Media Viewer Iteration
Usability Test Findings

Wikimedia Foundation UX Research Team | August 2014
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Research Design

Goals of this research

- Previous research indicated there were usability issues with media viewer. The team iterated, simplified and made changes to address the issues. This research is usability testing of the iteration.

- Usability test a defined set of tasks using **media viewer** with "readers"

- Usability test the same tasks using **file page views** with "readers"

- Gather feedback on this iteration of media viewer from "casual editors"

- Gather feedback on this version of media viewer from "power users"

Research protocol see [research plan](#)

- Introductions

- Basic questions about how participants interact with wikis, etc.

- Set of tasks in article page using media viewer

- Set of tasks in file page view (Note that we switched the order to reduce possibility of bias for first or last experience)

- Follow up and conversation about the experience participants had

Tasks Tested:

Primary tasks
- Preview larger images (click on thumbnails to view them in Media Viewer)
- Learn about the image (read full caption and/or full description)
- Get more details (go to file page)
- Browse related images (next/previous)
- Disable feature (cog icon to opt out of Media Viewer)
- Re-enable feature (cog icon)

Secondary tasks
- Enlarge image (see original file)
- Share this image (copy the file link)
- Download this file (select size you want) (only tested download - not select size)
- Go back to article page (close Media Viewer)

Participants:

- 6 "readers" - the target user for this iteration (low or no edits, read Wikipedia a lot, interest in Multimedia (viewing and uploading media)

- 1 "casual editors" (over 100 edits, maybe use images)
- 1 "power users" of image viewing who have described their problems with media viewer release

Findings and Observations

Tasks Tested:

Primary Tasks

- Preview larger images (click on thumbnails to view them in media viewer)
- Learn about the image (read full caption and/or full description)
- Get more details (go to file page)
- Browse related images (next/previous)
- Disable feature (cog icon to opt out of Media Viewer)
- Re- enable feature (cog icon)

Secondary Tasks

- Enlarge image (see original file)
- Share this image (copy the file link)
- Download this file (select size you want) (only tested download not select size)
- Go back to article page (close Media Viewer)

green= no problem accomplishing task   yellow= some problem, task design needs work

What needs improvement:

Primary tasks

- **Disable feature** (cog icon to opt out of Media Viewer)
    - One went to preferences - one went to "edit" (a person who has never edited), most went to the settings (cog) icon.
    - the language in the disable message is confusing (see screen shots or make a quick little movie or clip from someone's session.)
        - functionality is referred to by different names throughout the experience (need a copy writer for consistency across all products)
- **Re- enable feature** (cog icon)
    - pops up in your face right after you disabled. needs to be more subtle or not there.. test if people know where to look to reenable after disabling without the immediate message.
    - Consider having a toggle within settings for media viewer on or off. without a pop up on either end.
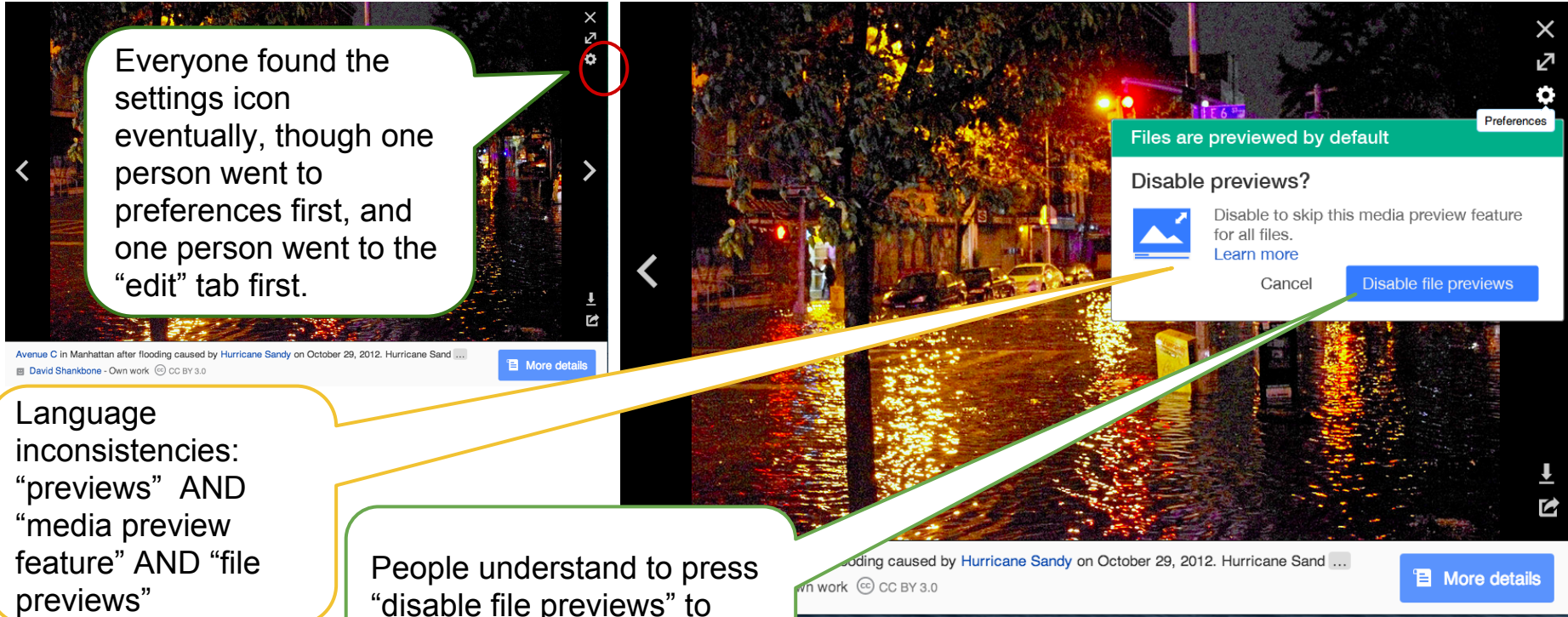
Secondary tasks

- **Enlarge image** (see original file)
    - People enlarged the image by clicking on it in media viewer. 4/6
    - If they needed to see more detail, they clicked again and zoomed in more
    - Not everyone thought of it as "see original file"

Disable and Re-enable media viewer

Primary

- **Disable feature** (cog icon to opt out of Media Viewer)
  - ○ **one w**ent to preferences - one went to "edit" (a person who has never edited), most went to the settings (cog) icon.
  - ○ the language in the disable message is confusing (see screen shots or make a quick little movie or clip from someone's session.)
    - ■ functionality is referred to by different names throughout the experience (need a copywriter for consistency across all products?)

- **Re- enable feature** (cog icon)
  - ○ pops up in your face right after you disabled. needs to be more subtle or not there.. test if people know where to look to re-enable after disabling without the immediate message.
  - ○ Consider having a toggle within settings for media viewer on or off. without a pop up on either end.

Disable and Re-enable media viewer

Everyone found the settings icon eventually, though one person went to preferences first, and one person went to the "edit" tab first.

Language inconsistencies: "previews" AND "media preview feature" AND "file previews"

People understand to press "disable file previews" to disable the feature.

Disable and Re-enable media viewer

Confusing to land on the image file page after disabling the feature.

Confusing to be asked if you want to enable when you just intentionally disabled.

Language inconsistencies: "previews" AND "media preview feature" AND "file previews"

Disable and Re-enable media viewer

Recommendations:

- Make language more consistent. Decide on one name for the functionality and stick to it any where in the UI it needs to be referred to.

- Provide a small confirmation that the feature has been disabled, and notification that to re-enable, you go back to the settings icon, rather than the enable call to action. ("media viewer is disabled, to re-enable, go to settings icon")

Disable and Re-enable media viewer

Recommendations:

- If possible, once media viewer is disabled, land user back on the article page instead of on the file page. (How will they get back to the article page from the image file page view?) This will help with any potential contextual confusion.

- How will users re enable media viewer (or whatever we decide to call it) from the article page, once it is disabled? This needs to be just as easy to find as disabling. Where will the settings icon be for them to re enable the feature?

Enlarge image (see original file)

- ○ People enlarged the image by clicking on it in media viewer.
- ○ If they needed to see more detail, they clicked again and zoomed in more.
- ○ People did not think of it as "see original file" - it was about enlarging to see a detail.

Other Findings: Below the fold

- The drawer did not test well (discovery and accidental manipulation) in our first round of research (in July 2014).

- This time (August 2014) nothing was tested below the fold.

- Drawer needs iteration and testing before re-releasing it.

- Recommendation: If there will be anything below the fold (under the light box) it should just be scrolling down the page so there is no mixed mental models of how to get more information, and there is no question as to discovery. Please see the last research where usability issues were found as a result of the drawer.

Other Findings: Drop down menu on article page images

- The drop down was successful, though, on smaller images, drop down is too large, it covers the image.

- The drop down It is one more step than a disabled media viewer to get to file page view - (hover to get list, click to "view all details"), but it works well as a way to avoid media viewer when media viewer is enabled.

- On the drop down, the double click text needs to change to "double click on image" People were confused if they are supposed to double click on "preview" or on the picture itself.

Other Findings: Contextual awareness

- Readers seem to understand they are on a different page (file page view) when they go to the file page view, but may not understand that they are on a different website all together.

- Also, they may not understand that the information on the image page view is not only about the instance of the image they just clicked on, but that there is information about that image, it's various possible iterations and all the instances of it on other wiki pages.

The End

Appendix

Note:

If you have doubts about the validity of doing <u>usability testing</u> with 5 people, please read this article on why there is no need to do usability testing with more than 5 people.

We also tested with "casual editors" and "power users" to get a sample of feedback from them, and see if the way we designed opting out and moving past the media viewer works for people who work with images and have strong opinions about media viewer.

How we recruited participants:

- Sent out recruiting survey
- Chose people who submitted survey responses to invite to research.
- Qualifications for each user type qualifications (via this self report survey):
  - Readers
    - 0 to 5 edits
    - reads wikipedia
    - selected interest in "Multimedia (viewing and uploading media)"
    - has high speed internet
  - Casual editors
    - 10 to 100 edits
    - read wikipedia
    - selected in multimedia (viewing and uploading media)
    - have high speed internet
  - Power users
    - vocally opposed to media viewer
    - major contributions
    - high speed internet
- Send invitation emails
- Coordinate with the willing and able
  - release form
  - details for meeting (Hang Outs links, expectations, technology, time zones)

Findings from media viewer research in July 2014 - What needed improvement:

- Finding image details (get to file page view) on an article page is not very discoverable.
- Difficulty discovering info panel expansion.
- Info panel causes other usability issues
  - When info panel is all the way up, it covers "use this file" fly out.
  - Next and previous arrows covered when info panel is expanded
  - In the feedback survey responses, people noted that the info panel covers the image and they didn't like that. Also, 2 participants in this research said this.
  - People don't always understand how to control expansion of media viewer, even if they have discovered it.
  - People's mental model of navigating in Wikipedia, is to scroll down to see more. MV info panel introduces a new way to navigate, and people don't necessarily pick up on it.
- Message in the prototype (Viewing options panel) is not clear

Findings from media viewer research in July 2014 - What worked:

- People appreciate that Media Viewer keeps them on the article page (easier to move from picture to picture).
- Media Viewer and File: Page View serve different purposes, and people like the idea of being able to go back and forth.