Research Findings Presentation

APRIL 2022 |

Add additional context related to your study

Study Goals

- Gain a deeper understanding of the current customer experience

- Identify key opportunity areas for Recruit & Hub experience

- Use opportunities to help inform future UXR roadmap

Key Insights

Searcher personas
Two user profiles were detected based on their usage habits

BASIC SEARCHER

They consult about specific needs, not for the sake of knowledge. They just dispel their specific doubts, but do not go any further.
They search for all kinds of topics, but generally of common interest and topical issues.

EXPERT SEARCHER

Eager for knowledge.
Any topic, as superfluous as it may seem, may arouse their interest.
If the topic they are searching for is of particular interest, they may devote a lot of time to reading, one link leads to another and thus they get immersed in the topic.

Both profiles have an approach to WP with similarities and differences

BASIC SEARCHER

They acknowledge WP is a reliable source.
 Especially when they need to corroborate news or facts they find poorly believable.
They find in WP a refuge against fake news and random links.

EXPERT SEARCHER

Several of them have or had the app installed
They usually use WP to begin with their searches.
It is the starting point, the basic.
Several know the search box and use it frequently.
If necessary, they link to the referred sources.
They know where to look for them and appreciate their presence.

BOTH PROFILES: Although they recognize that certain discredit towards WP is rooted in the social discourse due to its being a source of collective collaboration, users rely on the fact that they are consulting the safest and fastest source that they can access.

❝

"I may get to use it ten times a day without realizing it; it depends on what I am doing. For example, when I read a book, I do it with Wikipedia next to me. It takes me a long time to read a book because I also do my research. If I have a day off, I may spend hours, or part of the night linking articles in Wikipedia" *(Spain)*

"I have Wikipedia open, I enter there and I start searching in a thread-search fashion. I click on the links that appear, one after the other, and it is endless. I like it a lot." (Spain)

"I think I use Wikipedia around five times a week. I use it when I have doubts about some concept or topic. Wikipedia provides me with a summary, an easy way to understand."

FREQUENCY

- They all consult the page with high frequency. Once or twice a week minimum.
- Its use is so rooted that, to many, it is a synonym of web consultation.

WORK OR FUN?

- Most of them consult about topics of personal interest.
- The limits between work and fun are sometimes blurry.
- They even consult topical news. Although it is known that the site is not updated as fast as traditional media is, they trust its content and resort to it to verify suspicious news.
- But in general terms, their bond with WP is to dispel doubts, or to deepen specific knowledge more than for academic and work use.
- Some mention that, during college years, not only did they use it more frequently but also in greater depth.

LANGUAGES

Their main page for reading is in Spanish. However, they are all familiar with the English version. A couple of them even consult in other languages (French, Italian, German)

Among those who read in English, two situations have been detected:

OCCASIONAL:

They get to the page in English because it was the result of their Google search and because sometimes there wasn't an article in their native language.They have no problems reading in this language; and thus, they satisfy their needs.

PROACTIVE:

They search in English in the first place, knowingly that they will get more and better information.

They all mention knowing that the English version is usually far more developed and complete.

DEVICES
PC, Cellphone, Tablet

The choice of what device to use mainly depends on where they are, immediacy, and on the topic they are searching for.

COMPUTER

o Mostly used for work and study.
o Mostly chosen when the user is already using the computer, or when they know that they will spend a long time searching on Wikipedia.
o It allows the use of several tabs open simultaneously.
o Greater comfort to explore and redirect to new articles via hyperlinks.
o It can be faster than a cellphone (most of them mention having old, outdated, and slow cellphones)
o Disadvantage: They don't have it handy at all times.

CELLPHONE

o Rather used to search for topics of interest that arouse at the moment, mostly during conversations with friends or during entertainment.
o It is within reach, without the need to be at home or at the desk.
o Although almost nobody knows or uses the Wikipedia App, it allows to download it from the PlayStore/AppStore.
o To some, it is both more comfortable and intuitive to use it from the phone. To others, however, it seems slower since their phones are not that modern.

Typical routes to the sought WP articles

GOOGLE, GOOGLE AND GOOGLE

Only one participant uses the app and starts in the WP main page.

The rest uses Google as the starting point, both from the computer and the cellphone.

Although they know that they want to consult WP, they start on Google, knowing that WP will be among the first results.

One participant didn't find results that led him to WP and his solution was to **search: xxxxx + wikipedia** in the Google search box.

Comfort, habit and the lack of specific needs lead to this practice, to which they show content and make no objections.
BIOGRAPHIES/PUBLIC PERSONS: When they conduct these searches, it is habitual for them to write in the search box "**FIDEL CASTRO + WIKIPEDIA**" to make sure that they will go directly to WP, where they know that they will find the best information.

The inertia of "googling" is so strong that even having the app installed, they search on Google.

"I have the WP app downloaded but, honestly, I forget I have it and I search directly on Google" (Chile)

Voice searches were not mentioned.

It doesn't seem to be a common practice

They may use voice assistants, but not especifically for online searches.
Shyness or discomfort to do it in front of others is also a barrier to use this tool.

"I sometimes use it to make phone calls. Especially when I am driving."

"I don't use it. I have tried it, but I don't like it. I don't do it at home (voice search) because I think I'm faster writing. And I don't do it in the street because I don't want others to know what I'm searching. Maybe some time, out of need, but hardly ever."

SPECIAL SEARCH BOX:

SPONTANEOUSLY

Hardly anybody knew the search box.

Even among those who know it, they mention scarce utility: disconnected, confusing results, with vague references that obligue users to access each link in order to determine whether it is useful.

GUIDEDLY

Its design makes it visualization elusive.
It took some time to some participants to find it.

"What I don't like about the Wikipedia search engIne is that it's a lot of text, a lot of information. I have to read to find out what is useful."

GUIDED ACTIVITIES

SPECIAL SEARCH BOX: GUIDED SEARCH. Pages containing

None of them uses this tool, neither habitually nor sporadically.

MANY CHALLENGES AROUSE IN THIS SEARCH

- It is not clear to them whether the results obtained are from WP or from the web in general.
  Weak connection with the search.
- It does not offer relevant information that results in a plus.
- Confusing design.
- The preview of the result does not clarify whether the article contains relevant information for the search. It tires the user and drives them away from the page.

A POORLY-STIMULATING USE EXPERIENCE IT EXHAUSTS RATHER THAN HELPING.

"I see a lot of text. At the same time, ir tries to show me the different related topics. If I don't have previous knowledge on the theme , it saturates me a lot to be searching. The first option is the easiest, without looking so much what there is furhter down"

SPECIAL SEARCH BOX: GUIDED SEARCH. Pages containing

Confusing search results

- The options listed do not respond to the logic order they are used to (GOOGLE)
- They do not match the initial search.
- Even when there may be articles of interest due to their relation with the search, they go unnoticed.
- **CONFUSING SOURCE:** Some believe that they are results from other pages and others that they are WP articles that are somehow related to the search. Faced with doubt, the search stops and is usually dropped.

"I am reading other pages outside Wikipedia where the town hall will show… and reliable sites, which I suppose are pages with which Wkipedia has worked a lot and finds reliable." (España)

"I don't see the sources, I don't know where that information comes from. It's like another search engine. Here it is too general." (Mexico)

# SPECIAL SEARCH BOX: GUIDED SEARCH. Pages containing

Having Google as a paradigm, this tool is not a superior option today.

- A couple of interviewees value its use for very specific searches.
- However, none of them felt that they would find more or better information than in Google.
- The options do not seem to be ordered in terms of relevance or any other defined criterion.

"The thing is that Google is where you look for everything, like restaurants. I think this is why you start all your searches on Google. The searches on Wikipedia are more specific."
(Colombia)

SPECIAL SEARCH BOX: GUIDED SEARCH. Pages containing

Confusing and unattractive design
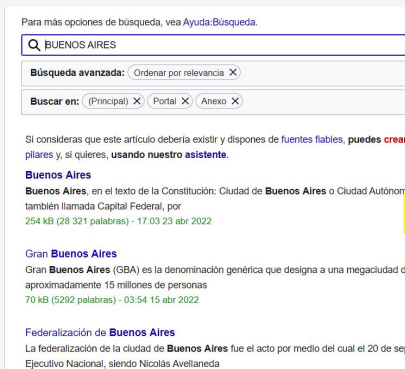
Basic, inconspicuous design and disjointed information

Lack of images, illustrations or graphic references that facilitate the experience.

Unrelated results.

Interviewees do not fully understand the logic under this search option.

Sister projects

Hardly anybody paid spontaneous attention to understanding this column.

Guidedly: even more confusion

"The design of the page is unattractive. Although we know Wikipedia is not a gallery of images, I like finding related images." **(Colombia)**

"They're like short fragments of WP articles, but from different sections." **(México)**
*"I think they are articles related to my search, but they are not from Wikipedia"* **(Colombia)**

| CONCEPT 3. BORGES

It is definitely an improved version

➔ Visually attractive. Commensurate with the latest web designs.

➔ With images and illustrations that connect with the search.

➔ That adds information and offers options beyond the original search.

➔ It is a significant qualitative leap. It surprises in a positive way.
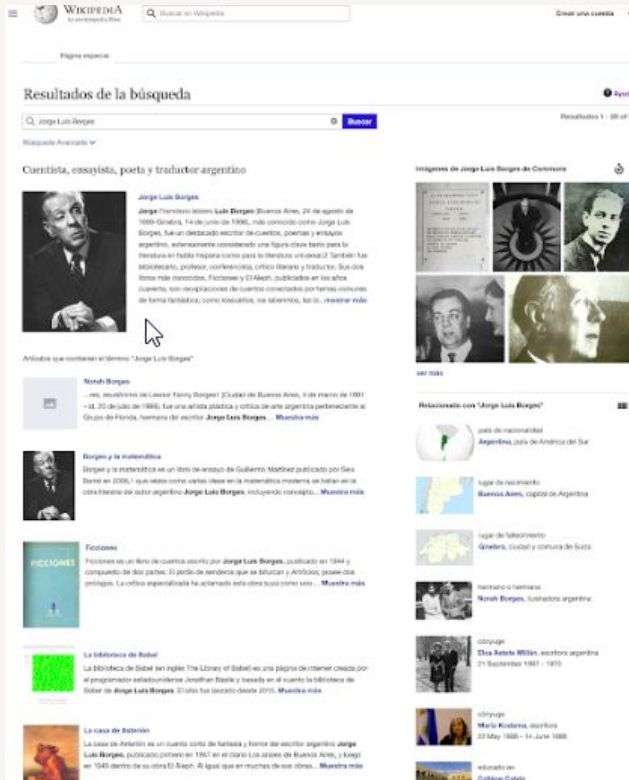
"What I like best are the images because these are very visual times. This is more striking. I think it is more legible too, also because of the spaces in between results.This design is cleaner and more communicative."
(Colombia)

| CONCEPT 3. BORGES

Main foci of attraction

MAIN ARTICLE

It stands out although some identify it as his BIO. To further highlight the "show more" option or the title of the search would help users understand that this is the main WP article for their search.

Pages containing:

Good impact and easy readability of related articles. They allow users to have a more global vision of their search without having to read the entire main article.

Images that work as reference and visual anchor.
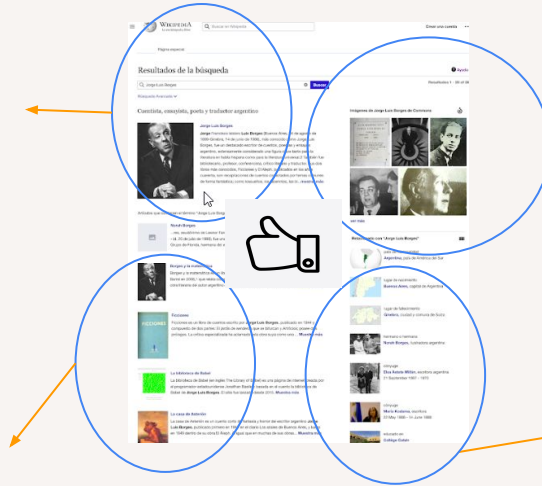
Additional information that can occasionally serve as reference and does not compel the user to click. A quick view of the information orients them.

A design that projects TIME SAVING and greater clarity about the content and the relevance of results.

"

"It's a good way to view the information quickly, information which I usually access through the article, but here it's already higlighted. I'm gonna use it more frequently, because I sometimes waste a lot of time reading an article, sometimes I use "search word", and here I see that it's already highlighted. It saves me a lot of time."
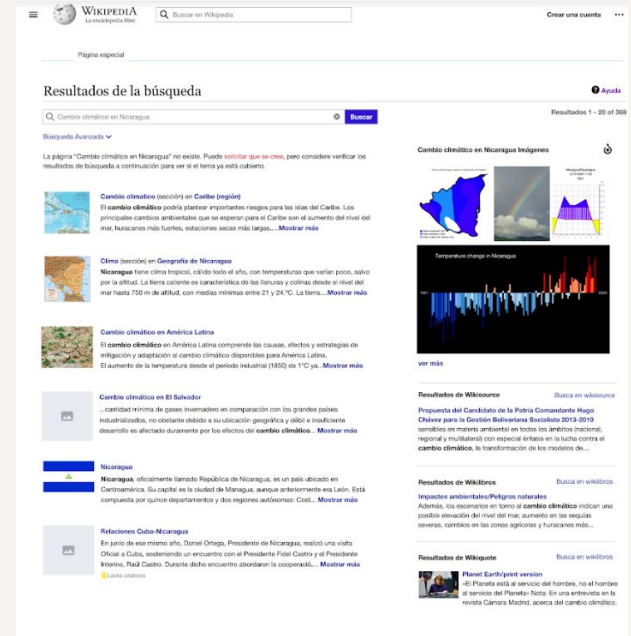
CONCEPT 1. CLIMATE CHANGE IN NICARAGUA

Performance similar to CONCEPT 3:

Friendly, modern design and esthetics that help users to better and further visualize their search.

"Similar to the previous one. I see images, text articles. Also some not-so-relevant articles like those on the right... but it may further help me with my search."

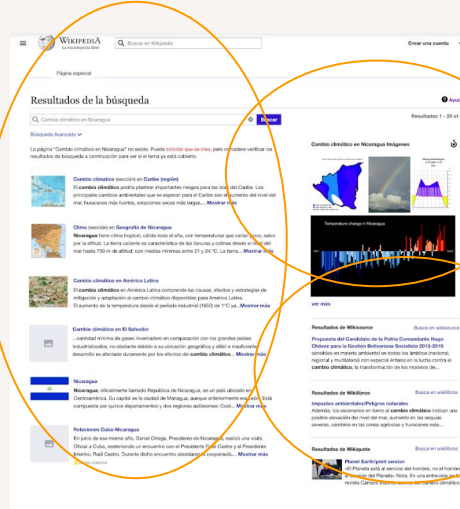# CONCEPT 1. CLIMATE CHANGE IN NICARAGUA FOCI OF ATTRACTION

Clean, esthetic and modern design.

Visually agile, it helps users to quickly interpret the relevance of contents.

Title, image and content in their right measure.

Participants do not know the origin of the images, but they are a very appealing focus. They immediately draw their attention. ón

Confusing sources and content, of dubious connection and irrelevant.

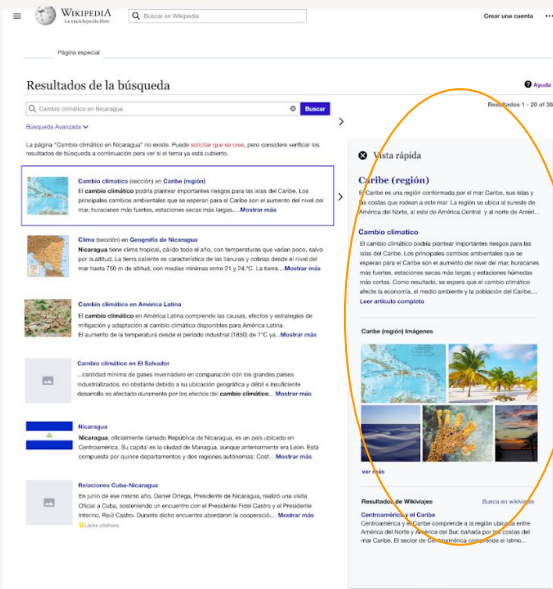Although they appreciate the information displayed:
At first glance, it is not clear that there is not an existing article that responds to their specific search.
Neither is it clear that the results displayed are the closest alternative to their search.

Uneven perfomance

Due to the fact that they did not visualize the displaying of the menu, it was hard for participants to undertsand what the text box on the right was related to.

It took them some time to understand what that menu was.

Once they understood, they were able to evaluate its usefulness.

"But, it is not displaying it …Oh, now I see "quick view". I thought it was going to be displayed in the same direction of "show more", but it was displayed to the other side; I'm not used to this. It's the first time that I see it displayed to the other side. I got lost, and I don't like it."
(Mexico)

CONCEPT 2: SHOW MORE at a second reading

MILD APPRECIATION

Clean and esthetically nice design.

It offers a broader preview that helps users know whether the information is relevant.

It adds graphs and images that facilitate the understanding and visualization of the information

Its display to the right adds information without covering the view of the other results obtained: this reading is appreciated.

To some, it is too much information. They are unable to detemine whether it is a full article or just a quick view.

The downward display of information is very rooted, which turns its reading quite difficult.

"It doesn't show me more, but it puts it in a text box to the right, which leads to a quick view, which I guess tells me a little bit about everything....So, if I click "show more" it is displyaed to the side and not down here... so it doesn't hinder the vision of the rest, which I find quite comfortable." (Spain)

A nice and useful design. But in order to fully adapt it to their uses and needs, users need to go through a learning curve.

The other "wikis"

Total lack of awareness. Their reference distracts rather than contributing.

Not only were they not aware of these "wikis", but faced with their stimulus they could not reflect on their functionality or differentiation.

Are these articles? Are these other pages? Are these links? To what?

> *"Wikinews, wikidiversity…I didn't know they existed. I guess maybe they are articles related to the search ."* **(Colombia)**

> *"I've seen something about wikisource, but I don't know what it is. Maybe it's like a search engine within Wikipedia."* (Chile)

> *"I had never heard about this wiki something before, none of this. But I don't see many differences… I think these are topics that are not on WP but on other sites."* (Mexico)

CONCLUSSIONS

The new designs evaluated are a better option compared to the present one.

- More agile, more visual and time-saving, with a more precise access to information, even when no specific articles are found.
- However, they still have some usability deficits, which hinder a better performance.
  - A scarcely-intuitive preview with a sideways display taht is distant from their current habits.
  - Sideways information does not have a logic that suits their search needs.
  - With sources that, although a priori seem to be connected with WP, are not attractive enough so as to be regarded as a plus when using WP.

TO STIMULATE THE SPECIAL SEARCH BOX

- Today, WP is not associated with a search engine but to a content and reference website of uttermost value and appreciation by the community. However, serches are subordinated to GOOGLE.
- In order to add WP as a search engine, it is key for users to feel that there is further information they may be missing due to the fact that they are only reading the first Google result.
- Even the most expert users access more articles only once they are immersed in the original article (thread reading)
- Today, the search box is not a useful tool, and most users do not even know it.
- New designs and results represent a clear evolution and their related usability is a fertile field to take advantage of.

THANKS