

# Ipsita

## CHILDREN'S EDUCATION-FOCUSED PARENT

Age 38, Female

BA in Psychology

Bhubaneswar, Odisha

Married, 2 Children

### Languages

Speaks - English, Odia, Hindi

Reads - English, Odia, Hindi

### GOAL

To help her children with their homework

### ABOUT IPSITA

Ipsita has lived in Bhubaneswar all her life. She is married and has two children. Her husband works as a Manager in an IT firm. Since he works long hours and travels frequently, Ipsita takes care of household responsibilities including bill payments and grocery shopping. Ipsita uses her mobile phone to pay the phone, electricity and gas bills. She also shops online for school supplies, clothes, and sometimes, even groceries.

Ipsita's children study in an English medium school; and Ipsita helps them with their homework in the evening.

When Ipsita needs to look up something, Google is her go-to tool - she mostly begins her search on Google in English. Since Wikipedia comes up as the first link, she clicks on it. However, sometimes, she specifically looks up content on Wikipedia.

Ipsita uses Wikipedia in either English or Odia, depending on her children's assignments. When she needs content in Odia, she types in Odia, using an English keyboard.

For arts and crafts projects, Ipsita browses through Youtube videos and then teaches her children what she has learned.

Ipsita was introduced to Wikipedia through her son's school.

She is aware that Wikipedia content is written by contributors and that it can be edited, subject to approvals based on Wikipedia policies.

“ In English, it is very easy to write essays, you get information (online) easily, but for a specific language like Odia , it is very tough!

Ipsita uses Wikipedia in either English or Odia, depending on her need. However, sometimes, while reading Wikipedia in Odia, the content is incomplete, or a literal translation from English, making it difficult to comprehend.

A more comprehensive, robust Odia Wikipedia would be invaluable to Ipsita as she helps her children expand their knowledge.



## IPSITA : THE MOTHER & HOMEMAKER



Ipsita helps her children with their homework each evening.

### CHALLENGES

She is unaware of the availability of online regional content (and Wikipedia) in regional languages

### DEVICES USED



Android Smartphone  
Nexus

Ipsita is not very comfortable with technology; her current phone is a hand-me-down from her husband when he upgraded his phone. Her husband also taught her to use the smartphone to pay various bills online; and he continues to help her with technology.

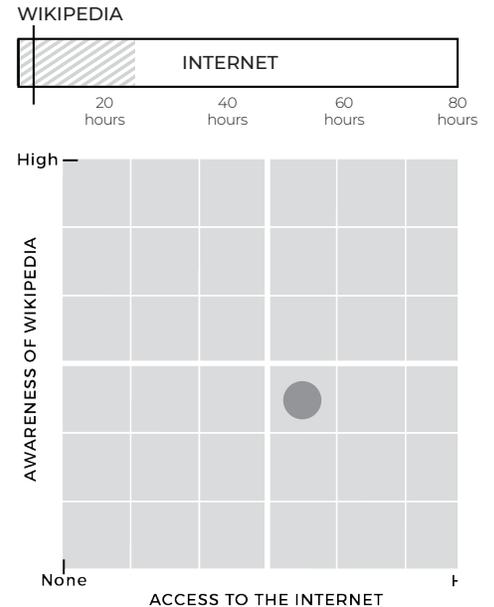
Ipsita's phone usage mostly revolves around her children's lives – she often explains lessons to them by looking up facts on Google, or she uses Youtube for their arts and crafts projects. Ipsita accesses Wikipedia when she needs to look up content related to her children's lessons. Often, while helping her children with assignments like essays, she struggles to find original content in Odia. At such times, she is forced to translate English content into Odia herself.

Ipsita wishes to find more information in Odia to assist her children in their studies.

### TECHNOLOGY COMFORT LEVEL

Not at all	Comfortable	Very	Extremely
Always needs assistance	Sending emails, browsing internet, using software	Downloading & setting up own software	Advanced programming, building own software

### WIKIPEDIA USAGE



## IPSITA : THE WORKING MOTHER



Ipsita uses a laptop to explain concepts to her children.

### CHALLENGES

Regional content that is literally translated from English into Odia, making it difficult to understand.

### DEVICES USED



Android Smartphone  
Honor 8 Pro



Laptop



Kindle

Ipsita works as an HR manager. She is a gadget freak and is constantly on the lookout to upgrade her phone.

Ipsita loves the fact that Wikipedia categorizes information in a specific format – it makes it easier to find what she needs. When she comes across information related to her children's homework, she quickly - captures a screenshot, shares it on WhatsApp, downloads it, or take a printout.

When Ipsita needs Odia content, she adds the suffix 'Wiki Odia' to her Google search; or, she simply visits Wikipedia and changes the language preference. Sometimes the language used this difficult to understand

If she can't find Odia content then, she uses Google Translate.

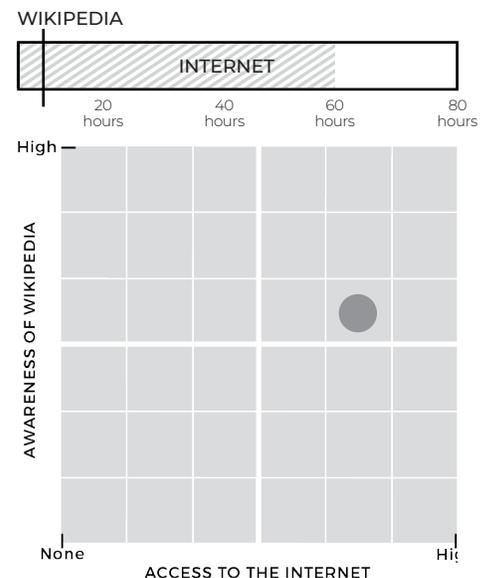
Ipsita sometimes comes across minor errors on Wikipedia. Once, she tried to edit, but it was not approved. This rejection made her lose motivation to be a contributor.

Ipsita wishes to find the content that is available on English Wikipedia in regional languages. She would also like more clarity on the contribution process and approval policies.

### TECHNOLOGY COMFORT LEVEL

Not at all	Comfortable	Very	Extremely
Always needs assistance	Sending emails, browsing internet, using software	Downloading & setting up own software	Advanced programming, building own software

### WIKIPEDIA USAGE



# Karthik

## POWER EDITOR & OPEN-SOURCE PROPONENT

Age 35, Male

Bengaluru, Karnataka

System Engineer

Married, with one child

### Language

Speaks - English, Kannada, Hindi

Reads - English, Kannada

## TECHNOLOGY COMFORT LEVEL

Not at all	Comfortable	Very	Extremely
Always needs assistance	Sending emails, browsing internet, using software	Downloading & setting up own software	Advanced programming, building own software

## WIKIPEDIA USAGE



## DEVICES USED



Android Smartphone  
Nexus and  
iPhone 8



Laptop



Desktop

## GOALS

**A passionate open-source proponent driven to enable free access to information on culture, art, heritage, communities, and education in regional languages**

- To create and nurture a community of Wikipedia editors
- To identify opportunities and foster education and job creation opportunities
- To raise awareness on various topics like art, culture, political & social issues, etc. with the help of Wikipedia
- To make regional content an integral part of Wikipedia so that the community at large can benefit

## CHALLENGES

- He finds editing difficult on the app - rather, he prefers editing on a desktop
- Since he is often occupied either with his work, or with community and volunteering engagements, he finds it difficult to constantly motivate other editors and ensure their dedication to the cause



WIKIMEDIA  
FOUNDATION

## ABOUT KARTHIK

Karthik is an IT professional who lives in Bangalore with his wife and son.

Karthik works long hours and has a hectic schedule. However, he is a passionate and tech-savvy open-source proponent. As such, he supports and creates many open-source products, including translation and typing tools, outside of his work, in order to benefit the Kannada-speaking community. In addition, Karthik holds workshops on Wikipedia editing to encourage more people to become contributors.

Karthik reads voraciously on his phone and laptop. Wikipedia is his go-to site for a high-level understanding of any subject.

“ I try editing on the mobile, but it is difficult - too much data has to be entered into the info box - so the laptop is better suited for heavy editing work.

While hunting for information, Karthik first runs a Google search, which often leads to Wikipedia. Sometimes, he specifically searches for Wikipedia links, or uses the Wikipedia app. He often shares what he reads through Twitter/Whatsapp; and regularly downloads pdfs too.

Karthik reads in English; but he creates Wikipedia pages in Kannada, for which he surfs online in Kannada.

Karthik prefers his laptop for creating new Wikipedia pages or for intensive editing, since the app screen is tiny and difficult to use. He uses the app while correcting minor typos. Karthik also feels that the app viewing experience of maps and images needs to be improved. Editing Wikipedia maps is another pain point – editing a map on one page means editing it on all other pages manually.

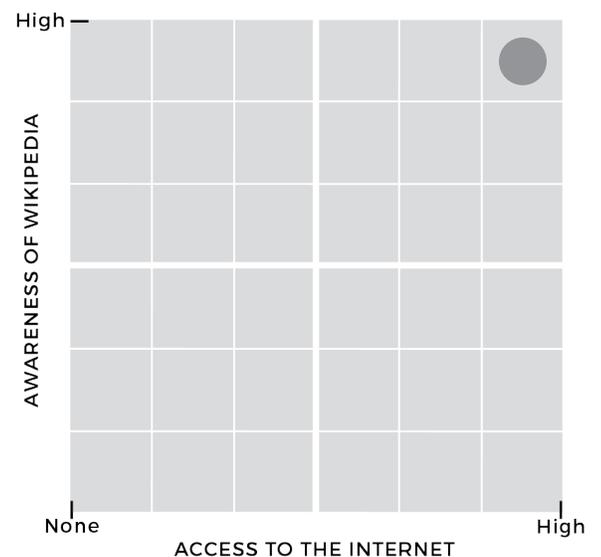
Karthik seeks to raise awareness on Wikipedia in regional languages and Wikipedia contribution. For this, he wishes to bring together a community of motivated and dedicated editors. By improving regional Wikipedia pages, Karthik also wishes to further the cause of education.



Karthik conducts community meetings for editors



Karthik's laptop has stickers for the causes important to him



# Rupinder Kaur

## REGIONAL VOICE INTERFACE USER

Age 46, Female  
Owner, Tailor Shop  
Patiala, Punjab  
Married, with two children

### Language

Speaks - Punjabi, Hindi

Reads - Punjabi

## TECHNOLOGY COMFORT LEVEL

Low	Comfortable	Very	Extremely
Sometimes needs assistance	Sending emails, browsing internet, using software	Downloading & setting up own software	Advanced programming, building own software

## WIKIPEDIA USAGE



## DEVICES USED

 Android Smartphone  
Vivo

## GOALS

**To stay informed about the latest fashion trends, type of clothes and embroideries**

- To communicate with her customers, to share design ideas, fabric, embroideries, to take orders
- To increase her customer base, in India and abroad

## CHALLENGES

- Unaware that regional content is available on her phone
- Difficulty in using a smartphone due to lack of proficiency in English and knowledge of technology



## ABOUT RUPINDER

Rupinder owns a tailoring shop in Patiala. Following the Indian tradition of joint families, her daughter, son, and daughter-in-law stay with Rupinder and her husband, in the same (family) house.

A typical day begins with morning household chores. Once at her shop, Rupinder orders a cup of Chai and browses through images and YouTube videos on her phone, in order to learn more about the latest fashion trends to better serve her clients. The default language on Rupinder’s phone is English. However, since Rupinder only knows a few English words, she uses the voice-based search feature on Google, using English keywords to look for specific videos or photos.

“ If I have to search about Aari Work (a kind of embroidery), I say ‘hand work’ and then browse through the images that are shown in the results. I shortlist the designs and then give them to the tailor.

When it comes to international clients, Rupinder takes business orders through Whatsapp. While interacting with these customers, Rupinder relies on voice messages and images sourced from Google, or taken with a good phone camera.

Since Rupinder often clicks pictures of garments to send to her clients, a smartphone with a good quality camera, and a robust internet connection, are crucial for business success. Currently, she uses a Vivo phone because it offers the best camera specs within her budget. She is happy with her phone, which was selected by her son, based on her requirement and budget.

Rupinder was unaware about Wikipedia in Punjabi, but she is thrilled at the possibilities it can open up for her.

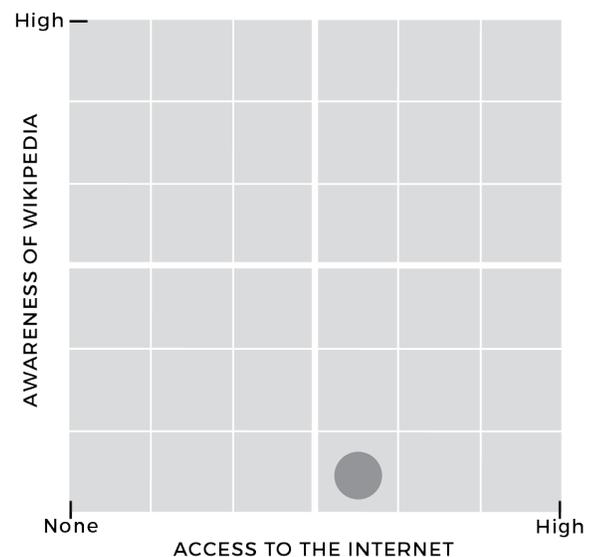
Rupinder wishes to find online content in Punjabi that is relevant to her research on fashion. She is frustrated at being limited to images and videos.



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# Sujay

## ENTHUSIASTIC NOVICE CONTRIBUTOR

Age 24, Male

Student

Pune, Maharashtra

Single

### Languages

Speaks - English, Marathi, Hindi

Reads - English, Marathi

### GOAL

**Contribute to Wikipedia articles to provide readers with more information on various topics**

## ABOUT SUJAY

Sujay spends a significant amount of time on his phone reading articles, especially on Wikipedia, to expand his knowledge.

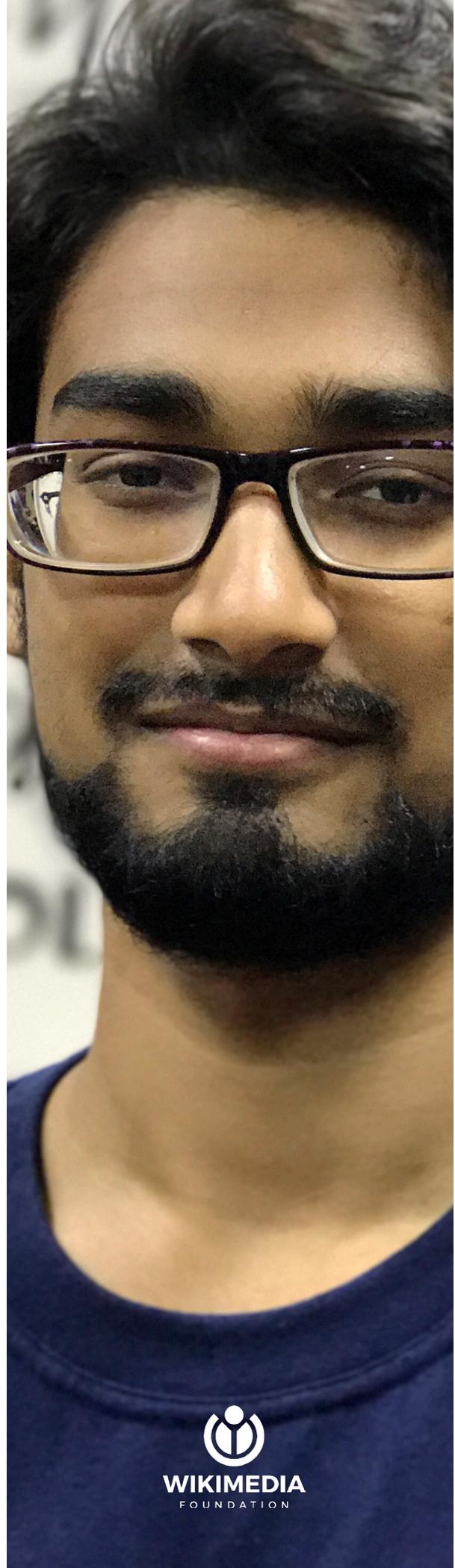
As an active participant of volunteering programs in his local community, Sujay realises the need to empower people through easy access to knowledge. This led Sujay to take up Wikipedia editing - an idea suggested by the volunteers he works with.

While using Wikipedia, Sujay often finds incomplete information and missing images. He wishes to change this situation, but struggles to use the mobile desktop UI while contributing edits.

“ I have so much information to contribute but I still don't know how to create a page. Even after attending a 4 hour lecture.

On his phone, Sujay uses the mobile desktop version, and not the app, because his friends taught him to use only the former. On the laptop, Sujay is still learning to edit Wikipedia articles, and spends a lot of time just trying to understand how the tools work.

Sujay would become a regular Wikipedia contributor if he found it easier to understand and use the Wikipedia editing tools.



## SUJAY : REGIONAL LANGUAGE CONTRIBUTOR



Pune University where Sujay is studying

### CHALLENGES

Editing the content on Wikipedia due to unintuitive UX  
Finding references or articles for the content to be edited

### DEVICES USED



Android  
Smartphone  
Samsung

Sujay reads Wikipedia to further his knowledge on subjects related to his course or interests.

He is fluent in English and Marathi and uses an Indic keyboard.

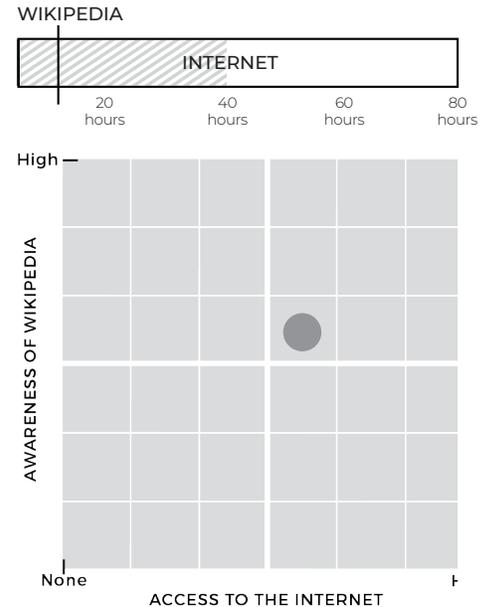
Like him, many of his acquaintances have been schooled in Marathi – for them, it is always a struggle to understand information available exclusively in English - which is often the case online. Sujay heard that Wikipedia is available in Marathi through the members of the volunteering programs he participates in. This motivated him to contribute by editing Marathi Wikipedia pages in order to make them more comprehensive.

Along with Wikipedia's UI challenges, poor network connectivity results in frequent loss of unsaved edits that increases his frustration. For Sujay, a mobile friendly Wikipedia editor would be a game changer.

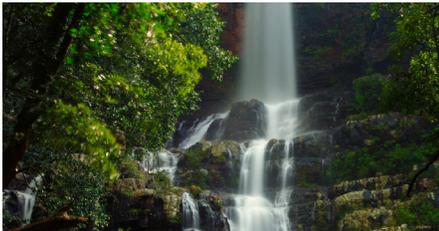
### TECHNOLOGY COMFORT LEVEL

Not at all	Comfortable	Very	Extremely
Always needs assistance	Sending emails, browsing internet, using software	Downloading & setting up own software	Advanced programming, building own software

### WIKIPEDIA USAGE



## SUJAY : PHOTO CONTRIBUTOR



Sujay loves taking photographs of the greenery around Pune

### CHALLENGES

Lack of training opportunities on Wikipedia editing tools

### DEVICES USED



Android  
Smartphone  
OnePlus 3



Laptop

Besides studying and spending time with his family, Sujay is busy contributing to environmental causes.

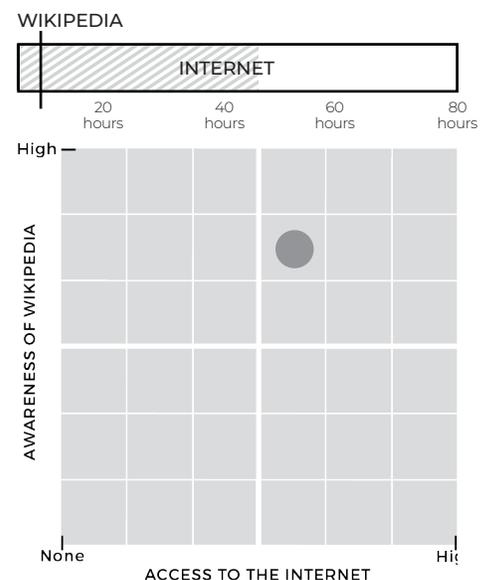
Sujay reads extensively on topics related to nature, the environment, and current affairs. An enthusiastic photographer, Sujay kickstarted his Wikipedia editing journey by uploading images of nearby geographical features such as rivers and lakes. He generally takes photos with his phone and professional camera, and edits them on his laptop before uploading. Sujay wishes to contribute to Wikipedia beyond images and basic edits, but he has to yet come across an easy editing tutorial.

Sujay is seeking training opportunities that will turn him into an efficient contributor; and enrich both his experience of Wikipedia and that of others.

### TECHNOLOGY COMFORT LEVEL

Not at all	Comfortable	Very	Extremely
Always needs assistance	Sending emails, browsing internet, using software	Downloading & setting up own software	Advanced programming, building own software

### WIKIPEDIA USAGE



# Sukhwinder

## REGIONAL LANGUAGE CONTENT SEEKER

Age 21, Male

Student, Bachelor of Art

Patiala, Punjab

Single

### Language

Reads - Punjabi, Hindi, English

Speaks - Punjabi

### TECHNOLOGY COMFORT LEVEL

Not at all	Comfortable	Very	Extremely
Always needs assistance	Sending emails, browsing internet, using software	Downloading & setting up own software	Advanced programming, building own software

### WIKIPEDIA USAGE



### DEVICES USED

 Android Smartphone  
Redmi

### GOALS

**To get information in Punjabi without having to grapple with English - a language he finds difficult**

- Access to information related to various topics in Punjabi language
- Stay updated about current affairs and politics
- Complete Bachelor's degree with good grades

### CHALLENGES

- Lack of online content in Punjabi language
- Difficulty in understanding content written in English



## ABOUT SUKHWINDER

Sukhwinder's Android phone is a gift from his father. He takes pictures to send back to his family. His hometown of Mansa in the state of Punjab is situated far away from the Punjabi University of Patiala where he is currently studying.

Punjabi University offers higher education in Punjabi, which is the regional language. Sukhwinder is among many bright young people who are held back by their limited English language skills; and the university is his ticket to a better life. He was very excited when his teachers told him that Wikipedia exists in Punjabi. He was even more pleased when he saw his own village mentioned there. His friends told him about the Google Indic keyboard for typing in Punjabi and he has been using it ever since.

“ During my bachelors, we had to take a test, or appear for an entrance exam and were unable to find anything, then I used Punjabi Wikipedia.

Sukhwinder likes to discuss interests and assignments with his friends. His active interest and major subject is Political Science. He uses the college library extensively while studying. Sometimes, he uses Punjabi Wikipedia - however, articles of certain iconic scholars such as Karl Marx, Aristotle etc. are not available. Therefore, he needs to rely on English Wikipedia which he finds difficult to read. He often ends up using Wiktionary to understand English words, but his usage is limited.

The university had a Wikipedia project to which he and his friends contributed by editing Punjabi articles. His friends continued to contribute after the assignment ended, but he gave up editing since it did not interest him much.

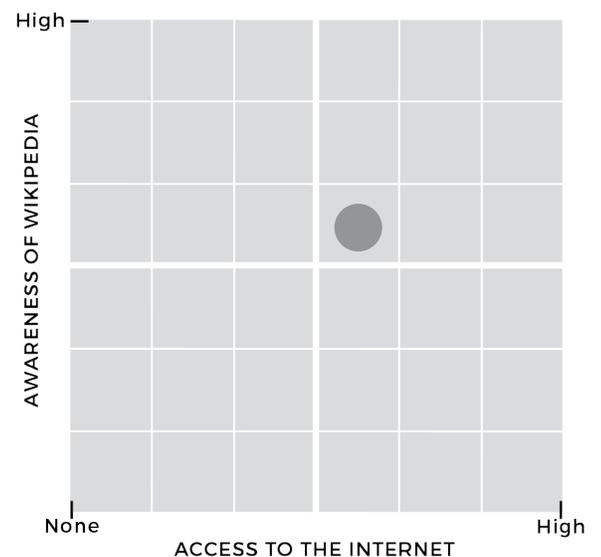
For someone like Sukhwinder, a richer, more comprehensive Punjabi Wikipedia would help him in his college education.



Sukhwinder spends a lot of his time in the library.



The college canteen is where Sukhwinder catches up with his friends.



# Sultana

## ARGUMENTATIVE ONLINE EXPLORER

Age 30, Female  
Marketing Manager  
Chandigarh  
Married

### Language

Speaks - English, Urdu, Hindi  
Reads - English

### TECHNOLOGY COMFORT LEVEL

Low	Comfortable	Very	Extremely
Sometimes needs assistance	Sending emails, browsing internet, using software	Downloading & setting up own software	Advanced programming, building own software

### WIKIPEDIA USAGE



### DEVICES USED



### GOALS

To be well-informed about current political issues and different topics of interest covering the world around her

- To back up her arguments and prove a point during discussions
- To research on work projects

### CHALLENGES

- Unclear understanding of content creation and contribution on Wikipedia
- Challenging to read some articles as they are too exhaustive and long



## ABOUT SULTANA

Sultana, a Marketing Manager, lives with her husband in Bangalore. Both of them use individual Android devices and laptops. Saba likes to read up on news and current affairs online, and is interested in politics, history and cinema. She is curious about what is happening around her and continuously searches for engaging content. She mostly consumes written information, but also watches Youtube videos. At work, she uses her laptop; while travelling, she uses her phone.

While travelling, mobile data is never a concern for her. She still saves interesting Youtube videos to watch offline later. She also downloads and saves work-related pdfs on her phone.

“ The organization (Wikipedia) should edit it time-to-time, the editing part should be with them, and not the users.

Sultana often lands on Wikipedia while researching interesting topics on Google. She cross-checks facts on Wikipedia to prove a point during discussions. Sultana is aware about the Wikipedia app, as she discovered it on the Play Store. After using it for six months, she uninstalled the app due to her limited usage and since she couldn't find any additional benefits over a Google search - which anyway leads her to Wikipedia .

Sultana finds the 'Edit' option on Wikipedia worrying, since she feels that the quality of information can be compromised if anybody is allowed to modify content. She believes that the Wikipedia content is authored by the Wikipedia team. Sultana feels that a 'Suggest' option will work better, where users can suggest modifications, which the Wikipedia team can then either accept or reject. On Wikipedia, Sultana only explores unfamiliar topics that she wants to learn more about - hence, she hasn't used the 'Edit' option. Moreover, the thought of changing a valid fact erroneously and thus impacting millions of readers scares her.



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