



By UserTestingArabic

Research Finding Presentation

Arabic Special: Search

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Prepared for:



WIKIPEDIA
The Free Encyclopedia

1. Background Context

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Study Goals

- To help searchers find content they seek.
- To help searchers quickly assess the relevance of results before clicking through.

Key Research Questions

- How are people using Search on Wikipedia?
- Why don't they usually end up on special: search?
- What is the difference of search experiences between Wikipedia and other search platforms?
- Do our concepts address the goals of this study ?

2. Methodology

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User Interviews & User testing

In this research on Wikipedia website, we asked seven users some questions related to their searching experience on and off Wikipedia website. All the users are active users of Wikipedia , they use it at least once a week. Then we've asked them to try to search for the last topic they were looking for in their last search. It includes recording of the user while working on the task, and answering some questions at various points during the user test.

3. Study Resource



3. Study Resource

العربية

Section 0. Introduction
Section time estimate: 8 minutes

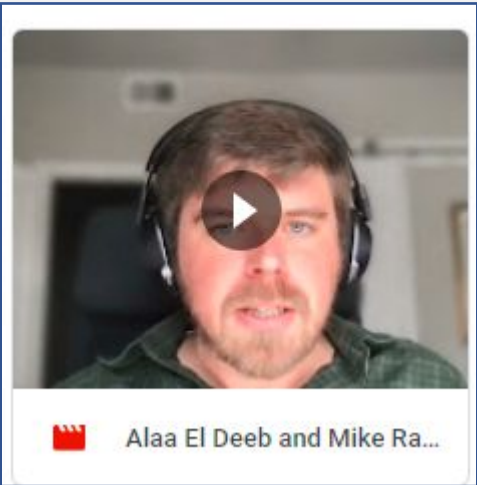
- مرحباً، شكراً لإتصافك إبتداً. اسمي وأنا باحث في مؤسسة ويكبيديا، وهي المنظمة التي تدير موقع ويكبيديا. سنتقضي اليوم بعض الوقت في الحديث عن كيفية البحث عن شيء ما على الإنترنت وكيفية استخدام ويكبيديا. قبل أن نبدأ، هناك بعض الأمور التي أود أن أتناولها:
 - عدم الكشف عن الهوية خلال الجلسة
 - إن تم الإشارة إليك باستخدام اسمك:
 - ستقوم بالتسجيل ولكن لا يتعين عليك تشغيل الكاميرا
 - ستحلب منك تقديم شائكة لاحقاً وعند هذه النقطة سأدقرك بإخلاق أي علامت تويب أو نوافذ لا ترغب في ظهورها في التسجيل.
 - هل لديك أي أسئلة حول عدم الكشف عن هويتك أو أي شيء آخر قبل أن نبدأ؟

START RECORDING

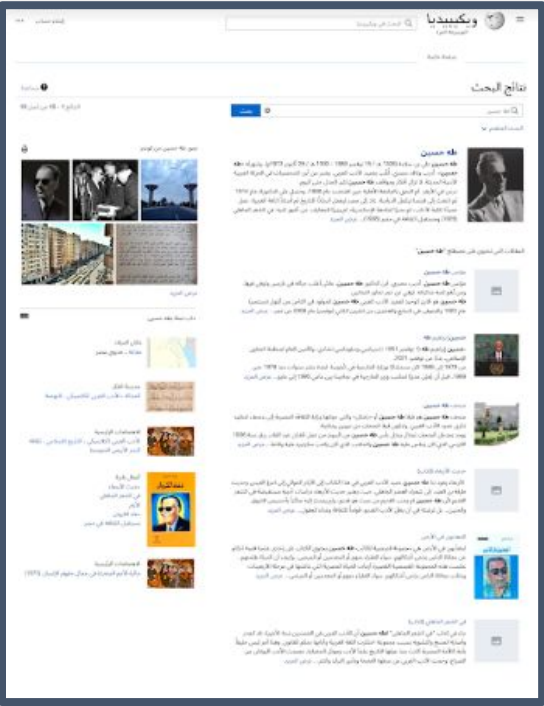
Section 1. Warm up
Section time estimate: 5 minutes

Q#	topic	questions	notes
	intro	<ul style="list-style-type: none"> • عادة ما أحب أن تبدأ هذه المحادثات من خلال التعرّف عليك قليلاً. • ماذا تحب أن تفعل من أجل المتعة؟ • هل سبق لك أن زرت ويكبيديا من قبل؟ 	<i>Read Develop self</i>
	Wikipedia	<ul style="list-style-type: none"> • كم مرة تزورها عادة؟ • ما نوع الأشياء التي تقرأها على ويكبيديا؟ • إستخدامها أكثر للتعلم، أم للمتعة، أم لشيء آخر؟ • عندما تقرأ ويكبيديا، هل عادة ما تستخدم الهاتف أو الحاسوب أو شيء آخر؟ 	
	languages	<ul style="list-style-type: none"> • عندما تقرأ أشياء على الإنترنت، ما هي اللغة التي تقرأ بها عادة؟ • هل تكتب ببيده اللغات أيضاً؟ • ما هي اللغات التي تقرأ بها ويكبيديا؟ • هل سبق لك أن لاحظت أي اختلافات بين إصدارات اللغات المختلفة من ويكبيديا؟ 	

[Interview Guide & Questions](#)



[User Test Videos / Part 2](#)



[Mockups](#)

4. Key Insights

4. Key Insights

1

Most of the users are not using the Special search. Even though the advanced search can provide more comprehensive and accurate results compared to simple standard search.

2

In many cases, the searching results were not relevant to the searching title.

3

The searching results are not sorted in a simple way. The users were distracted by having results in the right and the left columns.

4

Most of the users were confused of “Results from sister projects “.

5

Some of the users have a big concern on Wikipedia articles because it is a user generated content and not a reliable source.

6

Arabic content in Wikipedia is not rich with the data that the users might be searching for. So that they need to search for some topics in English instead.

4. Key Insights

7

All the searching processes were initiated in Google and then redirected to Wikipedia site.

8

None of the users are using Wikipedia app even that they are searching from their mobiles.

9

In many cases the users search for a topic in Google and they get Wikipedia as the first searching results but once they are redirected to Wikipedia ,if they try to search for the same topic it will give them a message that the results are not found .

10

Some of the users did not know how to change the language inside Wikipedia website and they had to try to search again in Google writing down Wikipedia Arabic in the search box, if they want to change it to Arabic or Wikipedia English if they want to change the interface in English.

11

If you try to search for an Arabic title in the Wikipedia English it will give you a message that the result is not found even though the results exist in Wikipedia Arabic Interface.

4. Key Insights

High level theme	Subtheme	Frequency
Experience outside UI	I want Wikipedia to audit the content added by peers.	4
	I want to see images related to my search	6
	I don't know how to change the language	4
	I want to see only the results relevant to my search	7
	I can't find all the content i am looking for in Arabic	7
General Perception of UI	I want to see my results in a simple format	6

5. Findings & Recommendations

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• 5.1

Most people don't use advanced search , and it has confusing page design for the few who make it there. Users expect search to include the entire site. People expect to be able to enter a term in a search field and get relevant results from anywhere on your site. To most people, anything on the website is part of a single entity, and search should include all of it. When a user doesn't realize that his search is limited to a section, the consequences are devastating. At best, users will scour the list of results and struggle with different keywords to produce the desired result, inevitably becoming frustrated and leaving with a bad impression of the website. At worst, users will assume that the website doesn't have the answer or the product they're looking for, and they will abandon the site (and likely go to a competitor).

Recommendation:

Provide obvious ways to refine search results and expand the scope. Evaluate if your users truly need to select a scope up-front, or if multi select filters on the results page are sufficient.

5. Findings & Recommendations

• 5.2

Failing to provide a good search experience can lose conversions, sales, and ultimately customers. The accuracy of site search benefits when user queries are altered to allow for user typos or misspelling, vague search terms, and word choice that does not precisely match the terminology on the site. It's much more important to focus on high precision: to make sure that all the top 10 hits are as highly relevant as possible to the user's current search.

Recommendation:

While the major web search engines have grown ever more sophisticated, the built-in search on many websites has been neglected. Stemming, excluding stop words, showing curated query suggestions, and using homophones and spelling suggestions all modify the search query either to accommodate user errors or to address possible variations in word choice, and may improve the quality or the number of search results without requiring a major development investment.

5. Findings & Recommendations

• 5.3

The results page plays a crucial role in the search experience . One of the most important design principle is “Less is more”.

Recommendation:

Removing indecisive content force the visitor to focus on where you want it be “focal point”.

6. Overview

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Our most newsworthy takeaways



We Were wrong about it

- **Sisters Project**

The users were confused about it



We Were right about it

- **Adding Images**

The users were very satisfied to see images related to their search.



Surprises

- **Special Search**

The users don't use special search and many of them did not notice it at all.

7. Participants

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User Number	Gender	Use Wikipedia	Smart Phone IOS/Android	Voice Search	Language Used	Wikipedia App
1	F	Work & Fun	IOS	No	Arabic / English	No
2	M	Work	Android	No	Arabic / English	No
3	M	Work	Android	No	Arabic / English	No
4	M	Work	Android	No	Arabic / English	No
5	M	Work & Fun	Android	No	Arabic / English	Yes but rarely used
6	F	Work & Fun	IOS	Yes	Arabic / English	No
7	M	Work	Android	No	Arabic / English	No

8. Persona

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Hanan

Bio

Hanan has Bachelors degree in Information System . She is a housewife and a mother of 5 kids in primary and secondary levels. She likes to read a lot .

Frustration

- She needs to help her kids in their school research on weekly basis but she doesn't have that much time.
- Most of the researches are in Arabic and she can't find reliable resources .

Goals

- To be able to find the searching results quickly and easily
- To get content in Arabic that is rich and reliable .

8. Persona



AbdulRahman

Bio

Abdulrahman is an IB student who is passionate about new trends and technologies .

Frustration

- He is very loaded with the school tasks.
- He needs to work hard on his researches on weekly basis .
- He need to add proper citations and references

Goals

- To find a reliable reference for his researches .

8. Persona



Ismail

Bio

Ismail likes sports a lot and loves to watch movies. He is looking for a job in Marketing.

Frustration

- He is very frustrated about finding a proper job in marketing.
- It's hard to find the data he is looking for in Arabic.

Goals

- To be able to find all the new trends in Marketing in Arabic
- To find his results with images in a very simple format .

“

A Problem

Stated Well ,

is a Problem

Half Solved

”

Charles Kettering

Thank you

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