

# Focusing on Visual Editor

Research insights guiding the next phase of design for the tool



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# Wikimedia Mission

*to empower and engage people around the world **to collect and develop educational content** under a free license or in the public domain, and to disseminate it effectively and globally*

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# Knowledge Equity

VOL. II  
N - ENG

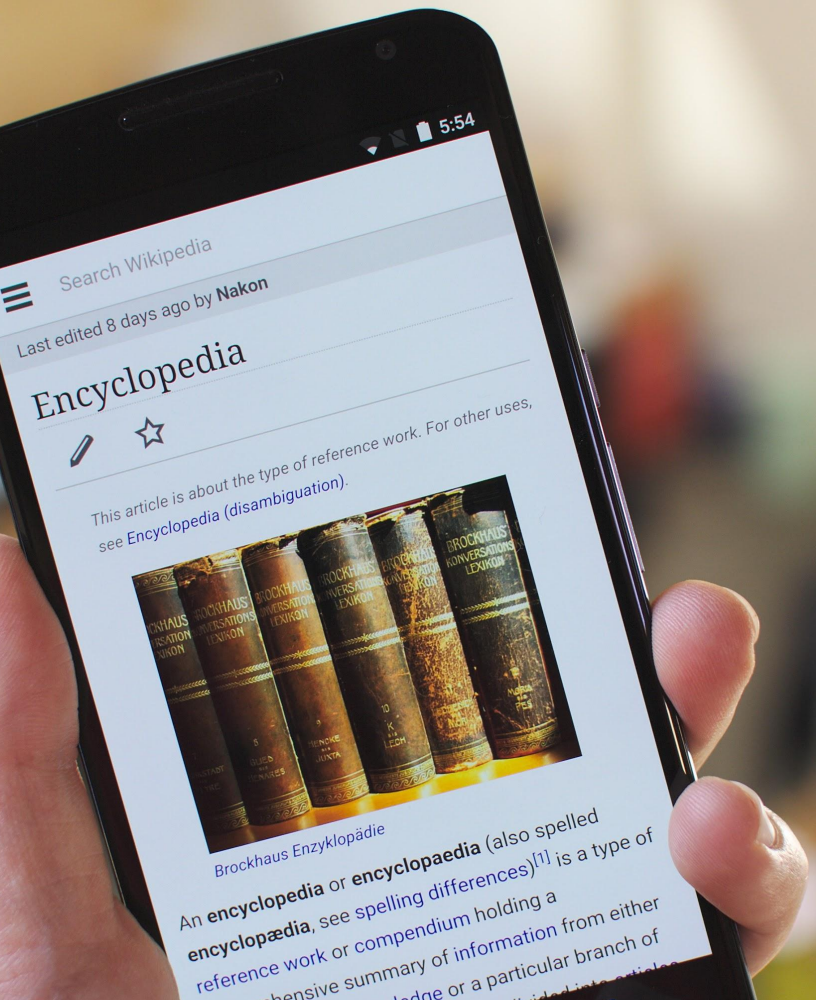
VOL. V  
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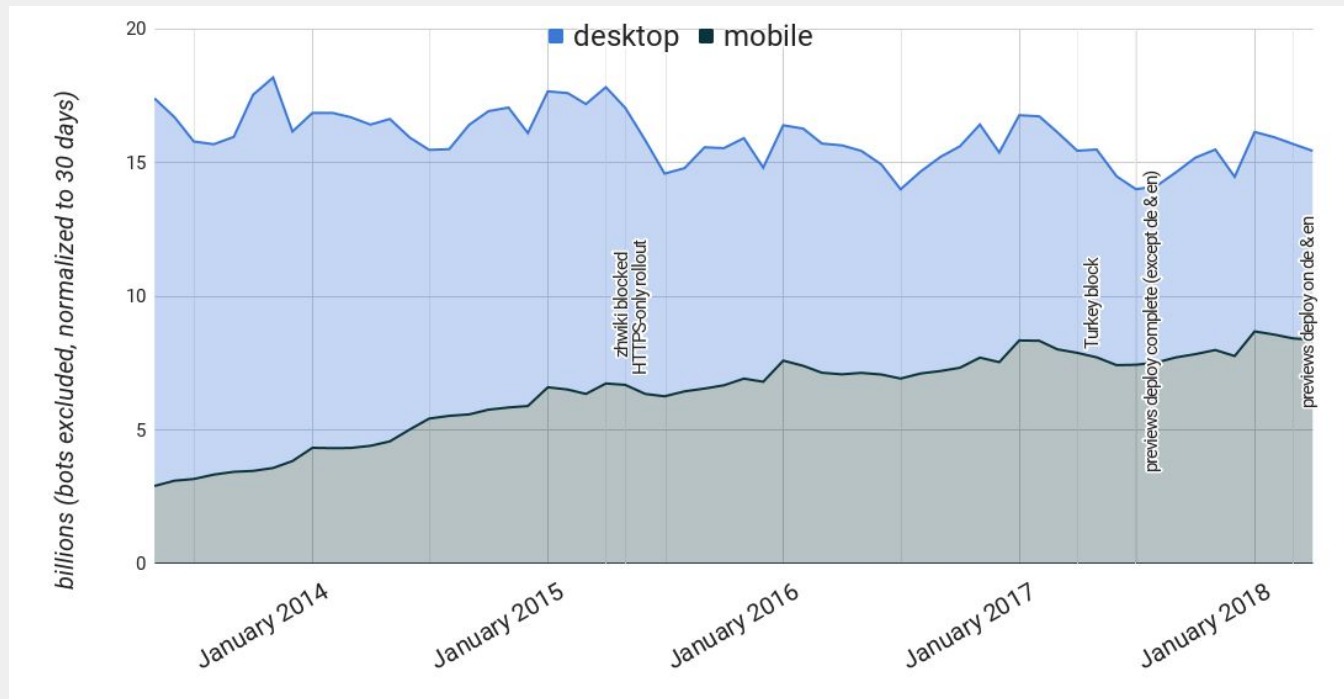
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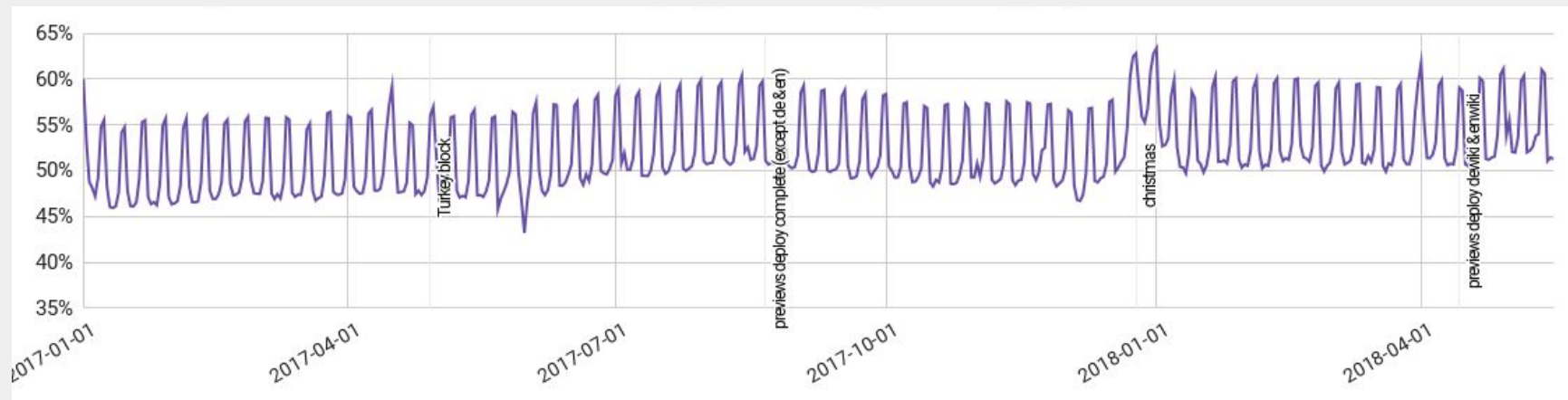
# Why mobile?

**Tl;dr** - it's where Editors will be

# Wikimedia monthly pageviews (desktop and mobile) 2014 -2018



# Percentage of mobile Wikimedia pageviews (Web and apps) 2017-2018



**7.1%**

edits from mobile devices





# Knowledge Sharer

- Wants to progressively make more advanced edits, so that they can become a more technically skilled editor
- Wants to be a part of and participate in Wikipedia's collaborative process
- Wants to make articles, on topics they know well, more useful and correct for themselves and others



# Reactive Corrector

- Wants to correct obvious inaccuracies or mistakes that they find while reading Wikipedia.
- Wants to make edits quickly and easily **without having to put in effort to learn new content or how to edit.**



# Audience Builder

- Wants to add links and content from their work that will appear on Wikipedia instantly and publicly, without being disputed or removed
- Wants to drive traffic, particularly potential clients, to their business website

One super minor thing that seems odd is that the old edit icon is used when reading the article, but the newer icon is used in VE (the one with the 'eraser' at the end)

Goal

"It was frustrating every step of the way. I was pushed into wikitext editing several times when I tried to log in to the system.."

...the check mark changes to [publish] at unexpected times. Not sure what it means.

Backstage  
Actions

The back caret on Save dialog and the return to save summary felt having the same function. I clicked the caret after reviewing my changes instead of going back at the bottom of the dialog. Good thing was that the already started edit message remained saved.

## DURING EDIT

Taps 'check' icon

Taps 'publish' button

Provides edit summary

Taps 'publish' button

Provides 'CAPTCHA'

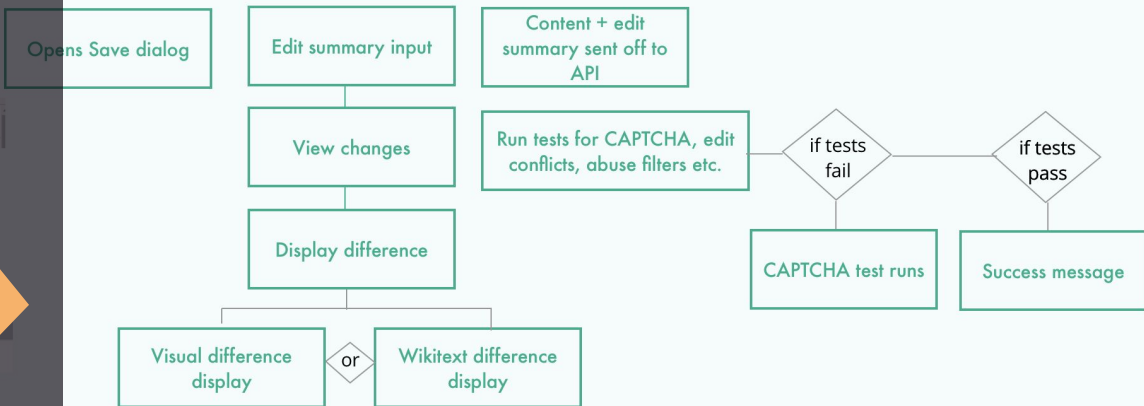
What did the check button do? Not publish?

This seems like what I'm supposed to click.

What am I supposed to write here?

I think I \*might\* be publishing

Wait, what did I do now?



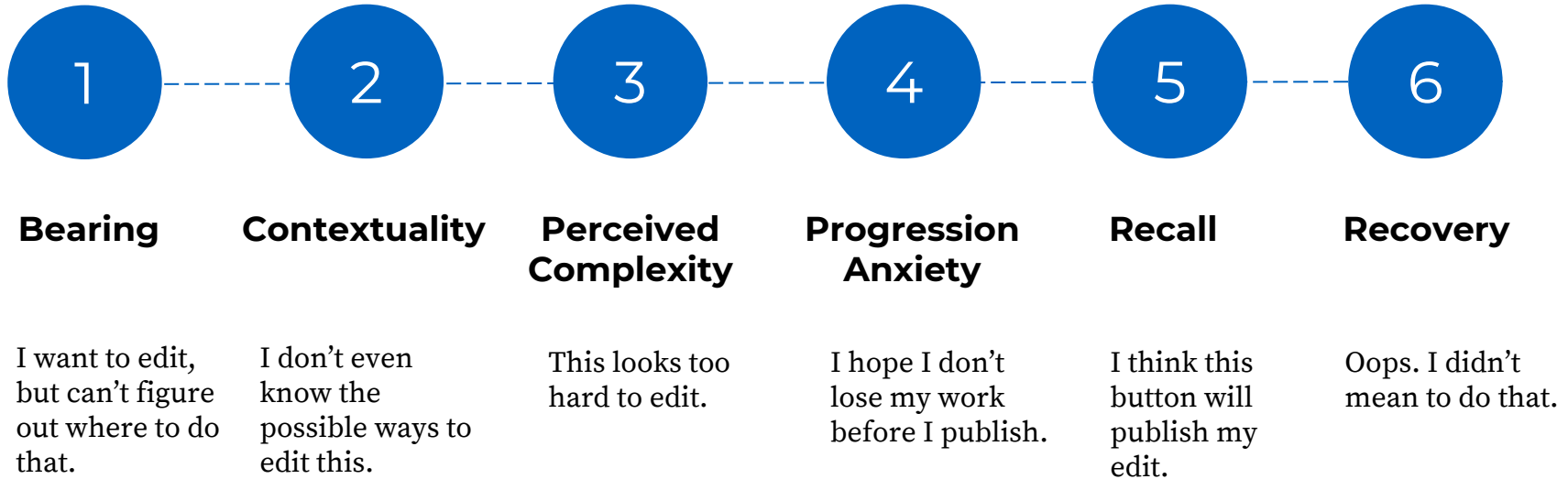
# Challenges

- Not aware of the rules and policies on how content should be written and/or cited for Wikipedia
- Not aware that they can interact with other users on-wiki
- Feels that they're not qualified to make more substantial edits
- Thinks editing is time consuming (“laborious”).
- Understanding and abiding by Wikipedia's conflict of interest policies

FOCUS

Photo by [Stefan Cosma](#) on [Unsplash](#) [cc0]

# When editors lose focus:





**Jess Klein** Today at 9:26 AM

question: what techniques do you use to stay focused on a task?



**Rita Ho** 9 hours ago

Random things I've tried in no particular order:

- Set blocks on the calendar to "Focus on X", "Designs for Y"
- Go to a busy cafe to work where (a) I am forced to stay put with my laptop and (b) my cat cannot distract me
- Set a deadline to present the piece of work to **someone** - adding a bit of external pressure/accountability works best for me
- Close email and comms apps for a couple of hours (haven't actually done this for a while)

Reduce stimulation

Put all your attention on one thing

Prepare

Be efficient



**Moska Shaver** 11:32 AM

minimize distractions around me, pop on my headphones (even if the house is empty) and listen to some instrumentals, have tea or water nearby, start cranking away!

i try to put myself in a space that's not cluttered so i can focus. but everyone is different in this regard! some like organized chaos 😊



**Sam Smith** 11:49 AM

forgive myself when my focus strays and bring it back to the task at hand

i also use things, which allows me to capture thoughts with a couple keystrokes





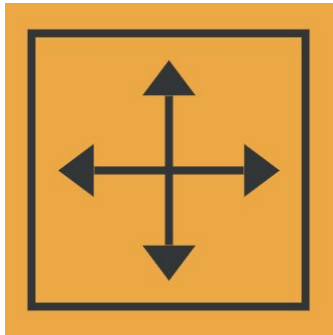
## Design Principles:

1. Do one thing at a time
2. Set the stage
3. Reduce stimulation
4. Work efficiently

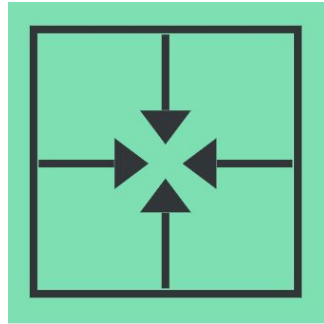
# Open Design Process

DISCOVERY PHASE

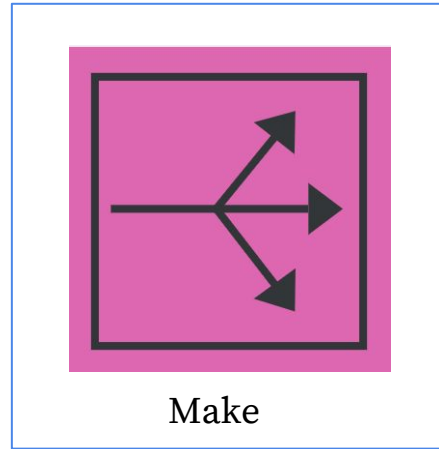
DELIVERY PHASE



Explore

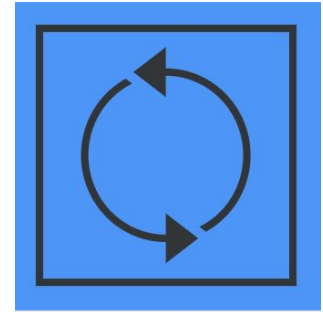


Define

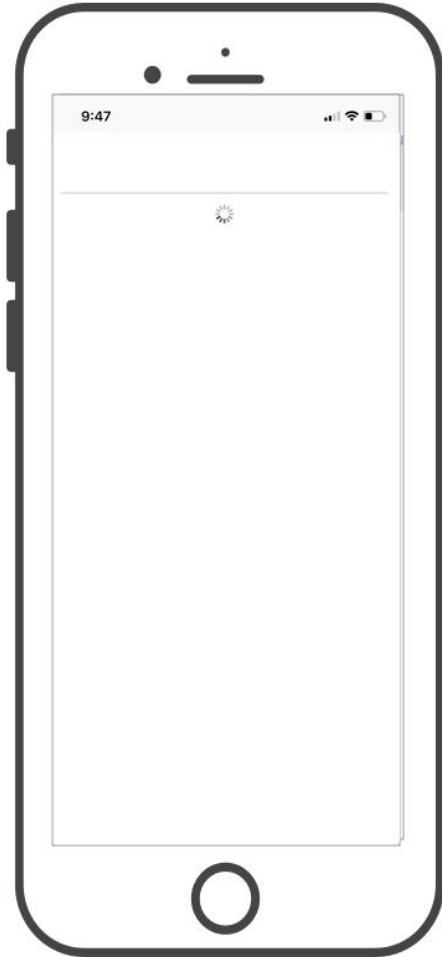


Make

We are **here**



Validate



## **Problem:**

Focus is lost due to performance issues



## **Solution:**

Address perceived complexity by managing performance expectations.

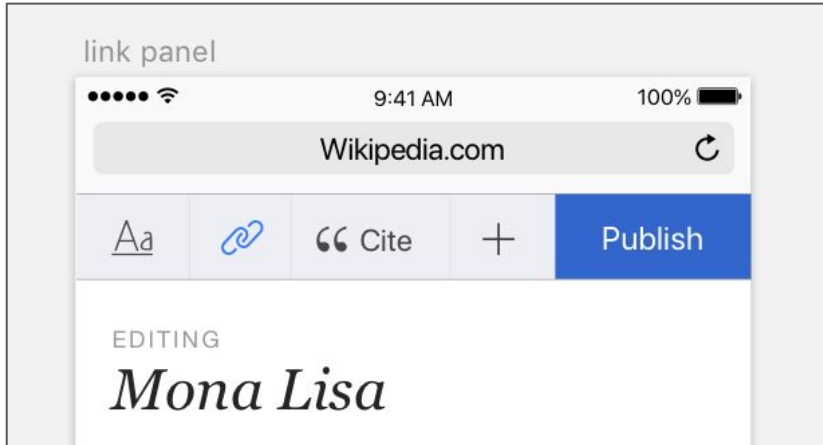
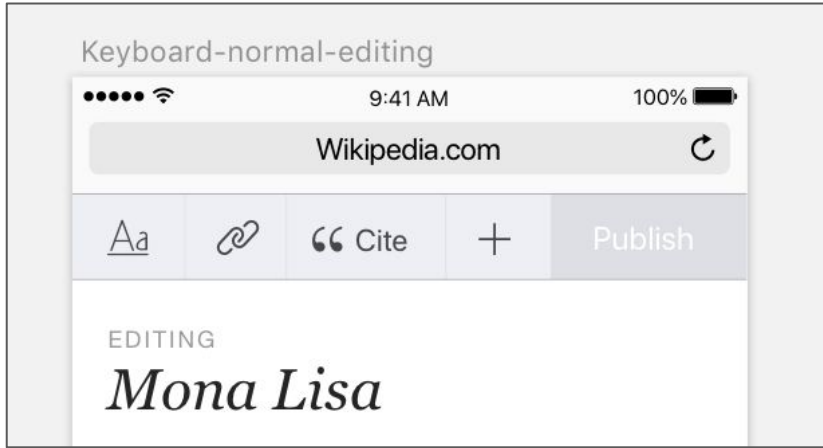


## Problem:

Loss of focus due to loss of bearings when attempting to do section editing.

## Solution:

Remove all distracting text to allow for editing of this section



## Problem:

Loss of focus due to loss of bearings when the toolbar changes between modes.

## Solution:

Refine the toolbar so that there is a state change, but no change in the toolbar itself.

**We're in this together**



**WIKIMEDIA**  
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# 3 Things you can do right now:

1. Try the **Section Editing prototype** on the Web with your mobile device

[www.mediawiki.org/wiki/Talk:VisualEditor\\_on\\_mobile](http://www.mediawiki.org/wiki/Talk:VisualEditor_on_mobile)

2. Login: *test1*    Password: *test1234*

3. Give us some feedback:

[https://www.mediawiki.org/wiki/VisualEditor\\_on\\_mobile/Section\\_editing](https://www.mediawiki.org/wiki/VisualEditor_on_mobile/Section_editing)



**Questions?**