

Flolab + Wikimedia Foundation

Wikistories Early Adopters Research (Creator & Editor Segments)

Final Report

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Workshop

Research Overview

Research Objectives

1. To identify current Wikipedia editor & potential Wikistories creator's attitude and behavior in creating and posting content in social media platforms.
2. To understand current wikipedia editor, potential wikistories creator, and potential Wikistories reader's perceptions of Wikistories.
3. To observe current wikipedia editor & potential wikistories creator's pain points when interacting with Wikistories.
4. To understand current wikipedia editor & potential wikistories creator's experience organically when interacting with wikistories during the given time intervals.
5. To understand potential Wikistories readers' attitude and behavior in consuming informative content in social media platforms.
6. To identify potential Wikistories readers' expectation and perception if wikistories can be shared in social media platforms.
7. To discover new opportunities that would enhance the user experience of Wikistories

Participants

Prior the research, we tried to identify the criteria for the potential Wikistories creator and current Wikipedia editor segments:

Creator:

- The number of participants for this segment are 6 with this following detail:
 - 50% Gen Z (18-26 years old)
 - 50% Millennials (27-40)
- Posting content in the in social media such as instagram or tiktok or YouTube/ YouTube shorts or Facebook or Whatsapp story or Twitter minimum 4 times a month
- Create content in multiple platforms such as: medium, blog, website, or other similar platform
- Type of created content: informative which has public interest
- Have utilized wikipedia to collect informations



Participants

Editor:

- The number of participants for this segment are 6 with this following detail:
 - Current Wikipedia editor
 - Half of the participants are the winner of GLAM competition or have created Wikistories beforehand
 - 18-40 years old (soft quota)
- Active in editing and curating content in Wikipedia at least in the past 3 months
- Active in sharing information or content in social media platforms such as instagram or tiktok or YouTube/ YouTube shorts or Facebook stories or Whatsapp story or Twitter in the past 1 month
- Half of the participants should never join workshop or training session for Wikistories



Participants

Creator Segments

Age	Occupation	Domicile
23	UX researcher	Jakarta
25	Product designer	Jakarta
26	UI/UX designer	Bekasi
28	Data analyst & programmer	Bandung
29	Writer and assistant lecturer	Surabaya
33	Fresh graduate	Jakarta

Participants

Editor Segments

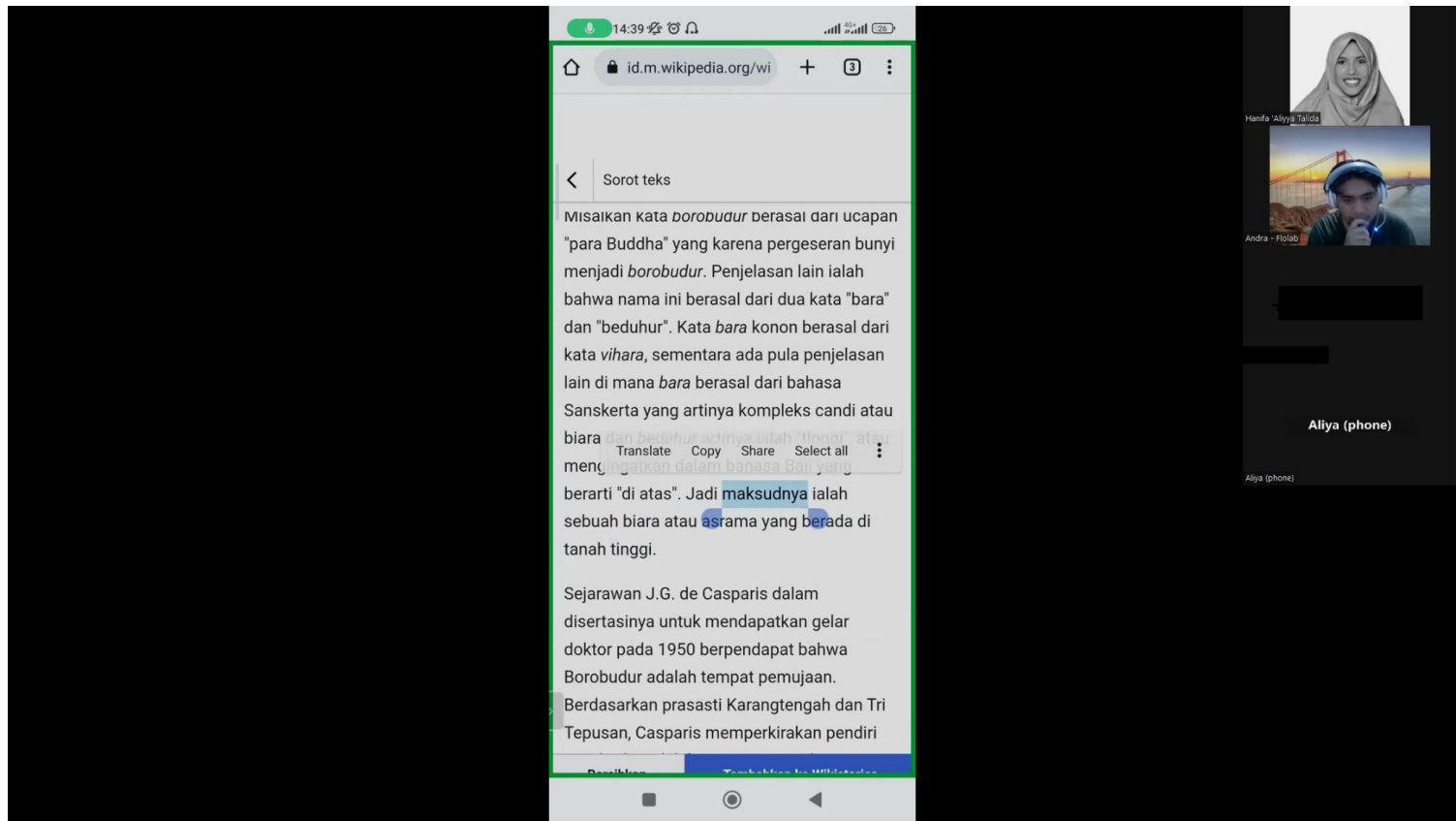
Age	Occupation	Domicile	Notes
25	Journalist	Yogyakarta	GLAM winner
25	Educator at museum	Yogyakarta	GLAM winner
30	Freelancer	Padang	Wikistories user
25	Content writer	Depok	Editor
25	Programmer and writer	Bekasi	Editor
28	Lecturer	Padang	Editor

Research Method

In this research, **Qualitative method** will be used in alignment to our objective which is to gain a deep understanding about user attitude and behavior in creating content on social media platforms and thought process while accessing and using MVP of Wikistories. Qualitative method that will be used are **moderated usability testing and in-depth interviews**.

Qualitative data obtainment includes:

- Analyzing users' **opinion, statement, experience, and behaviour** in order **to understand their motivation and build empathy**. Insights we get will be descriptive rather than numerals.
- **Small sample size** involvement
- Focusing on user's **thought process and reasons**
- **Specific target audience**



One of the session that we conducted with the participants. We use Zoom which allows us to have live interpretation for the Wikimedia team during the session.

Research Process

In order to get the best insight, we conduct **2 usability testing sessions** for these 2 segments **with 1-week gap between each session**. During the 1-week gap, we encourage participants to explore and create the Wikistories by themselves and fill a short survey using Google Slides afterwards.

Creating this gap between sessions allows us to observe what more organically does/doesn't happen with Wikistory creator behavior; we wish to understand why certain participants may go on to become productive Wikistories creators, while others' activity may stop shortly after an event or announcement, when the individual first learns of, and tries, to create a first Wikistories.

The image shows a Beamer presentation slide. The slide title is "Hal-hal yang Anda sukai saat membuat Wikistory" in purple. The content is divided into two main sections. On the left, under the heading "Fitur:", there is a text box describing a feature for selecting text from Wikipedia articles and a three-dot menu for image actions. On the right, there is a screenshot of a mobile application interface showing a "Buat Wikistorie" screen with a landscape image and a menu with options: "Ganti gambar ini", "Hapus bagian ini", and "Share your feedback". Below the screenshot is a text input field labeled "Pilih teks dari Wikipedia". The Beamer interface includes a navigation bar at the top with icons for back, forward, search, and other navigation functions, and a sidebar on the left showing a list of slides numbered 13 to 17. The current slide is 14.

Hal-hal yang Anda sukai saat membuat Wikistory

Fitur:

Terdapat fitur untuk memilih teks stori dari artikel Wikipedia.

Terdapat fitur titik tiga di sebelah kanan atas yang jika diklik akan muncul pilihan ganti gambar, hapus bagian, dan share feedback. Dengan fitur ini memudahkan pengguna apabila ingin mengganti gambar yang digunakan saat ini dengan gambar lainnya, bisa menghapus bagian ini, dan bisa memberikan umpan balik.

Buat Wikistorie

Ganti gambar ini

Hapus bagian ini

Share your feedback

Pilih teks dari Wikipedia

Click to add speaker notes

Survey that participants need to fill before the 2nd session. This survey records the obstacles and the delight factors that participants encounter during the self-exploration session and their experience will be further discussed on the 2nd session.

Wikistories

Usability Testing

Pre-creation

Unlike some editors who have established understanding about wikistories, some potential creators encounter problem prior starting to create their first wikistories :

#1 High uncertainty on how to create their first wikistories

For some participants from the creator segments, they have lack of knowledge and understanding on what to expect from wikistories hence found a bit challenging when creating their first content. Initially in their mind, they perceive it will be similar with instagram story creation process.

If uncertainty issue remain unaddressed, there might be a possibility that potential creators might reluctant to try.

“I need to look at the example of Wikistories first to see how Wikistories should be created”

(Female, 33, fresh graduate, creator)



Pre-creation

#2 Two different flow found in creating a story: those who start with image first vs those who start with text first

1. **Route 1: Text First** → Participants from the editor segments have the tendency to start building the narrative by reading the articles in the wikipedia then selecting the text they want to highlight, while the image is mainly used to support the main text. **However, currently this need is not fully supported in our current features and flow.**
2. **Route 2 : Image First** → On the other side, the potential creator segments expects to have flexibility either to start from text first or image first, as what they usually do in their social media platform. **However, currently this option is not provided yet.**



“I’ll try to skim the article first to find interesting passages to be highlighted before creating one story”

(Female, 25, Content writer, editor)



“I’ll choose the image first because there are limited options thus I need to match the text to the picture”

(Female, 33, Fresh graduate, creator)

Entry Point

WHAT WENT WELL?

As in the reader's segment sessions, most participants can **easily navigate Wikistories entry point in the first attempt** since it is highly influenced by their high familiarity and association with the icon and shape of Instagram story.

The screenshot shows the top navigation bar of the Indonesian Wikipedia mobile app. It includes the Wikipedia logo, a search icon, and a notification bell. Below the navigation bar, there are several news items or announcements, such as 'Permohonan pendapat Kebijakan mengenai halaman serangan' and 'Artikel Pilihan Pengusulan I Gusti Ngurah Rai Soekiman Wirjosandjojo Penjadwalan Peninjauan ulang'. The main article title 'Paris' is displayed, followed by the subtitle 'ibu kota Prancis'. There are three circular image thumbnails: a plus sign, 'Pusat Bersejarah', and 'Paris'. Below the thumbnails, there are tabs for 'Halaman' and 'Pembicaraan'. A warning message states: 'Artikel ini membutuhkan rujukan tambahan agar kualitasnya dapat dipastikan. Pelajari selengkapnya'. Below the warning, there is a note: 'Halaman ini berisi artikel tentang ibu kota Prancis. Untuk kegunaan lain, lihat Paris (disambiguasi)'. The main text of the article begins with: 'Paris (pengucapan bahasa Prancis: [pæˈʁiː] atau /pəˈriː [pəʁi] (bantuan·info)) adalah ibu kota Prancis. Terletak di sungai Seine, di utara Prancis, di jantung region Île-de-France (juga dikenal sebaaai "Region Paris": bahasa Prancis: Réaion

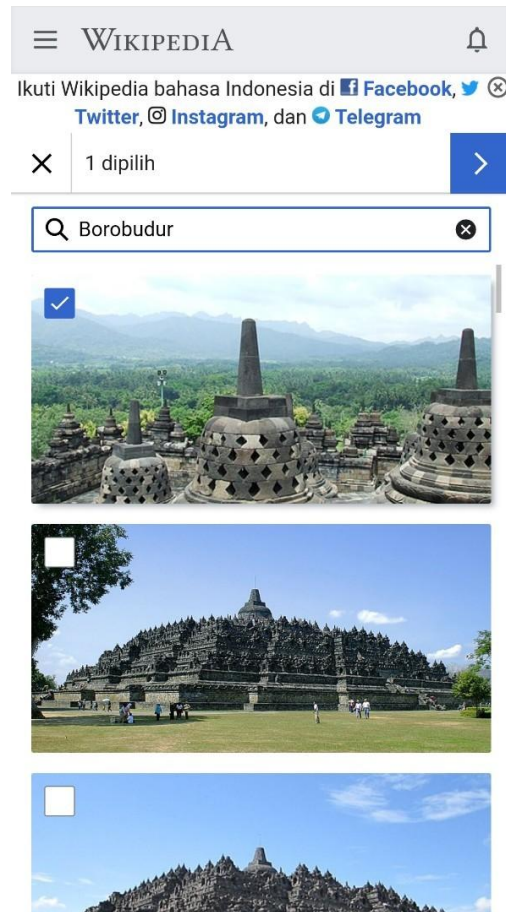
Creating Wikistories

Selecting the Picture

WHAT WENT WELL?

- This feature enables users to quickly find images they want to search with various options
- Some images match with the keywords typed
- From the editor's perspective, they think this feature can help them to contribute more since the images they have uploaded in Wikicommons is also available in wikistories

BEST CASE : The search bar enables participants to find any image from both Wikipedia and Wikicommons



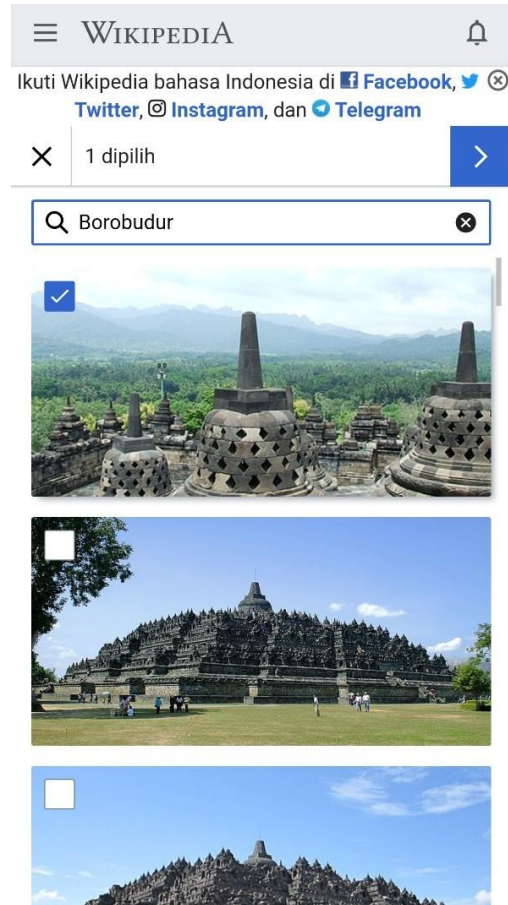
Creating Wikistories

Selecting the Picture

NEED TO IMPROVE

In the 1st session, most feedbacks come from the creator segment since they're still unfamiliar with Wikistores:

- Due to lack of the introduction of Wikistories, some of them still have the difficulties to grasp the goal of selecting picture in the initial process, especially those who prefer to start creating wikistories from text first
- They have expectation to upload picture by themselves as in Instagram/Whatsapp story since they think that Wikistories have the similar concept however this is currently not available. **Potential creators found it frustrating especially the stock images available are not relevant with the content they aim to share.**



Selecting the Picture

NEED TO IMPROVE

In the 2nd session, the participants already have a better understanding of Wikistories compared to the first session. But there are still some problems that still emerge:

- **Limited options of images** hence less supportive to the content they aspire to create
- **Some of the pictures does not match with the keyword typed.** It might be driven by there's no description about the image itself, which potentially lead to the irrelevant image with the expected information,

PAIN POINTS : Some of the pictures generated are not part of Museum Batik Yogyakarta yet appear on the search result, it might be because they have similar keyword (e.g “batik”, “museum”, or “Yogyakarta”)

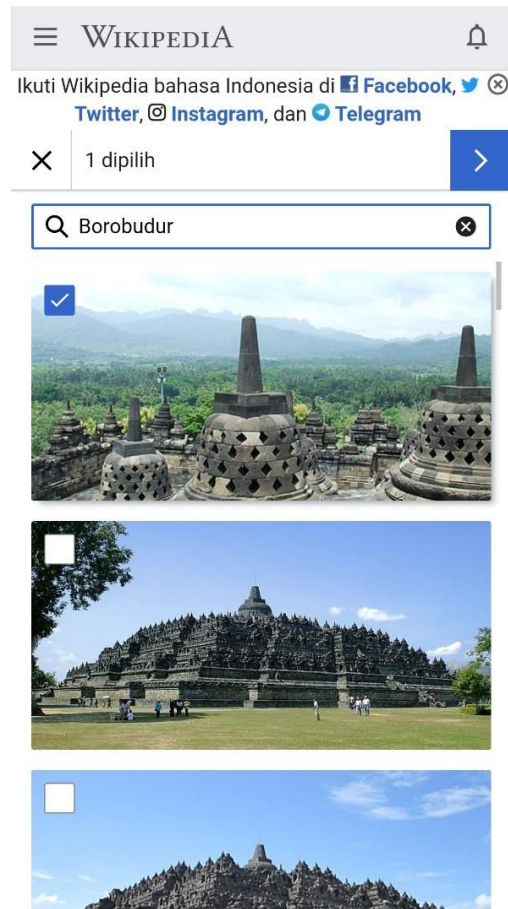


Creating Wikistories

Selecting the Picture

NEED TO IMPROVE

- Currently only editor segments who are aware of Wikicommons feature that enable them to self upload the images to Wikistories, however **when try to search the images they have uploaded earlier it is nowhere to be found**. It becomes frustrating since the image stock availability in Wikistories are still limited.
- They found that **the only way to upload their images from WikiCommons is from separate page, resulting another step shall be taken** before creating the content. For them, this process is less seamless and felt as a hassle.



Creating Wikistories

Adding the Text

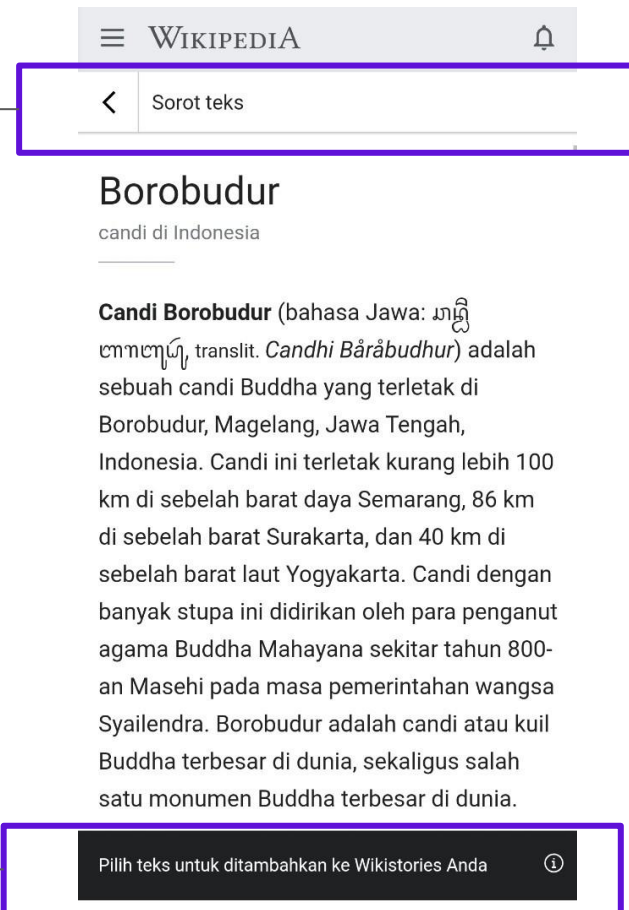
WHAT WENT WELL?

For the creator, the header (“Sorot Teks”/”Highlight Text”) and the information tip on the bottom of the text help participants to navigate the action that they need to do in this step. However few of them find that the position of the information tip isn’t prominent enough.

NEED TO IMPROVE

Second problem found in the copywriting; since the instruction is generating multiple understanding: few found it challenging to interpret the bahasa translation of ‘select the text to be added to wikistories’

PAIN POINTS : The instruction to ‘select text to add to your wikistories’ in the black box is confusing; some think they should copy paste it, some think they should copy and drag it.



Creating Wikistories

Adding the Text

NEED TO IMPROVE

- Most participants from both segments **have the difficulty to add the text into the Wikistories from this step** since most of the times the button is covered by the automatic pop-up from the Google.

The screenshot shows the Wikipedia article for Borobudur. The text is in Indonesian. A blue button labeled "Tambahkan ke Wikistories" is visible at the bottom of the page, highlighted with a purple box. The text "Monumen ini terdiri atas enam teras" is also highlighted with a purple box.

This button should always appear when participants have added the text

The screenshot shows the same Wikipedia article for Borobudur. A Google Translate pop-up is visible, covering the "Tambahkan ke Wikistories" button. The pop-up text is in Indonesian and English. The text "Monumen ini terdiri atas enam teras" is also highlighted with a purple box.

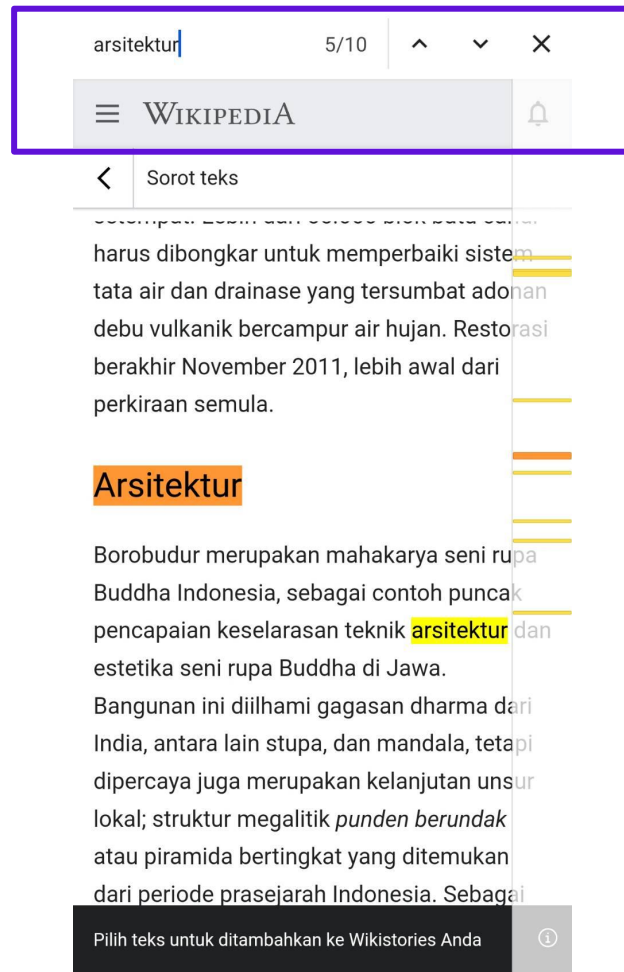
However, most of the times the button is covered by the Google pop-up (it might be because of the browser's setting)

Adding the Text

NEED TO IMPROVE

- As we've mentioned before, some of the participants from the **editor segments have the tendency to read the article first prior creating the Wikistories.** Unfortunately, when they do this habit they found it **challenging to find the text that they intended to add** earlier thus they need to skim the article again or manually find the text using the search feature from the browser.

PAIN POINTS : Some participants use the browser's search feature to find the section or information that they want to add faster



Creating Wikistories

Adding the Text

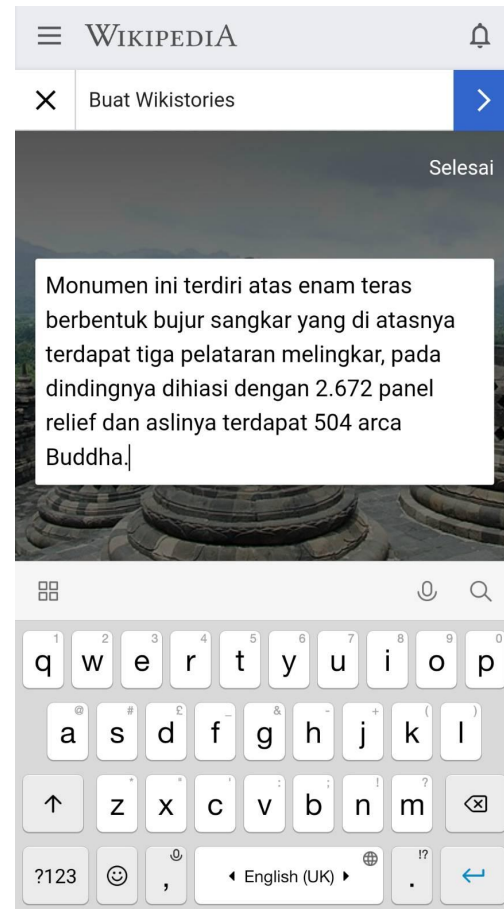
NEED TO IMPROVE

- Editors are aware that they can custom the text, however **there is a hesitation to add the information that is not part of the article** since they think it is not allowed.



“It would be nice if we can add information outside the article in Wikistories. But I’m not sure if it’s allowed since Wikipedia is quite strict when it comes to reference”

(Male, 25, Programmer and writer, editor)



Creating Wikistories

Adding the Text

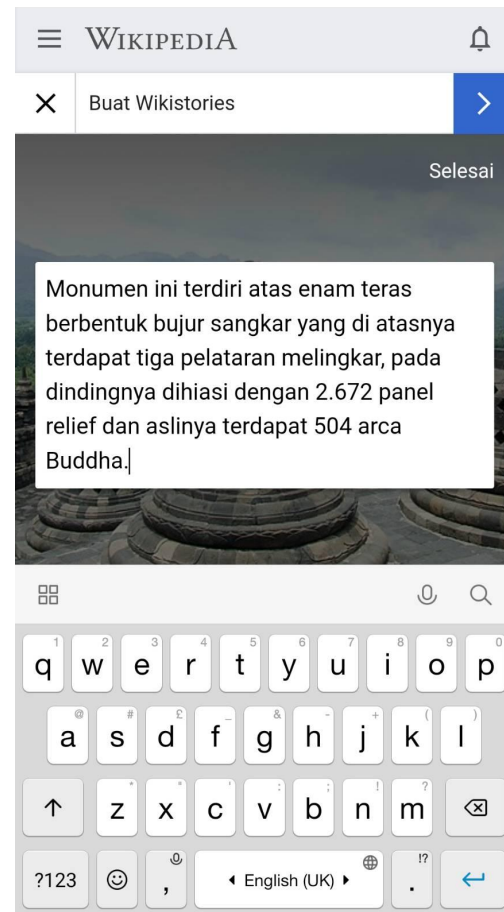
WHAT WENT WELL?

- Creators are self-learned that the selected text can be edited and even added with new information and it is appreciated because they can rephrase the text to edit the grammatical error or simplify the text.

NEED TO IMPROVE

- Most participants from the creator's segment are not aware that they can edit the text by themselves due to lack of information
- Participants from both segments express that there's a need to add the text without having to select them first as in the current flow, esp. if they want to add new information that is not covered in the article

PAIN POINTS : There's no information that the text can be edited



Creating Wikistories

Content Page

WHAT WENT WELL?

Can easily change the content order by dragging the thumbnail on the bottom

BEST CASE : Participants can easily swap the thumbnail to change the story order based on their preferences



Creating Wikistories

Content Page

NEED TO IMPROVE

- The most mentioned problem is the position of the text and **the picture is not adjustable** (e.g if they want to create longer texts, there will be 'white background' covering the story and creators are unable to change the position or change the white background)
- Few of the creator & editor segments expressed that Wikistories may be boring since they have **no option to customize the Wikistories (e.g variation of the layout, text colour, and picture)**

PAIN POINTS : The centre point of the image (statue) is covered by the text due to inability to adjust the position of the text box and the picture as well



Creating Wikistories

Post Creation

Translation: "Sunting" = "Edit"

WHAT WENT WELL?

- The **edit feature in the upper right is easily discovered** and enable them to edit the Wikistories after publishing
- Currently any users are able to edit the Wikistories, while **creators raise concerns that it might lead to unnecessary editing by other people**, especially to their own creation.

BEST CASE : Participants can edit their story anytime they want even after publishing however it comes with concern



Creating Wikistories

Post Creation

NEED TO IMPROVE

- Few of the participants **can't continue their progress after they leave the Wikipedia page** or if they inadvertently reload the page since the Wikistories page will be refreshed and going back to the first step
- Currently the entry points of wikistories is only available in the wikipedia article, while creators also **wish to discover their past wikistory creations in one dedicated page** [e.g your wikistories page]

PAIN POINTS : If the participants reload the Wikistories' page, they'll be redirected to the first step of the creation process and unable to continue their last progress



Creating Wikistories

Post Creation

NEED TO IMPROVE

- Participants from both segments **welcome the idea to share Wikistories to social media** account to reach broader audience. Especially the editors view that it also can help to increase awareness towards the existence of Wikistories
- It further **adds more feature expectations from creators & editors as what they experience in the social media** (e.g engagement performance data or analytics e.g number of views, like, reshared, etc). It is suggested more strongly from creator side since it can motivate them more to create content.

“I like to see how many people see and share my content. It motivates me to create more contents”

(Female, 29, writer and assistant lecturer, creator)



Creating Wikistories

Comparing 1st and 2nd Session

WHAT WENT WELL?

- Although they face confusion during the 1st session, most participants are getting more familiar with the wikistories the more they interact with it. (in the diary session activity)



“Overall, the flow is easy to understand and the features are self-explanatory”

(Female, 23, UX researcher, creator)



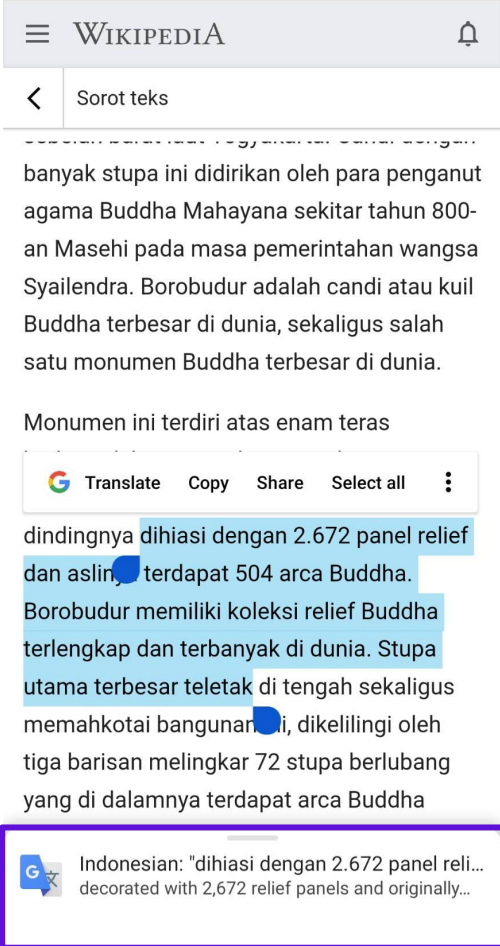
Creating Wikistories

Comparing 1st and 2nd Session

NEED TO IMPROVE

Several recurring problems encountered by participants during both sessions:

- Unable to find suitable pictures due to limited options
- Adding the text is an easy task but the 'Google pop-up' prevents the participants to have smooth interaction thus frustrating them
- No search feature to help them search certain text/information in the article easily
- Only few of participants realize that they can easily change the content order by swapping the thumbnail on the creation process



The screenshot shows a mobile view of a Wikipedia article in Indonesian. The page title is 'Sorot teks'. The main text describes Borobudur as a Mahayana Buddhist stupa complex. A Google Translate pop-up is visible, showing the selected text and its translation into Indonesian. The text in the pop-up is: 'Indonesian: "dihiasi dengan 2.672 panel reli... decorated with 2,672 relief panels and originally...'. The original text in the article is highlighted in blue.

WIKIPEDIA

Sorot teks

banyak stupa ini didirikan oleh para penganut agama Buddha Mahayana sekitar tahun 800-an Masehi pada masa pemerintahan wangsa Syailendra. Borobudur adalah candi atau kuil Buddha terbesar di dunia, sekaligus salah satu monumen Buddha terbesar di dunia.

Monumen ini terdiri atas enam teras

Translate Copy Share Select all

dindingnya dihiasi dengan 2.672 panel relief dan aslinya terdapat 504 arca Buddha. Borobudur memiliki koleksi relief Buddha terlengkap dan terbanyak di dunia. Stupa utama terbesar terletak di tengah sekaligus memahkotai bangunan ini, dikelilingi oleh tiga barisan melingkar 72 stupa berlubang yang di dalamnya terdapat arca Buddha

Indonesian: "dihiasi dengan 2.672 panel reli... decorated with 2,672 relief panels and originally...

Perception and the Usage of Wikistories

After exploring the wikistories, participants have several perceptions regarding the role of Wikistories:

Most mentioned

- As a summary of the article in a bit-sized format with visualization (3 creators, 3 editors)
- Adding fun elements to the wikipedia articles by highlighting a fun fact/trivia, important information, or updated information from particular article (3 creators, 3 editors)
- A new way to consume the article especially for those who don't have much time or don't like text-heavy article (2 creators, 1 editor)
- To act as a complementary informations which may not mentioned in the article (1 creator, 2 editors)
- Might potentially lead to be used as an act of vandalism as it becomes more accessible to everyone (1 creator, 1 editor)
- As a new way to create materials for their content (1 creator)

Notes: 1 participant can have several perceptions towards Wikistories



Perception and the Usage of Wikistories

In the eye of content creator, **Wikistories** helps to enable them create more engaging contents with the support of wikipedia articles informations.

However, concerns raised regarding the possibility of vandalism in Wikistories due to:

- Lack of rules and boundaries of wikistories content creations (e.g do's and don'ts)
- The edit feature can be used by anyone thus enable anyone to edit other people's Wikistories - which is unacceptable by editors



Summary of the Insight from the Editors

NEED TO IMPROVE

- Need to provide the entry point of Wikicommons on the selecting picture step so that their creation process can be more seamless
- Have to skim the article again to find the text they want to add, thus some of them are using the search feature from the browser to hasten the process
- There's a need to add the text without having to select them first as in the current flow, esp. if they want to add new information that is not covered in the article
- Limited customization provided on Wikistories, e.g text/picture position, style, layout
- There's a need to share the Wikistories to social media to reach broader audiences along with adding additional features on the Wikistories (e.g number of views, likes)

Digital Media Creation Habit

Prior discussing the improvements required, first we have to understand their current content creation habit

Why is it important?

1

Understanding their current motivations to create content in various social media platforms will be beneficial for us to focus on which proposition that Wikistories have potential to tap into

2

Their interaction with Wikistories are deeply influenced by their most used social media platforms which further set expectations towards how they want to engage with Wikistories

1

Understanding their current motivations to create content in various social media platform will be beneficial for us to focus on which proposition that Wikistories have potential to tap into

Based on our sessions with the editor and creator, we find 5 potential persona of content creators who might be our future Wikistories contributors

The Consultant



The Opinion Maker



The Activist



The Promoter



The Topic Master



This categorizations are dynamic which means 1 participant can be part of multiple personas.

**The editor segments are part of the activist, the promoter, and the topic master.*

THE CONSULTANT



Professionals who love to share their real life job skill experience in the form of advices, personal story, and discussion. They tend to have many followers and actively engage with them in their content.

“

“I know the struggle of looking job, that’s why I’d like to help those who are looking for a job with my experience through my content”

”

(Male, 25, Product designer, creator)

General Needs & Behaviour

- Need to motivate their followers through content as well as strengthening their personal branding as an expert in their area
- Ensure and monitor the good engagement of the content e.g likes, views, and shares
- Need to reach as broad as viewers with the same interest with their topic

Interaction

- 2- way communication to their followers using comment section or DM to know their perspective and opinion regarding their content
- Create content based on the request of their followers

Format

- Combination between text and visual through IG feeds in the form of carousel (short text with the image)
- Short article on LinkedIn

Content type

- Career advice based on their experience e.g CV tips & trick, career shifting journey

THE OPINION MAKER



People who spark discussion in social media. Their activity revolves around creating personal opinion about certain issue, events, or even topics related their interest. Aside from expressing one opinion, they also use real data to support their arguments.

“

“I like to share my opinion about current issue esp. about football game score, I often add data about the biography of the players or the history match as a part of my analysis”

”

(Male, 28, Data analyst & programmer, creator)

General Needs & Behaviour

- Creating content as the form of expressing their opinion related to their interest - especially the trending issue
- Use data to support their opinion and analysis
- Want to know their followers perspective about the issue

Interaction

- 2- way communication to their followers using comment section or DM to spark discussion among the followers
- Retweet can be seen as a way their followers agree with their opinion and it helps to reach broader audience

Format

- Mostly the format are text heavy, with combination of text and visual
- Post the short content in IG feeds in the form of carousel (short text with the image) or IG story
- Write the full article with in-depth analysis e.g Medium or blog
- Create a twitter thread (sometimes also still related to article written in the blog or medium)

Content type

- The topic related to their interest or hobby: tech, sport, book review

THE ACTIVIST



People who are motivated to drive social change (e.g social & environmental issues) hence constantly raise awareness regarding this issue. Collect the history and most updated informations about the issue to push social movement or paradigm shift.

“

“I have interest in marine conservative since it's an important issue that needs to be solved, thus I hope my content can raise the awareness”

”

(Female, 33, Fresh graduate, creator)

General Needs & Behaviour

- Share their knowledge and opinion or updated information to raise public awareness and knowledge about critical issue
- Use data to support their content to support their standpoint
- Need to reach as broad as viewers with the same interest with their topic
- Connect with local community who shares similar interests

Interaction

- Not expecting to get number of likes or claps since their goal is to drive change instead of validation
- However they're delighted if their contents spark curiosity and discussion among the followers

Format

- Mostly utilize instagram as it can reach broader audience. Use combination between text and visual through IG feeds in the form of carousel (short text with the image) or IG story
- Article with in-depth analysis e.g Medium, blog

Content type

- The topic related to their interest on current issue: social justice, climate change issue, environmental, or gender equality issue

THE PROMOTER



Creators who over communicate (mostly) tourism attraction topic under the motivation to promote its potential. They feel credible to share the detail informations about the site due to their background - either from their job experience, interest, and education background that strongly relate to the place.

“

“Aside from part of my job, I want to promote museums around the city because museum has potential and an interesting place that people need to visit”

”

(Female, 25, Educator in museum, editor)

General Needs & Behaviour

- Use their personal documentation and experience as the source of their content
- Promote the tourist site and local culture as a part of their job and/or their personal satisfaction
- Keep up to date with the current content trend as the strategy to get more engagement (e.g using the trending song in Tiktok)

Interaction

- They seek for the number of views to indicate how many people see their contents with the hope to influence bigger audience to visit the place
- Few also mentioned the need to see number of audience who save their content

Format

- Mainly video format to capture the ambience of the site e.g IG reels, Tiktok
- Can also in the form of picture (IG feeds, IG story)

Content type

- Promoting tourist site (e.g Museums), historical sites, local culture and or cuisine

THE SUBJECT MASTER



People who are hyperfocus on specific topic/subject whose expertise is based on academic background or real-life experience. Their occupations, interests, and educational backgrounds can be intertwined and intersect with one another

“

“I have a degree in history that's why I want to share interesting historical place to my followers since it's relevant with my background”

”

(Male, 25, Journalist, creator)

General Needs & Behaviour

- Create the content to share their knowledge which can be related to their occupation, interest, and/or educational background
- Use their personal documentation and experience as the source of their content
- Sometimes they also review the quality and accuracy of information posted by other creators in wikipedia, or other media

Interaction

- Not expecting too much to get likes or comments since their goal is to merely to share their knowledge
- However, number of views can also be their indicator of successful content

Format

- Most are actively involve in writing activity across different platforms, image will perform as a supporter of their topic (IG feeds, IG story)
- Sometimes they also post it in the form of video format e.g IG reels, Tiktok

Content type

- Content based on their occupation, interests, or educational background such as culture, academic, parenting, motherhood.

2

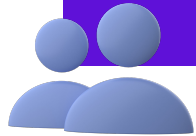
Their interaction with Wikistories are deeply influenced by their most used social media platforms which further set expectations towards how they want to engage with Wikistories

Currently, Wikistories benefited from the similar look and feel of Instagram story

Similar with the reader segment, most participants associate Wikistories with social media's story feature, especially from Instagram story. It's reflected both on their early assumption prior exploring Wikistories and their behavior while interacting with Wikistories:

- Most of the participants **can easily notice the entry points of Wikistories** due to the uncanny resemblance with Instagram stories
- In order to create seamless experience in Wikistories, it's highly recommended to provide **'just about right amount of familiarity'** as where they interact with Instagram story to reduce the frustration while creating Wikistories.
- **As point of consideration, creators and editors feel that wikistories does not need to copy the overall visual of Instagram story** since Wikipedia is known as a media for learning, meaning that they still expect wikistories to have its own tonality and style that align with the Wikipedia platform and maintain its simplicity for learning.
- **However, when it comes in creating content, they aspire to have more customization as provided in Instagram** so they can create content that fits their style and personality.

As in the reader segments, to further improve their experience, these four key elements also need to factor in driving higher engagement



Creator

The content maker or creator play pivotal role in creating traction and retain viewers in certain platform



Format

The way the content is presented e.g text only, image heavy, audio, video, etc



Content

The variety of content topic and theme that address their multiple needs and motivations: learning, leisure, social connections



Interaction

The features that enable creators to engage with the viewers

The notable features below have been formed as habit in creating content in any platforms, hence we need to ensure the availability of these features to enable quick adaptation to our environment



Creator

CORE NEEDS	FEATURES THEY UTILIZE IN SOCIAL MEDIA TO ADDRESS THE NEEDS	USER WISHLIST FOR WIKISTORIES
<ul style="list-style-type: none">• Need proper introduction of features and use case	<ul style="list-style-type: none">• Interactive helper to familiarizing creators with the features• Content's example from other creators	<ul style="list-style-type: none">• Introduction about the concept and the purpose of Wikistories for the first timer (e.g show example of Wikistories from other creators)
<ul style="list-style-type: none">• Ensure the credibility and validity of creator (for their account and other creators account)	<ul style="list-style-type: none">• Verified account to show their credibility of the content• Showing number of followers along with their profile information also considered able to improve sense of trust and credibility of the creators in the eye of the audience	<ul style="list-style-type: none">• Visibility of creator name and background to ensure their credibility, additionally it also act as part of appreciation to the creator itself• Creators who can edit Wikistories are the verified account only to prevent vandalism

The notable features below have been formed as habit in creating content in any platforms, hence we need to ensure the availability of these features to enable quick adaptation to our environment



Format

CORE NEEDS	FEATURES THEY UTILIZE IN SOCIAL MEDIA TO ADDRESS THE NEEDS	USER WISHLIST FOR WIKISTORIES
<ul style="list-style-type: none">Multiple ways to support their unique content style & tonality	<ul style="list-style-type: none">Text customization (e.g font, color, position, size)Attractive visuals to support the content (e.g infographic) are needed, esp. for the opinion maker, the activist & the topic masterVideo and or audio format to support the storytelling, esp. for the promoterFun elements (e.g shapes, stickers)Enable to upload image by themselvesFlexibility to create text- or picture-based content	<ul style="list-style-type: none">Availability of good quality image or visual (resolution, lighting, clarity, angle, etc) with plenty options available and contextual with the keywordFlexibility to start the content with text or the image firstText and picture customization (e.g position, color, add shape, text limit)Options to create Wikistories using video or audioCan upload their own pictures to support the content

The notable features below have been formed as habit in creating content in any platforms, hence we need to ensure the availability of these features to enable quick adaptation to our environment



Content (1/2)

CORE NEEDS	FEATURES THEY UTILIZE IN SOCIAL MEDIA TO ADDRESS THE NEEDS	USER WISHLIST FOR WIKISTORIES
<ul style="list-style-type: none">Content is discoverable by the audience who have similar interests with the topic	<ul style="list-style-type: none">Most utilize hashtag to ensure the discoverability of their content but most appreciate the algorithm in some social media who help to match the content with audience interests automaticallyGetting featured in the “explore” feature (IG) or “FYP” (Tiktok) is also an important indicator esp. for the promoter as an indicator of broad reachGetting retweeted, shared, or liked by the followers thus becomes another way to increase content reach and visibility	<ul style="list-style-type: none">Provide multiple entry points to wikistories to increase discoverability outside wikipedia page (e.g google search, social media)Can be shared to social media (IG, FB, Whatsapp)

The notable features below have been formed as habit in creating content in any platforms, hence we need to ensure the availability of these features to enable quick adaptation to our environment



Content (2/2)

CORE NEEDS	FEATURES THEY UTILIZE IN SOCIAL MEDIA TO ADDRESS THE NEEDS	USER WISHLIST FOR WIKISTORIES
<ul style="list-style-type: none">• Availability of content grouping based on several theme or time	<ul style="list-style-type: none">• Content only available for certain period time (e.g 24 hours) or using highlight feature to make it more permanent• The content's order depends on certain algorithms: the newest or the most popular will be on the top (Twitter) or the left (IG story)• Getting featured in the “explore” feature (IG) or “FYP” (Tiktok) is also an important indicator for the promoter	<ul style="list-style-type: none">• Provide system to curate which Wikistories should be near the entry points (e.g most visited, most liked) as a part of appreciation towards the good wikistories• Need a system to limit the amount of Wikistories in 1 article to prevent the same topic repeated by other creators

The notable features below have been formed as habit in creating content in any platforms, hence we need to ensure the availability of these features to enable quick adaptation to our environment



Interaction

CORE NEEDS	FEATURES THEY UTILIZE IN SOCIAL MEDIA TO ADDRESS THE NEEDS	USER WISHLIST FOR WIKISTORIES
<ul style="list-style-type: none">Engage with their followers	<ul style="list-style-type: none">Two-way communication (e.g using comment, DM) to earn feedback from the followers is highly-preferred esp. by the consultant, opinion maker, & activistNumber of views and shares to see how far their contents reach their audience are also important esp. for the consultant & promoterLike button to show appreciation or clap button (in Medium)Reshare their content to multiple social mediaFollow feature to help their audience to keep up with their content	<ul style="list-style-type: none">Comment section as in DM feature to get feedbacks from the viewer privatelyThe public comment section is unnecessary since it can be misused to spamLike button as indicator which content is the most appreciatedNumber of views and shares to see how far their contents have reached their audience

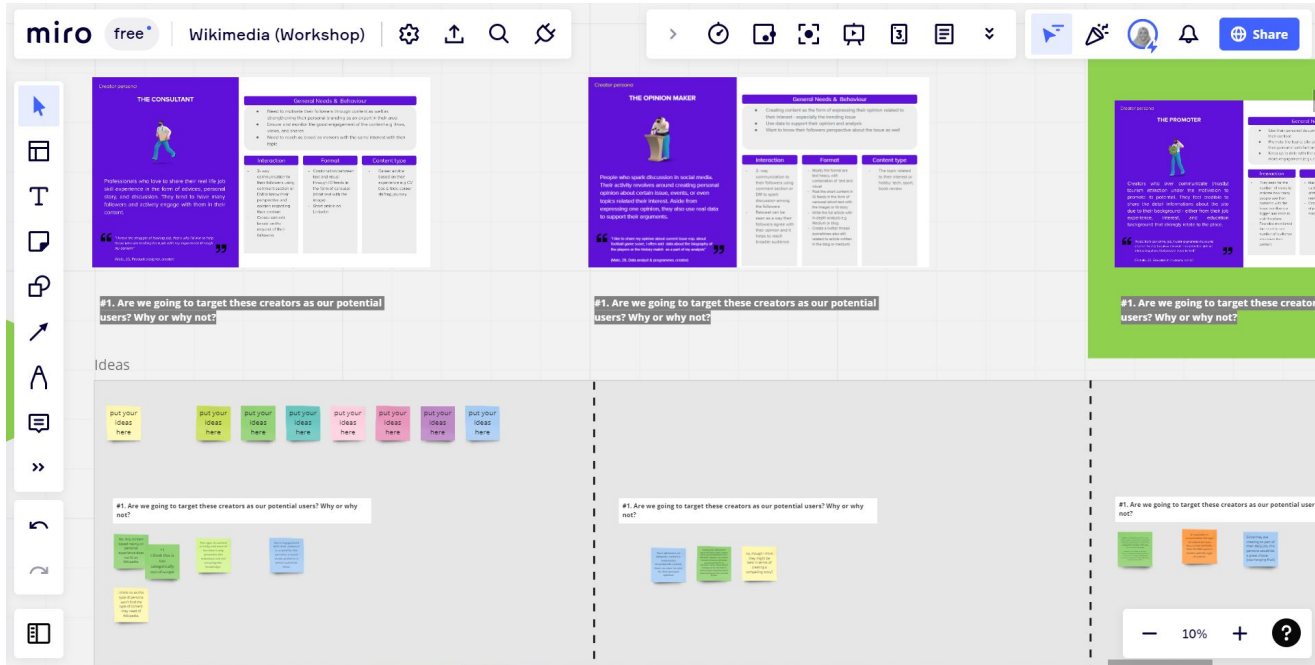
Summary of the Discussion from the Workshop

About the Workshop

After completing the report of the research, we had a workshop with the Wikimedia team representations which allowed us to brainstorm and figure out the best way to solve the problems we've identified. There were 8 representatives from Wikimedia team who attended the workshop with various roles: director engineering, lead product manager, staff & senior software engineers, lead UX designer, lead design researcher, senior data scientist, and community relations specialists. These diversities allowed us to have multiple point of views while solving the problem.

The 2-hours workshop consisted of 3 parts: quick insight presentation, individual brainstorming, and team discussion on the next action items. However, due to limited time of the workshop, we only picked the most important issues to be further discussed with the team during the team discussion session.

This workshop served as a medium to generate early ideas as many as possible and setting the point of views among the team members so that they can have the same vision while solving the problems in the future.



We use Miro which enables us to brainstorm and discuss the ideas together. On the individual brainstorming session, each participant needs to put their ideas using sticky notes on the problems we've identified beforehand. This strategy enables everyone to contribute many ideas from various perspectives.

Are the current perception of Wikistories match our objectives? Why?

DISCUSSION POINTS :

- The point 1,2,3, and 6 match with the initial objectives of Wikistories, which means Wikistories are intended to have several purposes:
 - As a summary of the article in a bit-sized format
 - Highlighting a fun fact/trivia, important information, or updated information from particular article
 - A new way to consume the article especially for those who don't have much time or don't like text-heavy article
 - As a new way to create materials for their content
- However, when it comes to vandalism, the workshop participants agree to have further discussion to address this issue, especially to identify the basic editorial guidelines to minimize this unwanted act.

Perception and the Usage of Wikistories

After exploring the wikistories, participants have several perceptions regarding the role of Wikistories:

Most mentioned

- As a summary of the article in a bit-sized format with visualization
- Adding fun elements to the wikipedia articles by highlighting a fun fact/trivia, important information, or updated information from particular article
- A new way to consume the article especially for those who don't have much time or don't like text-heavy article
- To act as a complementary informations which may not mentioned in the article
- As a new way to create materials for their content
- Might potentially lead to be used as an act of vandalism as it becomes more accessible to everyone



Are we going to target these creators as our potential users? Why or why not?

Based on our sessions with the editor and creator, we find 5 potential persona of content creators who might be our future Wikistories contributors



This categorizations are dynamic which means 1 participant can be part of multiple personas. The editor segments are part of the activist, the promoter, and the topic master.

DISCUSSION POINTS :

- There are several points which have been made in order to identify the suitable persona for Wikistories:
 - The consultant and the opinion maker aren't suitable since any content based mainly on personal experience does not fit on Wikipedia.
 - The promoter and the topic master may be the most suitable persona since it is possible to accommodate this type of content and they understand the depths of a topic and are in a good position to curate without losing the gist of a topic.
 - It's challenging to identify the needs of the activist since the activist doesn't seem to be like an independent persona. They may come as a combination of the opinion maker which is a persona we don't think it's the model of Wikistories. But on the other hand, the activist can come with the combination of the topic master, which kind of fits the model.
- The promoter also can match with other projects from Wikipedia (Wikivoyage) which perhaps is more suitable for these people since Wikistories can't fully accommodate their needs
- In conclusion: since each of the personas are intertwined each other in some parts, it would be better focusing to find common traits or motivation as the starting point to improve the overall experience

How might we prepare creators better to create their first Wikistories?

POTENTIAL IDEAS :

- Wikistories landing page or story hub where people can come to browse a collection of stories or something similar with commons.wikimedia.org/wiki/Wikistories
- An initial onboarding experience or guided tour which briefly guide users on how to create their first wikistory thus minimize their confusion
- Nudge the creator to create their first Wikistories after seeing the existing example of Wikistories

Pre-creation

Unlike some editors who have established understanding about wikistories, some new creators encounter problem prior starting to create their first wikistories :

#1 High uncertainty on how to create their first wikistories

For some participants from the creator segments, they have lack of knowledge and understanding on what to expect from wikistories hence found a bit challenging when creating their first content. Initially in their mind, they perceive it will be similar with instagram story creation process.

If uncertainty issue remain unaddressed, there might be a possibility that potential creators might reluctant to try.

"I need to look at the example of Wikistories first to see how Wikistories should be created"
(Female, 33, fresh graduate, creator)



How might we enable two flows of content creation: image first vs text first in the Wikistories?

POTENTIAL ACTION ITEMS :

- Giving flexibility to go back and forth between cards, adding images or text first as preferred by the individual:
 - Allowing the creators to see image selection as a first step but they can skip this step and enter into the story builder step
 - Presenting all options that allow creators to start either with text or image which can accommodate different preferences and skill levels
- In the previous iteration, the text-first concept could be overwhelming for the creators thus the team decided to go along with the image-first concept. However, it would be better to give flexibility which hopefully can accommodate different needs

Pre-creation

#2 Two different flow found in creating a story; those who start with image first vs those who start with text first

1. **Route 1: Text First** – Participants from the editor segments have the tendency to start building the narrative by reading the articles in the wikipedia then selecting the text they want to highlight, while the image is mainly used to support the main text. **However, currently this need is not fully supported in our current features and flow.**
2. **Route 2 : Image First** – On the other side, the potential creator segments expects to have flexibility either to start from text first or image first, as what they usually do in their social media platform. **However, currently this option is not provided yet.**



"I'll try to skim the article first to find interesting passages to be highlighted before creating one story"

(Female, 25, Content writer, editor)



"I'll choose the image first because there are limited options thus I need to match the text to the pictures"

(Female, 33, Fresh graduate, creator)

How do we solve the limited images stock availability? Is providing the feature to self-upload the images is the best solution for Wikistories? Why?

POTENTIAL ACTION ITEMS :

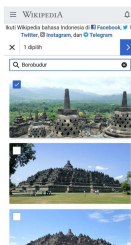
- Considering to integrate Wikicommons upload flow inside the Wikistories. However it might require them to login first as they can't upload images on commons without an account.

Creating Wikistories Selecting the Picture

NEED TO IMPROVE

In the 1st session, most feedbacks come from the creator segment since they're still unfamiliar with Wikistories:

- Due to lack of the introduction of Wikistories, some of them still have the difficulties to grasp the goal of selecting picture in the initial process, especially those who prefer to start creating wikistories from text first
- They have expectation to upload picture by themselves as in Instagram/Whatsapp story since they think that Wikistories have the similar concept however this is currently not available. Potential creators found it frustrating especially the stock images available are not relevant with the content they aim to share.



Slide number 18

How might we increase the accuracy of image information hence their usage can always be on point?

POTENTIAL ACTION ITEMS :

- Need to refine the image API query process. However there's challenge since it's also related on how original images are stored in Wikicommons
- The more Wikicommons grows (better structure data, more images), the better it will be to provide the best images

Creating Wikistories Selecting the Picture

NEED TO IMPROVE

In the 2nd session, the participants already have a better understanding of Wikistories compared to the first session. But there are still some problems that still emerge:

- Limited options of images hence less supportive to the content they aspire to create
- Some of the pictures does not match with the keyword typed. It might be driven by there's no description about the image itself, which potentially lead to the irrelevant image with the expected information.

PAIN POINTS : Some of the pictures generated are not part of Museum Batik Yogyakarta yet appear on the search result, it might be because they have similar keyword (e.g "batik", "museum", or "Yogyakarta")



Slide number 19

How might we clarify in Bahasa Indonesia for the instruction?

POTENTIAL ACTION ITEMS :

- Can improve the text instruction with the help of a copywriter and native speaker

How might we ensure the Google pop-up do not cover the feature?

POTENTIAL ACTION ITEMS :

- Explore different ways to let creators highlight and select the text.
- Positioning the instruction box in a different place than bottom screen

Creating Wikistories Adding the Text

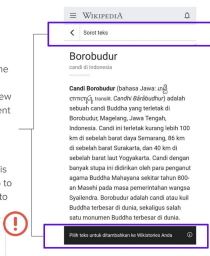
WHAT WENT WELL?

For the creator, the header ("Sorot Teks"/"Highlight Text") and the information to on the bottom of the text help participants to navigate the action that they need to do in this step. However few of them find that the position of the information tip isn't prominent enough.

NEED TO IMPROVE

Second problem found in the copywriting; since the instruction is generating multiple understanding: few found it challenging to interpret the bahasa translation of "select the text to be added to wikistories"

PAIN POINTS : The instruction to "select text to add to your wikistories" in the black box is confusing; some think they should copy/paste it, some think they should copy and drag it.

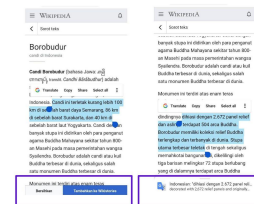


Slide number 21

Creating Wikistories Adding the Text

NEED TO IMPROVE

- Most participants from both segments have the difficulty to add the text into the Wikistories from this step since most of the times the button is covered by the automatic pop-up from the Google.



This button should always appear when participants have added the text

However, most of the times the button is covered by the Google pop-up (it might be because of the browser's setting)

Slide number 22

How might we help the editors to easily find the text they plan to upload in Wikistories?

Creating Wikistories Adding the Text

NEED TO IMPROVE

- As we've mentioned before, some of the participants from the editor segments have the tendency to read the article first prior creating the Wikistories. Unfortunately, when they do this habit they found it challenging to find the text that they have intended to add earlier thus they need to skim the article again or manually find the text using the search feature from the browser.

PAIN POINTS : Some participants use the browser's search feature to find the section or information that they want to add faster.



POTENTIAL ACTION ITEMS :

- Create a draft space or holding area for the user to add all highlighted text that they may want to use in their stories
- Present the article with collapsed sections and sub sections
- Provide toolbars with different options such as search, increase text size, jump to different sections, annotation, etc

What is the possible impact of allowing creators to create their own article on Wikistories? Do you think text customization should be allowed?

POTENTIAL ACTION ITEMS :

- Text customization can happen due to different reasons such as fixing typos or making minor changes to match the story narratives. Those kind of changes can be justified but if they wish to add additional information which is not from an article then it can lead to some challenges e.g. extra review work, vandalism, etc.
- Stories need to be editable to keep parity with content in articles.
- Currently there's an ongoing discussion about this policy on the community. However Wikipedia also need to decide the best case to use the platform. Additionally, Wikipedia already has mitigation to prevent the vandalism

Creating Wikistories Adding the Text

NEED TO IMPROVE

- Editors are aware that they can custom the text, however there is a hesitation to add the information that is not part of the article since they think it is not allowed.



"It would be nice if we can add information outside the article in Wikistories. But I'm not sure if it's allowed since Wikipedia is quite strict when it comes to reference"

(Male, 25, Programmer and writer, editor)



Should we provide option for creators to directly write their own text without selecting text from Wikistories first? Why?

Creating Wikistories Adding the Text

WHAT WENT WELL?

- Creators are self-taught that the selected text can be edited and even added with new information and it is appreciated because they can rephrase the text to edit the grammatical error or simplify the text.

NEED TO IMPROVE

- Most participants from the creator's segment are not aware that they can edit the text by themselves due to lack of information
- Participants from both segments express that there's a need to add the text without having to select them first as in the current flow, esp. if they want to add new information that is not covered in the article

PAIN POINTS : There's no information that the text can be edited



POTENTIAL ACTION ITEMS :

- Selecting story text from an article should be default for creators as that what makes Wikistories different from other products
- Establishing some basic guidelines/policies with the community would help creators know the parameters, but may also help acceptance of the story format among existing community members

How might we ensure the image isn't covered by text, especially the long paragraph? And what kind of customization we can provide without losing its identity as a simple and minimalist platform?

Creating Wikistories Content Page

NEED TO IMPROVE

- The most mentioned problem is the position of the text and the picture is not adjustable (e.g. if they want to create longer texts, there will be 'white background' covering the story and creators are unable to change the position or change the white background)
- Few of the creator segments expressed that Wikistories may be boring since they have no option to customize the Wikistories (e.g. variation of the layout, text colour, and picture)

PAIN POINTS : The centre point of the image (statue) is covered by the text due to inability to adjust the position of the text box and the picture as well



POTENTIAL ACTION ITEMS :

- Any customizations is justified as long as it helps creators in creating good stories e.g. text and image separation. However, we need to keep in mind that these customization can be more around stylistic changes which could also lead to accessibility problems as a side effect.
- Some ideas on the customization:
 - Separate text and image
 - Overlay text on top of an image without the white background
 - Transparency and if possible automatic selection of font-colour based on background colour
 - Can adjust the height or the position of the text

What do we think as the best option: enable anyone to edit other creators Wikistories? Or only selected users?

DISCUSSION POINTS:

- Definitely Wikistories need to be editable by all. This is a fundamental part of the wiki platform and an important ingredient in our success (drives people to collaborate on a single article rather than each making their own article). If the target users feel strongly that they need to own and control their stories, this is a sign that we are targeting the wrong users or have created the wrong product.
- However, lack of editorial guidelines is also making this a harder problem to solve.
- In order to solve this, there's also a need to identify the best model of Wikistories since Wikipedia aims to be a collaborative space to contribute together and create single collective work, unlike social media. Without a proper guideline, there's a possibility that Wikistories moves towards different goals.

Creating Wikistories Post Creation

Translation: "Sunting" = "Edit"

✕ Sunting
🗨️ Share your feedback

WHAT WENT WELL?

- The edit feature in the upper right is easily discovered and enable them to edit the Wikistories after publishing
- Currently any users are able to edit the Wikistories, while creators raise concerns that it might lead to unnecessary editing by other people, especially to their own creation.

BEST CASE : Participants can edit their story anytime they want even after publishing however it comes with concern



How might we enable creators to automatically save their content progress or page and keep monitor their Wikistories artifact in one single page?

POTENTIAL ACTION ITEMS :

- Providing draft or autosave feature
- Using filter, tag, Wikistories dashboard, or Wikistories section which allow them to see their Wikistories in one single page

Should we enable creators to monitor their Wikistories performance as in social media? If yes, what are the metrics that we should provide?

POTENTIAL ACTION ITEMS :

- Number of view and shares can be provided while number of followers may be difficult

Creating Wikistories Post Creation

NEED TO IMPROVE

- Few of the participants can't continue their progress after they leave the Wikipedia page or if they inadvertently reload the page since the Wikistories page will be refreshed and going back to the first step
- Currently the entry points of wikistories is only available in the wikipedia article, while creators also wish to discover their past wikistory creations in one dedicated page (e.g your wikistories page)

PAIN POINTS - If the participants reload the Wikistories' page, they'll be redirected to the first step of the creation process and unable to continue their last progress



Slide number 29

Creating Wikistories Interaction

NEED TO IMPROVE

- Participants from both segments welcome the idea to share Wikistories to social media account to reach broader audience. Especially the editors view that it also can help to increase awareness towards the existence of Wikistories
- It further adds more feature expectations from creators as what they experience in the social media (e.g engagement performance data or analytics e.g number of views, like, reshared, etc). It is suggested more strongly from creator side since it can motivate them more to create content.

"I like to see how many people see and share my content. It motivates me to create more contents"

(Female, 29, writer and assistant lecturer, creator)



Slide number 30

What features that we think feasible to be built in Wikistories based on these needs?

The notable features below have been formed as habit in creating content in any platforms, hence we need to ensure the availability of these features to enable quick adaptation to our environment

Creator		
CORE NEEDS	FEATURES THEY UTILIZE IN SOCIAL MEDIA TO ADDRESS THE NEEDS	USER WISHLIST FOR WIKISTORIES
<ul style="list-style-type: none"> Need to be prepared with the features and use case 	<ul style="list-style-type: none"> Interactive helper to familiarizing creators with the features Content's example from other creators 	<ul style="list-style-type: none"> Introduction about the concept and the purpose of Wikistories for the first timer (e.g show example of Wikistories from other creators)
<ul style="list-style-type: none"> Ensure the credibility and validity of creator for their account and other creators account 	<ul style="list-style-type: none"> Verified account to show their credibility of the content Showing number of followers along with their profile information also considered able to improve sense of trust and credibility of the creators in the eye of the audience 	<ul style="list-style-type: none"> Visibility of creator name and background to ensure their credibility, additionally it also act as part of appreciation to the creator itself Creators who can edit Wikistories are the verified account only to prevent vandalism

You should right or report or request all of their needs to enhance their F.A based on their idea. It could be more beneficial to look into their target needs and existing behavior as part of consideration to their solution.



CORE NEEDS	POTENTIAL IDEAS
<ul style="list-style-type: none"> Need proper introduction of features and use case 	<ul style="list-style-type: none"> Onboarding to let first time users know about Wikistories
<ul style="list-style-type: none"> Ensure the credibility and validity of creator (for their account and other creators account) 	<ul style="list-style-type: none"> Limiting story editing to certain creators only Including link to original creator user page however this will get tricky for Wikistories with many editors Final story card with link to other stories created by primary creators of the current story

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You should not copy or reuse all of their needs to validate since it is based on their idea. It could be more beneficial to look into their target needs and existing behavior as part of considerations to their solution.



Format

CORE NEEDS	POTENTIAL IDEAS
<ul style="list-style-type: none"> Multiple ways to support their unique content style & tonality 	<ul style="list-style-type: none"> Providing some flexibility to existing creation flow. e.g. enable to skip image selection step and still make the story Allowing direct addition of own images to Wikicommons before it can be used in a Wikistory and create a gap of time to make sure the content is not taken down on Wikicommons. This behavior can be seen as positive impact among Wikicommons contributors if supported properly (e.g. avoiding the past talked about 'selfie apocalypse' as in the past) Uploading video content may be more challenging/difficult for many reasons

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Content

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Your detailed insight or request and approval of other needs for wikistories service is based on their idea. It could be more beneficial to look into their higher needs and existing behavior as part of consideration to their solution.

CORE NEEDS	POTENTIAL IDEAS
<ul style="list-style-type: none"> Content is discoverable by the audience who have similar interests with the topic 	<ul style="list-style-type: none"> Positioning Wikistories based on different factors
<ul style="list-style-type: none"> Availability of content grouping based on several theme or time 	<ul style="list-style-type: none"> "Featured Wikistory" section will be dependent on editorial/curation guidelines

Thank You