Upload Wizard improvements usability test summary

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Link to project page

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Background

This project is part of the Foundation Annual plan for FY 2023-2024 WE1.2 focused on decreasing the burden for contributors with extended rights. We aim to do so by minimizing the possibility of uploading media that might trigger a deletion request while at the same time making sure the upload process is easy to understand for the user.

Usability test goals

Launch an unmoderated, task-based usability test to evaluate if the proposed changes in the release right step (in the upload wizard on Commons) addresses the following goals:

1. Make the copyright requirements for uploading media on commons easy to understand for the user (especially those with less experience on Commons)
2. Dissuade uploaders from uploading content that may violate copyrights.

Test format and participants

Recruiting	Userlytics
Test platform	Userlytics, Desktop
Type of test	Rapid unmoderated usability test. Task based test. Users will perform the test remotely.
Test language	English
Type of users	New users - users with less experience on Commons or no experience uploading on Commons.
Participant locations	Australia, Canada, Columbia, Egypt, India, Mexico, Philippines, Singapore, Spain, United Kingdom, United States
Number of participants	Min 5 participants per test [1]

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Methodology

1. Participants were asked to imagine a few media upload scenarios such as uploading a photo they took of a building, a photo they took at an event, a photo they took of a collection of magazines they have, a personal photo like selfie or family picnic, a movie poster etc.

2. Participants were then asked to either look at the images of the new design or go through the prototype of a new design and verbally explain how they would proceed in each of those scenarios and explain the reasons for their choices.

Usability test 1
(first step of release rights flow)

7 participants per variant

Designs for testing

Variant 1

We ask for this information to make sure everyone is allowed to freely use the files uploaded to Commons.

○ This is my own work
(Files uploaded to Commons are educational and can be used free of charge by anyone. Learn more)

○ This is someone else's work
(You can upload someone else's work that is free to use and has educational value. Learn more)

Variant 2

We ask for this information to make sure everyone is allowed to freely use the files uploaded to Commons.

○ This is my own work and anyone is free to use it.
(Free to use means that anyone can copy, remix, transform and build upon your work free of charge. Learn more)

○ This is someone else's work and is free to use.
(You can upload someone else's work that is free to use and share. Learn more)

Variant 3

Where did this file come from? We ask for this information to make sure everyone is allowed to freely use the files uploaded to Commons.

○ This is from a website or book or another source
... and is free to use.

○ This is my own work
... and anyone can freely use it.

Findings

✓ The prominence of "free to use" copy (in Variant 2 and 3) helped with the understanding of Commons. Users seems more hesitant to upload personal photos once they learn about the free to use aspect of it.

✓ There was some improvement in the user understanding with new copy. Unlike what was [observed with the current UI](#), users did not think that they are not allowed to upload someone else's work.

● Copy like educational value (in variant 1) takes away the emphasis on "free to use". Assumption: It is much easier to grasp the "free to use" aspect of things than "educational value" without explanation.

● Users were confused about what to choose when they have taken the photo of someone else's work e.g. photo of their magazine collection. They have doubts but ultimately still chose own work because they took the photo.

● Some users were not sure if a photo they took of an event they attended would be considered their work if they did not organize the event.

● The copy "someone else's work" (in variant 1 and 2) and "where did this file come from?" (in variant 3) did not show any difference in understanding. Variant 3 may present additional issues if the source of the media is from your own collection but is someone else's work.
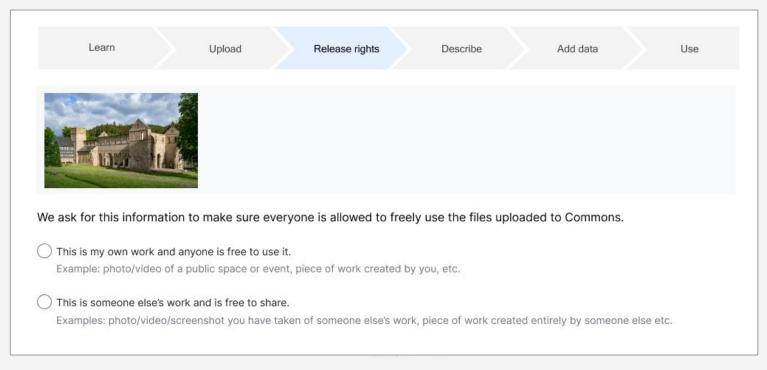
Usability test 2
(first step of release rights flow)

5 participants

Revised design for testing

- Based on the findings of the previous test, a new variant was designed as below. The new variant enhances variant 2 by replacing the sub copy explanations with examples.

Findings

✓   All users either chose the correct option (in terms of their own work vs someone else's work) when presented with different scenarios or decided to not proceed when in doubt.

✓   "Free to use" and "Free to share" copy continues to make the user pause and think before uploading a photo.

✓   This version resolved the doubts users had in previous tests about which option to choose when it is a photo they took of someone else's work. The examples in the UI helped clarify their doubt.

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Usability test 3
(all steps of release rights flow)

3 participants
stopped testing this concept mid way as some obvious issues were noticed

Design for testing

- [Prototype link](#)

Findings

✓ Own work - Question 1 on the originality of work: Based on the scenario given this question seemed clear. The scenario of uploading your own work that could include other people's work was not tested in this test.

✓ Own work - Question 2 choosing license: A short explanation for each license helped all participants chose the license of their choice without any issues. Since the number of participants were low in this one, this step will be monitored in the next test for any potential issues.

✗ Own work - Question 3 scope of commons question: This step did not prevent all users from uploading out of scope media. Some users did not perceive the example "family picnic" as private. Also some users simply did not check the box that did not apply to them not realizing that it is mandatory to have those conditions met.

● Someone else's work - Question 1 licensing info - Since this was a test environment most users did not have the correct information to proceed. However, the warning prompt of "Do not upload" when the user chose they do not have proper information was effective. Since most users were stopped at this question they did not fill out the rest of the questions.
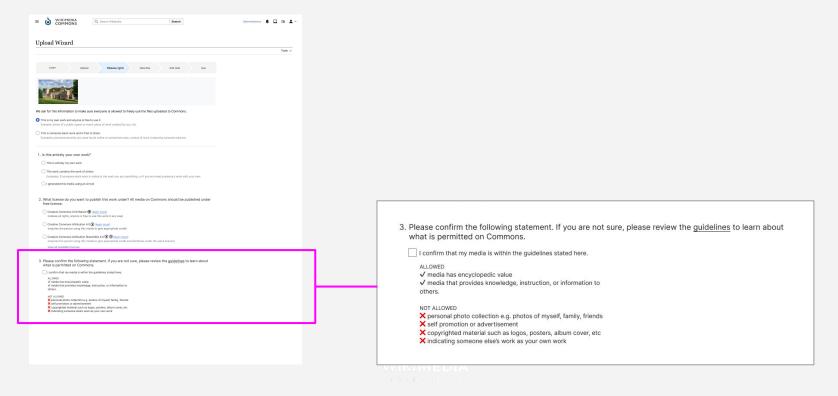
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Usability test 4 (own work questions)

5 participants

Revised design for testing

- [Prototype link](#) - in this revision the last question on the own work was updated to the following.

3. Please confirm the following statement. If you are not sure, please review the guidelines to learn about what is permitted on Commons.

☐ I confirm that my media is within the guidelines stated here.

ALLOWED
✔ media has encyclopedic value
✔ media that provides knowledge, instruction, or information to others.

NOT ALLOWED
✘ personal photo collection e.g. photos of myself, family, friends
✘ self promotion or advertisement
✘ copyrighted material such as logos, posters, album cover, etc
✘ indicating someone else's work as your own work

Findings

✓ Own work - Question 1 on the originality of work: Most users when uploading their photo with someone else's work indicated that this contains someone else's work.

✓ Own work - Question 2 choosing license: This continued to be clear to the user and people easily made their choices after reading the explanations.

✗ Own work - Question 3 scope of commons: Although some users paid attention to the copy in this step most of the users skimmed through it and did not acknowledge each and every point. Only 2 users said they would not upload the photo..

1. Is this entirely your own work?
○ This is entirely my own work
● This work contains the work of others
  Examples: If someone else's work is visible in the work you are submitting, or if you've mixed someone's work with your own

  Is the pre-existing work free to use and share?
  ○ Yes, the pre-existing work was published under one of these free licences
  ○ Yes, the pre-existing work is in the public domain
    Public domain works are those whose copyrights have expired or are ineligible for any copyright protection.
  ○ No, it is copyright protected
  ○ I am not sure

○ I generated this media using an AI tool

3. Please confirm the following statement. If you are not sure, please review the guidelines to learn about what is permitted on Commons.

☐ I confirm that my media is within the guidelines stated here.

ALLOWED
✓ media has encyclopedic value
✓ media that provides knowledge, instruction, or information to others.

NOT ALLOWED
✗ personal photo collection e.g. photos of myself, family, friends
✗ self promotion or advertisement
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✗ indicating someone else's work as your own work

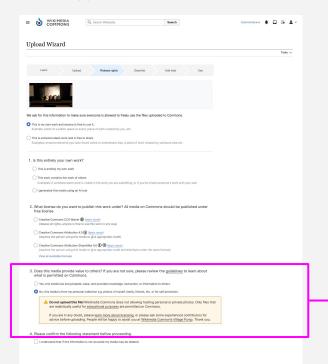**WIKIMEDIA**
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Usability test 5
(own work - scope question)

5 participants

Revised design for testing

- [Prototype link](#) - the last question on the own work was revised again to the following.

3. Does this media provide value to others? If you are not sure, please review the guidelines to learn about what is permitted on Commons.

○ Yes, this media has encyclopedic value, and provides knowledge, instruction, or information to others.

● No, this media is from my personal collection e.g. photos of myself, family, friends, etc. or for self promotion.

⚠ **Do not upload this file!** Wikimedia Commons does not allowing hosting personal or private photos. Only files that are realistically useful for educational purposes are permitted on Commons.

If you are in any doubt, please learn more about licensing, or please ask some experienced contributors for advice before uploading. People will be happy to assist you at Wikimedia Common's Village Pump. Thank you.

Findings

✓   All users correctly understood that they should not be uploading personal photos to Commons. The new format of the question and the warning was effective.

Other things to note:

- There is some confusion around what public domain means continues and can be improved with different copy. It is misinterpreted as anything from a public event or place.

- Some more guidance around how to find out licensing information for someone else's work would help.

3. Does this media provide value to others? If you are not sure, please review the guidelines to learn about what is permitted on Commons.

○ Yes, this media has encyclopedic value, and provides knowledge, instruction, or information to others.

● No, this media is from my personal collection e.g. photos of myself, family, friends, etc. or for self promotion.

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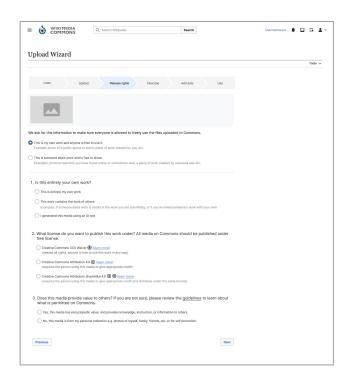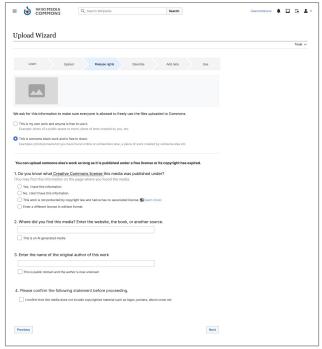
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Post usability testing design revisions

Revised design for community feedback

- [Design revisions](#) and [prototype link](#) posted on the project page

Revised design for development

- [Prototype link](#) to the revised design for implementation