Design Project No. 2

Are you fed up with your web browser?
You're not alone. We want you to know that there is an alternative...

Firefox

Introducing Mozilla Firefox 1.0

Download today from GetFirefox.com

Get Firefox now to enjoy all the latest features that it has to offer.
Firefox Advocacy Guidelines:

from www.spreadfirefox.com:

The Mozilla community is a community of people and a set of values that's all about respecting people's privacy and getting rid of nuisances on the web. Please use good judgment when advocating for Firefox. Be positive and respectful at all times.

Please don't spam people. This means that you should not send unsolicited mail to strangers. Please refrain from posting messages to mailing lists or on bulletin boards that advocate for Firefox in an inappropriate manner. Doing so will also generate a negative response from people. Mozilla is all about getting rid of spam. We don't want to be a source of spam. Spread Firefox is about spreading positive word of mouth about Firefox. Spamming people will achieve the exact opposite result. When we receive complaints and confirm cases of spamming, we will reset affiliate counters for that user back to zero, so as to not reward users for spamming.

We also ask that you refrain from linking to adult web sites and content that may be offensive to our users in your homepage URL in your account profile. Similarly, please do not upload pornographic or otherwise offensive images onto our site.

When spreading the word about Firefox, please keep in mind that positive messages are much more helpful than derogative comments about competing products. And finally, please keep your blog posts positive and appropriate for all audiences.
The Goal:

To create infectious action around Firefox.

Design Project Focus Area:

Find and implement ways to create infectious action around Firefox within a user population outside of the Internet-savvy early adopter (i.e., not Stanford students, not bloggers) behavioral segment. For example, the user group you design for could be a combination the following (but not limited to):

- people who use the Web but are not very sophisticated about it
- people who find the prospect of switching browsers scary
- people 55+ in age
- people under 10

You'll need to structure the understand and observe phases of your project such that you are able to make intelligent choices about who to focus on. You should also concentrate on knowing by doing: build lots of quick prototypes and run quick experiments to help you set direction, gain traction, and fine tune your solution.

As you go through the design process, we’d like you to consider the following additional factors:

- **Atoms to Bits**: how might you find new ways to create infectious awareness in the physical world which translate into online action?
- **Ease**: which audiences are easier to infect than others?
- **Sneezers and Mavens**: which stakeholders, if any, should be influenced before others?
Deliverables:

At our interim check in on Thursday, April 20, you must be able to:

- State the target group(s) of your design efforts
- Crisply articulate your insights
- Communicate your point of view (POV)
- State what intended infectious actions are for all stakeholders you're designing for

By Thursday, April 27 you must have used a human-centric design process to identify, create, and implement a solution (or solutions) which address Mozilla's goals. In addition to having something real working in the world, you must be able to:

- State your strategy for creating infectious action
- Articulate your success metrics and how they'll be generated
- Create working of list of design principles around CIA that you can build on, share and modify for the rest of the quarter

After April 27, Mozilla will help us assess how your various solutions are doing via a weekly check-in where we look at quantitative tracking data.

What’s a Point of View?

Generating an actionable Point of View (POV) based on your understand and observe activities is the most critical part of this project. Here’s an overview:

POV = user + need + INSIGHT

In our public transportation project in ME313 Fall quarter there was one example:

user + need: “young professional commuters need to socialize"

That's not actionable from a process standpoint. It lacks insight. What insight do you have that gives you a guiding principle to guide and filter your process?

user + need + insight:
“young professional commuters need to socialize AND based on our observations, train time is sacred time. Time on the platform is open time, so that's where we'll design for socializing.”

That's a good POV. For more information on POV's, talk to us, and refer to the Developing a Point of View handout from today’s class.
What’s Success?

It’s largely up to you to determine what success means for your project.

In general, success in creating infectious action around Firefox will be some combination of the quality and quantity of infectious actions generated.

Because of the online nature of Firefox, we have a unique opportunity to track results quantitatively over the quarter. Your effort does not necessarily need to embrace this opportunity, but we highly recommend that it does, as this approach is more likely to yield insights and learning applicable to your future endeavors. Our partners at Mozilla will aid you in setting up this kind of tracking.

This is a very real and visible project. You’re being given just enough time to do something which could have a sizable impact on how Mozilla goes about implementing its vision. The bar has been set very high. No matter what you do, you must comply with the spirit of the Firefox Advocacy Guidelines included on the second page of this brief.

Cumulative Firefox downloads at the time of writing were: 162,692,789

Evaluation

In general, how you go about doing this project is as important as what you get done. We’ll be evaluating you and your teams on several different dimensions:

- Qualitatively and quantitatively, how successful was your solution in creating infectious action for Firefox?
- To what degree did you use a human-centered design process to get to your final solution(s)?
- How effectively did you communicate the desirability, viability, and feasibility of your solution in your final presentation?
- How well did your team work together?
- How much did you contribute as an individual?
- How much did you and your team contribute to the class as a whole?
- Does your solution have legs?

As a group, the teaching and coaching teams are exquisitely sensitive to “smart talk, no action”. If you sound good, but didn’t do much, we’ll frown.

Getting good stuff done, doing it in a good way, and being able to tell sticky stories about it are the key to doing well on this project.
Process

Remember to use (and believe in!) The Process:

1. Understand
2. Observe
3. Synthesize, Prototype, and Test
4. Evaluate & Refine
5. Implement

Any one of the project areas listed above represents countless needs and opportunities for innovation. Your job as a design team is to use the entire design process to dig deeper into one of these areas and innovate.

This means after you select a project area, your team needs to revisit – together – the understand and observe phases to uncover deeper insights about latent needs and refine your point of view. These will become better springboards for your efforts as you begin to visualize, prototype and test a variety of solutions to address these needs.

When it comes to figuring out how to creative infectious action for Firefox, you may need to consider all the stakeholders involved in the process, not just end users. This means looking inside of Mozilla and out to the marketplace, as well. Do your homework: what has gone before you? Stand on the shoulders of giants, but use your unique insights to create something innovative.

Ask your coaches for help and guidance. This is where it all comes together. Each of your teams has substantial experience with the design process. And you’ve each been paired with an industry coach who is a world-class expert on getting these types of things done. Combine that mind of the child with an attitude of wisdom, take what you have learned and make it count!

Think Open Source. This isn’t just a project for Mozilla, this is an opportunity to learn to think Mozilla. Are you at team of four students and a coach, or could you be more than that?

You need to walk into class on April 27 with your solution “live” in the world. It must be up and running. Before then, you should have run through multiple iterations of your solution(s). Our experience doing this stuff tells us that projects “completed” the night before won’t make you, the people from Mozilla, or us happy.

Please refer to the following project schedule for some suggested milestones:
<table>
<thead>
<tr>
<th>MONDAY</th>
<th>TUESDAY</th>
<th>WEDNESDAY</th>
<th>THURSDAY</th>
<th>FRIDAY</th>
<th>WEEKEND</th>
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<tbody>
<tr>
<td>13</td>
<td>14</td>
<td>15-16</td>
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<tr>
<td><strong>Acceptance</strong></td>
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<td>Work with your team and coaches to come up with a <strong>written plan to succeed</strong>.</td>
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<td>Accept the challenge at a personal level.</td>
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<td>14</td>
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<tr>
<td><strong>Understand</strong></td>
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<td>Go out into the world and understand what’s going on with Mozilla, Firefox, and open source.</td>
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<td>15-16</td>
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<td><strong>Observe</strong></td>
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<td>Talk to real people in the world. Find out what they’re doing, thinking, and feeling.</td>
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<td>Try creating a prototype or running some experiments. Show them to people.</td>
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<td>19</td>
<td>20</td>
<td>21</td>
<td>22-23</td>
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<tr>
<td><strong>Observe + Synthesize</strong></td>
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<td>If you haven’t created some prototypes by now, just do it!</td>
<td>Synthesize</td>
<td>Come up with a <strong>point of view</strong> for this project and bring visualizations of a variety of solutions.</td>
<td>PROJECT CHECK-IN</td>
<td>Build &amp; Test</td>
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<td>What do you have to lose?</td>
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<td>Come to class ready to discuss, defend, and improve your point of view.</td>
<td>Have a plan for building to learn.</td>
<td>Continue building tangible expressions and testing with real people</td>
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<td>Select your <strong>user group</strong> &amp; write a <strong>need statement</strong></td>
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<td>21</td>
<td>22-23</td>
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<tr>
<td><strong>Build &amp; Test</strong></td>
<td>Build &amp; Test</td>
<td>Implement</td>
<td>Class Launch</td>
<td>Reflect &amp; Plan</td>
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<tr>
<td>You should have built and tested multiple prototypes by now.</td>
<td>How many experiments have you run? 10? 1000? 10,000? 100,000?</td>
<td>Prepare a five-minute presentation for class the following day.</td>
<td>Present your solution in five minutes or less.</td>
<td>As a team, talk about what you want to learn from this project for the rest of the quarter.</td>
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<td>If you haven’t talked to your coach lately, touch base with them.</td>
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<td>More importantly, get your solution(s) up and running in the world.</td>
<td>What key questions remain and what’s your plan to learn?</td>
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*Creating Infectious Action, Spring 2006*

*Spread Firefox*
Parting Thoughts

You are teamed with three or four very accomplished and capable people. This project is a doable proposition. Just be sure to use the design process. In the words of Master Yoda:

*In balance is the Force. The Dark Side, tempting it is. Quick, easy at first, but a trap is the Dark Side. Corrupting, evil. Once you start down the Dark path, forever will it dominate your destiny. For the Light Side, patience you need. Control. Peace and harmony it is.*

Talk to any of us on the teaching and coaching teams! We’re here to help.

Use the process and things will work out.

Believe in the process.

And…. have fun!