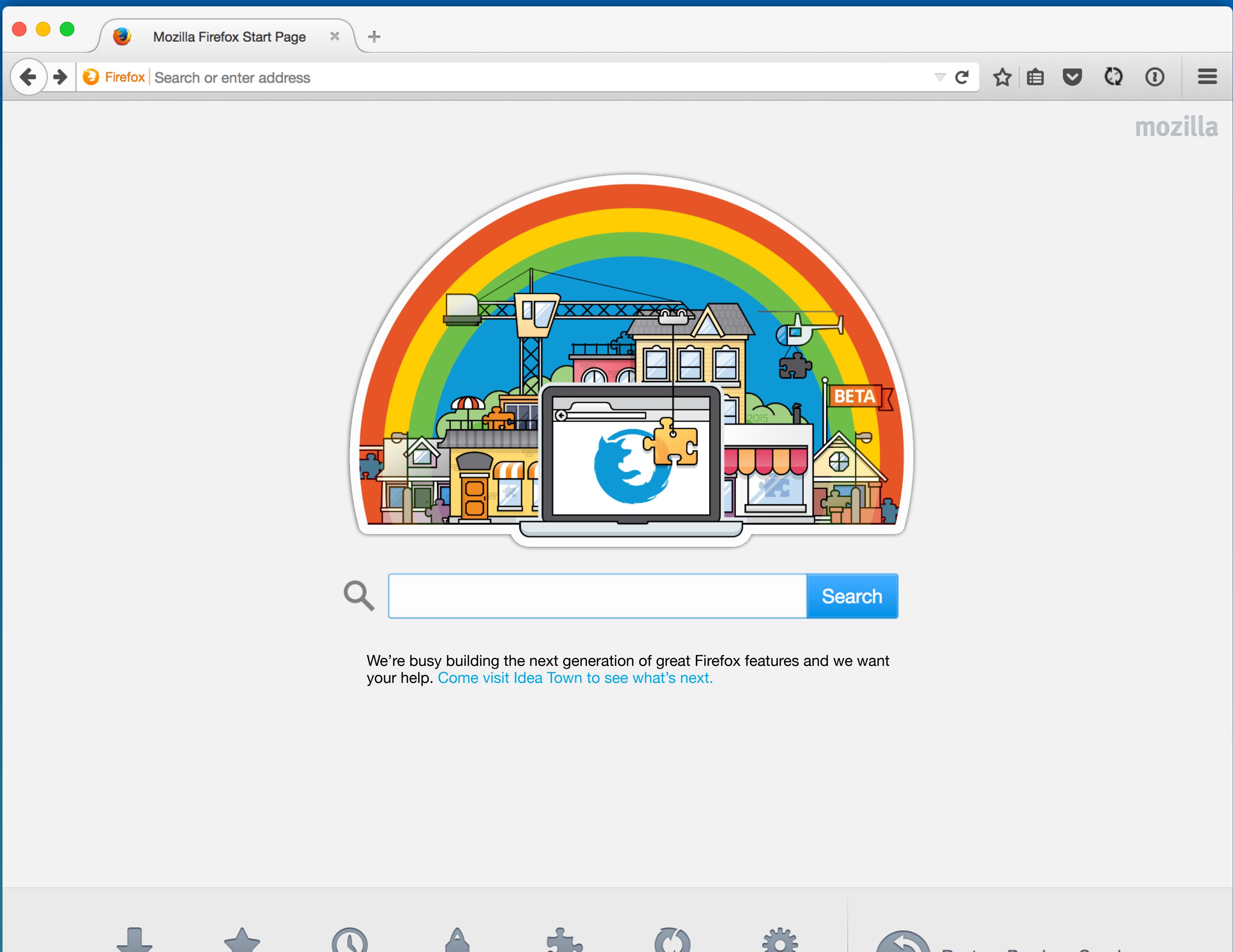


example marketing page



A screenshot of the Mozilla Firefox Start Page. The page features a large, colorful illustration of a rainbow arching over a town under construction. A laptop screen in the center displays the Firefox logo with a puzzle piece. To the right, a banner reads "BETA". Below the illustration is a search bar with a magnifying glass icon and a blue "Search" button. A message at the bottom encourages users to help build the next generation of Firefox features, mentioning "Idea Town". The Firefox logo is visible in the top left corner of the browser window.

mozilla

BETA

We're busy building the next generation of great Firefox features and we want your help. [Come visit Idea Town to see what's next.](#)

Search

WIP

idea town on the web

A screenshot of a Firefox browser window showing the 'Idea Town' website. The page features a colorful illustration of a town under construction with puzzle pieces, a crane, and a helicopter. A speech bubble from the Mozilla logo says 'mozilla'. Below the illustration, the text 'Welcome to Idea Town' is displayed in large, bold, black font. A green button with the text 'Get the Add-on' is present. A pink arrow points from the text 'maybe we get clever here and detect if this is a supported client.' to the 'Get the Add-on' button. The URL 'https://ideatown.firefox.com' is visible in the browser's address bar.

mozilla

BETA

Welcome to Idea Town

Get the Add-on

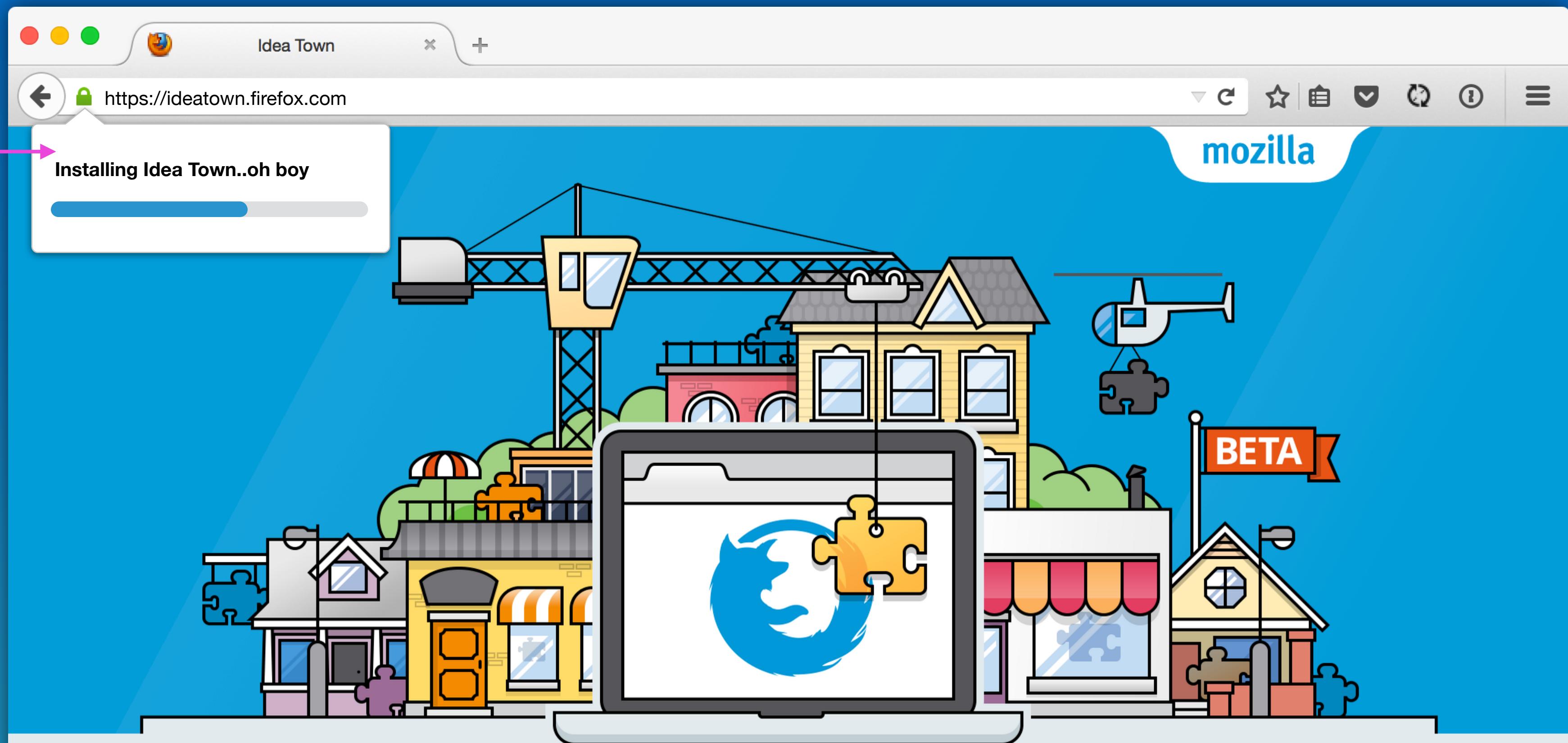
Some copy introducing the concept. Some copy introducing the concept. Some copy introducing the concept. Some copy introducing the concept.

maybe we get clever here and detect if this is a supported client.

If not, we can link out to a firefox download page.

installing the add-on

not sure what
the customization
options are here,
but we should keep
it simple



Welcome to Idea Town

installing...

Some copy introducing the concept. Some copy
introducing the concept. Some copy introducing the
concept. Some copy introducing the concept.

Install button is
disabled and the
copy is changed.

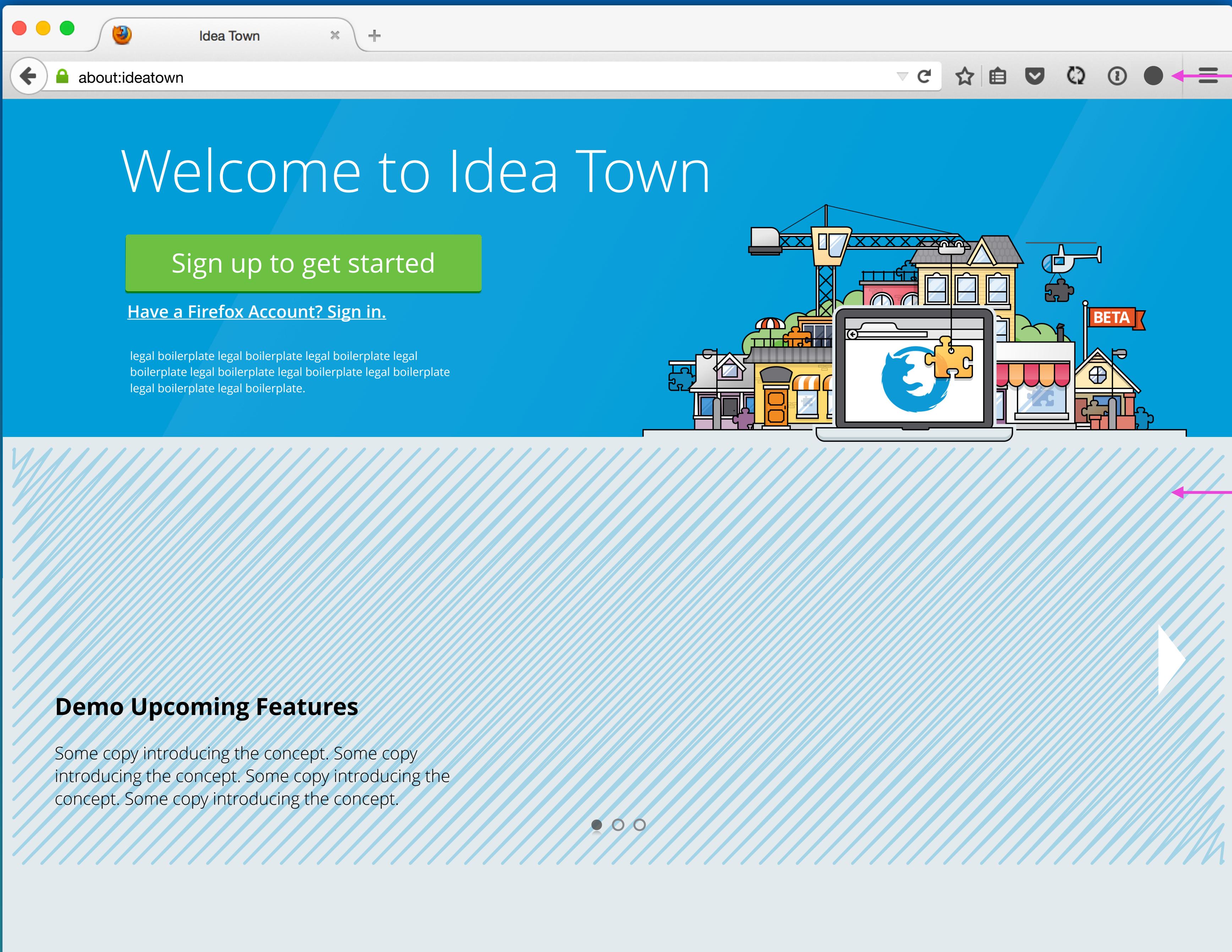
add-on redirect

this page can be simple to start, but we need somewhere to direct users once the add-on is installed.

I'm agnostic about how this is served. Could be in the add-on or a full-size iframe served by the site

as a stretch goal, we might be able to use FxA in an iframe on this page, similar to [this](#).

Also, we have to show/link to Idea Town specific legal docs.



toolbar icon is added...

maybe we pulse it blue once or twice

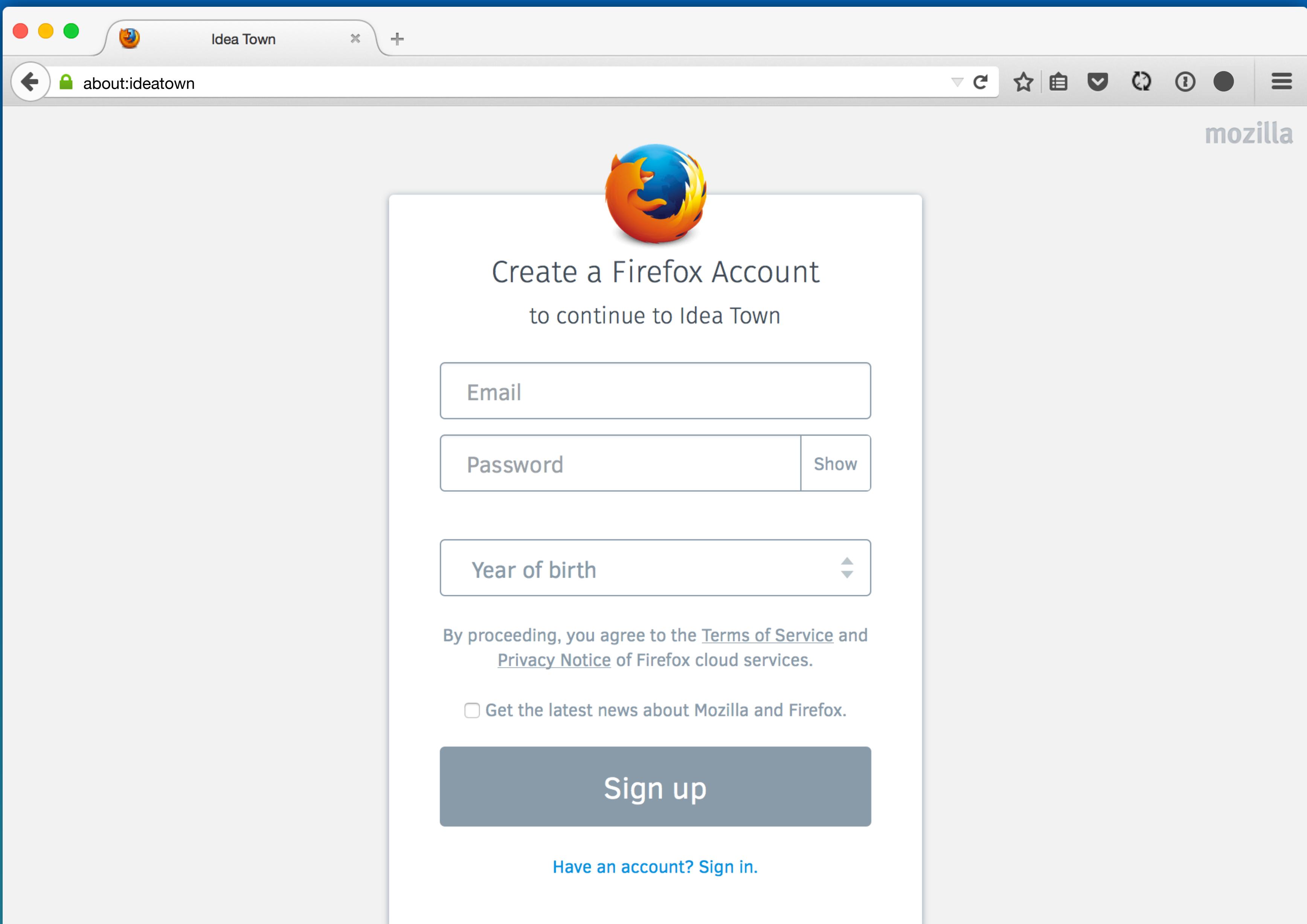
This does not have to be a carousel, but copy and graphics here should reflect actual user experience.

Be specific.

fxa sign up

Again, not totally clear what the url bar should say on this page.

This mockup shows FxA iframed into the add-on.



post verification: case one

If the user closes or navigates away from the original idea town tab during email verification, show something like this to get them back to the add-on.

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The New York Times

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109 Comments

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Thanks for signing up!

We've got some great experiments for you to try out over in Idea Town.

Stop in and say hi!

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3h

BASSAM KHABIEH/REUTERS

post verification: case two

If the original idea town tab remains after sign in give it focus and redirect it to the main page.

The screenshot shows a web browser window titled "Idea Town" with the URL "about:ideatown". The main content area is covered by a large, light-gray rectangular overlay with diagonal blue hatching. In the top right corner of this overlay, there is a white gear icon. A pink arrow points from the text "Featured Test or Tier 2 UX" to this gear icon. Below the overlay, the "Idea Town" logo is visible, featuring a small illustration of a town with buildings and a crane, next to a laptop screen displaying a similar logo. The word "BETA" is also present. The bottom portion of the page contains a section titled "Experiment" with some descriptive text and three placeholder boxes. A green button labeled "Start the Experiment" is located at the bottom left. At the bottom center, there is a count of "7,352" next to a user icon.

Idea Town

BETA

Experiment

Some copy introducing the concept. [Details](#)

Start the Experiment

7,352

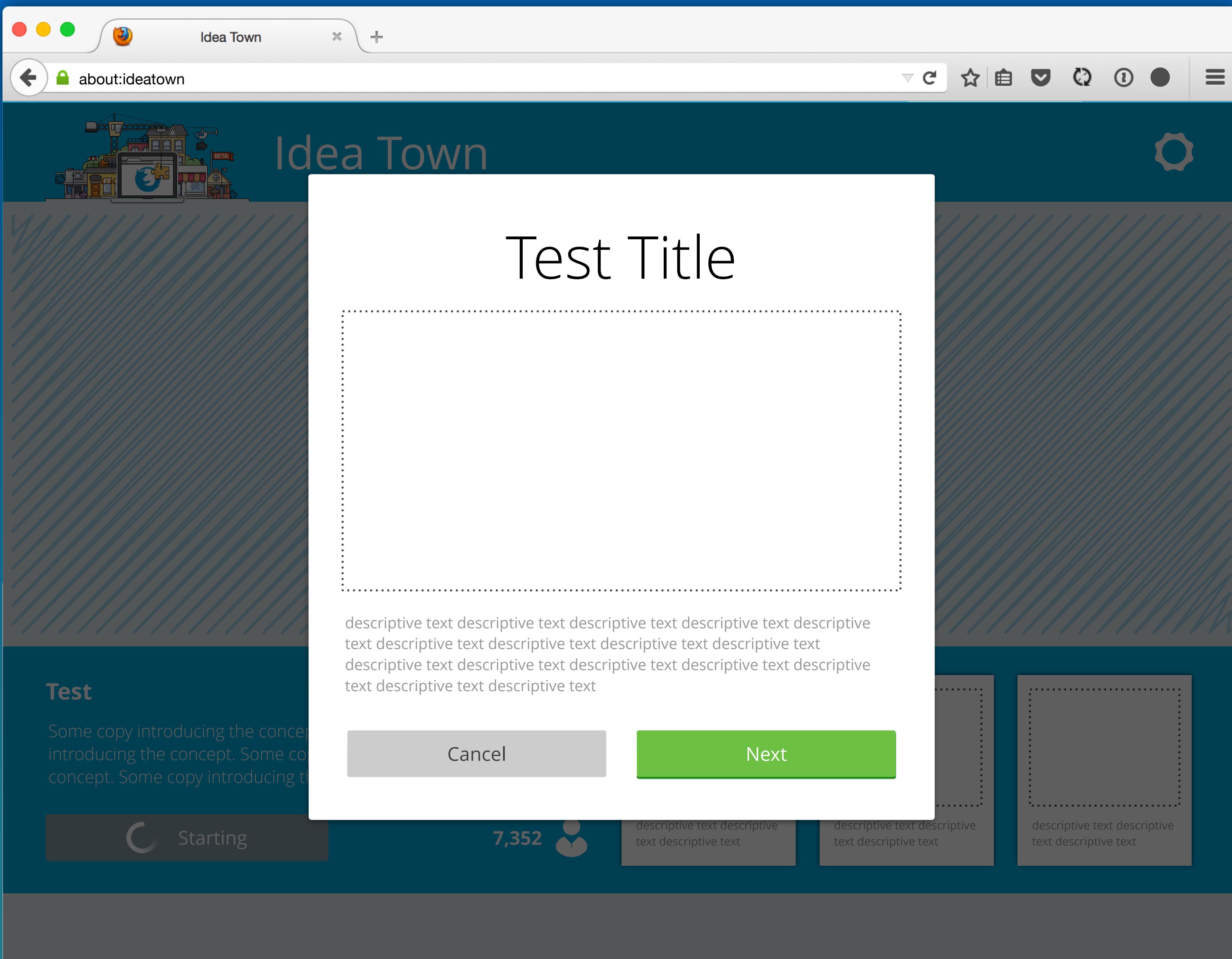
descriptive text descriptive text descriptive text

descriptive text descriptive text descriptive text

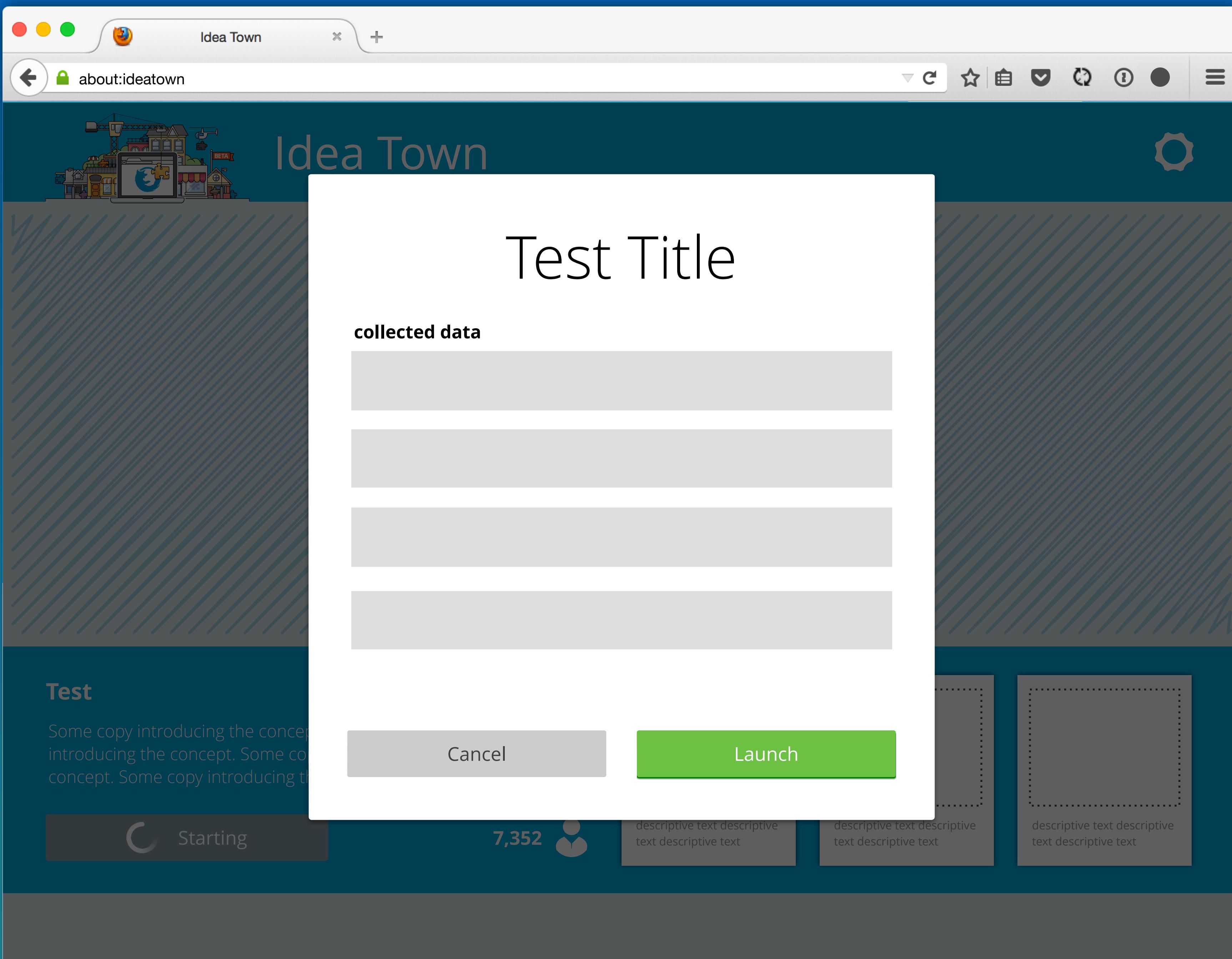
descriptive text descriptive text descriptive text

Featured Test or Tier 2 UX

explain test features / ui changes



explain what test collects data wise



starting a test

The screenshot shows a web browser window titled "Idea Town" with the URL "about:ideatown". The main content area features a blue header with a cartoon town illustration and a "BETA" badge. Below this is a large, light-gray rectangular area with a subtle diagonal hatching pattern. At the bottom of the page, there's a teal footer section containing a "Test" heading, some descriptive text, and three small white boxes with dotted borders. On the left side of the teal footer, there are two annotations: one pointing to a button labeled "Starting" with the text "Disable button and show spinner while installing.", and another pointing to the teal background with the text "No door hanger if we can avoid".

Disable button and show spinner while installing.

No door hanger if we can avoid

Idea Town

BETA

Test

Some copy introducing the concept. [Details](#)

Starting

7,352

descriptive text descriptive text descriptive text

descriptive text descriptive text descriptive text

descriptive text descriptive text descriptive text

starting a test

The screenshot shows a web browser window titled "Idea Town" with the URL "about:ideatown". The main content area is a large, light gray space with a blue diagonal striped pattern, labeled "Running". Below this, the word "Test" is displayed in bold black text. A block of placeholder text follows: "Some copy introducing the concept. Some copy introducing the concept. Some copy introducing the concept. Some copy introducing the concept. [Details](#)". At the bottom left are two buttons: "Stop the Test" (gray) and "Give us feedback" (green). To the right of these buttons is a user icon with the number "7,352" next to it. Three white rectangular boxes with dotted borders are aligned horizontally on the right side, each containing the text "descriptive text descriptive text descriptive text".

Idea Town

Running

Test

Some copy introducing the concept. [Details](#)

Stop the Test

Give us feedback

7,352

descriptive text descriptive text descriptive text

descriptive text descriptive text descriptive text

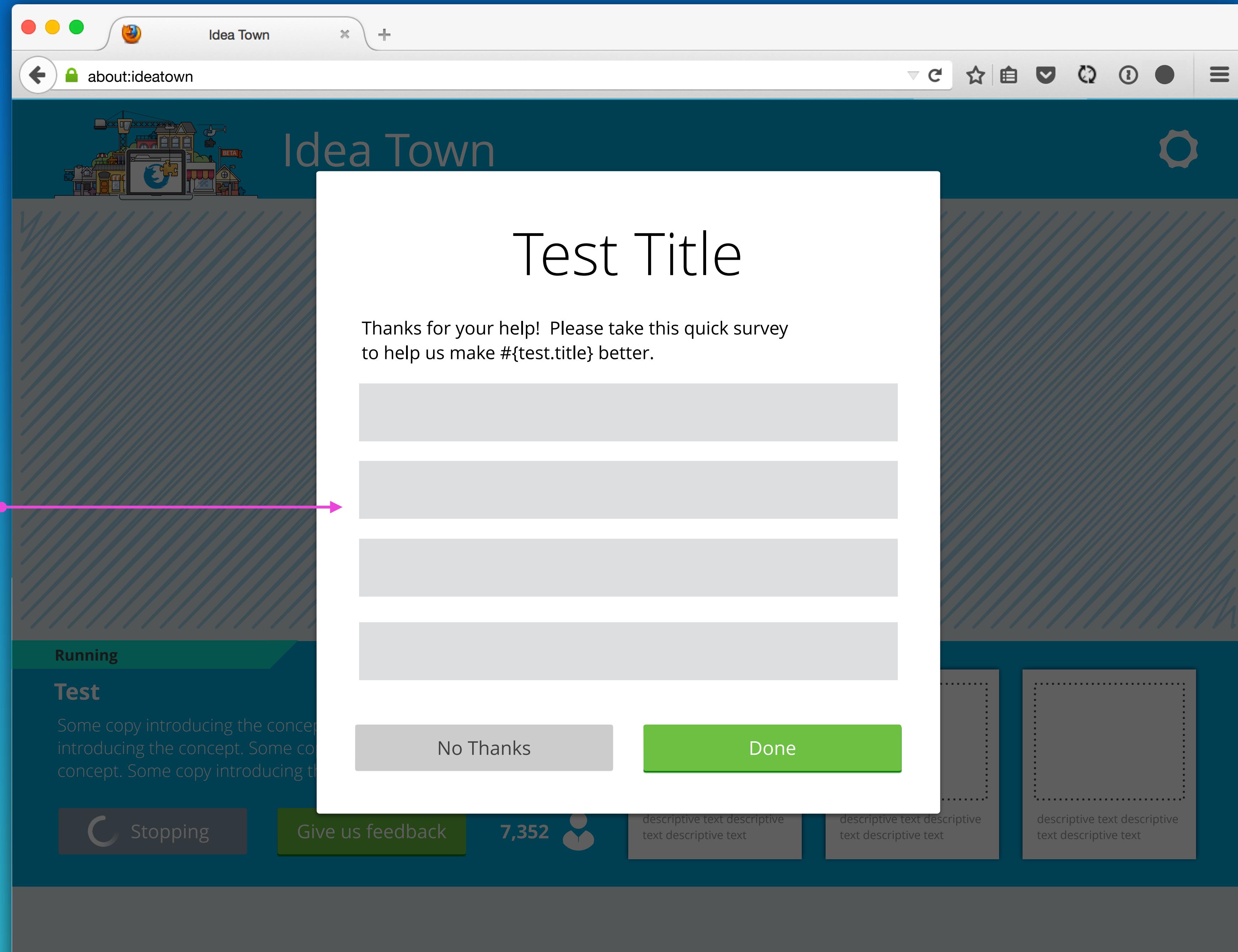
descriptive text descriptive text descriptive text

ending a test

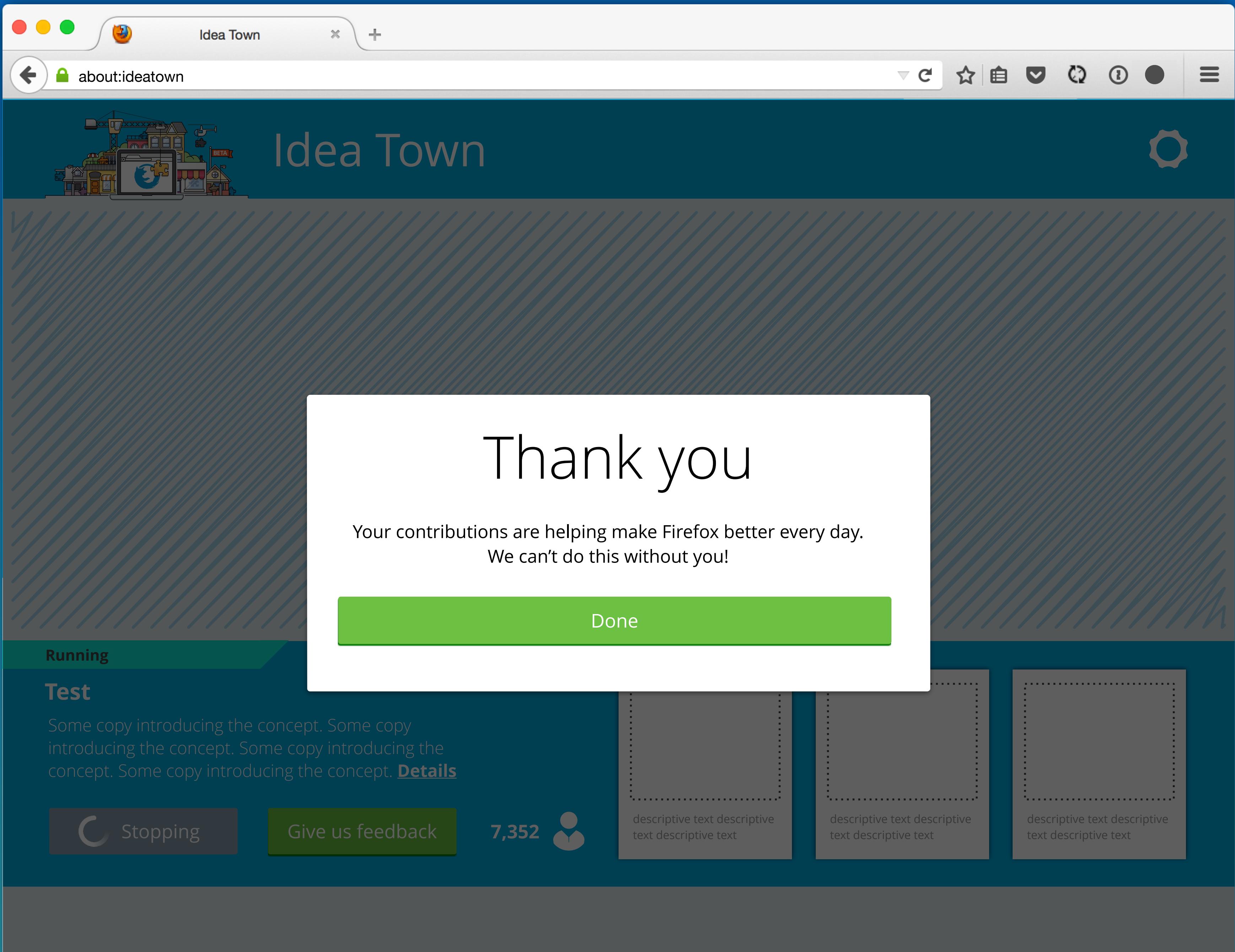
If the original idea town tab remains, give it focus and redirect it to the main page.

We might want to make this survey mandatory.

Also, might not want to only show it if the user interacts with the test feature $n > 0$ times.



ending a test



later on, a new test

When a new test becomes available we should let people know.

I'd be happy to do this as a push notification instead.

Also, as a stretch, we should send emails to

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We've got a new test for you!

Stop by idea Town to check out #{test.title} and tell us what you think!

Let's go!

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This button should go to the experiment details page

later on, user's be on a test for awhile

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Quick question...
How are you liking #{test.title}?
★ ★ ★ ★ ★

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