

Learning Products Program Review

March 26, 2015

Agenda

1. Goals
2. Key Initiatives
3. Research
4. Landscape
5. Next quarter
6. Partnerships
7. Challenges
8. Discussion

Goals

Why? First step from user to active creator of the web

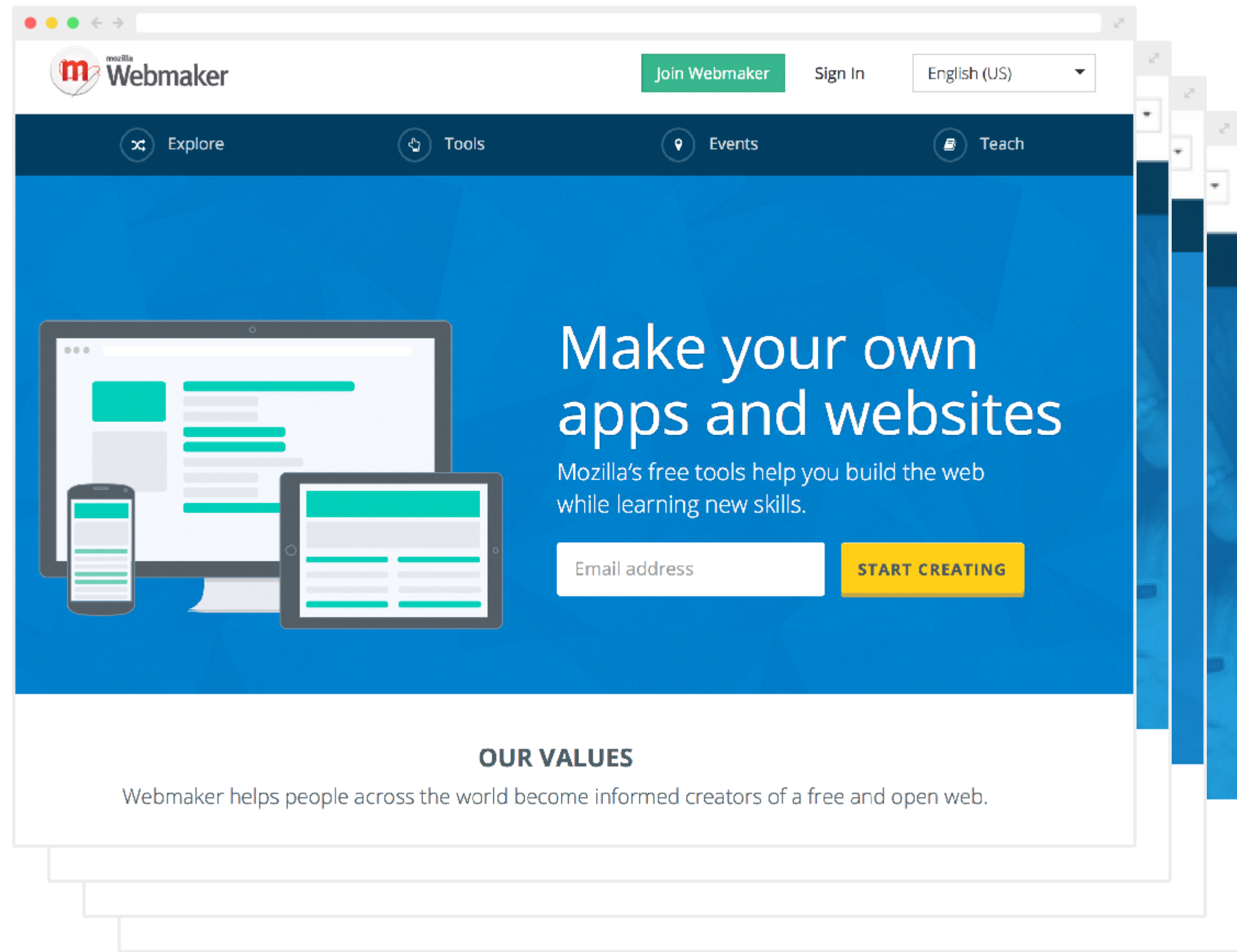
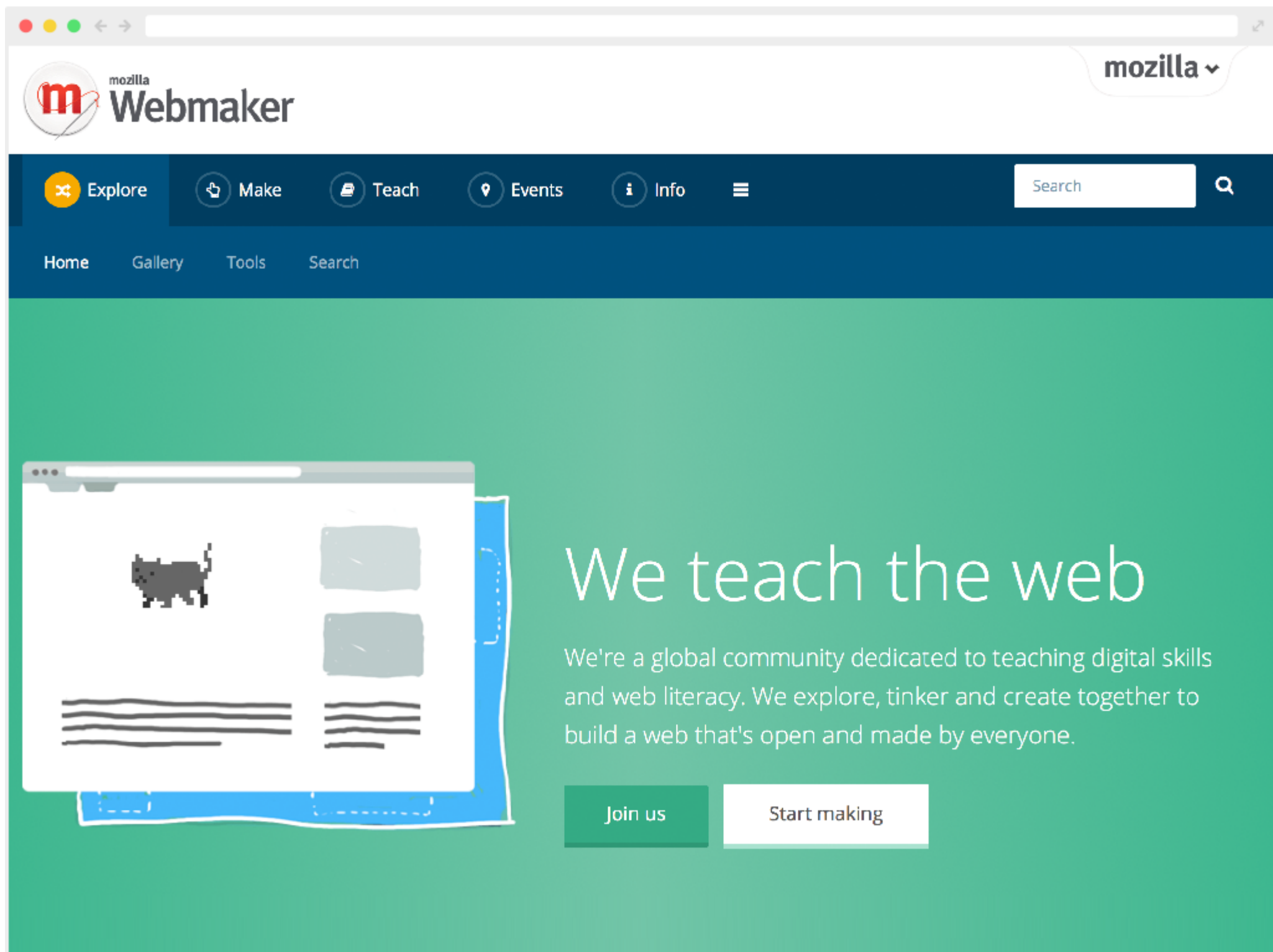
What? A fun, *easy*, creative online platform for all to discover and create content that is relevant to their lives

Who? We're designing for the next billion, on mobile & desktop

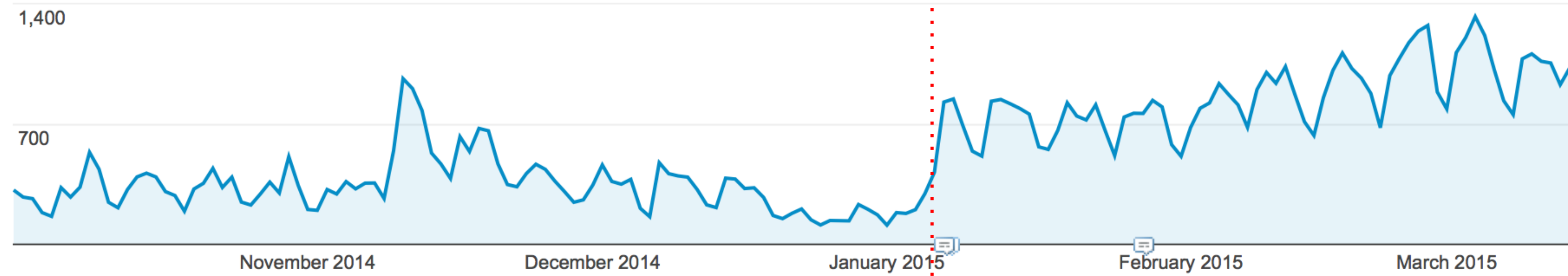
Why care? Hopefully large # of creators of the web with explicit relationships with Mozilla

Increase monthly average unique visitor (UV) to active user (AU) conversion from 2.2% to greater than 5%.

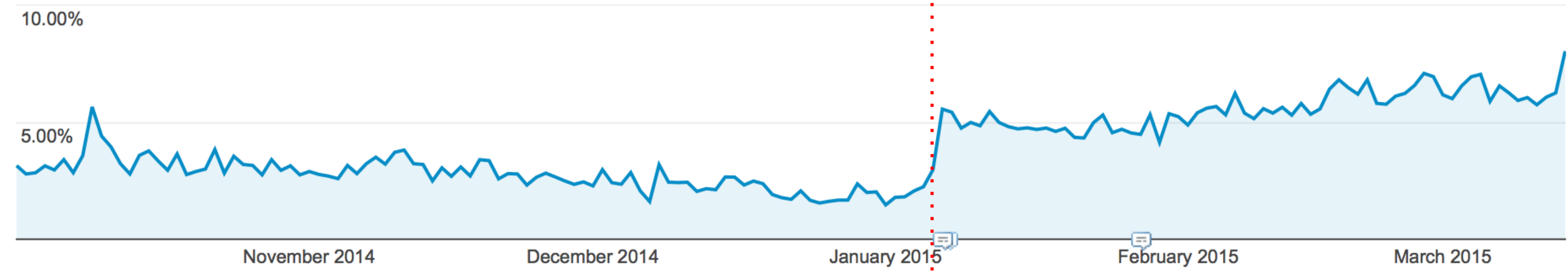
Result: 8.14%



Total Conversions / Day



Conversion Rate / Day

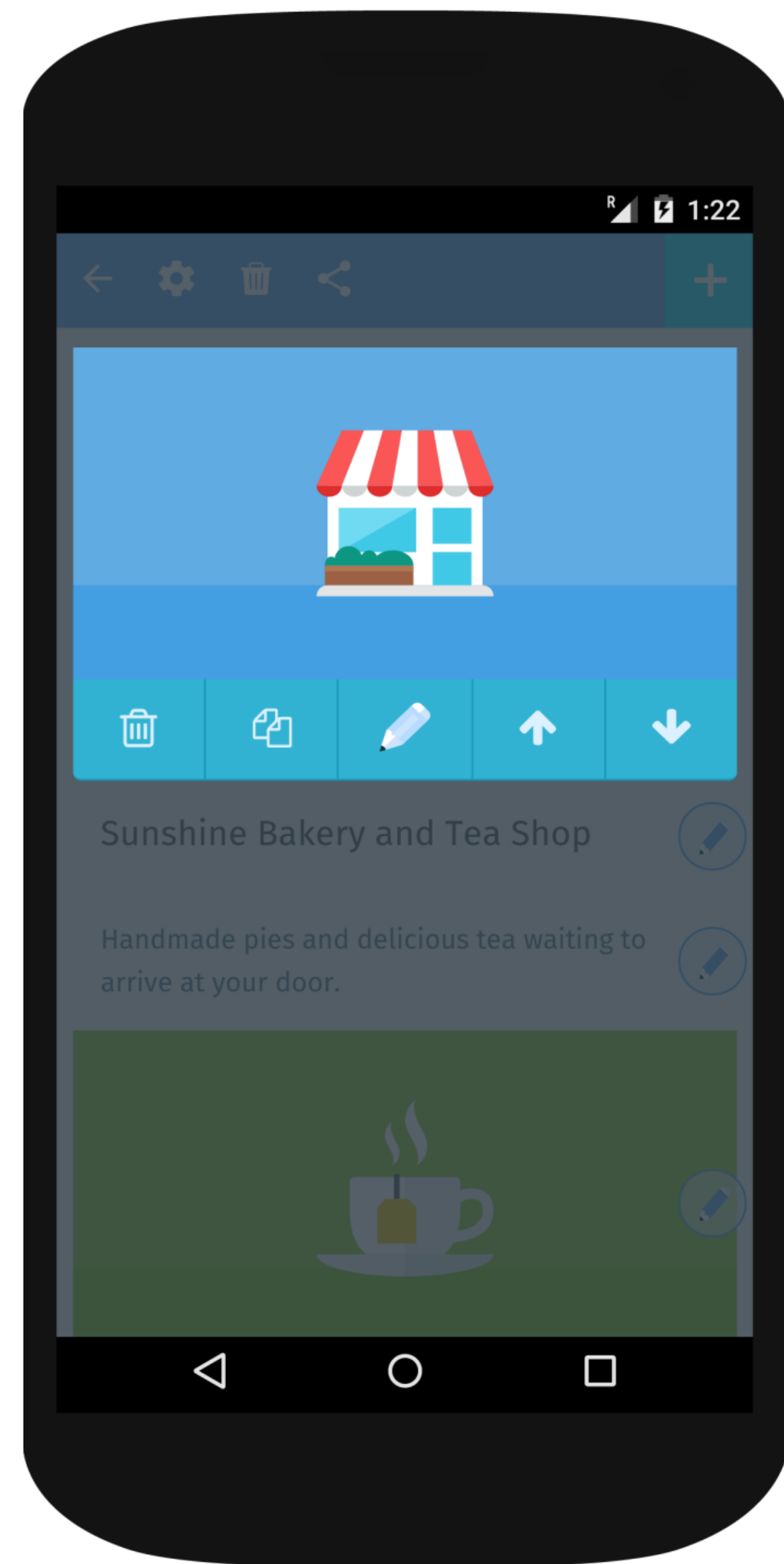
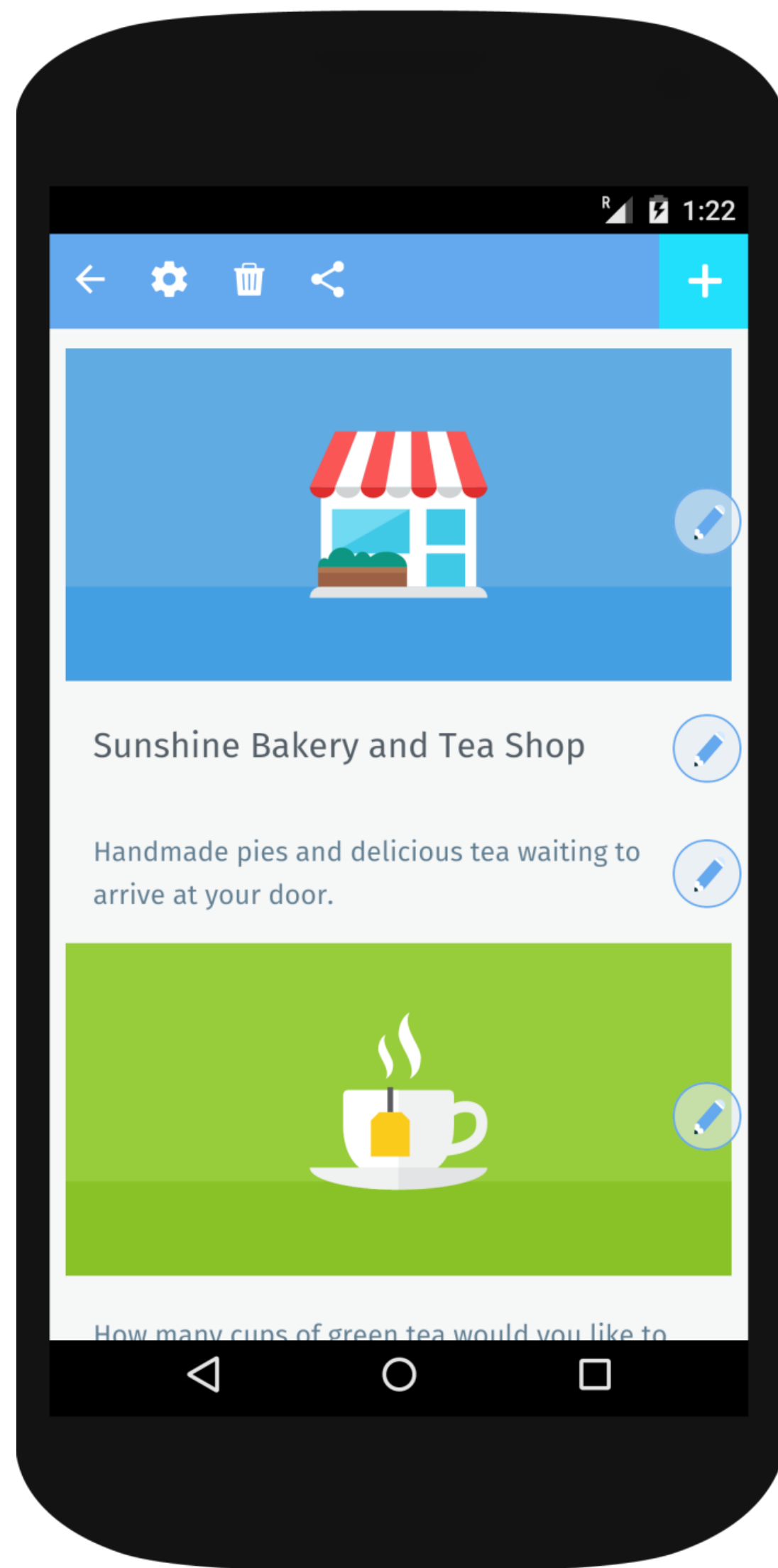
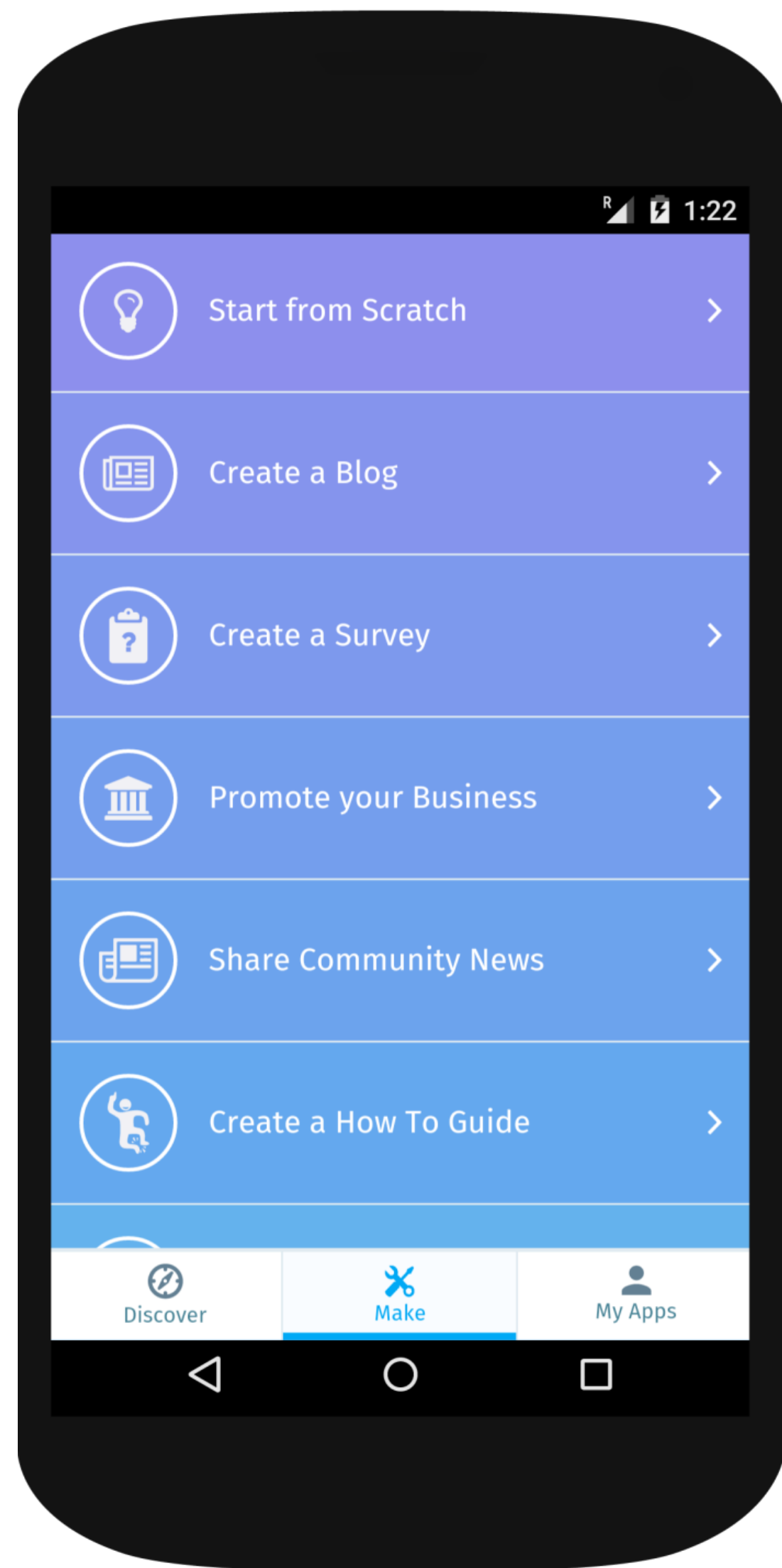


Share our vision for enabling local content creation on mobile devices at Mobile World Congress.

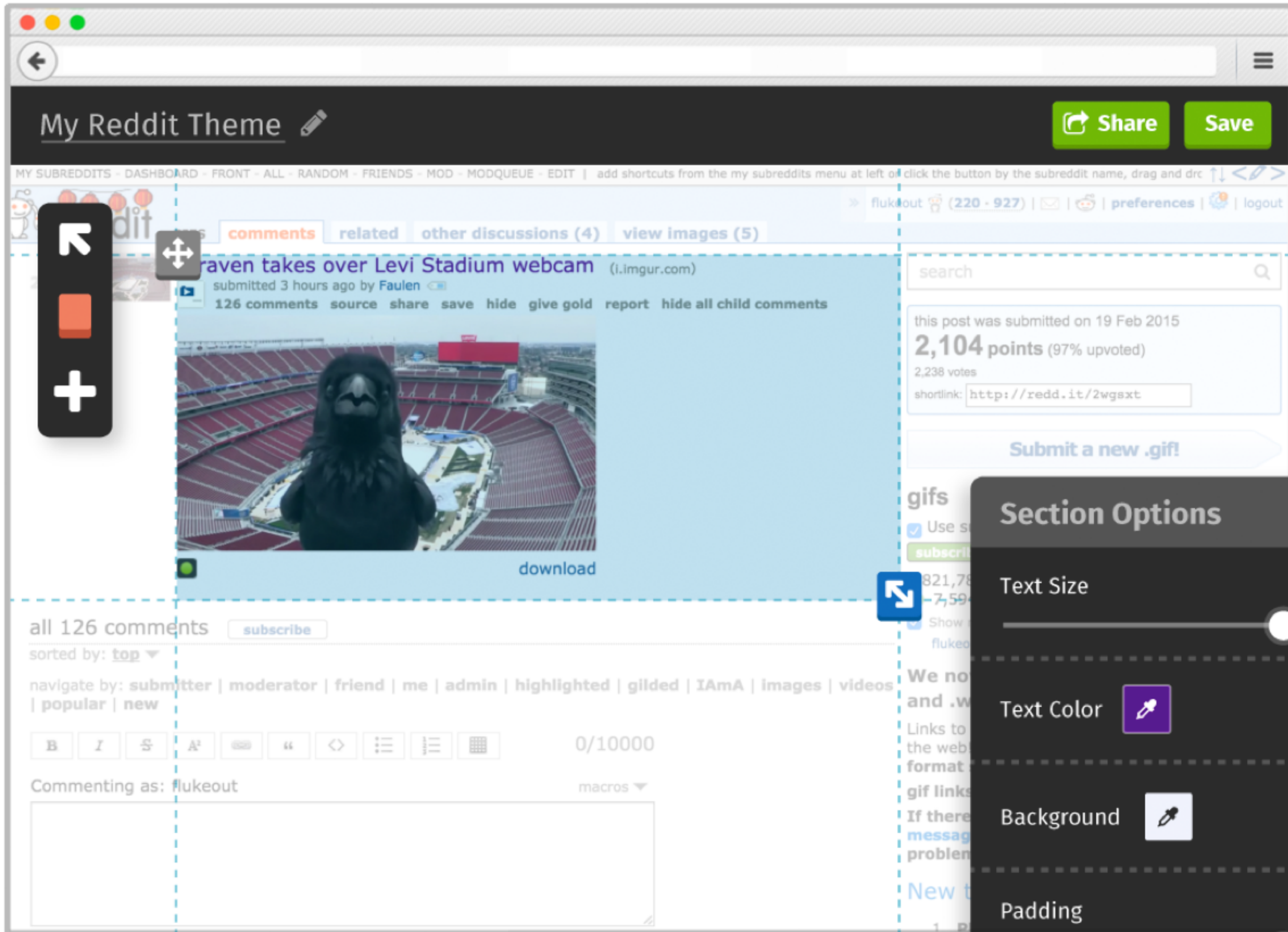
Result: Demo of Webmaker on Firefox OS and Android at MWC

The Mozilla logo is located in the bottom right corner of the slide. It consists of the word "mozilla" in a white, lowercase, sans-serif font, positioned over a blue geometric graphic that resembles a stylized mountain range or a series of overlapping triangles.

mozilla



Produce five “Firefox for Making” concepts.
Result: Seven concepts and two prototypes



Recap

- ✓ Achieved Q1 KPI
- ✓ Shipped demo of the Webmaker App
- ✓ Presented concepts / prototypes for MakerFox
- ✓ Completed four field research studies

... we still have a lot of work to do.

Research



4 Countries

15 Communities

338 Participants

11 Weeks in the Field

Localization

“We have our own language that is Bangla, and we fought hard for it.”

BANGLADESH, WS01-F01

“If I look for information in Swahili, I always think that I won't find it.”

KENYA, WS06-M02

“If a person is going on the Internet you can be sure they speak English.”

INDIA, ADH

Brand Voice & “Fun”

“Internet is only for people who work in big offices.”

KENYA – ADH

“A ‘techy’ is someone who can create stuff.”

INDIA – ADH

“If you talk about technology people will be impressed
and respect you.”

INDIA – ADH

Social Motivation

“I never made because there was nobody to encourage and push me.”

KENYA – ADH

“I shared a recipe on the school’s website. I was so proud to receive lots of comments.”

KENYA – ADH

“Sharing is great. When we share it means that we have something to talk about.”

BANGLADESH – INT04-M01



We have no Branch



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9560231246
011-25462318



ADVANCE WILL NOT BE RETURNED

COLOUR GUARANTEE

AMIR & AJAY **MEHANDI DESIGNER**

Spl : Rajasthani, Marwari, Bombay Style Jaipuri , Mehandi Lagai Jati Hai

Special in : All Different Style of Mehandi
Special Arrangement For Marriage & Other Functions
We have Colourfull Mehandi Also Here is Booking in
Out of Delhi & Out of Country

J-75, (Ajay Mehandi Wala) Main Market, Rajouri Garden, New Delhi-27
E-mail: Id- Password-

Landscape

Social



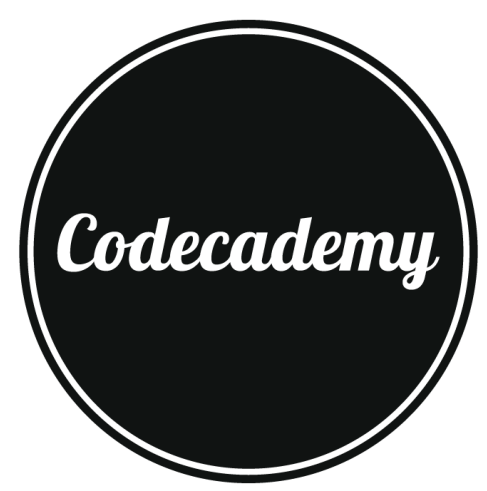
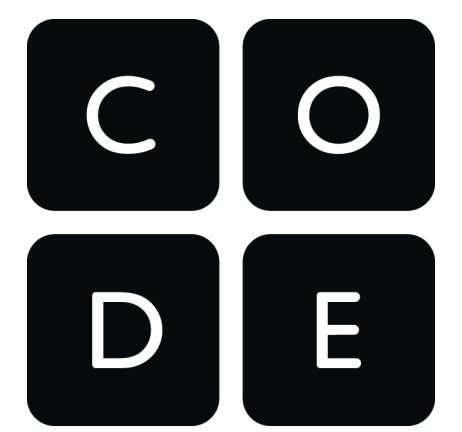
Individual



Intent to Learn



Intent to Create



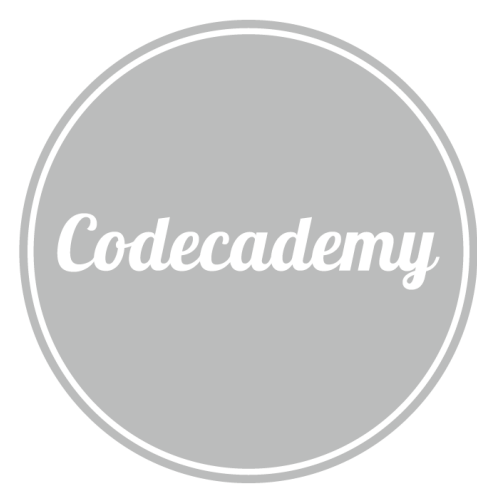
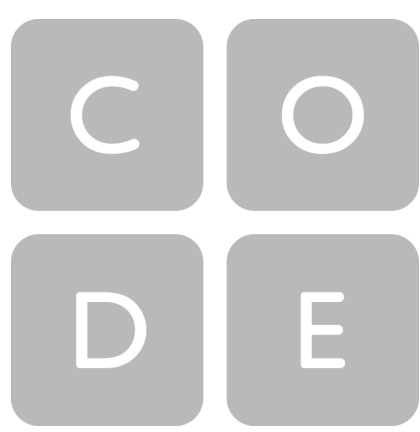
mozilla

Social

Individual

Intent to Learn

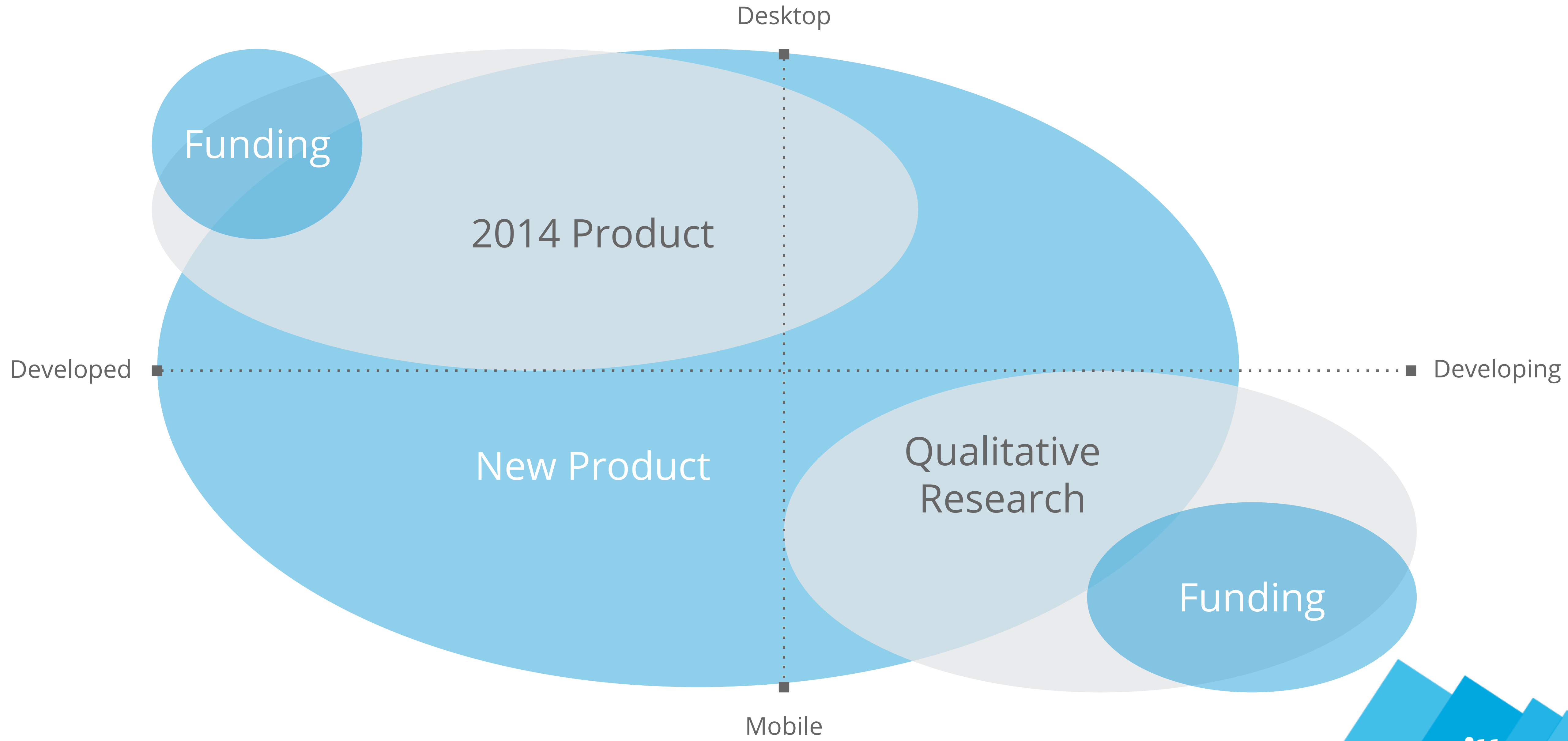
Intent to Create



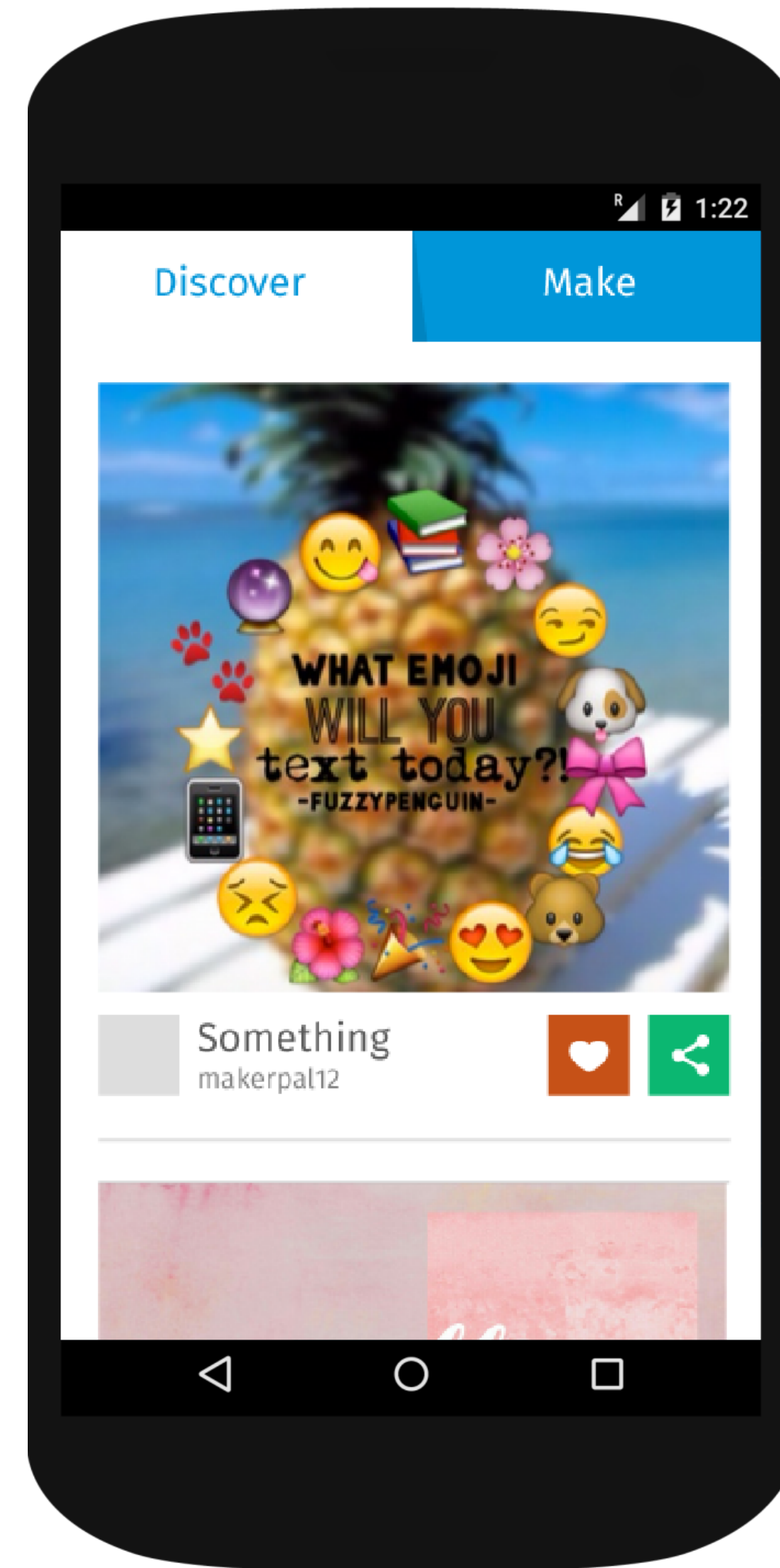
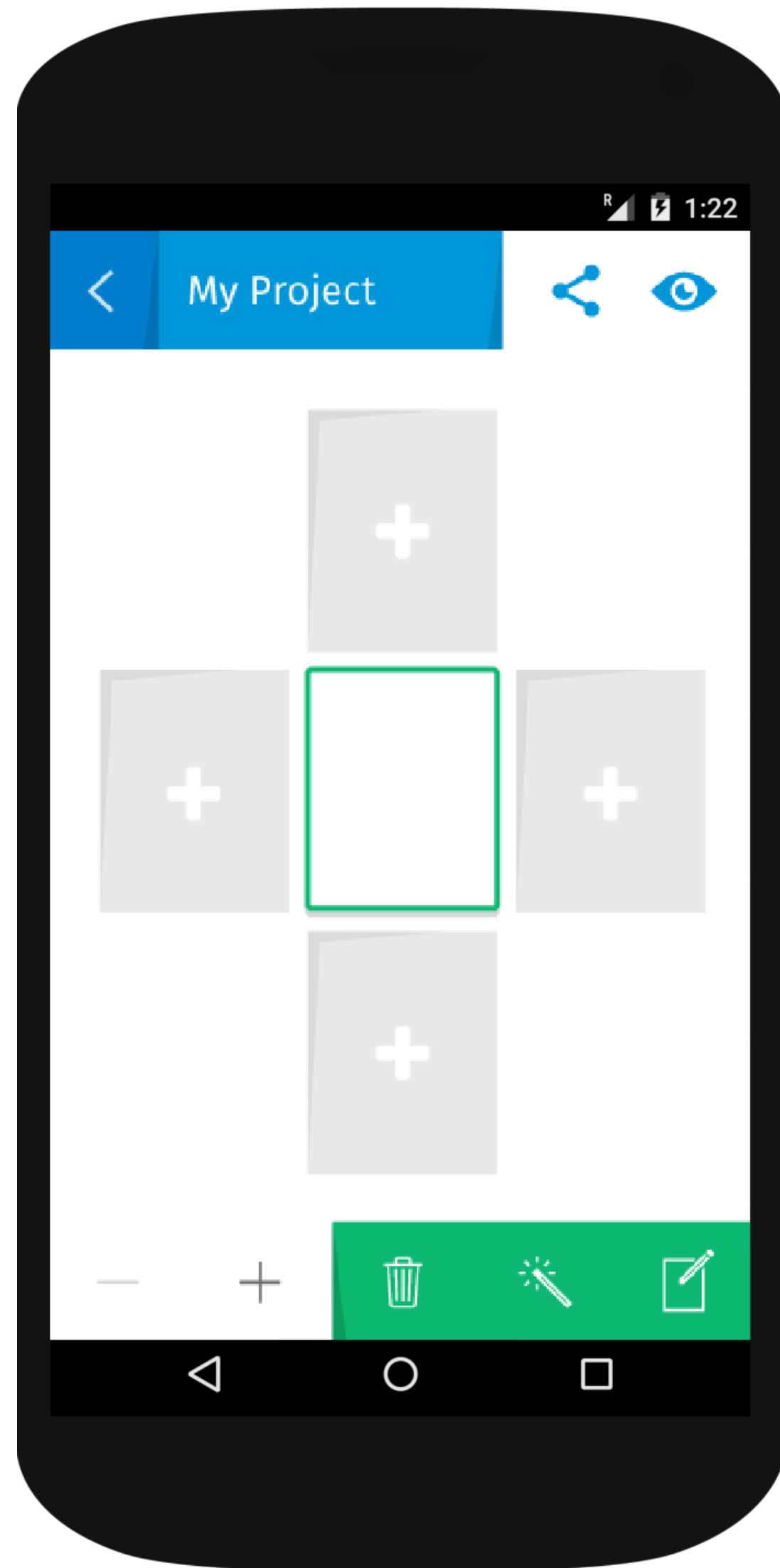
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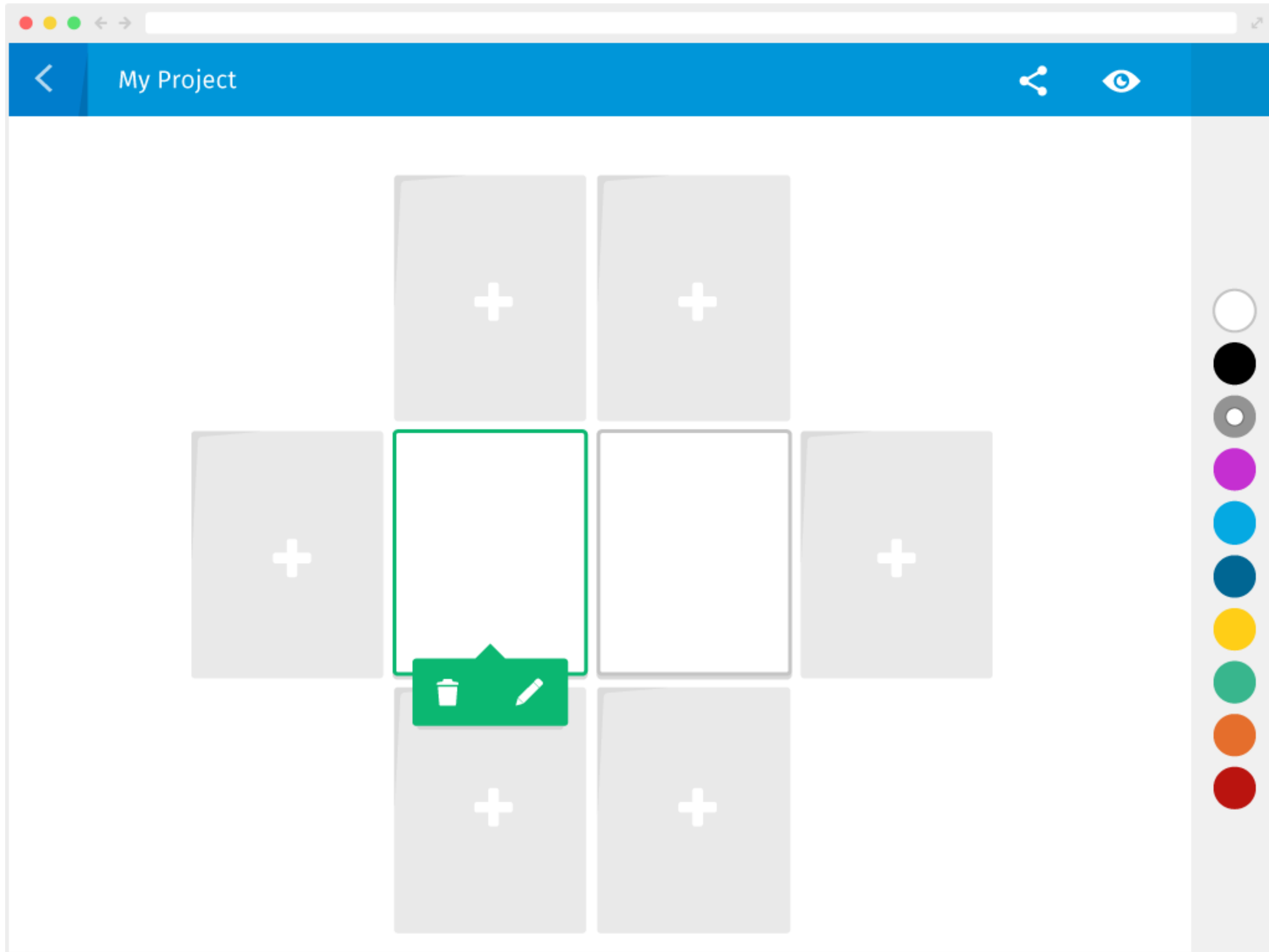
Launch

mozilla



Next Quarter





● Mobile

Bring Webmaker for Android to market via Google Play. Current Cordova-based architecture needs to be replaced to deliver competitive user experience.

● Desktop & Tablet

Bring our new vision for Webmaker to Desktop. Need to resolve open job reqs and increase team efficiency to meet a June launch target.

● ? Firefox for Making

Continue to explore opportunities for expanding Firefox market share through segmentation. Need dedicated lead and clarity on next steps post MoCo team restructuring.

● Research

Continue to improve our products and understand our markets through research. Need to identify funding and opportunities to scale our efforts.

Increase 7-day retention of Active Users (AU) from
3.09% to 10%.

Partnerships

If we build it they will come?

GSMA

Grant work is winding down;
GSMA future work in this area unclear.

Operators

Some will be interested in combined
networks & software play; none will drive.

Funders

Possible amplifiers of joint effort with Learning
Networks, but have long timelines.

Challenges

Localization

Our localization strategy and tooling / infrastructure is insufficient to make the kind of impact we want globally. Need to look across the organization for best practices and community engagement.

Filling the Research Gap

We have a large gap between the research we have funding to explore in the developing world and the large addressable audience we have elsewhere.

Marketing

In order to have impact in non-desktop markets, we will need to greatly increase our audience beyond Firefox users. How do we reach a larger audience in the developing world and gain attention within Google Play?

Recruiting

Finding high quality candidates and filling open positions has been slow / difficult.

Performance

Support for animation has been identified as a key feature. Our current technical architecture based on Cordova as well as support for low-end devices makes this difficult.

Data Collection & Privacy

Strong user interest and important use cases covered by our “data” features are at risk because we haven’t yet resolved PII and safety concerns.

Key Items for Discussion

Building more focused teams to move faster

Path to impact in developing markets is aspirational –
contingent on Android & channel development

In 2014, FirefoxOS seemed key part of go-to-market.
That's less clear in 2015.