

Content Translation campaigns user study findings

WMF Design Research | Jonathan Morgan & Pau Giner | March 2016

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

- <http://pauginer.github.io/prototypes/translation/unified-lists/index.html>

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](https://meta.wikimedia.org/wiki/Research:Content_translation_campaign_support_and_tracking)