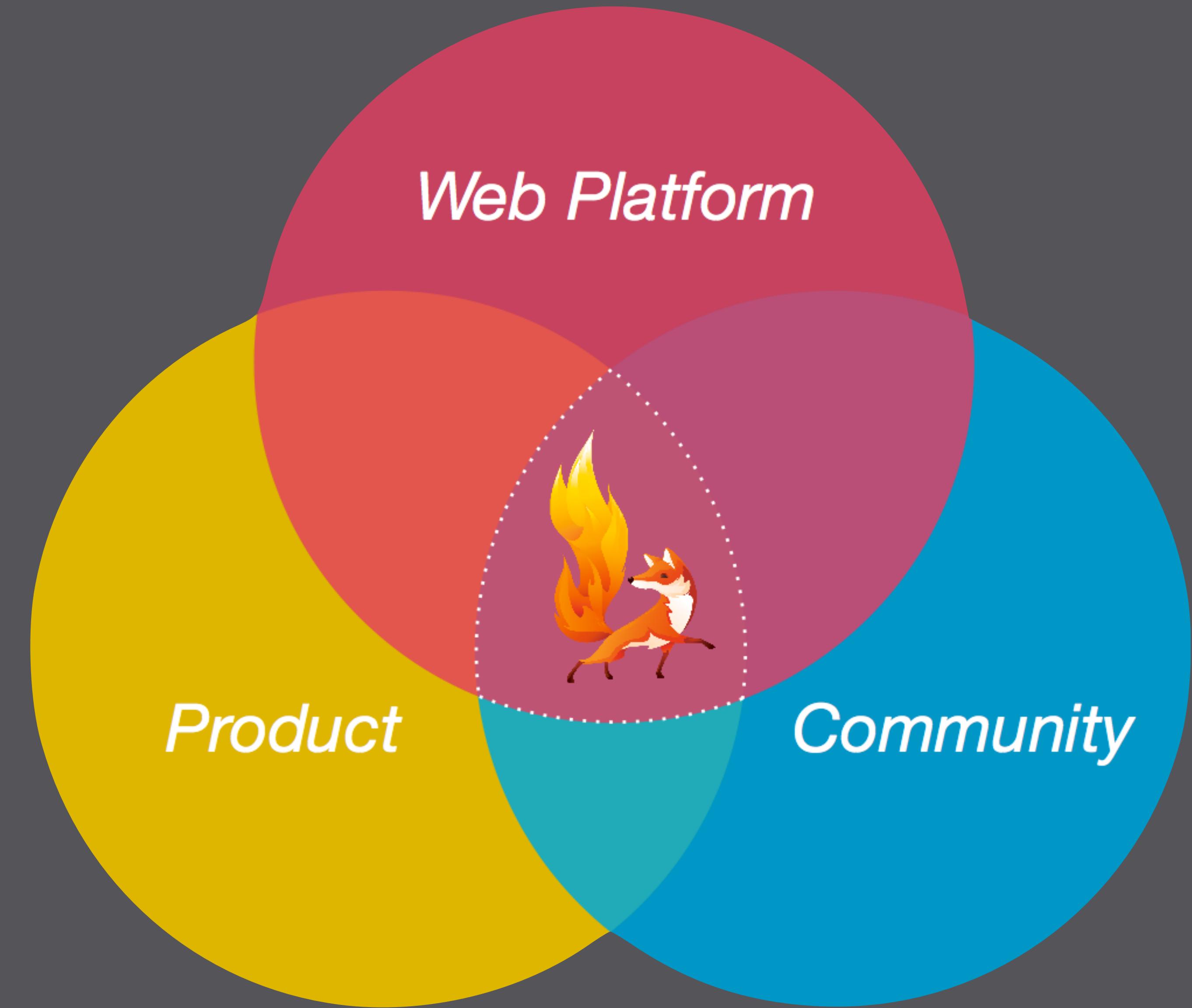
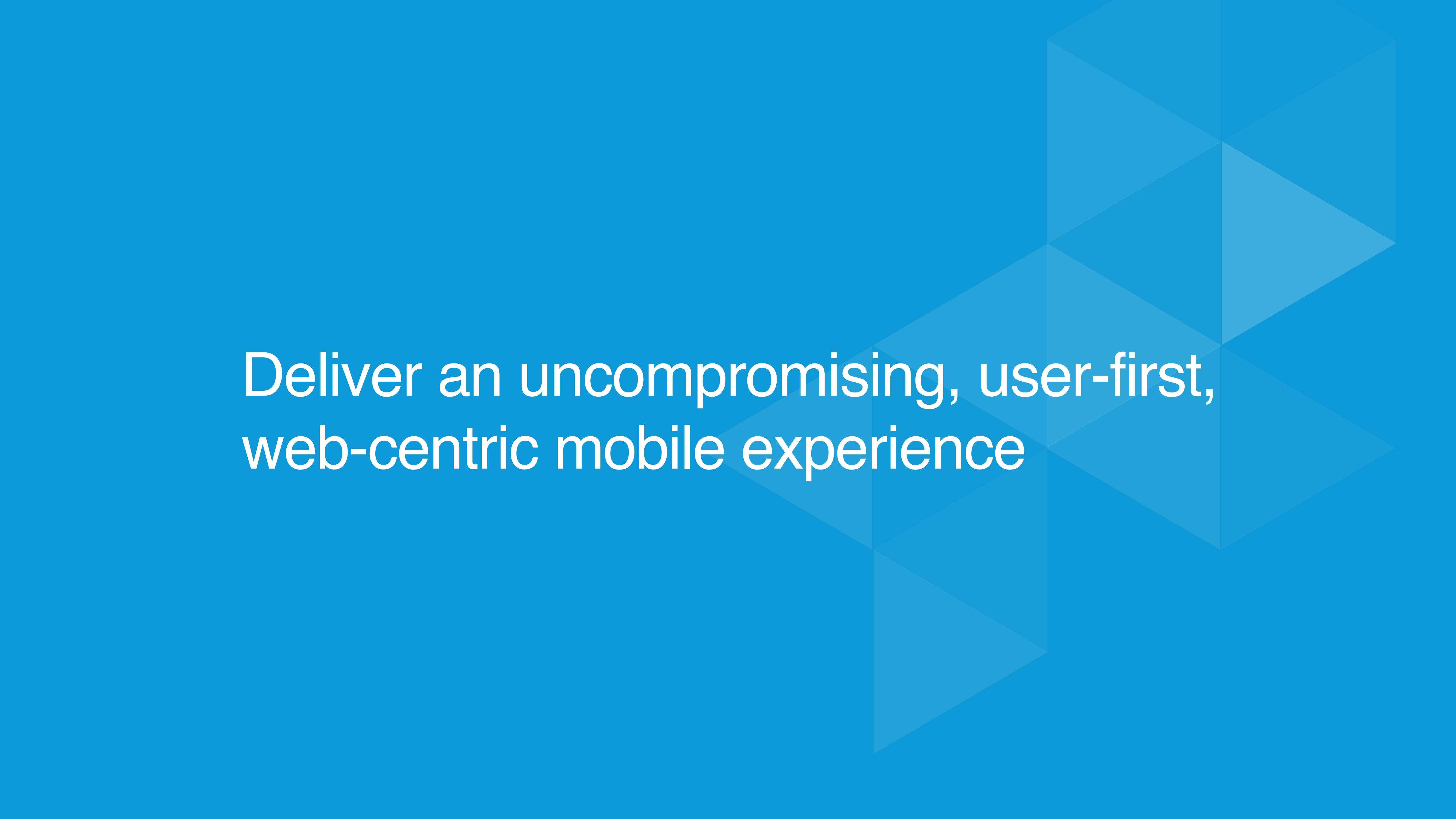




# FIREFOX OS ALOPEX





Deliver an uncompromising, user-first,  
web-centric mobile experience



Fluid Content  
Lifecycle

User Control

Simplified,  
Focused Design



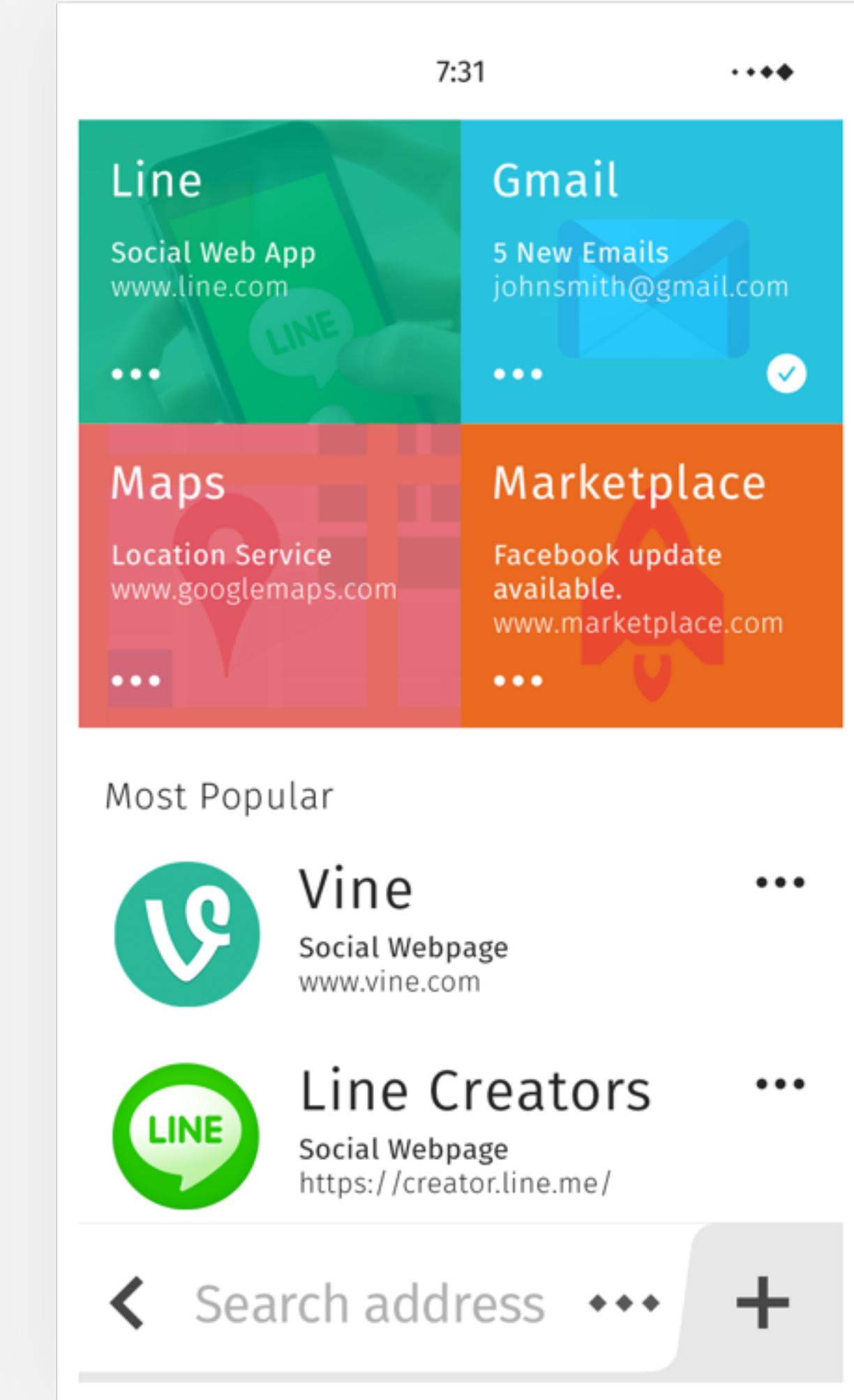
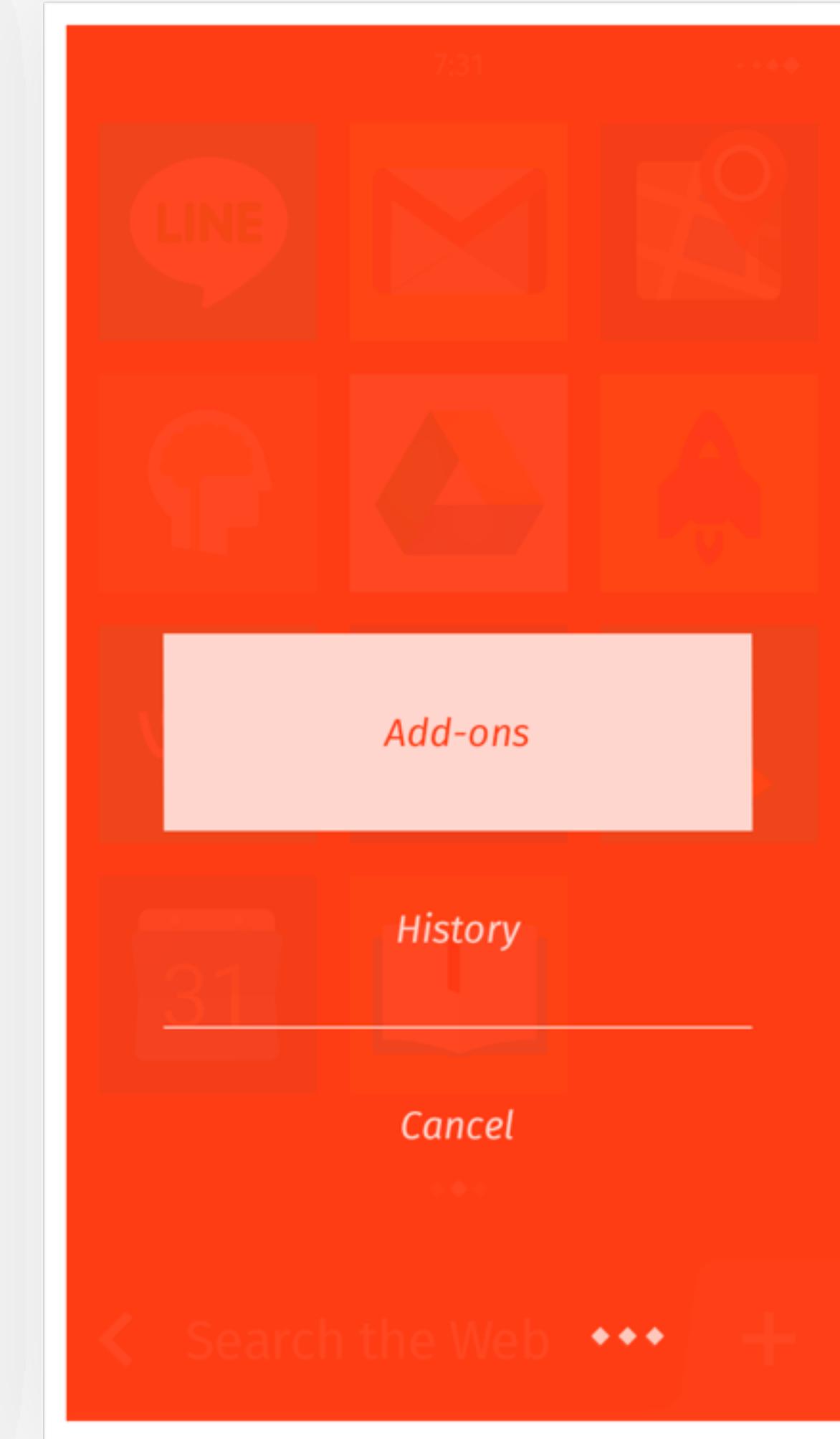
Platform for Community

# How?

By creating a holistic user experience that:

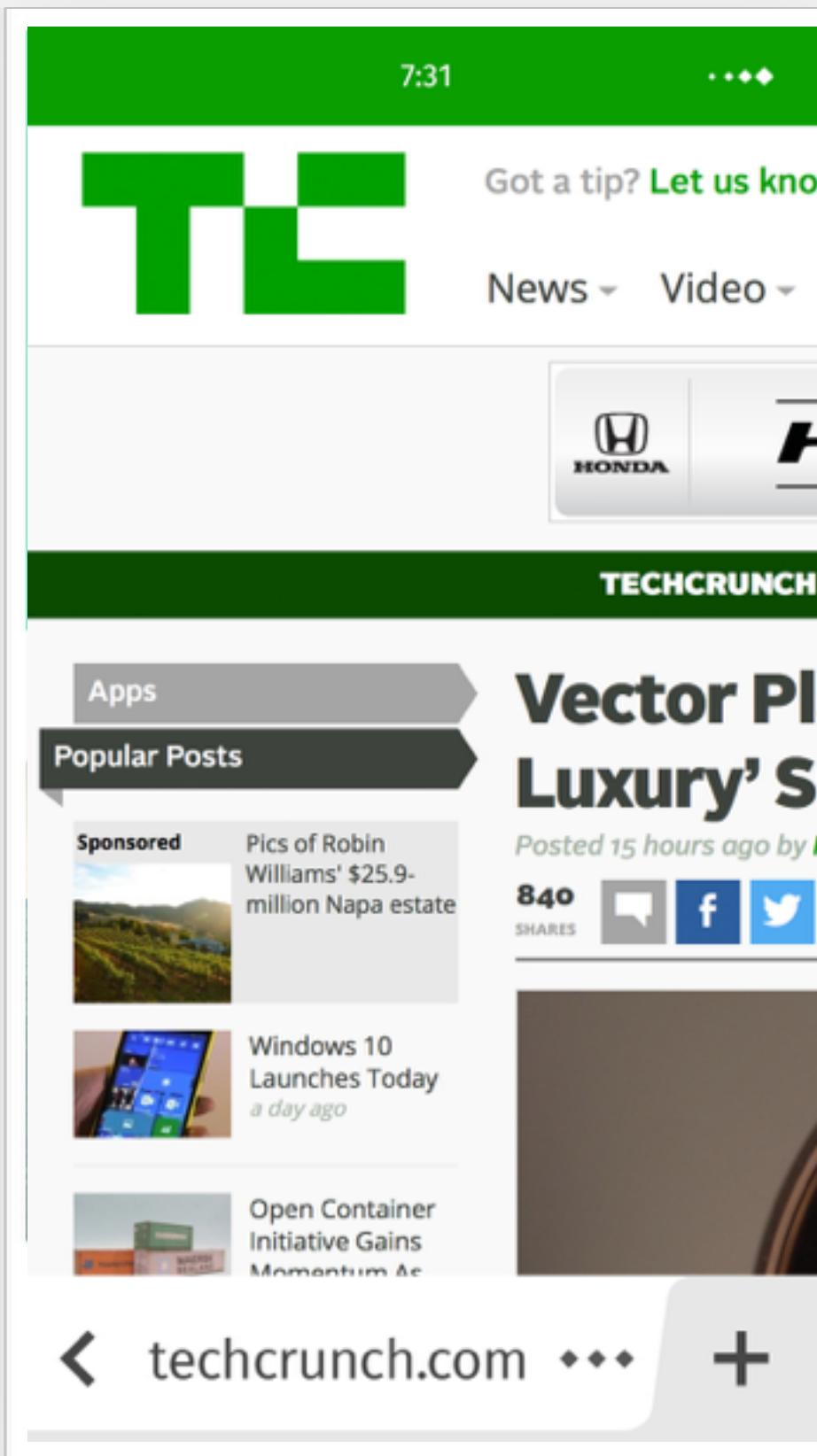
- Directly addresses the Web's shortcomings
- Emphasizes the Web's strengths of immediacy and continuity across devices
- Is centered around simplicity yet puts the user fully in control
- Creates an open platform for participation

# Example 1: Lock, Home, Add-ons, New Window

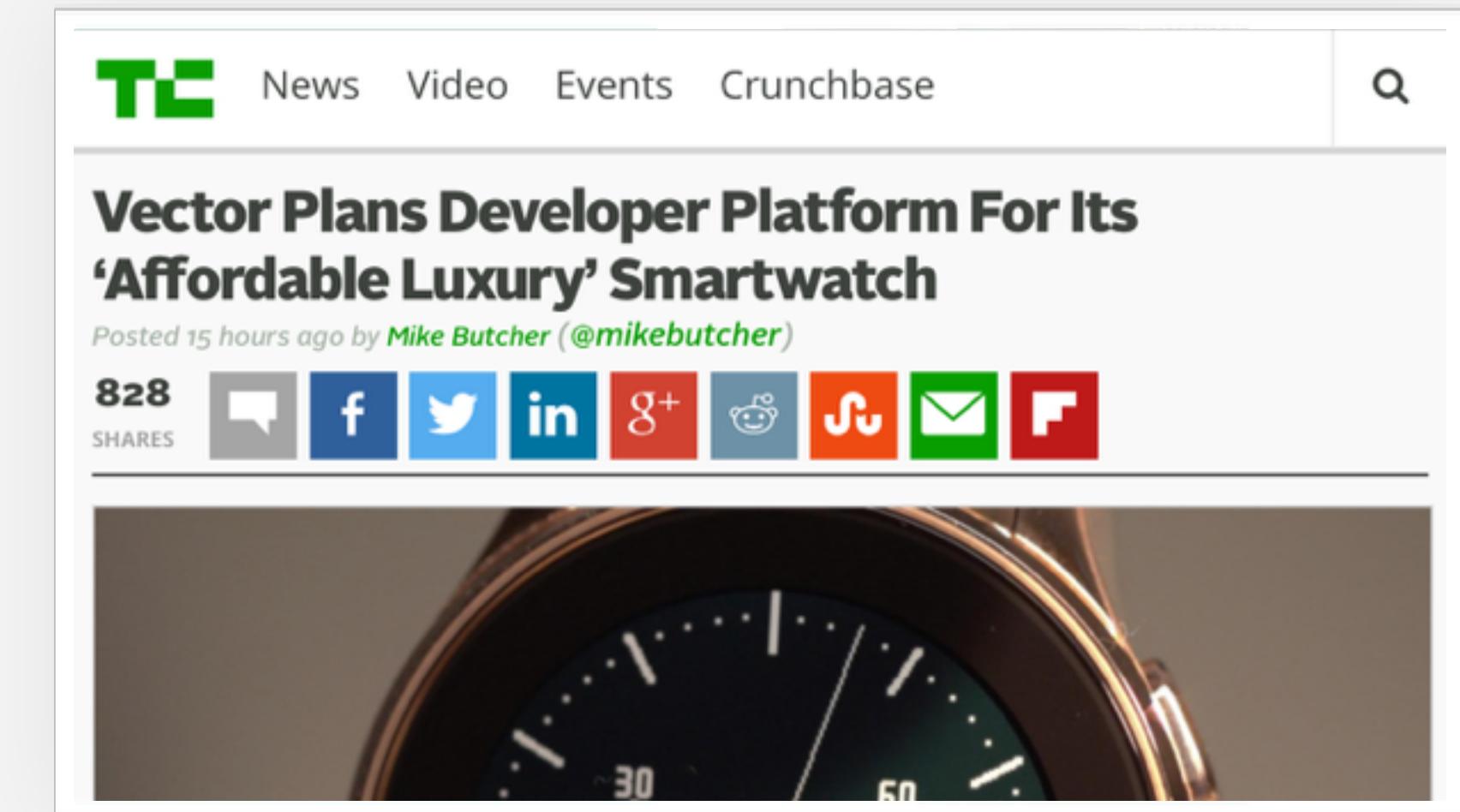
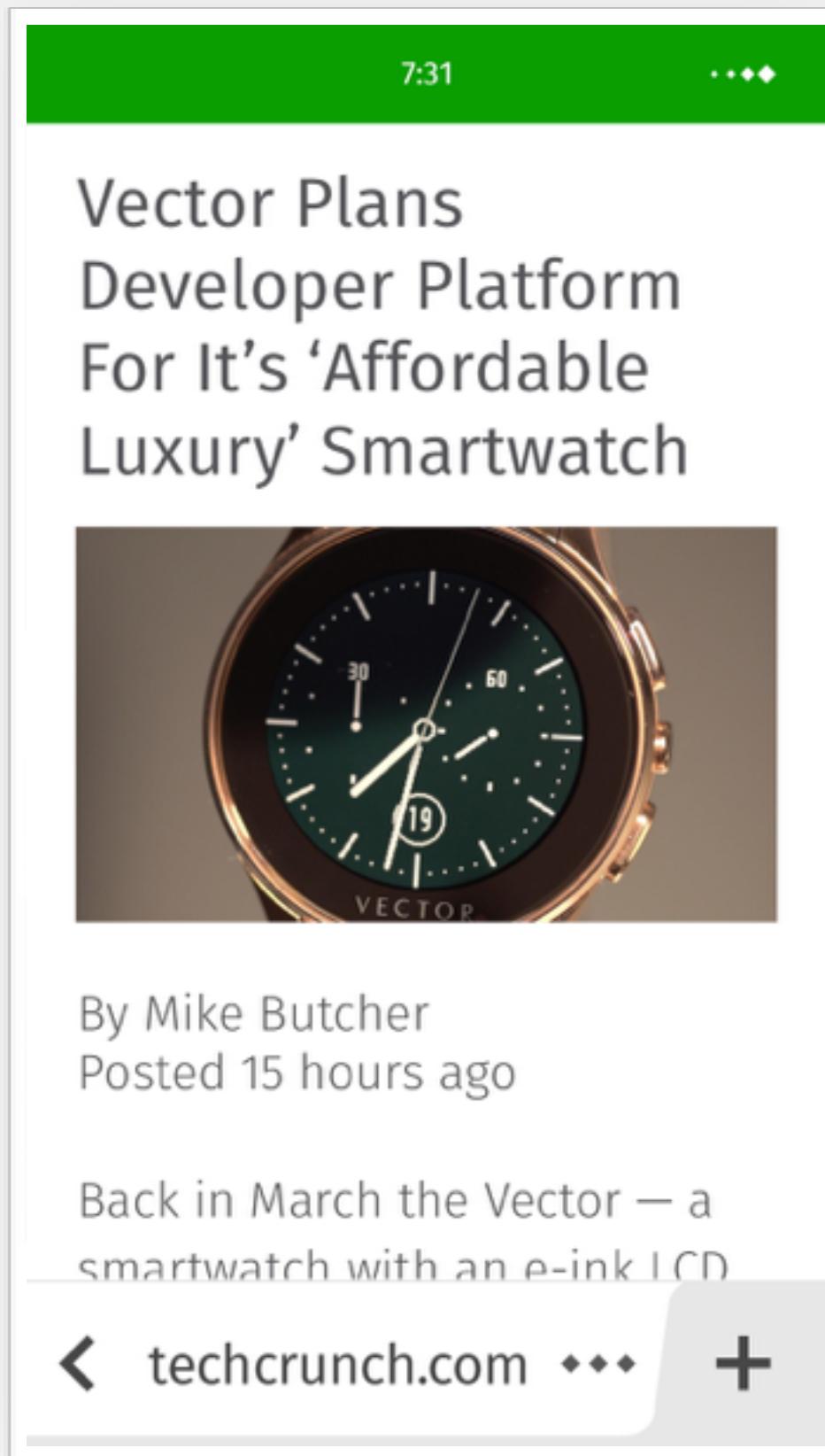


# Example 2: Optimizing the Browsing Experience

BEFORE



AFTER

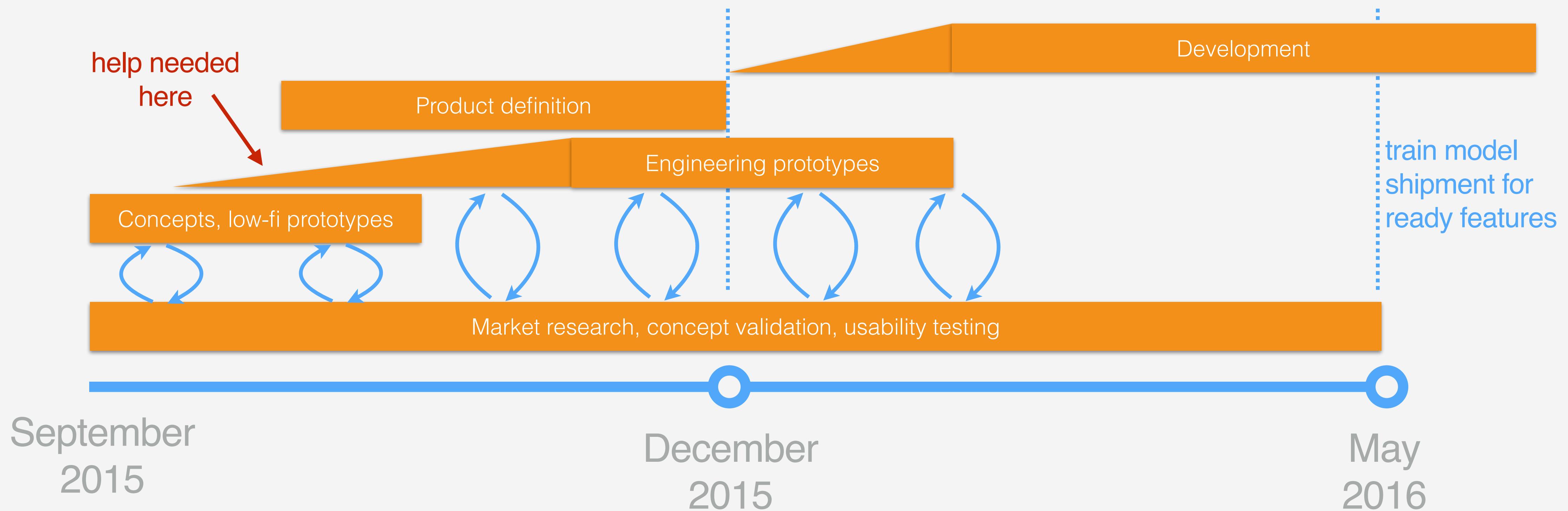


# Ideal End State

- Discovering great Web content is simple, yet familiar
- Different content types (web apps, websites, etc.) abstracted away from user
- All Web content is optimized (screen size and input method)
- Mobile content barriers (such as installations and re-authentication) disappear
- Loading Web content is quick and fluid
- Connection issues no longer "break" experience (endless spinners, partially loaded content)
- Users can access their content from any device
- Users can start any task on one device and finish it on another
- Users feel fully in control over their device and online experiences
- Community members have a direct channel to offer new experiences to users

# THE PLAN

# The Road to Orlando (and beyond)



# Phase 1 Deliverables (Orlando)

- Research Strategy
- Value propositions
- Product definition
- Concept validation
- Preliminary concept
- Visual, motion and interaction language
- Spatial model prototype
- Collateral:
  - Vision materials
  - Video
  - Presentation deck
  - Blog posts
- Proof of concept engineering prototype
- Prove that this can be done

# THANK YOU