



MOZILLA FIREFOX

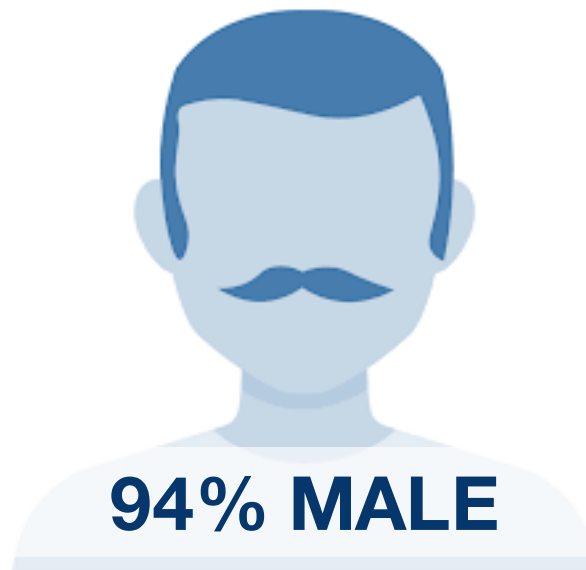
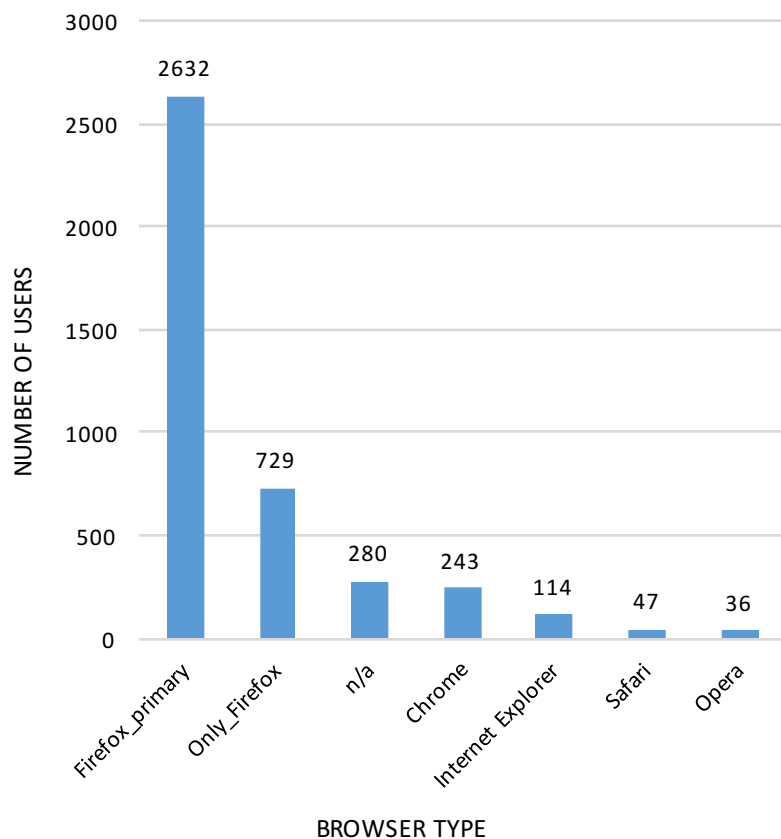
TAB AND BROWSER ANALYSIS



CHARACTERISTICS OF FIREFOX USER

4,081 users completed the survey. Of the survey sample, assumptions of user characteristics are as follows: majority of users use Firefox as their primary/only browser, are male and long-time users, and use Firefox primarily at home and work.

PRIMARY BROWSER BY NUMBER OF USERS

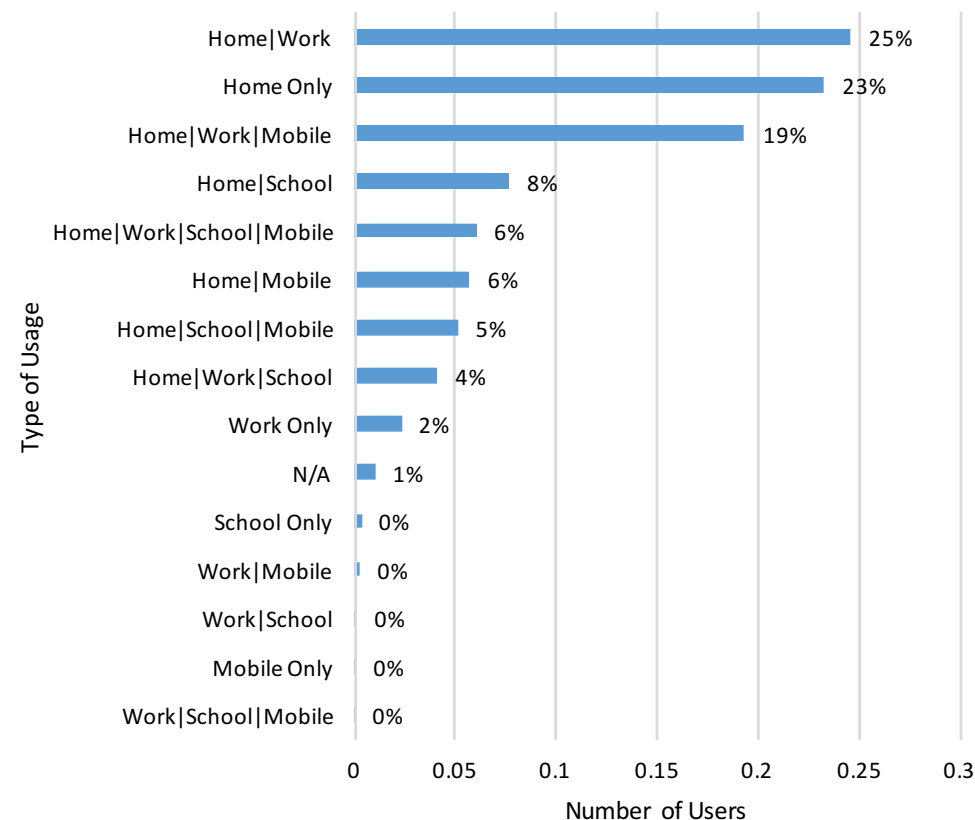


94% MALE

70%

Users have used Firefox for more than 3 years

Number of Users by Type of Usage





TAB VS. BROWSER USAGE

There is a positive correlation between the number of tabs and number of bookmarks with user base. The longer the user has been using Firefox the more likely they will utilize tabs and bookmarks. Saved bookmarks are used by 1/3 of sample but creating bookmarks is used infrequently.

TABS

50%

Users launched at least one tab during the sample week

38%

Of those users who launched at least one tab, users had 5-9 more tabs open

BOOKMARKS

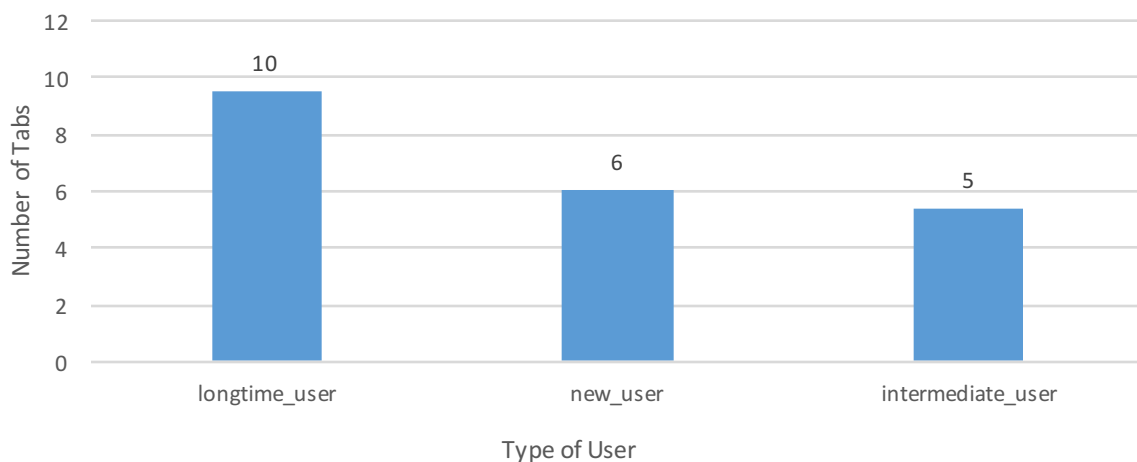
31%

Users launched at least one bookmark during the sample week

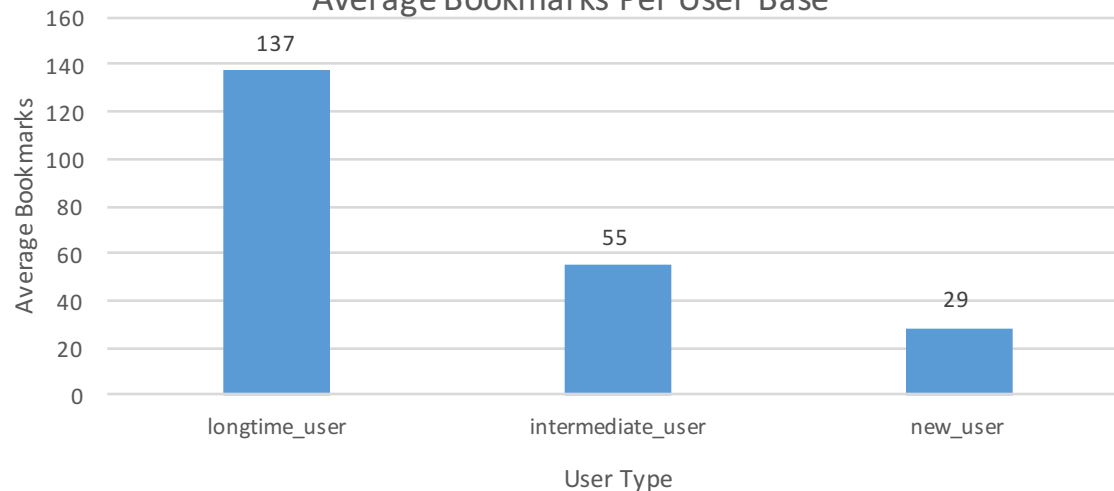
4%

Users created a new bookmark during the sample week

Average Number of Tabs Per User Base*



Average Bookmarks Per User Base*

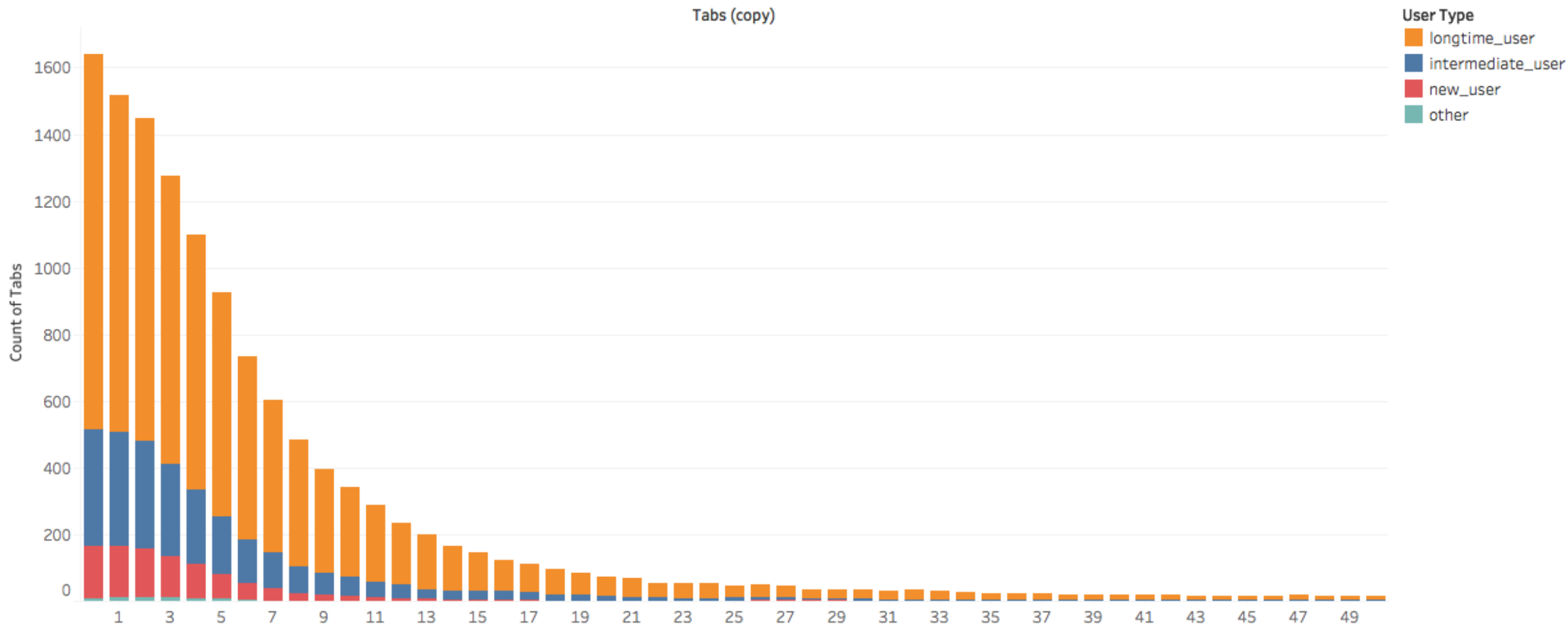




DISTRIBUTION OF TABS

The majority of users launched 10 or less tabs during the sample week. Regardless of user type, users tend to teeter off as more tabs are launched on browser.

Tab Distribution by User Base



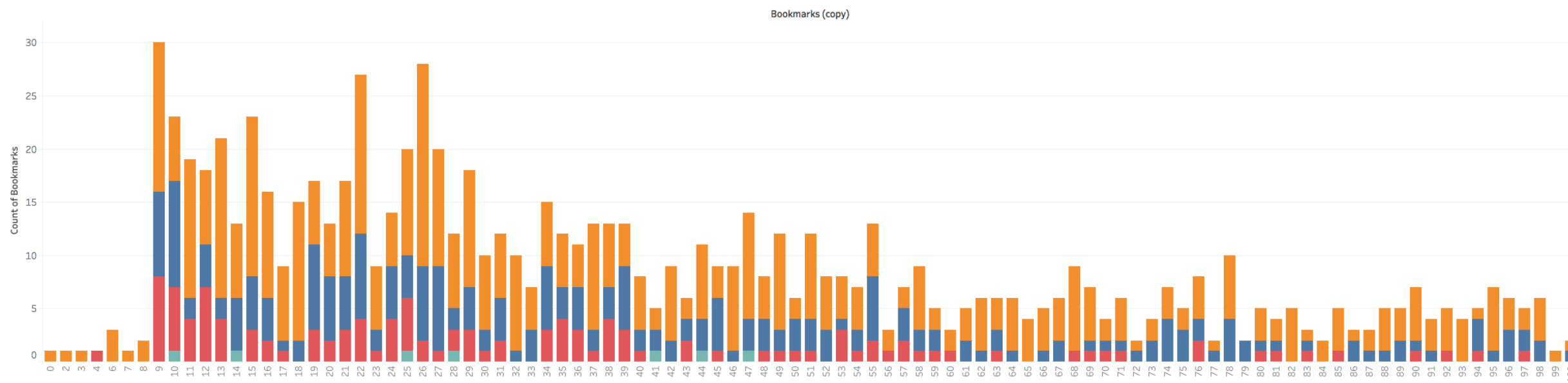
Count of Tabs for each Tabs (copy). Color shows details about User Type. The view is filtered on Tabs (copy), which keeps 51 of 210 members.



DISTRIBUTION OF BOOKMARKS

The below is the distribution of user type for 0 to 100 bookmarks. The data set continues on until 15,481 bookmarks, but similar to the distribution of tabs the higher the number of bookmarks the less users. The popular range of bookmarks fall under 9-30. 9 being the most popular based on total user. 19: longtime_user, 10: intermediate_user, 8: new_user

Distribution of Bookmark Usage based on User Base



Count of Bookmarks for each Bookmarks (copy). Color shows details about User Type. The view is filtered on Bookmarks (copy), which keeps 99 of 478 members.

longtime_user
intermediate_user
new_user
other



CONCLUSION

- Bookmarks are just as relevant and important as tabs.
- While the creation of new bookmarks isn't as popular, the use of bookmarks continue to be used by a 1/3 of the user sample.
- Based on the data, an assumption can be made that users would like the program to run efficiently while having up to 9 tabs open and the ability to store at least 30 bookmarks.
- Long-time users utilize tabs and bookmarks the most.
- **Follow-Up Questions:**
 - Who is our target demographic? And what are these users' needs and wants?
 - What would it take (cost, time, etc.) to implement infinite capacity to open/use tabs vs. storage of bookmarks?
 - Follow-up market research on what makes users choose other browsers over Firefox and vice versa?