



Introduction to Foxfooding

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fox
~~dog~~fooding



Foxfooding =
Employees + Community



Why is foxfooding important?

- Nurturing a **user-centric culture** by welcoming early and diverse feedback
- Improves **product quality** through bug discovery



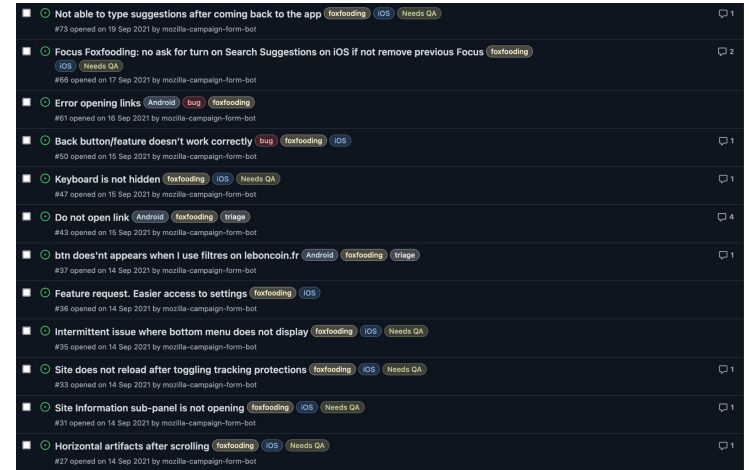
Why is foxfooding important?

- Listening to our **community feedback** and needs for all over the world
- Enabling us to **fix bugs** we wouldn't be able to find in the first place.
- Ability to **test new features** before everyone else



How does this work?

- **Instructions** on how to participate
- **Form** connected to github
- **Bugs** and **feedback** report investigated



Recent examples

Focus Campaign

- 62 bugs
- 1 week
- 500+ early testers/advocates
- 7 events



Major Firefox Release Campaign (Firefox Mobile)

- 66 bugs
- 3 weeks
- 141 recipients
- 3 events
- Features survey



How can you get involved?

- **Keep in touch!**

If you'd like to get early feedback on a new feature, subscribe at our community mailing list:

<https://community.mozilla.org/newsletter/>

- **Participate in Foxfooding**

- Join us in #foxfooding on mozilla matrix
- Use Mozilla products & file bugs



Thank you
(and, happy testing!)