



Confluence (wiki) and You!

Findings and results



Survey Overview

Product Management was assisting the PLUM team identify which wiki links to use for supporting documentation

- Navigating the wiki space between the two teams created friction
- The survey should identify
 - How does the user navigate Confluence
 - Expected documentation
 - What could be improved



About the Series

Overview

- The survey was sent to the TackleBoxUsers email alias
- 7 total survey parts
- 21 questions total
- Active from August 30th to September 18th
- Initial participation: 42 completions
- Final participation: 17 completions
- Raw data can be found here:
https://wiki.bigfish.lan/download/attachments/115386015/Confluence-habits_raw-data.xlsx?api=v2



Part 1

Objective

Primary Objective: To understand users on the TackleBoxUsers email alias on a personal level

- 4 Total questions
- 42 Completed, 5 Abandoned (90% completion rate)



Part 1

TackleBox participants

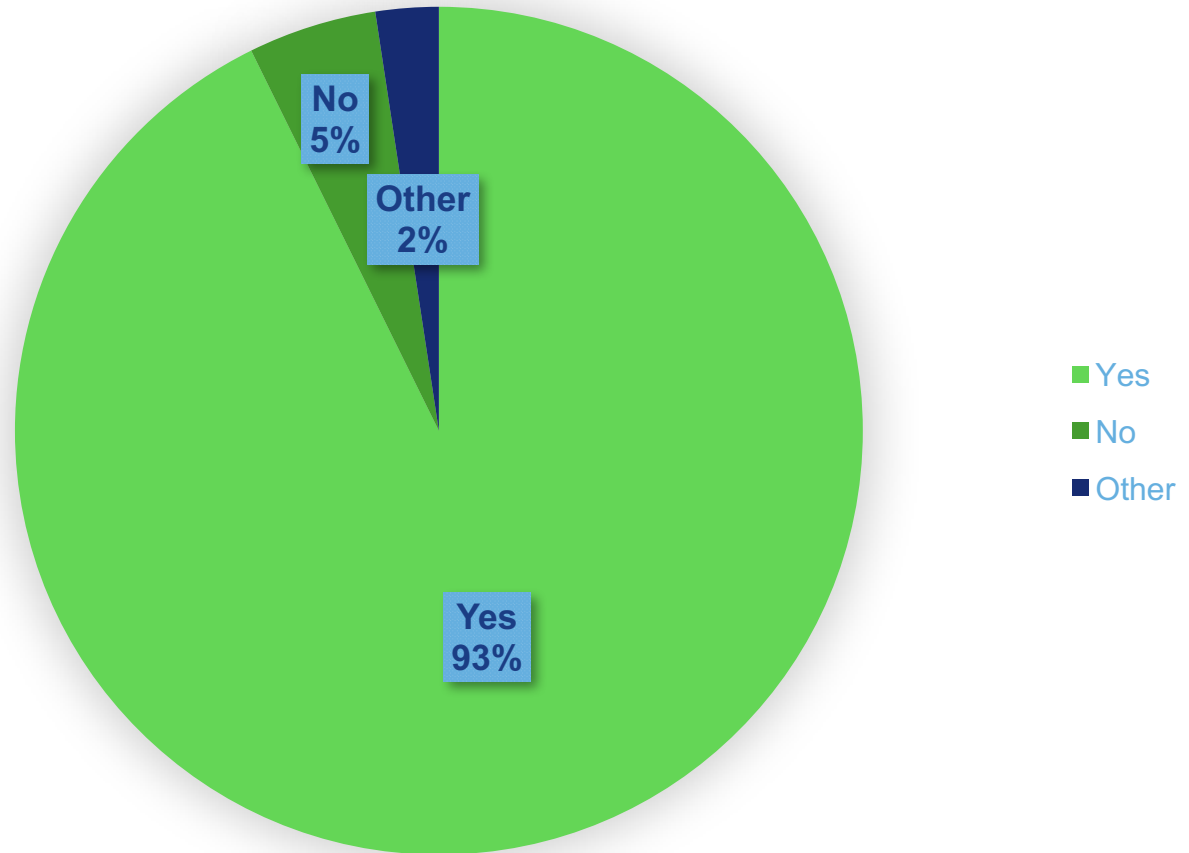
Job Title	Number of Mentions
Producer	8
Engineer	6
Marketing	5
Production	4
Product Assistant	2
UX Design	2
Product Assistant	2
UX Design	2
Graphic Designer	1
Narrative Design	1
Strategy Guide	1
Business System Analyst	1



Part 1

Response

Are you a Confluence (wiki) user?

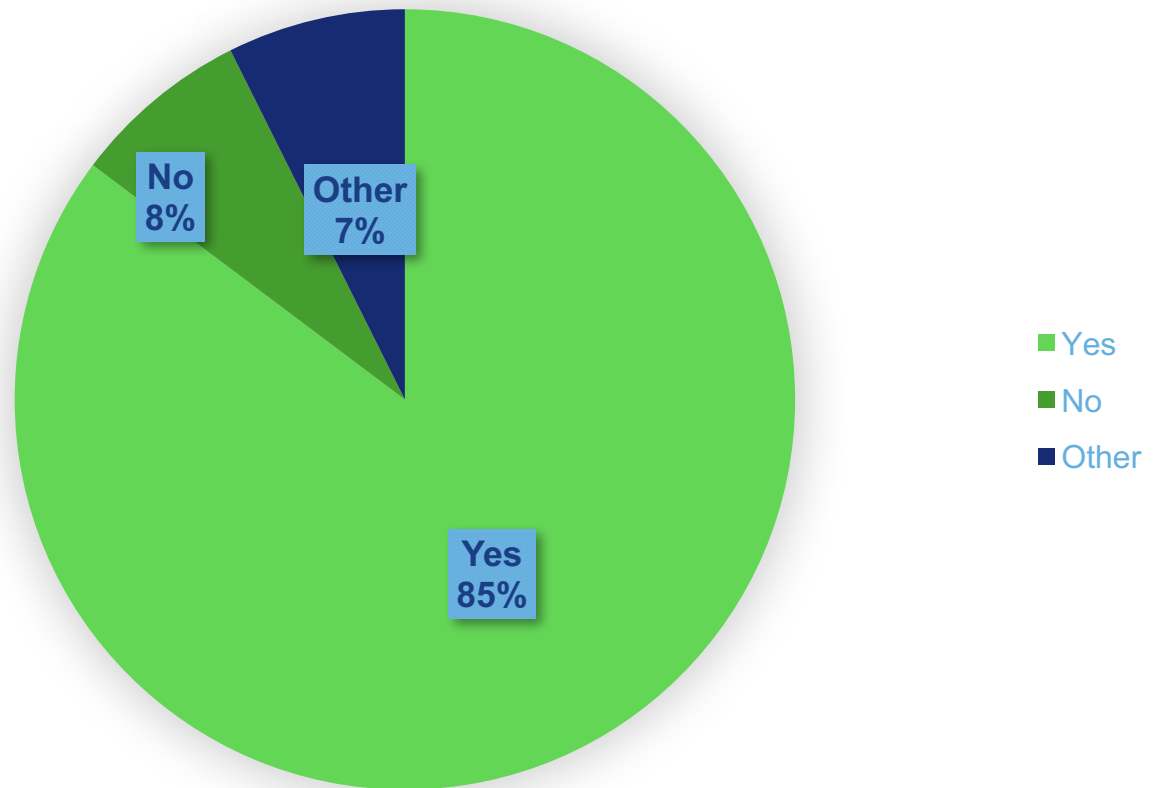




Part 1

Responses

Is there a Confluence (wiki) space for your team?





Part 1

Responses

Wikis teams use on a regular basis:

- DIS
- Engineering
- Epic Venture Games Production Page
- Mobile Platfrom
- PLUM
- Product Managers
- SAG
- SDK
- Triton SOP
- Game Specific sources (7 mentions)



Part 1

In Conclusion

- With the growth of TackleBox, the documentation should be presented for a wider audience scope.
- Almost everyone uses the wiki
- Most users only use the wikis for their team, which creates an affinity and understanding for that particular design. Until a common format design is established, there will be confusion between different format designs.



Part 2

Objective

Primary objective: Identify the best designed wiki spaces

Secondary Objective: Identify what changes could be made to improve how we use Confluence

- 2 questions total
- 30 Completed, 16 Abandoned (66% completion rate)



Part 2

Responses

Exceptionally well-organized and easy-to-use wiki spaces	# of mentions
https://wiki.bigfish.lan/display/GameQA	5
https://wiki.bigfish.lan/display/MGO/MobileGameOps	2
https://wiki.bigfish.lan/display/MP/Mobile+Platform+Home	1
https://wiki.bigfish.lan/display/studios/FalconHorse%3A+Chef+Swap	1
https://wiki.bigfish.lan/display/EVG/Lifeline	1
https://wiki.bigfish.lan/display/EVG/Lifeline+F2P+Product+Vision	1
https://wiki.bigfish.lan/display/mob/Quick+Answer+Reference	1
https://wiki.bigfish.lan/display/mob/Which+SDK+should+I+use?src=search	1
https://wiki.bigfish.lan/display/productmanagers/Big+Fish+Premium+%28Mobile+Game+Club%29+BRD	1
https://wiki.bigfish.lan/display/productmanagers/Product+Design+Team	1
https://wiki.bigfish.lan/display/studios/FalconHorse%3A+Chef+Swap	1
https://wiki.bigfish.lan/display/studios/Gumball+Heroes	1
https://wiki.bigfish.lan/display/studios/SkyRocket+Studios	1



Part 2

Responses

Suggestions to make Confluence more accessible	# of mentions
Search Functionality	6
Increased usage to verify content is up to date	3
Template for each product	2
Standardized usage	2
More navigation between sections	2
Better designed Landing Pages	2
Customer Service Architecture	1
Tutorial on formatting	1
Clear team definition, who is on the team, how they can help, contact	1
Breaking up the information between different teams (Production, Marketing, QA)	1
All Star page with all the highly rated pages	1
"Page Owner" on every page. Does not necesarrily mean it should be the Author	1



Part 2

In Conclusion

- MGO and QA have the most revered wiki spaces by their peers. Much can be learned from their designs.
- Most users have the most affinity for their own wiki spaces. This makes other team wikis appear odd and difficult to navigate.
- Overall requests: Better search, identified page owners, improved page navigation, standardize formatting.



Part 3

Objective

Primary Objective: Identify how users are using Confluence

Secondary Objective: Identify ideal page design

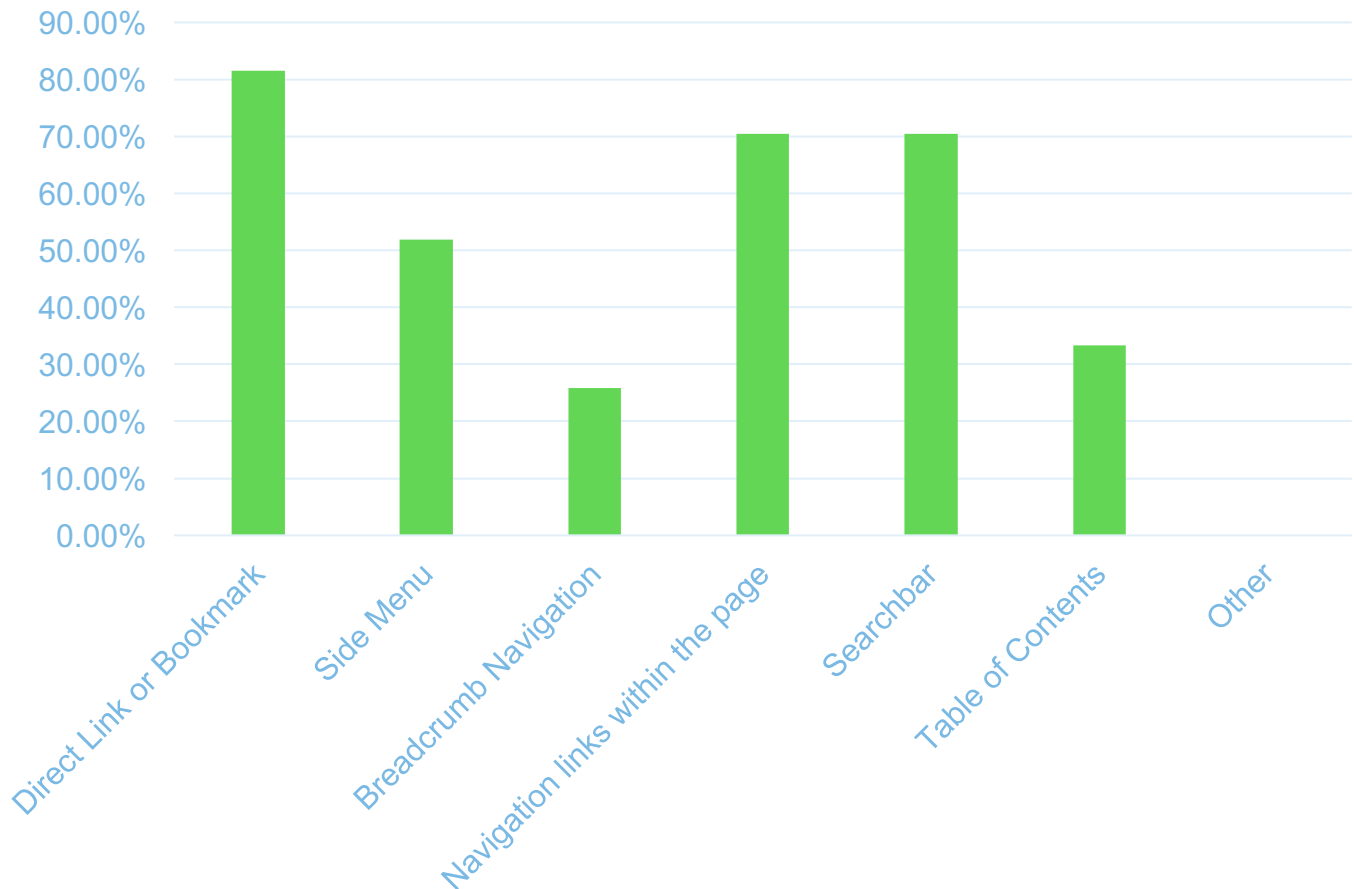
- 2 questions total
- 27 Completed, 0 Abandoned (100% completion rate)



Part 3

Results

Methods used to navigate Confluence (wiki)

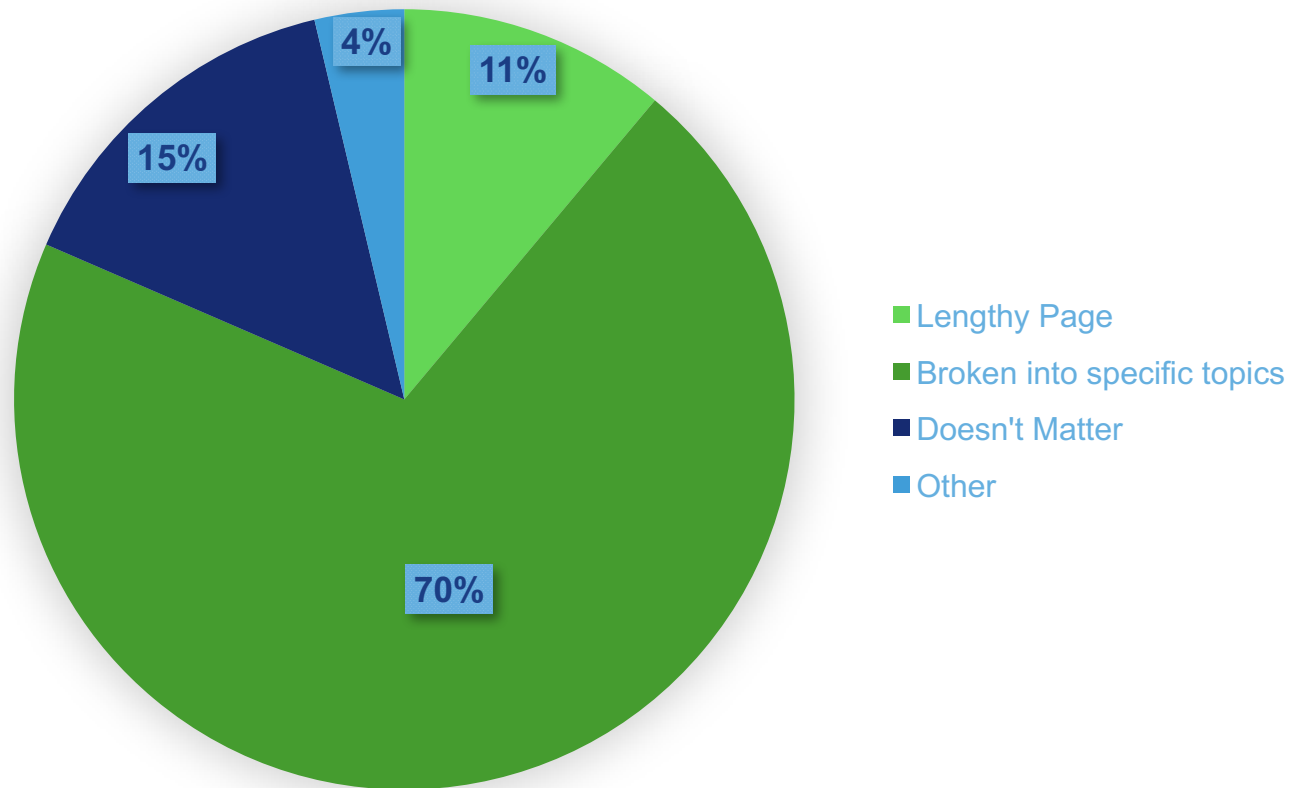




Part 3

Questions

Preferred Confluence (wiki) content markup





Part 3

In Conclusion

- Direct links and Bookmarks are the preferred navigation method
- Search and documentation is the secondary preferred navigation method
- The Sidenav navigation could be improved with better organized content with relevant titles
- Table of contents should be used as a parent page element to help users find the correct child page
- Breaking up the content into specific documents is preferred. This would require a proper architecture structure.



Part 4

Objective

Primary Objective: Identify how many of the TackleBoxUsers are actually TackleBox users and who do they reach out to for questions

Secondary Objective: Identify if the TackleBoxUsers are aware of what the Product Management team contributes towards

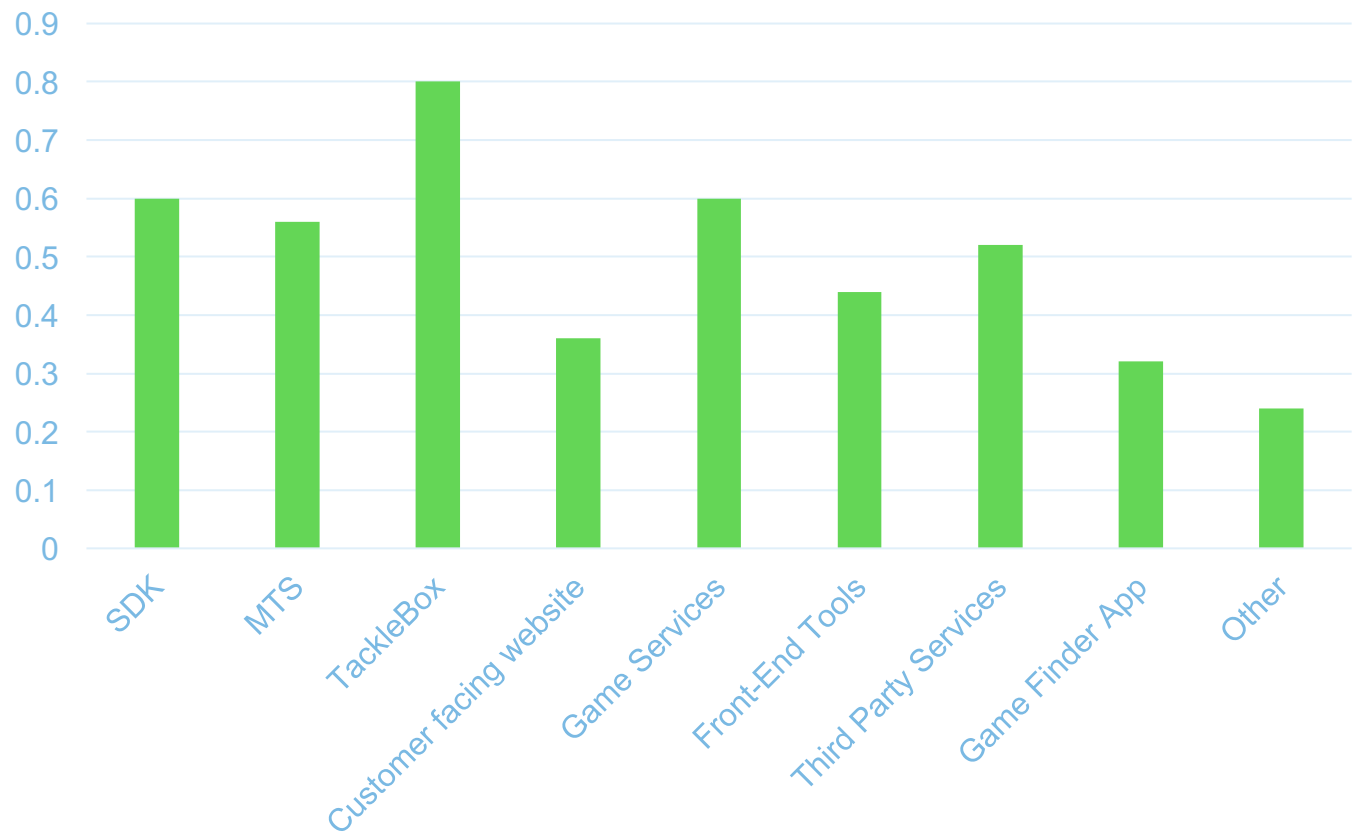
- 4 Total questions
- 25 Completed, 5 Abandoned (84% completion rate)



Part 4

Results

What users think Product Management team work on

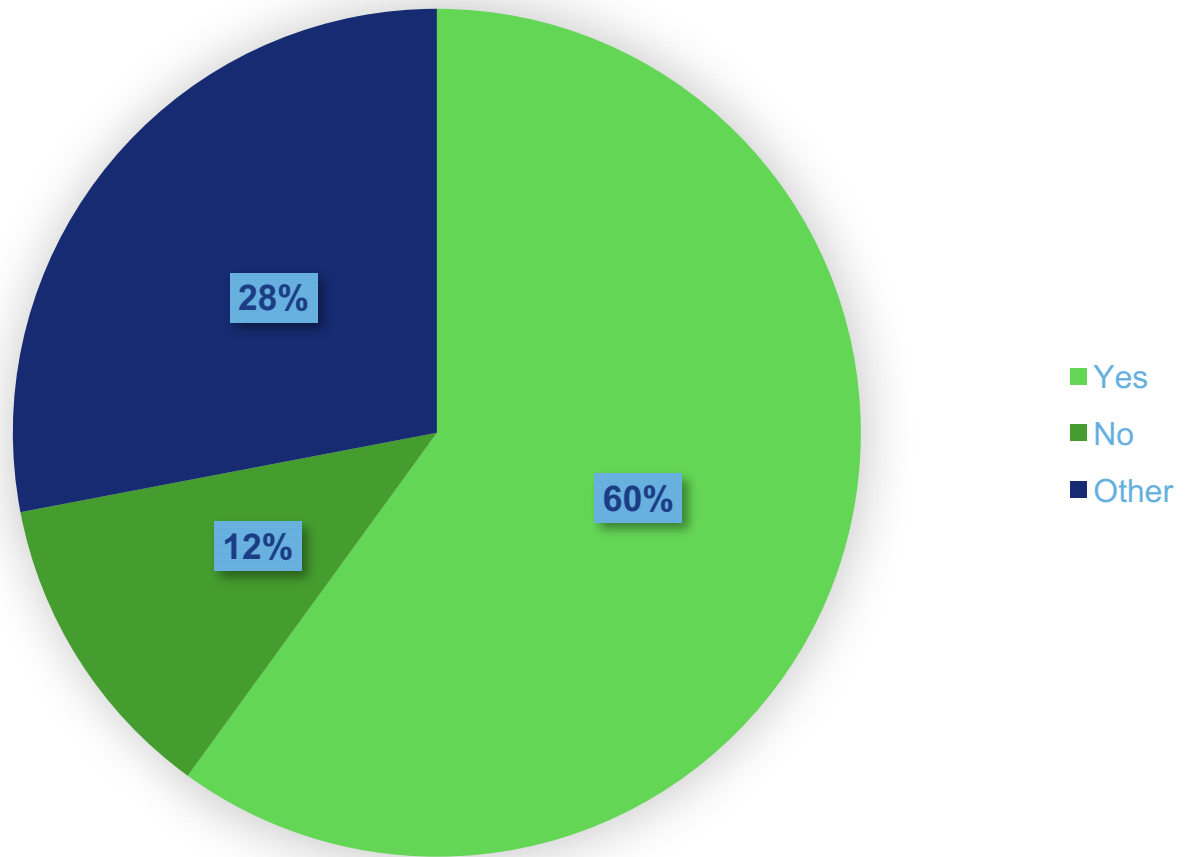




Part 4

Results

Are you a TackleBox user?

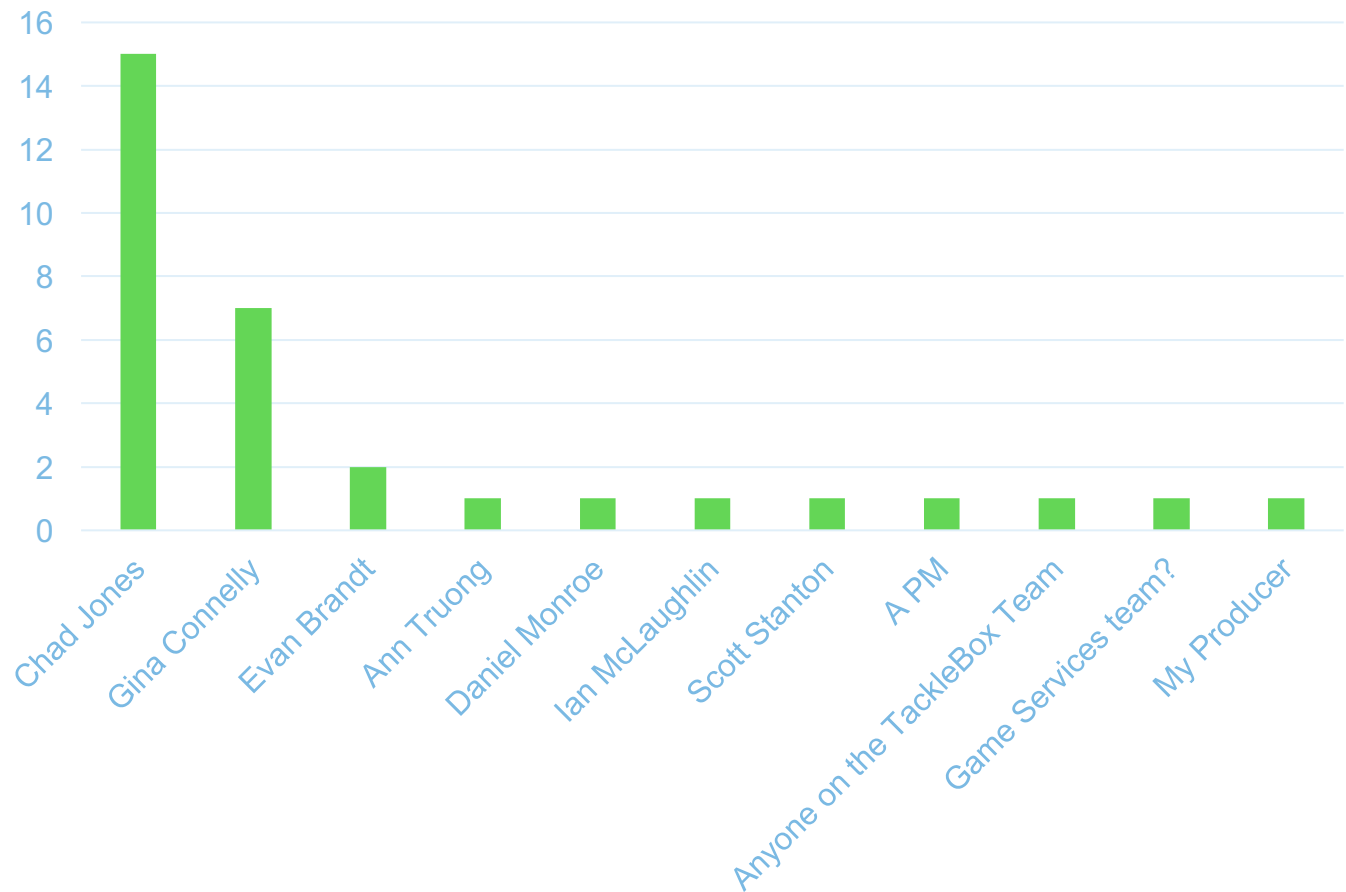




Part 4

Results

Most common go-to person for TackleBox help





Part 4

Results

- In your own words, what is Mobile Platform?
 - A set of tools and services for our games - 20 mentions
 - Unsure or Device Platform (iPhone and Android) – 6 mentions



Page 4

In Conclusion

- Depending on the user, their answer on Product Management involvement will be different
- The TackleBoxUsers alias consists of 60% of TackleBox users. While only 12% don't use it and the remainder are those who work with those who do
- The definition of Mobile Platform is understood internally, while a few mistake it as a mobile device platform (Apple, Android, Fire)
- Chad Jones is the obvious go to person while Gina Connelly is the runner up. There are still a handful of various names that did appear.



Part 5

Objective

Primary Objective: Identify useful aspects of the Mobile Platform wiki space

Secondary Objective: Identify unnecessary aspects of the Mobile Platform wiki space

- 2 Total questions
- 18 Completed, 9 abandoned (66% completion rate)



Part 5

Results

Useful elements on the Mobile Platform wiki	# of mentions
"What do I want to do today"	7
Large icons at top	3
Everything looks great	3
Resource overview	2
Additional searchbar	2
What's the Mobile Platform? link	1



Part 5

Results

Unnecessary elements on the Mobile Platform wiki	# of mentions
Nothing is wrong with it	4
Additional Search bar	3
“What do I want to do”	3
Giant buttons	2
”I’m a... “	1
What is Mobile Platform	1
Context of Best Practices	1
“Backend Services and Feature Components”	1
Documentation based off job position	1



Part 5

In Conclusion

- The “What do I want to do today” does resonate with the users, except when the information is irrelevant to them or their job position
- The large buttons at the top of the page is equally appreciated and disliked
- Users encountered friction when sifting through information that wasn’t relevant to them. A possible solution is to categorize the information based off who the page is intended for



Part 6

Objective

Primary Objective: Identify what users expect to find on the Mobile Platform wiki space

Secondary Objective: Identify what is not supported on the Mobile Platform wiki space

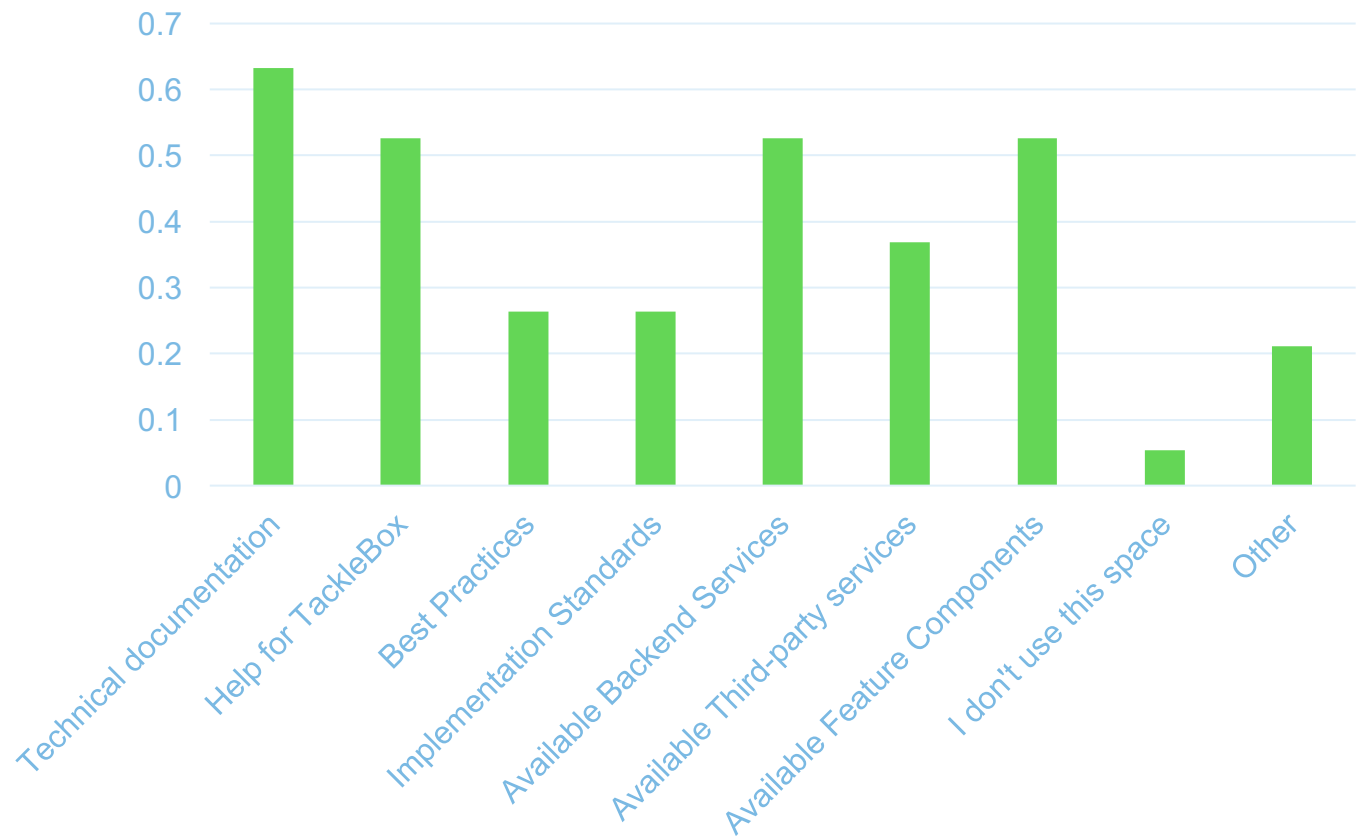
- 2 Total questions
- 19 Completed, 2 abandoned (91% completion rate)



Part 6

Results

Expected categories to be found on Mobile Platform wiki

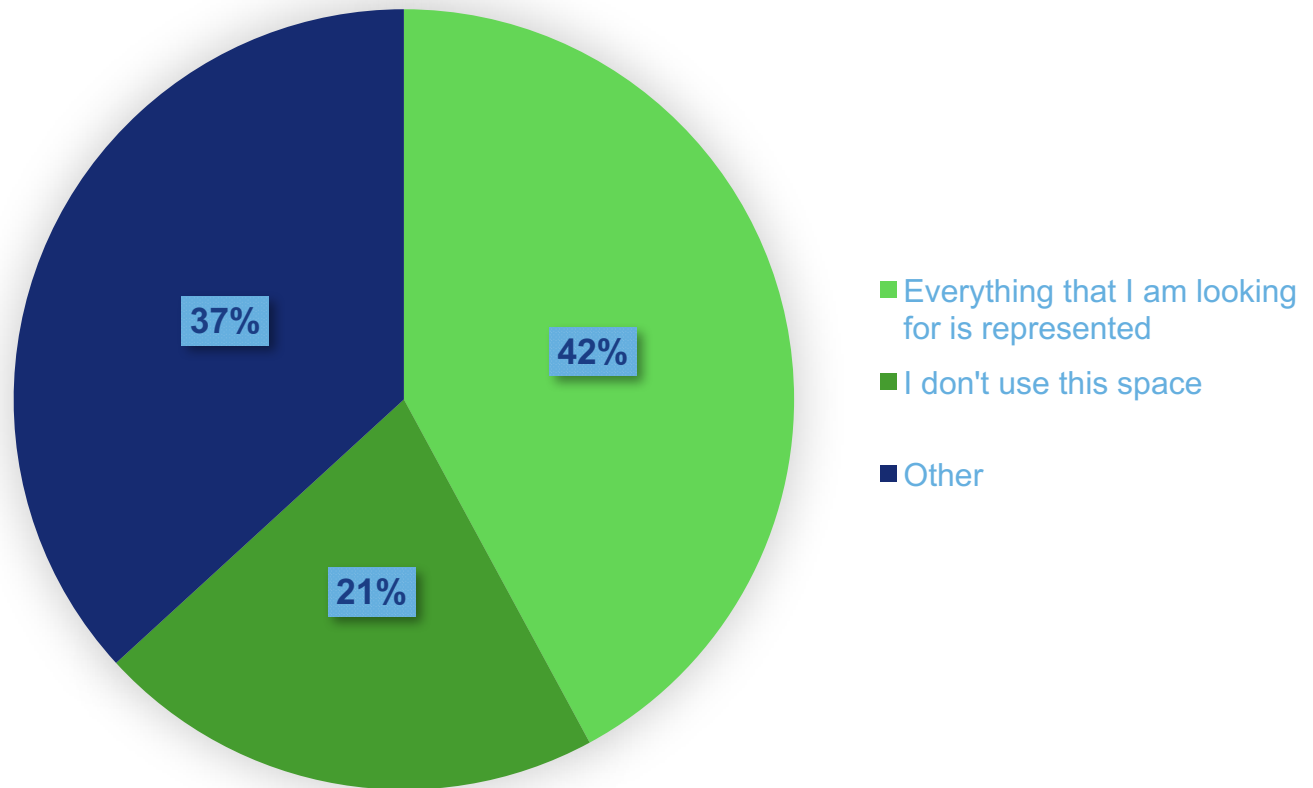




Part 6

Results

Do you feel that any information is missing from Mobile Platform space?





Part 6

In Conclusion

- Depending on the user, the tool related information will vary
- A backlog should be integrated
- Create or surface more information about the API's offered by Big Fish
- Provide working examples or references within documentation



Part 7

Objective

Primary Objective: Gauge the interest in various wiki categories for TackleBox

Secondary Objective: Validate survey approach and identify mood experience

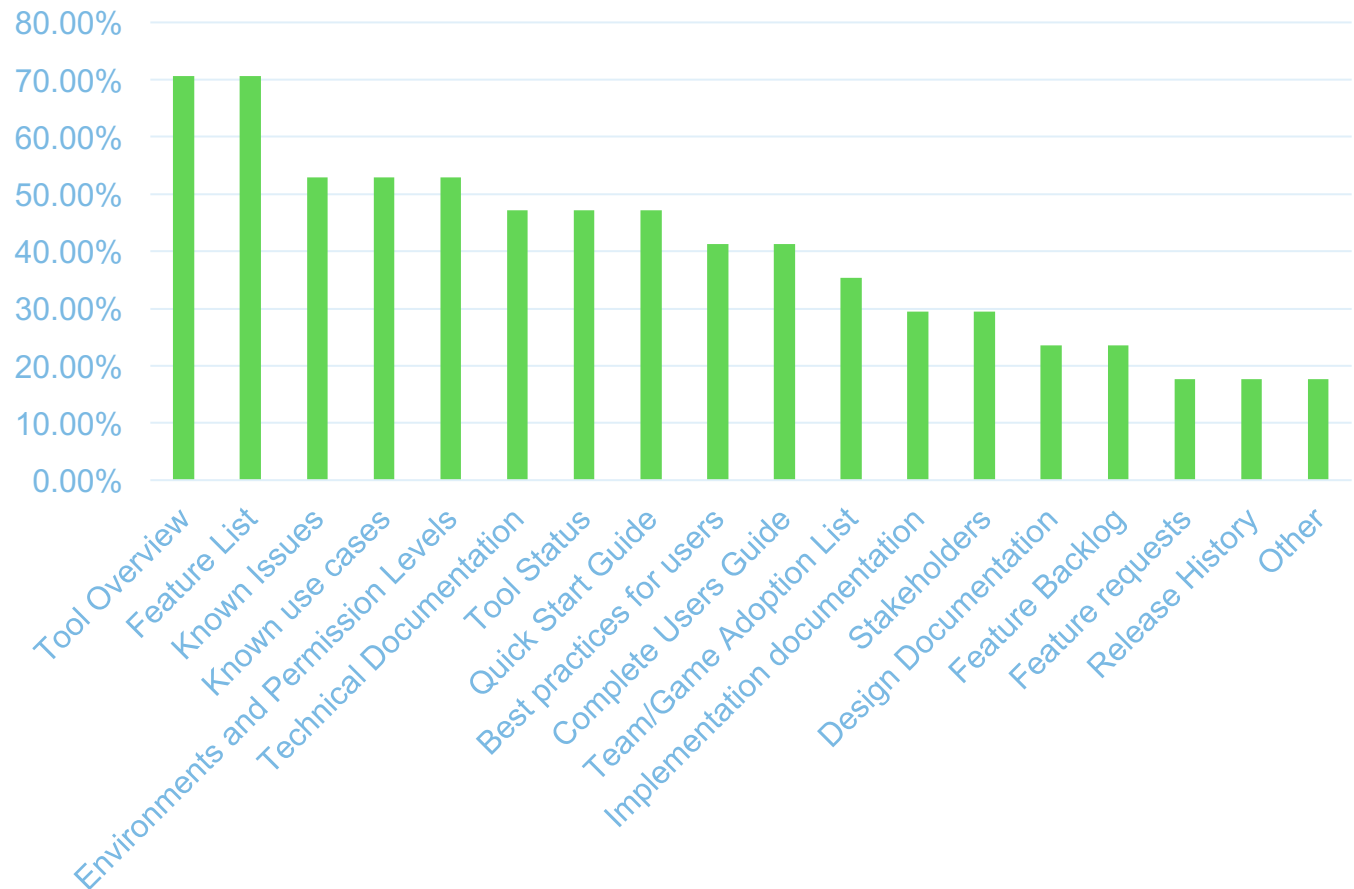
- 5 Total questions
- 17 Completed, 0 abandoned (100% completion rate)



Part 7

Results

Expected topics covered in a new TackleBox tool

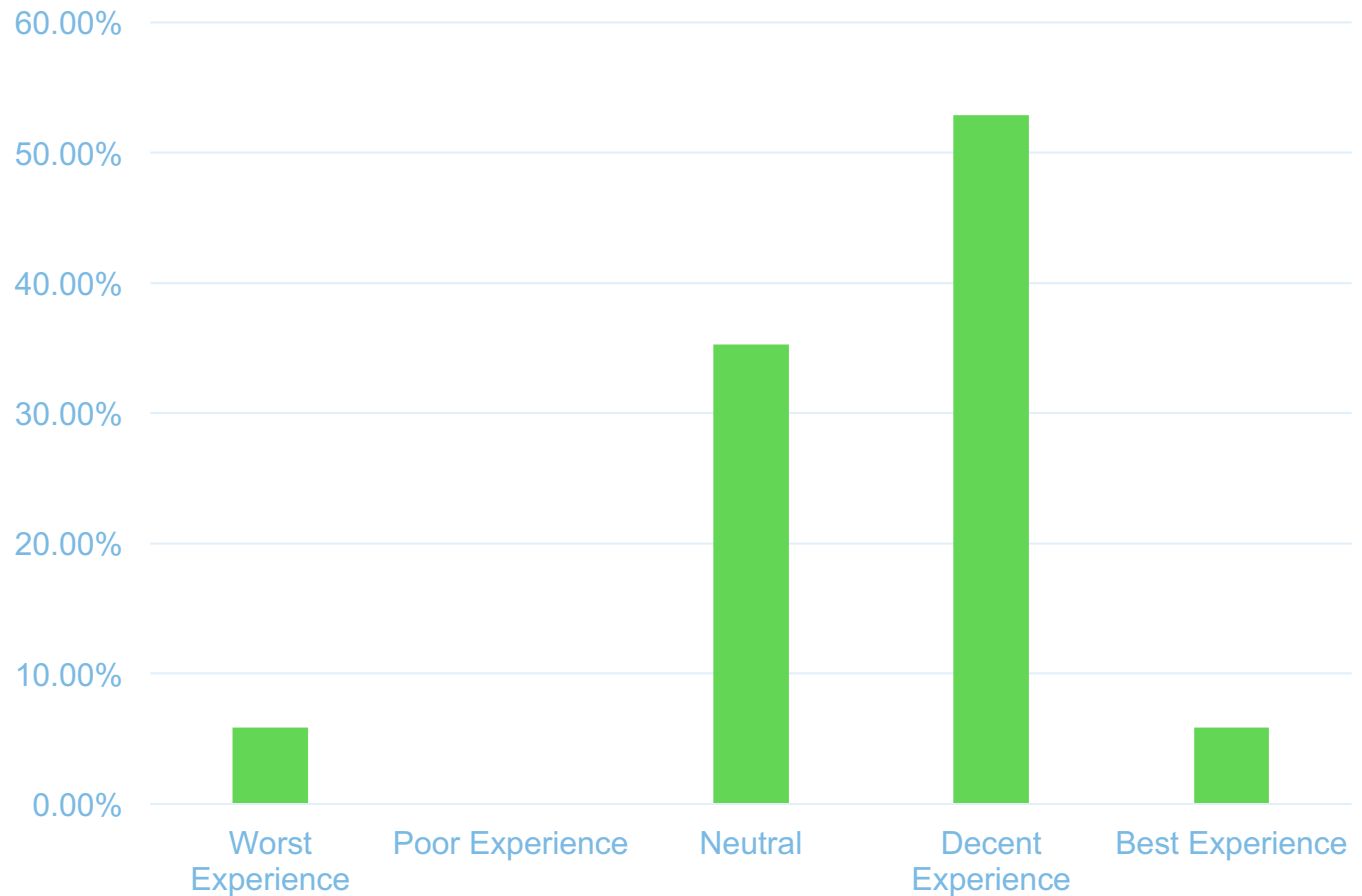




Part 7

Results

Overall survey series experience

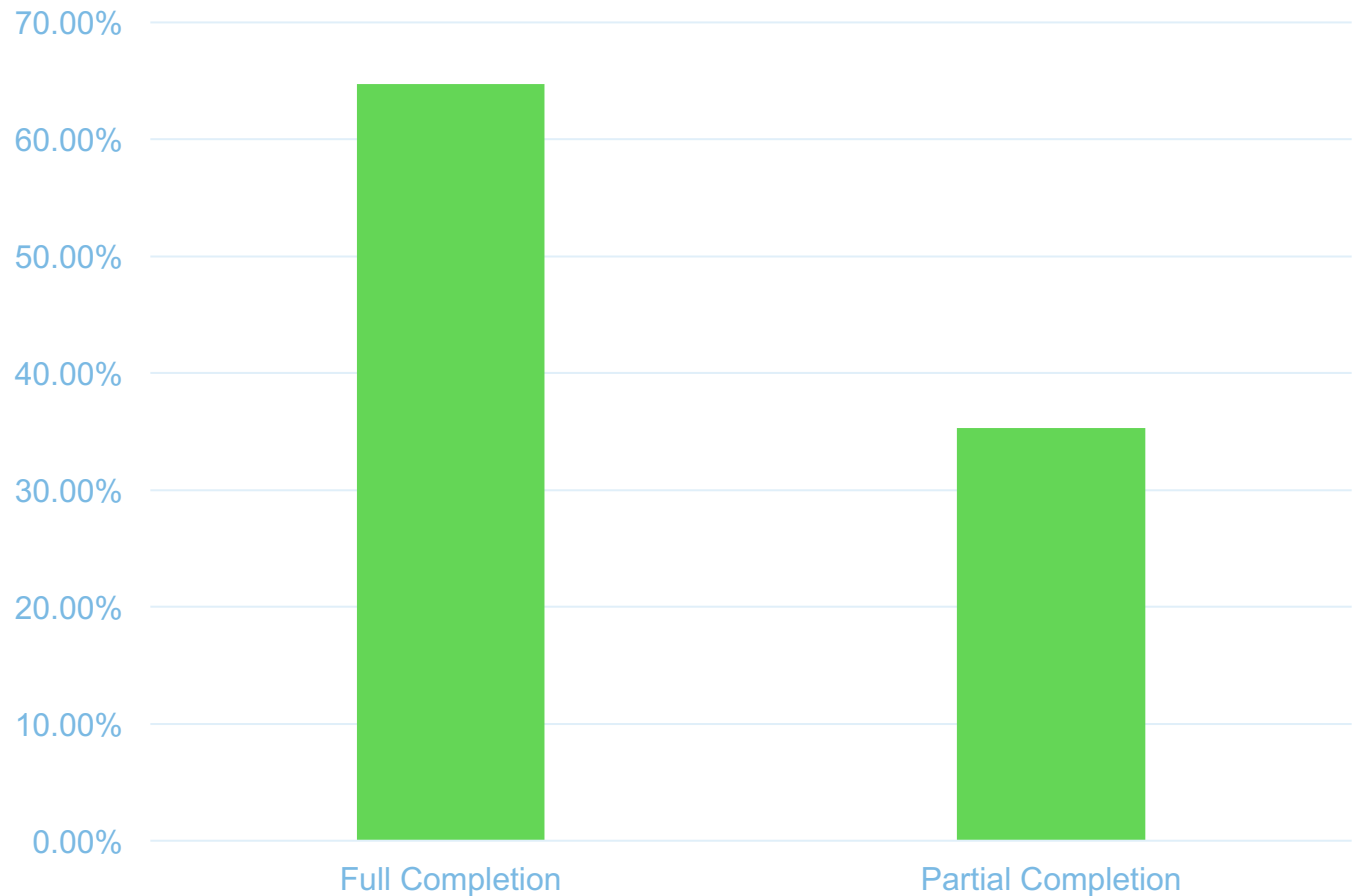




Part 7

Results

Users completed every survey part





Part 7

Results

- User Feedback
 - Tacklebox is a big initiative that needs a customer service model, acting as if were a comprehensive third-party service and not a collection of initiatives. Documentation is important, but IMO it's only part of the picture.
 - It seems like all these questions could have been in one big survey I presume that there will be a widely distributed report about what was learned, especially given how many people and how long the survey process took
 - How about watching someone use the Wiki in the lab? That seems more helpful for "What do you expect to find here" then trying to verbalize it in a written survey
 - The only reason I say one big survey is just because I get so many emails that its usually better for me to have it all contained in one spot.
 - I did like having only a few questions to answer at a time.



Part 7

In Conclusion

- While the process did take longer, breaking the survey into parts was preferred by most
- The overall experience was positive
- Breaking the information up into appropriate categories and utilizing a front facing customer service mentality will improve the experience for everyone looking for information