

SpreadFirefox.com Update – September 2008

Project Summary

SpreadFirefox.com (Sfx) is the home of Firefox community marketing. Its main goal is to be the platform to create new marketing projects and get marketing materials and information for spreading Firefox. Sfx members self organize into groups related to specific projects initiated by the community or the Mozilla marketing team.

Over the past couple of months, we have evaluated the current state of Sfx with the help of Sfx members, and have mapped out future work to improve the site.

The top priority, which will be addressed in Q4 of 2008, is the redesign of the homepage and the site navigation. User feedback emphasized that it is hard to get started on Sfx, so a redesign will focus on this specific concern. To supplement this work, we'll be developing more help content for the site.

In addition, a new feature will be developed in Q4 to aggregate marketing content that is not currently hosted on Sfx. This includes blogs from the marketing team and Sfx members.

We have also scoped out future projects for Sfx, to be worked on in 2009. They include an update of the groups, through the upgrade to Drupal 6 and a redesign of the pages associated with groups.

The project updates will be posted on the Sfx group at <http://www.spreadfirefox.com/Sfx>

See below for the complete plan.

1 Goals

- Increase community participation in new project creation and involvement in current projects ("official" and community initiated)
- Increase traffic and visibility of the site
- Improve usability of the site
- Improve stability of the site

2 Timeline and priorities

Feature	Priority	Timing
Redesign: <ul style="list-style-type: none">- homepage- top navigation- add "new on Sfx page"	P1	Q4 2008
Content aggregator	P1	Q4 2008
Contact Us page	P1	Q4 2008
Groups: <ul style="list-style-type: none">- add polls and image galleries- redesign the groups directory, pages and menus	P2	Q1 2009
Drupal 6 upgrade	P2	Q1 2009
Development environment	P2	Q1 2009
Events calendar features	P2	Q1 2009
Forums	P2	Q1 2009
Dashboard	P2	Q1 2009
Campus reps functionality	P2	Q2 2009
Admin capabilities	P3	Q2 2009
User profiles and search	P3	Q2 2009
Sfx Karma	P3	Q3 2009

3 Recommended Improvements for Q4

3.1 Redesign of the homepage and navigation

3.1.1 Redesign the homepage

The current page is nicely designed, but is too complex. The result is a very high bounce rate, because most users aren't sure where to click next given the wealth of information presented.

The front page must be simplified. The main goal of the redesign should be to explain what the site is about, how to get quickly started (potentially including a call to action on

a specific project), and a community spotlight to highlight contributions from Sfx members.

Main elements:

- What is Sfx
- Getting started/call to action
- Community Spotlight

In addition, anonymous users (not logged into the site) should also be presented with links to download Firefox and get support, or at least a link to mozilla.com. If it is possible to distinguish between new and returning anonymous users, the page should be customized even further to cater to each audience.

3.1.2 Top Navigation

The top-level navigation is taking too much real estate on the page, making it harder to see the actual content on Sfx without scrolling. It should be updated by moving the top menu (My Stuff/Create content) and making the logo smaller. The search box should also be included in the header.

The current navigation should also be slightly modified to add some pages (campus reps shortcut) and make some links easier to understand (rename materials and faq). Main nav should include:

- Affiliates
- Sfx activity tracker (new page to name - see below)
- Projects
- Events
- Campus
- Resources (aka materials)
- Help (aka faq)

3.1.3 Create a "New on Sfx" page

This page is the main hub for following what's new on Sfx. It includes many of the homepage features that Sfx members are relying on to keep track of activity on the site.

- Featured project (with automatic rotation)
- Community spotlight
- Help wanted (people asking for help on specific projects)
- Polls
- Events
- Flickr photos
- New aggregator with blogs related to Firefox marketing (from moco and community), and if possible tweets, photos etc - see "content aggregator" below
- Latest posts/activity on the site ("what people are talking about")
- Download counter

3.2 Content Aggregator

A content aggregator should be included on the Sfx activity page. It will help community members keep up to date with content related to Firefox marketing but not necessarily hosted on Spreadfirefox:

- Aggregate blog posts from specific sources tagged with spreadfirefox (similar to "planet" but more specific to sfx, and including sfx community blog posts and the European community blog). A moderator should decide whether or not a blog should be included (and potentially excluded if not relevant to Sfx in the future).
- If possible, add twitter feeds (such as Mozilla's) to the mix, and other media (photos/videos/audio)

3.3 Contact us

- Create a "contact us" form that will route questions appropriately. Ex: reporting spam, reporting an issue with the site, submitting a question/comment to the Sfx team or the Mozilla marketing team. Create a new mailing list for the team to receive those requests.
- Options for the contact form:
 - Sfx support -> goes to Sfx team
 - Affiliates -> goes to affiliates
 - Logos, trademarks -> goes to the creative team
 - Events -> goes to events
 - Press -> goes to press
 - Other -> mozilla sfx team for triage (mary, alix)
- Make admin at spreadfirefox.com a no-reply email address once the contact us form is up and running.

4 Recommended Improvements for 2009

4.1 Groups

Groups (Projects) are a great way for the community to rally around specific initiatives and to discuss specific projects. Anyone is free to create a group, anyone is free to join a group. The issue we're running into now is that many groups have been created by enthusiastic members, but activity is low. We need to support group owners better to increase activity in their group, and we must make sure the most active groups are more visible.

- Add image galleries
- Add polls
- Terminology: Fix the group/project and join/subscribe naming inconsistencies throughout the site
- Tracking activity:

- Re-enable email notification for project activity (once the queuing bug is fixed)
- Authenticated users should have the same Group activity tab that vanguard users have on the projects page to track the activity of their group. Reorder items on the "group activity" page to show the most recent activity at the top.
- Show a summary of the latest activity on the group (title, # of comments, author, date, type of activity: event/doc/forum post)
- Directory of groups (many of these will be available with the upgrade to Drupal 6)
 - It should be easier to identify active and inactive groups => change the groups directory order (order by activity & number of subscriber)
 - Add categories for groups. Ex: Official projects, Community, Regional & Local, Inactive (archived?), Media, Spreadfirefox, Thunderbird, Other?
 - Add flags to the group list: active, inactive, needs help, beginner/advanced?, official project?
 - Add a setting in the group's profile to indicate its geography (most would be global, but some would be country or language specific)
 - Users should then be able to order the list by category/flag setting/number of subscribers etc.
 - Link to group manager's profiles in the groups directory
- Remove the "Email" column in the My groups
- Group page redesign:
 - For each group, change the layout to make it easier to navigate: create sub tabs for discussion, documents, events, image galleries etc, and one that lists the latest activity (the home). The navigation for adding new content should remain where it is today.
 - Make the "join group" link more prominent on a group's specific page for non-members and anonymous users.
 - Create a template for official groups
 - Add a group info tab with the following info: name, summary/goal of the project, status, what features are enabled for the group, member count

4.2 Events

- The standard start time should be 9am and stop time should be 6pm
- Projects that may have events should be fixed to show projects with events, not just a list of official projects.
- Add filters to the calendar view (by geography - maybe with a map, hackathon, localization, campus rep) and remove foo/bar from the current filters
- Add content specific to events: what are Mozilla events, how to get involved, what are event triage calls, help (how to add/join events)...

4.3 Forums

The UI for forum posts should be improved to make it easier to post comments and follow discussions:

- Threading: Re: <title> should be automatically inserted when replying to a post
- Add "reply to comment" at the top so it's easy to find
- The date of a post should be updated when edited in the future, either with an "updated on xyz" message or by changing the post date (ideally the 1st option)

4.4 Sfx dashboard

Create an admin dashboard to help monitor traffic and involvement on the site as a complement to the web stats available through Urchin: number of users, new accounts created, new groups created, new posts.

4.5 Campus reps

Specific requests for campus reps:

- For group signups: create a custom sign up form and ask members to fill out fields specific to the group (school, major, graduation year etc)
- Make the list of members with profiles exportable to csv
- Create a "group manager" box in the right column with messages from the group manager
- Each group member should have a checklist where they can check off todo items specific to the group

4.6 Admin

- Add an admin interface for the flickr stream to easily block specific images or users from appearing in the steam in case inappropriate images show up.
- Review admin permissions to ensure admins (vs. vanguard) can update the site as needed: change featured projects, edit/delete posts, update the affiliates program (page and banners offered), access user accounts (to provide help when needed)
- Improve user search to make support easier: find users with spaces/caps in usernames, and search by email address

4.7 User Profiles

User profiles should include more (optional) info to help increase interaction between Sfx members:

- Number of posts from this user (in the History section)
- List what groups the user is managing.
- Blog
- Twitter account
- Irc nickname

In addition, there are a couple of improvements necessary for the user profile page:

- Fix the style/fonts: History is in bold and using a different font from the rest of the page
- When viewing someone else's profile, it still says "My Account" in the breadcrumbs
- Remove the affiliates buttons sample and "report affiliate spam" from a user's profile page

Finally, search should be extended to allow Sfx members to find others with similar interests.

4.8 Karma

- Create a Karma system for recognizing users who contribute in meaningful ways to the site
- Post the Karma info on a user's profile and with each post.

4.9 Other changes

- Fix the style of the site to have the same fonts used (ex: ordered and unordered lists will generate fonts that are different from other parts of the site)
- If the activity page is not created, the tracker should be more prominent. Also, an RSS feed should be created for this page.
- Figure out visibility settings for the FCK editor to make sure the WYSIWYG editor shows up every time.
- Add an irc module connected to #spreadfirefox or a chat to the Sfx site

5 Content updates

There is a need for both internal documentation on the capabilities of spreadfirefox, and also a more thorough help section for users of the site.

Help section for Sfx users

- Add more specifics to FAQ and update the current page
- Create a "getting started" on Sfx guide
- Consider creating a video/screencast on Sfx

5.1 Update email content

- Registration email: add information on how to get started, and about the affiliates program
- Tell a friend: update with Fx3 messaging

5.2 Update error messages

- "Access denied" is currently the generic error message on Sfx. A new error page should be created with help content (how do I log in etc) and a link back to the homepage.

5.3 Create a guide for sfx-team

- How to create/edit content
- What to do about spam
- How to change the front page
- How to track latest updates on sfx
- How to customize your group
- Explain all the options when creating content (ex: published/promoted etc)

6 Platform updates

6.1 Drupal 6

Sfx needs to be migrated to Drupal 6:

- To get new versions of the modules (which includes new features and bug fixes)
- To make sure the site remains secure after Drupal 5 support is stopped (when D7 is released, planned for early 2009).

6.2 Development environment

Setting up a development environment for Sfx is currently very complex: a simple install of the codebase does not create the same site as what is used on production. It can take up to a week to figure out all the admin and CSS settings to get an environment that mirrors the live site. Because we would like more web developers from the community to help with the site, this barrier for setting up the environment should be removed.

7 Useful Links

Sfx development page: <https://wiki.mozilla.org/Spreadfirefox>

Sfx discussion group: <http://www.spreadfirefox.com/Sfx>

Current Sfx bugs: <http://tinyurl.com/6nk2sh>