

Speaker 1: Before we begin, do you have any questions for me?

Speaker 2: Sorry?

Speaker 1: Do you have any questions for me, before we start?

Speaker 2: No. I don't think, about how long is this going to take?

Speaker 1: About 30 minutes.

Speaker 2: Okay, no problem.

Speaker 1: Great. So, first 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?

Speaker 2: Houston, Texas. Hold on a second.

Speaker 1: What do you do?

Speaker 2: I'm an office manager.

Speaker 1: Oh, okay. How long have you been doing that?

Speaker 2: About 19 years.

Speaker 1: That's a long time. What really draws you into the position that you've stayed so long?

Speaker 2: Well, I've, the variety and I used to work in small businesses, so it's always nice to have a family environment and as an office manager you feel like you're the office mom, if you will, get to do a little bit of everything.

Speaker 1: So, on the survey that you took a couple of days ago, you mentioned that the last time that you had used your, Wikipedia on your phone, was to look up the age of a celebrity. Could I ask you to recall that experience and tell me what was your motivation to do that?

Speaker 2: I think we were just in general conversation with another person and we were asking how old is that person, I can't even remember what celebrity it was. It was more like, gosh, either that person's still alive or how old are they? And so it was more just to confirm how old that person was.

Speaker 1: Okay. How often would you say that you typically will use Wikipedia in that context? So say that you were in a conversation with another friend, how often would you say you use Wikipedia as that fact checker?

Speaker 2: Maybe once a week.

Speaker 1: Okay. And what would you say is your general perception of Wikipedia?

Speaker 2: It's a good source for information.

Speaker 1: Why is it a good source for information for you?

Speaker 2: I guess since it's crowdsourced and a lot of people are expert on different things and for me, I haven't really tested any kind of method, but it always feels like everything that's on there is pretty genuine and other people can go in correct there or adjust it, it seems like it stays pretty accurate. And also because they aren't paid by anybody to get the information, it's nice, it seems like it's not biased.

Speaker 1: So, is there anything that you know about crowdsourcing versus anything that you would like to know about the crowdsourcing of Wikipedia?

Speaker 2: I don't really think I've delved into the specifics. Usually the stuff I'm looking for on Wikipedia is not terribly deep. So I'm not terribly concerned about accuracy. It's not life or death for me.

Speaker 1: Okay, got it. On average, how much time would you say that you spend on your mobile phone in a week? To use it as an internet source?

Speaker 2: Oh my gosh. Maybe 10 to 15 hours a week.

Speaker 1: Okay. So in that time, how concerned are you with data usage.

Speaker 2: I'm not.

Speaker 1: Okay. So, in the survey you mentioned that you primarily will access Wikipedia using the mobile web browser, as well as a mobile app. Could you tell me which is your preferred method of access for Wikipedia?

Speaker 2: Well, usually it's the app if I'm on my phone. But very rarely, depending on the connectivity, I'll have to use the actual web browser itself. It really depends on where I'm at. I'm in Houston, but I'm, when I'm in my building, sometimes the internet's not so great so I have to use the web browser version or the app, depending on if I'm on wifi or not.

Speaker 1: Okay, so it just seems like you would prefer to use the app, but you use the browser when internet access is limited?

Speaker 2: Correct. Right.

Speaker 1: Okay. Do you have any, is there anything that you like more in the app as opposed to the web browser? Is there any features in there that has made you, has made the app more of the draw for you?

Speaker 2: I think the app is more aesthetically pleasing as far as being able to access things. The action of the app is pretty slick, you know? It's easy. The web browser I have to, when it's on your phone it's so small, you have to blow things up and make them bigger so you can actually touch different areas of the web browser.

Speaker 1: Okay, and just so I understand, so it seems like the app is a better way for you to view the information that you're specifically looking up?

Speaker 2: Right, it's bigger.

Speaker 1: It's bigger, so the font is bigger?

Speaker 2: Yeah. And I don't have to constantly zoom in, zoom out in order to get to certain things on the app.

Speaker 1: Okay. And just so I clarify, you have, you said that you have an iPhone?

Speaker 2: I do.

Speaker 1: Okay. So, using the iPhone app, is there anything that you wish you could modify about the current mobile app?

Speaker 2: No, I don't think so, I mean, I don't know if it's possible for them to understand more about what I would be looking for and then the things that come up on the home page would be more relevant to me, but that's just a pure what if scenario.

Speaker 1: No, that makes sense. So, to have that kind of customized experience, what type of information would you be comfortable with Wikipedia obtaining from you to make those recommendations for you?

Speaker 2: I don't know, maybe they could link with Facebook or another social media site that give them clues as to what my interests are.

Speaker 1: Okay. Got it. If there's anything that you could add to the current platform that would just, pie in the sky, that would make the experience of viewing Wikipedia on the app better for you, anything at all, would you want to add anything?

Speaker 2: No currently. I don't use it enough to know what it's capable of. Maybe if it, when you opened it, it gave you some tips on how to best optimize your experience, just initially?

Speaker 1: How often would you say you use the app?

Speaker 2: I don't know, like I said, maybe once a week, but it's very brief. It's not, I wouldn't stay on it for 20 or 30 minutes at a time. Usually it's just I'm going to get some information, get it and get out. It's very brief.

Speaker 1: Can I ask, why did you first choose to download the Wikipedia app?

Speaker 2: Maybe because it was easier than using the web browser.

Speaker 1: Okay. Do you recall how you came to download the app? Did you see an advertisement or someone told you about it, do you recall that?

Speaker 2: No I think it's the Apple culture in general, will tell you there's an app for that. So if you use it a lot or if you, it's a daily thing for you or weekly, even in my case, it was just like, there has to be an app.

Speaker 1: Okay. Can I ask, how do you generally decide whether or not to download any app?

Speaker 2: I guess it would be that, depending on the frequency, the use of the content on the app and knowing that I can delete it at any time without any repercussions. So, downloading an app is not really a big issue for me.

Speaker 1: Okay. So is it safe to say that frequency of use, for you, would be as long as you're using an app maybe once a week, that's a general rule of thumb as to when that app is useful and that download would happen?

Speaker 2: Definitely.

Speaker 1: Okay. How long have you been using the app?

Speaker 2: I don't even know. More than a few years, I would imagine. I don't know how long that's been out, but seems like a long while.

Speaker 1: Cool. Perfect. So, earlier you said that you spend generally around 10 to 15 hours a week on your mobile phone, and in the survey you said that you use Wikipedia weekly. Could you tell me maybe how often are the interactions done on your mobile device, both mobile web and app? Does that happen?

Speaker 2: Well I mean, I sit at my desk for 40 hours a week, so if there's a question I have that's more on there I would obviously access it on my computer. But like I said, usually my interactions with the app will be when I'm out with people. So, I would say more than 80% of the time that I do use it on my phone, it's going to be the app.

Speaker 1: Okay, got it. Do you recall the very last thing you did on the Wikipedia app? What you were looking up?

Speaker 2: I don't recall specifically. I think I said it was looking up an age or of a celebrity or singer, but I can't remember who.

Speaker 1: Okay. Do you recall being satisfied with the information that you found?

Speaker 2: Yeah, definitely.

Speaker 1: What does satisfaction feel like to you? So, why were you satisfied? Do you generally have to sift through content, what is your typical reading behavior when you're searching for something?

Speaker 2: For these types of information I would look on the right hand side it has a general synopsis, when it's a celebrity or someone of that nature it'll have the most pertinent information first, the stuff you're looking for like where are they from, are they alive or dead, who are they married to, who are they associated with. That's, all the stuff that typically people are seeking out, so it's nice that it's all right there, condensed for you.

Speaker 1: Okay. Can you recall a time where you were reading or using Wikipedia content and you just remember being dissatisfied with what you had found?

Speaker 2: Not typically. Nothing that I can recall.

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

Speaker 2: Well I guess being on a mobile device it's just super small. That's the only disadvantage I can find. The advantage is obviously having it at your fingertips and having it easily accessible.

Speaker 1: Okay. And is it safe to assume, just based on talking to you for the last few minutes, that you're not really one to wander in content? You know what you're looking for and once you find it that's it?

Speaker 2: Yeah, unless I have an inordinate amount of time and I go down a rabbit trail and find different things that are interesting, it's rare -

Speaker 1: It's rare?

Speaker 2: That I would be on Wikipedia and click on different associated links within an article.

Speaker 1: Okay. So, earlier you had mentioned that the stuff that you look at is really not that deep. It's generally just fun facts and things like that. But, do you ever question where content comes from on Wikipedia?

Speaker 2: No, not really.

Speaker 1: Okay. Can I ask, do you, how do you imagine content gets published on Wikipedia?

Speaker 2: From what I understand it's, people can put things in Wikipedia, and I assume it goes through some kind of process where someone vets it, to some degree. I'm not sure how deep it gets vetted, but most of the information that's on there is put on there by just average people from what I understand.

Speaker 1: Okay. What, if anything, would encourage you to edit or contribute content on Wikipedia?

Speaker 2: You know I really wouldn't consider myself an expert in anything in particular. So I don't know that I would be willing to add anything for public consumption on the internet.

Speaker 1: Okay, that's totally fair. Have you ever noticed anything on Wikipedia that you wished that you could edit?

Speaker 2: I want to say maybe I've had a moment where I've wanted to do that, but I didn't know where to start or how to manage the process. So I stepped back and was like, okay, that was probably not my place to make an adjustment. So, but I can't recall what it was, but it was fleeting.

Speaker 1: Okay. In your opinion, what do you think is Wikipedia's most critical feature for you on your mobile device?

Speaker 2: I guess the speed of it opening and getting to the content that I'm looking for quickly. Or things that tend to be ambiguous, pointing you in the right direction if you're not asking it or querying the correct key word that you're looking for. If you're looking for something that you're not real sure about, so obviously looking on it for information, so if you're using the wrong terminology or you're misspelling it, if it can pick it up and be more intuitive, that's important.

Speaker 1: Okay. My final question really is, is there anything else that you'd like to share with me about any experience you've had with Wikipedia, both positive or negative?

Speaker 2: Nothing, I mean, I think since it's so unbiased, I'm neutral about my experience with it. I enjoy using it, but if it wasn't there I think that the internet can provide just as much information. I really wish that it was better supported by the public and that they would do a better job of fundraising for it, because I know that's one of their big things that they want people to contribute to it and I know they probably could get someone on their marketing team to do a better job of doing that.

Speaker 1: Well what do you think about, so I feel like you've noticed when they've fundraised it's that banner, have you seen that before?

Speaker 2: Yes, I have.

Speaker 1: What is, what do you think when you see that? Is it elicit any feelings, other than I wish more people would support it? Is it annoying, is it pleasing, what do you feel when you see stuff like that?

Speaker 2: I think it's not terribly intrusive. It just sits up there and it lets you know that, that's something they wish you would do as a user. I wouldn't even mind if their app had two different levels, a free app and a paid app that could provide some kind of special service, I don't know what it would be off the top of my head, but for them to help raise

money for their website or I like that they keep it ad free, as far as using it, but I am also not offended by ads either if that was a choice they decided to make down the road in order to keep it afloat.

Speaker 1: Okay.

Speaker 2: But I think that most people in this day and age are so used to being inundated by ads, it's not anything that anyone would be offended by.

Speaker 1: True. And just out of curiosity, how much would you be willing to pay for a Wikipedia app?

Speaker 2: Maybe \$2.00.

Speaker 1: Okay. And I think you already said that you're not too sure, but is there anything that you would be willing to pay for in terms of reading content on your phone? Is there a feature that would be worth paying for?

Speaker 2: Maybe if they did an ad free version, if you paid for it, it would be ad free or if you had one that would give you more content, maybe a free version would just have your condensed information and then the paid version would give you more information, I don't know.

Speaker 1: Okay. That's really all I have. Before I wrap up, do you have any questions for me about what we've talked about.

Speaker 2: No.

Speaker 1: I want to ask you is, I do want to double check that's okay that I recorded this session, that you still feel comfortable that it's recorded.

Speaker 2: Yes.

Speaker 1: Great.

Speaker 2: Yes, that's fine.

Speaker 1: So, you'll have my email and if you have any questions or concerns following this, please feel free to message me and I'm happy to answer anything that you need to know.

Speaker 2: Great, thank you so much.

Speaker 1: Thank you, have a great rest of your day.

Speaker 2: You too, bye, bye.

Speaker 1: Bye.