USER EXPERIENCE AT WIKIMEDIA

wiki-g and wiki-p
WHO WE ARE

guillaume paumier: wikimedian, now staff
parul vora: researcher + designer
9.5 years old
#5

rank of wikipedia sites, globally (comscore)
371,000,000

number of unique visitors to wikipedia monthly
261

number of language versions of wikipedia
0

number of dollars spent on advertising
$0

cost to use wikipedia
42

number of staff
(as of June, 2010)
GRANTS AND PROJECTS

stanton ui + ford multimedia
STANTON GRANT

usability initiative
WP WAS DESIGNED BY DEVELOPERS

or should i say “designed”
FIRST TIME FOUNDATION RESEARCH

poised for change.

(baby steps)

Sunday, July 4, 2010
EDITING WIKIPEDIA MAKES ME FEEL STUPID

“jargon, code, programmer language”
“i don’t know what to add”
wysiwig
3 STUDIES + 3 RELEASES

with community input + feedback
NEW SKIN, NEW TABS, NEW HELP

tested on 6 language prototypes

prototype.wikimedia.org
LEVERAGING THE COMMUNITY

feedback, design (logos, icons), localization
GOING DEFAULT

taking the plunge
COMING TO A LOCAL WIKIPEDIA NEAR YOU

(demo)
FORD MULTIMEDIA

commons uploads
QUICK POLL
CURRENT UPLOAD FORM

design motto: get it right or die.
DEMO

aka your masochistic experience of the day
COMMONS AND MEDIAWIKI

a less than ideal marriage
KNOW THY FOE

research & analysis of what’s broken
KNOW THY USERS

multi-method user research
UPLOAD WIZARD

design motto: guide, suggest & empower
DEMO

prototype
DEPLOYMENT

final features & polishing
WHAT’S NEXT

user experience + research: institutionalized
QUESTIONS?
(ask questions now)
COME TALK TO US

(we’re nice)
THANKS!

(to you and everyone involved in these projects)