



Working with Design

Processes & Experiences when
collaborating with WMF Eng+ Product

version 1.0

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Outline

Introduction Wikimedia Design team

Purpose and design principles

Responsibilities

What to expect from your designer

Product development and design process examples

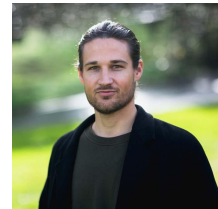
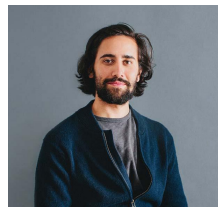
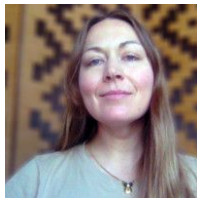
Including Phabricator and its usage by the design team

Tools and documentation

Meeting common design tools

Wikimedia

Design team



Statement of purpose

**Design at Wikimedia makes sharing of all human knowledge easy and joyful.
For everyone.**

The User Experience Design teams goal is to ensure that Wikimedia products and communications follow a design process centered on the user. Based on research to understand people's needs and motivations, we explore solutions that meet those needs.

We design in the open with a transparent and participatory process. We collaborate within the Wikimedia Foundation and with the global community of contributors.
We create well-designed solutions, together.

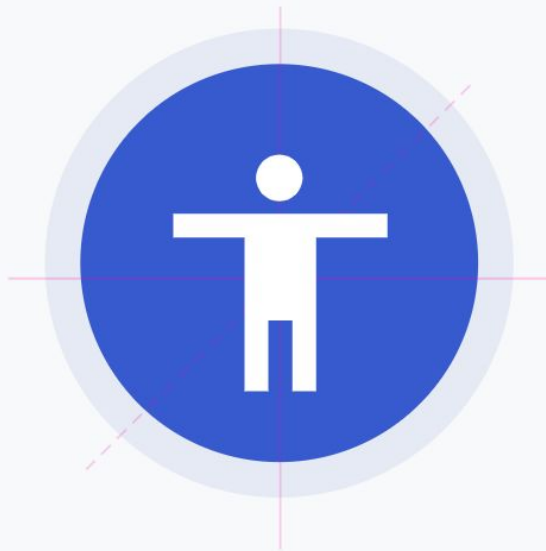
Our design principles

- This is for everyone.
- Content first
- Open to collaboration
- Trustworthy yet joyful
- Design for consistency

This is for everyone

We aim to support a very diverse audience. We strive to help users overcome any barriers that may exist between them and the knowledge our projects provide.

These barriers could include accessibility, languages, device and network capabilities, levels of technical expertise, or many other circumstances.



Content first

People come to Wikimedia projects for their content. Our solutions should help to facilitate its creation, consumption, and sharing — without getting in the way.

Our content (facts, images, quotes, etc.) is our most representative element, and needs to be emphasized in our solutions.

Spiral galaxies form a class of galaxy originally described by Edwin Hubble in his 1936 work *The Realm of the Nebulae* and, as such, form part of the Hubble sequence. Most spiral galaxies consist of a flat, rotating disk containing stars, gas and dust, and a central concentration



Open to collaboration

Our projects are collaborative. Discussion and sharing are key factors to consider.

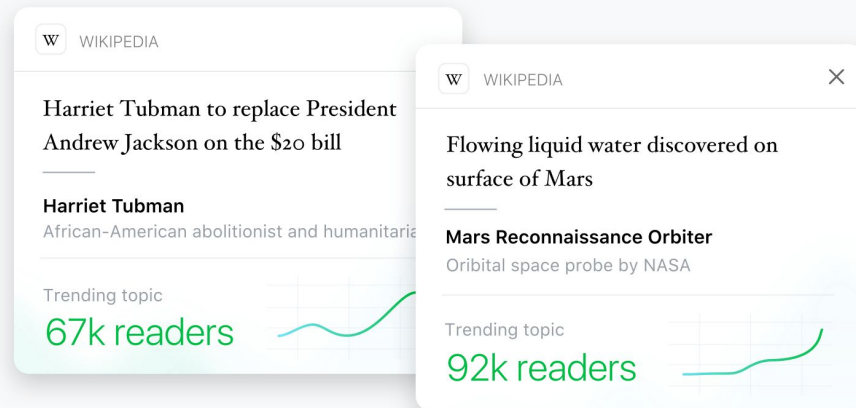
To support diversity and a global mission, our solutions need to provide room for extension and customization to meet particular needs and foster different perspectives.



Trustworthy yet joyful

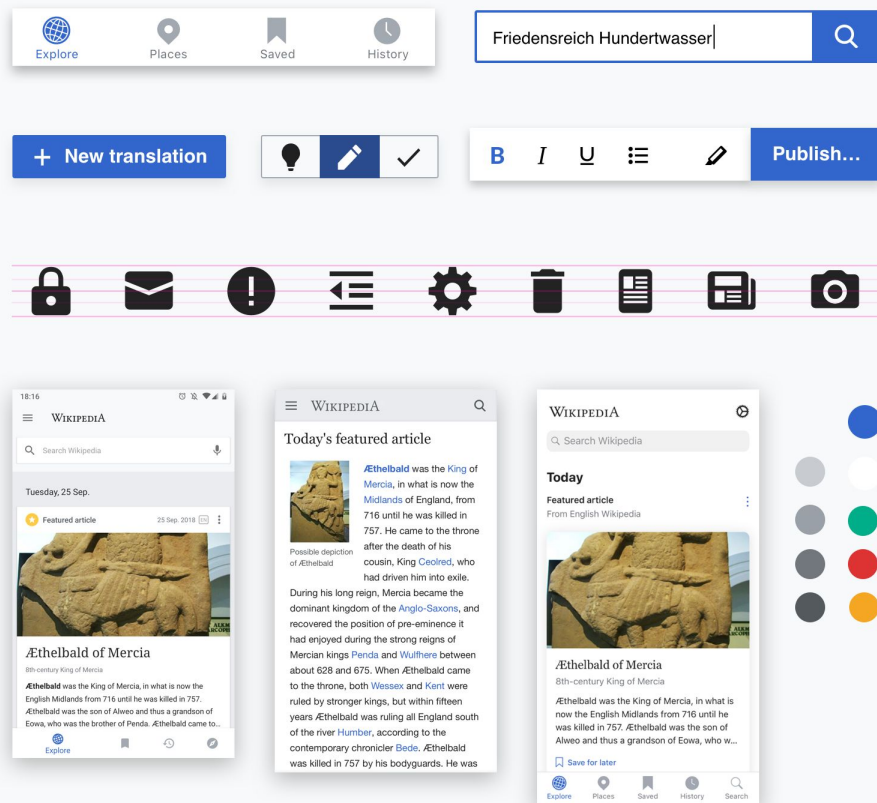
Wikimedia projects provide reliable educational knowledge. At the same time, our projects are a source of entertainment and satisfy human curiosity.

This requires us to find the right balance: we need to convey trust with our solutions and remain entertaining and fresh.



Design for consistency

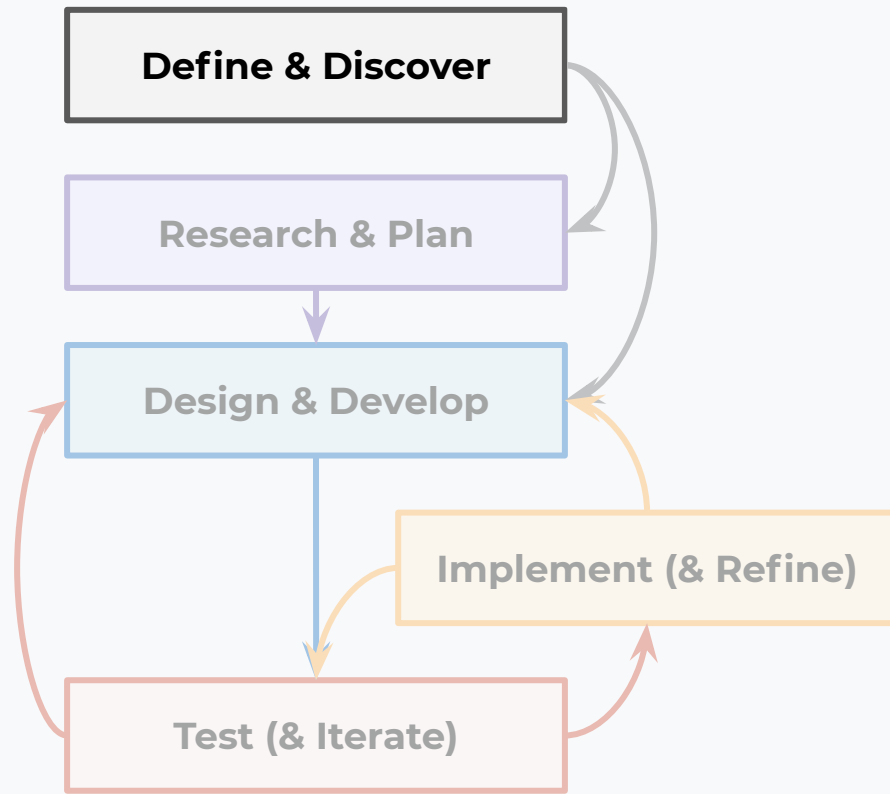
It is important to rely on familiar concepts to facilitate understanding. People relate quickly and orient easily when we keep consistency in our design and maintain common patterns.



Designer responsibilities

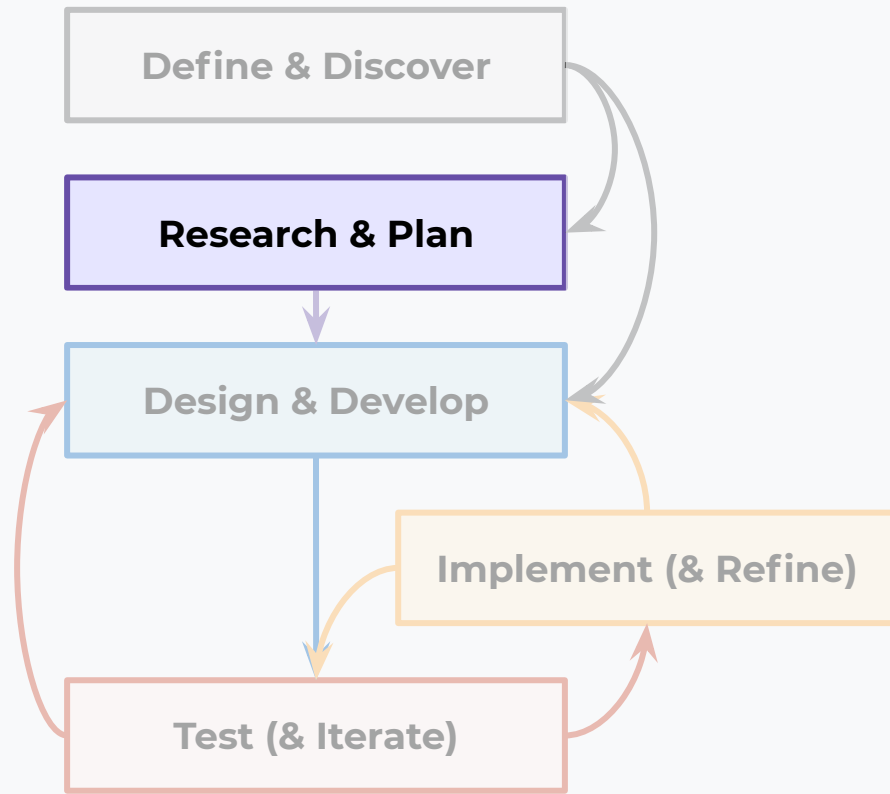
Responsibilities by phase

- Work with product and eng lead to discover problem statements
- Divergence and Convergence of ideas (iterative design process)



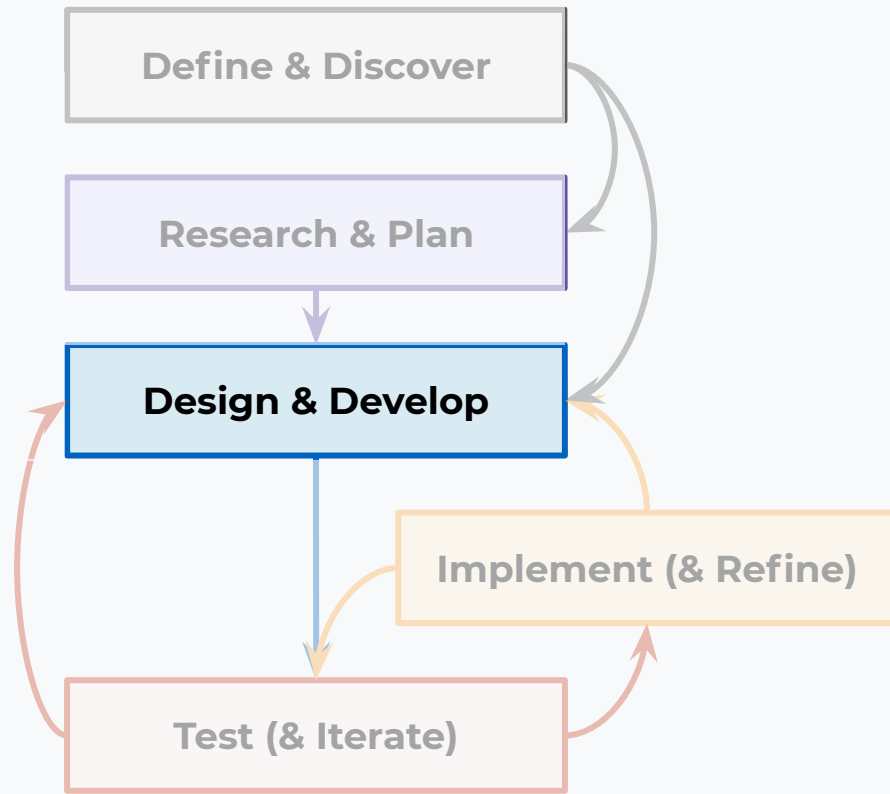
Responsibilities by phase

- Contextualize generative and academic research to fit the product feature context
- Collate and synthesize relevant past and comparative/competitor materials



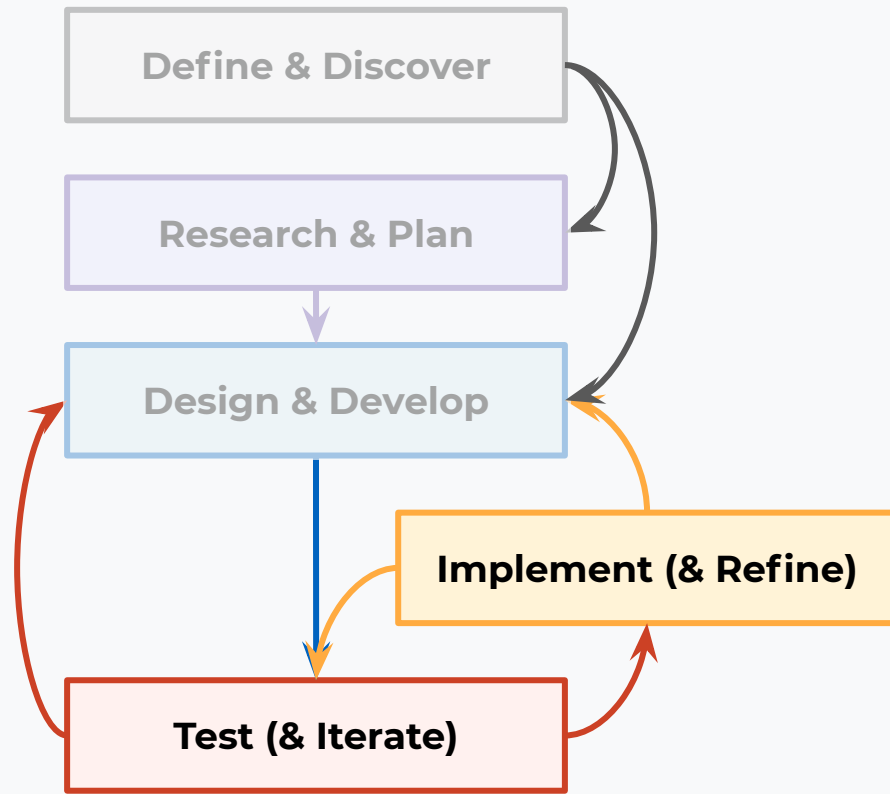
Responsibilities by phase

- Design solutions for problems that are agreed upon as team problem statements
- Present solutions to product & design teams to collect feedback & iterate
- Work with Community Relations Specialists to present solutions to the community as needed
- Build rough and/or high-fidelity mockups — particularly to explore, demonstrate and user test complex interactions.



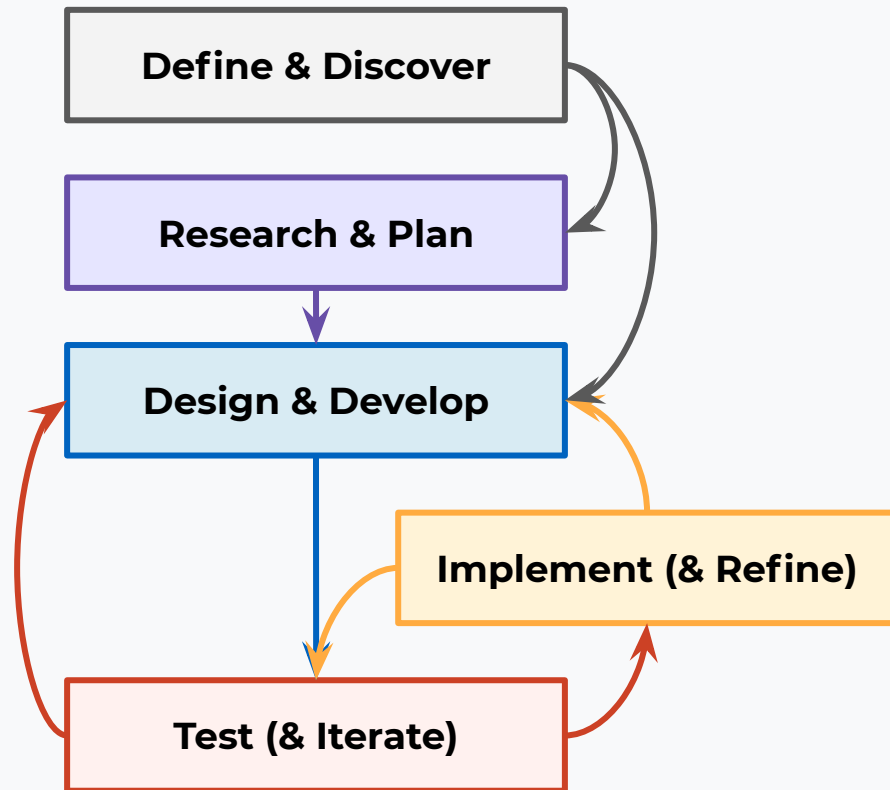
Responsibilities by phase

- Build rough &/ high-fidelity mockups — particularly to explore, demonstrate and user test complex interactions.
- Take feedback from the product team and design team to iterate
- Provide spec for what needs to be built
- Support engineers to answer questions about specs & edge cases
- Do the design sign off once something is built
- Do evaluative user testing of a feature to validate assumptions if needed



Responsibilities throughout

- Participate in team meetings and throughout parts of the development process
- Be collaborative and transparent about the design process throughout
- Be part of the team! I.e. attend offsites, remote team times, etc.



Product development and design process

Product development and design process

- [Hybrid Kanban process](#) used by the **Reading Web** team
- Example process by the **Apps** teams
 - [Android Backlog](#)
 - Example of a current release board

Hybrid Kanban used by Reading Web

Reading Web Backlog

master backlog board

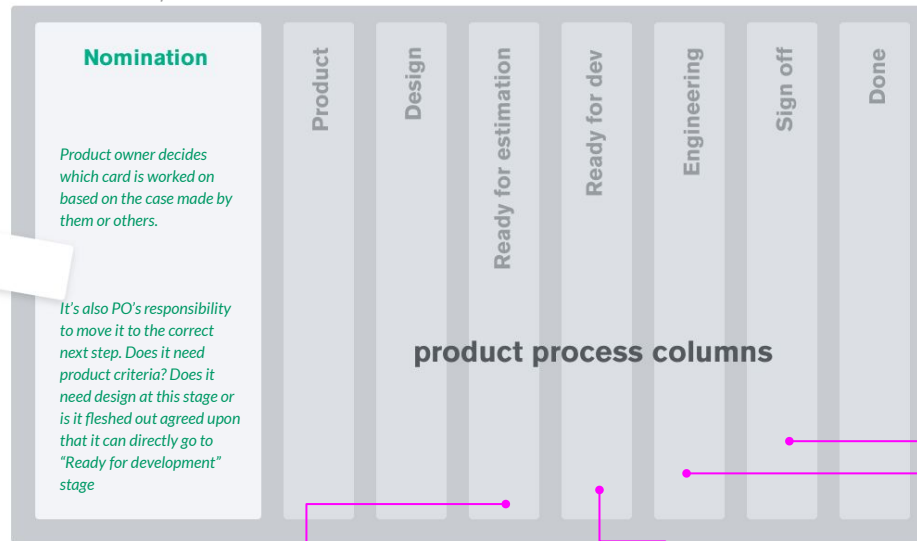


Anyone can move cards from the backlog to col. 0 in the Kanban as nomination. Nominating doesn't mean the team will work on it. It but only that it will be discussed. As an individual you need to make the best case about your work at this point.

Permanent Kanban

Groomed board of current work

Cards move left to right



Nomination

Product owner decides which card is worked on based on the case made by them or others.

It's also PO's responsibility to move it to the correct next step. Does it need product criteria? Does it need design at this stage or is it fleshed out agreed upon that it can directly go to "Ready for development" stage

product process columns

This diagram is *indicative* of the process and not detailed. Each vertical column might consist of multiple columns. But we do follow basic product development process of "product > research/design > feedback > estimate > build > review > qa > ship


This is for feedback from the whole team. The card may bounce between this column and design / product multiple times

Once everyone is on the same page about the card, it goes into Ready for dev

multiple Eng. columns like Blocked, Code review, etc

multiple sign-off columns like QA, Design, Product

Android backlog



- Wikipedia-Android-App-Ba...
- Manage
- Open Tasks
- Members
- Workboard
- Kanban
- Subprojects
- Report Bug
- Create Task
- Create UX Debt Ta...
- Create Tech Debt ...
- Create Beta Releas...
- Create Update Her...
- Tasks Updated Wit...
- Quarterly Goals
- Easy Work
- Spikes

Projects > Wikipedia-Android-App-Ba... > Workboard

Needs Triage (Default) 27 | 5

T203806 TOC and language problems on Chinese article

T110239 [android] Notifications - truncation issues

T202937 [[Row Indexer]] completely fails on the Android app / VisualEditor

T202930 [BUG] Showing an error page when trying to edit a redirected page

T202927 Replace Gson.marshall() with Serializable or Parcelable

T202923 [BUG] Internal link to a section in the article takes to the beginning of the article

T202569 Visual update to exploded tabs for prototype "Article Queue"

T201381 Infoboxes too narrow on wide devices

T201884 Flag icons do not show in certain article

T201851 [[Wikipedia:Wikip

Tech Debt Backlog 71 | 18.5

T169945 "Piggyback" EL with other network requests

T162633 Audit thumbnail sizes requested for small list item thumbnails and update requests as appropriate

T187113 Ensure that all network handlers can gracefully handle HTTP Success codes other than 200.

T169947 Enable remote configuration of analytics layer

T157143 Improve loading of offline usage in Android

T191241 Update espresso tests

T169950 Integrate sampling rate control into analytics library

T169949 Discard events after N retries

T191580 Should be able to handle the data-noteta-code to show correct contents

T189730 Start logging highlighted text in Share-A-Fact funnel again

UX Debt Backlog 45 | 8

T178544 Show the standard editing confirmation screen on title description editing after the 3rd edit

T169740 Unexpected search behavior in 'My lists'

T159862 Enable Searching Wikipedia from Reading lists and History tabs

T112980 Active tab body should scroll with tab headers

T158966 Tapping Edit pencil in lead section should show the edit form

T158205 Provide help hint to users that editing title descriptions on articles is accessible by tapping the edit pencil

T117000 If a user navigates to same page more than once, show a suggestion to save that page

T115035 Show article description in History

T120730 Enable pinch-to-zoom

T109237 Gallery should open and close page images with transition

Bug Backlog 106 | 40

T197539 [Suggestion] Change when the first-time user education screen for reading list is shown

T195410 [BUG] Incorrect toolbar and text selection icon colors in Editing UI for Android devices on API 22

T190155 [BUG] Description of "Picture of the Day" in the Explore feed not showing in app language when opened in full screen

T153065 [BUG] Tab name should be a link instead of the name of the link fr...

T194161 Explore card content showing Traditional Chinese is selected

T157437 Article image gallery doesn't show images when offline

T193084 [BUG] Link preview for elliptic curve shows a small green box

T191657 [BUG] Article titles in article list items should have a consistent location at 34px

Product Backlog 110 | 14

T197131 Update Android block notices to be page specific

T201597 Android app does not present edit notices

T201575 Mobile App (android) does not allow me to edit protected article, even though I'm an admin

T180868 Add Wiktionary branding and/or attribution to "Define" popups

T195518 Shelve Offline Library

T195208 Wikitext Keyboard

T183331 Create an option to donate through Google Pay

T191197 investigate requirement for in-app language support on Android devices

T130622 Allow saving pages to external storage

T180658 Related articles in apps do not obey related magic word

T172758 As a user I want

Open Questions/Discussions 51 | 1

T189628 Substantial proportion of Find-in-Page searches are cancelled

T167129 Conduct usability testing on the Offline compilations prototype

T189825 Fix page namespace logging in Edit funnel

T178633 Make Wikipedia Android app a featured project on mw:New_Developers

T172227 Consider adding one or more pregenerated buckets for mobile clients

T163585 [Spike] Figure out how to keep CSS and JS version aligned between the zim files and the app display

T165744 Allow users in restricted locations to access the Wikipedia app with offline compilation/s

T163741 Link previews Intermediate expanded state should be smaller or removed

T151238 Premptively search for suggestions

T157383 As a user

Tracking 67 | 5

T199005 Decide what to do in apps when in the-news sections contain only links

T201877 What are the current best UI practices for mobile editing?

T198862 Disable/remove Jenkins Jobs for Android app

T146032 Define and implement a common push notification and place options for the app

T198495 Fix or delete apps-android-wikipedia-periodic-test

T197241 "Enable syncing on your Wikipedia app to begin saving articles"

T199362 send an Accept-Language header and verify it is sending the correct one (Android)

T194961 Count link previews on the Android app

T194061 No article's title

Android-app-release-v2.7.25x-K-Jaffa-Cake 32 | 39

T203574 [BUG] Status bar icons are not visible on API-23 on app nav prototypes

T201694 Dynamic scrollable Table of contents (TOC) on Articles

T203573 [BUG] Some articles without a lead image are being shown obscured behind the app bar

T200110 Remove Explore feed on wide devices

T197100 Remove Explore feed overflow and place options in a side drawer

T197241 "Enable syncing on your Wikipedia app to begin saving articles"

T199722 Animations for nav bars

T198740 Issues in LanguageSettings and LanguageSearching funnels

T198504 [BUG] Audio file shows incomplete toolbar in an article page

Android-app-release-v2.7.26x-K-Krispy-Kreme 48 | 62.0

T203622 version 2.7.239-alpha-2018-08-31 crashes

T202369 Improve the display of link previews for disambiguation pages

T202911 [QA only] Perform exploratory testing of the Notifications in Android app

T198534 [BUG] Thumb border images in articles shown are being shown with no border in the Android app

T203024 Update page library version for Android app to avoid narrow infoboxes on wide devices

T196577 Add a last synced status indicator on reading lists

T190189 RHS edge of all overflow menus in the Explore feed is cut-off

T157448 Provide clear indication of which articles in History are available whilst offline

Separate Tech Debt & UX Debt columns

Bug Backlog

Product Backlog

Garage/ Parking lot columns

Current release board

Android - example current release board

The screenshot displays a Jira board for the 'Android-app-release-v2.7.2...' project. The board is organized into columns representing different stages of the release process: Backlog (Default), Needs Design/Design doing, Ready for dev, Blocked/Waiting, Doing, Code Review, Needs testing criteria, Did not pass QA, QA signoff, Design signoff, Ready for signoff, and Done. Each column contains a list of tasks, each represented by a card. The cards include details such as the task ID, title, description, and status. A red box highlights the 'Backlog (Default)' column, which contains tasks like 'T20362 version 2.7.239-alpha-2018-08-31 crashes', 'T203024 Update page library version for Android app to avoid narrow infoflows on wide devices', 'T202911 [QA only] Perform exploratory testing of the Notifications in Android app', 'T198534 [BUG] Thumb border images in articles shown are being shown with no border in the Android app', 'T157448 Provide clear indication of which articles in History are available whilst offline', 'T157340 Cards with content are hidden when the Explore feed is opened when there is no connection', 'T150433 Add 'edit here' as a new text selection option for title descriptions', 'T198474 Update Translation feeds to be able to catch more types of errors/crashes', 'T197934 Although logged in, Wikipedia app asks me to log in', 'T158807 Add translation test to ensure Wikitext and Markdown translations are forbidden', and 'T166151 "No results found" message not visible when keyboard active when triggered from the'. A red arrow points from the text 'Col 0. Backlog on the current release board contain cards picked from the permanent backlog' to the highlighted column.

Projects | Wikipedia-Android-App-Ba... | Android-app-release-v2.7.2... | Workboard

2.7.26x

Android-app-release-v2.7.26x

0 of 62 Story Points

Workboard

Open Tasks

Members

Series

Previous: Android...

Manage

Backlog (Default) 14 | 23

Needs Design/Design doing 0 | 0

Ready for dev 3 | 1

Blocked/Waiting 4 | 35

Doing 3 | 1

Code Review 8 | 17

Needs testing criteria 0 | 0

Did not pass QA 0 | 0

QA signoff 1 | 0

Design signoff 3 | 1

Ready for signoff 12 | 155

Done

T20362 version 2.7.239-alpha-2018-08-31 crashes
1 | Patch For Review
Android-app-Bugs

T203024 Update page library version for Android app to avoid narrow infoflows on wide devices
1 | Patch For Review
Android-app-Bugs

T202911 [QA only] Perform exploratory testing of the Notifications in Android app
1 | Patch For Review
Android-app-feature-notif

T198534 [BUG] Thumb border images in articles shown are being shown with no border in the Android app
1 | Patch For Review
Android-app-Bugs

T157448 Provide clear indication of which articles in History are available whilst offline
4 | Patch For Review
Android-app-feature-Off

T157340 Cards with content are hidden when the Explore feed is opened when there is no connection
4 | Patch For Review
Android-app-Bugs

T150433 Add 'edit here' as a new text selection option for title descriptions
4 | Patch For Review
Android-app-feature-Dev

T198474 Update Translation feeds to be able to catch more types of errors/crashes
3 | Patch For Review
Android-app-Bugs

T197934 Although logged in, Wikipedia app asks me to log in
1 | Patch For Review
Android-app-Bugs

T158807 Add translation test to ensure Wikitext and Markdown translations are forbidden
2 | Technical-Debt
Android-app-Bugs

T166151 "No results found" message not visible when keyboard active when triggered from the

T201943 Implement Analytics/Event logging instrumentation to measure usage and engagement with new Notifications UI
1 | Patch For Review
android-app-feature-notif

T201940 Create A/B test to measure efficacy of notifications in increasing editor retention in the app
1 | Patch For Review
android-app-feature-notif

T164957 Show complete license info for images shown in full screen
1 | Patch For Review
Android-app-Bugs

T159451 Provide a link to an Accessible alternative to an accessible creation
0 | 5 | Patch For Review
Baseline-Fixes (Automated)

T191642 Move to GitHub
1 | Patch For Review
Android-app-Bugs

T193184 Maintain all the times an article is accessed in History instead of just the most recent accessed date
1 | Patch For Review
Android-app-feature-UX

T193275 PCS Media endpoint for Android
2 | Patch For Review
Baseline-Infrastructure-To

T201879 Remove articles from reading lists does not remove the articles' offline data
1 | Patch For Review
Android-app-Bugs

T184546 The disabled indicator of toggle switch is not clear for themes other than Light theme
1 | Patch For Review
Android-app-feature-UX

T197708 Update the toolbar icons and overflow options in the "exploded tabs" view in the "Explicit reading mode" app and article navigation concept
1 | Patch For Review
Android-app-feature-UX

T166398 Show in progress activity when an article in a reading list is being downloaded for offline
5 | Patch For Review
Android-app-feature-Off

T188404 Show a message to users about sync the first 3 times they add an article to a reading list
2 | Patch For Review
Baseline-Fixes (Nonchronic)

T156092 Add action to overflow menus on feed lists to remove a saved article from a reading list
2 | Patch For Review
Android-app-feature-UX

T194420 Show a warning when users try to create an account without an email address
1 | Patch For Review
Android-app-Bugs

T193277 PCS CSS endpoint for Android
2 | Patch For Review
Baseline-Infrastructure-To

T158552 UX enhancement - when there is no connectivity, disable articles list items that are not available offline
2 | Patch For Review
Android-app-feature-UX

T196577 Add a last synced status indicator on reading lists
2 | Patch For Review
Android-app-feature-UX

T190189 RHS edge of all overflow menus is cut off
1 | Patch For Review
Android-app-Bugs

T166398 Show in progress activity when an article in a reading list is being downloaded for offline
5 | Patch For Review
Android-app-feature-Off

T188404 Show a message to users about sync the first 3 times they add an article to a reading list
2 | Patch For Review
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T156092 Add action to overflow menus on feed lists to remove a saved article from a reading list
2 | Patch For Review
Android-app-feature-UX

T194420 Show a warning when users try to create an account without an email address
1 | Patch For Review
Android-app-Bugs

T193277 PCS CSS endpoint for Android
2 | Patch For Review
Baseline-Infrastructure-To

T201931 [EPIC] Add Echo Notifications relevant to New Editor encouragement to the Android app
1 | Patch For Review
android-app-feature-notif

T201933 Add a Notifications UI to the Android app
1 | Patch For Review
android-app-feature-notif

T193492 Add a setting to disable auto-downloading reading list articles
1 | Patch For Review
Baseline-Fixes (Nonchronic)

T201030 [BUG] [REGRESSION] Incorrect font styling on text fields in the reading list name and description dialog
1 | Patch For Review
Android-app-Bugs

T201429 Create setting to explicitly enable/disable Notification polling
1 | Patch For Review
Android-app-Bugs

T201427 Build full-screen Notifications activity
1 | Patch For Review
Android-app-Bugs

T199465 Start using the "pagecreator" REST endpoint instead of "morelike" query
2 | Patch For Review
Android-app-Bugs

T202369 Improve the display of link previews for disambiguation pages
1 | Patch For Review
Android-app-feature-UX

T193027 Add a download on WiFi only setting for reading list users
2 | Patch For Review
Baseline-Fixes (Nonchronic)

T196004 Refresh the Explore feed after logged in
1 | Patch For Review
Android-app-Bugs

T131348 Provide option to expand tables and infoboxes in the Android app
2 | Patch For Review
Android-app-Bugs

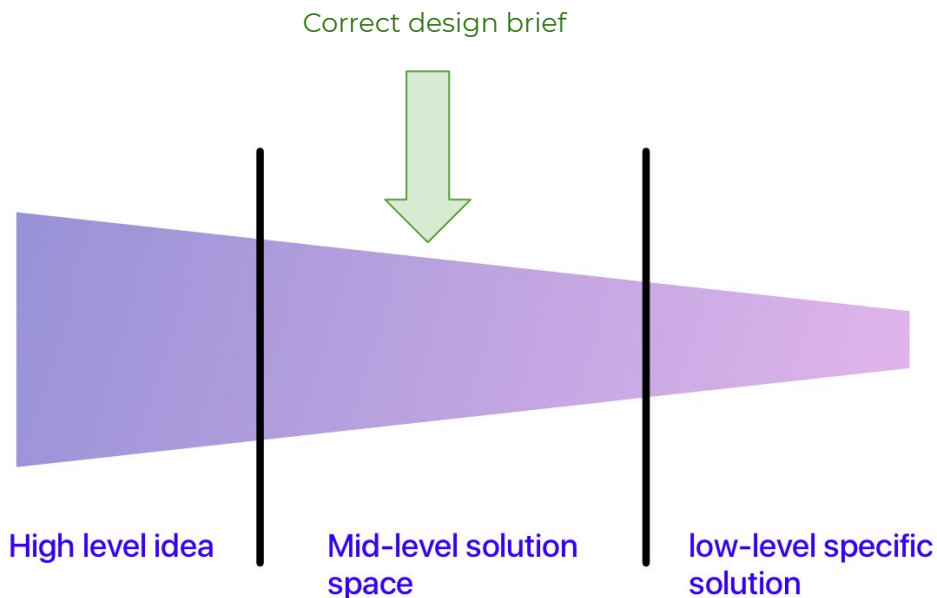
T172283 Improve the ease of viewing individual citations references grouped together
3 | Patch For Review
Android-app-feature-UX

T195608 [BUG] Editing view has incorrect styling
1 | Patch For Review
Android-app-Bugs

T177129 [BUG] Invisible texts in PopUp Dialog in Dark Mode
1 | Patch For Review
Android-app-Bugs

T197620 Add a toast notifying users when a manual sync is completed
1 | Patch For Review
Android-app-Bugs

Writing design briefs



High level

Improve trust within consumers of Wikipedia

Mid Level

Improve **appearance** of **page issues** on the **mobile website** to **increase awareness** of particular issues within an article

Low-level

Change page issue link font size from 10pt to 13pts

Phabricator usage by the design team

Phabricator is used for managing product development process.

Design team uses phabricator for a few things...

- Managing design debt
- Being assigned cards by product and engineering
- Giving feedback on design
- Doing design review

1. Managing design debt

Design has its own backlog column, managing this backlog and nominating things to be worked on by the team is its main purpose

Examples of “Design debt” tasks:

- [T117000 - If a user navigates to same page more than once, show suggestion to save that page](#)
- [T186116 - Introduce animation on graphics in the app onboarding screens](#)
- [T187206 - Surface page issues on articles more prominently to Android app users](#)
- [T165382 - Update the app icon to be i18n-friendly](#)

2. Being assigned cards by Product & Eng

Any card that needs attention from design or needs actual design should be assigned to the designer.

Here's a doc for tips on writing phab cards that are helpful to design:

<https://docs.google.com/document/d/18iBq5hGtYgzZAAedJpEIn2UQsWpLPVrNHFKKexBKkpw>

3. Giving feedback on design

The designer will often post solutions or links to solutions on Phab.

This also serves as a place for community and team to provide ***directional feedback***.

Detailed feedback about interfaces, interaction, and visual design is instead better provided on InVision or Zeplin.

- [T190838 - Add multiple language selection to app Settings](#)
- [T191515 - View of "Other languages" an article is available in should show app languages in a preferred list](#)

4. Doing design review

Once a task is done, it should be in an environment that is accessible to the designer. The easier it is to access early stage prototypes the better.

For example, on Android, gerrit patches can be checked out directly in Android Studio, or via an Alpha build of the app.

The Designer's responsibility is to match and verify what is provided with the original spec, then sign off and pass it for Product Review.

NO CHANGE THAT AFFECTS USER EXPERIENCE SHOULD BE RELEASED TO PUBLIC WITHOUT DESIGNER'S SIGN OFF.

4. Doing design review (cont.)

Some things that impact user experience while using a digital product.

- Interface changes
- Interaction changes
- Adding/removing/modifying of any functionality
- Significant change in performance
- Visual design changes - TEAM DESIGNER IS THE APPROVER of these changes (Color, Typography, Layout)

Tools and documentation

Research and planning documentation

Google Docs, Slides and Spreadsheets are typically used for presenting:

- Design briefs
 - E.g. [Android multilingual support](#) ; [Page Issues \(MW\)](#)
- Product design ideas/pitches
 - [Mobile app editing toolbar](#)
- Comparative analysis
 - [Explore feed comparative analysis](#) ; [Editing on iOS](#)
- Findings from user studies and testing
 - [Android Multilingual user testing](#) ; [Testing with Movement mbrs iOS](#); [New Wikitext editor](#)
- Documenting product design specifications
 - ["On this day" Android design doc](#)

Onwiki Community & Development

Mediawiki is also where wireframes, mocks and links to prototypes are provided to aid Community consultation on product development.

[Community consult on Android micro-contributions](#)

- [Web/Print Styles](#)
- [Content translation/V2](#)
- [Initial iOS Nearby \(Places\) mediawiki page](#) (not example)

Phabricator is used to capture Design research & Design-centric tasks. Some examples:

- [Sample design \[EPIC\] task](#)
- [Sample design feature task format](#)
- [Sample research \(user testing\) task](#)

Sharing Mocks, prototypes and transitions

1. Invision

Used to present wireframes, workflows, interfaces, interactions, and visual designs to stakeholders.

We use it to comment on particulars, request iterations, and provide general feedback. Also used to perform usability testing in some cases.

Examples

- [Edit wikidata description prototype](#)
- [“On this day” feature in Android](#)

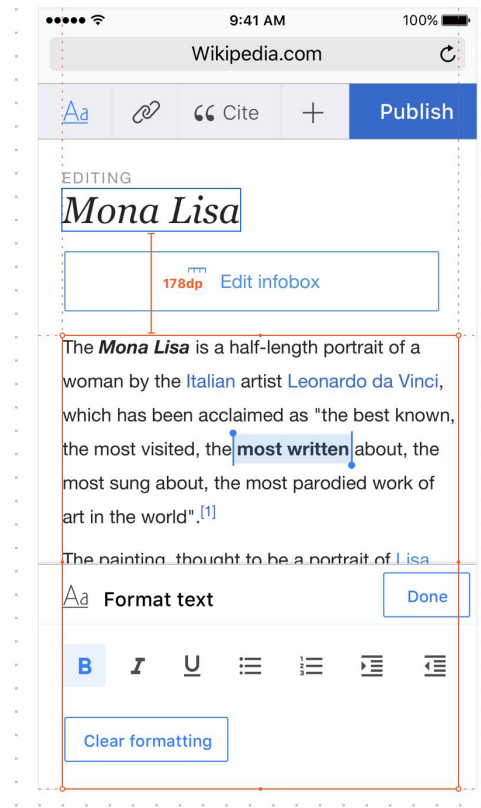
Sharing Mocks, prototypes and transitions

2. Zeplin

Tool to deliver a design to engineering. It reduces overhead on creating long spec documents. Zeplin automatically integrates into our process.

Examples:

- [Android board example screen](#)
- [Sample Editing UI on Zeplin](#)



Sharing Mocks and Prototypes (cont.)

3. Github/YouTube

Misc interactive prototypes and non-interactive videos to show transitions, etc

4. Phabricator (within tickets or 'Pholio' mocks)

Less common since constantly uploading images to Phab is tiresome

User testing & feedback

- **Remote unmoderated testing** on [Usertesting.com](https://www.usertesting.com)
- **Moderated/Guerrilla testing**
 - Both internal (Design Strategy Research) & 3rd party agencies conduct in-person testing
 - Mobile apps uses a survey to recruit a pool of participants specifically for testing
- **A/B testing and limited releases**
 - Releasing to certain wikis & monitoring results and feedback from the Community
- **User surveys** – running short usage surveys on Google Forms or Qualtrics
- **Monitor user feedback channels** – Apps have a “[Chore wheel](#)” where each week a member reports on feedback from OTRS, the App store and SM mentions

Reviewing

- **Reviewing latest changes**
 - **Mobile Apps** use [Android Studio](#) or [XCode](#) to review patches latest developer patches in Android or iOS respectively
 - **Web teams** can usually see latest patches on [Betalabs](#) or [Testwiki](#)
- **Screencapture/casting**
 - [Android tool](#): nifty opensource tool to screencap or screencast your mobile
 - **Other mobile screencast tools**: DU recorder, Quicktime (connecting iOS devices to Mac)

Case studies

A work in progress compilation showing how design is integrated into the WMF product process.

<https://docs.google.com/presentation/d/1c49D2jCEVx0YZ461hEewy6eoVZhk05KCh8nPbGITeCk/>