Contributions

Android Suggested Edits (SE) V5

Product Design Strategy

Daisy Chen
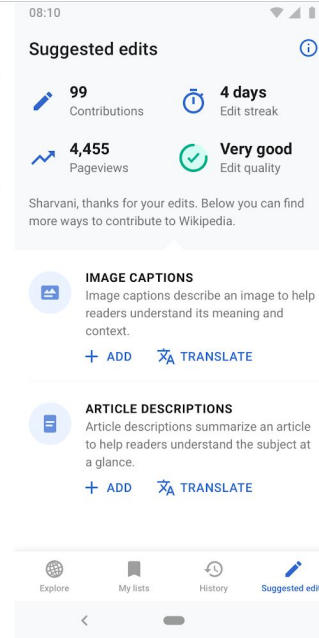June 2020

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Introduction

Problem Statement & Overview

One of the newest features of the Wikipedia Android app is Suggested Edits (SE), where users have a 'hub' to quickly make contributions of smaller scopes: article descriptions, image captions, and similar.

As part of the iterative participant testing and development for the app's SE feature, this testing project is meant to address any user difficulties using and understanding the Contributions screens, which expound on the current 'profile statistics' section. Using a prototype site meant to mimic the look of a user contributions 'dashboard' and associated contribution details screens, users are encouraged to explore and complete tasks as their expectations, experiences and feedback are taken into account.

Profile statistics

Contribution opportunities

08:10

Suggested edits   ⓘ

✏️ **99**   ⏱️ **4 days**
Contributions   Edit streak

📈 **4,455**   ✅ **Very good**
Pageviews   Edit quality

Sharvani, thanks for your edits. Below you can find more ways to contribute to Wikipedia.

🖼️ **IMAGE CAPTIONS**
Image captions describe an image to help readers understand its meaning and context.
+ ADD   🗛 TRANSLATE

📄 **ARTICLE DESCRIPTIONS**
Article descriptions summarize an article to help readers understand the subject at a glance.
+ ADD   🗛 TRANSLATE

🌐   🔖   🕘   ✏️
Explore   My lists   History   Suggested edits

Key Takeaways

5 Usertesting sessions

- Overall, it was relatively easy to develop understanding of the concept of a contributions 'home' page and the related edit detail screen, even though the understanding was not always immediate
- However, a combination of confusing UI elements and lack of onboarding contributed to some cognitive dissonance on both a micro and macro level, causing delayed comprehension of the feature itself and the contributions focus of this test project
- WIth more situational/contextual awareness and better framing, the SE feature itself and the contributions screens would be more clearly received by users
- Generally positive feedback on the feature overall

7 Moderated sessions

5 Android app users

- Similar findings as those from the Usertesting sessions
- 4 of 5 felt they would use the feature in the future (the holdout said the phone size was the main deterrent)

2 SE editors

- Framing of the feature, with regard to diction and UI elements, is important to establish both quick understanding of the environment and avoid any unnecessary cognitive processing that affects comprehension and therefore adoption
- This is true even for those who are familiar with the feature already

Key Takeaways

User Quotes (Usertesting)

> Fine considering that I, an average user, managed to navigate through

> I've never contributed yet. Now I think I can contribute

> Graph has been certainly confusing

> Arrows [depicting views] don't mean anything to me

User Quotes (Moderated)

> Love this feature [...] will use this more often

> This kind of thing would get me to contribute

> Don't know what quality means, not clear to me who is grading them

> When there is disjointedness or lack of cohesiveness, [it] raises barrier to entry

SE main page (Usertesting)

Main page

- (2) of the 5 total demonstrated very clear understanding of the elements on the main page

- the remaining 3 participants talked through the page elements, but either used general terms to describe each element or provided confused/incorrect descriptions or contexts, e.g. "this is where you can upload wikipedia links", "this is the # of days you used the app"

SE main page (Usertesting)

Editing options

- (2) like the task descriptions

- (1) notes that it's "weird" that there isn't an option here to edit normal Wikipedia articles
- (1) mentions you can "change image" here (which is incorrect, for now)
- (1) expressed hesitation: "are you supposed to make edits or search edits? i think it is make"

8,629
Views

Excellent
Quality

Contribute

Article descriptions
Summarize an article to help readers understand the subject at a glance.

\+ ADD   文A TRANSLATE

Image captions
Describe an image to help readers understand its meaning and context.

\+ ADD   文A TRANSLATE

Image tags
Add custom tags to an image to make it easier to find.

\+ ADD   文A TRANSLATE

What is Suggested edits?

SE main page (Usertesting)

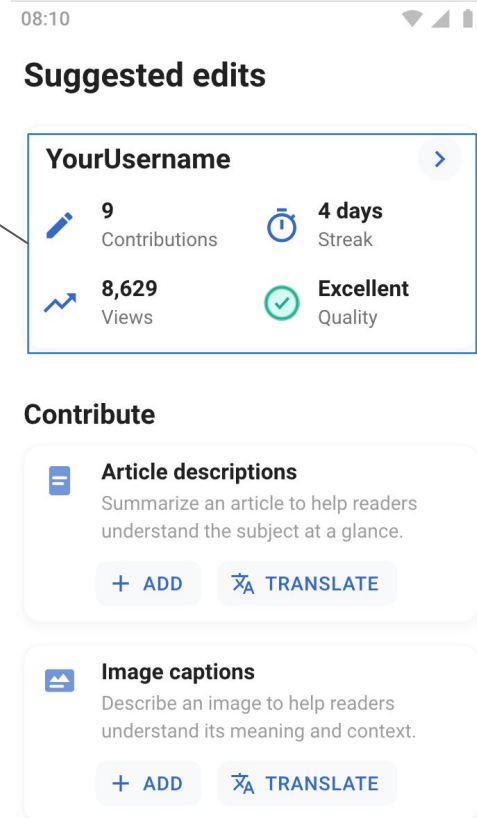**Where to view contributions and expectations**

Positive
- (2) correctly indicated the contributions 'box'

Negative
- (3) do not
  - (1) goes to 'My Lists'
  - (1) thinks there should be an additional section under the 3 contribution types where she could go
  - (1) talks about the 'what is suggested edits' section then says edits can be added with the task boxes section

(1) only one actually talked about expectations, thinking the screen would depict 9 headers, a quick overview of edits made, and then the ability to click each header to view details

08:10

Suggested edits

YourUsername >

✎ **9**
Contributions

⏱ **4 days**
Streak

📈 **8,629**
Views

✅ **Excellent**
Quality

Contribute

Article descriptions
Summarize an article to help readers understand the subject at a glance.
+ ADD   🗛 TRANSLATE

Image captions
Describe an image to help readers understand its meaning and context.
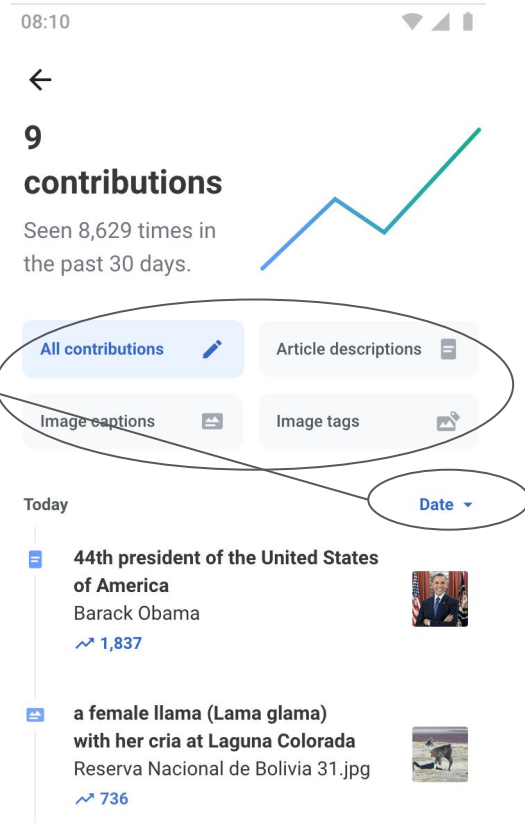+ ADD   🗛 TRANSLATE

Contributions 'dashboard' (Usertesting)

Positive
- (2) users fully understand the elements on the contributions page
- (1) "More organized and detailed than what I had in mind"
- (5) have no issues with the filter boxes or the view/date sort dropdowns

Negative
- (1) user expected to see views of their edits from all time, instead of just the last 30 days.
- (1) "I assume this is where other people contribute"
- Combination of confusion: some didn't understand the contributions were 'their own', some did but then thought the views were their own view of other articles, or that the view count reflected how many times they opened the app

08:10

9
contributions
Seen 8,629 times in the past 30 days.

All contributions ✏

Article descriptions 🗎

Image captions 🖼

Image tags 🖼

Today

Date ▾

44th president of the United States of America
Barack Obama
↗ 1,837

a female llama (Lama glama) with her cria at Laguna Colorada
Reserva Nacional de Bolivia 31.jpg
↗ 736

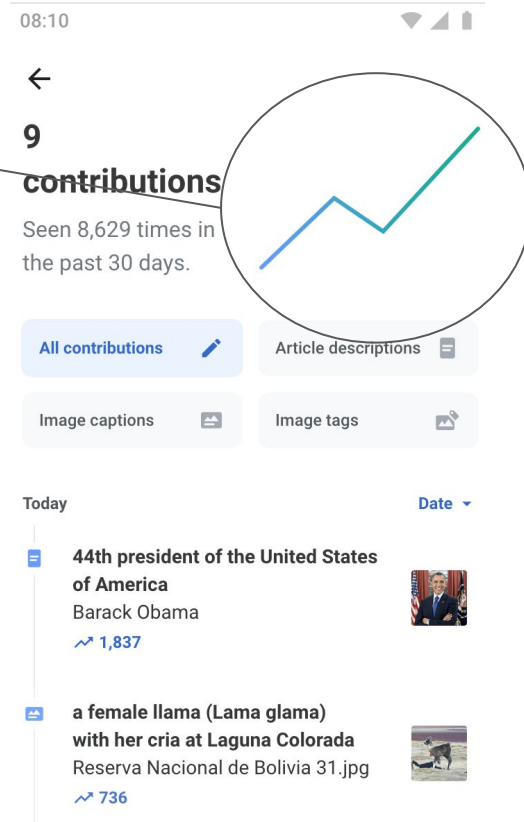# Contributions 'dashboard' (Usertesting)

The Graph

Positive
- The consensus generally was that the graph was fine

Negative
- However, it needed to be more clear about what it represented
  - (1) user suggested it be clickable to provide more detail and context
  - (1) user wanted to see axes and numbers
- (1) user thought it represented the # of times she used the app in the last 30 days
- (1) user mentioned she'd want to see hits on articles (generally, not specific to her SE edits) over time

08:10

←

9 contributions

Seen 8,629 times in the past 30 days.

All contributions ✏️   Article descriptions 📄

Image captions 🖼️   Image tags 🖼️

Today   Date ▾

📄 **44th president of the United States of America**
Barack Obama
↗ 1,837

🖼️ **a female llama (Lama glama) with her cria at Laguna Colorada**
Reserva Nacional de Bolivia 31.jpg
↗ 736

# Contributions 'dashboard' (Usertesting)

Edit view counts

Positive
- n/a

Negative
- (2) users specifically point out that the arrow icon doesn't work for them
    - one thinks it represents uploads
    - another says it's meaningless
- (5) all users mention they are views or hits to the article, but none are clear that they are specifically views from the general public of their SE edits to those articles
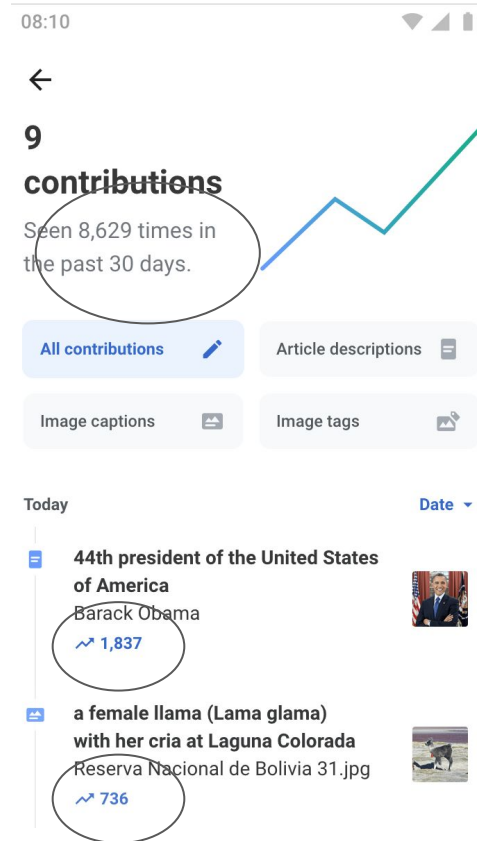
Edit details screens (Usertesting)
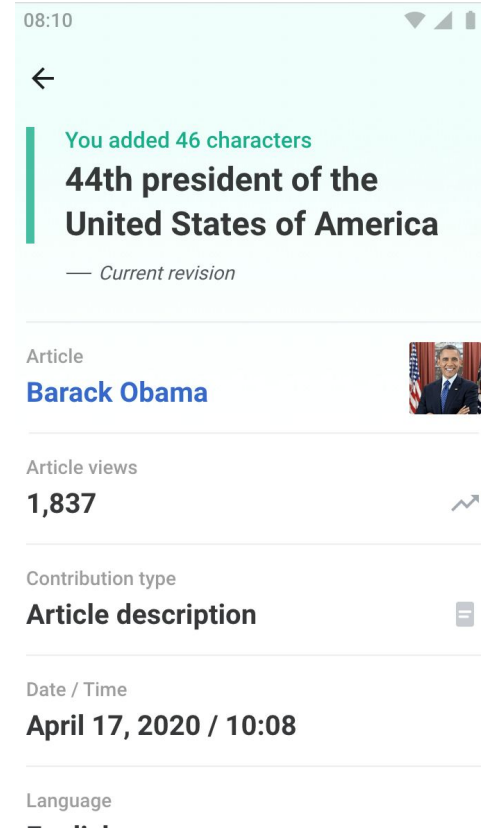
Article descriptions
- (4) have no issue navigating to the article page
- (1) feels the blue article link should be more clearly clickable/tappable

Image captions
- (5) all users click through to the image page

Image tags
- (4) had no issues; 1 user skipped this task

08:10

←

You added 46 characters
44th president of the United States of America

— *Current revision*

Article
Barack Obama

Article views
1,837

Contribution type
Article description

Date / Time
April 17, 2020 / 10:08

Language

# Edit details screens (Usertesting)

Making article/image edits

Article descriptions
- (3) understood that editing article descriptions are done via the edit pencil
- (1) tried to click on the article description text itself first
- (2) did not do the task correctly due to confusion, either with the task or with the feature

Image captions and image tags
- (4) had no issues finding the pencil icon on the image page to further edit the caption; 1 user skipped this task
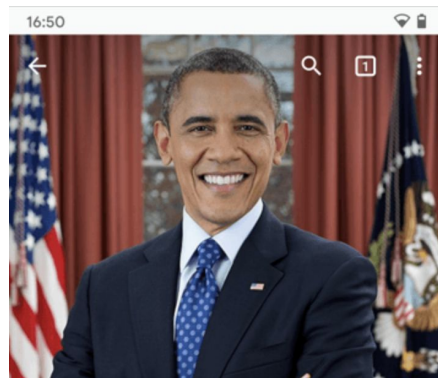
File
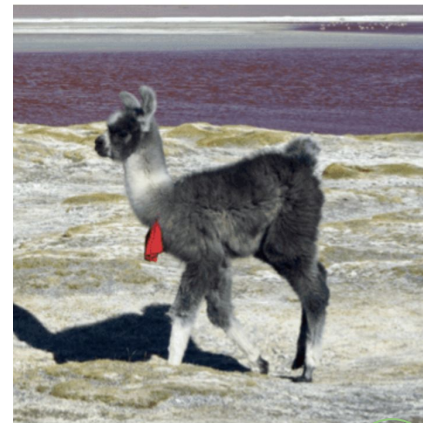**Reserva Nacional de Fauna Andina Bolivia 31.jpg**

Image caption
a female llama (Lama glama) with her cria at Laguna Colorada

Image tags
lama, glama, laguna colorado
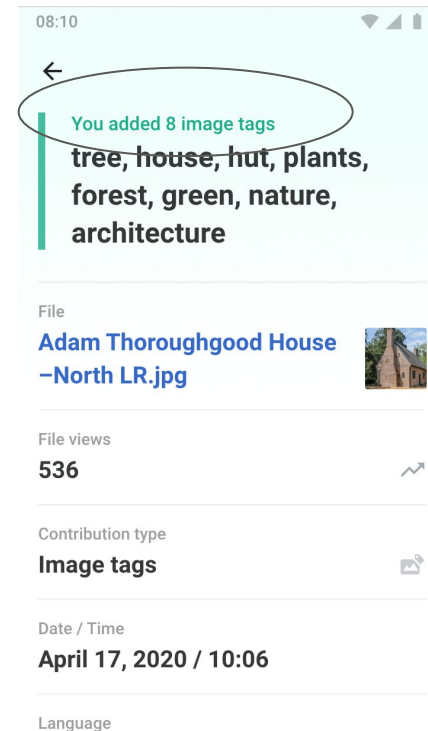
Edit details screens (Usertesting)

Diction

characters vs # image tags
- (2) understood and provided clear explanations of the difference
- (3) were unclear about the question, how to answer or were hesitant

"Current Revision"
- (1) said this "edit is under revision; the "moderator hasn't approved it"
- (4) remaining users all say some combination of latest modification/revision/edit, but it is unclear whether they understand fully that it is their edit and also the current/displayed version of the description or caption

08:10

←

You added 61 characters

a female llama (Lama glama) with her cria at Laguna Colorada

— *Current revision*

File
Reserva Nacional de Fauna Andina Bolivia 31.jpg

File views
736

Contribution type
Image caption

Date / Time
April 17, 2020 / 10:07

08:10

←

You added 8 image tags

tree, house, hut, plants, forest, green, nature, architecture

File
Adam Thoroughgood House –North LR.jpg

File views
536

Contribution type
Image tags

Date / Time
April 17, 2020 / 10:06

Language

SE main page (Moderated)

Main page

5 app users

Positive
- (3) demonstrated very clear understanding of the elements on the main page

Negative
- (2) Streak: "no idea" what it is; not sure if it refers to edit frequency or of visits to app
- (2) Quality: unsure about the source of the rating

Main page

2 SE users

Positive
- (2) understand the screen
- "Positive first impression"

Negative
- (2) unsure about the quality rating; one wasn't sure of the rating source, the other wasn't sure if the rating reflected own edits or the quality of the pages edited overall
- "Not a lot of cohesion... seems disjointed."
  - Terminology of 'suggested edits' vs 'edits' vs 'contributions'

SE main page (Moderated)

Main page

Overall

Positive
- (4) of 5 app users would try to edit with this feature
- (2) of 2 SE users would continue to edit with this feature
    - Both mentioned positively that the app is more actively asking for contributions
    - (1) "Wikipedia might be too polite [in soliciting edits] […] I need wikipedia. I would never drop it even if it were pushy."

Negative
- (7 on some level) all users experienced some level of "suggested edits", "edits" and "contributions"-caused confusion. "lacks cohesiveness; [use] one term for one […] feature [set]"

SE main page (Moderated)

Editing options

5 app users
- Positive
  - (2) have a clear understanding of the tasks
- Negative
  - (3) not fully clear what the suggested edit options are exactly; some of this is due to a lack of understanding, inability to 'check it out' and macro-level confusion caused by the SE header, 'what is suggested edits' box at the bottom, and the 'contributions' box in the middle

2 SE users
- Positive
  - (2) clear general understanding
- Negative
  - (1) wasn't exactly sure what would happen if they tried to 'translate'

8,629
Views

Excellent
Quality

Contribute

Article descriptions
Summarize an article to help readers understand the subject at a glance.

+ ADD   文A TRANSLATE

Image captions
Describe an image to help readers understand its meaning and context.

+ ADD   文A TRANSLATE

Image tags
Add custom tags to an image to make it easier to find.

+ ADD   文A TRANSLATE

What is Suggested edits?

SE main page (Moderated)

Where to view contributions and expectations

Positive
- (7) all correctly indicate the place to tap

Expectations
- (5) see a list of edits made
  - (1) mentions wanting icons for editing or deleting
  - (1) wants associated edit times, pages edited, locations of edits on page and edits highlighted
  - (1) wants an indicator if an edit wasn't of high enough quality, and the ability to correct the issue
- (1) chronological list of articles/images and what was added and corresponding

08:10

Suggested edits

YourUsername →

✏ **9**
Contributions

⏱ **4 days**
Streak

📈 **8,629**
Views

✅ **Excellent**
Quality

Contribute

Article descriptions
Summarize an article to help readers understand the subject at a glance.

＋ ADD   文A TRANSLATE

Image captions
Describe an image to help readers understand its meaning and context.
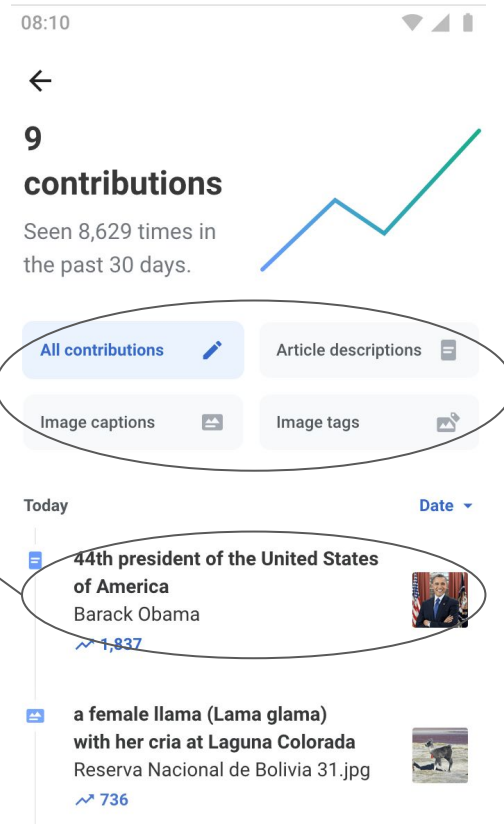
＋ ADD   文A TRANSLATE

Contributions 'dashboard' (Moderated)

Positive
- (4) mention liking the timeline/feed look
- (4) note liking the filtering buttons for edit type

Negative
- (1) said the edits are "everything i've ever contributed", which seems to be a misunderstanding
- (4) felt the edits shown in timeline don't look clickable
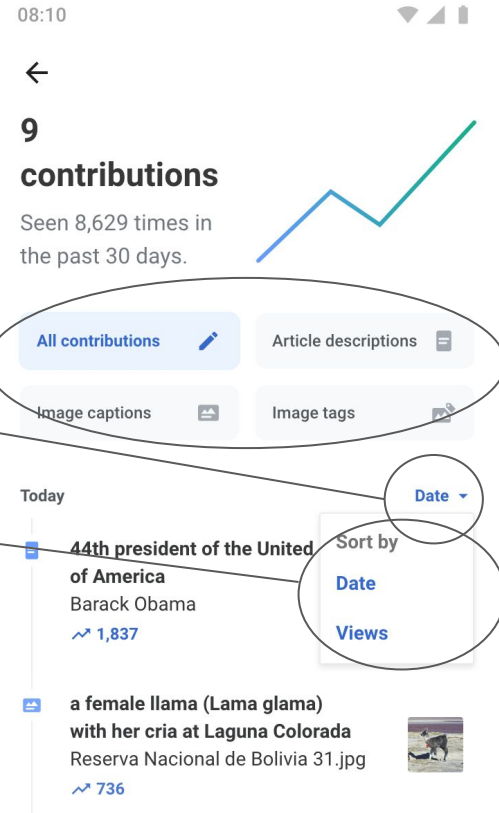
Contributions 'dashboard' (Moderated)

Filtering/sorting

Positive
- (7) users had no issue discovering and using the edit options box filters

Negative
- (5) users indicated that it wasn't obvious enough that more than one sort option was available
- (1) mentioned that the sort dropdown has no contrasting background nor sufficiently contrasting frame, and it blended into the rest of the screen, causing "brief delay in understanding"

08:10

←

9 contributions

Seen 8,629 times in the past 30 days.

All contributions ✏

Article descriptions 📄

Image captions 🖼

Image tags 🖼

Today   Date ▾

Sort by

Date

Views

📄 **44th president of the United of America**
Barack Obama
↗ 1,837

🖼 **a female llama (Lama glama) with her cria at Laguna Colorada**
Reserva Nacional de Bolivia 31.jpg
↗ 736

Contributions 'dashboard' (Moderated)
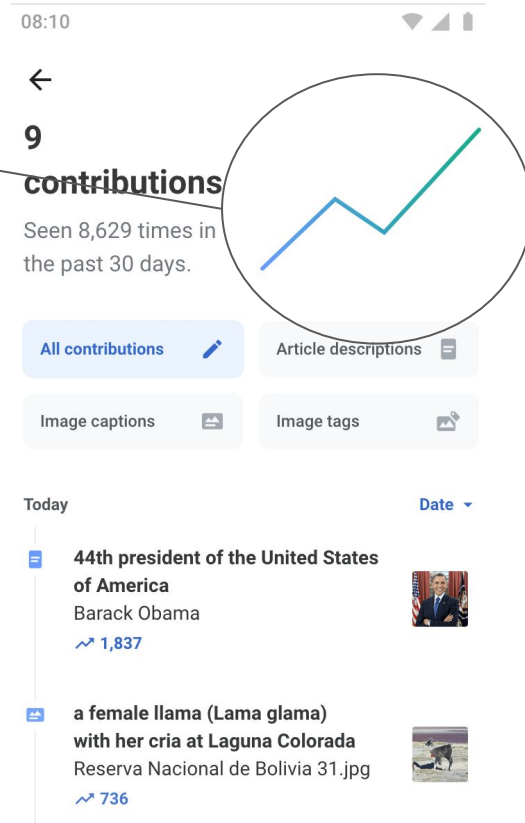
The Graph

5 app users

Positive
- (5) all have positive feelings about the graph
- (4) mention the 'trend' shown in the graph would provide motivation one way or the other "encourages me to continue. [if] trending down, may tell me to put in some more effort"
- (3) understood clearly it related to the pageviews number

Negative
- (1) "why is it going from blue to green?"
- (1) doesn't describe anything
- (1) feels user should be allowed to control the timeframe represented in the graph
- (1) feels that no graph provides a cleaner look, but doesn't mind the graph

08:10

9 contributions

Seen 8,629 times in the past 30 days.

All contributions

Article descriptions

Image captions

Image tags

Today   Date ▾

44th president of the United States of America
Barack Obama
↗ 1,837

a female llama (Lama glama) with her cria at Laguna Colorada
Reserva Nacional de Bolivia 31.jpg
↗ 736

Contributions 'dashboard' (Moderated)

The Graph

2 SE users

Positive
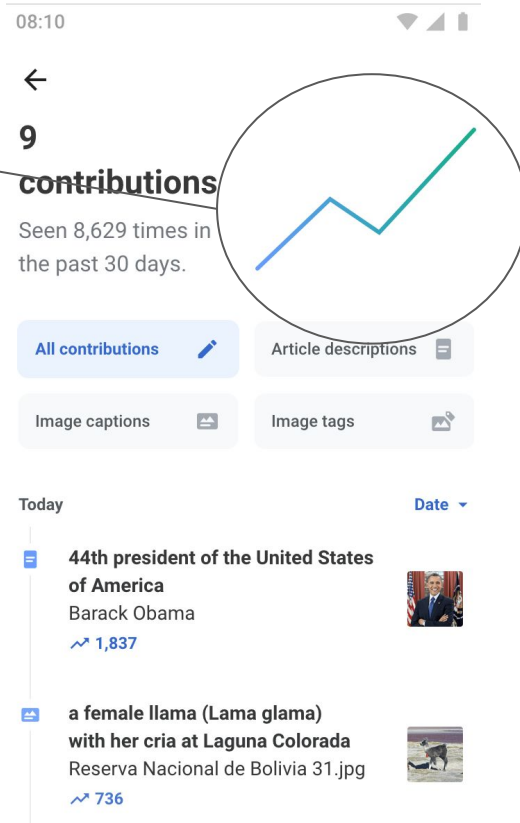- "[graph] is prettier. just the text is a little soulless"

Negative
- "i like it without the graph. [graph is] not meaningful"

Overall

(7) users understood that the phrase represented views of their edits; however, the clarity around the details are a bit fuzzier
- (4) were totally clear
- (1) wasn't exactly sure who did the viewing
- (1) thought that it might represent views from a community pool of editors who review edits before they go 'live'

08:10

←

9 contributions

Seen 8,629 times in the past 30 days.

| All contributions ✏ | Article descriptions |
| Image captions | Image tags |

Today   Date ▾

44th president of the United States of America
Barack Obama
↗ 1,837

a female llama (Lama glama) with her cria at Laguna Colorada
Reserva Nacional de Bolivia 31.jpg
↗ 736

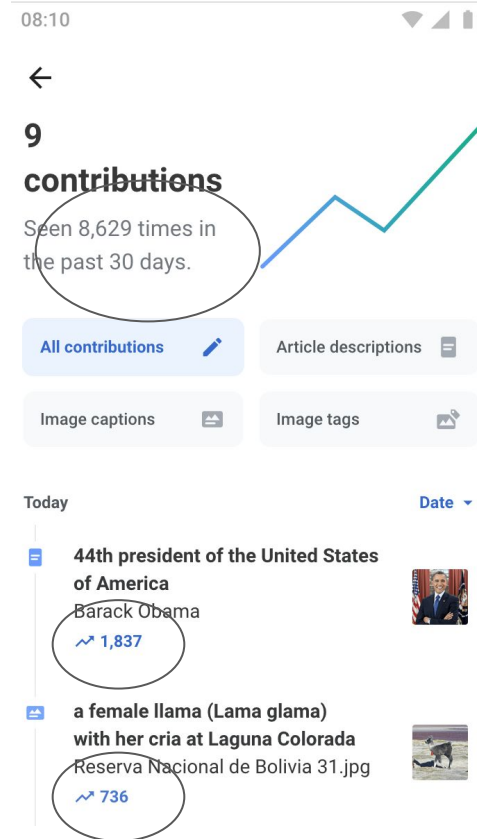# Contributions 'dashboard' (Moderated)

Edit view counts

Positive
- (5) users understand that the view counts on the timeline are just breakdowns adding up to the number higher up on the screen

Negative
- (2) remaining of 7 aren't quite sure if pageviews were views of the edit made on the page specifically vs the page itself being viewed

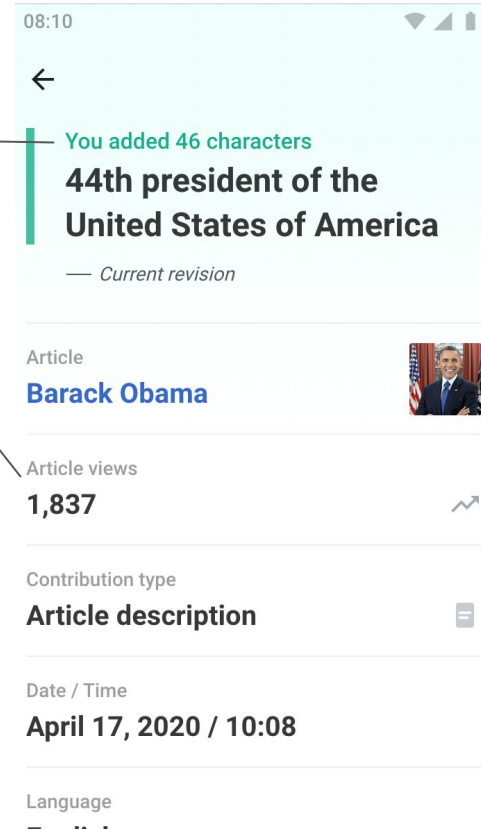# Edit details screens (Moderated)

Article descriptions
- (7) have no issue navigating to the article page
- (2) felt the edit should look like the other sections, with a header/label and edit made shown underneath

Image captions
- (7) all users click through to the image page Image tags

Image tags
- (7) didn't have significant issues with this page

08:10

←

You added 46 characters
44th president of the United States of America
— *Current revision*

Article
Barack Obama

Article views
1,837

Contribution type
Article description

Date / Time
April 17, 2020 / 10:08
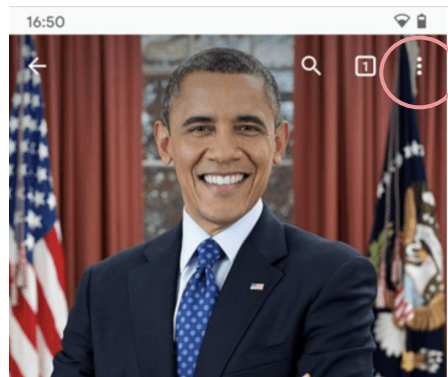
Language

Edit details screens (Moderated)

Making article/image edits

Article descriptions
- (4) quickly and clearly understood that editing article descriptions are done via the edit pencil
- (2) felt the edit should be shown next to the description text
- (1) looked in the three-dot menu first

Image captions and image tags
- (7) had no issues finding the pencil icon on the image page to further edit the caption/tags

Edit details screens (Moderated)

Diction

\# characters vs # image tags
- (7) understood the difference in the contexts and diction
- (2) do not understand the point of characters as a metric

"Current Revision"
- (7) all understood that it meant the edit they made is the one currently 'live'/being shown
- (2) both SE users added that, if their edits were not the current revision, they expected to see a diff between their edits and the current version
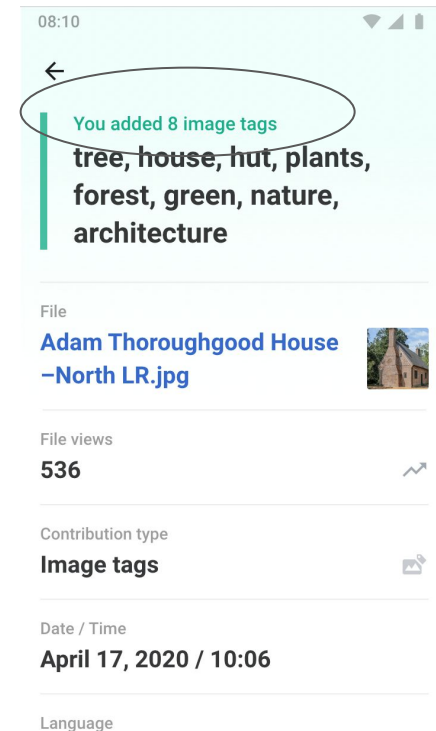
Recommendations

General
- It'll be important to keep first time onboarding and also the tooltips explaining each element in the username box somehow, especially if the entire box will navigate users to the new contributions page
    - Even SE users have some trouble fully understanding "streak" and "quality"
- Move the 'what is suggested edits' card into an onboarding/tooltip/description immediately below the title/header instead of current location below the fold
- The UI can use some cleaning/tightening up; use (or lack) of colors/text formatting and some icons can be reviewed
    - Descriptions on the contribution types is hard to read (too light)
    - It is not clear enough at the moment that the timeline elements are clickable
    - The green/blue graph gradient does not have a meaning for users
    - The pageviews icon (upwards trending arrow) was confusing to many users
    - The green background on the edit didn't symbolize anything to users, and some felt the article/image page links didn't look clickable

Edit/contribution/suggested edit
- Depending on the projected future of this feature, consider changing the terminology from edit/contributions to 'suggested edit(s)' to solidify the paradigm of a microcontribution hub within the app; currently the language hodgepodge used creates confusion and puts extra work on the part of the user to figure out what is going on
- If navigation to an image/article page originated from SE feature and an edit occurs there, does it count as an SE edit?

Recommendations

Contributions main page
- Graph should remain, but perhaps it can be more interactive in allowing users to modify the timeframe shown and somehow see more details within the graph (options include: data/details on longpress, having the graph be clickable, allowing for the accompanying phrase to have an editable # of days)
- Filtering boxes for edit type is helpful, but there is no hierarchy or logic with respect to the all contributions vs the various edit types. They should somehow be presented as a hierarchy, or all be highlighted and allow users to deselect/select as desired
- Date/views should be titled as "Sort by:" or similar to denote multiple options, and its dropdown should itself be more visually apparent/contrasting, and both ascending/descending sorts should be available as well
- Adding capability to filter suggested edits by topic(s)/categories would allow users to focus on their specific interests

Edit detail screens
- Any issues with having an edit pencil immediately next to the article description text, instead of tied in with the edit pencil for editing the body text?
- 'File' terminology in context of page/article confusing, especially as it relates to views and images. Consider best way to clarify views context, as images specifically can be viewed on article pages/on different devices and not necessarily always with their captions, and usually never with their tags (unless on an image page itself)

Opportunities and next steps

Opportunities
- Generally, we can try to be more assertive in soliciting edits and other user input/activity, and take more advantage of Wikipedia's 'essential' status among many users
- Across the Product teams -
    - iOS: what does the microcontributions landscape look like there? How can the elements of both apps be mirrored, both to capture the best of each and to promote design/UI consistency?
    - Language: the SE feature is a potential gateway for Content Translation microcontribution options. Is there a desire to incorporate, and if so, what would the best implementation of that look like?
    - kaiOS/Inuka: due to the limited capabilities of kaiOS phones, can the Inuka team incorporate a similar or pared down version of the SE feature to increase engagement?

Next Steps
- Product Design will work with the Android team's designer and product manager to ensure user feedback and related recommendations are incorporated into the Android app moving forward
- Additional features and developments will be iteratively tested to make sure everything is intuitive for users and otherwise on the right track

Research Approach

Objectives

Methodology

Participants

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Objectives

Objectives

The goals of this research project are three-fold:

1) Understand users' thoughts on, in most cases, seeing the SE home page for the first time and exploring the screen

2) Evaluate users' expectations of, understanding of and experiences with the contributions screen and the connected edit details screens

3) Determine what users think of SE as an edit hub type feature as a whole on the Android app

Methodology

Methods & approach

- Research protocol was developed to address users' experiences of the SE feature and the contributions screens, reflected in the [prototype site](#)
- Both unmoderated sessions and moderated sessions were utilized to capture feedback from frequent Android app users and also frequent SE feature users
    - A first round of usertesting.com was run to catch any glaring issues, and a second round of moderated sessions was conducted to get into more details
- Progress updates and an intermediate write-up from Usertesting sessions was delivered to the Android team on an ongoing basis

Research sessions

- 5 unmoderated remote sessions via Usertesting.com
    - Each session followed the same format; 1) pre-test screener survey to ensure wide range of demographics 2) overview of SE feature 3) review of Contributions home screen and 4) edit detail screens
- 7 moderated remote sessions using Google Meet
    - 5 of 7 sessions were with frequent Android app users
    - 2 of 7 were with frequent SE feature users
    - Each session followed the same format; 2-4) of the above

Participants (Usertesting.com)

Participant recruitment

- Tests were set up to promote geographic and gender diversity among participants from the Usertesting panel

Data collection & analysis

- About 2-3 hours of video recordings from 5 sessions
- Each finding is recorded and tallied to establish patterns in users' feedback

Participant Overview

- Per product manager request, these users are frequent Android app users
- 3 women, 2 men
- Countries represented: Argentina, Brazil (2), Portugal, India
- Age ranges represented: 3 (20-29), 2 (30-39)

Participants (Moderated)

Participant recruitment

- A recruitment card with a linked survey was posted to the Android Explore feed for the period of about 2 weeks
- Outreach to respondents matching the desired participant profiles undertaken until the sessions were filled

Data collection & analysis

- Approximately 7 hours of video recordings from 7 sessions
- Each finding is recorded and tallied to establish patterns in users' feedback

Participant Overview

- Per product manager request, these users are (5) frequent Android app users and (2) both frequent app users and current SE users
- 3 women, 4 men
- Countries represented: Argentina, Nigeria, Romania, USA (4)

Discussion

Questions, Comments, Feedback

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Thanks

Research participants, for your feedback

Charlotte Gauthier and Robin Schoenbaechler, for your input and collaboration

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Fin

Product Design Strategy

Direct questions & comments to:
dchen@wikimedia.org

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