Usability testing with movement members
Hackathon 2018
Overview of findings

Explore feed

- Half of users did not know that ‘Because you read’ was a feature available on the Explore feed
- 4 of 6 users would like to be able to reorder their feed or to have the order of card types be static
- 2 users mentioned wanting to see recommended articles based on categories they had chosen

Article view

- The majority of users commented on the featured article and collapsing of infoboxes as a strongly positive aspect of the article view on the app.
- 5 of 6 users either regularly used the TOC or knew where it was

Editing

- The majority of users expected Visual Editor to be available in the app, however syntax highlighting, talk + history pages, shortcuts on highlight or search in page were all stated tools that would make editing easier in the app
- Locating a specific part of the article in the edit view was a major pain point for all users
- Publishing a change jumps to the top of the article view, which makes reviewing updates hard
- 4 of 6 users mentioned that they preferred the font and type sizing in the iOS app editing view over mobile web
The iOS team will begin embarking on a number of projects around editing. While these features will be designed for a broad range of audiences, we are also hoping that this added editing capability will attract current editors and movement participants to the iOS app.

To date, we have a variety of FTUI (first time user experience) videos and findings from iOS users who are familiar with Wikipedia as casual readers, but we are missing insights from movement members and editors. The goal of this study was to be able to get feedback on the current Explore feed, article view and editing tools from movement members.
Research Goals

Explore feed + Customization

- Is the Explore feed useful or engaging for users who contribute to the movement?
- Do users feel as though there are features that are missing from the Explore feed?
- How might users imagine customizing their feed in a way that would increase their interest or engagement with the Explore feed?

Editing capabilities

- What are users' first reactions to the current editing interface on iOS?
- What features or tools would users prioritize for editing within the app?
- Are users able to locate and identify editing tools from within the article?
In-person moderated testing was conducted by CMadeo and DChen with attendees of the Wikimedia Hackathon in Barcelona. Testers were recruited in the Hacking area and there were six [1] participants in total.

All participants were familiar with the iOS app and all but one user used their own device for the test.

[1] See NNGroup article on user testing sample sizes: https://www.nngroup.com/articles/why-you-only-need-to-test-with-5-users/
Tasks included:

- Spending time on the Explore feed
- Looking for specific information within an article
- Switching the article language
- Fixing a typo within an article

Questions included:

- How inclined are you to spend time on the Explore feed?
- What tools or features would most help you productively edit articles from within the app?
- What are the most important tools or features within your editing workflow?
Findings by screen
Half of users did not know that ‘Because you read’ was a feature available on the Explore feed.

‘Because you read’ card was well liked by most users who saw it or knew of it, however 2 users had a hard time identifying the card as reading recommendations.

The majority of existing users entered the app most commonly through a deep link from their browser, and therefore did not often see the Explore feed often.

On this day + Top read were the most commonly mentioned or interacted with during the sessions.

4 of 6 users mentioned wanting to have some control over the order presentation of their feed.

2 users wanted to be able to see article recommendations based on selected categories.
- All users mentioned liking the article layout (lead images, condensed infoboxes appearing before first paragraph, expanded paragraphs)
- All users were able to quickly locate a specific fact within an example article (e.g., the climate in Barcelona)
- Although the majority of users (5 of 6) either were able to easily identify the Table of Contents, or regularly used the TOC, 1 user had trouble locating the TOC as they expected it to be below the first paragraph
- Users who read in multiple languages mentioned the language switcher, but often chose to decide which language they would read an article in from Search
- 1 user expected Search in page to be located under the ‘Share’ icon, due to this pattern being used on mobile browser apps
4 of 6 users mentioned that they preferred the font and type sizing in the iOS app over the mobile web.

5 out of 6 users were able to easily navigate to the editing view, however 1 user did not notice the ‘edit pencils’ when scrolled down into the center of the article. 1 user mentioned wanting to be able to have edit pencils appear on H3s.

The majority of users expected Visual Editor to be available in the app.

Users stated a variety of tools that they use currently when editing or imagined could be used to improve the current editing interface on iOS including:

- Syntax highlighting
- Talk and history pages
- In-context editing, or highlighting as an editing shortcut
When making a small edit (e.g. fixing a typo or re-arranging a sentence) users generally had a specific area of the article they were editing in mind, however locating a specific part (word or sentence) of the article in the edit view was a major pain point for all users, especially in longer sections or at the top of the article.

Generally users understood why the article layout in the Wikitext editor and in the editing preview were different (especially at the top of the article) from the article view, but it was mentioned multiple times that this might be confusing for some potential editors.

Publishing a change jumps to the top of the article view, which makes reviewing updates hard.
Proposed updates & recommendations
Explore feed

- Change the title of the ‘Because you read’ to ‘Recommended because you read’ or considering including a header before the recommended article list
- Load ‘Because you read’ cards without refresh (e.g., suggested articles could appear in yesterday’s section of the feed if the user read an article in the app the day before)
- Consider allowing users to specify the order of feed cards or utilizing a universal static order
- Consider creating a new card type where articles are recommended based on categories selected by users
- Consider ‘testing’ new card types by making them available to turn on only in Settings
Although the TOC was generally discoverable by most users, we should consider testing alternative approaches to the TOC, as it was not universally discoverable by frequent users of the app.
- Add syntax highlighting to the editing view
- Add search in page to the editing view
- Build out talk and history pages within the app
- Provide a way for users to quickly jump from a point (word/sentence) within the article view to the same content in the editing view
- Upon publishing a change to the article, return the user to where their edit was made and not to the top of the article view
- Consider ways to communicate to users that the editing and article presentation order are different
Overview of suggested improvements

- Update ‘Because you read’ card to more clearly convey that the listed articles are recommended based on reading history
- ‘Because you read’ should be shown more frequently
- Consider creating a new card type where articles are recommended based on categories selected by users
- Consider testing new approaches to the TOC
- Add syntax highlighting to the editing view
- Add search in page to the editing view
- Build out talk and history pages within the app
- Provide a way for users to quickly jump from a point (word/sentence) within the article view to the same content in the editing view

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