

How to use design research to plan your next program or event



WIKIMEDIA
FOUNDATION

Outline

- What is design research? (5 minutes +QA)
- The New Editor Experiences research (10 minutes description + QA)
- Findings: List all and focus on 3 for a short descriptions and discussion (15 minutes)
- Personas and user journeys (10 minutes)
- Discussing personas and user journeys (10 minutes)
- Moving to action: focusing on specific tactics (10 minutes)
- Exercise: using personas and pathways to design new program and activities (20 minutes)
- Discussion (5 minutes)
- Closing: where can I find research? How to stay connected? (5 minutes)

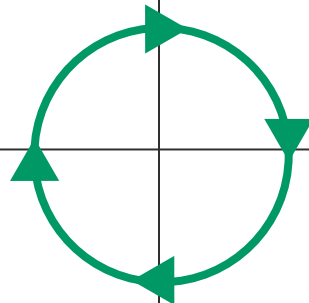
Analysis

Synthesis

abstract

understand

make



Research

Realization
(Implementation)

concrete

Research

Know context and people: Look at the big picture for insight into contexts and people, unmet needs, and opportunities.



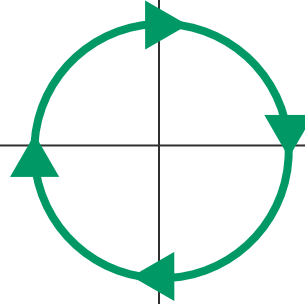
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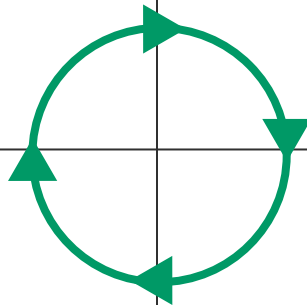
Find patterns in quantitative and qualitative data and extract insights.

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concrete

Realization
(Implementation)

Synthesis

Explore concepts:

Generate and evaluate concepts against research data and with users they are designed for.

Frame solutions: Prioritize and plan for implementation of solutions and offerings.



Social Changer
Jae-Hee

AGE:
27 years old

LOCATION:
Seoul, South Korea

OCCUPATION:
Freelance graphic designer

EDUCATION:
University

LANGUAGES:
Korean (fluent)
Japanese (proficient)
English (proficient)

Tactics

the solution sets we want to experiment v

In-context help

Automatically presenting new users with small doses of help relevant to the activity they are doing at that moment

Human help and mentorship

One-on-one help from an experienced editor, whether in person or online

Analysis

abstract

Synthesis

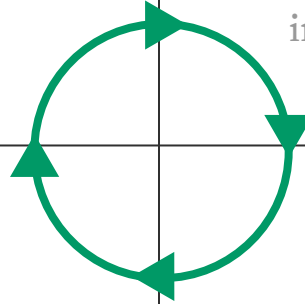
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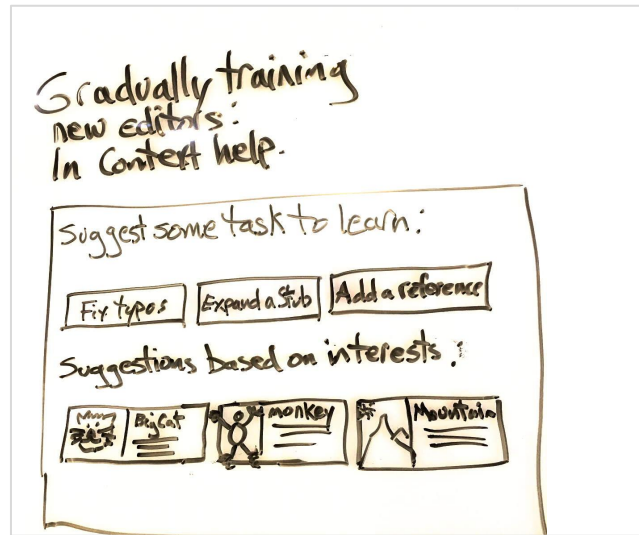
Research

concrete

Realization
(Implementation)

Realization

Realize solutions / offerings: Define MVP and release plan, build prototypes, iterate toward refinement with beta, release, maintain and sunset.



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New contribution Help

Becoming an editor is a fascinating trip. These are some recommended activities for your initial steps as an editor. Your progress as an editor 2/10

[Fix typos](#) [Expand a stub](#) [Add a reference](#) [More](#)

Add a reference

Wikipedia is based on facts that **anyone can check**. Information should include references to its source for readers to verify. The pages below lack some references you can add. We'll show you how to add references and the key considerations when doing so. [Learn more](#)

Suggestions based on your topics of interest

- Aviation in the pioneer era**
First age of aviation history
830 views this month
- Big cat**
Larger feline species
500 views this month
- Monkey**
animal of the "higher primates"
200 views this month

[Refresh suggestions](#)

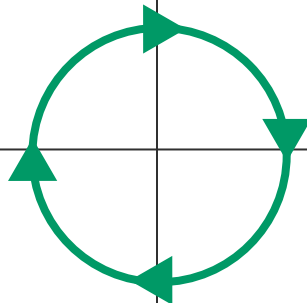
Analysis

Synthesis

abstract

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Realize solutions / offerings: Define MVP and release plan, build prototypes, iterate toward refinement with beta, release, maintain and sunset.

Research

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Realization
(Implementation)

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understand

make

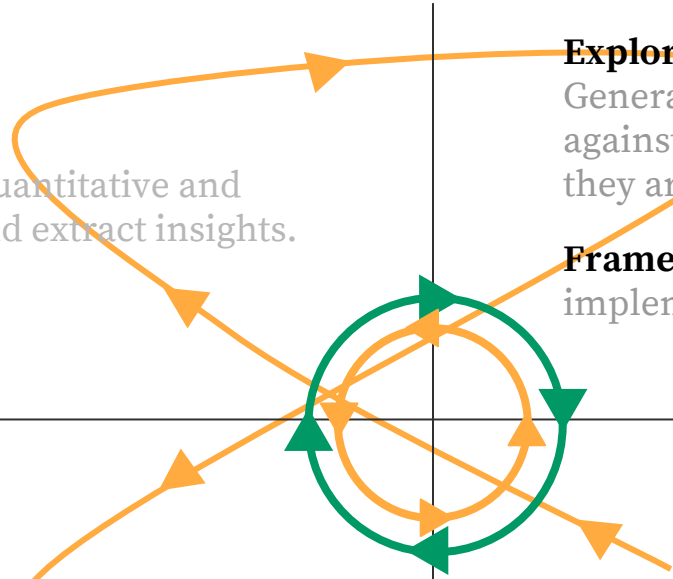
Know context and people: Look at the big picture for insight into contexts and people, unmet needs, and opportunities.

Realize solutions / offerings: Define MVP and release plan, build prototypes, iterate toward refinement with beta, release, maintain and sunset.

Research

concrete

Realization (Implementation)



What is the New Editor Experiences research?

A short review of the journey.



64 Total Users Interviewed

EDITOR TYPE:



ORIGIN OF NEW EDITORS:



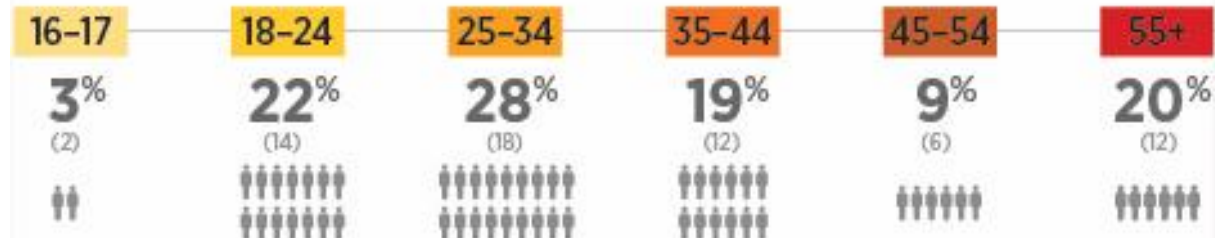
GENDER:



EMPLOYMENT STATUS



AGE:



11 Findings

The key points we learned from the New Editor Experiences Research.

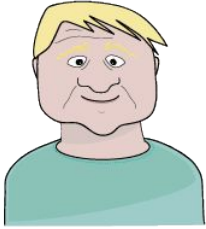
1: Characteristics of editors

Are innately curious, proactive learners.

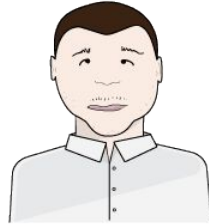
Choose between Wikipedia and their many interests for how they spend their limited free time.

Do more complex tasks on desktops and use mobile for quick tasks.

1: Motivations / Personas



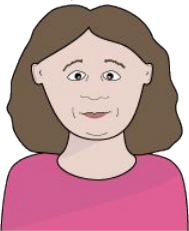
Reactive Corrector
Josef



Audience Builder
Gong-Yoo



Box Checker
Mina



Joiner-Inner
Helena



Knowledge Sharer
Yankov



Soical Changer
Jae-Hee

2: Wikipedia's prominence is both its greatest strength and its greatest weakness for attracting new editors.

우 타인에게 동일한 권리를 부여해야 한다는 것을 의미한다. 대부분의 다른 사안은 여기에 NC(No Commercial) 라는 조건이 추가되어 있어 상업적 사용을 하지 못하게 되어 있다.

위키미디어는 위키미디어 재단에서 운영한다고 해서 위키미디어 내용을 재능 기부의 산출물이라고 생각할 수 있다. 위키미디어의 내용은 어떻게 만들어진 것이든, 위키미디어 재단은 위키미디어 및 이와 관련된 사안에서 법적 기한 한 시점까지 기부와 관련된 의무를 부담한다. 그리고 위키미디어에 기여하는 사람을 돕는 활동을 하고 있다. 위키미디어 재단은 위키미디어에 대한 인본주의적 접근을 사용하여 모든 사용자에게 제공하기 위해 <그림>에 표시된 자재 프로젝트를 추천하고 있다.



다. 이런 인공지능 기능을 탑재한 음성인식 서비스를 구현하기 위해서는 문장으로 된 정보 외에 기계가 스스로 내용을 분석하고 결과를 제시할 수 있는 형태의 지식을 필요로 한다. 개인이나 개별 기업이 음성을 이용한 서비스를 구현하기 위해 새롭게 지식사전을 만드는 것은 현

실적으로 불가능하며 기존의 백과사전 지식을 활용하는 수밖에 없다. 내용이 디지털로 저장되어 있고 누구나 특별한 제한 없이 사용할 수 있는 백과사전은 위키피디아가 유일하며 그런 의미에서 위키피디아의 중요성은 날로 커지고 있다.

위키피디아와는 성격이 다르나 널리 알려진 다른 사전인 나무위키가 있다. 나무위키에 포함된 지식은 내용을 100% 신뢰하기 어렵기에 상업 목적의 서비스에 활용하기 어렵다. 위키피디아의 저작권은 CC-BY-SA 라는 저작권을 사용하며 이는 출처를 밝히고 텍스트 내용을 사용할 경

미디어 위키는 위키미디어 재단에서 사용하는 소프트웨어를 개발하고 유지하는 프로젝트다. 위키낱말 사전은 위키피디아와 같이 언어별로 다른 표현을 정리한 다국어 사전이며 위키문헌은 저작권이 소멸된 문헌들을 정리 보관하는 프로젝트다. 위키미디어 공용은 사진이나 소리나 같은 멀티미디어 자료를 보관하고 있어 서로 다른 언어판에서 자료가 중복되는 것을 방지한다. 위키스피즈 프로젝트에서는 언어마다 다르게 표시된 동식물의 이름을 정리한다. 위키책은 자유로운 사용이 보장된 교과서 형태의 책을 만드는 프로젝트다.

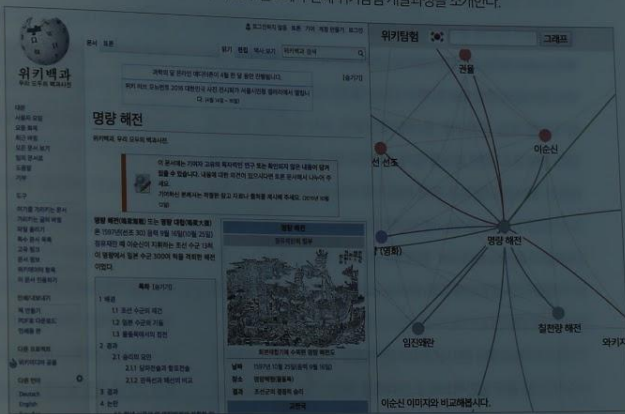
있다. 위키피디아와는 별도로 지도 정보 제공하는 서비스이며 순수하게 참여자의 노력에 의해 유지된다. 구글과 같은 기업에서 제공하는 서비스는 데이터 사용에 제약을 받으나 오픈스트리트맵은 제약이 없다는 장점을 갖는다. 일반적인 사용자의 경우에는 상업적인 서비스와 비교할 수 없으나 사막이나 신약지대와 같은 분야별 전문가의 지식이 필요한 경우에는 오픈스트리트맵이 더 유용하다.

위키피디아의 자재 프로젝트 중 가장 중요한 것은 위키미디어다. 위키피디아의 인간을 위한 것이라면 위키미디어는 머신을 위한 지식 데이터베이스라고 이해하면 쉽다. 위키미디어의 내용은 머신으로 하여금 지식을 검색하고 얻어진 결과를 사용자가 원하는 형태로 보여주는 것으로 최종 사용자는 결국 머신이 아닌 인간이다.

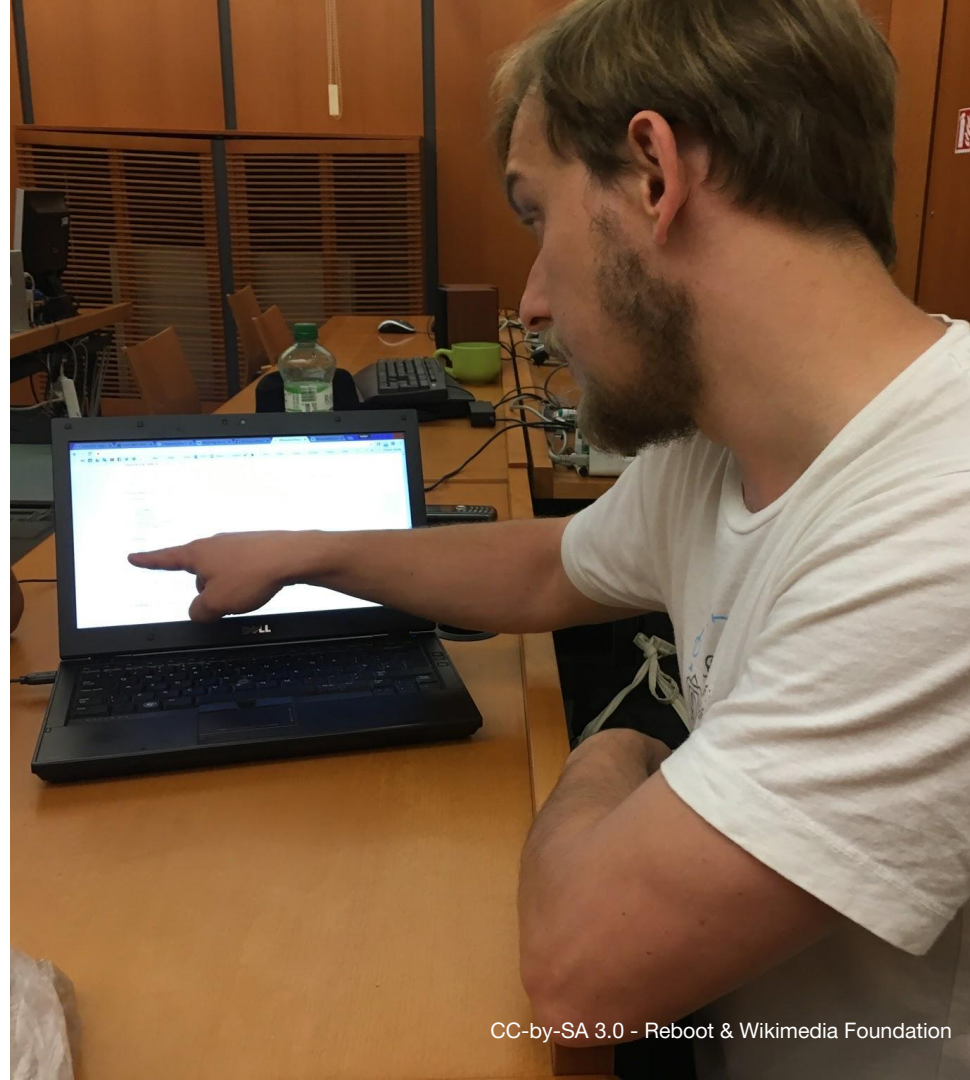
위키피디아의 내용은 글을 읽을 수 있는 인간을 위해 만들어 진 것이다. '이순신'이라는 단어를 입력해서 얻어진 결과를 보면 이순신이 조선시대 의 무신이라는 것을 알 수 있고 이를 바탕으로 해당 단어가 특정한 사람을 가리키는 것을 쉽게 알 수 있다. 그러나 같은 내용을 컴퓨터로 분석할

경우 문장 중에서 '무신'이라는 단어를 추출해야 하며 또 이 단어가 사람이라는 것을 추론할 수 있어야 해당 단어가 특정한 사람에 대한 설명이라는 것을 알 수 있다. 이에 반해 위키데이터의 이순신 항목(Q50184)을 찾아보면 P31(instance of) 속성은 Q5(Human)로 표시되어 있고 이를 통해 바로 이순신이 사람임을 알 수 있다. 마찬가지로 한라산(Q494645)의 P31 속성은 Q8502(mountain)로 바로 산을 가리키는 것을 알 수 있다.

단할 수 있을 것이라 생각했다. 위키데이터가 아직 전면에 등장하기 이전 '위키타입'이라는 프로그램을 개발하고 결과를 논문으로 발표했다. 인터넷 논문 접근이 쉽다면 '위키타입: 위키피디아 링크 정보를 이용한 지식 탐험'이라는 논문을 참고하기 바란다. 그때는 당시 결과물의 한 화면이다. 인터넷용 앱이 아니라 PC 앱 형식의 프로그램이라 실제 사용해 본 사람은 몇 되지 않았다. 원본 위키피디아 내용 오픈 판에 문서가 어떻게 연결되고 있는 가를 보여준다. 또한 문서의 성격을 인명, 지명, 사건, 사물, 기타 등으로 나누어 색인으로 구별하도록 했다. <그림> 처음 개발한 위키타입을 인터넷에서 직접 사용할 수 있어야 한다는 생각이 들어 2016년에 인터넷 버전 개발을 시작했다. 논문을 써야 한다는 의무감도 없기에 손쉽게 인터넷 사용자에게 도움이 되어야 한다는 것을 전제로 했다. 위키피디아에서 데이터를 얻는 과정은 이전 개발과정과 동일했다. 인터넷을 이용해야 하기에 데이터베이스 서버를 구축해야 하고 사용자의 프로그램은 웹 프로그램을 사용해야 한다는 점에서 차이가 있다. 본고에 두번째 위키타입 개발과정을 소개한다.



3: Inspiring, trusted, and well connected intermediaries are a critical asset in recruiting and supporting new editors.



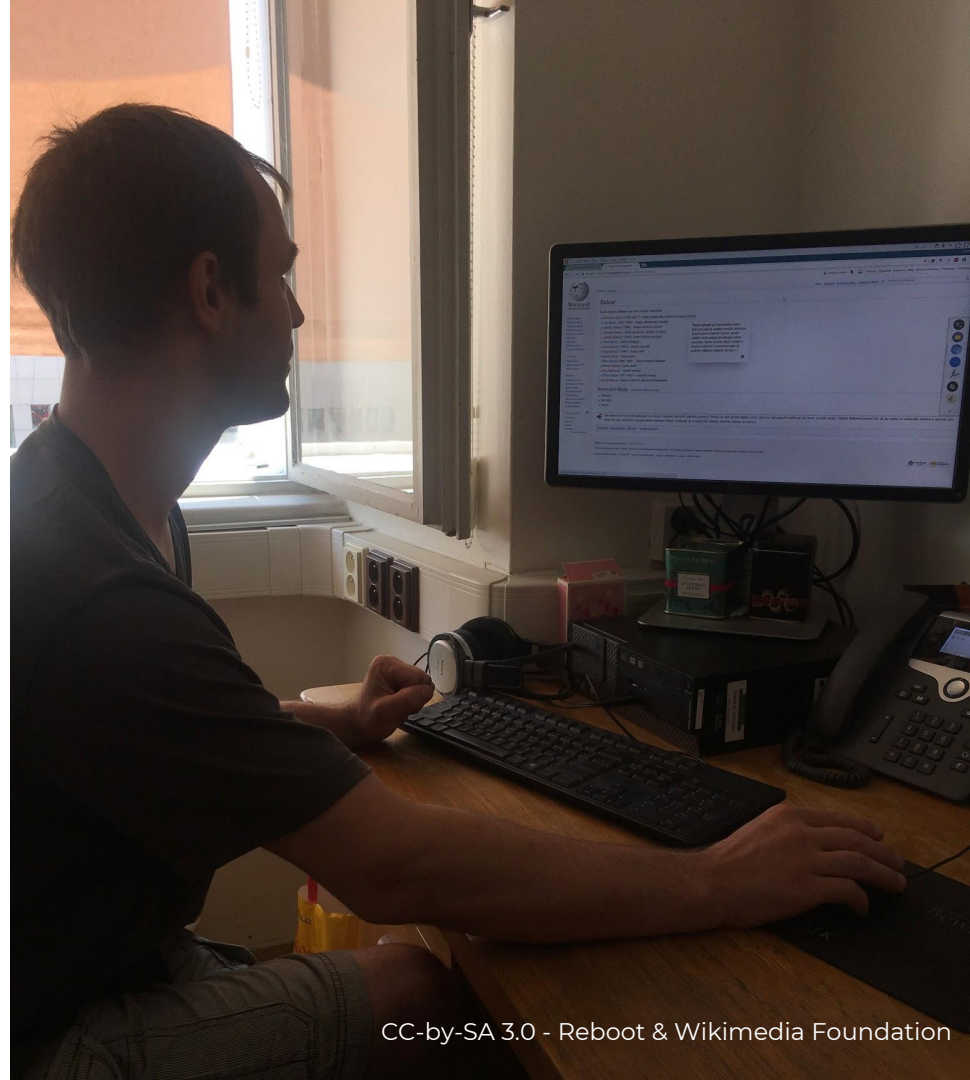
4: Many editors see Korean/ Czech Wikipedia as limited, and seamlessly supplement its information with other sources.



Finding 4, [\(link to report\)](#)

5: The complexity and separation of how Wikipedia is made, and the community behind it, make it difficult to convert readers to editors and new editors into experienced editors.

Finding 5 ([link to report](#))



6: People must be confident in their content knowledge to edit Wikipedia.

Finding 6 [\(link to report\)](#)



7: Successful editors tend to build their contribution skills through iterative, progressive learning in safe spaces where the stakes are lower.

Finding 7 ([link to report](#))





8: New editors' greatest challenges are not technological, but conceptual. They struggle to learn Wikipedia's policies and how to shape content "the Wikipedia way".

Finding 8 [\(link to report\)](#)

9: Editing processes, and the mechanisms that support them, are not intuitive or discoverable, making it difficult for new editors to learn and progress.

Finding 9 ([link to report](#))



10: New editors go outside Wikipedia for help because they prefer targeted and sometimes personal, support.

Finding 10 [\(link to report\)](#)



11: The way in which a piece of feedback is framed is critical to whether it encourages new editors to continue the Wikipedia journey, or disempowers and discourages them from further contribution.

Finding 11 ([link to report](#))



User personas and journeys

Who are we building for? What is their experience?



Social Changer

Jae-Hee

AGE:
27 years old

LOCATION:
Seoul, South Korea

OCCUPATION:
Freelance graphic designer

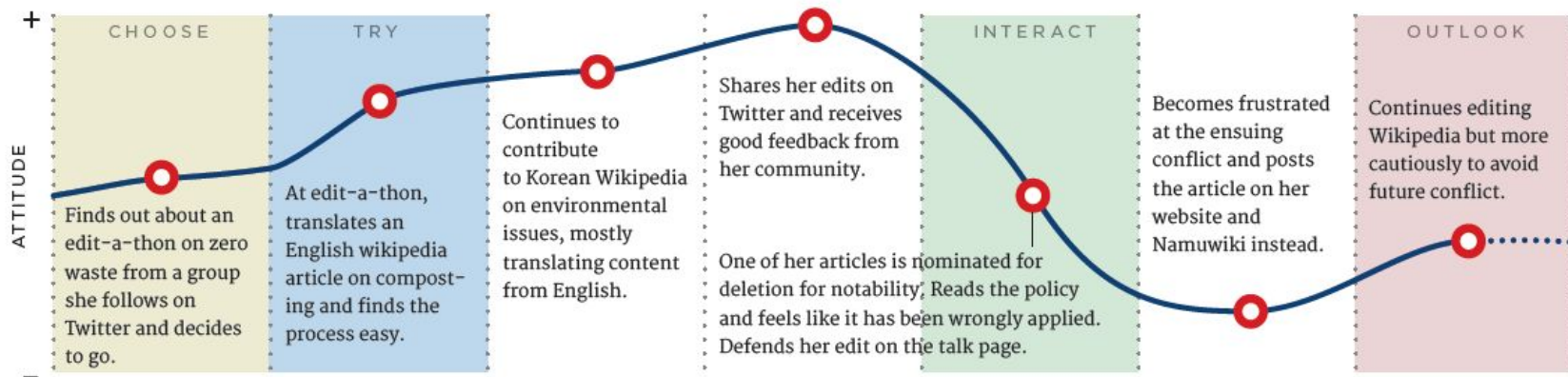
EDUCATION:
University

LANGUAGES:
Korean (fluent)
Japanese (proficient)
English (proficient)

Technology comfort level



Writing comfort level





Knowledge Sharer

Yanko

AGE:
17 years old

LOCATION:
Olomouc, Czech Republic

OCCUPATION:
Student

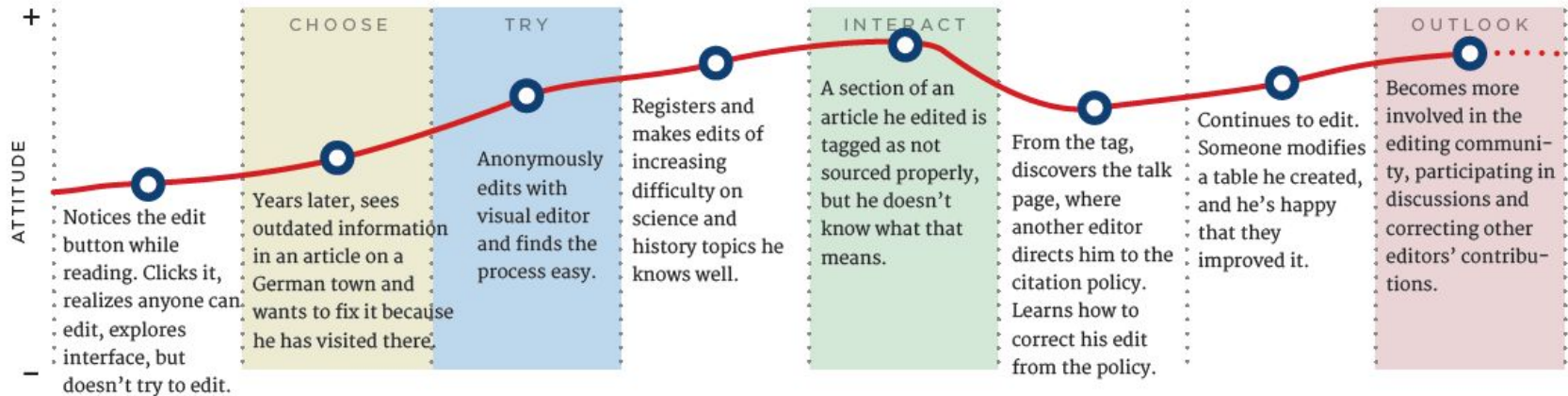
EDUCATION:
High School

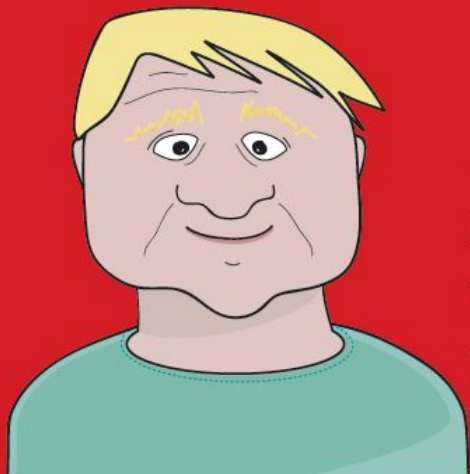
LANGUAGES:
Czech (fluent)
German (conversational)
Slovak (basic)
English (basic)

Technology comfort level



Writing comfort level





Reactive Corrector

Josef

AGE:
51 years old

LOCATION:
Prague, Czech Republic

OCCUPATION:
Data Analyst

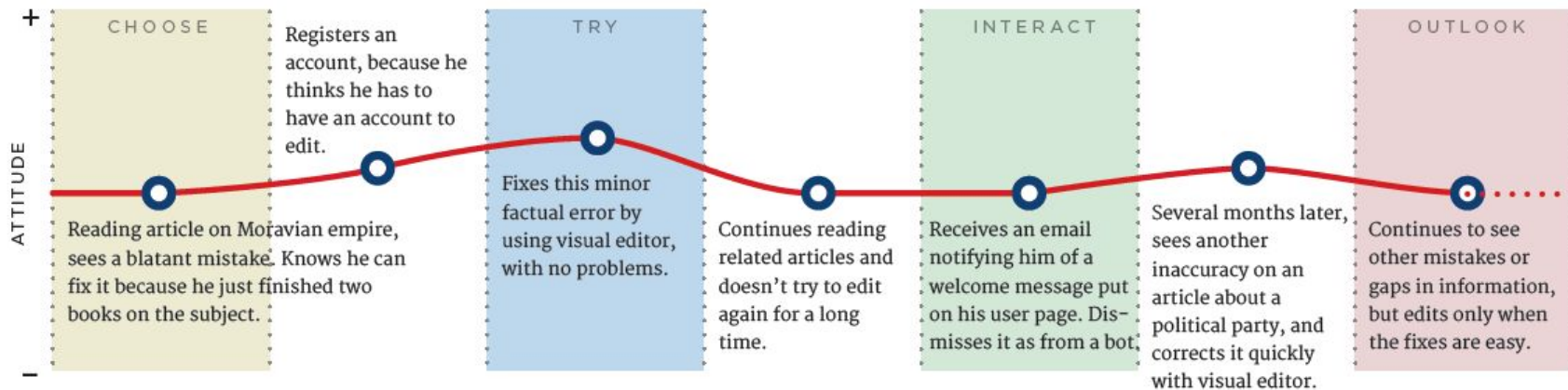
EDUCATION:
University

LANGUAGES:
Czech (fluent)
Polish (proficient)
English (basic)
Slovak (basic)

Technology comfort level



Writing comfort level





Audience Builder

Gong-Yoo

AGE:
37 years old

LOCATION:
Seoul, South Korea

OCCUPATION:
Entrepreneur

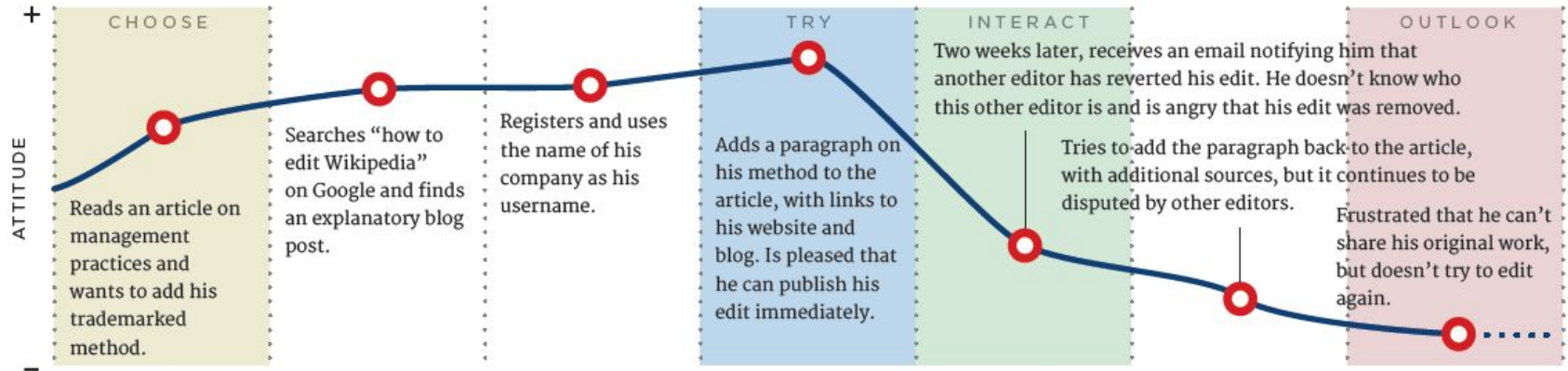
EDUCATION:
University, MBA

LANGUAGES:
Korean (fluent),
English (basic)

Technology comfort level



Writing comfort level





Box Checker

Mina

AGE:
20 years old

LOCATION:
Seoul, South Korea

OCCUPATION:
Student

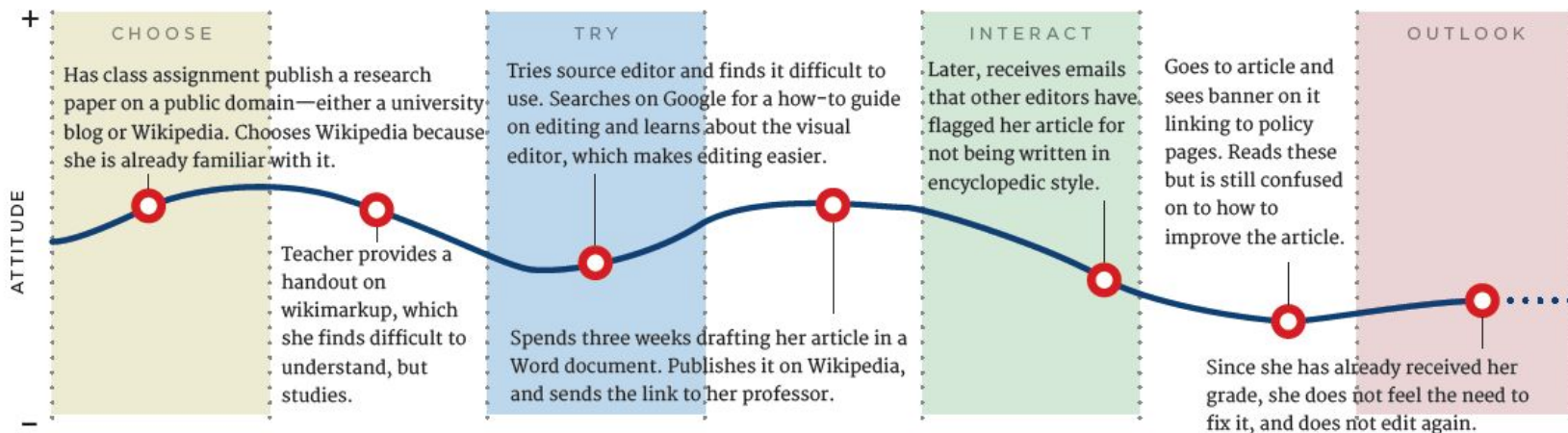
EDUCATION:
University

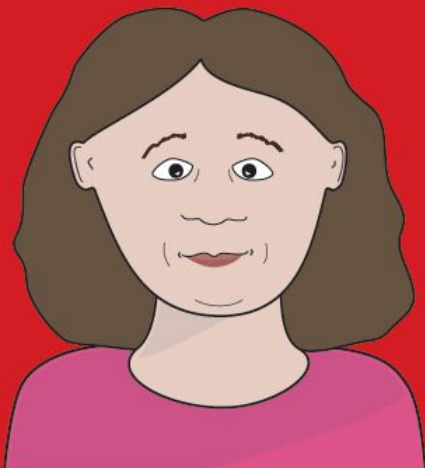
LANGUAGES:
Korean (fluent),
English (proficient)

Technology comfort level



Writing comfort level





Joiner-Inner

Helena

AGE:
58 years old

LOCATION:
Ostrava, Czech Republic

OCCUPATION:
Retiree

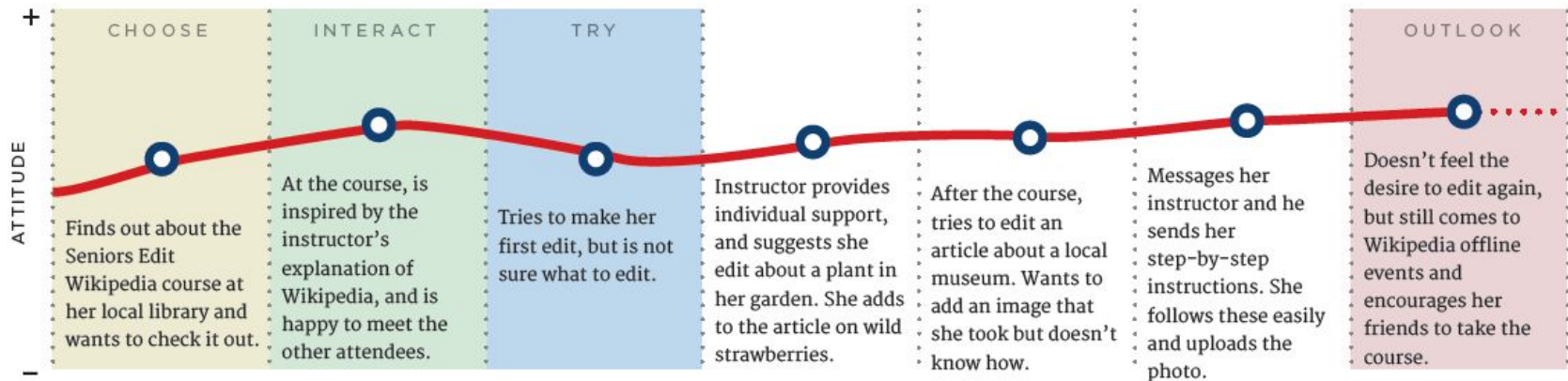
EDUCATION:
DIS (specialist with diploma)

LANGUAGES:
Czech (fluent),
English (proficient),
German (basic)

Technology comfort level



Writing comfort level



Moving to action: how to think of new ideas

The 4 principles.

Principles that should guide brainstorming

- **Appeal to the diverse motivations of new editors**, and consider their various skill sets and needs so that Wikimedia can empower and benefit various types of new editors who have the potential to provide valuable contributions to Wikipedia.
- **Provide just-in-time and digestible guidance** that allows new editors to learn progressively as they build their contribution skills and confidence.
- **Prioritize personalized and approachable communication**, that makes it easier for new editors to engage with the collective contribution process.
- **Make editing more discoverable and intuitive**, where new editors can easily accomplish their goals for contributing to Wikipedia and find the help they need to do so.

After 18 hours of
workshops with 17
people...

Goal

the impact we want to have

Attract and retain more new editors in midsize Wikipedias

Strategic focuses

the issues we want to address

Conceptual understanding of Wikipedia

New editors struggle with Wikipedia's policies, and are confused about how Wikipedia works and separated from its community. ([research findings #5 and #8](#))

Progressive pathways to editing

New editors benefit from progressive learning, and have trouble discovering and using editing tools. ([research findings #7 and #9](#))

Tactics

the solution sets we want to experiment with

In-context help

Automatically presenting new users with small doses of help relevant to the activity they are doing at that moment

Human help and mentorship

One-on-one help from an experienced editor, whether in person or online

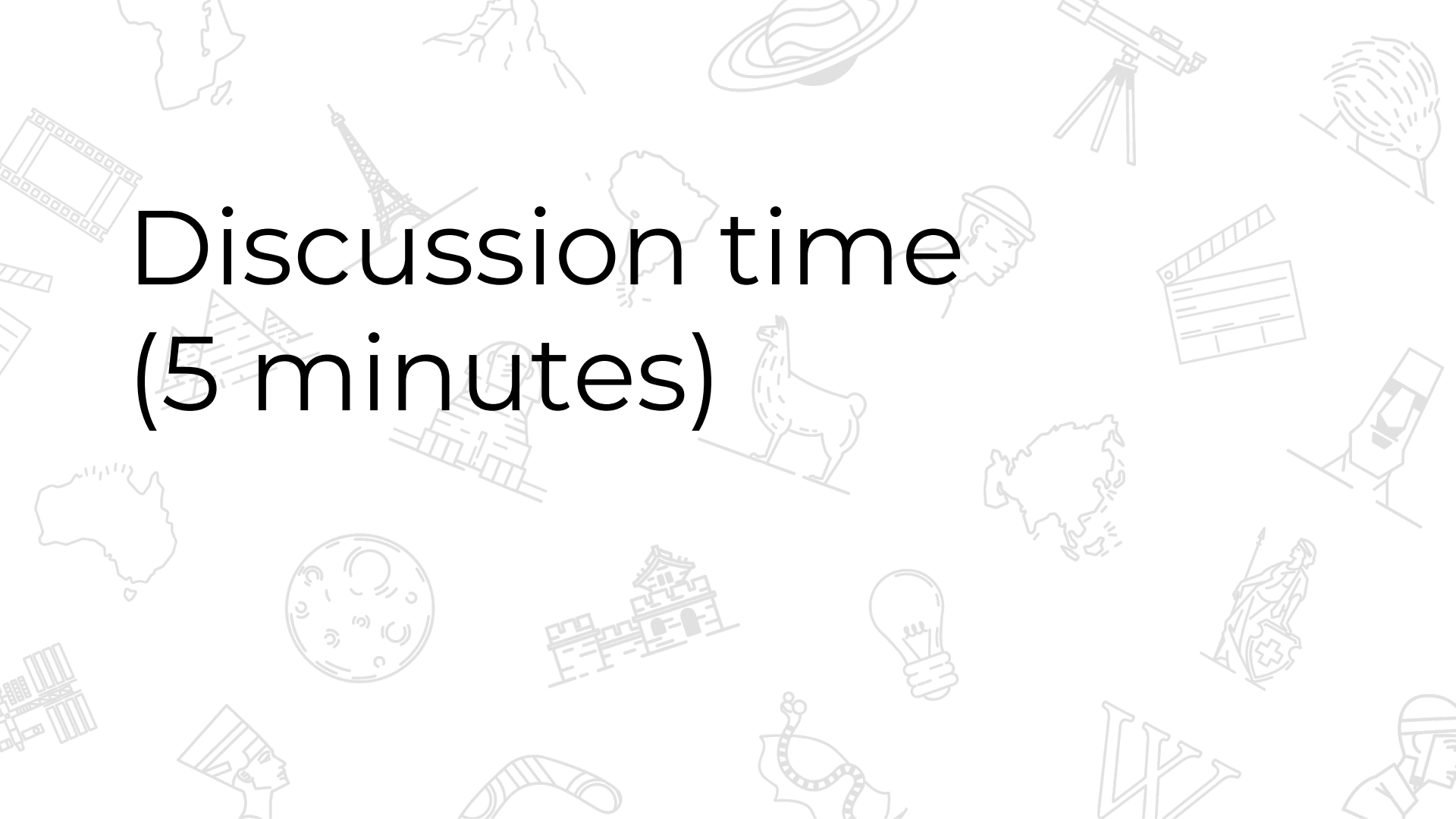
Task recommendations

Recommendations for specific tasks (**including micro-contributions**) that new editors can do based on their interests, abilities, or recent activities

Exercise (20 minutes)

1. Focus on the **goal**: *Attract and retain more new editors in your language version Wikipedia.*
2. Think about **findings** 3, 7 and 8:
How are these findings relevant to your community?
(Alternative: pick a different finding you'd like to focus on)
3. Think of **persona** “Social changer”:
How would this persona interact with your existing community of experienced editors?
(Alternative: Decide on 1 or 2 personas you think most represent your community.)
4. Propose 2 or 3 **ideas** that address these findings, and have a specific persona in mind.

Discussion time
(5 minutes)



Where can I find more research?

- New Editor Experiences research: https://www.mediawiki.org/wiki/New_Editor_Experiences
- New Readers research: https://meta.wikimedia.org/wiki/New_Readers
- Research portal on Meta-Wiki: <https://meta.wikimedia.org/wiki/Research:Index>
- Research category on Meta-Wiki: <https://meta.wikimedia.org/wiki/Category:Research>
- Research portal: <https://research.wikimedia.org/index.html>

Thank you! =)

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