

Product: Kill

Release Notes

Version	Date	Responsibility	Description
1.0	Jul 29, 2015	Bruce Wang	Initial version
1.1	Aug 11, 2015	Jing Zhang	Adding display reqs and modification of activation ping

1. Activation Ping

- Content

activationTime	Timestamp indicating when the device was activated (user completes first-run experience).
pingTime	Timestamp indicating when the FTU ping was sent. The ping is sent as soon as possible after activation, although it may be delayed if no network is available.
locale	Platform localization.
network	Country and network information retrieved from the voice network connection at the time the ping is sent. Values should be null if no voice network is available. May be different from the SIM information if, eg., device is activated while roaming on another network.
icc	Country and network information retrieved from the SIM card at the time the ping is sent. Values should be null if no SIM is present.
mcc	Mobile country code.
mnc	Mobile network code (identifies operator).
operator	Network operator name.
spn	SIM service provider name.
info	Fields added server-side, read from submission URL.
appUpdateChannel	Copied from deviceinfo.update_channel.
appVersion	Copied from deviceinfo.platform_version.
appName	Name of app submitting ping (set to FirefoxOS).
appBuildID	Copied from deviceinfo.platform_build_id.
geoCountry	Country from which the ping was sent. Added server-side using GeoIP lookup.
reason	A code identifying the type of ping. FTU is currently the only ping being sent.
deviceinfo	Fields read off the device.
deviceinfo.MEID	ID identifying device (IMEI, no need to encode)
deviceinfo.firmware_revision	
deviceinfo.hardware	Chipset manufacturer. Includes hardware revision information
deviceinfo.os	Gaia version.
deviceinfo.product_model	Device model name.
deviceinfo.platform_version	Gecko version.

deviceinfo.platform_build_id	Gecko build ID. Generated from a timestamp - first 8 digits give date.
deviceinfo.software	Name of Gaia distribution.
deviceinfo.update_channel	
devicePixelRatio	
screenWidth	Width of the screen in pixels.
screenHeight	Height of the screen in pixels.
lastUpdate	Time stamp of the last successful device update
ver	Payload format version. Gets bumped when fields get added or changed.
anti-theft-activation	Whether Anti Theft is activated or not

- Frequency
 - On device first activation, send initial activation ping
 - Monthly ping after that to track retention rate
- TBD
 - How to encode of IMEI
 - Data structure of multi SIM cards

2. Data Display

- User Case & Scenario
 - CEO / VP of Product Manager
 - I want to get information about how many devices have been activated (sold) and retention of Users per country to measure progress against our yearly goal and make strategic decisions for the yearly plan.
- Priority
 - Must Have
- Requirements
 - Analyse and give the data report including:
 - Number of device activations (FTU ping submissions) by date and country
 - By month/week and country, number of users that were active in that calendar month/week
 - By date and country, number of users that were active in the 7/30-day period prior to the given date. [need FTU ping per week/month; P2]
 - * It would be nice to have all of these broken down by OS version, device and language as well. [P2]*
- Data Source

- Activation Ping
- UX Designs
 - TBC
- TBD
 - Data Volumn

3. What's Next

- For data resource
 - add App Usage
- For data display
 - add more user cases (such as for Product Manager of H5OS, Product Manager of appStore, Mktg, BD, etc. who will care these Metrics)