

Firefox for Android

FEATURE REVIEW: ANDROID SNIPPETS



Sept 25, 2012



ANDROID SNIPPETS

[Bug 774497](#) - [meta] Android Snippets

Overview: https://wiki.mozilla.org/User:Mconnor/Current/Snippets_Service

ORIGINAL REQUIREMENT	STILL VALID?	NOTES/COMMENTS
PI - Enable messaging to users who have not used Firefox Mobile in X (what?) period of time	Y	Bug 793053 - Implement Android Snippets client service
PI - Enable messaging with a call to action in the message	Y	
PI - Must be opt in	Y	Bug 793056 - Implement Android Snippets opt-in and opt-out UX
PI - Can be opted out	Y	(Needs settings implementation)
PI - Must work for Firefox Mobile Beta	Y	Not for Fx 6: Q4 earliest
P2 - Must work for Firefox Mobile GA	Y	Not for Fx 7: Q4 earliest
This service is not for the Aurora and Nightly channels of Firefox Mobile.	N	Simpler to implement solution with the version as a selectable option. See mockup



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Bug ID 774497

https://bugzilla.mozilla.org/show_bug.cgi?id=774497

https://wiki.mozilla.org/User:Mconnor/Current/Snippets_Service

FURTHER REQUIREMENTS	STILL VALID?	NOTES/COMMENTS
SERVER-SIDE TOOL: text field to enter text that will be displayed in the message	Y	Resources avail. In Q4
SERVIER-SIDE TOOL: hyperlinked (clickable) URL field	Y	
SERVER-SIDE TOOL: localised/region field	Y	
SERVER-SIDE TOOL: target field to select specific cohorts	Y	
Notification message must be able to launch Fennec using the URL provided	Y	
Ability to launch a specific page using the URL field	Y	
Ability to message all GA users	Y	
Ability to target GA users based on last ADI using the 'target' field	Y	
Ability to track response rate: # of messages sent, # of messages received, # of messages acted upon (opened)	Y	



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Campaign Management Requirements

TYPE	CLARIFICATION	IMPLEMENTATION	AGREED?
Opt-in rulebook	Platform, Product, Version, Locale, Idle Time, No cookies. Telemetry sets precedent: https://wiki.mozilla.org/Privacy/Reviews/Telemetry	Combination of privacy rules based upon metrics we aim to collect and UX to inform users	
Delivery latency	12 hours for sending/receiving messages (can be up to 24 hours)	This is about client fetching vs. “sending” messages	
Localisation	Display in language set by user’s locale	Generate metrics for Fetches: aggregate array of values	
Message expiration	“End Date”	Server Side	
Ability to start/stop notification campaigns	Yes, this is all about removing stuff from the server	This is the magic of pull vs. push	
Timezone implications for sending notifications	Client fetches vs. sending notifications	This is the magic of pull vs. push	
Tracking response rate	Metrics server: click-through rate	Toby and JR: genius people at large	
Ability to target users on Fx Release – X (definable)	Yes	See campaign management tool. Additionally, rnewman has made it so that we can use this service for nightly and aurora.	
Analytics to tie in notification ‘sent’ parameters with data captured	Yes	Snippets Database	



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Dependencies

TYPE	NOTES	STATUS	SCHEDULE
Security Review	Security Review Bug: 789296	Needs info	Week 2-3 of Q4
Privacy Review	Privacy Review Bug: 788878	Needs info	Week 2-3 of Q4
Client Service	Fennec Bug: 793053		
Metrics Server		Spec complete/resources allocated	Q4/Q1
Snippets Server		Spec complete/resources allocated	Q4/Q1
Snippets DB		Spec complete/resources allocated	Q4/Q1
Campaign Management Tool	Services Bug: 793936	Spec complete/resources allocated	Q4/Q1
UX	doorhangers, settings	privacy review could impact content/copy	
Staging and Testing	elancaster needs to wrangle details		



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OPEN QUESTIONS?



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MILESTONE REVIEW

This is a mid-cycle review of the intended feature to ensure requirements are clear and signed-off by all stakeholder parties prior to deep implementation of the solution.

STAKEHOLDER	REQUIREMENTS SIGN-OFF	IMPLEMENTATION SIGN-OFF
Product Marketing: Sam Mott		
Product Management: Karen Rudnitski		
Project Management: Erin Lancaster		
Engineering Lead: Richard Newman		
Front-end Engineering: Mark Finkle		
Platform Engineering: Brad Lassey		
QA Lead: Kevin Brosnan		
Release Manager: Alex Keybl		

