



Wikimedia Commons Usability Study

Final Report

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Table of Contents

Project Overview.....	3
Methodology	3
Testing Environment & Recruiting Criteria.....	4
Findings: Current Wikimedia Commons Upload Interface	5
Findings: Wikimedia Commons Prototype Upload Interface	7
Upload Wizard Step 1: Upload.....	7
Upload Wizard Step 2: Release Rights.....	10
Upload Wizard Step 3: Describe.....	12
Upload Wizard Step 4: Use	14
Upload Wizard: Global Issues	15
Licensing: User Comprehension	16
Findings: Wikipedia Add Media Wizard Prototype	19
Add Media Wizard Step 1: Search.....	19
Add Media Wizard Step 2: Edit	20
Add Media Wizard: Browsing, Navigation, and Image Placement	20
Conclusions	22
Usability and Comprehension.....	22
Next Steps.....	22
Appendix A : Testing Script.....	24
Appendix B: Participant Grids.....	34

Project Overview

The Wikimedia Foundation asked gotomedia to conduct a series of usability tests to evaluate new prototypes for the Wikimedia Commons upload process and for a new Add Media Wizard to facilitate adding images to Wikipedia pages. Both prototypes were new, and this was the first time they had been formally tested with users.

Methodology

Sessions began with a brief interview about participants' computer use in general, and their past experience with Wikipedia and Wikimedia Commons. Sessions then progressed to Usability Testing. In Usability Testing, participants from a representative sample of website users are observed as they perform a set of predetermined tasks from a script. The 60-minute sessions were led and moderated by an experienced User Experience Specialist.

Participants were asked to perform the following tasks:

- **Upload an image through the current Wikimedia Commons interface.** (Five users only)
An image was provided for participants to use, as if it were their own work.
- **Upload an image through the prototype interface.** (All users)
An image was provided for in-person participants. Remote participants were asked to use any image file from their own computer.
- **Upload a “found” image using the prototype interface.** (All users)
A photo blog page was created, with author and licensing information clearly displayed, to facilitate the found image upload scenario. Participants were directed to this photo blog page to complete the “found” image upload task.
- **Add the uploaded image to a Wikipedia page.** (All Users)
From the final “Use” step of the prototype upload process, users were asked to add that image to the San Francisco page on Wikipedia (in the prototype environment).
- **Use the Add Media Wizard prototype to add an image to a Wikipedia page.** (All users)

Throughout the session, the UX Specialist asked additional questions to clarify and expand on participant responses. This process helps create an understanding of how users interact with the website and illuminates potential usability problems.

The interview scripts were developed by a gotomedia User Experience Specialist and are outlined in Appendix A. Participants were chosen based on the segmentation agreed upon by gotomedia and the Wikimedia Foundation, including users who had moderate, limited, and no experience with Wikimedia Commons.

Testing Environment & Recruiting Criteria

Five participants were interviewed at Fleishman Field Research in San Francisco on June 17, 2010. Six additional participants were interviewed remotely via web conference on June 22nd, 2010, and one additional remote participant was interviewed on June 14th, 2010. Remote participants were all from the continental US. Participants were selected according to the target demographics defined in cooperation with The Wikimedia Foundation.

The participants were divided into three primary groups: Wikipedia users with no Wikimedia Commons experience, Wikimedia Commons users with limited uploading experience, and Wikimedia Commons users with moderate uploading experience. The recruiting criteria are outlined below. Participant grids are available in Appendix B.

- **4 participants from Group 1**
- **3 participants from Group 2**
- **5 participants from Group 3**

Group 1 – Limited Upload Experience

- Have uploaded less than 10 images and/or videos to Wikimedia Commons.
- OR -
- Have attempted to upload images or video, but were not successful.

Group 2 – Moderate Upload Experience

- Have uploaded between 10 and 100 images and/or videos to Wikimedia Commons.

Group 3 – No Upload Experience

- Have never attempted to upload media to Wikimedia Commons. (Editing of Wikipedia articles is OK.)
- Do NOT have a user account (username and password) at Wikipedia.

Findings: Current Wikimedia Commons Upload Interface

In order to establish a baseline for usability, and to document the current interface, five participants were asked to use the current Wikimedia Commons Upload Interface to upload an image. For in-person participants, an image file was provided for the participant to upload. Remote participants were asked to upload any image file from their own computer.

Participants rated the interface a 3.8 for “ease of use” on a scale of 1 to 10. All participants gave the interface relatively poor marks for “ease of use.” On a scale of 1 to 10, ratings ranged from 2.5 to 5, with an average score of 3.8.

“I’d give it a 5. It wasn’t necessarily difficult, but there were parts of it that left me a little lost.” -Carmen, 25, Student.

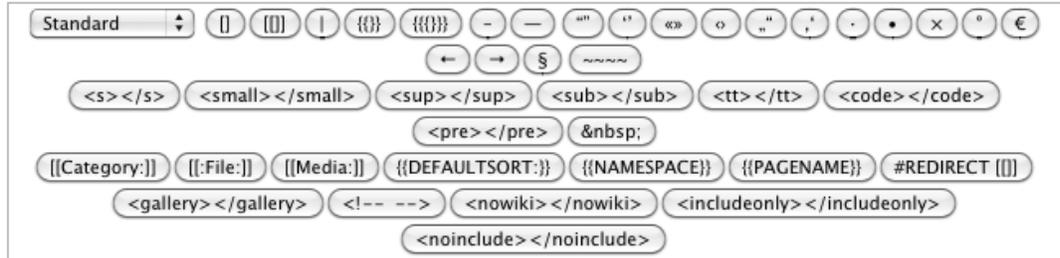
Too much text. All participants who saw the current interface used phrases such as “too much text,” “text heavy,” and “pages of text” to describe the interface. The current interface for uploading original work presents detailed instructions and guidelines for uploading files at the top of the page, and the full uploading form at the bottom of the page, below the fold. At first glance, none of the form fields are visible, and the page truly is all text. This proved to be intimidating to users, many of whom said that they would have been unlikely to continue with the upload were they not participating in the study.

“It was a real turnoff to engage in uploading a file and the first thing they sent me to was a page that was really text heavy with warnings. The message really is ‘You might not know what you’re doing so you better not upload it.’” -Elina, 28, Graphic Designer

The presence of wikitext, without clear instructions, intimidated users. All of the participants who tested the current interface had limited or no experience with editing Wikipedia. These users were understandably intimidated by the wikitext that they encountered in the upload form, and the help content that was provided effectively confused users even more. Some examples:

- In the case of original art, the Original Source field is pre-populated with “`{{own}}`”. The help text for this field says, “This should be already pre-filled with text indicating that this is your work. If not, enter ‘Own work’.” Note that the suggestion in the help text does not match the text that is pre-populated.

- Once users scrolled down to the very bottom of the page, they found this box of shortcuts, presumably intended as a helpful resource to assist users in entering wikitext into the form:



But there is no explanation of how this resource should be used. Even for those participants who had some experience with wikitext, this box brought up feelings of dread rather than reassurance.

- The Licensing field, arguably the most important field in the form, sits at the very bottom of the form, directly below the wikitext shortcuts. The default selection for this field says “None Selected. (add a license tag in the summary box above, or this file will be deleted)” But the form has no field labeled “summary,” and there is no information about what a “license tag” is.

These are just a few examples of the many inconsistencies and confusing instructions in this form.

“Authors, tags and syntax, some people would be turned off by all this. At my level of knowledge I wouldn’t really know how to edit this part. There’s a real learning curve to upload it properly.” – Alexandra, 54, Treasure Hunt Designer

Findings: Wikimedia Commons Prototype Upload Interface

All participants were asked to use the prototype interface to upload an image as if it were their own work. For in-person interviews, users were provided with a selection of images of the Golden Gate Bridge on the testing machine. For remote interviews, participants were asked to use any image file from their own computer.

All participants were then asked to upload a 'found' image from the web. For this task, participants were referred to a photo blog page that was created for this test. The blog page included a photo of the Golden Gate Bridge, with the author and licensing information clearly displayed on the page.

All participants who saw the current interface vastly preferred the prototype. From the moment that the upload wizard loaded, users were immediately more comfortable with the prototype than they had been with the current Commons upload interface. Some participants who did not go through the current interface during testing had some previous experience with the current upload process. These users also preferred the prototype to their memory of the interface they had used in the past.

"I can already see that there's a lot put in place to be a lot more encouraging and guiding for the user." – Elina, 28, Graphic Designer, on page load of the upload wizard.

Participants rated the interface an 8.9 for "ease of use" on a scale of 1 to 10. All participants gave the interface high marks for "ease of use." On a scale of 1 to 10, ratings ranged from 7 to 10, with an average score of 8.9.

"Oh, this was great. This was a 10, easily. I'm actually very happy through this process. It brings me a little bit of joy, and makes me want to upload more files." – Jichen, 27, Videographer

"A 10! It was easier than I think any sort of file upload I've ever used. Very straightforward." - Cassie, 29, Student

Upload Wizard Step 1: Upload

Upload wizard



Welcome to Wikimedia Commons, a repository of images, sounds and movies that anyone can freely download and use. Add to humanity's knowledge by uploading files that could be used for an educational purpose.

[Click here to upload a file](#)

Upload wizard



Welcome to Wikimedia Commons, a repository of images, sounds and movies that anyone can freely download and use. Add to humanity's knowledge by uploading files that could be used for an educational purpose.

golden_gate_and_fog.gif

[Add another file](#)

[Upload files and continue](#)

The first step of the upload wizard was well received by all participants. Participants really liked the visual representation of the upcoming 4-step process. None experienced any difficulty at this step.

"It's nice to have all the steps laid out for you, like explanations of how to do things that are visually clean." – Erin, 27, Environmental Planner.

"First thing I'm noticing, I'm seeing this bar. I like that because it tells me there are 4 things, there's a process and it tells me where I am in the process." – Candy, 49, Business Consultant

Users want more information about the status of the upload. Several participants commented that they would like to see more status information and an option to cancel during the actual file upload. During testing,

most users saw just a rotating “uploading” indicator, with no true progress bar to indicate the current percent complete. We did see an actual progress bar on a couple of occasions, but in most cases it simply did not display quickly enough in the current implementation. Two users also wanted a ‘Cancel’ button, in case the upload gets hung up.

Recommendations: Improve the performance of the upload progress bar so that it displays immediately and accurately during the file upload. Include a ‘Cancel’ button to allow users to stop an upload, should the upload freeze up.

Intro text should be more appropriate to the situation. One user commented that the “Welcome to Wikimedia Commons...” copy is unnecessary here. Presumably, if a user has already clicked “Upload a file,” then they already know what Commons is and are ready to contribute to it. Conversely, another user commented that the copy reassured him and made him feel good about the uploading task he had already decided to do.

“Okay why did I really need to know that? Those two sentences tell me why I’m going to do it. I think that should be on a page before this.” – Candy, 49, Business Consultant

Recommendations: The “Welcome to Wikimedia Commons...” message would be more appropriate at the Wikimedia Commons home page. But some short introductory sentence more suited to the upload task at hand would be appropriate here.

Participants wanted to be able to upload found work via the URL. When participants were asked to upload work that was ‘found’ on the web as opposed to their own work, some expected to be able to do so by entering the URL of the image. Instead, they found that they had to save the image to their hard drive and then upload it.

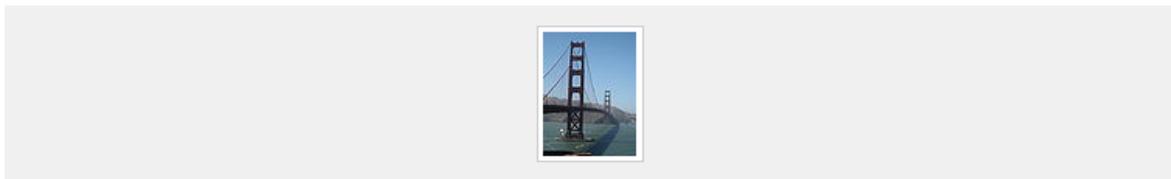
Recommendations: Allow users to enter the URL of an image in order to upload it to Commons.

Upload Wizard Step 2: Release Rights

Upload wizard



This site requires you to set a license for uploaded files, so everyone can legally reuse them for any purpose.



Set a license for the above file:

This file is my own work.

I, , the copyright holder of this work, hereby irrevocably grant anyone the right to use this work for any purpose, as long as they credit me and share derivative work under the same terms.

This means you release your work under a Creative Commons Attribution ShareAlike license.

[Use a different license](#)

This file is not my own work.

Next

The pre-selected default license was well received. All participants easily navigated the first portion of the Release Rights step, selecting “This file is my own work.” Users appreciated that a license was recommended for them. Most indicated that they would be inclined to use the recommended license. Some were more concerned with the specifics of the licenses than others, but all appreciated the guidance provided by the recommendation.

“I’ve got a suggested license option, nice. That’s good.” – Ian, 40, University Professor

Some users missed some interface elements. Some users did not immediately see the “Use a different license” link. As a result, some got through the upload process without being conscious of the fact that they had actively made a decision about licensing. Two participants noted that the font used for the message “This means you release your work...” is too small to read comfortably.

Recommendations: Improve the legibility and prominence of these interface elements.

Upload wizard



This site requires you to set a license for uploaded files, so everyone can legally reuse them for any purpose.



Set a license for the above file:

This file is my own work.

I, , the copyright holder of this work, hereby publish this work under the following license(s):

- Creative Commons Attribution ShareAlike 3.0
- Creative Commons Attribution 3.0
- Creative Commons CC0 Waiver
- Public Domain (US)
- GNU Free Documentation License

[Use the recommended license](#)

This file is not my own work.

Next

Users need more information about specific licenses. Nearly all users mentioned that they would like to see more information about the licenses at this point. The distinctions between licenses were not clear to users. Suggestions varied about how best to display that additional information, including rollover tool tips, short descriptions displayed on this page, links out to 'learn more', and combinations of these.

"I would like more explanation about each license. Links would probably be good. Maybe a hover-bubble, with simple language. It would be nice to have more detail on licenses." –John, 45, High School Teacher

"Maybe a brief description of what each one is probably a good idea. I'd like to see a 1-liner under each one, or maybe a pop up window." –Elina, 28, Graphic Designer

Recommendations: All participants responded positively to this relatively sparse, uncluttered interface, so long detailed descriptions on this page are not recommended. If the specifics of these licenses can be meaningfully summarized in a single sentence, then displaying a descriptive note beneath each license would be appropriate. If meaningful summaries cannot be displayed on the page while maintaining the

clean, uncluttered look of the interface, then descriptions should be displayed on rollover. Wherever descriptions are displayed, they should remain as brief as possible, and end with a link to 'Learn More'. 'Learn More' links should display more detailed license information in a new window, so that users do not lose the work they have already completed in the upload wizard.

In addition to descriptions of each license, it is highly recommended that a link to 'Compare Licenses' be provided. This link should open a page in a new window that displays an easy-to-read comparison chart, summarizing the differences between the most common licenses.

Users should not be able to select mutually exclusive licensing options. While it is possible to publish an image under multiple licenses, it is not possible to release an image to the public domain and simultaneously limit use under a specific license. When Public Domain is selected, other licensing options should be grayed out.

Upload Wizard Step 3: Describe



Generally, the Describe step of the wizard was successful, but there are a few things that could be done to improve usability.

Three of twelve users missed the opportunity to change the file name. These users either did not see the field, or they were confused by the field label. Some users did not equate “Title” with “File name.” The larger profile of the Description field may have contributed to the tendency of users to miss the Title field below it.

Recommendations: Move the Title field to the top of the form, above Description. Include the words “File name” in the field label.

Provide an example of a good Description. One participant had a particularly good suggestion for this step. She wanted to see an example of a good description.

“I don’t necessarily want to ‘learn more’ about descriptions, so just give me your best example. I like to benchmark stuff, so if you give me an optimum example, then I can go, ‘Ah! That’s what they’re looking for.’” – Candy, 49, Business Consultant

Recommendations: In the tooltip text for the Description field, include a link that says “See an example.” The link should open a new window that displays a typical photo for Commons, with an accompanying optimal description. Additional instructions on how to craft a good description can be included on the page as well, but below the example, which should appear at the top of the page.

The calendar needs better navigation. Participants appreciated the popup calendar that allowed them to select the date, but they felt limited by the navigation options available there. The calendar only allowed navigation forward or back one month at a time.

Recommendations: Provide users with the ability to more easily select dates. The year and month should be selected in separate fields. If forward and back arrow navigation is provided, ensure that users can move forward and back by month and by year.

Upload Wizard Step 4: Use

Upload wizard

Upload Release rights Describe **Use**

Thanks for uploading!

You can now use this file on sites like Wikipedia, or link to it on the web.


File:Golden gate bridge from south shore.jpg.jpg

To use the file in a wiki, copy this text into a page:

```
[[File:Golden gate bridge from south shore.jpg.jpg|thumb|Add caption here]]
```

To link to it in HTML, copy this URL address:

```
http://commons.prototype.wikimedia.org/wiki/File:Golden_gate_bridge_from_south_shore.jpg.jpg
```

Upload more files
Go to wiki home page

Comprehension of the final Use step was high. Participants received this page well, and generally understood its function. Users who were unfamiliar with (or intimidated by) wikitext appreciated that the code to insert the image into a Wikipedia page was provided. Some users were unsure how they would get back to this information if they did not use it right away. One user who had missed the opportunity to rename the file in the Describe step attempted to edit the file name of the image in this step.

"I wouldn't know how to get this back. Ideally there would be a box that says where all this information is, how you get back to this information." – Candy, 49, Business Consultant

Recommendations: Presumably, as users become more familiar with Commons and the features that come along with having an account, the confusion about how to retrieve this information at a later date will lessen. But a reminder that this information will be available from within users' Wikimedia accounts would be helpful to new users. To avoid any chance of confusion, make the text fields on this page selectable, but not editable.

Users were generally successful in adding the image to a Wikimedia page. Participants were asked to add the image of the Golden Gate Bridge that they just uploaded to the Wikimedia page for San Francisco. Editing through wikitext is a significant challenge for new users, and time constraints necessitated guiding users through some portions of this task. But users clearly understood without prompting that the code provided at the Use step of the wizard was to be copied and pasted into the appropriate section of wikitext on the target page in order to add the image to the article. Proper placement and formatting with captions presented significant challenges for users who had not edited before, but all understood the basic idea.

Recommendations: The participant who had the most previous experience with Wikimedia Commons (with approximately 100 uploads under his belt) suggested that the wikitext provided in this step should be more robust, including Alt Text and Caption information. These options could easily be added to the 'More options' section of the Describe step of the wizard. Doing so would help encourage more complete data for Commons images used on Wikipedia.

Upload Wizard: Global Issues

Popup help was well received by new users.



Several users commented specifically that they liked the way help text would pop up when they clicked in a text field. On the other hand, users often were looking for help on page load, and did not realize that help was available until they clicked within the text field. The popularity of the popup help feature may also fade with time. Particularly for users who are uploading many images, the constant popup help may become annoying.

Recommendations: Help content should be activated when users roll over or click a help icon. If help icons are present on the page, then users will know that help is available as soon as the page loads. This will generally give users more control over their experience. Help will always be available when they need it, but they do not have to view it every time they click on a text field.

Some users attempted to navigate by clicking on the wizard progress bar. Three of the twelve participants attempted to click on the 4-step progress bar, in order to navigate back to a previous step. While the issue only arose for a quarter of our participants, and those users were not particularly bothered by the fact that they could not navigate in this manner, their experience did point up the fact that there is no way to back up in the wizard. If users click the browser's back button, then they are taken back to the beginning of the wizard, and they lose their work.

It is unclear how often users might want to go back to a previous step in the real world. In the testing environment, people were naturally more curious and thoughtful about the process as a whole, and that may account for their desire to go back and look at a previous step. But it is clear that if users attempt to go back using the browser's back button, they will lose their work, which is a particularly bad user experience.

Recommendations: Providing a back function within the wizard would help to minimize the potential for lost work due to use of the browser's back button. There is no valid use case for going back to step 1 of the wizard. Once a file has been uploaded, there is no reason to go back to that step. But in each of the following steps, there are cases where a user might reasonably want to go back and revisit the license they chose or the description they entered, etc. Therefore, an option to go back within the wizard would be helpful on steps 3 and 4.

Links must open in new window. In its current incarnation, there are no links within the wizard that lead to external pages. But it is clear that users will need access to more information at certain steps in the upload process.

Recommendations: In order to provide access to that information without adding distracting clutter to the wizard interface, links to external pages will be needed. When these links are added, it is essential that they open in new windows. Any link that opens within the wizard window will result in lost work for users.

Licensing: User Comprehension

The one weak spot with the new upload interface was not in the upload wizard itself, but in participants' comprehension of the licensing decisions that they made during the upload process. In its current incarnation, the upload prototype represents a huge improvement in terms of usability. The interface is much cleaner and friendlier than the existing Commons interface, and user comprehension of how to upload images seems greatly improved. But more work needs to be done to ensure that users have access to the information that they need to make informed decisions about licensing, and that they understand the decisions that they make during the upload process.

Users need more information about licenses. This was covered in more detail in the Upload Wizard Step 2: Release Rights section of this document, but it bears repeating. The current prototype interface does not provide adequate access to information regarding licenses. Users need easy access to details about each license, along with tools to help them differentiate and compare licensing options, at the time when they are selecting a license. Access to these additional sources of information must be provided without interrupting the upload task, and without causing users to lose their previous work. See Upload Wizard Step 2: Release Rights above for more detailed recommendations.

Participants did not understand the irrevocable nature of the decisions they made during the upload process. Participants were asked, “Could you change your mind a year from now and remove your image from Wikimedia Commons?” and, “Could you change the terms of the license a year from now?” These questions were most often greeted with uncertainty. A few participants, usually those with some previous experience with Wikimedia Commons, correctly understood that they could not remove an image later. But most users were unsure.

“I would hope (I could change the license.) If I take my time to upload my image, I would hope to be able to control that image.” –Cassie, 29, Student

Potential Strategies: The word ‘irrevocable’ should be used more prominently in the interface. Consider adding a confirmation popup dialog at the moment when users are committing to a license. When a user clicks [Next] to complete the Release Rights step of the wizard, a confirmation dialog box could appear, reiterating the license selected, and stressing the irrevocability of this decision. Further testing is recommended to determine the optimal messaging and appropriate level of detail for this dialog. Does the dialog need to restate the basic terms of the license, or is it enough to refer to the license by name here?

A similar dialog could be employed at the beginning of the upload process to stress the irrevocability of donating to Commons, and then a second dialog at the Release Rights step could stress the details of the license chosen.

Participants were often unclear about the details of the license that they had just chosen. Participants were asked, “If someone were to use the image you just uploaded publicly, would they need to credit you?” Again, many responders were unsure. Despite the fact that they had just selected a license (in most cases the default Creative Commons Attribution Share Alike license) that specifically addresses attribution.

"I didn't think about that, but now that you mention it, I would imagine they don't." -Jicheng, 27, Videographer

Some participants thought of Commons as a place to 'share' rather than 'donate'. In questions regarding their expectations of Commons, participants often made comparisons to services like Flickr, Yahoo Groups, and other 'community' sites and services where members contribute content to online forums and media repositories. On the one hand, these comparisons are inevitable, because these community services are so commonly used, and Wikimedia Commons is relatively unique in its purpose. There are not any other commonly known forums in which users donate their work for the public benefit in such an irrevocable way. But the comparisons also help to illuminate one of the challenges faced by Wikimedia Commons: how to make clear to users that they are giving away control of their work when they contribute to Commons.

"You should have the option to go back and change the pictures. I mean its like on Face book: if I put something up I should be able to take it down later." -Carmen, 25, Student

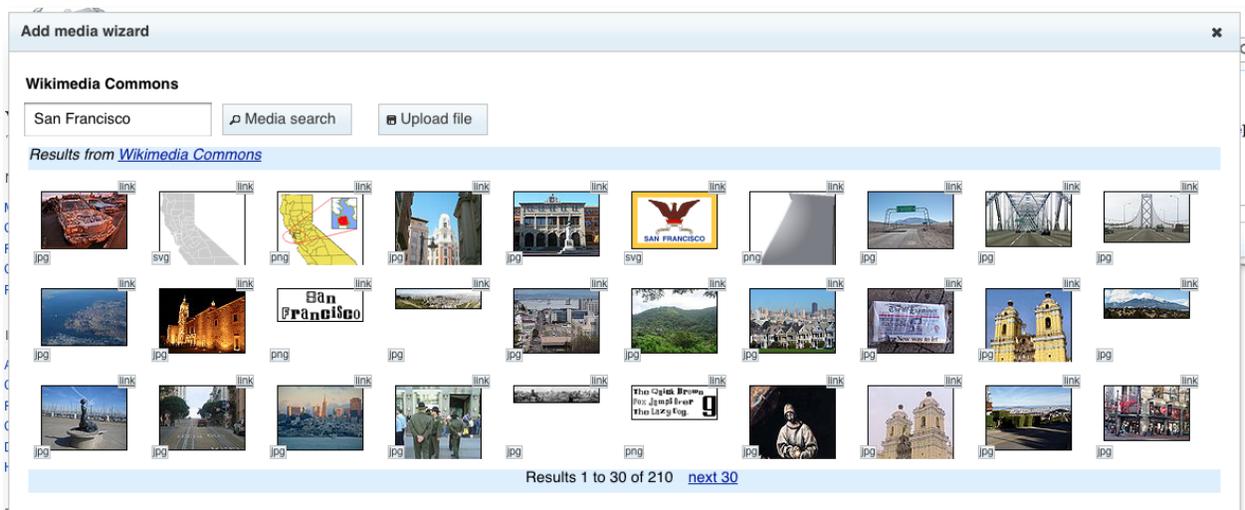
Recommendations: The process of adding to Wikimedia Commons is most often referred to as 'contributing.' Users are encouraged to 'contribute' their work, and their works are referred to as 'contributions.' Consider using the word 'donate' in place of 'contribute'. The word 'donate' has a more permanent connotation than 'contribute'. People understand that when they donate something, they are giving it away forever. In contrast, people can 'contribute' to an effort or cause, and retain some influence over their contribution. Framing additions to Commons as 'donations' rather than 'contributions' may help to increase users' understanding of the irrevocable nature of adding their work to Wikimedia Commons.

All participants understood the importance of attributing found work. When participants were asked to upload a 'found' image from the photo blog, they all understood immediately that they needed to attribute the work to the author, and assign the same license that the author had specified. This was an encouraging indication that participants had a basic understanding of the issues surrounding contribution of another person's work. In the testing scenario, the author and licensing information were prominently displayed on the photo source page, which will not always be the case in the real world. But the fact that all participants referred to the source page to find this information was encouraging.

Findings: Wikipedia Add Media Wizard Prototype

Participants were asked to use the Add Media Wizard prototype to add an image of the Golden Gate Bridge to the Roads and Highways section of the San Francisco page on Wikipedia. In the interest of time, participants were directed to the Add Media Wizard button. Therefore, this study did not evaluate users' ability to find the button, or the effectiveness of the icon.

Add Media Wizard Step 1: Search



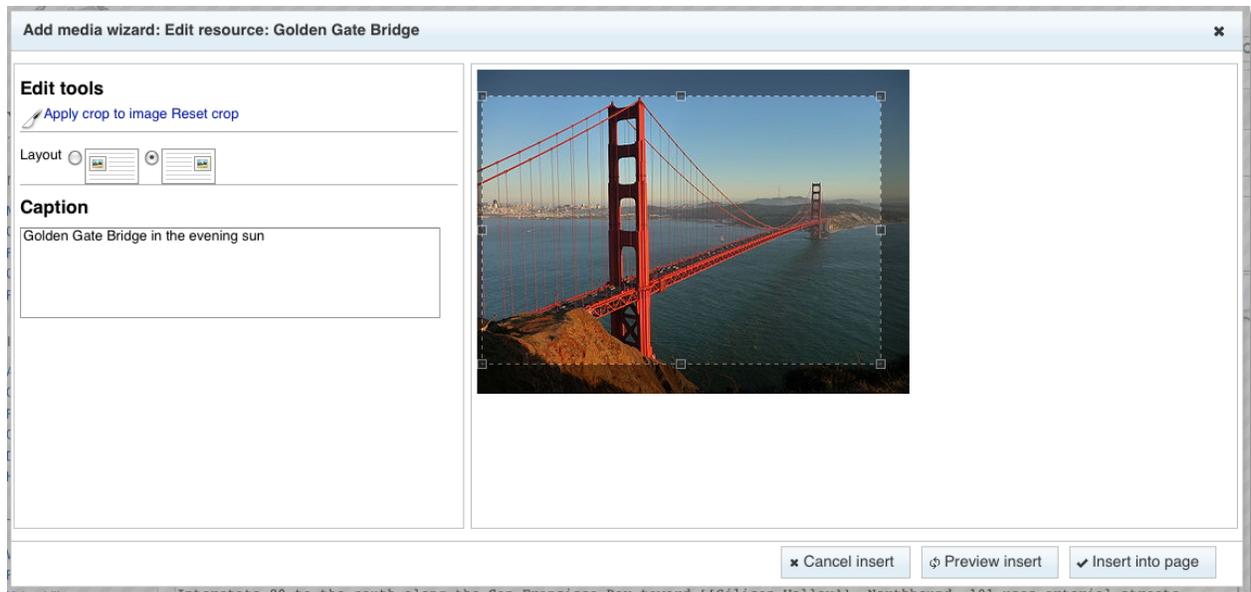
Add Media Wizard paradigm easily understood. Participants immediately grasped the way the wizard works. All users understood immediately that the images were coming from Wikimedia Commons. When asked to find an image of the Golden Gate Bridge, most participants immediately entered the term in the search field. A few navigated forward using the 'next 30' link a few times first, but all eventually found and successfully used the search function without prompting.

"This is quite nice. I can crop, have the picture on the left or right, it lets the text flow nicely so that pictures aren't all on one side." – Laura, 21, EMT

Recommendations: Participants did have some useful recommendations for the Add Media Wizard. One user expressed concern that making it easier to insert images might encourage inappropriate or excessive use of images. He suggested a cautionary statement be included suggesting just one image per article section, or a message like "Does this image really add to the article?" Any message should be

minimal however, so as not to clutter the interface. Another option would be to add a link to “Image policies” or “Proper use of Images” that would display guidelines in a new window.

Add Media Wizard Step 2: Edit



The crop tool was used successfully, but could use improvement. Participants figured out how to use the crop tool after minimal experimentation. Several had trouble finalizing the crop however. They simply did not see the “Apply crop to image” link.

Recommendations: Move the “Apply crop to image” link closer to the image itself. It should sit in the cropping pane, either below or to the right of the image.

The Layout tool appeared easy to use, but tests were inconclusive. At the time of testing, there appeared to be a bug in the wizard that prevented proper placement within the article using the Layout tool. However, participants easily understood the layout tool’s intended effect and attempted to use it. Assuming that it can be made to function as expected, this tool appears to be intuitive and useful.

Add Media Wizard: Browsing, Navigation, and Image Placement

Use of the back button caused users to lose work. A few times, users clicked the browser's back button in order to go back and choose a different image. This led them back to the Read version of the article, and so they lost whatever work they had accomplished in the wizard. The [Cancel insert] button would have accomplished the desired effect, which was to go back one step and view the image grid a second time. But participants did not use this button. They either did not see it, or they may have assumed that a Cancel action would close the entire wizard.

Recommendations: Change the label on the [Cancel insert] button to read [Back], [Previous], or [Go back] to better reflect the action that will take place.

The wizard does not offer access to images from one's own account. Two participants pointed out that they could not easily access the images that they had recently uploaded. In reality, they were working in a different prototype environment than the one in which they had contributed images, and so the recently added images would not have been available. But their point remains valid. The interface offers a way to search all of Commons, and offers the opportunity to upload a new image, but it does not provide access to images associated with a user account.

Recommendations: In addition to the [Media search] and [Upload file] buttons, add a button for [My images] or [My contributions] that will open a gallery view of all images uploaded by that user. Images should be displayed chronologically, with the most recently added image displayed first, with the option to search as well.

Participants were unclear where the inserted image would be displayed within the article. Images added through the Add Media Wizard are inserted into an article in the location where the cursor was placed when the wizard was launched. In our tests, participants were rarely conscious of where their cursor was when they launched the wizard. Therefore, they had trouble finding the code for the image they had just inserted upon completion of the wizard, and they were unsure where the image would appear in the Read version of the article.

Recommendations: The best-case scenario would be to allow users to drag and drop the image to a new location in the article in the Preview view. Even when users are aware of their cursor placement, it is still difficult to visualize how the image will appear on the page. The ability to move the image around during the Preview step would greatly improve usability.

Conclusions

Usability and Comprehension

All participants who saw both the current Wikimedia Commons upload interface and the Upload Wizard prototype vastly preferred the prototype, and with good reason. Users found the current interface unnecessarily intimidating and cumbersome. One user went so far as to say the interface left him feeling “hurt and suspicious,” and another noted that the copious warnings in the interface left her feeling like she’d better not upload anything because she may not know what she is doing.

In contrast, the Upload Wizard prototype was very warmly received. Among those participants who had just used the current interface, an audible sigh of relief was often the first response upon seeing the first step of the prototype. All users understood what was expected of them during the upload process. All appreciated the clean uncluttered feeling of the layout, along with the top progress bar that laid out the upcoming steps and marked their location within the larger process. The prototype effectively removes wikitext from the upload process completely, which should be a goal for all Wikimedia Usability Initiative projects.

While participants used the prototype with relative ease, their comprehension of the licensing decisions they made during the upload was sub-optimal. It should be noted that there was no significant difference in licensing comprehension between users who saw only the prototype and those who saw both the prototype and the current interface. In the current interface, users were inundated by too much text, and so they did not read very much of it. In the prototype, users simply were not provided with the information that they needed to understand the licensing options. It would appear that comprehension for users who saw the current interface was no better than for users who did not.

Next Steps

The Upload Wizard prototype represents an excellent start on a new interface for uploading images to Commons. Going forward, efforts should be concentrated in two areas: making the interface more robust and reliable, and providing better access to licensing information and decision-making tools.

There were a few features missing from the interface at the time of testing, and performance issues hindered users’ experience as well. The progress bar did not display for most users during upload for example. Category selection was missing from the interface altogether. Now that a good solid infrastructure has been built for the

interface, it is time to fill it out with a complete feature set and shore up the code to eliminate bugs and performance issues.

On the messaging front, the interface needs to provide access to more complete information about licenses without falling into the same traps that hampered the UX in the current interface. Wikimedia needs to provide just enough information within the wizard, along with access to information outside the wizard, to empower users to make informed licensing decisions, and without spoiling the clean uncluttered interface that our participants so clearly enjoyed. A change in the way uploads are described ('donations' instead of 'contributions') may also help user comprehension.

The Add Media Wizard prototype also represents a great improvement for Wikipedia and Wikimedia Commons. The wizard removes a lot of the direct manipulation of wikitext that is currently required in order to add an image to an article. The wizard will also raise awareness of Commons and the vast resources available there. Many Wikipedia users are completely unaware of Wikimedia Commons. When implemented, the Add Media Wizard will make contextually relevant content from Commons available to Wikipedia editors from within the editing interface. This should significantly improve the synergy between the two projects. Going forward, the relatively minor changes outlined above will improve usability.

Appendix A : Testing Script

Introduction and Setup (10 minutes)

PROTOTYPE & CURRENT

I. Greeting, Permission to Record

Hi, I'm [MODERATOR NAME], thanks so much for coming in today!

For In-Person Sessions:

Before we get started I want to tell you about our recording setup. Basically we're going to be recording both your computer screen, and your face through that camera, and then our audio conversation. Those recordings are going to be posted on the internet under Creative Commons licensing, so they'll be available for anyone who's interested in this research to view at least part of them. Do you have any questions?

II. Overview

Great, let's talk a little about what we're going to be doing here today. We're collecting feedback on Wikimedia Commons. Basically, I'll ask you some questions and then watch you use the web site. The whole thing will take about an hour.

Your job is really easy: you just have to be yourself and act as you naturally would. I did not design this website, and I don't actually work directly for Wikimedia Commons. I'm just collecting feedback, so I promise nothing you say could hurt my feelings! As you use the site, please be honest with your positive and negative thoughts. There are no right or wrong answers. You are not being tested; the Wikimedia Commons website is being tested. Feel free to ask questions during the test, but I may or may not be able to answer them.

III. Background Questions

So let's get started with a few quick background questions.

1. Please tell me a little about yourself. What do you do? Where are you from?

[RESPONSE]

2. Tell me about how computers fit into your day. How much time do you spend online? Do you publish a website or blog? Do you upload images or video to sites like Facebook, Youtube, Flickr, etc?

[RESPONSE]

3. Tell me about your experience with Wikipedia. How often do you use the website? Have you contributed to Wikipedia before?

[RESPONSE]

4. Tell me about your experience with Wikimedia Commons. Are you familiar with the site? How often do you use the site? What do you use it for?

[RESPONSE]

5. Have you ever uploaded images or other media files to Commons?

[RESPONSE]

If 'yes': Tell me about that. What were you uploading? How was the upload process?

[RESPONSE]

If 'no': Have you ever considered uploading something or attempted to upload something before? What happened or Why not?

[RESPONSE]

If participant clearly has no experience with Commons: Have you heard of Wikimedia Commons before? What do you think Wikimedia Commons is?

[RESPONSE]

Explain if necessary: Wikimedia Commons is a database of freely usable media files, which anyone can use, and to which anyone can contribute. It currently holds 6.8 million files.

Tasks & Testing (45 minutes)

Next I'm going to ask you to do a couple of tasks. As we do this, there's one thing that I would like you to keep in mind. Please "think out loud" as you use the web site today. Talk to me about what you are doing, what you are looking for as you do these tasks. This will help me to understand your process as you complete the tasks. And, if you get to a point where you would naturally stop working, let me know.

Do you have any questions before we continue?

I. Current commons upload interface (15 minutes)

6. Do you have a Wikipedia account?

If not, moderator will provide them with preset credentials. User logs in.

OK, I have a page of links here that we will use during our test today. First, let's go to the Wikimedia Commons link. Please login as _____/_____.

Let's imagine that you recently took a vacation to San Francisco, and you would like to add some of your photos of the Golden Gate Bridge to Wikimedia Commons. So I'd like for you to click "Upload file" in the left column.

7. [Commons:Upload] Now talk to me about this page. What is going on here? What would you do next?

[RESPONSE]

8. [Upload your own work] And again, what is going on here? What would you do now?

Allow user to fill out form however they wish. Prompt user to explain what they understand about each field. What do they understand about licenses? Select the recommended license, and upload.

[RESPONSE]

9. [Success page] What is this page telling you? Now that you have uploaded this image, what do you think happens to it? Do you think other people can use it? How might they use it?

10. [Success page] What would you do now?

11. On a scale of 1-10, how easy was this interface to use? (1 is very difficult to use and 10 is very easy to use.)

[RESPONSE]

12. Was there any part of that process that you thought was particularly confusing?

[RESPONSE]

13. Is there anything that you would change about this uploading process?

[RESPONSE]

II. Prototype upload interface (8 minutes)

OK, now we're going to do the same thing using a different interface. The scenario is the same, and we will use the same image. This interface is still in development, so some things may not work exactly how you would expect. Please go to the Commons Prototype link and login as _____/_____. Click 'Upload file.'

14. [Upload Wizard: Upload] Tell me about this page. What do you see here? What would you do?

[RESPONSE]

15. [Upload Wizard: Release Rights] What is this page telling you? What does that mean? What would you do now if I was not here with you?

NOTE whether participant notices "Use a different license" link.

[RESPONSE]

16. [Upload Wizard: Describe] Tell me what you can do on this page. What would you enter here? Do you speak any other languages? If so, go ahead and enter a description in another language as well.

Prompt to explore 'more options' if the user does not do so on her own.

[RESPONSE]

17. [Upload Wizard: Use] What is this page telling you? What would you do here?

[RESPONSE]

18. On a scale of 1-10, how easy was this interface to use? (1 is very difficult to use and 10 is very easy to use.)

[RESPONSE]

19. Was there any part of that process that you thought was particularly confusing?

[RESPONSE]

20. So how did that process compare to the other upload interface you used before? Which did you like better? Why? Was there anything you liked better about the first interface?

[RESPONSE]

21. If the interface that you did not like as much were the only way to add images to Wikimedia Commons, would that prevent you from participating?

[RESPONSE]

22. Is there anything that you would change about this uploading process?

[RESPONSE]

23. Where do you think you could use the file that you just uploaded? (Could you use it on your own personal website?)

[RESPONSE]

24. Could other people use this file now? Anyway that they wanted to? Could a company use it in an advertisement for example? If someone used the image publicly, would they need to credit you?

[RESPONSE]

25. A year from now, could you change your mind and take your photo back down off of Wikimedia Commons? Do you think you could change the license a year from now and make different restrictions on how the image could be used?

[RESPONSE]

III. Uploading image from the web (7 minutes)

Now I'd like for you to upload a file that is not your own. This time we will upload a photo that someone else took and that we found on the web. Open a new tab and go to the Photo Blog link. Right-click the photo, and save it to the desktop. Now in the other tab, open the Prototype link.

26. [Photo Blog] First off, can you tell me if it is appropriate for you to upload this image to Wikimedia Commons? How can you tell?

[RESPONSE]

27. [Upload Wizard: Upload] Ok, what would you do first?

[RESPONSE]

28. [Upload Wizard: Release Rights] What would you select here? How did you decide what license to select?

[RESPONSE]

29. [Upload Wizard: Release Rights] What would you enter here for the Source and the Author?

[RESPONSE]

30. [Upload Wizard: Description] What would you enter here? What kinds of things do you think are important to include in the description?

[RESPONSE]

31. [Upload Wizard:Use] Do you think there are any differences between how this image can be used vs. the other image that we uploaded that was your own work?

[RESPONSE]

IV. Insert newly uploaded image (7 minutes)

OK, now I'd like you to insert this image that you've just uploaded into the Wikipedia page for San Francisco. You'll find a link to a prototype version of the San Francisco page on our links page. Please open that page in a new tab.

32. Have you ever edited a page on Wikipedia before?

[RESPONSE]

33. OK, I'd like for you to add this image of the Golden Gate Bridge to the Roads and Highways section of this page. How would you go about doing that? *Prompt if necessary to use inline 'edit' link.*

[RESPONSE]

34. Did that appear the way you expected it to?

[RESPONSE]

V. Insert Image from Commons into Wikipedia page: Add-Media-Wizard (15 minutes)

Now we are going to look at a different interface for adding images to a Wikipedia page. Click the Wikipedia Prototype link on our links page, and go to the page for San Francisco. This is a different version of the San Francisco page, so you won't see the image that you just uploaded at the other link. Let's say you were just reading this page, and you realized that there is no photo of the Golden Gate Bridge on the page. You think that surely the page should have a photo of the bridge, so you decide to add one. Again, let's add it to the Roads and Highways section of the page.

35. What would you do first? *Prompt for Insert File if necessary.*

[RESPONSE]

36. [Add Media Wizard] Tell me what is happening here. What do you think you can do here?

[RESPONSE]

37. [Add Media Wizard] Go ahead and search for an image you would like to use. What would you do next?

[RESPONSE]

38. [Add Media Wizard] Does that look the way you expected?

[RESPONSE]

39. On a scale of 1-10, how easy was that to do? (1 is very difficult and 10 is very easy.)

[RESPONSE]

40. What would you change about that process?

[RESPONSE]

V. Final Questions & Wrap Up – 5 minutes

41. Looking back, what do you think of everything you've seen and used?

[RESPONSE]

42. What did you like the most?

[RESPONSE]

43. The least?

[RESPONSE]

44. What might encourage or increase your participation on Wikimedia Commons?

[RESPONSE]

45. If there was one comment that you would want to make sure that everyone at Wikimedia Foundation working on this project heard, what would it be?

[RESPONSE]

46. Would it be okay for us to contact you if we have any follow up questions or information?

[RESPONSE]

Well [PARTICIPANT] that does it for us. Again, thanks so much for taking part in our study. It's really useful for our research!

In-person Sessions: Please see the folks at the front desk, and they will have your payment for you.

Remote Sessions: Your Amazon gift certificate will be e-mailed to you shortly and we thank you for your time.

Appendix B: Participant Grids

Participant Grids: Wikimedia Commons UX Testing June 2010

In Person	Name	Occupation /Employer	Age	Gender	How Many Uploads?	Wikipedia Usage	User Account?	Reason for Visit	Digital Camera?
6/17: 8:00	John Group 2	Teacher	45	Male	About 100	Several times/day	Yes	checking his watch-list	Yes. At least weekly.
6/17: 9:15	Alexandra Group 1	Treasure Hunt Designer	54	Female	One	Every day	Yes	I looked up a friend on a reality tv show.	Yes. A couple of times a week
6/17: 10:30	Elina Group 1	Graphic Designer	28	Female	None	1-5 times/day	Yes	for pictures of historic Spain on commons	Yes. Once or twice a month
6/17: 12:45	Erin Group 3	Environmental Planner	27	Female	None	About once a day	No	Looking up info on a band	Yes
6/17: 2:00	Carmen Group 3	Student	25	Male	None	Daily	No	Rosa Parks	Yes. Once a month

Remote	Name	Occupation	Age	Gender	How Many Uploads?	Wikipedia Usage	User Account?	Reason for Visit	Digital Camera?	Time Zone
6/15: 2:30	Jichen Group 3	Videographer	27	Male	None	Daily	no		Yes, uses daily	PST
6/22: 9:30	Cassie Group 3	Student	29	Female	None	Daily	Yes	Carpal Tunnel Syndrome	Yes	EDT
6/22: 10:45	Laura Group 1	Supervisor, EMT	21	Female	One	Daily	Yes	Medical info	Yes. Once a month	CST
6/22: 12:00	Ulisses Group 1	Telephone Representative	19	Male	None, has tried	Daily	Yes	Fetal Alcohol Syndrome	Yes. A few times a month.	PST
6/22: 2:30	Andrew Group 2	Medical Instrument Repairman	33	Male	More than 10	Daily	Yes	Editing grammar	Yes. Uses daily	CDT
6/22: 3:45	Ian Group 2	Professor	40	Male	20-30	Daily	Yes	Palm free species	Yes. Uses weekly	CDT
6/22: 5:00	Candy Group 3	Business Consultant	49	Female	None	Few times/week	No	Info/Business process redesign	Yes. As needed/monthly.	PST