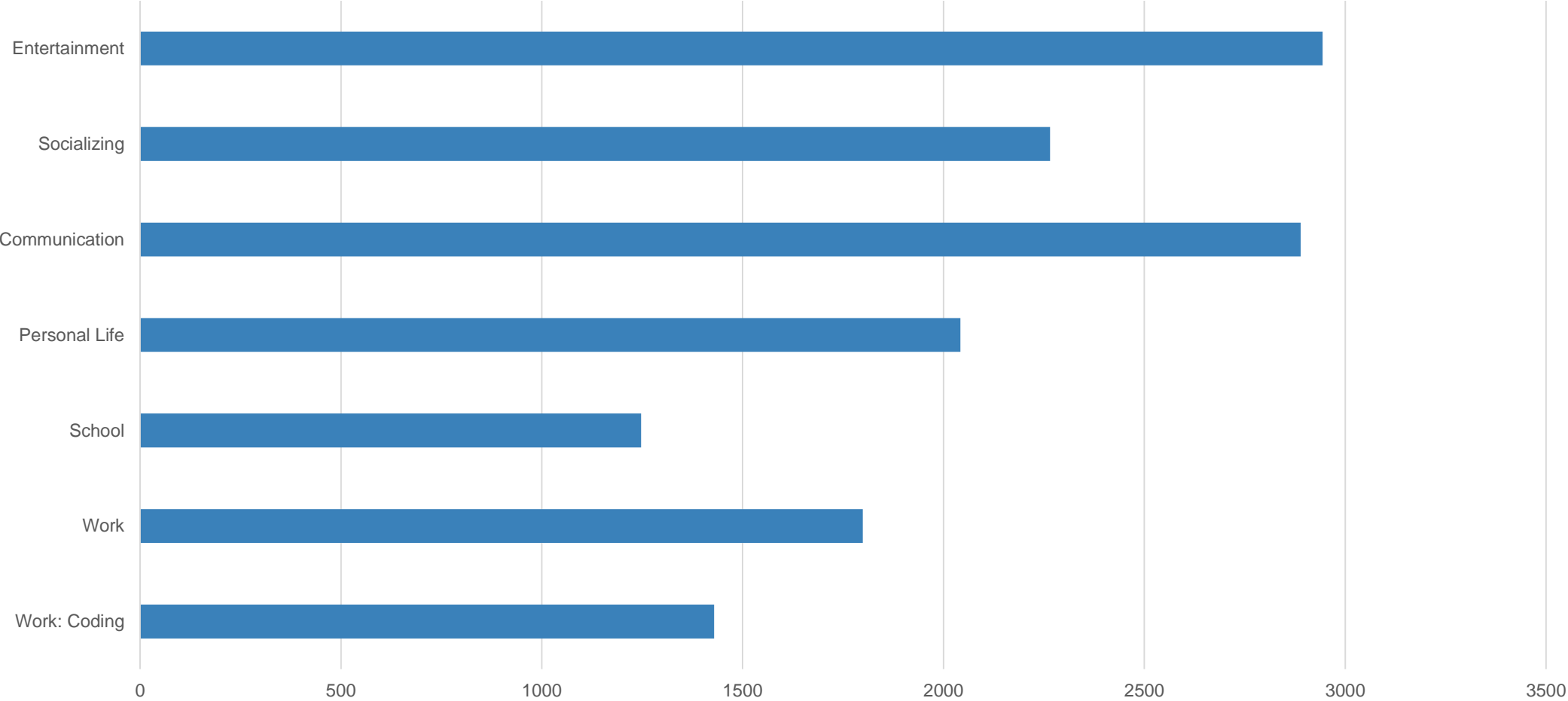
## Mozilla Users

- ☐ 4081 Completed Survey out of 27,000 participants
- ☐ Majority long-term users
- ☐ Ages 18-35
- ☐ Overwhelmingly Male users
- ☐ Browse mostly at home or work



# Mozilla Users

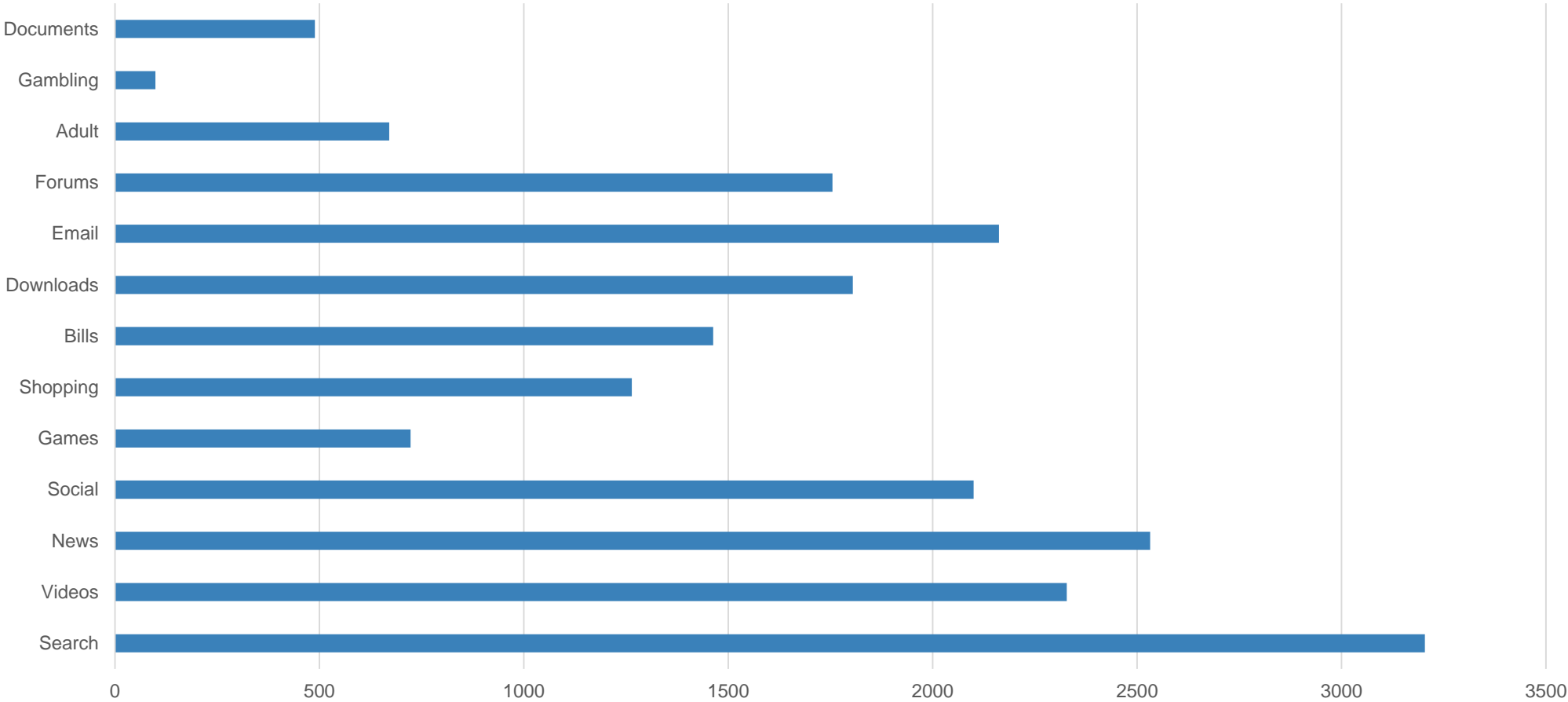
Main Reasons for Using the Web





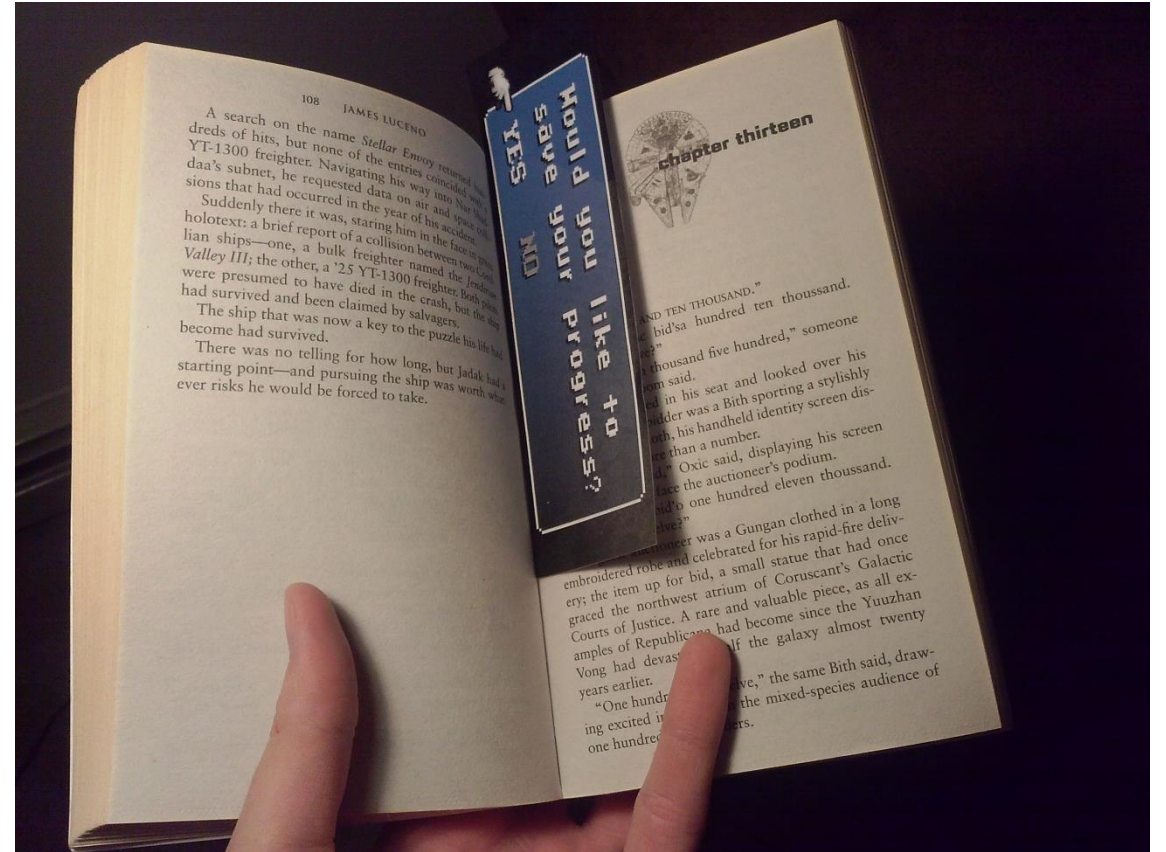
# Mozilla Users

Frequently Visited Websites



## Bookmarks

- ☐ Used to save pages
- ☐ Depending on site, usually deleted
- ☐ Bookmark Hoarders
- ☐ Organized into Folders
- ☐ Live Bookmark Folders

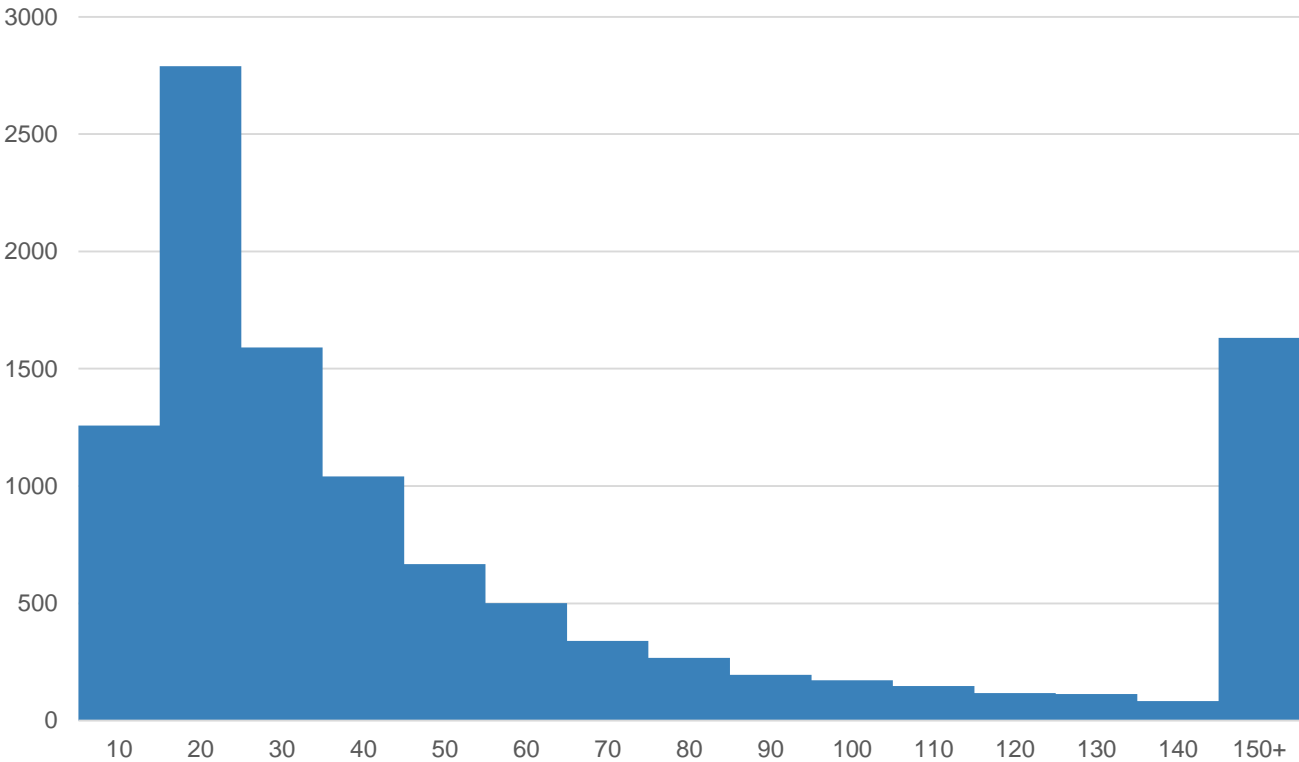




Bookmarks

Bookmarks	
Min	0
1st Quartile	15
Median	29
3rd Quartile	70
Max	19,883
Average	123
Range	19,883
Sum	1,344,192

Frequency of Bookmarks to Users

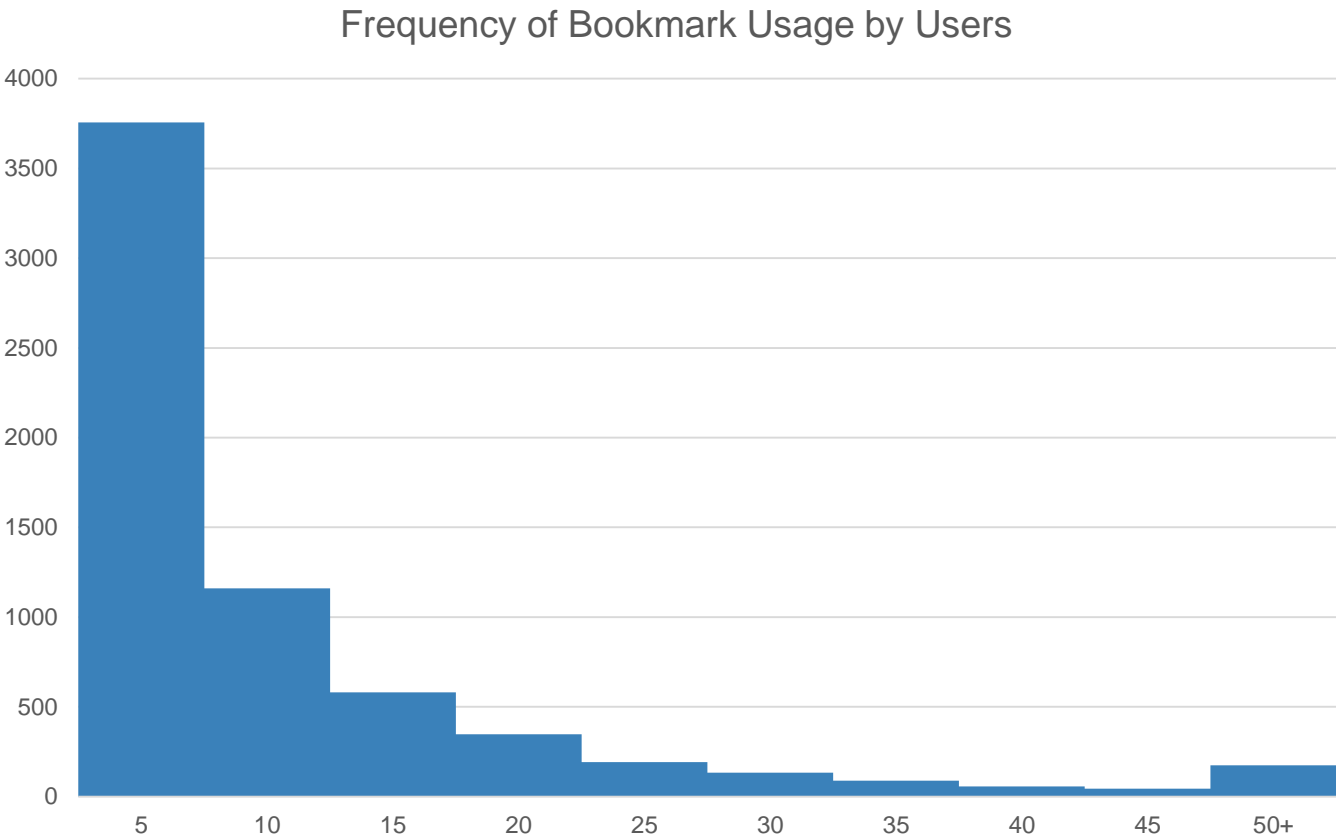






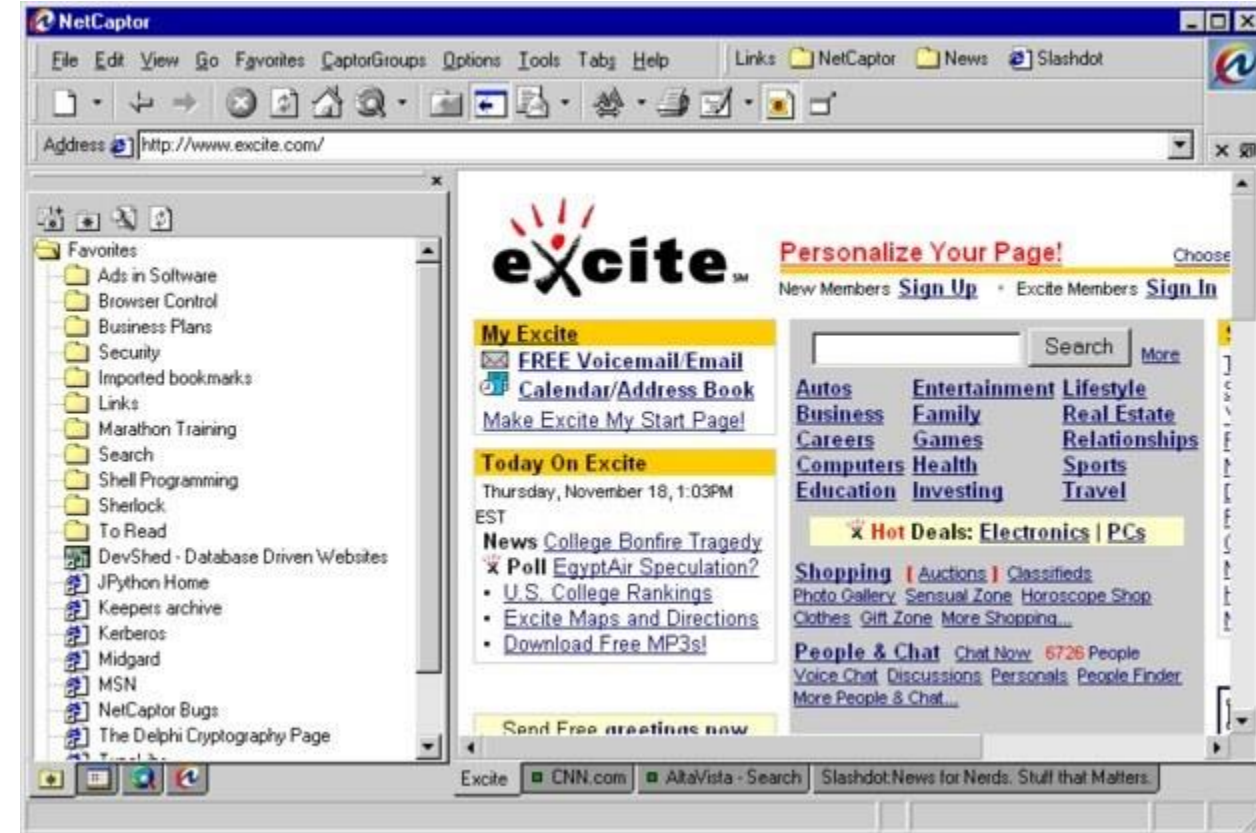
# Bookmarks

- ☐ Only 2076 bookmarks added
- ☐ Average of 2 per user
- ☐ 9.4% of users made new bookmarks
- ☐ 60,635 bookmarks launched
- ☐ 61% of users launched bookmarks



# Tabs

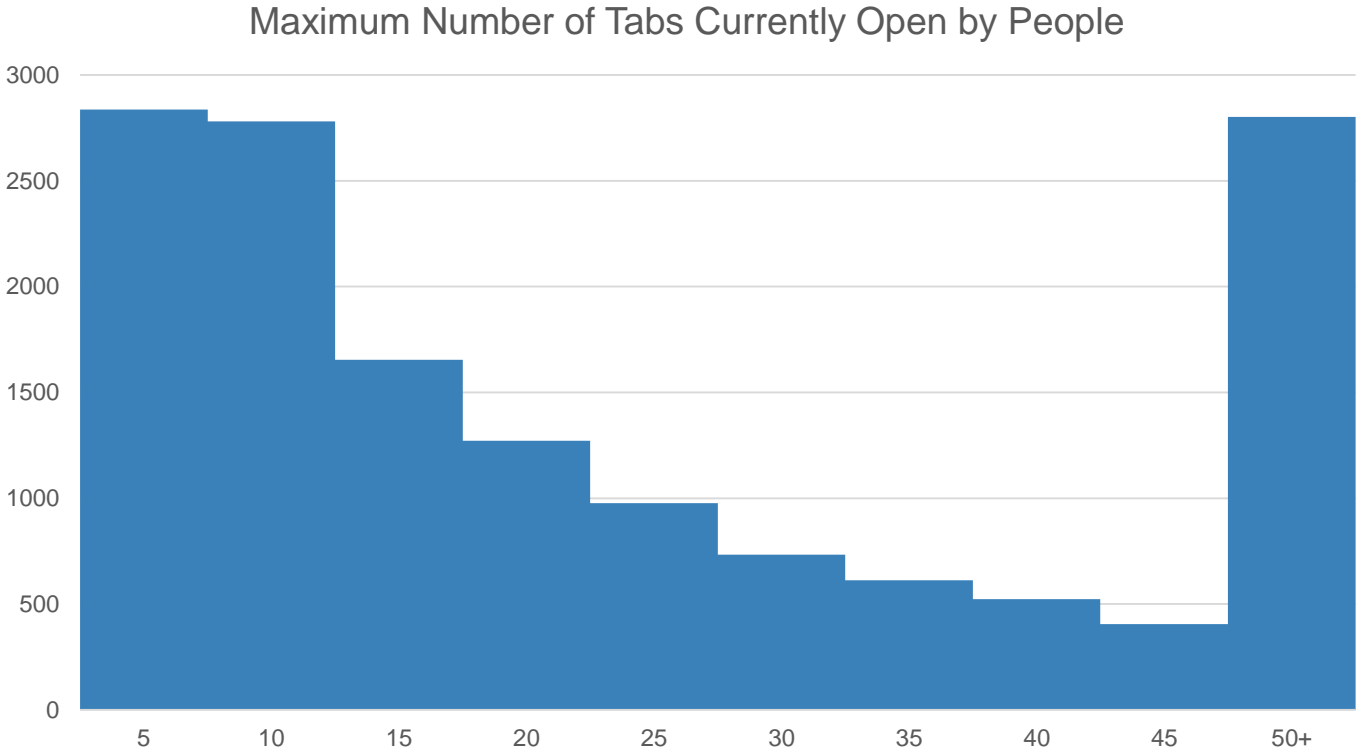
- ❑ Invented in 1997
- ❑ Popularized by Opera and Mozilla Firefox
- ❑ Imbedded Windows
- ❑ Changed the way the Internet works
- ❑ Highly dispensable, not saved like Bookmarks





# Tab In

- 452,715 Tabs were opened
- Average of 6 Tabs opened per person
- % of Users that had up to or more than
  - 5 tabs open= 57%
  - 10 tabs open= 18%
  - 15 tabs open = 8%

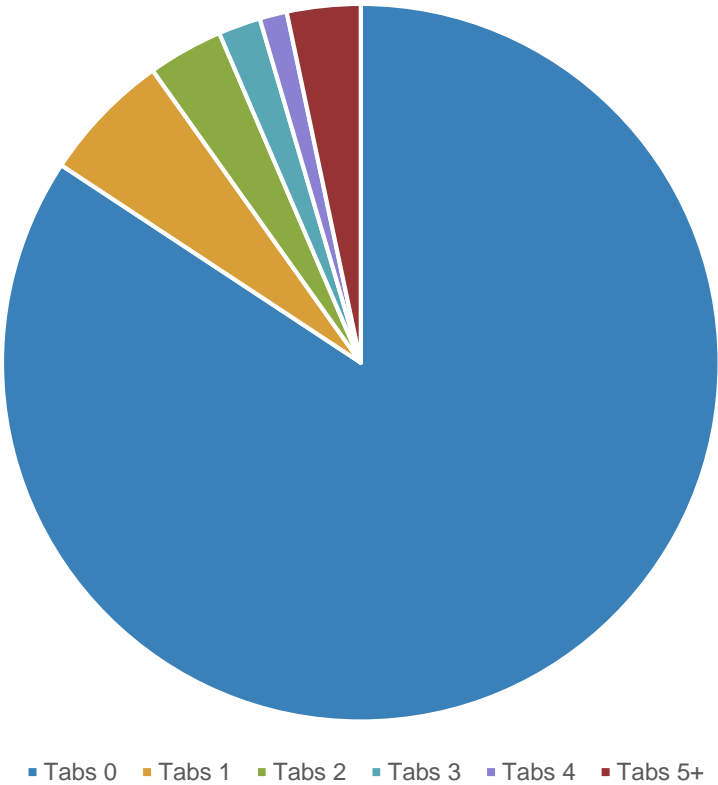




# Tab Out

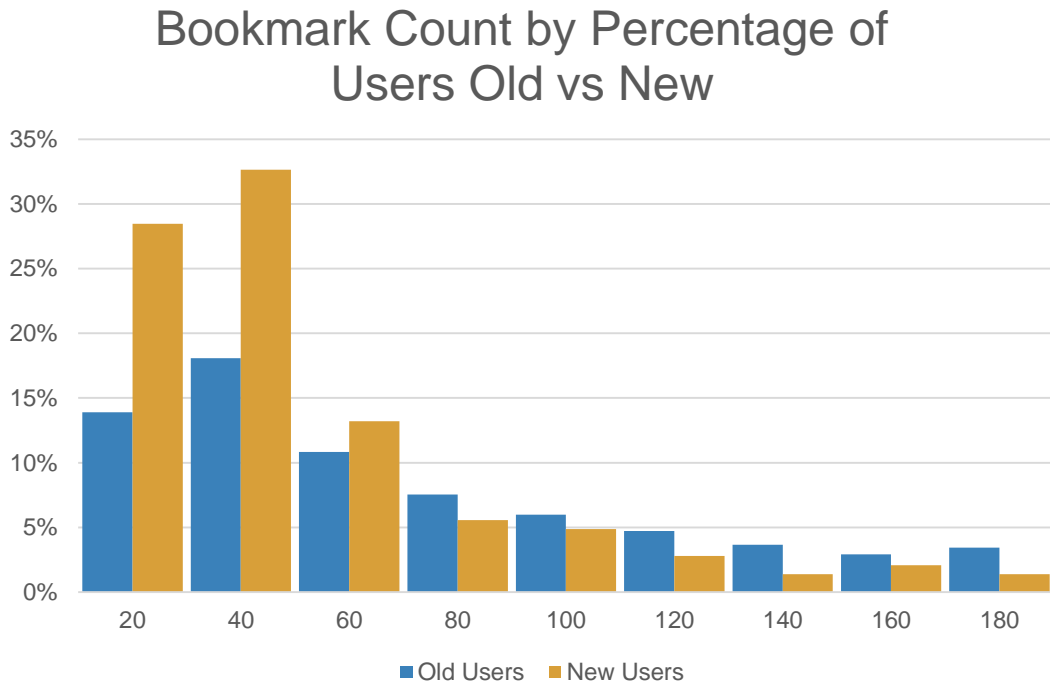
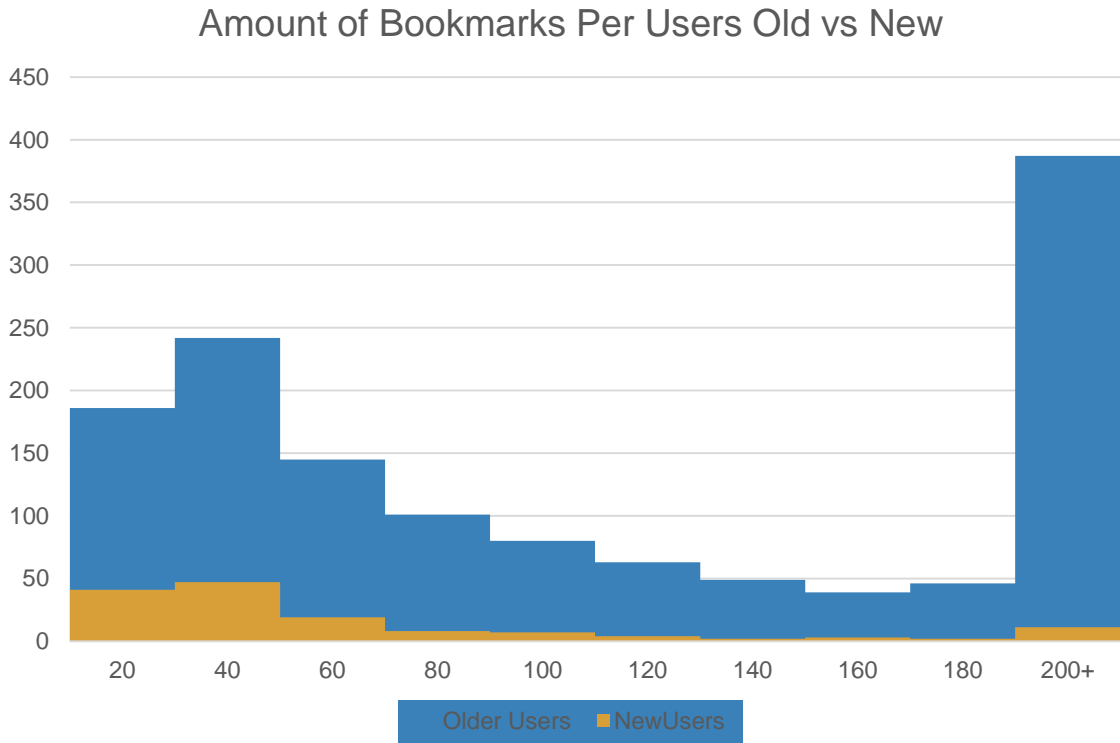
- System Restoration
- “Bookmarking Tabs”
- Highly underutilized but also buggy

Tabs Saved by System Restoration





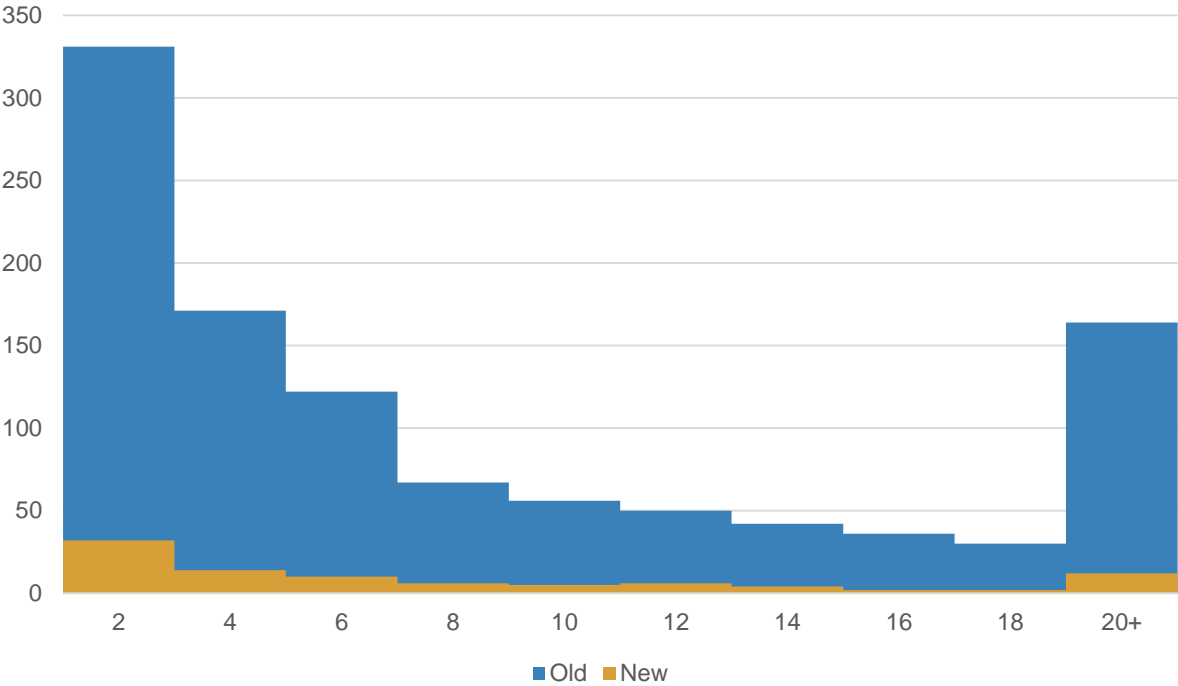
# The State of Bookmarks



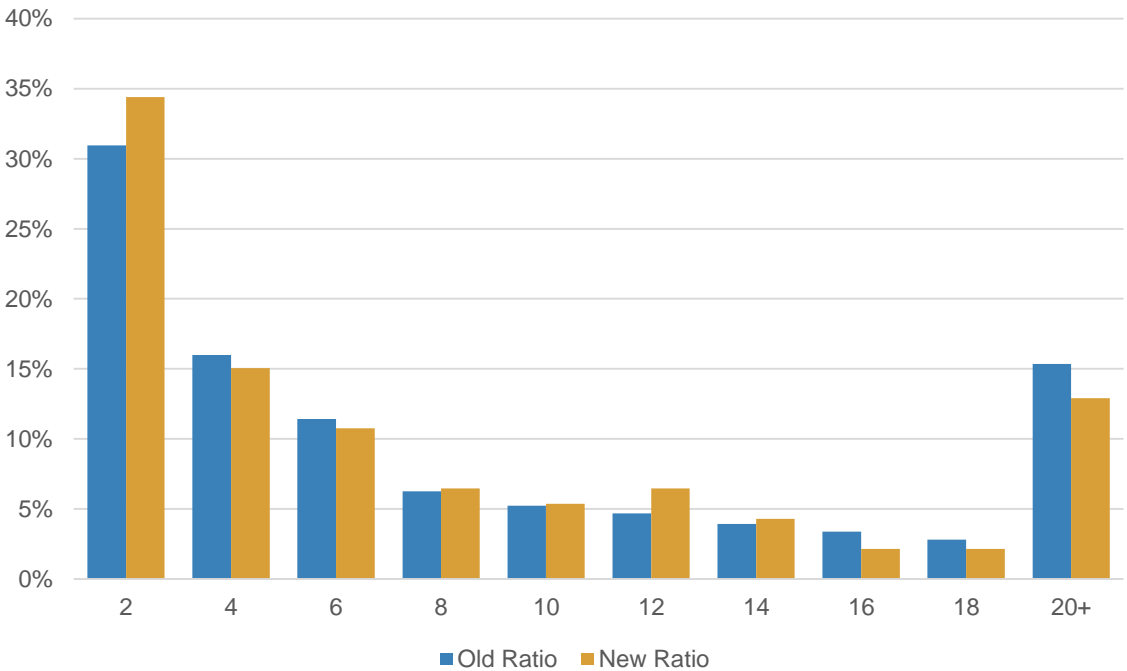


# The State of Bookmarks

Frequency of Bookmark Use by Users Old vs New



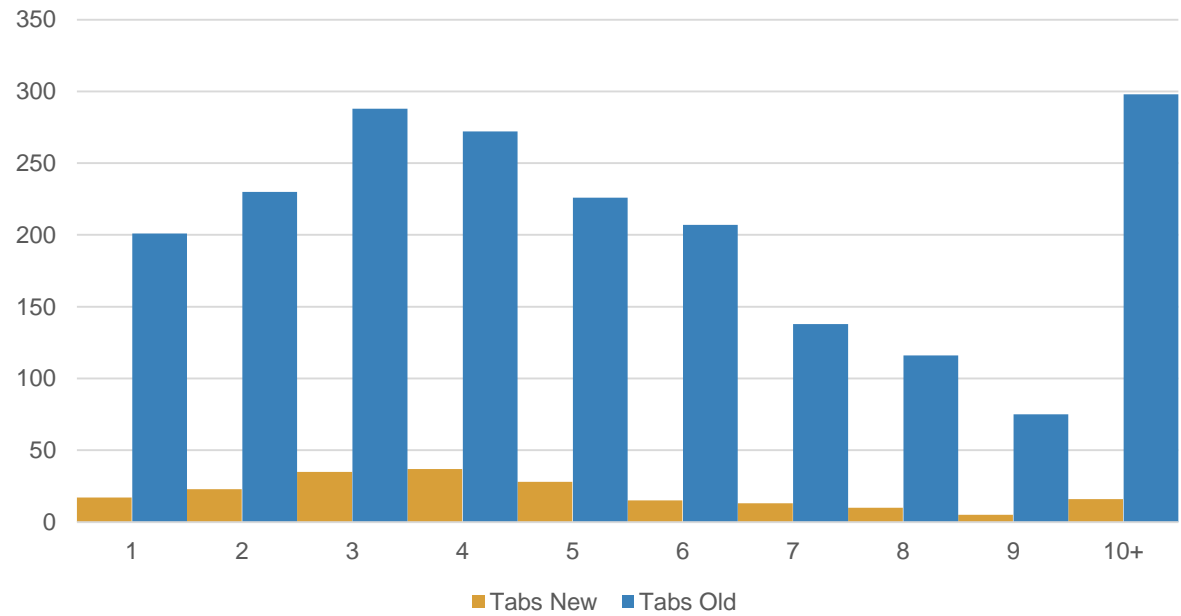
Bookmark Usage by Percentage of Users Old vs New



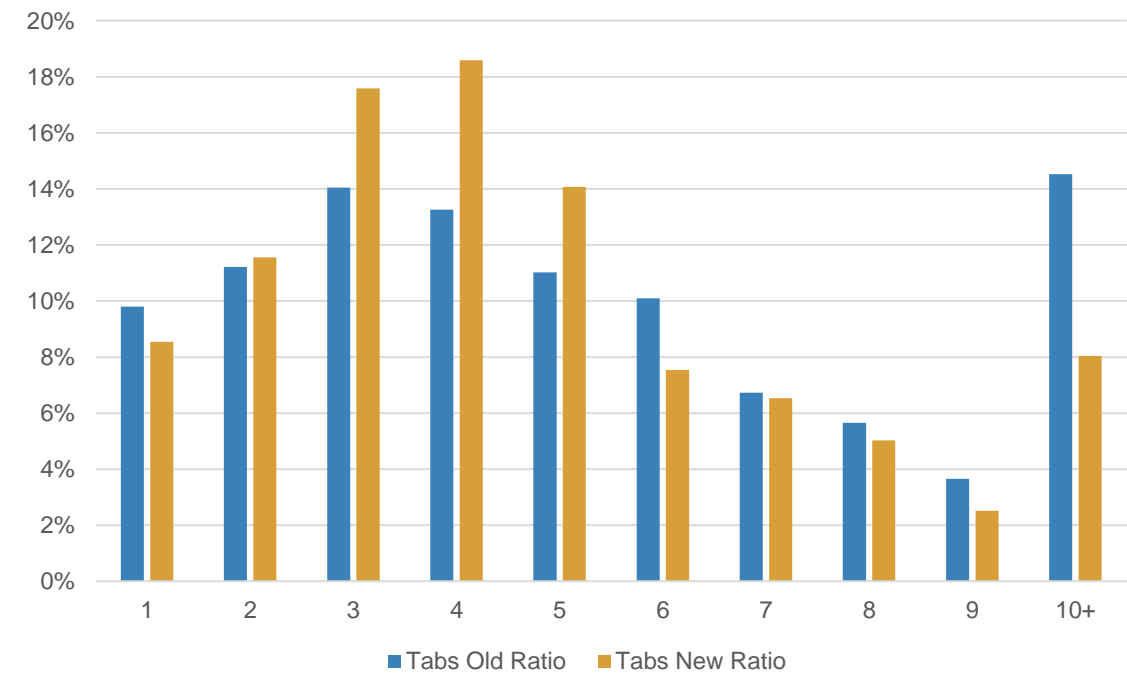


# The Tab Rises

Frequency of Maximum Tabs Opened by New vs Old Users

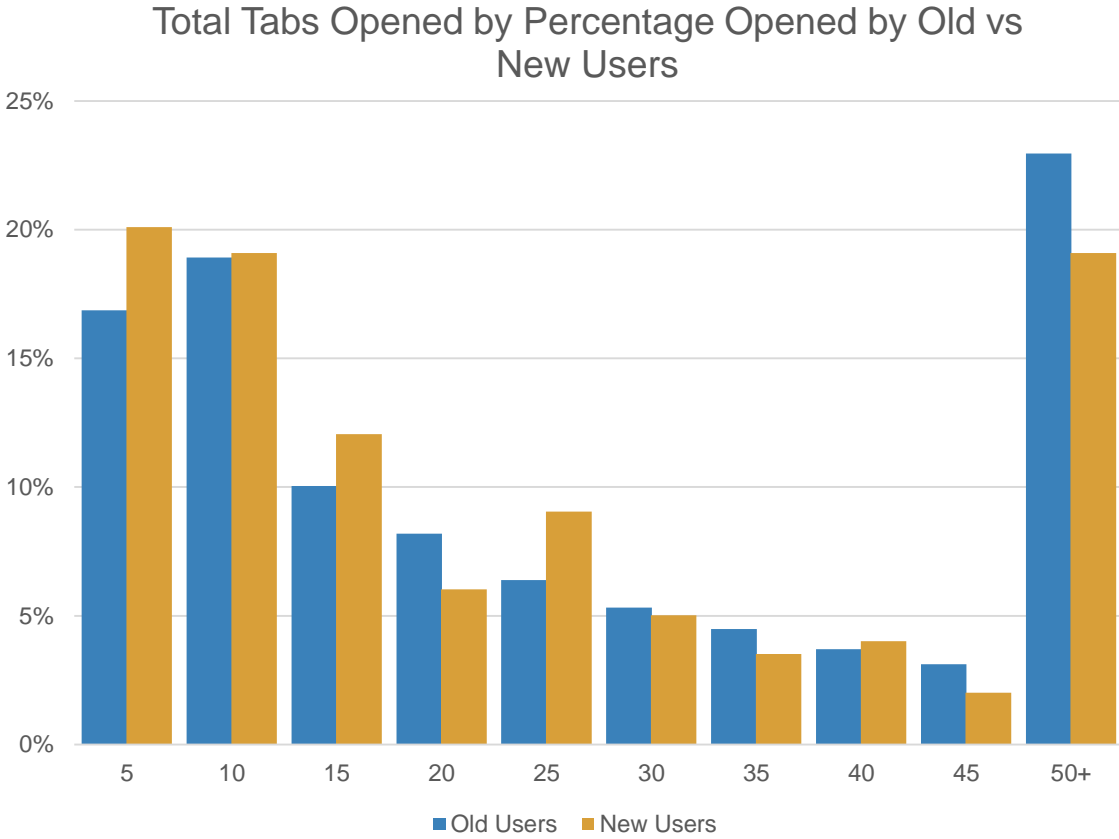
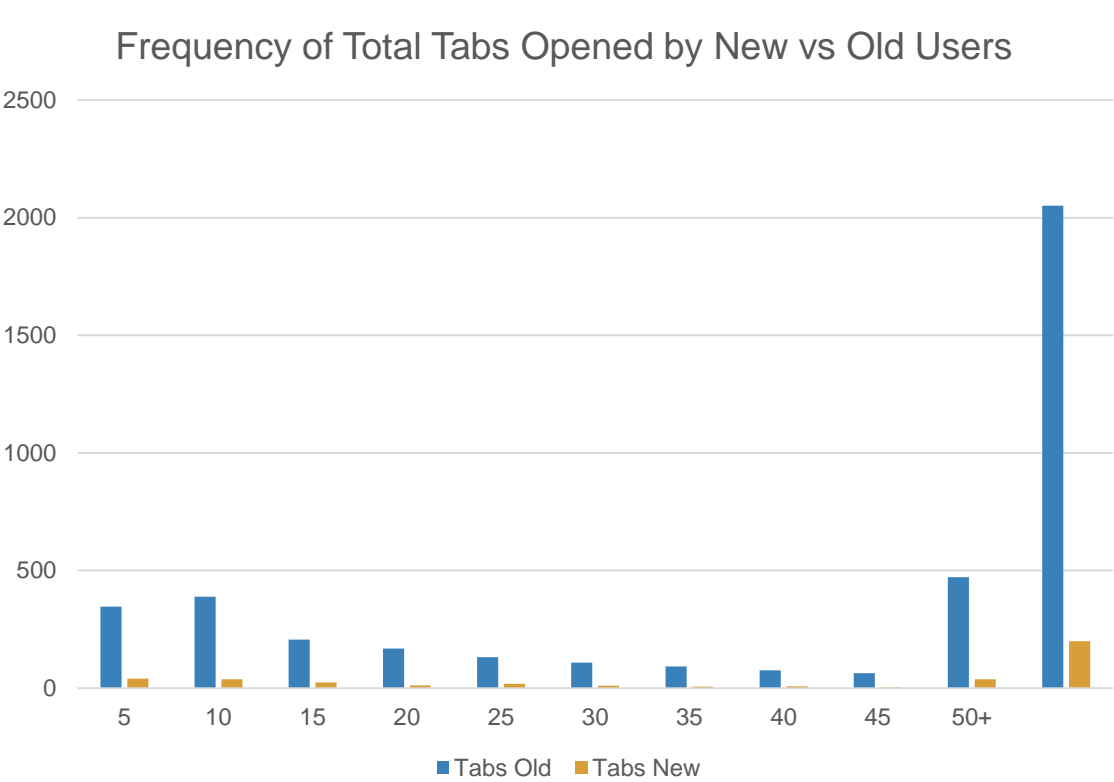


Maximum Tabs Opened by Percentage of New vs Old Users





# The Tab Rises





## Pros and Cons

- ☐ Bookmarks are hard to delete and easily organized into folders, can search through them
- ☐ Creatures of habit
- ☐ Too many bookmarks though and things get disorganized
  
- ☐ Tabs are quick to use and more useful for short term
- ☐ Hard to organize, things get messy quickly
- ☐ Consume physical memory if too many tabs are opened, this is fixed in the future





## Limitations on Test Flight Data

- ☐ Not every applicant participated in it
- ☐ Survey Data is very limited compared to Event Data
- ☐ Event Data very vague
- ☐ Vast majority of participants male



## Looking Further

- ☐ Another Test Flight is needed where event data is more detailed
- ☐ Bookmarks and Tabs each have their own strengths and weaknesses but Tabs have less features
- ☐ Possibly recommending to focus on Tabs because Bookmarks have lots of focus already