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USABILITY REPORT

for Wikimedia Foundation by HUREO

CONTENT

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1 About the User

Getting to know the users

2 Findings

Findings on the prototypes, users behaviour for offline content

3 Rating & Feedback

Feedback on the prototypes

ABOUT THE STUDY

Testing for Offline Content &
Three Prototypes

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To understand a users behaviour while consuming offline content on their mobile devices and study the three prototypes to validate ease of use.

ABOUT

USERS

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Demographics, Offline Content behaviour, Sharing, Printing, and more…

WHO WERE THE PARTICIPANTS?

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All the participants were from India and mostly from Pune, Maharashtra and in the age group of 20 to 60 years. Participants were from different professions including researchers, entrepreneurs, NGO workers and home makers.

All of them had smart phones which worked on Android, Windows and iOS platforms. All the users also had access to a laptop/desktop.

HOW WERE USERS CONSUMING PHONE DATA?

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1 **Low Economic Group**

Users accessed wifi only at their workplace/college and used economical data packages for limited internet usage for applications like WhatsApp

2 **Moderate Economic Group**

Users seamlessly used both data and wi-fi to access the internet

How were users using internet on their mobile devices?

Professional - Used Outlook/email on phone to keep in touch with office work and clients, as well as LinkedIn

Personal – Email (Gmail), WhatsApp, Skype

Social Media: Twitter, Facebook, Instagram

Travelling: Google maps, Information (Browser)

Reading: Used Internet for browsing, read blogs and research papers

Download: Downloaded data related to profession - videos, studies and research

WHAT WERE USERS PRINTING NEEDS ON MOBILE DEVICES?

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Most of the users don't use their mobile devices to print.

- **Lack of knowledge:** Most of them were **not aware** about the printing procedure by using their mobile phones and devices.

- **Convenience**: Used office printers which are configured with their machines (desktop/laptop)

- **Security Reasons:** For those who used cyber cafe printers, prefer to give a USB with data rather than their mobile phones for printing for security reasons

HOW USERS WERE CONSUMING OFFLINE CONTENT?

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What, When & How?

What is the offline content consumed?

Downloaded videos from Youtube, movies, books, for offline reading downloaded pdfs

When are they consuming it?

Offline reading frequency of users varies from everyday work commute to weekend remote travel

How they read offline information?

Reads books as PDF on Kindle on the phone, or saves the page offline (PDF), or takes a printout

QUOTES

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"Download, stories needed to be shared with teachers then downloads before"
- Teacher's Trainer at an NGO

"

"I read downloaded papers on the phone when travelling from home to work and back."
- Developer

What format users were consuming files/ information for Offline reading?

- Most of the users would save content offline by converting it into pdfs or take screenshot(s)

- There were few power users who would save link on OneNote or Drive

What Apps were used To Save Content Offline?

- Users used Google Keep for notes

- Users used apps to clip parts of web pages to read offline > If he finds an article online and doesn't have the time to read it, he would clip it to read later

- Users used apps like Medium, Pocket > If he came across an article in his feed and he'd like to save it, he'd use an app so that he can read it later.

"If I came across a link to an interesting article and was short on time, I would store it on Keep "
User Quote

USERS RELATIONSHIP WITH WIKIPEDIA

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How often do users use it?

From everyday users who research references to occasional visitors directed by Google search
"Use it every single day" User Quote

Why are they using it?

i) To learn more about a given subject (mostly a hobby-related topic) ii) Uses as a reference tool – to get more information on a topic/term

Like: Truststhe site because they have good policing in place and thinks it will be true or at least trustworthy and has good references

Concerns: i) User was sceptical because he knows that anyone can edit it ii) User trusts Wikipedia, but will go to other sources (will look for these on Google) to verify

"Mostly regarding maths because there are lots of articles since its open source and for places/travel"

- User Quote Maths Research Scholar
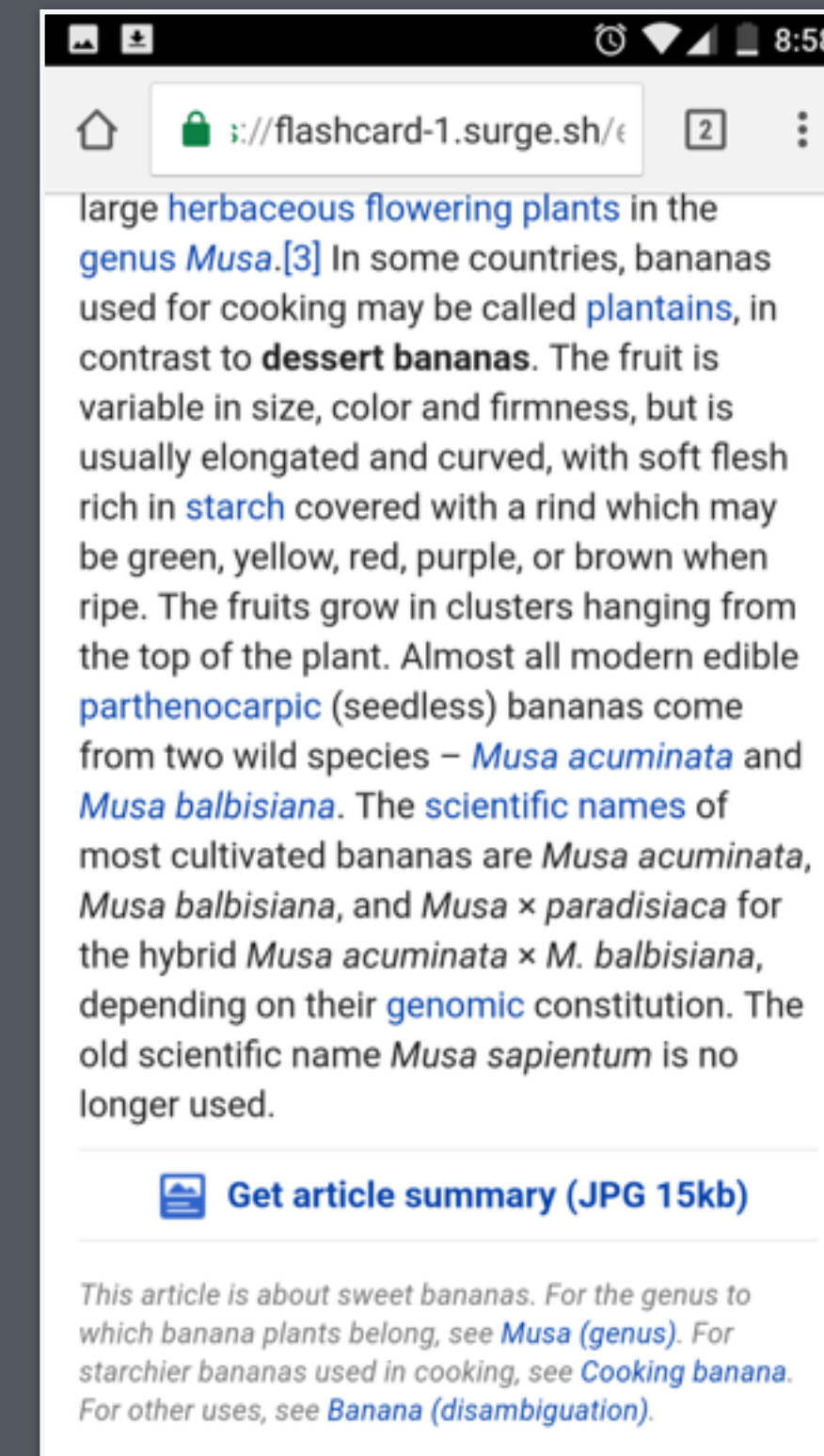
FINDINGS

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Observations from the study of three prototypes for tasks related to reading content offline, sharing, and printing information.

How users understood Icons?
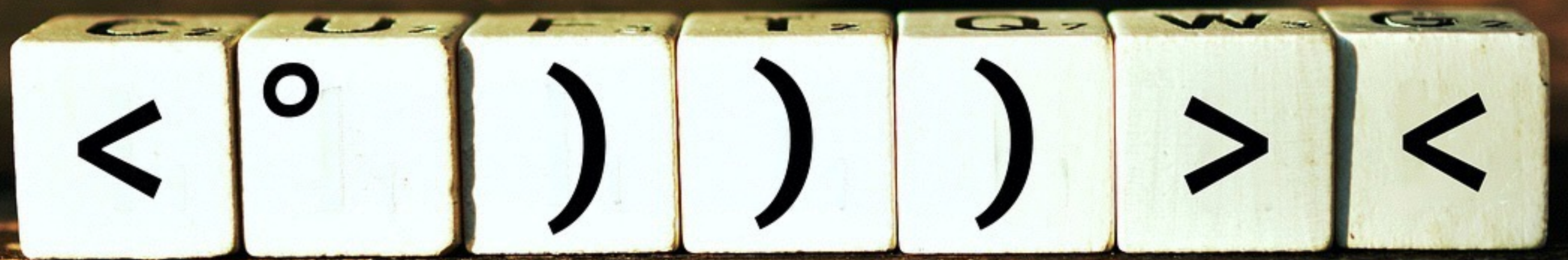
Users thought the option on the top left is for translating the content into different languages.

Users assumed 'Star' icon could signify anything - from rating the page to saving it.

- Some users assumed the 'Star' is for saving the page. However, after opening the hamburger menu users realised that "Saved Pages" did not have the Star icon, therefore the assumption was incorrect.
- Some users assumed it is for rating the page.
- Some users thought it would be a tool to highlight.
- Some users remained confused with the option as it was not interactive,being a prototype.

Users assumed the star icon would save the article as a favourited article in the browser's "Favourites" tab.

The above assumption was if the user was not a wikipedia member. And if the user was a member, the article would be on the list of favourited pages within the hamburger menu.
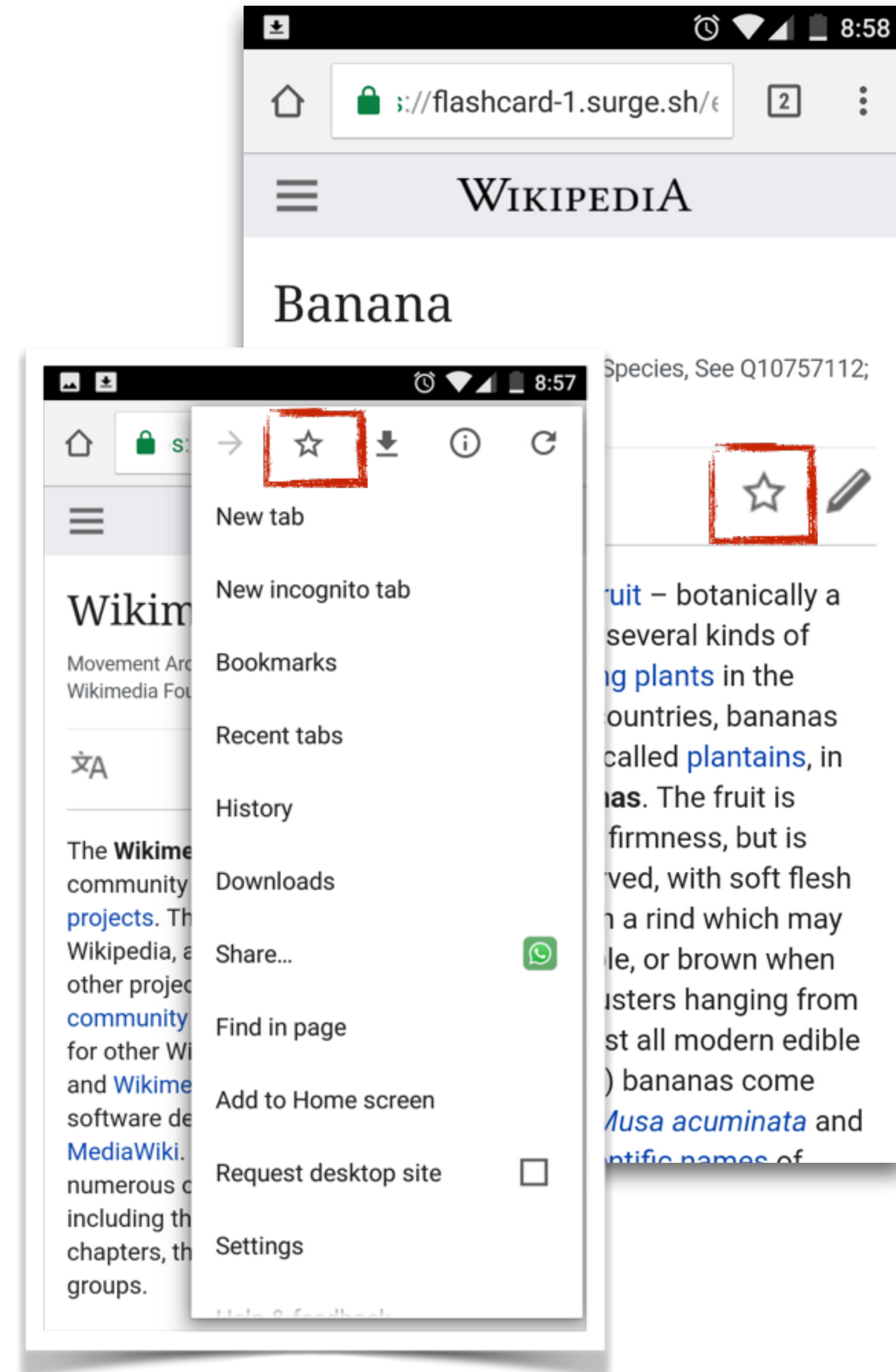
Most of the users assumed the icon would be for editing the article, while some users thought for writing notes.

- Users identified the edit icon as an option to edit the article if they are logged in.
- Some users identified the edit icon to write messages.
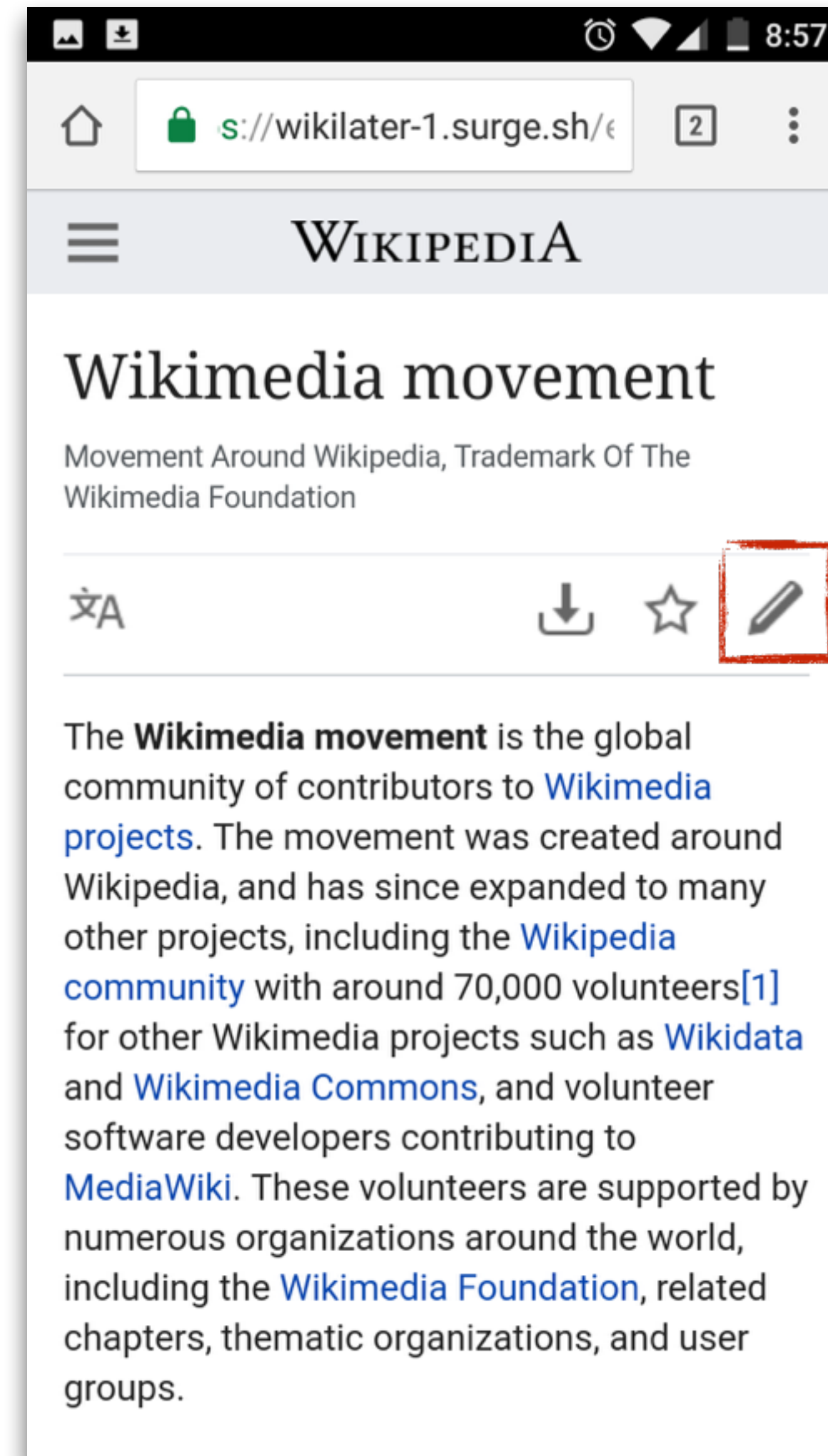
Most of the users **couldn't recognise** the Saved Pages icon. However, after interacting with the menu they assumed the article is getting saved online.

" I think it is getting saved on the mobile. "

User Quote

Users **observed** the menu that opened upon clicking on the Saved Pages icon, but didn't know how to access it again.

- Some users assumed that by clicking on the icon again, the menu would re-appear.
- Some users were toggling the Saved Icon to bring back the menu.
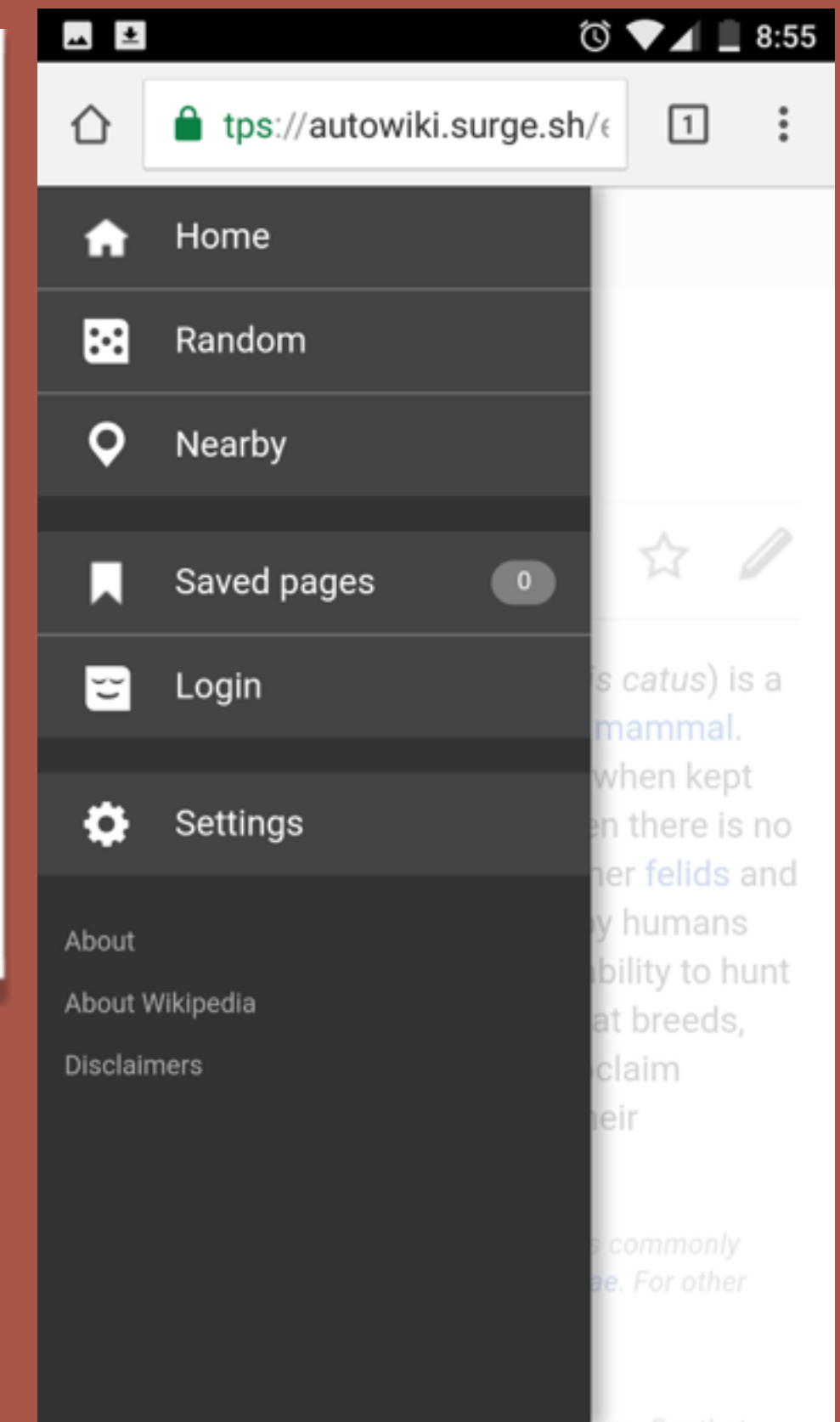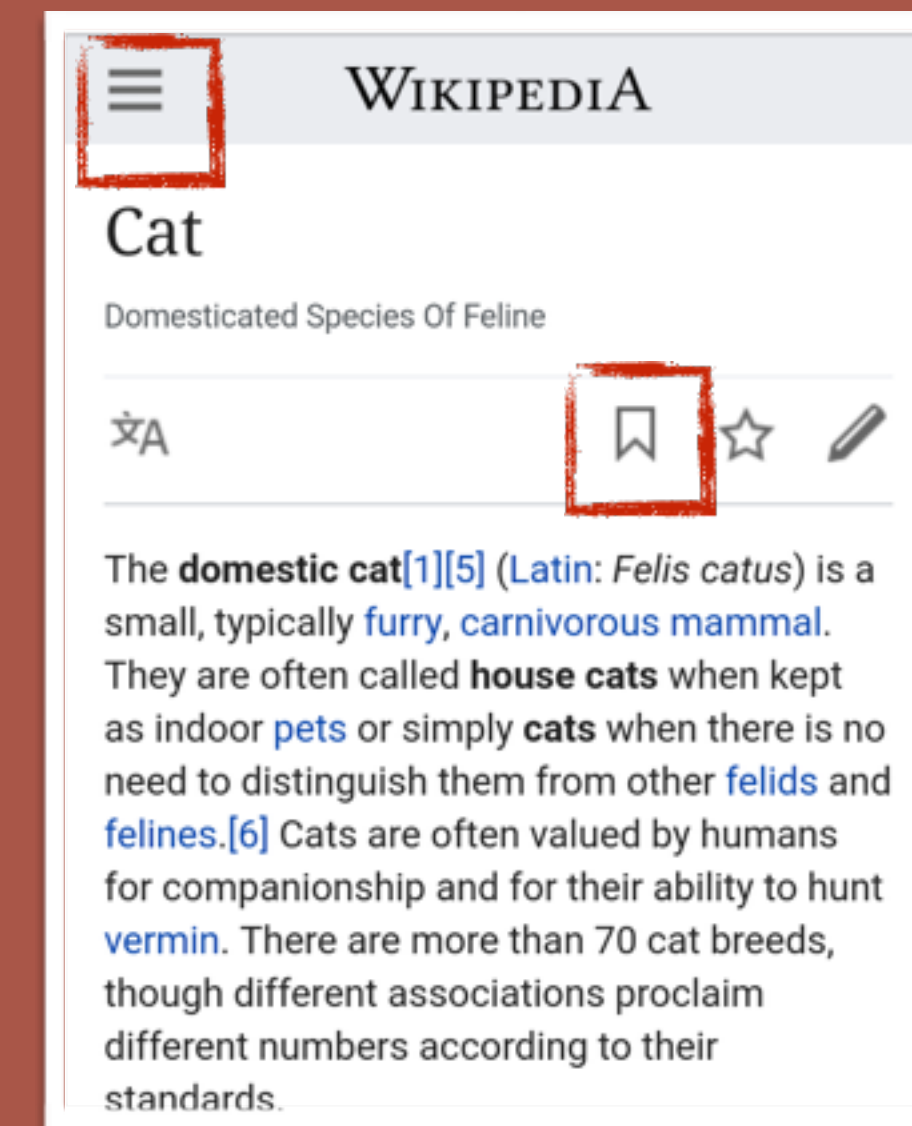
Users who **identified** the Saved Page Icon had previous learning with other applications like Instagram.
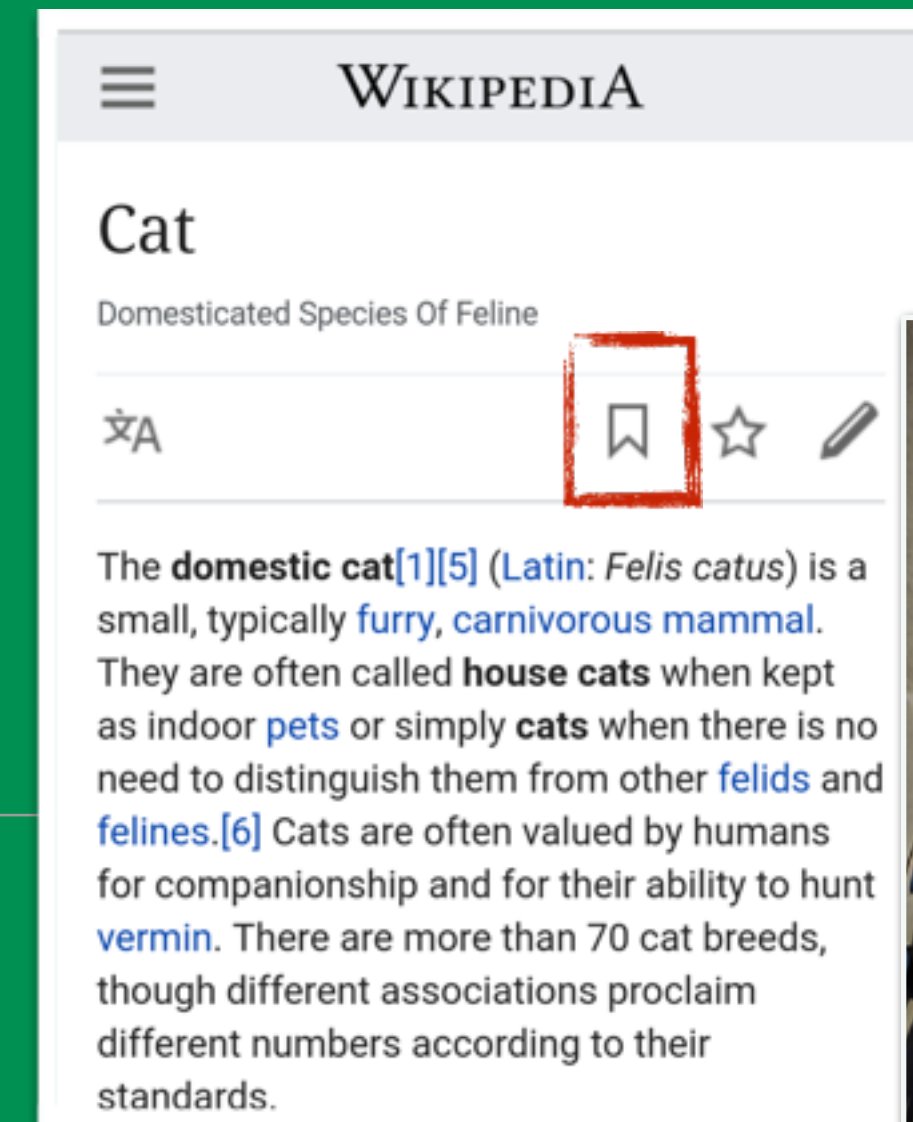
The Hamburger menu's animation helped users identify the behaviour of Saved Pages.

Users noticed the number added next to Saved Pages in the menu and clicked to explore it further.
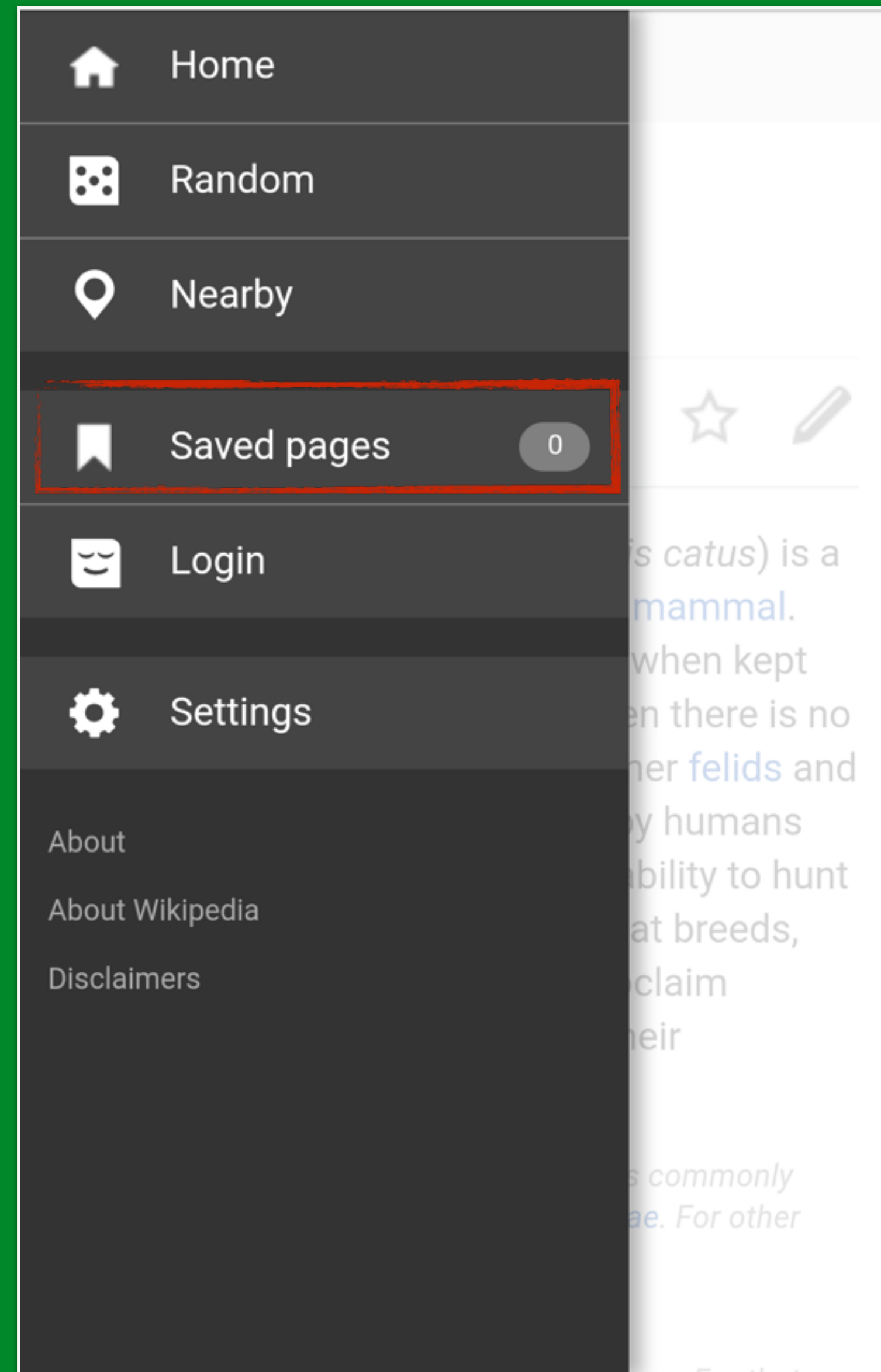
All the users **liked** the download option, but some of them were not sure in what format the file would be downloaded.

- Users assumed it would enable them to save offline.
- Users identified the download arrow to download the article.
- Most of the users were expecting the downloaded file to be in PDF format and a few users weren't sure about the file extension but both users later discovered it as PDF without much surprise.
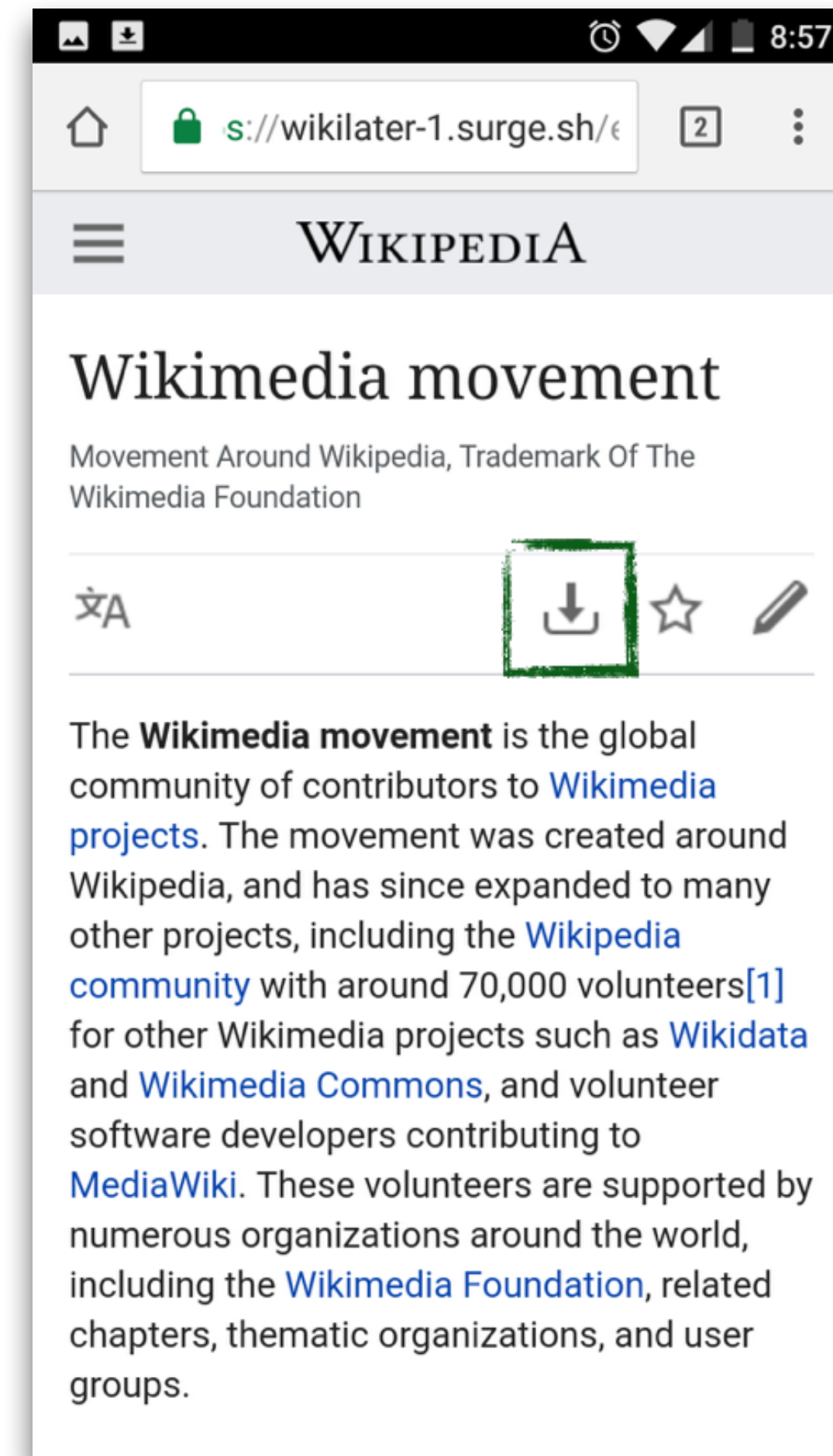
Users struggled to **discover** the option 'Get article summary' as they expected it on the top right with other options.

- Users struggled to discover the option in-between the article. Users were not reading the article in detail and were busy exploring features and tasks they could perform on top right.
- Most of the users easily understood that a JPEG of the given size will be downloaded on their phone.
- A few users assumed it will open a new tab in the browser when clicked.
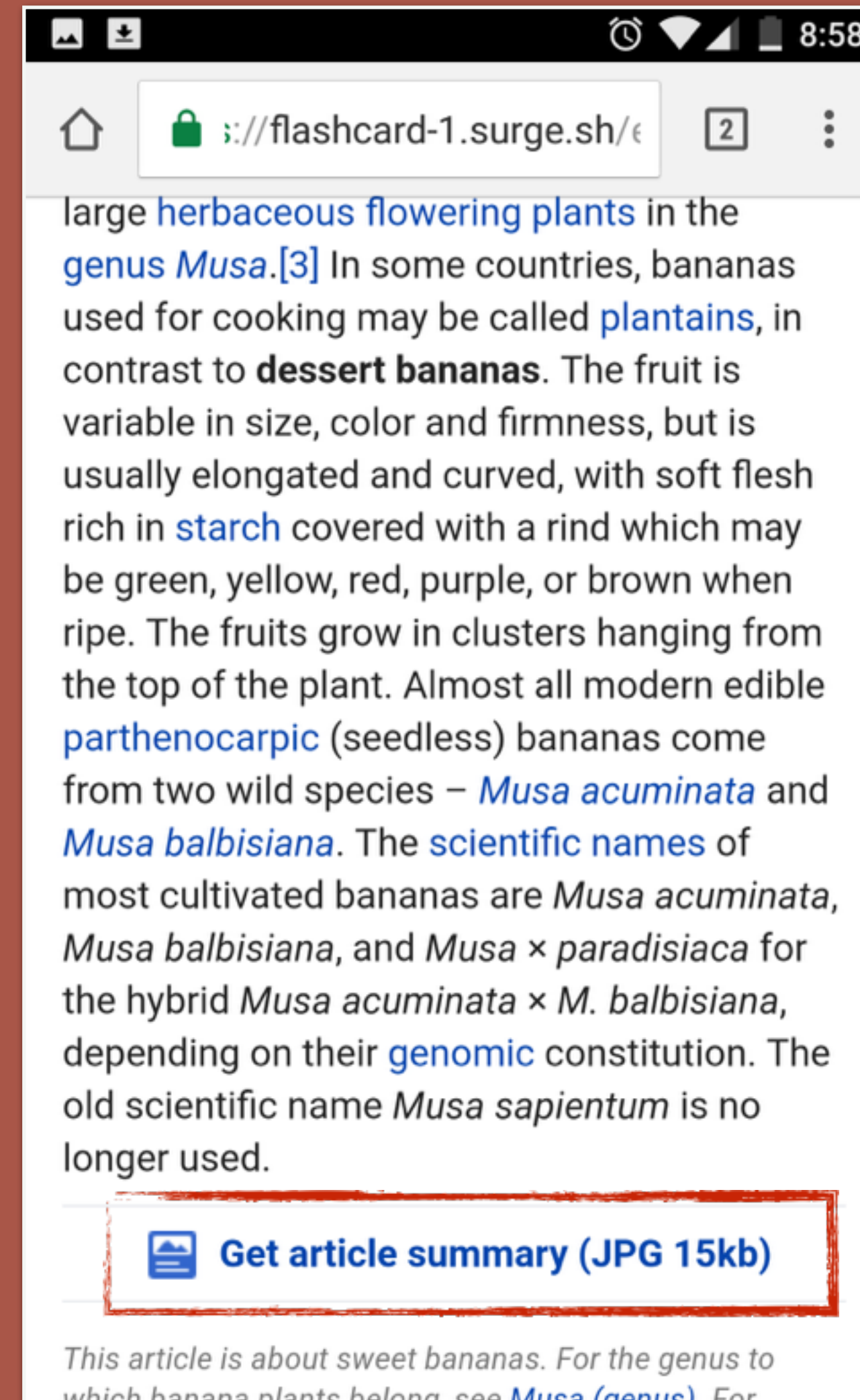
Users were confused with the Random and Nearby options in Wikipedia context for Hamburger menu.

Nearby: Users assumed Wikipedia will suggest some article based on user's current location. However, they couldn't fully articulate their understanding of the option.

Random: Users assumed Wikipedia will randomly suggest some articles to read.
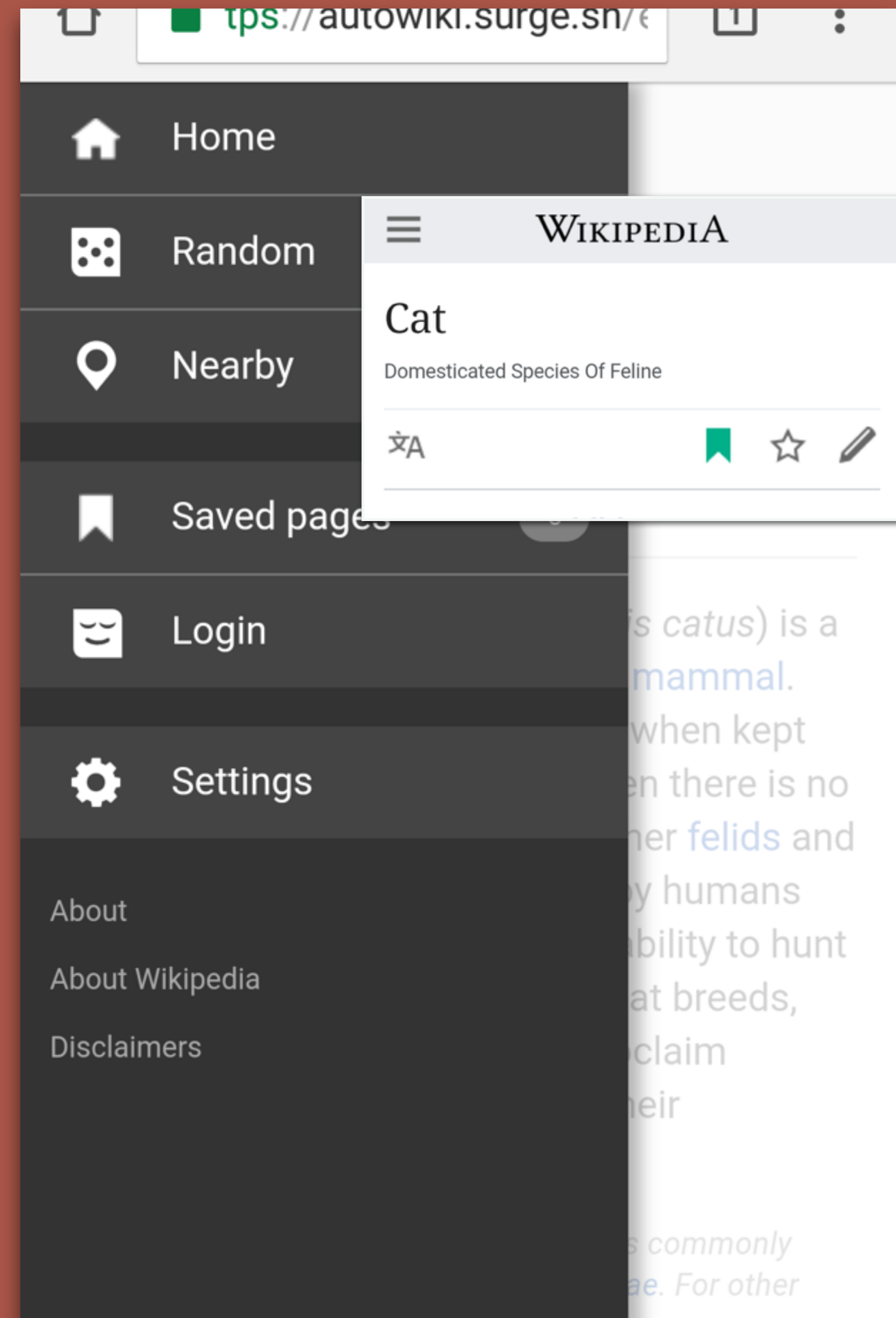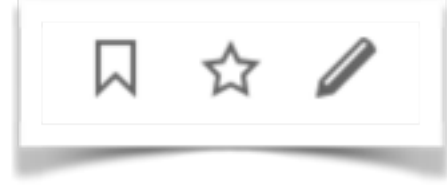
USER BEHAVIOUR: OFFLINE READING
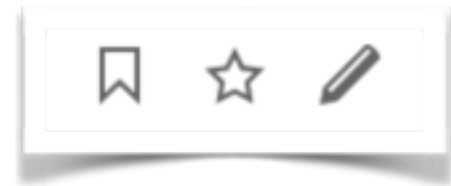
Some users preferred to take a printout of the article but weren't sure about how to download the page.

Users thought the article could be read offline only through the app, but not by using the browser.

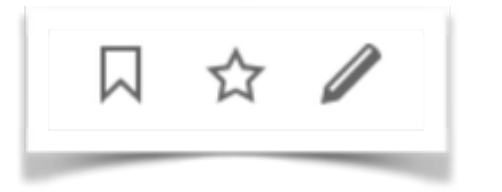# Some users expected to see the Bookmarked/Saved article in their browser's bookmarks.

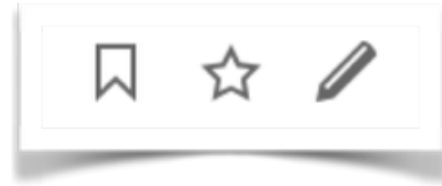Some users thought the page would be saved on the browser and could be accessed on the browser itself
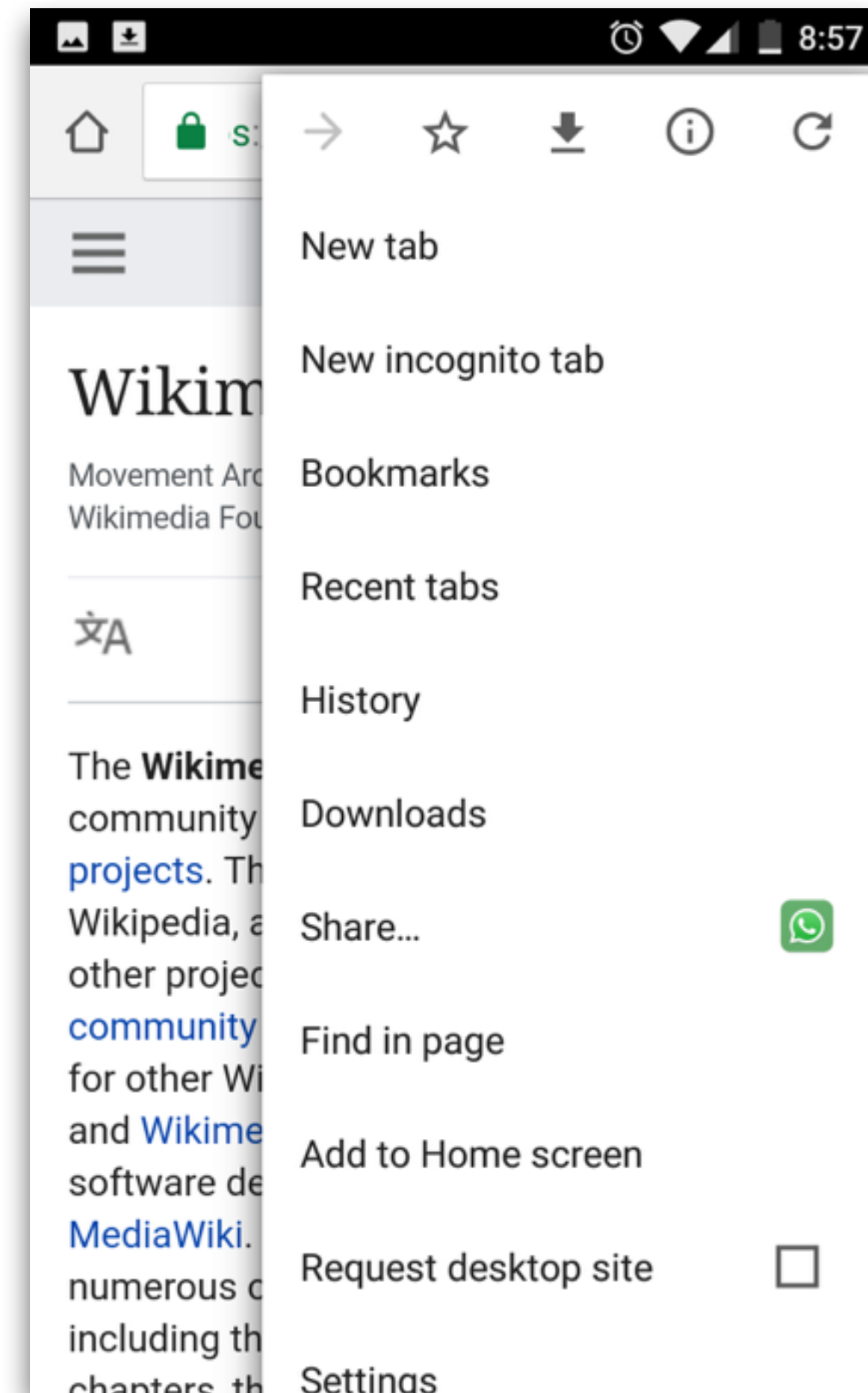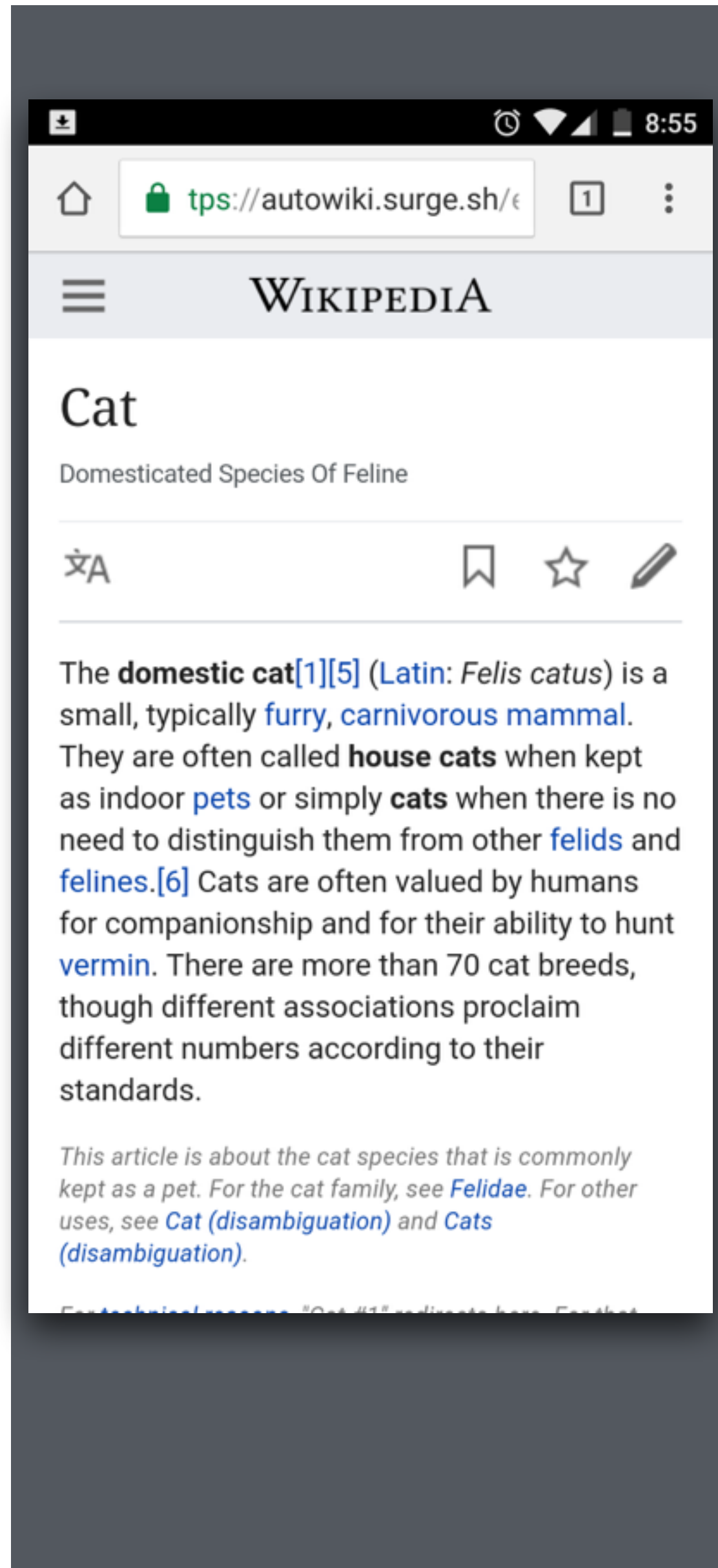
User would use the mobile browser to download the page, and then use the downloads folder to access the article.

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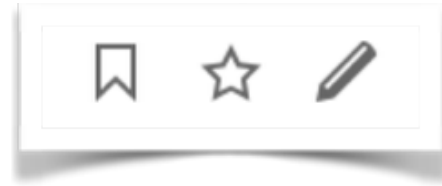"Download option is missing, as it was there in the previous one, so I would take screenshots. "
User Quote

Some users thought they could bookmark the page and access it later when offline, as it is an HTML page.

Users assumed they would not be able to navigate or click on any link in offline mode.

Users thought the green 'OFFLINE' text meant they were currently *offline*.

- Users could not understand the information in blue. It was assumed that their current state is offline which is why it was being shown to them
- **User recognised the second icon as an indicator to show offline state as well
- User assumed by clicking on the OFFLINE button might enable him to toggle between online/offline

"First icon is Saved Pages and other one is showing it is offline."
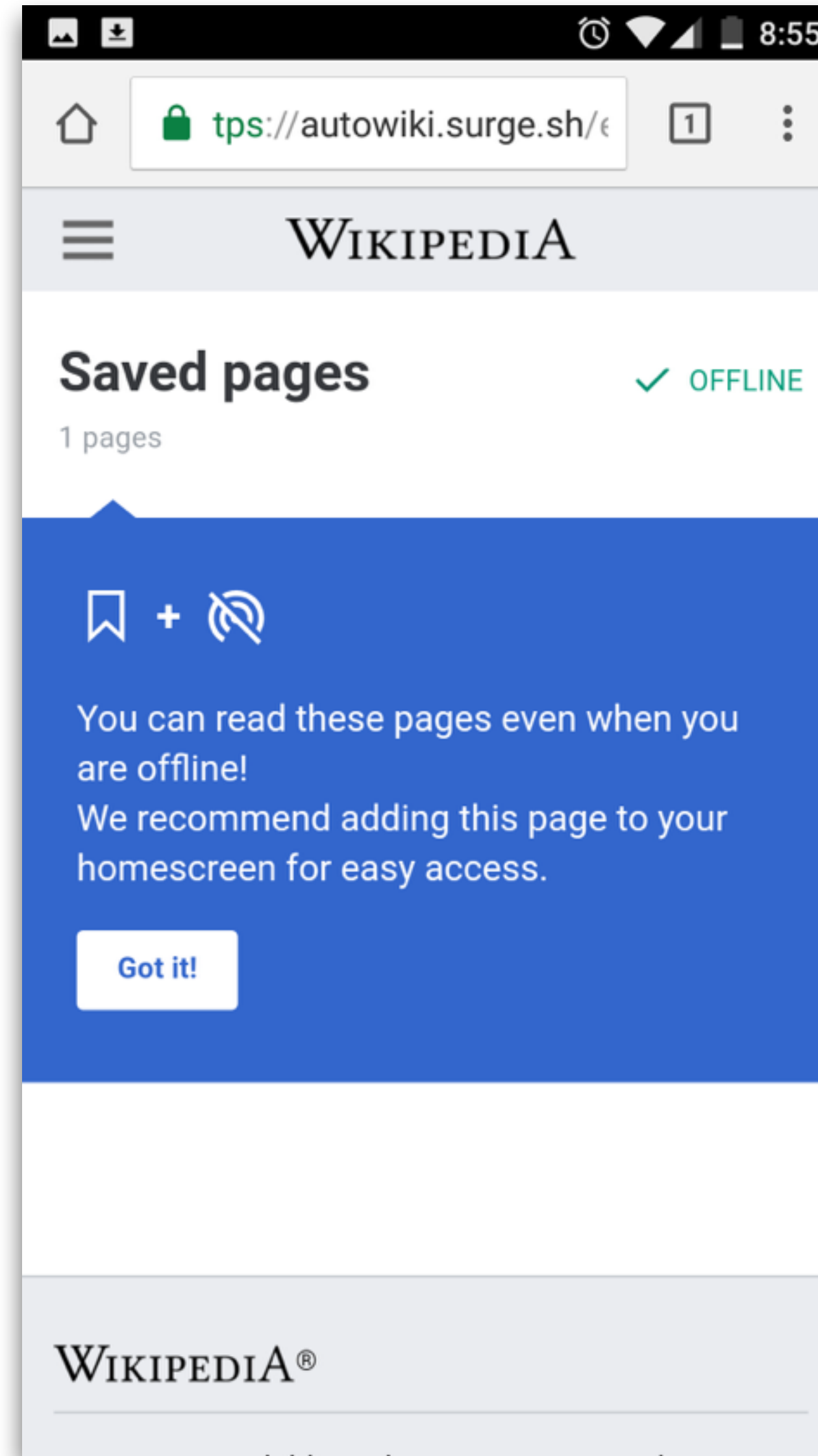*User Quote*
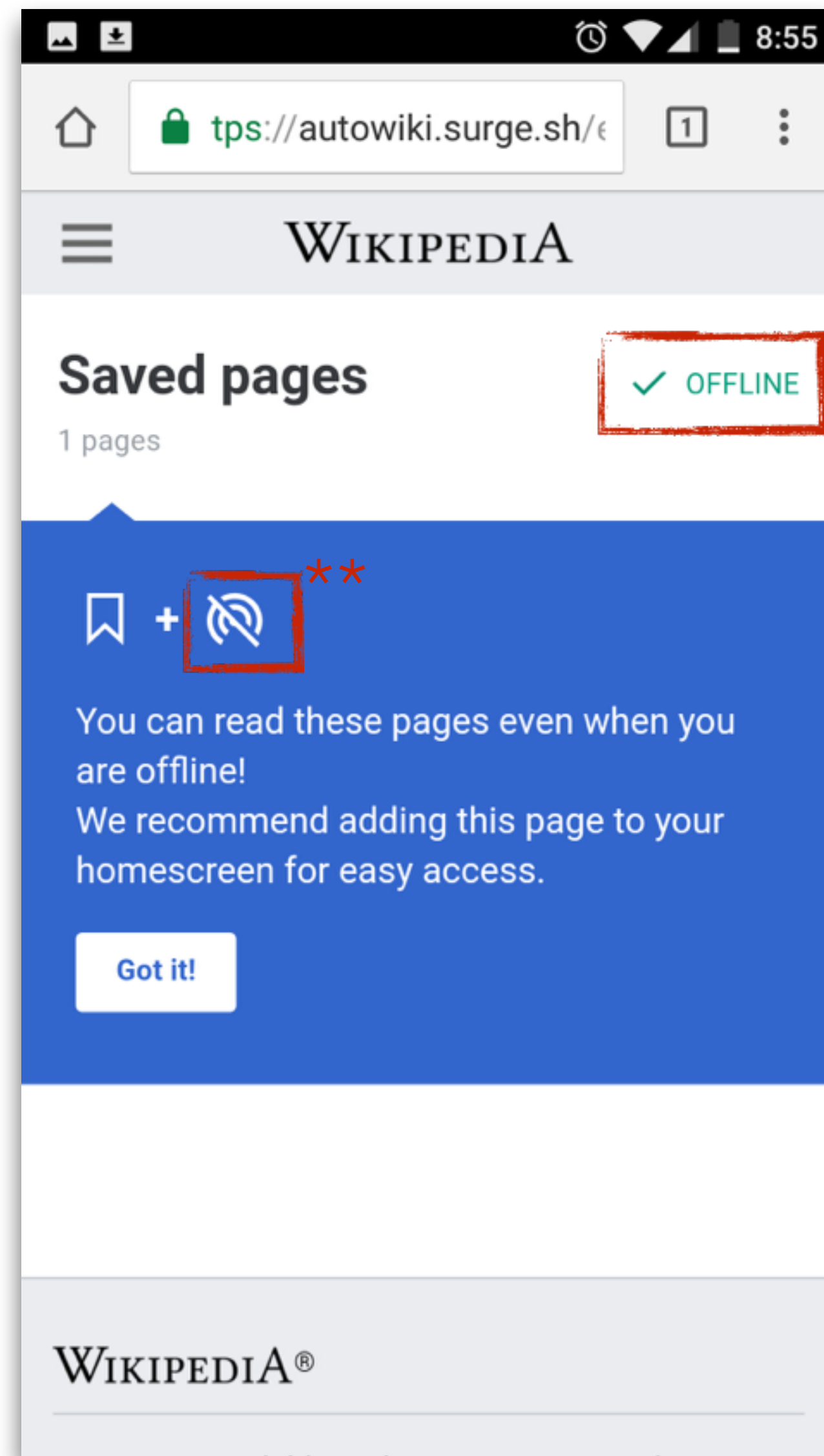
Most of the users didn't know how to go to **homescreen** as instructed in the UI.

"We watch films at the home, we can watch it at the home also if I save it."
User Quote (Low Technical Confidence)

With poor internet connectivity, downloads took longer without giving any feedback. Therefore, some users assumed nothing would open and wanted to abandon it.

Some users struggled to access the downloaded file, as they didn't know where to find them.

User Quote
"I will go to the gallery and access it from there. There are files in external memory and phone memory."

Get article summary (JPG 15kb)

User could easily identify
that the file would be
downloaded and saved
as a JPEG

Get article summary (JPG 15kb)

The user thought the jpg would be just an image with the summary, not the full article. The pdf downloaded in Prototype 2 would contain the entire article.
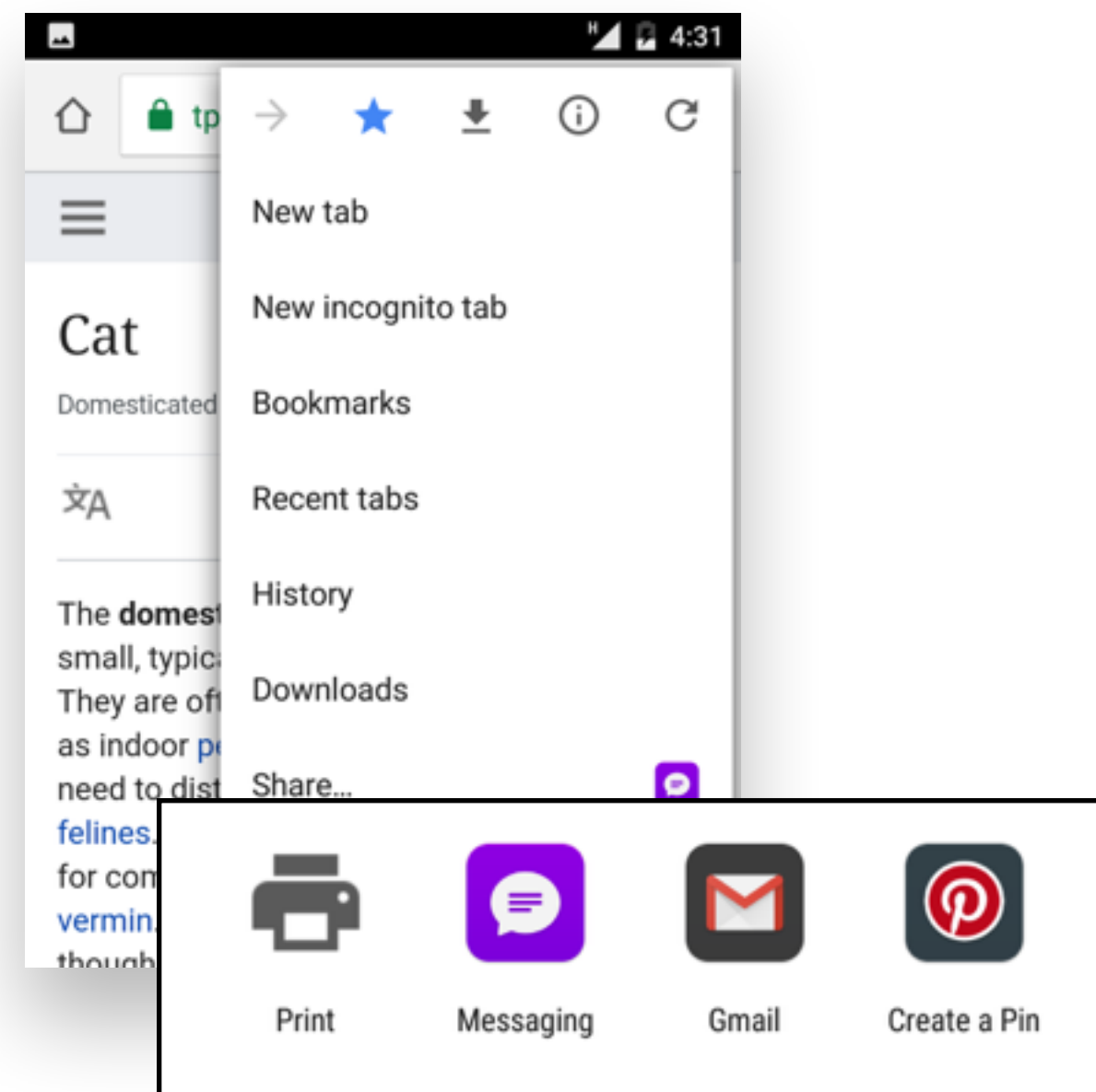
—

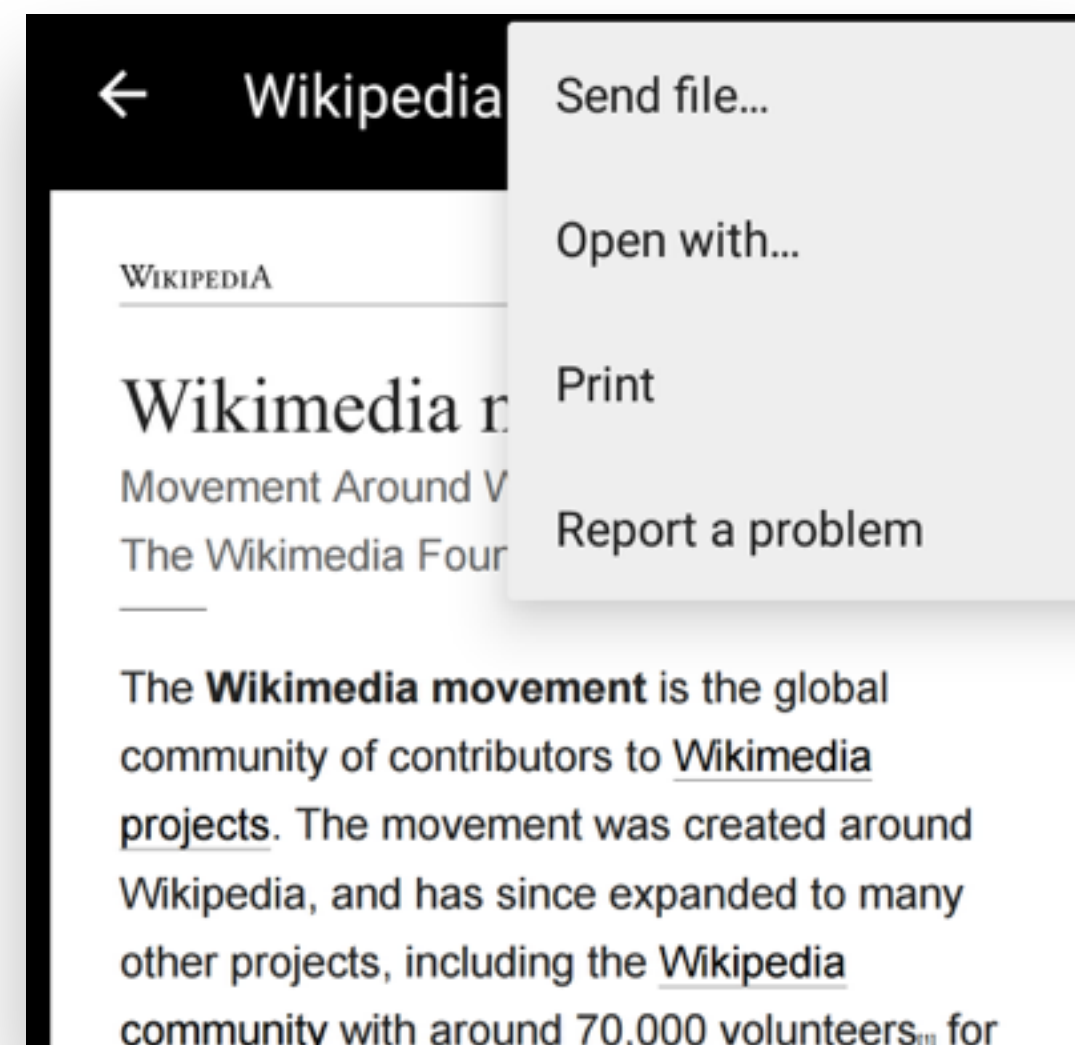"It will give the summary and I can use it in KEEP (google) for reference"
User Quote

Printing: User Flow In Different Prototypes

Saved Pages

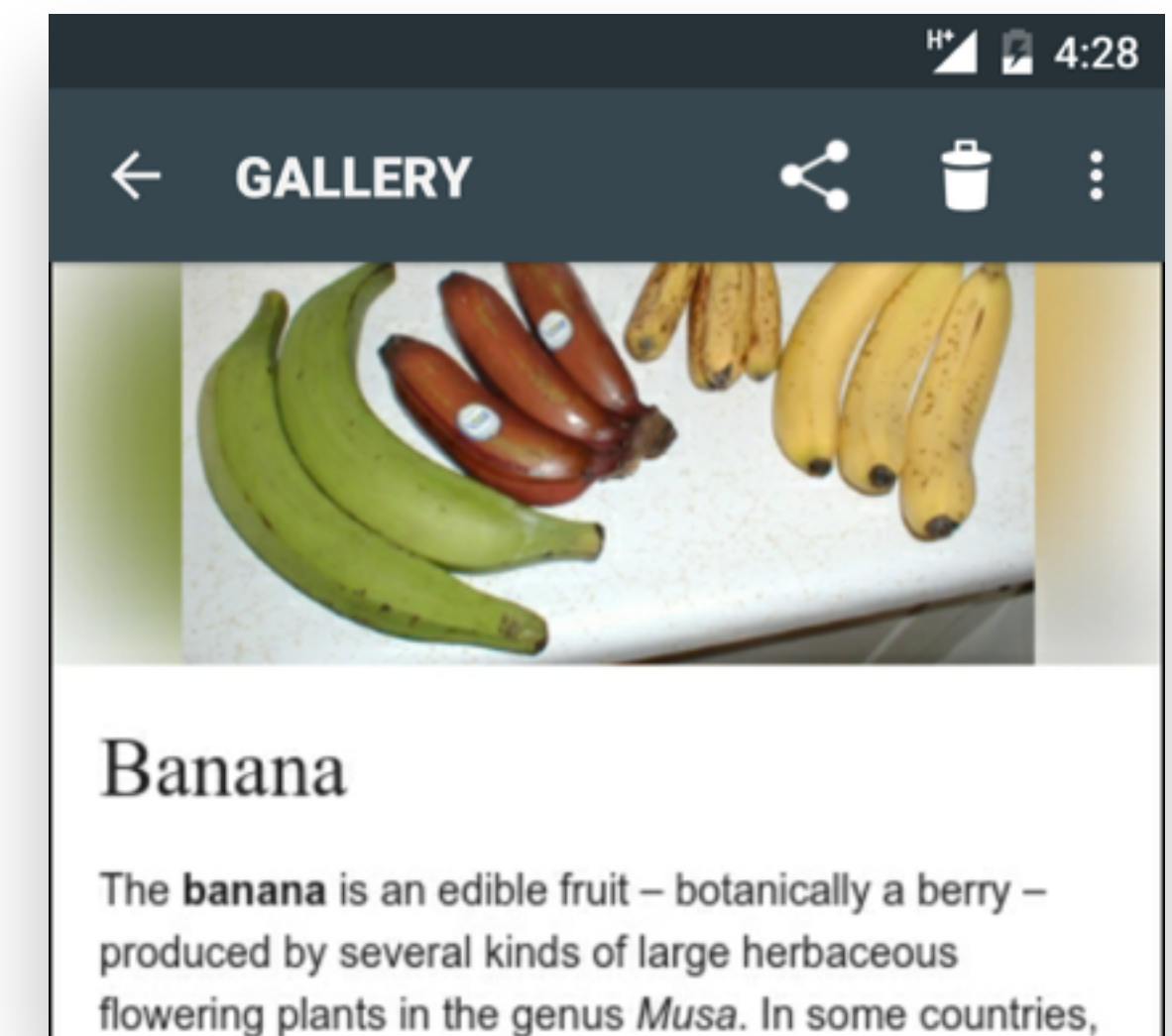Used the browser to give the print command

Easy to Print

PDF

Users found a print option for the pdf in the phone browser

Easy To Print

QuickFacts: JPEG

The jpg didn't have a print option when users opened it in the gallery.

Difficult to print

How users share content in each prototype?

Most of the users used **browser sharing via 'Whats App',** unless it was a photo or a document saved on their devices.

Users don't want to download files on their machines and spend data unless it is really required.

Users's behaviour across prototype

Saved Pages	WikiLater (PDF)	QuickFacts (JPEGs)
• Share option via browser • Copy the link and share directly	• In the downloaded file, users would click on top right on the three dots and then click on share from multiple options given there. "I can use bluetooth or whatsapp."	In the downloaded file, users would click on top right on the three dots and then click on share from multiple options.

A few users struggled to identify file type PDF/Word

User couldn't identify or observe that the downloaded file
was a pdf. For some users download means taking
screenshots.

Was there any impact based on users technical confidence?

There was some similarity between users with a very hight technical confidence based on their learning and expereinces with technology and users with very low confidence were observing things without much anticipation.

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Some users (of low technical confidence) were unable to identify downloading of files on the browser.

- Some users assumed file would be downloaded but couldn't recognise the download options on top of the browser for its status.
- Some users ignored the message on the bottom about the downloaded file

Users liked the ability to get the summary as a JPEG as it is easy to read, share, and refer to
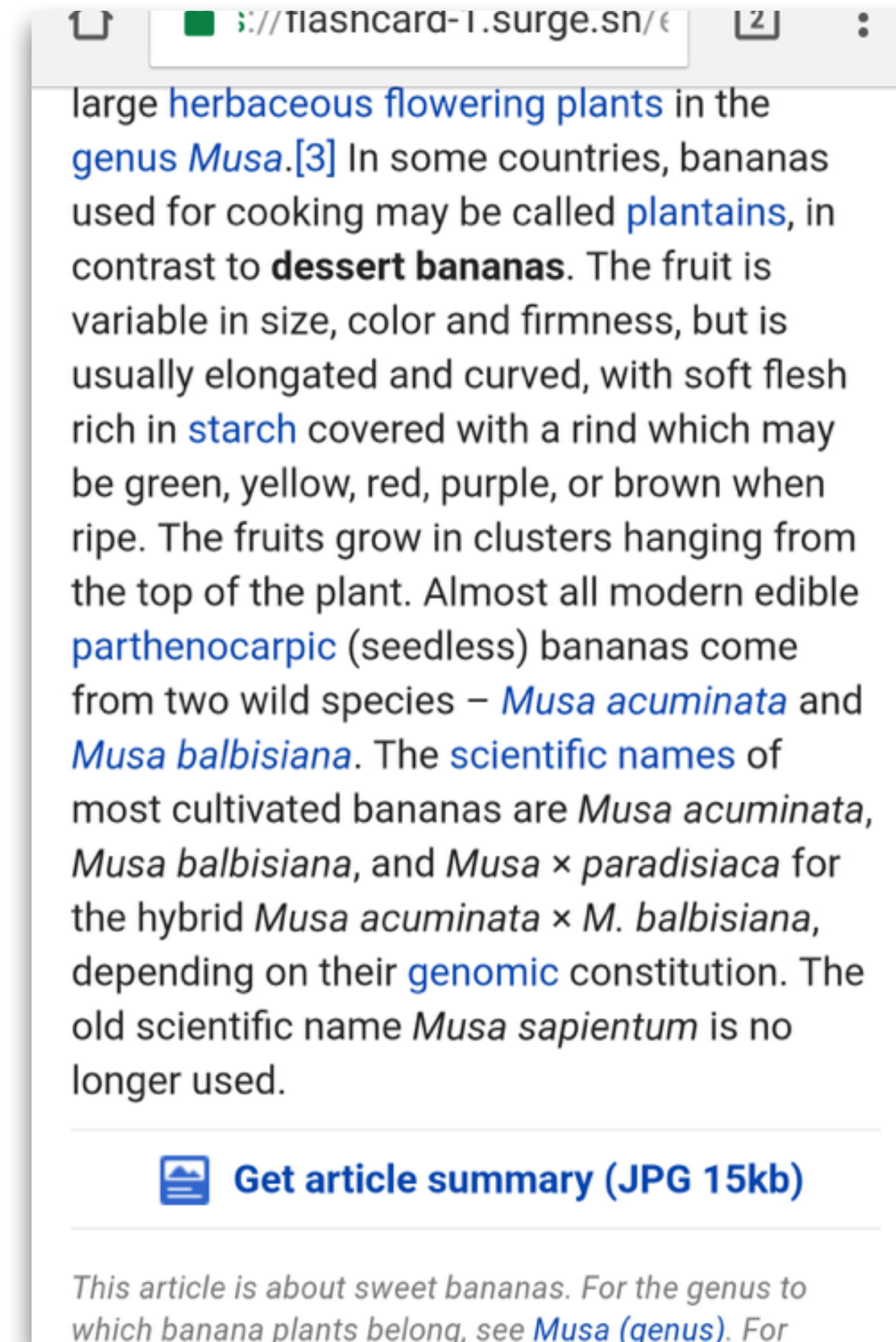

- User understood the caption and expected only a summary of the article
- Users identified the format of the summary as a jpg
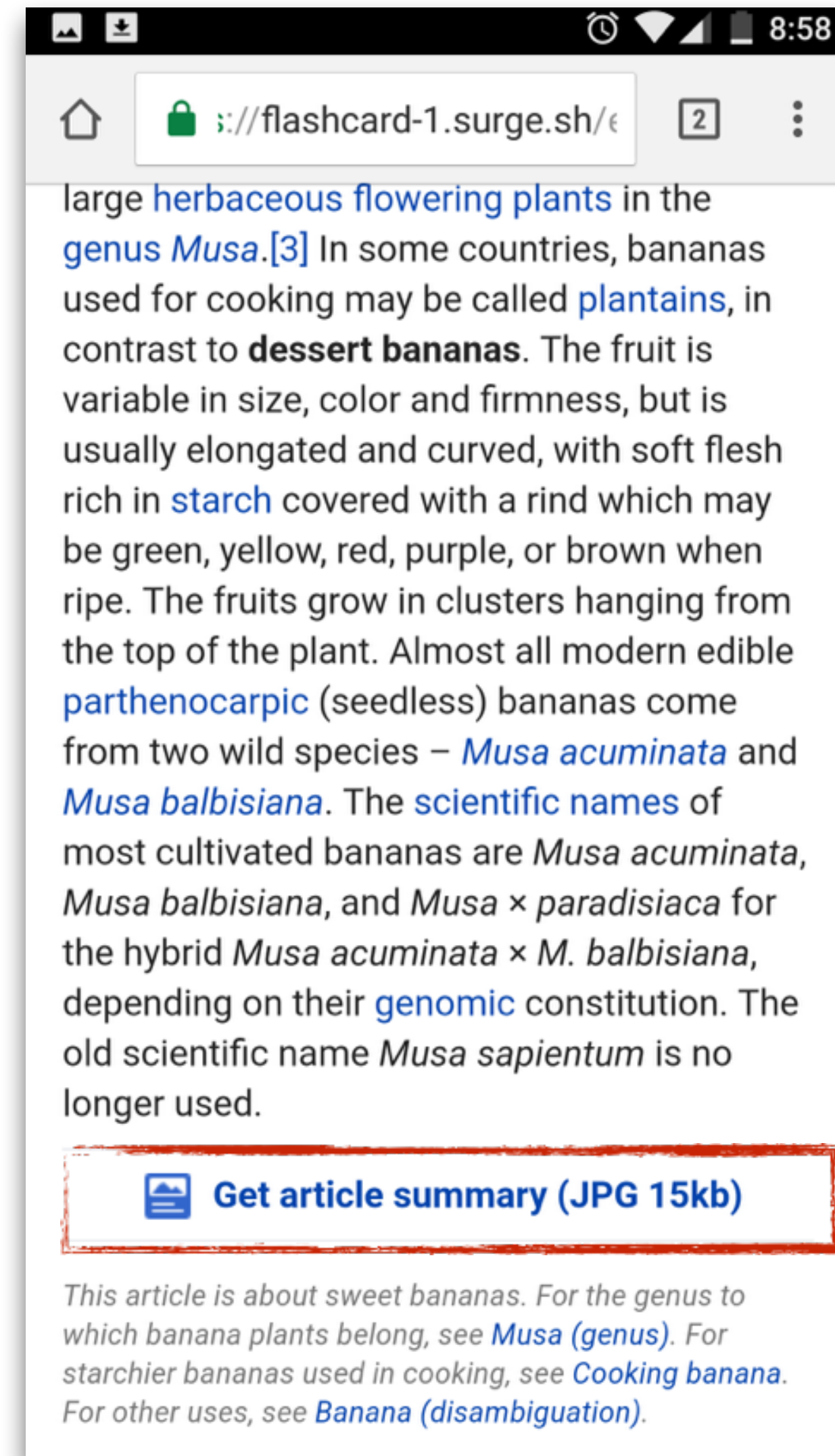
Most of the users expected a JPEG file to be downloaded

- Some users expected another link to open in their browsers with the article summary
- Some users assumed that the summary would remain on the internet browser and will not be saved on their phone
- JPEG saying the article is 15 kb, article size. If I click on it, return a full article with more information

Which prototype is most Preferred?

Most of the users preferred Wiki-later (PDF) to the other two prototypes

Initially the user liked the abstract (summary), as he thought it will download the entire article. However, the user preferred the PDF option as it would download the full article in a PDF file.

"User usually uses Wikipedia for articles so would prefer reading the entire article instead of the summary"
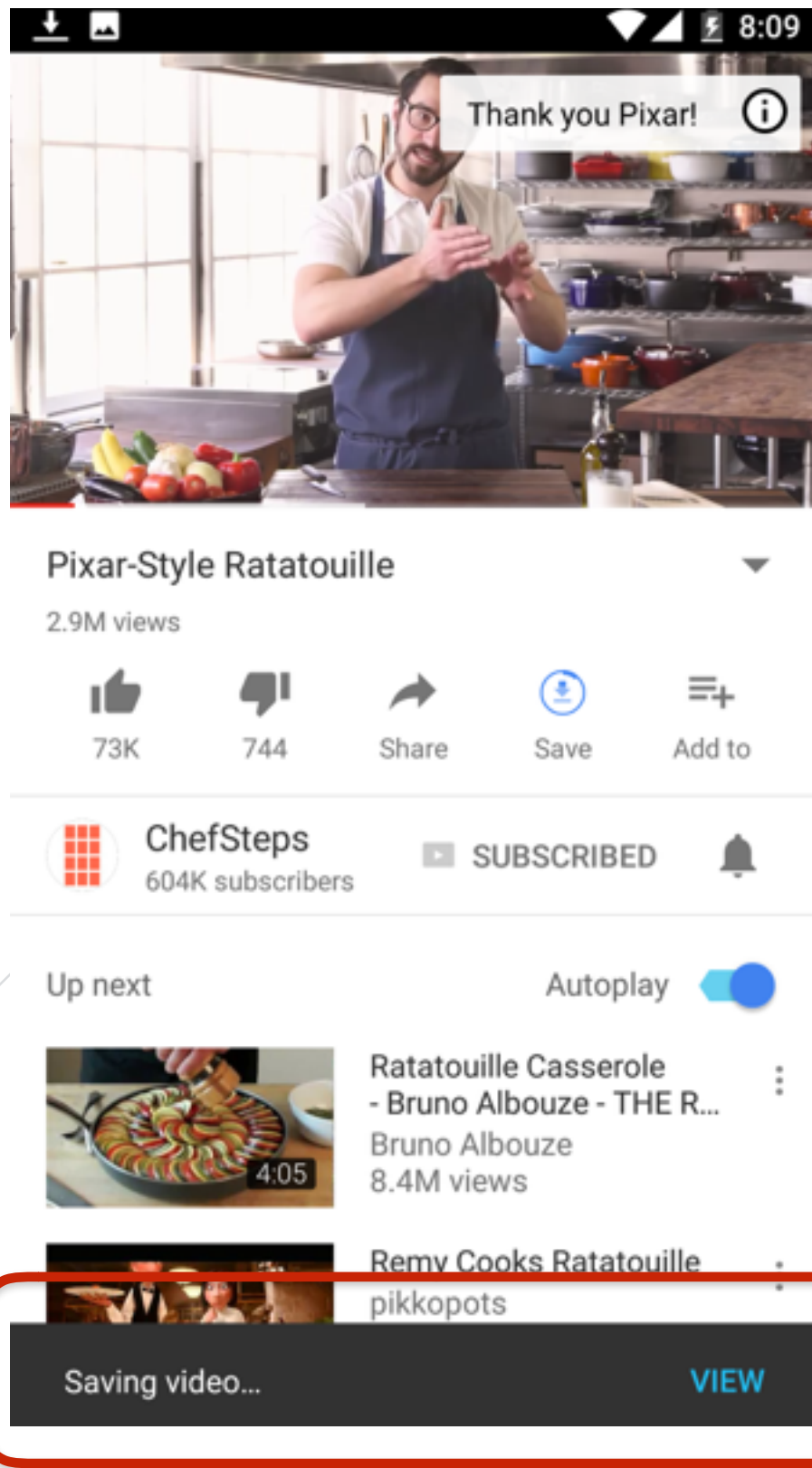*User Quote*

Recommendations
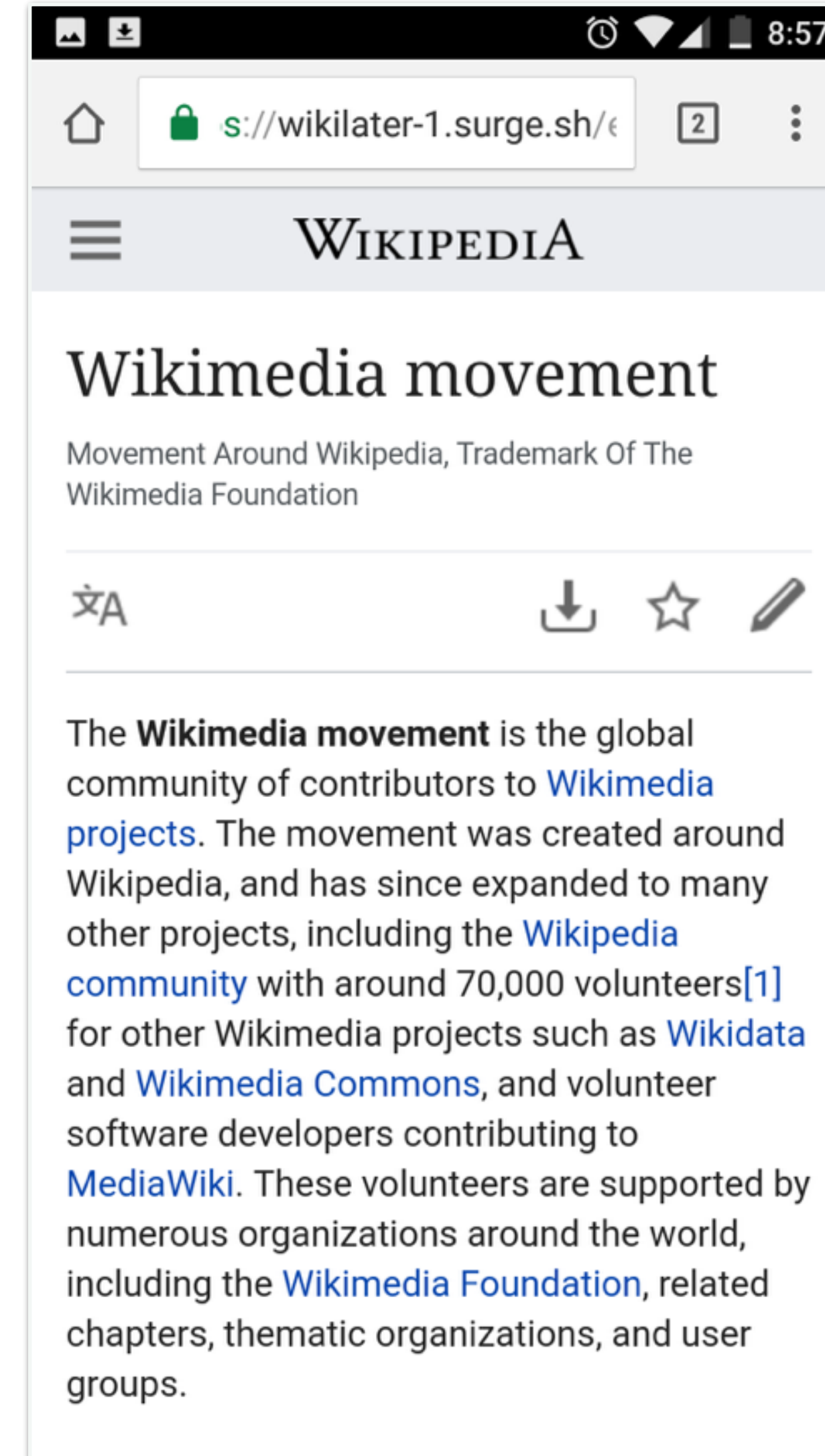
LANDING PAGE

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Consider providing a tutorial for the first time users to introduce new features like Saved Pages.

SAVED PAGES
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Users were relating to Saved Pages icons with different ideas as per their experience. Considering using a **new icon** which can break assumptions or previous learning, like YouTube Offline behaviour
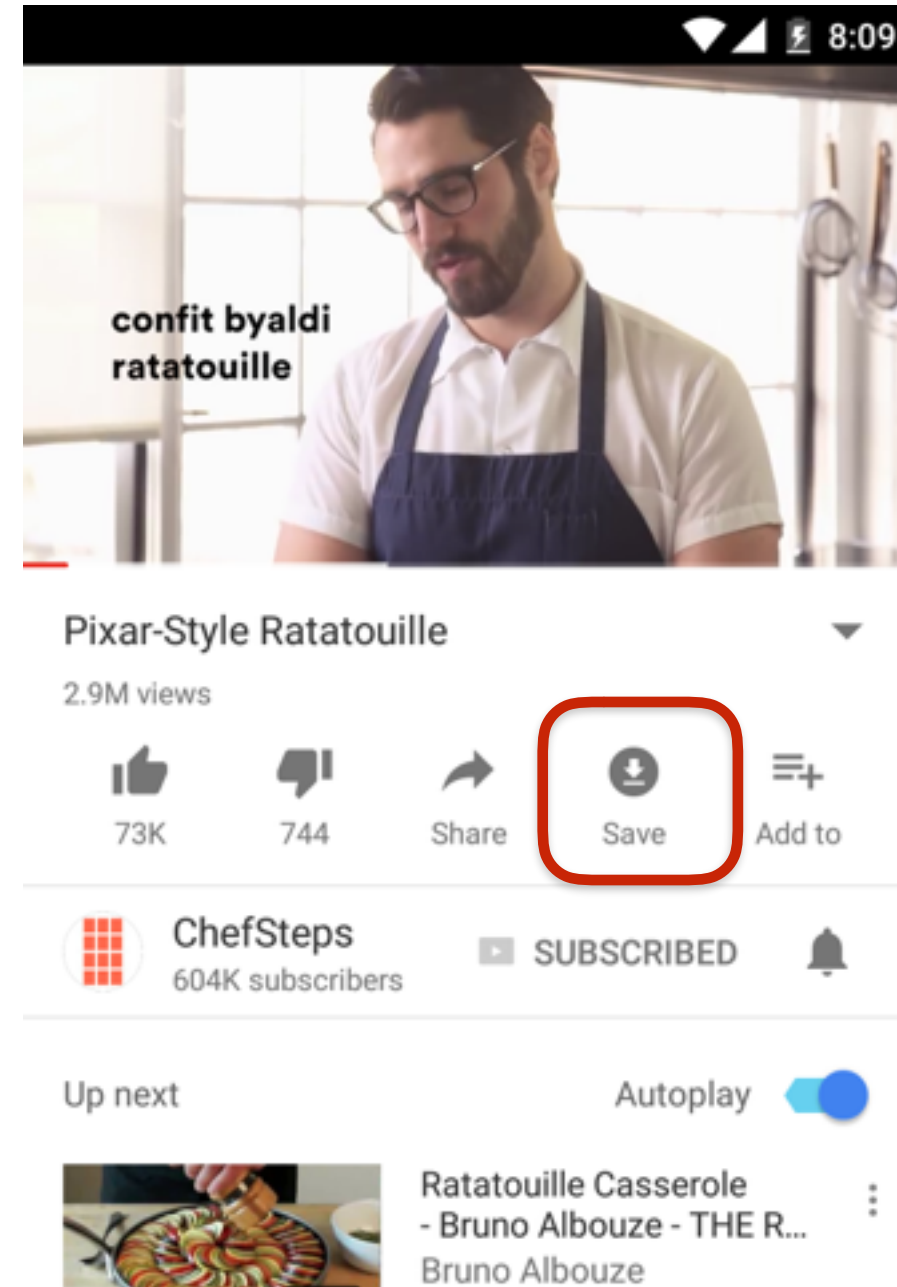
Updation the status

- Consider showing the workflow that can help users mental model.

- Consider showing toast information to help users learn about the feature than whole menu.
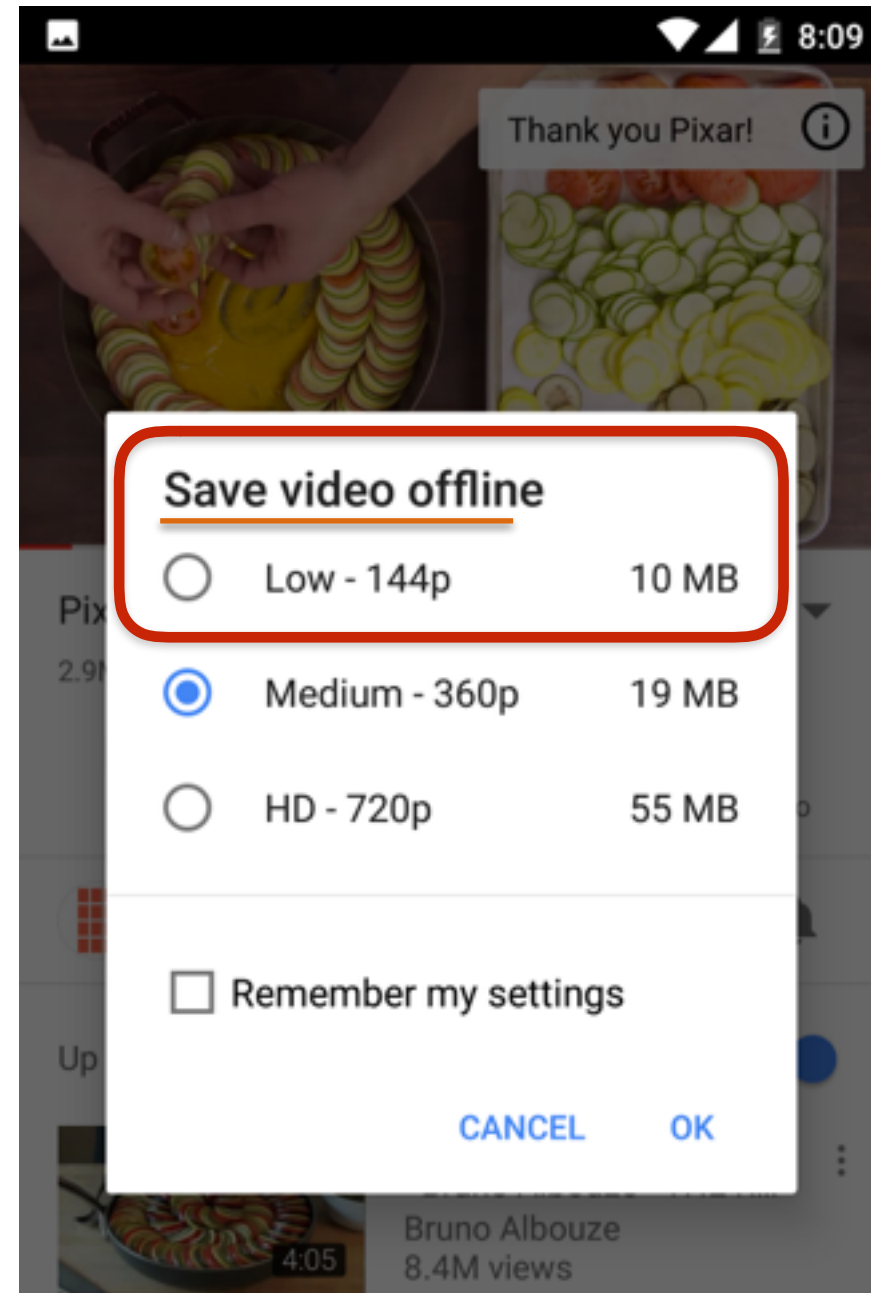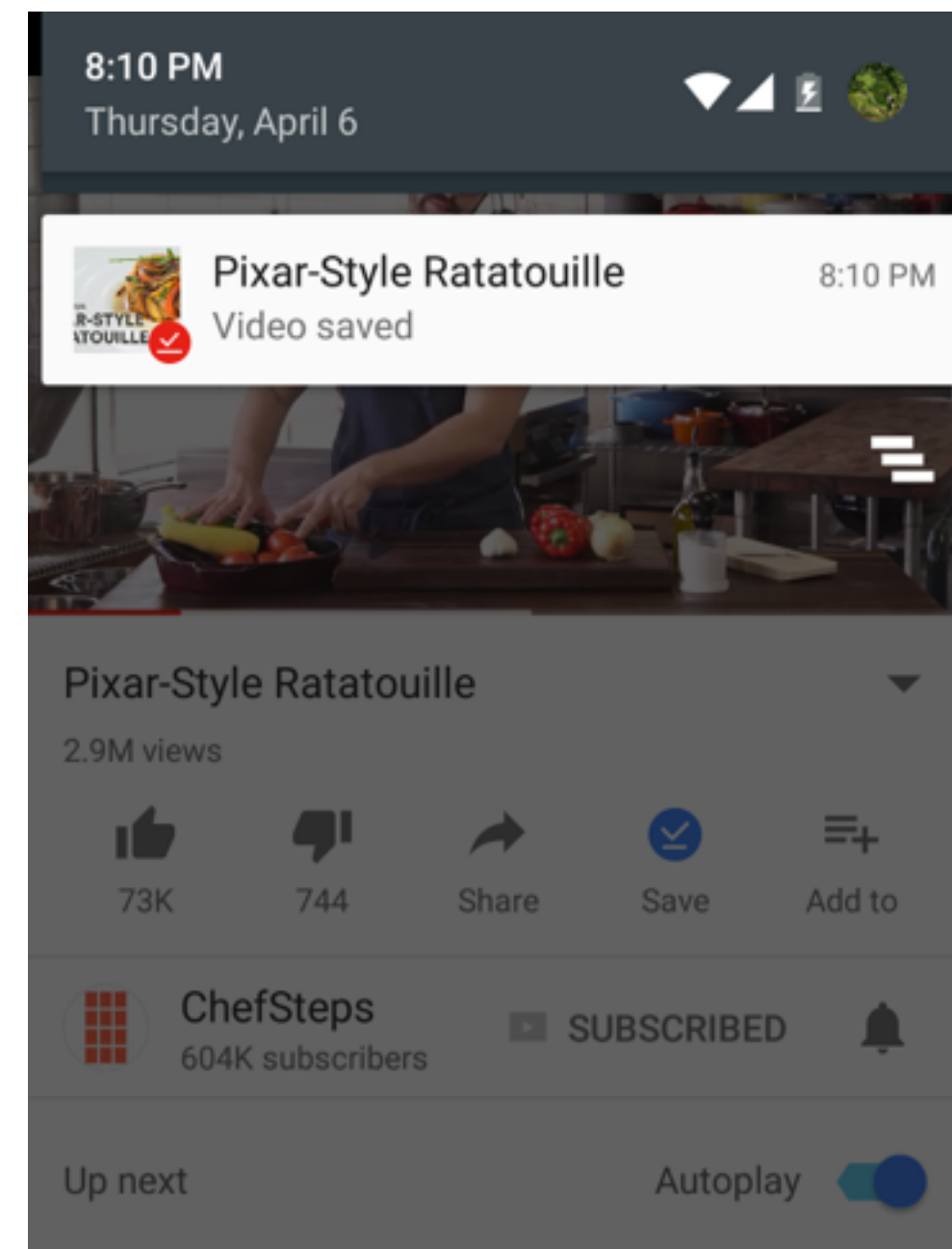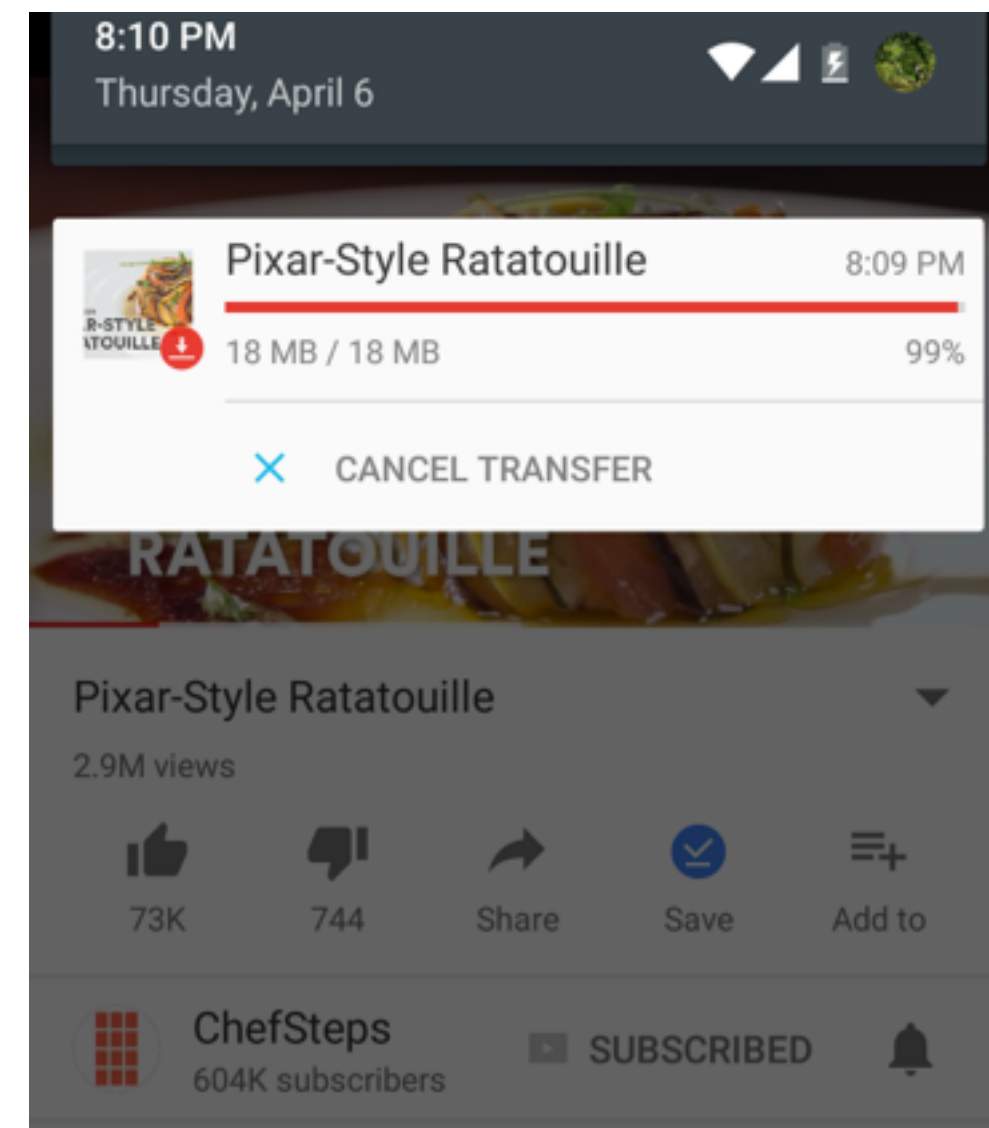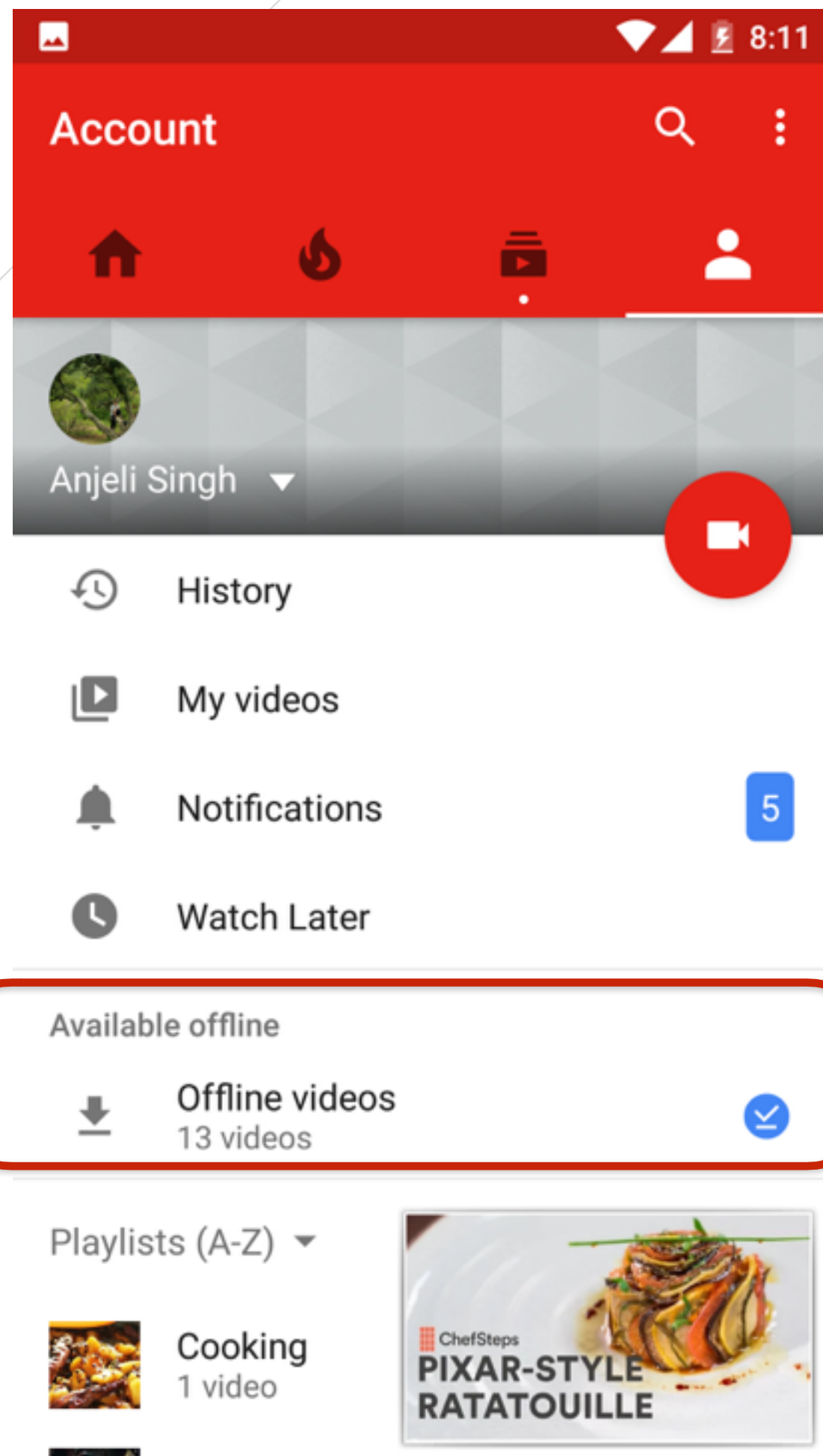
Updating the heading text

Updating text to be more descriptive like 'Save video offline' than just 'OFFLINE'

SAVED PAGES: IDENTIFIABLE ICONS
—

Consider having another section for keeping offline content with clear heading.

WIKI LATER

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Users were unable to find the downloaded files on their mobile devices

To find downloaded information

Consider providing a toast information to show downloaded file location
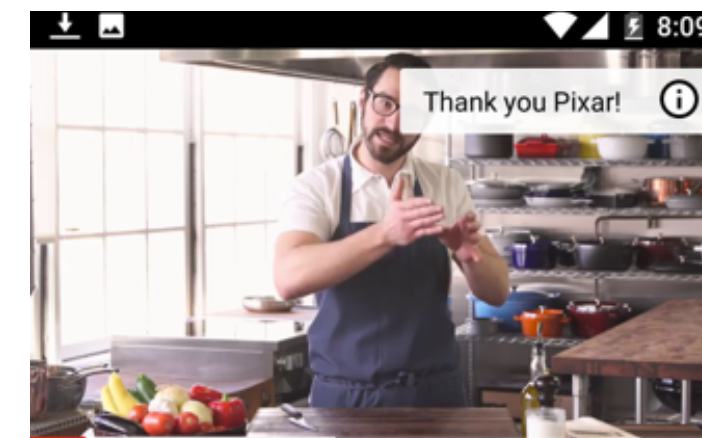
Ability to Search downloaded file(s)

Consider providing an option to search downloaded files or an ability to name the files.

Feedback

Most of the users preferred WikiLater (PDF) out of three prototypes.

Saved, Wiki Later and Quick Fact
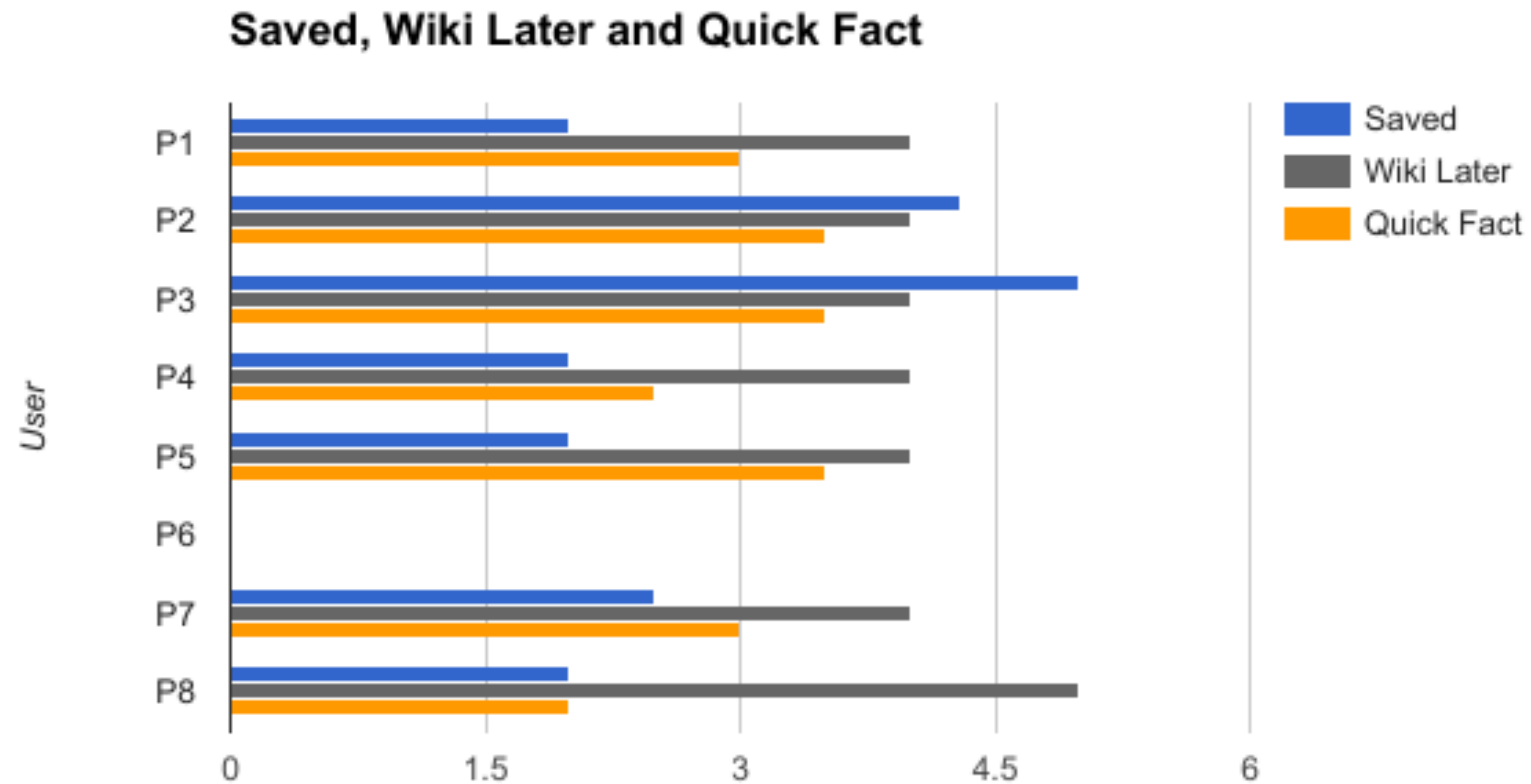
Frustration/Confusion - Quotes

- "Star icon – I don't know what it does and I'm unable to guess what it would do"

- "I would not use the offline content features from Wikipedia because I don't like the complicated flow of going through various folders. I prefer the straight user flow of using an app like Pocket to read offline and share content."

- "For the Saved Pages prototype, I don't know where the downloaded articles would be saved, and if I have to create an account to download and access these pages."

- "JPEG was confusing as I was searching for an option to download it but it was not there."

Comment

- User first thought the page couldn't be saved offline. But maybe Save option would allow

- User would like people to go through the entire article instead of going through just a little bit and then pick what they need

- User wasn't sure how the current Wikipedia website is different from what he was using during the test. He uses Wikipedia mostly from his desktop/laptop

- For the Saved Pages prototype, the user's concern was where the downloaded articles would be saved, and if he would have to create an account to download and access these pages

- User would recommend Wikipedia to his friends, but his circle of friends doesn't usually need wikipedia since they're athletes

- User couldn't download or share. She thought if she learns how to use those functions from her son or someone else, then she will be able to use them

- User will always learn something from her son or staff before attempting it

- User wouldn't mind a video or a note that will teach her how to use the features

- User uses the Notes feature on her iPhone to jot down things

- Having an option to do the download upfront than searching for it. I have been searching for it on the three dots and it was missing. Keeping it consistent and at the same place."

- The user mentioned Wikipedia contains 'believable' information when asked about recommending Wikipedia. He likes the related or recommended links that Wikipedia provides on a page

WISH-LIST
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1 **Ability to search articles offline**

Ability to search articles offline

2 **Read more**

Ability to read couple of pages of a website when offline

3 **Tour Guide**

User would like the tour guide or tutorial feature to be added so he doesn't miss out any new features

4 **Combination of Prototypes**

Would like a combination of the second and third prototype – where the summary pops up in html, and if user likes the summary user can downloaded the article

5 **Hyperlinks in PDFs**

The user would have liked the pdf to have hyperlinks. He would have also liked a search bar within the article so can search for specific information

6 **Reading more books**

Open book of your choice

References:

Recordings:

- *https://drive.google.com/drive/u/0/folders/0B8np_spliywUb1B0Uk1WNHVuT0U*

Transcripts:

- https://drive.google.com/drive/folders/0B8np_spliywUcGZ4cmpNY3lTTDQ?usp=sharing

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Email Us   talk@hureo.com

Our Website   www.hureo.com

Call us   +91 976 721 6274

Location   Office 602 Baner Pasahn Link road, Pune India

HUREO
USER RESEARCH COMPANY
www.hureo.com