

DMA & BEYOND CONFERENCE

Designing Better Remedies

Mozilla 

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**User research can bridge
the gap between
regulatory intent + user
experience.**






Select your web browser(s)

 Google Chrome. A fast new browser. Made for everyone.	 Your online security is Firefox's top priority. Firefox is free, and made to help you get the most out of the web.	 Internet Explorer is the world's most widely used browser, designed by Microsoft with you in mind.	 Safari for Windows from Apple, the world's most innovative browser.	 The powerful and easy-to-use Web browser. Try the only browser with Opera Turbo technology, and speed up your Internet connection.
Install	Install	Install	Install	Install
Tell me more	Tell me more	Tell me more	Tell me more	Tell me more

2009 Microsoft

Google Play

You can choose additional web browsers for your device

	Google Chrome Installed	
	Firefox	INSTALL
	Microsoft Edge	INSTALL
	Opera Browser with free ...	INSTALL
	Puffin Web Browser	INSTALL

FINISH

2019 Google Android

- 1. Concept Testing**
- 2. Behavioral Experiments**
- 3. Usability Testing**

Concept Testing

Exploring New Ideas

CONCEPT TESTING



Team /

Share View

Product Roadmap

Backlog

Revamp productivity insights

Conduct customer research

Create initial spec

In progress

Team workspaces

Task duration

List View

Team /

Share View

Product Roadmap

Backlog

Revamp productivity insights

0/2

In progress

Team workspaces

Calendar view

Ready for QA

Quick add shortcuts for reminders

Persistent completed tasks

Multi-task drag-and-drop

Board View

Thinking
beyond
browser choice
screens.

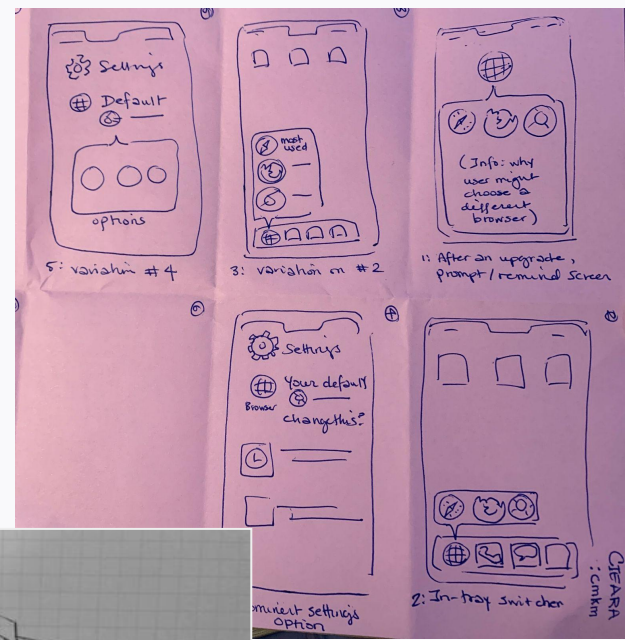
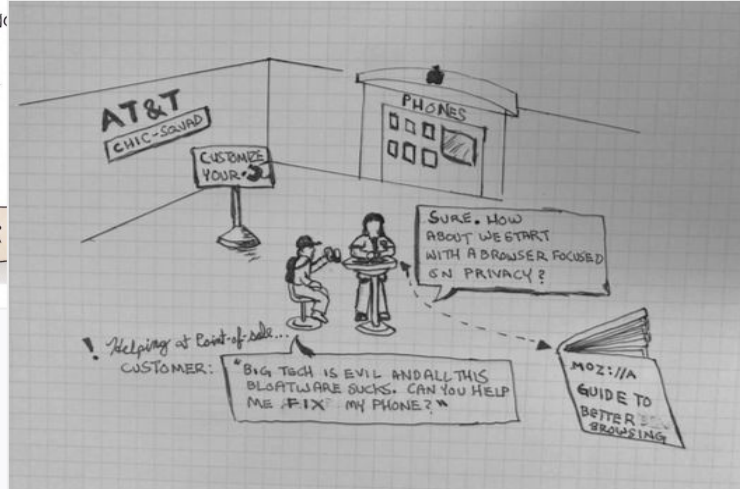
CONCEPT TESTING



APP SUGGESTIONS
APP OPTIONS
APP CHOICES



FIND AN APP



Early Concept Sketches

**How can we help
people find the best
browser for them?**

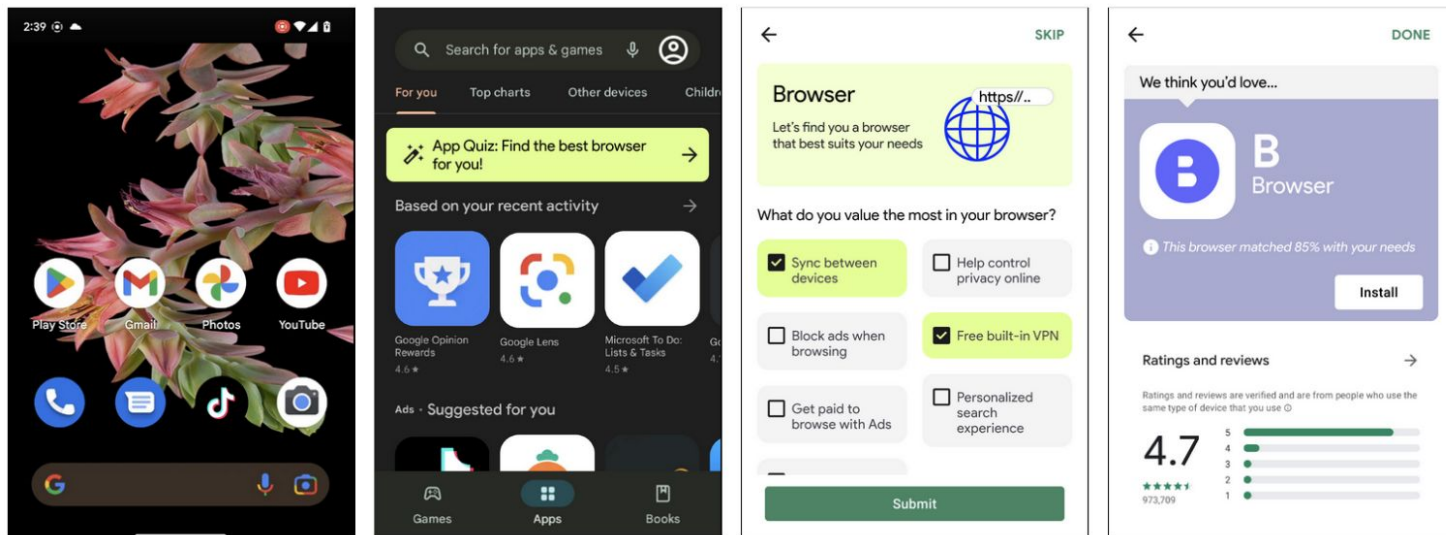
How can we help people find the best browser for them?

Concept 1: Play Store Quiz



How can we help people find the best browser for them?

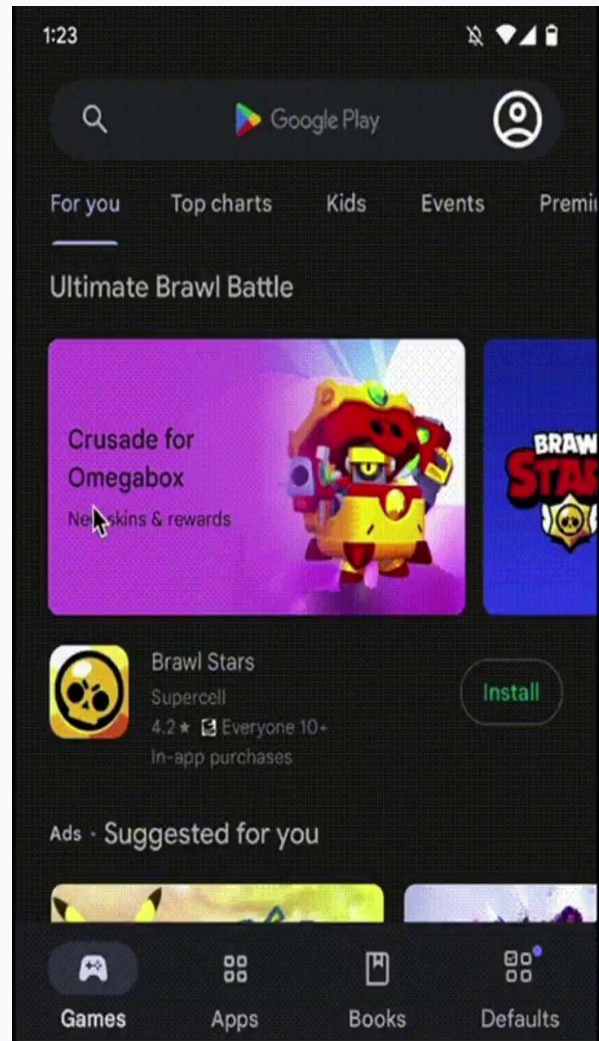
Concept 1: Play Store Quiz



**How can we help
people explore and
manage their
defaults?**

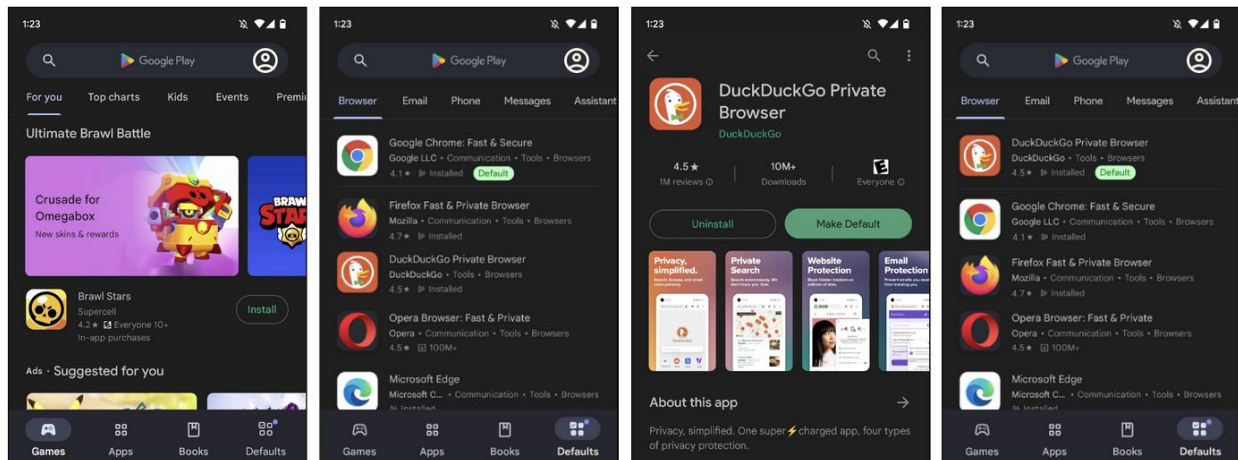
How can we help people explore and manage their defaults?

Concept 2: Play Store Defaults Tab



How can we help people explore and manage their defaults?

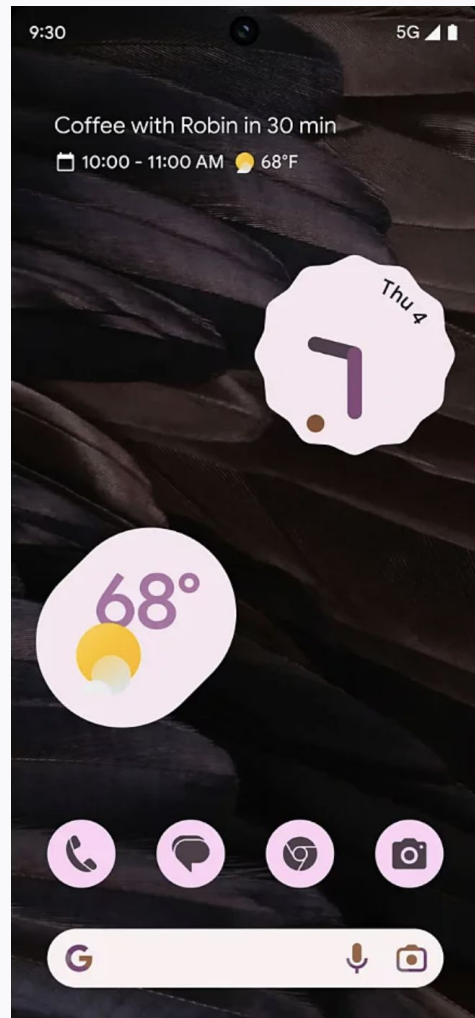
Concept 2: Play Store Defaults Tab



**How can we help
people use the
browser they've
chosen?**

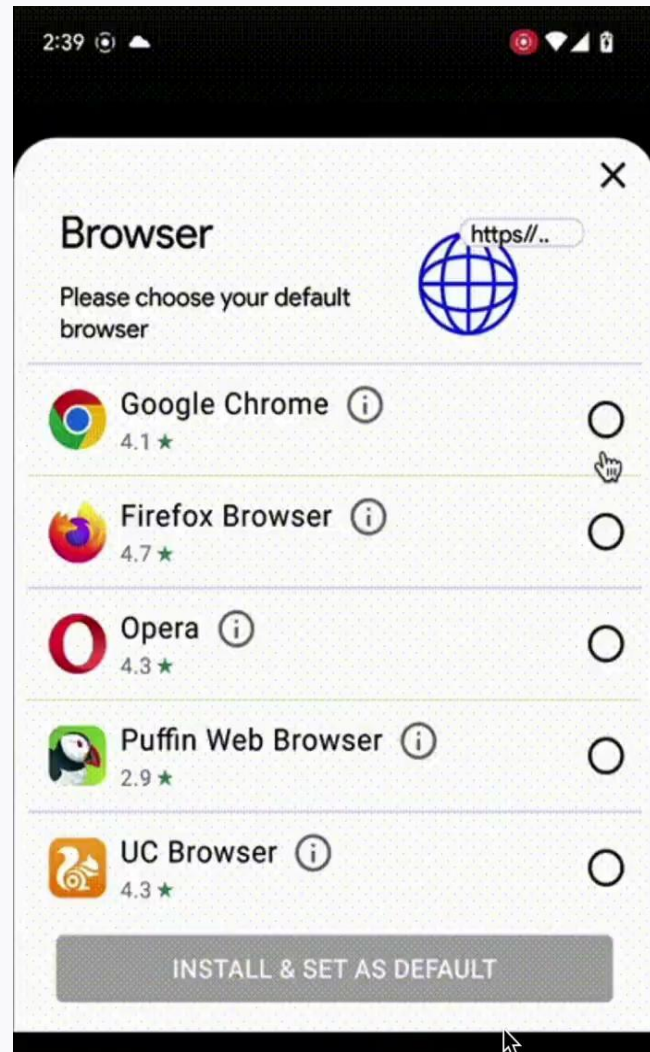
How can we help people use the browser they've chosen?

“Hot Seat”



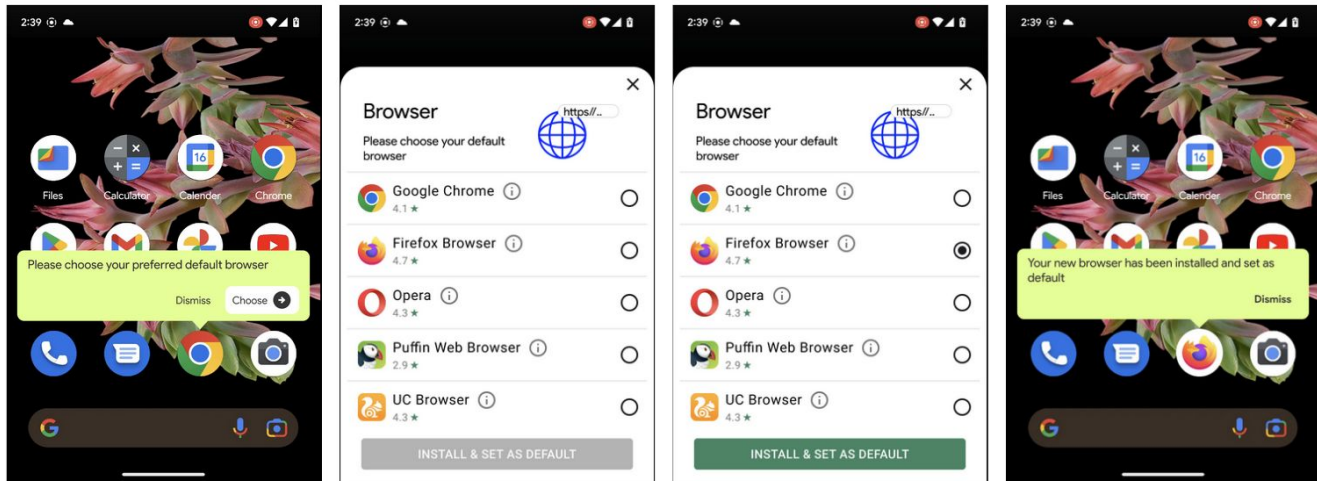
How can we help people use the browser they've chosen?

Concept 3: "Hot Seat" Update



How can we help people use the browser they've chosen?

Concept 3: "Hot Seat" Update



TIMING

Offer choice in relevant contexts.

INFORMED CHOICE

Meaningful choice is informed choice.

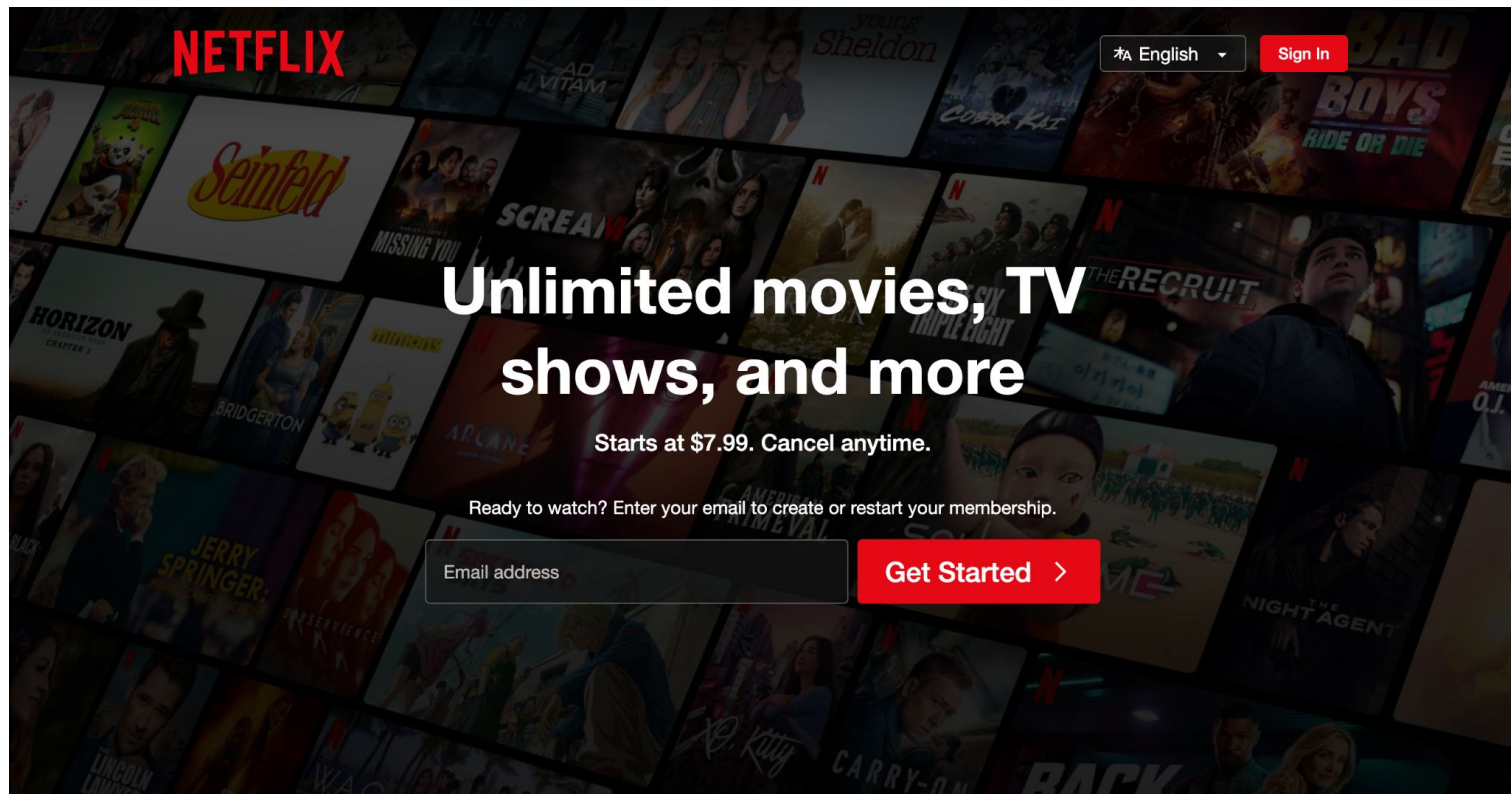
INERTIA

Consider complementary interventions beyond a single choice moment.

Behavioral Experiments

Measuring What Works

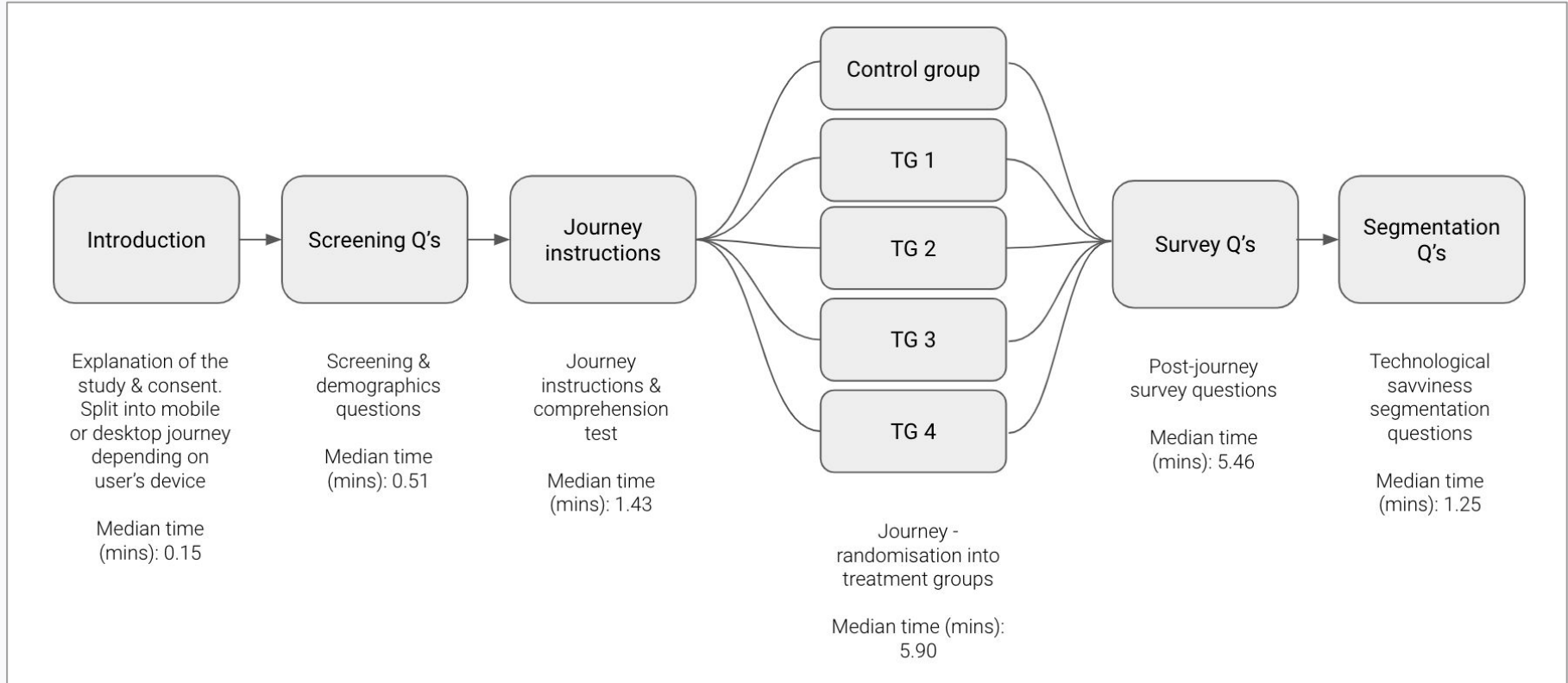
NETFLIX

The image shows the Netflix homepage banner. It features a dark background with a collage of various movie and TV show posters, including titles like 'Seinfeld', 'Scream', 'The Recruit', 'Horizon', 'Bridgerton', 'Arcane', 'Jerry Springer', 'Night Agent', and 'Back'. In the top left corner, the 'NETFLIX' logo is displayed in red. In the top right corner, there is a language dropdown menu showing 'English' and a red 'Sign In' button. The main headline in the center reads 'Unlimited movies, TV shows, and more' in large white text. Below this, it says 'Starts at \$7.99. Cancel anytime.' in smaller white text. Further down, a prompt asks 'Ready to watch? Enter your email to create or restart your membership.' Below this prompt is a dark grey input field labeled 'Email address' and a red 'Get Started >' button. The overall layout is clean and modern, with a focus on showcasing the variety of content available on the platform.

Get Started Page

Analyzing the impact
of browser choice
screen design,
content, and
placement.

BEHAVIORAL EXPERIMENTS

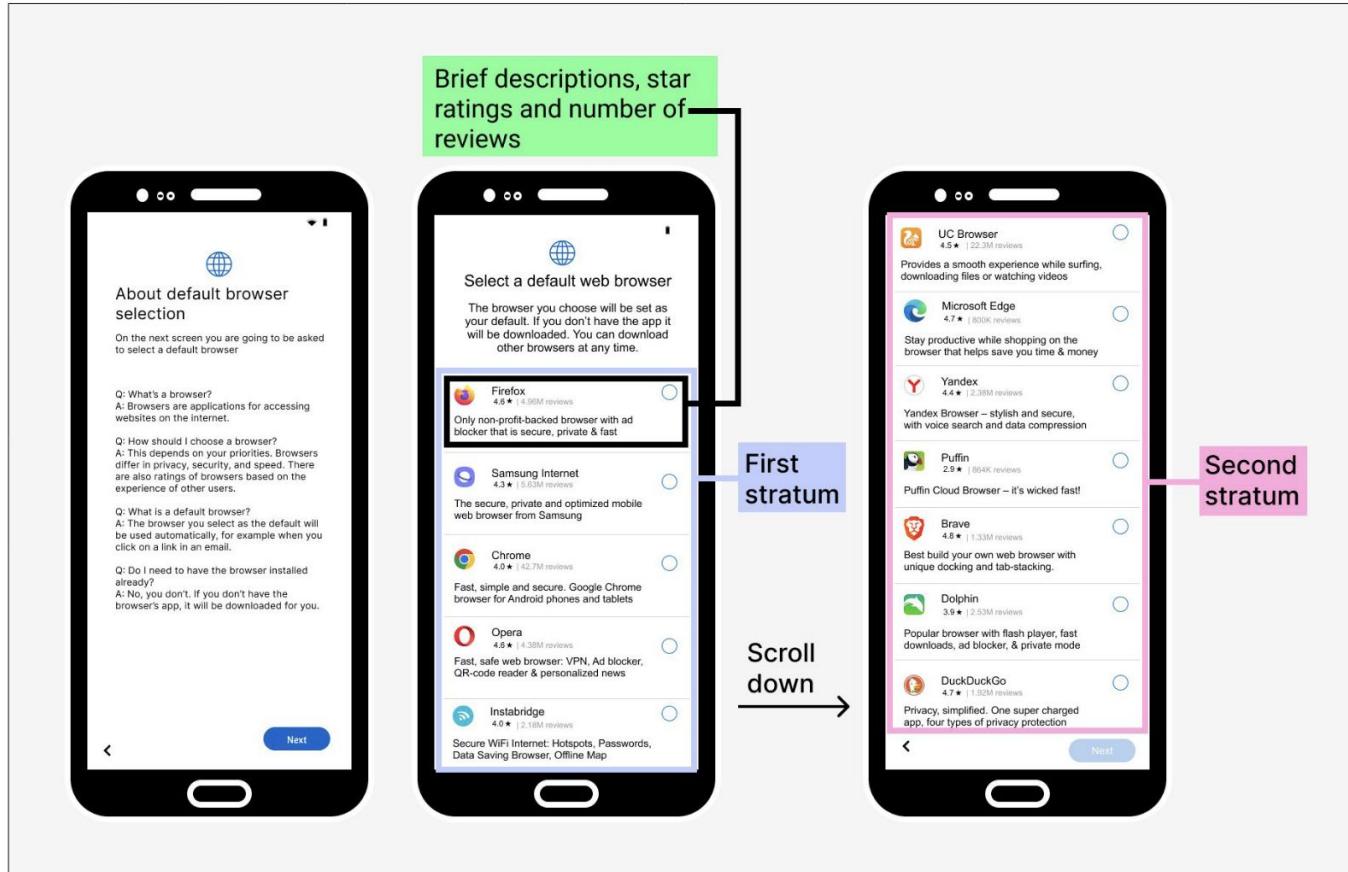


Research Design

BEHAVIORAL EXPERIMENTS

Condition	Timing	# Browsers	Information	Browser Shown
Control	N/A	N/A	N/A	Pre-set: Samsung/Edge
Treatment 1	Device first use	12	Low information	Chosen
Treatment 2	Device first use	12	High information	Chosen
Treatment 3	Device first use	5	High information	Chosen
Treatment 4	Browser first use	5	High information	Chosen

Experiment Conditions



Effective Choice Screens

- Include key information
- Present a wide range of browsers
- Address ordering effects
- Are shown at device set-up/major updates

Well Designed Choice Screens

- Align with people's preferences
- Increase people's satisfaction
- Increase browser contestability
- Help people find a default they will stick with

Usability Testing

Identifying Gaps Between Intent and Experience



The banner features a dark blue background with several floating video thumbnails of various scenes, including people in different settings. In the center, there is a white-bordered box containing the text "POWERED BY" above the TiVo robot head icon and the word "TiVo".

With TiVo, the choice is always yours.

A smart TV Powered by TiVo gives you the power to choose what you want to watch.

The top navigation bar includes the TiVo logo, links for PRODUCTS, SUPPORT, and SIGN IN, and icons for a shopping cart and search.



Assessing the default browser setting experience.

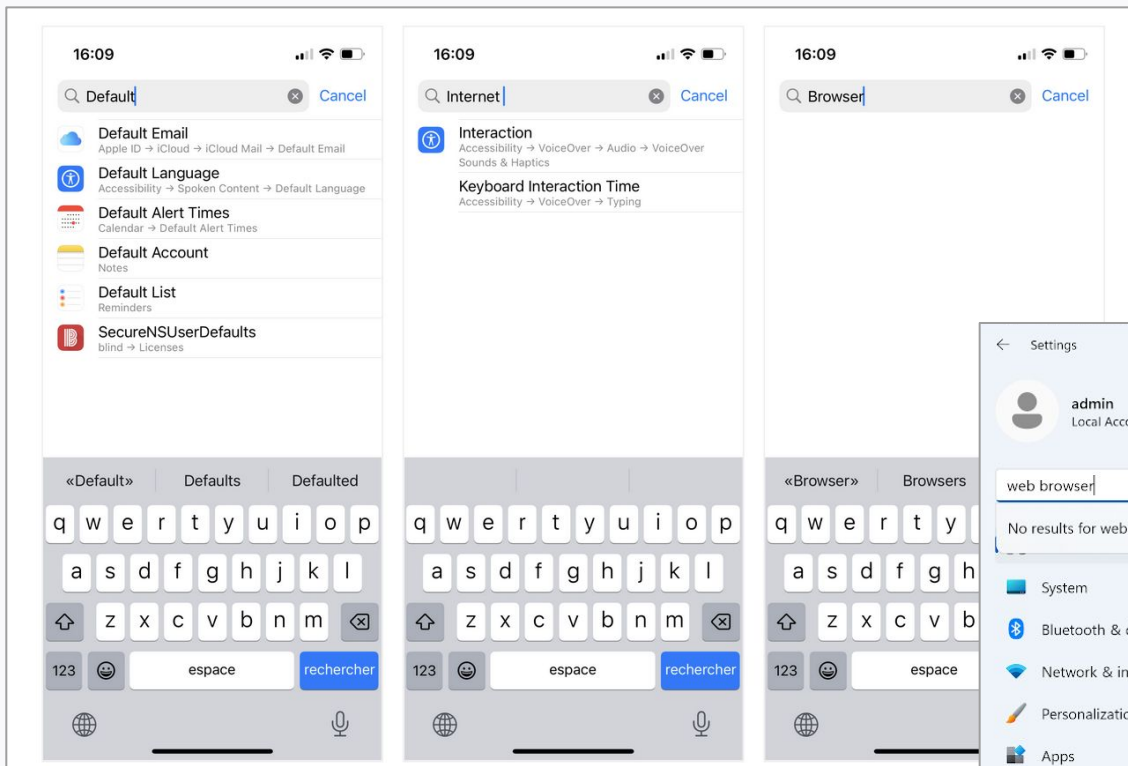
NAVIGATION

Settings are buried in unexpected places.

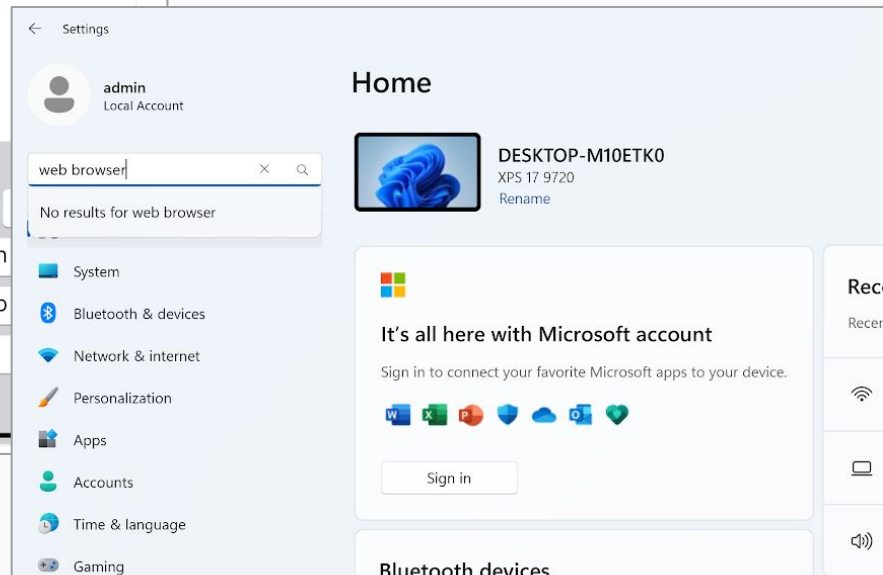
SEARCH ISSUES

Common terms like "browser" and "default" return no results.

USABILITY TESTING



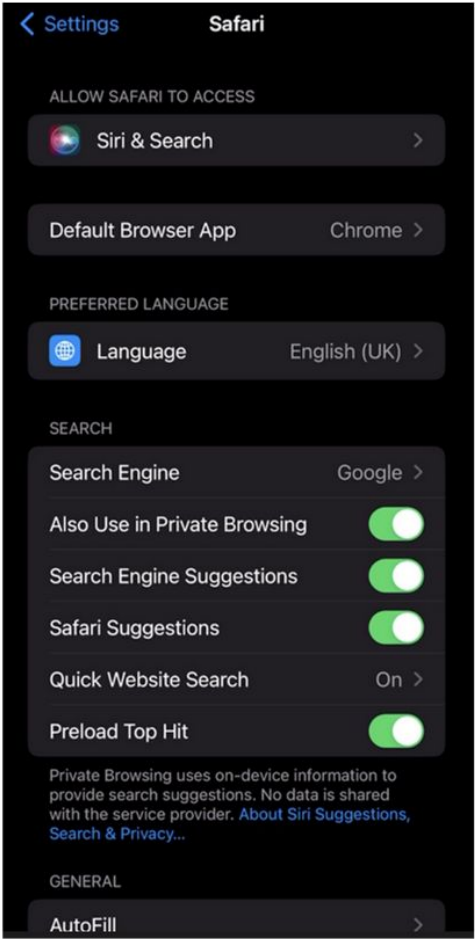
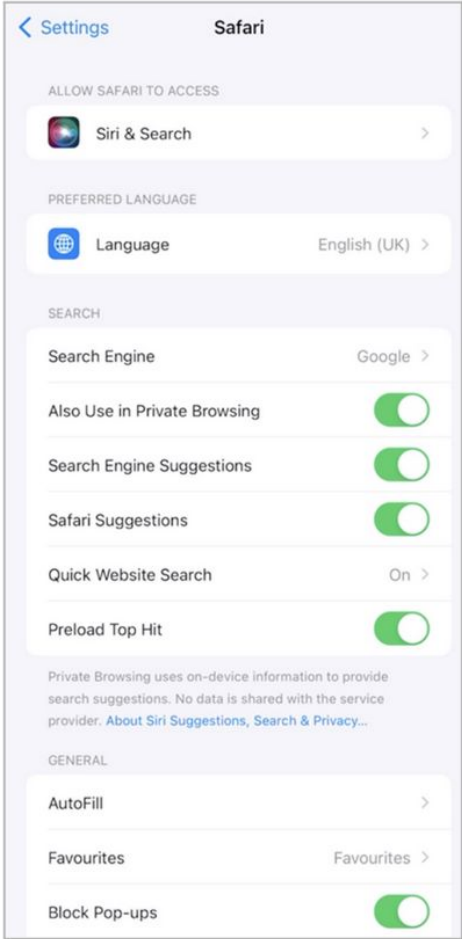
iOS 17

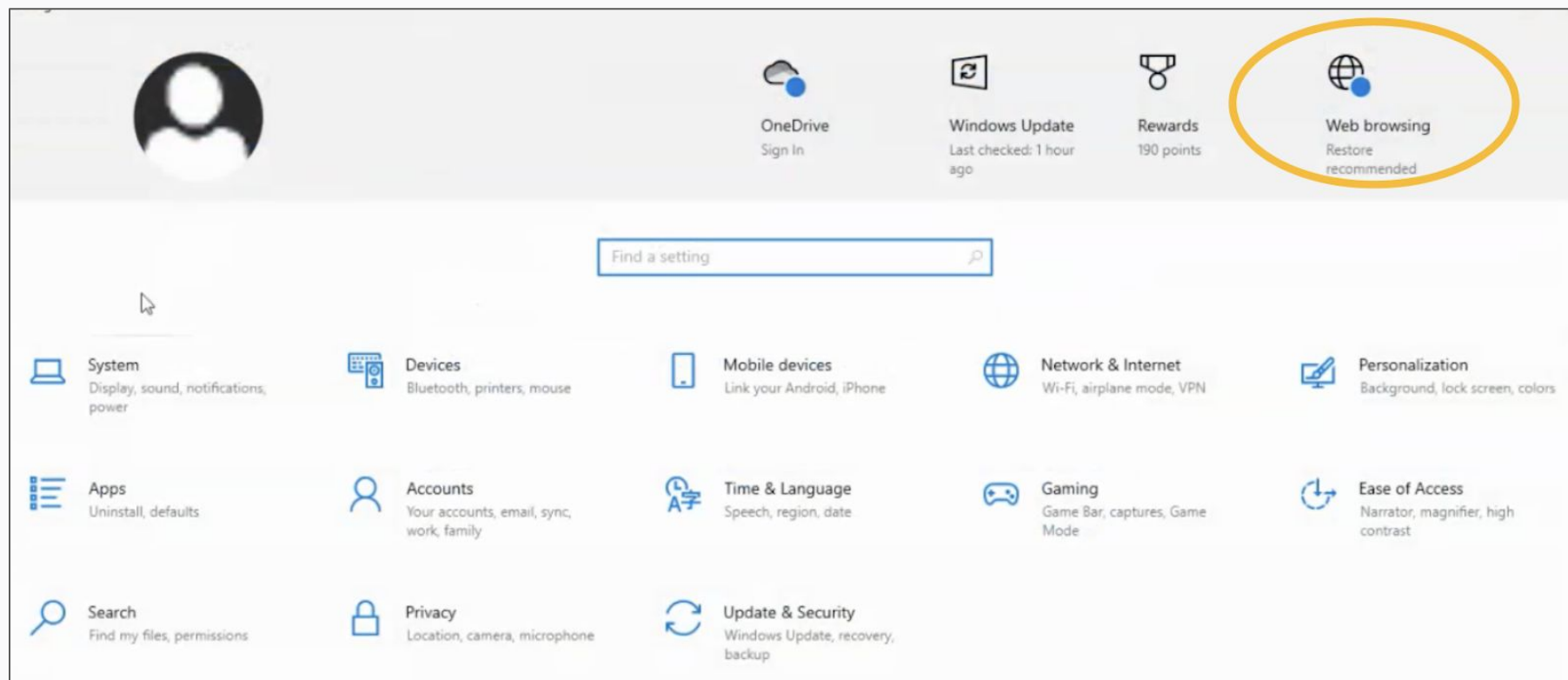


Windows 11

SELF PREFERENCING

Hidden menus and misleading labels push people to OS browsers.





Windows 10



Integrate user research throughout remedy development.

Require systematic evaluation of remedies.

**Base remedies on
empirical evidence
about user behavior.**

Explore new, innovative remedies.

Foster collaboration with a wide range of stakeholders.

Thank you

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