

Speaker 1: Great. Before we begin, is there anything that you would like to ask before we start?

Participant 7: No.

Speaker 1: Okay. First, Participant 7, I really just want to get to know you a little bit better. Could you tell me where you're from and what do you do?

Participant 7: Sure. I live in New York now. I'm a product manager for user experience.

Speaker 1: Oh, really?

Participant 7: Yeah, at an E-Commerce company.

Speaker 1: Oh, cool. I'm calling from Brooklyn.

Participant 7: Cool, yeah, I'm in the city.

Speaker 1: That's great. How long have you been product managing?

Participant 7: About four years now.

Speaker 1: Okay. What interested you into this field?

Participant 7: Into product management UX? Well, I'm not sure. I guess I didn't really aim to end up here, but it's the path that I went on and that's where I ended up. I've always been interested in consumer electronics and technology, to start up with quality assurance testing, and that led into app development, and then that turned into what I'm doing now with the user experience.

Speaker 1: That's great. How long have you lived in New York?

Participant 7: Five years.

Speaker 1: Okay. Do you like it so far?

Participant 7: Yeah. I mean, I came from LA so the weather is definitely a little bit of an adjustment, but it's working out.

Speaker 1: Okay. Participant 7, on the survey that you took a couple days ago you said that the last time you used to your phone to use Wikipedia was, "To understand tax exemption status in the United States, which quickly turned into a crash course of Scientology."

Participant 7: Yeah.

Speaker 1: Could I ask you to recall that experience and to talk me through your motivation to look up that information?

Participant 7: Sure. Something that I deal with here with at [B and H 00:01:59], which is the company I work for, is certain customers are tax exempt and how we have to handle that. I just want to understand how people can be tax exempt in the United States. As it goes, when you're going through Wikipedia you're reading articles, you quickly get to places where you don't really expect to be. While I was reading the article on tax exemption there was a blurb at some point about Scientology, and it just went from there. It was very interesting, as it usually is.

Speaker 1: You started on tax exemption and you ended up on a Scientology page?

Participant 7: Yeah, because I'm not sure how familiar you are with Scientology, but apparently that's why they're a church now is to be tax exempt, among other things.

Speaker 1: Great. How often would you say, so that behavior of starting off on something completely different than where you landed, how often would you say that typically happens when you're reviewing Wikipedia content?

Participant 7: I would say almost every time.

Speaker 1: Okay. Is there a reason, just curiosity, that you just go all over the place with Wikipedia? Is it just anything in particular that is a habit of yours for reading?

Participant 7: It's definitely curiosity. I guess it's also the amount of data that is available to me. For example, if I was just reading in a regular encyclopedia, I don't know if I would have the ability to be switching back and forth between topics so easily, but since it's so simple, it's just tapping a link, it was definitely a lot easier to do it there. There is definitely a pattern that I see when I'm browsing Wikipedia.

Speaker 1: Okay, that's great. What is your general perception of Wikipedia?

Participant 7: As a source of information. Well, by perception, what do you mean exactly? Like how do I use it?

Speaker 1: If you had to describe Wikipedia to someone, pro or con, how would you describe it to someone?

Participant 7: Yeah, I would say it's an open source of information, for better or for worse. It used to be that Wikipedia wasn't so reliable because it was able to be edited by anyone, but I feel like now it's been really stabilized, and they have a really good team of editors and contributors. It's my primary source of information nowadays.

Speaker 1: Okay. Thinking a little bit, you said it used to be a little bit more unreliable because of the open source editing, what do you understand about editing now?

Participant 7: That they have a certain ... Well, I haven't edited myself much. I'm mostly a consumer and not so much a contributor, but as far as I understand they have a panel of people

who approve edits, or at least people who view the articles and rejects edits after they are made.

Speaker 1: Okay.

Participant 7: Which makes me confident that the information I am reading is fairly accurate.

Speaker 1: Okay. Have you ever thought about editing yourself?

Participant 7: Yeah, I have.

Speaker 1: What stopped you from editing?

Participant 7: I'm usually not too confident about the information that I have, enough that I would publicize it, and make it open to the public.

Speaker 1: Can you recall a time when you were ever browsing Wikipedia content and you landed on something and you were like this is incorrect, I want to edit it, but you just again, like you said, you didn't feel entirely confident? Has that happened recently?

Participant 7: I will say that I found information that I thought to be incorrect, but I might have found an article that I thought had perspective on that wasn't there, but again, I didn't have the confidence that it was entirely correct.

Speaker 1: What would you encourage you to edit or contribute more? What could Wikipedia do to pacify your fears to give you that confidence to edit?

Participant 7: I think if it was easier. I want to give an example, Google Maps, I'm part of their local guide team, and when you're browsing Google Maps they will sometimes ask you small questions and usually they're multiple choice that contribute. I guess if the answer the answer was so limited to three or four answers, and I felt in confident in one of them it was easy to just say, yeah, that's right, as opposed to writing it all myself.

Speaker 1: Okay. On average, how much time would you say you spend on your mobile phone in a week for internet use?

Participant 7: For internet use in a week? I want to say 25 hours.

Speaker 1: Okay. Correct me if I'm wrong, on the survey you said that you have both an Android and an iPhone?

Participant 7: Yeah.

Speaker 1: Okay. I'm just assuming one is a work phone and one is a personal phone?

Participant 7: Yeah, that's correct.

Speaker 1: Could you tell me which one is your personal phone?

Participant 7: The Android one is my personal phone.

Speaker 1: Android, okay. For your personal phone, and you say you spend about 25 hours a week on your mobile phone looking at the internet, are you ever concerned with data usage?

Participant 7: No.

Speaker 1: Okay. Why is that?

Participant 7: I have an unlimited data plan and I have open Wifi at home and at work.

Speaker 1: Okay, that's great. On the survey you also said that you will mainly access Wikipedia on your phone using the app, why is this your preferred method to access Wikipedia?

Participant 7: The native user interface is preferable I feel like to more users than the web interface. It's cleaner, it usually has more features, and it easier to use.

Speaker 1: What are some of the features that you just mentioned?

Participant 7: The big one I use is, "Save for Later," where you can add articles to a list and have them downloaded and saved to read at another time. I find that mostly useful for, for example, when I'm in a subway tunnel and I don't have service I don't have to wait for it to come back online, I can just go to that list and read an article that I was reading before.

Speaker 1: Okay. Is there anything that you wish you could modify about the app platform?

Participant 7: Not really. Actually, I like the app a lot, and I use it as an example as a really well-built app when I'm talking about apps.

Speaker 1: Okay. Do you also have the Wikipedia app downloaded on the iPhone, your work phone?

Participant 7: Yeah.

Speaker 1: Have you ever seen any differences between them?

Participant 7: I don't use it so often on the IOS device. On Android I see they're using a lot of material design, and I assume that the design would be different on IOS.

Speaker 1: Great. If there is anything that you could add to the Android app, anything that all, that would just make your life easier on Wikipedia, what would it be?

Participant 7: Nothing. I don't know. It's a really good app, and I don't have any suggestions over there.

Speaker 1: I think earlier you mentioned that you also had used Wikipedia on a laptop or a desktop computer.

Participant 7: Sure, yeah.

Speaker 1: How does the desktop or laptop experience really differ from that of the mobile experience for you?

Participant 7: Obviously there is a lack of features. You have different challenges when you're browsing on web than you do when you're on a device. You're almost always connected to internet, and it doesn't really take up a permanent space on your device, where if you're using the app it's sitting there.

To that end, I feel like some of the features that I've had aren't really relatable to the web. For example, save for later, you wouldn't need that on your computer if you're always connected to internet, or [inaudible 00:11:38] download for later.

Speaker 1: Is there anything else about the app that you really enjoy? It's the, "Save for Later," is there anything else at all?

Participant 7: I do like the, I'm pulling it up, the nearby view. I don't use it so often, but it's really cool feature that if I'm traveling it's something that I take a look at every once in awhile. Where it shows you different articles near your geographic location.

Speaker 1: Oh, okay. I don't have the app, but it's kind of like a geo locator and it suggests articles based on where you are?

Participant 7: Yeah, it gives you a little map view and it will give you little pins on the map and it will show you there is an article that is based on something right over there.

Speaker 1: That's really cool. Is that a new feature, or something that's always been present?

Participant 7: I've noticed it in the last few months. It could be relatively new.

Speaker 1: Okay. Great. Why did you choose to download the Wikipedia app onto your personal phone?

Participant 7: I like a native app experience over a web experience and I like the feature set that it had.

Speaker 1: Do you use the mobile web browser often for Wikipedia, or is it primarily just the app?

Participant 7: It's primarily the app.

Speaker 1: Okay. How long would you say you've been using the app?

Participant 7: When did I first download it?

Speaker 1: Yeah, just a ballpark, how long you've had the app?

Participant 7: I would say four years.

Speaker 1: Okay. Just in general how do you decide whether or not to download any app?

Participant 7: Usually it comes down to whether or not I feel like the features are good enough to have it take up space on my phone.

Speaker 1: Okay. Great. On your survey you said that you read Wikipedia content daily, and earlier you had mentioned that you spend about 25 hours a week on your phone, could you tell me in a ballpark how often your interactions with Wikipedia are done on your mobile device?

Participant 7: I would say two or three times a day I'm interacting with Wikipedia.

Speaker 1: Okay. Can you recall the very last thing you looked up on Wikipedia?

Participant 7: I can look it up right now. The last thing was a type of dog.

Speaker 1: Okay. Can you tell me what was your primary motivation for looking up that information?

Participant 7: I saw a picture of a dog on the internet and I did a reverse image Google search to see what kind of dog it was, and the first link was this article, this Wikipedia article of a dog breed, so I was reading about it.

Speaker 1: Did you see a dog, like it was in real life you saw it, or it was just a photo?

Participant 7: No, it was a photo online.

Speaker 1: Okay. Were you satisfied with the information that you found?

Participant 7: Yeah, it looked like the dog that I saw.

Speaker 1: Is there anything that you recall the most about that experience, about the information, about how you came to find the information?

Participant 7: Yeah. I guess I didn't really know the name of the dog and I was doing it solely based on the image, so when the results came up the thumbnail icon, which showed an image of the dog, looked like the dog that I had seen, so it made me pretty certain that article was about the dog in that image.

Speaker 1: Just in general, when you're reading or using Wikipedia content, what are the things that have to happen for you to feel satisfied with the content that you've gotten to?

Participant 7: I guess quality of the information. I'm coming there consumer information, and if I feel like the information is good then I'll be happy with what I read and the time I spent reading it.

Speaker 1: Okay. Have you ever encountered a time where you found that the quality of the information was not good?

Participant 7: Yeah. I would say for newer articles, articles that don't really have too much information about people, for example. Sometimes there's just not enough information, and whatever information is there is purely speculative. It's not the greatest articles.

Speaker 1: Okay. In your opinion, what would you say are the advantages or disadvantages of reading Wikipedia content on a mobile device?

Participant 7: Mobility would be the first one. You could be anywhere. Like I said, I like the, "Save for Later" feature where I can be reading it without internet connection. Those are the main ones that I can think of right now.

Speaker 1: Are there any disadvantages to reading on a mobile device?

Participant 7: I guess it depends on the screen size that you're looking on. If you're on a smaller screen size it can make the experience not as good as looking on a large screen. It really comes down to the layout, how the information is presented, making the most of whatever space you have.

Speaker 1: You said it comes down to the layout. For you, what is the ideal layout if you landed on a brand new Wikipedia page on your mobile device, what's that layout like?

Participant 7: The information should be right there in your face. It shouldn't be hidden, which it's not. They do a very good job of putting whatever information is available right there on the screen and hiding anything that's not necessary. I think they do a great job of that in the app.

Speaker 1: Okay. What would you say hide what's necessary, in your opinion, currently everything that's available in the app as far as information goes, what kind of warrants being hidden?

Participant 7: You're asking what should be hidden?

Speaker 1: Yeah, you were saying that when you land on a page information should be there and the things that should be hidden are hidden. I was just wondering what in your opinion warrants being hidden.

Participant 7: Sure. It's a little hard to explain it if you don't have the app, but I'll just say it in my own words. When you do land on an article there is a navigation bar, and there is an app bar on the bottom where you can save it for later, you can share it, you can see an outline of the article. When you're reading the article that disappears, which is good, and it comes

back when you stop scrolling. I feel like that's a good user experience. When a person is scrolling they just want to be reading content, they don't need that bar to be there, and that disappears with the screen.

Speaker 1: Okay. I've only got a few more questions left. In your opinion, what is Wikipedia's most critical feature?

Participant 7: Most critical feature?

Speaker 1: On the app.

Participant 7: On the app, okay. Like I mentioned before, I like the, "Save for Later," feature, and I feel like it's the most useful for me in that form. Just based on how I use my mobile device. Sometimes I don't have an internet connection and I would want to be reading articles the same.

Speaker 1: Okay. Is there anything at all that Wikipedia could do to serve you better?

Participant 7: No. Not that I know of.

Speaker 1: Okay. Finally, is there anything else that you would like to share with me about any experience you've had with Wikipedia, positive or negative?

Participant 7: I don't have any particular experiences. Like I mentioned earlier, I think the Wikipedia app is a great app, and it's very well-built. I use it to demonstrate a good app to people. I'm in the app industry, so I'm very critical on my own apps and I'm very critical on most apps, but when I have to show off a good app it's usually the Wikipedia app that I go to.

Speaker 1: Awesome. Just off of that, my last question, do you recall where you saw advertisement for the app? Were you in the store? How did you find it?

Participant 7: For the Wikipedia app?

Speaker 1: Yeah.

Participant 7: I don't believe it was advertised. Like I said, it's a tool that I've been using for as long as I can remember, and usually if I have a tool that I like I will see if they have an app, because I would want to keep that on my phone.

Speaker 1: Okay. Awesome. That's all I have. Before we wrap up, do you have any questions for me?

Participant 7: No.

Speaker 1: Okay. Thank you so much, Participant 7, for participating in the session. All of your comments and feedback were amazing, and it's really going to help our research for Wikipedia. I do want to double check that it was still okay that I recorded the session.



Participant 7: Yeah, great.

Speaker 1: Great. Following this I'll send over an Email to you, which will send over the form for you to fill out for your incentive, and it will be mailed to you within seven business days.

Participant 7: Okay.

Speaker 1: If you have any questions you will have my Email, feel free to reach out to me at any time. Thank you again so much for taking the time to talk to me.

Participant 7: Yeah, no worries. Have a great day.

Speaker 1: You too. Bye.

Participant 7: Bye.