Mozilla Podcasts Redesign

Tony Adamo & Patrick Ester

Creative Brief

4 November 2014

Project Summary

Mozilla is a lead champion of independent, cross platform, and open source web technologies. Mozilla positions Firefox OS as a truly open source mobile operating system. Their goals include:

- Offer a modern smartphone experience at an affordable price point
- Become a gateway to the Internet for people who have never used it before
- Push the capabilities of HTML5 in mobile development

Mozilla lists their podcast app as a reference app on their developer portal. It is an example for Firefox OS developers porting their apps to Mozilla's nascent app marketplace.

Target Audience

Mozilla targets Firefox OS toward emerging markets. As smartphones continue to percolate throughout society, these first time buyers may not have much experience, but their expectations of quality, functionality, and design have grown with the evolution of iOS and Android podcast clients.

As a reference app, Mozilla Podcasts is a standards-bearer for those developers looking to expand the reach of their app portfolio. It sets expectations for the types of apps that reside on Firefox OS. In addition, Mozilla Podcasts appeals to open source enthusiasts who want full access to the software on their phones.

Tone & Message

- Simplicity without sacrificing functionality
- Clarity of purpose
- Exemplar for the Firefox OS platform
- Commitment to usability for all levels of proficiency
- New app, new platform, but familiar all the same

Communication Strategy

While there may be two distinct audiences, a beautifully crafted design language can speak to both. Users will choose to keep using the new Mozilla Podcasts because it is simple to use, and a joy at which to look. Designers will feel the need to meet or exceed the quality of the new Mozilla Podcasts app as they port existing apps or develop new ones.

Competitive Position

In matching the aesthetics and features of competing podcast clients, Mozilla Podcasts can differentiate on price, freedom, and openness. No other podcast client gives the user an experience unencumbered by patents or proprietary code. Mozilla Podcasts adds to the growing community of open source projects.

Single-Minded Message

A simple, understandable app at every glance.