Reporter

Prepared for: Mike Morgan
Prepared by: Aakash Desai
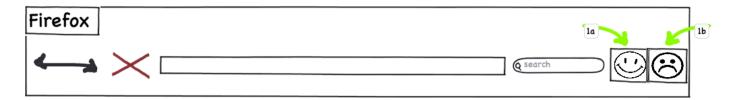
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Summary

Problem

Mozilla has a dearth of actionable feedback being submitted from our two major browser products, Firefox and Mobile Firefox. We use Hendrix (i.e. feedback.mozilla.org) to ask the user for their quick comments/rants and the "Report a Broken Website" mechanism to submit issues with websites they browse to with Firefox. Both tools are not very discoverable, have their own separate databases and have not been well-maintained. So, the purpose of Reporter is to provide better actionable feedback through the use of positive/negative categories form our Beta Program users. The end goal of this project will be to garner better constructive feedback from our users and demographic information before we release major version of our browsers.

Goals

1. Gauge positive and negative reactions from our users in the Firefox Beta program for every new beta release

2. Identify issues reported via topics and urls submitted by our users in the Firefox Beta program

3. Clear out reporter.mozilla.org (i.e. RMO) and change its fields search through user inputted information such as sentiment, descriptions, urls and build Id

4. Provide a lightweight and low-cost feedback submission mechanism from

WorkFlow

Instance Submission Pages from Product Buttons (Add-On)

Firefox

search   1a   1b

Notable Features

1. Buttons: In-product toolbar icons (put on the bookmarks' toolbar by default) that link to the submission form that serves back a positive or negative feedback form.

   a. Smiley Face: The button directs the user to a mozilla.org server that hosts the Positive Feedback submission form.

   b. Sad Face: The button directs the user to a mozilla.org server that hosts the Negative Feedback submission form. The current page the user was on when the button was clicked should be posted to the URL Input Field in the Negative Feedback submission form.

Submit Feedback via Mozilla.org Property (Webpage)

Positive Feedback Mock: http://www.flickr.com/photos/aakashhdesai/4597061128/in/set-72157624035832688/

Negative Feedback Mock: http://www.flickr.com/photos/aakashhdesai/4596445261/in/set-72157624035832688/

Notable Features

1. Feedback Submission Form

   a. User Agent Sniffing: To get better constructive feedback from the user, we only want Beta users on the latest Firefox Beta to submit information to us. So, the following actions should be performed to safeguard against improper submissions.

      i. Latest Firefox Beta: Direct the user to the correct submission page

      ii. Old Firefox Beta: Direct the user to a page with a download link to get the latest Beta Program build

iii. Firefox Releases: Direct the user to a page with a download link to get the latest Beta Program build

iv. Non-Firefox Browsers: Direct the user to a page with a download link to opt-in to our Beta Program

b. SSL Protection

c. Submission: A HTTP POST, with the following fields, should be sent to RMO. The user should then be directed to a "Thank You" page

   i. Sentiment: Depending on the page, "Happy"/"Sad" should be part of the sentiment form filed sent to RMO.

   ii. Text Input: The user should be able to give constructive free-form feedback here and bring up identifiable feature-based topics such as "Addons", "Flash", "Silverlight", "Awesome Bar", etc. We should not allow for any profanity to be submitted.

   iii. Build Id: The user-agent sniffed should be added to a separate field.

   iv. (Negative Feedback Only) URL Input: We want to grab user issues when they submit negative feedback, so to do this, the url the user was on when the "Sad" Navigation Toolbar Button was clicked should be populated to this field. Offer an opt-out checkbox and string to add a website that have a particular issue with.
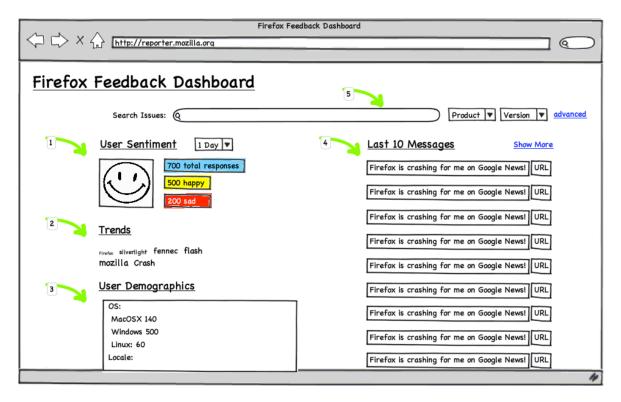
Thank the User and Offer Follow-Ups (Webpage)

Mock: http://www.flickr.com/photos/aakashhdesai/4597061190/in/set-72157624035832688/

Notable Features

1. Thank You Page: A simple page that offers a thanks for sending us feedback and links to find other ways to follow the project.

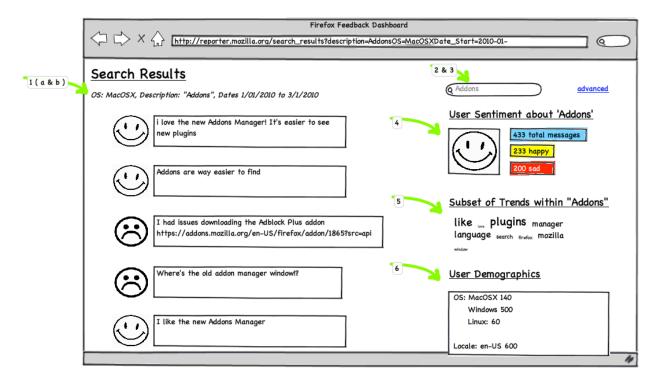   a. Follow Mozilla Links: Firefox Twitter Page, Facebook Firefox Beta Program Page, Planet Mozilla

Search through the Feedback via RMO (Webpage)

Notable Features

1. User Sentiment: This widget shows the total messages, subset of documents with sentiment 'happy', subset of documents with sentiment 'sad' and the visual representation of the majority sentiment.

2. Trends: This widget shows a cloud of common phrases collected over the time period specified in the User Sentiment widget. Articles of speech should be removed from the possible results.

3. User Demographics: List of demographic information from the build id of users on the latest Firefox Beta.

4. Last 10 Messages: Dynamically loading list, over an interval of 5 minutes, of the last 10 messages submitted from the latest Firefox Beta.

5. Search Form

   b. Menu Boxes

      ii. Product: Only populated with "Firefox" for now, but will incorporate other products in the future.

      iii. Version: Populated with version numbers of a specific product.

      iv. Advanced Hyper-Link: The link should pop open the following options: locale, OS and date range

Look at the Results of a Search (Webpage)

Mock: http://www.flickr.com/photos/aakashhdesai/4597061244/in/set-72157624035832688/

Notable Features

1. Results Listing
   a. Search Description: String of search options selected
   b. Messages: Lists the last 10 messages that match the search description. Includes the user's sentiment and only the message of the submission
2. Search Form: On newly entered additions, a new search results page should populate with new results
3. Advanced Options: The link should pop open the following pre-filled options: locale, OS and date range
4. Search-Subset User Sentiment: This widget shows the total messages within the subset of the description and all other modifiers, sub-subset of documents with sentiment:'happy' attribute, sub-subset of documents with sentiment:'sad' attribute and the visual representation of the majority sentiment.
5. Search-Subset Trends: This widget shows a cloud of common phrases collected over the time period within the description subset specified in the User Sentiment widget. Articles of speech and "bad words" should be removed from the possible results.

6. Search-Subset Demographics: List of demographic information from the build id of users on the latest Firefox Beta within the subset of the search modifiers used.

Future

#	Feature	Phase
2.1	Mobile Firefox	2.0
2.2	Trouble Shooting Information	2.0
2.3	Top Issue Population	2.0
3.1	Screenshots	3.0
3.2	Surveys	3.0

2.1 - Mobile Firefox

Mobile Firefox 2.0 Beta is coming up sometime in Q3 and they've shown a definite interest in incorporating this feedback mechanism into their beta program. We should find a way to support them using the same search/dashboard interface on RMO.

2.2 - Trouble Shooting Information

I'd like to add more useful feedback to the mechanism as the beta runs its course. For users who find an issue, I'd like to copy the information from "about:support" on Firefox and Mobile Firefox, whenever its landed there, and submit that information as an opt-in when reporting an issue.

2.3 - Top Issue/Feature Population

By this time, we should a somewhat defined list of top features people like and dislike, we should populate a list of top features on the both submission forms and ask if their favorite features or most problematic issues are centered around those areas.

3.1 - Screenshots

For users that who find an issue, we can instance screen capture by clicking on the 'sad' face and post it to the submission form page. From there, they can choose to opt out themselves.

2.3 - Surveys

There are multiple platforms for users to submit survey information both externally (i.e. Get Satis-faction, User Voice, etc.) and internally to Mozilla (i.e. Test Pilot). We should offer users the opportunity for give us more direct follow-up in the form of surveys that ask for demographic information.