

“I just want my video!”

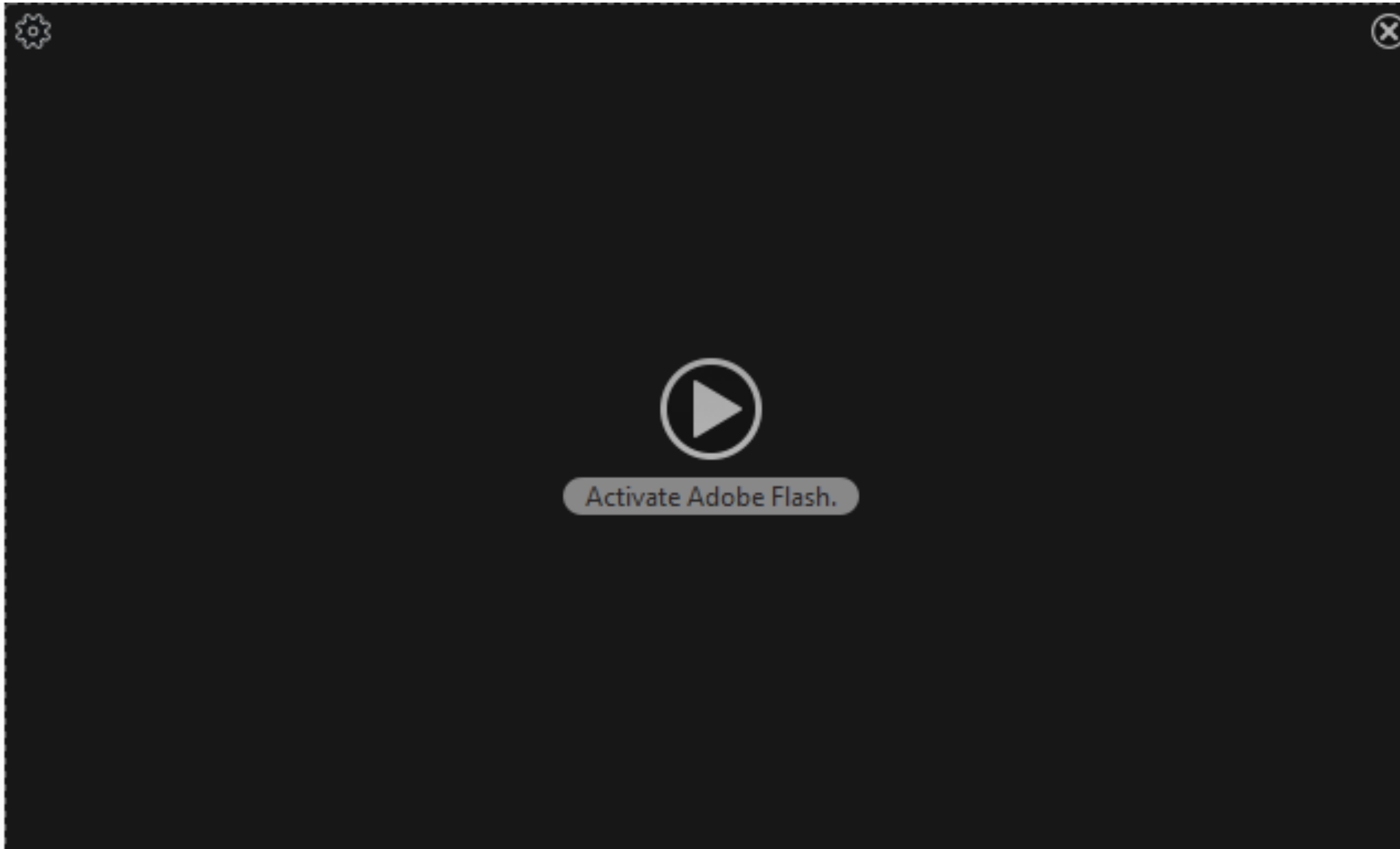
Firefox  
**Flash Click-to-play  
User Research**

# Agenda

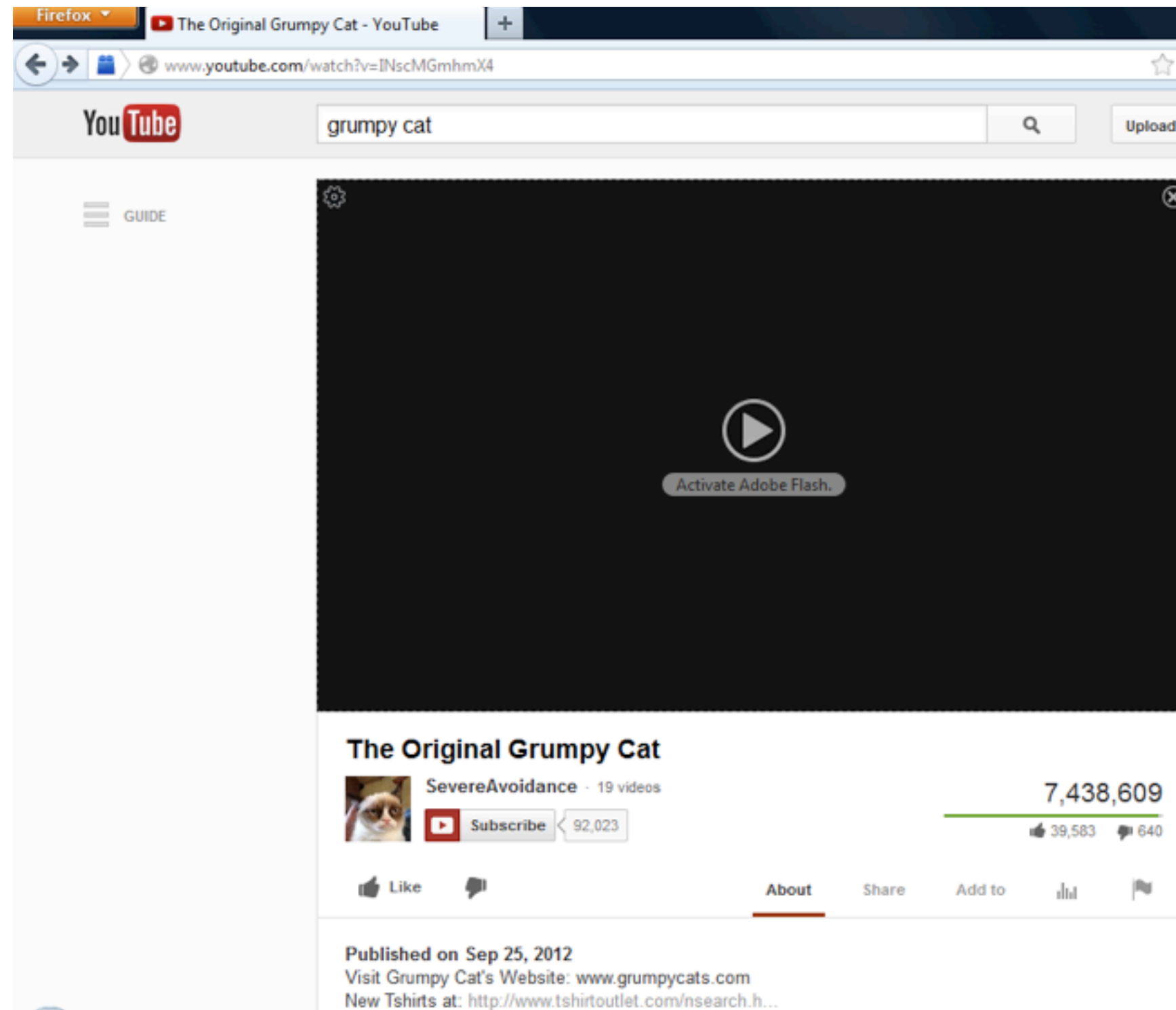
- Study methods
- Flash CTP qualitative research results
- (Preliminary design recommendations)
- Appendix 1: Selected Test Pilot Findings

# Method

- 16 Firefox users
- Given Firefox build with Flash CTP enabled
- Install interview plus 4-day diary
- Test Pilot tracking of interaction with new UI and recording of Flash URLs



# Two different points of view



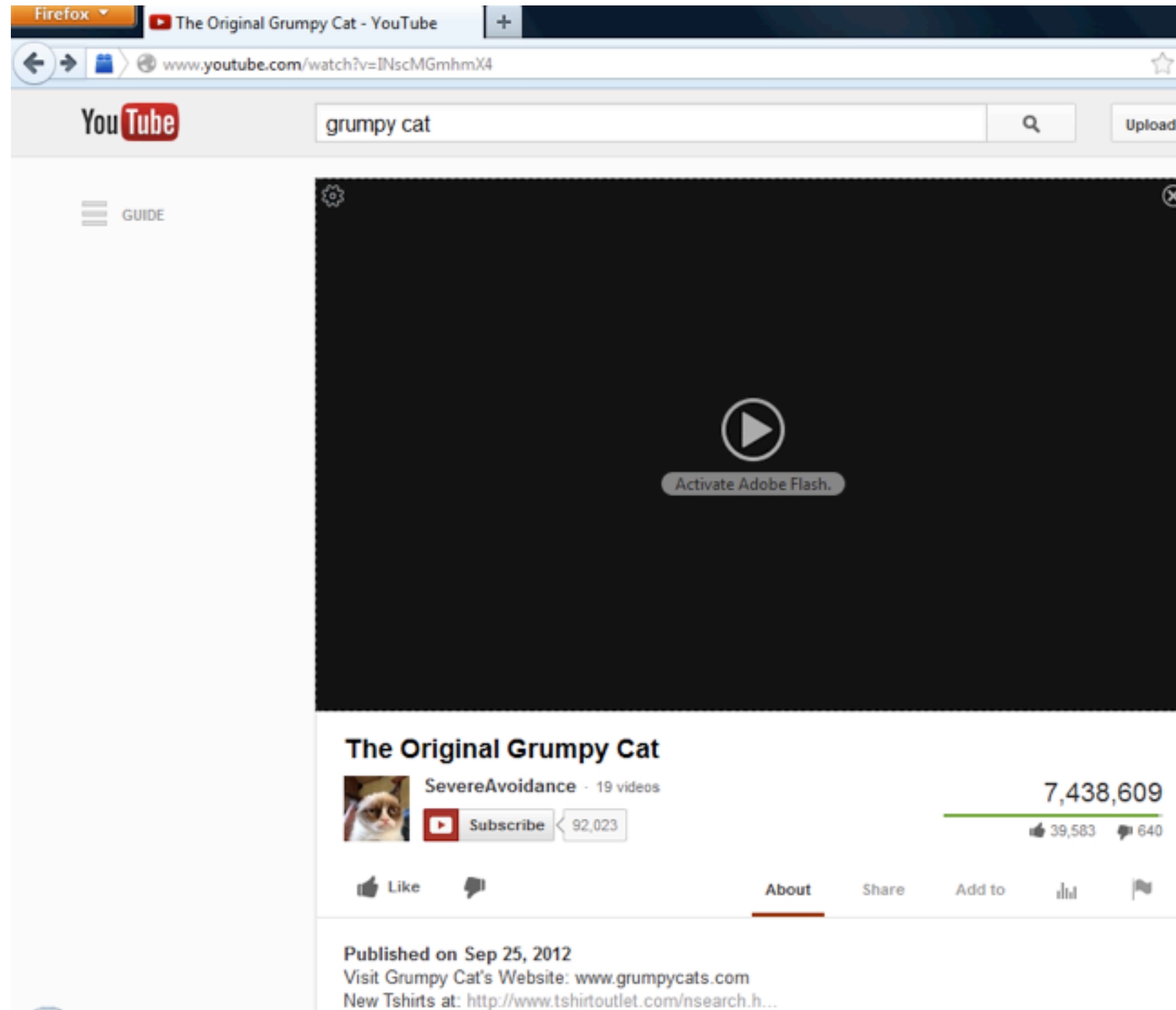
# Two different points of view

Mozilla sees:

Security

Stability

User Control



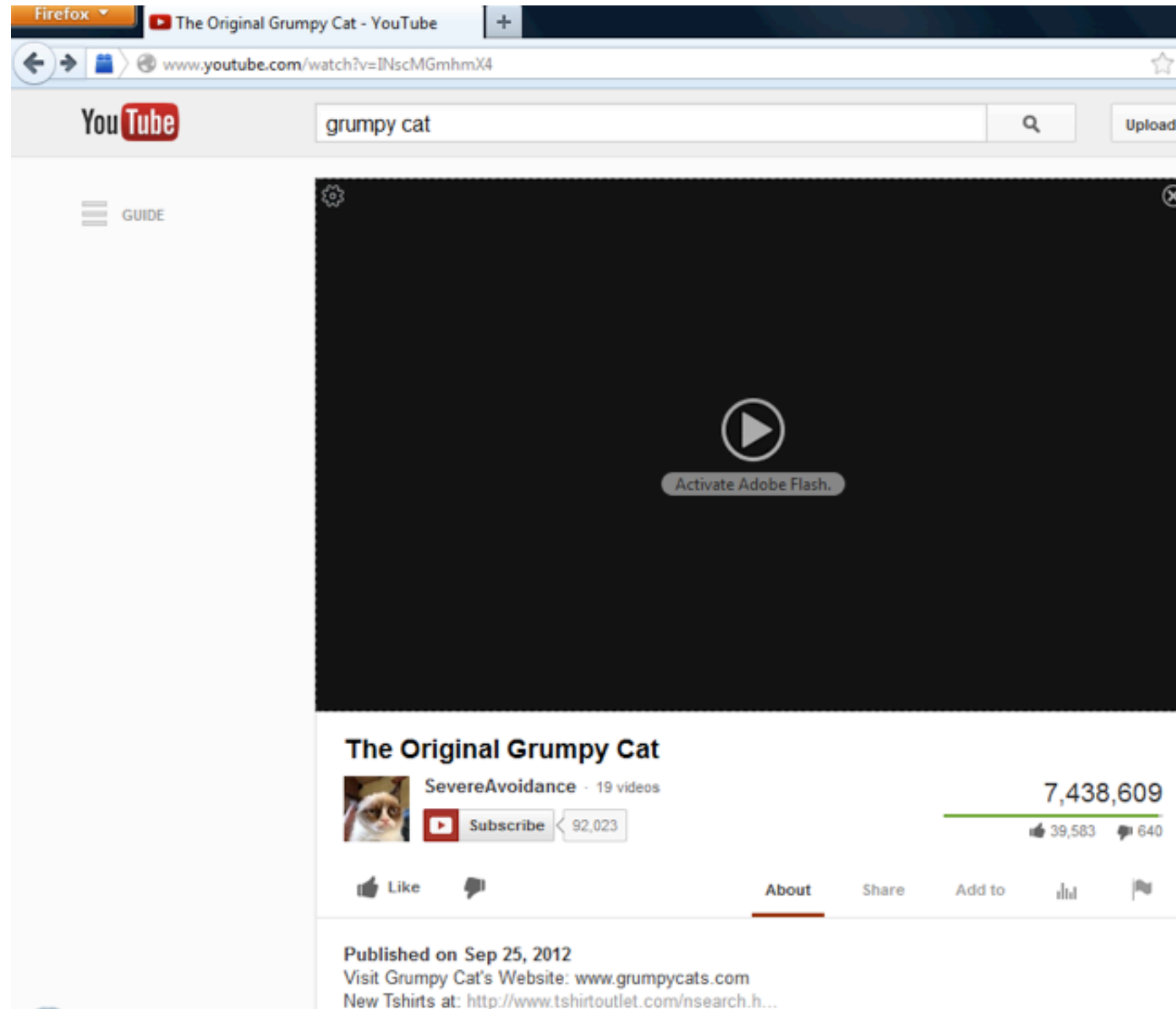
# Two different points of view

Mozilla sees:

Security

Stability

User Control



User sees:

Where is Grumpy Cat?

Do I have to click this *every* time?

# We have a mental model mismatch

- We want to want protect and help people
- They want content



*"Each time I tried to watch a video the screen went grey and told me to enable adobe flash. I haven't seen this before and it struck me as strange." -P1*



*"Annoying... to click the activate button before each youtube video." - P2*



# Fundamentally, people don't get why we want them to use CTP



*"...I feel those are unnecessary steps for me to take. I do not understand why Firefox is asking me to activate Flash or not. **Is using Flash on a site going to add a virus to my computer, slow it down or in some way make my experience less with it than without it?** ... As a web user and not a developer it is difficult for me to understand Flash, why should it be something that I need to ask to activate?" -P3*

# Participants don't know why these are important:

- Plugins
- Flash
- Security
- Performance
- Technical terms ("Activate")

Which means they don't understand the benefit of CTP from a security, stability, performance, or control perspective



*"The only issue which was more redundant and tedious than an actual [security or performance] issue is having to click 'Activate Adobe Flash' each time I wanted to see a new video." -P4*

# YouTube videos and Facebook games are fun!

**YouTube videos and Facebook games are fun!**

CTP hinders fun

# Extra click = extra step, not a choice for extra security



*"I don't like that you have to press activate, the press play again, all these extra clicks add up and make browsing time much slower." -P5*



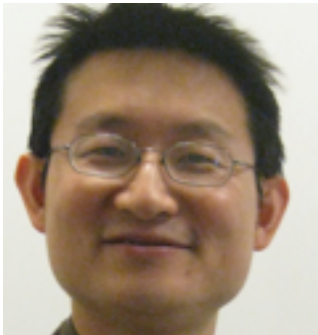
*"I just found it to be a bit repetitious whenever I had to allow the thing to use flash whenever a page used flash. Like this discussion board. I would rather it just did it for sites that may have vulnerabilities. But I guess it is best to be safe about everything." -P6*

# Convenience Trumps Security

# Even our most advanced users just wanted content



*"I do not feel that having the new feature to 'Activate Plugins' adds in my experience of using the internet." -P3*



*"...I like this feature for security reason. But it is equally important that i can get to use the site asap without having to click to enable it :)" -P7*



*"I prefer the older version because it allows me to see advertisements that I could actually be interested in and I can also see screen shots of videos and games or they can load without me having to click on them." -P8*



But wait! There's "Always Allow"!

"Always Allow" is appealing, but no cure-all:

- 6 users wanted it
- Only 3 found it, and weren't quite satisfied
- Everyone else didn't know to ask



*"I \*wish\* that the phrase [Activate Adobe Flash] was accompanied by "... for all time, this is activated in this browser for infinity!!!! you will never see this message again, tearful but joyous goodbye" -P5*

## Another issue: Visual context

- Participants missed the visual context provided by a first-frame preview
- Some even missed viewing ads



*"It forces me to have to click on the advertisements and videos without knowing exactly I am clicking on." -P8*

# Choice and control: a user's perspective?

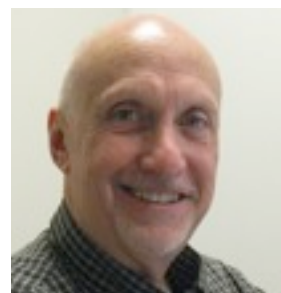
- Click and get desired content
- Don't click, and don't get what you want!

## Possible consequences of current CTP design:

- Blindly clicking play always (and being annoyed)
- Blindly “Always Allow” (and still not satisfied)
- Leave for other browsers

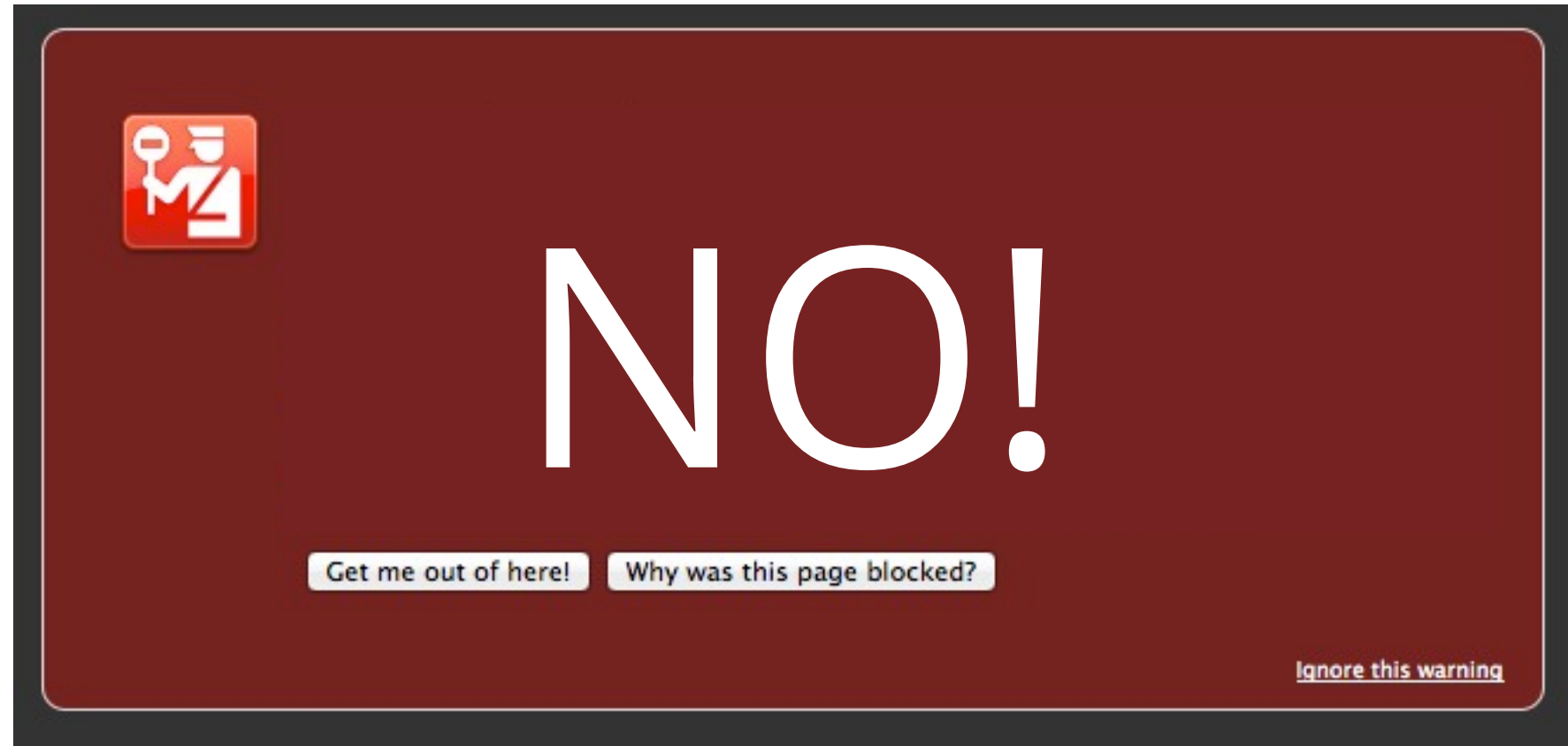


*“...the security seems very tight [but...] i may just click "activate" every time without reading it through” -P7*



*“...Having to use this new version might make me more inclined to use a browser such as Chrome that will not prompt me all the time about Flash.” -P3*

# So... don't improve security?



## Some principles moving forward

- Convenience trumps security
- Don't desensitize users to clicking on security-related UIs
- Don't make users reassure the browser that a common action is permitted. Fix instead of maintain.

# Appendix 1: Selected Test Pilot Findings

# The Data

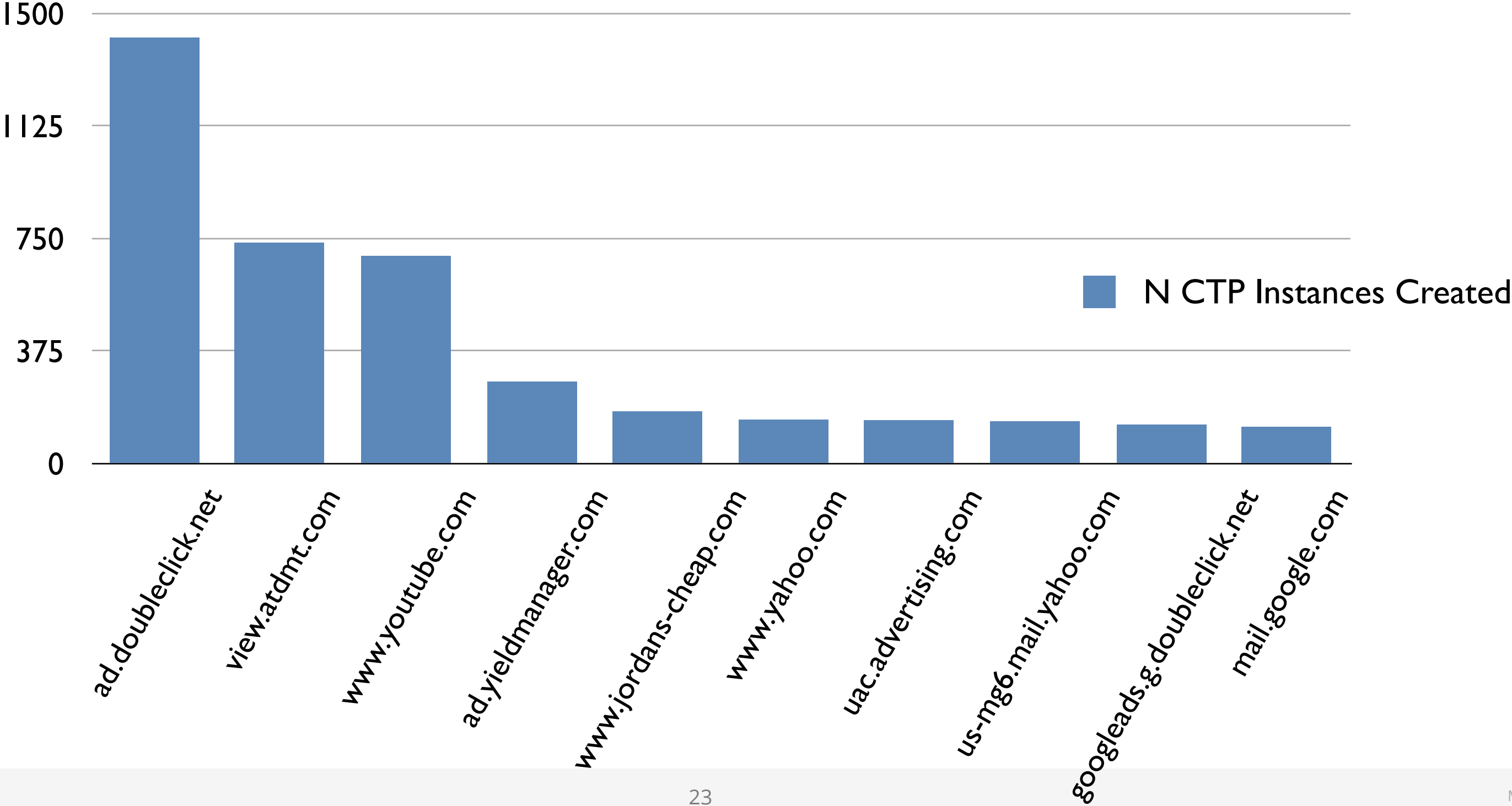
- Used Micropilot  
(<https://github.com/gregglind/micropilot>)
- 5 days of tracking with at least 15 minutes of multimedia required for last 4 days
- For each user, collected
  - Metadata (ex: addons, plugins, user name)
  - CTP performance statistics
  - CTP user interactions
- Full dataset available for download at fs2 in Research/Click to play/  
final\_ctp\_data.txt
- Note: One participant had to be removed from dataset due to corrupted data



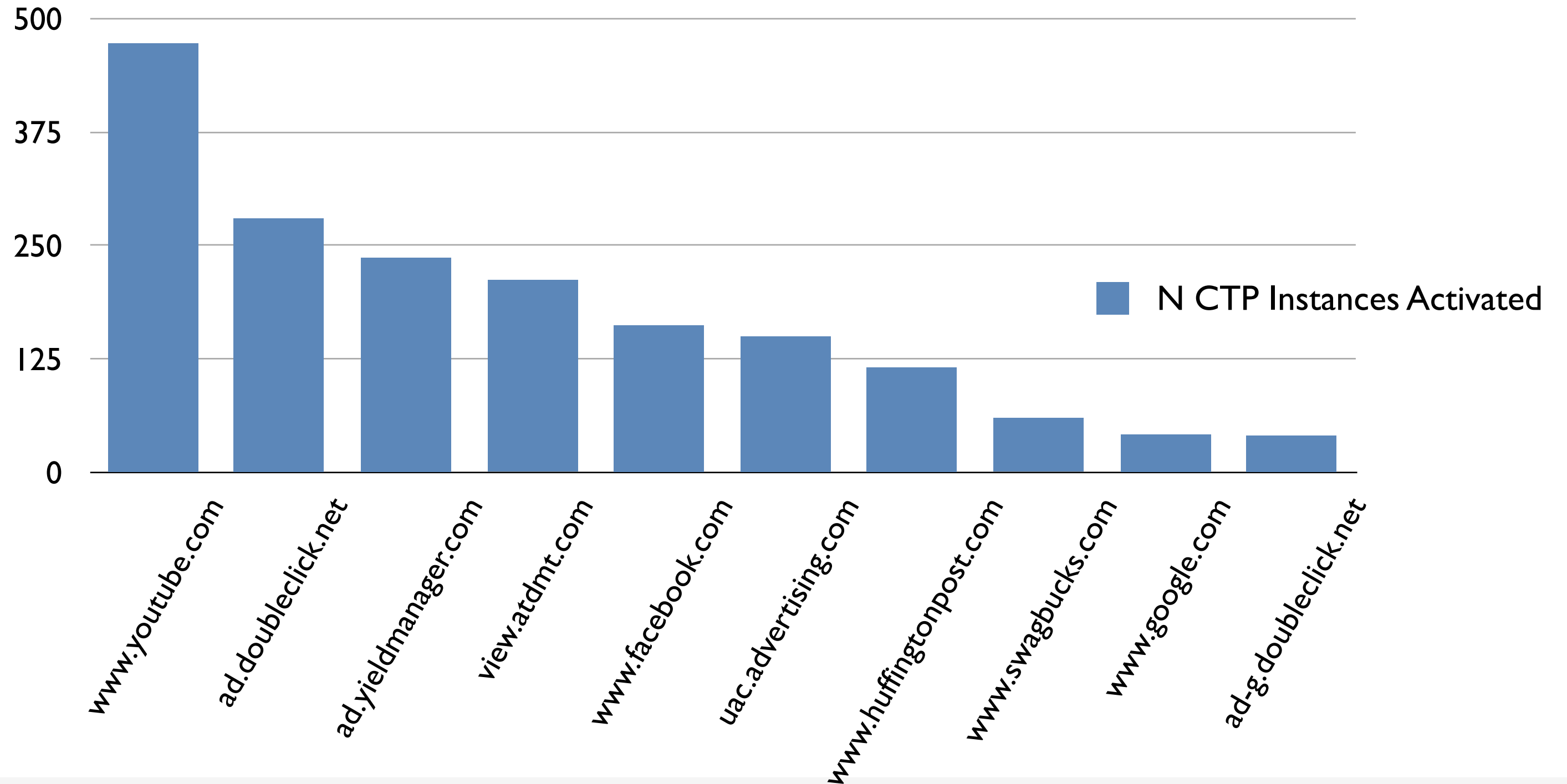
# User Breakdown

- Gender
  - M: 6
  - F: 9
- Operating System
  - Windows XP: 1
  - Windows 7: 14
- Initial Firefox version (pre-tracking)
  - Not previously installed: 2
  - 12.0: 2
  - 18.x: 2
  - 19: 9
- Initial Flash version (pre-upgrade)
  - Not previously installed: 2
  - < 11.6: 6
  - >=11.6: 7

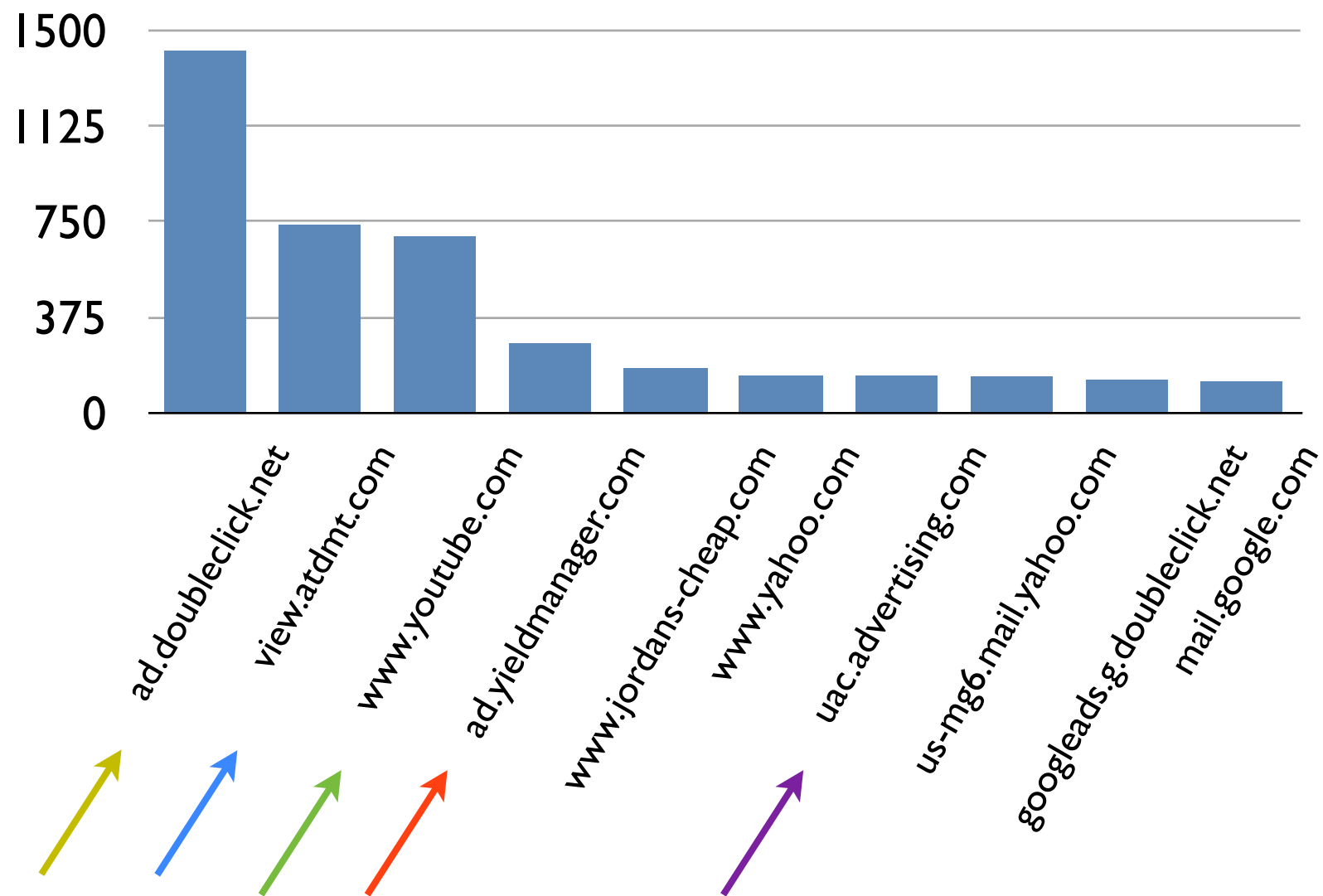
# Top Sites Visited with Flash Content



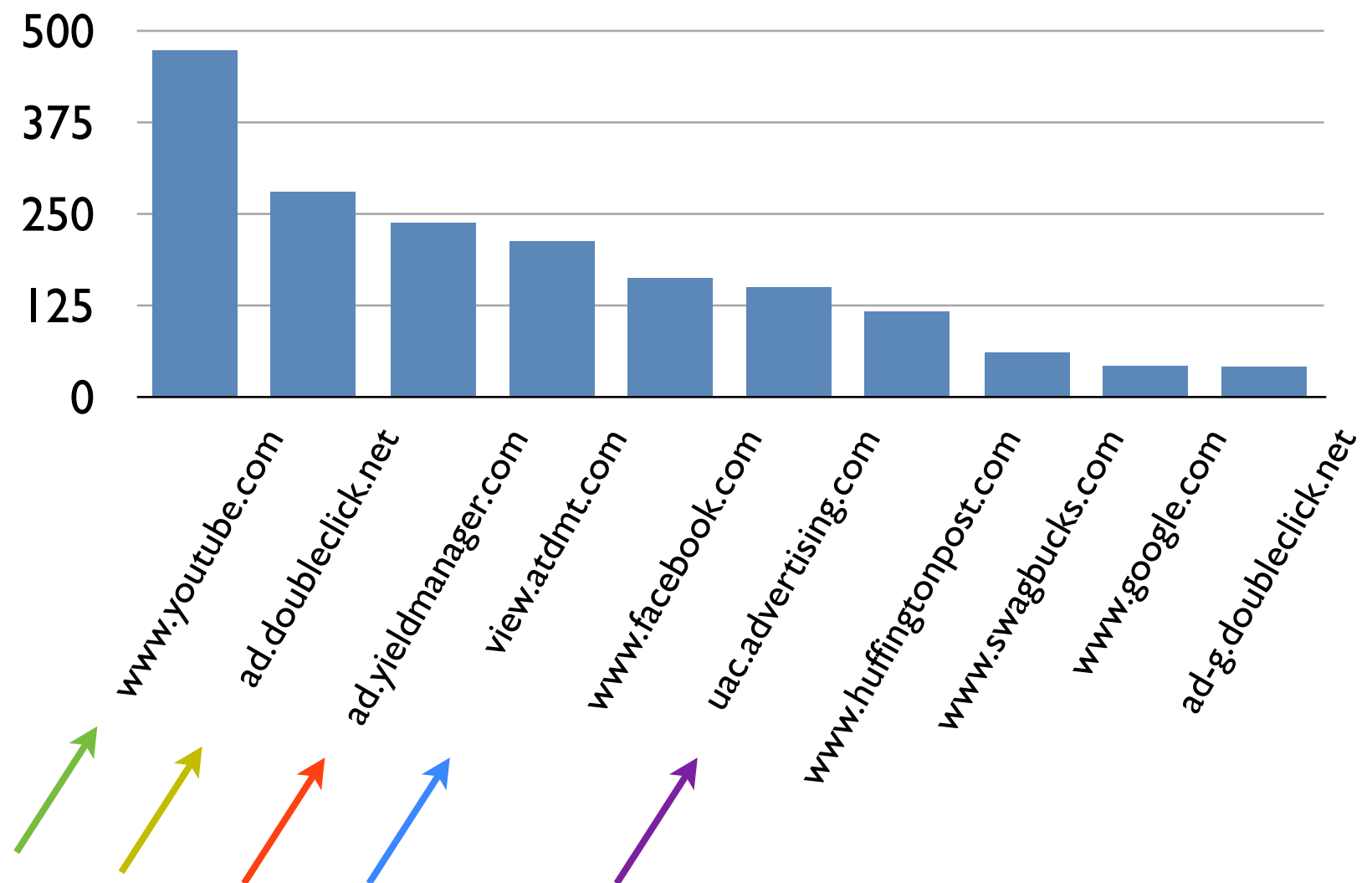
# Top Sites Where Users Activated Flash Content



## CTP Created



## CTP Activated



Significant overlap

# Potential Interpretations

- Users like ads
- Users want to see what is being “covered” by the CTP UI, and thus click on ads and target content indiscriminately
  - Is this just an “exploration”? Would ad clicks decrease over time with a longer trial as users become accustomed to the interface?