Mobile Web: Collections

Usability & Understanding

5 Research Participants

Editing

1 - never edited

3 - vaguely remembers editing

1 - edits occasionally

Account Status
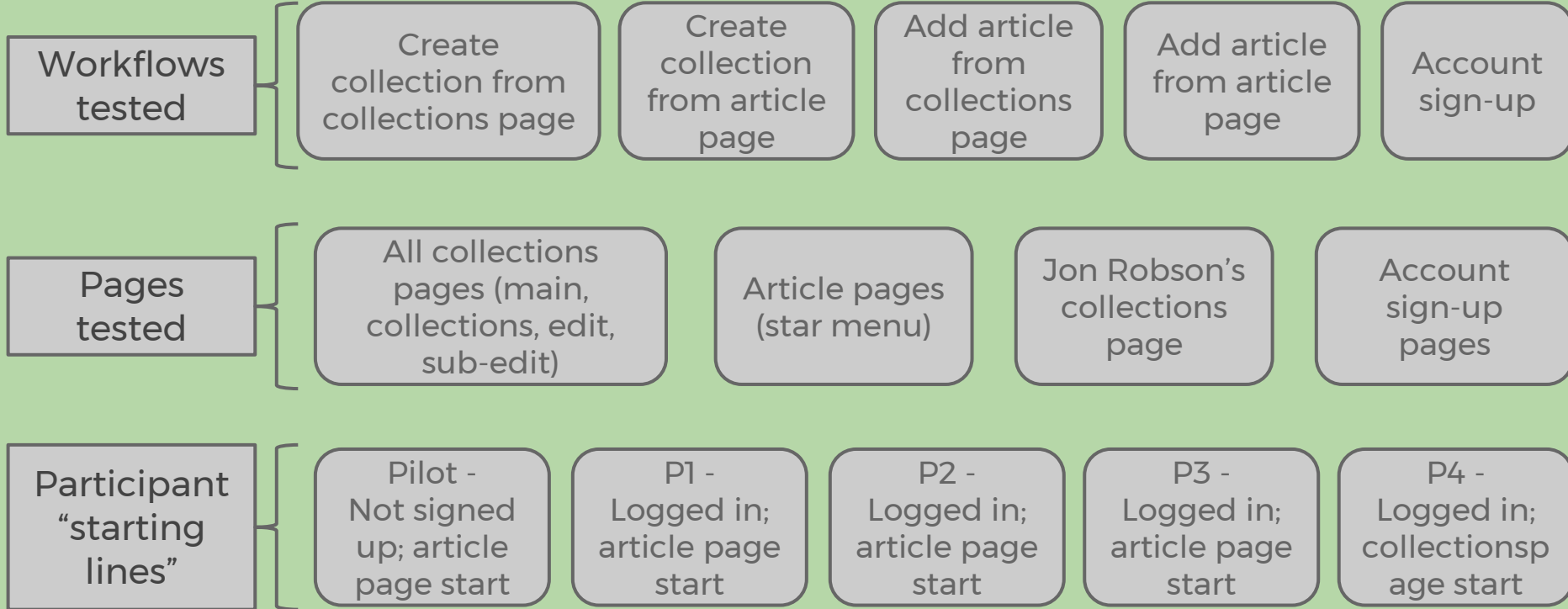
4 - no account prior to test

1 - had account ready prior

Gender

1 - woman

4 - man

Research Set-up

Workflows tested

- Create collection from collections page
- Create collection from article page
- Add article from collections page
- Add article from article page
- Account sign-up

Pages tested

- All collections pages (main, collections, edit, sub-edit)
- Article pages (star menu)
- Jon Robson's collections page
- Account sign-up pages

Participant "starting lines"

- Pilot - Not signed up; article page start
- P1 - Logged in; article page start
- P2 - Logged in; article page start
- P3 - Logged in; article page start
- P4 - Logged in; collectionspage start

Article Pages

Finding
- All 5 dismissed, ignored, or missed the existence of the overlay
  - 2 of 5 actually read the text on overlay to some extent
  - 2 of 5 dismissed without acknowledging directly
  - 1 of 5 did not see/read overlay at all a few times before noticing it
    - also did not associate overlay to star icon after noticing overlay

Recommendation
- Determine if there are any ways to make the overlay less obtrusive and more inviting.

Finding
- 2 of 5 associate star to 'favorites'
  - 1 of 2 did not associate star to collections

Recommendation
- Make the overlay more clearly associated to the star and by association, collections as well

Article Pages

Finding
- Overlays and notification pop-ups are not always acknowledged and not always acted upon, whether purposefully or not is difficult to ascertain

Recommendation
- Create notifications that aren't workflow-dependent (i.e., some users may not tap save or back after creating a new collection, which would surface the overlay explaining collections entry in menu). Notifications that pop-up on bottom are fine, but users do not always click on the links within to access collections.

Finding
- 1 of 5 thought star would be filled in after it is tapped

Recommendation
- Clarify the 'rules' around when the star would be filled in on a page and when it wouldn't (mentioned in heuristic evaluation).

Article Pages

Other Recommendation
- Not sure if possible, but add functionality wherein user can create/add to a collection from a blue link, instead of having to navigate to the actual page to add to collection

Article Page, Star Menu

Finding
- 3 of 5 had good understanding of collections function, 2 of 5 did not
  - 1 of 2 thought it was a curated group of pages related to a central topic, but also thought he was helping with crowd-source tagging of article he was on
  - 1 of 2 thought it was a curated group of pages related to a central topic, but also thought it was perhaps a formal archive of some sort

Recommendation
- Clearer messaging or tooltip hovers to clarify the purpose of the feature

Finding
- 2 of 5 thought that the page they were on was already added to watchlist; 1 because he saw a gray checkmark next to watchlist, and 1 because he thought everything he 'starred' would automatically be added to watchlist

Recommendation
- Checkmarks are not intuitive (plus icon suggested by user). Its functionality on star menu is different than functionality of checkmarks on edit collections page, should be consistent

Article Page, Star Menu

Finding
- 5 of 5 understand 'public' setting for collection
  - 2 of 5 express fear that in making it public, it'd be auto-shared to Facebook or similar
- 2 of 5 thought 'private' collections can be viewed only by themselves and people who've been invited to view (possible Facebook/Twitter/etc. mindset)

Recommendation
- Confusion around whether there is or isn't social media sharing or privacy settings paradigms tied to public/private setting for collections. Clarify with messaging or tooltips next to the star menu entry and edit collection setting, and/or make the 'tag' on the collections page itself clickable.

Finding
- 2 of 5 thought watchlist is a 'default collection', 1 of which thought watchlist is 'stuff Wikipedia suggests for me'

Recommendation
- Feature needs to build/have more contextual clarity that the watchlist is a collection

Collections Pages

Finding
- 3 of 5 demonstrated good contextual understanding of collections pages overall
- 2 of 5 had good understanding of pages, but had some navigational difficulties
  - 1 of 2 had difficulty finding/accessing collections via hamburger menu and took a long time to determine that tapping on collection name in star menu did not navigate to that collections page
  - 1 of 2 would be in a collections page, and when prompted to edit the collections, would often perform a loop (go back to hamburger menu, collections, collections page, edit)

Recommendation
- See slide 6 - create notifications/overlays that are not workflow dependent, so that if a specific action isn't selected right away it will still appear later (e.g., overlay about where collections can be found after hitting save from creating new public collection).

Collections Pages

Finding
- 3 of 5 commented that collections entries should have smaller or no header image
  - 2 of 3 preferred more compact view, i.e., smaller/no image, smaller titles
- 1 of 5 liked infinite scrolling
- 1 of 5 disliked scrolling too much to get to information, especially if there a lot of entries

Recommendations
- Provide multiple views for collections (i.e., current view, compact view, text-only view)
- Other workarounds for too much scrolling on accounts with larger/numerous collections

Collections Pages

Finding
- 4 of 5 had no issues creating a new collection from collections page (create button was visible, not under the fold)
- 1 of 5 had some hesitation but scrolled and had no issue after that (button was under the fold on the main collections page)

Recommendation
- Though relatively discoverable, would recommend putting add collection button at/near top of page

Finding
- 2 of 5 users had some difficulty accessing collection page because they thought they could tap anywhere in the black box, but the link is only on the title text and photo areas

Recommendation
- Make the entire area (entirety of black box and photo area if applicable) clickable for access

Edit Collections Pages

Finding
- Remove article from collection
  - 4 of 5 - first instinct was to swipe to remove article from collection
  - 1 of 5 - first instinct was to select articles and hit delete button. also tries swiping, dragging, and long-press for select

Recommendation
- Consider allowing swiping or otherwise changing the remove articles from collection functionality

Edit Collections Pages

Finding
- Checkmarks (also on star menu)
  - different manifestation of checkmark functionality on star menu vs. edit collections page (automatic action taken vs requires secondary confirmation via save button)
  - 2 of 5 encountered confusion about checkmarks on star menu page
    - 1 of 2 mentions a plus icon would make more sense
  - 1 of 5 thought by tapping on an article in edit collections, he was deselecting from a list to be deleted using delete button
    - 1 doesn't see checkmarks on edit collections, but says she would check pages to be deleted

Recommendations
- Checkmarks are confusing; which color means 'active'? when selected or deselected, is that all to add/remove? Do they relate to delete/save buttons or not?
- Consistency between functionality in different areas of the feature

Edit Collections Pages

Finding
- Delete button
  - 3 of 5 initially (and correctly) thought that 'delete' button would delete the collection
    - when prompted later to remove a page from collection, all 3 changed their minds or became hesitant about what delete would actually delete
    - 1 of 3 suggested delete be moved closer to save button so they would both be functionalities associated to the collection as a whole
  - 1 of 5 was confused about what delete would do
  - 1 of 5 thought delete was meant for removing articles from collections list

Recommendation
- Delete button is confusing (and feels like a destructive action); move it closer to save button so that users clearly associate it to an action for entire collection

Edit Collections Pages

Finding
- 2 of 5 thought that 'back' from edit collection page would navigate back to article page
- 1 of 5 thought that it would navigate to the main collections page

Recommendation
- none

Finding
- All 5 used search for articles element correctly
  - 1 of 5 didn't expect tapping on search result to automatically add to collection; he thought he'd navigate to the page, confirm contents, then star/add from article

Recommendation
- Not essential, but perhaps add icons next to search results for 'add to collection' (currently checkmark, but recommend something different like a plus icon) and 'go to page'

JR's Collections Page & Overall Thoughts

Finding

- 2 of 5 suggested some sharing elements might be nice/helpful, like having a clickable link for sharing, light 'like' and commenting capabilities

Recommendation

- Currently, 'share' terminology on overlay is misleading when there currently is no share functionality. As such, add shareable link, light 'like' and commenting capabilities
- Overall, more clarification about what share/social media is wrt Wikipedia/collections vs other paradigms around social media sharing concept

Finding

- 2 of 5 felt 'collections' was not the best term for feature

Recommendation

- Not sure if this makes a huge difference or if a change is even possible at this point in time, but a participant suggested changing terminology to 'My Collections'.

JR's Collections Page & Overall Thoughts

Other Findings
- 4 of 5 explicitly understood it was the collections page for user jdlrobson
- 2 of 5 would be more interested in feature if famous/important people had collections they could peruse (2 explicit mentions for Elon Musk :))
- 4 of 5 would use collections feature, 1 of 5 not as certain
  - 4 mention potential personal use (use as curation tool for personal interests), 1 would not use for personal use
  - 3 of 4 mention potential professional use (as part of onboarding for work, for teaching a class, to have a list of local academic institutions)
- 2 of 5 would not want to utilize a sharing/social media aspect of collections

Other Recommendation
- remove white space on collections detail pages when there is no description

Sign-up process (tested with one participant)

Finding
- Participant experienced issues with usernames that were taken or invalid, re-entered passwords that didn't match, etc.

Recommendation
- Live confirmation during sign-up process
  - something like a red x for: username is taken, invalid, re-entered password doesn't match, account with entered email address already exists
  - some kind of affirmation when the information is entered correctly

Finding
- Participant expressly called out the captcha as annoying. He incorrectly entered it a few times, which refreshed the page and made him re-enter the entire form again

Recommendation
- Instead of making users type in something difficult to read, change captcha to an active, touch-gesture captcha (e.g., dragging an arrow)

Bugs

Findings
- mobile browser page is zoomed in after user taps 'save' on collections edit page

- watchlist on mobile web: should it contain the user page and the user talk page by default?
  - watchlists on desktop version are empty by default

- 1 participant (P4) experienced a non-functional back button on the edit collection and edit collection details pages

- 1 participant (P3) was not able to scroll on article page when the overlay was up

- Existence of green checkmarks in the edit collections page was spotty for 2 participants (P3 & P4)

Recommendation
- Please check to make sure there are Phab tickets for these listed above.

Mobile Web: Collections

Appendix

Reference Links

Participant Videos
(boxes are linked)

Pilot - Man Not signed up Article start	P1 - Man Logged in Article start	P2 - Man Logged in Article start

P3 - Man Logged in Article start	P4 - Woman Logged in Collections start

[Link to raw notes](#)
[Link to Collections Heuristic](#)

Research Participant Backgrounds / Behaviors

- Access
  - 3 primarily use Wikipedia on desktop/laptop
  - 1 splits access 50/50 on desktop/mobile
  - 1 primarily uses Wikipedia on mobile
  - 4 explicitly mention knowing about mobile app
  - 3 use app, 1 prefers app over mweb, 1 never has because mweb had everything he needed
  - 4 use mweb, 1 never has
  - 2 specifically mention searching in Google, then clicking Wikipedia result
  - 1 mentions searching Wikipedia only for specific things, and uses Google for broader questions in sentence form

- Editing
  - All 5 know anyone can edit; 3 have tried to minimal extent, 1 more regularly

- Exploration
  - 2 explicitly mention clicking random and/or featured article to explore Wikipedia
  - 2 explicitly mention exploring Wikipedia by opening pages in multiple tabs
  - 1 only uses Wikipedia for specific reasons, directed searches