Good afternoon. Today we’re going to talk about a design method for creating things that work for people called Human Centered Design.
I'm Jonathan, and with me today are Jessie Wild-Sneller and Yana Welinder. We all work for the Wikimedia Foundation, and we've all used the human-centered design method in our work for the Foundation and beyond.
Overview

What is Human-Centered Design (HCD)? (Jonathan)
Why HCD for Wikimedia? (Jessie)
HCD Case Study: WMF Trademark Policy (Yana)

In this talk, first I'm going to give a brief overview of what Human Centered Design is. Then Jessie is going to discuss how and why HCD fits into the work we do within the Wikimedia Foundation, and within the Movement overall. Finally, Yana is going to discuss a case study of HCD in the development of the Wikimedia Foundation's new trademark policy.
So what is Human-Centered Design? HCD is a design process, a way of creating something--whether software, documents, policies, physical things--that serve the needs of a particular group of people ("users"). For this reason, it is also sometimes called “User-Centered Design”
HCD is a design process

- user research
- iterative design
- empirical validation (testing)

- the three main components of an HCD process are user research (figure out what people want and need), iterative design (trying different designs that address those needs), and testing (evaluating whether your design ideas work for the user's you are trying to support).
- related concepts/terms/methods: usability, ergonomics, universal design, participatory design, user experience
What HCD is not

- design by intuition
- designing for yourself
- designing what’s most profitable
- designing what’s easiest

- another way to understand HCD, and what makes it different from other ways of designing things, is to think about what it is not
- what HCD is not
  - designing by intuition
  - designing what you want
  - designing what’s most profitable
  - designing what’s easiest
● here's one representation of the HCD process (Jessie and Yana will show others--there's no one "canonical" series of steps).
● You can see that it's not necessarily a straight-ahead step by step process. The arrows show that you move back and forth between the phases, particularly between design and evaluation. This is called iteration, and it's one of the most important features of good Human Centered Design.
but overall there is a trajectory to it. You can remember the overall process by thinking of the three general phases as “Hear” “Create” and “Deliver”
HEAR

- user research phase
- audience - who are the end users?
- purpose - what do they want/need?
- context - what can be built? what can be used?
you can ‘hear’ your users several ways. you can talk to and listen to them in interviews and focus groups. This is good for understanding people’s explicit wants and needs
To get information from a broader set of users, you can survey them to get specific information, either about what they do, what they like or dislike, what they think.
you can also observe them going about their daily work and try to identify the areas where they could be better supported doing the tasks they do.
The design ("create") phase is where you experiment with potential ways of addressing the needs that you discovered when you listened to or observed your users. It’s supposed to be an exploratory, creative process. Instead of jumping to a “tried and true” solution, or an easy one, think about what solutions actually meet the users needs best.
In an HCD process, you often start with sketches, notes, and prototypes: simple semi-functional versions of a design that are easy to make, easy to change, and that you feel comfortable dumping if they don’t end up being useful. This lets you try out lots of different approaches, without getting stuck on one single approach too early.
Prototypes help get input from others early. They help you explain your ideas to other people, use the prototypes to communicate the goals of your project, what you know about your users, and how you think your design ideas will help them.

Input from other people, including potential users, helps you figure out whether you’re on the right track with a design, or you need to keep iterating: making small changes to a design, and then re-evaluating it.
Eventually, you’ve iterated enough that you can start to build a more functional version of your design, and test that.
In a testing phase, you take the thing you made and give it to real people for them to use. You should be prepared to test, ask, listen observe and then to revise what you made. And also learn from things that didn’t work so well, so that you can do them better.
As with your initial user research, there are several ways to test. One way to learn is to just observe or measure your users behavior directly. Fortunately, in our movement, electrodes are not usually necessary for this.
you can also do “user tests”, where you observe one of your target users using the thing you designed in a controlled setting, and ask them questions as they do it. Sometimes, you give them a script of common tasks and see if they are able to perform them.
Other times, you just let them use the thing you made themselves in a more natural setting, without instruction. Then you can watch to see if they are able to do what they want to do successfully, and also ask them questions about it. Do they seem to like it? What do they use it for?
To Using a human-centered design process helps assure that the things that you spend all this time building actually solve the problem that you are trying to solve. It’s easy to lose sight of that during a design process, because it usually takes a long time and there are a lot of things to consider. But by focusing on the users and their needs, and constantly evaluating whether what you’re doing is addressing those needs, you stay on track.

HCD is great for creating objects, software programs, but it’s also useful for designing things like documents, or even designing other processes. And it’s a particularly good approach to design in a community like ours. Jessie will talk to you a little about that now.
Human-Centered Design & Wikimedia
Our community is our biggest asset
• How do you humanize a Wikipedia article?
  ○ Mobile editing experiments

• How do the people not reading Wikipedia online consume knowledge?
  ○ Wikipedia Zero

Lots of projects in WMF and in the movement use HCD.
The best activities we fund (through grantmaking) are often parts of the HCD chain

- **Hear**
  - “Women and Wikipedia”
  - [M:Grants:IEG/Women and Wikipedia](#)

- **Create**
  - Wikimedia Nederland’s topic improvements
  - [M:Grants:APG/Proposals/2013-14_round1/Wikimedia_Nederland](#)

- **Deliver**
  - “The Wikipedia Library”
  - [M:The Wikipedia Library](#)

Grants:APG/Proposals/2013-2014_round1/Wikimedia_Nederland
HCD Case Study: Trademark Policy
Background

- Decentralized
- Promote projects
- Trademark protection
- Trademark law: quality control
Empathize
Define
Ideate
Prototype
Test
Empathize

- Consultation
What is the policy about use in News reports  

Sorry if I have missed the point while reading. I have seen occurrences of Wikipedia logos being used in news reports specially print media and also at times news report prepared by community. What is or what should be the policy?

Mahltgarg (He who knows , wants to know and loves to keep others informed) (talk) 03:15, 4 June 2013 (UTC)

Thanks for your comment. The use of logos in news reports is generally fair use and our current trademark policy and practice do not interfere with it. However, given that this is a very important fair use, we would like to clarify our policy on this.

[As always, our comments are not legal advice. We explain why they aren’t here.] YWeinlender (WMF) (talk) 18:26, 4 June 2013 (UTC)

What is the policy on use in personal blogs, facebook pages etc?  

Sorry if it is already discussed and mentioned. What is the policy on use in personal blogs, facebook pages etc. by community members?

Mahltgarg (He who knows, wants to know and loves to keep others informed) (talk) 03:18, 4 June 2013 (UTC)

This is another point that could be clarified in our policy. We would love to get the community’s thoughts on this. YWeinlender (WMF) (talk) 19:07, 4 June 2013 (UTC)

This is an important question (and a good question), yes it should be clarified.

My opinion is that logo usage on user’s blogs, even "unknown users" (such as http://wikinger.over-blog.com/ which is on planet.wikimedia.org) should be OK, but that we should limit that. ~ArrianiusDeGallium (talk) 20:02, 4 June 2013 (UTC)

More specifically then "use in" such media, what about use as an online identifier in such media, i.e. use of a Wikimedia wordmark/trademark as the name/icon that identifies/signifies a person or account? I think it is problematic when someone thereby effectively says "I am <name of Wikimedia project> and this is what I think"; moreso when ubiquitous features such as "like", "friend", etc. effectively say <name of Wikimedia project> endorses something. (Cf. discussion at English Wikiquote) of some well-intentioned uses of the Wikiquote name and logo on GoodReads™ and aNobii™.) ~Ningable (talk) 14:15, 5 June 2013 (UTC)

Pretty much any use in such media that I can think of, will qualify as fair use. So WMF can’t regulate these usages anyway and shouldn’t try too. rgds --h-st 14:26, 11 September 2013 (UTC)

Thank you for your comment. We would certainly never try to regulate fair use, but we can provide more guidance on what constitutes fair use in these instances to help community members. YWeinlender (WMF) (talk) 17:49, 11 September 2013 (UTC)

Use in violating community policy  

The use of Wikimedia trademarks in a manner that violates, or encourages violation of, community policy should be disallowed. I'm thinking of a company that links to a spam Wikipedia page they created, passing it off as their e.g. "Wikipedia profile". MEP-G (talk) 04:04, 4 June 2013 (UTC)
Empathize

- Consultation
- Qs from TM applicants
- Old on wiki discussions
- Other collaborative communities
Define

- Community uses
- User-friendly
Ideate

- Research
- Legal design sessions
Prototype

- Substance
- Language
- Design
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<th>New draft</th>
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<td>✓</td>
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<td>✓</td>
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<td></td>
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<td>Other uses</td>
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The Readability Test Tool
Let's make the unreadable readable

Readability Test Results

This page has an average grade level of about 11.
It should be easily understood by 16 to 17 year olds.

Tweet this result!

Readability Indices

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Can I use Wikimedia trademarks?

**YES please!**

Under fair use:
- when referring to a Wikimedia site,
- when using a word for its primary meaning,
- in news, art and parodies.

On Wikimedia sites, for community events, and on non-commercial merchandise.

**YES, but first...**

Ask for anything else:
- for domain names,
- other events and conferences,
- publications, movies and TV,
- and any commercial merchandise.

**Sorry, NO.**

Not for linking to non-Wikimedia sites, or creating mimicking websites, or to otherwise mislead others.
Test

- Consultation
- Iteration
- Use

use → revise design, add to FAQ
Discuss outcomes in this slide
Empathize  Define  Ideate  Prototype  Test  Outcome?
Next steps
Thank you! Questions?

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