

Mozilla Firefox

Bookmarks vs Tabs Enhancement



By Spencer St. Jean

- *Prompt* -

Should the new version of Firefox have an enhanced bookmark experience or have the ability to support a larger number of tabs?

- *Summary of Data Provided* -

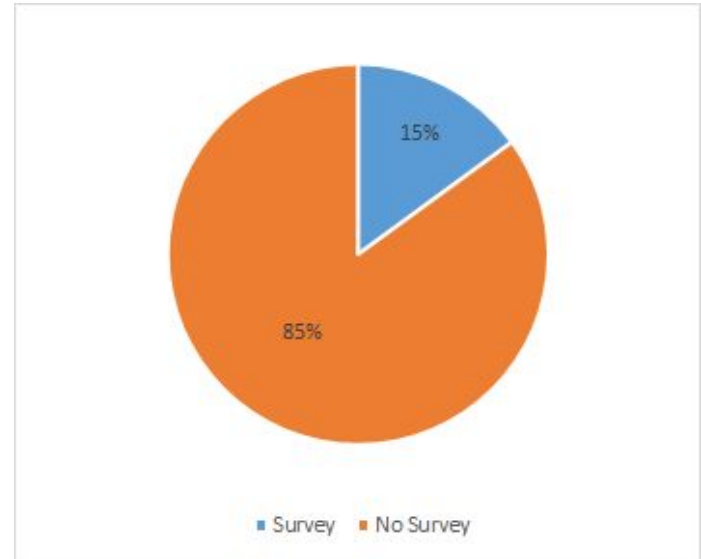
- Data submitted November 2010
- Test duration - 7 days
- 27,267 total users
 - Users table includes information on users' Firefox version, OS version, Test Pilot Extension version, and the number of installed extensions.
- 14,718 events recorded
 - Events table includes a timestamp indicating when various events are recorded and codes that correspond to various events that occurred in the users' browsers.
- 4,081 total survey entries
 - Survey table includes responses for an optional survey that was provided to all users.

- *Summary of Data Provided* -

- Event Codes
 - Timestamp of when study & browser was started & shutdown
 - Total number of bookmarks & folders; when bookmarks or folders are added & removed
 - Total number of windows & tabs; when new windows & tabs are opened
- Survey Questions
 - How long users have used Firefox & history of browser use
 - Gender & age of user
 - How much time is spent on the Internet & where it is accessed from
 - Purpose for Internet use

- *Summary of Data Provided* -

- How many of the users in the study completed the survey?
 - Of the 27,267 users in the study, only 15% completed surveys (4,081 users)
 - Note: Not all answers must be completed on survey questions in order for user to show up in survey data



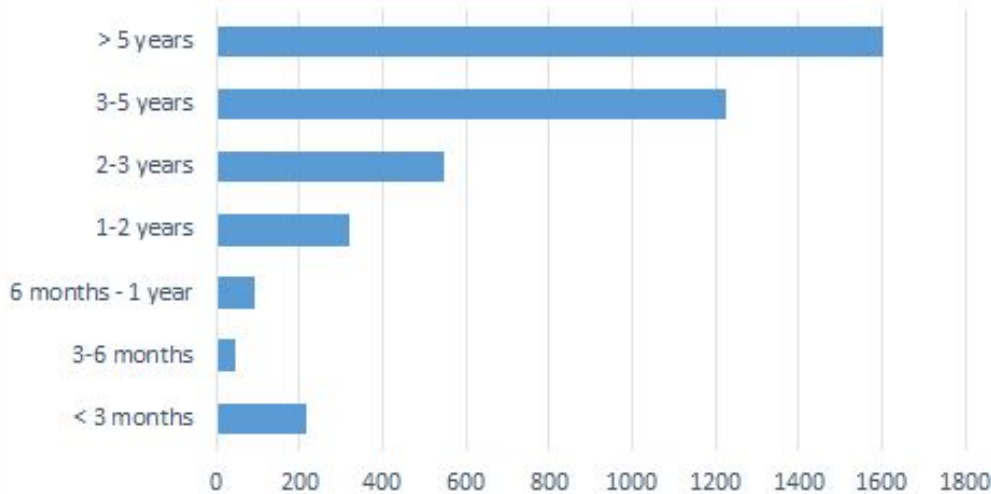
- *Summary of Data Provided* -

- How many users do we have event data for?
 - Of the 27,267 users in the study, event codes were recorded for 54% (14,718 users)
- How many short-term vs. long-term users participated?
 - 4,057 total responses for this particular question
 - Assumption: Long-term users = Firefox use > 1 year
 - Note: “total number of users” = users that completed survey question

91.2% long-term users and 8.8% short-term users

- *Summary of Data Provided* -

Firefox Users by Length of Use



39.3% of users have used Firefox for greater than 5 years.

30.0% of users have used Firefox for 3 to 5 years.

13.5% of users have used Firefox for 2 to 3 years.

7.9% of users have used Firefox for 1 to 2 years.

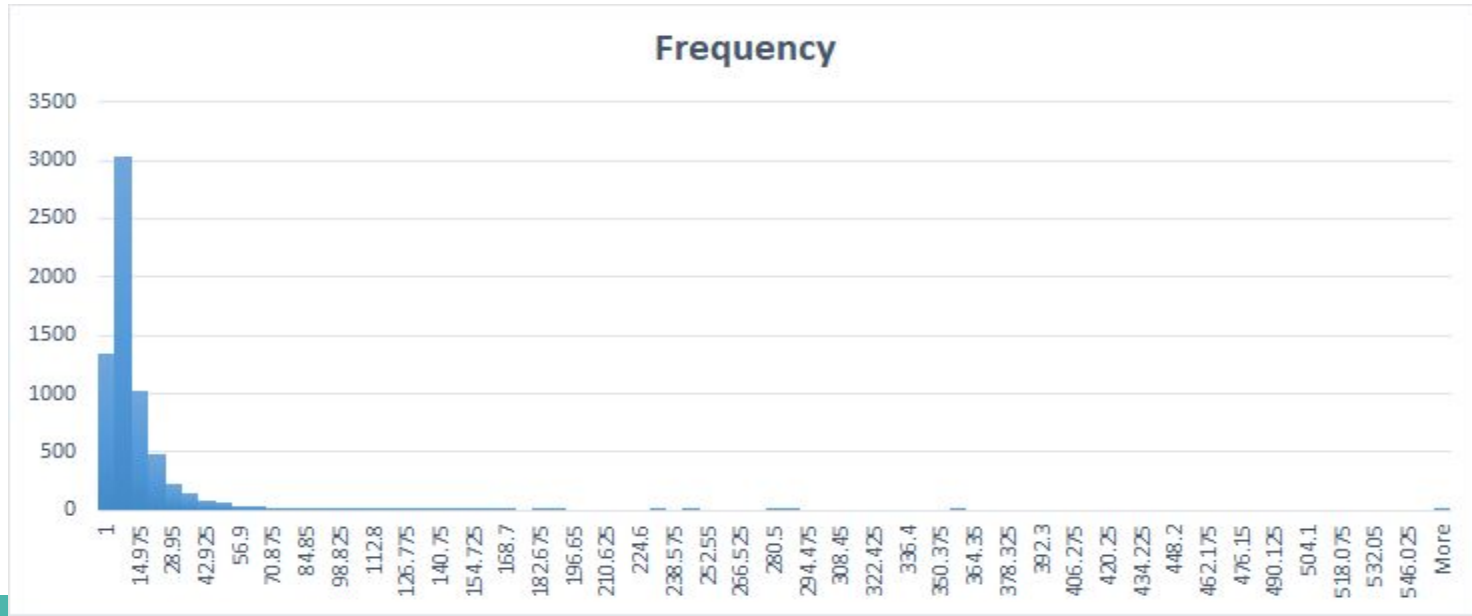
2.3% of users have used Firefox for 6 months to 1 year.

1.2% of users have used Firefox for 3 to 6 months.

5.3% of users have used Firefox for less than 3 months.

- Summary of Bookmark Usage -

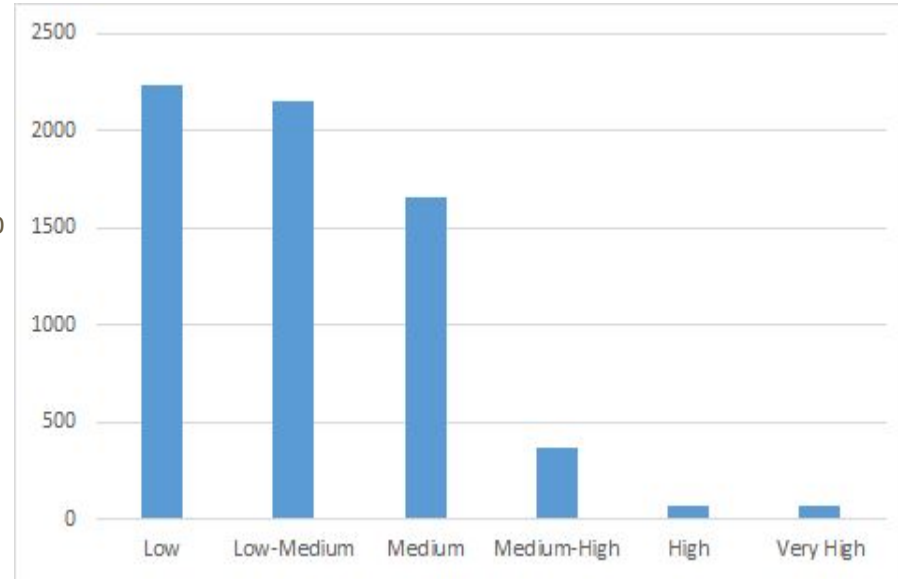
- Average number of bookmarks found -123 bookmarks
- 44.4% of users launched at least one bookmark
- 6.7% of users created at least one new bookmark
- Bookmarks were chosen at an average frequency of 9 times



- *Bookmark Usage* -

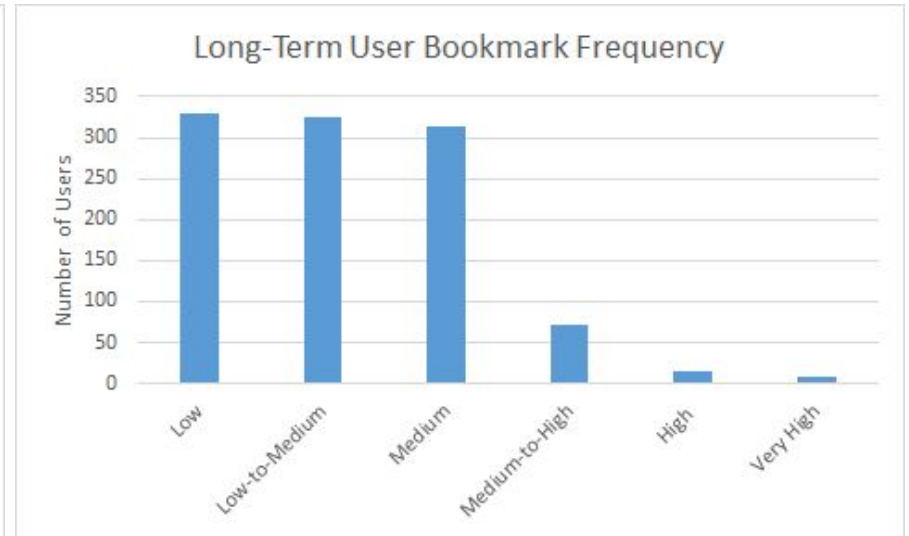
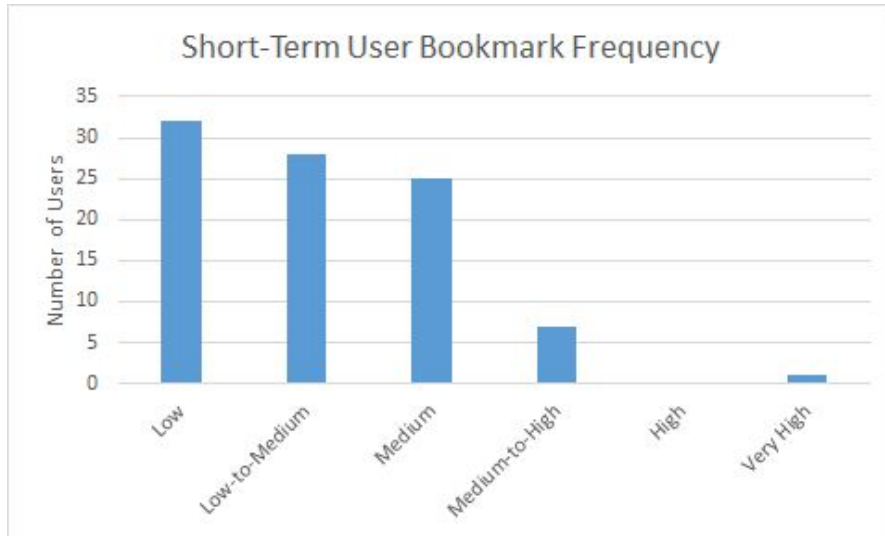
- Distribution of how often bookmarks are opened
 - Low Frequency (1-2 times) - 34%
 - Low-to-Medium Frequency (3-7 times) - 33%
 - Medium Frequency (8-25 times) - 26%
 - Medium-to-High Frequency (26-51 times) - 5%
 - High Frequency (52-70 times) - 1%
 - Very High Frequency (>70 times) - 1%

Note: The values representing frequency brackets are chosen based on percentiles of bookmark use



- *Bookmark Usage* -

- Does the number of bookmarks used correlate with how long users have been using Firefox?
 - Both short-term and long-term users use bookmarks more at a lower frequency.



- *Bookmark Usage* -

- Average number of bookmarks found for short-term users
- 75 bookmarks
- Average number of bookmarks found for long-term users
- 286 bookmarks

Note: Bookmark event data only pulled from users that answered length-of-use question in survey

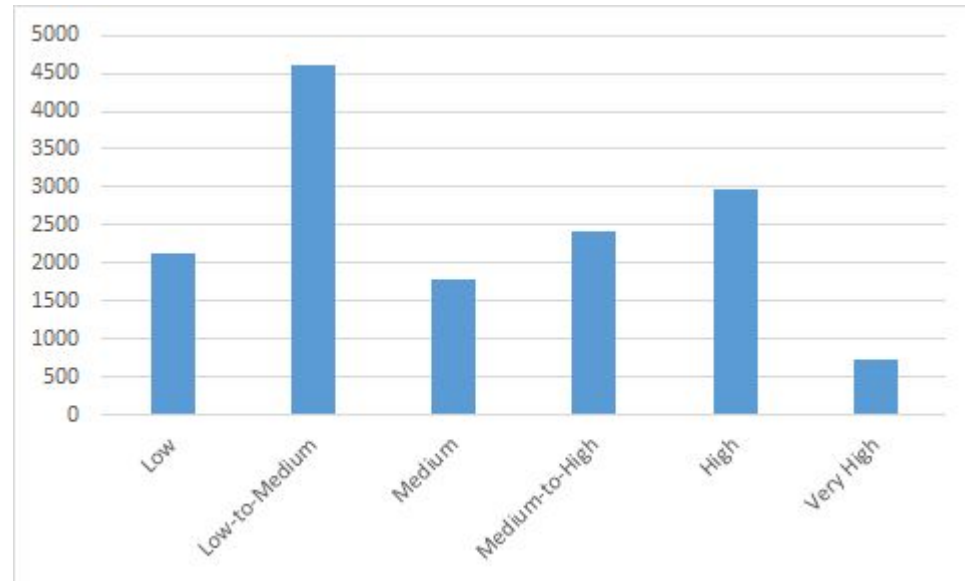
- *Summary of Tab Usage* -

- Events are recorded with the number of tabs in a user's window every time a new tab is opened or closed
- 14,598 users were recorded with a corresponding tab usage
- Average number of tabs opened during the sample week - 6 tabs

- *Tab Usage* -

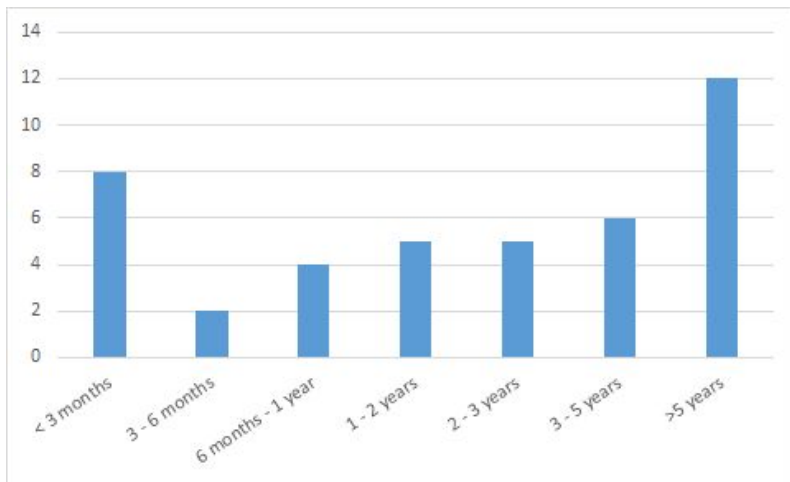
- Distribution of maximum number of tabs among users
 - Low Amount (0-1 tabs) - 15%
 - Low-to-Medium Amount (2-3 tabs) - 32%
 - Medium Amount (4 tabs) - 12%
 - Medium-to-High Amount (5-6 tabs) - 16%
 - High Amount (7-15 tabs) - 20%
 - Very High Amount (>15 tabs) - 5%

Note: The values representing frequency brackets are chosen based on percentiles of tab usage



- *Tab Usage* -

- Does the average number of tabs used correlate with how long users have been using Firefox?
 - Short-term users use an average of 6 tabs, while long-term users use an average of 9 tabs.
 - Tab usage tends to increase with the length of experience users have with Firefox, aside from users of less than 3 months.



- *Tab Usage* -

- 4.6% of all users had more than 10 tabs open on average. (670 users)
- 32% of all users opened more than 5 tabs. (4,688 users)
- 11% of all users opened more than 10 tabs. (1,601 users)
- 5% of all users had more than 15 tabs open. (728 users)

- *Suggestions* -

- Based on its higher presence among users, I would recommend that engineering resources be allocated towards improving the tabs experience.
- Long-term users (91.2%) use tabs at a higher volume more often than bookmarks.
- While bookmarks may be a valuable asset to users, they are used less often and at a lower volume.

- *Follow-Up Questions* -

- Could a follow-up survey be mandatory for users to complete at the end of the study? Or provide incentives for completion?
 - Only 15% of users completed the survey for this study - aim for higher completion rate in the future.
- What percent of available bookmarks were chosen by users?
 - Clarify the difference between the number of saved bookmarks versus utilized bookmarks among users.
 - This data makes it impossible to differentiate which bookmarks are chosen, so the frequency of choosing bookmarks could mean that users are selecting the same common bookmarks, rather than utilizing all bookmarks saved on their browser.