

UX-Report Wikimedia






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Management Summary




Management summary

Test object	 Goals	 Methods	 Sample
https://wikifactory.com/	Usability-Check along the User Journey	Remote usability test	n = 50 (50% Women/Men) Interested in open-source hardware + CAD

- 1. First impression:** The website is well structured and has a modern design, but contact information are overlooked.
→ Create a separate contact-page with more contact options.
- 2. User Guidance:** The “+”-Icon doesn’t suggest that there is a menu behind it. That’s why the users find it difficult to get an overview of the features and don’t understand which features are offered. In addition, they are missing an onboarding which helps them to understand the website.
→ Redesign the menu button and replace the icon with a more familiar menu icon. Communicate more with the users by creating an onboarding for them and explain what they can do on the website.



Management summary

Test object	 Goals	 Methods	 Sample
https://wikifactory.com/	Usability-Check along the User Journey	Remote usability test	n = 50 (50% Women/Men) Interested in open-source hardware + CAD

3. Features: The users have trouble with the wording of different features and missing clear instructions, because of a inaccurate description. For example, the “Import a project” function isn’t even displayed on the dashboard, that’s why they can’t enable the function on the dashboard right away. Furthermore, the existing CTA “Lets go” only redirects them to create a project and not to import one.

→ Place functions visible on the dashboard. Rename CTA’s, by using a more specific wording and give more explanations to the users about the features.

4. Profile: Users have trouble adding skills to their profile, because the option is too small and not in focus of the users view.

→ Place the option “Add skill” closer to the profile picture & description to put it more into the focus of the users.



Brief Introduction

Your User Experience Specialists



Sebastian Küßner

UX Specialist

Additional training in UX design
Focus on user research and
usability testing/optimization



Niklas Stiller

UX Specialist

Trained Media Designer Digital/Print
Focus on usability testing and interface concept

Userlutions – Full-Service UX Agency



40 Employees



900+ Customers



7 Awards

- Own UX platform RapidUserTests
- User research, usability testing and UI/UX design
- Based in Berlin – worldwide projects and customers
- Founded in 2011 – 100% owner-managed

A selection of our customers

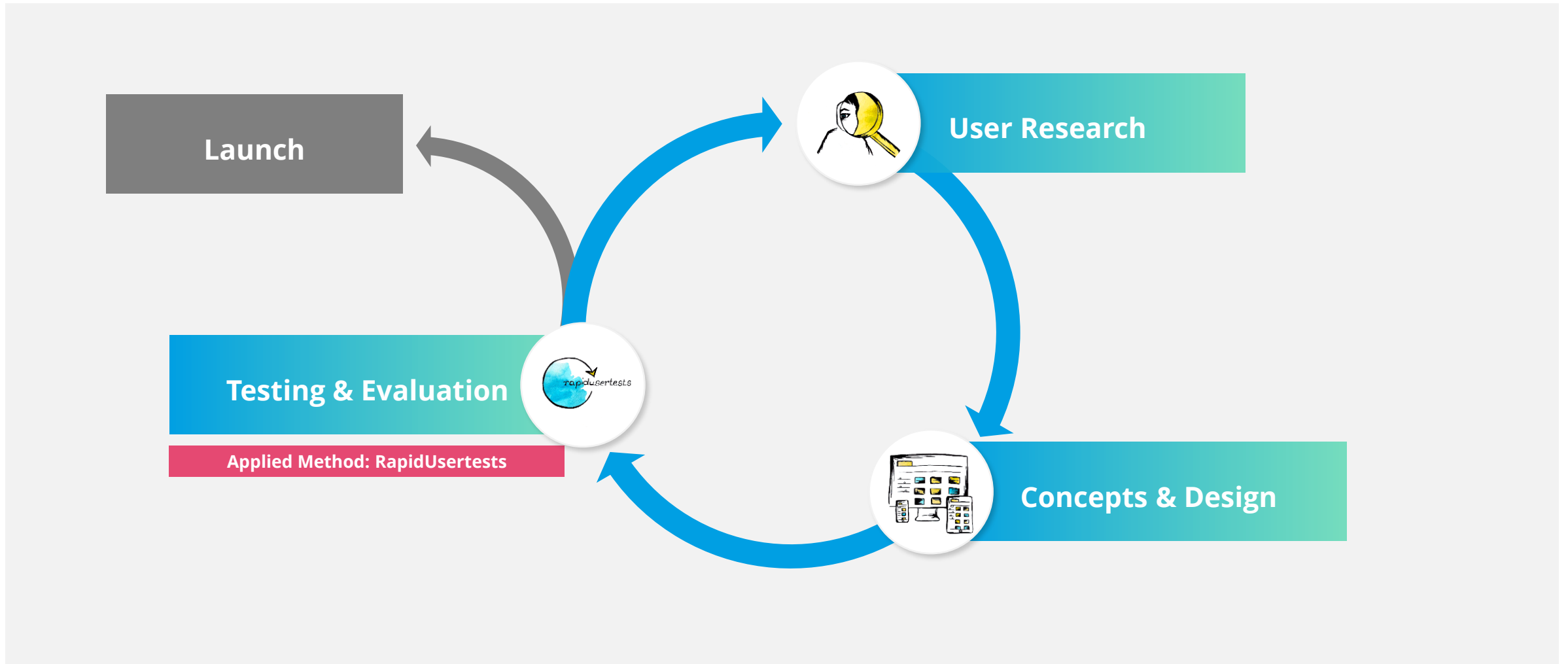


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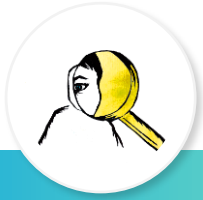


Method

Our methods – in the user-centered design process



Our methods – an overview



User Research

i.e.
Requirements analyses
In-depth interviews
Focus groups
Online surveys
Personas



Concepts & Design

i.e.

- Wireframes
- Prototyping
- UI Design
- Design Thinking
- Lean Startup



Testing & Evaluation

i.e.

- Usability Testing
- Eye Tracking
- Card Sorting
- Diary studies
- A/B Testing

Applied Method: RapidUserTests

RapidUsertests – videos show what your users think & feel

- **Unmoderated remote usability tests:** Participants test the website independently on their home computers in a familiar environment. In the process, they run through **exemplary use cases** and tasks.
- **Think-aloud methodology:** Participants **think aloud**, revealing problems in website use. In addition, by **observing** the behavior, problems in website use can be analyzed.
- **Expert analysis:** The tests are recorded by **screen and audio capturing** via RapidUsertests and analyzed by Userlutions.

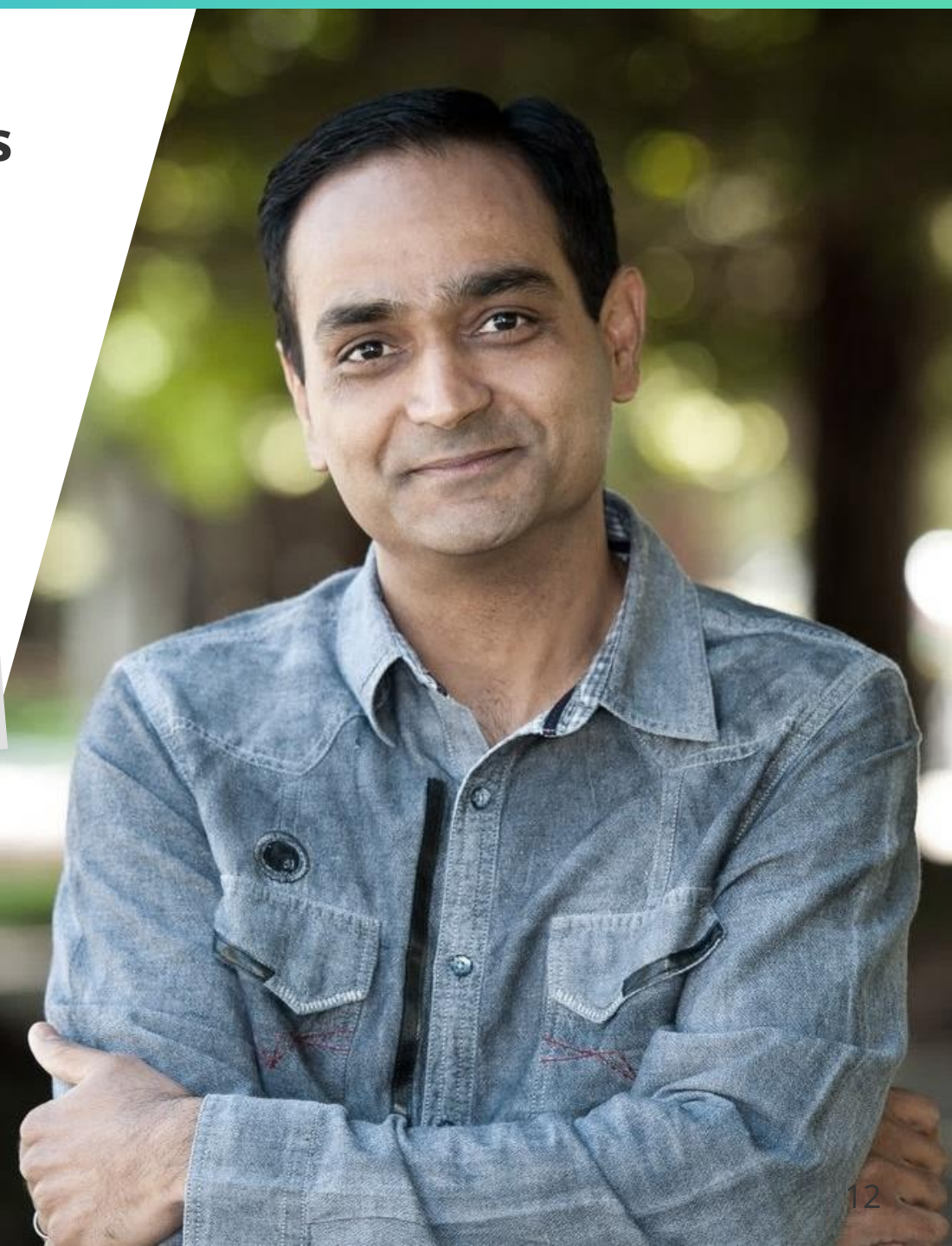


Understanding UX issues as potential gains

“ You **watch the videos** and **read the comments**,
you **cry**, you **fix things**, you **become rich**. ”

Avinash Kaushik

Digital marketing evangelist for Google

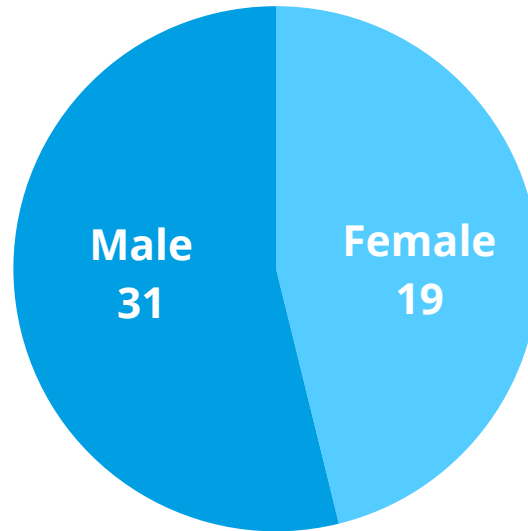


The sample

Devices

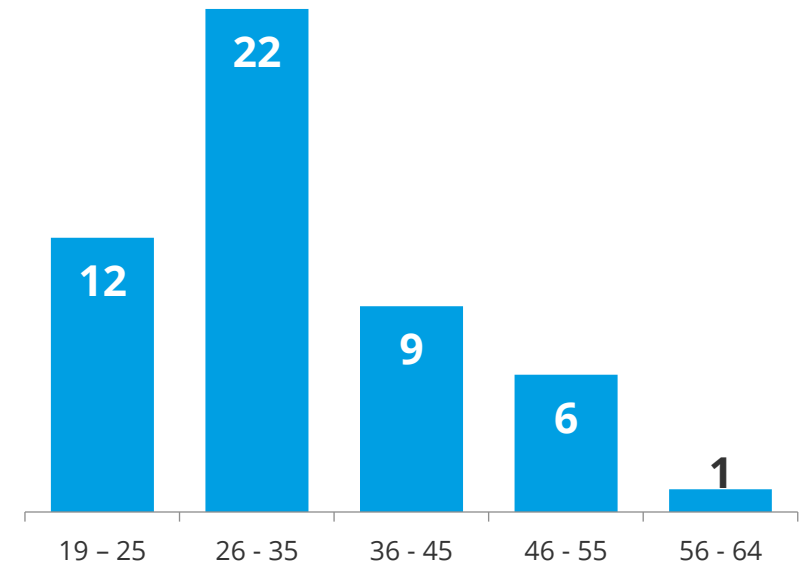


Gender



Age

Average: 33 years
Range: 19 – 64 years



Requirements

G1: Good knowledge of open-source hardware + practical experience with CAD models (n=13)

G2: Interest in technology/possibly open-source hardware (n=25)

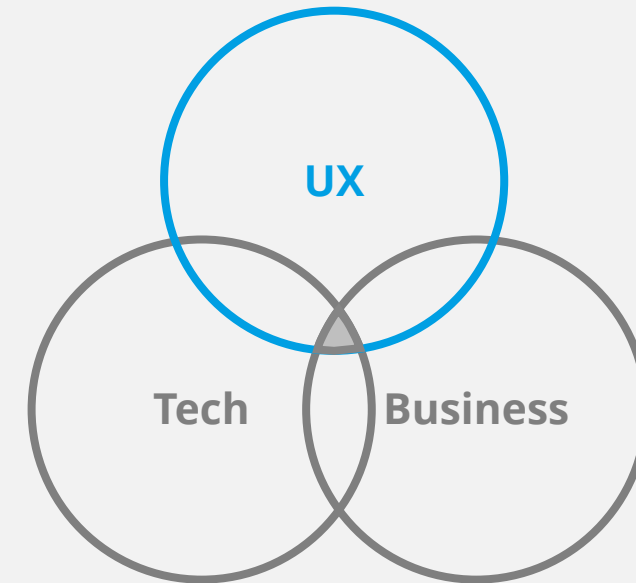
G3: Interest in open-source hardware/3D printing (n=12)

UX impact

The UX-Impact is calculated by **frequency, continuity, and significance for the user.**

-
- 4 Usability disaster
 - 3 Important problem
 - 2 Smaller problem
 - 1 Cosmetic problem
 - ✓ Solution works
-
- ! Interesting / new insight
 - 👍 Best practice

Though our main focus is the **UX perspective**, we also adopt a technical, and business point of view when conducting our research



First Impression

1 First Impression

2 User Guidance

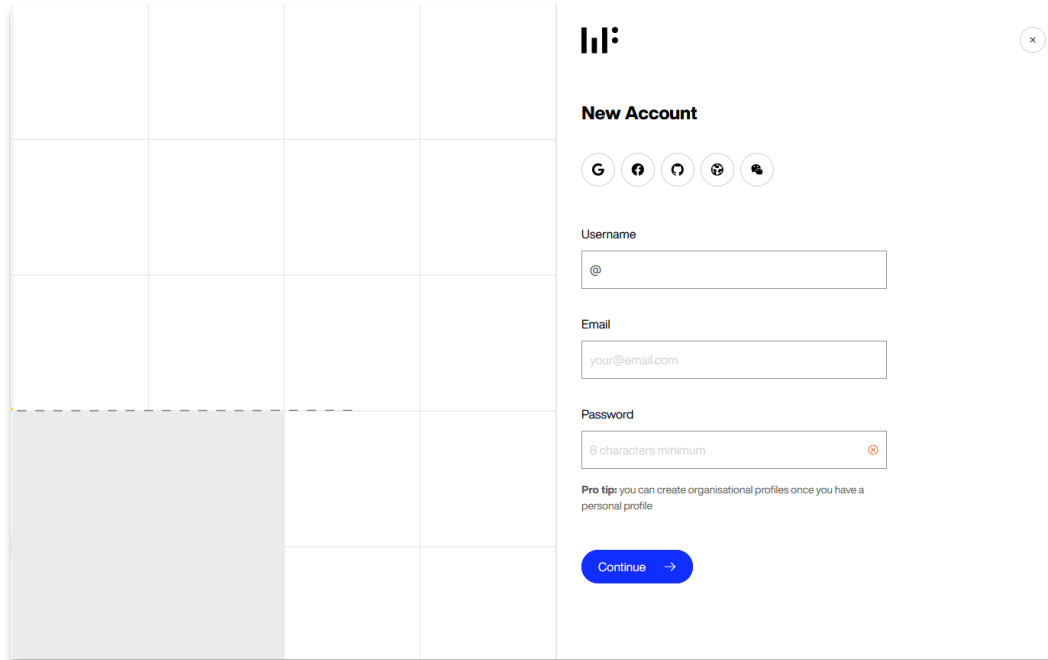
3 Features

4 Profile

Key insights

- The registration process works.
- The page is clearly structured and has a modern touch.
- Contact options are limited and sometimes overlooked.

The registration process works



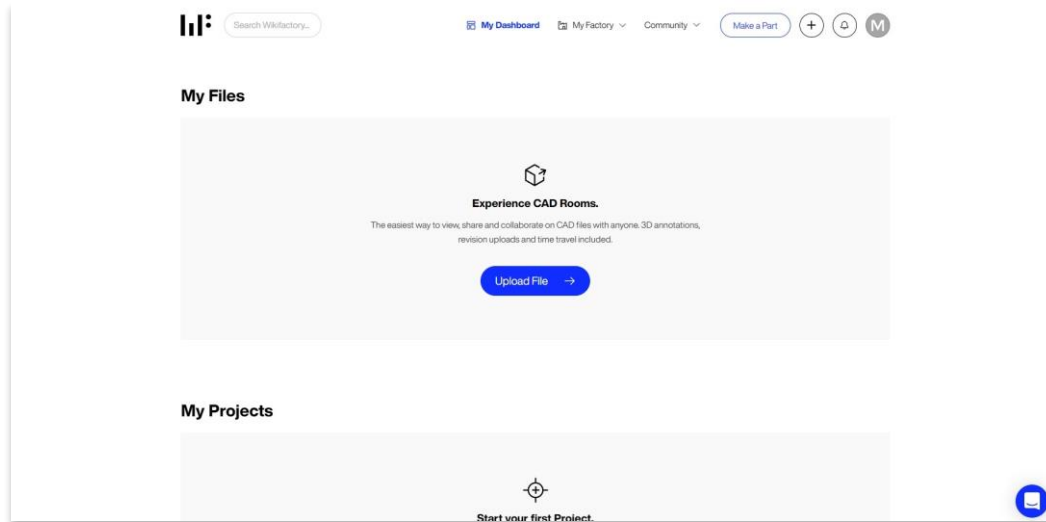
The screenshot shows the LinkedIn 'New Account' registration form. On the left is a large grid of placeholder images. The form itself is on the right, featuring the LinkedIn logo, the title 'New Account', and social media login options (Google, Facebook, etc.). It includes input fields for 'Username' (containing '@'), 'Email' (containing 'your@email.com'), and 'Password' (with a note '8 characters minimum'). A 'Pro tip' message is displayed below the password field, and a blue 'Continue' button is at the bottom.

Registering for the website works without any problems.

- The users go through the sign-in process without difficulty.



The page is clearly structured and has a modern touch

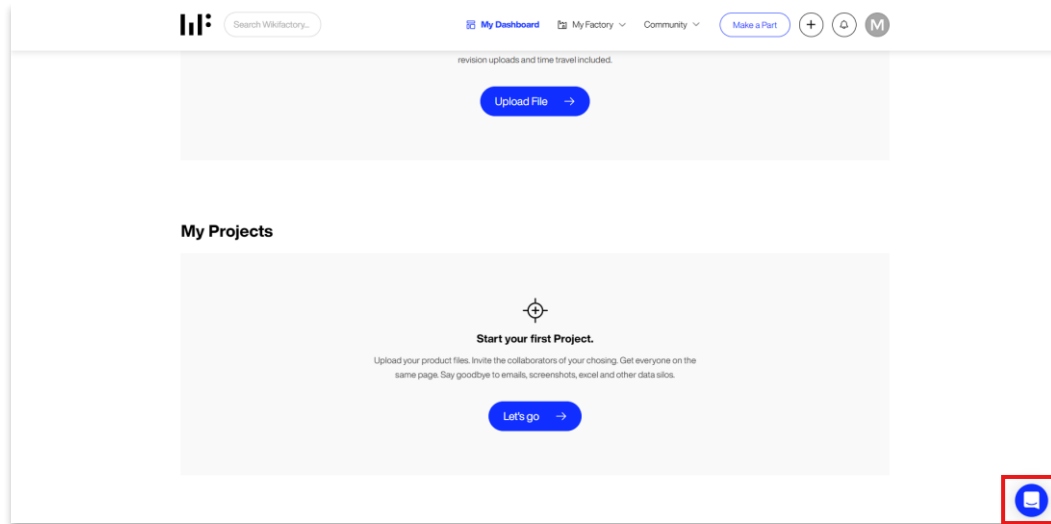


The users are positively surprised by the simple and clear structure of the website. Therefore, most of the users seem to understand what the website offers.

- Users describe the site as simple, straightforward, minimalistic and clear.
- Especially the modern look and feel of the website is highlighted by most users.
- The white space, geometric shapes and bright colors (blue and yellow) give the website a modern feeling.
- However, some users also find that it looks unfinished and boring, and that the visual design is too homogeneous and monotonous.



Contact options are limited and sometimes overlooked



Because of a missing contact page some users don't understand how to contact the customer service. Furthermore, the icon of the chat option is very small, and a label is missing that's why it is inconspicuous.

- Some users are looking for an email-address, contact form or telephone number.
- Others are annoyed by the chat option because it takes a lot of steps to finally write an individual message.
- The automated response options are evaluated as helpful but also limiting.
- One user is suspicious of Wikifactory because she cannot find a contact page or even an address.

Recommendation

- Create a contact page so that users have more options to ask questions about the website and its features.

User Guidance

1 First Impression

2 **User Guidance**

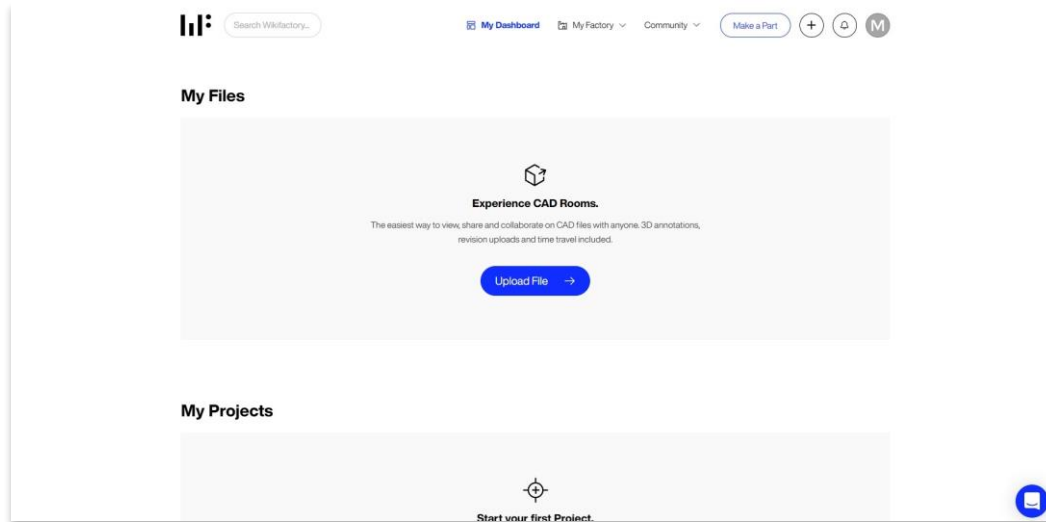
3 Features

4 Profile

Key insights

- An onboarding and function-based instructions are missing.
- It is not understandable which features are offered.
- The “+” icon is easily overlooked because the other buttons draw the focus due to their design.
- The “+” icon tells you to add something new, but not that the main functions of the website are hidden behind it.
- The prominent placement of “Make a Part” is questionable.
- Sometimes it is not clear where you are on the website.

An onboarding and function-based instructions are missing



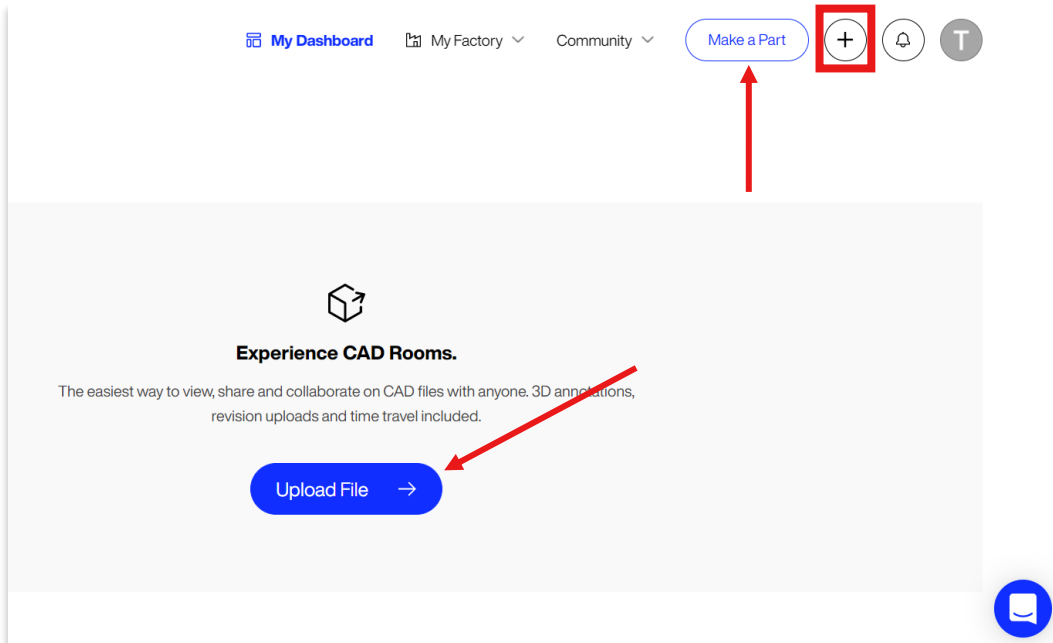
Eventhough the users seem to understand the topic of the website, they aren't quite sure where to start, which features are offered and how they should carry out certain steps while using the different features.

- Because of the decimated dashboard the users don't know where to orientate.
- They are missing an onboarding which shows them the offered features of the website, where to find and how to handle them.

Recommendation

- Provide an onboarding/tutorial to introduce the website to the users.
- Integrate little explanations / instructions to the individual functions which show how to perform certain steps and go through the process properly.

It is not understandable which features are offered (1/4)

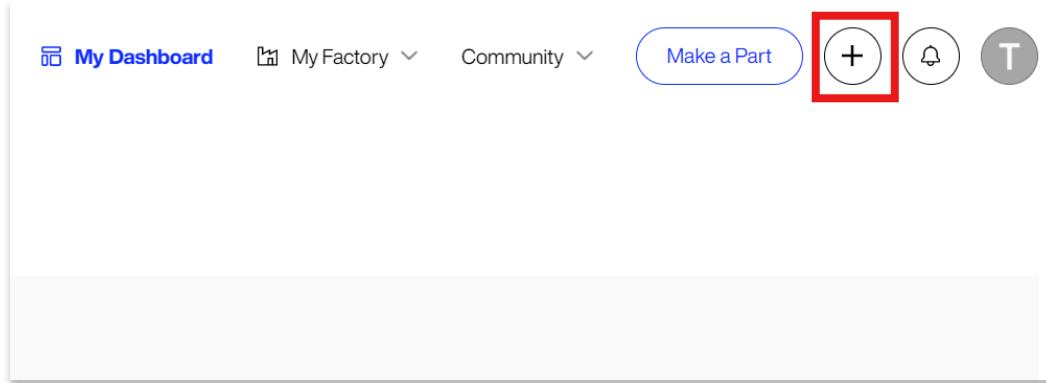


The large CTAs attract a comparatively large amount of attention, with which the rather inconspicuous “+” icon competes. It is thus easily overlooked as a visually weaker icon.

- Users therefore rarely click on it to enter the menu and do not find their way into the underlying functions (**main reason why users drop out!**).
- In order to import a project, they intuitively try out the large CTAs first and then don't find their way any further.

▶ [Larissa \(w, 19\)](#)

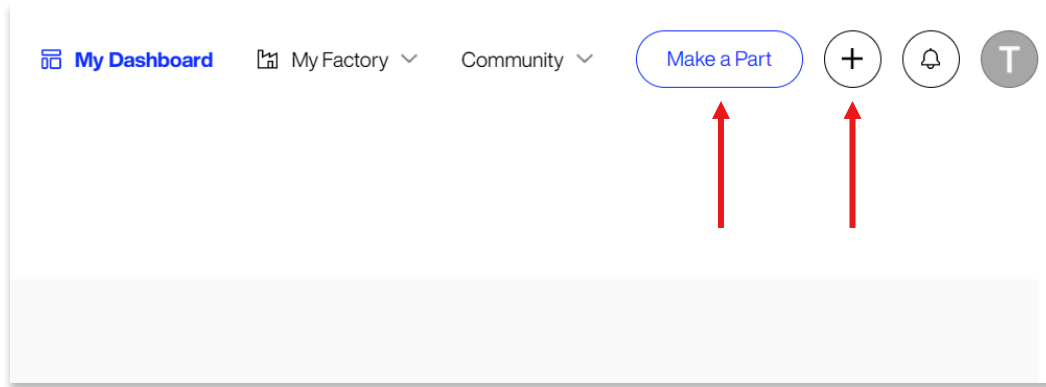
No menu is expected behind the plus icon (2/4)



The plus icon also suggests that you can add something new, but not that the main functions or the menu of the website are hidden behind it.

- If users see the button, they rarely click on it because they do not expect a selection of functions behind it, such as “Import a Project”.
- The users don’t associate the “+” icon with a menu because it tells them that they can add something.

“Make a part” button is sometimes misunderstood as an entry point (3/4)

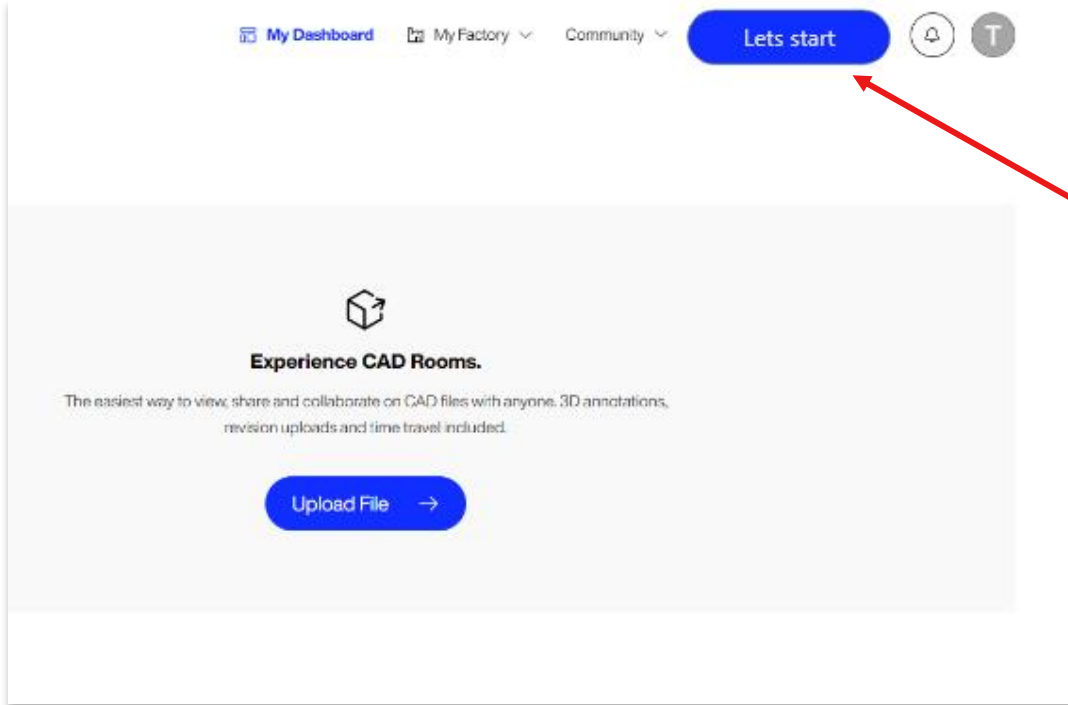


▶ [Larissa \(w, 19\)](#)

The prominent placement of “Make a Part” is questionable. It suggests that this is the starting point for the user. In fact, however, it is only a single function. It is not clear from the visual hierarchy that the menu is accessed via the “+” icon.

- Users are sometimes irritated why this function is prominently placed and all others are rather hidden.
- They expect user guidance from the “Make a Part” button.

Recommendation: Revise button design (4/4)

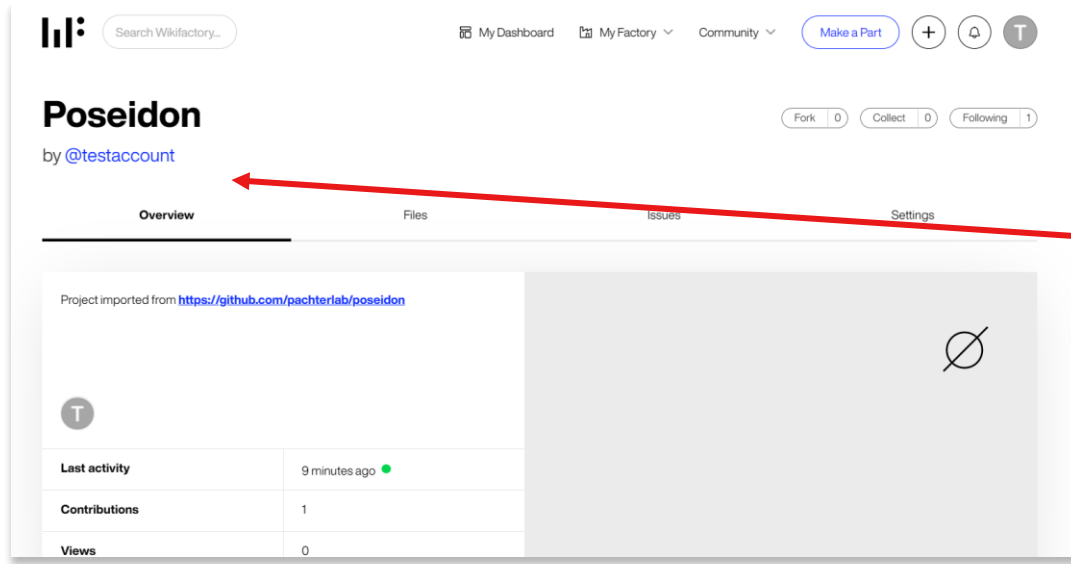


Recommendation / Question

- Why is the "Make a Part" button prominently placed? Consider displacing the "Make a Part" button out of the header.
- Revise the button design and make it more in line with expectations: Use only one CTA, e.g. **"Let's Start"**, where all functions are equally accessible, in order to eliminate the competition between the buttons and simplify user guidance.
- Or replace the "+" icon with a familiar menu icon.

Wireframe

The categories are partly not clearly named and recognizable



Sometimes it is not clear where you are on the website.

- Users are sometimes disoriented and unsure whether this is the project they created/imported.
- It is not clearly marked/named as an area and there is no clear heading that shows which category it belongs to. This leads to irritations.
- You cannot see which category you are currently in.

Recommendation

- Integrate "My Projects" as a directly accessible category of its own and label it recognizably.
- Add a breadcrumb if necessary.

Features

1 First Impression

2 User Guidance

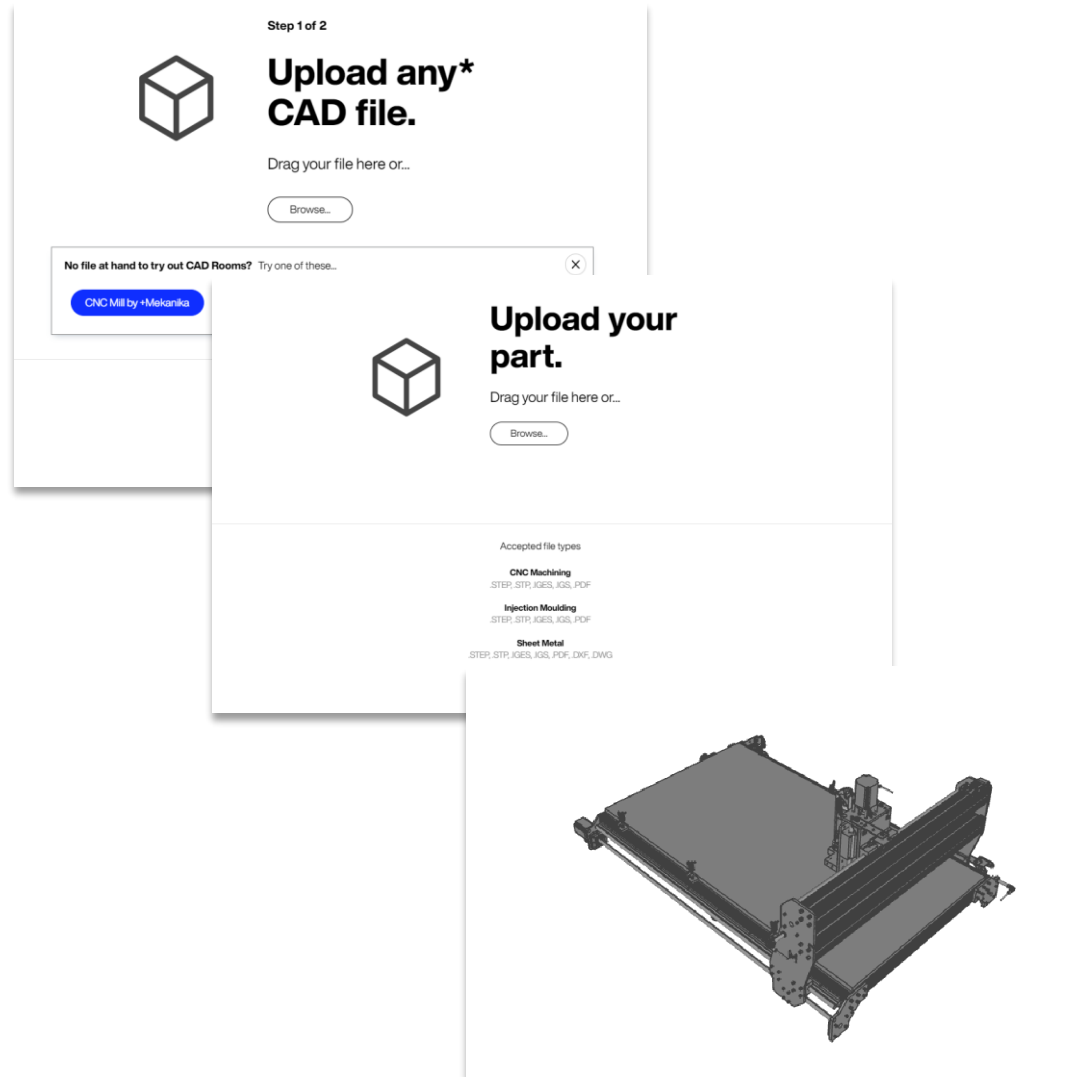
3 **Features**

4 Profile

Key insights

- The difference between the functions are hardly understandable.
- The wording “My RFQs” is incomprehensible and inconsistent.
- “Import a Project” is not adequately communicated in the Dashboard.
- Issues is not recognized as a task area.
- It is not understandable how to delete files.
- Files that have already been uploaded cannot be imported into a project.
- The expectation possibility regarding annotations cannot be fulfilled.
- The options to add new collaborators is difficult to find.
- Dialogs within the chat log are not displayed.

Upload process works and graphic view is well received



The upload process of files is easy and understandable, and the 3D-presentation is positively evaluated.

- Users like the drag & drop function and praise the loading icon as imaginative.
- Users also like the wide range of file formats that can be selected.
- The visual 3D design of the uploaded files and how to control them are described as very positive



The process of functions is understood and positively evaluated

The image shows a user interface for a project management tool. A dialog box titled "What would you like to do?" is open, listing several options: "Share a File", "Make a Part", "Start a Project", "Import a Project" (highlighted with a blue arrow), "Create an Organisation", and "Tell a Story". Below this, a form titled "Import from Github/Gitlab, Dropbox." is shown. The form includes a text input for "Project / Folder URL", a dropdown for "Workspace" (set to "Select"), a text input for "Name" (set to "Project Name"), and radio buttons for "Project type" (selected "Public (everyone can view)", with "Private (only collaborators can view)" as an option). A blue "Begin import" button with a right arrow is at the bottom.

Using the “Import a Project” or “Start a Project” function is intuitive and works smoothly, once they’ve found the function.

- The users rate the process positively and describe it as simple and understandable.
- There is some criticism that the name of the imported project is not automatically adopted.

Recommendation

- Automatically take over project names during import.



1

“Import a Project” is not adequately communicated in the Dashboard (1/2)

My Files



Experience CAD Rooms.

The easiest way to view, share and collaborate on CAD files with anyone. 3D annotations, revision uploads and time travel included.

Upload File →

My Projects



Start your first Project.

Upload your product files. Invite the collaborators of your choosing. Get everyone on the same page. Say goodbye to emails, screenshots, excel and other data silos.

Let's go →

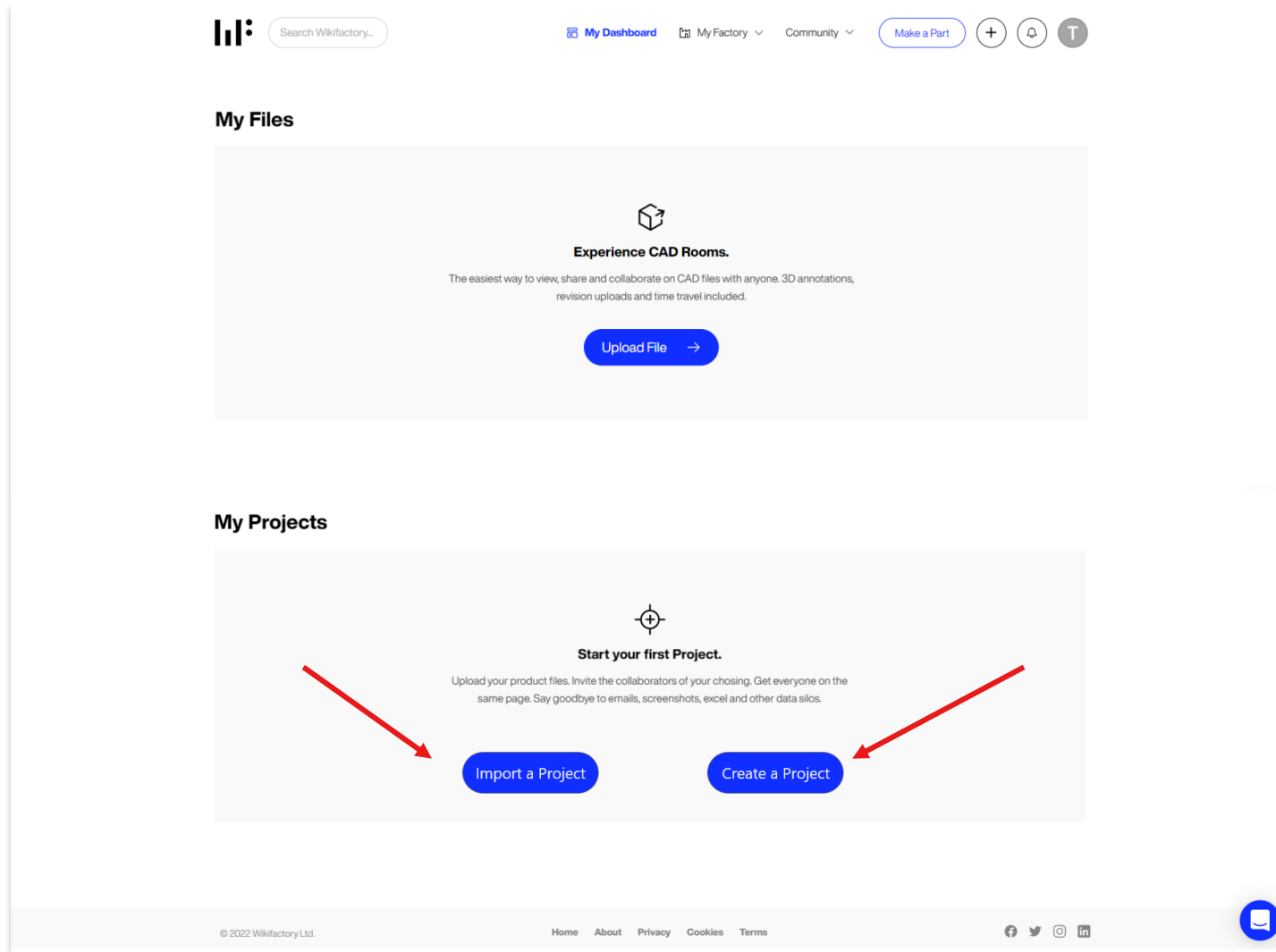
“Import a Project” is not offered as a CTA via the dashboard, although they might expect it here.

- “Let's go” only links to the “Create a Project” function, but not to “Import a Project”.
- Users cannot reach the function via the dashboard.
- Users therefore often click on the existing CTAs and are redirected to the wrong functions.
- Instead, they take a "workaround" and try to upload files to a newly created project, but then describe this as complicated.

Recommendation (see Wireframe on next slide)

- If necessary, integrate “Import a Project” next to “Create a Project” as a CTA under “My Projects”.

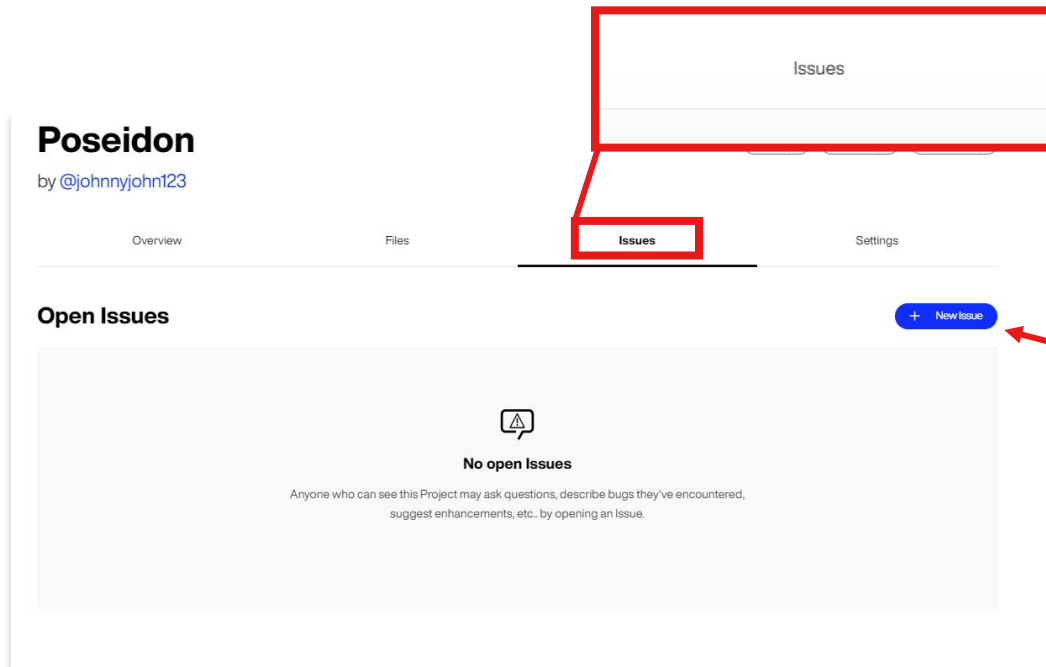
“Import a Project” is not adequately communicated in the Dashboard (2/2)



Wireframe

3

“Issues” is not recognized as a task area



The term “Issues” often leads to irritation, as something different than tasks is expected behind it.

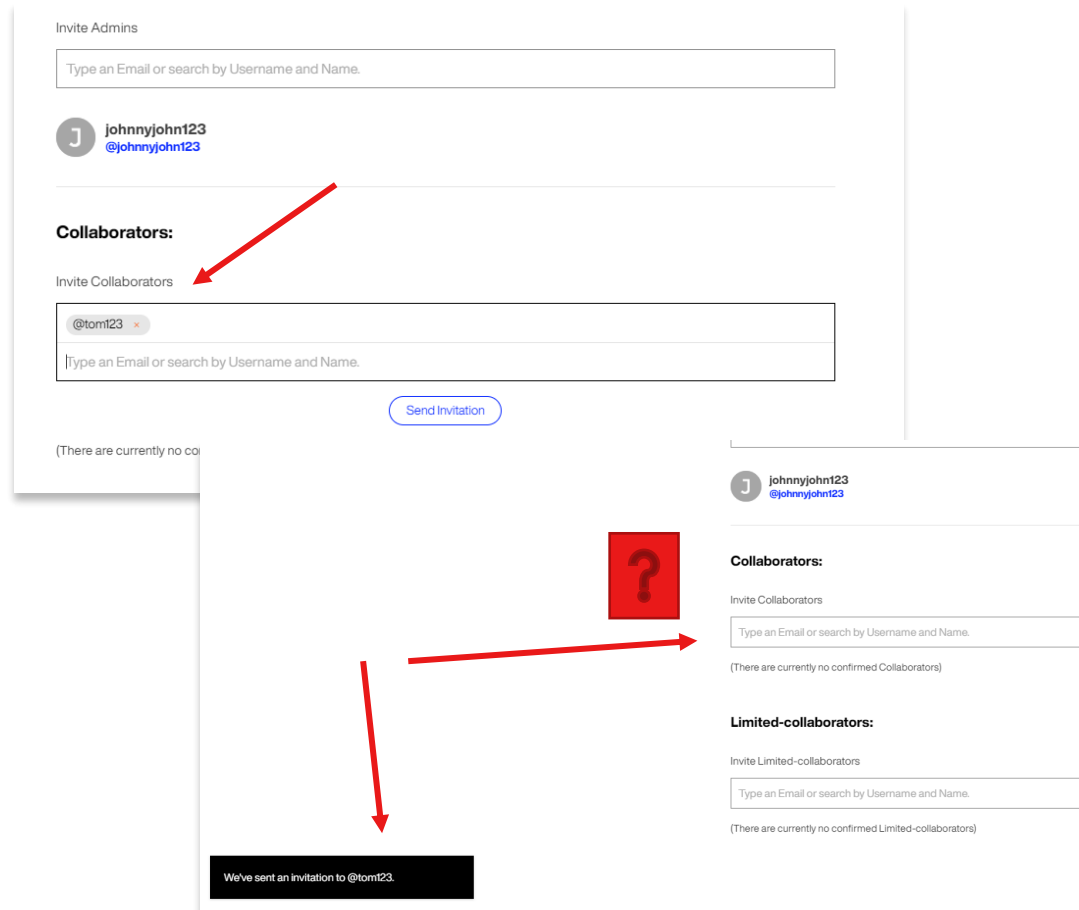
- Users do not first associate issues with tasks that have to be set and solved in a project.
- Often the button “New Issue” is discovered and clicked only by trial and error.
- Sometimes users are unsuccessful in their search and cannot find out where to enter the problem description.

▶ Cherrylicious (w, 32)

Recommendation

- Rename “Issues” to e.g. “Issues & To do’s”.

Invited collaborators are no longer visible



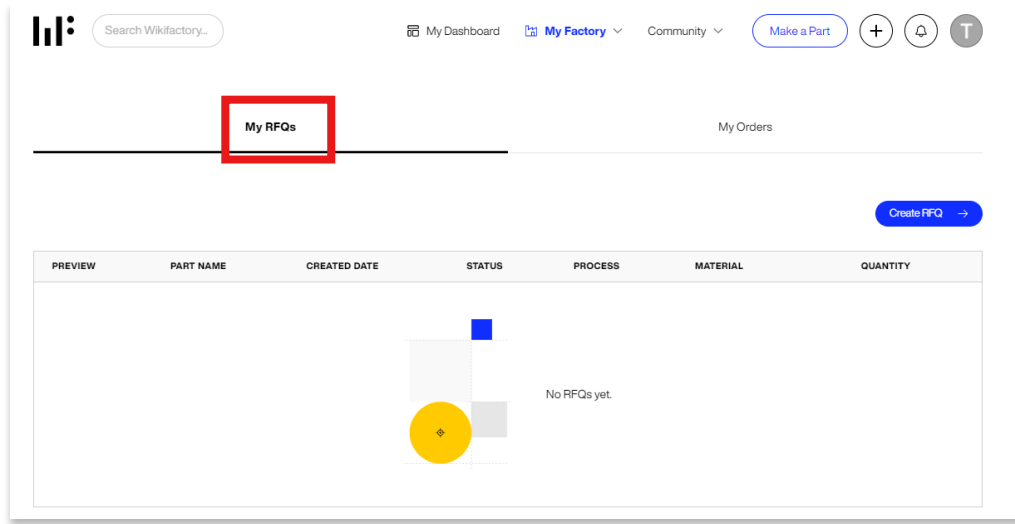
After inviting members to collaborations, the subsequent overview of them is missing.

- Users are sometimes frustrated because they can no longer see the names of the invited collaborators once they have clicked on “Invite”.

Recommendation

- Show an overview of the invitations.

My Factory: The wording “My RFQs” is incomprehensible



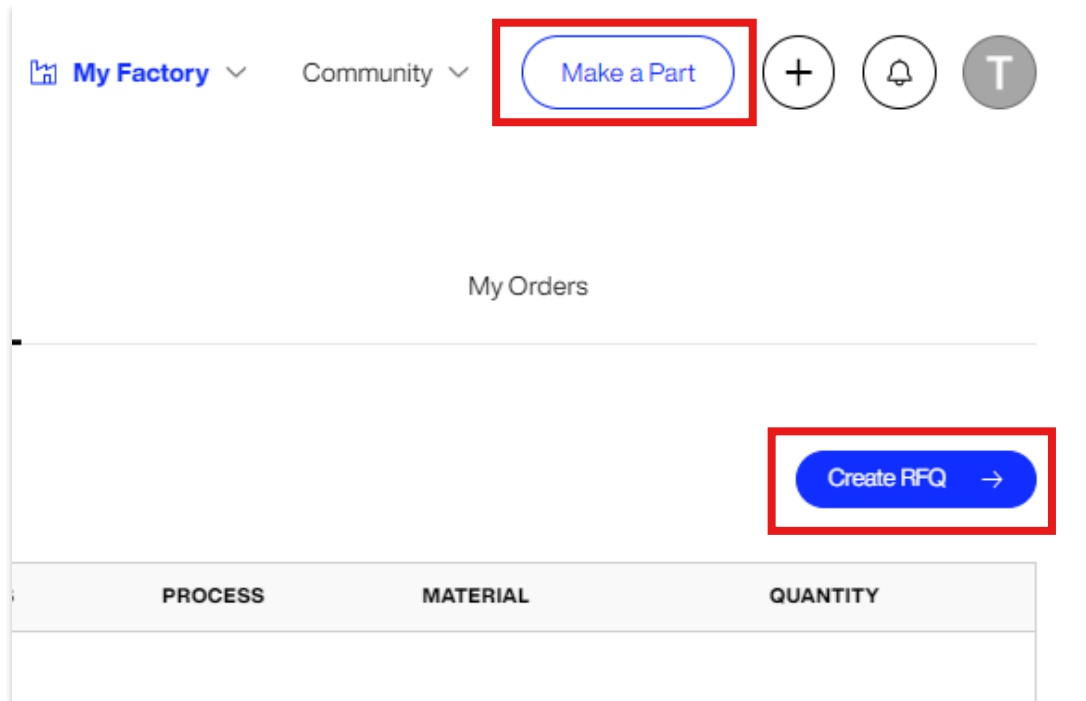
It is not immediately clear what “My RFQs” means.

- Users often do not understand the meaning of the abbreviation “RFQs”.
- It is not immediately clear that the orders are listed here.

Recommendation

- Integrate the skills category into the filters.

My Factory: The wordings of the CTAs are inconsistent



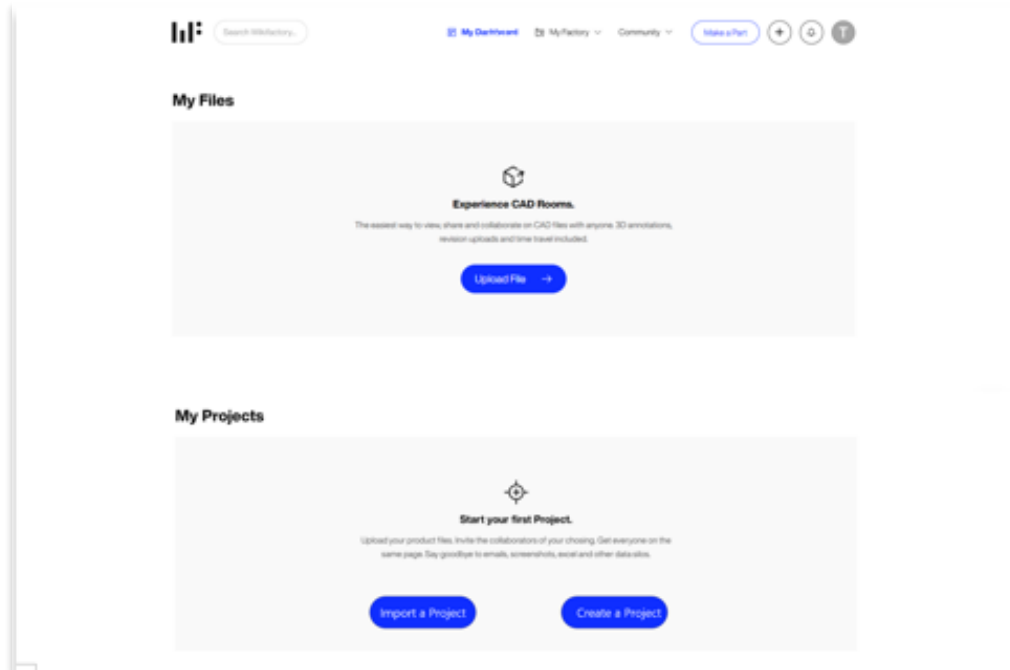
The same CTAs are sometimes named differently, which impairs recognition.

- One CTA is called “Make a Part” and the other “Create RFQ”, which suggests two different actions and complicates user guidance.
- In addition, both wordings are rather less catchy and are sometimes misunderstood.
- The wording “Make a Part” cannot tell if you are creating a product online or if an existing product will be created for you.

Recommendation

- Renew and standardize the wording of the CTA, e.g. “Make a Request”.

Dashboard: An overview of the orders is missing



Information from an order (Make a Part) is not communicated in the dashboard.

- Users expect to find all important information about their activities in the dashboard, including the status of production requests.

Recommendation

- Find out via Card Sorting where users expect the requests on the website.

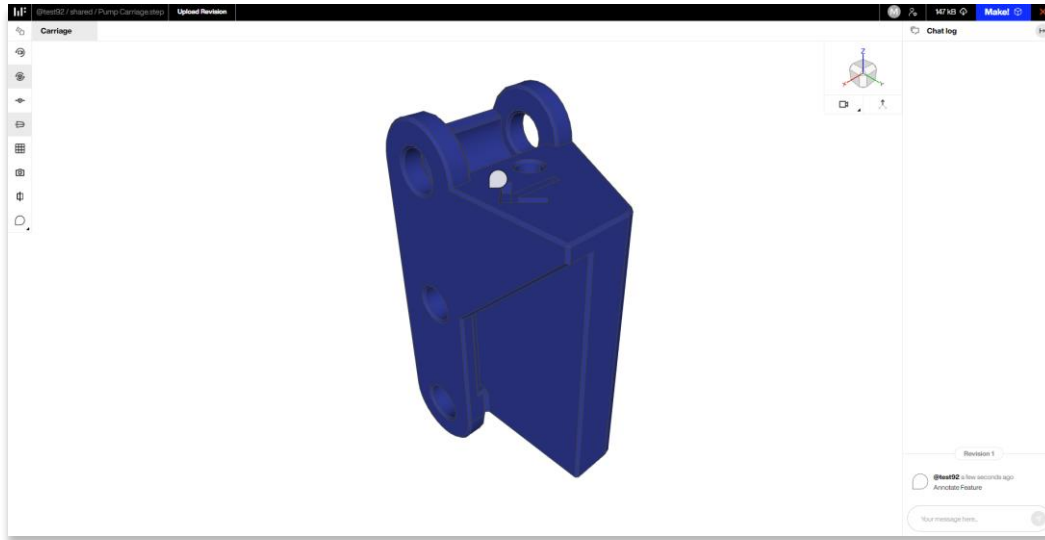
Card Sorting

Card sorting is a method to help you understand your users' mental models and expectations when browsing your website. It is applied to support the process of making high impact changes to specific areas of the website or app. A typical example is the redesign of the navigational structure.

Users sort given use cases to given categories (closed card sorting), or may even sort them to categories that they come up with during the session (open card sorting).



The current status within the sharing process is unclear



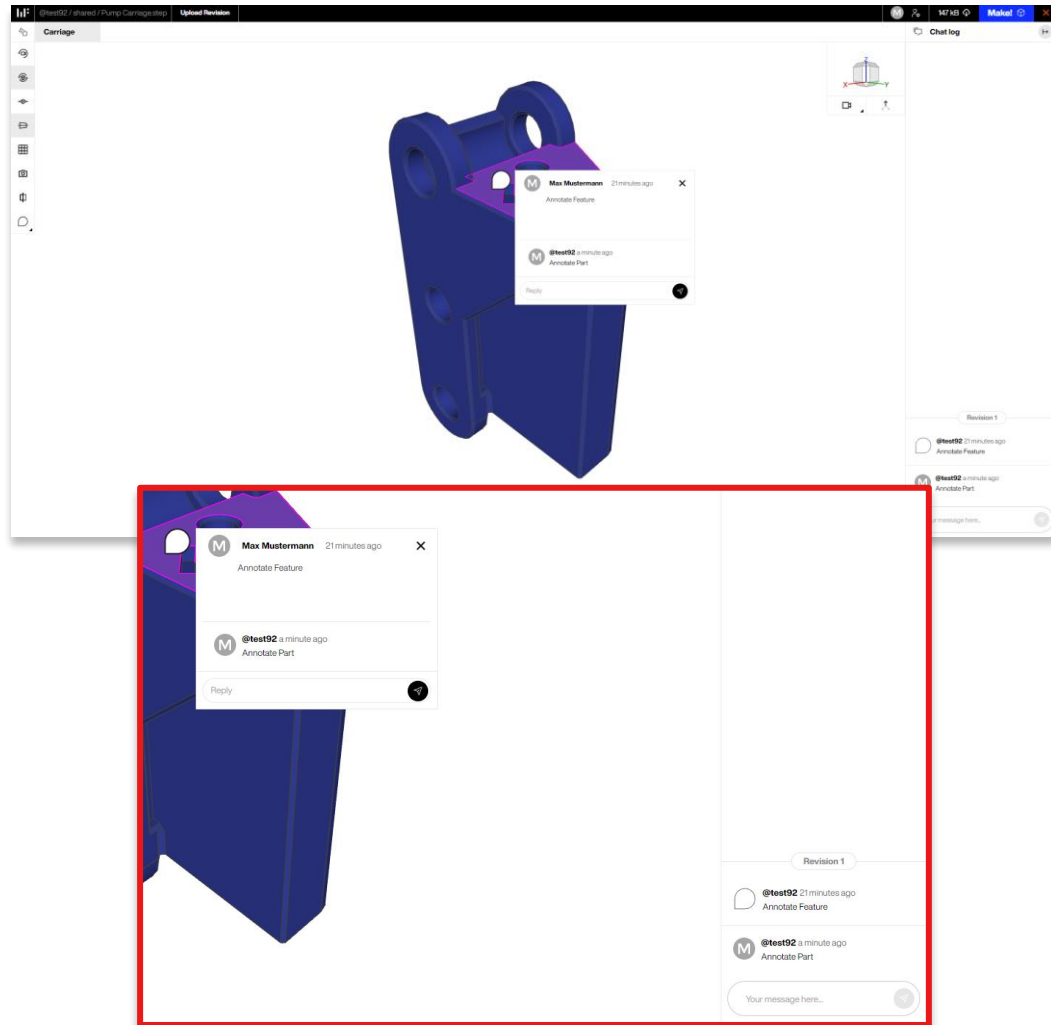
It's unclear where the users are in the process and whether the uploaded files are already publicly viewable.

- Users sometimes wonder whether the file has already been shared publicly or not.
- Sometimes people also do not understand with whom they should communicate via the chat log, because they miss an explanation how to use it regarding the file.

Recommendation

- Display which step the users are at and add a confirmation-button. Afterwards, you display a confirmation message, e.g. "Congratulations! You've shared your file with the community".
- Add a description to the chat log to explain who the users communicate with.

Dialogs within the chat log are not displayed



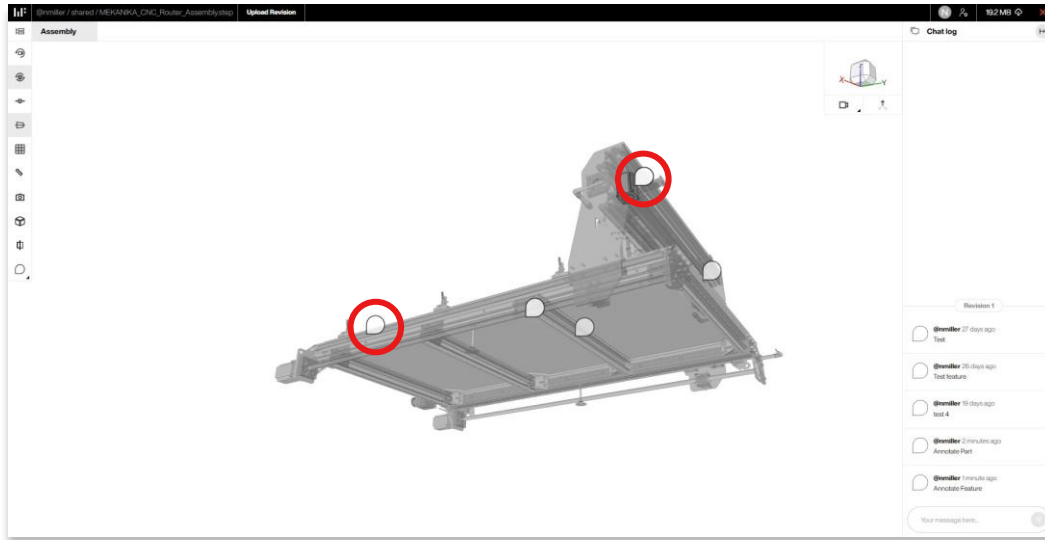
Users have problems to understand which comments in the chat log belong to a conversation because all messages are designed the same and are separated from each other.

- Some users would like to answer to a message within the chat log which is not possible.
- If the users answer to an annotation, the comment won't be shown in the chat log.

Recommendation

- Create a difference between comments and conversations/dialogs.

The expectation regarding annotations cannot be fulfilled



At first sight most of the users are happy about the option to annotate single parts of their product but they are still missing further possibilities.

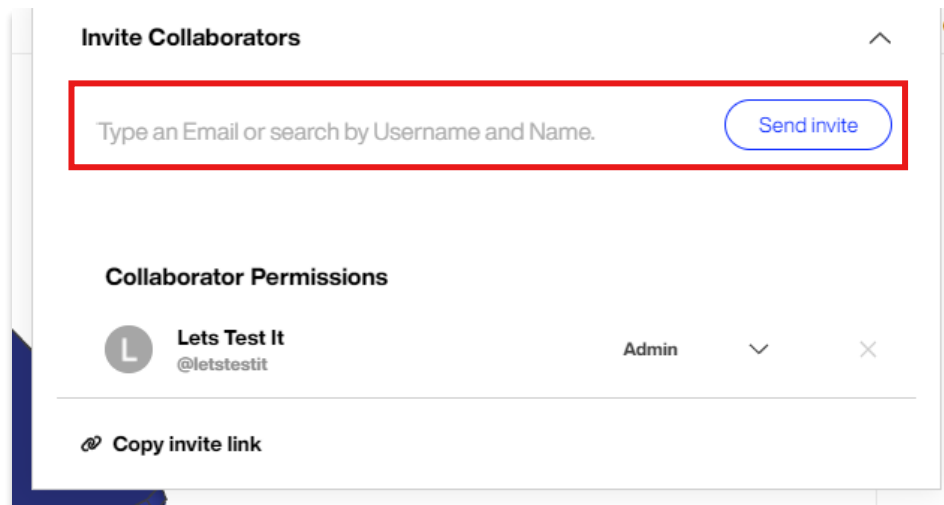
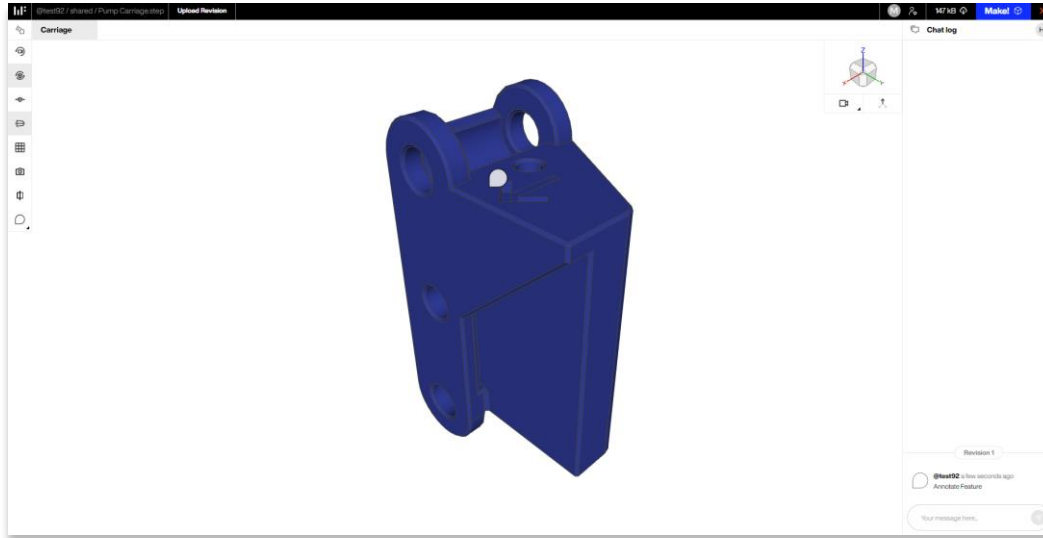
- Some users cannot understand the difference between “Annotate Feature” and “Annotate Part” because the tags are designed the same and a description is missing.
- Furthermore, the users miss the option to click on a comment in the chat log which then highlights the annotation on the product sample.

Recommendation

- Distinguish between “Annotate Feature” and “Annotate Part” by designing different tags.
- Make it possible to highlight annotations on the product by clicking on the comment within the chat log.



The options to add new collaborators is difficult to find (1/2)

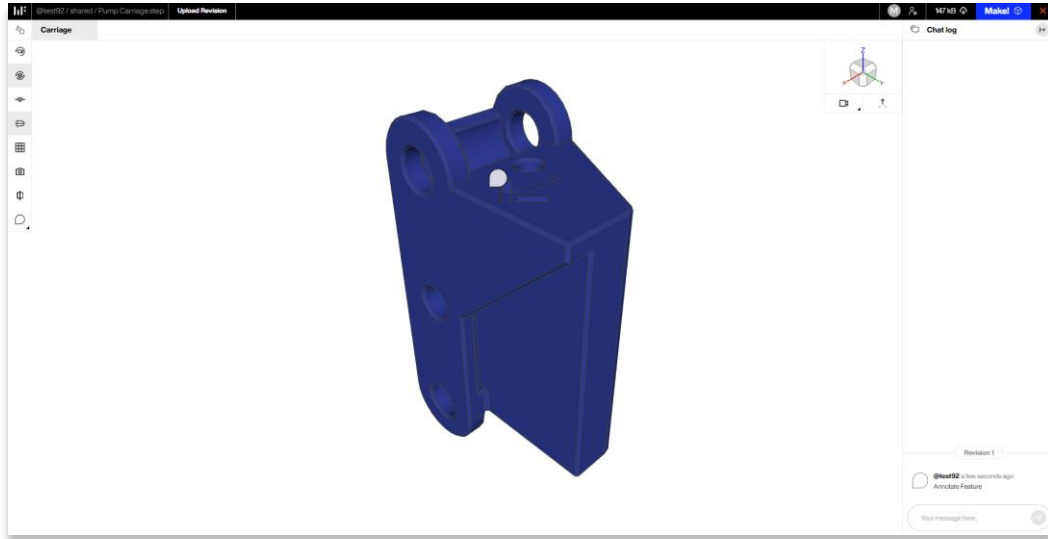


It is difficult for users to find the possibility to add new collaborators because the outline of the icon is very thin and is not in line with expectations.

- Most users don't connect the gear icon with the given option.
- The users can hardly identify the option because of its small size and placement. It looks more like a "Log In" option.
- Furthermore, it is confusing that the users can only invite others by email if the person has already an account. So, it isn't possible to invite other collaborators outside of Wikifactory.



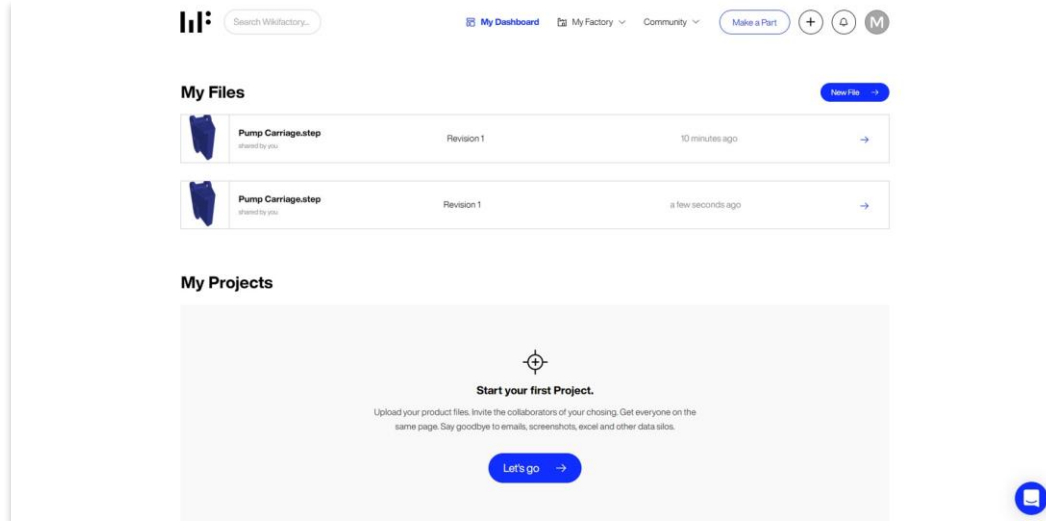
The options to add new collaborators is difficult to find (2/2)



Recommendations

- Change the profile/gear icon into a plus symbol.
- Add a note to the chat log if the user hasn't invited anyone yet, e. g. "Hey! Use the option to invite colleagues or friends to your project!".
- Place the option closer to the chat log.
- Specify who can be invited by email.

It is not understandable how to delete files



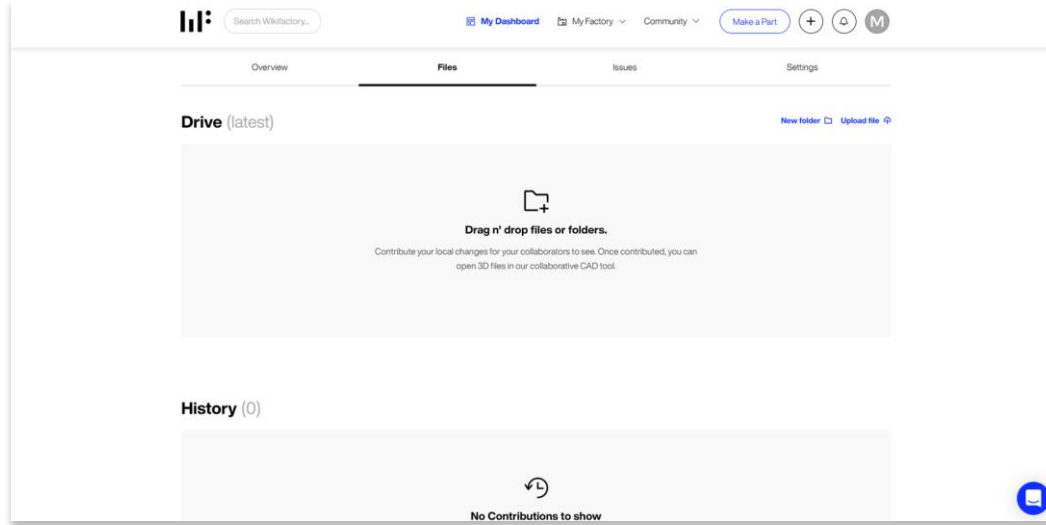
It is not understandable how to delete files because there is no option to delete already uploaded files.

- Few users would like to delete files as they want to remove the old files from the dashboard.

Recommendations

- Offer an option to delete already uploaded files.

Files that have already been uploaded cannot be imported into a project



The users cannot comprehend how to import already existing files into a project because the option is missing.

- Few users wish to import already uploaded files.

Recommendation

- Enable the possibility to import already uploaded files into a project.

Profile

1 First Impression

2 User Guidance

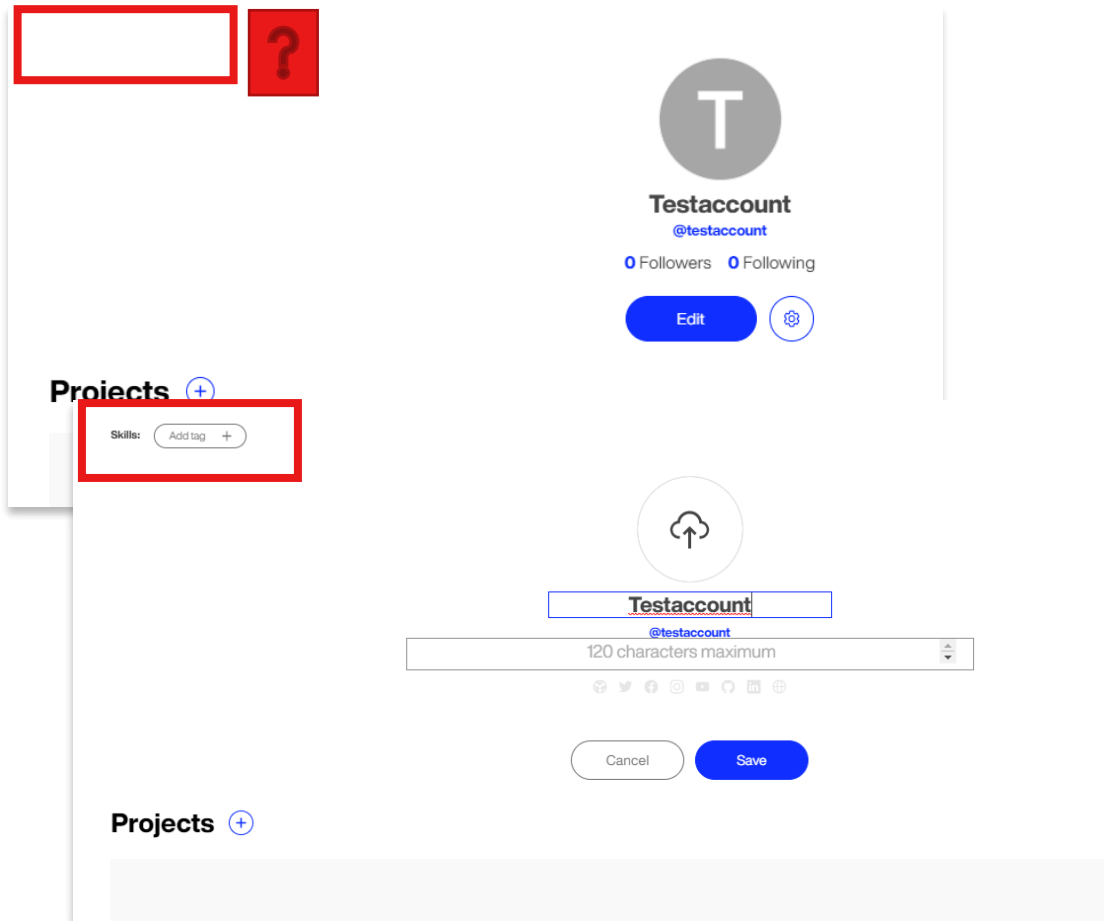
3 Features

4 **Profile**

Key insights

- The profile icon is quite inconspicuous and thus the access does not directly catch the eye.
- The “Add Skills” button is not found because it only becomes visible in the editing state of the profile and then it is very small and placed far away from the users focus. It is being overlooked.
- The “Add Skills” function is inherently flawed and irritating.
- It is not possible to filter members by skills.

“Add Skills” is too small and partly not visible



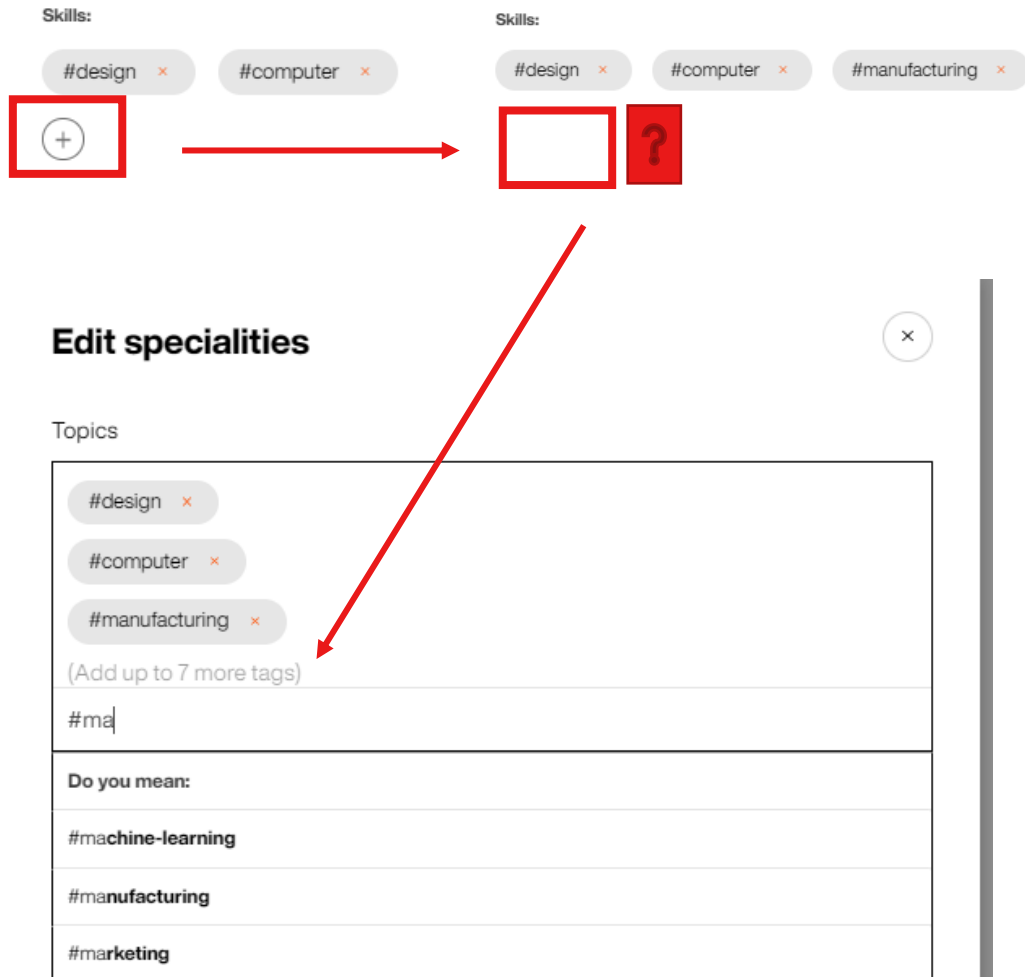
The “Add Skills” button is not found because it only becomes visible in the editing state of the profile. Then it is very small and placed far away from the users focus, so it is being overlooked.

- Users expect this to be placed more centrally and conspicuously, e.g. under the profile picture.
- Users usually first search for skills under Settings or Profile.

Recommendation

- Place the “Add Skills” button in a larger font more centrally on the profile picture.

The Add Skills function is inherently flawed and irritating



The behavior of the function is partly inconsistent and misleading.

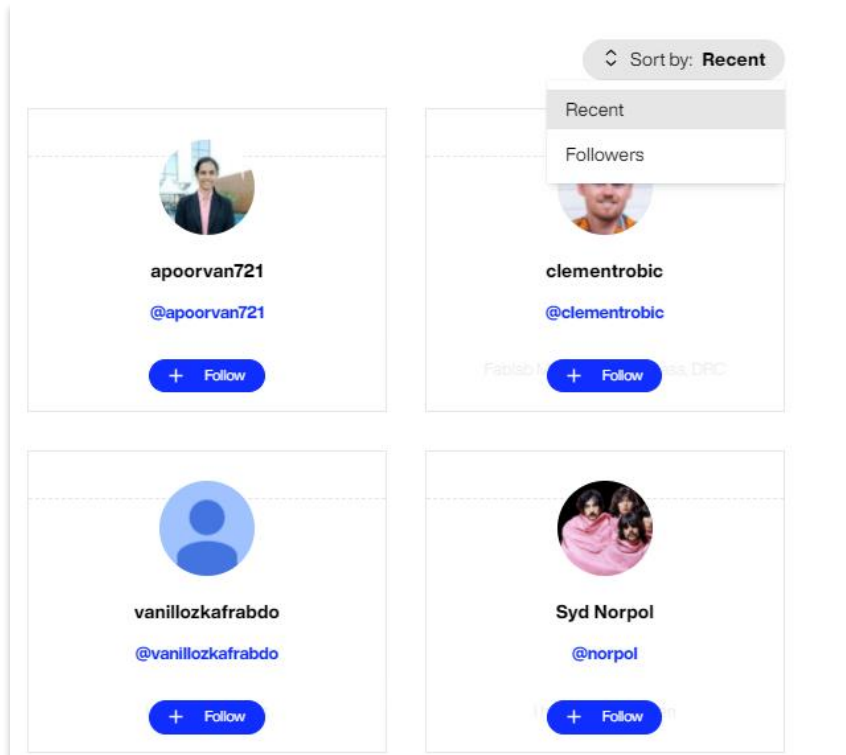
- The “add+” disappears after the user has entered 3 skills, although one can add a total of 10.
- The search suggestions/autofill function sometimes jumps back and forth when browsing for skills, which frustrates users.
- At this point the users are already frustrated because it was quite difficult finding the option “Add skills”.

▶ bosslu234 (m, 26)

Recommendation

- Fix bug.
- Display the “+”-icon consistently.

Members: Filter by skills missing



It is not possible to filter members by skills.

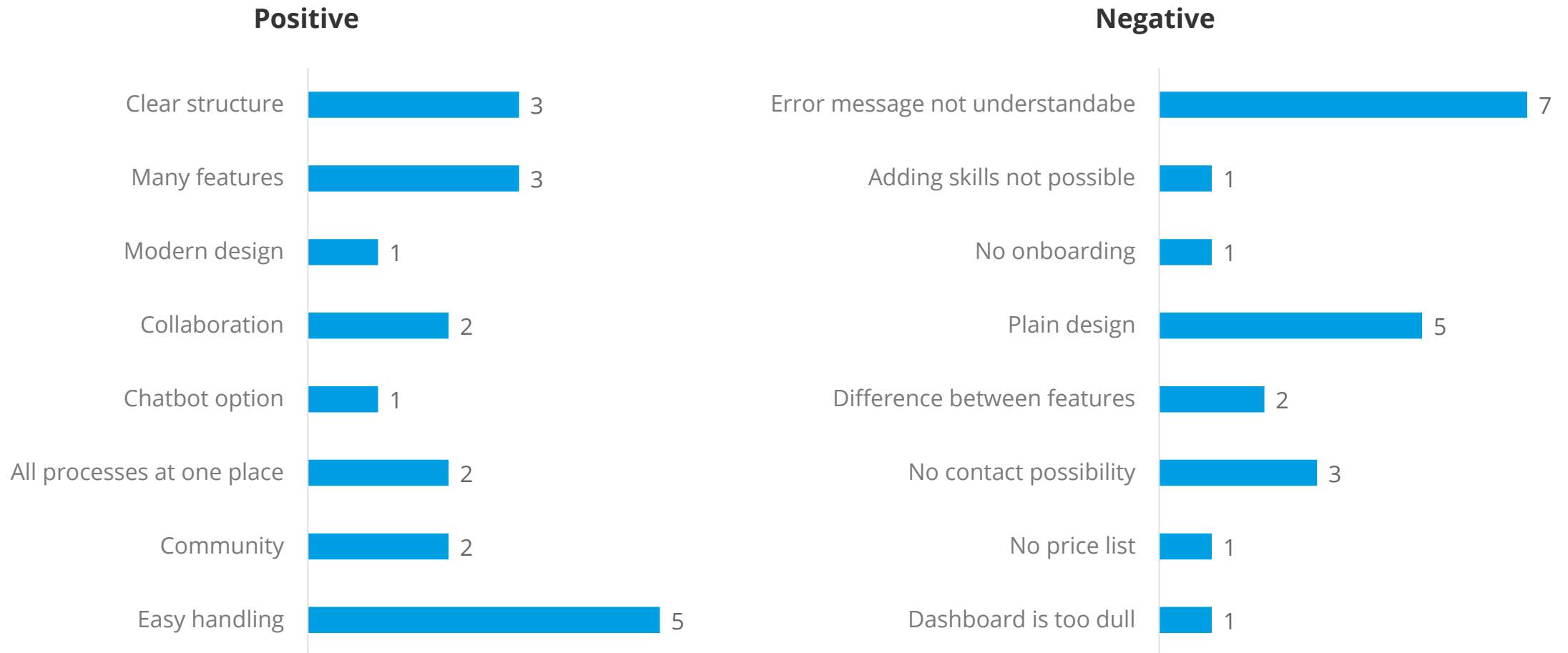
- Some users would like to be able to filter skills of other members in order to find suitable collaborators.

Recommendation

- Integrate the skills category into the filters.

Group 1 (n=13)

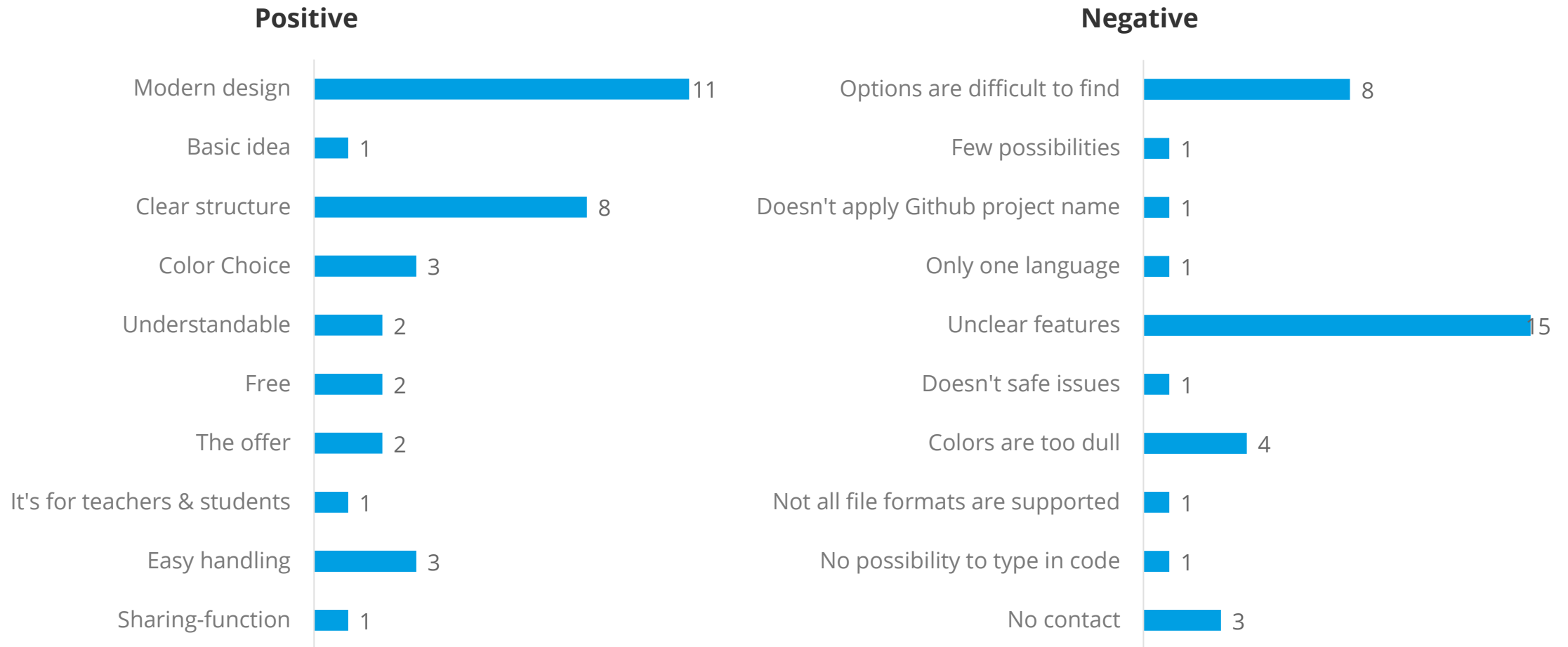
What do you find particularly positive/negative? Name 3 aspects each.



*Multiple answers and abstentions are possible.

Group 2 (n=25)

What do you find particularly positive/negative? Name 3 aspects each.

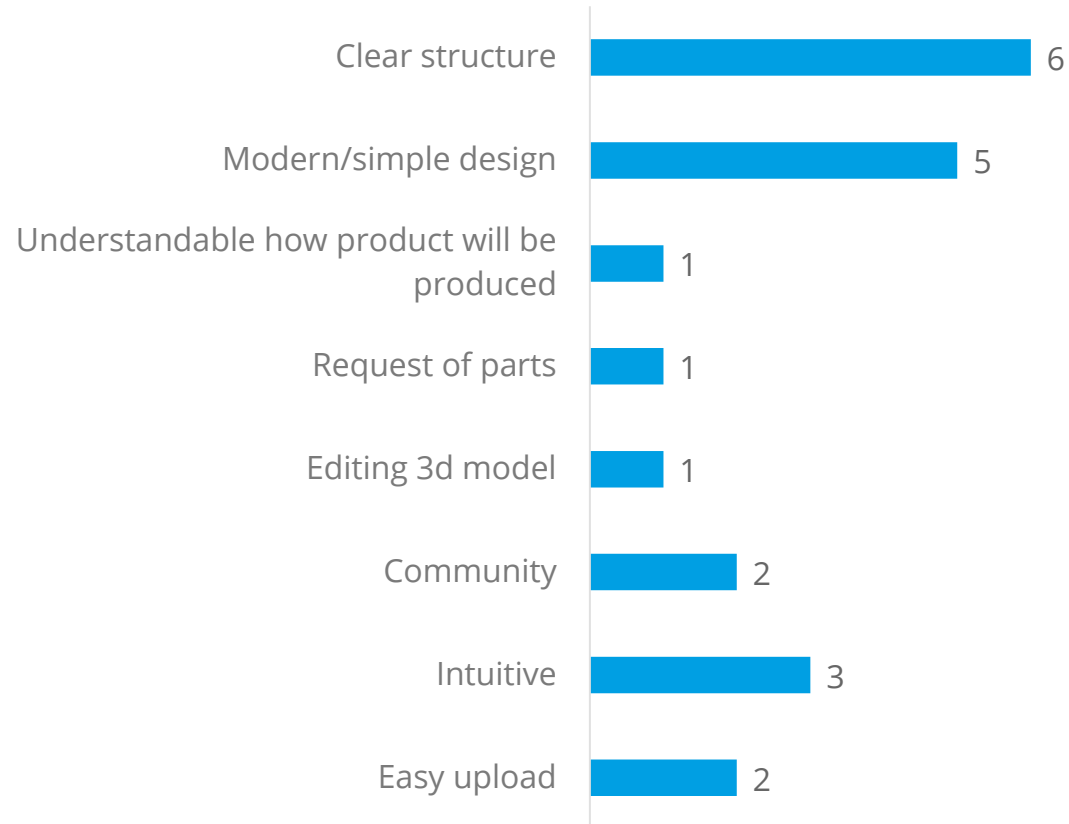


*Multiple answers and abstentions are possible.

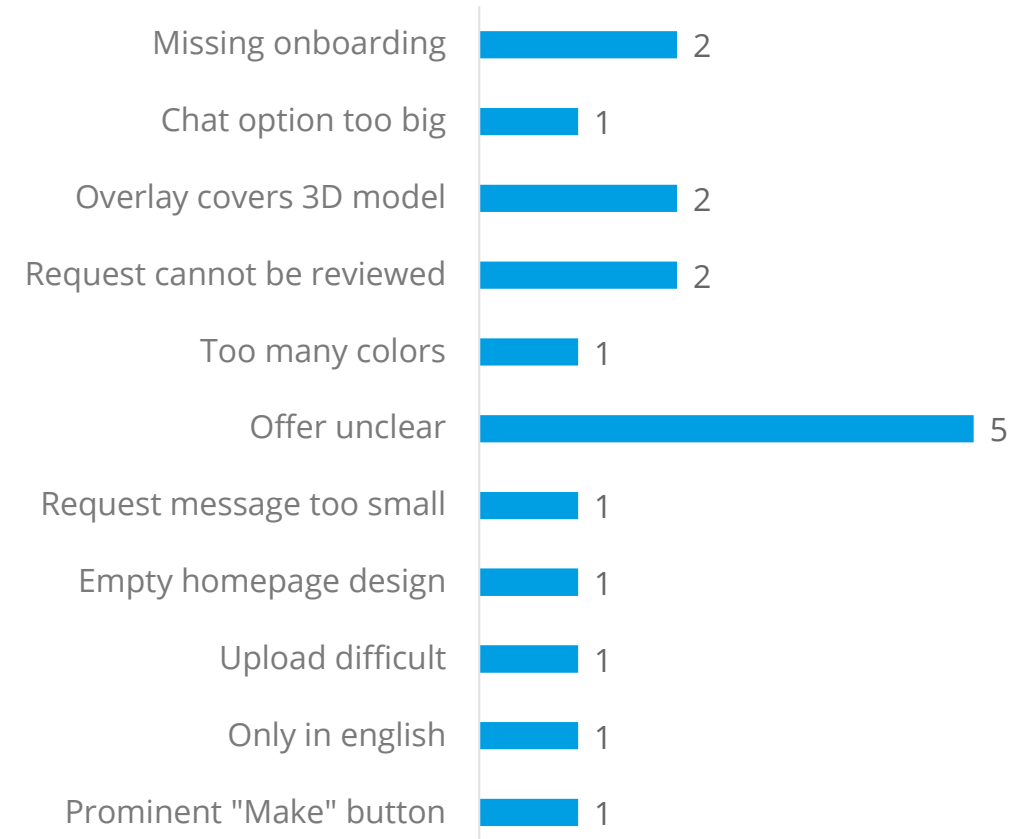
Group 3 (n=12)

What do you find particularly positive/negative? Name 3 aspects each.

Positive



Negative



*Multiple answers and abstentions are possible.

Conclusion

Top recommendations

First Impression

- Create a contact page so that users have more options to ask questions about the website and its features.

User Guidance

- Provide an onboarding/tutorial to introduce the website to the users and integrate little explanations to the individual functions.
- Revise the button design and make it more in line with expectations: Use only one CTA, e.g. “Let's Start”, where all functions are equally accessible, in order to eliminate the competition between the buttons and simplify user guidance or replace the “+” icon with a familiar menu icon.
- Integrate “My Projects” as a directly accessible category of its own and label it recognizably and add a breadcrumb if necessary.



Top recommendations

Features

- Try to emphasize the uniqueness of every feature.
- Rename “Issues” to e.g. “Issues & To do’s”.
- Rename “My RFQs” to “My Requests”.
- Renew and standardize the wording of the CTA, e.g. “Make a Request”.

Profile

- Place the “Add Skills” button in a larger font more centrally on the profile picture.
- Display the “+”-icon consistently.



Next Steps

Next steps in the user centered design process



1. Share

Get all involved colleagues on board – especially your developers!

Share this UX report with them and give them the chance to slip into the users' shoes.



2. Prioritize

Prioritize the found optimization potentials with all involved – e.g., in a workshop – and derive precise work-packages from it.

Include extra capacity in your roadmap.



3. Prototype

Conceptualize your interface solutions in wireframes before you issue tickets for the backlog.

Take a look at this [Case-Study](#).



4. Test

Evaluate new design solutions from the user perspective – e.g., with our follow-up testing.

If necessary, adjust based on user feedback.



5. Implement

Iterated wireframes can directly be transferred to and implemented by designers and developers.



Need help with prototyping or design?

[We support you in all sections of the user-centered design process.](#)

Next steps – defining and prioritizing work packages

Recommendation Checklist Legend

Generate Total Score				Content				Implementation			Measure
Total Score (0,75 to 12)	UX Impact (1 to 4)	Business Impact (1 to 4)	Effort (1 to 4)	Place / Function	Description	Recommendation	Slide	Responsible	Timing / Deadline	Status	Key Metric
<p>The total score is composed of UX Impact and the Effort estimated by you to solve a problem – weighted by Business Impact.</p> <div> <div> UX Impact <ul style="list-style-type: none"> 1 Cosmetic problem 2 Minor problem 3 Major problem 4 Usability catastrophe </div> <div> Business Impact <ul style="list-style-type: none"> 1 Very small impact 2 Minor impact 3 Major impact 4 Very high impact </div> <div> Effort <ul style="list-style-type: none"> 1 Very small effort 2 Minor effort 3 Major effort 4 Very high effort </div> </div> <p>TIP: Calibrate the values so it fits your company. e.g. Effort 1 = max. 1d, 2 = 2-5 d, 3= 6-10 d, 4=more than 10 d</p>											

Contact



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