

# User eXperience for Open Source: How to Galvanize a Community



```
<technicka> user 5
<iuizzef> vanilla wordpress is easier because has less options
<darthstevan> okay, she is now getting the admin menu, totally wasn't at first I'll contend
== alexfisher [~alex@rrcs-24-172-190-82.central.biz.rr.com] has joined #drupal-usability
<SeriousMatters> The default front page behaviour is to list newest content/node of any type. Is that the most intuitive/usable behaviour?
<jenlampton> restarting apache during usability test is nerveracking
== creative_hawk [~useless@125.163.77.103] has quit [Quit: Leaving]
<joshmiller> user 5 doesn't know about the AWESOME that is image styles
<ultimateboy> SeriousMatters: I think the fault lies in that default for new content types is to promote to front page
<iuizzef> the front page caould have more uses/options
<davereid> jenlampton: lol
== nickname1257 [~Miranda@dslb-084-060-029-201.pools.arcor-ip.net] has joined #drupal-usability
<jec006> >> the front page caould have more uses/options
<jec006> seems like this would step into views territory
<davereid> SO CLOSE
<technicka> image styles doenst mean anything to her
<darthstevan> has she even looked at a top level admin listing page? There's lots of lovely help text there...
<joshmiller> user 5 has yet to see the dashboard or the /admin page -- which would probably be better for her than the admin_menu
<darthstevan> descriptions and things
<andrewmacpherson> darthstevan: regular core toolbar guides you more towards that
<iuizzef> they need real goals to make this test
<thatboyjim> image toolkit makes more sense
<thatboyjim> needs to do more
<jenlampton> ultimateboy: theres a patch for that in D8 :)
<ultimateboy> jenlampton++
<garencheckley> jenlampton++
<technicka> +++
<technicka> BOSS
== David_Rothstein [~droth@c-174-54-123-253.hsdl.pa.comcast.net] has joined #drupal-usability
<JobotBobica> But she likes scrolling
<Bojhan> technicka: feel free, to direct somewhat.

<jenlampton> yay for breadcrumbs
<darthstevan> breadcrumbs++
<SeriousMatters> A lot of people don't understand the concept of content vs content type.
<darthstevan> to be fair she was asked to restrict the size of images uploaded. Not, displayed
<joshmiller> manage display for the win!
<joshmiller> stink
<joshmiller> so close
<davereid> SO CLOSE
<joshmiller> WOOHOO
<davereid> there's the connection
<tsvenson> Eureka!
== jeni_dc [~jeni@host86-174-0-236.range86-174.btcentralplus.com] has joined #drupal-usability
== ssm2017 [~ssm2017@home.ssm2017.com] has joined #drupal-usability
<jenlampton> nice one :)
<darthstevan> default image styles FTW!
<andrewmacpherson> SeriousMatters: social media apps tend to just have a 'post' which you add things to on the fly... prototypes trather than classes
<Bojhan> darthstevan: nope
```

Hi! We are:

**Becky Gessler**

@technicka

**Garen Checkley**

@garencheckley

**Jen Lampton**

@jenlampton

# How can Drupal grow CMS market share? “Making Drupal Easier and Better”

- Dries  
DrupalCon Denver  
3/20/12

All CMS sites



The image features a large orange sphere with a textured, cratered surface, resembling the moon. The text 'All CMS sites' is centered on this sphere. At the bottom left of the orange sphere, there is a smaller, solid blue sphere. A thin white line connects the blue sphere to the percentage '6.7%' written in white text to its left.

6.7%



Home

# Why did we do this?



## Welcome to t1.localhost

No front page content has been created yet.

- [Add new content](#)

### Navigation

- ▶ [Add content](#)

[Watch a participant from the study](#)

**Our study focused on:**

**Tech-savvy users new to Drupal.**

**All Google employees...**

**with a genuine desire to  
build a website.**

**What were the logistics of  
running this study?**

# Profiling Users

**Please select your age range.**

- 20-24
- 25-29
- 30-34
- 35-39
- 40-44
- 45-49
- 50+

**Please give a brief overview of your current role at Google and the type of technology you most frequently use at work and at home.**

## **Past Experience:**

**What experience (if any) do you have building websites?**

**If you already have a website, what is it?**

**Have you used a content management system before? Which one(s)? Have you used a WYSIWYG editor like Dreamweaver, GoLive! or FrontPage?**

**Have you heard of Drupal? If so, please describe what you know.**

**Have you ever been interested in learning the languages of the web? (like HTML, CSS,**

# Script Development

## Script for February 1

In this study, we are testing the participant's understanding of Drupal concepts like:

- Creating content
- Adding a content type
- Adding fields
- Modules (adding, enabling, configuring)

### February 1 users

These users have been chosen for their preference of *information-heavy websites* that stress *organization, categorization* and *blogging capabilities*.

## Script for February 3

In this study, we are testing the participant's understanding of Drupal concepts like:

- Creating content
- WYSIWYG module
- Adding a content type
- Adding views, using simple Views UI and complex Views UI
- Configuring image styles

### February 3 users

These users have been chosen for their preference of *media-heavy websites*.

# **Two scripts?**

**We customized tasks to what  
participants indicated they wanted to  
build  
(newspaper, blog, etc.)**

**Script 1: basic content management  
tasks**

**Script 2: more advanced tasks**

# How: Installation Profiles

database updates (Same as pm-updatecode + updatedb).

pm-updatecode (upc) Update Drupal core and contrib projects to latest recommended releases.

SQL commands: (sql)

sql-cli (sqlc) Open a SQL command-line interface using Drupal's credentials.

sql-connect (sqlcn) Connect to the database specified in the configuration file.

sql-drop (sqld) Drop a given database.

sql-dump (sqldump) Dump the contents of a given database as SQL.

sql-query (sqlq) Execute a SQL query against the database.

sql-sync (sqls) Sync the database with the source database.

User commands:

user-add (uadd) Add a new user with the specified name and password.

user-block (ublock) Block a user.

user-cancel (ucancel) Cancel a user's account.

user-create (ucreate) Create a new user with the specified name and password.

user-info (uinfo) Get information about the user.

(uinfo) Get information about the user.

user-login (ulogin) Log in as a user.

user-pass (upass) Change a user's password.

user-remove (uremove) Remove a user.

(urrol) Roll back the user's role.

user-unblock (unblock) Unblock a user.

user-unblock (unblock) Unblock a user.

## Basic set-up

Core:

Toolbar module

Dashboard module

Contrib:

Views (pre-enabled)

## W/ more modules

Replaced:

Admin Menu module

Total Control module

Added:

WYSIWYG pre-configured

Contrib:

Views (pre-enabled)

Pathauto (disabled)

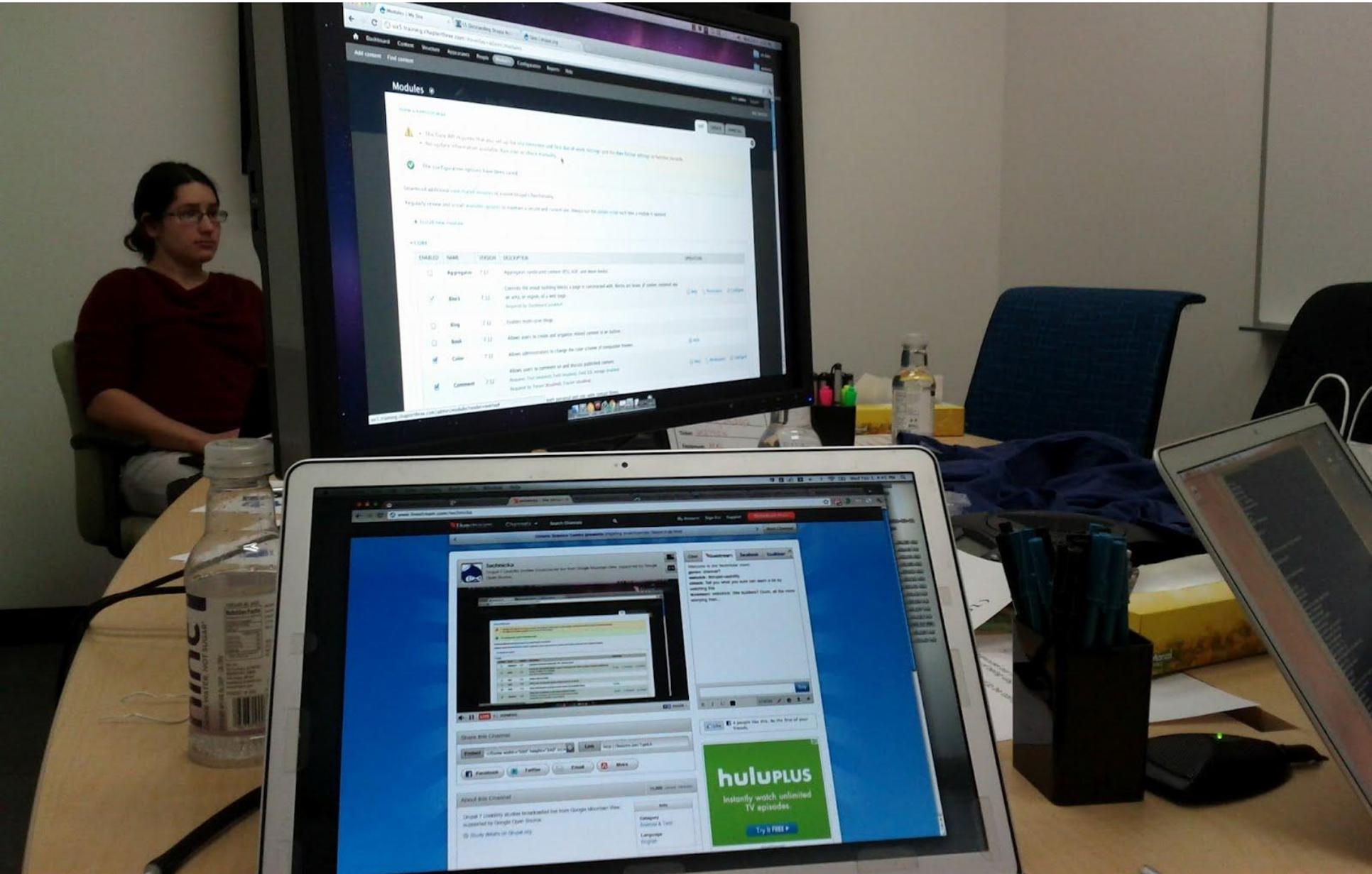


ABILITY STUDY  
IN PROGRESS

Please:  
Do not enter  
Do not yell (lol)  
*but sorry.*



# Each Session: 1 room, 4 people, 5 monitors



# Meanwhile, online....

```
[13:07] <jenlampton> she wants a manual
[13:07] <SeriousMatters> lol.
[13:08] <jenlampton> yes yes
[13:08] <technicka> .....
[13:08] <JobotBobica> It is logical not to have it there, but a link to the image styles config would be good?
[13:08] <jenlampton> DOH
[13:08] <technicka> nnoooooooooooooooooooooo
[13:08] == dasjo [~Adium@chello062178247224.11.15.wu-wien.teleweb.at] has quit [Quit: Leaving.]
[13:08] <joshmiller> stink
[13:08] <tsvenson> She missed it again...
[13:08] <Bojhan> image toolkit is such a misleading name
[13:08] <joshmiller> just click on media
[13:08] <joshmiller> :-P
[13:08] <jenlampton> CLICK IT
[13:08] <joshmiller> NO
[13:08] <jenlampton> JUST
[13:08] <jenlampton> doh
[13:08] <arshad> CLICK CLICK
[13:08] <joshmiller> YAY
[13:09] <jenlampton> Yesssssssssssss:
[13:09] <joshmiller> WOOHOO
```

The screenshot shows a live stream window for a channel named 'technicka'. The channel's profile includes a logo with a blue water drop and the letters 'U' and 'X', and a description: 'Drupal 7 Usability studies broadcasted live from Google Mountain View, supported by Google Open Source.' The main content of the stream is a web browser displaying a Drupal 7 website. The website has a blue header with 'My Demo Site' and a search bar. Below the header, there is a green notification bar that says 'Basic page About Interview Success has been updated.' The main content area features a section titled 'About Interview Success' with a 'View' button and a yellow mouse cursor hovering over it. The text below the title reads: 'Interview Success is designed to be an interactive web session for improving your resume generation and interviewing skills.' The live stream interface at the bottom shows a 'LIVE' indicator, '105 VIEWERS', a 'MEDIUM' video quality setting, and social media sharing icons for Facebook and Twitter.

The chat window displays a welcome message: 'Welcome to the "technicka" room.' followed by two messages: 'kattekrab: This is great!' and 'afox: I'm missing popcorn... :)'. The chat interface includes a 'Chat' label, 'livestream' and 'facebook' logos, and a text input field at the bottom. A text formatting toolbar with icons for bold (B), italic (I), underline (U), and a black square icon is also visible.

# The Sessions go Online



[Browse](#) | [Movies](#) | [Upload](#)



 **Drupal 7 Usability Study at Google February 2012**  
by technicka's channel

[▶ Play All](#) [Share](#) [Like](#) [Dislike](#) 19 0

8 videos 7:53:38 duration 599 views

-  **Drupal 7 Usability Study at Google (User 1)**  
by technicka 635 views
-  **Drupal 7 Usability Study at Google (User 2)**  
by technicka 177 views
-  **Drupal 7 Usability Study at Google (User 3)**  
by technicka 114 views
-  **Drupal 7 Usability Study at Google (User 4)**  
by technicka 108 views
-  **Drupal 7 Usability Study at Google (User 5)**  
by technicka 143 views
-  **Drupal 7 Usability Study at Google (User 6)**  
by technicka 56 views
-  **Drupal 7 Usability Study at Google (User 7)**  
by technicka 57 views
-  **Drupal 7 Usability Study at Google (User 8)**  
by technicka 121 views

### About technicka's channel

[7 playlists by technicka's channel](#)  
[View all videos](#)

1,596 views  
27 subscribers



### Featured Playlists



**Uploaded videos**  
by technicka's channel



**Favorite videos**  
by technicka's channel



**New songs**  
by technicka's channel



**Gym**  
by technicka's channel



**Guitar Lessons**  
by technicka's channel



# Detailed Findings

## Findings

All sessions were reviewed and analyzed for common problems, each of these where noted and collected into this table. The results where recorded, and where applicable recordings to relevant parts are linked.

### Core: Content Creation

Description	Priority	Possible Solution	Video Link(s)	Issue #
"Save content type and save and add fields is an unnecessarily confusing button choice - user is given no distinction between their functionality			"Not too sure what the difference is" <a href="#">U3</a> , <a href="#">U1</a>	
Clicking the "Format tips" opens in same window and user loses information.	High	This page should open in a new window	<a href="#">U3</a> , <a href="#">U4</a> , --> user 8, <a href="#">U8</a> , <a href="#">U4</a>	
			"i could see in the future wanting to make this more inline and having the text wrap around and i'm not sure how i would do that" <a href="#">U4</a>	

# Usability Report

## Drupal 7 Usability Study at Google

Building a Drupal website for the first time is like playing connect the dots. But some dots are invisible, most are not numbered, and you have no idea how many dots there are.

### Objectives

We want to bring Drupal 7 usability issues to a wider audience to galvanize the community into improving the new user experience.

Additionally we want to report usability data on popular contributed modules, because they are as much a part of the Drupal experience as Core.

### Procedure

We recruited eight tech savvy Google employees for one hour usability sessions on February 1 and 3, 2012. Our research script for February 1st focused on assessing new users' comprehension of fundamental Drupal concepts like content creation. On February 3rd we put users in front of integral Drupal interfaces like Views and Image Styles to get specific feedback on interface usability. All usability studies were livestreamed through Google+ and livestream.com in tandem with active discussion in the #drupal-usability IRC channel.

Detailed findings are available at [drupal.org/node/1427940](http://drupal.org/node/1427940).  
Videos are available at [youtube.com/playlist?list=PL1B7D6E805CE3A5A0](https://www.youtube.com/playlist?list=PL1B7D6E805CE3A5A0).  
This study was run by @technicka, @garencheckley, and @jenlampton in collaboration with @bojhan and @webchick.  
Report by @technicka and @garencheckley.



## The Conceptual Layer

Most problems that new users encounter boil down to a missing understanding of how Drupal works.

Users conceptually understand blogs; they feel comfortable when Drupal acts like a blog. Drupal is more than just a blog, but it never explains its modus operandi.

“Why do I have to create a new content type for an event, because it just ends up on a webpage anyway?”  
USER 4

### Examples:

New users are not exposed to the idea of content types and how they relate to pieces of content, which causes significant confusion when managing content creation.

“ I don't understand how you can publish a photo without it being on a page ”  
USER 5

New users do not understand what a field is and how it relates to a content type.

“ I have no clue ”  
response when asked, “What do you think fields are?”  
USER 2

New users are not aware that Drupal is extensible and can be enhanced with modules. When looking to add new functionality, users do not think of modules.

“ I guess my first instinct here would just be to do a text input and then I would type in the date ”  
response when asked to add date functionality  
USER 4

We think that if users are given a basic primer that teaches them how Drupal thinks, it would prevent much of the frustration that our participants experienced.



## What went well:

- "Helpline Jen"
- Fast internet
- Double monitors
- All tested
- Screen capture redundancy

# Room for Improvement

Faster TAT

More d.o press and hype

Post-session survey

Scheduled post-session meetings  
(IRC/HOA)

**You don't have to be  
Google to do this.**

# Live UX Rocks!

Wide audience (100+)

Easy access to understanding UX issues

Real time discussion

Builds community

Interface

Terminology

Flow

Conceptual

# the interface layer

“Oh yes, that finally worked.  
I don't know why it didn't work  
the other two times.”

USER 4

The screenshot shows a settings interface with a table of fields and a 'Date and time' settings section. The table has columns for field name, position, and format. The 'Date' row is highlighted in blue, and its 'Above' dropdown is selected. Below the table, the 'Date and time' settings are visible, including a dropdown for 'Short (02/01/2012 - 4:59pm)' and buttons for 'Update', 'Please wait...', and 'Cancel'. A 'Hidden' section below shows 'No field is hidden.' At the bottom, there is a 'CUSTOM DISPLAY SETTINGS' section and a 'Save' button.

Body	<Hidden>	Default
Category	Above	Default
Date	Above	

**Format settings: Date and time**

**Choose how users view dates and times:**

Short (02/01/2012 - 4:59pm)

To add or edit options, visit [Date and time settings](#).

Update Please wait... Cancel

**Hidden**

No field is hidden.

**CUSTOM DISPLAY SETTINGS**

Save

# the terminology layer

“I don't know these words in the context of websites.”

USER 5

e	title	Node module element		
ly	body	Long text and summary	Text area with a summary	edit
js	field_tags	Term reference	Autocomplete term widget (tagging)	edit
ge	field_image	Image	Image	edit
. path settings	path	Path module form elements		
t Type	field_post_type	Term reference	Check boxes/radio buttons	edit

and new field

el

field\_

Field name (a-z, 0-9, \_)

✓ - Select a field type -

- Boolean
- Decimal
- File
- Float
- Image
- Integer
- List (float)
- List (integer)
- List (text)
- Long text
- Long text and summary
- Term reference

- Select a widget -

Form element to edit the data.

# the flow layer

“That’s what I’m intending to do, I don’t know if that’s what I’m actually doing... [laughs] I just don’t understand what all this stuff is.”

USER 6

x  pixels  
The maximum allowed image size expressed as WIDTHxHEIGHT (e.g. 640x480). Leave blank for no restriction. If a larger image is uploaded, it will be resized to reflect the given width and height. Resizing images on upload will cause the loss of **EXIF data** in the image.

#### Minimum image resolution

x  pixels

The minimum allowed image size expressed as WIDTHxHEIGHT (e.g. 640x480). Leave blank for no restriction. If a smaller image is uploaded, it will be rejected.

#### Maximum upload size

Enter a value like "512" (bytes), "80 KB" (kilobytes) or "50 MB" (megabytes) in order to restrict the allowed file size. If left empty the file sizes will be limited only by PHP's maximum post and file upload sizes (current limit **8 MB**).

Enable *Alt* field

The alt attribute may be used by search engines, screen readers, and when the image cannot be loaded.

Enable *Title* field

The title attribute is used as a tooltip when the mouse hovers over the image.

#### Preview image style

# the conceptual layer

“Why do I have to create a new content type for an event, because it just ends up on a *webpage* anyway?”

USER 4?

## Content types

garen.co!

[Home](#) » [Administration](#) » [Structure](#)

[+ Add content type](#)

NAME	OPERATIONS
<b>Article</b> (Machine name: article) Use <i>articles</i> for time-sensitive content like news, press releases or blog posts.	<a href="#">edit</a> <a href="#">manage f</a>
<b>Basic page</b> (Machine name: page) Use <i>basic pages</i> for your static content, such as an 'About us' page.	<a href="#">edit</a> <a href="#">manage f</a>

# It isn't all bad!

Admin toolbar menu

Administration overlay reinforces administering vs. viewing

Exiting admin overlay refreshes content

Views creation wizard was easy

Drupal has a steep learning curve, but it doesn't have to be this way.

As a community, let's strive to  
make Drupal more helpful and  
supportive of new users.



Home



## Welcome to t1.localhost

No front page content has been created yet.

- [Add new content](#)

### Navigation

- ▶ [Add content](#)

# This is not very helpful.

# A proposal for an up-to-speed aid

$$\begin{array}{l} \text{New User} \\ + \\ \text{Conceptual Primer} \end{array} = \begin{array}{l} \text{Faster Learning} \\ + \\ \text{Happier} \\ + \\ \text{Better Drupal} \\ \text{Community Member} \end{array}$$

# Goals of up-to-speed aid

Explain conceptual foundation

Save time and frustration

Provide a basic Drupal vocabulary

Introduce the Drupal community

# MOCK OF UP-TO-SPEED AID

@technicka and @garencheckley

## Drupal Puts Your Content First

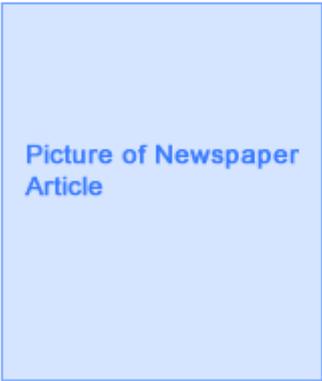
Page X/Y

Back

Next

Drupal is all about managing and displaying your content the way you want. Each piece of content is a *node*.

In this walkthrough, lets pretend you're building a newspaper's website.



Picture of Newspaper Article

## Drupal has Content Types

Page X/Y

Back

Next

Lets say our newspaper website has articles, events and photos.

These would each be a *content type*.

This would allow us to display a list of only events, but not articles and photos.

### Newspaper Article

Lorem ipsum  
dolor sit  
amet,  
consectetur adipisicing  
elit, sed do eiusmod  
tempor incididunt ut  
labore et dolore magna  
aliqua. Ut enim ad  
minim veniam

Photo

### Event

**Time:** 3pm  
**Location:** NYC  
**Date:** 1/2/2012  
**Details:** Meet at the  
hotel lobby.

### Photo

Photo

Location: NYC

**NOTE:** Too much too fast. Rework content. Prob should be 2 slides.

## Content types and fields

Page X/Y

Back

Next

In Drupal, content types are made of *fields* which hold individual pieces of information.

Each field has a type, like text, date, or image.

Just like with content types, you can define your own fields.

### Newspaper Article

Lorem ipsum  
dolor sit  
amet,  
consectetur adipisicing  
elit, sed do eiusmod  
tempor incididunt ut  
labore et dolore magna  
aliqua. Ut enim ad  
minim veniam

Photo

### Event

Time: 3pm

Location: NYC

Date: 1/2/2012

Details: Meet at the  
hotel lobby.

### Photo

Photo

Location: NYC

## Content types and fields

Page X/Y

Back

Next

What if you wanted to display all articles and photos from a single location?

It's possible because fields can be shared between content types, forming relationships between your content.

### Newspaper Article

Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam

Photo

### Event

Time: 3pm

Location: NYC

Date: 1/2/2012

Details: Meet at the hotel lobby.

### Photo

Photo

Location: NYC

# Change How Your Website Looks With Themes

Page X/Y

Back

Next

Themes change your website's appearance.

You can download themes created by the Drupal community, or you can create your own.

+ Install new theme

## ENABLED THEMES



### Bartik 7.12 (default theme)

A flexible, recolorable theme with  
Settings



### Seven 7.12

A simple one-column, tableless, flu  
Settings | Disable | Set default

You can install a new theme.

"Bartik" and "Seven" are themes that come with Drupal by default.

## Drupal's Functionality is Extended with Modules

Page X/Y

Back

Next

Out of the box, Drupal is very limited.

Installing modules adds functionality to your Drupal site.

The Drupal community has made 1000s of modules that do practically everything!

# Modules

Page X/Y

Back

Next

How to use a module:

1) Install from Drupal.org.

2) Enable on the modules page.

3) Configure if necessary.



This is the modules page!

+ Install new module

ENABLED	NAME	VERSION	DESCRIPTION	OPERATIONS
<input type="checkbox"/>	Aggregator	7.12	Aggregates syndicated content (RSS, RDF, and Atom feeds).	
<input checked="" type="checkbox"/>	Block	7.12	Controls the visual building blocks a page is constructed with. Blocks are boxes of content rendered into an area, or region, of a web page. Required by: Dashboard (disabled)	<a href="#">Help</a> <a href="#">Permissions</a> <a href="#">Configure</a>
<input type="checkbox"/>	Blog	7.12	Enables multi-user blogs.	
<input type="checkbox"/>	Book	7.12	Allows users to create and organize related content in an outline.	
<input checked="" type="checkbox"/>	Color	7.12	Allows administrators to change the color scheme of compatible themes. Required by: Stylizer (disabled)	<a href="#">Help</a>
			Allows users to comment on and discuss published content.	

## Drupal's Rich Community means Lots of Modules

Page X/Y

Back

Next

Drupal websites depend on modules contributed by the community.

Here are some popular ones to get you started.

### Views

To display your content however you want.

### Pathauto

To automatically make your website's URLs reflect the page content

### WYSIWYG

To use a rich text editor on your website.

## That's Just the Tip of the Iceberg

Page X/Y

Back

Close

Welcome to the world of Drupal!

Drupal's community is supportive of all levels of users, so if you have a question, just search for the answer. Remember that you are not alone!

Explore what's possible.  
Register and poke around  
Drupal.org.

Start adding content  
to your site.

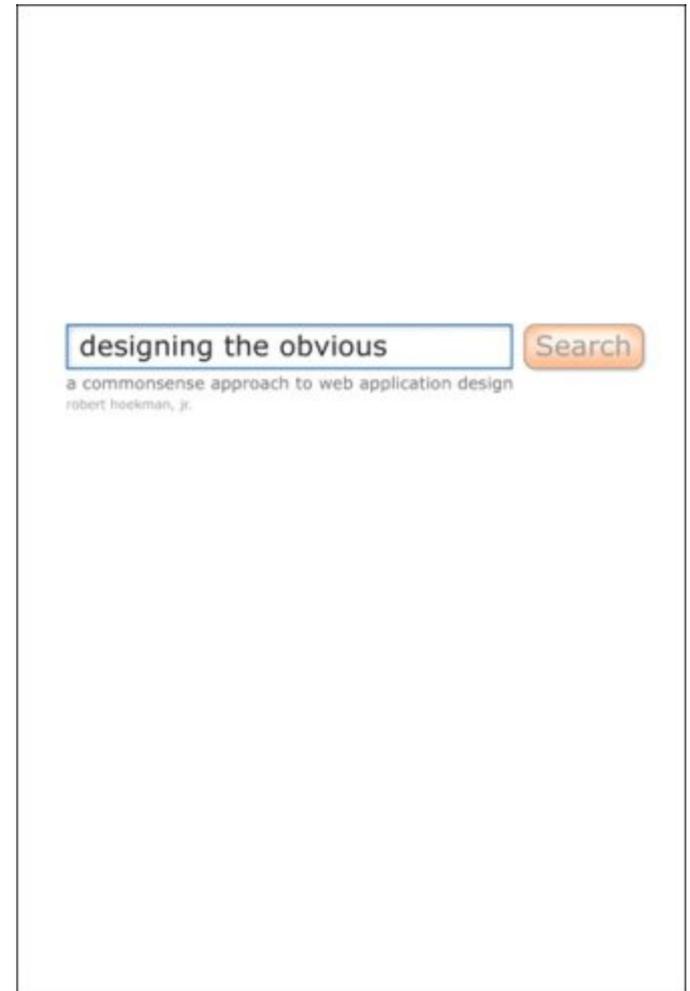
# Going Forward

Walkthrough?

Video?

Contextual tooltips?

Tutorial wizard?



“For users to feel good about an application, they need to feel as if they understand it.”

Robert Hoekman Jr.,  
Designing the Obvious

“I want to win the hearts and minds of people in Drupal 8.”

Dries  
yesterday

# Photo Credits

Dries' Keynote Image: [http://opensource.com/life/12/3/drupal-innovation-starts-open-source?sc\\_cid=70160000000IDmjAAG#.T2nP5UR6F\\_w.twitter](http://opensource.com/life/12/3/drupal-innovation-starts-open-source?sc_cid=70160000000IDmjAAG#.T2nP5UR6F_w.twitter)

MacPro: <http://www.macmedics.com/images/PowerMacG5.jpg>

Blue Yeti Microphone: <http://www7.pcmag.com/media/images/266773-blue-microphones-yeti-angle.jpg>

Designing the Obvious: <http://photo.goodreads.com/books/1173212417l/258477.jpg>