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...
NASA

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
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 Radiisotope Thermoelectric Generator (MMRTG), which is a type of Radiisotope thermoelectric generator used on space missions. Shortages of this material have driven down costs and increased access to space.
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...
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 breathing 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.
THIS IS WHERE WE COME IN
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.
What does inclusivity look like?

and/
or
What does inclusivity look like?

Tracy Caldwell Dyson: Revision history

View logs for this page (new filter tag)

Filter revisions

External tools: Find addition/removal - Find edits by user - Page statistics - Pageviewers - Fix dead links

For any version listed below, click on its date to view it. For more help, see Help:Page history and Help:Edit summary.

- (new) = difference from current version, (rev) = difference from preceding version, m = minor edit, a = section edit, s = automatic edit summary

(rewind) (click to undo) (undo)

Compare selected revisions:

- [prev] [next]
- [link]
- [text]
- [tag]
- [timestamp]

Revision History: Tracy Caldwell Dyson

Previous edits

11:26, 27 August 2017
Gangifar: Added a sentence to the paragraph about her first mission
 Undo

11:25, 27 August 2017
Rich/Ed: Added a reference for the description of her custom a...
 Undo

11:23, 27 August 2017
Schoyrk: Fixed a few typos in the opening paragraph.
 Undo

11:23, 27 August 2017
YourFavoriteEditor2: Added a sentence to the paragraph about her first mission
 Undo

11:23, 27 August 2017
Gangifar: Added a sentence to the paragraph about her first mission
 Undo

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

Learn more

and/or

Wikipedia Core Concept No. 2
Revision History

[Link to the article's revision history]
These folks are confused

These folks are alright

Population

Familiarity

Readers

New editors

Editors
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

<table>
<thead>
<tr>
<th>Aesthetics</th>
<th>Ease of use</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wikipedia looks modern</td>
<td>Wikipedia is easy to use</td>
</tr>
<tr>
<td>Wikipedia feels modern</td>
<td>Wikipedia is accessible</td>
</tr>
<tr>
<td>Wikipedia has cohesive look wherever I interact with it</td>
<td>Wikipedia is easy to understand</td>
</tr>
</tbody>
</table>

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?
Attribution

Text and images from screenshots of the articles:

- Wikimedia project logos from [https://commons.wikimedia.org/wiki/Wikimedia_project](https://commons.wikimedia.org/wiki/Wikimedia_project)
- Slides 13–17 are copied from [https://docs.google.com/presentation/d/12hCm8NH1zK7BqXRr-ZduX88t2KQJlrmeZZTuPDZTzzc/edit?usp=sharing](https://docs.google.com/presentation/d/12hCm8NH1zK7BqXRr-ZduX88t2KQJlrmeZZTuPDZTzzc/edit?usp=sharing)
- [https://en.m.wikipedia.org/wiki/Akira_Kurosawa](https://en.m.wikipedia.org/wiki/Akira_Kurosawa)