mozilla

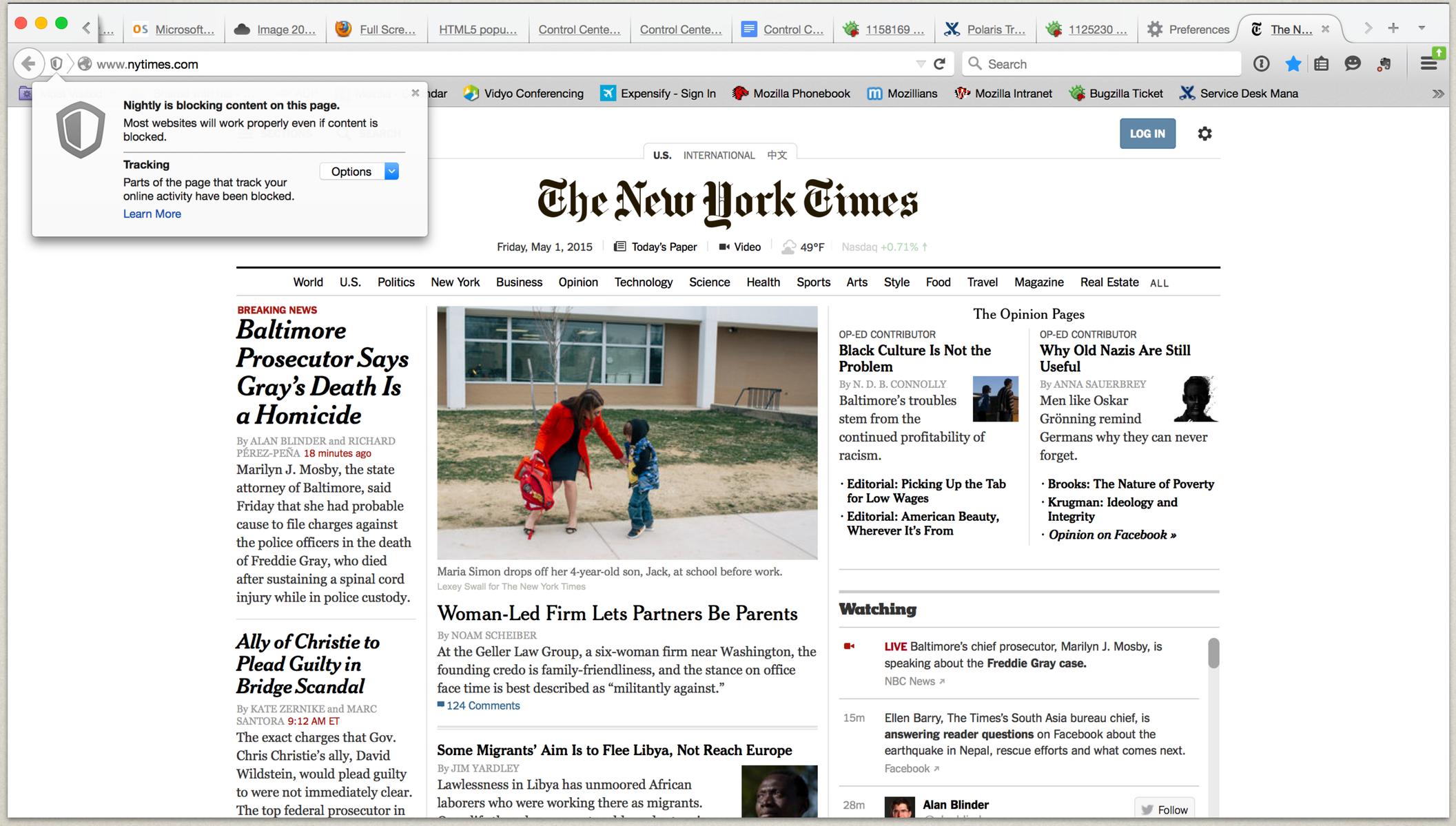
TRACKING PROTECTION: A CASE STUDY

Starting with Technology Before User Needs

BACKGROUND

- Firefox promotes add-ons like Ghostery in first run experience to its users to promote importance tracking protection
- Privacy engineering team builds a beta of Tracking Protection which “blocks HTTP loads at the network level so that ads and tracking technology would never be exposed to browser users with tracking protection activated while browsing.”
- Design team is brought in once technology is in beta to figure how to make it have value for users - initially existing Do Not Track users
- Design team does qualitative research to test Beta version

NIGHTLY BUILD

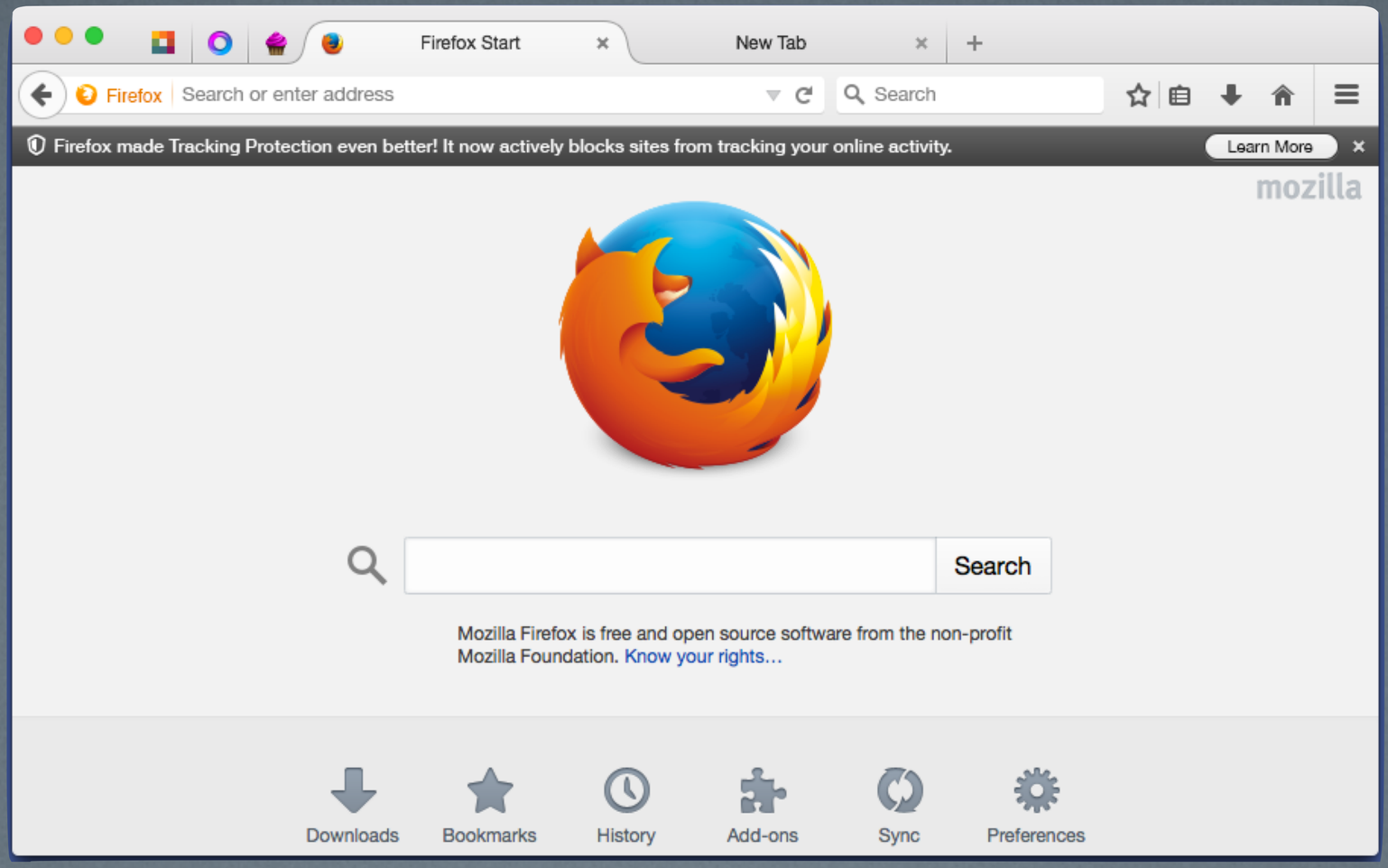


DIARY STUDY FINDINGS

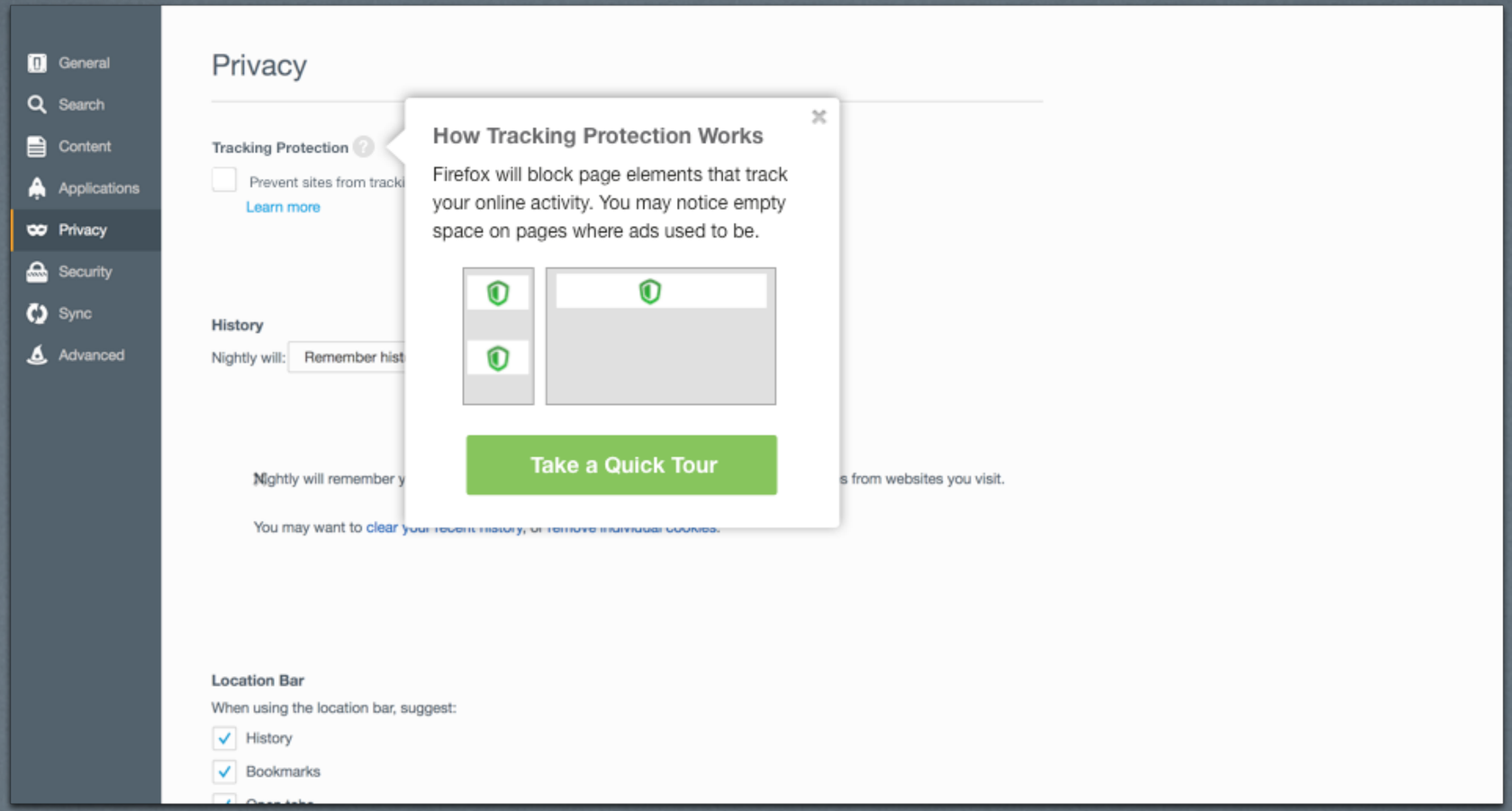
- **What do people think tracking protection is?**
  - Most participants used more general vocabulary to describe the tangible aspects of tracking, such as “my likes based on my website visits” (P15) or “what I might be interested in.” (P10) Most participants were able to describe at least one employer of tracking such as Google, Facebook, companies that do targeted advertising, and marketing companies.
- **What benefits does TP have?**
  - feeling more secure and private, faster page loading, few ads, less clutter, brings attention to the issue of tracking, relevant for mobile.
- **What frustrations does TP bring?**
  - confusion when targeted ads disappear, first run experience, more discoverable UI, perceived video playback issues

HOW IT WORKS

final design specification


Firefox Start
New Tab
Firefox
Search or enter address
Search
Firefox made Tracking Protection even better! It now actively blocks sites from tracking your online activity.
Learn More
mozilla
Search
Mozilla Firefox is free and open source software from the non-profit Mozilla Foundation. Know your rights...
Downloads
Bookmarks
History
Add-ons
Sync
Preferences

ONBOARDING

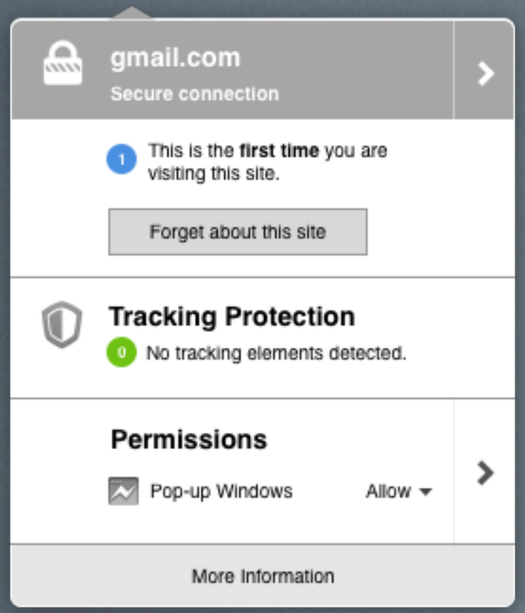

General
Search
Content
Applications
Privacy
Security
Sync
Advanced
Privacy
Tracking Protection
Prevent sites from tracki
Learn more
How Tracking Protection Works
Firefox will block page elements that track your online activity. You may notice empty space on pages where ads used to be.
Take a Quick Tour
History
Nightly will:
Remember hist
Nightly will remember y
s from websites you visit.
You may want to clear your recent history, or remove individual cookies.
Location Bar
When using the location bar, suggest:
History
Bookmarks

ONBOARDING

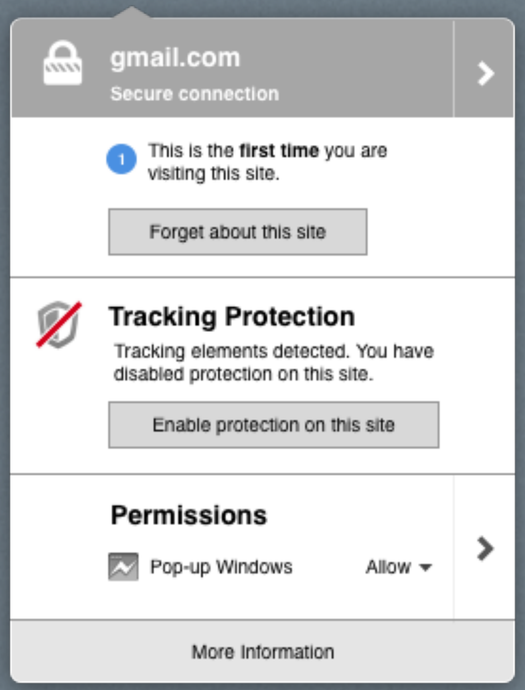
IDENTITY BLOCK FEEDBACK

mozilla

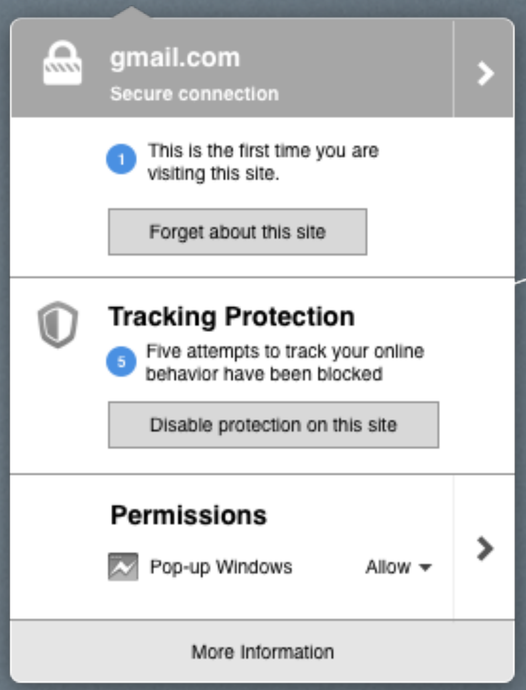
No tracking elements or DNT respected



TP disabled for this site

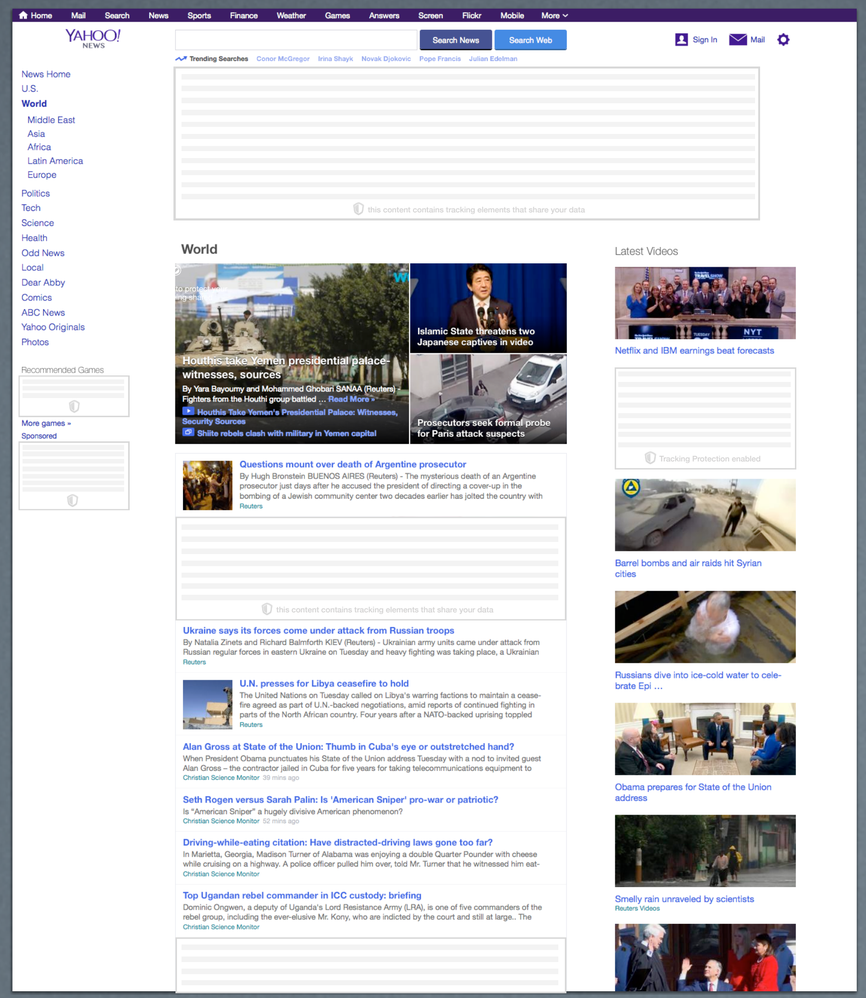


TP blocking things

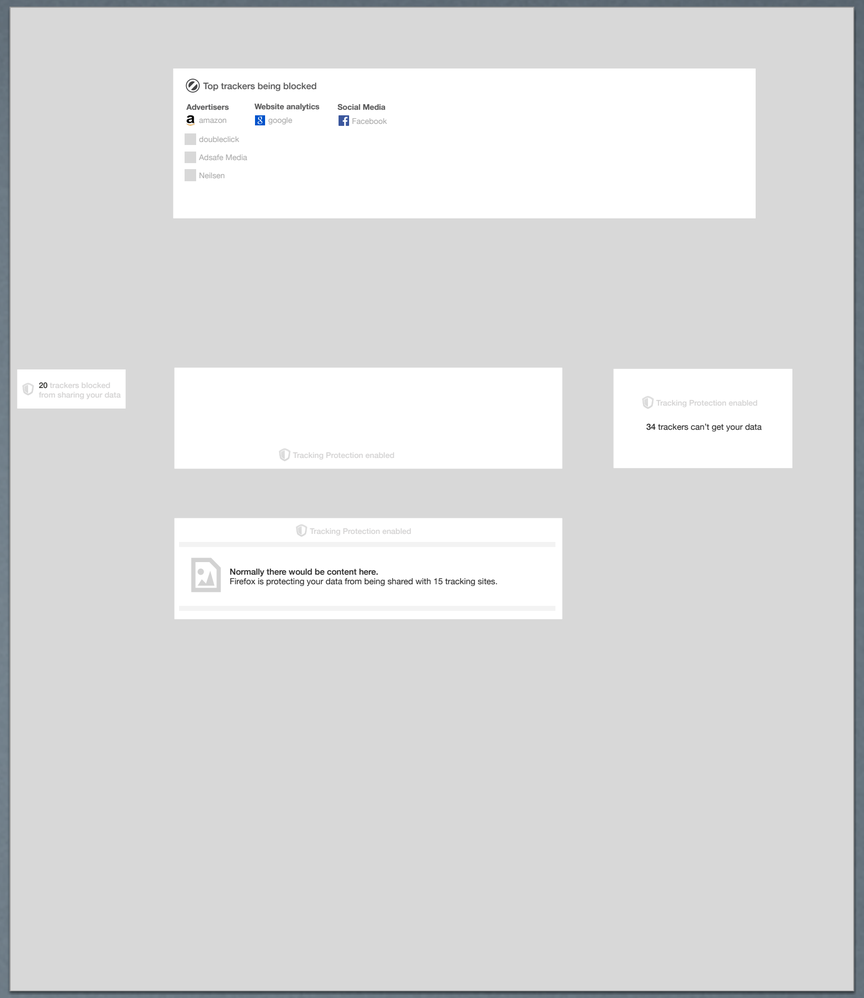


Number of blocked URLs

PAGE LEVEL CONTROL



Hover Treatments



VERSION 2 ADDITION

FAILING TO LAUNCH

- **Top Issues included:**
  - unknown user value
  - what about advertisers/small businesses - are we creating disadvantage?
  - partnership with Yahoo!
  - technical stability (does it break too much?)
  - user reaction
  - audience size (DNT only?)

QUESTION / THOUGHTS?

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