TAKING WIKIPEDIA MOBILE
RESEARCH PROGRAM IN INDIA

CONDUCTED BY: MOSOCI AND CONVO
FOR: WIKIMEDIA FOUNDATION

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Table of Contents

WIKIMEDIA FOUNDATION

convo
strategic conversations

INTRODUCTION

I. BACKGROUND:

TAKING WIKIPEDIA MOBILE

In 2010, the Wikimedia Foundation developed at five-year strategic plan, which includes development of our mobile applications and properties as well as a geographic focus India, Brazil, Russia, Turkey, and Egypt. The Wikimedia Foundation currently maintains a mobile gateway (m.wikipedia.org) that allows users to access Wikipedia in different languages through mobile devices. Additionally, WMF also has an official iPhone application which is downloaded ~150,000 times per month. There are also a number of third-party iPhone, iPad, and Android apps, the most popular of which include Wikipanion/ Wikipanion Plus, Articles, and Quickpedia. Wikipedia estimates an increasingly important percentage of users worldwide currently access Wikipedia through these mobile pathways

NEED FOR RESEARCH:

As an organization Wikipedia is "strong on privacy"; the result is that Wikipedia does not capture detailed usage information from "cookies" and has only high level information on Page Views based on external scores like Comscore. Recently some of the basic statistics have been broken out by country / region and by browser type. This page view data has demonstrated the importance of "mobile views" (Kindle, iPhone, Android, feature phones, etc.). However, it fails to provide any real insight into "who's" reading Wikipedia or why it was accessed, what motivations and barriers are there and what opportunities might emerge for the mobile gateway.

An ethnographic research was conducted by Convo [a division of Explore Research and Consultancy] among Wikipedia editors and readers to gain deep insights into the opportunities that might emerge to take Wikipedia mobile in India.

This document contains the final report of the study.

II. RESEARCH OBJECTIVES:

The key objective of this Research was a deeper ethnographic exploration of the readers and editors in order to:

- Understand in depth, among readers and editors, usage patterns and practices in content creation and consumption; needs and pain-points - more generally & specifically when on mobile devices.
- Identify key aspects of the "editor's role" motivations and unmet needs to assess how the editing role should be encouraged to develop on mobile.
- Explore both opportunities and challenges for mobile in nurturing growth for Wikipedia and engagement among readers and editors
- Discover personas and segments, use cases and scenarios, observations and insights that can be quantified in a follow-up quantitative study
- Co-create, brainstorm and prioritize learnings and insights with the mobile design + development teams at Wikimedia

Identify opportunity areas for Wikipedia mobile in terms of design and engagement

III. METHODOLOGY AND DESIGN:

Research Centres

The Research was conducted across **Bangalore & Delhi** to provide us the opportunity to cover several Indic language readers and editors (English, HIndi, Telugu, Tamil, Kannada, perhaps Malayalam as well). Bangalore is a stronghold for Wikipedia and we expect to find a larger segment of editors there. By contrast Delhi may provide a relatively less developed Wikipedia 'market'.

The Process

The Research ensured multiple touch-points with the participants – Readers, Editors and Potential Editors

1. Pre-interview tasks through online diaries, activities
2. F2F Individual ethnographic interviews with a contextual, Show & Tell
3. Some post-interview online tasks, reports after testing out Wikipedia on their mobiles
4. A workshop where we brought together readers & editors (mainly the Bangalore participants, with 1 participant from Delhi) plus some experts from the mobile space (ex: Veerchand Bothra of Mobile Pundit) for a final brainstorming/ co-creation session

Sample Spread

A total of **30 ethnographic interviews** were conducted across Delhi and Bangalore among Wikipedia Readers and Editors. We took care to ensure spread across gender, age, life-stage, as well as cover Wikipedia editors from both English and Indic languages.

	Bangalore	Delhi	Total
Readers	14	8	22
Editors	6	2	8
Total	20	10	30

Initially we had thought that we would skew the sample towards those Wikipedia Readers & Editors who were using their mobile devices for reading/ editing. However, in the course of the recruitment process we found that:

- *Getting people who read Wikipedia on their mobile was very difficult*
- *By targeting readers on their mobiles, we ended up with a self-selected set of respondents who were more of smartphone users.*
- It *was almost impossible to get respondents who read Indic Wikipedia on their mobile devices*
- *Almost none of the editors were using their mobile devices to edit. Since in their case we had not kept the Wikipedia Mobile criteria, we got a mix of different types of phones in this group.*

IV. RESEARCH TEAM:

WIKIMEDIA TEAM:
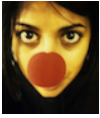
Parul Vora: Lead UX Researcher and Design Strategist

Mani Pande: Head of Research Global Development

CONVO TEAM LEADS:

Stuart Henshall: Director Strategy

Dina Mehta: Director Research

CONVO RESEARCHERS:

Aparna Ray

Charukesi Ramadurai

DISCUSSION
&
RECOMMENDATIONS

A. PERSONAS THAT EMERGED:

Across centres, we found that the Wikipedia Readers and Editors have different life positions, needs and motivations. They read/ use Wikipedia for different reasons which impact their usage patterns, involvement levels and expectations. They each represent different opportunities and challenges in both, engaging more with Wikipedia and in taking it mobile.

	SHEETAL, 15 YEARS, STUDENT, READER, CAREFREE-FUN "The thing I like about Wikipedia is that I get all my information there easily. The information is also quite dependable"
	SATISH, 20 YEARS, STUDENT, READER, COOL-DUDE "You get lots of information, so filtering the data which is your requirement is the biggest task. Its like to find a piece of diamond among the tons of stone"
	AJAY, 25 YEARS, AUTOMOBILE ENGINEER, READER, UPWARDLY MOBILE "I have notifications and automatic updates on my mobile from my Gmail, yahoo and facebook account. I am 24*7 online on facebook through my mobile." (Piu is his female equivalent)
	ANU, 35 YEARS, WORKING MOM, READER, EFFICIENT MULTI-TASKER "Wikipedia to me is about reducing work. If I sit to write on it, my work will increase!"
	MADAN, 42 YRS, ENTREPRENEUR, FUTURE EDITOR, SOCIALLY CONSCIOUS "The best part of Wikipedia is that it gives you whole loads of information – and extra links to read as well"
	PRANAV, 30 YEARS, SOFTWARE PROFESSIONAL, EDITOR, EMPOWERED "I like the fact that people recognize me. When I get appreciation I like it very much."

B. CONTEXT: THE INDIAN MOBILE EXPERIENCE:

Some observations around the Mobile Internet in India that help frame the discussion around taking Wikipedia Mobile for our Personas:

1. Remains slow and with poor connectivity. Only in the last few month have 3G services become more broadly available. While the market is full of 3G promotional trials – plans remain too expensive for the majority of users. Of the approx 40 million mobile internet users most today opt for a prepaid 99 rupee per month plan for up to 2GB of data.

2. Over the last 6 - 12 months 99 Rupee data plans have apparently resulted in an explosion of youth getting on the mobile internet, using Facebook – all the time, and embracing chat apps like WhatsApp and eBuddy. Thus social exchanges are driving mobile use and awareness today.

3. For this younger generation Facebook defines their mobile activity, including sharing, uploading pictures, chatting. Facebook rather than Google is the anchor for mobile computing. Thus Facebook provides a key point of reference for how a site should work.

4. Indians are constantly trading up and trading in their mobiles. Thus they are always thinking about their next mobile. Amongst our respondents almost all were thinking about an "Android" device next, which for most also meant "screen touch". For youth, touch 'n swype is replacing point and click.

5. Mobiles are seldom shared and as their "online capabilities" increase users simply find them more engaging. Two personas – Satish and Sheetal - could be described as mobile centric doing the majority of their computing on their mobiles. Anu and Ajay are also heading there. Even when they have access to a laptop or PC they often prefer accessing the internet on their mobile.

C. EXPECTATIONS PC VS. MOBILE:

Our participants showed us the way they access and use the internet on the mobile is significantly different to their behaviour on the PC.

The mobile internet experience is being defined for a lot of our participants, by Facebook.. It's the reason today for going online with their mobile. For many Facebook is their first point of reference for how a mobile site should work.
They often transfer the expectations set by Facebook onto other sites like Wikipedia.

While full of challenges, mobile provides an opportunity to differentiate the type of content that is served up – content consumption can be different by screen size, connectivity type, location, occasion, urgency etc.

PC	Mobile
At Home	On-the-go
Detailed Links – Leads to Learning	Pithy – excerpts concise
Creation	Sharing – friends, email
My history, my archive	Save for later
Time and Space	Fast and Smart
Often Shared	Personal
Long Study	Quick Answer
For Serious Work	For Communication & Responses

D. WIKIPEDIA ON PC/MOBILE

This is from their Homework assignments, and reinforces the above-mentioned points:

WHAT THEY CHECKED ON THE MOBILE	WHAT THEY CHECKED ON THE PC
- What is Android & who developed it - About IPL Daredevils (then went to FB and wrote "Goooo Daredevils" - Looked up the Periodic Tables - What is Cloud Computing - What is Scientology - Looked up what comes under Prehistoric India - About stuff like Bermuda Triangle, aliens - Descriptions of some old novels like War & Peace	- History of Lamborghini - To read about Mitch Albom who wrote 'Have a Little Faith' and then went on to read the article on Faith. - To learn about mainframe computers - Read about Hassan in Karnataka which I need to visit - Read about natural disasters like Tsunami for my son's school project - Downloaded the Wikipedia logo to make badges for my kids for Earth Day in school - Learn about vehicle geometry for my work - To study about plasma cutting for my exams - To search for more information about B.R. Hills, Karnataks - Read up about Chemical processing for my college course - Read up all about Sachin Tendulkar - Checked out details about DSLR cameras

E. THE OVERALL WIKIPEDIA EXPERIENCE:

Wikipedia on the PC and not on the mobile, continues to frame how people see Wikipedia and dominates their experience whether or not they have accessed it on their mobile. **Generally, all our readers wished Wikipedia was more engaging**"

1. For most, Google drives access to Wikipedia, which often means short fleeting visits for a "byte" of information.

2. Wikipedia impresses with content and provides a credible authoritative source for information. However, its depth can be intimidating even to readers who engage it often to find just an excerpt. For some, the language used may impact on comprehension.

3. A lack of multimedia content makes the site appear dated when readers want to be more engaged by it. Others comment negatively about the bland colors.

4. Most users are blind to key Wikipedia features and the opportunities that exist on related Wikimedia sites.

5. Downloads and printing features remain a big request item despite being available on Wikipedia.org.

6. Many readers aren't aware that they can edit – even among those who know, there is nothing warm and beckoning.

7. Editing is buried in mysterious complexity when compared to Facebook or Twitter where it is easy for them to contribute.

8. Languages remain underdeveloped tracing to both the type and depth of information sought. Often the English site contains more details and "English" fits with the aspirations of the readers. Readers commented that often the "Indic" languages were seen as using old fashioned grammar.

F. WIKIPEDIA ON THE MOBILE – KEY BARRIERS:

While we specifically recruited respondents who have used Wikipedia on their mobiles, we found that the **instances of use were very infrequent.**

Interestingly, **most of the editors were currently neither reading, nor editing Wikipedia through their mobile**.

The **feedback from readers/ editors who had experienced Wikipedia on their mobiles was that it was 'Cumbersome/ Irritating/ Unfriendly/ Very Inconvenient'.**
The reasons being:

- **The page did not render properly on many of the phones** – you had to keep scrolling and often lost track of where you are on the page. This was the biggest issue with reading on the mobile, esp. for those on WAP.

- For some, the page did not get re-directed to m.wikipedia [we found out later that not all devices were supported]. For others, even if they did get re-directed, the article was one long page and the sections did not come as collapsed (as it should, on the mobile version)

- **Small screen - Difficult to read**. Given that Wikipedia was a text heavy site, readers said that it was difficult to read all of that on a mobile phone screen. The problem was bigger tor the older respondents. [one of readers with a Nokia 7210 had installed Opera on his phone to get a landscape view and hence more reading space].
  - o *Editors said that when reading itself was difficult, editing was bound to be even more difficult.*

- **Could not cut-paste/ print/ save/download.** – lowered the relevance of Wikipedia Mobile, esp. for persona types like Anu and Sheetal.

- **Could not read Indic languages** on some handsets/ browsers – Ex: Android

Some other concerns expressed with respect to editing via Wikipedia Mobile:

- **Difficult to type large amount of text** via touch screens. Chances of error increase. Hence editing would be a pain (would be somewhat better on Qwerty but not as easy as typing on a PC/laptop) . This had negative implications for editing on Wikipedia Mobile.

G. MOBILE IS DIFFERENT:

The mobile provides two distinctively different opportunities for Wikipedia

1. **Entry and Lower End Mobile:** Address Mobile rendering limitations. These users will also benefit from "pithy" concise information suitable to their small screen sizes. This may also help pages load faster – particularly when connection are bad.

   - Wikipedia Mobile frustrates when a user is trying to download, copy./past, or print and it doesn't make these tasks easy to do later (printing at a cybercafe, emailing to a friend or self etc.) The navigation on these devices is typically point n click.

   - Opera Mini provides the best experience for this segment of users, and many are using it to access Facebook and other services.

2. **Higher Performance Touch Screen** (Android): Users of Android phones (and iPhones) already have a richer mobile experience. This both changes their frame of reference and increases their expectations.
   - Despite advances performance phones like the Samsung Galaxy S had problems rending Indic languages

Basic Phones Solve The Hygiene Problems	Performance Phones Look to Build Mobile Community	
READING	ENGAGEMENT	EDITING
Rendering Time to load Excerpts Email Offline Search	Sending Sharing Facebook Commenting Multimedia	Notifications Simple Edits Edit Requests Photo Uploads Location

## H. KEY DRIVERS FOR WIKIPEDIA – EDITING / READING:
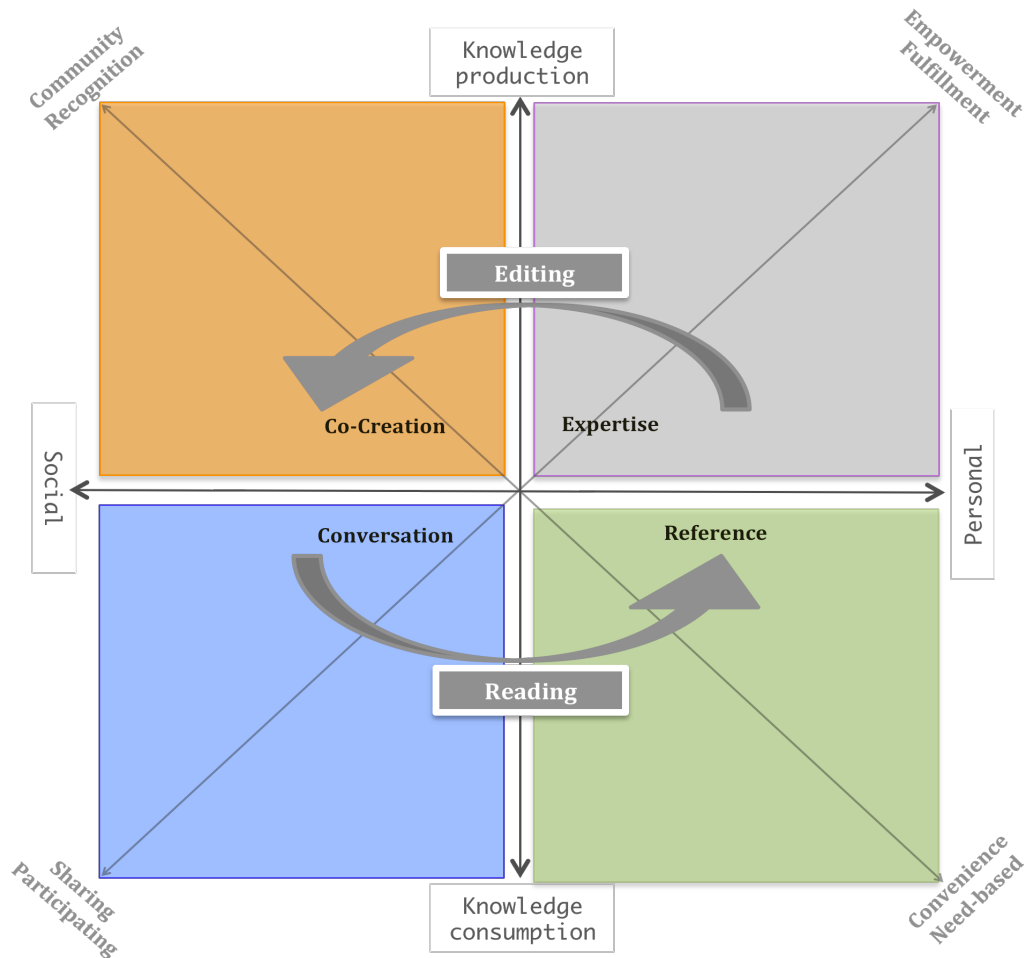
The mobile potentially interacts with each quadrant. Let's look at how these forces can lead to growth of Wikipedia and the people involved. Consider for each how the mobile may interact with Wikipedia in new ways to create new sources of value and also impact on behavior and how Wikipedia is used.

1. **Conversation**. A query or a search term. A question in class. An idea stimulates the need for….
2. **Reference**: Use may end at this point. The reader finding their answer or answers. A very small percentage will seek to share their own knowledge. Many with deep knowledge of the subject and / or an interest in learning more would also like to engage with the editors.
3. **Expertise**: Editing begins when a reader feels confident enough in their knowledge to contribute. A deep sense of fulfillment often follows. This leads to
4. **Co-creation**: Where community recognition enables a broader understanding of how Wikipedia works.

I. MOBILE OPPORTUNITIES:
What opportunities exist in each of these quadrants to take Wikipedia Mobile?
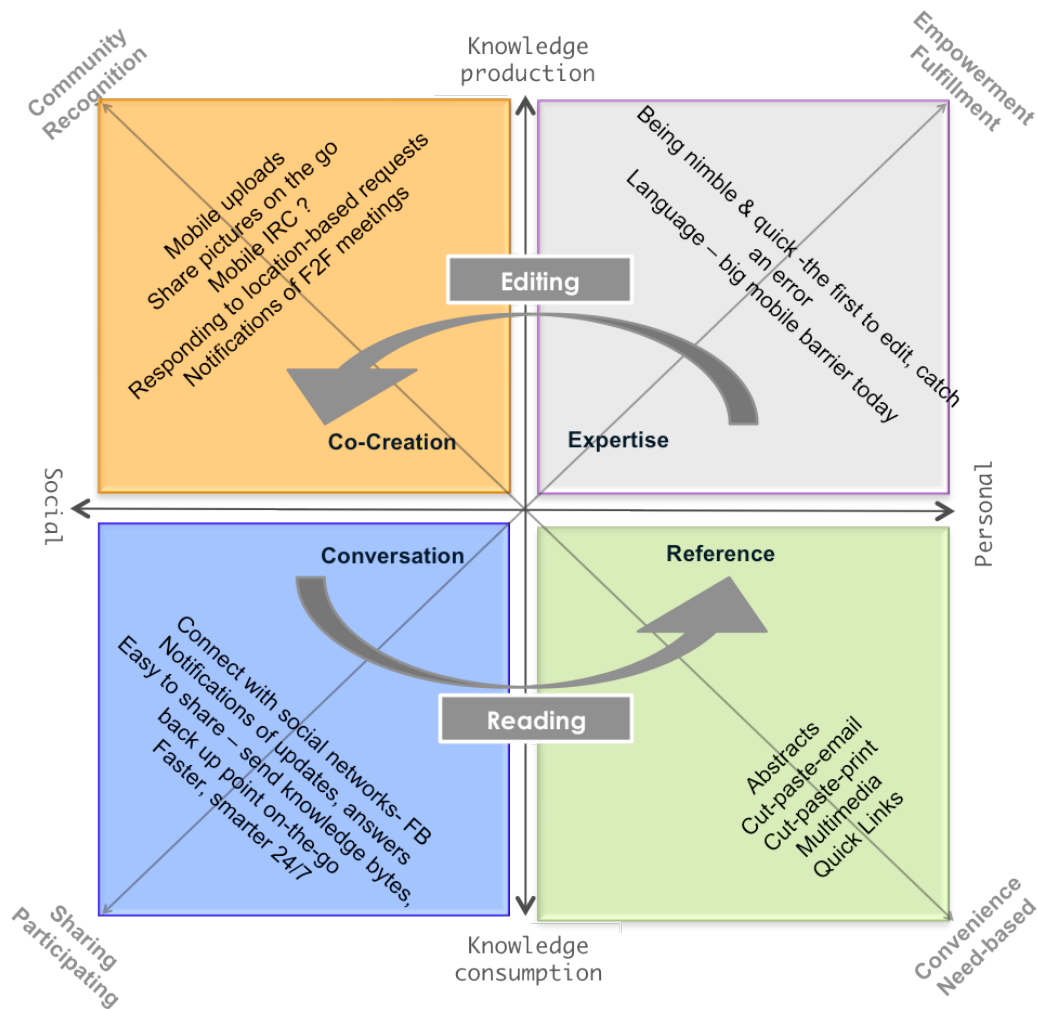
Opportunity Areas:

1. **Conversations**: How can mobile help permeate more conversations? How can it provide the "facts" on the run in a world of faster, smarter conversations?
2. **Reference**: How could Wikipedia change to deliver content perhaps with higher frequency and more pithy abstract content more suitable for reading on the go?
3. **Expertise**: Will Wikipedia be able to leverage its editors during "in-between" moments? How can the mobile reach a new group of editors that are "mobile natives"?

4. **Co-creation**: What happens when or if communication within the community accelerates, or engages a broader group of people. How might location, picture sharing and requests for "on the spot" info build the community

17

J. PERSONAS, OPPORTUNITIES AND CHALLENGES

*"A **user persona** is a representation of the goals and behavior of a real group of users. In most cases, personas are synthesized from data collected from interviews with users. They are captured in 1–2 page descriptions that include behavior patterns, goals, skills, attitudes, and environment, with a few fictional personal details to make the persona a realistic character. For each product, more than one persona is usually created, but one persona should always be the primary focus for the design."* **Wikipedia http://en.wikipedia.org/wiki/Persona_(marketing)**

We use personas to engage an organization in a broader conversation. The background blog report to this document includes individual interview summaries. The purpose of this section is to explore the Personas, the opportunities and challenge they present and to consider…

- What opportunities can Wikipedia Mobile Present to make Wikipedia more compelling, engaging and frequently visited?.

- Who can Wikipedia target as future editors and how can Wikiipedia mobile support and increase their potential for engagement?

From the reader profiles we identified three personas that potentially could become editors in the future.

1. Ajay: The most Internet savvy of all our respondent. He's already using his mobile with many sites. New "mobile" editing opportunities might engage him; particularly if he felt he would get some recognition and could improve his position as an expert. Of note, he's used to juggling short messaging formats on his mobile. Perhaps he should be considered as a potential "mobile abstracts" editor? Piu is the female equivalent of Ajay.
2. Satish: In age he's tracking a few years behind Ajay although his life is even more mobile centric. There's little chance that he will edit today; however, his aspirations and highly frequent use of Wikipedia may well extend for another few years as he completes his education. He finds the answers he wants in Wikipedia although desperately wants it to be more engaging. Wikipedia is losing an opportunity to test out "video" and other multi-media content with these users. This group is also interested in updates, and new material. Focusing them in that area may over time help to engender more interest in editing.
3. Madan: Madan is perhaps the most difficult to convert to editing on the mobile. We shouldn't be aiming for that. However he's a useful connector and can bring in more into the Editorial fold (via the PC)

The next sections explore opportunities for Wikipedia Mobile to engage our Personas.

K. WIKIPEDIA MOBILE: OPPORTUNITIES AND RECOMMENDATIONS BY PERSONA

a. SHEETAL & SATISH: OPPORTUNITIES

Though they are at slightly different life-stages, there are some key similarities between Sheetal and Satish in how they look at life and their computing behaviour.

- Both of them spend a substantial part of their days hanging out with friends. They and their friends are totally into each other's lives, sharing even the most mundane details *("maid has not given me coffee")* via FB, chat or BB messenger. Sharing is a big thing for them.
- Both of them have low attention spans. They get bored easily and are always looking for fun things to do. Routine and sameness bores them easily. They do not like to read much if they can avoid it. They also do not want to write much per se. Their conversations on the Net/messenger etc., are frequent but short – one liners, a pic, link to a video etc.
- Both of them seek instant gratification. They do not want to wait for anything. For everything they do, they want instant feedback. They also do not want to put in much effort to get something. Expect things to come to them easily.

HOW WIKIPEDIA MOBILE CAN ENGAGE SHEETAL AND SATISH:

1. KEEP IT EASY, SHORT AND QUICK	2. ENABLE SHARING ON FACEBOOK
In keeping with their short attention spans + 'don't want to put in effort' mindset, Wikipedia Mobile should - Have more multimedia content for them - Render text on their mobiles in an easy to read, concise manner, with option to Read More if they want to.	Whatever they do on Wikipedia Eg: - Read an article/ quotation, word defined/ news - See a good video or a pic - Rate an article, 'Like' an article - Upload a picture etc., They should immediately be able to 'get the word out there' to their friends by sharing on Facebook/ Orkut etc., via the mobile. This is likely to bring in more traffic as their friends are likely to come back to the site to look at what they have shared and they that would be a lead-in for them too.

Note / Caveat: While these two are heavy sharers – it's more about pictures and jokes especially on Facebook. They might share a quote or a new word they learned from Wikipedia, or even media but they're unlikely to share a serious article say on poverty or on Gandhi or which are typically the school projects.

b. **AJAY AND PIU OPPORTUNITIES**

Ajay and Piu like to be the Go-To-Guy among their peer group/ social circle. Thus they want to appear well-informed and also be The First to Know information as it happens. They thrive on the power of knowledge - that sets them apart from the rest of the crowd.

They are tech-savvy, power users of the Internet. They are also very proficient with their mobiles and are likely to have smartphones for both image + business reasons.

Ajay and Piu want information on the go. They want anywhere access to information, which for them means a seamless integration of information across their various devices – be it mobile, PC, cloud, memory stick whatever. Their main interest is in topical news and information updates.

They are low hanging fruits as far as editing Wikipedia is concerned, since they have no barriers to it as such. Their main issue is awareness that they can edit + the fact that they need some kind of reciprocal return on their time investment

HOW WIKIPEDIA MOBILE CAN ENGAGE AJAY PIU:

1. ENABLE SEAMLESS INTEGRATION ACROSS DEVICES VIA DEDICATED APPS	2. QUICK INFORMATION ON THE GO WITH SHORT UPDATES VIA PUSH	3. ENABLE THEM TO BE PART OF A MOBILE WIKIPEDIA COMMUNITY
Enhanced reading experience is a hygiene factor as far as Ajay & Piu are concerned. Now they want the information wherever they are & whichever device they are on. The information should also be easy to search and search results should be streamlined	Ajay and Piu want to be ahead of the pack. They need information in real-time - will help them be the first to know'.	Ajay and Piu are open to editing but need visible results for their time investment. Making them part of a community will give them the stage through which their needs for reciprocity and being ahead of the pack can be fulfilled

c. MADAN OPPORTUNITIES

Madan is a person who takes his civil society role seriously and makes the time to be involved in social initiatives

He is respected in his social circle for his knowledge. He is the person people go to for opinions and advice.

Curious by nature, Madan wants to remain sharp, knowledgeable, maintain his learning curve. He chooses to stay abreast of all the new things that are happening around him rather than be flustered by a rapidly changing world. In order to do so, he seeks information from various sources, Wikipedia being one of them.

Madan wants information to come to him in real-time rather than having to go and look for it in various corners of the Web. In this manner, he can keep himself always updated on the events and changes that are happening around him.

However, Madan is also not very comfortable reading long web pages on his mobile. Mails are what he reads the most on his phone.

HOW WIKIPEDIA MOBILE CAN ENGAGE MADAN:

1. ENABLE PUSH NOTIFICATION FOR TOPICAL ISSUES & EMAIL ARTICLES OF INTEREST	2. INVITE HIM TO SHARE HIS KNOWLEDGE THROUGH TARGETED OUTREACH.
Push notifications and email become very important for Madan who then does not need to go hunting for information and learning. It comes to him, helping him Remain Sharp and Up to Date. Also, Madan finds it more familiar & comfortable to read emails on his phone. Mailing him articles will be one way to get him to read more. The emails should be concise (abstract) with a link so that he can visit the site for more details if he so wishes	Madan is already an avid reader and fan of Wikipedia. Sometimes he even feels the desire to Make Things Right when he sees an error on the page he is reading. Currently he does not do it simply because he does not feel invited to do so. Inviting him in and allowing him the option of doing quick edits through pop-ups on the mobile page (maybe to correct language, sentence structure, error in content etc. or even adding a missing link/ picture) is likely to engage him and get him more involved with Wikipedia via the mobile

d. ANU OPPORTUNITIES

As a working mom, Anu has to cope with a lot of responsibilities and is trying hard to find a work-home-life balance. She is stretched for time and hence Time Management and Smart Efficiency are her core needs at this point.

Being the Good Mom is very important for Anu. She remains highly involved in her children's lives and their studies. She diligently takes the time out to help them cope with their studies and school assignments.

In order to do so, Anu goes online to look for relevant content for their various school assignments. Currently she can only do it from home, on her PC. Thus, she has to find a dedicated Wikipedia Time, either on a weekend or at the end of a long working weekday - when she would rather be resting or spending quality time with her family.

Currently one of Anu's big problems with Wikipedia mobile is that it duplicates her task (less efficient use of her time) when she is looking for aids to simplify and ease it – Ex: she reads an article on the mobile and then has to go back home and read it all over again to select the necessary, relevant clips, since most often she does not need the entire article for her children's school projects.

1. Enable her to Save/ Download Clips in Print-friendly format

HOW WIKIPEDIA MOBILE CAN ENGAGE ANU:

The only way Anu is going to see value in Wikipedia Mobile is if it can help her be more efficient with her time.

So she should be able to read and select relevant clips, save them and mail them to herself. This would save her the trouble (& time) of having to re-enact the entire process at home again.

Once she got home, she could quickly collate the clips from her mail and print them, which would save her a lot of hassle.

This solution would also give Anu the flexibility of doing her research anytime, anywhere (say during a lean hour in the office, while travelling to/from work and even when she was resting on the bed). It would free up her time at home and help her enhance her efficiency.

e. PRANAV OPPORTUNITIES

Pranav is already passionate about Wikipedia and spends about 3-4hours on it daily. Presently he does not feel an overt need to access/ edit Wikipedia on the mobile, esp. because his overall involvement with Internet on the mobile is pretty low at the moment. He does not see it as being an effective production device.

Also, one of the reasons why Pranav feels that editing on the mobile is not feasible is that he is deeply concerned about the quality of inputs that would result from editing the main site via the mobile. He feels that the current site does not lend itself to being edited in such a manner for the lack of:
- wiki markups and other editing tools.
- error-free typing on the mobile keypads
- ₅mall screen making it difficult to see what is being edited

Furthermore, Pranav feels uneasy with the fact that while random editing via the mobile may clutter the site with poor quality inputs, he will have less control over it, esp. if the volume of input is high

HOW WIKIPEDIA MOBILE CAN ENGAGE PRANAV:

1 REASSURE HIM OF HIS CONTROL OVER QUALITY. ENABLE MOBILE WATCHLIST	2. ALLOW HIM TO MAKE SMALL, QUICK EDITS/ REVERTS ON THE GO	3. ENABLE HIM TO TAKE THE LEAD IN THE MOBILE WIKIPEDIA COMMUNITY
Pranav would then be able to keep constant track of his active watch-list and monitor the movements on them, so that he can be proactive in dealing with any quality issues, conflicts, vandalism etc.	Enable small edits via pop-ups on the site or through Mail to Me option. In the latter case, he should be able to upload the edit via mail once he is done with it	This will provide a space for a person like Ajay to interact with Pranav and enjoy a feeling of reciprocity and community. In this respect Wikipedia could look at incorporating some conversation and collaborative tools into the mobile site.

L.TAKING WIKIPEDIA MOBILE – OVERALL RECOMMENDATIONS

It is our view that it is critical to get more Ajays and Satish's into the Wikipedia editorial circles, as they are leading-edge mobile users and Ajay in particular has clear recognition needs that Editing Wikipedia can fulfill. Finding ways to engage them now, with short pithy editorial jobs, may turn them into more comprehensive editing experts in

the future. Engage them with their tools, and we can keep learning how to take Wikipedia mobile from them.

Two other segments - Anu and Sheetal are using Wikipedia as a source of education and reference material – could we do more interventions in Schools and more outreach that way. Get teachers to ask students for 140 character abstracts of long articles as a training tool!!

Here are some overall suggestions across segments

1. **Better mobile UI, Improve reading experience, make it easy to use**

   The mobile site **should render properly** on every handset, even the lower-end WAP/GPRS enabled ones.

   The home page should be clutter-free. Prominent search box and list of categories [since a section of mobile readers come to the homepage and then search for content, this would be very important]. A drop down menu with language options could be useful if Indic fonts are enabled (type in English and it converts to Indic or use a virtual keyboard that appears as you select the language)

2. **Information on the go/ Instant Information**

   The mobile version could offer a word meaning or definition, short concise paragraph (abstract) on the topic – basically **an information capsule for quick reference. Everything else could be collapsed, with a 'know more' link**. Would prevent the first page from looking cluttered and cumbersome. Would also make reading easier on smaller screens.

   Partner with service providers/mobile operators and offer to bundle Wikipedia as a FREE ENCYCLOPEDIA on the mobile.

3. **Be interactive and, engaging - alleviate the 'cold' image of Wikipedia.**

   Allow readers to share from within the article on FB/Twitter. Have 'Like' buttons so that the reader knows if anyone of his/her friends have Liked the article on Wikipedia. Likely to drive traffic

   Let readers stay connected to Wikipedia. Let them '**follow' articles of their interest.**

   Push notifications regarding updates/ discussions/ articles of topical interest via SMS/ email

   Make it easy to upload pictures and short videos to Wikipedia (WikiCommons) and then again share the same on FB/ Twitter etc. Could think of using location based services to prompt people to take a picture & upload – on the lines of 'Wikipedia loves monuments'. Could generate an initial buzz by launching a photo contest.

4. Convenience

Have **dedicated apps** for the different mobile devices – Kindle, iPad, Androids, iPhone etc. However, to be relevant to the bulk of the market, it is essential for Wikipedia to have J2ME apps which would be compatible with any phone that has Java and GPRS.

Features like Save Clip, Bookmark, download as PDF, send to mail etc., would all be very useful for **Future reference/ Reading Later/ Reading offline**

A print solution would be very handy since Wikipedia articles are generally used for educational projects.

5. Editing Articles:

While editing full articles may not be feasible on the mobile, **small edits may be possible, esp. by experienced editors.**

- An **editor selects the line he wishes to edit and on clicking it a pop-up box opens up** which allows him to edit and save.

- Also there could perhaps be a solution whereby the **editor emails the short clip which he wishes to edit, to himself** Then he could **edit on mail and send it back to the site for upload.**

- Editors should be able to **follow their most active watch-list** on the mobile to track the article.

6. Read/ Write Indic:

Partner with handset manufacturers & ensure that web fonts are enabled on their browsers. Would be especially helpful in reading Indic. Also, see if virtual keyboards for key Indic languages can be pre-bundled with the device.

Also smaller, **Indian handset manufacturers like Micromax, Lava etc., are looking to differentiate their offers and maintain excitement around their brands. Partnering them** to bundle Wikipedia as a dictionary/ encyclopedia/ learning app could be an opportunity esp. to reach out to smaller towns and even perhaps villages.

DETAILED FINDINGS

Section I:
Wikipedia Themes

These findings are important for us as they reflect current behaviour and attitudes towards Wikipedia. This frames their Wikipedia Mobile experience and provides a broader context within which to understand how to take Wikipedia mobile

THEME ONE: READERS TEND TO GOOGLE FOR CONTENT AND THEN LAND ON WIKIPEDIA FROM THERE.

Most of the readers we met did not have Wikipedia bookmarked either on the PC or on the mobile (among those who had used it on mobile).

None of the readers we met had installed any Wikipedia add-ons/ plug-ins on their browser or an app on their phone. Most of them were not even aware of these possibilities.

Most of the smartphone users were not aware of Wikipedia apps which they could install. [*A few respondents who knew about it were somewhat skeptical since they were 3rd-party apps (in fact their experience was also negative. The app slowed down their phone after which they uninstalled)]*

Readers generally came to Wikipedia in the following ways:

- By typing the content on Google search. This seemed to be the most popular way of searching. When asked why they did so, the readers said that
    - They felt that Google offered them a wider choice (though they also admitted that most often ended up on Wikipedia)
    - When Wikipedia showed up as a top (or within top 2 to 3) search result, it enhanced the reader's reliance on the credibility of the article they are likely to find on Wikipedia.
    - A few readers sais that Wikipedia search was less refined than Google search
- By typing the content on Google Search along with a keyword "wiki" to go directly to Wikipedia from Google.
- By typing Wikipedia on the browser and then selecting Wikipedia from the search result. Once they landed on Wikipedia, they used the Search option to look for their content. (Observed more among Indic readers and some mobile).
-
    - However, we found that with this method, they sometimes went to www.wikipedia.org, at other times to en.wikipedia.org and if on the mobile, they also had the option of going to m.wikipedia.org.

Once they looked up a topic on Wikipedia, if they had to revisit the page, they either went via the search history or went back and came in via Google again.

Summary:
It is critical that Wikipedia shows up as a top search on Google to drive traffic. Some difference noticed in how readers enter Wikipedia on the PC and mobile. The browser often becomes more important on the mobile

convo *strategic* conversations

THEME TWO: WHILE READERS ARE IMPRESSED BY THE HUGE REPOSITORY OF INFORMATION CONTAINED IN WIKIPEDIA, THEY ARE ALSO SOMEWHAT INTIMIDATED BY IT.

Readers across segments **appreciated the extent and quality of content that they found on Wikipedia**. They felt that the repository of knowledge was **exhaustive, reliable, neutral in tone ("factual"), well-structured**. In all, it was **a solid reference point** for all of them. The fact **that it was available for free was a key point of attraction for Wikipedia**.

However, the **design and tone of the site appears to cue somewhat of an authoritarian image** in the readers' minds, which **makes them feel a bit distanced**. *(For example, an older reader mentioned that Wikipedia sometimes makes him feel like a student again and that he does not edit on Wikipedia since he does not want to gate-crash).* The **text-heavy, conservative, serious appearance of the articles** immediately reminds the reader of either the physical encyclopedias, dictionaries or reference books in a library.

While **this serious image lends credence to the reliability of Wikipedia's content**, it also keeps many readers from exploring the site and **prevents many from even dreaming of contributing to/ editing anything on Wikipedia**. A lot of readers currently **feel that Wikipedia is written by super expert/ super knowledgeable people and is totally out of their league.**

It is this feeling perhaps **distances people even as they come to Wikipedia** to consume the **"reliable knowledge/ information for free"** that it provides. The readers **come to the site, take what they want and leave**, not feeling comfortable and motivated enough to browse the site thoroughly.

As a result, **not only do many people not contribute to Wikipedia but are also prevented from getting maximum out of the site**. For example, most of the readers were sure that Wikipedia articles could not be printed. When it was pointed out to them that there indeed was a download/ print option on Wikipedia, many of the readers replied that it was of no use since most people were not aware of it.

> *"It's a serious knowledge site, I don't know enough to contribute"*
>
> *"I don't want to make a fool of myself by writing there if I am not 100% confident about my stuff… after all it's knowledge, not opinion"*
>
> *"I don't want to gatecrash and start editing on Wikipedia. I am just an ordinary layman"*
>
> *"Don't know who writes on Wikipedia – must be professors and PhDs wearing thick glasses"*

Summary:
Thus, if Wikipedia mobile is hoping to entice people to edit, it has to first make itself more approachable and less intimidating

THEME THREE: IN AN AGE OF MULTIMEDIA, WIKIPEDIA CONTINUES TO BE CONSERVATIVE. SEEN TO BE SOMEWHAT BORING, ESP. BY YOUNGER READERS.

One of the pain points that emerged time and again for Wikipedia was it **delivered solid knowledge but in a rather old-fashioned and somewhat boring way**. It had brought the reference books and physical encyclopedias to an online space but continue to deliver it in the same, text-heavy format.

On the other hand, **consumers today want to be engaged via audio-visual, multimedia and not only read** about things. In that respect, **readers felt that Wikipedia was not very interactive or engaging.** A common grouse esp. among younger readers was that **there are not enough images & video content** in the Wikipedia articles.

Readers agreed that **Wikipedia being a Knowledge site should not become a frivolous and entertainment-only** site. **However, the tone and format/delivery should be somewhat more approachable and engaging**, esp. if the intention was to make it more participatory in nature (encourage contributing/editing). Some suggestions

- More images & video content to make it livelier, flash animations to explain a concept better
- Allow reader to 'follow' an article – push notification of updates via SMS/ mail etc.
- Like/ Rate an article/ Share on FB/ Mail to friends etc.
- Allow customization/ personalization/flexibility: if someone wants brief information (word defined, meaning, a concise description only) it should be possible for him to get only the relevant bits.
- Lead in through blogs -search box on blogs, widgets, badges (ex: I am a Wikipedia fan/ Wikipedia Contributor etc.) and other popular sites such as FB (ex: play up Wikipedia Search on FB/ invite readers to join Wikipedia FB page and engage them there etc.)

"Today even schools are experimenting with new, interactive forms of learning. It will be better to show a plant growing through animation than simply asking a child to read about it"

"They should have more pictures, videos. One it would break the monotony of the long texts and also make it more interesting to come to Wikipedia"

Summary:
A comfort factor is needed for people to come and stay. By being more interactive, Wikipedia can make itself more approachable and less intimidating

THEME FOUR: MANY FEATURES/ ELEMENTS ON THE WIKIPEDIA PAGE ARE BURIED/ 'LOST' ON THE READER.

Barring the exception of 1-2 readers, **most of the respondents we spoke to had not even noticed what was there on the left sidebar. Ditto with the tabs on the top of the page.**

Many of them had not even noticed that they could create an account on Wikipedia and log in. when prompted and asked about login, most of the readers said that perhaps they did not notice it because **the content was anyway available to them for free, without logging in. Therefore they saw no value in signing up**. A few respondents stated that on other websites the 'Create Account' comes up first before one can enter the site so it becomes more prominent. However, **for Wikipedia, many of the readers were not sure what added advantage they would get if they signed in**.

Many of those reading Wikipedia in English were not even aware that Wikipedia was now available in Indic languages. **A few of the readers who accessed Wikipedia in Indic languages said that they found out purely by chance** that Wikipedia was available in their mother tongue. **The language options are not always immediately visible,** perhaps because many of the readers came directly to a topic/ article via Google and immediately began reading the article. Given the volume of content, the reader stays focused on the body of the text and does not let his/ her attention waver to other site elements.

Many of the readers were not aware of the other Wikimedia projects. We found only 1-2 readers who were using either Wiktionary, or Wikiquotes. Only 1 reader had ever left a query at the Reference desk and that too was disappointed as she had not got a reply.

Most of the readers we met were **not aware that Wikipedia articles could be exported/ downloaded/ printed from the Wikipedia site. The perceived absence of this feature was a big pain point** to many of the readers. At the workshop, when the editors pointed out that it could be done, the reader response was "but we did not know". Perhaps **a print button on the article page itself will make the feature more visible**

> *"Don't notice the left hand column and tabs much! I just use Wikipedia"*
>
> *"Without log in they are giving information then what's the point of creating account and logging in…can do it only if they give me something more, something exclusive for members only"*
>
> **English**

Summary:

Wikipedia clearly needs to educate Indian readers about the various possibilities on Wikipedia/ other Wikimedia projects – perhaps via an on-site audiovisual tutorial/ participatory workshops in schools/ colleges/ universities etc.

If Wikipedia wants more people to open an account/ log in, they need to provide a strong "Reason Why"

THEME FIVE: READERS SAY – EDITING LOOKS COMPLICATED, "NOT FOR ME!"

When shown the Edit page, **the first impression of many of the readers was that it "looked complicated",** causing them to tune out. It also further added to the intimidating, expert nature of the site.

When some of the editors tried to point out (during the workshop) that editing was actually not that tough and one could get used to it pretty quick, the readers did not seem entirely convinced. **The popular opinion was that inputting should be a simple, intuitive process** (like writing on FB or Twitter for example where the contributor does not need to be concerned about HTML and stuff).

"What's with the codes and stuff? I study all this at GNIIT but when I don't want to do it for my exams even, there's no way I will do it here!"

"It's so easy to write on Facebook and Twitter. Even commenting on blogs is easy but this looks very difficult"

"It must be for those who know the Computer Language, like people in IT"

Summary:
The Edit page is another of the drop off point for many a reader (who are not from IT) who want to contribute but want a simple method of input Given that the Edit page appears complicated to people, will they be able to navigate it successfully on a mobile – with a smaller screen?

THEME SIX: OVERALL THERE WERE SOME CHALLENGES WITH INDIC WIKIPEDIA, INCLUDING AWARENESS AND IMAGE ISSUES

Even at the recruitment stage, we found it difficult to get readers who read Wikipedia in Indic languages (not unexpected, given that approx. 98% traffic from India is on English Wikipedia). Overall, across centers we found low awareness about Indic Wikipedia.

Some of the readers we met were not even aware that Wikipedia was there in Indic languages.

Even among those who knew of Indic languages on Wikipedia, there appeared to be low interest among readers who were comfortable with English. The reasons for the same were as follows:
- English Wikipedia was anyway richer in content.
- If the content is same across languages, then why read in Indic when they could read in English
- Some of the readers were not proficient enough in reading/ writing in their mother-tongue (esp. given that their education was in English medium)
- English was the aspirational language – there was some image issues associated with being seen as reading Indic.

Those who read Wikipedia in Indic languages were either
- Not very comfortable in English (though English seemed aspirational even among them) or
- Were looking specifically for topics which dealt with language, culture, was India-related or their community-related

I only know and use English Wikipedia. I have never bothered to see what else is there because I anyway get what I need

"I saw that there was some option in Hindi, but I did not bother to check it out. I had a convent education and am very comfortable in English. Even otherwise I read only English novels – can't imagine reading Hindi".

"It must be for people in the villages who don't know English"

"I go to Punjabi Wikipedia when I want to search something that is Punjab (or Punjabi) related. For all other things I go to English Wikipedia"

THERE WERE SOME OTHER CHALLENGES WITH INDIC WIKIPEDIA AS WELL

Cross platform fonts, browser compatibility, keyboard related issues continue to be challenges for rendering Indic on the Web, though things have definitely improved.

The **mechanical translators/ bots are still not at all intuitive** and hence the output is more often than not pretty erroneous.

Some of the Indic languages have customized the UI and made language input easier but **overall the impression of it being 'difficult' remains in many a readers' mind**, making them shy away.

The feedback from some Indic language readers was that some of **the language used on the Indic sites was too formal and difficult and not in day to day conversational language. This made reading difficult and tedious**. On the other hand some editors felt that unless the language was formal, it would not perhaps qualify as a serious knowledge site (conservative mindset similar to the parent site)

Some readers also pointed out that while India-specific content was detailed on the Indic sites, **some of the more global/ general articles appear to have less details than the original English articles.**

I wanted to type something in Hindi but could not. Then my daughter asked me to write in English and she took it to some site and pasted then clicked and it was converted into Hindi but the sentence did not make sense because the site simply translated each word"

"the Hindi on the site is sometimes not simple like how we speak. It is in difficult Devnagari which I find difficult to read:

Summary:

On the English Wikipedia pages, can have a drop down menu to read in other languages. Will give more prominence to language capabilities on Wikipedia.

The focus of Indic Wikipedia should be more of India-specific/ community-specific articles, cultural aspects and on smaller places (villages/ small towns) that are unlikely to find entry on English Wikipedia.

Also, need to promote Indic Wikipedia among vernacular schools and colleges to garner awareness, support and traffic – Workshops, article-writing competitions etc.

SECTION II:
WHO READS WIKIPEDIA?

PERSONAS THAT EMERGED:

Across centres, we found that the Wikipedia Readers and Editors have different life positions, needs and motivations. They read/ use Wikipedia for different reasons which impact their usage patterns, involvement levels and expectations. They each represent different opportunities and challenges in both, engaging more with Wikipedia and in taking it mobile.

	SHEETAL, 15 YEARS, STUDENT, READER, CAREFREE-FUN "The thing I like about Wikipedia is that I get all my information there easily. The information is also quite dependable"
	SATISH, 20 YEARS, STUDENT, READER, COOL-DUDE "You get lots of information, so filtering the data which is your requirement is the biggest task. Its like to find a piece of diamond among the tons of stone"
	AJAY, 25 YEARS, AUTOMOBILE ENGINEER, READER, UPWARDLY MOBILE "I have notifications and automatic updates on my mobile from my Gmail, yahoo and facebook account. I am 24*7 online on facebook through my mobile." (Piu is his female equivalent)
	ANU, 35 YEARS, WORKING MOM, READER, EFFICIENT MULTI-TASKER "Wikipedia to me is about reducing work. If I sit to write on it, my work will increase!"
	MADAN, 42 YRS, ENTREPRENEUR, FUTURE EDITOR, SOCIALLY CONSCIOUS "The best part of Wikipedia is that it gives you whole loads of information – and extra links to read as well"

1. Sheetal: Carefree Fun

Srishti Sharma

Parul Harjai

Vaibhav Paliwal

WHO IS SHE: A STUDENT

Sheetal is a 15yr old carefree, fun-loving schoolgirl. She lives in Delhi with her parents. She has a younger brother, whom she loves to boss around but often finds pretty exasperating.

Sheetal is *not really interested in knowledge for knowledge sake*. All she wants to do is get her school assignments done as quickly as possible so that she can get more time to do the things she loves best – playing/chatting with her friends which occupies bulk of her free time. Her other hobbies are listening to film music on her phone, watching films on DVDs, Youtube videos either on her phone or on the PC. She also loves hanging out at malls with her friends.

Sheetal's current life mantra is FUN & ENJOYMENT.

HER ASPIRATION: A HAPPY EASY LIFE

Her future aspirations are still pretty malleable at this stage. She says that she wants to grow up and be SUCCESSFUL. That means getting into a good college and later perhaps having a cushy job which will bring her a lot of money. However, *she not yet thinking of hard work* to attain her dreams. Rather, she is looking forward to an adult life that would be an extension of her current life - fun-filled, carefree, easygoing – full of fun, enjoying with friends etc.

"I DON'T GO TO THE SCHOOL LIBRARY TO DO REFERENCE WORK. AM NOT THE NERDY TYPE…"

"I HAVE DECIDED THAT I WANT TO DO MASS COMMUNICATION. IT IS MUCH EASIER THAN DOING MATH AND SCIENCE. ..MY DREAM LIFE IS WHERE WE ALL ARE FRIENDS ARE TOGETHER, EVERYONE'S HAVING GOOD JOB AND GET GOOD SALARY AND WE ARE LEAVING GOOD AND HAPPY LIFE."

HER PAIN POINTS: BEING DISCONNECTED, BORED

Currently, anything that keeps Sheetal away from her friends is a sore point with her. She wants to be always connected to them, have fun, share every moment of their lives. That she is not allowed to take her mobile into school with her is a big pain point in her life today.

Also, Sheetal wants her live to be abuzz with activity, fun moments. She is prone to getting easily bored if she has nothing to do or if she is forced to do things that she feels are 'not fun' – ex: sit with a school project when she's rather be on Facebook with her friends.

HER ONLINE BEHAVIOUR: SOCIAL NETWORKING, FUN

Sheetal got onto the internet a few years ago. The key trigger was that her friends were all online on Orkut and she wanted to be with them. Since then they have moved onto Facebook.

She loves to download music & videos from torrents. Her favorite online haunts are Facebook and YouTube. She also e-mails but infrequently.

For her online searches, Sheetal generally goes through Google search. On her mobile, she uses the browser to search whatever she needs.

Her browsing of Wikipedia was more or less limited to sourcing material for her school projects. Her involvement with the site was low, though she accessed it pretty often

"What bugs me most in life is when my phone is not working properly, my internet is down or my brother irritates me…if the internet on my phone or the PC is not working, what I will miss most is Facebook."

"I asked for a computer, but dad said you are too young, and then I said I am big enough, so he got it for me. Though I told my parents that I needed computer for my studies, in reality I wanted it because all my friends were by then on Orkut and I did not want to be left out"

HER DEVICES: MOBILE HEAVY

Sheetal is a heavy user of the mobile phone. She is almost glued to her mobile phone, which is WAP/GPRS enabled. She may even have a 3G connection on her phone. It is her primary device.

She has coaxed her parents into getting her a basic smartphone like the Samsung SGH-F480. She is currently eyeing the Blackberry which many of her friends own. She wants to be on the Blackberry Messenger (BBM) since all her friends are there now.

On the phone, *she mainly accesses Facebook and YouTube* and some of the WAP services offered by her service provider ex: Vodafone/Airtel Live – ex: ringtones, wallpaper etc. She is also on the Samsung funclub. She also *loves to take pics with her mobile phone camera which she shares with her friends on Facebook*. Sheetal and her friends do *frequent Facebook updates* from their mobiles. Sheetal also *downloads videos on her phone via Bluetooth* from other friends.

For Sheetal*, her phone is to her what a laptop is to other people*. It enables her to access the Internet while moving around – maybe even to a different room in the house or even while she is lounging on bed. *It is her all-time companion* and she only separates from it when she is at school, rushing to it afterwards to re-connect.

Sheetal also has a PC at home, which she shares with her brother. *The PC is used mainly to do her schoolwork, download and store music, videos, pictures and also to play games*

In addition, Sheetal has *limited access to PC in her school.* She has a computer class every week as part of her school curriculum. She may have even learned the rudiments of HTML in these classes.

"I am online 24hours on my phone. I get 3notifications for the same thing…do not want to miss anything that's happening in my friends' lives"

"On the BBM, my friends send out message of every little thing, like "the maid is not giving me coffee!"

"I take many pictures and upload them. I have uploaded this picture from phone and this is the most funniest and irritating picture of Virat Kohli (cricketer). I uploaded this picture onto Facebook"

"I don't use the PC daily. I may not get on it for 4-5days but am always on the phone"

HER WIKIPEDIA USAGE: SCHOOL PROJECTS MADE EASY

Sheetal got to know about Wikipedia *from her friends*. In addition, her class teacher and also her father had pointed her to Wikipedia as a reference source for her studies/ increase her general knowledge..

Sheetal *uses Wikipedia quite frequently, up to 3-4 times a week, mainly to collect material for her school tasks/projects*. Her mom sometimes helps her with this task. Once in a while she goes to look up other things of her interest –Ex: details about her favorite cricket team.

Currently, she accesses Wikipedia mainly from her PC.

She *searches the required topic on Google Search*, is led to Wikipedia from there. She *reads through the article, cuts-pastes onto a Word document, removes the hyperlink colors* and then prints it (she calls this 'editing'). Sometimes she needs to handwrite the cut-pasted article to avoid being scolded by the teacher.
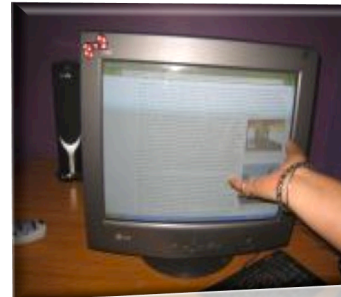
To Sheetal, *Wikipedia is a substitute for library reference books*. It *offers her more convenience* than physical books since she can get what she wants through Search (mainly via Google) rather than having to flip through pages of a physical book. Also, it *saves her the trouble* of searching through multiple books to get what she needs.

"I Use Wikipedia mainly for school projects, but my dad used to tell me to find all sorts of information on it and I have been using it since I was in seventh standard. He used to open Wikipedia for me and tell me to increase my general knowledge from it"

"We had holiday home work to do a project on Mahatma Gandhi, and we thought from where to get the information, then we searched from Wikipedia. And when we showed the project to teacher, she saw that everyone's information was same, so teacher started scolding us saying that everyone is copying each other!"

"Once our computer teachers told us to open Wikipedia in the computer class and jot down quotes for one of the teacher's farewell party."

"Recently I wanted to look up details about my favorite team in the IPL, namely the Delhi Daredevils. So I searched on Google and went to Wikipedia from there and got all the details …how many members are in the field, how many runs they made, how many matches they win, every single detail is there."

"I had an Economics project in which we had to find information about causes of poverty and measures taken by the government to reduce poverty. Our teacher told us not to do

it from the Internet but I simply Googled it, went to Wikipedia from there since that was the one of the first options on Google and did the project from there and saved time"

"Wikipedia serves as an encyclopedia. I use it instead of going to the library and hunting for stuff, to gain knowledge and the correct information for my projects. I also get proper pictures for the same which makes my work easy"
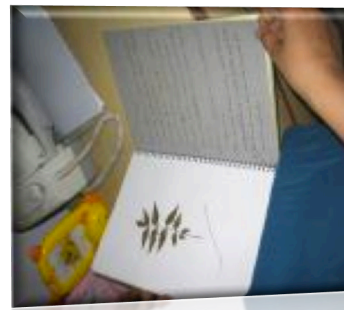
WHAT SHE LIKES ABOUT WIKIPEDIA: INFORMATION EASILY ACCESSIBLE

What Sheetal likes best about Wikipedia is that **it saves her the trouble (and time)** of hunting for project materials in text/ reference books. She **gets all her information in one place**, easily via Google Search.

The other thing she likes is that **Wikipedia articles are more factual** and not "people's opinions and not written in SMS language", which **reassures her that what she is copying from there is pretty dependable**.

HER WIKIPEDIA PAIN POINT: TOO MUCH INFORMATION

It is not child-friendly. While she needs a simple explanation (in a few short lines) of the topics she is looking for, she feels that **Wikipedia articles are loaded with too much information and are text heavy**. She **has to put in more time and effort** than she would like to select the relevant lines and then cut-paste them to her Word document.

Sheetal also **finds the colored hyperlinks irritating** because if she wants to print the Word document onto which she has cut-pasted from Wikipedia, she has to 'waste' time changing back the color to black before she can print the page for her school.

"The thing I like about Wikipedia is that I get all my information there easily. The information is also quite dependable"
if want any information, I go on Wikipedia it's a very good site…it very tedious task to find the books from the library. The librarian first tells us to find the particular book from the book rack and then it becomes very

HER CURRENT RELATIONSHIP WITH WIKIPEDIA: FUNCTIONAL

Sheetal's **involvement with Wikipedia is low. It is not something that engages her emotionally**

She sees it as **a knowledge site that is very serious – an expert**. She feels that people who write on/edit Wikipedia are professors and experts in various fiields.

She **does not see herself editing/ writing on Wikipedia** since she feels that she is too young and does not know enough of anything to contribute to a knowledge site.

> *"I am getting what I need from Wikipedia, so I am not really bothered who the writer is*

> *"Am sure that the article on poverty was written by NGOs –they are the ones who are experienced and deal with these kind of things"*

> *"I think intelligent people and scientists write on Wikipedia… everyone should not be allowed to do it then it will become an entertainment site!"*

WHAT SHEETAL WANTS FROM WIKIPEDIA: MAKING LEARNING FUN

Sheetal wants her learning experience to be easy and fun. She feels that Wikipedia can help her in this regard by explaining topics in shorter, simpler, child-friendly language. She says, make the learning experience more sensorial via multimedia – would be more engaging and interesting

Sheetal is clear that Wikipedia is a knowledge site so she does not expect it to become frivolous. For example she does not want to become another Facebook but nevertheless, she wishes that it was more interactive and engaging.

> *"They (Wikipedia) should even show animation and graphics on different topics. They should include some sound effects (audio). It would be easier for us to find the information (among all the text) and interesting too. It would be convenient for kids. They would be interested in all these things. They should have more fun and activities related to studies. Otherwise you all need to read those long pages which makes it boring and irritating."*

HER IMPRESSIONS ABOUT WIKIPEDIA MOBILE: IRRITATING

Sheetal is *very open to accessing Wikipedia from her mobile* and sometimes actually does open it on her mobile when her mom or dad expresses disapproval about her being on FB all the time, she opens Wikipedia on her phone to show them that she is also doing some serious learning on her phone and not only using it for frivolous chat.

She has an urgent school task to complete and the home Internet connection is not working.

When she has to open Wikipedia on her mobile, she does so by typing Wikipedia on her mobile browser or via Search History. This takes her to the Wikipedia site. She generally does not use any apps or bookmark.

The site does not render properly at all on her Samsung SGH-F480 (even on a Nokia 3120) though on the BB Curve, the experience is better.

Her feedback about her experience with browsing Wikipedia on her mobile is that it is "very irritating" to do so, because it is a lot of text (too text heavy) and she has to keep scrolling down. Makes it difficult to read on her mobile screen. Moreover, she cannot cut-paste onto another document especially as tabs are not possible on the mobile

SHEETAL'S NEEDS FROM WIKIPEDIA MOBILE: EASY, INTERACTIVE, ENGAGING

Sheetal most desires that reading Wikipedia on her mobile should be a much better experience, even on her more basic phone.

She does not want it to be text heavy. A few short lines should open up, basic meaning/ definition/ explanation about the topic of interest.

Sheetal wants to find pictures and videos (relevant to what she is searching for) on

My mom does not like me being on Facebook all the time so when I go for walks with her, I open Wikipedia and search information on different topics.
I had to do my class project on Mahatma Gandhi from my mobile (Blackberry Curve) as the Internet on my computer was not working that day. It was very difficult. I could not do it the usual way as I could not cut-paste onto Word. Finally I had to ask for my brother's help. I kept reading out and he was writing it down for me. It would have been much easier and faster on the PC
At times it becomes very irritating when we are not able to find the information to the point. They just give you the whole history. So it becomes very tedious to read all that on the mobile and then select what you want"
"it is very difficult to find things on the whole page and there are pictures also, so it is very difficult to read.

Wikipedia mobile. She is not too concerned about MB usage – all she wants is that they should load well onto her mobile.

Sheetal loves notifications. She would love to receive some sort of notification from Wikipedia.

To be absolutely relevant to her, she requires that Wikipedia Mobile should allow her to do what she needs: either cut-paste or download relevant portions of content so that she can use it easily for her project work.

She would love the site to be interactive, ex: give star ratings, like button, get notification when a friend 'likes' something on Wikipedia etc. To her, these too would make Wikipedia more fun and involving – she would love to bookmark it then or have an app for quick access (like in the case of FB).

Sheetal would love to share what she is reading with friends with a one touch option to share from within the application

When shown the edit page of Wikipedia, Sheetal felt it looked very intimidating. She felt that writing should be as easy as writing on FB or on chat.

> *"The article is too big to read it on a phone screen so if they can format it or make it short or put the basic part of it. There should be link for different sections, even for pictures you should be able to click the picture to open it, like give a description of the picture. "*

> *"The problem is that the mobile page actually shows a fraction of what the actual page has. The content should be readable. On the mobile, it breaks the page. It should be made lighter so it is easier to use. The text and picture should be adaptable to each and every mobile phone.*

> *"They (Wikipedia) should include some more animations and sound effects to make it more interesting (on the mobile). And second of all they should include it in proper size, especially on phones. It should be short first and then I should be able to expand it if I want (on the Samsung SGH-F480)…on the iPhone it is much better than this. My father has one. There, you have paragraphs and you can expand it. There are many people who use such phones"*

> *"We should be able to write comments. We should be able to save time. It should be point to point. May be there should be some place to write your own things. So that if I edit it and make it easier to be a part of project, I can write points. Then I would update a status on Facebook, that I have edited it (so that my friends can just copy and paste it); then it would be more interesting".*

> *Like we get notifications on Facebook, if we have commented on Wikipedia we should get notifications also what people think, what they have written how they liked it.*
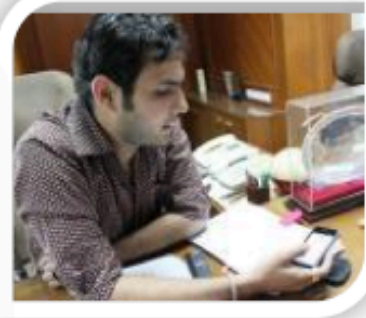
2. Satish: Cool Dude

Vikram Rao

Adithya Prabhu

Ashish Bamboli

Gurpreet Singh

Rajath N

Manu Hegde

WHO IS HE: A COLLEGE STUDENT

Satish is a 20-year-old guy from Bangalore, born and brought up in the city. He is the only son of his parents and is indulged thoroughly by them. He is studying for an engineering degree in one of the best colleges in the city – but he looks for the 'minimum effort' method in everything including studies.

He describes himself as a fun-loving guy who is fond of change and adventure. He generally stays away from arguments or controversy and wants to be known as the life and soul of the group. The **admiration and approval** of close friends is important to him.

Satish's life mantra is '**ENJOYMENT'** along with **'SUCCESS'**

HIS ASPIRATION: A LUCRATIVE CAREER

Success, especially financially, is very important to him. His dream is to have a great career in a field that he is interested in, but he has not yet thought it through and the actual details are unclear to him right now. He knows that he wants to work "abroad" since he feels opportunities for career and financial advancement are better than in India.

> *"The best part of being a single child is that I don't have to share my things with anyone"*

> *"It is very difficult to say what is going to happen in the long term. It is better to have short term goals, achieve them, and then see what you can do the next"*

> *"Five years from now, I want to be working in a very famous automobile company – in Europe, not in India"*

HIS PAIN POINTS: WAITING FOR ANYTHING

For him, life is about **instant gratification** – I know what I want and I want it now. Waiting, even for small things, makes him irritated and impatient. For instance, he bought himself a new smart phone the same day his old Blackberry got confiscated in college (since it was against the rules).

It is also important for Satish to always **be connected** with his group of friends. Even if he spends a large part of his day with them, he keeps in touch at other times through his phone or through social networking / chat applications.

HIS ONLINE BEHAVIOUR: SOCIAL NETWORKING, DOWNLOADING

His involvement with the internet began with Orkut – and now is focused on facebook. He has a need to be always connected, and his online world is basically centered around facebook and chat. He stays up till late in the night, browsing on the internet and watching videos on youtube.

He also **downloads regularly** from the internet – movies, music, TV shows, games, even wallpapers and themes for his computer. His regular websites are: gmail, facebook, careersabroad, howstuffworks, Wikipedia and youtube. He is not much interested in twitter or blogs unless it is to do with a specific topic of interest.
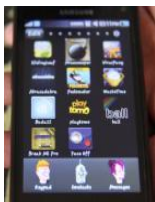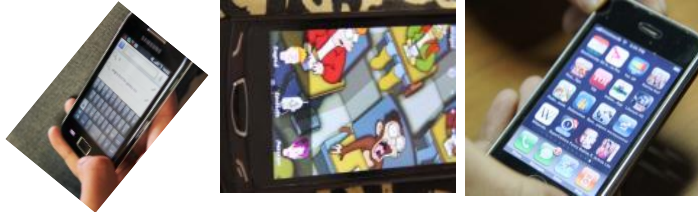
HIS DEVICES: LAPTOP MEDIUM; MOBILE HEAVY

The mobile phone has been his favorite toy for some time. He sees it as his buddy, his best friend and **constant companion** now and is probably the **most important gadget** that he owns. He owns a Samsung Galaxy Ace, a smartphone with touchscreen, camera, high quality sound. He uses the phone to **access facebook** whenever he is not near a computer.

His home screen is filled with the many apps that he has downloaded, some of the just to "try out". Popular games like Angry Bird and racing games are a must. So are chat apps such as ebuddy or WhatsApp that allow him to chat across various **instant messengers**. Also, his father pays the bill for his mobile phone, so he is not particularly concerned about how much he uses it.

The camera is an important element of the phone for him. He keeps taking photographs when he finds something interesting or he has visited a new place, and instantly **uploads it on to facebook**. Also very important is the sound quality - he downloads music on his phone, since he likes listening to music while on the go. Also youtube videos and games are seen to be a better experience on the phone.

"I would have got it back if I had waited a few weeks till the end of the semester. But I anyway wanted to buy this new phone. I had a BlackBerry curve, it is a basic model and it was not all that great"
"I just love to stay connected with my friends... Update my profile... Share videos & pictures"
"When we all want to meet, we send invitations through facebook. Before writing on Facebook, I will call up and make sure that people are free on that particular day"

He got his first computer when he was in high school – he used it initially only for playing games and later, for looking up information on his school projects. He connects to the internet at home through a wifi connection.

"The computer is an essential part of my life. I have many school friends, whom I haven't met after school days. But, through Facebook, I have been able to connect with them and keep in touch"

"I am always connected to facebook – I get notifications on my phone every time something happens on my facebook account "

HIS WIKIPEDIA USAGE: COLLEGE REPORTS AND KNOWLEDGE RELEVANT TO HIS SOCIAL CIRCLE

Satish sees Wikipedia as a mix between an encyclopedia and dictionary. He first came to know about it in school looking for information for projects. Over time, his use of Wikipedia has evolved and he now refers to it not just for projects but also at other times, as a quick reference tool to understand the meaning of specific words or terms that he comes across and cannot make sense of.

He comes to Wikipedia most often through google – he types in his search term and usually Wikipedia turns up as the first result and so he heads there. The device primarily used is the computer at home – and rarely, the mobile, if out of reach of any computers.

His relationship is very functional – as needed, and just what is needed. Everything else, including the references, hyperlinks, side bars and top bar are a blind spot for him. He also does not feel the need to register on the site or log in since he sees no advantages from it. In fact, the fact that Wikipedia is easy to access, without the hassle of signing in, is one of the major attractions of the site for him.

Also could be to some extent, it is important for Satish to be in the know – not wanting to make a fool of himself in front of his friends and peers. This is however, not about general knowledge (not at all interested in current affairs or politics) but specifically about his areas of interest where he needs to show his friends that he is on top of things – e.g. automobiles, technology.
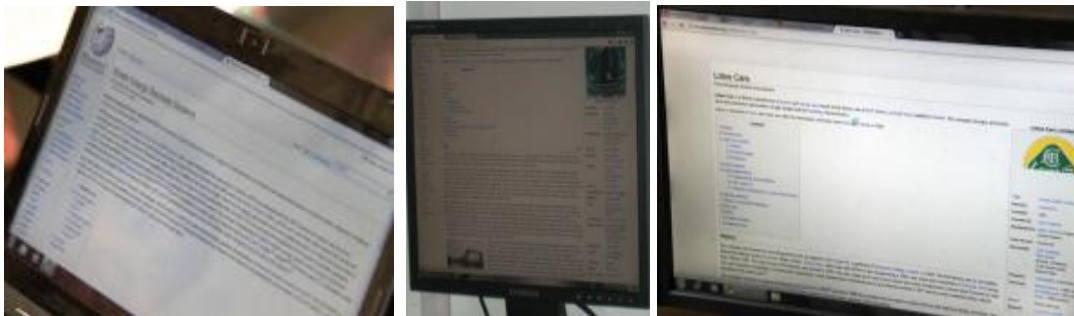
"While Googling, I used to constantly come across this wiki, wiki, wiki. So I started using it and also a few friends told me about it"

"It is the main source of information for projects and presentations at college. If we have to give any assignment, we copy and paste the information"

"Or let's say I don't know about atheism or I have a few doubts about what atheism is, then I will go to Wikipedia. I will just type atheism wiki and I will go there"

"Recently I saw about Volkswagen having some Blue Technology, so Wikipedia is the first place where I searched for more information"

"I don't see the point of a login, I get what I want without logging in"

WHAT HE LIKES ABOUT WIKIPEDIA: INSTANT INFORMATION

Overall, Satish is very happy with the way Wikipedia provides him with instant information "at a click". It serves his need (in general) to have things easy and at his finger-tips.

There are times when he uses it as a quick reference tool when on the go – like a dictionary. For that purpose, he likes it that concise "definition" is given at the top. He also liked it that Wikipedia has free access to all and needs no registration.

HIS WIKIPEDIA PAIN POINT: TOO MUCH INFORMATION

Like Sheetal, Satish also finds that there is an overload of information on Wikipedia, much more than he needs. Further, the content is all textual, without much images or video, which are easier and more interesting to see.

Apart from that, he also feels that Wikipedia has too much focus on history and not much on the present (developments) or the future (possibilities).

Satish also has a complaint that Wikipedia website is too grey and dull, and therefore not interesting to visit or linger.

"If I want some information, I will not even wait to come back home before reading up on it – I will look it up on Wikipedia from college"
"I read the first paragraph and I skip through the rest. I get to know what I want from the first paragraph itself"
"You get lots of information, so filtering the data which is your requirement is the biggest task. Its like to find a piece of diamond among the tons of stone"
"Too many links in the page. Even if I click on one of them by mistake, it takes me to another page"

HIS CURRENT RELATIONSHIP WITH WIKIPEDIA: FUNCTIONAL

Satish's involvement with Wikipedia is very functional – he uses it as a quick and handy resource when needed. There is a sense of distance between him and the site – he sees it as too dry and in some way, authoritarian (due to the colors used and tone of the content). That is a key barrier towars his contribution to the content.

He believes that experts write content on Wikipedia, with knowledge levels way above what he has in any particular field. He also does not see any clear pay-offs from contributing to the website.

> *"I there are some people where Wikipedia liaises with like some technical people, some experts in their own field, and they get reviewed from those people and then they publish it"*

> *"Facebook is just a social network - you don't have to be accurate on facebook but to post something on Wikipedia one should be an expert"*

WHAT SATISH WANTS FM WIKIPEDIA: MULTIMEDIA CONTENT, ENTERTAINMENT

Satish expects Wikipedia to provide him with more multimedia content in the form of photographs and videos. He thinks this will work for him in two ways – make his understanding easier (visual data rather than textual) and the overall experience more entertaining.

While he does not expect it to be a networking site like facebook, he would still appreciate some way to connect with other users, as well as the informal and welcome tone and feel of facebook.

> *"Facebook is very optimistic - you have an option called like and you don't have any option called unlike so that makes an appeal very positive and very optimistic".*

> *"The look of the page is so dull and grey"*

> *"It's like a normal black and white like a note book so make it a bit colorful, a little more attractive keep updating the photos and they should have a video so the information will be complete"*

HIS IMPRESSIONS ABOUT WIKIPEDIA MOBILE: INCONVENIENT

Satish uses his mobile phone to access Wikipedia when he is in college or on the move and out of reach of any computer. At this time, his need is for a quick check on a new term or word for which he does not know the meaning.

At present, his pain points are that there is so much content on one page that it takes a long time to load on the mobile phone. Also, the page is not optimized for viewing on his mobile phone and scrolling and zooming are too cumbersome for him.

> *"Too much time to load information, screen size small and therefore difficult to read, page not optimized for view on mobile phone"*

> *"The first page - it's the same for mobile, but going forward it is very difficult to search"*

> *"For writing, anything which has a QWERTY keypad works better than a touch screen phone."*

> *"The Wikipedia page on my mobile should fit the screen so that it is easy for reading"*

## SATISH'S NEEDS FROM WIKIPEDIA MOBILE – INTERACTIVE, CONCISE

Satish in general has a high comfort level with his mobile phone and browsing the internet on his phone. He is open to reading Wikipedia on his mobile when there is a need. Primarily, Satish expects the page to load quickly and offer just enough content for him to process (instead of the whole page). He wants the reading experience to be easier than it is now.

Satish wants an option where he can read just the first (introduction / definition) paragraph on his mobile phone, with the option of clicking on for more detailed content. His core need is an app or widget that will give him quick and easy (bite-sized) information when and where he wants – a "Qwikipedia".

Keep the home page simple and easy to navigate and find what one is looking for"

"No need to load the whole page every time – just the first paragraphs and the links to detailed content – I can click on whatever section I want"

3. Ajay & Piu: Upward Mobile
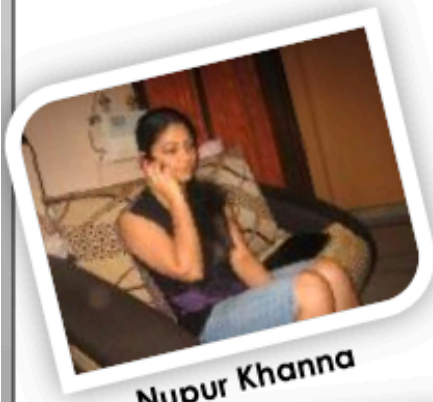
Nupur Khanna

Gaurav Soni

Rahul Chaudhary

Debtaru Basak

Siddharth Neelakantan

Priyadarshini Ganeshan

Satyajith Shettigar

WHO IS HE: AN AUTOMOBILE ENGINEER

Ajay is a 25-year-old guy from Bangalore and has been working in a large automobile company for the last two years. His passion is automobiles and he has had an interest in the subject since he was in school. Although Ajay is now working, he misses the carefree college days and still thinks of himself as not having any responsibilities.

He spends his free time, especially weekends with friends – eating out and going on long drives. Ajay likes to be in the know about everything and likes to be the **go-to guy for any information** among his friends and colleagues.

Ajay's life motto is based on the '**power of knowledge**'

HIS ASPIRATION: SUCCESS AND RECOGNITION

Ajay's completely focused on his career and is sure that he wants to remain in his field of interest, viz. automobiles. His dream is to **make it big** in this field, possibly even developing something new that would make him famous and respected.

> *"I am crazy about automobiles and have always been reading up on it"*

> *"I want to work in a automobile design company, preferably a European company because they are the best"*

> *"Don't get time during the week much now but weekends are always with friends"*

HIS PAIN POINTS: BEING IGNORANT

Ajay believes that it is important to keep himself **well-informed** about everything that is happening in the world around him. Among his peer group, he would never want to be caught lacking in information. He is especially keen on being **seen as an expert** in his area of work and interests. He thinks of himself as having a curious and analytical mind. He wants to study for a PhD in the future.

HIS ONLINE BEHAVIOUR: CONTENT, SOCIAL NETWORKING

Ajay sees himself as a **power user** of the internet and spends most of his time online wherever he is. He wants to be always on and has synchronized his various devices so as to be able to access any of his data at any time. His internet usage at work is restricted since many websites including social networks and instant messengers are blocked.

He reads **blogs and websites on technology**, especially automobiles and communication. He is also part of technology forums and actively participates in

discussions on them. He spends a lot of time on facebook and also downloads movies sometimes from his personal laptop.

He used to read **automobile magazines** like Autocar earlier but has now switched to reading them online.

> *"I just don't want to believe in what people are telling. I look for the facts and people come to be because they know that I will find out from the internet"*

> *"I go and search for any new topic before I want to know before my friends"*

> *"I have a habit of clicking the different links on the main page and then going back. So I go through everything and look at it, even if I don't need it"*

HIS DEVICES: LAPTOP HEAVY; MOBILE MEDIUM

Ajay has a **Blackberry phone** that has been given to him by the office. He also uses the **Nokia 5800** that he bought with his first salary. He likes the Android operating system on the phone and wants to buy a Samsung smart phone soon since it allows him to easily download and install several applications from the internet. He has a few racing games downloaded on his Nokia phone.

Since he cannot access his personal email and facebook account from office, he has set his phone to **receive notifications** on any activity on these. He finds it easy to type through his Blackberry since it has a QWERTY keyboard – but he still prefers to use the laptop for writing anything on the internet.

Ajay uses his Blackberry mainly for emailing – both official and personal and sometimes to connect to facebook or check something on googl.

At office, Ajay has a desktop and at home, a Lenovo laptop. He uses the laptop to browse the internet once he is back from work. He says that he is always in front of a computer (on the internet), whether at work or at home

> *"Computer is something that I can't be without these days. I can't imagine my life without a computer today. At office, I use the desktop and when I come back home, I work on my laptop"*
>
> *"I have notifications and automatic updates on my mobile from my Gmail, yahoo and facebook account. I am 24*7 online on facebook through my mobile."*
>
> *"The moment I come home, I switch on my laptop – I browse and chat late in the night"*

## HIS WIKIPEDIA USAGE: INFORMATION ON GENERAL AND WORK-RELATED TOPICS
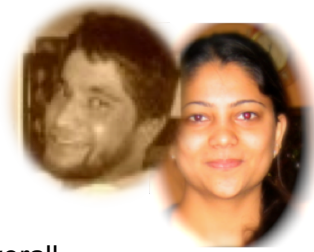
For Ajay, Wikipedia is the **first source for any information** he needs. He finds it very convenient that he can find **detailed content** on the same page as well as links to other relevant websites which he can draw upon if needed. He feels that his overall usage of Wikipedia has come down since his college days when he used it regularly for references for project work.

He visits Wikipedia either through google or by directly typing it through the browser. He sees Wikipedia as a **friend and helper** and is happy to spend time browsing there. He is aware of other languages in Wikipedia but has never read any of them since he always reads online content in English.

Ajay uses Wikipedia for reading about general topics of his interest – particularly related to automobile technology and computers. He also visits it for reading on **work-related topics**. It gives him pleasure to know more than his friends and colleagues about any topic and he finds Wikipedia useful in this regard.

He also uses Wikipedia to check on movies and TV serials.
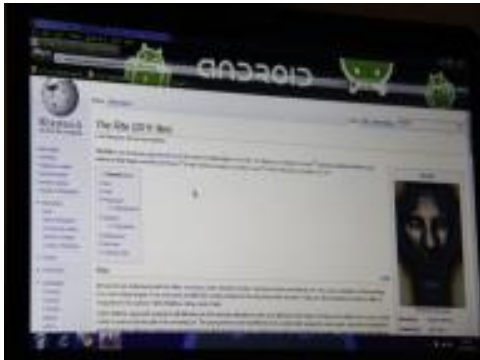
"I was quite happy about you because I did not have to put in those extra efforts to search for particular information. Everything I need is on the page itself – I do not need to go anywhere else"

"If I see a new word or phrase, I immediately go to Wikipedia to check it out"

"The thing about Wikipedia is that it actually broadens your horizon – they give other links also which are useful and you get more information"

"Sometimes like IMDB, I see details of movies there before I watch it. Or I read up on all the stories of one season for a TV serial when I download from the internet"

"It gives everything from the history to how it is today – so that is nice if I want the details"

"Everybody from school students uses Wikipedia – they have a good reputation"

WHAT HE LIKES ABOUT WIKIPEDIA: INFORMATION RANGE

Ajay likes it that Wikipedia has information on **different kinds of topics**. He is able to browse both general topics as well as technical topics on the same website.

Another thing he likes is the links that Wikipedia gives to more content that is relevant to the main topic (in case he wants to read up more). He finds the list of references at the bottom very useful – it shows him that the content is to be trusted and has been taken from various sources. This is important to him in two ways- his own credibility among friends and colleagues and it adds weight when he uses it for official work.

> *"Through the references, you can also know about the papers that have been published on the topic"*

HIS WIKIPEDIA PAIN POINT: STATIC INFORMATION; NOT UPDATED REGULARLY

It is important for Ajay to always have the latest news and information. And Wikipedia does not live up to that expectation. He finds that content is often dated and the latest is not to be found on the website.

"When I went for some information on Mercedes Benz, I found that the pictures were at least 4-5 years old"

HIS CURRENT RELATIONSHIP WITH WIKIPEDIA: FRIENDLY

Ajay is currently only a reader of Wikipedia, though he could be a potential editor. There is at present no major barrier to contribution – he says he has "never thought about it". To some extent, he also thinks he is not an expert in any specific domain and in future, when he knows more, he would be willing to wrote on Wikipedia.

He has tried adding content once just as a lark with his friend – then found that it was not approved. Even if he does write on wikipedia, he would like a "quality control" person to make sure that his content is correct and he is not making a fool of himself. Overall his relationship with Wikipedia is relaxed and friendly.

"Even I would want to write in Wikipedia, but I don't consider myself that knowledgeable to write something on this site. May be if I become that intellect in future, I may write on it"

"I guess Wikipedia gives an option to normal user to add content or edit the whole content. If I download something today and if we download it again in another month, we find that the information is changed"

WIKIMEDIA FOUNDATION

convo
strategic conversations

WHAT AJAY WANTS FM WIKIPEDIA: MULTIMEDIA CONTENT, CONSTANTLY UPDATED CONTENT

He does not expect a social networking feel to the site – he thinks of it as a serious and credible source and wants it to remain that way.

However, there are two areas where he thinks Wikipedia can be a better experience for him: one is to keep providing the latest updated information and the other through providing more images and links to videos.

> *"Need more pictures to make it more interesting and they are better than tables and theoretical part"*

> *"If people start commenting or suggesting things on Wikipedia, it would become like a social networking website. Then it would lose its importance as a search portal for information"*

HIS IMPRESSIONS ABOUT WIKIPEDIA MOBILE: CUMBERSOME

Ajay is usually within reach of a computer, so he uses the mobile phone very rarely to browse on google or Wikipedia. He does so when he is on the move or those times when he does not have any other access to the internet, but is not satisfied with the experience.

The Wikipedia page does not optimize automatically on his phone screen and he finds it difficult to manually zoom in all the time. He also thinks that there are too many elements that are not required in a mobile page since they only end up cluttering the page. And in comparison to the other sites that he browses through the mobile, he finds Wikipedia slightly bland and boring visually.

> *"It becomes a little difficult for us to browse as we have to type a lot to find particular information over phone"*

> *"There are a lot of necessary web elements like links on the page in Gmail after login but they are strategically located to avoid cluttering and letting the user enjoy a pleasant reading experience"*

AJAY'S NEEDS FROM WIKIPEDIA MOBILE – INTERACTIVE, EASIER ACCESS

Ajay would like the Wikipedia page to appear in optimized size on his screen that makes it easier to read whatever he wants without much zooming. He is also not satisfied with any of the apps that are currently available for Wikipedia for the mobile and would like something that is approved or provided by Wikipedia itself.

Another thing that would appeal to Ajay is regular (daily, hourly – as he chooses) updates in the form of notifications on his mobile phone for topics of his interest. That would work to satisfy his need to be always in the know about the latest.

> *"Keep the home page simple & easy to navigate and find what one is looking for"*

> *"Unfortunate thing was that in my phone the home page for Wikipedia was not resized automatically to fit the width of the screen. I had to zoom in manually to fit to my viewing convenience"*

4. Anu: Efficient Multitasker

Amandeep Sethi

Mrs. Paliwal (Ravindra's wife)

Mrs. Sharma (Srishti's mom)

WHO IS SHE: A WORKING MOTHER, AN EFFICIENT MULTI-TASKER

Anu is a 35yr old working mom, with 2school-going children. Her husband runs a business and is a very busy man. Hence it falls on Anu to manage the home-front, sometimes almost single-handedly. She has a lot of responsibilities.

Anu is **a nurturer** who is very **involved with her family, esp. her children**. She supervises their studies and helps them with their school tasks. At the same time, she **sees herself as an individual** too. She takes time out to **look after herself and follow her interests**. She does not want to 'stagnate' in life and believes in working towards **fulfilling some personal goals/ambitions**. Thus, she has recently gone back to working out-of-home as an executive, albeit after negotiating somewhat flexible work-hours.

Both Anu and her husband are gregarious people and love to party and entertain. They have a **pretty active social life**, for which they have to make time..

In addition, Anu tries to **take some time out for her personal interests.** She loves to get recipes and cook new dishes to express her creativity (and also to get the children to eat without fuss). She loves to read novels and at the end of the day, she likes to unwind by listening to music on her PC.

"My aspiration in life is to give my best to my kids and grow them to be fine human beings"
"My daughter is pretty responsible. She is a big support for me. It was she who told me about Wikipedia when I was struggling to do my son's school project for him"
If nowadays, even one day I don't go to the office, my colleagues, most of whom are much younger than me tell me that they missed my presence. They see me as 'bindaas' easygoing)… makes me feel good"
It is good that they help out but if they are there all the time, I feel that my space is

It is very important for Anu to be able to **juggle and balance the various aspects of her life** (home + kids + work + personal interests + social life etc.) successfully – for which **she seeks smart, efficient ways and means to make her work less time consuming.**

"Earlier, I used to sit at home and be on Facebook the whole day and then I realized that this is not the life I wanted. So then I decided to go out to work. So life has changed me. Within six months I can see a lot of change in myself. I am a more confident person"

"I do want to do many things, so day by day you have to be more efficient with your time"

HER ASPIRATION: GIVE MY BEST, BE MY BEST

Anu's dreams and aspirations are to a great extent centered on her family, esp. the children and their success in life, and she is actively involved in trying to get them going on that path. She feels that their success will bring in recognition for her as well. Any failure on their

part, she often sees it as a personal failure and hence she is always alert to their education and upbringing.

In addition, Anu also aspires to reinvent herself to keep pace with the world around her and come across as smart, up-to-date, well-informed. In this regard, Anu's teenage daughter is a big influence in her life. She actively 'advises' Anu on various things – right from where to find relevant stuff on the Internet to how she should dress/ groom herself in a more contemporary, youthful way.

HER PAIN POINTS: LACK OF SUPPORT, LOSS OF CONTROL

Given that time management is critical for Anu, she is **always looking for support infrastructure, tools, gadgets that can provide her with convenience & time saving**, thereby enhancing her efficiency and enabling her to multi-task better. Anything to the contrary is a pain point for her and increases her time stretch and stress levels substantially.

However, in the process of seeking help, **Anu is not looking to relinquish control** over her independence.

Anu **would love to get more appreciation** for her efforts towards trying to hold everything together. In fact, that is one of the things she finds rewarding at work – her younger colleagues are appreciative of her fun-loving, easygoing competency.

HER ONLINE BEHAVIOUR: MANAGE RESPONSIBILITIES BETTER

Anu was **initially somewhat diffident about using the Internet**. She found it somewhat of an unknown terrain as she tried to exert some sort of control on her children's online life.

However, with the help of her daughter, she has gradually become more familiar and **now finds the Internet a convenient ally, a tool that helps her improve her efficiency and be well-informed**.

Anu uses the Internet to source/ search for material pertaining to her **children's education** – be it for their studies, project work or even for researching school admissions etc.

I find recipes and tips. I tell my daughter to find it for me because my typing speed is not so good

My son was looking for material for his school project and I also wanted to help him, but since I am more comfortable with Hindi, I looked for material on the Hindi Wikipedia

I use Facebook, YouTube and surf sites for my kids' school assignments. Facebook because it makes me meet different people and to keep me in touch with them. YouTube for excellent videos from around the world. and for the school work i have to search endlessly to bring out the best projects.

I research holiday destinations so that we can decide where to go for vacations

In addition, she uses the Internet as a **planning aid** (ex: planning holidays, menu planning with new recipes etc.).

It is **also the place she turns to for various kinds of tips** – health, grooming, household related, children related etc.

Anu also finds the internet **convenient to do ticket bookings** and **manage her familial/social relationships via Facebook & Skype** (ex: chatting with a cousin in Dubai or being in touch with her newly re-discovered school pals). After she has started working,

Anu feels a greater need **to keep abreast of topical news/ current affairs** and sometimes reads news/ articles online. She has also **re-discovered intimacy** and sometimes even chats/flirts with her husband on Facebook, though they may be in different rooms of the house at the time.

In addition, Anu also **downloads music** which she later listens when she needs to unwind. Sometimes she can also be found watching videos on **YouTube**, esp. if someone forwards her an interesting link

HER DEVICES: MOBILE FOR MANAGING; PC TASK-BASED

Anu has been a Nokia user for a long time now (she owns a 7210). She finds it very comfortable to use. However, she has recently bought the Sony Ericsson Xperia simply because she wanted to carry a 'more stylish' phone to work (though she finds it less comfortable to use). She juggles 1SIM between her 2handsets – Nokia at home and Xperia when outside.

Anu **uses her mobile pretty much as a management tool**. The watch, alarm clock, planner and organizer help her to keep track of time, important dates, other important things that she may store as memo/notes etc. While shopping she also makes quick use of the calculator to calculate prices. She listens to music on her phone and has also started taking pictures on her mobile which she later downloads onto the PC.

Though **Anu does not use her mobile to browse/surf the Internet**, she has got a GPRS connection on her phone so that she can get onto Facebook when she likes and thus be connected to her friends and relatives. That is as far as her comfort level on the mobile internet allows her at present.

Anu uses the home PC, which she shares with her children. **Anu's time on the PC is quite purposive.** She spends 1.5-2hours max. on the Internet and spends most of that time in doing searches about whatever is her priority at the moment.

"I definitely i think that mobiles have come a long way and it is a necessity…and even though i don't still use it for internet surfing, i do Facebook on it at times"

"I use my children's PC to look up some things when I get the time and they are not using it"

"I don't like to sit for a long time on the computer unless I have to do something important like find materials to help with my children's projects"

HER WIKIPEDIA USAGE: HELPING HER KIDS EXCEL

Anu takes it as a personal challenge when her children come home with a school project ot a study assignment that needs an 'not-from-the-text-book' kind of answer or solution.

Earlier she used to struggle to help her children with such study related tasks until her elder daughter found out about Wikipedia and enlightened her about it. Later Anu also heard her husband asking the kids to look up Wikipedia to increase their general knowledge. Ever since, Anu has found an ally in Wikipedia and goes there (mainly via Google search or drop-down-history) to seek material for school projects and/or answers related to the children's study topics.

Anu reads through the article, cuts-pastes onto a Word document, simplifies the English for her younger kid and then asks them to write it out in their copybooks. She even looks for suitable pictures that they can then use.

In trying to look for answers, Anu has explored the Wikipedia site somewhat. She sometimes uses Wikiquotes, Wiktionary, and has even sought answers through the reference desk.

Sometimes, Anu's friend looks up Hindi Wikipedia, esp. if the school topic is about something to do with Indian history & culture. However, she has found that English Wikipedia often has much more details on most topics that she has looked up, enough to deal with school-work. Moreover, the Hindi she said, was not conversational Hindi but a more formal Devnagari Hindi which did not make for easy reading.

Once in a while, Anu also visits Wikipedia to look up some issues of topical interest, Ex: she looked up Anna Hazare when he was all over the news recently.

"My husband asked our son to look up his project topic in Wikipedia. I too wanted to help him so I went to Hindi Wikipedia to look up that topic. However, I found the Hindi somewhat formal and difficult. It was not entirely the spoken Hindi but in shuddh (pure) Devnagari. Also there was less details on this particular topic than there was on the English site. It seemed somehow incomplete."
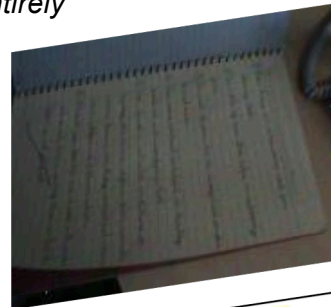
"Sometimes the teachers ask them to find quotations and take to school. That time I search on Wikiquotes for them"

Once my daughter asked me some study related question and I was not sure of it. I could not find the answer anywhere so I left a question at the Wikipedia reference desk. I did not get an answer from them but I think this is a useful thing"
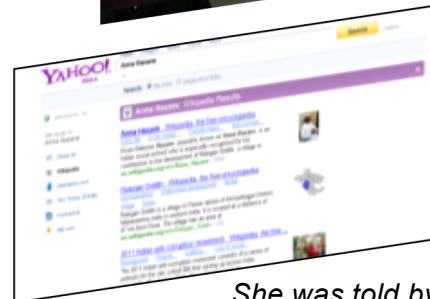
This site was shown to me by my daughter. *She was told by her friends, they used to use a lot of Wikipedia and once she told me that this site is there and if you don't get something in Google, you might get it in this*

"It's usually for the kids (that I go to Wikipedia). Otherwise there was this protest about Anna Hazare, so for that also I was looking for some news about it … am not sure if it was Wikipedia. I remember I went to Yahoo and searched"

WHAT SHE LIKES ABOUT WIKIPEDIA: GETS WHAT SHE WANTS - QUICKLY

What Anu likes about Wikipedia is that it has extensive information and covers almost all the things she searches for w.r.t her kids' studies/ school assignments and that it is freely available on the Internet.

She also liked the interactive part of Wikipedia, namely the reference desk though unfortunately for her, she did not get a response to her question that she put up there, seeking help.

HER WIKIPEDIA PAIN POINT: NOT RESPONSIVE ENOUGH NOR CONVENIENT

Anu wishes that the Wikipedia articles were more child-friendly – easier to understand language, simpler words and perhaps even more pictures to illustrate a topic. If it were, then it would make her life easier and save time, because now she has to spend additional time to simplify what she finds on Wikipedia before she can give it to her younger child (a 8yr old) to read and understand.

Furthermore, she wishes that Hindi Wikipedia too used simpler, colloquial Hindi and proper sentence construction (which sometimes it did not – esp. if it had been translated from English using online translation tools) so that it made for smoother, easier reading.

Anu also finds that printing Wikipedia content is not very user-friendly. First of all, she felt she could not print directly off the site. Second, she had to cut-paste a few relevant lines onto Word and then make it child-friendly by removing hyperlink colors, increasing font sizes etc.

HER CURRENT RELATIONSHIP WITH WIKIPEDIA: HER ALLY

Anu's relationship with Wikipedia is that it's her support when she is in need She approaches Wikipedia largely with a single-minded thought – get good material for her children's school assignments, takes and leaves. Other kind of searches are few and far in between.

Anu feels that Wikipedia is written by intellectuals and experts and finds the thought of contributing to it intimidating at present. Also, she feels that she has enough on her hands at present to be able to spare the time to contribute to Wikipedia. Anu says that perhaps even if she were a housewife, and had the time she would not have edited Wikipedia since no one has told her that she could actually do so.

> *Wikipedia is basically for the projects of the kids. I usually get answers from that… nothing beyond that*

For a printout it is not very convenient because it has got 2-3 colors (hyperlinks). So whenever I take out a printout I have to change the colors. Even the font is quite small so whenever I need a printout I have to increase that word or whatever. So these are a few things which and I think is not so good.
Wikipedia articles have got some tough language, difficult for younger kids to understand. So I can only copy a few lines from there and have to simplify the words before I give it to my kids. Sometimes they just don't understand or they are on a higher basis like maybe for the college going students or something like that.

Wikipedia to me is about reducing work. If I sit to write on it, my work will increase!

WHAT ANU WANTS FROM WIKIPEDIA: MAKE MY JOB EASIER

Anu wants Wikipedia to help make her work easier and more efficient. She would like to be able to

Print off the site (which she feels that she can't do at present. She has never noticed the left hand bar which allows her to print/ download)

Download on her desktop so that she can read it at her convenience even when offline.

Have a child-friendly, simpler version of Wikipedia articles that generally school children need, so that she can let the kids be more involved rather than putting in all the effort herself.

HER IMPRESSIONS ABOUT WIKIPEDIA MOBILE: WASTE OF TIME

Anu is not comfortable surfing/ browsing on her mobile. She feels that the small screen size (vis-à-vis PC) is not conducive to comfortable browsing. Also, she is pretty conscious about how much she is spending on her mobile bills. At best, she accessed Facebook on her mobile.

Even without trying it, Anu's key issue with Wikipedia mobile was that she would not be able to cut-copy-paste from a mobile and neither would she be able to print it. Hence she felt that Wikipedia on mobile would be of low relevance for her.

When she actually tried browsing Wikipedia on her Nokia 7210 (She was still not very comfortable typing on the touch screen of her Xperia so did her browsing from the Nokia whose keypad she found more comfortable to type on), she was not entirely satisfied with the experience. While she could search easily and comfortably, she did not find the process efficient as she had some network/ connectivity issues so Wikipedia did not open smoothly, she could not print. The current user interface was not comfortable – she could not read comfortably on the mobile and ended up having to scroll through long pages and she could not go back to a previous page like in a book/ magazine.

Anu's friend who tried reading Hindi on her Samsung phone could not do so because her browser did not support Hindi fonts.
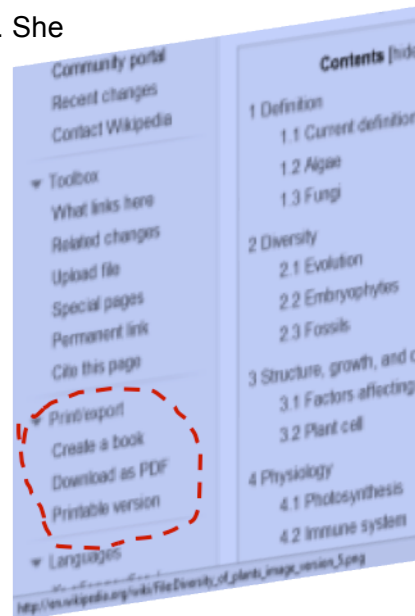
There was a little network problem initially to open the internet but Wikipedia was launched easily after that. then i searched a bit for the project on the types of various ships and the Indian ports. there was a problem in reading the text as in Wikipedia the font size is very small and to see it on the mobile screen is very difficult. I could also not get the printouts, so i searched while sitting in my own room and after finding out the details i went to the desktop to take out the printouts.

The network is slow and when i wanted to go back to the previous page, it used to go to the home page. i spent lot of time for surfing Wikipedia and wasted most of it. However, what was nice was that I could get the results of the search easily and could do it while lying in my bed

Most of the time I copy paste it on Word to read it later but I can't do it from my mobile. That is a key reason for not doing Wikipedia on my mobile.

ANU'S NEEDS FROM WIKIPEDIA MOBILE: HELP ME WORK SMARTER

Anu has access but very little spare time on her hands. Thus, first of all, Anu wants the Wikipedia page to load quickly on her mobile and not 'waste her time'. She wants simplicity in page format, easy UI & clearly legible font size, and enabling of indic fonts on her phone.

What would be very important for Anu is an offline reading option, with bookmarking and PDF downloads. This would enable her to be more efficient and productive as she multi-tasks her way, balancing work, family, kids et al. She should be able to:
- save/ download "clips" for later reading.
- send the entire article or clips as attachment or download on her phone as PDF
- upload the article on document management sites like Google docs, Evernote

Furthermore, she should be able to print the relevant sections or at least mail it to herself so that she does not lose what she has spent her valuable time searching for/ reading through.

All of this would enable Anu to get onto Wikipedia on the go, whenever she gets some time amidst her hectic schedule and she does not need to get to her PC before she can do this work. She may even be able to do this task of hers as and when she gets some free time in office or while travelling to/back from work. In fact, she could even do her Wikipedia search while relaxing on her sofa or bed at home, and not need to go and sit before the PC.

A quick word lookup, definition/ meaning etc., would also be handy for Anu.

If the network is ok then it might be a good option as i don't need to go to the other room specially to do the work. plus the font size has to be bigger otherwise its a waste to search on the mobile".
"We need to have print or download option…I for example, find it more convenient to read from a hard copy"

5. Madan: Socially Conscious

Ravindra Paliwal
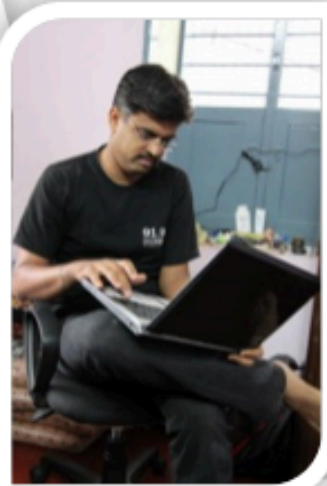
Vinay M

Smriti Kaul

Anupam Kamal

WHO IS HE: A RESPONSIBLE CITIZEN – SOCIALLY CONSCIOUS

Madan is a 42 yr old entrepreneur who is married and has 2 children. He is comfortably settled in life and has many interests, which he pursues with a passion. He is **widely respected among his social circle as someone who you go to for advice about almost anything**.

A responsible, dynamic person by nature, Madan has over the years also **become aware of his societal responsibilities** and is currently involved with atleast one NGO that works among the needy, deprived or as a voice against some social ills. He sees it as a much needed exposure "to the larger world"

Madan sees himself as **a constant learner**. He is open to new ideas, experiences, and is always **searching for & soaking in new information that increases his general knowledge** – always **"maintaining the learning curve" to remain mentally "sharp" and active.**

HIS ASPIRATION: TO LEAD A FULFILLING LIFE

Madan aspires to **a quality life** for himself and his family. He **wants to give his best** to all the areas of his life – his family, his work, his creative pursuits/ interests as well as his societal responsibilities. He **wants to be respected** among his peers for his knowledge and acuity.

> *I love to do things that are a little different from the normal ones! I am a kind of person, who would enjoy my own company. I am quite a happy person by myself. I have many hobbies, many passions and many things that I like to do*

> *My friends would say about me that he is a responsible person well informed, probably a good reference point. People do tend to respect his opinion and people tend to come to me for almost any kind of opinions*

> *I am somebody who is very sensitive and I generally listen to my heart,*

> *In our society people perceive each other from an intellect point of view also, they tend to give you more respect when they see that we are more logical so it's more fulfilling and you are getting more importance too.*

> *Ideal life is where you do the things that you want to do and when you go to sleep, you have a smile on your face.*

HIS PAIN POINTS: LACK OF ORDER, FOCUS, RESPONSIBILITY

What irks Madan are people who are inefficient, lack the team spirit or are manipulative. He feels that individuals should be responsible and accountable, holding up their end of the bargain.

Madan feels that it is only when everybody does so, that every unit of a society can run smoothly, with people having to pay attention to larger issues (because other things will become hygiene factor, with everyone doing their bit as cogs in the wheel)

HIS ONLINE BEHAVIOUR: ACTIVE PARTICIPATION

Madan is a pretty tech savvy person. He uses the Internet for various things but mainly **to stay abreast of all that is happening around him**, get his work related mails and information and also **to connect with like-minded individuals** who share similar interests and passions.

He is a **member of various interest groups** on the Internet (ex: Yahoo groups/ Google groups, forums etc.) and can also be found on news sites (BBC, Google News, Economic Times etc.) Facebook, Twitter (from where he gets real-time news/ buzz), LinkedIn etc. Madan also **subscribes to various notifications from his interest groups** so that he can be aware of what's happening and be an active part of those conversations.

Madan also **loves taking pictures of things that interest him and uploading them** on the Internet to share with his interest groups.

He also uses Search engines a lot to access various kinds of information that are of interest to him, ex: current affairs, social issues which are of interest to him etc. He generally visits more than one site to get a holistic view of a topic.

Madan is **a Wikipedia fan** and uses the site frequently. He recommends it heartily to his children as well

HIS DEVICES: LAPTOP FOR WORK AND BROWSING; MOBILE FOR COMMUNICATING

Madan owns 2phones – **a Blackberry primarily for his work related emails** and a **Nokia E5 for general communication needs + because he wanted to use the GPS/ navigator tool** as per a friend's recommendation. He **uses either of his phones to take pictures** of things that interest him (which he uploads onto Photobucket). He also finds the **dictionary tool** on his phone very useful

Madan also sometimes uses his phone **to take down short notes/ memos** esp. during work, say when he is in a meeting. He then downloads these files/ notes onto his laptop later via Bluetooth.

"What irritates me is Inefficiency, people who take things for granted, lack of team spirit, lack of social activeness, these are common sense things which are expected from a person of average IQ or somebody who is living in the society"

If you do the thing which is expected from you, life becomes easier & predictable in the sense that you will be able to concentrate on more serious issues, can be more focused.

It could be anything under the sun, booking your tickets or helping your kids for their projects, or getting to know about something related to work, checking all your personal I am also on certain groups so they keep on sending me mails/ notifications so that I can follow different trails, happenings and conversations

When I go to Google there are a lot of pages I have lots of options it's again psychological I guess I have lots of options so I know if I don't like this there is another thing that is there and I can keep opening things on another tab on Wikipedia I have to again open Google if I don't get what I want.

Madan does **very little Internet browsing via his mobile**. His **main Internet usage is on his laptop** for which he generally uses a data card. No one else has access to either his phones or his laptop. **Madan avoids using Internet on his mobile because of a) the slow download speeds (he is not on 3G yet) but more importantly, it is because he is uncomfortable browsing on a small screen.**

Madan **also has a PC at home** – used primarily by the kids and wife. However, he too sometimes browses on it, esp. if he wants to print something – since the PC is connected to the printer.

> *"I use my phone more for communication purpose only and for mails. Off course I use a lot of word and excel. I use it for taking photos. In fact, there are lots of photographs. There is lot of things that I do over mail"*

> *Mainly it (mobile) is obviously for talking the voice calls then SMS's and a bit of browsing. The download speed is slow it is much more convenient with data card but can do small browsing don't actively use internet on the phone, just a little bit of searching a bit of text based sites, what happens is the image based files are heavy files and take time to download. 3G is not activated on the phone so it is like older times it takes a lot of time and the speed is slow, so normally for any kind of browsing I like to do it on the laptop.*

> *If going for a time share of my laptop usage, then 20 to 30% would be work and 60% internet and 10%   games.*

HIS WIKIPEDIA USAGE: INTEREST-DRIVEN HEAVY USER

Madan is a big fan and an avid reader of Wikipedia, which he does on his laptop. He does not remember when exactly he started visiting Wikipedia. It seems to him now that he was always using it. However, his journey to Wikipedia has been primarily through Google Search.

Madan uses Wikipedia for various reasons – it could be to help his children with their school projects, to research something related to his work. However, his primary usage appears to be to read articles pertaining to his varied interests (sometimes to get a historical perspective) + topics related to current affairs.

Sometimes, Madan is content with just reading the article. At other times, either makes notes on a pad or cuts-pastes-copies content onto a word document. Though he often comes to Wikipedia via Google Search, he sometimes bookmarks particular articles of interest.

Madan sees Wikipedia as a storehouse of knowledge, a convenient encyclopedia. Since the knowledge is available without logging in, Madan does not see the value of creating an account on Wikipedia.

Madan was not aware that Wikipedia articles could be exported/ downloaded or even printed.

"I think it has been years now that I have been using Wikipedia, because Wikipedia is normally the first few searches, so if people search for something they normally see the first or second page and get the Wikipedia, people do not go directly to it but if you searching for something and Wikipedia links comes you tend to go on it and check it out because it is more dependable."

Whenever some background some history or some technical help is required I go to Wikipedia…sometimes you know like if you want to search 3G so you write 3G on Google which takes you to Wikipedia and you get whole lot of things from a factual perspective, all there is to know how has it evolved when did it start etc.

It is like an encyclopedia, it has certain perspective and Wikipedia is quite updated so you get more updated information available online, one very good thing is that it is very fast

When I am researching something, I generally cut paste the relevant portions onto a Word document for future reference. Sometimes I also bookmark the particular article.

I recently went to Wikipedia to check about what was the knife used by Shivaji to kill Afzal khan…some say it is the Waghnakha and others say something else…since I am a collector of knives, this is of deep interest to me and I wanted to research which version was correct

The last time I went to Wikipedia was to help my son with a school project on tsunami

WHAT HE LIKES ABOUT WIKIPEDIA: RELIABLE, EXHAUSTIVE INFORMATION

What Madan likes best about Wikipedia is that it provides **unbiased, reliable information**. The **sheer volume of content and the historical perspective on people and issues lends to Wikipedia's credibility**.

Madan also likes the fact that **Wikipedia is focused** on providing unbiased information and is **free of distractions** like advertisements and pop ups. He also likes the simple design though he sometimes feels the site could be a bit more livelier- for ex: more pics.

Madan sees Wikipedia as **a solid, serious site for good quality, exhaustive information/ knowledge. He likes the idea of having hyperlinks** which can open up more information for him should he need it.

Everything is posted properly and the footnotes are very clear that is something that I really like and also the table of contents

the best part of Wikipedia is that it gives you whole loads of information- not just of the same part, but an extra to it as well. plus there were many hyper links and other links.

I have no dislikes because I have not seen any mess on Wikipedia, it is basically very well laid out

HIS WIKIPEDIA PAIN POINT: TOO MUCH INFORMATION

Overall Madan is **pretty satisfied with what he is getting from Wikipedia at present, in terms of knowledge**. However, he had certain small irritants with Wikipedia which were as follows:

- It's not so easy to track updates since it is not highlighted
- Sometimes it feels too serious, putting him in a school/college student mode.

HIS CURRENT RELATIONSHIP WITH WIKIPEDIA: ADMIRE FROM A DISTANCE

Despite being an avid fan of Wikipedia, Madan does not know much about the site apart from the articles he reads. He is not aware of who writes for Wikipedia – his belief is it is "knowledgeable experts"

Madan has however, figured out that if he wanted to, he could edit Wikipedia articles. Though he feels that there are areas where he too would qualify as an expert, he feels inhibited when it comes to contributing to Wikipedia. He is afraid of censure and says that he would not like to 'gate-crash'

"who am i – i am just a small man (regular, layman) and not a knowledgeable expert. I have not been invited and I definitely don't want to gate-crash…what if I am not welcome?"

WHAT MADAN WANTS FM WIKIPEDIA: TO BE ENGAGED

Given that he knows that anyone can edit, Madan **would like a stronger "*authority*" stamp on articles** – (eg. a pop-up window that says this article has been verified by Ms. XYZ – Professor at Harvard or some such thing) – then he believes that Wikipedia will become his main/single go-to place for knowledge.

He would like the site to appear a little less intimidating while not compromising on its knowledge reputation. He would love to see more pictures included in the articles to break the monotony of the text-heavy site.

But more than anything, Madan would love it if Wikipedia would be more interactive and engaging, giving him the comfort level required to overcome his hesitation of editing/ contributing.

There should be a lot more pictures to make it livelier

If it becomes interactive, I may feel that I am invited and that would be good. I would love to be interactive and be a part of it. For time being we are just users of it. We don't open up with it. Sometimes many people like me may know the correct thing and would love to add…this is just being human, it is not necessary to have benefit always. This is for others to be knowledgeable. Even I look for information, and so many others need information.

HIS IMPRESSIONS ABOUT WIKIPEDIA MOBILE: DIFFICULT TO READ

Madan has not yet tried reading Wikipedia on his mobile, since he has not felt the active need to do so, despite liking the idea of an 'anytime, anywhere' Wikipedia conceptually.

Madan says that he reads a lot of content on Wikipedia where he needs focused attention – something he feels will be difficult to do on a mobile, given the screen size. He does not want to strain his eyes with the effort.

On being asked to try it out on his Blackberry, Madan did so and his feedback was that it was not as good an experience as say browsing/ reading

Wikipedia requires a lot of reading and you have to concentrate a lot. So I have never done it on a mobile, because I will have to zoom it and it needs focus. I would say that I would not use it on mobile, but may use it on an IPad. It should be readable. May be children may be okay with using it. I may not use it because I will have to focus a lot and for that I would have to wear my specs. And then in this case I would say why not open up your laptop. Why should I strain my eyes for a small thing? It may be used only when you have nothing else to do when you are waiting on the airport or meeting etc. it may just be used to kill time/ time pass. Everything (the information on the page) seemed clustered on phone (Blackberry) so it was not neat and clear. Visiting Facebook is definitely a better experience because the page fits the screen of the phone.

Facebook on the mobile (FB page rendered better on his phone, according to him).

Madan feels that he may be motivated to browse Wikipedia on his mobile merely as a last resort, if he wanted to kill time while waiting, say at the airport

According to Madan, though he may be interested to edit Wikipedia on his laptop, he in all likelihood would not be doing that from his mobile since he foresees a lot of difficulties in doing so – mainly difficulty in managing input, focusing attention on the small screen etc.

However, Madan was more open to trying Wikipedia (both reading and editing) on a tablet, ex: the iPad.

MADAN'S NEEDS FROM WIKIPEDIA MOBILE – EASY TO USE

An app for Wikipedia *(he was not very familiar with 3rdparty apps and was not sure if Wikipedia themselves had one),* which would render the site properly on the phone and **make it easy to use, with an easy UI.**

Push notifications of articles and updates on his interest areas or 'keywords' to come to his phone. If this is possible, it will motivate him to log in and his interactions will grow. As a result he believes, his involvement with Wikipedia too will grow.

Article(s) of his interest forwarded to his email. He somehow felt more comfortable reading an email than a long article on the site.

Have **zoom in feature on the mobile site, or even the option for enlarging font size.** Maybe even have a TTS and STT option so as to reduce the strain on his eyes.

Enable him to store and share content from his phone and maybe even allow him to take and upload pictures of interest to him instantly from wherever he is – i.e. engage with him and get him more involved by having a more approachable image. This may even motivate him at some later point to start doing minor edits, small uploads onto Wikipedia.

Information on the go: Ex: quick reference, word lookup, definition etc.

SECTION III:
WHO EDITS WIKIPEDIA?

PRANAV, 30 YEARS, SOFTWARE PROFESSIONAL, EDITOR, EMPOWERED

"I like the fact that people recognize me. When I get appreciation I like it very much."
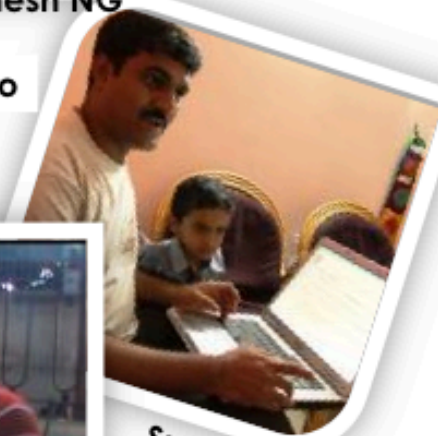
1. Pranav: Empowered

Ramesh NG

Arjuna Rao

Balaraman

Sundar Raman

Mayur

Shiju Alex

Sreejith

Subhashish Panigrahi

Salman

WHO IS HE: A SOFTWARE ENGINEER AND A WIKIPEDIAN

Pranav is a 30 year old man from a small town in Kerala in South India. He moved to Bangalore for his engineering studies and then took up a software job there.

He is married with a child and his wife also works in the same industry. His circle of friends here are all from his region back home and he hangs out with them during weekends and free time. He is somewhat of an introvert and opens up only with close friends.

Pranav's life mantra is '**PERSONAL GROWTH'**

HIS ASPIRATION: BETTERMENT AND RECOGNITION FOR HIS CONTRIBUTIONS

His dream is to do well in life in every way - get regular promotions at work, buy his own home and give his family everything they want.

He likes recognition and admiration and generally works towards that, both at home and at work. He likes to be seen as knowledgeable and well-informed, someone who can be approached for any information – knowledge makes him feel empowered. He wants to make a mark in life and create an impact in some way (not be one of the crowd).

He has a passion for languages and is deeply committed to highlighting and promoting his own culture and heritage.

> *"Five years from now, I want to be where my super-boss is"*

> *"I want to be a good human being, a good person and help to the society"*

> *"My juniors at work will say that I am a good mentor, they always take advice from me. My seniors will say that I am very technically sound. They approach me when they have issues"*

> *"I like blogging. I like the fact that people recognize. When I get appreciation I like it very much."*

HIS PAIN POINTS: CONTROVERSY AND NEGATIVITY

Pranav is the type to generally stay away from controversy of any kind – he sees himself as a middle-of-the-road person (in a positive way). He does not like people who nitpick and find faults with everything instead of contributing in a positive manner to any task.

He does not like being part of a large crowd and would rather stand out in a small group – be a "big fish in a small pond"

HIS ONLINE BEHAVIOUR: KNOWLEDGE AND NEWS

He spends a lot of time on the internet reading and writing in his own language – blog, twitter, Wikipedia. His main focus is to keep documenting his culture for readers (and speakers) of his language all over the world. He feels keenly that people should preserve their language, especially in the written form, even if they speak English otherwise.

He is also active on technology forums – telecom, networking or software. His social networking is restricted to sporadic activity on facebook. He watches videos on youtube occasionally – but not by active search, only if someone sends him links to something interesting or funny.

HIS DEVICES: LAPTOP HEAVY; MOBILE LOW

He has a Nokia Music Express phone, which he uses mainly as a communication device – to make and receive calls and occasionally send text messages or take photographs.

He has been eyeing smart phones for a while, especially Android based ones, but he is hesitant to switch to one since he thinks it will take up all his spare time. He does not feel the need for internet access through the phone – since he is connected most of the time at work or can log on through his home computer when needed.

Even when he does use the phone to check his email or for some other purpose, he is very conscious of the money that is spent while browsing - since he is on a limited data plan.

"I started gradually changing to Wikipedia because I think I can contribute more technically. I can read a lot of things and get knowledge of a lot of things"
"When I go back home in Kerala, there we have not subscribed to news paper, I don't read news paper there, so I feel I am missing something, internet is not the issue but I want to stay connected to news"
"Twitter is where people will post news, funny one liner jokes, so I subscribe to them, also friends who give technical updates - so you don't have to go and search for news - it comes to you"

He uses a Dell laptop at work which he carries home too – even though he has a desktop at home, the work laptop is his primary computer and he stores most of his files on that. He has wifi connection at home and also has a Reliance datacard for use when he travels on work. He used to spend all his time on the computer / internet before he was married, but now his usage is restricted.

> *"I do not want to get addicted to the mobile phone – that is why I am not buying a new one"*

> *"I haven't uploaded anything from my phone! Only once or twice I have uploaded profile pictures on face book"*

"I am already connected to internet from office, and if I have this with smart phone then my family will be affected"

"I normally don't reply to emails on the phone unless it is urgent"

"I have 3G connection, but price is on data basis so apart from twitter I don't use anything else"

HIS WIKIPEDIA USAGE: EDITOR – ADMINISTRATOR - CONTRIBUTOR

Pranav started using Wikipedia during his early days of blogging when he felt the need to understand the meaning of specific words or terms.

He became a contributor over five years ago. Now, he views his work on Wikipedia as more of administrative. He sees himself as a part of, at a first level, his language Wikipedia community and at a broader level, the global **Wikipedia community**. Many of his friends, the people he meets and interacts with regularly, are from his Wikipedia group. He has a **strong sense of pride** in being part of that community.

He takes his work with Wikipedia seriously and has made it a part of his life. Pranav has a sense of **belonging and ownership** with Wikipedia – it is something that he cannot stay away from for long.

Editing gives him the opportunity to read up and learn a lot of new things everyday – it **broadens his horizons**. Apart from writing on technology and his culture, he also enjoys writing articles about movies and movie stars. He also uses Wiktionary regularly and uploads pictures to Commons.

He is strongly also into **outreach and advocacy programs** for the language Wikipedia and has conducted several workshops in his current city and his home town for this purpose.

> *"I think I belong somewhere, I think I am a part of a community, likeminded people, people who I know where their positions lie without even talking to them so I feel a sort of kinship and I feel I am a part of the community the core group"*

> *"Personally I have met them only once, the others I haven't but I have seen most of their edit works and dealt with them on the IFC, dealt with them during the fund raiser and I know their editing habits and what they are like"*

> *"Even now, whenever I get time, I like to check on the recent changes in the pages that I am interested in"*

> *"First the fact that I can edit and change the content of that. Second is people take it so seriously, they have a well defined policy, it kind of had an appeal. You are building like a civic society, you have rules and regulations"*

> *"I would always be the devil's advocate in my camp, try to accommodate other users. This kind of neutral point of view started manifesting in my real life things also"*

> *"The fact is we are learning new stuff and writing it, everything was new to us - we just loved it. In fact even now I discover new things if I am reading or editing, I find new information, new tools, meet new people"*

> *"I am for community building, like I use to conduct wiki workshops, wiki meetings, and various types of programs, to approach more people to be aware of this"*

EDITING WIKIPEDIA – HIS MOTIVATIONS

He uses Wikipedia primarily as a place to showcase his intelligence, technical skills and cultural awareness (language+ culture). He is deeply involved in advocacy and outreach programs and wants to increase the number of articles in his language (he can be almost competitive about it).

He does not write much on Wikipedia now, preferring instead to see his work as that of a curator and administrator.

Pranav admits to almost compulsive behavior when it comes to his involvement with Wikipedia editing. He misses being part of it at times when he is away traveling and does not have access.

His motivations for being an editor on Wikipedia are:

-Commitment to his community – his way of giving back
-Belonging to a larger group / community within Wikipedia
-Recognition and respect within that group
-Admiration for free and collective knowledge

EDITING WIKIPEDIA – DEVICES USED

Pranav's primary device (in practical terms the only device) he uses for browsing and editing on Wikipedia is his laptop. To begin with, he is not a heavy user of the mobile phone and is not comfortable typing on it. Added to that is the fact that his phone does not support Indic languages and so he cannot read his language on it. Pranav also feels that he is liable to make mistakes if he tries to edit using the mobile phone.
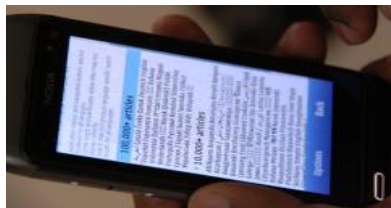
Right now for him, even reading Wikipedia on the phone is a pain. He is not very comfortable or accustomed to browsing the internet through his phone.

"No reading Wikipedia on mobile unless I have a better interface - I don't find it much user friendly to use on the mobile"

"I do not read wikipedia on the mobile because all the pages are huge, and Wikipedia is not such that I want information on an urgent basis"

"I feel mobile site should load with minimal content"

"You are writing an article on Wikipedia it is an academic source you have to maintain the standards - so it is not productive to do it on a small screen"

"The other principal motivation was suppose you like a certain thing, you can't write about that subject on your own. This provides an opportunity where you add your bit and others add their bits and it kind of grows"
"It is mainly because of the attachment towards my mother tongue, second is I am always interested in free knowledge."
"It gives you the feeling it's my site, my own blog, I have contributed to it"
"That article itself that you have edited and worked on is a gift for you, that is a kind of motivation. Then of course the kind of reputation you build in the community"
"Our main focus was to reach to more people, there are many people who do not have access to internet. But they have computers at home. So offline Wikipedia CD helped us to reach out to those people".

EDITING WIKIPEDIA – EXPECTATIONS FROM THE MOBILE PHONE

At present, editing on the mobile phone is not an option for Pranav – though given his inclination to

convo
strategic conversations

always be part of any activity on Wikipedia, it could be a potential attraction, given the right interface for usage.

His most critical need on a mobile phone are:
-correct rendering of the font on the phone
-access to quick and small bits of the page instead of the whole article
-a small and easily accessible interface for making small edits
easy options for editing as a small pop up window as with twitter on his mobile phone

> *"On a laptop you have multiple tabs, multiple windows open, you can switch between windows and you can switch between multiple browser window, but that is quite difficult in this one."*

> *"For editing it is comfortable with keyboard and sitting down and us to that and on phone it is not that easy the dictionary stuff then the Wiki mark ups templates to use it is not easy to add them through the keypad – also screen is small"*

> *"It may be ok for small edits in case of experienced editors but on the phone is no way to begin - if someone wants to start editing and start editing through mobile than that's a very big mistake because there is a whole lot of text and rules and guidelines that go in for that"*

> *"In general whether it is Tamil or English they should give you stuff with smaller chunks. You can't obviously have the whole thing on the screen and do things and there should be fewer page loads and clicks than the PC"*

FOR MORE ON THE STUDY AND DETAILED REPORTS VISIT:
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THANK YOU