

WMF: Mobile Personas (U.S. Market)

Methodology and High Level Findings

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Introduction

Project Goals

The Wikipedia Reading Team was interested in gaining insights regarding user behaviors specific to the mobile use of Wikipedia. Due to time and budget constraints, this round of research was limited to the United States only (usage statistics support an initial U.S.-focus) and participants were recruited from the existing user base. In the interest of providing mobile personas that are of high value to all Wikipedia mobile-focused teams, users from across all mobile platforms were included (browser and native apps on both Android and iOS devices).

Research goals included:

- Identify audience segments relevant to users of Wikipedia on mobile devices.
- Understand the significance of various dimensions of user (e.g. differences by lifestage, cultural factors), usage (e.g. motivations, patterns and/or critical features), entrypoint (e.g. native apps, mobile web, channel apps) and conceptual understanding (e.g. consuming vs. contributing, content confidence flags).
- To infuse the research effort with subject matter expertise by involving WMF mobile team member in research and persona development.

Deliverables:

- Summary of methodology and high level findings
- Develop new context-specific personas to replace the outdated pragmatic personas, using the graphic design style/format developed by internal WMF team.
- Research instruments (screeners, scripts, raw documentation, etc.).



Why Personas Matter

Personas implore teams to understand that there is no way to create a site or product for everyone. When teams focus their efforts to targeted audiences, they're more likely to have a stronger impact towards overall usability. Personas help define the audience for product development and they force teams to spend time thinking about which types of users are critical to the business and how changes deter or attract them.

Personas are key towards building empathy. It's often the case that long-time staff fall into the idea that they themselves are users of their business's products. And sometimes make critical design decisions based on themselves and their preferences as opposed to target users.

Additionally, personas are a great tool for unifying teams across an organization. They aid in quickly reaching a consensus, as decisions are no longer based on a single team's motivations or preferences. Personas create a single vision of exactly for whom to design, based on their goals and challenges. This results in faster team agreement and ensures less miscommunication during initial planning stages.

For Wikipedia specifically, we hope to aid the various mobile design teams by helping them understand users with a singular vision. The personas are a tool to create internal efficiency and empathy. As these personas are grounded in research, teams can feel confident that these are, in fact, the right users to target and everyone can understand clearly how to satisfy their goals and needs. This, potentially, will result in less guesswork and produce improved business results for all users on mobile platforms.



Process

Summary of Past Research

Starting this project, Logic Dept reviewed all past data shared by Wikipedia. Data including, but not limited to, past personas, editor research, new-reader research, etc. (see Appendix A).

Upon review, all past data and research relevant to Wikipedia mobile use was extracted for consideration, which helped Logic Dept. better understand users' past behaviours and expectations. These findings stood as a starting point and were to be tested to see if motivations or findings had changed with time.

Using the past data, Logic Dept. prepared for [stakeholder](#) interviews. The goal of these interviews was to deconstruct what the stakeholders know about users, what they want to know about users, and what they believe users expect from Wikipedia.

Stakeholder Interviews

Stakeholder interviews were conducted with the following ten Wikimedia staff members:

- [Daisy Chen](#) - Design Researcher
- [Alex Hollender](#) - User Experience Designer
- [Rita Ho](#) - Sr. User Experience Designer (Contractor)
- [Charlotte Gauthier](#) - Product Manager (Contractor)
- [Nirzar Pangarkar](#) - Design Manager
- [Anne Gomez](#) - Sr. Program Manager
- Margeigh Novotny - Sr. Director, Design Strategy
- Carolyn Li-Madeo - User Experience Designer
- [Abigale Ripstra](#) - Lead Design Researcher
- Joaquin Hernandez - Sr. Software Engineer (Contractor)

Upon completion, Logic Dept. [affinity diagrammed](#) all findings. Through the interviews, we learned that the team members had some confusion surrounding the usefulness and practicality of personas¹. We sought to pacify fears with five key stakeholders (as determined by the Wikimedia team) to help sort and prioritize how to move forward based on goals and interests.

¹ Stakeholder Interview Overview and Workshop:
<https://docs.google.com/presentation/d/1byfUIxYOZ1wGt-SuZ4S8k1zC1p2a5fRUV45dXtDRLQE/edit?usp=sharing>



Logic Dept. decided the best way to attain internal alignment moving forward would be done by conducting a remote meeting coupled with a simultaneous survey with all stakeholders to ensure we were aligned on information needed and priorities for the personas².

These surveys were completed by the key stakeholders during a brief remote workshop. The goal of the workshop was to agree upon recruitment priorities for user interviews, in hopes of achieving a fair representation of the variety of mobile users.

Producing the final priority list established by Wikimedia key stakeholders:

Priority of recruitment

1. Readers and Editors
2. Mobile Device
3. Entry Points
4. Geographical Location
5. Education + Lifestage
6. Gender + Ethnicity + Age
7. Multilingual (ESL)
8. Internet Access
9. Income Level
10. Accessibility
11. Phone Dependency/Usage

Additionally, stakeholders were asked to prioritize the types of information to focus on during user interviews³. Our goal was to make sure the information revealed during interviews was relevant to the the stakeholders' work.

The final levels of importance established by Wikimedia key stakeholders are as follows:

Extremely useful information to understand

1. A user's motivations

Very useful information to understand

1. Common usage patterns on mobile
2. Features which are critical to users

² Interview Priorities Survey:

<https://docs.google.com/forms/d/1MB8B25xfZ-tmS3IH8cmuPYUmQPA9qfHFMPEh7kqIBYc/edit?usp=sharing>

³ Usefulness of Context Survey:

https://docs.google.com/forms/d/1BaOIYe32_08AM8ArH4IbhKW9qQcGmuKgjOqbA64BtsU/edit?usp=sharing



3. Customization wants and/or needs
4. Knowledge of contributing vs. consuming on mobile
5. How users feel about content
6. Levels of satisfaction while consuming content
7. A user's lifestage
8. A user's cultural factors
9. Technology comfort levels

Moderately useful information to understand

1. How users perceive "confidence flags"
2. A user's access to the internet
3. A user's understanding of English (ESL)

Slightly useful information to understand

1. A user's income level
2. A user's phone dependency

User Interviews

Recruitment & Scheduling

Using the priority list created by Wikipedia stakeholders, Logic Dept. worked to create an application screener that best reflected the Wikimedia teams wants, needs, and general questions⁴. We received recruitment guidance and legal council to understand privacy policies⁵ and worked with the following Wikipedia team members:

[Jacob Rogers](#) - Legal Counsel

[Aeryn Palmer](#) - Legal Counsel

[Daisy Chen](#) - User Researcher

[Rita Ho](#) - Sr. UX Designer

Our teams used [Google Forms](#) for the survey creation and distribution.

Questions were designed for U.S. residents only (as per RFP guidelines) and focused on the following:

- Mobile phone frequency of use
- Mobile Wikipedia access

⁴ User Recruitment Questions + Sources:

https://docs.google.com/document/d/1zIW6fBzKA4vHOeogj7J_t8UtCax8CIJyDmq9eoVdec/edit?usp=sharing

⁵ Wikimedia Privacy Statement:

[https://wikimediafoundation.org/wiki/Creating_Mobile_Personas_Privacy_Statement_\(April_2018\)](https://wikimediafoundation.org/wiki/Creating_Mobile_Personas_Privacy_Statement_(April_2018))



- Mobile Wikipedia use
- Mobile device type
- Basic demographics

Initially, to distribute the survey, Logic Dept. worked with Daisy Chen and Rita Ho, who used an existing pool of respondents from prior mobile research to email known users⁶. Additionally, the Communications team helped distribute the survey through the Wikimedia Facebook account

The Wikimedia team also provided swag incentives (Wikipedia mugs, water bottles, t-shirts, etc.), which participants could choose from upon completing interviews⁷.

Due to multiple participants cancelling interviews, coupled with a large pool of male applicants (aged 34-55), Logic Dept. and Wikimedia implemented a second push for applicants. The Wikimedia Communications team pushed the applicant survey using the same social channel and Logic Dept distributed the survey on its LinkedIn, Facebook, and Twitter networks. Recruitment ran from April 19 to May 4, 2018.

While recruitment was underway, Logic Dept. began creating a user interview guide for [qualitative research](#). We divided the guides into two use cases: consumption⁸ and contribution⁹. Both guides contained the same questions, however additional questions were created for those who self-identified as a contributor. Questions for participants who identified as contributors focused on specific experiences surrounding editing on a mobile device.

All respondents were compiled in to a single spreadsheet for review. Target participation was for 30 Wikipedia mobile users.

Our aim was 30 users because qualitative research is about breadth and depth, rather than statistical relevance. The optimal amount of interviews or testing for qualitative research is five users per segment. Since we had yet to determine

⁶ Wikimedia Staff User Pool [Requires Wikipedia Staff Access Permissions]:
https://docs.google.com/spreadsheets/d/13b2-hPH9IXs0xd5oN1Lt3wCl_5aqMxg_u1kARHGcDaw/edit?userstoinvite=paige@logicdept.com&ts=5ace1d72#gid=494869259

⁷ Wikipedia Swag Redemption Form:
https://docs.google.com/forms/d/1tfF8BWtWalKdBlSUtG9VMkIDb_iUyCN19qyylAe1Te0/edit?usp=sharing

⁸ Reader Interview Guide:
https://docs.google.com/document/d/17NrO4u3_-eVu5EOMtKp2YxBHVMyJwOP8UzaBxghZLA/edit?usp=sharing

⁹ Editor Interview Guide:
<https://docs.google.com/document/d/1ytJoCo-uUXAEuqAOZyKnUSKfji0WRg2DqJ3scKdjaf4/edit?usp=sharing>



the segments (that would be revealed through the interviews themselves), we worked with information we had gleaned from stakeholder interviews. Those interviews revealed that Wikimedia employees often mentally split users into two main user types: readers and editors. Therefore, approximating 30 interviews from varying life stages of these two user types was a clear path to gathering the optimal amount of user data. 30 participants successfully allowed us to gather a saturated amount of information and see many repeated patterns amongst participants.

Logic Dept. scheduled qualified participants for interviews that were targeted to last between 30-45 minutes and were conducted via [Zoom](#), a communication platform ([Privacy Statement](#)). Users called in using a conference number and each session (upon receiving verbal user permission) was recorded for future analysis and transcription. Additionally, participants were assured that all sessions were anonymous, confidential, and would never be shared publicly.

Interviews began on April 25, 2018 and concluded on May 5, 2018. Sessions were conducted by Paige DuPont, Samantha Raddatz, and Clair Rock from the Logic Dept. Team. Sessions were attended by Margeigh Novotny, Daisy Chen, and Alex Hollender from the Wikimedia team.

54 total respondents were contacted concluding recruitment with a final scheduled participant count of 24 Wikipedia mobile users ([view full participant statistics and demographics](#)). Interviewed participants¹⁰ were all with varying Wikipedia experiences and demographics¹¹.

All interviews were then transcribed using [Rev](#) ([Privacy Statement](#) & [Terms of Service](#)), an online transcription service, to aid in analysis.

¹⁰ Redacted Participants with IDs:
https://drive.google.com/open?id=10jTW3Jm3GBztyG8a8drHiHlyqjZiOe6wh_S3_8CLd00

¹¹ Participant Statistics and Demographics:
<https://docs.google.com/document/d/1GamaEA05YdvkvTlnIDmnQkxwOpYh4zXA7GzezTBKIA/edit?usp=sharing>

Analysis

Collaborative Workshop

Margeigh Novotny, and Daisy Chen, from the Wikimedia team, traveled to New York City to attend a two-day workshop with Logic Dept. to synthesize all of the data gathered through the user interviews.

The workshop was conducted at Logic Dept. offices located in Brooklyn. Logic Dept. team members included Samantha Raddatz, Paige DuPont, Gina Kosty, and Clair Rock. Both days of the workshop were captured by photograph¹².

Day one started by reviewing the workshop agenda and scope of goals to be achieved by the end of day one¹³.

Each person was assigned user transcripts to review and used Post-it notes to write down transcript excerpts that fell into the following buckets:

- Attitudes & Behaviours
- Goals and Motivations
- Interesting Tidbits



¹² Workshop photos: https://drive.google.com/open?id=InCeGsFas-0e_A2Ewyknk6zgequURCIZI

¹³ Wikimedia US Mobile Personas Workshop Day One:
https://docs.google.com/presentation/d/1dockLlphkFoWcABh_INpENRz99InccMwFeuykkicOM/edit

Pictured above: (left to right) Gina Kosty, Paige DuPont, Daisy Chen

Each Post-it was marked with the corresponding transcript number for future reference¹⁴.

Upon completing a transcript review, a person who had not read the transcript would then categorize the Post-its as a means of reviewing a transcript they themselves had not read.



Categorized findings by Goals & Motivations, Attitudes & Behaviours, Interesting Tidbits

Concluding the synthesis of all transcripts, all attendees then worked together to [affinity diagram](#) 600 total data excerpts.

¹⁴ Full Post-its Categories and Data
https://docs.google.com/spreadsheets/d/1u61vhgKqb2ry0gT_Lo317EcTcCVIaldTAZWNCr7oYaM/edit?usp=sharing



Pictured above: (left to right) Paige DuPont, Daisy Chen, Gina Kosty

Once all of the data had been sorted, corresponding category names were added to name all patterns¹⁵.

Day two's agenda¹⁶ was based on the work done during day one. Attendees worked together to finalize preferred [audience segments](#). Ultimately, it was collectively decided that the clearest path forward was to use "attitudes" to shape all personas.

At a high level, teams were able to find the most common buckets across participants and created the following list:

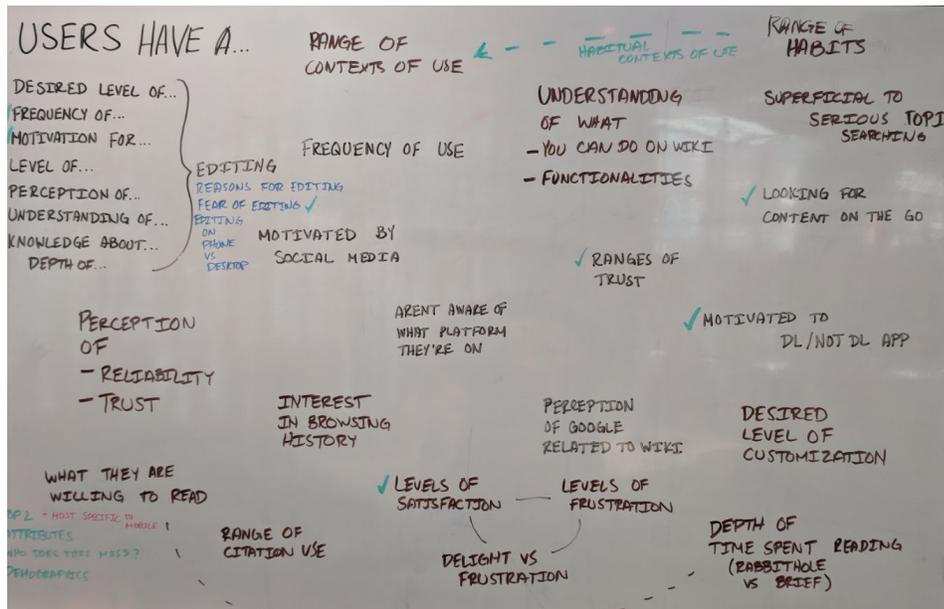
Users have a:

- Range of context of use
- Habitual context of use

¹⁵ Affinity Diagram Category Names:
https://docs.google.com/document/d/1K4kFyCcbqJ9HVMvxh83Dn_Y2RkiPDHyRiXG031CqLZM/edit?usp=sharing

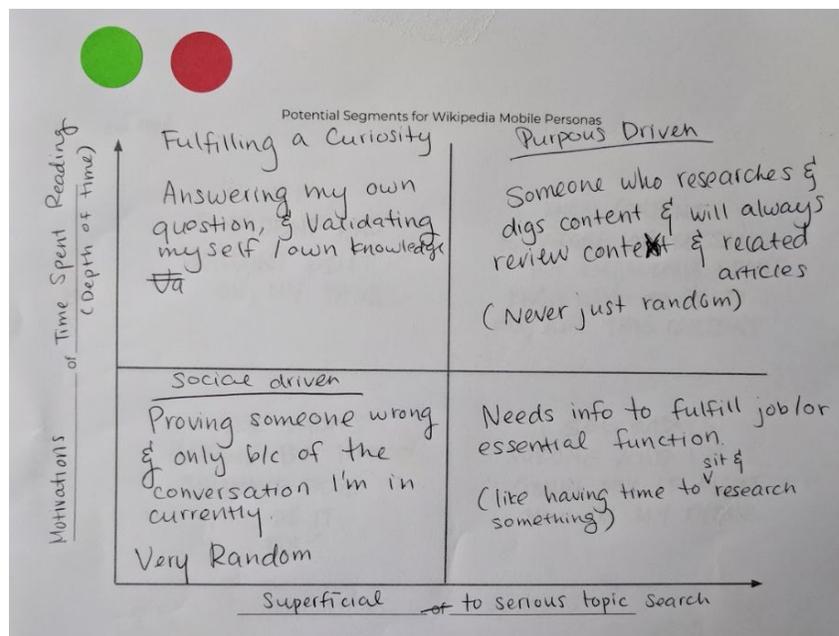
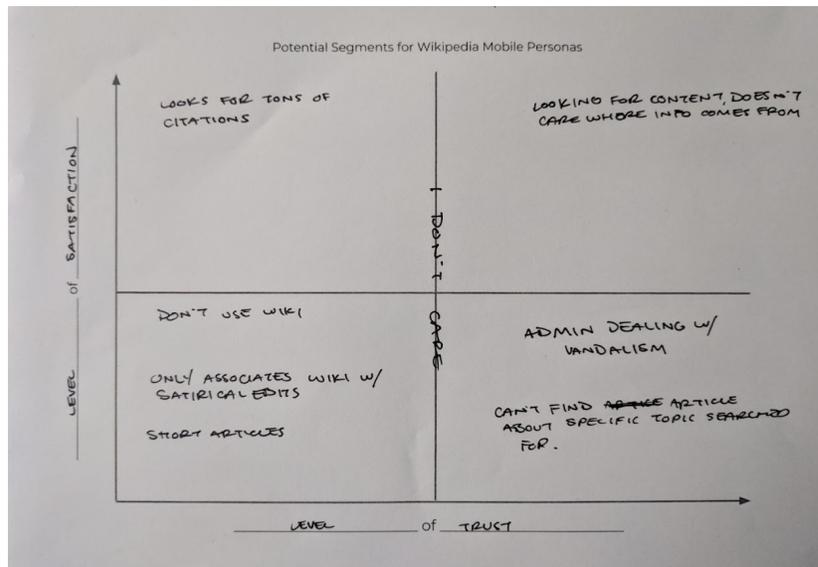
¹⁶ Wikimedia US Mobile Persona Workshop Day Two:
https://docs.google.com/presentation/d/1yo_c1R3W4Gt108bG86VMMhmt5zyDBWACogvHDW8rxbA/edit?usp=sharing

- Understanding of what you can do on Wikipedia and its functionalities
- Range of habits
- 'Superficial' to 'serious' topic search
- Looking for content on the go
- Motivations to download or not download apps
- Ranges of trust
- Frequency of use
- Editing
 - Reasons for editing
 - Fear of editing
 - Editing on a phone vs. desktop
- Awareness of which platform they're on
- Perceptions of reliability and trust
- Interest in their browsing history
- Perceptions of Google related to Wikipedia
- Desired levels of customization
- Depth of time spent reading (brief vs. rabbit hole)
- Levels of frustration
- Levels of satisfaction
- Range of citation use
- Range of how much content they're willing to read



Segment options created from affinity mapping

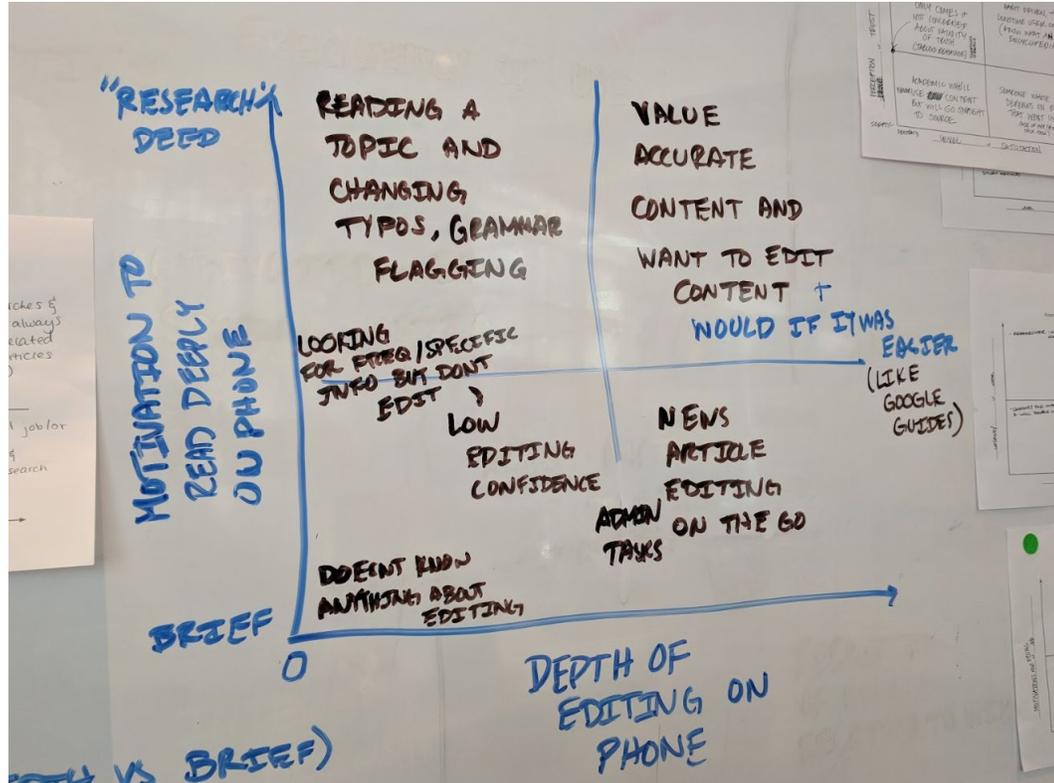
Using these common buckets, attendees worked in teams to test the segments in a 2x2 grid exercise¹⁷. This was a critical thinking exercise meant to assess the buckets and find a combination that encompassed all participants. Teams tested a variety of combinations to map the various [user experiences](#). The exercise consisted of placing attributes on vertical and horizontal axes creating four quadrants. Each quadrant was then evaluated as a potential persona.



Photos of example 2x2 critical thinking audience segmentation exercise

¹⁷ 2x2 Grid Exercise Photos: https://drive.google.com/open?id=1X5R1qGfUmP0hlavRNX_gHeWB80VuHURQ

Concluding the exercise, all combinations were reviewed and attendees [dot-voted](#) on the preferred combination to use for the final personas¹⁸.



Final segment options used to create all mobile personas

Together, the Wikimedia and Logic Dept. teams landed on the final combination of “motivation to read deeply on a phone” and “depth of editing on a phone” as it fully encompassed all users. Then, based on these quadrants, attendees worked to build each persona individually by including various [levels of measurement](#) (attributes, goals, etc). This resulted in five clear mobile personas. After the outline of each persona was established respective business objectives were added for [strategic planning](#) and future Wikimedia growth.

¹⁸ Critical Thinking Exercise to Test All Bucket Options:
<https://docs.google.com/document/d/1kcWmxlnIROA7kL7FodXlyNkDAtK95NIHCnKdXUERCX0/edit>



Mobile Persona Attributes

Persona A - "Doesn't know anything about editing on a phone"

Attributes:

- Reads briefly or deeply
- Doesn't know a Wikipedia app exists

Business Objectives:

- More frequent reading
- Higher awareness of Wikipedia and brand awareness
- Drive this user to download the app

Persona B - "Reads briefly and has low editing confidence in general"

Attributes:

- Uses Wikipedia to prove a point during an argument/looks up facts quickly
- Overwhelmed or scared of the phone editing interface
- High concern about deletion of contributions

Business Objectives:

- More frequent reading
- Conversion from low confidence of editing to comfortable editing grammar and/or typos
- Teach and show user how to edit (editor training)

Persona C - "Reads topics and would only edit typos or grammar on a phone"

Attributes:

- Doesn't feel like a topic expert
- Goes straight to Wikipedia for information
- Only comfortable editing small text errors on mobile
- App user, but not always sure whether or not they're in the app or browser
- Habitually starts on the browser with the intention of going to Wikipedia
- Less concerned about deletion of contributions
- Low awareness of editing policies

Business Objectives:

- More frequent editing
- Convert them to an advocate of Wikipedia



- Create an awareness of other small editing behaviours (photo capabilities)

Persona D - "Reads selectively and edits 'live' or in the moment to articles"

Attributes

- App user - and knows that they're in the app
- Proud of contributions
- Awareness of app features
- Feels like an app expert
- Not a deep reader
- Not concerned about deletion of contributions

Business Objectives:

- Make them evangelize
- Drive user to deeper editing of others ephemeral content
- Drive them to edit related evergreen content
- Draw them deeper into the Wikipedia community

Persona E - "Reads deeply and would edit on a phone if it were easier"

Attributes:

- Has had experience with editing on desktop
- Invested in content
- Feels like a subject matter expert
- Has more time to potentially add knowledge gaps to content
- Awareness and confidence in the Wikipedia process/ecosystem
- Awareness of 'flagging'

Business Objectives:

- Get them to edit on a phone
- Get them to edit frequently
- Influence them to teach what they know about Wikipedia to others
- Bridge to the community
- Build awareness of full process



Persona A	Persona B	Persona C	Persona D	Persona E
Reads briefly or deeply	Uses Wikipedia to prove a point during an argument/Looks up facts quickly	Doesn't feel like a topic expert	App user - and knows that they're in the app	Has had experience with editing before
Doesn't know a Wikipedia app exists	Overwhelmed or scared of the phone editing interface	Only comfortable editing small text errors on mobile	Proud of contributions	Invested in content
	High concern about deletion of contributions	Not always sure whether or not their in the app or browser	Awareness of app features	Feels like a subject matter expert
		Habitually starts on the browser but will go direct to Wikipedia	Feels like an app expert	Has more time to potentially fill knowledge gaps in content
		Less concerned about deletion of contributions	Not a deep reader	Awareness and confidence in the Wikipedia process/ecosystem
		Low awareness of editing policies	Not concerned about deletion of contributions	Awareness of 'flagging'

Full list of persona attributes

Demographic & Device Patterns

Revisiting the 600 Post-its, the data was analyzed with the intention to reveal any demographic or device patterns. The following patterns were revealed and became primary categories of information included within each persona description:

- Usage Perception
- Editing Perception
- Downloading Motivation
- Trust in Wikipedia
- Feature Awareness and Desires

Going back, Logic Dept. reviewed the persona attributes (see image above) with the largest amounts of data pulled from across interviews. Then, labeling these buckets as 'anchors,' our team searched for demographic patterns. All of the data from Post-its had been marked with the corresponding transcript number to reveal patterns (or lack thereof) in device, gender, age, etc. Our goal was to find clear patterns to base personas off of and to begin humanizing the personas¹⁹.

¹⁹ Full Post-its Categories and Data
https://docs.google.com/spreadsheets/d/1u61vhgKqb2ry0gT_Lo317EcTcCVIaIdTAZWNCr7oYaM/edit?usp=sharing



For example, in persona A, the attribute with the most user data was, “Doesn’t know a Wikipedia app exists” so this became the ‘anchor’ for this persona. Reviewing the Post-its and the demographic info related to participants that had mentioned this in their interview, the data revealed the following patterns:

- iPhone user
- Female
- Multilingual
- 18-25

Then, using these patterns, we analyzed various combinations to ensure we were getting a wide breadth of the voices we heard across participants matching the pattern. We then tested the following combinations by filtering Post-it data (including but not limited to):

- Multilingual males
- iPhone, male, multilingual
- iPhone, 18-25
- Female, 18-25

This method was then repeated across all main patterns found through affinity diagramming. We were able to gather context from users using this method which allowed us to build the personas from points heard across sessions. All personas were then built using a breadth of user input, which encompassed the majority of U.S. mobile Wikipedia users²⁰.

²⁰ User Patterns:
https://docs.google.com/document/d/1Psyobkaluvhsyy8mLwVVSJduLiO_aOef5wZ02_LiC8c/edit



Patterns Found

Looking at the demographic patterns within the [Post-it affinity diagramming](#), the following patterns emerged:

Downloading The App

iPhone users tended to be unaware of the existence of an app, or needed a compelling reason to download apps, and were very aware of memory space on their phones.

Usage

iPhone owners were very quick information viewers, often using Wikipedia while in transit, and mentioned scanning articles “in the moment” – they were therefore more likely to use the bio summary or table of contents in a Wikipedia article. They also tended to mention that they use Google first to get to Wikipedia and expect it to be one of the top results. They prefer this because they can then more easily backtrack to their original inquiry rather than sticking within Wikipedia.

Android users mentioned that they use Wikipedia to aid in their daily work in order to look up technical information or research. They were more likely to download the app than iPhone users, and their biggest consideration for downloading apps were price, ratings and permissions. If they do have the app, it's very likely that it was recommended by a friend. And they feel it has more functionality than the website with clear advantages as opposed to using the browser on their phones. These advantages include speed, portability, integration with other apps that allow them to quickly get to Wikipedia content, and the ability to scan content easily.

Features

Overall, participants would like more organization with a “cleaner” interface that's more visually appealing. There were numerous requests for tabs to close after a certain amount of time has passed.

Existing features that people felt were critical to keep in Wikipedia were sources (making sure those links work), the ability to quickly move through article topics, bookmarking or saving for later, robust search (with a clear disambiguation page), and an article preview.



There were lots of awareness issues, as many participants requested features that already exist. Some features requested customize the home screen (in the app), Wikipedia recommended content, night mode, an easy way to report problems, save articles, switch languages, an easier way to navigate long articles, search using images, better disambiguation display on mobile, history view, and an update tracker of articles to easily glean when changes were made.

Some customizations that were requested that do not currently exist Google Assistant integration, the ability to select the font (request of a visually impaired user), and a better way to view the browsing history.

Editing

Across participants, there was a perception that editing has changed throughout the years and has been well-established. Participants felt that there's a large community behind the scenes at Wikipedia screening content and changes. They feel that it's unbiased information, assume editors are volunteers, and think there are different types/levels of editors.

Many participants did have a fear of editing and the majority had not done it before, or had and then seen their edits quickly deleted or rejected. Some felt it was too complicated or intimidating to try or were scared to edit "on the fly". When asked for reasons why they didn't contribute, many mentioned lacking the confidence that they would have enough knowledge or sources to back up their content.

iPhone users were aware of editing but had a low awareness of how it's done. If they were editors they preferred to do it on desktop and stated that they don't have time to edit when they're using their phones. These users would be most likely to edit on their phones if they were prompted to answer questions, as with Google Maps (Local Guide: yes/no questions), to correct minor grammar or typos, or to check sources.

Android users were also unlikely to edit on a phone because the interface was too confusing (markup is too complicated), their keyboard is too small, and they don't have the ability to save drafts of edits. If they are editing on their phone they agree with iPhone users that they are most likely to just edit single lines of text or other minor edits.



Trust

For all participants, there were varying levels of trust.

Those that had high trust in content said that citations and sources were key to their trust. They believed that Wikipedia had grown as an organization and that there has rarely been incorrect content (they assume false contributions are flagged quickly and pages get locked to aid in credibility).

When distrust of Wikipedia content did come up, it was often in relation to articles that were short, news articles, and articles relating to politics or political figures.



Personas

Utilizing everything we had learned, we were able to build well-rounded personas that represented the commonalities across the users we spoke to²¹.

Prior to design, we needed to build context and structure for each persona. Each persona was built up utilizing the following:

- User goals
- User challenges
- User motivations
- Past experience with the domain
- Current status with the domain
- Future plans for the domain
- Mobile setup
- Bio and/or backstory

Additionally, using information gleaned from the workshop, the following categories were reviewed and included:

- Weekly phone usage
- Weekly Wikipedia usage (mobile specific)
- Customization desires

Images were selected using [Upsplash](#) ([License](#), [Privacy Policy](#), [Terms and Conditions](#))²². Names were selected using [NameVoyager](#) ([Privacy Policy](#)) to represent names that matched the decade in which each persona was born. Also considered were their ethnic and cultural backgrounds, and we tried to match popular decade names from their respective cultures²³. For geographical location and occupation, we used data revealed from user interviews. Location and occupation was altered slightly for participant anonymity.

Using a template provided by Wikimedia, the final personas were given stories about their Wikipedia usage and the final personas began to take form.

²¹Wikipedia Persona Final Structure and Patterns:

<https://docs.google.com/document/d/1D3laloAuPWmC-8uSCHlizQCob9mVqp1IxeAysq10iY8/edit>

²² Persona Image Credits:

https://docs.google.com/document/d/1M4hTpgHzzz2kKPTHGj0Jsx8laFOOrPIZoB_2qZxQKq/edit?usp=sharing

²³ Arshi. "64 Filipino Baby Names For Girls And Boys With Meanings." *MomJunction*, Incnut Incnut, 22 Dec. 2016, www.momjunction.com/articles/filipino-baby-names_00398318/



Personas were created using [Sketch \(terms of service & privacy statement\)](#) and [Adobe InDesign \(terms of service & privacy policy\)](#).

Upon approval from Wikimedia, all [final personas](#)²⁴ were created and distributed to Wikimedia internal teams.

Logic Dept. also presented everything outlined in this document to a selection of Wikimedia staff members (selected by Margeigh Novotny). That final presentation can be found using this [link](#)²⁵.

²⁴ Wikimedia Mobile Personas (U.S. Market):
<https://drive.google.com/open?id=1UNTfRJCA-8HmtLWTn-gfjA3CE1JJmL0Z>

²⁵ Wikimedia Mobile Personas: Wikimedia Staff Presentation
<https://docs.google.com/presentation/d/1UgaiDPOJRgeaksAiuJ2YXuHQJf8ONR7zYydjTUkquOg/edit?usp=sharing>



Next Steps

For Wikipedia specifically, the various mobile design teams can now understand their users with a singular vision. These personas are grounded in research, so teams can feel confident that these are the right users to target and everyone can understand clearly how to satisfy their goals and needs.

Additionally, upon reviewing the final five personas created, our teams were able to establish a single persona to prioritize: Marcos. It was established that Marcos has the greatest opportunity for user growth within Wikipedia. Additionally, he is the most likely user type to someday convert into a contributor. It was identified that these users were most likely to embrace the idea of becoming an editor if fostered and taught how to do so.

This is not to say features should only be added for users like Marcos. Rather, if a feature update is beneficial for a person like Patricia, who has a good grasp of editing on mobile, how will changes made for users like Patricia encourage or deter users like Marcos from potentially becoming an editor?

In addition to this, our team is confident that these personas can also stand as an accurate means of recruitment for future user testing or interviews. In addition to recruiting for a breadth of demographic differences amongst users for various testing, recruitment can also include challenges, goals, or contribution perceptions for an accurate representation of use.



Appendices

Appendix A: Past Data Links Provided by Wikipedia

Wikimedia Foundation Provided

- https://meta.wikimedia.org/wiki/Research:Student_use_of_free_online_information_resources/Related_work
- https://docs.google.com/presentation/d/1IZ-J7NZ4560Dp25ktAhr-yQd3U2QR06Cw6ZNVNQ-7jg/edit#slide=id.g1db21228e7_0_63
- https://docs.google.com/presentation/d/1qWvuRv3yiuVrYv7KK34qrgALkPcmrTj3krxWhWyvAVs/edit#slide=id.g6e206784b2e7ebc6_305
- https://meta.wikimedia.org/wiki/Research:Which_parts_of_an_article_do_readers_read
- <https://docs.google.com/presentation/d/1LkyKMieuhDTLqZbk7D2leV0F6YBLShUoLujtvt69AIU/edit#slide=id.p>
- <https://phabricator.wikimedia.org/T162418>
- <https://blog.wikimedia.org/2018/03/15/why-the-world-reads-wikipedia/>
- https://www.mediawiki.org/wiki/Wikimedia_Research/Design_Research/Reading_Team_UX_Research
- Card: <https://phabricator.wikimedia.org/T164770>
- Email outreach to existing app users:
https://docs.google.com/spreadsheets/d/13b2-hPH9IXs0xd5oN1Lt3wCl_5aqMxg_u1kARHGcDaw/edit#gid=1651123667
- Huero:
https://docs.google.com/forms/d/e/1FAIpQLSe1D_bsMMBMUvrLi800s3oVt06c1bboTEmZx9W0CVUvkwZl9w/viewform
- Use statistics: <https://phabricator.wikimedia.org/T187590>

Appendix B: Recommended Resources to Learn More About Personas and Process

Harley, Aurora. "Personas Make Users Memorable for Product Team Members." *Nielsen Norman Group*, 16 Feb. 2015, www.nngroup.com/articles/persona/.

Kalbach, James. *Mapping Experiences: a Guide to Creating Value through Journeys, Blueprints, and Diagrams*. O'Reilly, 2016.

Morville, Peter, and Louis. Rosenfeld. *Information Architecture for the World Wide Web*. O'Reilly, 2006.



Logic Department, LLC
67 35th Street, Suite C35/Unit 45
Brooklyn, NY 11232

646.734.6882
www.LogicDept.com

Mulder, Steve, and Ziv Yaar. *The User Is Always Right: a Practical Guide to Creating and Using Personas for the Web*. New Riders, 2007.

Nielsen, Jacob. "Field Studies Done Right: Fast and Observational." *Nielsen Norman Group*, 20 Jan. 2002,
www.nngroup.com/articles/field-studies-done-right-fast-and-observational/.

Pernice, Kara. "Affinity Diagramming: Collaboratively Sort UX Findings & Design Ideas." *Nielsen Norman Group*, www.nngroup.com/articles/affinity-diagram/.



Summary of Supporting Documentation (Footnotes)

1. Stakeholder Interview Overview and Workshop:
<https://docs.google.com/presentation/d/1byfUIxYOZlwGt-SuZ4S8k1zC1p2a5fRUV45dXtDRLQE/edit?usp=sharing>
2. Interview Priorities Survey:
<https://docs.google.com/forms/d/1MB8B25xfZ-tmS3IH8cmuPYUmQPA9qfHFMPEh7kqIBYc/edit?usp=sharing>
3. Usefulness of Context Survey:
https://docs.google.com/forms/d/1BaOIYe32_08AM8ArH4lbhKW9qQcGmuKgjOqbA64BtsU/edit?usp=sharing
4. User Recruitment Questions + Sources:
https://docs.google.com/document/d/1zIW6fBzKA4vHOeogoj7J_t8UtCax8CIJyDmq9eoVdec/edit?usp=sharing
5. Wikimedia Privacy Statement:
[https://wikimediafoundation.org/wiki/Creating_Mobile_Personas_Privacy_Statement_\(April_2018\)](https://wikimediafoundation.org/wiki/Creating_Mobile_Personas_Privacy_Statement_(April_2018))
6. Wikimedia Staff User Pool:
https://docs.google.com/spreadsheets/d/13b2-hPH9IXs0xd5oN1Lt3wCl_5aqMxg_u1kARHGcDaw/edit?userstoinvite=paige@logicdept.com&ts=5ace1d72#gid=494869259
7. Wikipedia Swag Redemption Form:
https://docs.google.com/forms/d/1tfF8BWtWalKdBlsUtG9VMkIDb_iUyCN19qyyIAe1Te0/edit?usp=sharing
8. Reader Interview Guide:
https://docs.google.com/document/d/17NrO4u3_-eVu5EOMtKp2YxBHVMYjWOP8UzaBxghZLA/edit?usp=sharing
9. Editor Interview Guide:
<https://docs.google.com/document/d/1ytJoCo-uUXAEuqAOZyKnUSKfqi0WRg2DqJ3scKdjaf4/edit?usp=sharing>
10. Redacted Participants with IDs:
https://drive.google.com/open?id=10jTW3Jm3GBztyG8a8drHiHlyqjZiOe6wh_S3_8CLdO0
11. Participant Statistics and Demographics:
<https://docs.google.com/document/d/1GamaEA05YdvkwTInlDmnQkxwOpYh4zXA7GzezTBKIA/edit?usp=sharing>
12. Workshop photos:
https://drive.google.com/open?id=1nCeGsFas-0e_A2Ewyknk6zgequURCIZ1



13. Wikimedia US Mobile Personas Workshop Day One:
https://docs.google.com/presentation/d/1docKLIpkhFoWcABh_INpENRz99IncMwFeuykkjc0M/edit
14. Full Post-its Categories and Data
https://docs.google.com/spreadsheets/d/1u61vhgKqb2ry0gT_Lo3I7EcTcCVIaldTAZWNCr7oYaM/edit?usp=sharing
15. Affinity Diagram Category Names:
https://docs.google.com/document/d/1K4kFyCcbqJ9HVMmxh83Dn_Y2RkiPDHyRIXG031CgLZM/edit?usp=sharing
16. Wikimedia US Mobile Persona Workshop Day Two:
https://docs.google.com/presentation/d/1yo_c1RJW4GtI08bG86VMMhmt5zyDBWACogvHDW8rxbA/edit?usp=sharing
17. 2x2 Grid Exercise Photos:
https://drive.google.com/open?id=1X5R1qGfUmP0hlavRNX_gHeWB80VuHURQ
18. Critical Thinking Exercise to Test All Bucket Options:
<https://docs.google.com/document/d/1kcWmxInIROA7kL7FodXlyNkDAtK95N1HCnKdXUERCX0/edit>
19. Full Post-its Categories and Data
https://docs.google.com/spreadsheets/d/1u61vhgKqb2ry0gT_Lo3I7EcTcCVIaldTAZWNCr7oYaM/edit?usp=sharing
20. User Patterns:
https://docs.google.com/document/d/1Psyobkqluvhsyyy8mLwVVSJduLiO_aOEF5wZ02_LiC8c/edit
21. Wikipedia Persona Final Structure and Patterns:
<https://docs.google.com/document/d/1D3IaloAuPWmC-8uSCHlizQCob9mVqp1IxeAysq10iY8/edit>
22. Persona Image Credits:
https://docs.google.com/document/d/1M4hTpqhzzz2kKPTHHGj0Jsx8IaFOOrPIZoB_2qZxQKg/edit?usp=sharing
23. Arshi. "64 Filipino Baby Names For Girls And Boys With Meanings."
MomJunction, Incnut Incnut, 22 Dec. 2016,
www.momjunction.com/articles/filipino-baby-names_00398318/
24. Wikimedia Mobile Personas (U.S. Market):
<https://drive.google.com/open?id=1UNTfRJCA-8HMTLWTn-gfjA3CEIJJmLOZ>
25. Wikimedia Mobile Personas: Wikimedia Staff Presentation
<https://docs.google.com/presentation/d/1UgaiDP0JRgeaksAiuJ2YXuHQJf8ONR7zYydjTukquOg/edit?usp=sharing>