



- [Home page](#)
- [Company news](#)
- [Conference](#)
- [IR2006](#)
- [Customer focus](#)
- [Editorials](#)
- [Events](#)
- [Marketing](#)
- [Operations & Logistics](#)
- [Payments](#)
- [Product & Service development](#)
- [Reference & reports](#)
- [Security](#)
- [Strategy](#)
- [Technology](#)
- [IMRG](#)

RSS channels

 [Headlines](#)

Firefox 2.0 - new browser upgrade should give pause for thought to etailers

Tuesday October 24 2006

The monopoly of Microsoft's Internet Explorer is being loosened slightly, and the release of Firefox2.0, the biggest competitor, is a time for etailers to consider their browser strategy.

As Microsoft release Internet Explorer 7 (IE7), so the main competitor releases a much-trailed upgrade.

The Firefox upgrade is more an evolution than a revolution - Firefox users (across all of the major PC operating systems, not just PCs running Microsoft Windows) are already used to features like tabbed browsing (where links can be opened as window 'tabs' rather than as a separate browser window, thereby helping "group" web pages) and an in-built RSS reading capability.

IE7, conversely, is a catchup release, tied to a recent release of Windows. More importantly for etailers, however, is that it's a major rewrite of the IE code and mode of operation.

Etailers will need to check all of their website code to ensure that currently-usable sites are not rendered ineffective under IE7.

Firefox is much easier on webmasters since there's not only no change to the way the browser renders pages, but the browser is consistent across all computer operating systems.

SciVisum have been looking in detail at the new Firefox release, especially its added security features (eg anti-phishing alerts - see Wikipedia definition of [phishing](#)).

Deri Jones, CEO of webtesters of SciVisum comments:

"There is quite a contrast between the release of Firefox 2.0 and IE7. Firefox 2.0 is, to the regular Firefox user, not a huge jump as there are few new outstanding features. The reason for that is simple - it already had all the core goodies that real world users like such as tabbed browsing. IE7 is still playing catch-up from the back of the field and is thus more visibly changed".

More importantly for hard-pressed eCommerce teams, however, is Deri's view that:

"... the new Firefox will not require web site managers to have to change their websites to make sure they'll work for visitors with Firefox 2.0. It is sticking close to the existing web standards and that will save thousands of hours for hard pressed web developers the world over. This is just as well, because right now they are losing a stack of time in ensuring web sites will work for IE7, which has changed so significantly, and broken many of its old features."

Etailers will need to monitor carefully not only the browsers that their customers are using (no longer is it a 95% certainty that it'll be IE) as well as amending their testing to ensure that in the run-up to Christmas their sites are fully-usable for those with the new browsers - that is, the early adopters who we hope will be buying the high-ticket electrical items we've so carefully procured!

Ian Jindal

News search

- Title only
- Title and body text

User centre

- [Subscribe](#)
- [Password reminder](#)

User login

E-mail address

Password

Related Articles

- [19% of store visitors convert to purchasers - still good by online standards](#)
- [Conference - CD of proceedings](#)
- ['Concentrating on conversion'](#)
- [Organic cotton and Tesco](#)
- [Nielsen: "use old words"](#)
- [Tesco captures 66% of online grocery orders...](#)