Content Translation campaigns

user study findings

Goals

1. Review current UX of Special:ContentTranslation suggestions page
2. Explore new interface for browsing and joining campaigns
   - Is the difference between ‘Collections’ and ‘Suggestions’ clear?
   - Is it clear how to join suggested campaigns?
   - Can users explore campaigns they joined and items they saved?
   - Can users find active campaigns and participate in them?
   - Can users control which kind of articles and campaigns they get?
3. Explore new interface for managing and tracking campaigns
   - Can organisers easily access the tracking view for campaigns?
   - What info do organisers need to track the status of the campaign?
   - Are the proposed pieces of information perceived as useful in the way they are presented?
Methods

Interviewees

- 4 active translators
- all know about Content Translation, some have used it to translate, others use different methods to translate articles
- Primary projects: fa.wiki, en.wiki, ca.wiki, ko.wiki

Protocol

- Part 1: ask questions about current process
- Part 2: have participants perform tasks with translator interface
- Part 3: have participants perform tasks with organizer interface

Prototype

Overview

- **Participants see the value** of the dashboard for campaign organizers
- **Participants want support for more use-cases.**
  - it is clear that this feature will support large, distributed campaigns that last for weeks or months, **but...**
  - ...participants also expressed desire to use these features to support in-person events, hybrid in-person/distributed events, short duration campaigns, educational contexts
  - it’s unclear how well will these use cases be supported by the proposed interface
- **Suggestions needs work.** Recommendation criteria should reflect user needs
- **Folder metaphor needs work.** It may hamper critical tasks (finding and joining campaigns)
Current experience
Article suggestions

- participants don’t perceive these suggestions as relevant to their interests or workflows
  - they aren’t sure where these suggestions are based on
  - many suggestions are Featured articles, which are long, and can be ‘intimidating’
  - participants wanted:
    - shorter suggestions that they could translate in a single session
    - the ability to find suggestions based on their importance to the target wiki: # redlinks on the target wiki, # wikis with this article
  - one participant wanted suggestions based on reader requests
Collections and campaign interface
Browsing and joining campaigns

- “Recently edited” in search dropdown unclear: recently edited by whom?
- *Folder = campaign*: metaphor not immediately clear to participants
- *Folder w/ ‘+’ icon = join campaign*: some confusion
  - could mean ‘create campaign’
  - some participants had trouble locating this
- *dismissing an article from a campaign folder*: does this remove the article from the campaign entirely, or just the user’s (local) list?
- what does it mean to join a campaign, when you can just start translating the articles in that campaign (without adding it to your collections)?
- one participant observed that ‘My Collections’ may not scale well if users have many articles/campaigns saved
- several participants were (initially) confused over the purpose of the two search boxes
Exploring my collections

- “Folder w/ + icon = join campaign”: some confusion
  - could mean ‘create campaign’
  - some participants had trouble finding this
- dismissing an article from a campaign folder: does this remove the article from the campaign entirely?
- browsing multiple campaigns in ‘my collections’ confused some participants
  - expected clicking ‘view all’ on the visible collection to show the other collections
  - all participants eventually noticed paginated ‘< >’ nav below visible collection, and used to find previously-added collections
Organizer dashboard
Exploring dashboard (first impression)

- all participants located ‘stats’ icon in upper-right of the campaign folder
- upon viewing the dashboard for the first time, campaign title was not visually salient--participants eyes were drawn directly to the graphs--causing some contextual confusion
- all participants understood the basic purpose of the dashboard, and responded positively
- participants understood sharing/embed buttons
  - one requested additional social features (share on FB, etc) to support campaign organizing
  - two requested ‘download data’ features to support post-campaign analysis and reporting
Info panels

- **Translations**: no issues observed
- **User participation**: several participants requested additional functionality
  - ‘thank’ or award individual contributors (during or after campaign)
  - filter individuals’ contributions by week
  - view edits/bytes added per contributor
- **List of articles table**: lots of confusion about what this meant, probably because there was so much information presented
  - icons (check, pencil, trashcan) generally understood, but…
    - colors were confusing: ‘faint’ green was semiotically vague; saturated green and red suggested to several participant that these were interactive elements (UI buttons)
  - unclear why only ‘Top-10 languages’ are shown, or how to add a language
Info panels, cont’d.

- *Language coverage:* little confusion, but unclear how useful this info was based on these user studies
- *Campaigns:* most participants understood the purpose of this panel, but it took them some time to figure it out; several participants unclear about what ‘accepted’ means in this context
Next steps
General recommendations

- Article Suggestions not very useful/effective (as currently implemented). See previous slide for improvement ideas
  - note: these findings are confirmed by a previous study using recommend. wmflabs.org/
- Improve consistency and clarity of icons, colors; make titles more descriptive
- Consider providing user education tips upon feature activation, to help adopters understand new functionality (cf. VE)
- Develop and publish detailed notification design guidelines to ensure consistency among current and future notifications
Questions for the team

- what are the most important questions to answer next?
- what other research needs do you anticipate for this project, and when?
Resources

Videos

● P1: http://youtu.be/U5LZRNtiqTY
● P2: http://youtu.be/qvNECgvnobo (private; share upon request)
● P3: http://youtu.be/HSIPCCb7-xc
● P4: no video
● P5:
  ○ http://youtu.be/1rejhsi14r0
  ○ https://www.youtube.com/watch?v=ddPFymus7so

Study report

● https://meta.wikimedia.org/wiki/Research:Content_translation_campaign_support_and_tracking