

Flolab + Wikimedia Foundation

# **Wikistories Early Adopters Research (Reader Segments)**

Final Report

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# Overview

# Research Objectives

1. To identify current Wikipedia editor & potential Wikistories creator's attitude and behavior in creating and posting content in social media platforms.
2. To understand current wikipedia editor, potential wikistories creator, and potential Wikistories reader's perceptions of Wikistories.
3. To observe current wikipedia editor & potential wikistories creator's pain points when interacting with Wikistories.
4. To understand current wikipedia editor & potential wikistories creator's experience organically when interacting with wikistories during the given time intervals.
5. To understand potential Wikistories readers' attitude and behavior in consuming informative content in social media platforms.
6. To identify potential Wikistories readers' expectation and perception if wikistories can be shared in social media platforms.
7. To discover new opportunities that would enhance the user experience of Wikistories

# Participants

Prior the research, we tried to identify the criteria for the reader segments:

- The number of participants for this segment will be 6 persons with this following detail:
  - 50% Gen Z (18-26 years old)
  - 50% Millennials (27-40)
- Actively consume multiple social media (minimum 2 of these platforms): Instagram/Tiktok/ Twitter/YouTube in daily basis
- Prefer short-form visual content compared with full text based content
- Have visited Wikipedia



# Participants

## Reader Segments

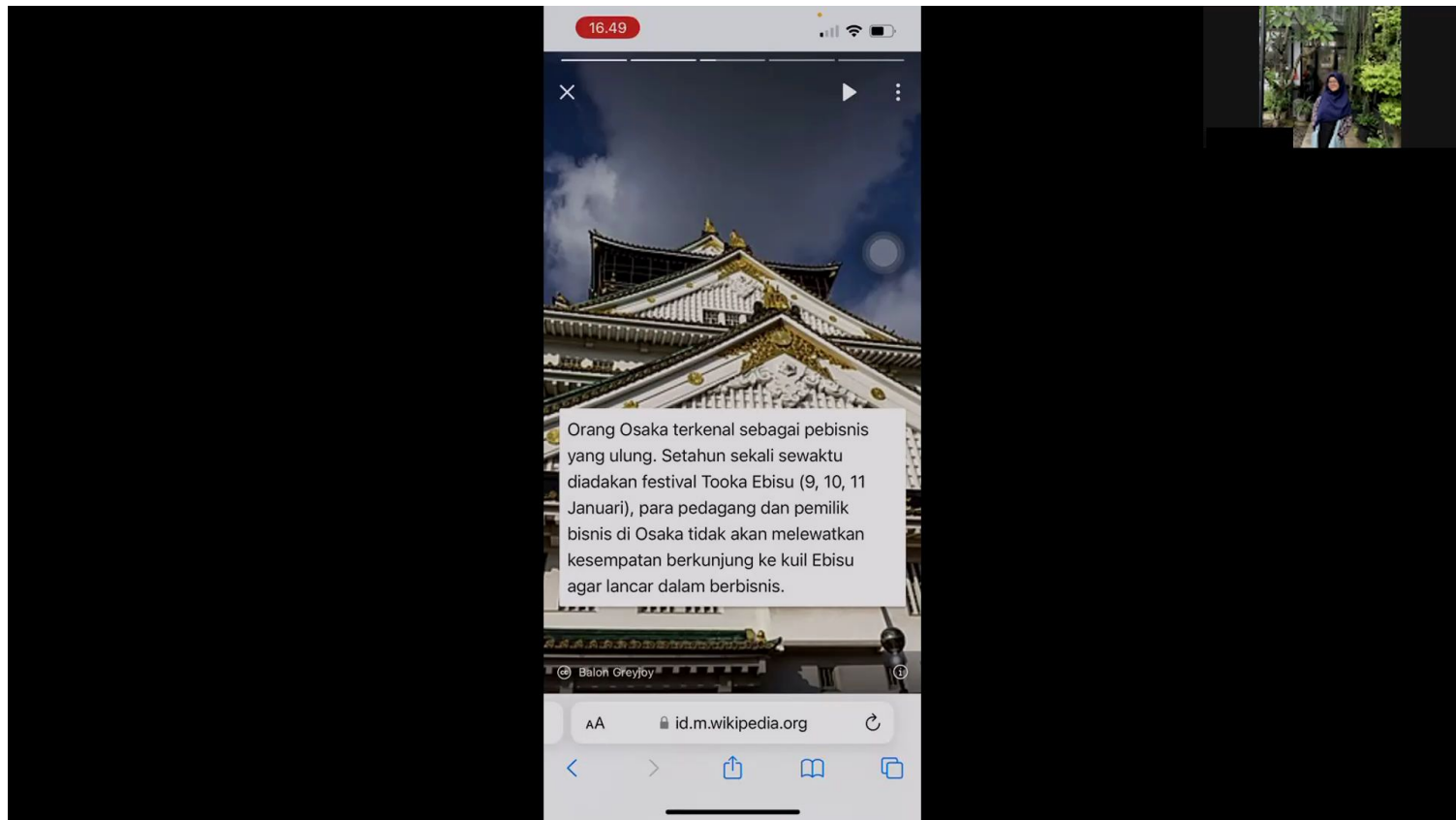
Age	Occupation	Domicile
23	UI/UX designer	Jakarta
25	Product researcher	Tegal
26	Freelance script writer	Sidoarjo
29	Graphic designer	Bandung
31	Customer experience staff	South Tangerang
32	UI/UX designer	Jakarta

# Research Method

In this research, **Qualitative method** will be used in alignment to our objective which is to gain a deep understanding about user attitude and behavior in creating content on social media platforms and thought process while accessing and using MVP of Wikistories. Qualitative method that will be used are **moderated usability testing and in-depth interviews**.

Qualitative data obtainment includes:

- Analyzing users' **opinion, statement, experience, and behaviour** in order **to understand their motivation and build empathy**. Insights we get will be descriptive rather than numerals.
- **Small sample size** involvement
- Focusing on user's **thought process and reasons**
- **Specific target audience**



One of the session that we conducted with the participants. We use Zoom which allows us to have live interpretation for the Wikimedia team during the session.



# Research Process

Unlike the creator and editor segments, we conduct only 1 usability testing session for the reader segment.

During the session, **we provide 10 topics** that already have Wikistories.

In order to get the best insight, we **ensure that the participants choose and explore Wikistories from 2 different topics**, which will give a thorough understanding of Wikistories and its potential to the participants.

14:56 📶 📶 🔋 57%

🏠 [id.m.wikipedia.org/wiki/Paris](https://id.m.wikipedia.org/wiki/Paris) 🔒 🔍 🔔

☰ WIKIPEDIA 🔍 🔔




**Permohonan pendapat** Kebijakan mengenai halaman serangan 🗑️

**Artikel Pilihan** [Pengusulan I Gusti Ngurah Rai Soekiman Wirjosandjojo](#) [Penjadwalan Peninjauan ulang](#)

**Gambar Pilihan** [Pemilihan Pengusulan Artikel Bagus Pengusulan](#) (4 usulan aktif) [Peninjauan ulang Penghapusan Usulan Evaluasi](#)

## Paris

ibu kota Prancis

  Pusat Bersejarah  Paris

Halaman **Pembicaraan**

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**!** Artikel ini membutuhkan rujukan tambahan agar kualitasnya dapat dipastikan. [Pelajari selengkapnya](#)

Halaman ini berisi artikel tentang ibu kota Prancis. Untuk kegunaan lain, lihat [Paris \(disambiguasi\)](#).

**Paris** (pengucapan bahasa Prancis: [pæˈʁiː] atau /pəˈriː [pəʁi] (bantuan·info)) adalah ibu kota Prancis. Terletak di sungai [Seine](#), di utara Prancis, di jantung [region Île-de-France](#) (juga dikenal sebaaai "Region Paris": [bahasa Prancis: Réaion](#)

# Wikistories

## Usability Testing

# Entry Point

## WHAT WENT WELL?

Most participants **easily navigate Wikistories in the first attempt**, it is highly influenced by their high familiarity and association with the icon and shape of Instagram story.

## NEED TO IMPROVE

However few of the participants **did not immediately land their eyes to wikistories section** since they get a bit distracted with the information on the top of the page in the first few seconds.

WIKIPEDIA

Permohonan pendapat Kebijakan mengenai halaman serangan

Artikel Pilihan **Pengusulan** I Gusti Ngurah Rai Soekiman Wirjosandjojo Penjadwalan **Peninjauan ulang**

Gambar Pilihan **Pemilihan Pengusulan Artikel** Bagus **Pengusulan** (4 usulan aktif) **Peninjauan ulang Penghapusan Usulan Evaluasi**

## Paris

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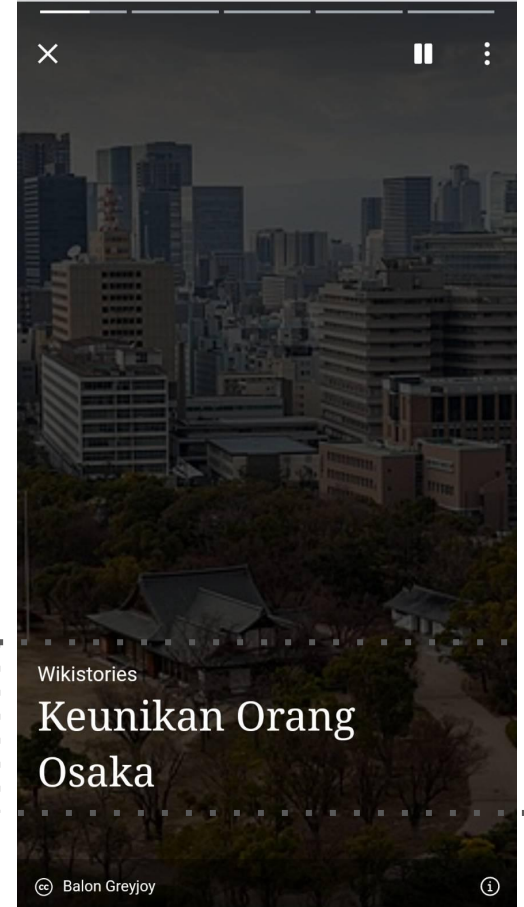
# Title Page

## WHAT WENT WELL?

Wikistories title that capture general overview of informations inside the story is appreciated and seen supportive towards viewers activity when it comes to searching for information (especially the specific issue/topic).

The title does not only help user to be the quick identifier of topic but also able to spark interest or ignite their curiosity to know more about specific issue/topic.

**BEST CASE :** The wikistories title expected by viewers are those which have a hint or cue about expected informations, not too broad but also not too detail so it can still spark their curiosity



“Keunikan Orang Osaka” = The Uniqueness of the Osaka People

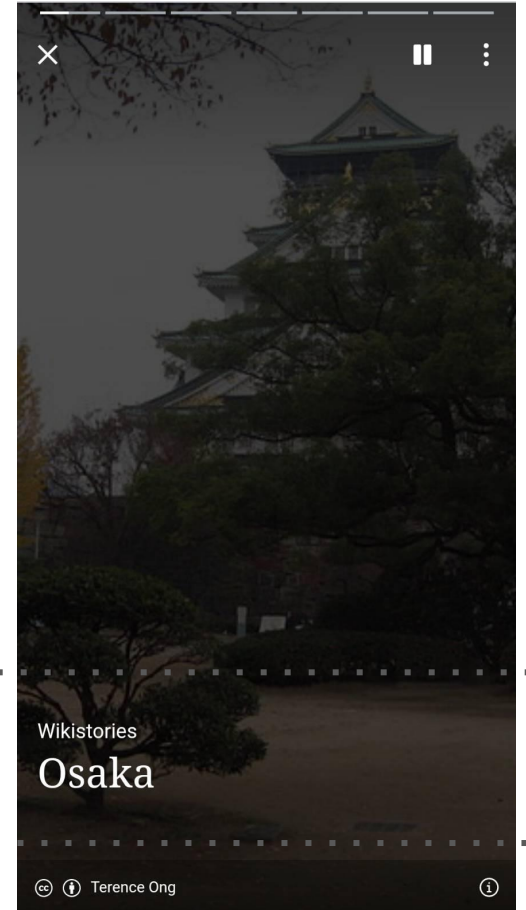
# Title Page

## NEED TO IMPROVE

Few of participants found Wikistories which is too broad or general is less attractive, it might decrease their engagement and intention to open the wikistories.

Additionally, participants also complained that some wikistories content that does not match with the title, it can be frustrating for them to look for informations they when there is a mismatch between title and the content

**PAIN POINTS :** The title 'osaka' in the wikistories image shown is one of the example of users frustration since it is too broad, and not topic specific.



# Content Page

## NEED TO IMPROVE

**#1. Less supportive image :** Participants found there are some images that do not 'speak' its purpose since it is not directly related to the content or seen not supporting the explanation written in the text.

*Translation: Osaka people are known as accomplished businessmen. Once a year when Tooka Ebisu festival is held (9, 10, 11 January), merchants and business owners in Osaka will not miss the opportunity to visit Ebisu shrine for smooth-running of business*

**PAIN POINTS :** The example of 'mismatch' between visuals and the content shown here, where users expect to see the image of 'Osaka people or Tooka Ebisu Festival.'



Orang Osaka terkenal sebagai pebisnis yang ulung. Setahun sekali sewaktu diadakan festival Tooka Ebisu (9, 10, 11 Januari), para pedagang dan pemilik bisnis di Osaka tidak akan melewatkan kesempatan berkunjung ke kuil Ebisu agar lancar dalam berbisnis.

© Balon Greyjoy

# Content Page

## NEED TO IMPROVE

**#2. Disproportionate image with the text :** Some Wikistories text are not consistently written in terms of its length per page hence users found some wikistories that have too long text is less enjoyable due to two reasons :

- Aesthetically disrupting the image behind the text and therefore impacting the overall look or visual
- The image does not play its role as the supporter of the text itself since it is overshadowed by the long paragraphs

**PAIN POINTS :** The example of 'too long paragraphs' shown in the wikistories image here can potentially disengage users from the wikistories content



# Content Page

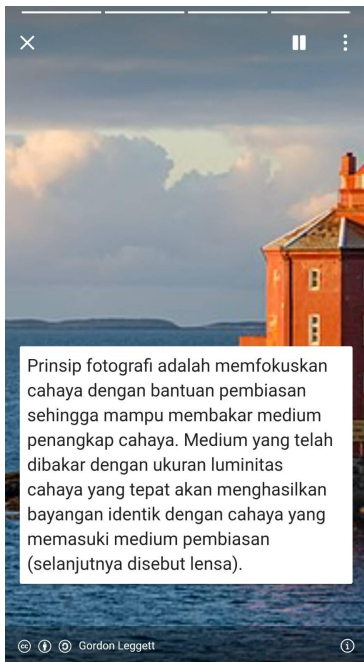
## NEED TO IMPROVE

**#3. Poor quality images :** The image quality is not consistently displayed through all the wikistories content and the focus point is slightly off. As the result, users interface unpleasant experience when exposed to blurry, unclear, or low light images.

**PAIN POINTS :** The wikistories image shown here has low resolution that gives less enjoyable experience



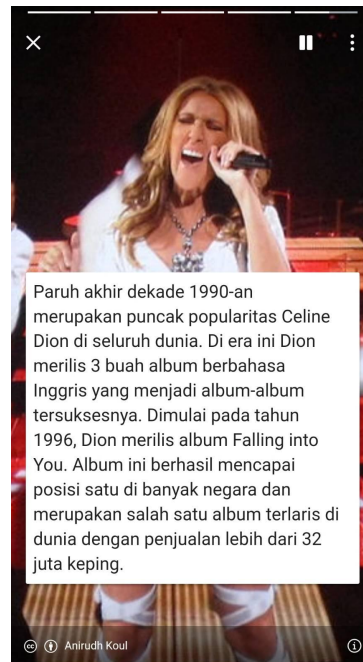




Photography



Sate



Celine Dion



Paris

Some Wikistories from various topics have low-quality images, e.g blurry, unclear, or even the focus point is slightly off due to inability to adjust the image on the creation process

# Content Page

## NEED TO IMPROVE

#4. Very few mentions that Wikistories isn't visually attractive and a bit boring

**PAIN POINTS :** Few participants find that the Wikistories lacks variation on their overall image option



Setelah mendapat ukuran pencahayaan yang tepat, seorang fotografer bisa mengatur intensitas cahaya tersebut dengan mengubah kombinasi ISO/ASA (ISO Speed), diafragma (Aperture), dan kecepatan rana (speed). Kombinasi antara ISO, diafragma & speed disebut sebagai pajanan (exposure).

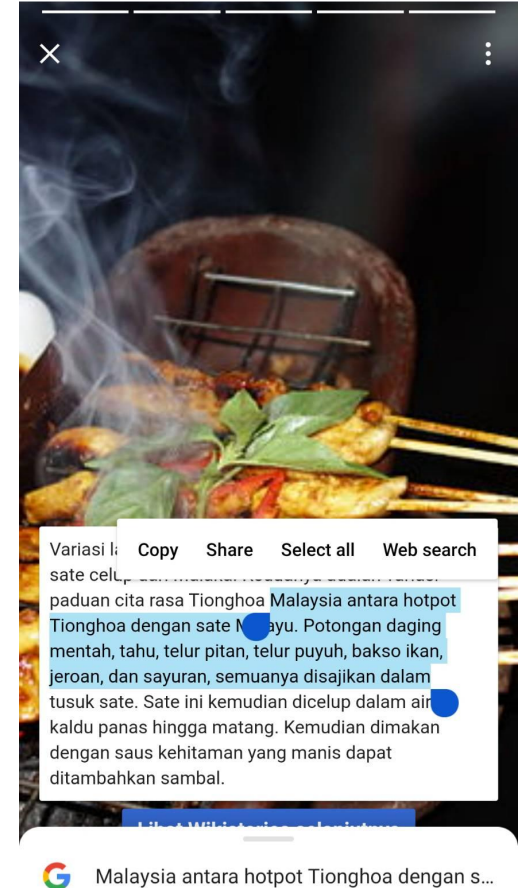
# Interaction

## WHAT WENT WELL?

When interacting with Wikistories content, users appreciate below features:

- The text can be copied: They have habit to deep dive or highlight interesting finding they find in the sentences, hence enabling them to copy the text is appreciated
- Wikistories can be paused: In some case, users need quite some time to digest the information hence providing them the space to freeze the content is helpful

**BEST CASE :** The image shown how users typically copy the specific sentence before further deep dive or validate the information credibility by search it in other platform (e.g web search via Google, etc)



# Interaction

## NEED TO IMPROVE

**Difficulty to pause the story:** Although Wikistories provide the pause button on the top-right corner, some of the participants feel uncomfortable to use it because it is difficult to reach it with fingers.

This behaviour emerge strongly since they have strong muscle memory to hold the screen to pause the story as they used to when interacting with instagram stories.

**PAIN POINTS :** When trying to pause the story, users intuitively 'hold their thumb' with the expectation that the story will freeze, however it does not happen as they expected



# Perception and the Usage of Wikistories

After exploring the wikistories, participants have several perceptions regarding the role of Wikistories:

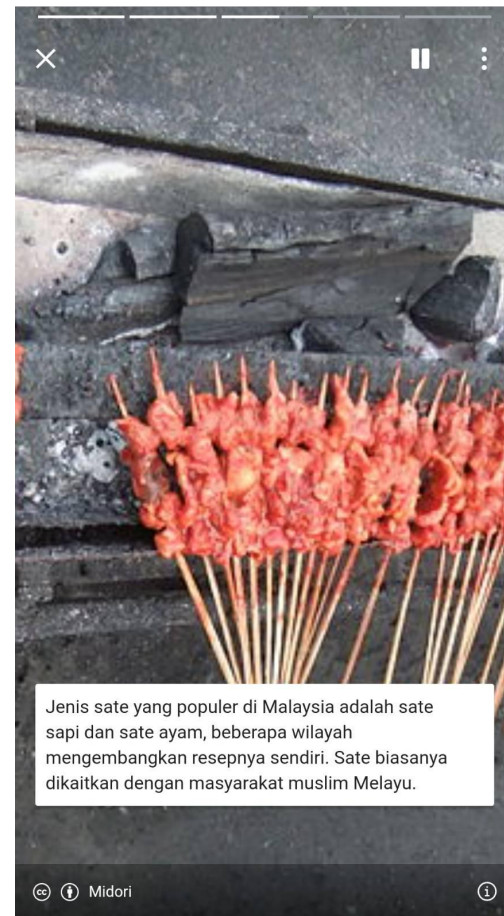
*Most mentioned*

- As a **summary of the article** in a bit-size format with visualization (4 participants)
- **Adding fun elements to the wikipedia articles** by highlighting a fun fact or trivia from particular article (3 participants)
- To **act as a complementary informations** which may not mentioned in the article (1 participant)

Notes: 1 participant can have several perceptions towards Wikistories

## THE POTENTIAL ROLE AND USE CASE :

**Most of the participants will consider to use wikistories** as a media to gain quick insight without having to read the entire article. Additionally, wikistories can be utilized to be the initial traction prior reading the full article in wikipedia.



# Wikistories on Social Media

**Most participants express positive reaction and highly receptive seeing and sharing Wikistories to social media, especially in Instagram since they mainly use that platform.** Some polarized feedback gauged from users :

- Some of participants wish to consume Wikistories directly on the social media instead of getting redirect to the Wikipedia page since it's more convenient for them
- However, others argue that it is also necessary to link to Wikipedia pages to raise awareness of the existence of Wikistories itself



“I don't like clicking external link even if it is to wikipedia page from Instagram”

(Male, 31, Customer experience staff)



“It should be linked to Wikstories so that people can notice its existence”

(Female, 25, Product researcher)

# Digital Media Consumption Habit

# Prior discussing the improvements required, first we have to understand their current digital media consumption

## Why is it important?

1

**Understanding their current motivations** in utilizing different social media platforms will be beneficial for us to focus on which proposition that Wikistories have potential to tap into

2

**Their current perception and usage of Wikipedia platform** will enable us to check our credibility and how far we can stretch our offering to readers

3

**Their interaction with Wikistories are deeply influenced by their most used social media platforms** which further set expectations towards how they want to engage with Wikistories



1

**Understanding their current motivations** in utilizing different social media platforms will be beneficial for us to focus on which proposition that wikistories have potential to tap into

# All of the participants use at least 2 social media with Instagram and Twitter as the most common combination

Commonly used social media among the participants:

*Most mentioned*

- Instagram (6 participants)
- Twitter (4 participants)
- LinkedIn, Quora, and Medium (2 participants)
- Facebook, Youtube, and Tiktok (1 participant)

“ Instagram offers visual and attractive contents while Twitter is the best platform for getting up-to-date information”

(Male, 31, Customer experience staff)



# Their motivations in consuming content are quite varied ranging from information seeking, leisure, and social

## INFORMATION SEEKING

Theory learning  
(academic or professional purpose)

Light information  
: trivia, fun facts,  
etc

Practical skills  
learning : tips,  
tutorial, etc

Soft news :  
Product reviews,  
travel  
recommendation,  
etc

Hard news :  
most updated  
news

## LEISURE

Entertainment :  
humours,  
music, comics,  
etc

## SOCIAL

Connect and actively interact  
with significant others or  
people under the same  
interest/idol



“I use social media to learn practical knowledge related to my work from the best expert”

(Male, 23, UI/UX designer)

“Social media helps me to stay connected with my friends and family”

(Female, 25, Product researcher)



These needs and motivations are currently addressed mostly by Instagram and Twitter hence become most used platform

### INFORMATION SEEKING

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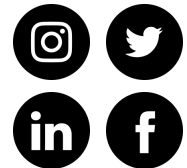
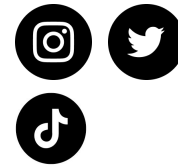
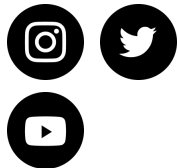
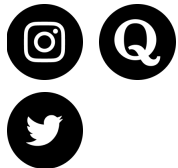
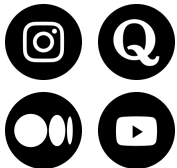
### LEISURE

Entertainment :  
humours,  
music, comics,  
etc

### SOCIAL

Connect and actively interact  
with significant others or  
people under the same  
interest/idol

### Touch Points *\*based on qualitative indication*



2

**Their current perception and usage of Wikipedia platform** will enable us to check our credibility and how far we can stretch our offering to viewers/readers

# The existing role of Wikipedia is close to the information seeking platform territory

## INFORMATION SEEKING

Theory learning  
(academic or professional purpose)

Light information  
: trivia, fun facts,  
etc

Practical skills  
learning : tips,  
tutorial, etc

Soft news :  
Product reviews,  
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etc

Hard news :  
most updated  
news

## LEISURE

Entertainment :  
humours,  
music, comics,  
etc

## SOCIAL

Connect and actively interact  
with significant others or  
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- Currently, Wikipedia is seen as an option when it comes to **searching for general information**. Wikipedia provides articles with various keywords, thus it becomes one of the main source to find any kind of information.
- However, when it comes to practical and detailed information or real-time information e.g hard news, soft news, etc, users prefer to rely on other platforms (e.g blog/website, journal, Medium, Youtube, social media)
- Most participants still have concern about the credibility of Wikipedia since they perceive it can be edited by anyone. However, they still consider Wikipedia as valid source of information when compared to unknown website.

3

**Their interaction with wikistories are deeply influenced by their most used social media platforms** which further set expectations towards how they want to engage with wikistories

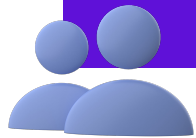
## Currently, Wikistories benefited from the similar look and feel of Instagram story

Looking back at the interaction from the participants with Wikistories, most participants associate Wikistories with social media's story feature, especially from Instagram story. It's reflected both on their early assumption prior exploring Wikistories and their behavior while interacting with Wikistories:

- Most of the participants **can easily notice the entry points of Wikistories** due to the uncanny resemblance with Instagram stories
- In order to create seamless experience in Wikistories, it's highly recommended to provide **'just about right amount of familiarity'** as where they interact with Instagram story to reduce the frustration while consuming and interacting with Wikistories.
- **As point of consideration, viewers feel that wikistories does not need to copy the overall visual of Instagram story** since Wikipedia is known as a media for learning, meaning that the viewers still expect wikistories to have its own tonality and style that align with the Wikipedia platform and maintain its simplicity for learning.



# However, to further improve their experience, these four key elements also need to factor in driving higher engagement



## Creator

The content maker or creator play pivotal role in creating traction and retain viewers in certain platform



## Format

The way the content is presented e.g text only, image heavy, audio, video, etc



## Content

The variety of content topic and theme that address their multiple needs and motivations: learning, leisure, social connections



## Interaction

The features that enable viewers to engage with the content or the creators

The notable features below have been formed as habit in consuming content in any platforms, hence we need to ensure the availability of these features to enable quick adaptation to our environment



## Creator

CORE NEEDS	FEATURES THEY UTILIZE IN SOCIAL MEDIA TO ADDRESS THE NEEDS	USER WISHLIST FOR WIKISTORIES
<ul style="list-style-type: none"> <li>Easily identify and engage with creators who match with their values and or interest</li> </ul>	<ul style="list-style-type: none"> <li>The feature to enable them search the creator username or specific topic</li> <li>Visibility of creator profile (e.g. short description, personal information, contact, etc)</li> <li>Recommendations of creators that they might like (based on topic, interest, values, etc)</li> </ul>	<ul style="list-style-type: none"> <li>Visibility of creator profile (e.g. short description, personal information, contact, etc) to help them discriminate the information credibility and trustworthiness</li> </ul>
<ul style="list-style-type: none"> <li>Ensure the credibility and validity of creator</li> </ul>	<ul style="list-style-type: none"> <li>Verified account to help them discriminate the information credibility and trustworthiness</li> <li>Showing number of followers to improve sense of trust and credibility of the creators</li> <li>Enable to browse the creator past contents for history check</li> </ul>	

*\*user wishlist might or might not represent all of their needs for wikistories since it is based on their claim, it would be more beneficial to look into their bigger needs and existing behaviour as point of consideration to take actions*

The notable features below have been formed as habit in consuming content in any platforms, hence we need to ensure the availability of these features to enable quick adaptation to our environment



## Format

CORE NEEDS	FEATURES THEY UTILIZE IN SOCIAL MEDIA TO ADDRESS THE NEEDS	USER WISHLIST FOR WIKISTORIES
<ul style="list-style-type: none"><li>Consuming information with visual is preferred (esp. among Gen Z)</li></ul>	<ul style="list-style-type: none"><li>The contents that is in a good quality image or visual (resolution, lighting, clarity, angle, etc) are always preferred</li><li>Short and concise information with attractive and supportive image</li><li>Have the right proportion between text and visual regardless of the formats</li><li>Video and or audio format is preferred when it comes to tutorial or leisure content</li></ul>	<ul style="list-style-type: none"><li>Good quality image or visual (resolution, lighting, clarity, angle, etc)</li><li>Ensure the image align with the content</li><li>Have the right proportion between text and visual</li><li>Options to create Wikistories using video or audio to support the content</li><li>Do not copy the 'too fun' tonality of instagram stories as it will disrupt the credibility of wikipedia in their mind - keep wikistories simple</li></ul>

The notable features below have been formed as habit in consuming content in any platforms, hence we need to ensure the availability of these features to enable quick adaptation to our environment



## Content

CORE NEEDS	FEATURES THEY UTILIZE IN SOCIAL MEDIA TO ADDRESS THE NEEDS	USER WISHLIST FOR WIKISTORIES
<ul style="list-style-type: none"><li>• Easily discover various type or content based on the topic and interest</li></ul>	<ul style="list-style-type: none"><li>• Search feature by using keyword (all social media) or hashtag (Instagram, tiktok)</li><li>• Explore feed in instagram enable them to discover content that match with their interest or based on past search</li><li>• Algorithm to automatically generate content based on their behavior (Tiktok, Instagram, etc)</li><li>• Browse topic or interest content specific grouping (Medium, YouTube)</li></ul>	<ul style="list-style-type: none"><li>• Provide multiple entry points to wikistories to increase discoverability outside wikipedia page (e.g google search, social media)</li></ul>

The notable features below have been formed as habit in consuming content in any platforms, hence we need to ensure the availability of these features to enable quick adaptation to our environment



## Interaction (1/2)

CORE NEEDS	FEATURES THEY UTILIZE IN SOCIAL MEDIA TO ADDRESS THE NEEDS	USER WISHLIST FOR WIKISTORIES
<ul style="list-style-type: none"><li>Browse and collect informations first, and read it later</li></ul>	<ul style="list-style-type: none"><li>Save the content using bookmark, saved, download, retweet, or screenshot</li></ul>	<ul style="list-style-type: none"><li>Save the Wikistories to their phone gallery so that they can re-read again anytime</li></ul>
<ul style="list-style-type: none"><li>Engage with creators or other people</li></ul>	<ul style="list-style-type: none"><li>Comment or DM section utilized to give feedback or response to the creator content</li><li>Like button to show appreciation or clap button (in medium)</li><li>Enable them to retweet or reshare the content to their social circle</li></ul>	<ul style="list-style-type: none"><li>Share interesting Wikistories to social media, esp. to Instagram</li></ul>

*\*user wishlist might or might not represent all of their needs for wikistories since it is based on their claim, it would be more beneficial to look into their bigger needs and existing behaviour as point of consideration to take actions*

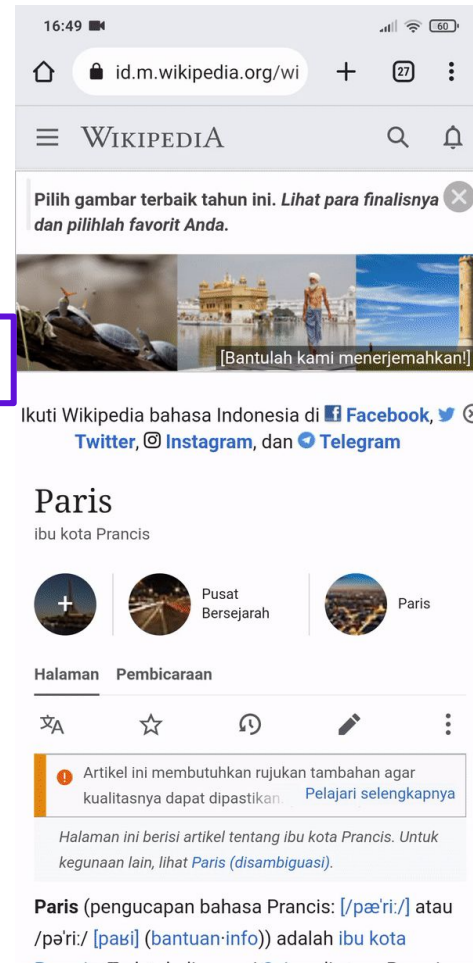
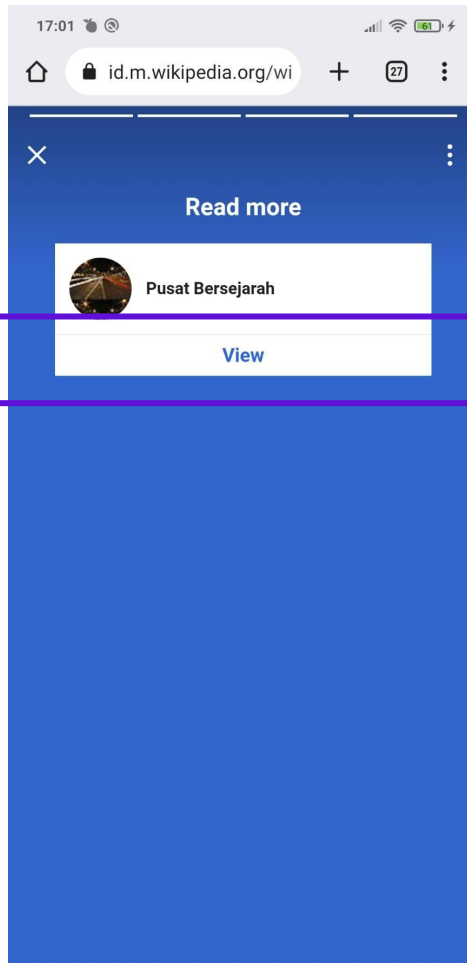
The notable features below have been formed as habit in consuming content in any platforms, hence we need to ensure the availability of these features to enable quick adaptation to our environment



## Interaction (2/2)

CORE NEEDS	FEATURES THEY UTILIZE IN SOCIAL MEDIA TO ADDRESS THE NEEDS	USER WISHLIST FOR WIKISTORIES
<ul style="list-style-type: none"><li>● Intuitive interaction (less adaption required to interact with the features)</li></ul>	<ul style="list-style-type: none"><li>● Hold the screen to pause the story so that they have more time to read the content thoroughly</li><li>● Swipe feature to move into the next story</li></ul>	<ul style="list-style-type: none"><li>● Can pause the Wikistories without having to tap the button</li><li>● Swipe to move into the next Wikistories with different title/topic within the same article; example in the next page</li></ul>

To move into the next Wikistories, users have to click the “View” button first on the last story, unlike Instagram story where uses the ‘swipe left’ gesture to move from one content to another content.



# Summary of the Discussion from the Workshop



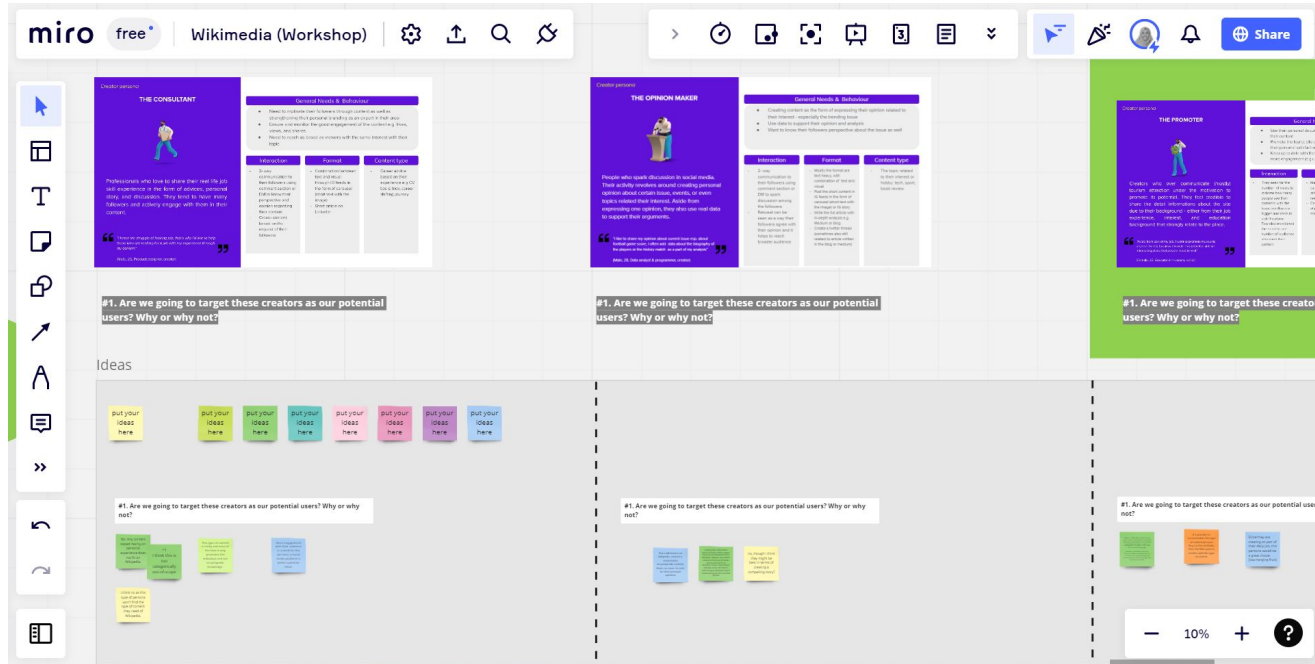
# About the Workshop

After completing the report of the research, we had a workshop with the Wikimedia team representations which allowed us to brainstorm and figure out the best way to solve the problems we've identified.

There were 8 representatives from Wikimedia team who attended the workshop with various roles: director engineering, lead product manager, staff & senior software engineers, lead UX designer, lead design researcher, senior data scientist, and community relations specialists. These diversities allowed us to have multiple point of views while solving the problem.

The 2-hours workshop consisted of 3 parts: quick insight presentation, individual brainstorming, and team discussion on the next action items. However, due to limited time of the workshop, we only picked the most important issues to be further discussed with the team during the team discussion session.

This workshop served as a medium to generate early ideas as many as possible and setting the point of views among the team members so that they can have the same vision while solving the problems in the future.



We use Miro which enables us to brainstorm and discuss the ideas together. On the individual brainstorming session, each participant needs to put their ideas using sticky notes on the problems we've identified beforehand. This strategy enables everyone to contribute many ideas from various perspectives.

# What we want to see the role of Wikistories for Wikipedia in the eyes of readers?

Opt. 1: strengthening our position in information seeking territory?

Opt. 2: stretch the role to other territory to address broader market? If yes, where is the most potential territory to tap into?

The existing role of Wikipedia is close to the information seeking platform territory



- Currently, Wikipedia is seen as an option when it comes to **searching for general information**. Wikipedia provides articles with various keywords, thus it becomes one of the main source to find any kind of information.
- However, when it comes to practical and detailed information or real-time information e.g hard news, soft news, etc, users prefer to rely on other platforms (e.g blog/website, journal, Medium, Youtube, social media)
- Most participants still have concern about the credibility of Wikipedia since they perceive it can be edited by anyone. However, they still consider Wikipedia as valid source of information when compared to unknown website.

## POTENTIAL ACTION ITEMS :

- Strengthening the position in information seeking territory should be the top priority before venturing other possibilities since it's more aligned with the nature of Wikipedia.
- However, the 'leisure' category already seems to align with the nature of Wikipedia content.

# Are we happy in our current perception and use case from our users' perspective? If no, what else we want them to perceive and use our offerings?

## Perception and the Usage of Wikistories

After exploring the wikistories, participants have several perceptions regarding the role of Wikistories:

Most mentioned

- As a **summary of the article** in a bit-size format with visualization
- **Adding fun elements to the wikipedia articles** by highlighting a fun fact or trivia from particular article
- To **act as a complementary informations** which may not mentioned in the article

### THE POTENTIAL ROLE AND USE CASE:

Most of the participants will consider to use wikistories as a media to gain quick insight without having to read the entire article. Additionally, wikistories can be utilized to be the initial traction prior reading the full article in wikipedia.



## POTENTIAL ACTION ITEMS :

- The 1 & 2 options are aligned with the initial intention.
- However, the 3rd option (Wikistories as complementary information) isn't something that the team originally had in their mind since Wikipedia has its own policies when it comes to adding new information on the platform. Additionally, it could be contradict with the credibility issue.
- To make it clear that Wikistories only contain information from the article: explicitly connected the caption to the article
- Few of the readers that like to search more information by copying the Wikistories' content might be an opportunity to be accomodated

## Based on these polarized feedbacks, which side should we take for the benefit of Wikistories? And why?

### Wikistories on Social Media

Most participants express positive reaction and highly receptive seeing and sharing Wikistories to social media, especially in Instagram since they mainly use that platform. Some polarized feedback gauged from users :

- Some of participants wish to consume Wikistories directly on the social media instead of getting redirect to the Wikipedia page since it's more convenient for them
- However, others argue that it is also necessary to link to Wikipedia pages to raise awareness of the existence of Wikistories itself



"I don't like clicking external link even if it is to wikipedia page from Instagram"  
(Male, 31, Customer experience staff)



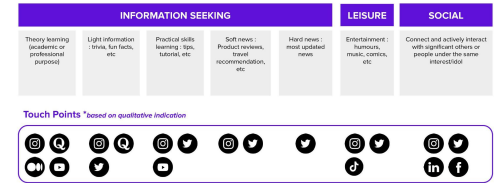
"It should be linked to Wikistories so that people can notice its existence"  
(Female, 25, Product researcher)

### POTENTIAL ACTION ITEMS :

- Both options can happen simultaneously. Sharing Wikistories on social media will greatly increase the readership. However, making lots of uneditable copies of the content would go against Wikipedia strength of quick editability and raise the risk of misinformation.
- It would be better to add link that redirect users to the Wikipedia page so that they can read more in the article and at the same time bringing more people to Wikipedia.
- Aside from the opportunity to reach broader audiences, there are several questions that pop up:
  - Which platform should the team choose?
  - And how to integrate with these platform without creating new problems?

## By understanding their existing social media ecosystem and its needs, which platform do we think Wikistories should be available?

These needs and motivations are currently addressed mostly by Instagram and Twitter hence become most used platform



### POTENTIAL ACTION ITEMS :

- Can prioritise platforms that exhibit the similar consumption behavior (theory, light information)
- One of the drawbacks to share Wikistories on social media is the social media is constantly changing which means Wikistories also needs to constantly adapt with the update thus can be unsustainable

# Do we need to make sure the point of interest of users to Wikistories section in Wikipedia article is as quickly as possible? Why?

## POTENTIAL ACTION ITEMS :

- There are several ideas to avoid users getting distracted:
  - Showing Wikistories at different discovery sections, e.g “Wikistories reading hub”, sortable by topic, etc
  - Increasing the number of entry points of Wikistories, especially to accommodate users who enjoy consuming various wikistories continuously

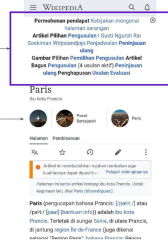
### Entry Point

#### WHAT WENT WELL?

Most participants easily navigate Wikistories in the first attempt, it is highly influenced by their high familiarity and association with the icon and shape of Instagram story.

#### NEED TO IMPROVE

However few of the participants did not immediately land their eyes to wikistories section since they get a bit distracted with the information on the top of the page in the first few seconds.



# How might we ensure the Wikistories title is as expected by readers consistently across all?

## POTENTIAL ACTION ITEMS :

- Create guidelines for the creator by introducing them the best model of Wikistories
- Showing example of good Wikistories, e.g creating section “Top Read Wikistories of the Week”
- Inform creators to put an informative title before publishing a story
- Showing which titles are too obvious or are already taken
- Use AI to automatically suggest titles and give creators opportunity to edit it
- Encourage viewers to edit the story or share feedback menu

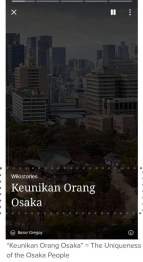
### Title Page

#### WHAT WENT WELL?

Wikistories title that capture general overview of informations inside the story is appreciated and seen supportive towards viewers activity when it comes to searching for information (especially the specific issue/topic).

The title does not only help user to be the quick identifier of topic but also able to spark interest or ignite their curiosity to know more about specific issue/topic.

**BEST CASE :** The wikistories title expected by viewers are those which have a hint or cue about expected informations, not too broad but also not too detail so it can still spark their curiosity





# How might we ensure the Wikistories image always support the text?

## POTENTIAL ACTION ITEMS :

- Create guidelines for the creator by introducing them the best model of Wikistories
- Need to better guide creators on understanding the importance of finding the most appropriate images during the image selection process
- Give auto-suggestion option to creators which allows system to suggest image that goes well with the story text
- The best way to enhance the overall experience is making the creator excited with the creation process thus motivating them to create the best Wikistories

### Content Page

#### NEED TO IMPROVE

#1. **Less supportive image** : Participants found there are some images that do not 'speak' its purpose since it is not directly related to the content or seen not supporting the explanation written in the text.

Translation: Osaka people are known as accomplished businessmen. Once a year when Tozoku Ebisu festival is held (8, 10, 11 January), merchants and business owners in Osaka will not miss the opportunity to visit Ebisu shrine for smooth-running of business.

**PAIN POINTS** : The example of 'mismatch' between visuals and the content shown here, where users expect to see the image of Osaka people or Tozoku Ebisu Festival.



# How might we ensure the Wikistories text box size do not cover the image?

## POTENTIAL ACTION ITEMS :

- Introduce a soft or hard stop on character limits
- Allow the text background to be transparent
- Separate text and image: 2/3 reserved for an image and 1/3 reserved for text
- Allow readers to temporarily hide text
- Animate image and text, e.g only showing image in the beginning and then showing text after couple of seconds
- Expand the text box only when readers are interested and press on the text area
- Allow textbox to be more flexible with height adjustment

### Content Page

#### NEED TO IMPROVE

#2. **Disproportionate image with the text** : Some Wikistories text are not consistently written in terms of its length per page hence users found some wikistories that have too long text is less enjoyable due to two reasons :

- Aesthetically disrupting the image behind the text and therefore impacting the overall look or visual
- The image does not play its role as the supporter of the text itself since it is overshadowed by the long paragraphs

**PAIN POINTS** : The example of 'too long paragraphs' shown in the wikistories image here can potentially disengage users from the wikistories content



## How might we ensure the Wikistories image quality?

### POTENTIAL ACTION ITEMS :

- Refine image search results: the higher-quality images are showing first
- Encourage readers report and share feedback of this story

#### Content Page

##### NEED TO IMPROVE

#3. **Poor quality images** : The image quality is not consistently displayed through all the wikistories content and the focus point is slightly off. As the result, users interface unpleasant experience when exposed to blurry, unclear, or low light images.



Slide number 16-17

**PAIN POINTS** : The wikistories image shown here has low resolution that gives less enjoyable experience

## How might we ensure the variety of the image displayed in Wikistories?

### POTENTIAL ACTION ITEMS :

- Provide creators with a way to upload and use their own high-quality images
- Auto suggest image options for the selected text

#### Content Page

##### NEED TO IMPROVE

#4. Very few mentions that Wikistories isn't visually attractive and a bit boring



Slide number 18

**PAIN POINTS** : Few participants find that the Wikistories lacks variation on their overall image option

# How might we enhance the interaction?

## POTENTIAL ACTION ITEMS :

- One of the reasons for copying the text was to learn more about that idea. Need to make sure that Wikistories content is connected to its source in the article, so people can learn more without having to do a workaround like this
- Also need to pay attention to not add something that will distract the casual reader, the ones who purely want to read the Wikistories without going extra miles to search further of the content

### Interaction

#### WHAT WENT WELL?

When interacting with Wikistories content, users appreciate below features:

- **The text can be copied:** They have habit to deep dive or highlight interesting finding they find in the sentences, hence enabling them to copy the text is appreciated
- **Wikistories can be paused:** In some case, users need quite some time to digest the information hence providing them the space to freeze the content is helpful

**BEST CASE :** The image shown how users typically copy the specific sentence before further deep dive or validate the information credibility by search it in other platform (e.g web search via Google, etc)



Slide number 19

# How might we remove users' frustration to pause the Wikistories content?

## POTENTIAL ACTION ITEMS :

- Allow to the story to be paused both with a button as well as by holding finger onto screen
- However need to dig deeper to find the best practice since Wikistories contains text and holding the screen might cover the text

### Interaction

#### NEED TO IMPROVE

**Difficulty to pause the story:** Although Wikistories provide the pause button on the top-right corner, some of the participants feel uncomfortable to use it because it is difficult to reach it with fingers.

This behaviour emerge strongly since they have strong muscle memory to hold the screen to pause the story as they used to when interacting with Instagram stories.

**PAIN POINTS :** When trying to pause the story, users intuitively 'hold their thumb' with the expectation that the story will freeze, however it does not happen as they expected



Slide number 20

# What features that we think feasible to be built in Wikistories based on these needs?

The notable features below have been formed as habit in consuming content in any platforms, hence we need to ensure the availability of these features to enable quick adaptation to our environment

Creator		
CORE NEEDS	FEATURES THEY UTILIZE IN SOCIAL MEDIA TO ADDRESS THE NEEDS	USER WISHLIST FOR WIKISTORIES
<ul style="list-style-type: none"> <li>Easily identify and engage with creators who match with their values and or interest</li> <li>Ensure the credibility and validity of creator</li> </ul>	<ul style="list-style-type: none"> <li>The feature to enable them search the creator username or specific topic</li> <li>Visibility of creator profile (e.g. short description, personal information, contact, etc)</li> <li>Recommendations of creators that they might like (based on topic, interest, values, etc)</li> <li>Verified account to help them discriminate the information credibility and trustworthiness</li> <li>Showing number of followers to improve sense of trust and credibility of the creator</li> <li>Enable to browse the creator past contents for history check</li> </ul>	<ul style="list-style-type: none"> <li>Visibility of creator profile (e.g. short description, personal information, contact, etc) to help them discriminate the information credibility and trustworthiness</li> </ul>



Creator

CORE NEEDS	POTENTIAL IDEAS
<ul style="list-style-type: none"> <li>Easily identify and engage with creators who match with their values and or interest</li> <li>Ensure the credibility and validity of creator</li> </ul>	<ul style="list-style-type: none"> <li>Giving readers an easy way to view creator information without leaving wikistories, e.g a basic card/page with creator info. However, one Wikistories can be created by many people thus this idea may not be relevant with the concept of the wikistories itself</li> <li>Showing how many views/the most popular Wikistories rather than the number of followers since it's more aligned with the concept of Wikistories as the source of knowledge</li> </ul>

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Not suitable to be used or replicated all of their needs to address since it's based on their habits. It would be more beneficial to look into their habits, needs and existing behavior as a part of considerations to be taken.



## Format

CORE NEEDS	POTENTIAL IDEAS
<ul style="list-style-type: none"> <li>Consuming information with visual is preferred (esp. among Gen Z)</li> </ul>	<ul style="list-style-type: none"> <li>The way Wikistories delivered to the readers depends on the creativity of the creator. However it would be nice if we can keep the format simple or limit the text</li> <li>Having a way to minimize/hide/fold the text with some gesture to appreciate the image only. Or some other way to go back and forth between different states</li> <li>Allow different ways of creating your Wikistory, e.g text only, image only, or combination</li> <li>Many of readers except audio or video content however that needs to exist first before it can be used for Wikistories</li> <li>Enable to upload the image</li> </ul>

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## Content

CORE NEEDS	POTENTIAL IDEAS
<ul style="list-style-type: none"> <li>Easily discover various type or content based on the topic and interest</li> </ul>	<ul style="list-style-type: none"> <li>Wikistories can be discovered on other places too like a Wikihome page, search results, article sections, or even creating a “Wikistories Hub”, where readers could go to read stories and search/sort/filter.</li> <li>Allow any other websites to embed Wikistories, which will send readers to Wikipedia article when they interact with it</li> <li>Need to ensure that Wikipedia have more Wikistories available on the platform thus will increase the discoverability</li> </ul>

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Not suitable to be used or repeated in all of their needs to address since it is based on their ideas. It could be more beneficial to look into their bigger needs and existing behavior as a part of considerations to be taken.



## Interaction

CORE NEEDS	POTENTIAL IDEAS
<ul style="list-style-type: none"> <li>Browse and collect informations first, and read it later</li> <li>Engage with creators or other people</li> <li>Intuitive interaction (less adaption required to interact with the features)</li> </ul>	<ul style="list-style-type: none"> <li>Read later option</li> <li>Download a story in some format e.g. pdf</li> <li>Support play/pause using the tap &amp; hold gesture</li> <li>Allow swipe gesture to go to next story when reach to the end of a story</li> </ul>



**Thank You**