Session outline

Title: Desktop refresh: design thinking

Short description: There will be two parts to this session:

1. Why are we doing this, and what's the current landscape surrounding this? We will explore the reasons why a desktop refresh makes sense right now.
2. What should people's experience with the refreshed desktop site be? We will begin to think about design/experience goals & brainstorm ideas for small improvements.

Final note: how will we collaborate effectively? We will take a trip into the future to imagine how we might collaborate on this project iteratively and successfully.

Session goals — this session will be successful if:

1. Everyone understands the landscape surrounding this, i.e. why we're doing this now and what considerations to bare in mind.
2. Everyone understands and believes in the importance of clear design goals.
3. Everyone is excited to start working on this, and starting to think about what kind of sandbox we might want to build.

Owner: Alex

Facilitator: Alex

Format: Presentation + brainstorming

Time: 1 hour

Additional needs:

- Chris will be taking discussion notes
- Write questions down on pad as I'm going through, we will loop back for them with the final 20 mins

Schedule (1 hour session)

15 mins — Why are we doing this right now? What's the current landscape?

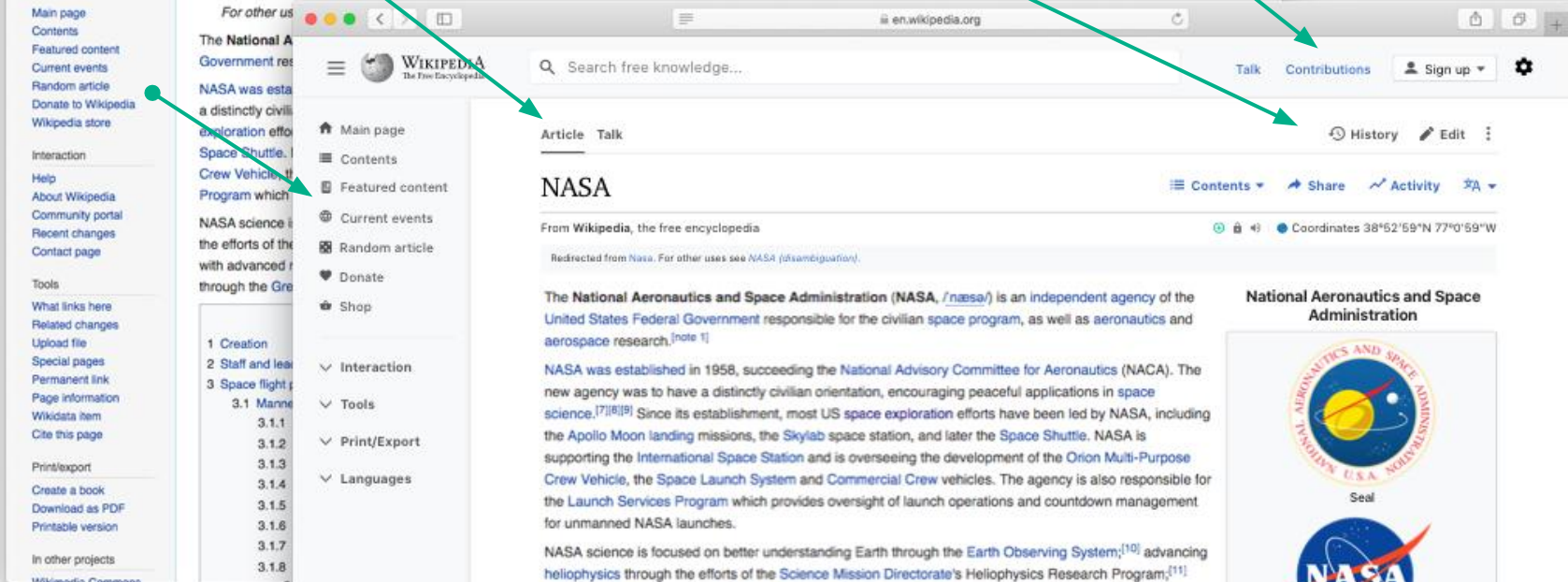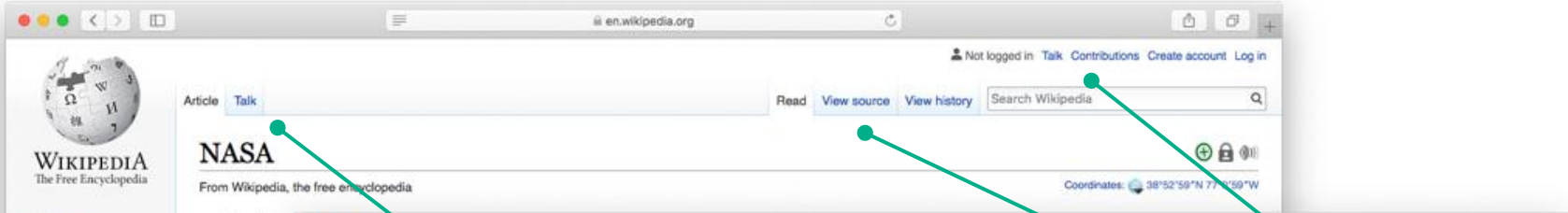**15 mins** — What kind of experience do we want to create for people?

8 mins — Brainstorm

22 mins — Questions, discussion, clarifications

Desktop refresh: design thinking

2019 Readers Web Offsite

We don't yet know what "desktop refresh" means; we will come to form an understanding as a team. Here is a placeholder for now to get the discussion started…

Left window

Article Talk

NASA

From Wikipedia, the free encyclopedia

For other us...

The **National A...**
Government res...

NASA was esta...
a distinctly civili...
exploration effo...
Space Shuttle. I...
Crew Vehicle, t...
Program which...

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NASA

Contents Share Activity

From **Wikipedia**, the free encyclopedia

Redirected from *Nasa*. For other uses see *NASA (disambiguation)*.

Coordinates 38°52′59″N 77°0′59″W

The **National Aeronautics and Space Administration** (**NASA**, /ˈnæsə/) is an independent agency of the United States Federal Government responsible for the civilian space program, as well as aeronautics and aerospace research.[note 1]

NASA was established in 1958, succeeding the National Advisory Committee for Aeronautics (NACA). The new agency was to have a distinctly civilian orientation, encouraging peaceful applications in space science.[7][8][9] Since its establishment, most US space exploration efforts have been led by NASA, including the Apollo Moon landing missions, the Skylab space station, and later the Space Shuttle. NASA is supporting the International Space Station and is overseeing the development of the Orion Multi-Purpose Crew Vehicle, the Space Launch System and Commercial Crew vehicles. The agency is also responsible for the Launch Services Program which provides oversight of launch operations and countdown management for unmanned NASA launches.

NASA science is focused on better understanding Earth through the Earth Observing System;[10] advancing heliophysics through the efforts of the Science Mission Directorate's Heliophysics Research Program;[11] exploring bodies throughout the Solar System with advanced robotic spacecraft missions such as New Horizons;[12] and researching astrophysics topics, such as the Big Bang, through the Great Observatories and associated programs.[13]

National Aeronautics and Space Administration

Seal

Emblem

Flag

Contents

1. Creation
2. Staff and leadership

NASA

Contents ▾

Former astronaut Charles Bolden served as NASA's twelfth administrator from July 2009 to January 20, 2017.[25] Bolden is one of three former astronauts who became NASA administrators, along with Richard H. Truly (served 1989–1992) and Frederick D. Gregory (acting, 2005).

The agency's administration is located at NASA Headquarters in Washington, DC and provides overall guidance and direction.[26] Except under exceptional circumstances, NASA civil service employees are required to be citizens of the United States.[27]

Space flight programs

Main article: List of NASA missions

NASA has conducted many manned and unmanned spaceflight programs throughout its history. Unmanned programs launched the first American artificial satellites into Earth orbit for scientific and communications purposes, and sent scientific probes to explore the planets of the solar system, starting with Venus and Mars, and including "grand tours" of the outer planets. Manned programs sent the first Americans into low Earth orbit (LEO), won the Space Race with the Soviet Union by landing twelve men on the Moon from 1969 to 1972 in the Apollo program, developed a semi-reusable LEO Space Shuttle, and developed LEO space station capability by itself and with the cooperation of several other nations including post-Soviet Russia. Some missions include both manned and unmanned aspects, such as the Galileo probe, which was deployed by astronauts in Earth orbit before being sent unmanned to Jupiter.

Manned programs

The experimental rocket-powered aircraft programs started by NACA were extended by NASA as support for manned spaceflight. This was followed by a one-man space capsule program, and in turn by a two-man capsule program. Reacting to loss of national prestige and security fears caused by early leads in space exploration by the Soviet Union, in 1961 President John F. Kennedy proposed the ambitious goal "of landing a man on the

Female astronau

Women in space
History and biographies of female astronauts

List of female spacefarers
Wikipedia list article

People

Catherine Coleman
American astronaut, chemist, United States Air Force officer

Mae Jemison
American doctor and NASA astronaut

Tracy Caldwell Dyson
American chemist and NASA astronaut

Search pages containing **Female astronau**

NASA

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Orion at ISS artwork

New NASA a... sustainability aspects—going to the Moon to stay—that are explicit in the directive, including taking advantage of US commercial space capability that did not exist even five years ago, which have driven down costs and increased access to space.[160]

Research

Main article: *NASA research*

For technologies funded or otherwise supported by NASA, see *NASA spinoff technologies*.

NASA's Aeronautics Research Mission Directorate conducts aeronautics research.

NASA has made use of technologies such as the *Multi-Mission Radioisotope Thermoelectric Generator* (MMRTG), which is a type of Radioisotope thermoelectric generator used on space missions.[161] Shortages of this material

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Part I: Why are we doing this right now?

Brand

Inclusivity

Flexibility

Part I: Why are we doing this right now?

Brand

We are getting serious about the Wikipedia brand. We hired a renowned branding agency (Wolff+Olins) to help us understand how our brand is perceived, where people encounter it, and what they think of it.

Quick review:

1. brand architecture, 2. brand positioning, 3. brand experience

1. Refine brand architecture: establishing a single, clear entrypoint. One brand instead of many.
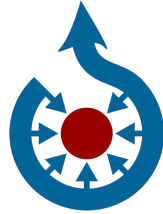
2. Refine brand positioning: "Set knowledge free"
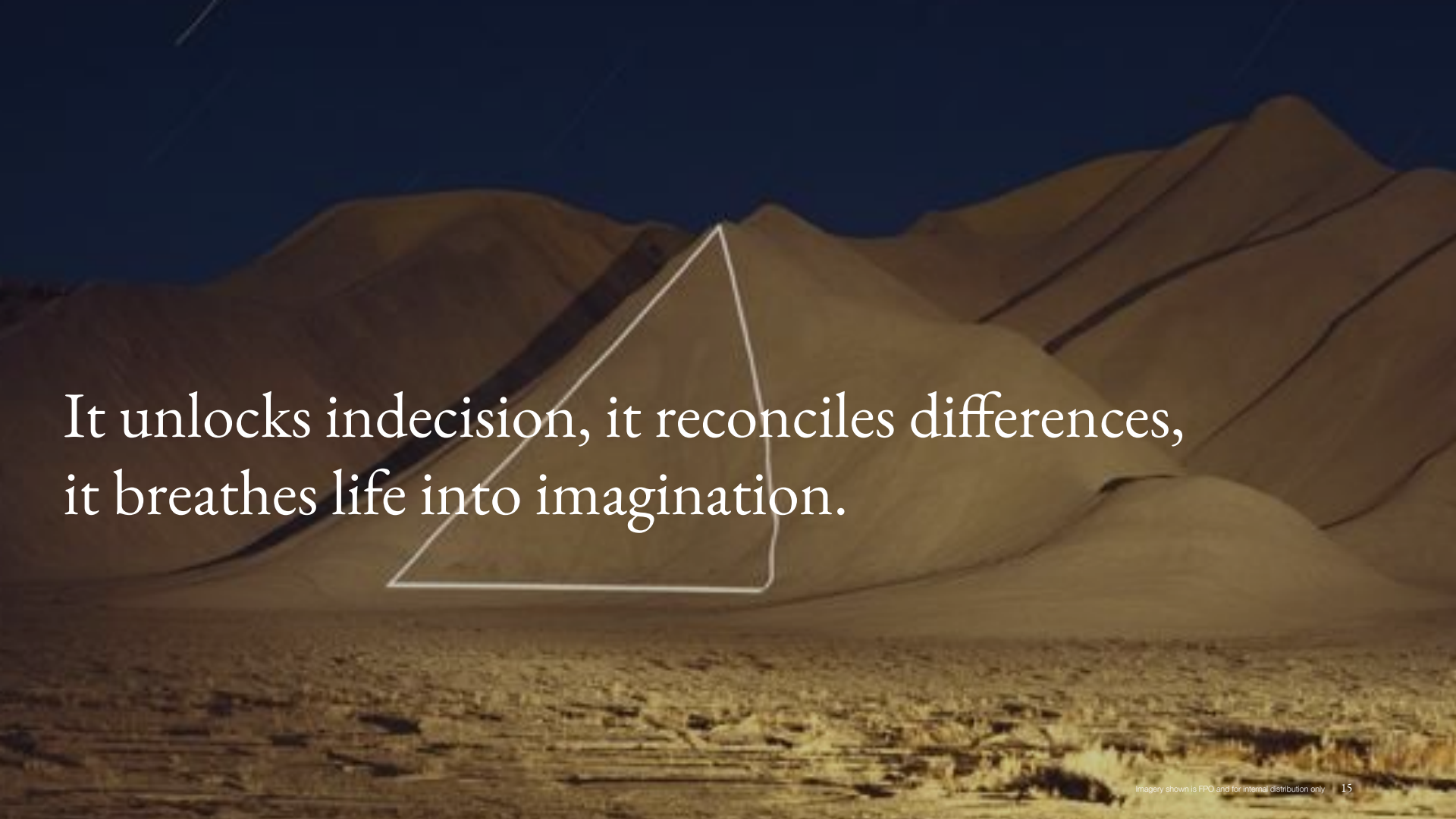
Set knowledge free
from bias

Knowledge is at the heart of human progress.

It is only when we move away from individual opinions and agree on the facts that we can chart a path together.
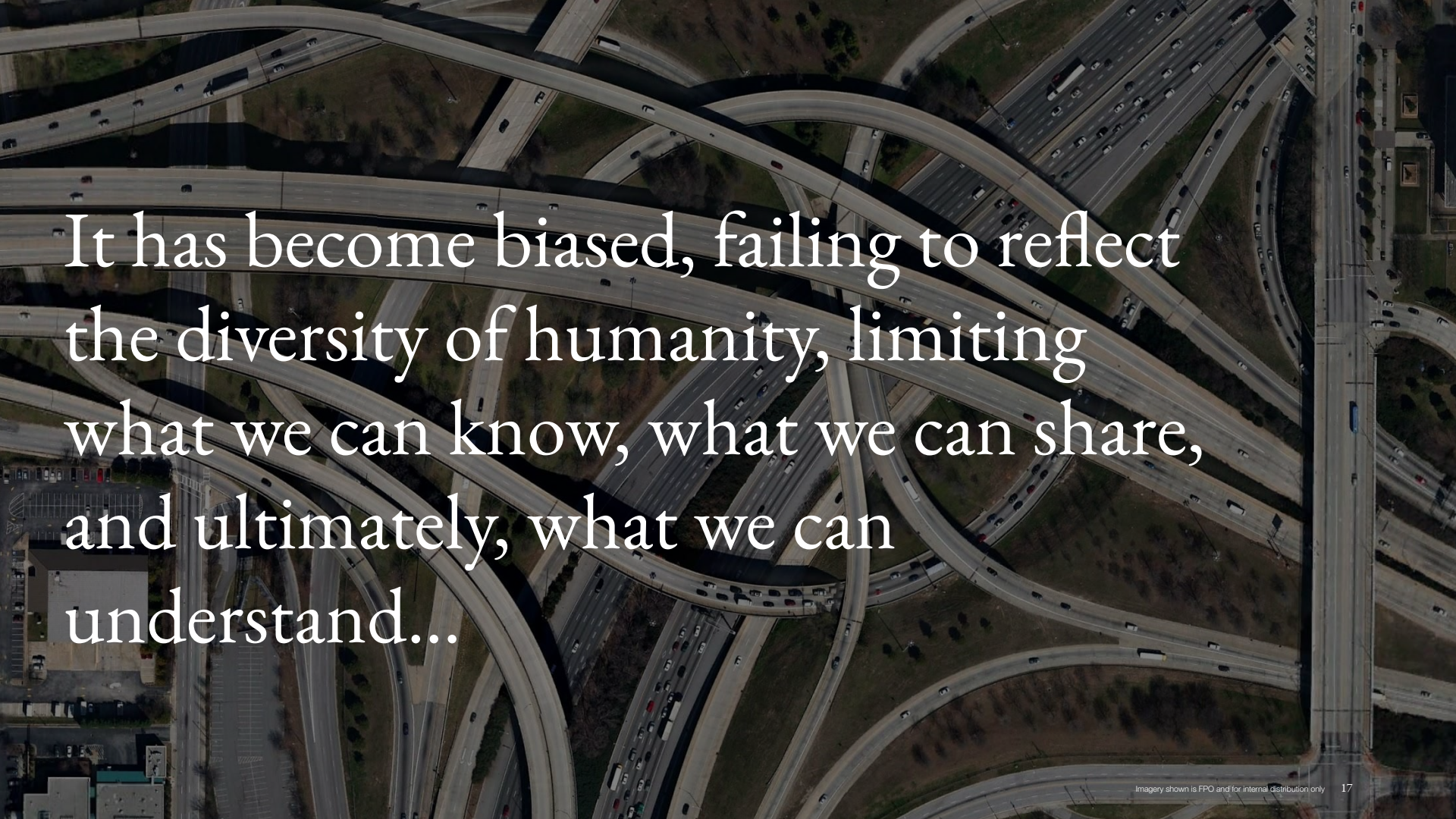
It unlocks indecision, it reconciles differences, it breathes life into imagination.

Throughout history, knowledge has been in the hands of the few.

It has become biased, failing to reflect the diversity of humanity, limiting what we can know, what we can share, and ultimately, what we can understand…

A new Wikipedia

Knowledge is at the heart of of human progress. It is only when we move away from individual opinions and agree on the facts that we can chart a path together. It unlocks indecision, it reconciles differences, it breathes life into imagination.

Throughout history, knowledge has been in the hands of the few. It has become biased, failing to reflect the diversity of humanity, limiting what we can know, what we can share, and ultimately, what we can understand. When our understanding is limited, so is our individual and collective potential.

Wikipedia was founded on the radical belief that knowledge belongs to all of us.And that everyone should be able to access it and participate in its creation. We believe knowledge should be free from cultural, political, and commercial bias. It should also be shared freely.

This has inspired us to create the world's first free encyclopedia, which has grown to offer knowledge in over 300 languages. Together our community has continued to innovate, finding new ways to create and collect knowledge. Today we actively collect and freely share information ranging from images in WikiCommons, to an entire library in Wikisource, to 5.8 million definitions in Wiktionary. And we've gone a step further by creating the first unified source of data with WikiData.

What we offer today is a living collection of knowledge owned and created by all of us.

But there are challenges we must overcome. Systemic barriers prevent women and entire cultures from being present online. Technological barriers make it impossible for millions to enter the conversation. Knowledge today is being shaped and controlled by governments, bought and sold by corporations more than ever before. The importance of access to knowledge will only accelerate in a world where information is increasingly read by machines.

These challenges are what drive us. We are endlessly working to ensure that everyone can participate in the creation of knowledge so anyone can understand anything.

We believe in a world where knowledge is no longer in the hands of the few. Where the answers to our questions come from anyone who cares deeply about the facts, and information is made stronger with different perspectives. Where knowledge is not written by a few cultures, in a few languages, but through a plurality of origins and in many languages. A world that acknowledges and celebrates the contribution of women across all fields. And where knowledge is freely shared beyond Wikipedia to reach even more people, in whatever way they choose to discover it.
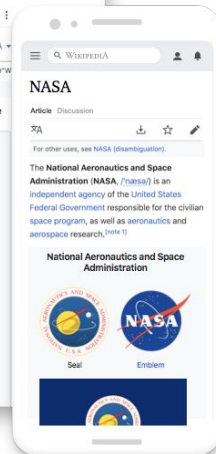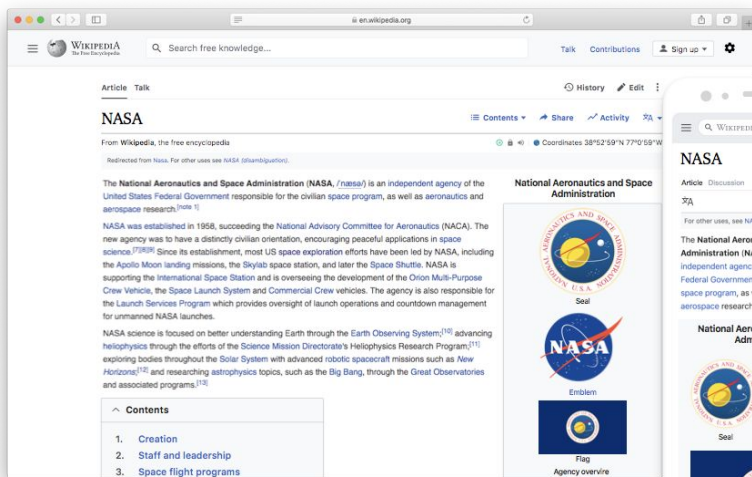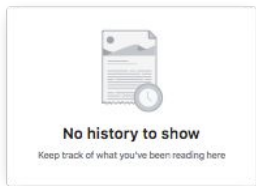
This vision demands all of our participation.

And that is why we ask everyone and in fact need everyone to contribute. We invite everyone to read, contribute, and partner with us to keep knowledge alive. Wherever your interests lead you, and to whichever project you choose to support, everything we do is working towards one goal. Together we can *set knowledge free.*
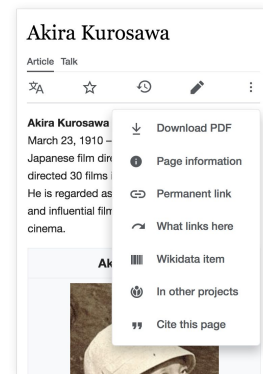
3. Refine brand experience: how it makes people feel...what it looks like, sounds like, behaves like.

3. R_____ence: how_____feel...what it look_____behaves

PUPPIES PUPPIES
PUPPIES

THIS IS WHERE WE COME IN

PUPPIES
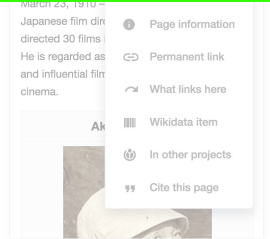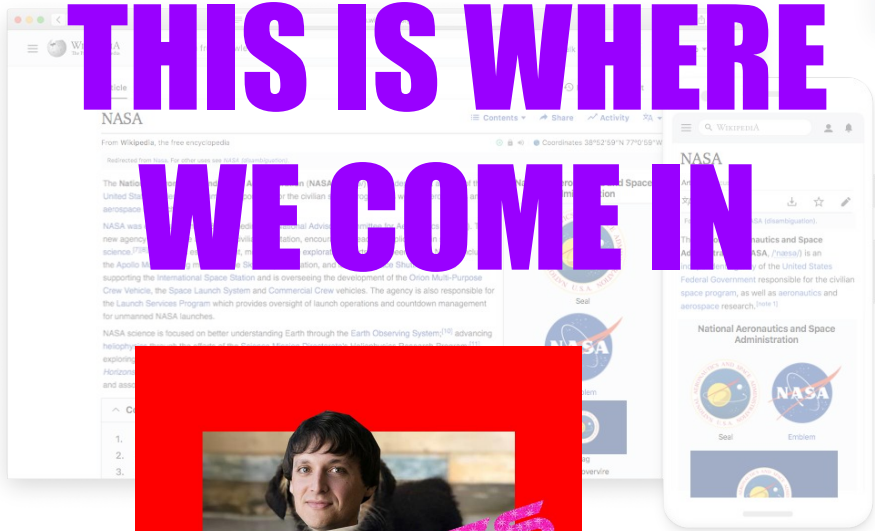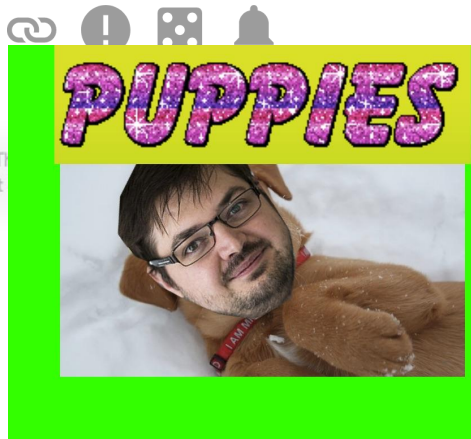
Read more about our brand work:
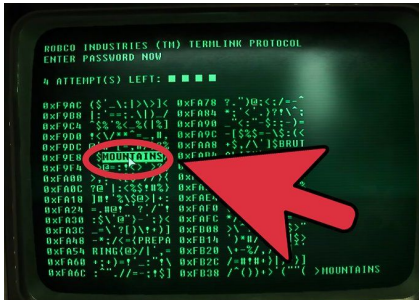
[The brand plan: 2030](#)

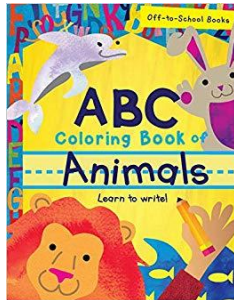[Brand presentation for PM salon](#)

[Wolff Olins final brand strategy](#)

Part I: Why are we doing this right now?
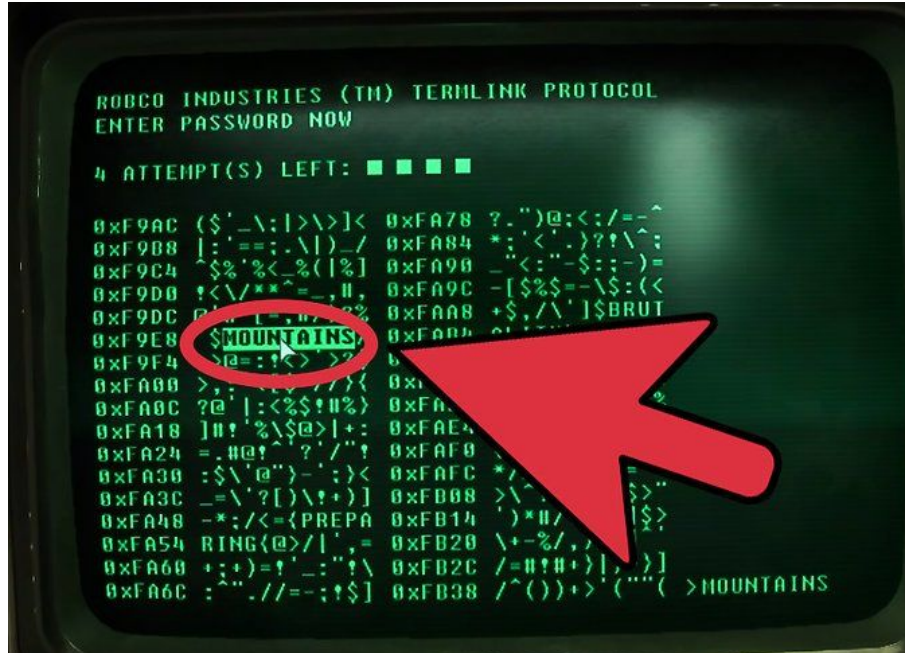
Inclusivity: more welcoming to newcomers

Wikipedia is intimidating. To follow-through on our brand promise we need to create a more inclusive environment that people feel comfortable joining.

and /or

What does inclusivity look like?

*and/
or*
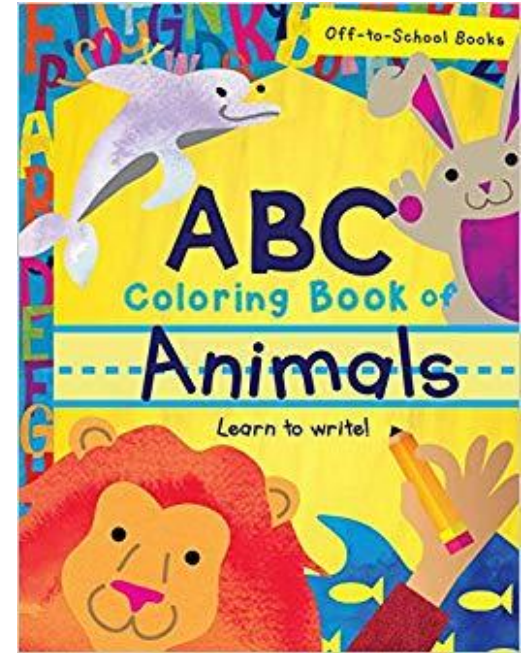
What does inclusivity look like?

Tracy Caldwell Dyson: Revision history

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Compare selected revisions

- (cur | prev) ⊕ 12:03, 26 October 2018 Randy Kryn (talk | contribs) **m** . . (14,289 bytes) (+2) . . (*italics*) (undo) (*Tag: PHP7*)
- (cur | prev) ⊕ 13:22, 14 September 2018 Ser Amantio di Nicolao (talk | contribs) **m** . . (14,287 bytes) (+22) . . (*add authority control, test*) (undo) (*Tag: AWB*)
- (cur | prev) 07:56, 25 July 2018 AnomieBOT (talk | contribs) **m** . . (14,265 bytes) (+15) . . (*Dating maintenance tags: {{Citation needed}}*) (undo)
- (cur | prev) 07:36, 25 July 2018 The Mysterious El Willstro (talk | contribs) . . (14,250 bytes) (+19) . . (*How do you know she raised as a Methodist? It may very well be true, but to know for sure we need a source.*) (undo)
- (cur | prev) 00:33, 23 July 2018 12.33.12.2 (talk) . . (14,231 bytes) (+29) . . (→*Personal life*) (undo)
- (cur | prev) 07:08, 21 July 2018 The Mysterious El Willstro (talk | contribs) . . (14,202 bytes) (+467) . . (*Mentioned in a preflight interview. Sourced accordingly.*) (undo)
- (cur | prev) 21:12, 18 April 2018 ClueBot NG (talk | contribs) **m** . . (13,735 bytes) (**+10,825**) . . (*Reverting possible vandalism by 198.179.89.2 to version by Shellwood.* Report False Positive? *Thanks,* ClueBot NG. *(3352180) (Bot)*) (undo) (*Tag: Rollback*)
- (cur | prev) 21:12, 18 April 2018 198.179.89.2 (talk) . . (2,910 bytes) (**-10,825**) . . (*UPDATED MRS TRACY CADWELL DYSON WIKIPEDIA PAGE*) (undo) (*Tags: Mobile edit, Mobile web edit, Visual edit, blanking*)
- (cur | prev) 18:10, 18 April 2018 Shellwood (talk | contribs) **m** . . (13,735 bytes) (**+1,619**) . . (*Reverted edits by* 24.39.140.142 (talk) (HG) (3.1.22)) (undo) (*Tags: Huggle, Rollback*)
- (cur | prev) 18:09, 18 April 2018 24.39.140.142 (talk) . . (12,116 bytes) (**-1,619**) . . (*I added updated content*) (undo) (*Tags: Mobile edit, Mobile web edit*)
- (cur | prev) 07:42, 26 December 2017 ChiZeroOne (talk | contribs) . . (13,735 bytes) (**-38**) . . (→*See also: This portal has been deprecated*

and/ or

Revision History: Tracy Caldwell Dyson

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Wikipedia Core Concept No. 2
Revision History

Wikipedia pages are updated frequently. Every previous edit is kept in the article's **revision history**.

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- ☑ **Edit summary** Added a sentence to the paragraph about her first mission | 11:26, 27 August 2017 Giangkiefer ↻ Undo 👍 Thank
- ☑ **Edit summary** Added a reference for the description of her custom s... | 11:25, 27 August 2017 RachelW ↻ Undo 👍 Thank
- ○ **Edit summary** Fixed a few typos in the opening paragraph. | 11:23, 27 August 2017 Soheyla_22115 ↻ Undo 👍 Thank
- ○ **Edit summary** Added a sentence to the paragraph about her first mission | 11:23, 27 August 2017 YourFavoriteEditor2 ↻ Undo 👍 Thank
- ○ **Edit summary** Added a sentence to the paragraph about her first mission | 11:23, 27 August 2017 Giangkiefer ↻ Undo 👍 Thank
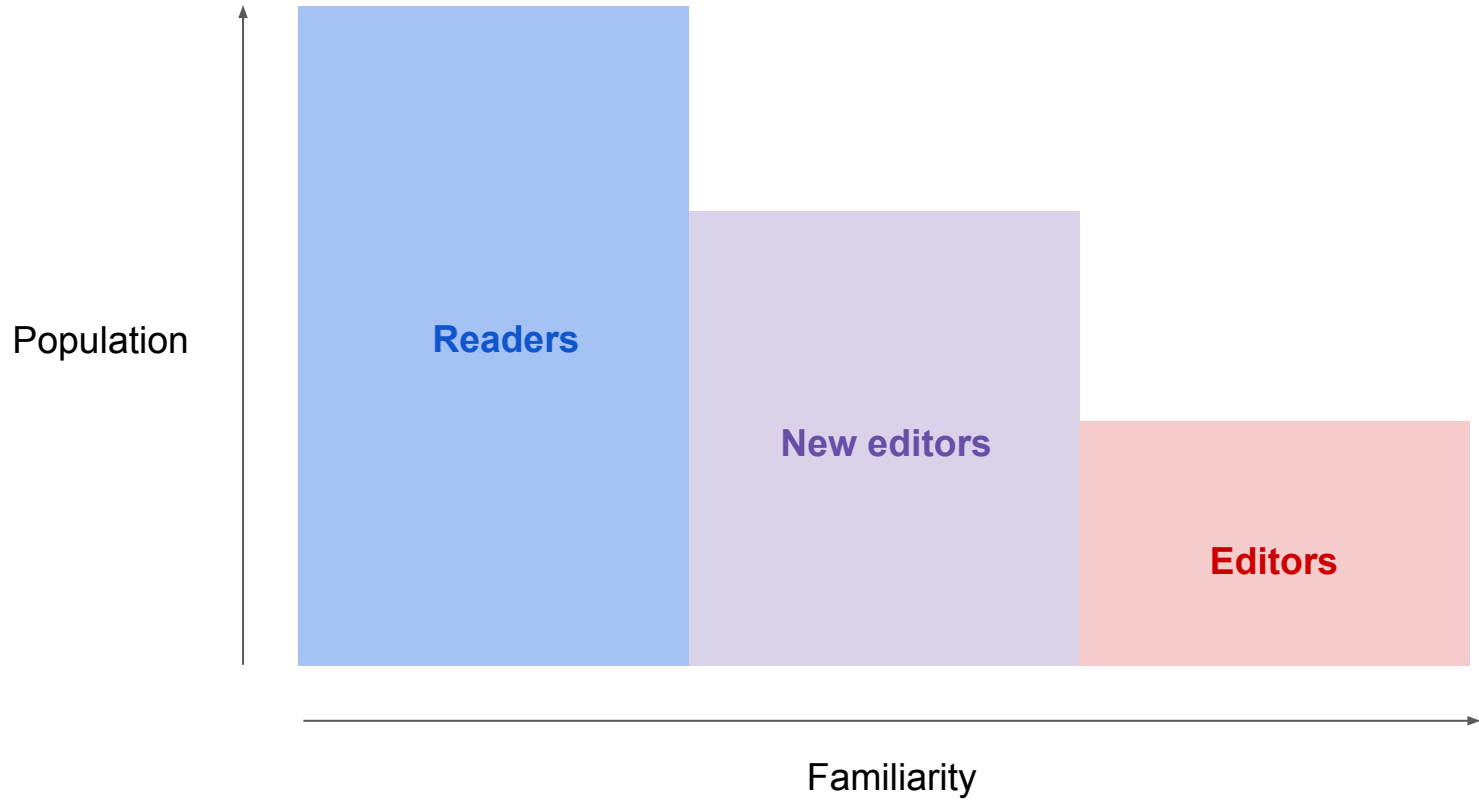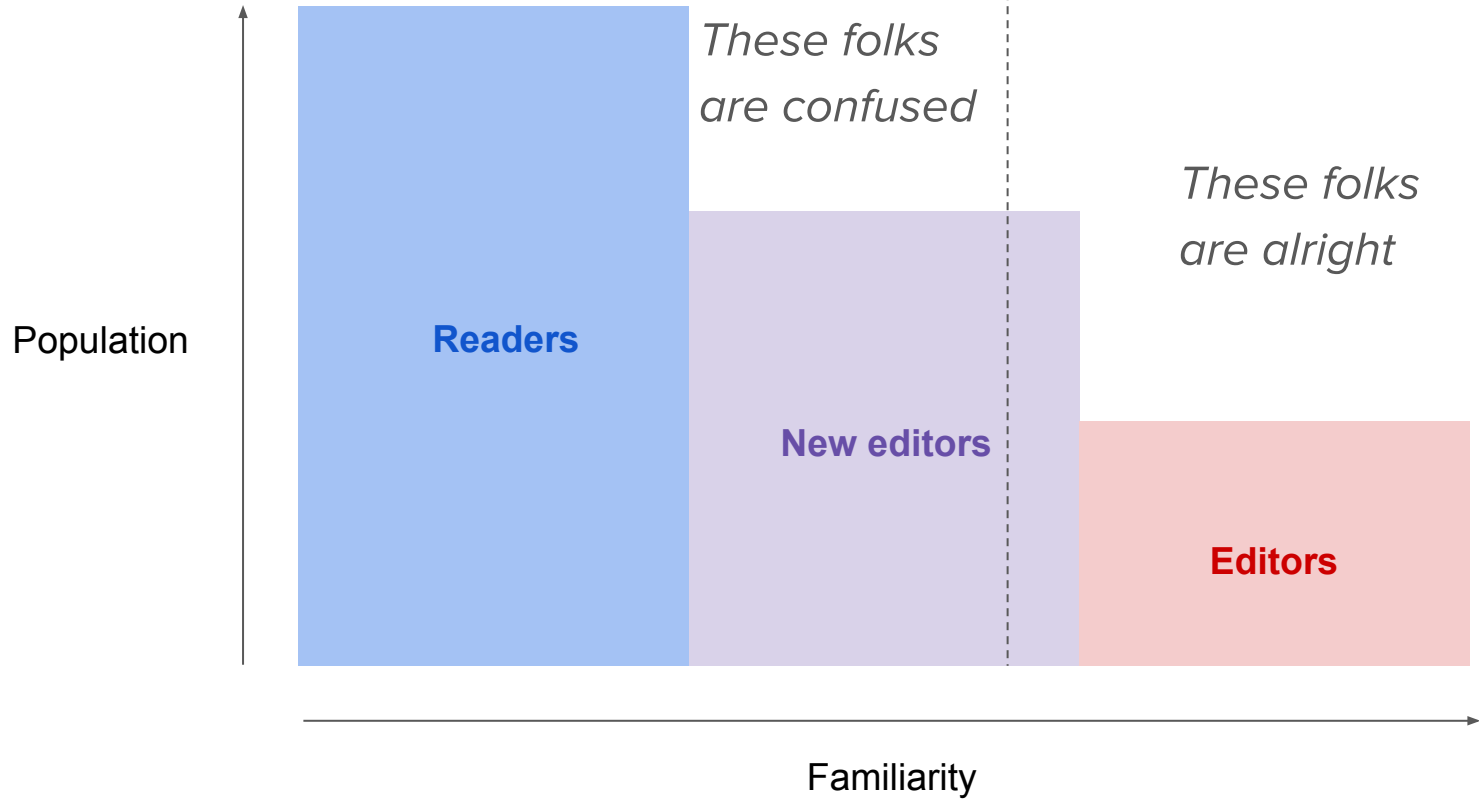
Part I: Why are we doing this right now?

A more flexible container

Our current desktop site is jam-packed and idiosyncratic, making it difficult both to design for and to use. It's sort've like one giant miscellaneous drawer.

This is normal, routine maintenance. Think of it like a mid-decade tuneup. It will need to happen again in the future.

Part II: What should people's experience with the refreshed desktop site be?

Design principles

Why do we need design principles? Because we're inevitably going to have to make difficult decisions/tradeoffs, and our design principles will help serve as a guiding light.
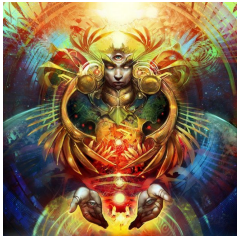
Spiritual guide & inspiration

Keeps us focused on what matters most

Helps us make difficult decisions

Design principles: existing material

from design.wikimedia.org

Design principles

When making design decisions, we need to choose among possible solutions. Design principles help to decide what to prioritize.

Our design principles:

- This is for everyone
- Content first
- Open to collaboration
- Trustworthy yet joyful
- Design for consistency

From new brand work

Aesthetics

Wikipedia looks modern

Wikipedia feels modern

Wikipedia has cohesive look wherever I interact with it

Ease of use

Wikipedia is easy to use

Wikipedia is accessible

Wikipedia is easy to understand

In product communication

Wikipedia is inclusive

Wikipedia is nice to me

Wikipedia feels warm

Design principles: examples

- **Familiar to all**
  - Inclusive & accessible
  - Part of the family of products
- **Saves users time**
  - Less scrolling
  - Feels/is faster
- ...

Part II: What should people's experience with the refreshed desktop site be?

Low hanging fruit brainstorm. Possible themes to think about:

- In-article navigation
- Search
- Menus
- Simplification & progressive disclosure
- Easter eggs

Final note: building a sandbox

Let's think ahead about an iterative, design & development sandbox/playground.

Remember [the page Jan made](#) when we were working on Page issues? What kinds of tools/prototypes/environments do we want to build in order to set ourselves up for fluid, inclusive collaboration?

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