

Desktop Improvements

Table of Contents, Sticky Header Collated Final Report

March 2021



WIKIMEDIA
FOUNDATION

Project summary:

Vendors in three emerging regions (Ghana, Indonesia, Argentina) were engaged to evaluate table of contents (ToC) prototypes and sticky header (SH) elements/usability.

ToC: users provided feedback on a variety of supplemental/persistent prototypes to help determine the value of a constantly accessible ToC.

SH: users ranked tools/functionalities based on utility/saliency and explored sticky header prototypes.



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Page	Author / Vendor	Country / Language
4	URIKA Insights	Ghana (EN: english)
30	Terang Riset Pratama	Indonesia (ID: bahasa indonesia)
70	CRIBA Research	Argentina (ES: spanish)



WIKIMEDIA
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DESKTOP IMPROVEMENT PROJECT

Ghana Usability Test Findings



March 2021, Ghana

WIKIMEDIA
FOUNDATION

Prepared for: **Wikimedia Foundation**

This report is confidential and is intended solely for the use and information of the client to whom it is addressed.

Report Prepared By: **URIKA INSIGHTS**

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Executive Summary

Wikimedia is seeking to improve the desktop user experience of its Wikipedia website. The suggested improvements are to the **Table of Contents (ToC)** and the **Headers Elements** on the desktop pages. In line with this, Wikimedia commissioned a usability test research in Ghana to evaluate user preferences among five prototype designs for the ToC and different header elements.

A usability test was conducted in Ghana between 02 February to 16 February 2021 with seven participants. The participants recruited were tested on a series of tasks that involved interacting with the prototypes. The tasks helped unearth user preferences and opinions about the suggested desktop improvements.

The key findings from the research reveal that:

- There is an overwhelming preference for a ToC that is always visually available on a Wikipedia page, irrespective of which section of the page the user is browsing.

- A strong preference for Prototype 5 (Persistent Prototype). Unlike the other prototypes, which are designed to supplement the main ToC and only triggered after the user scrolls past the main ToC at the top of the page, users prefer the design of Prototype 5, which is always available on the page right from the start and does not require any trigger action from the user.

- For logged-out users: Searching Wikipedia, Article Title and Section Titles were the first, second, and third most useful header elements they would always like to have readily accessible.

- Among logged-in users (mostly Editors): Searching Wikipedia, Edit Article, and Article Title rank the most useful header elements that should always be visibly accessible.

- Except for the "Talk Icon", "Watchlist Icon", "Profile Icon" and "Notifications Icon" the rest of the header icons were not considered intuitively representative of the icon's use.

- Participants tested in the study also preferred the header to be permanently affixed and always visually available at the top of the Wikipedia page, irrespective of which section of the page the user is on. Participants do not want to have to trigger the header either through scrolling back up, hovering the cursor at the top of the page, or switching between opened tabs.



RESEARCH APPROACH

Research Goal

Wikimedia is considering making design and functionality improvements to the Table of Contents (ToC) and Header Elements of its Wikipedia desktop website. URIKA Insights tested in a user experience study in Ghana for Wikimedia, five prototype designs of the ToC and a streamlined design of the header elements. The usability tests were designed to present the Wikimedia team on this desktop improvement project information on how various Wikipedia users view these changes.

The key research questions this study attempted to answer were anchored around the ToC and the Header Elements.

Table of Contents

1. How reliant are users on the ToC?
2. What is the purpose of the ToC to users?
3. Besides ToC, how else do users navigate Wikipedia articles to find the information?
4. Do users face any challenges when looking for information within a Wikipedia article.
5. What are the user preferences for the features of the five prototypes tested?

6. Is there a preference for ToC that is always visually available?
7. What is the preference for supplemental versus persistent ToC. For an always visually available ToC, do users want it as supplemental, i.e., triggered after scrolling past the main ToC embedded at the top, or want it as persistent?
8. What is the user preference for depth (number of levels for headers and sub-headers)?
9. User preference for look and feel?

Header Elements

1. Rank the header elements on their usefulness?
2. Should header elements be always shown or not?
3. Are header icons self-explanatory?
4. Are there other ways users would prefer the header elements to be triggered?

Methodology

The study method used a qualitative approach that involved a user-centered methodology that evaluated the design improvements to the Wikipedia desktop website with representative users. Participants were asked to complete a set of four tasks while the research team watched, listened and took notes.

Participants had the option of coming to a testing center or conducting the interviews remotely via video call. Six out of the seven participants opted to come to the testing center. One participant conducted the usability test remotely via Zoom. The testing center had a laptop with internet connectivity set up, which participants can use during the interviews. Participants were also provided the option to use their laptops. All testing sessions were video recorded with express consent from the participants.

3.1 Participants

In the Ghana sessions, seven users participated in the usability testing. The participants span three user profiles which included:

1 Newcomers: rarely use, or new Wikipedia users who have read Wikipedia articles approximately less than 20 times.

2 Casual Readers: occasionally read Wikipedia articles and have visited the Wikipedia website more than 20 times.

3 Editors: frequent users of Wikipedia who also edit Wikipedia articles and have a log-in account.

Participant 1



- Casual Reader
- Female
- 18 - 25 years
- Smartphone

Participant 2



- Editor
- Male
- 18 - 25 years
- Desktop

Aggregated Summary of Demographic and User Characteristics of Participants



Age:	Percent	Responses
18-25 years	42.9%	3
26-35 years	42.9%	3
36-45 years	14.3%	1
		Totals: 7

Gender:	Percent	Responses
Cisgender Male/man	57.1%	4
Cisgender Female/woman	42.9%	3

Highest Level of Education:	Percent	Responses
Senior High School (A-levels/SSS/SHS)	28.6%	2
Tertiary (Diploma/Degree/Masters/PhD)	71.4%	5
		Totals: 7

Personal monthly income:	Percent	Responses
Less than \$83	14.3%	1
\$84 - \$167	14.3%	1
\$168 - \$250	14.3%	1
\$500 - \$583	14.3%	1
Greater than \$833	14.3%	1
Prefer not to answer	28.6%	2
		Totals: 7

How long have you been reading Wikipedia:	Percent	Responses
Between 1-3 years	42.9%	3
Between 3-5 years	14.3%	1
For more than 5 years	42.9%	3
		Totals: 7

How many times have you accessed Wikipedia:	Percent	Responses
Fewer than 20 times	14.3%	1
Between 21-50 times	28.6%	2
More than 50 times	57.1%	4
		Totals: 7

How often do you read Wikipedia:	Percent	Responses
Several times a day	14.3%	1
Several times in a week	28.6%	2
Several times in a month	42.9%	3
Monthly	14.3%	1
		Totals: 7

Do you edit Wikipedia:	Percent	Responses
Yes	57.1%	4
No	42.9%	3
		Totals: 7

Do you have a login account with Wikimedia:	Percent	Responses
Yes	42.9%	3
No	57.1%	4
		Totals: 7

Device mostly used for accessing the internet:	Percent	Responses
Via Smartphone	85.7%	6
Via Desk/Laptop	14.3%	1
		Totals: 7

3.2 Tasks Tested

To elicit user preferences and opinions on the proposed desktop improvements, participants were tested on four tasks. Each task was designed to generate insights into a specific user experience context. The first three tasks were focused on the ToC and the fourth task on the Header Elements.

TASK 1

Access a topic of interest on Wikipedia and find answers to a question.

TASK 2

Explore three Wikipedia articles of varying lengths.

TASK 3

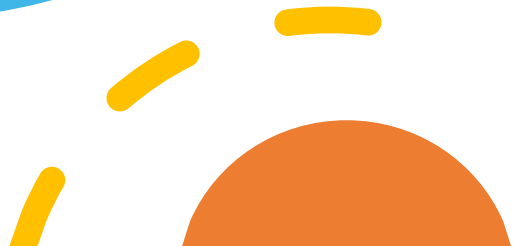
Explore the five prototypes.

TASK 4

Explore sticky header and rank elements.



KEY FINDINGS



Participants were asked to complete TASK 1 and TASK 2, which provided key insights to the questions below.

TASK 1
Access a topic of interest on Wikipedia and find answers to a question

TASK 2
Explore 3 Wikipedia articles of varying lengths



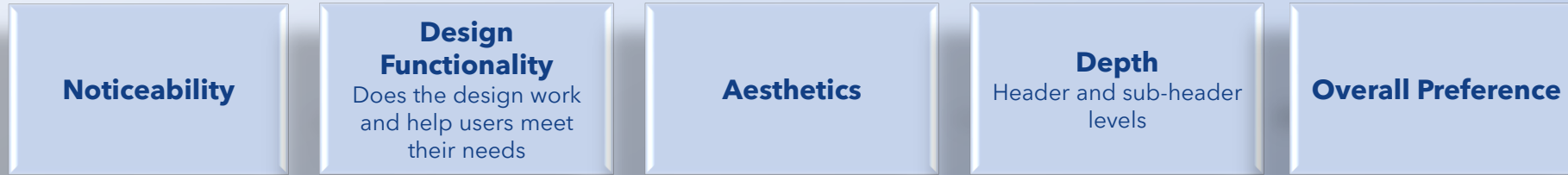
1. How users use the current ToC? Are they light, moderate, heavy users?
2. What is the ToC used for?
3. Besides ToC, how else do users navigate within Wikipedia articles to find information they are looking for?
4. Do users face any challenges when looking for information within a Wikipedia article?

- As participants completed Task 1 and 2, it was observed that most users do not use the ToC as was expected. The majority barely clicked on the ToC nor took their cursor near the ToC. No participant repeatedly clicked on the ToC to navigate within a Wikipedia article, irrespective of the length of the article.
- Based on the participants' behavior, the casual readers could be described as light users of the ToC because they rarely clicked on the ToC to navigate within the article when looking for information. Editors can be described as moderate users as they sometimes directed their cursors towards the ToC and clicked on subtitles in the ToC to navigate within the page. None of the participants can be described as heavy users of the ToC.
- All participants primarily relied on scrolling up and down the page of an article to find information as a substitute for using the ToC. A few newcomers and casual users (2 out of 7 participants) relied on the "Search Bar" or Ctrl + F to find information within the article.

The study identified five keyways that participants use the ToC. Below from left to right is a ranking of how participants said the commonly used ToC.

- 1 The ToC is used to get an overview of the article as well as to get a sense of the length of the article
- 2 When user wants to read further on a topic, they use the ToC to know what to expect in the article
- 3 Users use ToC to determine if they are interested in reading on the topic further or not
- 4 Use it to navigate to a specific section of an article
- 5 ToC introduces users to new areas of a topic that they may not have been looking for

Participants were asked to complete TASK 3, which involved the evaluation of the features of five ToC prototypes. Each prototype was evaluated on five key usability metrics:



The users' experiences gathered from this task provided answers to the questions below.

TASK 3

Explore the five prototypes



1. User preferences for the features of the five prototypes.
2. Is there a preference for ToC that is always visually available?
3. Preference for supplemental versus persistent ToC. Do consumers want a supplemental ToC, i.e., a ToC that is triggered after you scroll past the main ToC at the top of the Wikipedia article, or would they prefer a persistent ToC this is always visually available, without the need to trigger it.
4. User preference for depth, i.e., number of levels for headers and sub-headers)
5. User preference for look and feel of the ToC

PROTOTYPE 1

Once you scroll past the main ToC, a floating secondary ToC appears in the bottom-right corner. Shows all headers, highlights user's current section, needs a click to expand

Noticeability	<ul style="list-style-type: none"> - Poor noticeability - when is unexpanded, it is easy to miss it because of the location. It also somewhat blends with the text of the article, making it difficult to notice.
Design Functionality	<ul style="list-style-type: none"> - Sometimes can not see the icon for expanding - Collapsed or expanded version obstructs article text + Expandable - Double scrollbar very close to each other. Scroll bar of expanded ToC + scrollbar of article page at the right can make using either scrollbar challenging.
Aesthetics	<ul style="list-style-type: none"> + Background highlight of active sections + Italicizing of sub-sections clearly distinguishes section titles from sub-sections + Bold section titles + Un-numbered section-titles and sub-section is a clean look - Double scrollbar very close to each other is tacky.
Depth	<ul style="list-style-type: none"> + Preferred that all levels section-titles and sub-sections are present + Preferred that sub-sections show by default without need to expand
Overall Preference	<ul style="list-style-type: none"> - Not chosen by any participant as a preferred prototype

the *Edo-mae* (Edo or Tokyo Bay); the term *Edomae nigirizushi* is still used today as a by-word for quality sushi, regardless of its ingredients' origins.^{[8][9]} The earliest written mention of *sushi* in English described in the *Oxford English Dictionary* is in an 1893 book, *A Japanese Interior*, where it mentions sushi as "a roll of cold rice with fish, sea-weed, or some other flavoring."^{[10][11]} There is an earlier mention of sushi in James Hepburn's Japanese-English dictionary from 1873,^[12] and an 1879 article on Japanese cookery in the journal *Notes and Queries*.^[13]

Types



Sushi platter in takeaway

The common ingredient in all types of *sushi* is vinegared *sushi* rice. Fillings, toppings, condiments, and preparation vary widely.^[14] Due to *rendaku* consonant mutation, *sushi* is spelled with *zu* instead of *su* when a prefix is attached, as in *nigirizushi*.

Chirashizushi

Chirashizushi (ちらし寿司, "scattered sushi", also referred to as *barazushi*) serves the rice in a bowl and tops it with a variety of raw fish and vegetable garnishes. It is commonly eaten because it is filling, fast and easy to make.^[citation needed] It is eaten annually on *Hinamatsuri* in March and *Kodomonohi* in May.

- *Edomae chirashizushi* (Edo-style scattered *sushi*) is served with uncooked ingredients in an artful arrangement.



Sometimes cannot see icon for expanding ToC

Makizushi (巻き寿司, "rolled sushi"), *norimaki* (海苔巻き, "nori roll", used generically for "variety of rolls") is a cylindrical piece formed with the help of a bamboo mat known as *maki* wrapped in *nori* (seaweed), but is occasionally wrapped in a thin *omelette*, soy paper, or *rice paper*. *Makizushi* is usually cut into six or eight pieces, which constitutes a single roll order. Besides *makizushi*, but many other kinds exist.

Futomaki (太巻, "thick, large or fat rolls") is a large cylindrical piece, usually with *nori* on the outside, to six centimetres (2 to 2½ in) in diameter.^[21] They are often made with two, three, or more complementary tastes and colors. During the evening of the *Setsubun* festival, it is traditional to eat *futomaki* in its cylindrical form, where it is called *ehō-maki* (恵方巻, lit. happy direction roll) to all of Japan.^[23] *Futomaki* are often vegetarian, and may utilize strips of *cucumber*, *kaori*, *lotus root*. Strips of *tamagoyaki* omelette, tiny fish *roe*, chopped tuna, and *oboro* (*food*) are also used as fillings.^[20] Traditionally, the vinegared rice is lightly seasoned with salt and sugar. Popular fillings include meat, egg, tuna, or shrimp. Vegetables usually include cucumbers, lettuces, and *takuan*.

Short-grain white rice is usually used, although short-grain brown rice, like *olive oil* on *rice*, is also used among the health-conscious. Rarely, sweet rice is mixed in *makizushi* rice. Nowadays, the rice is often mixed with black rice, boiled rice and cereals. Besides the common ingredients listed above, some *makizushi* are served with cooked *squid*, *yakiniku*, *kamaboko*, lunch meat, sausage, bacon or spicy tuna. The *nori* is often sprinkled with sesame seeds. In a variation, sliced pieces of *makizushi* may be lightly fried (*玉子巻き寿司*) is *makizushi* is rolled out by a thin egg. *Tempura Makizushi* (天ぷら巻き寿司) is a fried version of the dish.

Hosomaki (細巻, "thin rolls") is a small cylindrical piece, with *nori* on the outside. A typical diameter is one centimetre (1 in).^[24] They generally contain only one filling, often tuna, cucumber, *kani*, *shiso* (Japanese herb). *Kappamaki*, (河童巻) a kind of *Hosomaki* filled with cucumber, is a

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 - Chirashizushi
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 - Modern narezushi
 - Nigirizushi
 - Oshizushi
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 - Uramaki
 - American-style makizushi
- Sushi in Asia
 - South Korea
- Ingredients
 - Sushi mashi

Very close double scrollbar

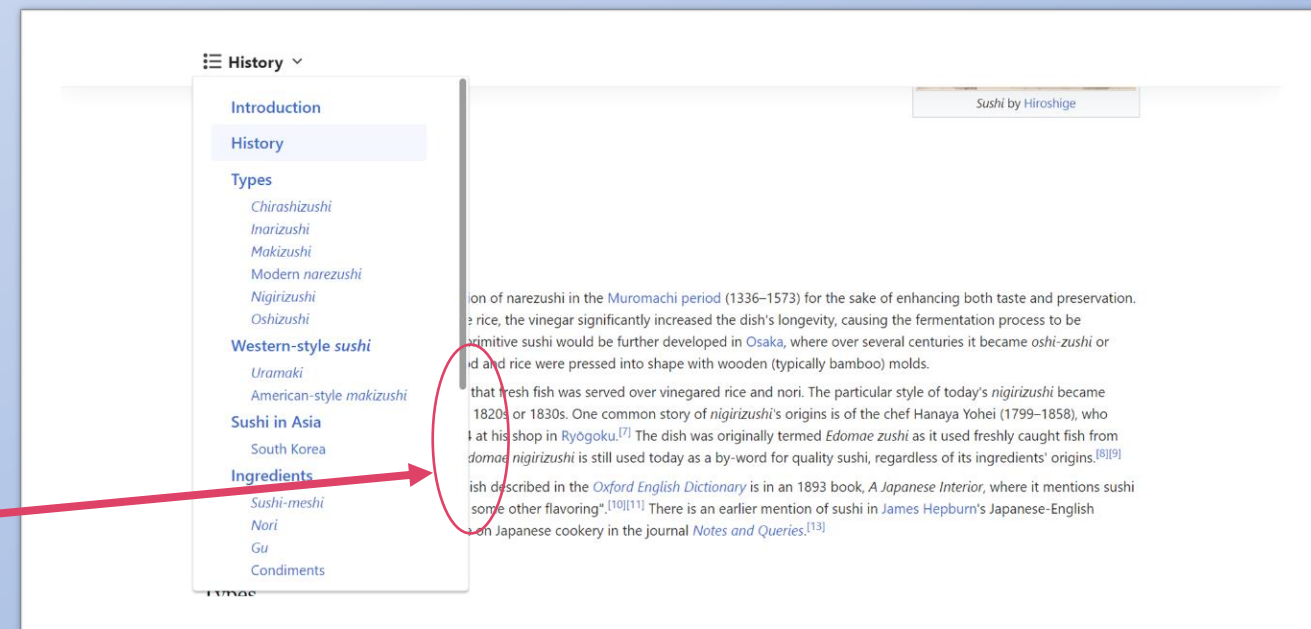
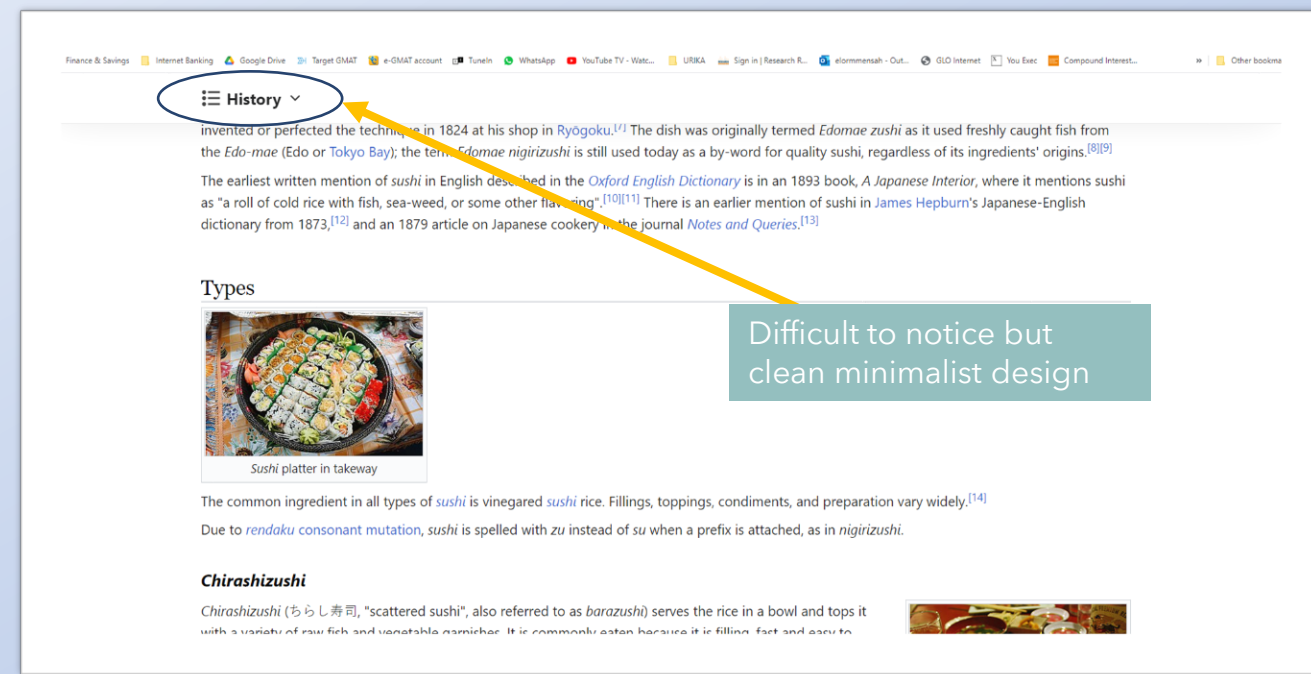
When expanded obstructs article text

PROTOTYPE 2

Once you scroll past the main ToC, sticky header appears with access to a ToC dropdown, needs click to open, shows all headers, and highlights the user's current section

Noticeability	<ul style="list-style-type: none"> - Least noticeable position among the five prototypes
Design	<ul style="list-style-type: none"> + Expandable
Functionality	<ul style="list-style-type: none"> - Obstructs article text when expanded
Aesthetics	<ul style="list-style-type: none"> + Clean cut, minimalist, simple + Background highlight of active sections + Italicizing of subheading clearly distinguishes section headers from sub-headers + Bold section-titles + Un-numbered section-titles and sub-section is a clean look
Depth	<ul style="list-style-type: none"> + Preference for all levels section-headers and sub-sections are showing + Preference that that sub-sections show by default without need to expand
Overall Preference	<ul style="list-style-type: none"> ● Second most liked by participants

When expanded obstructs article text

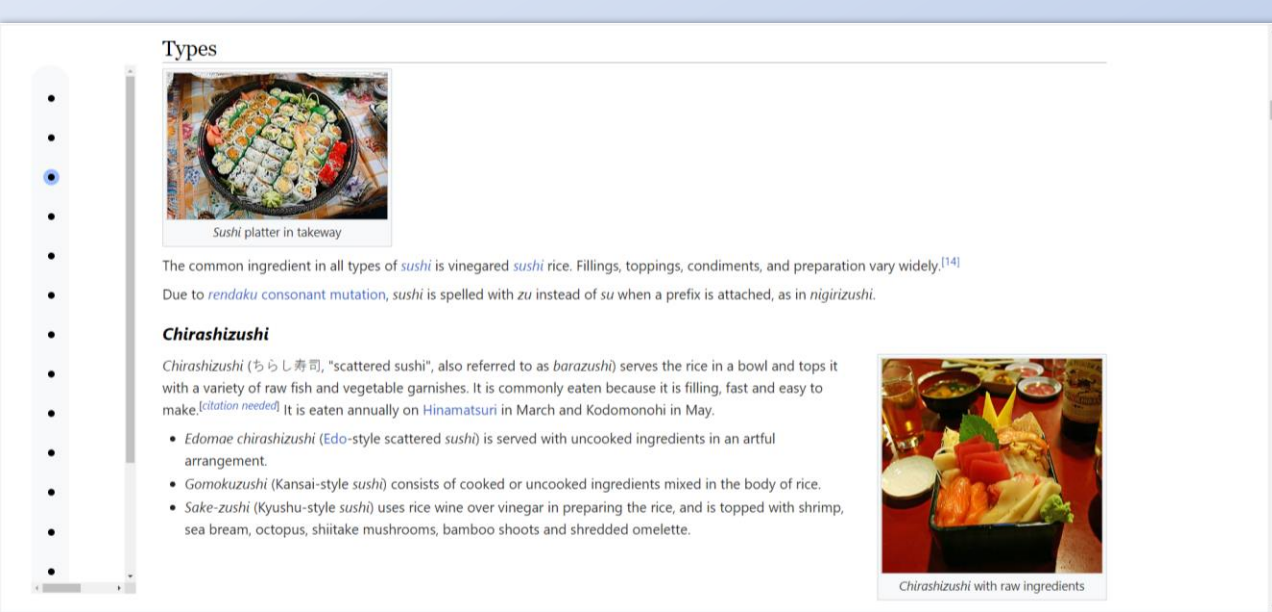


PROTOTYPE 3

Once you scroll past the main ToC, a dot menu appears on the left that, upon hovering, opens with first level headers, and header of user's current section is in bold

Noticeability	<ul style="list-style-type: none"> + Easily noticeable - the most noticeable ToC among the five prototypes
Design Functionality	<ul style="list-style-type: none"> - Should have "Content" as the title boldly indicating to users that it's a ToC, otherwise it can be mistaken as just a design on the page, especially by newcomers. - Obstructs article text when expanded
Aesthetics	<ul style="list-style-type: none"> + Dot design is modern and a refreshing look for a Wikipedia design which is often perceived as conservative + Highlighting and boldening of active section title is seen as cool - Scrollbar is clumsy. Should be designed similar to Prototype 5, all section-titles and sub-sections show yet has not scroll bar - Hovering near dots to trigger expansion of ToC seems unnecessary. Should be expanded by default so its obvious it is a ToC
Depth	<ul style="list-style-type: none"> - Section titles not expandable to show sub-sections. It should have sub-sections
Overall Preference	<p>Passive appeal. Mostly disliked but design seen as modern by some participants. Suggestions that design could be merged with Prototype 5.</p>

Types




Sushi platter in takeaway

The common ingredient in all types of *sushi* is vinegared *sushi* rice. Fillings, toppings, condiments, and preparation vary widely.^[14] Due to *rendaku* consonant mutation, *sushi* is spelled with *zu* instead of *su* when a prefix is attached, as in *nigirizushi*.

Chirashizushi

Chirashizushi (ちらし寿司, "scattered sushi", also referred to as *barazushi*) serves the rice in a bowl and tops it with a variety of raw fish and vegetable garnishes. It is commonly eaten because it is filling, fast and easy to make.^[citation needed] It is eaten annually on Hinamatsuri in March and Kodomonohi in May.

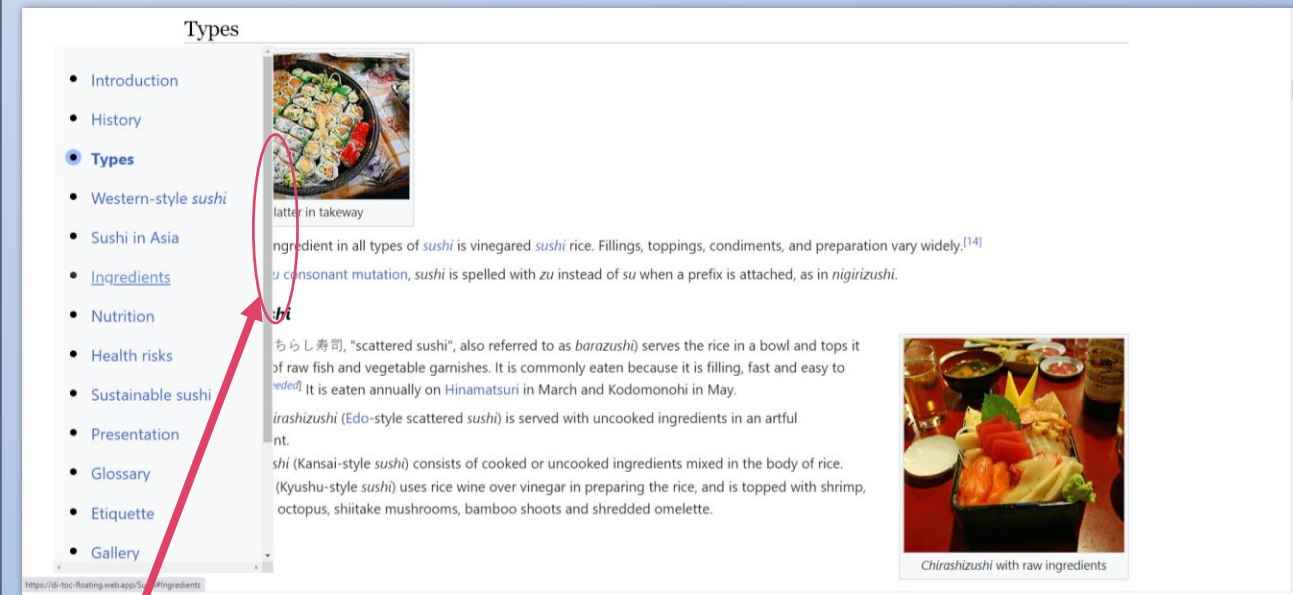
- Edomae chirashizushi* (Edo-style scattered *sushi*) is served with uncooked ingredients in an artful arrangement.
- Gomokuzushi* (Kansai-style *sushi*) consists of cooked or uncooked ingredients mixed in the body of rice.
- Sake-zushi* (Kyushu-style *sushi*) uses rice wine over vinegar in preparing the rice, and is topped with shrimp, sea bream, octopus, shiitake mushrooms, bamboo shoots and shredded omelette.



Chirashizushi with raw ingredients

Types

- Introduction
- History
- Types**
- Western-style *sushi*
- Sushi in Asia
- Ingredients
- Nutrition
- Health risks
- Sustainable sushi
- Presentation
- Glossary
- Etiquette
- Gallery



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Chirashizushi with raw ingredients

Take out scrollbar

PROTOTYPE 4

Once you scroll past the main ToC, a CONTENTS button appears. Clicking the button jumps you back to the main ToC

Noticeability	⊖ Not noticeable/easy to miss/may think it is part of the main article text
Design	⊖ Limited functionality
Functionality	⊖ Only marginally better than having to scroll-up
Aesthetics	⊖ Consider moving to the top or middle of the blank space on the right
Depth	⊖ Has no section-title or sub-sections
Overall Preference	⊖ Not liked by any participant

Inarizushi

Wikibooks Cookbook has a recipe/module on **Inarizushi**

Inarizushi (稲荷寿司) is a pouch of fried tofu typically filled with *sushi* rice alone. Tales tell that *inarizushi* is named after the Shinto god Inari. Foxes, messengers of Inari, are believed to have a fondness for fried tofu, and an *Inari-zushi* roll has pointed corners that resemble fox ears.^[15]

Regional variations include pouches made of a thin omelette (帛紗寿司, *fukusa-zushi*, or 茶巾寿司, *chakin-zushi*) instead of tofu. It should not be confused with *inari maki*, which is a roll filled with flavored fried tofu.

Cone *sushi* is a variant of *inarizushi* originating in Hawaii that may include green beans, carrots, or gobo along with rice, wrapped in a triangular *abura-age* piece. It is often sold in *okazu-ya* (Japanese delis) and as a component of bento boxes.^{[16][17][18][19]}

Makizushi

Makizushi (巻き寿司, "rolled sushi"), *norimaki* (海苔巻き, "nori roll") or *makimono* (巻物, "variety of rolls") is a cylindrical piece, formed with the help of a bamboo mat known as a *makisu* (巻き簾). *Makizushi* is generally wrapped in *nori* (seaweed), but is occasionally wrapped in a thin omelette, soy paper, cucumber, or shiso (perilla) leaves. *Makizushi* is usually cut into six or eight pieces, which constitutes a single roll order. Below are some common types of *makizushi*, but many other kinds exist.

Futomaki (太巻, "thick, large or fat rolls") is a large cylindrical piece, usually with *nori* on the outside.^[20] A typical *futomaki* is five to six centimetres (2 to 2½ in) in diameter.^[21] They are often made with two, three, or more fillings that are chosen for their complementary tastes and colors. During the evening of the Setsubun festival, it is traditional in the Kansai region to eat uncut *futomaki* in its cylindrical form, where it is called *ehō-maki* (恵方巻, lit.

Chirashizushi with raw ingredients

Three pieces of inarizushi

Reposition up

^ Contents

PROTOTYPE 5


On the left side, first level headings by default and expandable sub-headings

Noticeability	<ul style="list-style-type: none"> + Easily noticeable
Design Functionality	<ul style="list-style-type: none"> + ToC permanently available to the user right from the start of the article. This was highly liked by users. Also highly preferred having only one ToC, instead of two ToCs as seen in the other four prototypes + Title "Contents" clearly shown unlike Prototype 3 + Expandable sub-sections by trigger
Aesthetics	<ul style="list-style-type: none"> + Clean and simple style + Bold highlight of active section titles Italicizing of sub-sections in black clearly distinguishes section titles from sub-sections + Un-numbered section-titles and sub-section is a clean look
Depth	<ul style="list-style-type: none"> + All section titles and sub-sections are present ⦿ Consider expanded sub-sections by default instead of collapsed by default as is the case in Prototype 1 & 2
Overall Preference	<ul style="list-style-type: none"> + Strongly preferred by all participants. Prototype 5 was used as a benchmark to suggest improvements to the other prototypes.

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- ▼ Western-style *sushi*
 - Uramaki*
 - American-style *makizushi*
- ▶ Sushi in Asia
- ▶ Ingredients
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- Health risks
- Sustainable sushi
- Presentation
- Glossary
- Etiquette
- Gallery
- See also
- References
- External links

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Chirashizushi with raw ingredients

Inarizushi

Wikibooks Cookbook has a recipe/module on [Inarizushi](#)

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Three pieces of inarizushi

Is there a preference for ToC that is always visually available?	Preference for supplemental vs. persistent.	User preference for depth <i>(the number of levels for section titles and sub-sections)</i>	User preference for look and feel of ToC
<p>All participants preferred a ToC that will be always visually available.</p>	<p>All participants preferred a ToC which is visually available from the start of the article and remains in view throughout without the need to trigger a supplemental ToC as the user moves down the article.</p>	<p>The majority of participants (6 out of 7) preferred no restrictions on the number of levels for the section titles and sub-sections in the ToC.</p> <p>The number of levels of the section titles and sub-sections should depend on the length of the article.</p> <p>There should be no restrictions.</p>	<p>Font Color: Black and Blue - conservative and representative of what an encyclopaedia should be. Just like Prototype 5.</p> <p>Font Type: Bold section titles and italicized subsections headers</p> <p>Numbering - Un-numbered section titles and sub-sections in the ToC preferred by the majority of participants.</p> <p>One participant thought numbering may be good because it will give the ToC a stiff academic feel and create a sense that Wikipedia is a place for serious information</p> <p>Bullets - no participant wanted bullets</p> <p>Indents - indentation to be used for sub-section titles only.</p>

Participants were asked to complete TASK 4, which provided key insights to the questions below.

TASK 4
Explore sticky header and rank elements



1. Rank elements on usefulness
2. Header elements always shown or not
3. Are icons self-explanatory
4. Are there other types of triggers that would be preferred?

Header Elements

As part of the desktop improvement, one of the improvements being considered is to streamline the header to have fewer elements. To determine which elements to keep in the header, participants, both logged-out and logged-in, were asked in TASK 4 to rank the usefulness of the header elements to them when navigating and to indicate which of these header elements they would like to always be available in the header and which should be hidden until triggered.

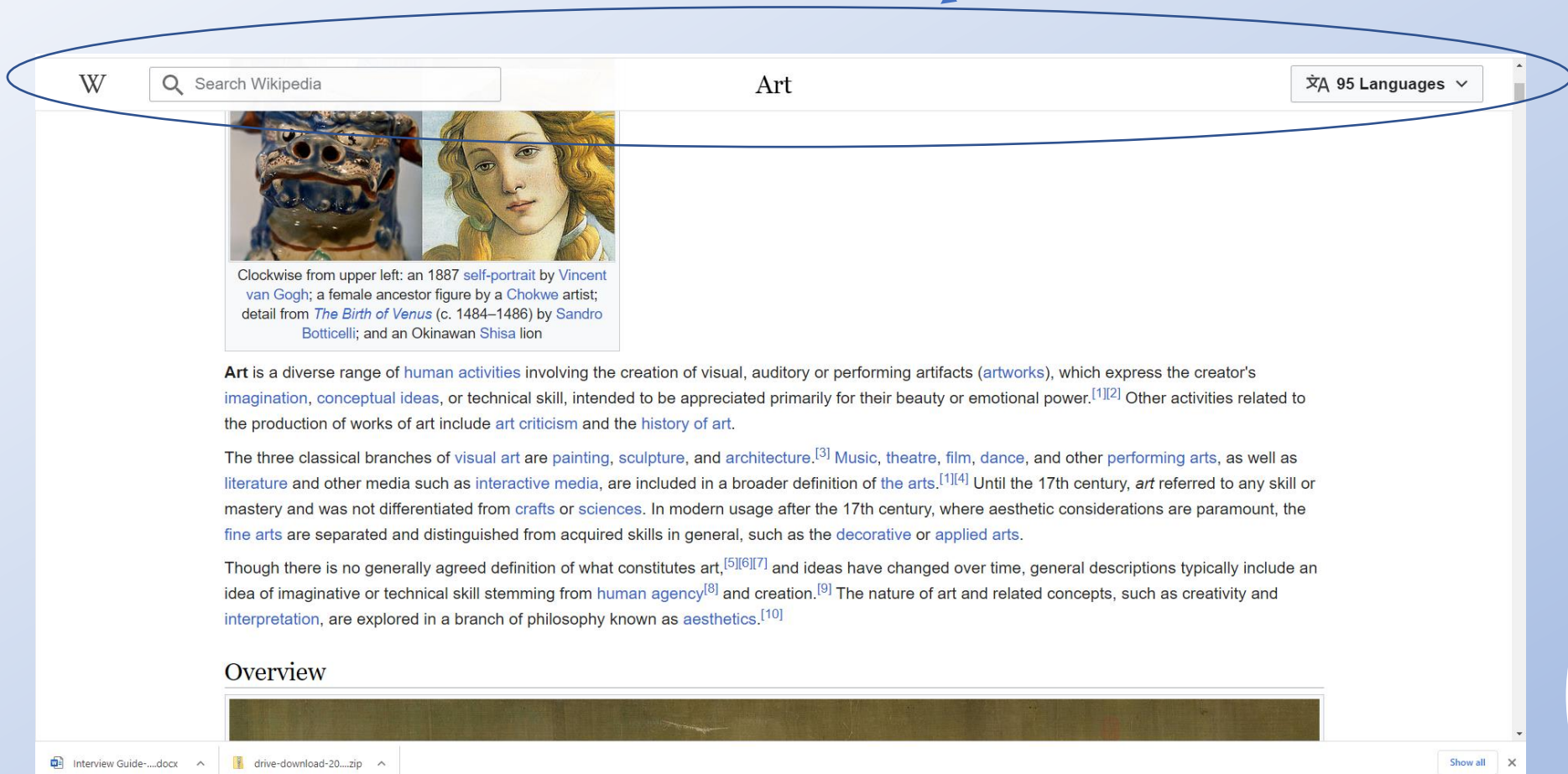
The table shows the elements ranked as most useful to least useful and which of those users would always like available to them in the header.

		Header Elements	Overall Usefulness Rank (logged-out)	Overall Usefulness Rank (logged-In)	Always Available	Hidden Until Triggered
Logged-In	Logged-out	Article title	2	3	Yes (N,C,E)	
		Wikipedia logo	4	5	Yes (N,C,E)	
		Section title within the article	3	9	Yes (N,C,E)	
		Searching Wikipedia	1	1	Yes (N,C,E)	
		Language change	5	10	Yes (N,C)	Yes (E)
		Edit article	6	2	Yes (E)	Yes (N,C)
		Talk Page		4	Yes (E)	
		View history		6	Yes (E)	
		Watch page		8	Yes (E)	
		Page tools		11	Yes (E)	Yes (E)
		User Tools (watchlist, talk page, etc)		7	Yes (E)	
		Favorite gadgets		12	No (E)	Yes (E)

KEY:
 N = Newcomers
 C = Casual readers
 E = Editors

Header Elements

Header



The design of the header was described as good by all participants.

Participants did not have any issues with the three ways in which the header triggered - scroll-up, hovering cursor at the top and switching back to the Wikipedia page tab in a browser


Even though participants did not have any concerns about how the header was triggered, the overwhelming preference by all participants was to have the header fixed in its position and always visible as you move up and down the page. Participants questioned why the header should be triggered when it can be fixed.

Icon Representativeness

As part of TASK 4, participants were asked to indicate whether they think icons in the header clearly represented the actions that the icons were meant to be used for.

Only four of the icons, the "Watchlist", "Talk" "Notifications" and Profile icons were considered sufficiently representative that they could be understood without the need for a description beside it.

All participants were of the view that the icons should be maintained with their names besides them to avoid any ambiguity, especially for newcomers to the Wikipedia website.

Icon	Icon Representativeness	Comments, if any
 Log in	No	Could be confused to mean "Next"
 Talk	Yes	Relatively universally known to represent talk or comments
 Contributions	No	
 95 Languages	No	
	Yes	
	No	
 Sandbox	No	
 Preferences	Not sure	Similar to the icon commonly used to represent "settings", so a fairly representative
 Beta	Not sure	
 Watchlist	Yes	
 Gadget	No	Similar to the preference icon
 Log out	No	Could be confused to mean "Next"
	Yes	



CONCLUSIONS



The usability test revealed 3 main insights

1

Prototype 5 is the most preferred ToC. Users prefer a ToC a persistent ToC that is always visually available, without a need for supplementary ToC.

2

The header should be fixed and always visible and not have to be triggered.

3

Icons in the header should have a description next to them, that explains the use of the icon.

END

URIKA INSIGHTS (formerly URIKA Research) prepared this research report for the Wikimedia Foundation. At the time of submitting this report, the research team made every effort to ensure that the findings in this report are as accurate as possible.

URIKA INSIGHTS (formerly URIKA Research) is an African-based full-service independent market research firm dedicated to delivering data-driven insights to organisations to help them make informed decisions, improve business performance, maximise profitability and address their most pressing strategic challenges.

For more than a decade, URIKA INSIGHTS has built its operational footprints across sixteen African countries where we provide robust, trusted and actionable insights to leaders and organisations from all over the world operating in Africa or seeking to operate in Africa and need a tangible and nuanced understanding of African markets, consumers and societies.

For more information, please visit the URIKA INSIGHTS website: www.urikainsights.com

Submitted: March 2021

QUALITATIVE REPORT

INDONESIAN MARKET

PREPARED BY:
TERANG RISET PRATAMA



WIKIPEDIA
The Free Encyclopedia

EXPLORATION STUDY FOR

DESKTOP IMPROVEMENTS (DIP)

THROUGH TABLE OF CONTENTS & STICKY HEADER

**JAKARTA, INDONESIA
FEBRUARY 2020**





REPORT CONTENTS

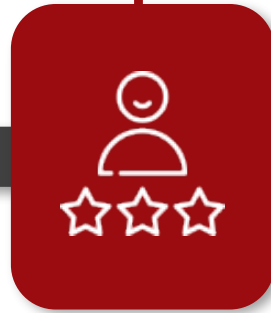
SECTION 1:

Research Introduction

- Research Background
- Research Objectives
- Research Methodology



Section 3: Table of Contents



Section 5: What Have we Learned



SECTION 2:

Understanding the Context



SECTION 4:

Sticky Header





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SECTION 1: RESEARCH INTRODUCTION

RESEARCH OBJECTIVES



STEP 1

EXPLORING user's behavior in navigating through Wikipedia web page to understand what are essentials during reading a particular article in Wikipedia's website



STEP 2

TESTING the TOC & Sticky Header Prototypes to users, in order to provide corresponding tools that can cater their needs



STEP 3

VALIDATION of QUALITATIVE INSIGHTS



QUANTITATIVE STAGE



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SECTION 2: UNDERSTANDING THE CONTEXT

UNDERSTANDING USER GROUP'S PROFILE

LEAST ADVANCED



NEWCOMER

They rarely use Wikipedia – **might come across Wikipedia through Google search result** when trying to find information widely from general search on the internet, rather than particular site



CASUAL READER

They casually read Wikipedia articles as the source of knowledge – **as a reliable source to find some information**, usually for work, curiosity, or helping their kids in finding information



EDITOR

They are the contributors, who are not only passively consume information – **also contributing to edit Wikipedia contents to develop and provide better contents to the wide users**
Usually an active & critical person/
have close relationship with writing contents

MOST ADVANCED

WHEN ACCESSING WIKIPEDIA PAGE, MOST PEOPLE ARE LOGGED OUT, MORE ABOUT CONSUMING INFORMATION WITH NO ATTACHMENT. HOWEVER, EDITORS ARE USUALLY LOGGED IN AND FOND TO SUGGEST EDITS WHEN HE/ SHE THINKS AN IMPROVEMENT IS NEEDED



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SECTION 2: TABLE OF CONTENTS

TABLE OF CONTENTS

Table of Contents are considered to be an **essential** tool to find the topic they are looking for – as navigation & mapping tools when reading articles



IMPORTANCE TO USERS

STRAIGHT FORWARD
NAVIGATION

GRASPING THE ARTICLE

VERY USEFUL

OVERVIEW CONTEXT

ESSENTIAL

MAPPING

EASILY FIND
SEARCHED TOPIC

FIRST TO LOOK AT

QUICK SCREENING ON ARTICLE CONTENT

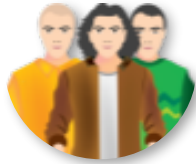
// *When I look for a certain information on Wikipedia page, I usually look at the table of contents first to see what the article covers and if there's the information that I need to find...*

- Newcomer



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BROWSING BEHAVIOR IN WIKIPEDIA WEB PAGE



NEWCOMER *CONTEXT SETTING*

When browsing Wikipedia, newcomer tend to **scroll around** the article to look for the topic

On medium & longer articles, TOC is important to **get an overview & context** of the article, but still scroll around – **will use TOC when they couldn't find the topic**



CASUAL READER *KNOWING CONTEXT & NAVIGATING*

TOC become an essential part in exploring the content – **first to look to grasp the article context**

Then, they will click on the TOC to navigate directly, especially on medium-longer articles, while short article can be easily scrolled

They might also use CTRL+F to find a keyword when above efforts takes too much time



EDITOR *MIND MAPPING & NAVIGATING*

Editors always look at the TOC at the first chance to **get the idea on how complex & robust the article is about (article structure)**

Navigating are mostly done through TOC at the beginning – further navigation uses scrolling since they **had learned the mapping of the article overview & context to find their desired content**

TOC IS BECOMING AN INTEGRAL PART OF THE BROWSING BEHAVIOR FOR ALL USERS, HOWEVER EDITOR & CASUAL READER ARE UTILIZING THEM MORE – NOT ONLY SETTING CONTEXT, BUT ALSO TO NAVIGATE





TABLE OF CONTENTS PROTOTYPES

FLOATING BOX



Header

Hiding Dots

Back to Top

Sticky



Pengantar


— Sejarah

Jenis

PROTOTYPE 1: FLOATING BOX – OVERALL IMPRESSION

Sejarah

Konon kebiasaan **mengawetkan ikan** dengan menggunakan beras dan cuka berasal dari daerah pegunungan di **Asia Tenggara**. Istilah *sushi* berasal dari bentuk tata bahasa kuno yang tidak lagi dipergunakan dalam konteks lain; secara harfiah, "sushi" berarti "itu (berasa) masam";^[3] suatu gambaran mengenai proses fermentasi dalam sejarah akar katanya. Dasar ilmiah di balik proses fermentasi ikan yang dikemas di dalam nasi ialah bahwa cuka yang dihasilkan dari fermentasi nasi menguraikan **asam amino** dari daging ikan. Hasilnya ialah salah satu dari lima rasa dasar, yang disebut *umami* dalam bahasa Jepang.^[4]



Lukisan sushi oleh Ichijusai Hiroshige dari Zaman Edo.

Nigirizushi dikenal di Jepang sejak **zaman Edo**. Sebelum zaman Edo, sebagian besar susiy yang dikenal di Jepang adalah jenis oshizushi (susiy yang dibentuk dengan cara ditekan-tekan di dalam wadah kayu persegi).^[5] Pada zaman dulu, orang Jepang mungkin kuat makan karena susiy selalu dihidangkan dalam porsi besar. Susiy sebanyak 1 *kan* (1 porsi) setara dengan 9 *kan* (9 porsi) susiy zaman sekarang, atau kira-kira sama dengan 18 kepal susiy (360 gram). Satu porsi susiy zaman dulu yang disebut *ikkanzushi* mempunyai *neto* yang terdiri dari 9 jenis makanan laut atau lebih.

Pada zaman Edo periode akhir, di Jepang mulai dikenal bentuk awal dari *nigirizushi*. Namun ukuran porsi *nigirizushi* sudah dikurangi agar lebih mudah dinikmati. Ahli susiy bernama Hanaya Yohei menciptakan susiy jenis baru yang sekarang disebut *edomaezushi*.^[6] Namun ukuran susiy ciptaannya besar-besar seperti *onigiri*. Pada masa itu, teknik pendinginan ikan masih belum maju. Akibatnya, ikan yang diambil dari laut sekitar Jepang harus diolah lebih dulu agar tidak rusak bila dijadikan susiy.

Sampai tahun 1970-an susiy masih merupakan makanan mewah. Rakyat biasa di Jepang hanya makan susiy untuk merayakan acara-acara khusus, dan terbatas pada susiy pesan-antar. Dalam *manga*, sering digambarkan pegawai kantor yang pulang tengah malam ke rumah dalam keadaan mabuk. Oleh-oleh yang dibawa untuk menyogok istri yang menunggu di rumah adalah susiy. Walaupun rumah makan *kaitenzushi* yang pertama sudah dibuka tahun 1958 di *Osaka*, penyebarannya ke daerah-daerah lain di Jepang memakan waktu lama. Makan susiy sebagai acara seluruh anggota keluarga terwujud

Pengantar
- Sejarah
Jenis

**POTENTIALLY OVERLAPPED
DURING AN ONLINE MEETING
VIDEO**

TOO SMALL

UNNOTICABLE

INCONVENIENT LOCATION

UNCOMFORTABLE TO USE

LOW ACCEPTANCE

LOCATION IS NOT COHERENT TO THE READING FLOW

“ Ahh there’s a TOC at the right bottom.. I don’t really notice it was there.. I prefer to move it to the left.. If not informed, I wouldn’t really know that this TOC even exist..


- Casual Reader

● = GOOD ● = MEDIUM ● = LOW

PROTOTYPE 1: FLOATING BOX – LIKES & DISLIKES

Sejarah

Konon kebiasaan mengawetkan ikan dengan menggunakan beras dan cuka berasal dari daerah pegunungan di Asia Tenggara. Istilah *sushi* berasal dari bentuk tata bahasa kuno yang tidak lagi dipergunakan dalam konteks lain; secara harfiah, "sushi" berarti "itu (berasa) masam";^[3] suatu gambaran mengenai proses fermentasi dalam sejarah akar katanya. Dasar ilmiah di balik proses fermentasi ikan yang dikemas di dalam nasi ialah bahwa cuka yang dihasilkan dari fermentasi nasi menguraikan asam amino dari daging ikan. Hasilnya ialah salah satu dari lima rasa dasar, yang disebut *umami* dalam bahasa Jepang.^[4]




Nigirizushi dikenal di Jepang sejak zaman Edo. Sebelum zaman Edo, sebagian besar sushi yang dikenal di Jepang adalah jenis *oshizushi* (sushi yang dibentuk dengan cara ditekan-tekan di dalam wadah kayu persegi).^[5] Pada zaman dulu, orang Jepang mungkin kuat makan karena sushi selalu dihadirkan dalam porsi besar. Sushi sebanyak 1 *kan* (1 porsi) setara dengan 9 *kan* (9 porsi) sushi zaman sekarang, atau kira-kira sama dengan 18 kepal sushi (360 gram). Satu porsi sushi zaman dulu yang disebut *ikkanzushi* mempunyai *neto* yang terdiri dari 9 jenis makanan laut atau lebih.

Pada zaman Edo periode akhir, di Jepang mulai dikenal bentuk awal dari *nigirizushi*. Namun ukuran porsi *nigirizushi* sudah dikurangi agar lebih mudah dinikmati. Ahli sushi bernama Hanaya Yohei menciptakan sushi jenis baru yang sekarang disebut *edomaezushi*.^[6] Namun ukuran sushi ciptaannya besar-besar seperti *onigiri*. Pada masa itu, teknik pendinginan ikan masih belum maju. Akibatnya, ikan yang diambil dari laut sekitar Jepang harus diolah lebih dulu agar tidak rusak bila dijadikan sushi.

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1




Yes
LIKES

- Concise enough when TOC is being collapsed** – small enough that doesn't really bother the main text
- Can easily navigate to the sub-topic** when clicking the TOC
- Showing 2-level TOC**, which is considered detailed enough
- Comfortable reading view** – allowing wide & centered text on page

Sejarah

Konon kebiasaan mengawetkan ikan dengan menggunakan beras dan cuka berasal dari daerah pegunungan di Asia Tenggara. Istilah *sushi* berasal dari bentuk tata bahasa kuno yang tidak lagi dipergunakan dalam konteks lain; secara harfiah, "sushi" berarti "itu (berasa) masam";^[3] suatu gambaran mengenai proses fermentasi dalam sejarah akar katanya. Dasar ilmiah di balik proses fermentasi ikan yang dikemas di dalam nasi ialah bahwa cuka yang dihasilkan dari fermentasi nasi menguraikan asam amino dari daging ikan. Hasilnya ialah salah satu dari lima rasa dasar, yang disebut *umami* dalam bahasa Jepang.^[4]




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2



No
DISLIKES

- Bottom-right position¹** is considered less convenient – common reading direction is from top left to right below, where the higher hierarchy content, such as TOC, should be first to show
- Overlapping the main text²** when TOC is being expanded – create reading inconvenience, while looking to navigate on web page → a very displeasing experience (can't multitask between reading & navigating the page)
- Less grasp on where they are in the article** – mapping function is disrupted when TOC is collapsed

TABLE OF CONTENTS PROTOTYPES


Floating Box

HEADER

Hiding Dots

Back to Top

Sticky



The screenshot shows a table of contents for the article 'Jenis'. It includes a search icon and a dropdown menu for 'Jenis'. The table of contents lists the following sections:

- Pengantar
- Sejarah
- Jenis
 - Nigirizushi
 - Makizushi
 - Chirashizushi
 - Oshizushi
 - Narezushi
 - Inarizushi
 - Variasi

Partial text from the article is visible on the right side of the screenshot:

dibumbui dibentuk secara otom
mesin pembuat susiyi ada juga ya
suyi yang dikepal oleh ahli susiyi su
an terhormat ahli susiyi di restora
gan penghasilan tinggi.
lan wanita hampir tidak pernah c
at tidak tertulis untuk menjadi ah
laki-laki pada kedudukan yang
yang lebih masuk akal adalah s
rubahan fisiologis setiap bulan v

PROTOTYPE 2: HEADER – OVERALL IMPRESSION



NEAT **OVERLAPPING**
DETAILED
CONTEMPORARY
SIMPLE **WIDE**
CONVENIENT PLACEMENT **READING**
CENTERED MAIN TEXT **AREA**

GOOD-MEDIUM ACCEPTANCE

SIMPLE, NEAT, CONVENIENT, YET OVERLAPPING WITH TEXT

“ I think this one is really convenient, and the collapse make it neat.. The TOC easily follow the direction of our reading and the main text are wide and centered

- Editor

● = GOOD ● = MEDIUM ● = LOW

PROTOTYPE 2: HEADER – LIKES & DISLIKES



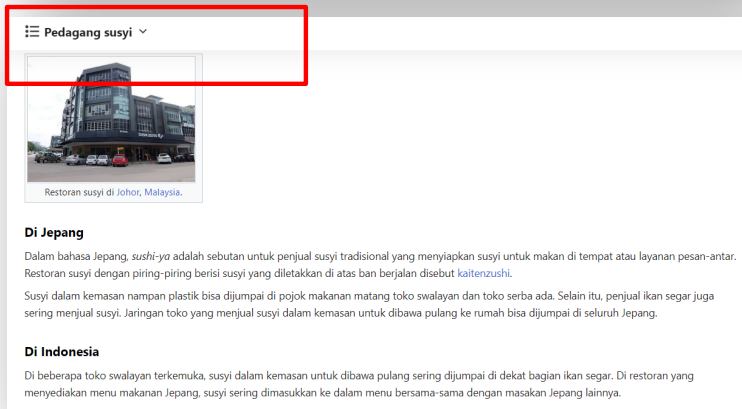
Yes LIKES

- **Easily noticeable** – follow user's reading POV (from top/ left to bottom/ right side of the page)
- **Simple and contemporary** – minimalism style (some are aware of this spontaneously)
- **Does not hinder the main text when being collapsed**
- **Wide & comfortable reading view** – wide & centered text on page
- **Directly navigate to the topics chosen on TOC** – by clicking on it
- **Create a good sense/ overview of the article** – setting context & mapping

No DISLIKES

- **Overlapping the main text¹ when TOC is being expanded** – create reading inconvenient since they might still be looking at the text while trying to find another topic/ keyword
- **Missing section title² when navigate using TOC to a certain section** – create confusing whether it is the right/ wrong section

2





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TABLE OF CONTENTS PROTOTYPES

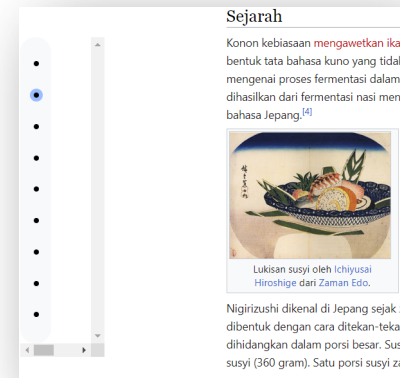
Floating Box

Header

HIDING DOTS

Back to Top

Sticky



PROTOTYPE 3: HIDING DOTS – OVERALL IMPRESSION



OVERVIEW MAPPING

CONFUSING

CONVENIENT LOCATION

NOT DETAILED

NOT CLEAR

MEDIUM ACCEPTANCE

GIVE AN OVERVIEW OF THE ARTICLE, BUT LACK OF DETAILS

// It's good that it shows the location & map where we are, but the dots are not clear and have to be hovered to see.. Even then, there's only the main section title only.

- Casual Reader

= GOOD = MEDIUM = LOW

PROTOTYPE 3: HIDING DOTS – LIKES & DISLIKES



Yes LIKES

- **Convenient being on the left side** – follow the natural reading flow, left to right
- **Can easily navigate to the sub-topic** when clicking the TOC
- **Does not cover up the main text** - which is a plus to make reading & navigating easier
- **Create some overview on where they are on the page** – though only basic mapping

No DISLIKES

- **Showing only 1 level of TOC¹**, which considered a key issue: diminishing the essence of having TOC functionality in understanding the article coverage & detailed mapping
- **Scrolling bar is deemed unnecessary²** – considered to be taking up space and have no use, especially when all texts can be displayed
- **Have to be hovered all the time** to see the TOC - inconvenient



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TABLE OF CONTENTS PROTOTYPES

Floating Box

Header

Hiding Dots

BACK TO TOP

Sticky

ig adalah jenis oshizushi (susiy yang
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n ke rumah dalam keadaan mabuk. Oleh-
izushi yang pertama sudah dibuka tahun
ra seluruh anggota keluarga terwujud

isyi instan yang memudahkan ibu rumah

^ Daftar isi

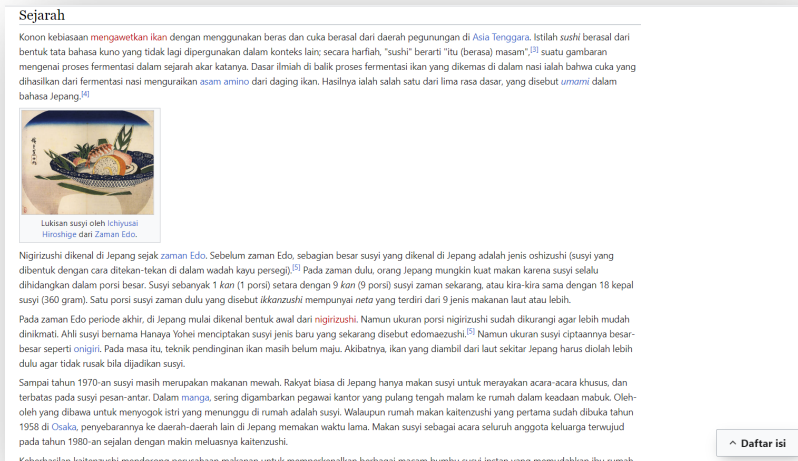
PROTOTYPE 4: BACK TO TOP – OVERALL IMPRESSION

NOT HELPFUL

HASSLE BASIC

ONLY BACK TO TOP

NO OTHER FUNCTION



LOW ACCEPTANCE

NO OTHER FUNCTIONALITY & BIG HASSLE TO NAVIGATE

// I don't see the necessity of this feature.. It only goes back to the top, nothing more.. It would be very inconvenient if I have to back and forth, up and down to look for the TOC and contents..

- Editor

= GOOD = MEDIUM = LOW

PROTOTYPE 4: BACK TO TOP – LIKES & DISLIKES

Sejarah

Konon kebiasaan **mengawetkan ikan** dengan menggunakan beras dan cuka berasal dari daerah pegunungan di **Asia Tenggara**. Istilah **sushi** berasal dari bentuk tata bahasa kuno yang tidak lagi dipergunakan dalam konteks lain; secara harfiah, "sushi" berarti "itu (berasa) masam",^[3] suatu gambaran mengenai proses fermentasi dalam sejarah akar katanya. Dasar ilmiah di balik proses fermentasi ikan yang dikemas di dalam nasi ialah bahwa cuka yang dihasilkan dari fermentasi nasi menguraikan **asam amino** dari daging ikan. Hasilnya ialah salah satu dari lima rasa dasar, yang disebut **umami** dalam bahasa Jepang.^[4]



Lukisan sushi oleh Ichiyusai Hiroshige dari Zaman Edo.

Nigirizushi dikenal di Jepang sejak **zaman Edo**. Sebelum zaman Edo, sebagian besar susiy yang dikenal di Jepang adalah jenis oshizushi (susiy yang dibentuk dengan cara ditekan-tekan di dalam wadah kayu persegi).^[5] Pada zaman dulu, orang Jepang mungkin kuat makan karena susiy selalu dihidangkan dalam porsi besar. Susiy sebanyak 1 *kan* (1 porsi) setara dengan 9 *kan* (9 porsi) susiy zaman sekarang, atau kira-kira sama dengan 18 kepal susiy (350 gram). Satu porsi susiy zaman dulu yang disebut *ikkazuzushi* mempunyai *neto* yang terdiri dari 9 jenis makanan laut atau lebih.

Pada zaman Edo periode akhir, di Jepang mulai dikenal bentuk awal dari **nigirizushi**. Namun ukuran porsi nigirizushi sudah dikurangi agar lebih mudah dinikmati. Ahli susiy bernama Hanaya Yohei menciptakan susiy jenis baru yang sekarang disebut **edomaezushi**.^[6] Namun ukuran susiy ciptaannya besar-besar seperti **onigiri**. Pada masa itu, teknik pendinginan ikan masih belum maju. Akibatnya, ikan yang diambil dari laut sekitar Jepang harus diolah lebih dulu agar tidak rusak bila dijadikan susiy.

Sampai tahun 1970-an susiy masih merupakan makanan mewah. Rakyat biasa di Jepang hanya makan susiy untuk merayakan acara-acara khusus, dan terbatas pada susiy pesan-antar. Dalam *manga*, sering digambarkan pegawai kantor yang pulang tengah malam ke rumah dalam keadaan mabuk. Oleh-oleh yang dibawa untuk menyogok istri yang menunggu di rumah adalah susiy. Walaupun rumah makan **kaitenzushi** yang pertama sudah dibuka tahun 1958 di **Osaka**, penyebarannya ke daerah-daerah lain di Jepang memakan waktu lama. Makan susiy sebagai acara seluruh anggota keluarga terwujud pada tahun 1980-an sejalan dengan makin meluasnya **kaitenzushi**.

Keberhasilan **kaitenzushi** mendorong perusahaan makanan untuk memperkenalkan berbagai macam bumbu susiy instan yang memudahkan ibu rumah

1

Daftar isi

No

DISLIKES

- **Lack of functionality**¹ – considered as something that has little to no use, since they could easily scroll up, or press ‘Home’ from the keyboard to get to the top of page
- **Inconvenient mechanism** – they need to move around a lot in the article back to the TOC at the beginning, which might lose track on what they were reading before, especially when trying to find certain topic in the article → **considered annoying**
- **Does not tell where they are in the article, especially on long articles** – this prototype is lacking the mapping functionality of the TOC, which are given on other prototypes
- **And as a result**, using this feature **does not create novelty nor improvement on user’s reading experience**



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TABLE OF CONTENTS PROTOTYPES

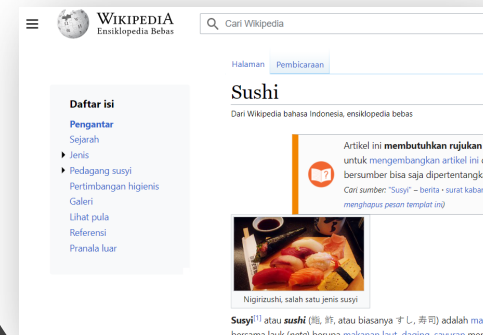
Floating Box

Header

Hiding Dots

Back to Top

STICKY



PROTOTYPE 5: STICKY – OVERALL IMPRESSION






CONVENIENT **EASY MAPPING**
CLEAR OVERVIEW
EASY NAVIGATION
EASY CONTEXT AWARENESS

GOOD ACCEPTANCE

GIVING DETAILED OVERVIEW & EASY NAVIGATION

“ It’s really helpful to have the TOC to be always there so I know where I am in the article and can easily learn about its context.. This way I can navigate easily and use the TOC more.. ”

- Newcomer

 = GOOD  = MEDIUM  = LOW

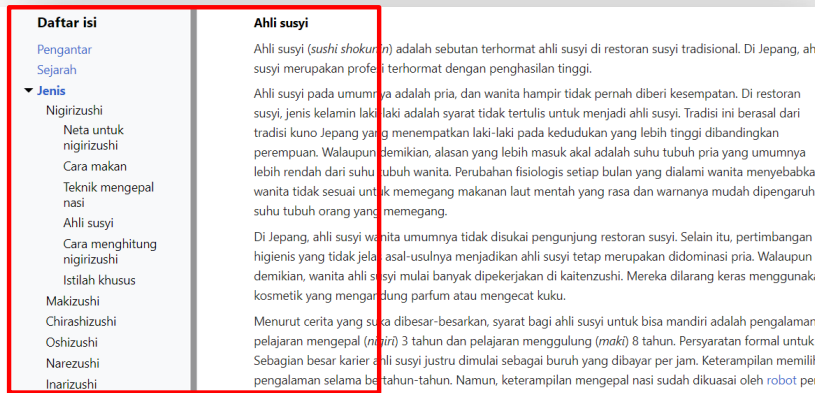
PROTOTYPE 5: STICKY – LIKES & DISLIKES



Yes LIKES

- **Clear functional TOC** – being all displayed at once persistently
- **Convenient being on the left side** – follow the natural reading flow, left to right
- **Does not hinder the main text when being collapsed**
- **Directly navigate to the topics chosen on TOC** – by clicking on it
- **Create a good sense/ overview of the article** – setting context & mapping
- **Very detailed: showing 3-level TOC** – high liking from newcomers, which provoke them to use TOC

1



No DISLIKES

- **Main text layout is slightly moved to the right side of the page** – not a big issue, but less convenient
- **Particularly for editor, the 3-level TOC seems too crowded¹**

TOC PROTOTYPES IN SUM...

PERSISTENT TOC IS PREFERRED THAN SUPPLEMENTAL DUE TO EASIER OUTLINE MAPPING, WHILE TEND NOT TO BLOCK THE MAIN TEXT

The Free Encyclopedia

There's quite a gap between the acceptance of the prototypes

MOST PREFERRED



STICKY

Considered to be the **top of the cream** prototype – clear navigation in detail, **without disrupting the main text**, good sense of content & context of the article

CLEAR WINNER
NO IMPROVEMENT IS EXPECTED



HEADER

Simple & convenient – wide reading layout, in the middle of the page, while still providing a navigation when needed

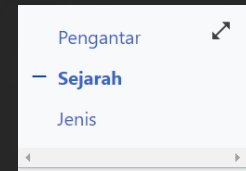
RUNNER UP
Main text shouldn't overlap with TOC when expanded – text layout can be adjusted to give space for TOC



HIDING DOTS

Being on the left & not disrupting the content is a good point, yet having only 1 level considered as less useful

ACCEPTABLE
More level of TOC should be provided – to be able to make-use of TOC functionality

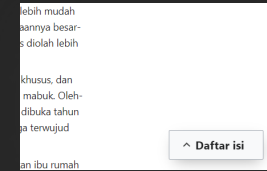


FLOATING BOX

Being on the right-down side of the page create **inconvenience**, since it doesn't correspond with how users read

LACK OF INTEREST
Main issue is on the location – when moved to the left, might create higher acceptance

LEAST PREFERRED



BACK TO TOP

Having only one functionality considered as **not really useful** – users can use 'Home' button from the keyboard

VERY LOW ACCEPTANCE
CONSIDERED LACK OF FUNCTIONALITY

● = GOOD ● = MEDIUM ● = LOW

WHAT IS THE IDEAL TOC FOR THE USERS?

DEPTH

- **HIDDEN VS PERSISTENT**
A **persistent TOC** is preferred due to convenient in outline mapping & navigation, yet a hidden TOC is also acceptable – would be nice if it can be accessed easily
- **TRIGGERING HIDDEN TOC**
When hidden, TOC should be able to be triggered easily – however, the trigger will depend on the type of TOC: the **most common is by click**, though **hover is also acceptable** and getting very common
- **LAYERS/ LEVELS**
 - ✓ **Newcomers**: expect 3-level TOC to give more details → drive them to use TOC since they can funnel down to find a specific topic
 - ✓ **Casual readers & Editor**: expect 2-level TOC since they already have a better grasp of Wikipedia – also due to the persistent/ supplemental TOC is considered to take space and minimize the space for the main text

LOOK & FEEL

- **TOC LOCATION**
TOC should be located on the left/ top side of the page to be coherent with common reading direction
- **TOC POINTS PRESENTATION**
Bullet points are preferred due to the simplicity that are considered suitable for the new prototypes
- **DIFFERENTIATION TOC LEVELS**
When differentiating levels, **colors are preferred** rather than using other format – however, **only 2 colors should be used** to avoid being too colorful & confusing
- **EXPANDED/ COLLAPSED**
 - ✓ **Persistent**: **collapsed view** is acceptable, yet need to have arrow sign that shows the TOC can be expanded on several topics
 - ✓ **Supplemental**: **collapsed view** is preferred due to the limited space of being a supplemental TOC

MAPPING FEATURE IN TOC IS CONSIDERED TO BE VERY CRUCIAL TO THE USERS – **HELPING THEM TO SET THE PACE WHEN READING THE ARTICLE, WHILE GRASPING THE CONTEXT & WHERE THEY ARE ON THE TOPIC**



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SECTION 3: STICKY HEADER

STICKY HEADER

Sticky header is not an essential element, but **considered to be good-to-have** → helping users to know the website, informed about the article/ topic they are reading, and help them to easily search contents



Note: This information was implicitly derived from the discussion rather than spontaneously mentioned by respondents

IMPORTANCE TO USERS

INFORMATIONAL **SEARCH**
EDITING (FOR EDITOR)
ARTICLE TITLE
DEFINE THE WEBSITE **MAPPING**
HELPFUL

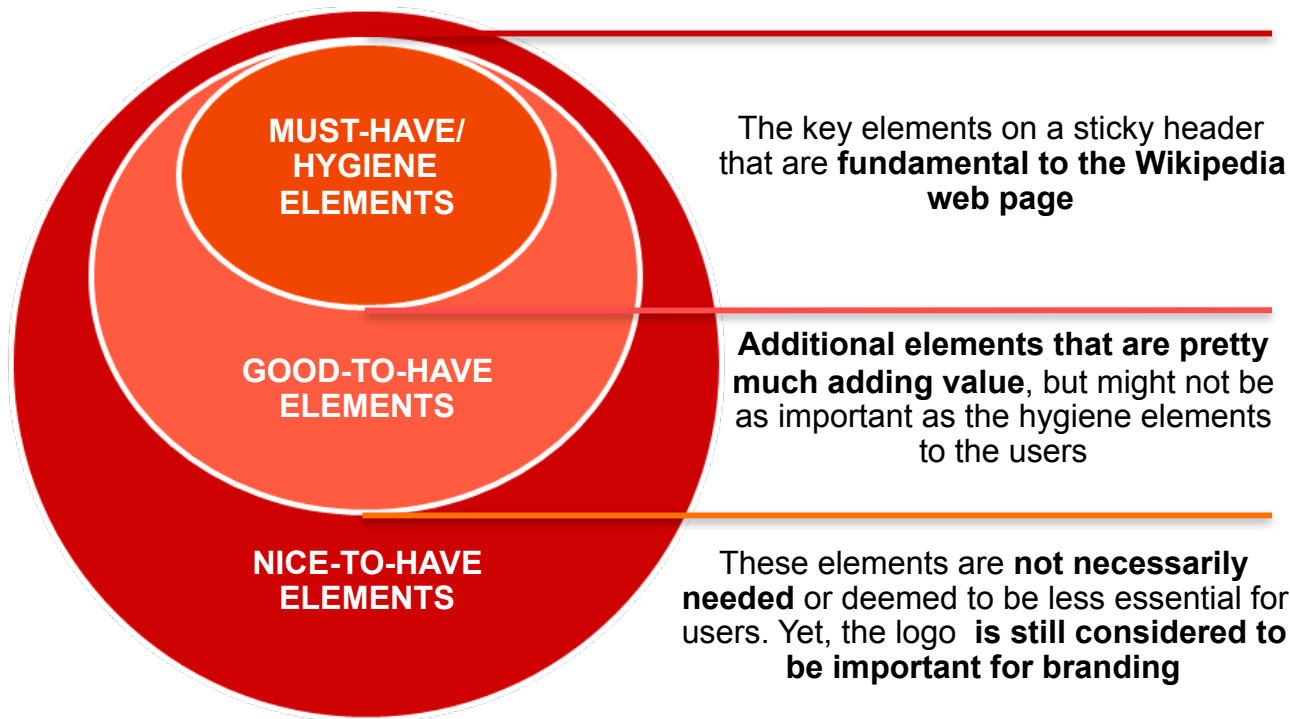
// *It's only informational, displaying the article title and website.. I think we can merge this with table of content, especially the previous header TOC, putting an expand sign on the section title shown under the W logo...*

- Editor



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KEY ELEMENTS NEEDED ON STICKY HEADER – LOGGED OUT



STICKY HEADER ELEMENTS

MOST IMPORTANT

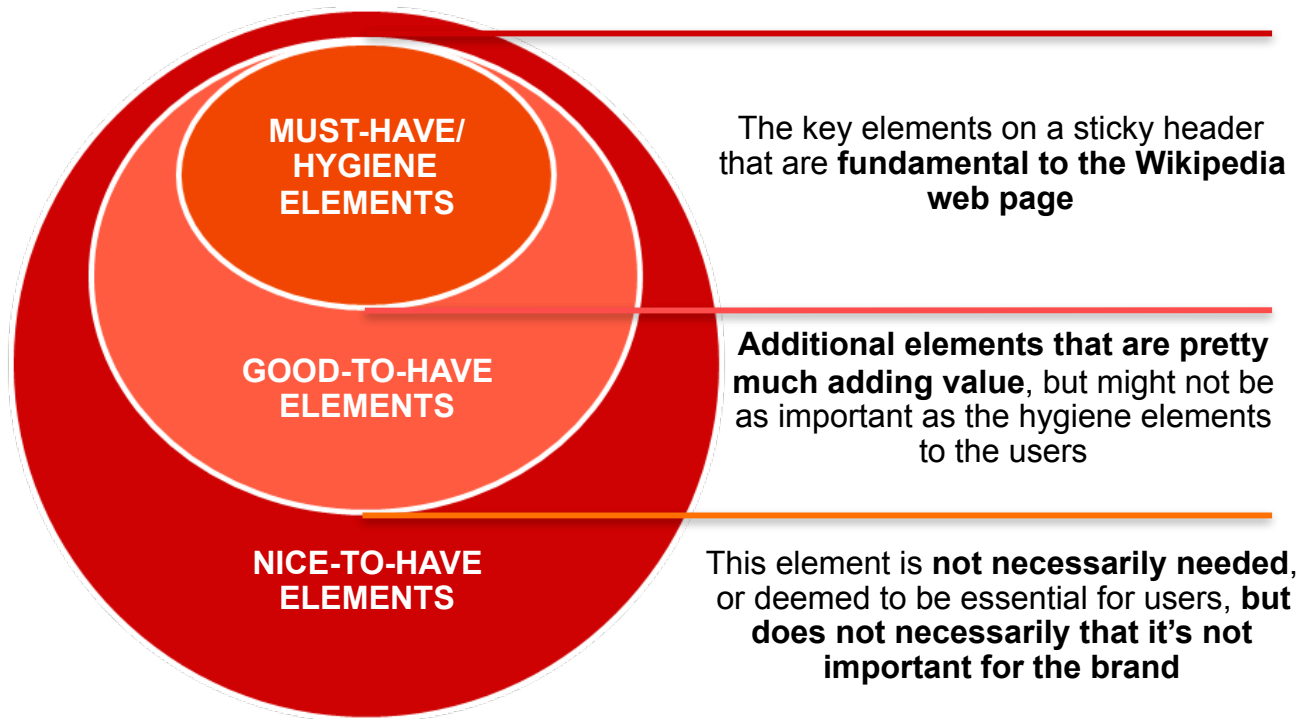
1. ARTICLE TITLE
2. SECTION TITLE
3. SEARCH

4. LANGUAGE SWITCH

5. WIKIPEDIA LOGO
6. EDIT

NEWCOMERS & CASUAL READERS ARE MORE FOCUSED ON ELEMENTS THAT ARE HELPING THEM TO UNDERSTAND AND FIND THE CONTENTS THAT THEY ARE LOOKING FOR – **THE GOAL IS TO FIND THE INFORMATION**

KEY ELEMENTS NEEDED ON STICKY HEADER – LOGGED IN



STICKY HEADER ELEMENTS

MOST IMPORTANT

1. SEARCH
2. ARTICLE TITLE
3. SECTION TITLE
4. TALK
5. EDIT/ EDIT SOURCE

6. LANGUAGE SWITCHING
7. HISTORY
8. USER TOOLS
9. PAGE TOOLS
10. WATCH

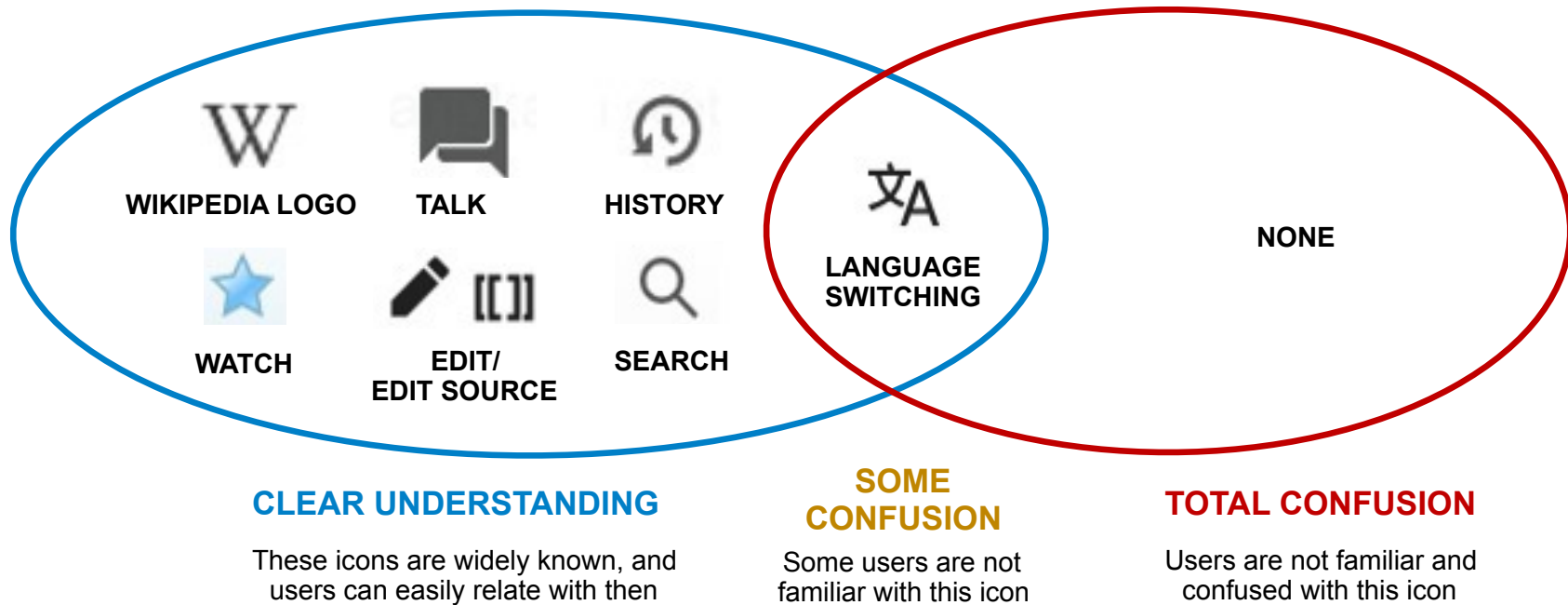
11. YOUR FAVOURITE GADGETS
12. WIKIPEDIA LOGO

DARK MODE gadget is considered to be an attractive feature

EDITORS HAVE MORE COMPLEX NEED – APART FROM BROWSING CONTENT, **THEY NEED TO BE ABLE TO ACTIVELY ENGAGED TO DISCUSS AND EDIT IN THE FIRST INSTANCE**, WHILE EDITING TOOLS CAN BE COME UP AFTERWARDS

ICON REPRESENTATION

Let's see how well the icons are representing each function on the sticky header



MOST ICONS ARE CLEAR ENOUGH TO REPRESENT THE FUNCTIONALITY, EXCEPT LANGUAGE SWITCHING – WHICH IS STILL CONFUSING FOR SOME, ESPECIALLY NEWCOMERS

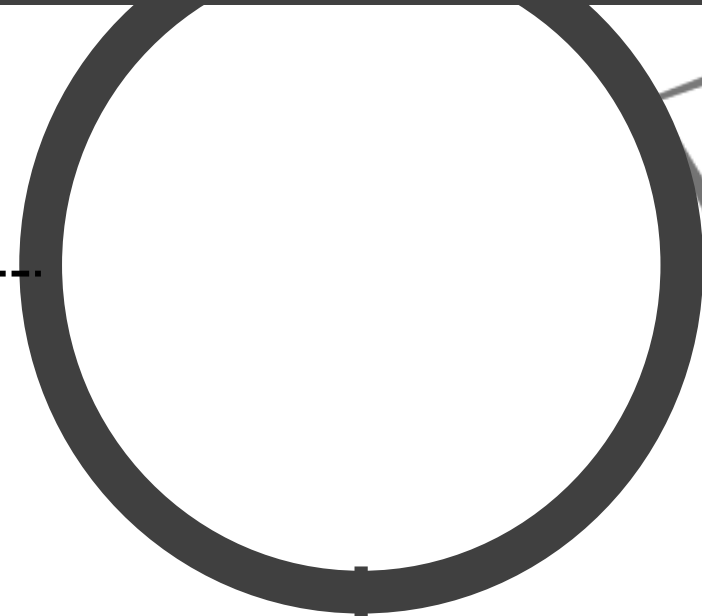
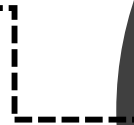


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STICKY HEADER PROTOTYPES

LOGGED OUT

Logged In



PROTOTYPE 1: LOGGED OUT



- The current experience seems to be positive to users
- However, **newcomers** want **section title** to be shown as well next to the article title for easier outline mapping
- Language switching is considered unnecessary for newcomers and casual readers
- **Generally, permanent sticky header considered to be easier** – can easily search for contents
- **Hovering to W logo** is also a good alternative to trigger for users
- Scrolling up is less commonly known for Newcomers & Casual readers

OVERALL EXPERIENCE

TRIGGER

MULTIPLE TABS

IMPROVEMENTS

Switching tabs is **NOT** a good way to trigger sticky header due to the hassle

Still a permanent sticky header is preferred

Header TOC could be incorporated with Sticky Header as an alternative that addresses newcomer's concern on article outline mapping

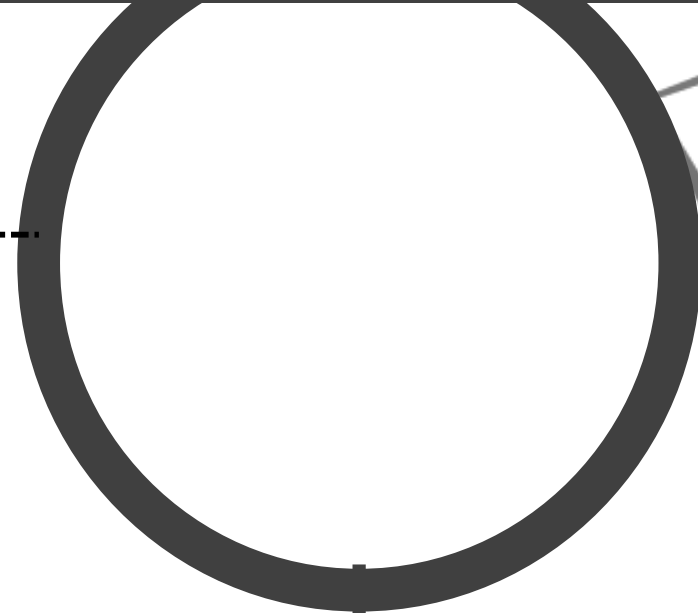


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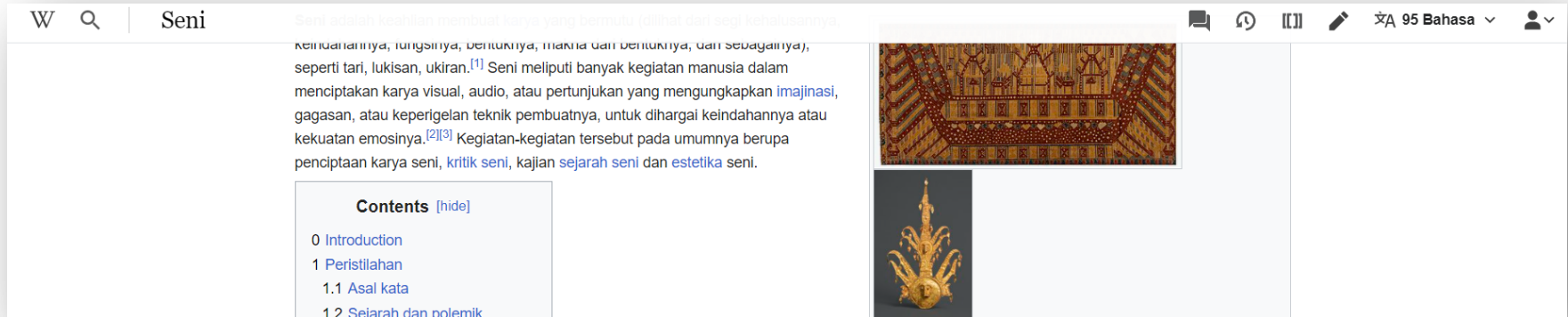
STICKY HEADER PROTOTYPES

Logged Out

LOGGED IN



PROTOTYPE 2: LOGGED IN



Editors like the sticky header as it is in the prototype. However, Bahasa (Language Switching) is not necessarily important – **considered too much going on**

Sticky header trigger with scroll up is **considered pretty common** – a good way to trigger due to habitual behavior

OVERALL EXPERIENCE

TRIGGER

MULTIPLE TABS

IMPROVEMENTS

Switching tabs is **NOT** a good way to trigger sticky header due to the hassle, yet could be **good as a reminder on what article they were looking before**

Removing language switching might be a good idea to make the interface leaner – **a customizable element being shown would be appreciated**



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SECTION 4: WHAT HAVE WE LEARNED?

SO, WHAT CAN WE LEARN? – TABLE OF CONTENT



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There's quite a gap between the acceptance of the prototypes

MOST PREFERRED

LEAST PREFERRED



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Considered to be the top of the cream prototype – clear navigation in detail, without disrupting the main text, good sense of content & context of the article

CLEAR WINNER
NO IMPROVEMENT IS EXPECTED



HEADER

Simple & convenient – wide reading layout, in the middle of the page, while still providing a navigation when needed

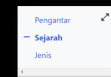
RUNNER UP
Main text shouldn't overlap with TOC when expanded – text layout can be adjusted to give space for TOC



HIDING DOTS

Being on the left & not disrupting the content is a good point, yet having only 1 level considered as less useful

ACCEPTABLE
More level of TOC should be provided – to be able to make-use of TOC functionality



FLOATING BOX

Being on the right-down side of the page create inconvenience, since it doesn't correspond with how users read

LACK OF INTEREST
Main issue is on the location – when moved to the left, might create higher acceptance



BACK TO TOP

Having only one functionality considered as not really useful – users can use 'Home' button from the keyboard

VERY LOW ACCEPTANCE
CONSIDERED LACK OF FUNCTIONALITY

● = GOOD ● = MEDIUM ● = LOW

#1

STICKY TOC is considered to be the best prototype in the eyes of users do to being **consistent, clear, detailed, and doesn't disrupt user's reading experience** – REPLACING CURRENT TOC

#2

HEADER TOC can be another contender when improved – **whole main text should be able to be seen, while the TOC is being expanded**

THESE 2 ARE THE MOST ATTRACTIVE TOC – COULD BE VALIDATED IN QUANTITATIVE STAGE

DEPTH

Persistent TOC would be preferred for easy mapping & navigation – with click activation. Having 2-level TOC is preferred to avoid the display being too cramped

LOOK & FEEL

TOC position should be in accordance with the normal reading flow (left/ top), with bullet points and colors to display, while being collapsed as the default setting

SO, WHAT CAN WE LEARN? – STICKY HEADER



IMPORTANT ELEMENTS ON STICKY HEADER

#1 NEWCOMERS & CASUAL READERS are focusing themselves to find information – **hence a detailed information on the article is essential**

#2 EDITORS have the desire to feel engaged and actively involved in contributing to Wikipedia – **hence, apart from the detailed article information, the ability to discuss & edit should be available in the sticky header**

PROTOTYPE 1 – LOGGED OUT

Since these are mostly used by newcomers & casual readers, they are looking for something that are more straightforward: **persistent sticky header**

THERE IS AN OPPORTUNITY TO MERGE STICKY HEADER WITH HEADER TOC TO ENHANCE THE FUNCTIONALITY

PROTOTYPE 2 – LOGGED IN

This is used by editors – considered good enough and catered their needs

HOWEVER, A CUSTOMIZATION ON THE ELEMENTS WOULD PROVIDE HIGHER CONVENIENCE



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THANK YOU



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Wikipedia Project

Market: Argentina

In-Depth Interviews conducted: 6

Fieldwork Date: January-February 2021

Results Debrief

General Observations

All the interviewees that participated in the research proved to navigate Wikipedia with great ease, naturality and familiarity. No criticism, improvement or optimization points were spontaneously mentioned.

The use of the ToC is however somewhat dissimilar. Some participants mention using it for unknown, highly technical or scientific topics, but not always.

Some simply skip it, scrolling the entire article's content from top to bottom. Moreover, users' natural approach to an article seems to be reading it from beginning to end, especially in the case of recreational content, or material that is neither related to work nor academic purposes.

Thus, the ToC as is presented today, does not represent an aspect to be improved or optimized, or a highly relevant feature for users. In other words, the ToC does not seem to be a factor that influences users' usability or navigation experience.

In some specific cases, when users search for highly technical or complex information, the ToC is found to be more relevant.

ToC: Evaluated Prototypes

Out of all evaluated prototypes, "Sticky" and "Hiding Dots" are the ones that perform best.

Sticky

A prototype considered to be intuitive, user-friendly, visually clear as well as light, modern and in tune with Wikipedia's style.

Its main strongpoints:

- Quickly visible and identified when navigating.
- Its "look and feel" is totally aligned with Wikipedia's style.
- Since it is placed in a side bar that usually contains information, which users are relatively attentive to, they intuitively direct their eyesight towards it, making it a natural location for the ToC.

- Does not visually overlap with the article's information enabling the Toc and the rest of the content to be read in a constant flow without interruptions.
- Is clear and well organized.
- The fact that it is always visible while browsing the article is highly valued, resulting in a user-friendly ToC.
- Its visible yet not invasive design proves to be suitable for different types of articles (short, medium and long) and users (more or less accustomed to using the ToC).
- The dynamics of the ToC by which the active section is highlighted is greatly appreciated.
- Among the possible optimizations participants mention is the triangle that indicates the dropdown list, found to be somewhat small.

Floating Dots

- This prototype has a modern, innovative, somewhat surprising “look and feel” and is considered to be a way of refreshing Wikipedia’s overall style.
- Is visually light, somewhat “minimalist” in a positive sense.
- However some users find it slower to visualize and others even found it difficult to figure out that it expanded when hovering over.
- Once this feature is discovered, its mechanics segments opinions:
 - The more “modern” users regard the recourse as very novel, a means to visually clear the screen of information to enable reading the article.
 - Contrariwise, the more “classic” users consider this prototype somewhat complicated, less intuitive in comparison with the way they usually navigate an article.
 - Both segments expressed doubts in relation to how it would work in the mobile version (widely used).
- Once the ToC list is expanded, its design is correct and in line with Wikipedia.

- The way the different dots are highlighted during navigation is valued, although not totally noticed spontaneously.
- A potential optimization that is mentioned is that the ToC include sub-lists as in other prototypes.

The novelty and uniqueness of its design are its main strengths, while its usability seems to segment opinions.

Floating Box

This prototype presented several problems:

- The floating box is located in a space hardly predictable for usual Wikipedia contents.
- The space where it is located (bottom right) is usually occupied by undesired advertising that bother, irritate and in many cases are visually ignored. Although the presence of such advertising in Wikipedia is not spontaneously mentioned, the floating box has an excessive resemblance to what an advertising could look like.
- Besides, the location of the box is not a space in which Wikipedia would place relevant information (as opposed to where Sticky or Hiding dots versions are located).
- All these characteristics result in a ToC that seems to lack a fluid or intuitive usability.
- In some of the interviews, users did not manage to visualize the ToC until the interview was practically over.
- Once expanded, the ToC is visually clear and organized. However, the way in which it can be expanded is not totally visible.
- Once expanded, it is necessary to make it collapse once again, which for many users entails an “effort” that does not answer to an actual need, given the low incidence of the ToC use in general.

Header

- This prototype mainly presented visibility problems, to the extent that some users had to be guided in their evaluation because it went unnoticed.

- The fact that users are not used to directing their eyesight towards top sectors of the article is observed, much to the contrary, reading is always done from left to right and from the top downwards.
- Once perceived, it is not considered as natural for the Wikipedia style as other options.
- As to its practicality, the following stands out:
 - The fact that only one main ToC headline is visible (for example “Ingredients”, “Etymology” “History”) is not perceived as a great advantage either, nor does it conclusively answer to the need to access the content.
 - Once the ToC is expanded, the way it overlaps the article’s content makes reading awkward and is criticized.
 - Being able to change titles in the header while navigating reaps lukewarm appraisals and in many cases users had to be guided to conduct the evaluation.

Back to Top

- This prototype triggered scarce appeal, mainly because:
 - It goes unnoticed due to its shape, color, location (for the same reasons given for Floating Box).
 - Its functionality does not seem to solve a need or fulfil an expectation. In other words, returning swiftly to the ToC fails to generate as much added value as other prototypes, which provide a better organization of the article’s information.
 - Could be mistaken for an advertising.
 - Additionally, compared with other prototypes, it is found to be excessively simple in its functionality to justify its use.

Sticky Header

The ranking of the elements evaluated in the current Header are included in the Annex. The most relevant elements were:

- Title
- Search
- Wikipedia Logo

And in the case of logged-in users, the following are added:

- Edit
- Talk
- As to Language, a particular aspect worth mentioning came up: the vast majority of interviewed users (5 out of 6) interpret that the language switch simply entails a translation of the content, and not a change of content.
- Only one of the interviewees mentioned that in certain occasions he switched to English to have access to a more extensive article.
- This explains why in most cases the Language icon is not perceived as very useful, since users mention that Wikipedia usually recalls their language of preference and they do not need to change it. In other words, they would only switch language if by mistake a language that is not Spanish were presented in the article, but not as a way to access different contents.

Elements common to the two versions of Sticky Header evaluated

It is important to underline that the impact of the evaluated prototypes was very moderate. Although though the prototypes' appeal did neither stand out nor stir a high level of interest, it did not awaken criticisms or alarming aspects either.

Mechanics

- The header's appearance in the visual field of users is somewhat difficult, in several cases it had to be specifically guided. Those who saw it without guidance, managed to identify it once they had reached the bottom sector of the article and their eyesight returned to the top.

- This is explained by the fact that in general nothing relevant takes place at the top of the Wikipedia article, hence users hardly focus their attention on this sector.
- On the other hand, even though the idea of having an always visible Header, with key elements at hand, triggered a positive - although guided- evaluation, it fails to generate a conclusive insight or answer to a need of accessibility to such contents.
- However, and despite its low appeal, the change does not seem to pose a threat to the bond with Wikipedia.

Visual Aspects

- Wikipedia's "W" logo is clear and identifiable.
- The search bar is visible, and the way the search bar shifts to the side in the "logged-in" version stands out particularly.
- Having the title always visible is adequate.
- The iconography is fitting to the Wikipedia setting, natural for its overall style and what users expect.
- The clearest icons listed in order of preference:
 - Search bar
 - Edit
 - Language
 - User
 - Talk
 - View History
 - Code

The automatic visibility when alternating navigator tabs is positively valued.

