

Haystack Shopping Channel (from Mozilla Firefox): The Best of the Rest of the Web

Problem / Opportunity

With nearly 5 billion people shopping online worldwide, the experience had become dominated by algorithm-heavy, big-box retailers, leaving little room for serendipitous discovery. **Mozilla Firefox** saw an opportunity to create a more joyful, human-centered way to shop — one that celebrated small, independent retailers and made browsing feel intentional, not transactional.

Solution

I was brought in to lead the new channel evolution and content development from the ground up. I named the channel Haystack, with the tagline “We think outside the (big) box stores to bring you the best of the rest of the web.” The brand voice played on the idea of finding “needles in a haystack” by spotlighting curated, hard-to-find retailers across categories including Home, Wellness, Food & Beverage, and Travel (Off-the-Beaten-Track).

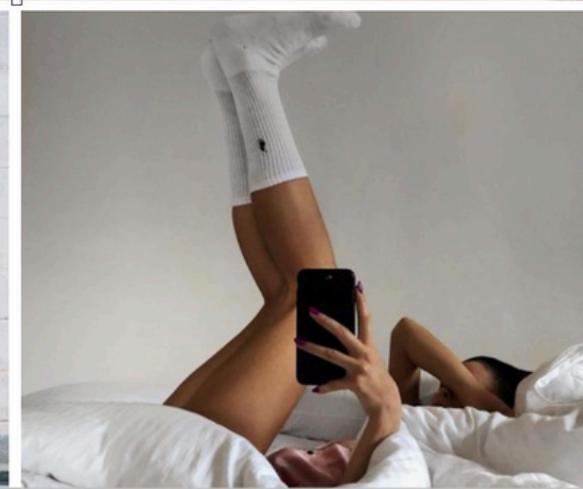
I developed the name, editorial framework, branding, user experience, and storytelling approach to make the platform engaging and values-driven through curated features like Hygge Finds, Gourmet Guides or Uncharted Paths.

Haystack introduced shoppers to emerging and indie brands like Comma, Territory, Brooklyn Tea, and August. Each list wove in narrative content to drive discovery, connection, and delight, while spotlighting sustainability, inclusivity and craft.

Results

The result was a proof-of-concept for a shopping experience and new tech-driven channel that felt curated, entertaining, and deeply human. Haystack demonstrated how Mozilla could extend its brand ethos of independence and openness into commerce while building a global community around meaningful retail.

Scroll on to discover the full experience 





Tired of the same 5 retailers in every search?

The top 3 retailers account for 70% of all online sales. We think outside the (big) box (stores) to inspire and delight with engaging, fun, and informative content showcasing the best of the rest of the web.

We showcase small, independent, sustainable brands

We locate and spotlight small, indie, hidden, or unheard-of online stores that sell rare, distinctive, and hard-to-find items that (we hope) will inspire and delight.

SHOP SMALL



Concept in Context

Keep scrolling to view two examples of how the editorial content could take shape...

Haystack

BON APPE(TEA)!



OUR INSPIRATION

Our mission is to create a more joyful internet and give our users the opportunity to shop for items they didn't even know they wanted, needed...or existed—the (shopping) needles in a (cyber) haystack.

We want to spotlight retailers with a great story, a unique reason for being, and ones who embrace the ideals that our community stands for, like, sustainability, artisanal craftsmanship, individuality, and inclusivity for all.

Bon Appe(tea)!

Rumor has it that you don't need to be a Brit to love tea. From phenomenal flavor profiles to wellness blends, it's come an *oolong* way from throwing a bag in a cup. These retailers take it to a whole other level—bon appe(tea)!

[VIEW LIST](#)





Brooklyn Tea

The folk at Brooklyn tea are obsessed with making the perfect sipping sensation. From the health benefits and cultural nuances to trillions of taste options and the 'right' time and temp to pour hot water (really!). Deliver their laid-back bklyn vibe to wherever you call home and put the kettle on.

SHOP

The Tea Spot

Cancer survivor Maria Uspenski accredits the powerful therapeutic benefits of tea as a key ingredient in her recovery. Now she's on a mission to use it as a force for good, empowering people to live an inspired and healthy life. We say take a leaf out of her book...or cup.

SHOP





August

Aaron and Gina do anything for flavor. They turned their kitchen into a tasting lab, threw gastronomically ambitious dinner parties and traveled the world. Then came their (brew) ah-ha moment—tea! Beyond health benefits and tradition—it delivered phenomenal flavor. Now their original blends are set to tea'se your taste buds.

SHOP



Classy Hippy Tea Co.

Leo Hickman, public speaker, biomedical engineer, post 9/11 soldier and world traveler was on a journey of purpose. But his future (career) was written in the tea leaves. He became a professional tea sommelier and opened Classy Hippy; offering beautifully blended teas and a delicious approach to life.

SHOP





Art Of Tea

In 1996 Steve Schwartz journeyed to the Ayurvedic Institute in New Mexico to study preventative medicine. The elixir he discovered? Tea! This award-winning master blender now travels the world to discover rare organic teas on his mission to enrich the lives of those who pause long enough to take a sip.

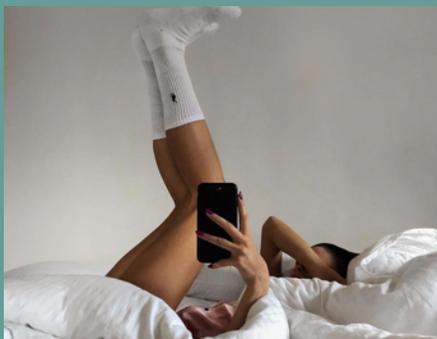
SHOP



SHOP THE SNUGGLE: A COZY GUIDE TO HYGGE FINDS

If you haven't heard of Hygge (aka "hoo-ga"), you don't know what you're missing. This Scandinavian way of living is all about the feeling you get from cozy comforters, blazing fires, sipping something delicious...homey, snuggly layers of wellbeing are where it's at.

Take a pause and settle in, these retailers put the ooh in cooozy!



Comma

#juststayin, say the folk at Comma. Aptly (and brilliantly) named, they focus on the pause between lines—downtime—the Comma. Whether brunching in bed, or chillin' on the couch, their eco-friendly bedding, blankets and throws are designed to give you peace and room(s) to breathe (insert comma) sigh.



Overland

Since 1973 Overland has been the epitome of warm and cozy. Led by Roger Leahy, this family run retailer was inspired by the American West, starting in New Mexico with a bale of sheepskins, a sewing machine and a dream—now their luxe home accessories are cocoon (and swoon) worthy.

Plow & Hearth

In 1980 Peter and Peggy Rice with Michael Burns opened a store in the foothills of the Blue Ridge Mountains on a mission to treat their customers (and staff) like friends and offer unique home goods. Multiple stores later, their ethos remains the same—gather with their fireplace accessories and feel the warmth.

Tom Dixon

Tom Dixon is an 'untrained' British Designer—but after receiving an OBE from the Queen for his service to design and rejuvenating brands like Habitat (well-known in the UK), we kinda think he's got it. Snuggle up with one of his namesake candles, diffusers or incense burners for some royal relaxation.



Territory

Ten years after meeting at Grad school in VT, Rebecca and Summer (with careers in peace-building and international development under their belts) reunited to create a homestyle brand grounded in organic, natural materials crafted by master artisans that would uplift everyday living experiences—now that's cozy Territory.