

Wikipedia Usability Initiative Funded by Stanton Foundation

December 2009
Naoko Komura, Program Manager





Overview of today's presentation

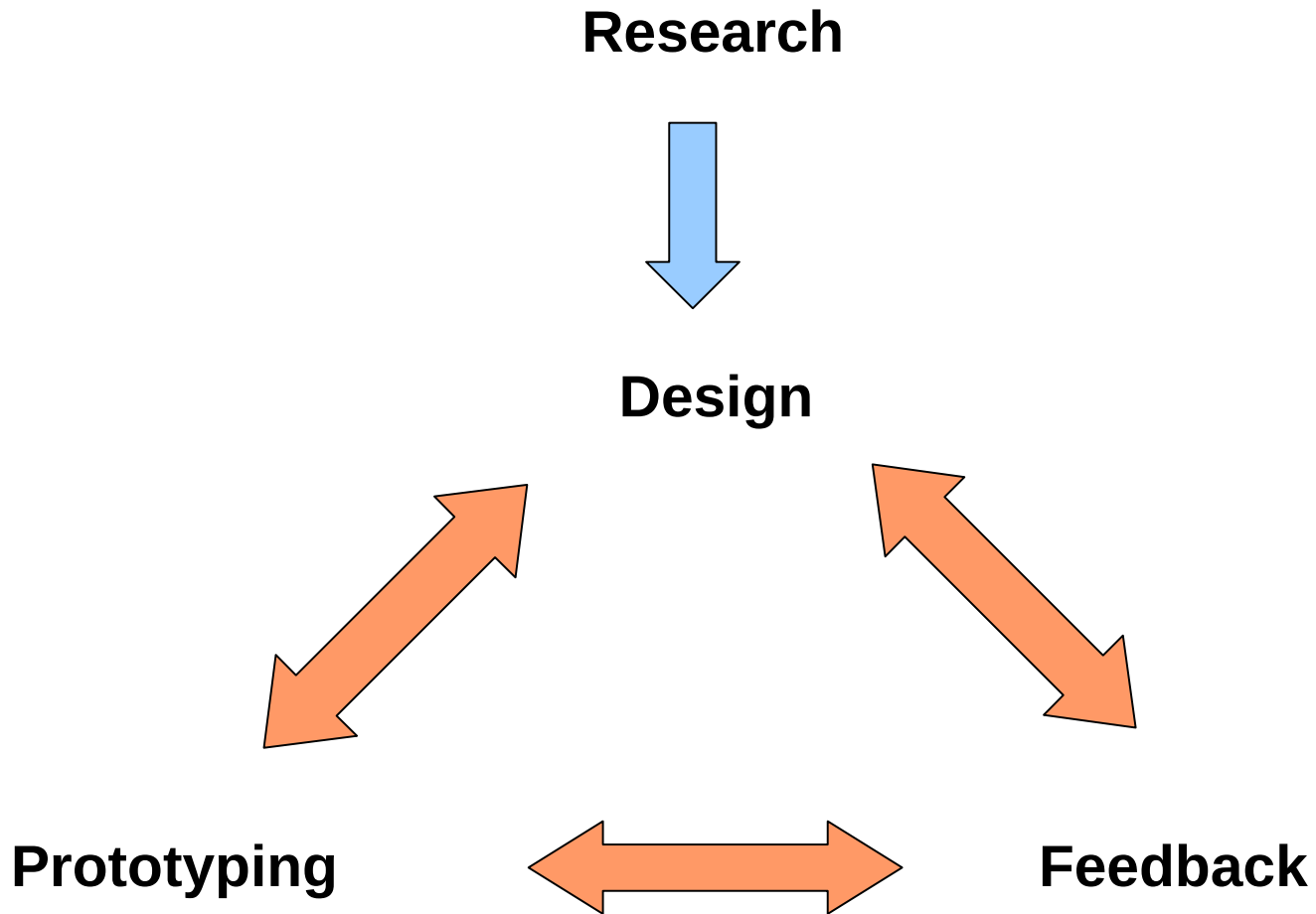
Collaborative and iterative process

Timeline and milestones

Measurements of success

Next steps

Collaborative and iterative process



High Impact

Hide complexity

Spring cleaning

Highlight what's
important

Simplify
Navigation

Improve workflow

Improve toolbar

Complex

Simple

Social
Networking
Tools

Help and
tutorials

Messaging

Style Guide

Low Impact

Timeline and Achieved Milestones

Month in 2009	Milestones
March	First usability study
June	First release
August	Beta launch
September	Second release
October	Second usability study
November	Beta users reaches 300K

First Usability Study - March 2009

Objective: Evaluation of the current state

Fifteen study participants

Gender: 7 male, 8 female

Age: under 17 - 55+

Editing experience level:

Never: 12

Less than 25 edits: 3





MEET GRACE

Medical Student



"It's really hard to see what I changed."



MEET CLAUDIA

Database Administrator

**“[I feel lost].
Did someone clean it
up on me?”**





MEET SAURAB

Software Developer



**“It’s much easier to
add my content to a
blog.”**

MEET SHAUN

Student

**“I’m just gonna keep
trying here.”**





MEET SEAMUS

Business Student +
Controller of a Non-Profit



**“I’m not a programmer. I
know the letters P-H-P.”**



User Interface - New



Beta feedback [Leave Beta](#)  [Shuhari](#) [My talk](#) [My preferences](#) [My watchlist](#) [My contributions](#) [Log out](#)

Page [Discussion](#) [Read](#) [Edit](#) [View history](#) 

[Wikipedia](#)  [Forever](#) Our shared knowledge. Our shared treasure. Help us protect it. [\[Show\]](#)

Boston

From Wikipedia, the free encyclopedia Coordinates:  [42°21′28″N 71°03′42″W](#)

This article is about the capital of Massachusetts. For other uses, see [Boston \(disambiguation\)](#).

Boston (pronounced /ˈbɒstən/^(help·info)) is the [capital](#) and largest city of the [Commonwealth of Massachusetts](#), and is one of the oldest cities in the [United States](#). The largest city in [New England](#), Boston is considered the economic and cultural center of the region and is sometimes regarded as the unofficial "Capital of New England".^[11] Boston city proper had a 2008 estimated population of 620,535.

City of Boston


— City —



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User Interface - Current




[Try Beta](#)  [Shuhari](#) [my talk](#) [my preferences](#) [my watchlist](#) [my contributions](#) [log out](#)

[article](#) [discussion](#) [edit this page](#) [history](#) [delete](#) [move](#) [protect](#) [watch](#)

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City of Boston

— City —



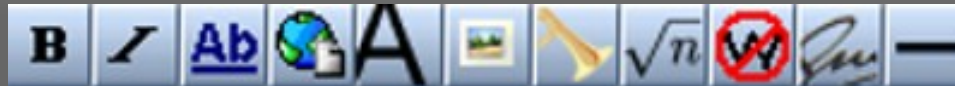
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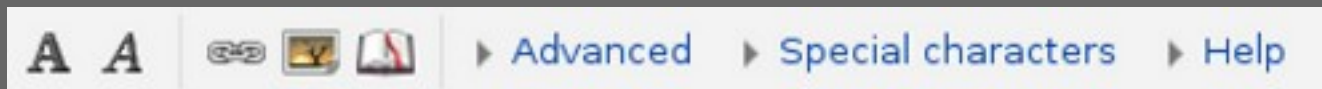
search

Toolbar

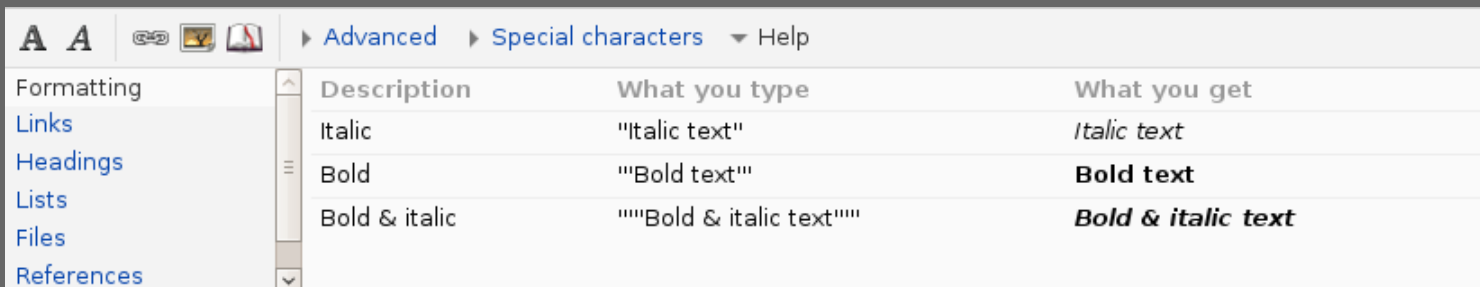
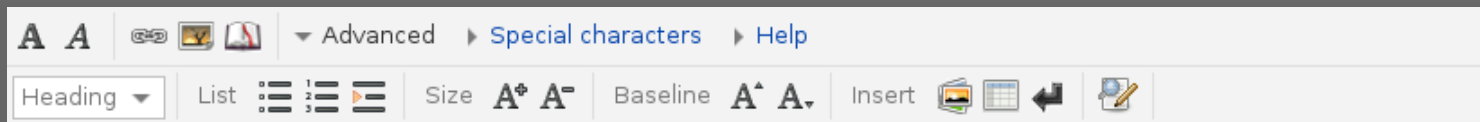
Current



New



Toolbar



Search Result Page

Special page

Where would you like to see Wikimedia in five years? [Submit a proposal!](#) ([Learn more.](#))

[\[Hide\]](#) [\[Help us with translations!\]](#)

Search results

[Content pages](#) [Multimedia](#) [Help and Project pages](#) [Everything](#) [Advanced](#)

Results **1 - 20** of **197970** for **little**

There is a page named "[Little](#)" on this wiki

[Little](#)

Disambiguation: **Little** is an adjective and may refer to. **Little** people

Mathematics : **Little**'s Law Surname: **Little** is a surname and may refer to

...

2 KB (225 words) - 05:46, 24 June 2009

[Little, Brown and Company](#)

Little, Brown and Company is a publishing house established by Charles

Coffin **Little** and his partner, James Brown . Since 2006 it has ...

5 KB (710 words) - 20:15, 14 August 2009

Sister projects

Word definitions from [Wiktionary](#) [\(more\)](#)

- [little](#)
- [a little](#)
- [little finger](#)
- [little one](#)
- [little boy](#)

Navigation of long articles

Editing Boston

From Wikipedia, the free encyclopedia

This page is 121 kilobytes long. It may be appropriate to split this article into smaller, more specific articles. See [Wikipedia:Article size](#).

A **A**    [Advanced](#) [Special characters](#) [Help](#)

===Climate===

Boston is located within the northern limit of the [[humid subtropical climate]] and the southern limit of the [[humid continental climate]] zone, a phenomenon common to coastal southern New England. Summers are typically warm and humid, while winters are cold, windy, and snowy. Prevailing wind patterns that blow offshore affect Boston, minimizing the influence of the [[Atlantic|Atlantic Ocean]].

[[File:USA Massachusetts Boston Foliage.jpg|thumb|left|Boston's skyline in the background, with [[Autumn leaf color|fall foliage]] in the foreground]]

Spring in Boston can be warm, with temperatures as high as the 90s when winds are offshore, although it is just as possible for a day in late May to remain in the lower 40s because of cool ocean waters. The hottest month is July, with an average high of 82 °[[Fahrenheit|F]] (28 °C) and an average low of 66 °F (18 °C) <!--Note that 18 °C is NOT equivalent to 66 °F. One of these two figures is incorrect. If possible, can we review the original reference source for this information and verify if these figures were copied correctly?-->, with conditions usually humid. The coldest month is January, with an average high of 36 °F (2 °C) and an average low of 22 °F (-6 °C).<ref>{{cite web |url=http://www.erh.noaa.gov/box/climate/bosnml.shtml |publisher=NWS Taunton, MA |year=2006 |title=Boston Daily Normals |accessdate=2006-04-19}}</ref> Periods exceeding {{convert|90|°F|°C|abbr=on}} in summer and below {{convert|10|°F|°C|abbr=on}} in winter are not uncommon but are rarely prolonged. The record high temperature is 104 °F (40 °C), recorded on July 4, 1911. The record low temperature is -18 °F (-28 °C), recorded on February 9, 1934. February in Boston has seen 70 °[[Fahrenheit|F]] (21 °[[Celsius|C]]) only once in recorded history, on February 24, 1985. The highest temperature recorded in March

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Link Dialogue

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Insert link



Page title:

Page exists

cat

Cat

Link text:

cat

To a wiki page To an external web page

Cancel

Insert link

Table Dialogue



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Wikitext Preview

Heading List

Example Importing from [[File:MV_house_pro...]] [http://metavid.o...]
"I want to end up b...
new cloud over demo...
being considered wo...

== Section ==
Lorem ipsum dolor s...
faucibus, lacus in...
accumsan vel vulput...
scelerisque, nulla...
Nulla dictum tempor enim volutpat volutpat. Morbi sed purus blandit ligula posuere fermentum. Maecenas ac dignissim purus. Nunc diam lectus, congue sed vestibulum nec, luctus ac nibh. Sed tempus pellentesque fringilla. Aenean consectetur mauris ac nisi facilisis malesuada.

===Sub-section===
4 5 <big>6</big>

Insert table

Include header row Preview

Style with borders

Make table sortable

Rows x Columns

Header text	Header text	Header text
Cell text	Cell text	Cell text
Cell text	Cell text	Cell text
Cell text	Cell text	Cell text

Cancel Insert

Hide contents

- Main Page
- Example Importing from... Section
- Sub-section
- Sub-sub-section
- Sub-sub-sub-section
- Sub-sandwich
- Another section

Publish Cancel

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Summary:

This is a minor edit Watch this page



Second Usability Study - September 2009

Objective: Interim evaluation

Eight study participants

Gender: 4 male, 4 female

Age: under 20 to 40+

Editing experience level:

Never: 6

Less than 25 edits: 2

MEET JUDY

Architect

"That's kind of exciting, it
actually worked."
(inserting a link)



MEET MARK

Environmental Consultant

“Before there were a lot of tools...but this actually makes sense. I had to muddle my way through the old system”
(new toolbar)

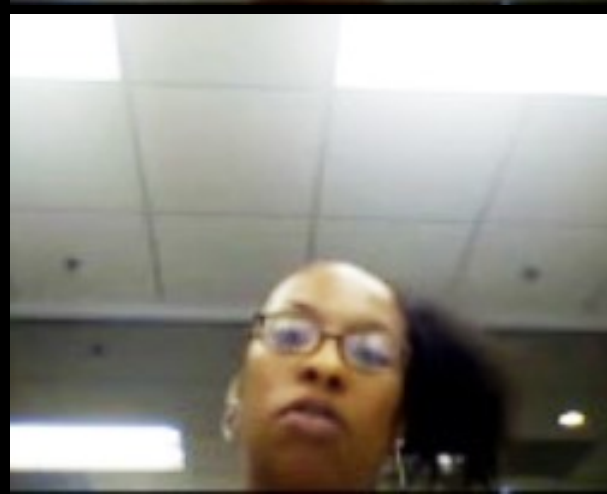


MEET CHERYL

Homemaker

**"It was easy, I wouldn't have
thought it would have been
that easy."**

(making her first edit)



MEET STEPHAN

Self Employed Writer

**"Yeah, Boy! That's a lot of
hypertext type information that makes
my eyes dance all over the screen"**
(template for Santa Rosa)

**"That right there is enough to think
I don't know what I'm doing at this
point."**

**"I'd have to be prepared to spend
time studying how to do that."**
(editing a template or
uploading an image)



Measures of Success

Qualitative analysis

Usability studies and interviews

Quantitative analysis

Beta adoption and retention rate

Save:Edit ratio

Participation by new users

Beta Retention Rate Summary

8/6/09 to 12/1/09	Opt-in	Opt-out	Beta Trial Total	Retention Rate (%)
Total	299,797	79,359	379,156	79%
English	136,556	27,670	164,226	83%
German	21,761	8,764	30,525	71%
Russian	20,623	5,594	26,217	79%
Spanish	19,415	4,516	23,931	81%
Chinese	12,219	3,647	15,866	77%
French	11,058	3,718	14,776	75%
Portuguese	8,152	1,772	9,924	82%
Italian	6,378	2,519	8,897	72%
Japanese	4,484	2,966	7,450	60%

Next Steps

Solicit feedback and deploy the third release

Content folding

Address issues raised by the beta feedback

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Final usability study



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The Free Encyclopedia

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Boston

From Wikipedia, the free encyclopedia

Coordinates: 42°21′28″N 71°03′42″W

This article is about the capital of Massachusetts. For other uses, see Boston (disambiguation).

Boston (pronounced ⓘ[ⓘ] /ˈbɒstən/ (help·info)) is the capital and largest city of the Commonwealth of Massachusetts, and is one of the oldest cities in the United States. The largest city in New England, Boston is considered the economic and cultural center of the region and is sometimes regarded as the unofficial "Capital of New England".^[11] Boston city proper had a 2008 estimated population of 620,535, making it the twenty-first largest in the country.^[6] Boston is also the anchor of a substantially larger metropolitan area called Greater Boston, home to 4.5 million people and the tenth-largest metropolitan area in the country.^[8] Greater Boston as a commuting region includes six Massachusetts counties, Essex, Middlesex, Norfolk, Suffolk, Plymouth, and Worcester,^[12] all of Rhode Island and parts of New Hampshire; it is home to 7.5 million people, making it the fifth-largest Combined Statistical Area in the United States.^{[9][13]}

In 1630, Puritan colonists from England founded the city on the Shawmut Peninsula.^[14] During the late 18th century, Boston was the location of several major events during the American Revolution, including the Boston Massacre and the Boston Tea Party. Several early battles of the American Revolution, such as the Battle of Bunker Hill and the Siege of Boston, occurred within the city and surrounding areas. Through land reclamation and municipal annexation, Boston has expanded beyond the peninsula. After American independence was attained Boston became a major shipping port and manufacturing center,^[14] and its rich history now helps attract 16.3 million visitors annually.^[15] The city was the site of several firsts, including America's first public school, Boston Latin School (1635),^[16] and the first subway system in the United States.^[17]

With many colleges and universities within the city and surrounding area, Boston is a center of higher education and a center for medicine.^[18] The city's economy is also based on research, electronics, engineering, finance, and technology—principally biotechnology.^[19] Boston ranks first in the country in jobs per square mile ahead of New York City and Washington, D.C.^[20] The city has been experiencing gentrification and has one of the highest costs of living in the United States,^[21] and it remains high on world livability rankings.^[22]

City of Boston

— City —



Skyline of Back Bay, seen from the Charles River, featuring Boston's two tallest buildings, the John Hancock Tower (left) and the Prudential Tower (right)



Flag



Seal

Nickname(s): Beantown,^[1] The Hub (of the Universe),^[1] The Cradle of Liberty,^[2] The Cradle of Modern America,^[1] The Athens of America,^[2] The Walking City^[1]





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Editing Boston

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Wikitext

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B *I*



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```

{{Otheruses4|the capital of Massachusetts}}
{{Infobox settlement
|official_name           = City of Boston
|settlement_type        = [[City]]
|image_skyline          = Bostonstraight.jpg
|image_caption          = Skyline of [[Back Bay, Boston|Back Bay]], seen from
the [[Charles River]], featuring Boston's two [[List of tallest buildings in
Boston|tallest buildings]], the [[John Hancock Tower]] (left) and the
[[Prudential Tower]] (right)
|image_flag             = Flag of Boston.svg
|image_seal             = Seal of Boston.svg
|nickname               = Beantown,<ref name="Nicknames1"/> The Hub (of the
Universe),<ref name="Nicknames1"/> The Cradle of Liberty,<ref name="Nicknames2">
{{cite web |url=http://www.britannia.com/travel/Market/boston-vacations.html
|title=Boston Travel & Vacations |accessdate=2009-04-08 |date=2006
|publisher=Britannia.com}}</ref> The Cradle of Modern America,<ref
name="Nicknames1"/> The Athens of America,<ref name="Nicknames2"/> The Walking
City<ref name="Nicknames1"/>
|image_map              = Boston ma highlight.png
|map_caption            = Location in [[Suffolk County, Massachusetts]]
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|longd=71 |longm=03 |longs=42 |longEW=W
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```

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- Demographics
- Dialect
- Crime
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- Culture
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- Sister cities

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```
{{Otheruses4|the capital of Massachusetts}}
```

Infobox settlement

```
'''Boston''' (pronounced {{Audio-IPA|en-us-Boston.ogg|/'bɒstən/}}) is the
[[List of capitals in the United States|capital]] and largest city of the
[[Commonwealth (U.S. state)|Commonwealth]] of [[Massachusetts]], and is one of
the oldest cities in the [[United States]]. The largest city in [[New
England]], Boston is considered the economic and cultural center of the region
and is sometimes regarded as the unofficial "Capital of New England".
<ref> cite book </ref> Boston [[City limits|city proper]] had a 2008
estimated population of 620,535, making it the [[List of United States cities
by population|twenty-first largest in the country]].<ref name="City
population" /> Boston is also the anchor of a substantially larger
metropolitan area called [[Greater Boston]], home to 4.5 million people and
the [[Table of United States Metropolitan Statistical Areas|tenth-largest
metropolitan area]] in the country.<ref name="Metro population"> cite web </ref>
<!-- The following sentence concerns the Boston-Worcester-
Manchester, MA-RI-NH Combined Statistical Area which is cited in the article
and DOES NOT INCLUDE parts of Connecticut or Maine. --> Greater Boston as a
commuting region includes six [[List of counties in
Massachusetts|Massachusetts counties]], Essex, Middlesex, Norfolk, Suffolk,
Plymouth, and Worcester,<ref>www.fta.dot.gov/documents
/Boston_Worchester_Manchester_DemographicProfile19.doc</ref> all of [[Rhode
Island]] and parts of [[New Hampshire]]; it is home to 7.5 million people,
making it the [[Table of United States Combined Statistical Areas|fifth-
largest Combined Statistical Area]] in the United States.<ref name="CSA" />
```

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This article is a

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Boston (pronounced ⁱⁱⁱⁱ ⁱⁱⁱⁱ of Massachusetts, in the Northeastern United States, is the most populous city in New England. Boston is sometimes regarded as the largest city in New England. In 2008, the estimated population of the city was 645,464. Boston is also the largest city in the Commonwealth of Massachusetts, with a home to 4.5 million people. Boston as a community includes the cities of Norfolk, Suffolk, Plymouth, and Duxbury. In total, it is home to 7.5 million people in the United States.^{[9][13]}

In 1630, Puritan colonists founded the city in the late 18th century during the American Revolution, including the city's role within the city and surrounding area. Boston has expanded its boundaries. Boston became a major shipping port. Boston helps attract 16.3 million visitors annually.^[15] The city was the site of several firsts, including America's first public school, Boston Latin School (1635),^[16] and the first subway system in the United States.^[17]

With many colleges and universities within the city and surrounding area, Boston is a center of higher education and a center for medicine.^[18] The city's economy is also based on research, electronics, engineering, finance, and technology—principally biotechnology.^[19] Boston ranks first in the country in jobs per square mile ahead of New York City and Washington, D.C.^[20] The city has been experiencing gentrification and has one of the highest costs of living in the United States,^[21] and it remains high on world livability rankings.^[22]

City of Boston

— City —



View of Back Bay, seen from the Charles River, featuring Boston's two tallest buildings, the John Hancock Tower (left) and the Prudential Tower (right)



Flag



Seal

Nickname(s): Beantown,^[1] The Hub (of the Universe),^[1] The Cradle of Liberty,^[2] The Cradle of Modern America,^[1] The Athens of America,^[2] The Walking City^[1]





Next Steps

Solicit feedback and deploy third release

Content folding

Address issues raised by the beta feedback

Side-by-side preview

Go default

Final usability study



Thank you.