Prompt

*You are a Junior UX Designer for the Firefox product at Mozilla. Your boss, Chad, has asked your team to re-design the user experience for the product's **Bookmark** feature. You believe this is a waste of time and suggest the team should focus on improving the **Tab** experience instead. To support your case, you request a data pull from BI to explore bookmark and tab usage from a sample week of surveyed users. Link to raw data found here →* Firefox public usage data.

- o **WHO - Describe the users represented in the data (2-3 sentence narrative)**
    - Distribution by Age – *Bar Charts w/ Manual Sorting*
    - Distribution by Technical Skill – *Bar Charts w/ Field Sorting*
    - Distribution by Time on Web, etc. – *Bar Charts w/ Manual Sorting*
    - Distribution by Time with Firefox – *Bar Charts w/ Manual Sorting*
    - *BONUS: Distribution by Operating System – Bar Charts w/ Manual Sorting*
- o **WHAT - Describe the activity of the users represented in the data (2-3 sentence narrative)**
    - What of % of users launched a bookmark? - *Calculated Fields IF statement*
    - What of % of users used more than 1 tab? - *Calculated Fields IF*
    - *BONUS: What % of users created a bookmark? – Calculated Fields IF Statement*
- o **HOW - Describe how often these activities occur in the data (2-3 sentence narrative)**
    - What is the distribution of # bookmarks launched? What was the median and avg?
    - What is the distribution of # of tabs launched? What was the median and avg?
    - BONUS: What is the distribution of # of bookmarks created? What was the median/avg?

LEGEND
INSTRUCTOR GUIDED
GROUP PRACTICE
BONUS PRACTICE

Firefox Usage - Metadata

column	column_information
user_id	unique id associated with the user
time_with_firefox	the number of years the surveyed user has been using Firefox
Primary_Browser	the primary browser of the surveyed user
Gender	the gender of the surveyed user
Age_Range	the age range of the surveyed user
Web_Use_Per_Day	the total hours of web use per day of the surveyed user
Technical_Skill_Rating	the opinion of the users technical skill rating
Smartphone_Model	the smartphone model the user has
Views_News	whether the user views news
Views_Social_Media	whether the user views social media
Views_Browser_Based_Games	whether the user plays browser based games
Views_Shopping	whether the user does online shopping
Views_Online_Bill_Pay	whether the user pays their bills online
Views_File_Download_Sites	whether the user downloads files off the internet
Views_Webmail	whether the user views email
Views_Forums	whether the user views web forums
Views_Adult_Sites	whether views adult web sites
Views_Gambling_Sites	whether the user uses gambling sites
Views_Google_Docs	whether the user uses google docs
Extension_Count	the number of extensions the user has installed
User_OS	the operating system of the User
Max_Bookmarks	the total number of bookmarks the user has in the sample week
Bookmarks_Created	the total number of bookmarks the user created in the sample week
Browser_Starts	the total number of browser starts in the sample week
Bookmarks_Launched	the total number of bookmarks launched in the sample week
Max_Tabs	the maximum number of tabs the user had opened in the sample week
HAS_EVENT_DATA	whether the user generated data in the sample week