What is Profile?

File where Firefox saves your personal information such as bookmarks, passwords, and user preferences.

Multiple Firefox profiles can exist, each containing a separate set of preferences.

When starting Firefox in Selenium WebDriver, it starts new "anonymous" profile.

Why New Profile for Automation?

You might have the need of some plugins in your web application or some SSL certificate for your application, which is not available by default in the anonymous profile.

It is nice to make a separate profile for automation, so as to not disturb your usual browser settings

A profile should be lightweight - it should only have settings, plugins that you need for automation.

Where is the profile located on the System?

Windows XP / 2000 / Vista / 7

In the search box, type in: %APPDATA%\Mozilla\Firefox\Profiles\

C:\Users\UserName\AppData\Roaming\Mozilla\Firefox\Profiles - Replace Username

Mac OS X

~/Library/Application Support/Firefox/Profiles