

Design by Crowds

user experience design and testing with
open source projects



Mike Beltzner, Mozilla Coproration
WWW2007

What do you think about
when you hear the words:

“open source design”





design by
committee



lipstick on
a pig



not ready for
prime-time



I think:

“Another day at
the office.”



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#developers, #granparadiso



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beltzner @

digg, facebook, twitter,
del.icio.us, flickr, youtube, ...

web
2.0





This guy does a lot of his shopping online



This guy does a lot of his shopping online

These two students are working on a cognitive ergonomics research project





This guy does a lot of his shopping online

These two students are working on a cognitive ergonomics research project

He builds phishing websites for fun



This guy does a lot of his shopping online



Always downloads the new version



Hasn't ever been on the internet

These two students are working on a cognitive ergonomics research project



Really, really, scary good at math



He builds phishing websites for fun



Doesn't really care about encryption

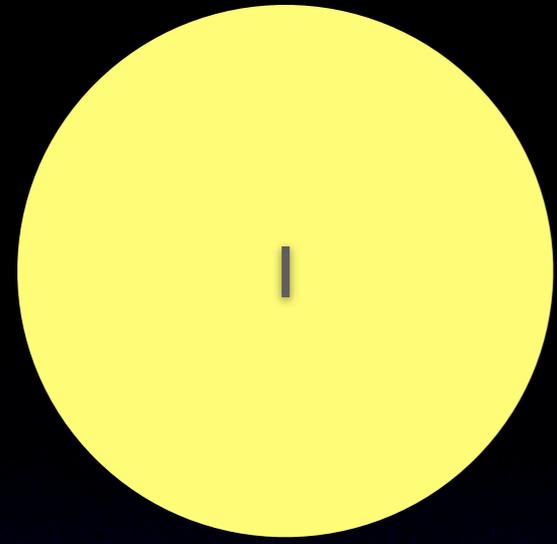


A large, diverse crowd of people is shown from a high-angle perspective, filling the entire frame. The individuals are engaged in various social interactions, some looking towards the camera while others are in conversation. The crowd is composed of people of various ages, ethnicities, and styles of dress, including casual t-shirts, tank tops, and hats. A prominent green rounded rectangle is overlaid in the center of the image, containing the text "This is my crowd" in white, sans-serif font. The background is bright and appears to be an outdoor setting, possibly a festival or a large public gathering.

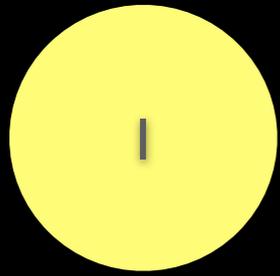
This is my crowd

Power of Crowds

a brief illustration

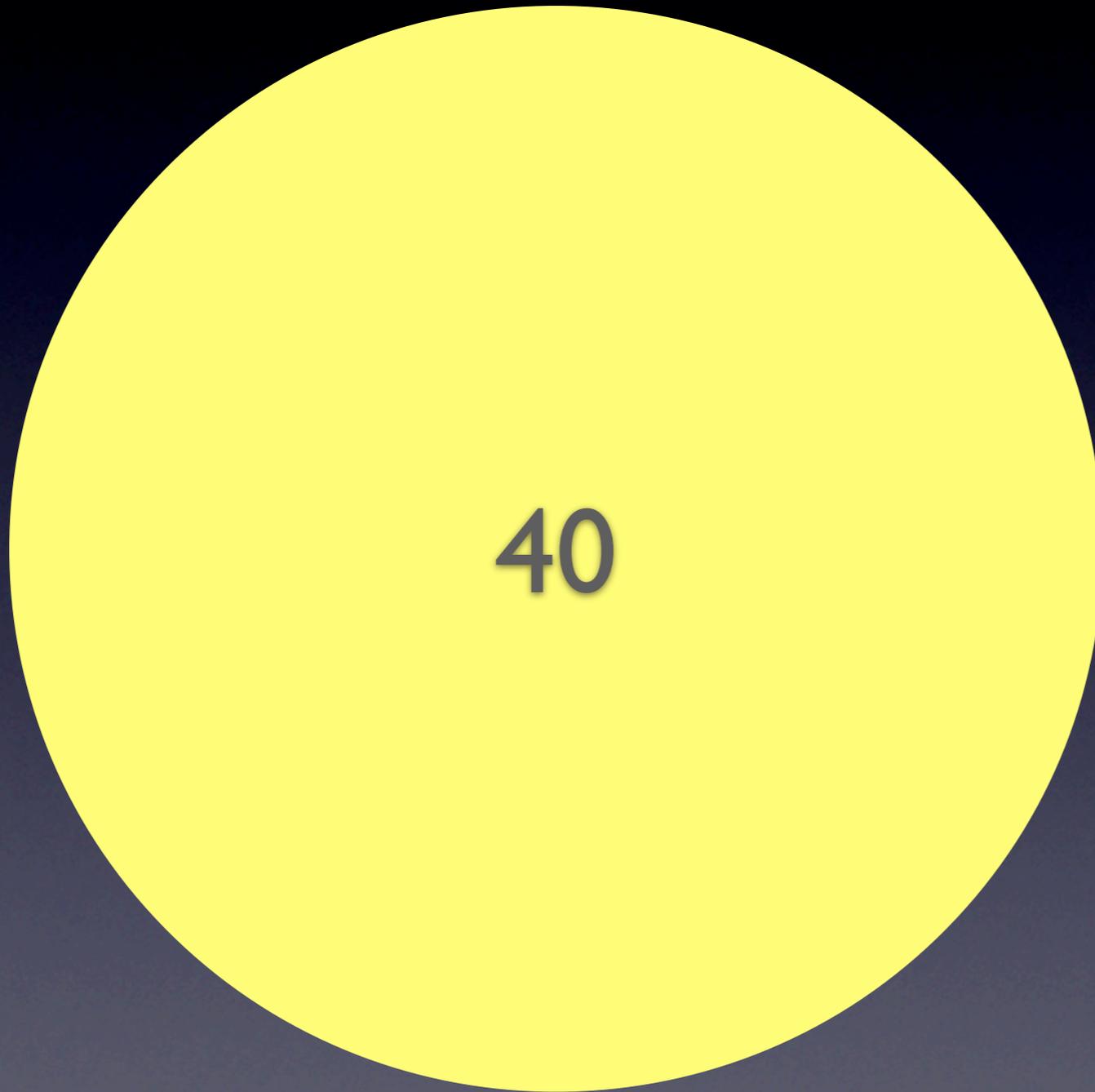


Mike Beltzner
Phenomenologist (UX Lead)



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Phenomenologist (UX Lead)

Mozilla Corporation
Firefox Development Team



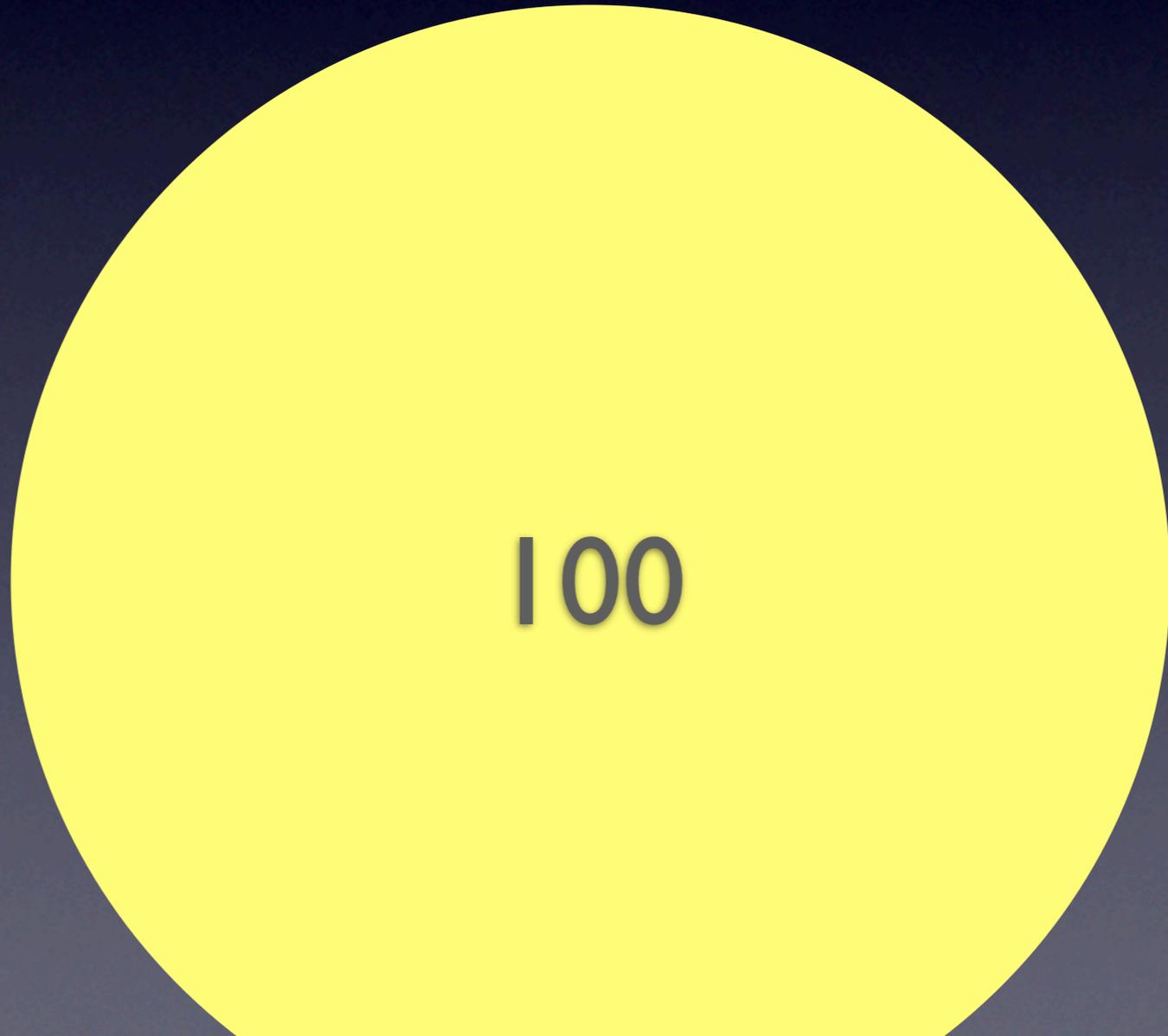


Mike Beltzner
Phenomenologist (UX Lead)

Mozilla Corporation
Firefox Development Team



Daily
Contributors



Mozilla Corporation
Firefox Development Team

40

Daily
Contributors

100

Contributors

1 000

Daily
Contributors



Contributors

Nightly testers

10,000

Daily
Contributors

Contributors

Nightly testers

10,000

Beta testers

100,000

Contributors

Nightly testers

Beta testers

100k

Daily users

(approx 20-30M)



37% of the code contributed to Firefox since November '06 came from outside mozilla.com

So how do you design with crowds?

lead

Clearly communicate the goals
(and non-goals) of the project,
and lead the charge forward



Mozilla
Firefox[™]

Project Status

Most current activity on the Firefox project. Please see the features list and the status page.

See the [latest status meeting notes](#).

Project Documentation

- [Gecko 1.9 Feature List and Schedule](#)
- [Product Goals and Objectives](#)
- [Gecko 1.9 Requirements](#)
- [Firefox Requirements](#) *DRAFT*
- [Firefox 3 PRD Spreadsheet](#)
- [Firefox Requirements Meeting](#)
- [Schedule](#)

Gran Paradiso Planning Center

This is a starting point for planning and design information for the

Firefox
product

Not
the
the



mozilla wiki

Search

Go

Search

History

Edit

Discussion

Article

Personal tools

[Log in / create account](#)

Navigation

[Main Page](#)

[Community portal](#)

[Mozilla News](#)



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Firefox/Feature Brainstorming

We are currently in the early development stage for Firefox 3, and would like to collect all the ideas for feature enhancements in a single place. Our goal is to create a single index that lists what sorts of things we're thinking of doing, with links to more detailed ideas about implementation specifics or concerns, and targets for inclusion in the project.

Note: This is a list of feature enhancement ideas for *all* future Firefox releases, not just Firefox 3. Firefox 3 will include a subset of the items on this list.

How to use this page

- *If you have ideas about features listed here* please create a new wiki page off of your user page that outlines your ideas (mockups welcome!) and add a link to that page in the "References" column, or link to existing pages with examples, design thoughts, interesting articles, etc.
- *If you have ideas for features not listed here* please add them to the most appropriate group below. Include any references to more detailed implementation ideas.
- *If you would like to comment on features listed here* please do so on the [discussion](#) page rather than in the list itself.
- *Etiquette:*
 - Please include a summary comment that describes your change so that it shows up in the page history view.
 - Please make a User page for yourself with contact information so that if we need clarification of your idea, we can get in touch with you.

[\[edit\]](#)

Sections

- [Accessibility](#)
- [Add-ons, Extensions, themes, plugins](#)
- [Add-ons, Platform Development](#)
- [Addressbar](#)
- [Archiving and Offline browsing](#)
- [Bookmarks](#)
- [Buddylist-Friendslist](#)
- [Content Filtering, Manipulation, and Control](#)
- [Default Browser UI](#)
- [Developer-facing UI](#)
- [Downloads](#)

CBC.CA - Canada's News, Money, Sports, Health, Technology & Science, Consumer Life, Arts, and Kids Information Source

http://www.cbc.ca/

Getting Started Latest Headlines

Weather | Sign in for local news and weather Sign in

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CBCnews updated Tue, 13 Feb 2007 | 11:43:58 PM ET

ALL NEWS: WORLD | CANADA | HEALTH | ARTS & ENTERTAINMENT
TECHNOLOGY & SCIENCE | MONEY | CONSUMER LIFE | SPORTS

Latest: Florida police reveal brief emergency call for Anna Nicole Smith

Passport security improved, but weaknesses remain: AG
Progress has been made in tightening security gaps in Canada's passport program but more needs to be done, the auditor general says. [more >>](#)

- Bush hails North Korea deal as 'best opportunity'
- Snow storm rumbles into Southern Ontario
- Dosanjh suffers heart attack
- The Rocket scores, while Bon Cop takes top Genies prize

[more news >>](#)

CANADA'S MUSLIMS AN ENVIRONICS SURVEY
Seeing the world from a different vantage point

ARTS A SUNDAY IN KIGALI
The Quebec film

ON TELEVISION
The Hour
A talk show with a different take on the news with host George Stroumbouloupoulos.
11:00 p.m. EST on CBC Television

ON RADIO
After Hours
Join host Andy Sheppard for After Hours, Canada's national daily jazz program.
10:00 p.m. EST on CBC Radio Two

CBC Television

- the fifth estate
- Triple Sensation
- TV Newscasts

CBC Radio

- Listen Live
- Canada Reads
- Radio Newscasts

CBC-TV
The Hour
Every question deserves an answer.

CBC ARCHIVES
Scandals, Boondoggles and White Elephants
CBC Archives explores past political scandals in Canada.

LATEST VIDEO
WATCH NOW >>
The latest video from CBC Newsworld and CBC-TV

POPULAR SEARCHES

- Steven Truscott
- Weather
- Doctor Who
- Hockey Pool
- The Current
- Marketplace
- Games
- Sudoku
- Archives
- Rick Mercer

Movies

Hey dude, check this out, its killer funny.

preview image is annotated with avatar of the friend that sent it, and hovering on that avatar shows you a comment from your friend

direct link to the content

when sorted by a content type, most recent is first

http://www.cbc.ca/canada/story/2007/02/13/fraser-report.html



The Coop

The Coop is an emerging Firefox add-on that will let users keep track of what their friends are doing online, and share new and interesting content with one or more of those friends.

29 Posts
11 Topics

Last post by mykmelez
in Re: web content aggregat...
on April 13, 2007, 05:37:22 PM

play

Experiment in the open, and
encourage the crowd to do
the same

mozilla developer center beta

 Search

Documentation

DevNews

Webwatch

Log in

Hide Sidebar

Main Page



Firefox 2 for developers

Firefox 2 has been released, and is available [for download](#). See [Firefox 2 for developers](#) for more information.

Related

Category: All Categories

Navigation

- [Main Page](#)
- [Recent changes](#)
- [Help](#)

Views

- [Article](#)
- [Discussion](#)
- [View source](#)
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Toolbox

- [What links here](#)
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In other languages

- [Català](#)
- [中文\(简体\)](#)
- [Česky](#)

Mozilla Developer Center contents

Topics

- [Extensions](#)
- [Plugins](#)
- [Themes](#)
- [Embedding Mozilla](#)
- [Accessibility](#)
- [Localization](#)
- [Web Standards](#)
- [Web Development](#)
- [Developing Mozilla](#)
- [Quality Assurance](#)

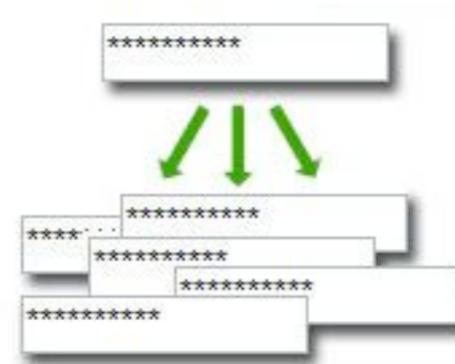
Technologies

- [AJAX](#) - Asynchronous JavaScript and XML
- [CSS](#) - Cascading Style Sheets
- [DOM](#) - Document Object Model
- [HTML](#) - Hypertext Markup Language
- [JavaScript](#)
- [RDF](#) - Resource Description Framework
- [RSS](#) - Really Simple Syndication
- [SVG](#) - Scalable Vector Graphics
- [XBL](#) - Extensible Binding Language
- [XForms](#) - XML Forms
- [XML](#) - Extensible Markup Language



- Allow cookies globally
- Permanently block mozilla.org
- Allow mozilla.org
- Allow mozilla.org for session
- Temporarily allow mozilla.org

mozilla.org 63.245.209.31



- Undo
- Cut
- Copy
- Paste
- Paste disposable email address**
- Delete
- Select All



FIRE ENCRYPTER

Hashing AES Affine Caesar XOR

Multiple Hashing

Text to Hash

abc

Result

MD5

90015

SHA1

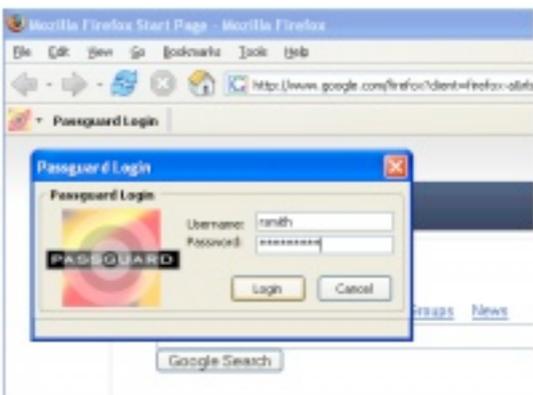
RefControl Options

Options Help

You can specify the Referer that will be used for each site.

Site	Action
www.example.com	<Normal>
www.example.net	<Forge>
www.example.org	http://www.not-real.invalid/

- Open Link in New Window
- Open Link in New Tab
- Open Link in IE Tab
- Open Link in New Tab Without Referer**
- Bookmark This Link...
- Save Link As...
- Send Link...
- Copy Link Location
- Properties
- Switch Page Direction
- Web Developer



Date	Size
08/07/06	67 KB
08/02/06	2 KB
08/02/06	2 KB

Message Level

Authenticated

messagelevel.com

The sender has confirmed sending this message to you.

[View this Sender's Email Report](#)

Options

- Remember visited pages for the last 10 days
- Remember what I enter in forms and the search bar
- Remember what I've downloaded
- Use SafeCache to improve cookie policy on cache
- Quit before closing private data



Password Hasher

Site tag: mozilla

Master Key: *****

Hash Word: 375U3npE

Options >>

Enter your ID and password

Yahoo! ID: yahooid

Master password: [input]

Domain: mail.yahoo.com

View cookie exceptions...

- Allow cookies on google.com
- Allow cookies for session on google.com
- Block cookies on google.com
- Allow cookies on www.google.com
- Allow cookies for session on www.google.com
- Block cookies on www.google.com

IP: 213.239.197.148

copy to clipboard

whois.sc

ipvttools convert ipv4

dnststuff whois

dnststuff timing

dnststuff traceroute

esymbian ip2country

213.239.197.148

Certificate Subject Key ID

Field Value

E = hostmaster@mozilla.org

CN = *.mozilla.org

OU = *.mozilla.org

O = Mozilla Foundation

L = Mountain View

ST = California

C = US

Display In PEM Format

Save To File

About Labs

Laboratories are where science and creativity meet to develop, research, and explore new ideas. Mozilla Labs embraces this great tradition — a virtual lab where people come together to create, experiment, and play with new Web innovations and technologies.

Anything goes here. Crazy ideas and inspirations are encouraged as we all explore and experiment with brand new ideas in whole new ways. Mozilla Labs is about inspiring and harnessing the intelligence, wisdom, and energy of the Mozilla community; let's imagine the future of the Web, and then let's build it together.

All are welcome. Come play.

Labs Forum

Labs Projects



3D Canvas

The 3D Canvas provides an OpenGL-like API for accelerated 3D rendering to web content.



Joey

Joey is a server, Firefox add-on, and java midlet that allow you to pass data from your Firefox browser to cell phone.



Operator

Operator is a Firefox add-on that lets you combine pieces of information on Web sites with applications through the use of Microformats.



The Coop

The Coop is an emerging Firefox add-on that will let users keep track of what their friends are doing online, and share new and interesting content with one or more of those friends.

Other Forums



Idea Center

Have an idea for Firefox or any other cool web technology, add-on, or project? Post it here.

listen

Make it easy for people to provide feedback, and gather data from your large N



Report A Broken Web Site

Fill out Report

Tell us a little about the problem you encountered:

Web site URL:

Web site is password-protected

Problem Type:

Describe Problem:

Email (Optional):

[Privacy Policy](#)

Cancel

Go Back

Submit Report

flickr GAMMATM

You **Tube**
Broadcast YourselfTM

 del.icio.us



$\Delta w3c$

involve people early (wsc-usecases)
produce open prototypes
use crowd for large N testing

Ideas were shamelessly stolen
from the following people:

The Firefox Community

Chris Beard

Asa Dotzler

David Eaves

Alex Faaborg

John Lilly

Larry Lessig

Deb Richardson

Mike Schroepfer

Mike Shaver

Martin Weinberger

images courtesy of stock.xchng

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<http://beltzner.ca/mike>

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<http://creativecommons.org/licenses/by-sa/3.0/>

