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# Event Invitations Usability Testing Report

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**WIKIMEDIA**  
FOUNDATION

## Event Invitation Usability Test

# Goal and Objectives

### **Goal**

To evaluate the usability and user experience of the new event invitation tool for event organizers in Wikimedia.

### **Objectives**

- Assess the clarity and intuitiveness of the event invitations purpose and functionality.
- Identify any usability issues encountered while using the tool.
- Gather feedback on potential improvements and desired functionalities.

Event Invitation Usability Test

# Participants & Test format

- **Moderated usability test** conducted via google meet with **8 participants** on the Event invitations desktop design prototype.
- **Unmoderated usability test** was conducted via a Qualtrics survey with **22 respondents** in English, Spanish, Swahili and French using Event invitations mobile design images.

## Event Invitation Usability Test

# Scenario

### **Scenario**

You are organizing a campaign event. You want to find participants for your event. How would you use Event invitations tool to find and invite editors for your event?

## Event Invitation Usability Test

# Keys/Legend

### Colour codes

**1.1.** - Usability issue faced by organizer

**1.1.** - Organizer suggestion/need

**1.1.** - Organizer successfully completed/understood an action

### Priority

**P1** - Urgent and important. Needs to be done for organizers to successfully use the tool. Best to be done in MVP.

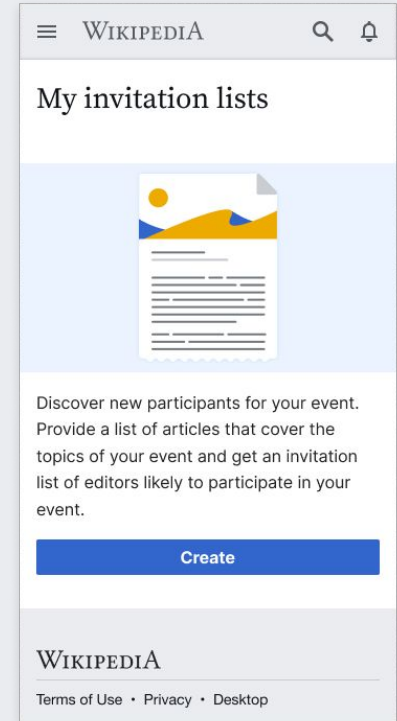
**P2** - Important but can be done after MVP.

**P3** - Not too important. Can be done when needed.



# Summary of findings

1. Organizers generally didn't understand how event invitations worked and this was the major factor in the usability issues encountered.
2. Organizers want to know the criteria for the invitation list and be given controls to select editors and send invitations without leaving the tool.



*My Event Invitations page -  
Empty state*

## Event Invitation Usability Test

# 1. My Event Invitations page - Empty state

**1.1.** Organizers either scanned or didn't read the information on this page.

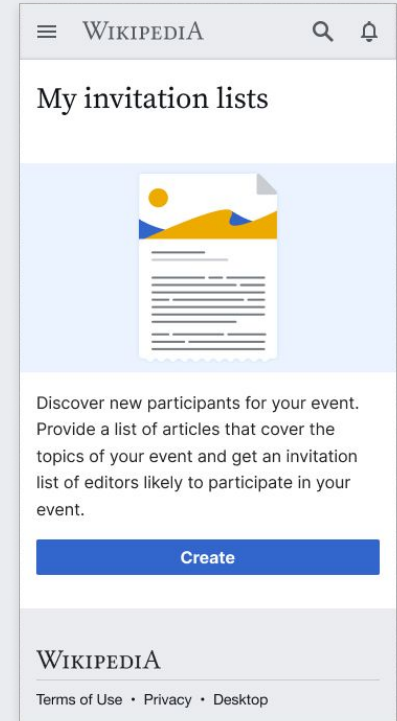
**1.2.** Rewrite the copy to make the event invitation process clearer. **P1**

*Suggestion: See 2.4*

**1.3.** Illustration doesn't represent event invitations accurately. **P3**

**1.4.** The title 'My invitation lists' communicates that this is where invitations generated are shown rather than a place to let me know what event invitations is about. **P3**

*Suggestion: Make page look more like an empty state.*

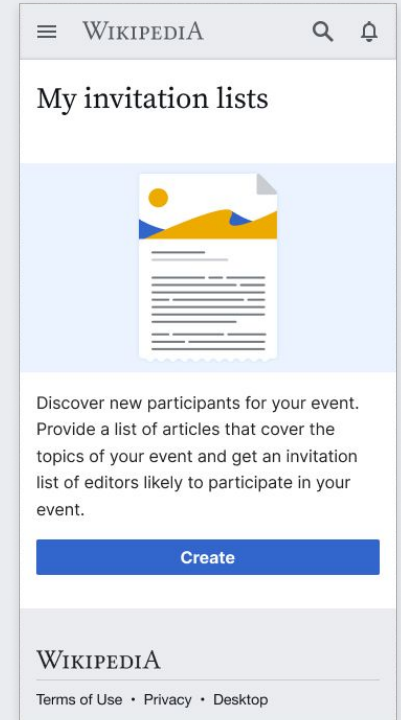


*My Event Invitations page - Empty state*



## Continuation

1.5. Organizers understood that they should click on 'Create' button to start creating their invitation list.



*My Event Invitations page -  
Empty state*

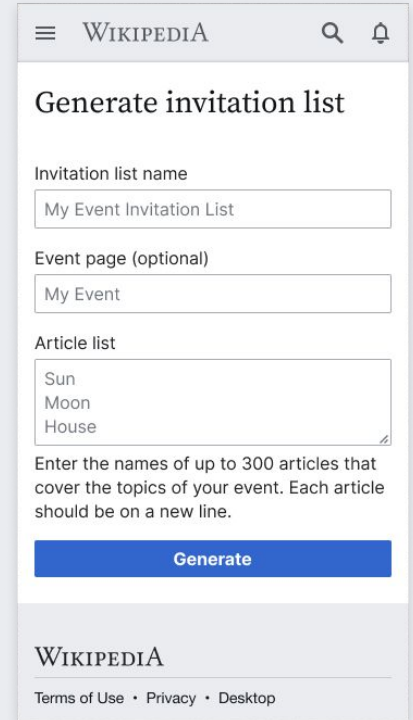
# 2. Generate Invitation List page

**2.1.** Organizers misunderstood ‘Invitation list name’ field to be where they add their own list of participant to invite. **P1**

***Suggestion:** Change the ‘My Event Invitation List’ placeholder copy to a less confusing one. Optionally, use a much clearer input label.*

**2.2.** Organizers thought they where to enter the link (URL) of their event pages instead of the name of the page. **P1**

***Suggestion:** Update the label to reflect the event page title as the required input.*



The screenshot shows a web form titled "Generate invitation list" on the Wikipedia mobile interface. The form includes three input fields: "Invitation list name" with the placeholder text "My Event Invitation List", "Event page (optional)" with the placeholder text "My Event", and "Article list" containing the text "Sun", "Moon", and "House" on separate lines. Below the article list is a blue "Generate" button. The form is set against a light gray background with the Wikipedia logo and navigation icons at the top.

Generate Invitation List page

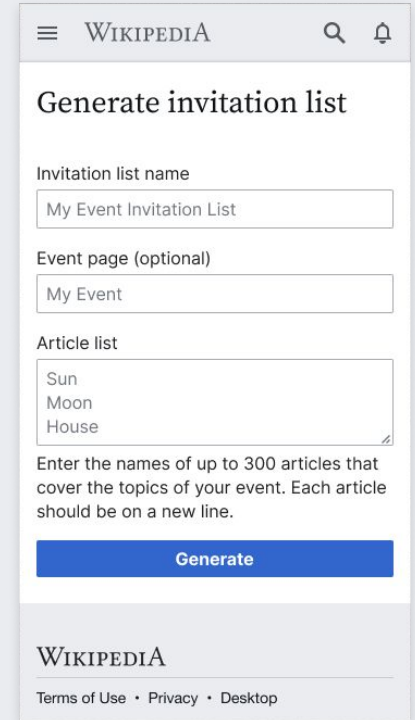
## Continuation

**2.3.** It was understood that the ‘Article list’ was for the entering a list of articles related or to be worked on during the event but most organizers didn’t know the purpose of providing this information. They thought it will be sent to invited participants. **P1**

*Suggestion: See 2.4*

**2.4.** This page was mostly understood to be where you send the invite messages to editors and the event details entered in this form are what will be sent to participants. **P1**

*Suggestion: Make the copies across the pages clearer and put concise explanation of how event invitation works and the purpose of the article list at strategic places.*



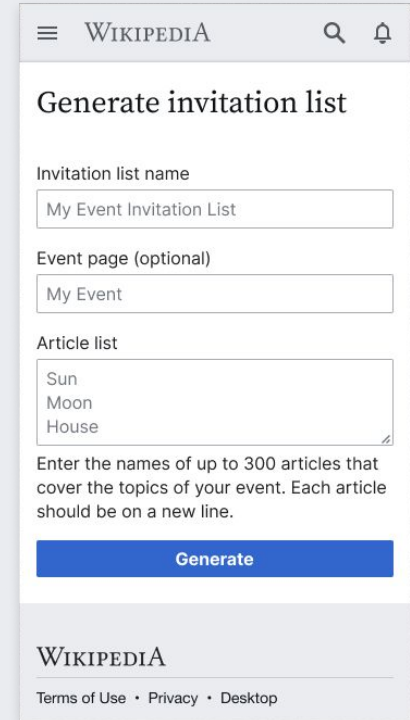
The image shows a screenshot of the Wikipedia 'Generate invitation list' form. At the top, there is a navigation bar with the Wikipedia logo, a search icon, and a notification bell. The main heading is 'Generate invitation list'. Below this, there are three input fields: 'Invitation list name' with the value 'My Event Invitation List', 'Event page (optional)' with the value 'My Event', and 'Article list' with the values 'Sun', 'Moon', and 'House'. Below the 'Article list' field, there is a text instruction: 'Enter the names of up to 300 articles that cover the topics of your event. Each article should be on a new line.' At the bottom of the form is a blue 'Generate' button. Below the form, there is a footer with the Wikipedia logo and links for 'Terms of Use', 'Privacy', and 'Desktop'.

Generate Invitation List page

## Continuation

**2.5.** Organizers also want alternative input options for article lists such as Wikidata, Category links or names in order to make things easier. **P2**

**2.6.** There was one misunderstanding of the 300 article limit as being required number of articles to enter. **P2**



The screenshot shows a web form titled "Generate invitation list" on the Wikipedia mobile interface. The form includes three input fields: "Invitation list name" with the value "My Event Invitation List", "Event page (optional)" with the value "My Event", and "Article list" containing "Sun", "Moon", and "House" on separate lines. Below the fields is a blue "Generate" button. The footer of the page displays the Wikipedia logo and links for "Terms of Use", "Privacy", and "Desktop".

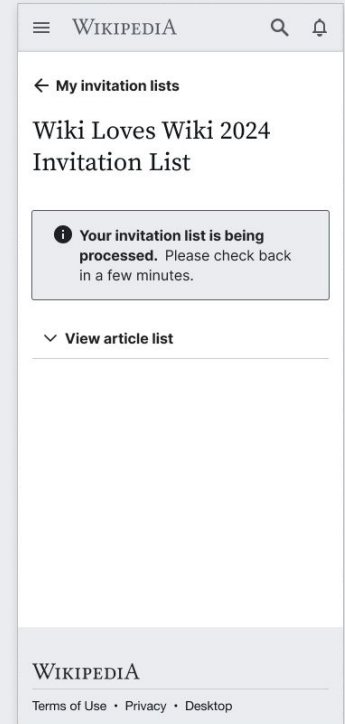
*Generate Invitation List page*

# 3. Invitation List page - Pending

**3.1.** Organizers who didn't understand the purpose of the Generate invitation list form also misunderstood this page to mean that invite messages are in the process of being sent or approved. **P1**

***Suggestion:** In addition 2.4 suggestions, explain in the interface what the invitation list is (a list of editors).*

**3.2.** Many organizers reported that this message will cause them to be anxious because it is not clear when the invitation list will be ready. “How long will this take? Where and how will I be notified? How do I come back if i leave this page? Do I need to refresh the page”. **P1**



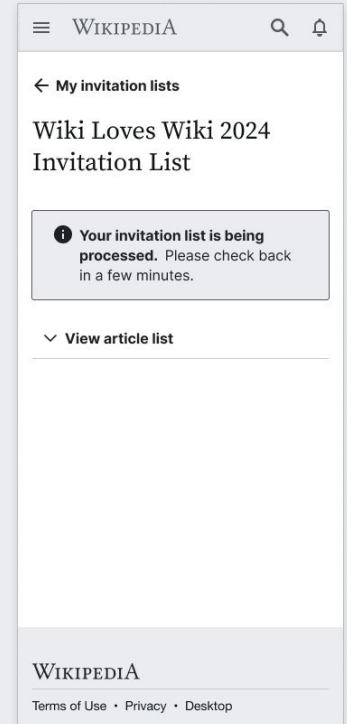
Invitation List page - Pending

## Continuation

**Suggestion:** Give a specific estimate of when the list will be ready and state how to view the list when it is ready (e.g refresh page). When the notification feature is added, inform the organizers where to expect the notification (on-wiki, email).

**3.3.** Organizers tended to focus on the article list because its presence on this page seemed to mean that they had to do something with. Few didn't understand it is article list they entered in the form and it is just here for reference purposes. **P1**

**Suggestion:** Remove the article list and show it only when the invitation list is ready to simplify this page.



Invitation List page - Pending

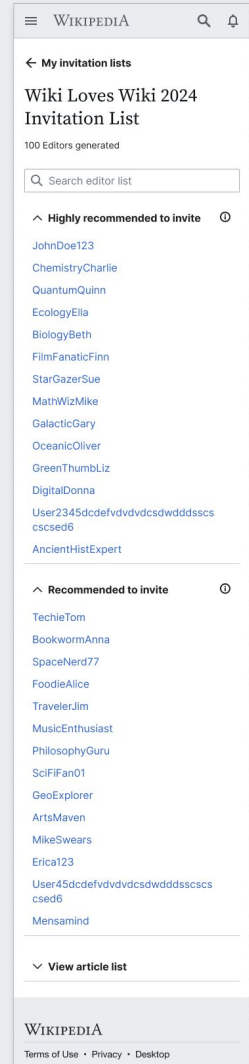
## Event Invitation Usability Test

# 4. Invitation List page - ready

**4.1.** Many organizers didn't fully understand how the list is generated and the selection criteria. It is important for organizers to know this so they can trust the tool and the list of editors generated and also to prevent them from doing again what the tool has already done for them such as checking if the editors are active. **P2**

***Suggestion:** Inform organisers the selection criteria for the editors and if needed give details of the value of each criterion for each participant.*

**4.2.** Organizers want more actions on this page. To be able to select specific editors or categories and send invites to the selected or all editors. **P2**



My Event  
Invitations  
page -  
Empty state

## Continuation

**4.3.** Organizers will prefer an inbuilt messaging feature within this tool where they are able to select who they want and send mass invites. **P2**

**4.4.** Few organisers want to be able to add their own editors to invite from past events and even non-wikimedians. **P3**

**4.5.** Organizers will send invites mostly via the talk page by clicking on the username and going to the talkpage or bulk messaging tools like MassMessage or AutoWikiBrowser.

**4.6.** Some organizers who didn't understand how event invitation worked understood it as they arrived on this page and saw the list of editors to invite.

The screenshot shows the 'My invitation lists' page on Wikipedia. The page title is 'Wiki Loves Wiki 2024 Invitation List' and it indicates that 100 editors were generated. There is a search bar for the editor list. The page is divided into two sections: 'Highly recommended to invite' and 'Recommended to invite'. The 'Highly recommended to invite' section lists 14 usernames: JohnDoe123, ChemistryCharlie, QuantumQuinn, EcologyElla, BiologyBeth, FilmFanaticFinn, StarGazerSue, MathWizMike, GalacticGary, OceanicOliver, GreenThumbLiz, DigitalDonna, User2345dcdcfvddvdcswdddddscscscsed6, and AncientHistExpert. The 'Recommended to invite' section lists 14 usernames: TechieTom, BookwormAnna, SpaceNerd77, FoodieAlice, TravelerJim, MusicEnthusiast, PhilosophyGuru, SciFIFan01, GeoExplorer, ArtsMaven, MikeSwears, Erica123, User45dcdcfvddvdcswdddddscscscsed6, and Mensamind. At the bottom of the list, there is a 'View article list' link. The page footer includes the Wikipedia logo and links for 'Terms of Use', 'Privacy', and 'Desktop'.

*My Event  
Invitations  
page -  
Empty state*



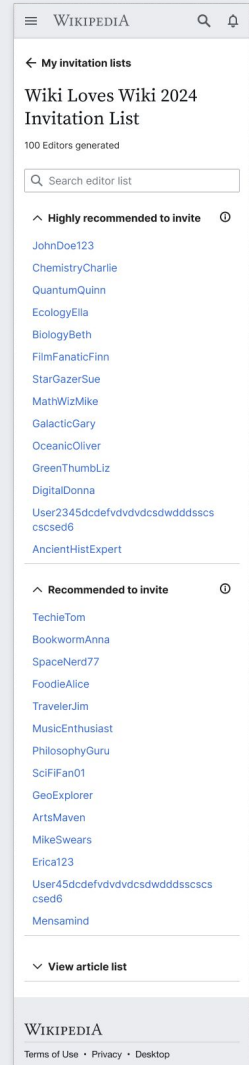
## Continuation

**4.7.** Most organizers had a good idea of the difference between ‘Highly recommended to invite’ and ‘Recommended to invite’.

**4.8.** Some clicked on the info icon and had better understanding of how the list is generated and the difference between the two categories.

**4.9.** Organizers understand how to copy editors username from this page in absence of a copy button.

**4.10.** Some clicked on the info icon and had better understanding of how the list is generated and the difference between the two categories.



*My Event  
Invitations  
page -  
Empty state*

## Continuation

**4.11.** Organizers will choose to invite everyone or specific editors on the event budget or resources.

**4.12.** Organizers will choose to invite specific editors or not based on: are not banned; are active editors; are in the highly recommended category; are they known for their opposition to the event topic.

The screenshot shows the 'My invitation lists' page on Wikipedia. The page title is 'Wiki Loves Wiki 2024 Invitation List' and it indicates that 100 editors were generated. There is a search bar for the editor list. The page is divided into two sections: 'Highly recommended to invite' and 'Recommended to invite'. The 'Highly recommended to invite' section lists 13 editors: JohnDoe123, ChemistryCharlie, QuantumQuinn, EcologyElla, BiologyBeth, FilmFanaticFinn, StarGazerSue, MathWizMike, GalacticGary, OceanicOliver, GreenThumbLiz, DigitalDonna, User2345dcdcfvdvdcswdwdssscscscsed6, and AncientHistExpert. The 'Recommended to invite' section lists 13 editors: TechieTom, BookwormAnna, SpaceNerd77, FoodieAlice, TravelerJim, MusicEnthusiast, PhilosophyGuru, SciIFan01, GeoExplorer, ArtsMaven, MikeSwears, Erica123, User45dcdcfvdvdcswdwdssscscscsed6, and Mensamind. At the bottom, there is a link to 'View article list' and the Wikipedia footer with 'Terms of Use', 'Privacy', and 'Desktop' options.

My Event  
Invitations  
page -  
Empty state

## Event Invitation Usability Test

# 5. My Event Invitations page - filled

**5.1.** Lack of understanding on what 'pending' and '33 editors' mean.

33 editors was thought to mean editors that have received the invite.

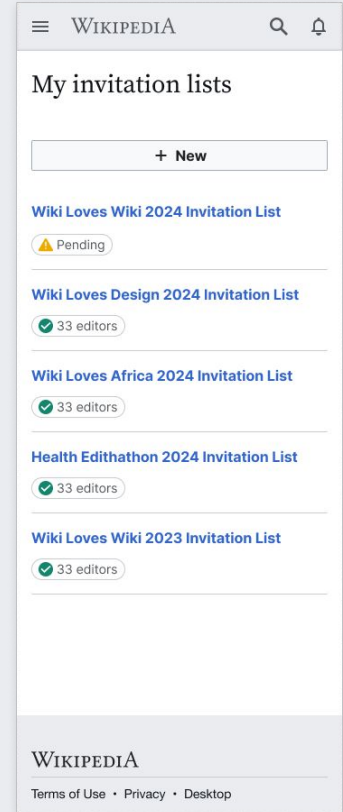
'Pending' was thought to mean they have left something undone. **P1**

**Suggestion:** Make the label copy clearer e.g '33 editors generated',

'Processing'.

**5.2.** There was one complaint about the use of 'Invitation Lists' in every page title and potential confusion. **P3**

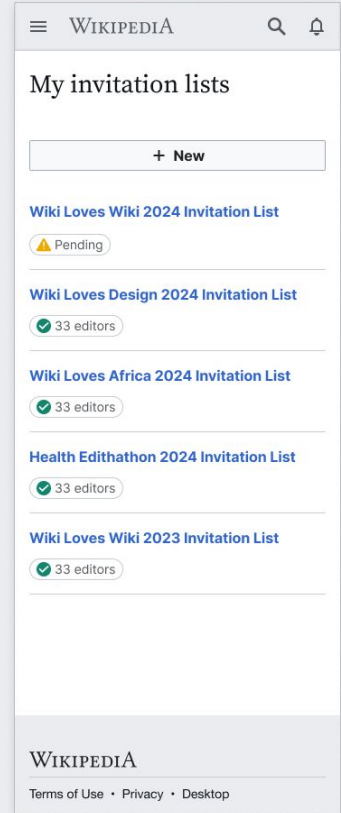
**Suggestion:** Explore changing the names of the pages where necessary.



My Event Invitations page - filled

## Continuation

5.3. Organizers understood clicking on the invitation name takes them to the invitation list.



*My Event Invitations page - filled*



# Other feature requests

- Integration with other tools like the event registration tool
- Have default messages when messaging is implemented.
- Target editors in specific locations for physical events

## Event Invitation Usability Test

# Insightful Comments

- ✓ Most found it useful and would use it when it is launched. Only one organizer said they may not use it for events with a broad scope but rather for specific events.
- ✓ Based on some organizers feedback, they like the tool because it helps them reach a diverse audience and audiences outside their territory (usergroup, country).

## Event Invitation Usability Test

# Insightful Comments

“It is useful to know people who are interested in the topic of the event and let them know of events that may interest them.”

“There are a lot of people contributing to articles about my country, this tool will help me know which editors are contributing to such related articles and will join us in online activities. I will use it once it is available”

“This tool simplifies the process getting diverse participants for my event. If i have a global event and I want to reach out to more people not only from those in my immediate community, user group or country but people outside my region I wouldn't have to go randomly to people's meta pages to find interested people. This tool automatically generates list of interested editors. It eases the stress of finding global participants.”



## Event Invitation Usability Test

# Insightful Comments

“I got a clear list that your team created of the most active editors on spanish and portuguese wiki, I wouldn't have known the active editors if it wasn't for that. I was also doing a campaign in a language or territory that is not mine, that i don't usually work with. Having that list gave me a lot of info that would have taken me much more time to get. So that was really quite the difference. The past methods though good but it took much effort, this was easier. I could do it myself and I didn't need to ask people to go and try yo reach and engage the participants”



## Event Invitation Usability Test

# Next steps

- Review tasks and priority
- Design solution
- Implement solution