Design by Crowds

user experience design and testing with open source projects
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.”
beltzner@mozilla.com
phenomenologist

AIM: mbeltznerca
GTalk: mbeltzner

beltzner@irc.mozilla.org
#developers, #granparadiso
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beltzner @ digg, facebook, twitter, del.icio.us, flickr, youtube, ...
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.

He builds phishing websites for fun.

These two students are working on a cognitive ergonomics research project.
This guy does a lot of his shopping online.

He builds phishing websites for fun.

Hasn’t ever been on the internet.

Always downloads the new version.

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.
This is my crowd
Power of Crowds

a brief illustration
Mike Beltzner
Phenomenologist (UX Lead)
Mike Beltzner
Phenomenologist (UX Lead)
Mozilla Corporation
Firefox Development Team

Daily Contributors

1
40
100
Daily users
(approx 20-30M)

Contributors
Nightly testers
Beta testers
100k
37% of the code contributed to Firefox since November ’06 came from outside mozilla.com
So how do you design with crowds?
Clearly communicate the goals (and non-goals) of the project, and lead the charge forward.
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.

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
Experiment in the open, and encourage the crowd to do the same
Firefox 2 for developers
Firefox 2 has been released, and is available for download. See Firefox 2 for developers for more information.

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
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
Fill out Report

Tell us a little about the problem you encountered:

Web site URL: http://blogs.msdn.com/jensenh/archive/2006/05/26/607768

☐ Web site is password-protected

Problem Type: Choose One...

Describe Problem:

Email (Optional):

Privacy Policy

Cancel  Go Back  Submit Report
Δw3c

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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