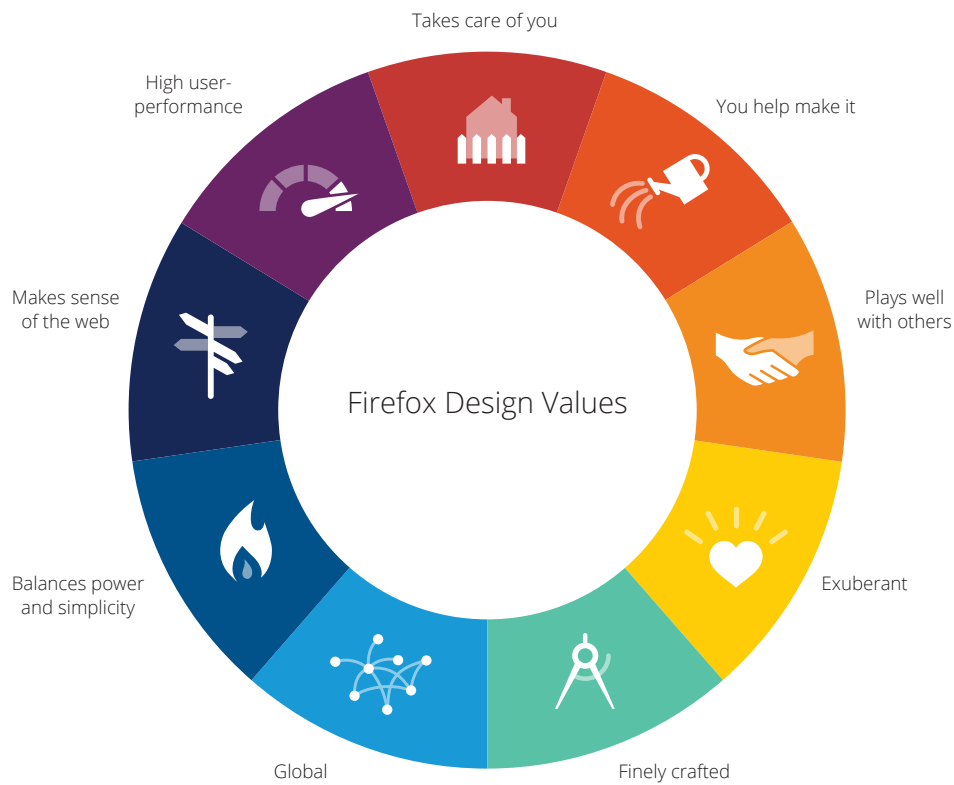




Firefox Design Values



Why design values?

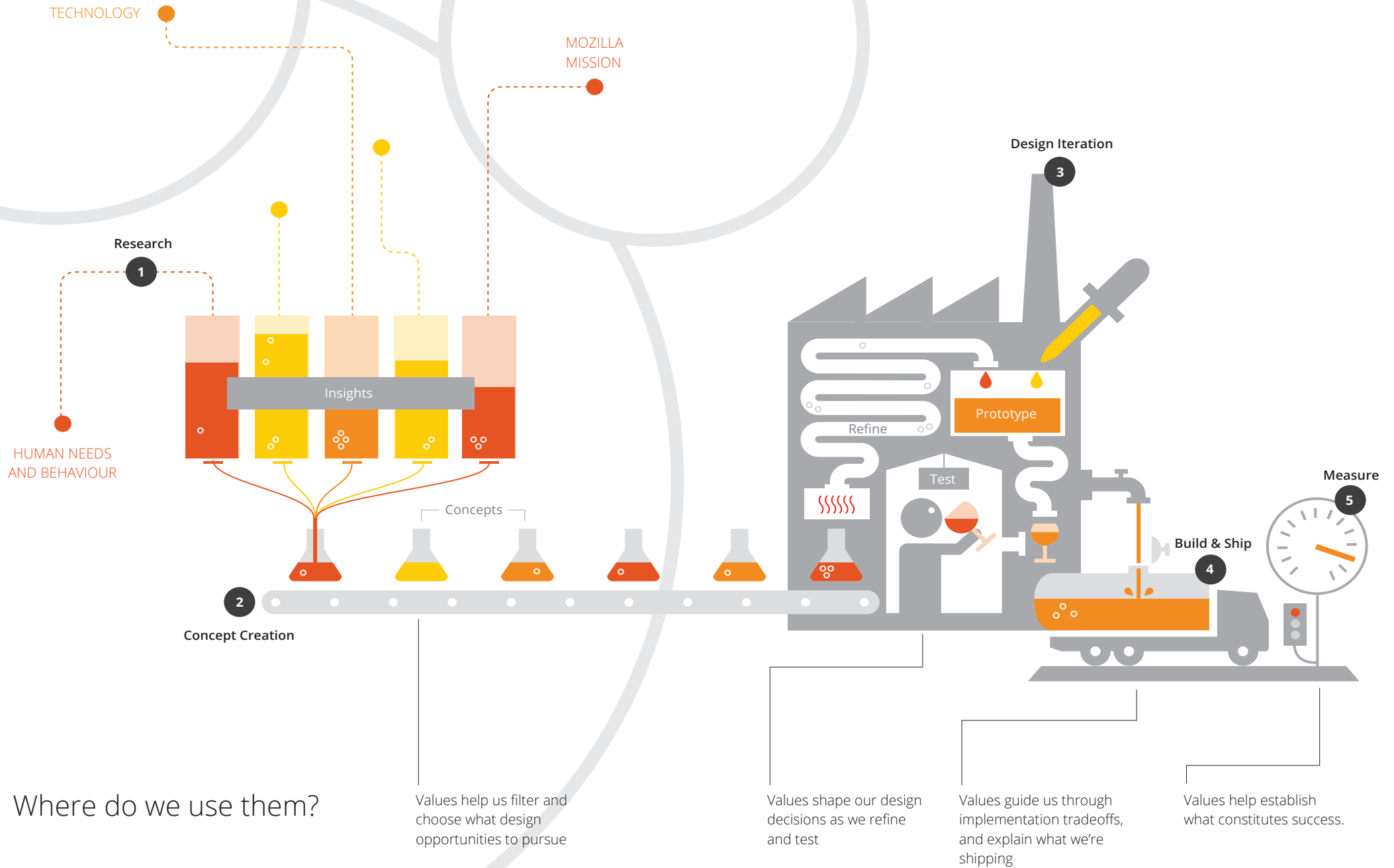
As we design new features for our existing products, take Firefox to new platforms, and create new products, we find ourselves asking — is this Firefoxy? Is what we're making a clear expression of what it means to be Firefox? What will make it more Firefoxy? What will we not do because it's not true to Firefox?

So, design values help us understand the *attributes of Firefoxiness* and guide us as we work.

Where did this come from?

The Firefox User Experience team developed this set of design values as a tool for our own use (see next pages). We think that they are true and useful enough that they can guide anyone working on Firefox.

It's not hard to make decisions when you know what your values are. (Roy Disney)



Where do we use them?

Values help us filter and choose what design opportunities to pursue

Values shape our design decisions as we refine and test

Values guide us through implementation tradeoffs, and explain what we're shipping

Values help establish what constitutes success.

Firefox Design Values

Firefox is your trusted partner.



Takes care of you

Firefox champions you — your security, privacy, and the quality of your online life. It makes sensible decisions for you that respect your time, data, and attention. It will err on the side of protecting you, and it will inform you of what's happening in ways that are understandable and actionable, giving you control of things that matter.

Principles

- user-sovereignty
- default to privacy
- no surprises
- actionable advice

Projects

- Project SPF: usable security framework
- trustometer
- DNT



Firefox is made by people — and you're one of them.

You help make it

Firefox is crafted to have the best possible user-experience, but it's only a perfect fit once it's in your hands and you can make it your own. If you want to take the time, Firefox is designed to be customized, personalized, and added onto. Even if not, Firefox becomes more and more comfortable as you use it and wear it in.

Principles

- research gives a voice to our non-core community
- start people with smart defaults
- implicit as well as explicit customization
- invite people to be more than users

Projects

- Australis customization improvements
- simple access to add-ons
- frequency 2.0 / use-based adaptation



You chose Firefox, and you choose what to use with it.

Plays well with others

Firefox is part of the community of products you choose because they're great, not because they're the defaults. In that spirit, Firefox never locks you into particular services or providers. Instead, it gives you choice and independence (along with great suggestions) so you can have the best possible experience.

Principles

- user control and choice
- simple to use the services you choose
- suggest ways to get the most out of the web

Projects

- multisearch (desktop & mobile variants)
- socialAPI
- plugging into newtab (reading list)



The web is just awesome. Firefox loves the web.

Exuberant

Where other browsers might be plain and minimal, or sleek and impersonal, Firefox is human, fun, whimsical, and joyful. We all love the web and so does Firefox.

Principles

- feels like there is a person at the other end
- fun tools are easier to use
- humour and whimsy
- have a point of view

Projects

- project whimsy
- error messages
- playful transitions



An interface that deserves your content.

Finely crafted

Firefox is made by people who care about the details. A beautiful product is a pleasure to use and feels easy and clear. This only comes with craft and attention to detail.

Principles

- see also our visual design guidelines
- continuity of look and feel across platforms
- perceivable quality is vital

Projects

- Australis
- consolidated papercuts
- type and readability





Firefox contains multitudes.

Global

Firefox is used and made by people all around the world. It's not just translated — it's designed for the whole world, place by place. While certain activities are universal, there's a real diversity of use and need across the globe, and Firefox cares about these differences.

Principles

- global means local and local and local

Projects

- design for emerging markets
- translation



Less is not more. Just enough is more. (Milton Glaser)

Balances power and simplicity

Firefox is simple and easy to use, clean and straightforward in its design. But simplicity is a means, not the end — the end is understanding and user-agency. Firefox will never overwhelm you with interface, but it will also give you the satisfaction of using the web with mastery.

Principles

- 80/20/2: default to surface minimalism and easy access to the rest
- user-agency and understanding, not just less

Projects

- Australis (overall streamlining and customization)
- pro dev tools



You are the browser — Firefox is your tool.

Makes sense of the web

The web is huge and hard to comprehend. Firefox helps make sense of it by focusing on your real human goals and activities and giving you the tools you need to accomplish your ends. Often, this means asking not only “how do we improve the browser” but rather “what is a browser for?”

Principles

- focus on real human tasks and contexts
- many real tasks involve a browser and other tools
- quick access to your stuff and web
- no jargon

Projects

- saving for later
- search improvements
- multiscreening



A high-performance tool is a joy to use.

High user-performance

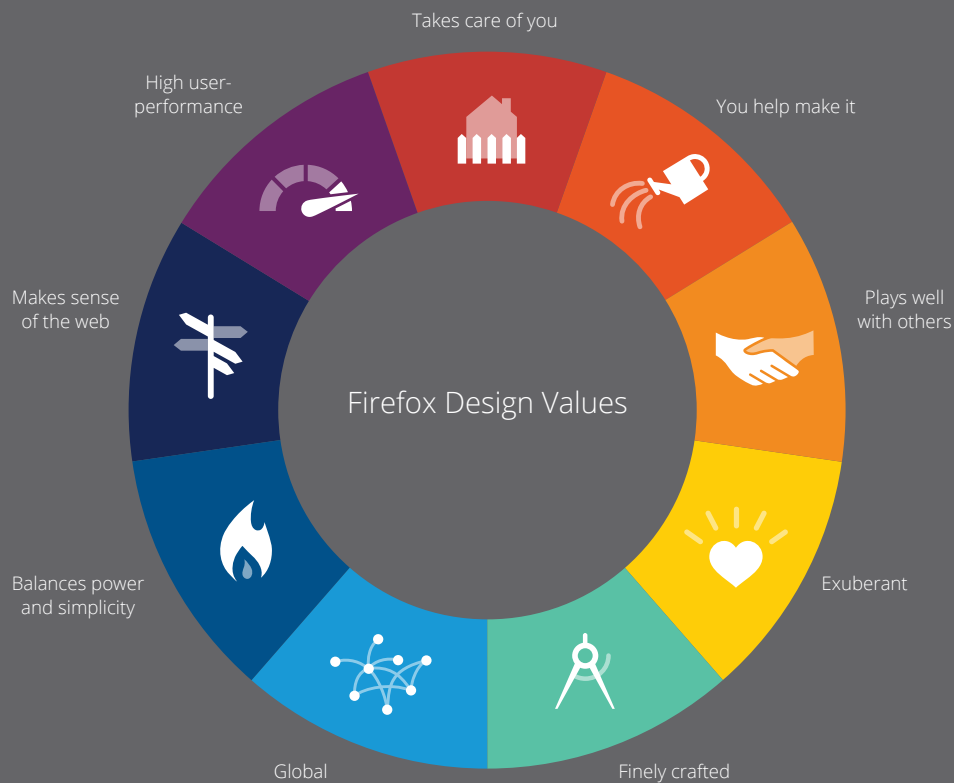
Speed is still the most important part of a good browser experience, and Firefox should be the fastest in the market. But on top of benchmarkable technical performance, the browser must feel viscerally responsive. Firefox feels highly tuned and eager to browse.

Principles

- performance is objective, but responsiveness is subjective
- a happy user performs better

Projects

- responsiveness improvements
- transitions
- perception of startup time



Where can you use these?



Design values don't necessarily tell us what to do — that direction comes from user needs and market strategy — but they remind us of how we should do it. As we do more, we should make sure that it's true to Firefox.

Notes



Firefox User Experience

[#ux / #ur](https://irc.mozilla.org)

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