

Features Analysis



Recommending the next area of focus for Firefox

Background

Objective

Determine whether **bookmarks or tabs** should be the focus for the next version of Firefox

What's the **distribution** of bookmarks and tabs?

How **often** are users **interacting** with bookmarks and tabs?

Data Source

Analysis focused on data from the following tables: **users, events, surveys**

Users (27K users)

OS version

Events (14K users)

Bookmark Status

Bookmark Create

Bookmark Choose

Bookmark Modify

Num Tabs

Survey (4K users)

How long have you used
Firefox?

What is your gender?

What is your age?

Limitations

Users

- No mobile vs. desktop breakdown

Events

- Tab info is limited (e.g., # created?, # deleted?)

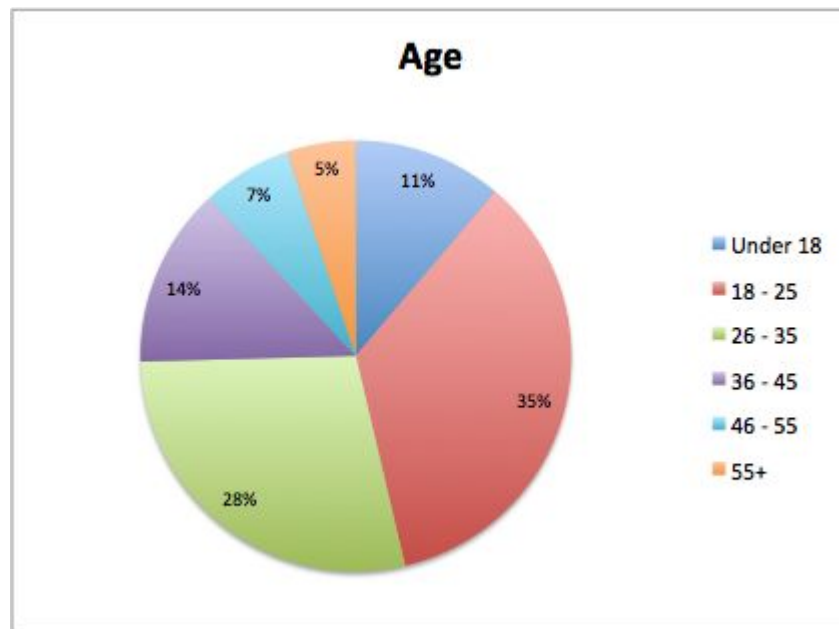
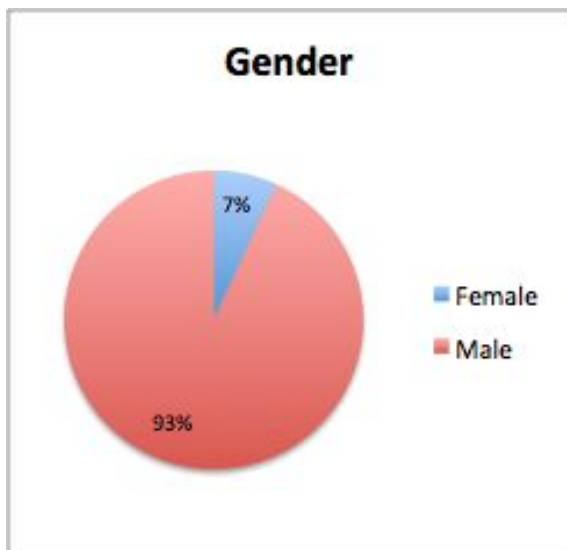
Survey

- Only 17% are new users of Firefox
- 4K completed the survey whereas 14K participated in the sample week

Users

User demographics

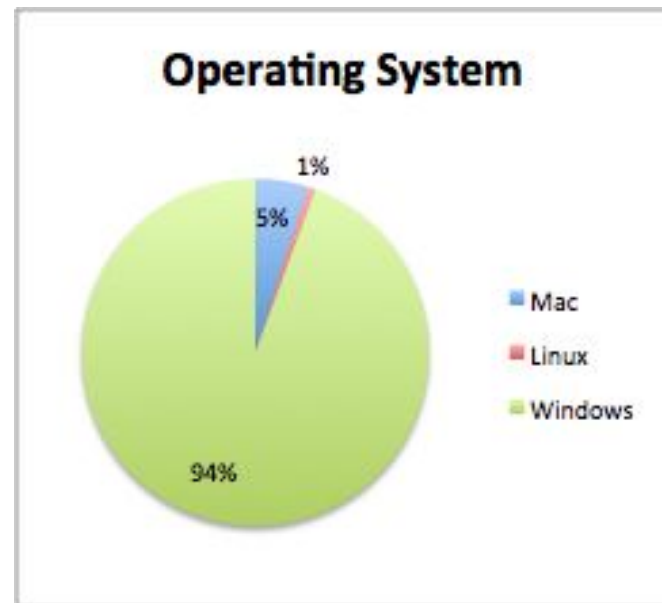
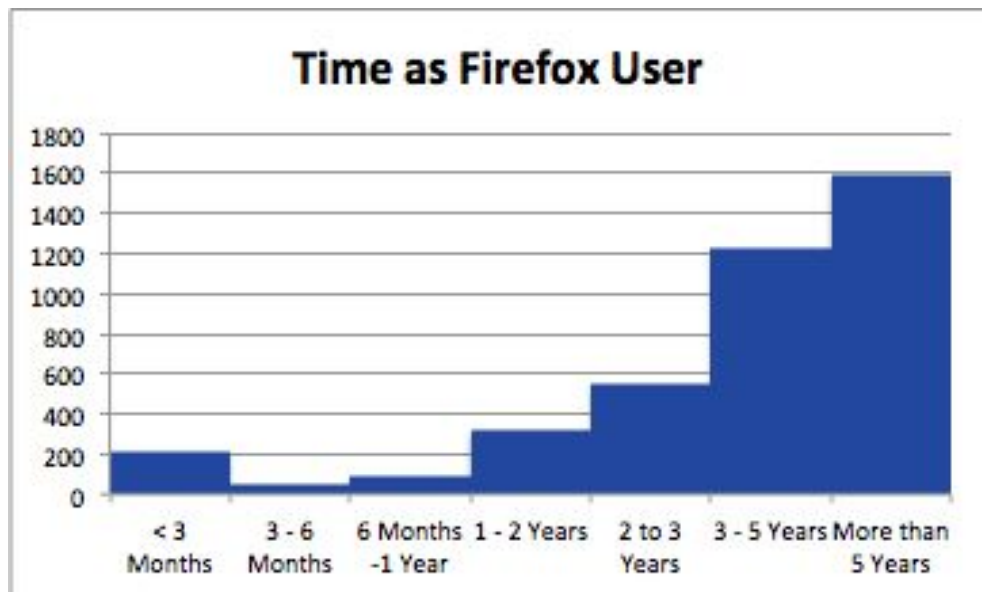
- **Female** users only represent **6.9%** of the data
- All age groups are covered (containing 5% of survey takers or more), with the highest # of survey users falling within the **18-25 yr range (35%)** and **26-35 yr range (28%)**



*Cross-checked with the browser breakdown for data in Google Analytics

User behavior

- Users are mainly long-term users: **83% of users** having used **Firefox for 2 years or more**
- **94%** of users accessed the browser on a **Windows OS**



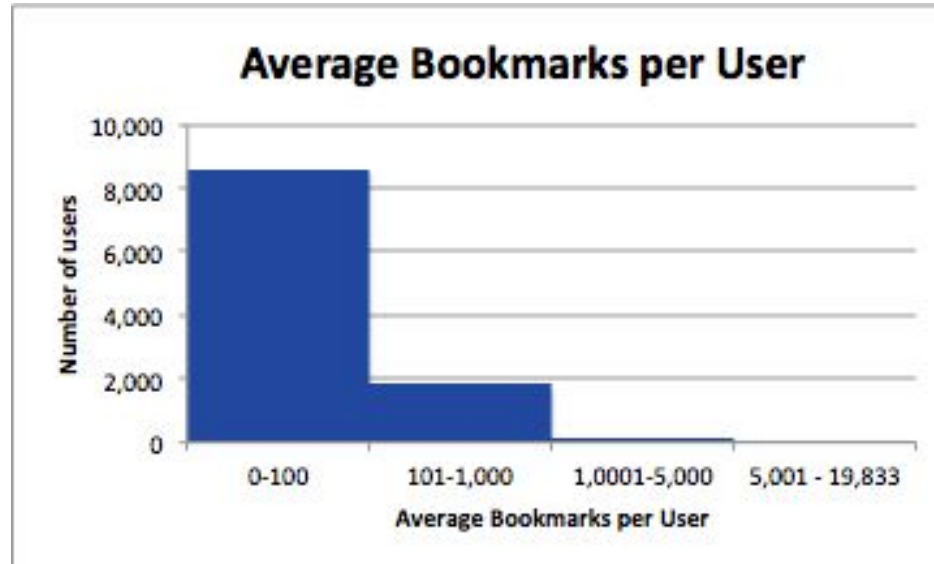
*Not accurate representation of new users

*Cross-checked with Google Analytics browser data

Distribution & Activity

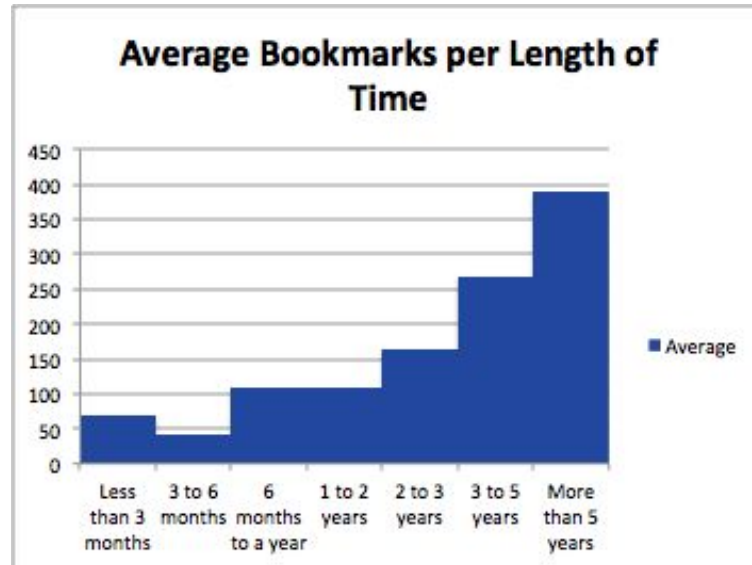
Distribution of Bookmarks

- Users have anywhere between **0** and **19,833** bookmarks
- **Median #** of bookmarks = 32
- **Average #** of bookmarks = 132



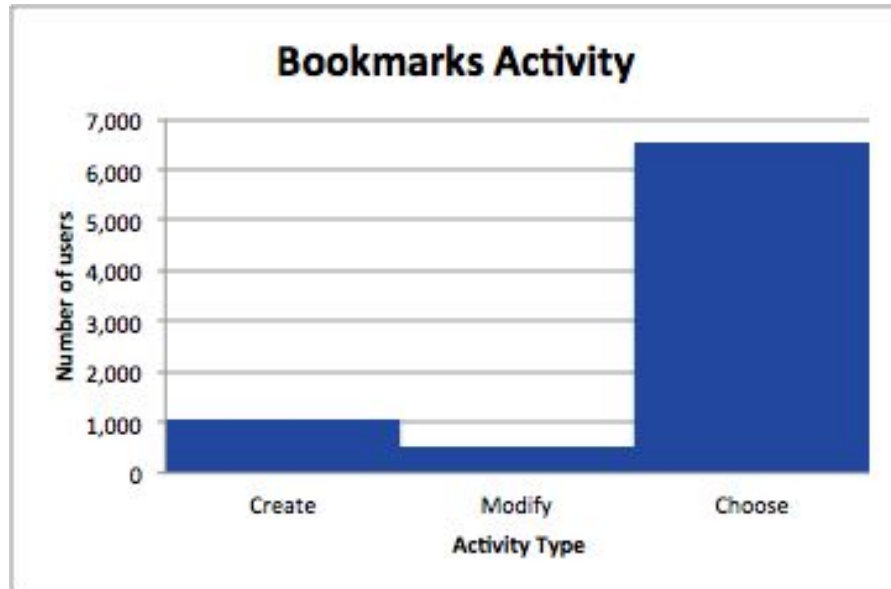
Distribution of Bookmarks

- The **longer a user has been using Firefox**, the higher number of bookmarks saved in their browser
- Users who have been using Firefox for **more than 5 years** have an average of **389 bookmarks**



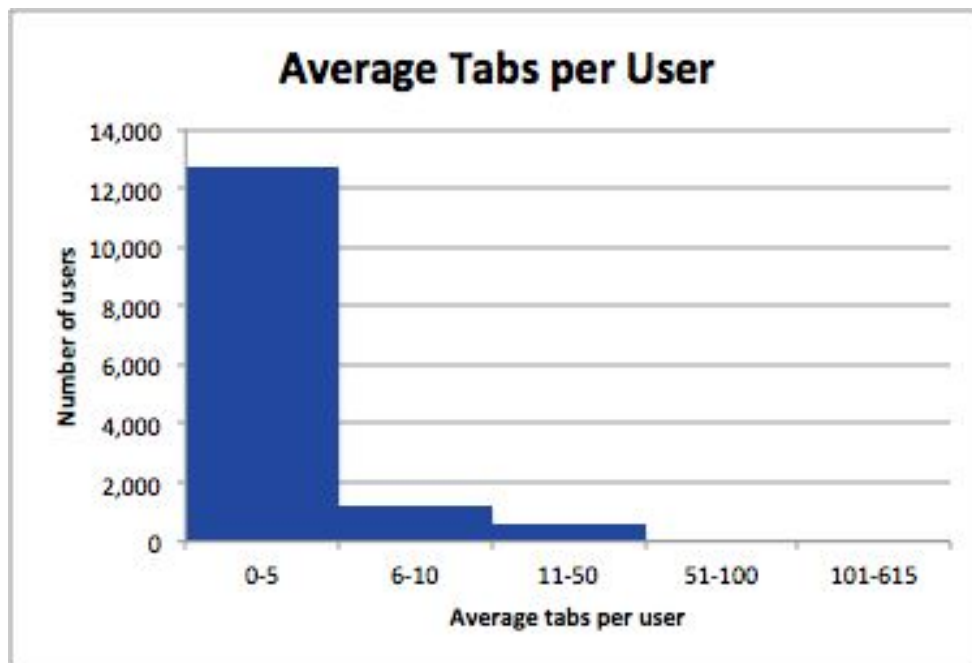
Bookmarks activity

- Only **10% of users** are **actively engaging** (creating and modifying)
- **6,872 (48%) distinct users** have either **created, modified, or chosen** bookmarks



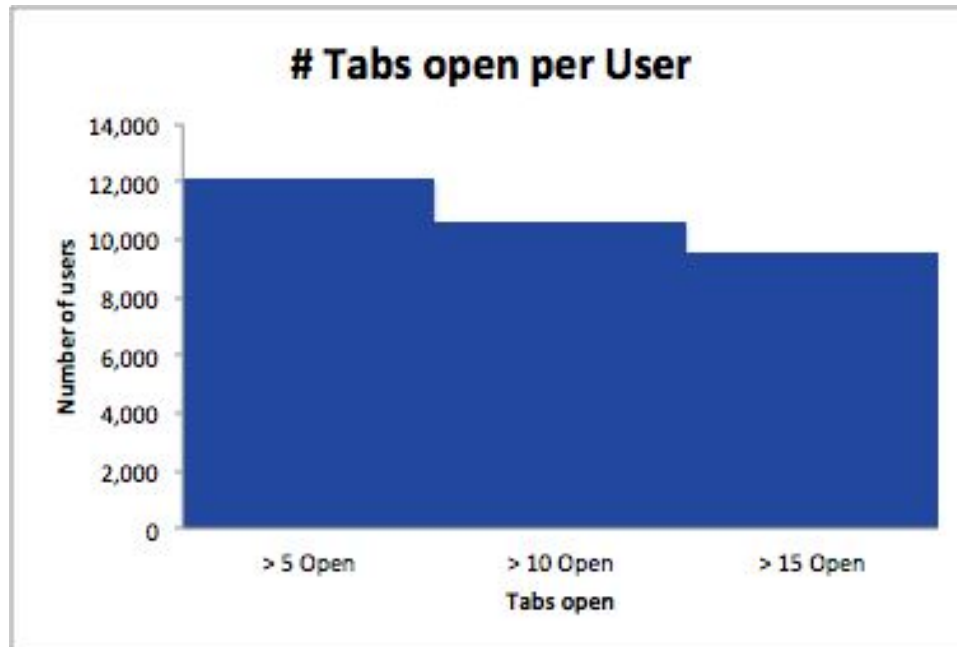
Distribution of Tabs

- Users have anywhere between **0** and **999** tabs
- **Median #** of tabs = 3
- **Average #** of tabs = 14



Tabs activity

- **82% of users** have 5 or more tabs open



Recommendatio n

Invest in Tabs

While bookmarks are higher in volume, tabs are more regularly interacted with

- Activity is high for tabs with **82% of users having 5 or more tabs open at a time** at 3 median tabs per user
- Bookmarks in comparison have a smaller interaction rate: **48% of users are either creating, modifying, or choosing bookmarks** at 32 median tabs per user

Given the higher interaction percentage for tabs, **tabs are the recommended focus for investment**

Further Analysis

Gather more bookmarks and tabs data, and investigate device types

Gather more Tabs data...

- # being created, & deleted?
- Does # of tabs correlate to Internet speed?

Gather more Bookmarks data...

- Link bar usage differ from folder usage?
- Does length of URL correlate to bookmarking?
- # of bookmarks used to open a tab?

Mobile vs. desktop breakdown

The End