DMA & BEYOND CONFERENCE

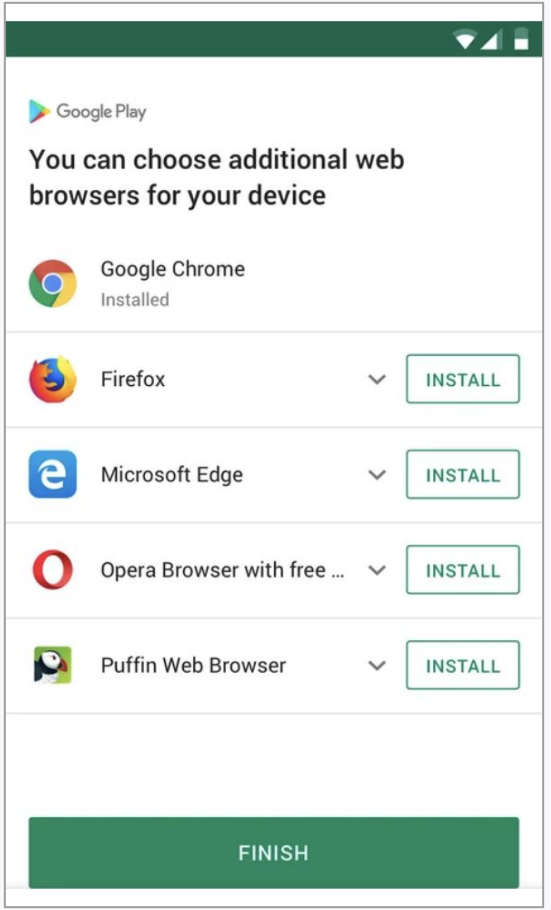
Designing Better Remedies

Mozilla

Gemma Petrie
February 2025

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

2009 Microsoft



2019 Google Android

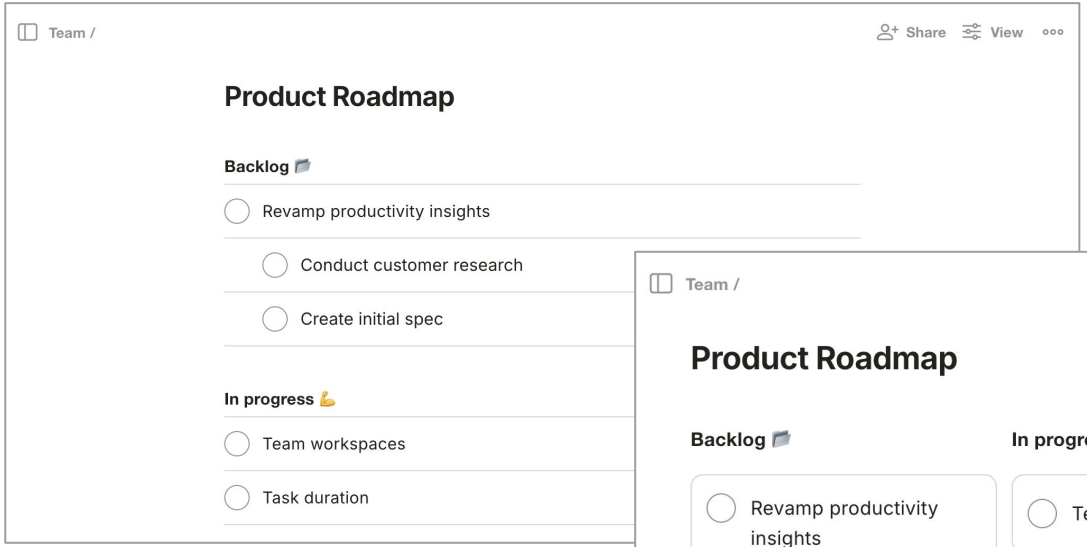
1. Concept Testing
2. Behavioral Experiments
3. Usability Testing

Concept Testing

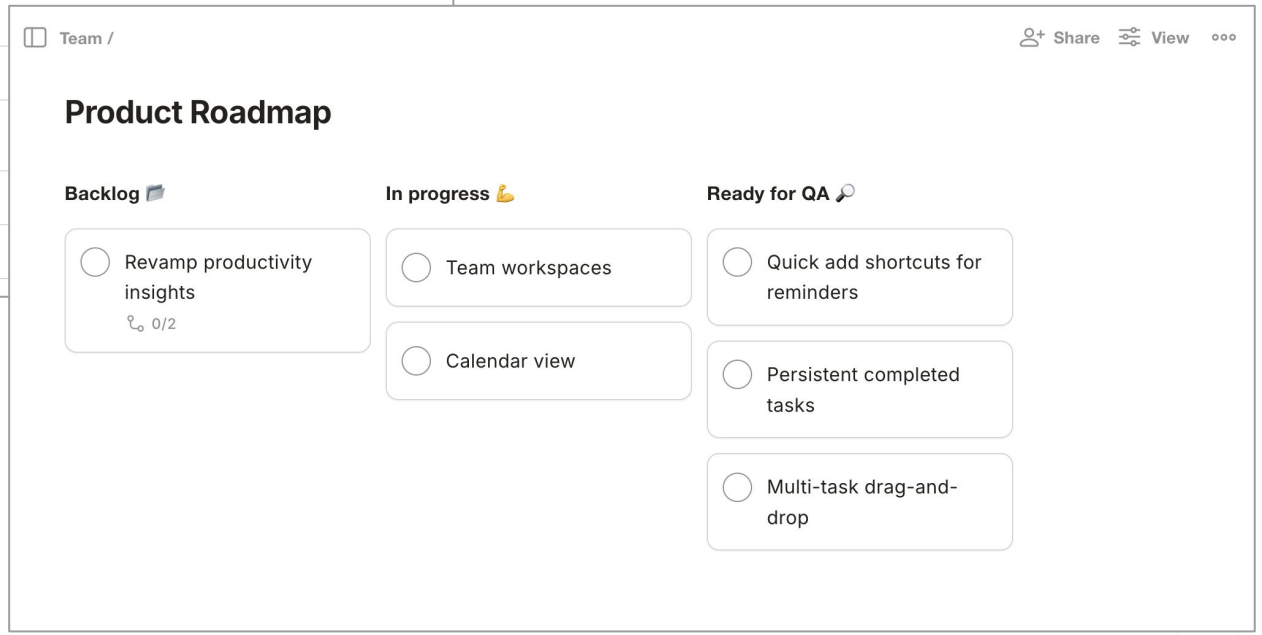
Exploring New Ideas

CONCEPT TESTING

todoist



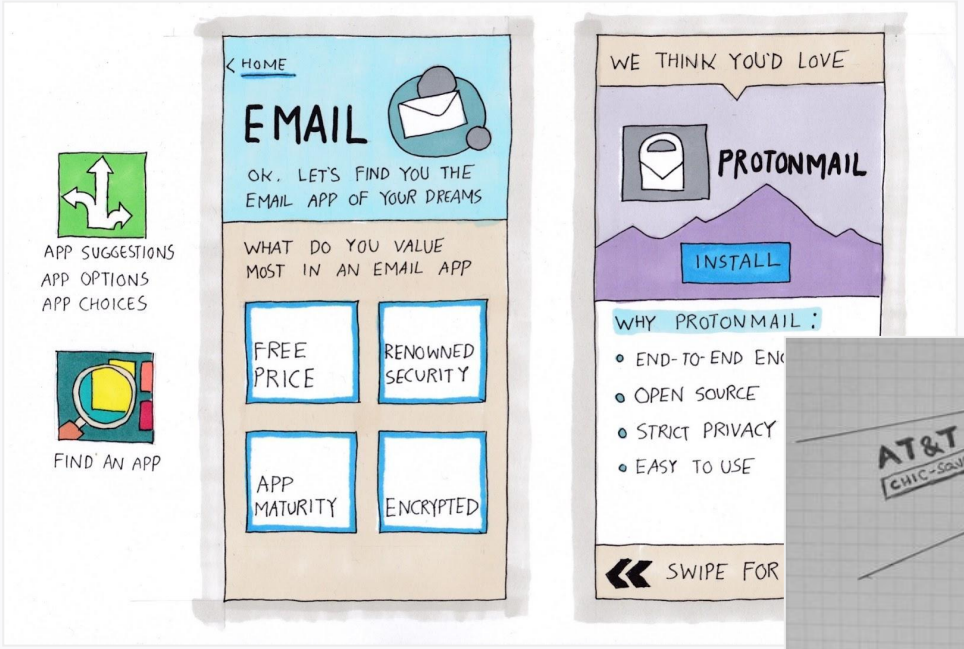
List View

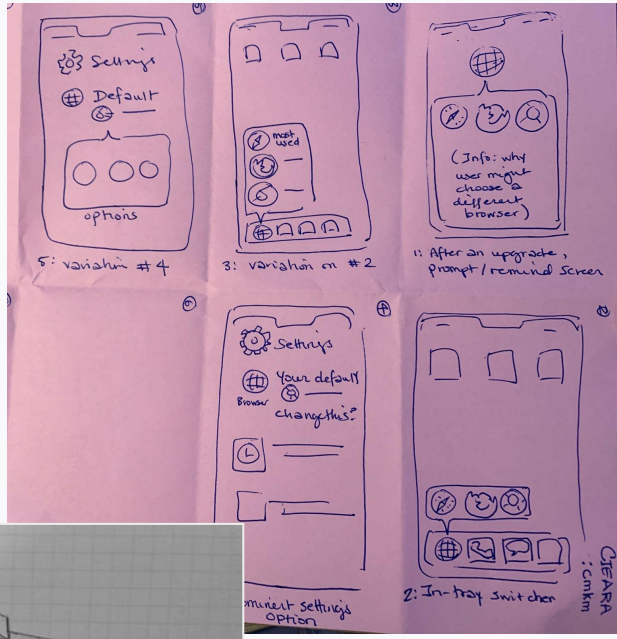


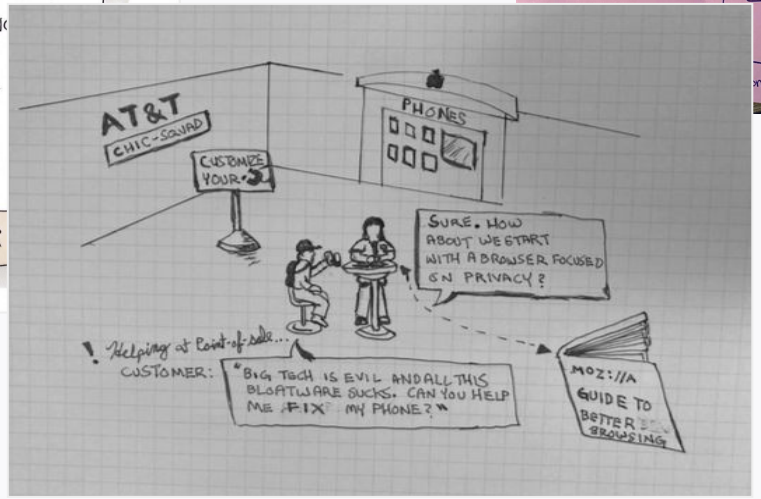
Board View

Thinking beyond browser choice screens.

CONCEPT TESTING







Early Concept Sketches

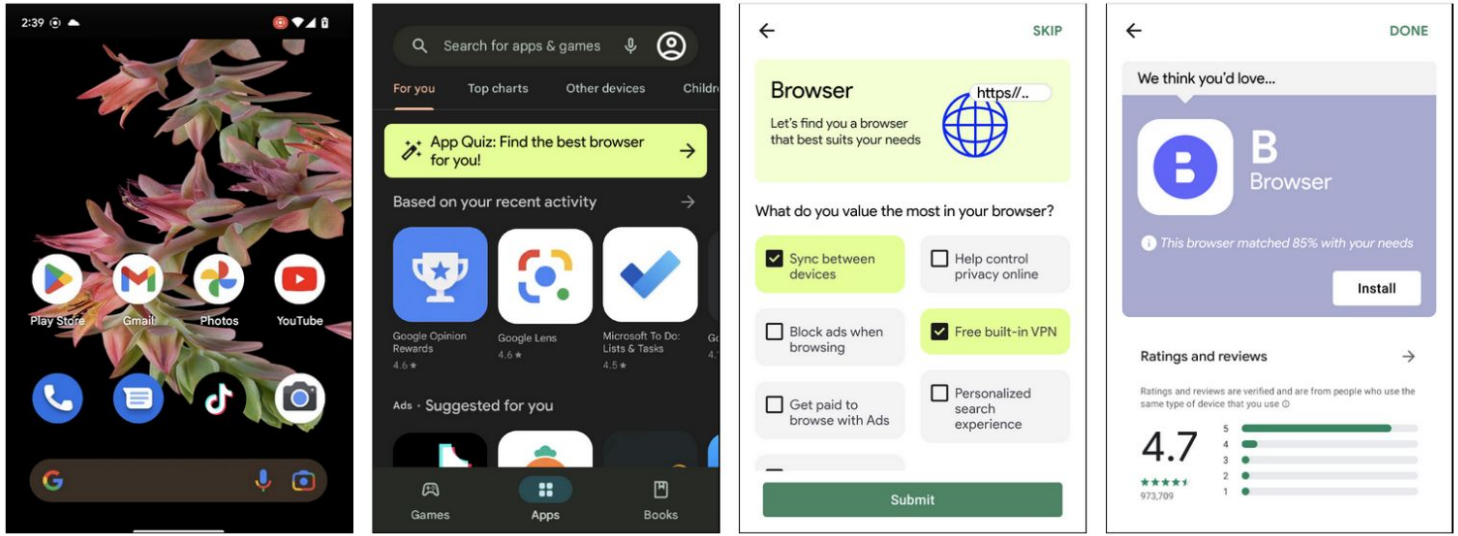
How can we help people find the best browser for them?

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?

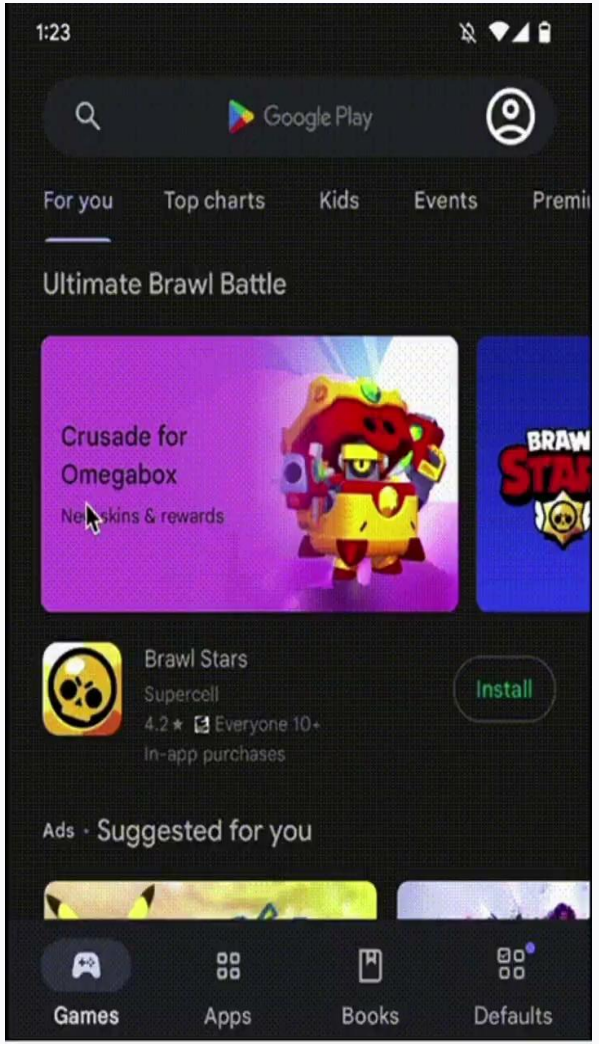
Concept 1: Play Store Quiz



How can we help people explore and manage their defaults?

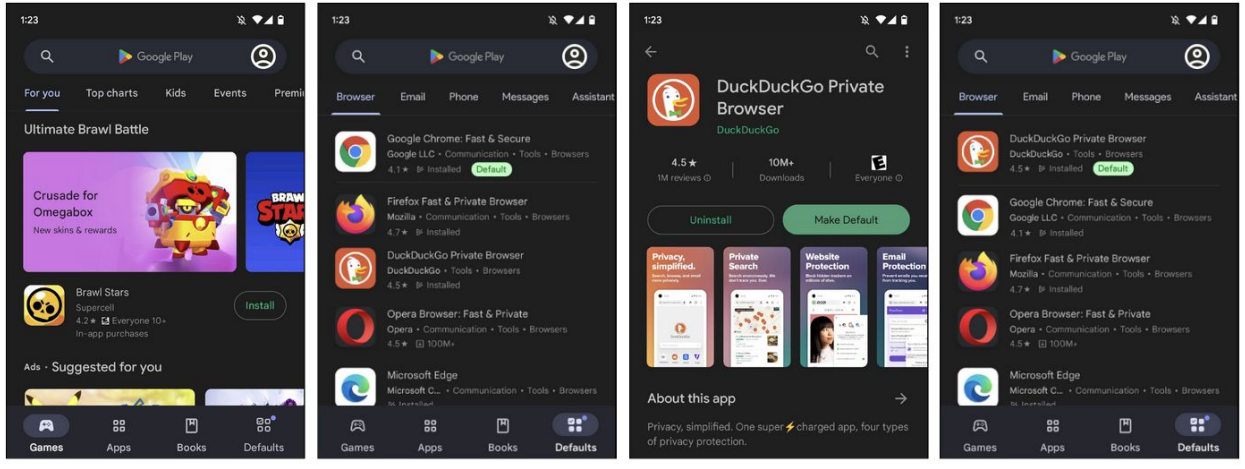
How can we help people explore and manage their defaults?

Concept 2: Play Store Defaults Tab



How can we help people explore and manage their defaults?

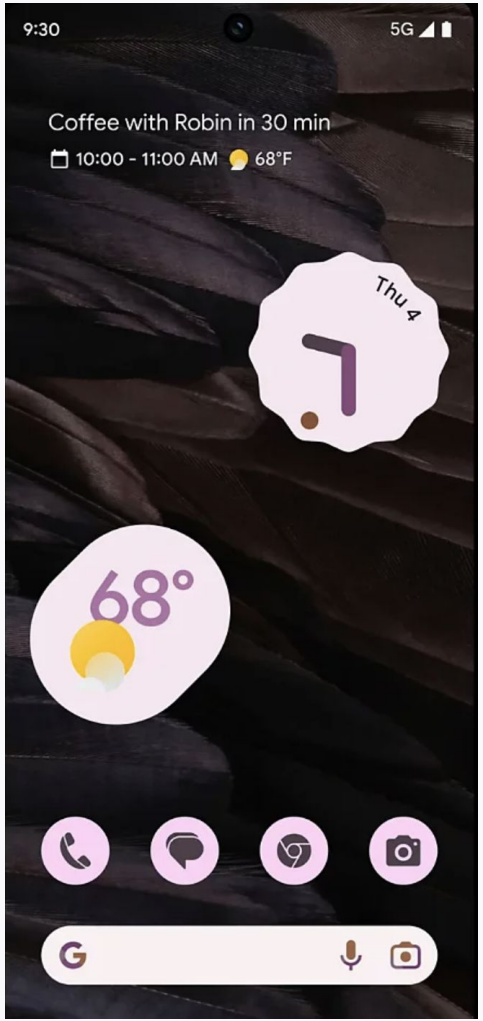
Concept 2: Play Store Defaults Tab



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

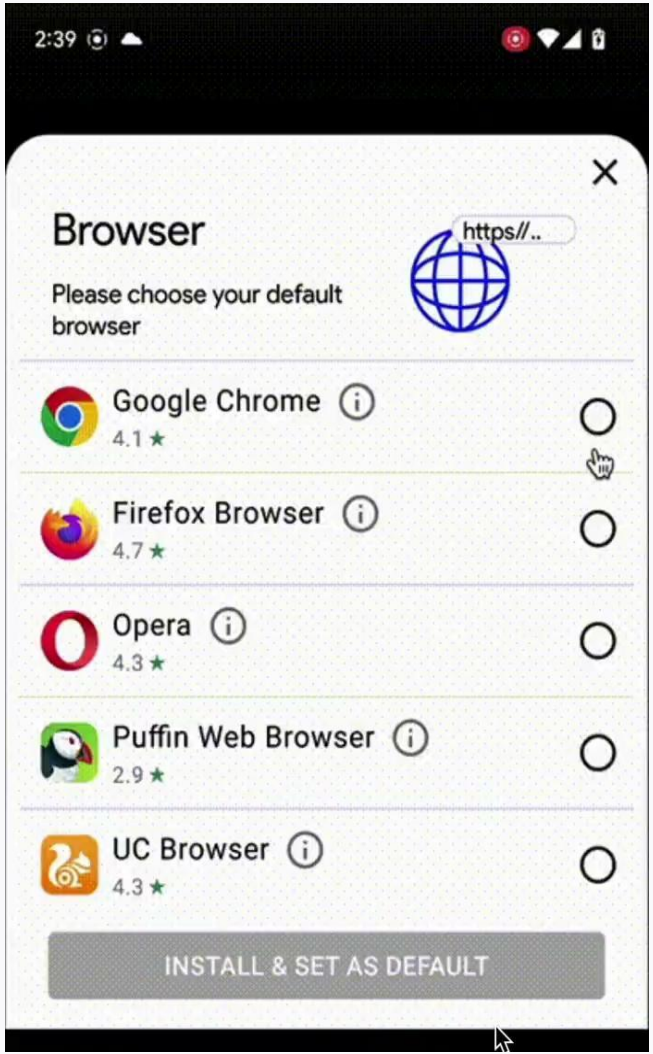
How can we help people use the browser they've chosen?

“Hot Seat”



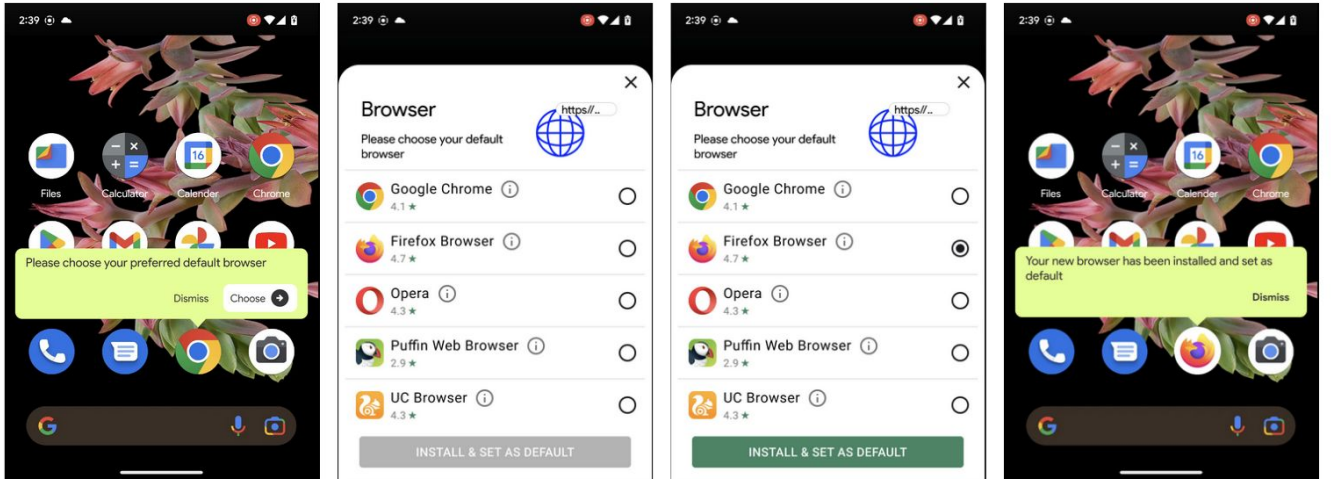
How can we help people use the browser they've chosen?

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.

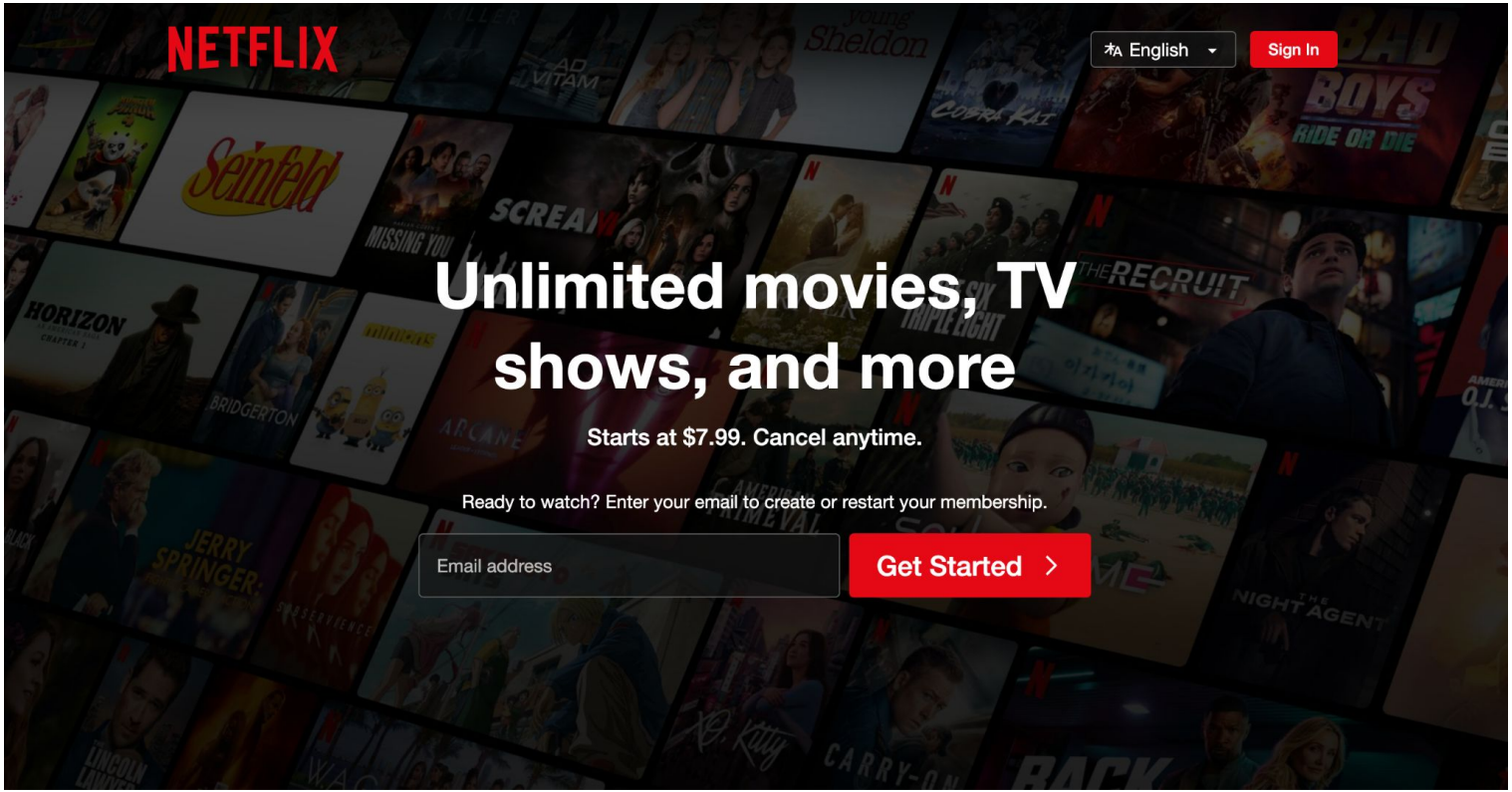
INERTIA

Consider complementary interventions beyond a single choice moment.

Behavioral Experiments

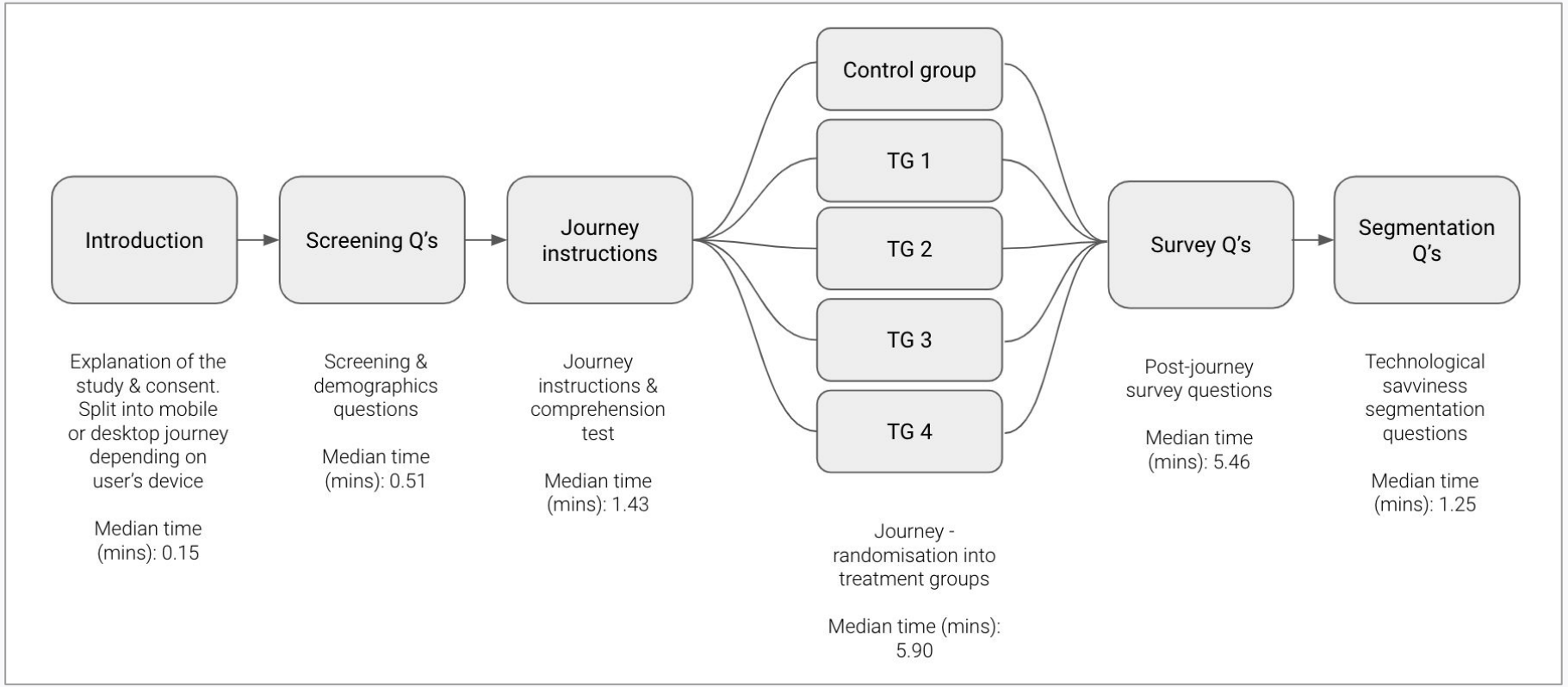
Measuring What Works

NETFLIX



Get Started Page

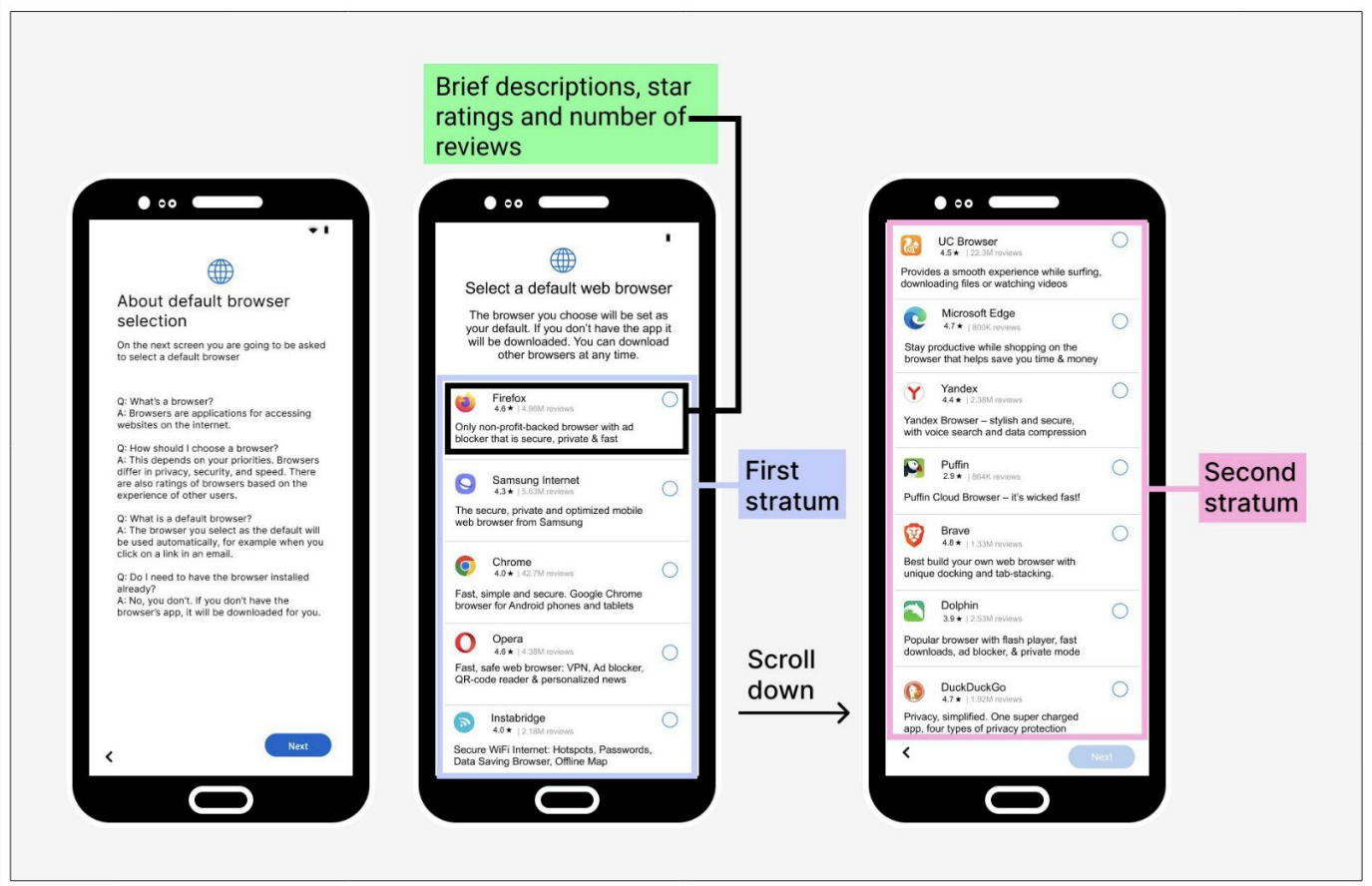
Analyzing the impact of browser choice screen design, content, and placement.



Research Design

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



Treatment #2 Detail

Effective Choice Screens

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

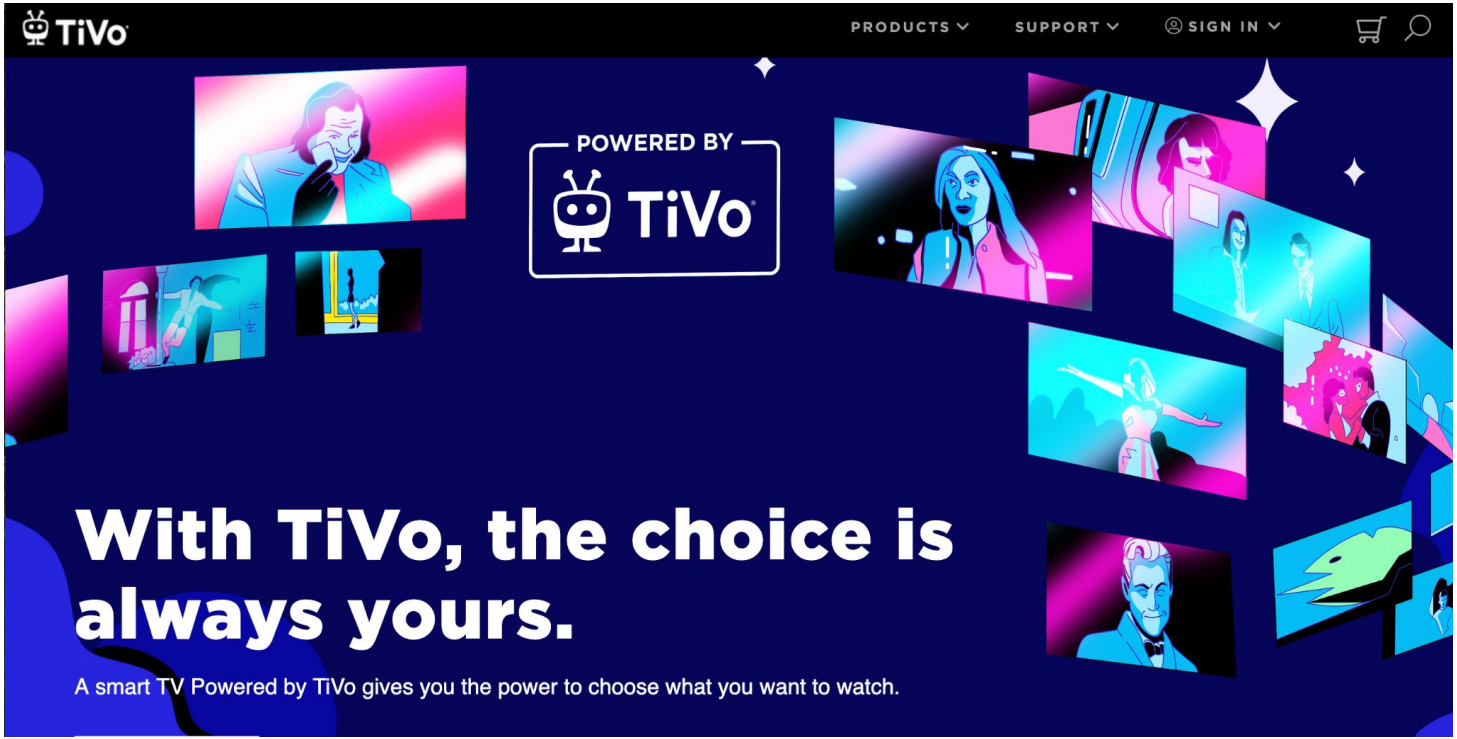
Well Designed Choice Screens

- 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

TiVo


TiVo
PRODUCTS
SUPPORT
SIGN IN
POWERED BY
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.

Assessing the default browser setting experience.

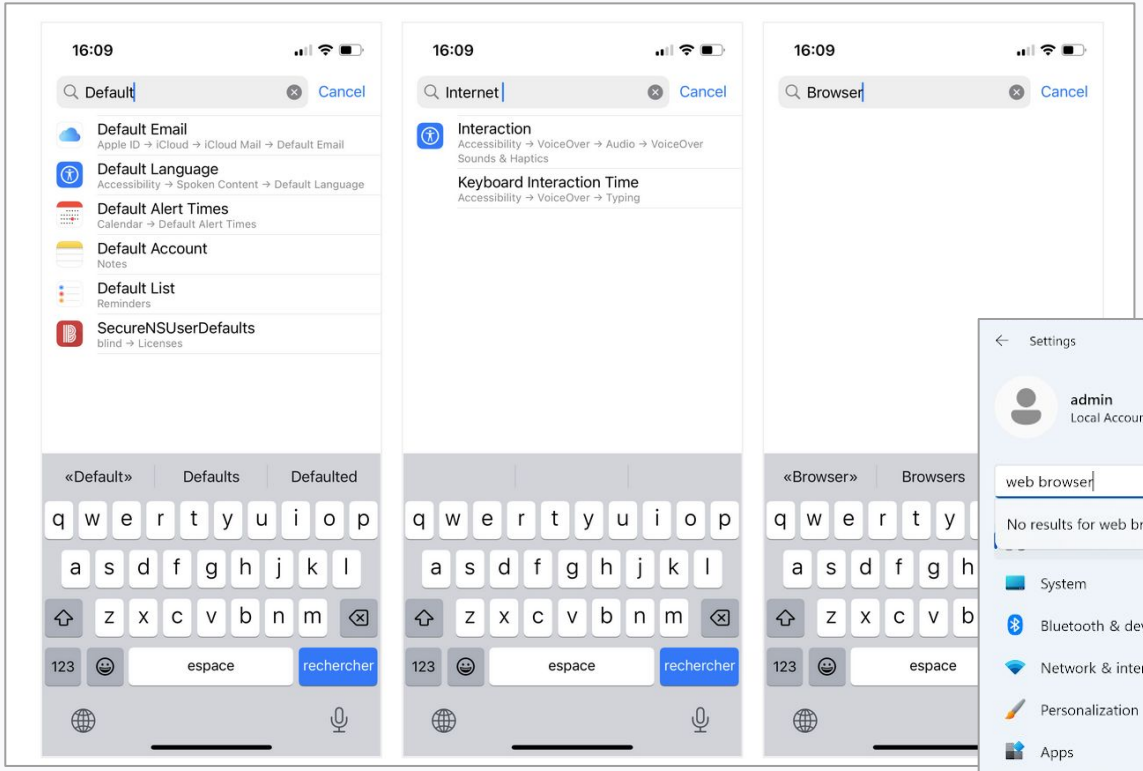
NAVIGATION

Settings are buried in unexpected places.

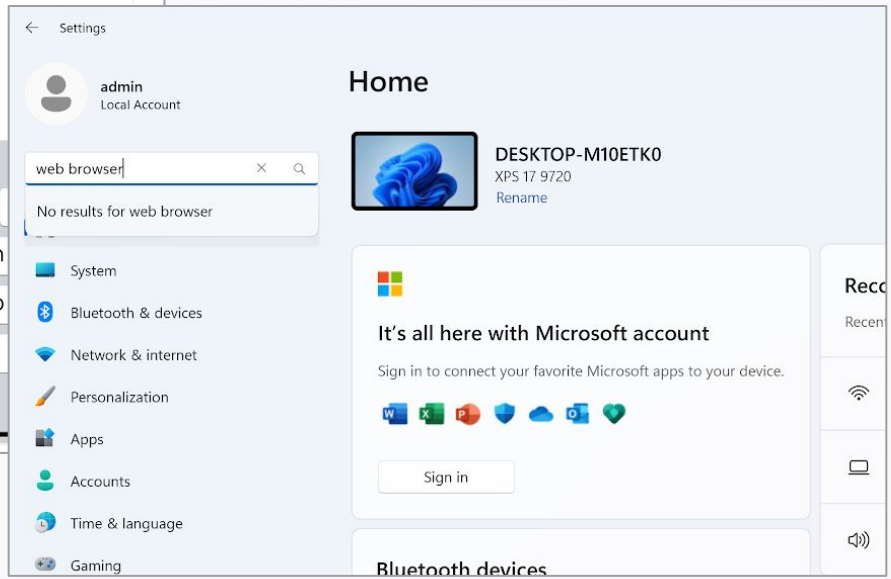
SEARCH ISSUES

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

USABILITY TESTING



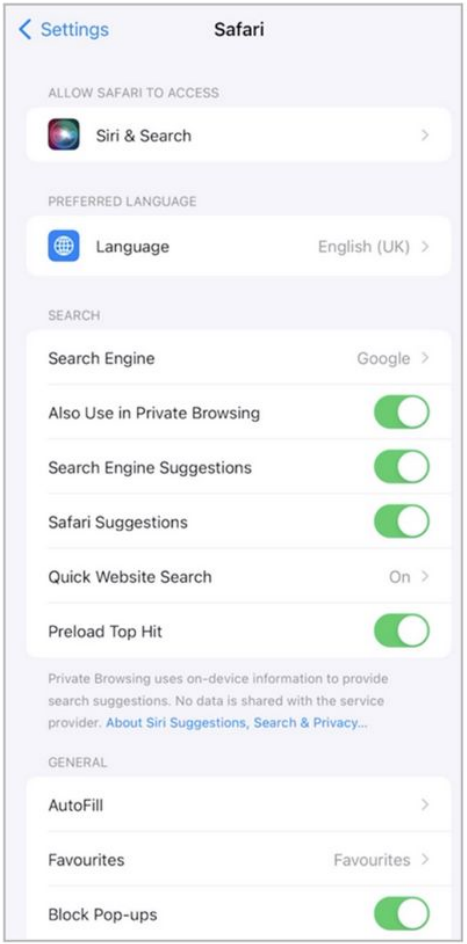
iOS 17

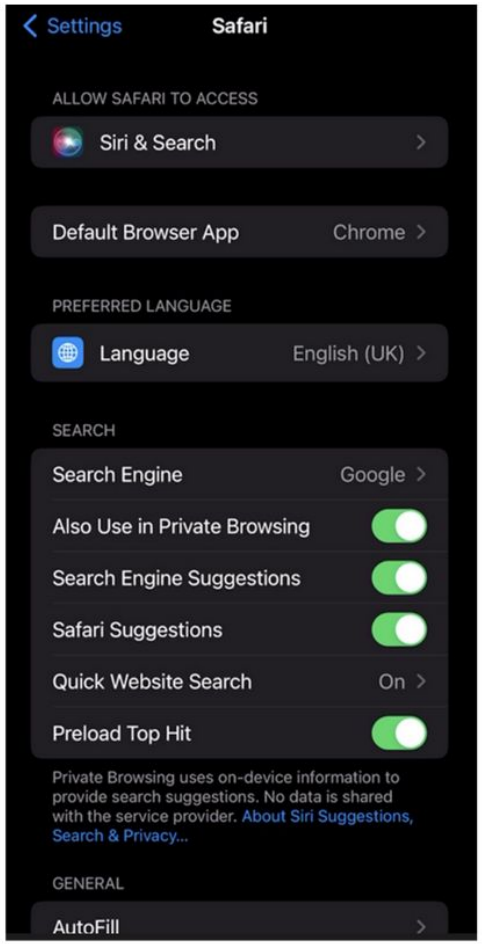


Windows 11

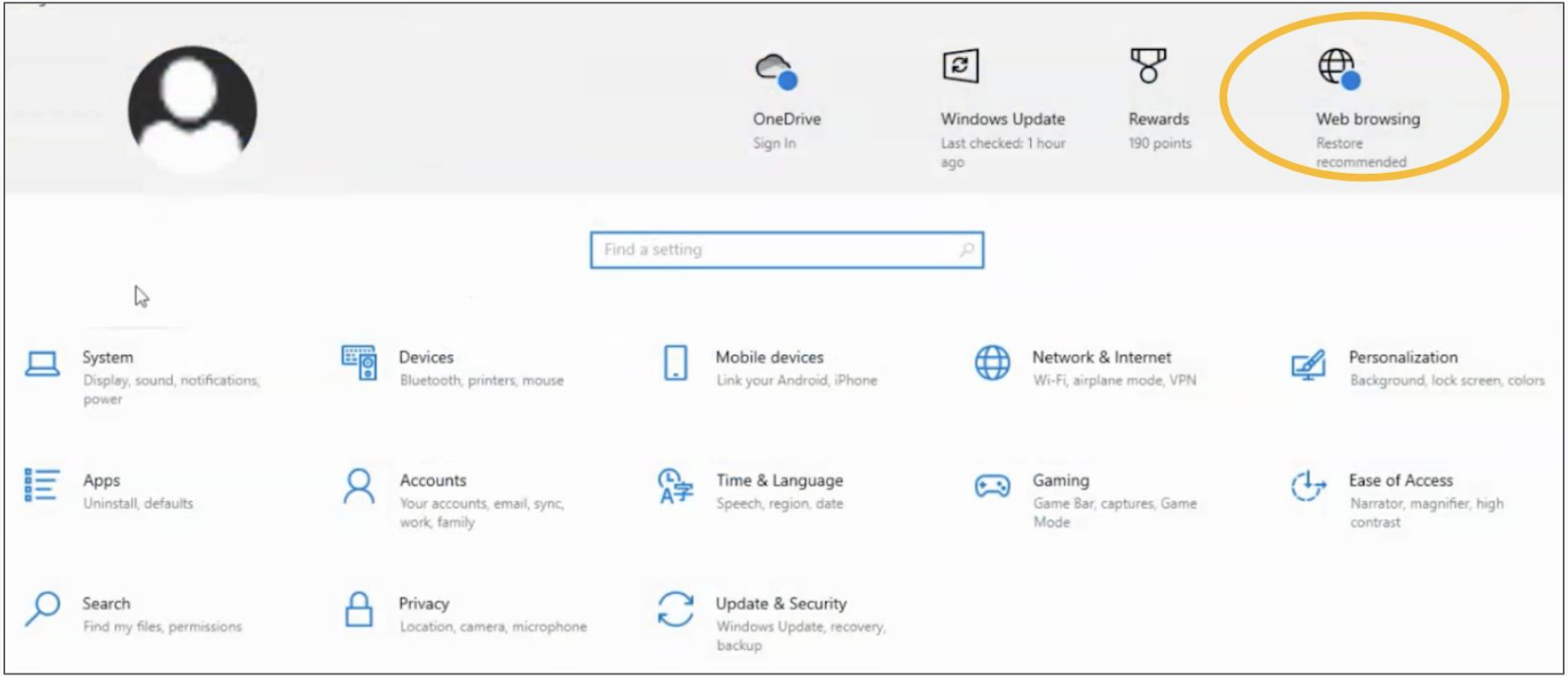
SELF PREFERENCING

Hidden menus and misleading labels push people to OS browsers.


Settings
Safari
ALLOW SAFARI TO ACCESS
Siri & Search
PREFERRED LANGUAGE
Language
English (UK)
SEARCH
Search Engine
Google
Also Use in Private Browsing
Search Engine Suggestions
Safari Suggestions
Quick Website Search
On
Preload Top Hit
Private Browsing uses on-device information to provide search suggestions. No data is shared with the service provider. About Siri Suggestions, Search & Privacy...
GENERAL
AutoFill
Favourites
Favourites
Block Pop-ups


Settings
Safari
ALLOW SAFARI TO ACCESS
Siri & Search
Default Browser App
Chrome
PREFERRED LANGUAGE
Language
English (UK)
SEARCH
Search Engine
Google
Also Use in Private Browsing
Search Engine Suggestions
Safari Suggestions
Quick Website Search
On
Preload Top Hit
Private Browsing uses on-device information to provide search suggestions. No data is shared with the service provider. About Siri Suggestions, Search & Privacy...
GENERAL
AutoFill

iOS 17


OneDrive
Sign In
Windows Update
Last checked: 1 hour ago
Rewards
190 points
Web browsing
Restore recommended
Find a setting
System
Display, sound, notifications, power
Devices
Bluetooth, printers, mouse
Mobile devices
Link your Android, iPhone
Network & Internet
Wi-Fi, airplane mode, VPN
Personalization
Background, lock screen, colors
Apps
Uninstall, defaults
Accounts
Your accounts, email, sync, work, family
Time & Language
Speech, region, date
Gaming
Game Bar, captures, Game Mode
Ease of Access
Narrator, magnifier, high contrast
Search
Find my files, permissions
Privacy
Location, camera, microphone
Update & Security
Windows Update, recovery, backup

Windows 10

RECOMMENDATIONS FOR BETTER REMEDY DESIGN

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

Gemma Petrie, Mozilla
gpetrie@mozilla.com