

Mozilla Marketplace

for Contributors

Contributors as used here are the users who help the Marketplace run on a day-to-day basis, including app and add-on reviewers, localizers, support staff, and administrators. ([see personas](#)) It may eventually include other types of contributors, such as those offering their devices for app testing. This document describes the tools needed to help them be effective. As we see how the Marketplace is actually used, we'll improve and expand our tools to cover use cases that surface.

Review Tools

Queues

All apps submitted to the Marketplace must be reviewed before they appear in public listings. There are 3 app review queues: New Submissions, Re-Review, and Escalations.

Newly submitted apps go into the New Submissions queue and display their name, waiting time, device compatibility, and payment setting. From there, apps are either approved, rejected, or escalated.

When a significant change occurs, we need to re-review apps. This includes a previously free app becoming paid, a new sensitive permissions request, and an app changing its name in the manifest. The queue should indicate the reason for re-review. Re-review does not affect an app's availability or status; only if an app has a problem will the developer even need to know it was under re-review.

Some apps need to be reviewed by a Senior Reviewer or Staff and go into the Escalations queue. This includes apps from other queues that editors have escalated, as well as apps that have received a high volume of refund requests (let's say > 5% of purchases in the last week, initially) or several abuse reports (> 1 in the past week, initially). The queue should indicate the reason for escalation.

Review Page

Review pages are similar to add-on review pages, in that all relevant information should be displayed without having to visit the details page. App installation should also be possible from the review page.

The manifest URL should be displayed with a link to view the manifest content without having to download and parse it.

If the app has a Mozilla Contact set, it should be displayed on this page. This contact should be cc'd on any review emails sent.

Paid apps can be installed from review pages for free, but their receipts expire 24 hours later. All such installations should be logged in the user's account activity and visible through the account tools. Reviewers can only install these apps free while they are up for review, while Senior Reviewers and Staff can install them at any time.

Account Lookup

Marketplace staff need to be able to quickly locate a user's account and find out information on purchases and activity, especially support staff who will constantly be using this tool. We should be able to look up an account by id, username, or email address and see a summary of the user's account and links to more detail. We may eventually want this tool to live behind VPN.

Account Lookup

[Summary](#) | [Public Profile](#) | [Activity](#) | [Purchases](#) | [Edit Account](#)

fligtar@gmail.com (9945)

Display Name: Justin Scott (fligtar)
Username: fligtar
Registered: 2006-01-14 17:23:54
UGC: Unrestricted
Groups: Add-on Reviewers
App Senior Reviewers

Payments

PayPal linked: Yes (fligtar@gmail.com)
MCredit: \$0.00 ([issue](#))
Purchases: 5 apps purchased (\$8.99)
2 in-app purchases (\$1.98)
Refunds: 2 requested
2 auto-approved

Developer Program

Last Agreement: 2012-01-01 00:00:00
Address: Justin Scott
650 Castro St.
Suite 300
Mountain View, CA 94041
650-903-0800
Submissions: [My App](#) (App)
[My App 2](#) (App)
[My Toolbar](#) (Add-on)
[My Persona](#) (Theme)

Account Activity

The Account Activity subpage lists all of an account's activity on the Marketplace, including apps/add-ons purchased, collections created, account updates, refunds requested and actions, and other relevant activity. A user's activity also includes any reviewer/admin actions taken, such as reviewing an app or restricting another user's account.

As we'll now have more personal information available, any time an account is looked up using the tool, a log should be made in the account activity for both the admin and the user.

Purchases

The Purchases subpage is nearly identical to a user's Account History page, showing all

purchases/installations, their price, date, and refund status. Each transaction should display additional debugging information, TBD by developers.

Edit Account

Editing of an account's details is restricted to admins (not staff), and should be done from the normal account edit page. The link should not appear in the Account Lookup tool unless the user has permission to do this.

Restricted Accounts

When a spammer or other troublesome account is identified, the account can be restricted from posting any user-generated content (UGC) such as user reviews and collections, and all of their current UGC will be deleted. (App/Add-on submissions and user profile data do not count as UGC for this) This can be done from the user's public profile page by senior reviewers and staff. This is preferred to deleting accounts and potentially causing complications in the user's ability to use their purchased apps. The user should automatically receive an email to inform them their account has been restricted, what that means, and display the given reason.

Store Credit (MCredit)

Staff should have the ability to grant store credit to a particular user, which places a dollar balance in their account. This balance should be consumed prior to any other payments. When the balance is used, it should be transferred from the Mozilla Store Credit PayPal account to the developer.

App Lookup

Much like accounts, we need to quickly be able to find an app or add-on by its id, name (partial match), or guid. A summary page should be displayed with links to more detail.

App Lookup

[Summary](#) | [Review History](#) | [Activity](#) | [Statistics](#) | [Edit Listing](#)

Porcupain (12349)

Authors: [Porcupain Games, Ltd.](#)
Mozilla Contact: telin@mozilla.com
Manifest: <https://porcupain.com/app.json>
Type: App; Paid with in-app purchases (\$1.99)
Submitted: 2012-01-01 00:00:00
Status: Public
Abuse Reports: [23](#)
Permissions: (none)
Downloads: last 24 hours: 500
last 7 days: 35,000
all time: 1,500,000

Payments

Purchases:

last 24 hours	450 (\$895.50 / \$626.85 to developer)
last 7 days	34,000 (\$67,660 / \$47,362 to developer)
all time	1,300,000 (\$2,587,000 / \$1,810,900 to developer)

Refunds: 1000 requested (0.07% of purchases)
900 auto-approved
97 approved
3 rejected

Methods: 80% of purchases via linked PayPal

Edit Listing

Any modifications to the app/add-on should be done from the app's Edit Listing tools as the developer would, including the Admin section for admin-only changes like status, outstanding toggle, Mozilla Contact email, and uploading promo graphics.

Other Admin Tools

Featured Tool

Landing pages, such as the homepage and category pages, display lists of featured apps. The current featured system powered by collections is not versatile enough to meet our new requirements for precise feature selections.

Each landing page has a pool of apps to be featured, made up of sponsored and organically chosen apps. Apps can be featured in one or more particular locales or with no locale specified. When filling featured slots on a page, the locale-specific pool will be randomly chosen first, followed by the general pool if any slots remain unfilled. App device compatibility should be taken into account when pulling from the pool (apps not optimized for mobile should not appear when browsing on mobile).

When apps are placed into the pool for a particular landing page via this admin tool, it should be noted whether the app is sponsored. Featured promo graphics for apps should be managed from the admin section of an individual app's management page. If an app lacks the required graphical asset, it should not be chosen from the pool.

Permissions

As the potential damage of a compromised privileged account has increased from merely "compromise every Firefox user's machine" to "compromise every Firefox user's machine and steal their money", we must take additional steps to minimize risks.

These are the primary access groups we need to have, along with their permissions.

- Reviewers
 - All reviewer tools for their team (add-ons, themes, apps)
 - Can delete any user review
- Senior Reviewers
 - All reviewer tools for their team
 - Plus escalations/flagged queue for their team
 - Can delete any user review
 - Can restrict accounts
- Site Developers
 - Read-only access to all tools in prod
 - Write access in staging/dev
- Support Staff
 - Can delete any reviews, restrict accounts
 - Account Lookup
 - App Lookup
- Staff
 - Review tools for all teams
 - Can delete any reviews, restrict accounts
 - Account Lookup
 - App Lookup
 - Read-only access to all app/add-on edit pages, write access to main Edit Listing

page including Admin section (i.e. can't manage authors, payments, or other app subtools)

- Most other non-config tools: bulk validation, feature manager, compatibility blacklisting
- NOT blanket models/* access
- May be granted access to specific models, like frozen add-ons and appversions
- Admins
 - Write access to all tools and content
 - Including editing all aspects of any add-on/app/collection
 - Including granting access to other users
 - Including models/*
 - Suggest using a separate account from main account
- Stats Viewers
 - Can view stats for any app/add-on, excluding revenue/contributions
- Revenue Stats Viewers
 - Can view all stats for any app/add-on, including revenue
- Localizers
 - Can localize strings for their particular locales

All write actions should be logged and given a place for notes/reasoning.

We want to minimize the number of accounts that can do the following highly-sensitive things.

Except where noted, only admins can do these things:

- deploy code updates to popular add-ons
- add authors to an add-on that can then deploy code
- edit a user's email address or password to become them and deploy code to their add-ons
- change the location of an app's manifest (to then deploy code)
- grant permissions/groups to other users
- change payment settings for apps/add-ons
- issue store credit (non-admins can do this)
- delete add-ons/apps
- blacklist add-ons
- change site settings