Welcome to <u>Wikipedia,</u>

the free encyclopedia that anyone can edit.
4,985,483 articles in English

WIKIPEDIA

English
The Free Encyclopedia
4 985 000+ articles

Español
La enciclopedia libre
1 206 000+ artículos

Deutsch
Die freie Enzyklopädie
1 864 000+ Artikel

日本語
フリー百科事典
986 000+ 記事

Русский
Свободная энциклопедия
1 259 000+ статей

Français
L'encyclopédie libre
1 670 000+ articles

中文
自由的百科全書
845 000+ 條目

Italiano
L'enciclopedia libera
1 228 000+ voci

Português
A enciclopédia livre
891 000+ artigos

Polski
Wolna encyklopedia
1 137 000+ haseł

Find Wikipedia in a language:

1 000 000+

Deutsch • English • Español • Français • Italiano • Nederlands • Polski • Русский • Sinugboanong Binisaya • Svenska • Tiếng Việt • Winaray

100 000+

العربية • Беларуская (Акадэмічная) • Български • Català • Čeština • Dansk • Eesti • Ελληνικά • Esperanto • Euskara • فارسی • Galego • 한국어 • Հայերեն • हिन्दी • Hrvatski • Bahasa Indonesia • ქართული • עברית • Latina • Lietuvių • Magyar • Bahasa Melayu • Bahaso Minangkabau • 日本語 • Norsk (Bokmål • Nynorsk) • Нохчийн • O'zbekcha / Ўзбекча • Português • Қазақша / Qazaqşa / قازاقشا • Română • Simple English • Slovenčina • Slovenščina • Српски / Srpski • Srpskohrvatski / Српскохрватски • Suomi • Türkçe • Українська • Volapük • 中文

10 000+

The current www.Wikipedia.org page

Current Homepage

> The Wikimedia Foundation, Inc. is a nonprofit charitable organization dedicated to encouraging the growth, development and distribution of free, multilingual, educational content, and to providing the full content of these wiki-based projects to the public free of charge. The Wikimedia Foundation operates some of the largest collaboratively edited reference projects in the world, including Wikipedia, a top-ten internet property.
> *(Wikimedia Foundation, 2015)*

> Wikipedia is a free-access, free-content Internet encyclopedia, supported and hosted by the non-profit Wikimedia Foundation. Those who can access the site can edit most of its articles. Wikipedia is ranked among the ten most popular websites and constitutes the Internet's largest and most popular general reference work.
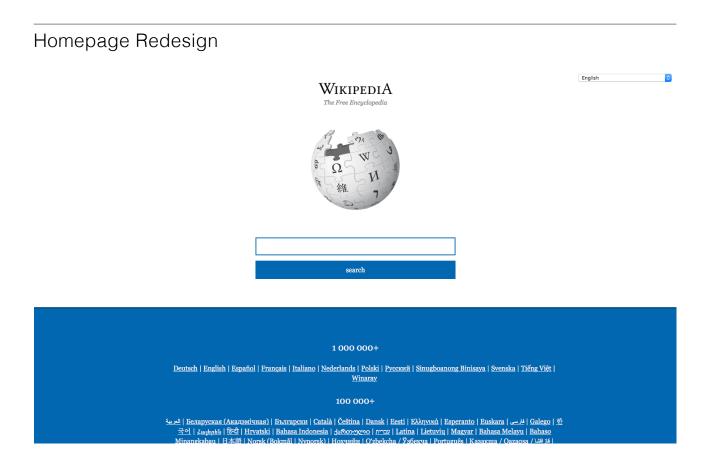> *(Wikipedia, 2015)*

When landing on the Wikipedia homepage, the user is presented with the Wikipedia logo, predominantly in the centre of the screen, surrounded by a number of links in each language.

Below this a search input field, language select, and a submit input button presented with an arrow right, all using the default browser styling (as shown above in a Safari Browser on Mac).

Below the horizontal line, another search input field, labelled "Find Wikipedia in a language" with another submit input button and further links to Wikipedia in each language.

The language links provide users the option to select their preferred language to browse and search Wikipedia. However, when a browser sends a HTTP request to the server it includes information about the language preference settings, mitigating the need to select a preferred language (W3C, 2011). The server will return the page in the preferred language if available or an alternative language preference (according to the user settings) or the default page of the server. There maybe instances of users preferring to select a language, overriding the browsers language settings, which would require further analytical insight to the Wikipedia site's use.

Clicking a language link takes the user to the Wikipedia "Main Page" for that language. The main page provides featured articles, news and facts with many links to other areas and articles of Wikipedia. Alternatively, using the search input field from the home page, the user is navigated to the appropriate article. As per the image above, the default search language selected is English. This maybe due to the browser preference detection, or simply is the native language of Wikipedia.

Homepage Redesign

The Wikipedia home page has been redesigned to improve the user experience by making the purpose of the site clearer and easier to use.

> "Where content matters, the user should not have to spend time mastering the device, but rather should be able to devote time and effort toward mastering the content… and exploring the domain."
> *(Norman, 2004, Emotional Design, p44).*

The user's focus is directed to the search input field by de-cluttering the page as Krug (2006) suggests should have a clear visual hierarchy. The language links around the Wikipedia Globe

logo have been removed in favour of only using the links in the second section of the page (in blue). This removes the distractions and defines a clear hierarchy and a call to action. Upon landing on the page the search input is set to focus, enabling the user to immediately type without needing to select it first.

> "The Home page needs to make it obvious how to get whatever I want…"
> *(Krug, 2006, p96).*

The search button uses the term 'search' instead of the arrow which makes it quick and easy for users to find and understand (Krug, 2006). The button is positioned below the input field as an indicator as a 'next' step to use this site. This satisfies left-to-right and right-to-left readers as they both commonly read top-to-bottom.

The blue colour theme follows the current Wikipedia colours used predominately for links through the Wikipedia site, which is also the typical colour for links defined by user-agent stylesheets and as of HTML becoming standardised (W3, (no date); "BoltClock", 2011). The prominent use of the blue colours is also suggested by Alvarez (2014) to be associated with "trust, peace, loyalty, masculinity, safety", which in this case supports Wikipedia to be a trusted and safe source of information.

The language selection dropdown is moved to the top-right away from the search area, as by default, the page would be loaded with the user's browser language preference. Moving it away from the search area, demotes the select as a lower priority feature, and not required by the user to search the site.

> "I seldom see a case where the potential payoff for adding options to the persistent search box is worth the cost of making me figure out what the options are and whether I need to use them"
> *(Krug, 2006, p68)*

Positioned top-right it now acts as a site setting for users to change the language preference if required.

The homepage has also been semantically improved by using HTML5 elements according to W3C recommendation. Some <div> tags have been replaced with <header>, <section> and <footer> tags to outline the document and the list of languages changed from <div> tags to an unordered list <ul> and list <li> items (W3C, 2014; Mozilla, 2015).

The homepage has been built as a responsive site, ensuring accessibility across all screen sizes (Trent Walton, Brad Frost, Dave Olsen, Dennis Kardys, 2013).

References

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