

Rethinking the Mozilla Web Universe

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Photo: NASA

today's topic

How can we make our websites better?
(better for users, better for Mozilla)



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today's scope

Focusing the big picture: the way our websites work together, and the way users interact with them on a macro level (not specific content or design stuff).



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caveat!

This is a proposal. It's all very much up
for discussion, so let's discuss.



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the good news

Mozilla operates a bunch of quality sites that, when viewed as a group, make us one of the biggest Web companies around.



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the big leagues

Monthly site stats (9/09):

Sampling: Top Mozilla Destinations		
Site	Total Visits	Total Pageviews
mozilla.com - product	252M	275M
mozilla.com - no product	54M	66M
addons.mozilla.org	53M	205M
support.mozilla.com	18M	55M
mozilla-europe.org	18M	24M
mozilla.org	10M	20M
developer.mozilla.org	2M	17M
labs.mozilla.com	.5M	900K

- total: ~660 mm page views



the bad news

Our current approach to managing these sites creates a bad user experience and limits our ability to make the most of the traffic.



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in other words...

Coming into the Mozilla web universe and trying to get the full picture of what we do (and how to get involved) can be really confusing.



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and...

We're missing an opportunity to tell people about things besides the desktop Firefox (add-ons, mobile, services, stuff from labs, the mission, etc)



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the goal

Create a web universe that makes sense for users and gives us a better platform for telling our story.

(and the good news is that these aren't mutually exclusive)



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more specifically...

- sites that take advantage of massive traffic to fully support key company goals
- more ways to get users engaged with Mozilla and participate in the community
- data-driven sites that allow us to be more iterative with what we learn from metrics
- a stronger platform for communicating product values & benefits
- a site structure conducive to future growth



step 1

Start thinking of our sites as components of a larger whole rather than a bunch of individual pieces.



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more of a mental shift than anything else - will get to the details in a minute

step 2

Tell our story effectively by
making sure each site has a clear
role and distinct focus.



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step 3

Start grouping related content together so it'll be where users can find it.



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Firefox & add-ons, for example; MDN for another example

step 4

Connect sites more effectively
through cross-linking, UI
elements, visual palette, etc.



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some tactics

Let's have a single Mozilla site that can tell the story of why we exist and serve as a central hub for all the other sites to orbit around.

(i.e., continue to refine mozilla.org)



some tactics

Let's create product- or audience-specific sites that will revolve around that central hub.

(i.e., a single Mozilla-branded site + a bunch of sites named after each product)



some tactics

For example, mozilla.com would be renamed to reflect its current focus on Firefox.

(i.e., firefox.com? mozilla.org/firefox?
firefox.mozilla.org?)



some tactics

Let's integrate Firefox add-ons
into the Firefox product site to
create a more unified experience.

(lots of ways this could be accomplished)



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some tactics

Let's unify our sites with some common elements - like a shared footer - and create a style guide for greater visual consistency.

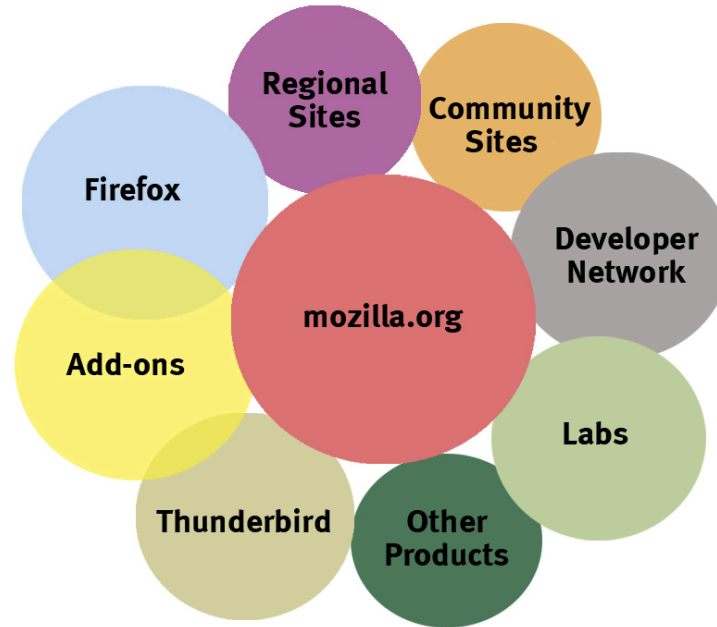
(while allowing each site to retain its individuality, of course)



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how things might look



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challenges & questions

- would this create an improper balance between Firefox & Mozilla?
- similarly, we're not a one-product company... would this approach create that impression?
- where do Mozilla Europe, Mozilla Japan and Mozilla China fit in?
- should we be working to unify our sites under a single domain instead of having separate ones?
- what else?



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for further discussion:

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(don't be shy)



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Appendix



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firefox.com

- would be based around the Firefox-related content on the current mozilla.com site.
- major visual and content overhaul of the Firefox product site...tighter site focus presents new design, content opportunities.
- would allow for greater exposure of priorities like mobile and add-ons.
- would still retain Mozilla branding, but in a more appropriate hierarchy.



mozilla.org

- as the “One Mozilla” site, it eliminates current confusion between mozilla.com and mozilla.org.
- it would be the place to tell the full Mozilla story.
- is a great opportunity to expand the Mozilla brand, promote the mission and drive greater participation.
- would still be coordinated by MoFo, but with greater MoCo involvement.



add-ons integration

- once firefox.com is redesigned, incorporate Firefox add-ons into the same look & feel.
- could be a subset of key add-ons, or the entire group of them (details tbd).
- an integrated site allows for greater cross-promotion and discovery.
- would still be run by the AMO team, but with greater visual and brand consistency.



common UX elements

- connect sites more effectively with universal footer and other possible solutions.
- group sites into categories (ex. community, product, developer, labs) and develop loose common design elements to create brand consistency and user clarity.
- publicly share style guides to offer basic design direction, but don't force this on anyone as a strict requirement.



back end

- use dynamic content to upsell add-ons, promote new initiatives & drive engagement.
- more sites on the same domain creates a simpler and more accurate data reporting structure.
- will create a more efficient “one stop shop” for internal metrics.
- will give us new insights how users engage with us and our websites.



possible roadmap

- Q1: find external design resources, begin expanding mozilla.org
- Q2: make switch to firefox.com, begin redesign process, begin testing new designs
- Q3: add common UX elements, launch redesigned firefox.com
- Q4: integrate add-ons into firefox.com, publish style guides



summary

- the current site structure has become complex and dense, and no longer fits the needs of a rapidly growing Mozilla.
- we need to view our sites holistically, rather than treating them as individual properties.
- a more well-organized site universe increases both visitor and business value.
- if done right, this is a win/win for our products, users, mission and organization.

