Mobile Support Strategy in 2011

This document details the vision for mobile support in 2011: to provide world class, scalable self-service and community-driven support for mobile Firefox users.

These are the priorities for this year:

1. Create clear and intuitive paths to support.

2. Optimize the entire website experience for small screens.

3. Expand and optimize the self-service support content.

4. Provide regular reports with support insights to product, engineering and QA teams.

5. Grow and strengthen our community to include contributors specializing in mobile support.

6. Dedicate a full-time resource to drive and expand the mobile support efforts on SUMO.

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The current state of mobile support

Summary

- Support is not easy enough for users to find.

- The support content is sparse and only includes common tutorials; it lacks a comprehensive list of troubleshooting solutions.

- The mobile product and engineering teams are not receiving regular reports about top support issues.

- The support community has not yet embraced mobile Firefox.

- The website is not optimized for small screens.

Paths to support

There are three ways of accessing Firefox Help[1] from Firefox itself:

- From the "Get Help" button on the Firefox mobile start page.

- From the pre-installed bookmark, "Firefox: Support".

- From the About Firefox page (about:firefox), accessible from the pre-installed bookmark or using the main Preferences panel.

There are also external ways of accessing support, e.g.:

- By visiting mozilla.com and clicking Support in the top navigation. Using this method, users have to specify on support.mozilla.com that they are looking for help with mobile Firefox by selecting the platform they are using (Android or Maemo).

- By performing a web search for a specific topic and selecting an existing support article. This method bypasses the support landing page altogether.

Self-service support

A dedicated section for mobile Firefox Help already exists. The landing page[2] contains links to common tutorials on how to use the browser, as well a search function and a path to user-to-user support. The tutorials cover basic topics like how to use the Awesome Screen, how to change preferences, and how to install and remove add-ons.

In addition to dedicated mobile content, we have articles covering common tasks like how to set up and troubleshoot Firefox Home and Firefox Sync. These products/services are currently not separated into their own categories, but are considered part of the mobile Firefox Help content.

The goal of the self-service support is to provide quick and easy to understand answers to the most frequently asked questions about mobile Firefox. If the user's question is not already addressed, users are offered the option to ask a new question in our community-powered support forum (see below).

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1   http://support.mozilla.com
2   http://support.mozilla.com/mobile

User-to-user support

For support questions not covered in the existing tutorials, we offer a support forum that is run by Mozilla contributors, most of whom are volunteers. The primary ways of accessing the support forum are:

- From the mobile Firefox Help landing page[2].

- At the bottom of a Firefox support article, in the *"Couldn't find what you're looking for?"* section.

- At the end of Firefox Help search results.

Questions in the forum are public and can be read by anyone, and all Mozilla contributors with a SUMO account can respond to questions. Users are encouraged to vote on the helpfulness of the answers provided, and the most helpful answers are highlighted at the top of each thread, as seen in *Fig. 1*.

Fig. 1: Most helpful response highlighted at the top of the forum thread.

It is possible to subscribe to an RSS feed of new mobile support questions, which is useful for contributors specializing on mobile Firefox support, for example mobile developers and QA team members.

Community participation

The support community is less actively answering questions related to mobile compared in comparison with desktop related questions. While 90% of the mobile support questions were answered in January 2011 (which is higher than the desktop support average of 75% questions answered), it should be noted that the majority of the mobile questions were answered by mobile developer Matt Brubeck.

We believe that an important reason why the mobile support community has not yet taken off is that GA Firefox versions only exist for Maemo devices like Nokia N810 and N900, which are not very popular. This means that most support community members are not yet running Firefox on their mobile devices themselves, making it more difficult (and less exciting) to help other users with it. This will most likely change with the release of Firefox 4, which will be supported on many popular Android devices. We expect the community participation to increase as a result.

Site navigation using devices with small screens

The current site design and layout of Firefox Help are generally not optimized for small, low-resolution

screens like those used on mobile phones. However, a landing page optimized for small screens[3] already exists, ensuring that the first point of interaction is a positive experience (see *Fig. 2*).
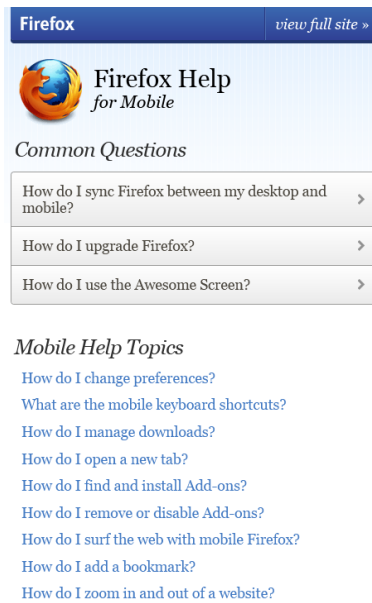
Fig. 2: Firefox Help landing page optimized for small screens.

Clicking on an article link takes you to the article in the full size website layout designed for large screens, as shown in *Fig. 3*. Double-tapping on the text of the article zooms in and properly wraps the text, as shown in *Fig. 4*.
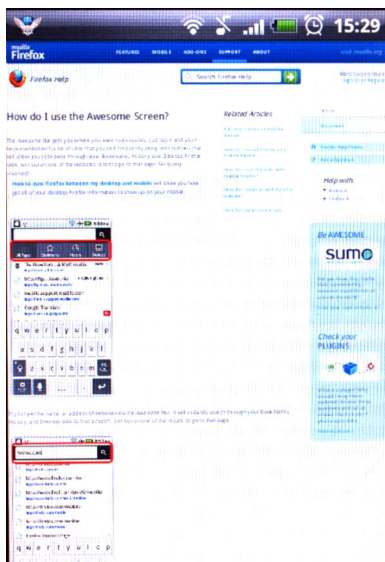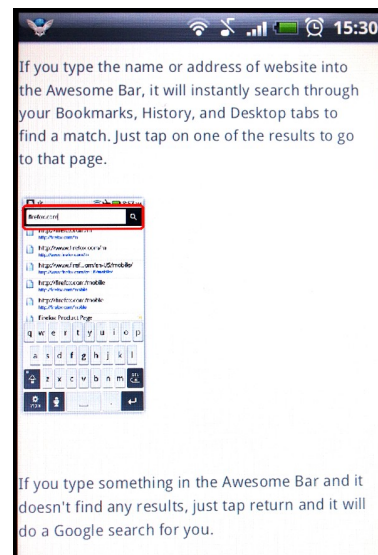

Fig. 3: Initial support article view.

Fig. 4: Article content after double-tapping on text.

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3   http://www.mozilla.com/m/support

Mobile support strategy in 2011

Summary

Mobile Firefox is strategically critical to Mozilla and we expect the mobile user base to grow significantly starting with the release of Firefox 4. Therefore, Mobile Firefox will be made a first-class citizen on Firefox Help:

1. Create clear and intuitive paths to support.

2. Optimize website experience for small screens.

3. Expand and optimize the self-service support content.

4. Provide regular reports with support insights to product, engineering and QA teams.

5. Grow and strengthen our community to include contributors specializing in mobile support.

6. Dedicate a full-time resource to drive and expand the mobile support efforts.

1. Create clear and intuitive paths to support

In order to ensure that users can find us and that the used insights we collect from the site are valid, we need to "open up the floodgates" to our mobile support site: anyone who has a problem with installing or using Firefox should be able to find support.

In 2011, we will work together with the mobile product and engineering teams to explore new ways to make our support more discoverable and easy to use, both in Firefox itself and from various web properties like mozilla.com and Android Market.

2. Optimize website experience for small screens

In January 2011, about 15% of the visitors to the mobile Firefox Help landing page were browsing the site using a mobile device according to WebTrends. These users typically use screen sizes that are too small to make the Firefox Help experience enjoyable. The other 85% used desktop computers.

15% may seem like a small number, but we believe that this is in part due to the following reasons:

Mobile vs Desktop site visitors breakdown

- 15%
- 85%
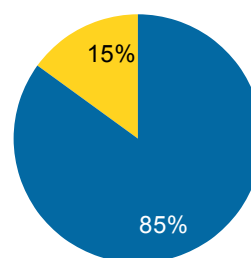
■ Using small screens (mobile devices)
■ Using large screens (desktop computers)

- Type of support incidents – nearly 70% of the support incidents in the forum are the kind that are impossible to troubleshoot from mobile Firefox itself, forcing them to use a desktop computer instead. This includes questions about whether Firefox is supported on a particular system, or problems with downloading or installing the browser.

- Discoverability – it is not easy enough to find SUMO. See *1. Create clear and intuitive paths to support* above.

It is likely that the ratio of visitors browsing directly from their mobile devices will increase with Firefox 4 GA and our continuous improvements of the support content.

We should therefore design website templates optimized for small screens to ensure that browsing, searching and reading self-service support, as well as browsing and asking new questions in the forum, is simple and straightforward on all screen sizes, resolutions and orientations.

3. Expand and optimize the self-service support content

SUMO is primarily built around solid self-service support, where 80% of the support incidents are answered. This is critical to the success of any support program of this scale, and our primary focus is on ensuring that as many people as possible can solve their Firefox problems on their own.

Document common troubleshooting solutions

When the original mobile support documentation was written, the goal was to offer tutorials for how to use and customize the browser. However, our research shows that the majority of support incidents on our support forum are of a more technical nature, and nearly 70% of the incidents are from users who cannot get Firefox to install or run on their mobile device. While there will still be many Android devices which Firefox will not run on, the number of users successfully running Firefox will increase dramatically.

Therefore, we need to expand the self-service support content to include commonly reported troubleshooting solutions, including problems with installing, upgrading and using Firefox. This will ensure that the volume of support incidents in the user-to-user support forum is kept at a minimum, while offering users quick and well-written solutions to the most common problems.

Create dedicated landing pages for Firefox Home and Firefox Sync

The Firefox Sync service is a headline feature of Firefox 4, and we believe that it would help users set up and troubleshoot it if we provided dedicated support resources for it. By creating dedicated landing pages for Firefox Home and Firefox Sync, we can offer users a central place to both learn more about and troubleshoot these popular products.

Detailed support plans for Mozilla services will be described in a separate document called *Services Support Strategy in 2011*.

4. Provide regular reports with support insights to product, engineering and QA teams

In the same way as for desktop Firefox, we will analyze and report weekly summaries about top support issues and other metrics relevant to the mobile product, engineering and QA teams, as well as provide more specific insights and further analysis on demand. We will work with the mobile teams to establish the specific metrics to report.

5. Grow and strengthen our community to include contributors specializing in mobile support

Successful user support at Mozilla depends on a strong community helping users with their problems. In 2011, we are building a number of tools that will make building, strengthening and managing a dedicated team of contributors specializing in mobile support efforts much easier. These tools include:

- Dedicated group dashboards[4] aiming to centralize information relevant to a particular community team, such as mobile Firefox support.

- Private messaging[5], allowing contributors to communicate and build stronger personal relations with each other.

- A karma system[6], to encourage and reward good contributor behavior and induce healthy competition for the benefit of Firefox users.

In addition, we are also planning a number of specific community activities around the Firefox 4 release which will help us ramp up the user-to-user support to respond to all mobile related questions:

- A documentation sprint focusing on improving the current English mobile support articles.

- A localization sprint focusing on translating the top articles into several languages.

- A campaign to reward the most valuable support forum contributors during the two weeks after the release.

- A Support Firefox Day (SFD) on the day of Firefox 4 mobile GA, focusing on helping people in all of our primary user-to-user support channels (forum, Live Chat, Army of Awesome).

6. Dedicate a full-time resource to drive and expand the mobile support efforts

In order to ensure that we deliver all these improvements to mobile support in 2011, we need a dedicated FTE to drive the efforts. This person will:

- Analyze and report weekly support metrics to the mobile product and engineering teams.

- Drive continuous optimizations of the mobile support content.

- Work with SUMO, metrics, and mobile teams to continuously optimize the support experience for mobile users.

- Respond to incoming Firefox support requests, including letters, email and voice mail, with an emphasis on questions about mobile Firefox.

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4   https://wiki.mozilla.org/Support/Kitsune/Users_and_Group
5   http://etherpad.mozilla.com:9000/sumo-private-messaging
6   https://wiki.mozilla.org/Support/Kitsune/Karma

Roadmap

Current plan:

- Q1: Begin to provide regular reports with support insights to product, engineering and QA teams. More thorough analysis to be conducted with Firefox 4 GA and hire of dedicated FTE.

- Q1: Expand the support content to include common troubleshooting solutions. Goal is to have >50% of common articles completed before Firefox 4 GA.

- Q1: Create dedicated landing pages for Firefox Home and Firefox Sync.

- Early March: Optimize website experience for small screens.

- End of Q1 / beginning of Q2: Hire FTE to drive and expand the mobile support efforts.

- Q2+Q3: Build SUMO tools to grow and strengthen mobile support community.

Document history

Version	Remarks	Date	Author
1	First draft for discussion and feedback with SUMO team	2011-01-21	David Tenser
2	Clarifications and corrections	2011-01-24	David Tenser
3	Further clarifications and quantification	2011-01-26	David Tenser
4	Structural improvements	2011-01-27	David Tenser
5	Adding community growth plans for Firefox 4 GA; updates based on feedback from Thomas Arend	2011-02-16	David Tenser
6	Roadmap updates	2011-02-17	David Tenser