Test Pilot’s Mission

1. Improve the open Web experience by making anonymous, aggregate usability and usage data available to developers as a shared public resource.

2. Respect users and user privacy by making test data knowable and manageable for individuals.
Test Pilot is an opt-in platform that aims to improve the Web by collecting structured user feedback from Firefox and other Mozilla Labs experiments.
Test Pilot Program

• Not a part of Firefox
• A standalone program
• Users must take action to opt in
Test Pilot Program

• The participant’s information is never collected without first obtaining their explicit permission

• Only anonymous, sanitized information is transmitted or stored

• Participants and their privacy is respected by making test data knowable and manageable for individuals
Every Detail Matters
Design Questions

What should the default action be when the user clicks on the location bar for the first time?
Design Questions

When a user clicks a link, should the link be opened as a tab, at the end of the tab bar, or near the current tab?
Firefox is a vehicle for 300 million people living and working online.
How might we help product teams make better decisions to enhance user experience?
Good Statistics, Better Decisions

• Good statistical data aids in decision-making and shaping opinions

• What is the best way to protect our users’ privacy while we collect structured data?
Insightful statistics do not require a user’s private data

Examples:

• What are the five most common commands for Ubiquity users?

• How often do people use the down arrow to search the location bar’s history?

• How many tabs does the average user keep open while using Firefox?
How to collect data

1. Know what data is useful and how you should use it
2. Some data is private, belongs to the user, and should be respected
3. The challenge: Get useful data while respecting user privacy
Collecting structured user data to improve product design

1. Identify which questions the product team wants to answer, as well as what data will be meaningful to this question.

2. The product team and UX practitioners develop a test plan and invite people to volunteer for the test.

3. After participants submit their test data, the anonymous, aggregate data is analyzed.

4. All of this happens in an open and transparent environment, where the public can see what happened.
Collecting structured user data to improve product design
Privacy and Security are the key to building a successful, trustworthy program

Critical steps:

1. Establish a data privacy policy

2. Enable participants to control their data
Data collection, storage, and publishing

**Test Pilot**
- Data is collected after being sanitized
  - No personally identifiable information
  - URL will be sanitized
  - *e.g.* “Uses one Firefox window with 26 tabs open.”

**Test Pilot Community Website**
- Test results will be published in anonymous and aggregate form after data analysis
  - No personally identifiable information
  - No personally identifiable information
  - IP address will NOT be associated with test data
  - Raw data is unavailable for any third parties
  - *e.g.* “40% of participants have more than 20 tabs open in a Firefox window.”

**mozilla server**
- Data is stored in anonymous and aggregate form
  - No personally identifiable information
  - IP address will NOT be associated with test data
Participants are in control

People opt in to the Test Pilot program

1. Introduce Test Pilot and its purpose.

2. Introduce privacy policies:
   2.1 User control
   2.2 Data collection and storage
   2.3 Data sharing

3. Clarify how this program may change current product performance:
   3.1 Won’t lose any existing data, e.g. bookmarks.
   3.2 UI may or may not change.

People opt-in to Test Pilot.

People participate in a specific Test Pilot study

Before a study starts

2-1
1. Introduce what this study is and what data need to be collected.

2-2
2. Clarify if this program may change current Firefox UI.
   People are able to review what study they are participating.

People opt-in a study, or leave.

During the study

2-3
1. Reinforce that no PII will be shared

People are able to review their data.

People submit the study data or leave.

Study completes

People are able to opt out at any time.
No data will be reported until people submit.

People can opt out of the Test Pilot program at any time.
Participants review their data before sending it in.
Our first large-scale study

- Privacy-sensitive usability study with the Test Pilot framework
- Over 5,000 participants
- Focused on tab usage in Firefox
- Results and raw data posted under a Creative Commons license
Implications

Because the results are freely available, anyone can benefit from it. For example, a Math or Statistics teacher could use Test Pilot and the data it generates as part of the curriculum.
Try it out!
testpilot.mozillalabs.com