User eXperience for Open Source: How to Galvanize a Community

<technicka> user 5
<iuizzef> vanilla wordpress is easier because has less options
<darthsteven> 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
<darthsteven> 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
<darthsteven> descriptions and things
<andrewmacpherson> darthsteven: 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.hsd1.pa.comcast.net] has joined #drupal-usability
<JobotBobica> But she likes scrolling
<Bojhan> technicka: feel free, to direct somewhat.

<jenlampton> yay for breadcrumbs
<darthsteven> breadcrumbs++
<SeriousMatters> A lot of people don't understand the concept of content vs content type.
<darthsteven> 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 :)
<darthsteven> 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> darthsteven: nope

Hi! We are:

Becky Gessler
@technicka

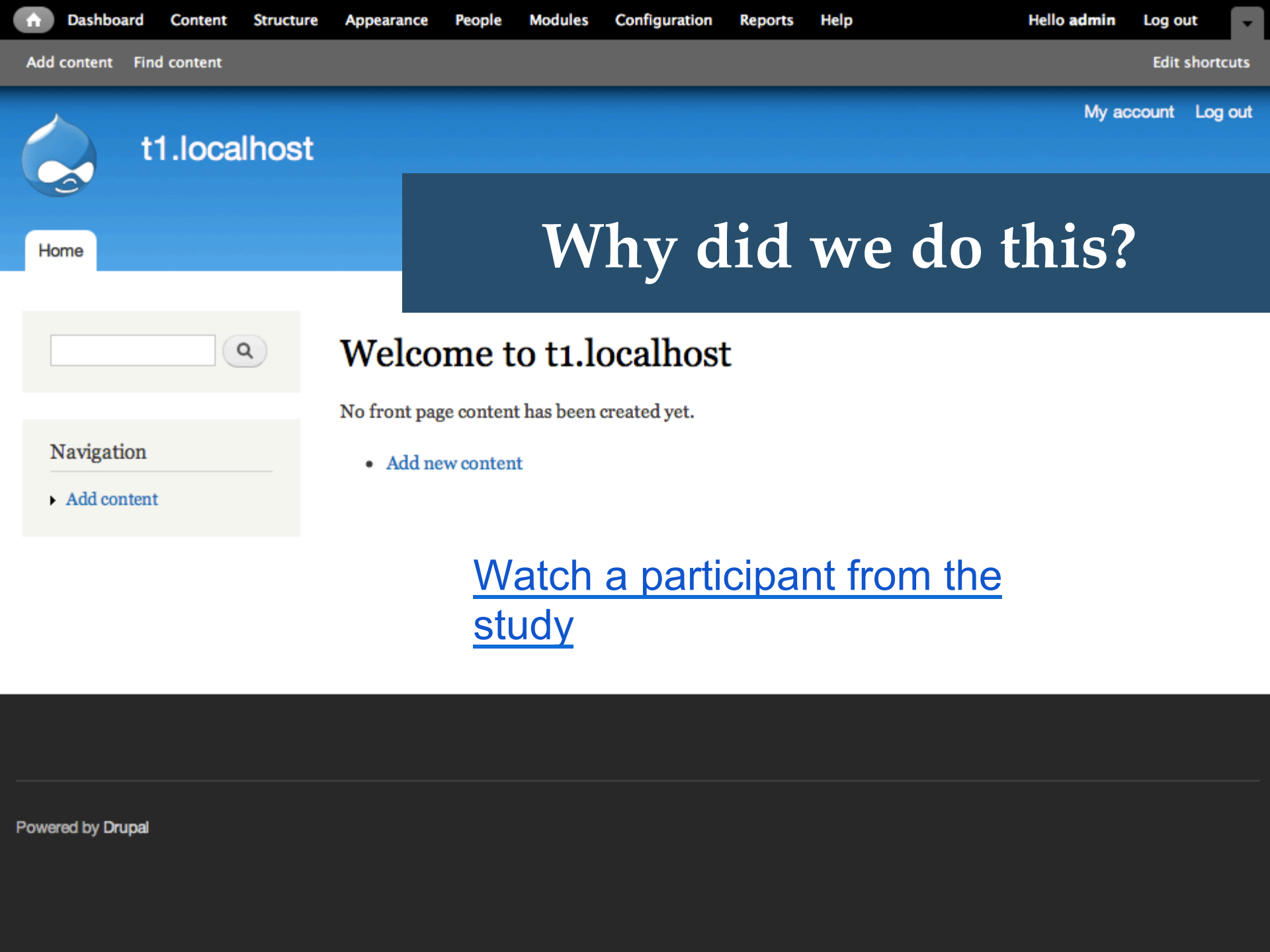
Garen Checkley
@garencheckley

Jen Lampton
@jenlampton

How can Drupal grow CMS market share?

"Making Drupal Easier and Better"

- Dries
DrupalCon Denver
3/20/12


Dashboard Content Structure Appearance People Modules Configuration Reports Help
Hello admin Log out
Add content Find content
Edit shortcuts
My account Log out
t1.localhost
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
Powered by Drupal

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

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)

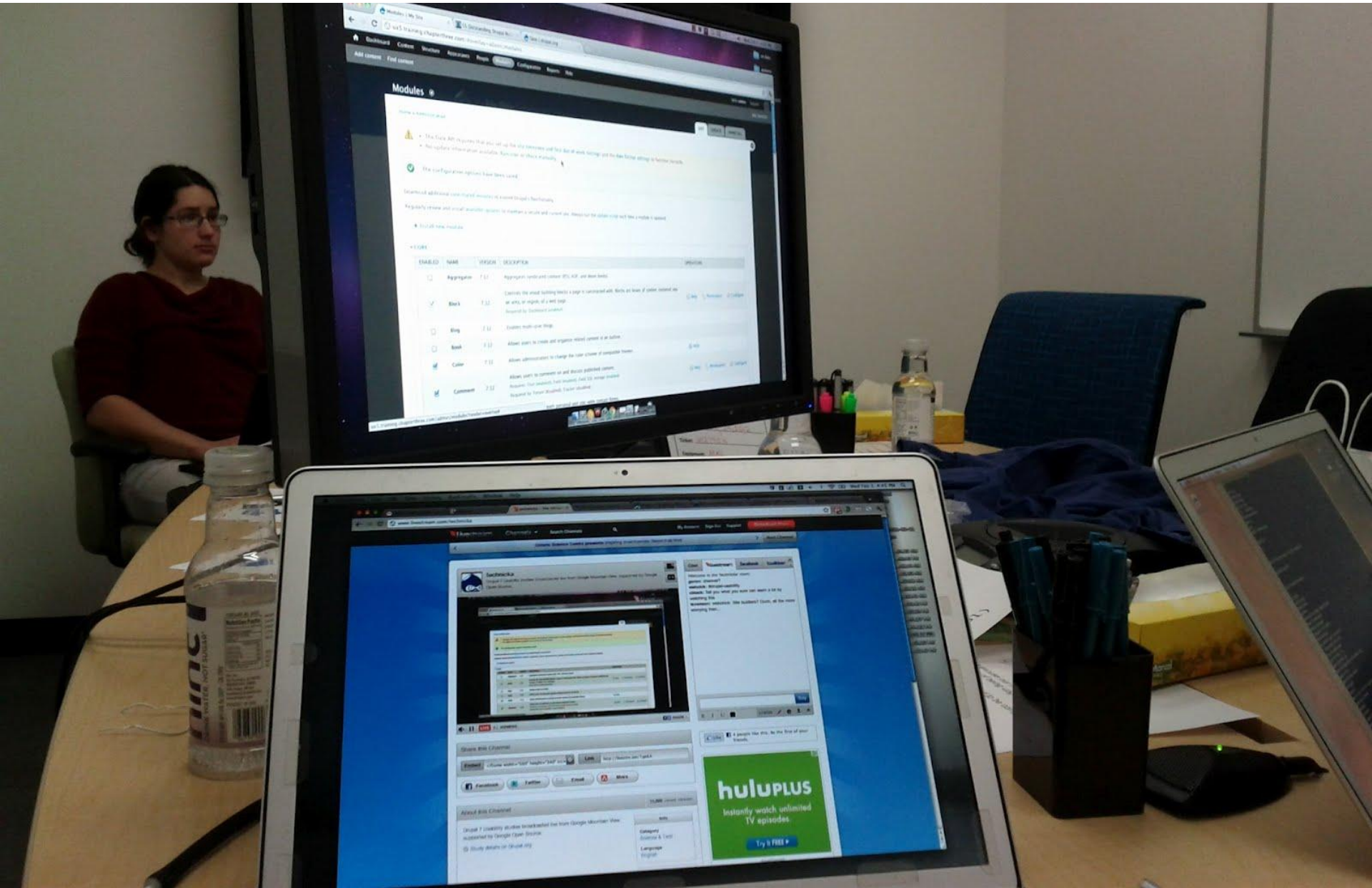
TechSmith
CAMTASIA
STUDIO
Camtasia Studio, Version 5
©2008 TechSmith Corporation · www.techsmith.com · 2405 Woodlake Drive · Okemos, MI 48864-5910 USA

livestream

ON AIR
Hangouts On Air
Google+ Hangouts

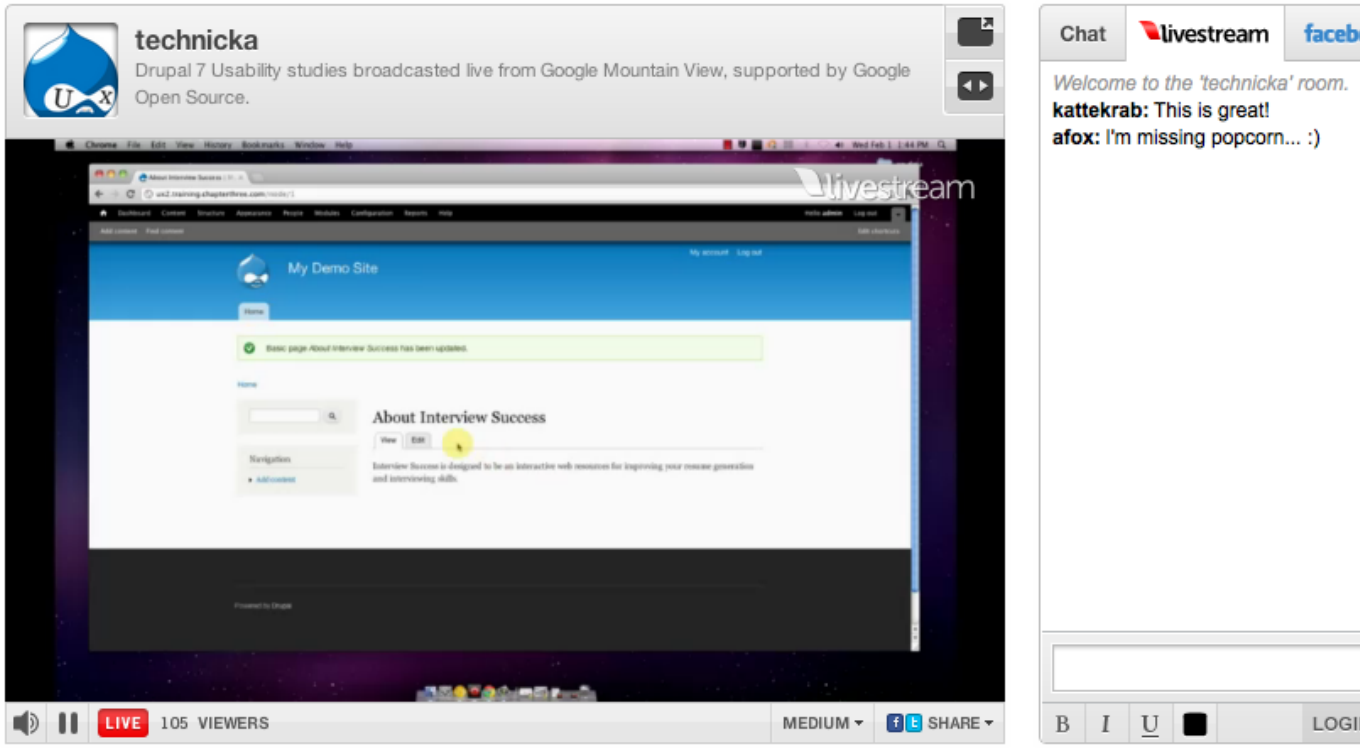
ABILITY STUDY
IN PROGRESS
Please:
Do not enter
Do not yell (lol)

Each Session: 1 room, 4 people, 5 monitors

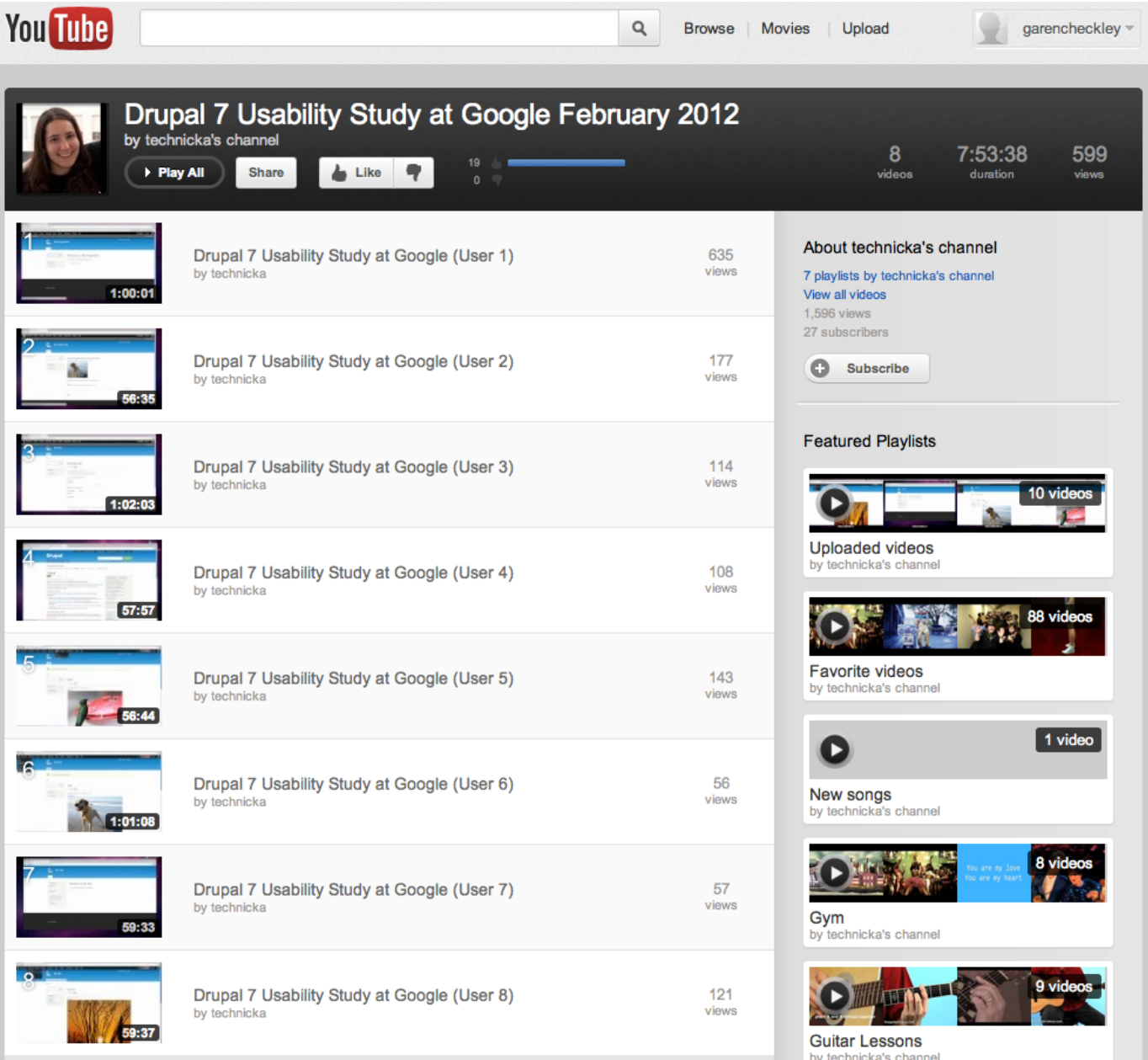


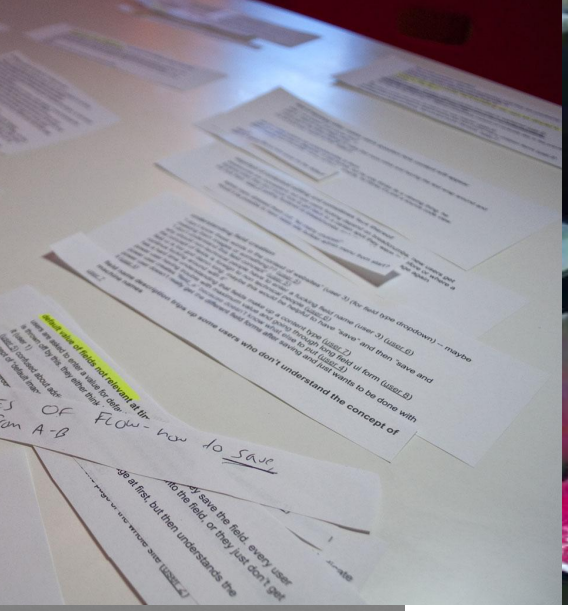
Meanwhile, online....

```
[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> nnooooooooooooooooooooo
[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
```

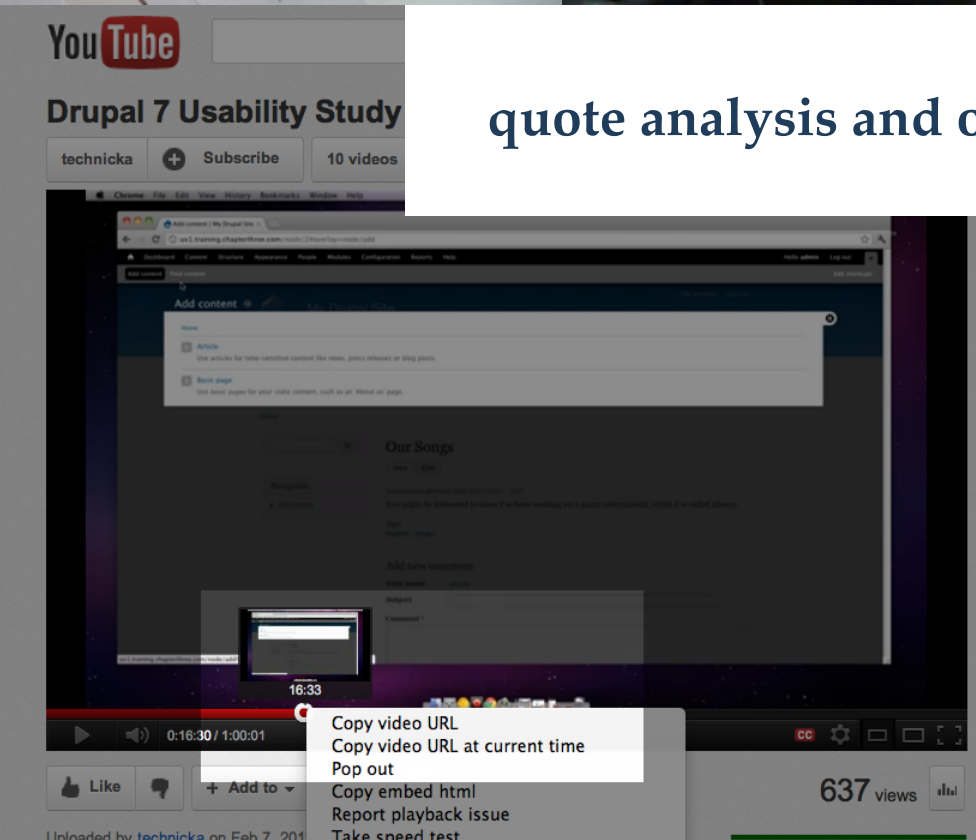


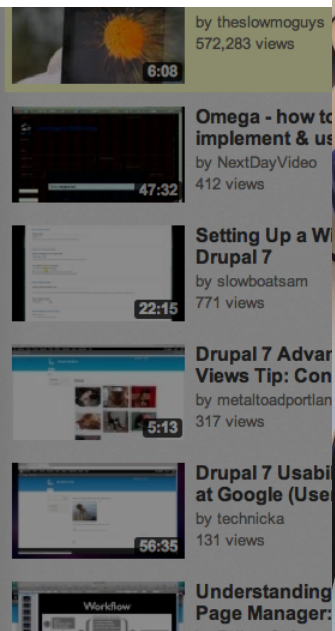
The Sessions go Online

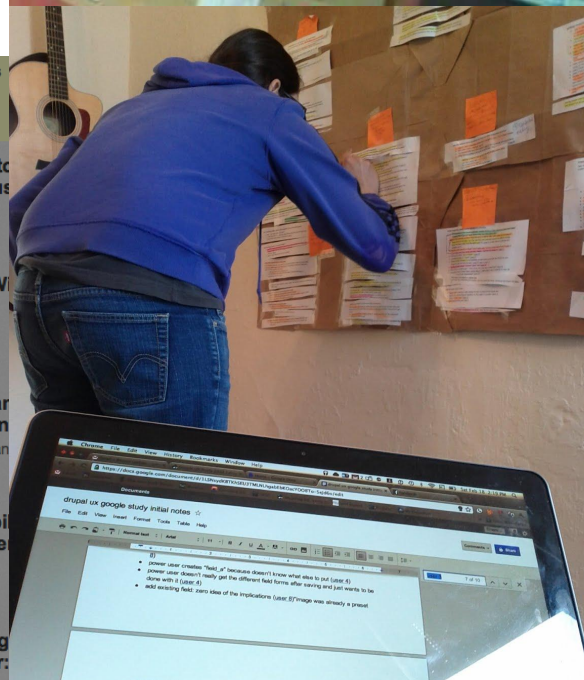




quote analysis and organization







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" U3, U1	
Clicking the "Format tips" opens in same window and user loses information.	High	This page should open in a new window	U3, U4, --> user 8, U8, U4 "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" U4	

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 Februrary 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.
Videos are available at youtube.com/playlist?list=PL187D6E805CE3A5A0.

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 web*page* 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

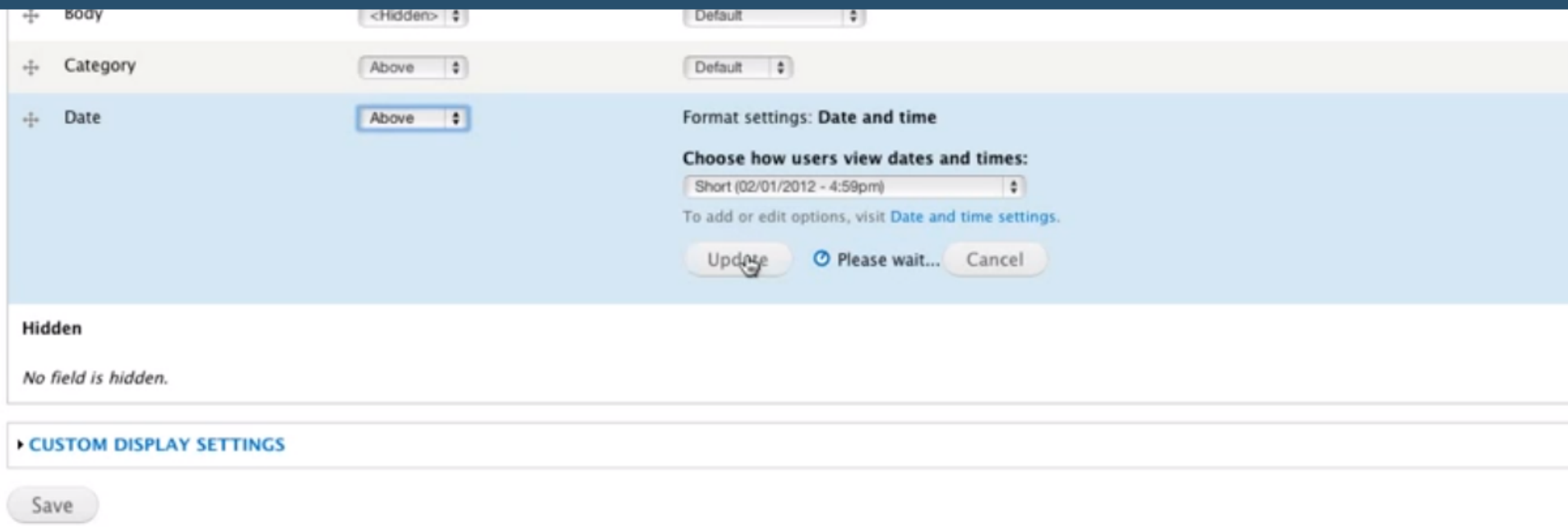
Flow

Conceptual

the interface layer

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

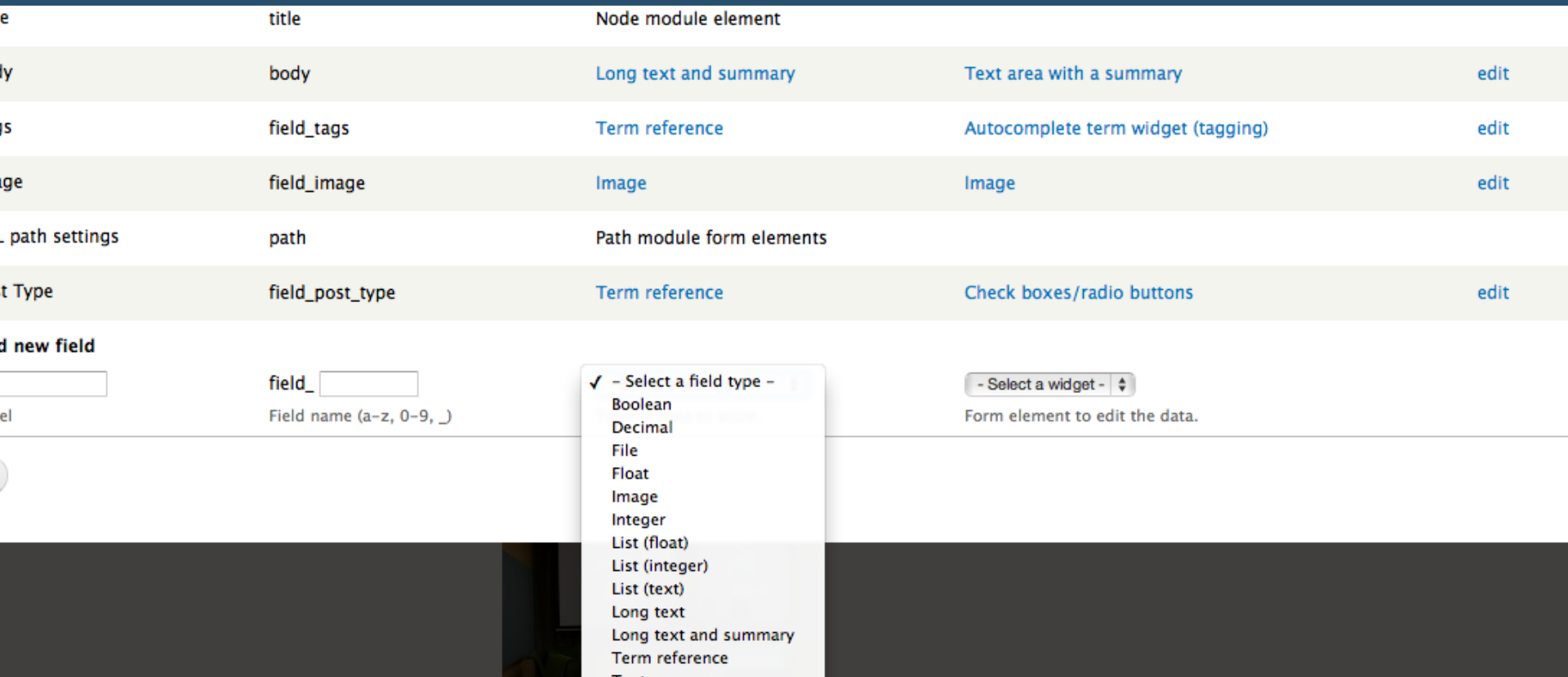
USER 4



the terminology layer

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

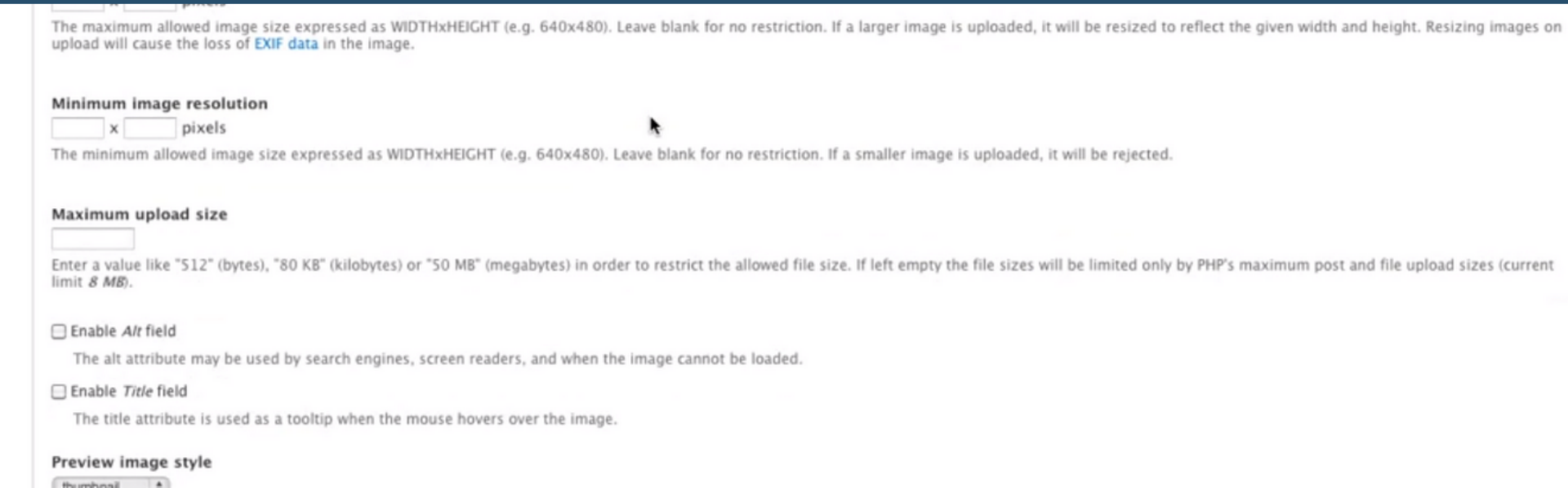
USER 5



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. "

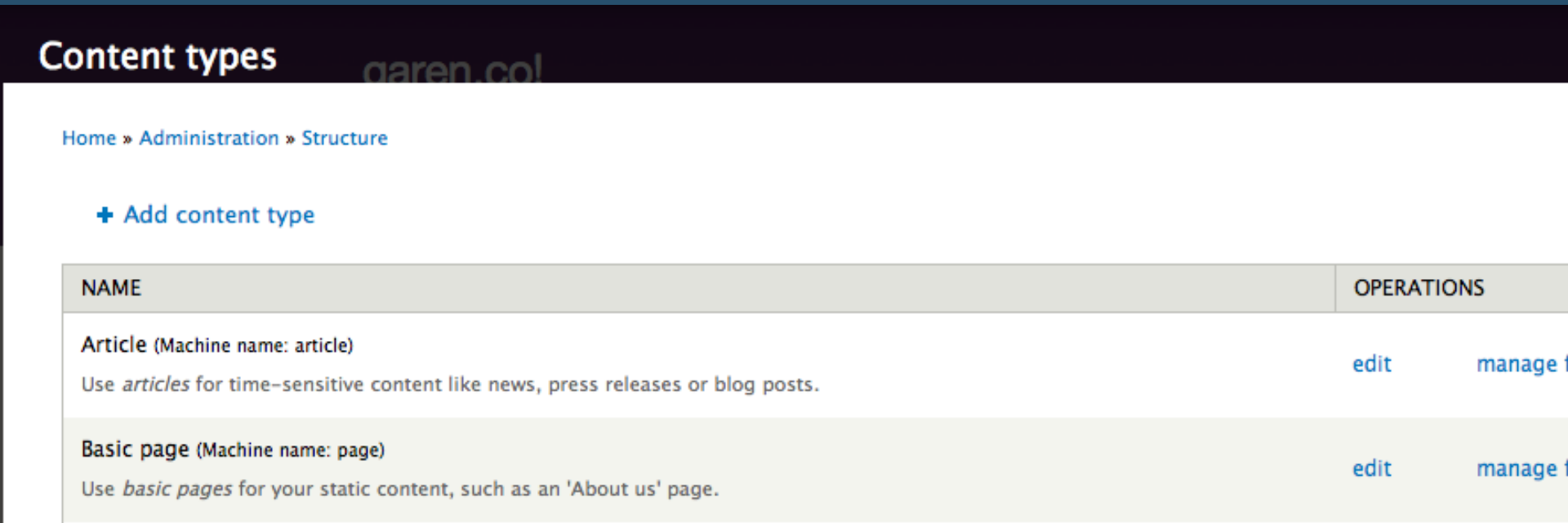
USER 6



the conceptual layer

"Why do I have to create a new content type for an event, because it just ends up on a web*page* anyway?"

USER 4?



It isn't all bad!

Admin toolbar menu

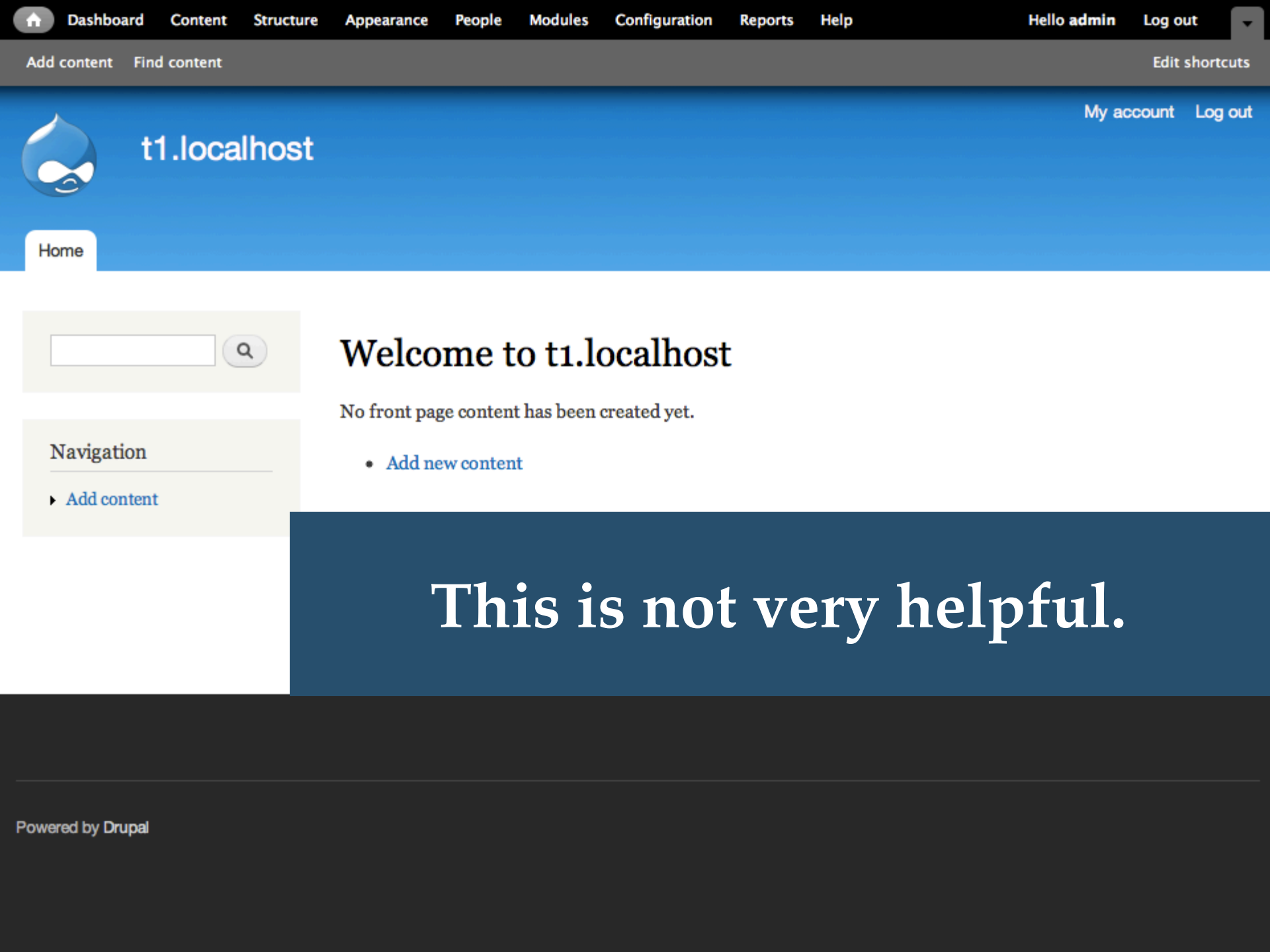
Administration overlay reinforces administering vs. viewing

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.


Dashboard Content Structure Appearance People Modules Configuration Reports Help
Hello admin Log out
Add content Find content
Edit shortcuts
My account Log out
t1.localhost
Home
Navigation
Add content
Welcome to t1.localhost
No front page content has been created yet.
Add new content
This is not very helpful.
Powered by Drupal

A proposal for an up-to-speed aid

New User
+
Conceptual Primer
=
Faster Learning
+
Happier
+
Better Drupal
Community Member

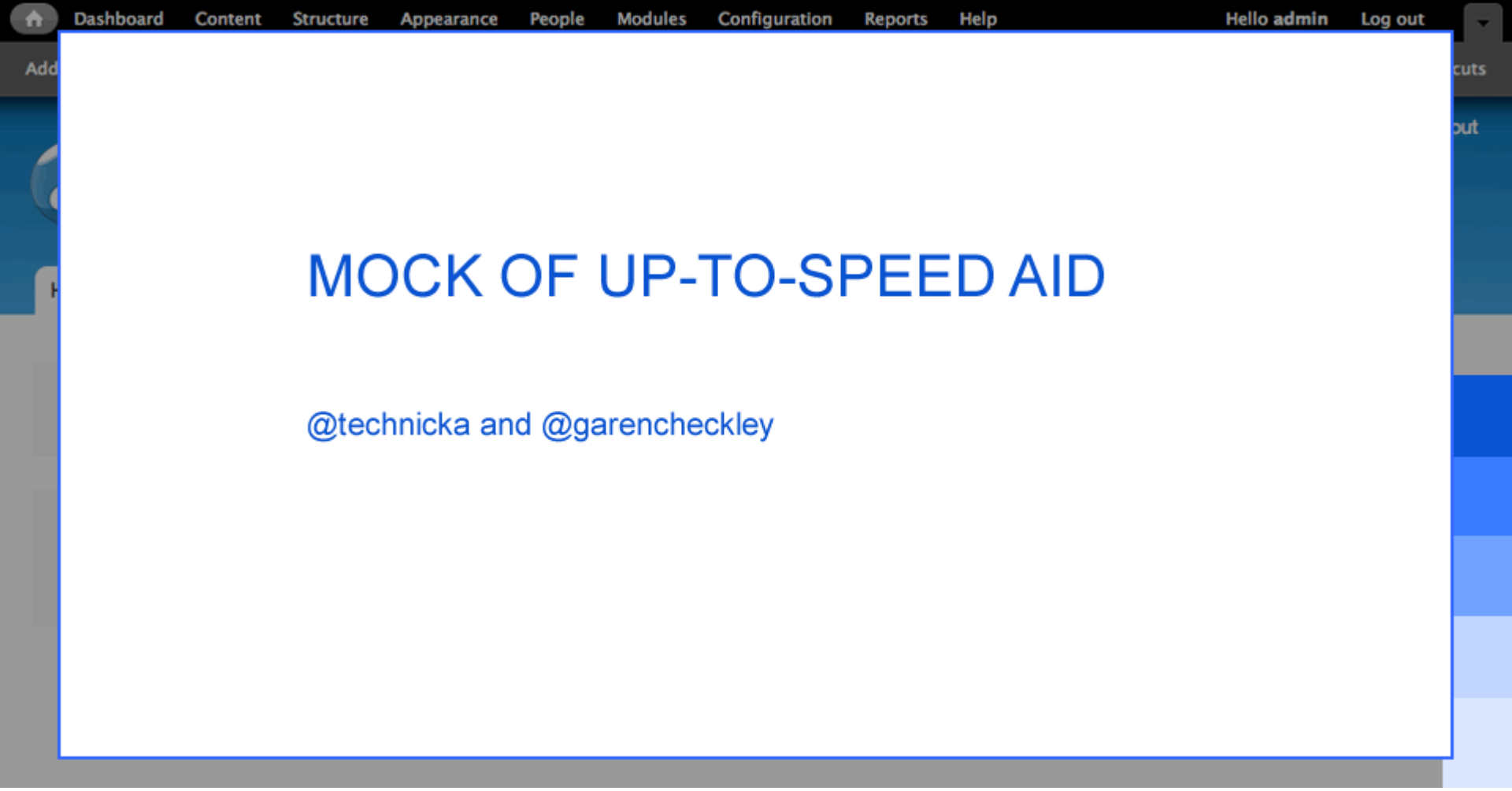
Goals of up-to-speed aid

Explain conceptual foundation

Save time and frustration

Provide a basic Drupal vocabulary

Introduce the Drupal community


Dashboard
Content
Structure
Appearance
People
Modules
Configuration
Reports
Help
Hello admin
Log out
MOCK OF UP-TO-SPEED AID
@technicka and @garencheckley

Dashboard Content Structure Appearance People Modules Configuration Reports Help Hello admin Log out

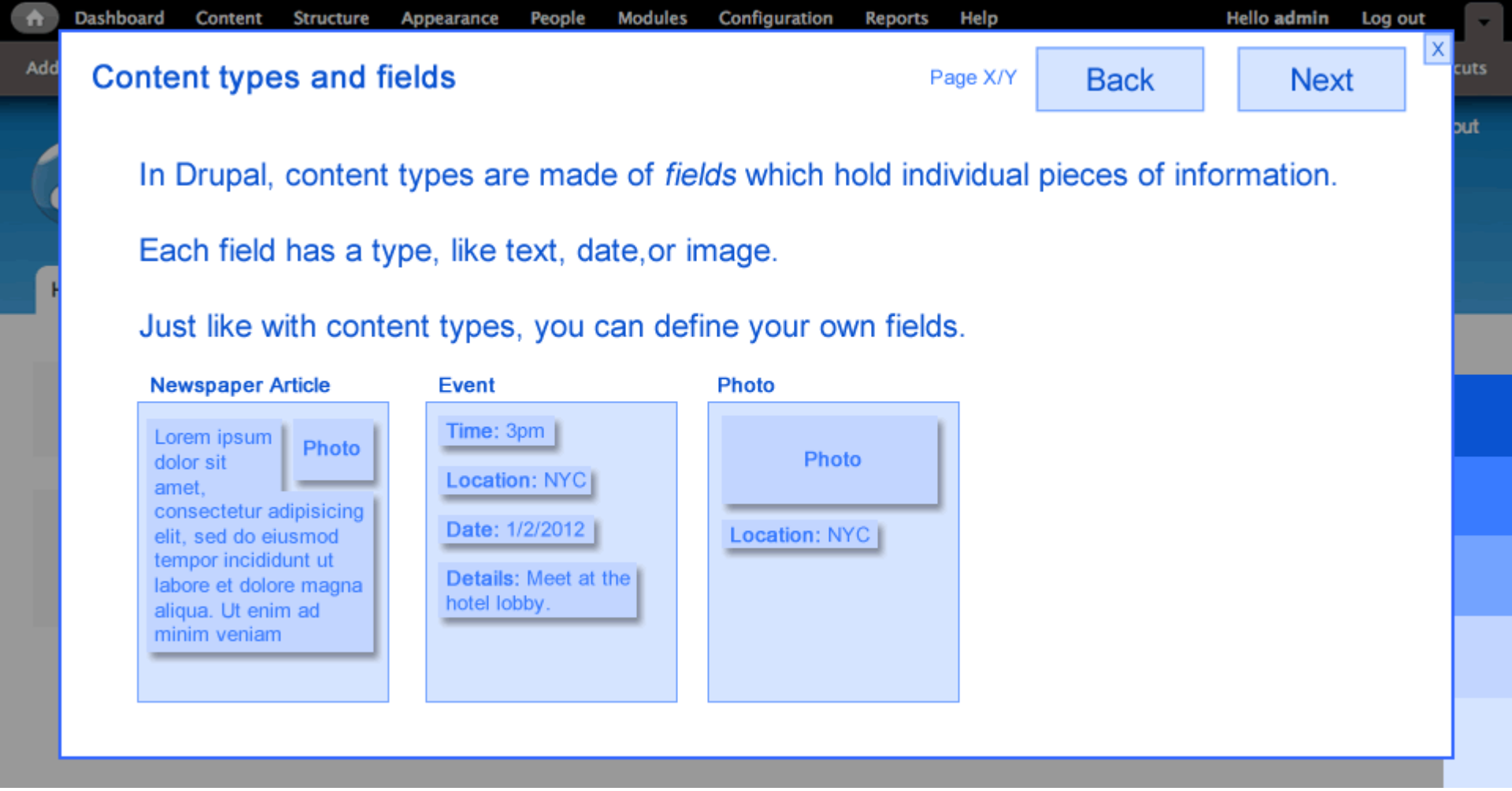
Drupal Puts Your Content First

Page X/Y Back Next X

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.

Dashboard Content Structure Appearance People Modules Configuration Reports Help Hello admin Log out
Drupal has Content Types
Page X/Y
Back
Next
X
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.


Dashboard
Content
Structure
Appearance
People
Modules
Configuration
Reports
Help
Hello admin
Log out
Content types and fields
Page X/Y
Back
Next
X
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

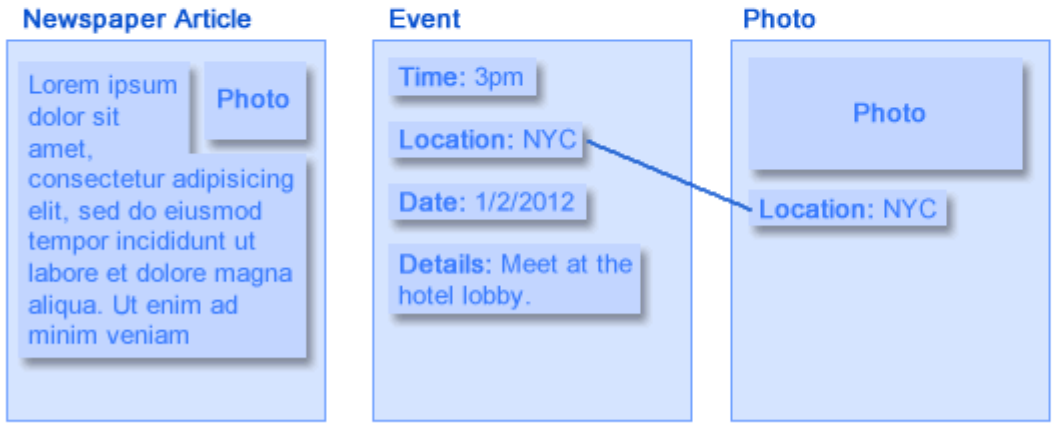
Dashboard Content Structure Appearance People Modules Configuration Reports Help Hello admin Log out

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.



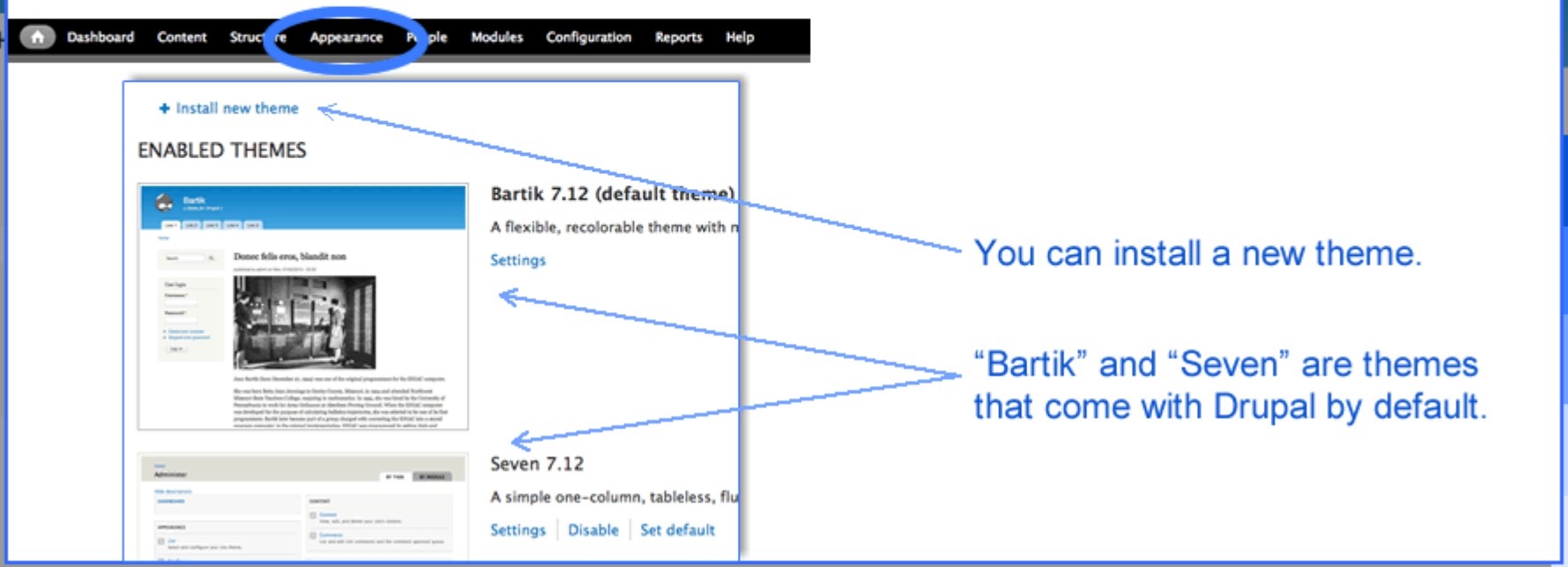
Change How Your Website Looks With Themes

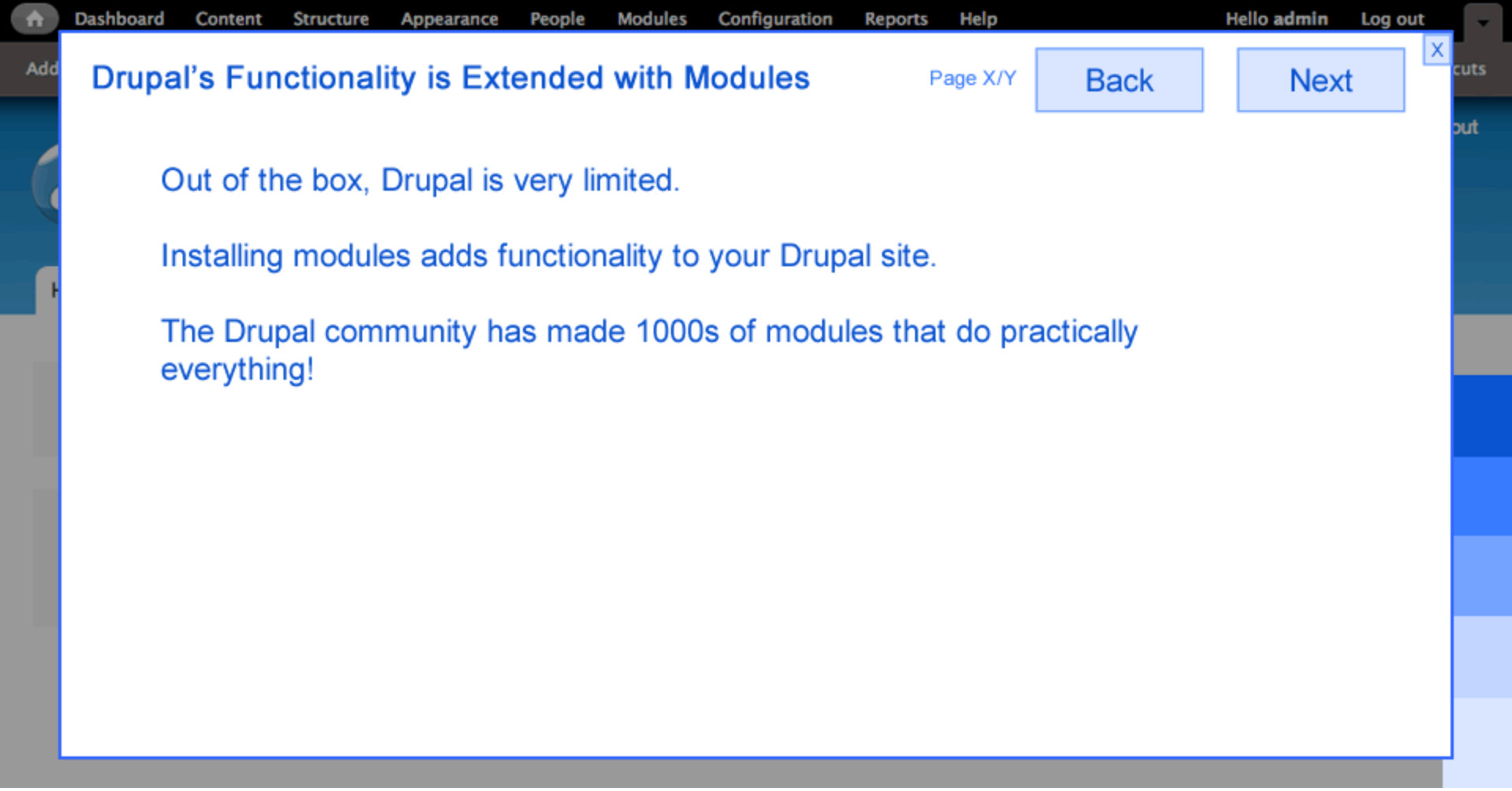
Page X/Y

Back

Next

Themes change your website's appearance.
You can download themes created by the Drupal community, or you can create your own.




Dashboard
Content
Structure
Appearance
People
Modules
Configuration
Reports
Help
Hello admin
Log out
Drupal's Functionality is Extended with Modules
Page X/Y
Back
Next
X
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

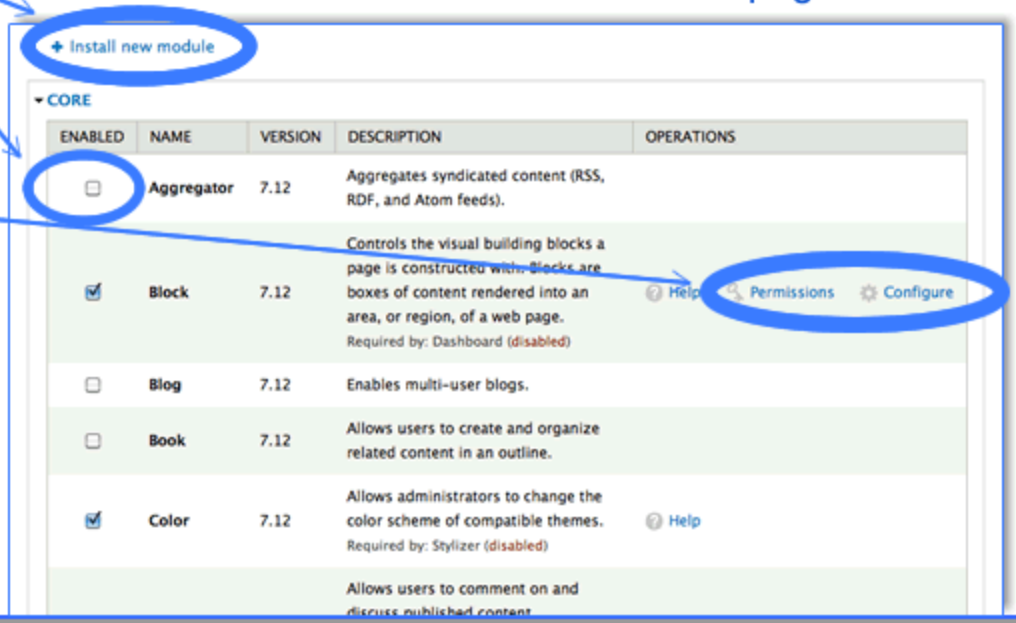
How to use a module:

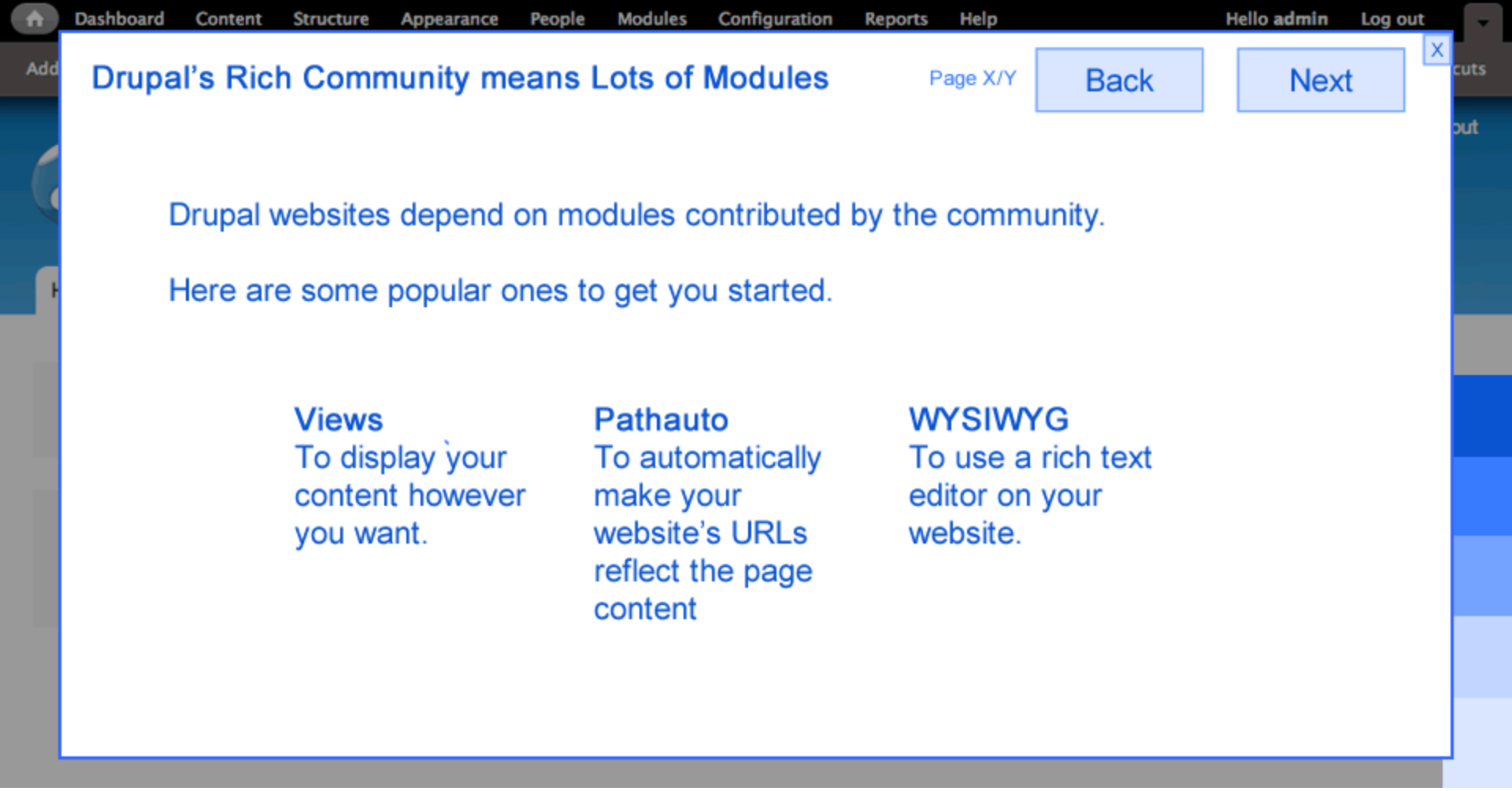
1) Install from Drupal.org.

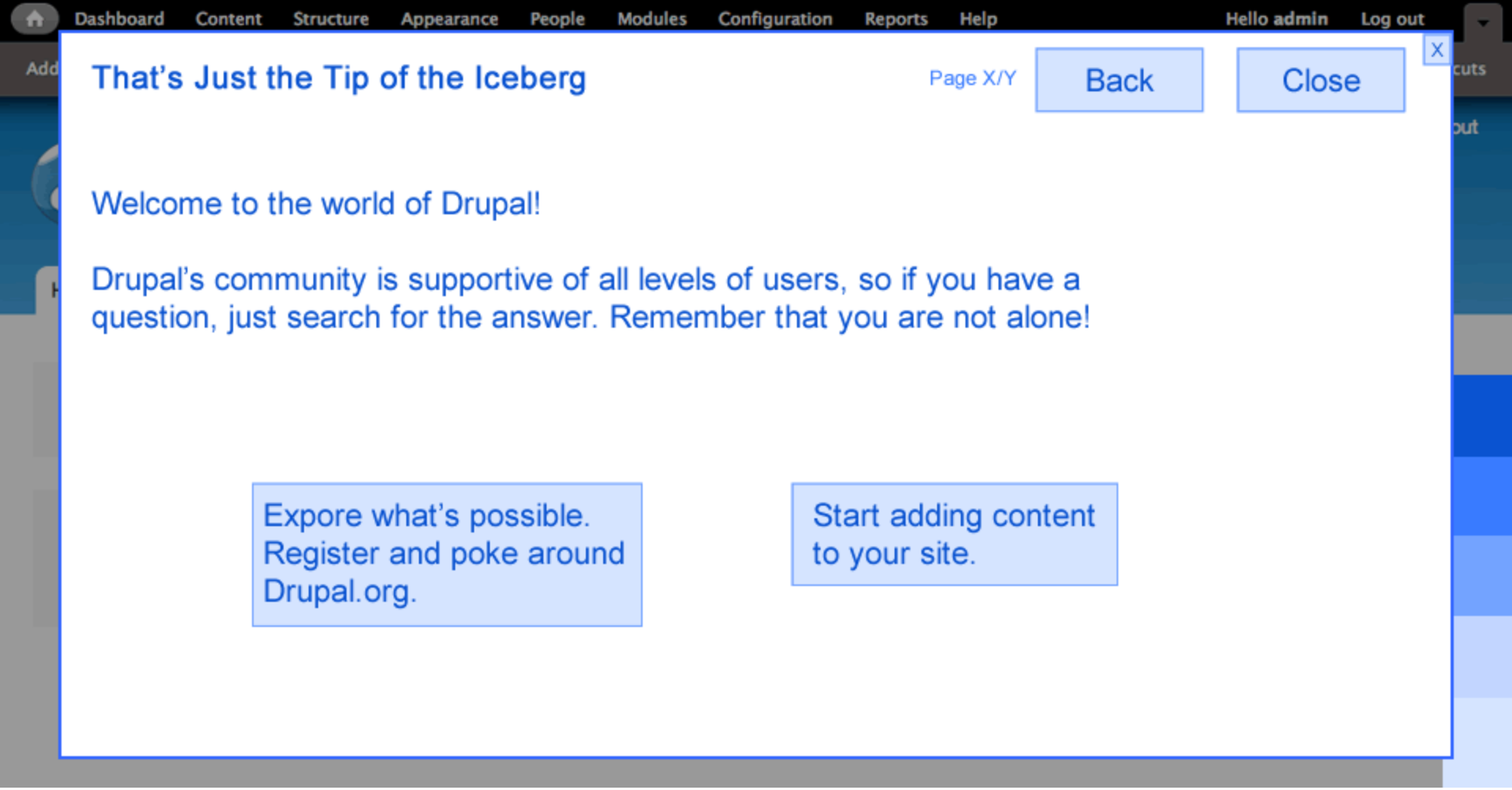
2) Enable on the modules page.

3) Configure if necessary.

This is the modules page!




Dashboard Content Structure Appearance People Modules Configuration Reports Help
Hello admin Log out
Drupal's Rich Community means Lots of Modules
Page X/Y
Back
Next
X
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.


Dashboard
Content
Structure
Appearance
People
Modules
Configuration
Reports
Help
Hello admin
Log out
That's Just the Tip of the Iceberg
Page X/Y
Back
Close
X
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!
Expore what's possible. Register and poke around Drupal.org.
Start adding content to your site.

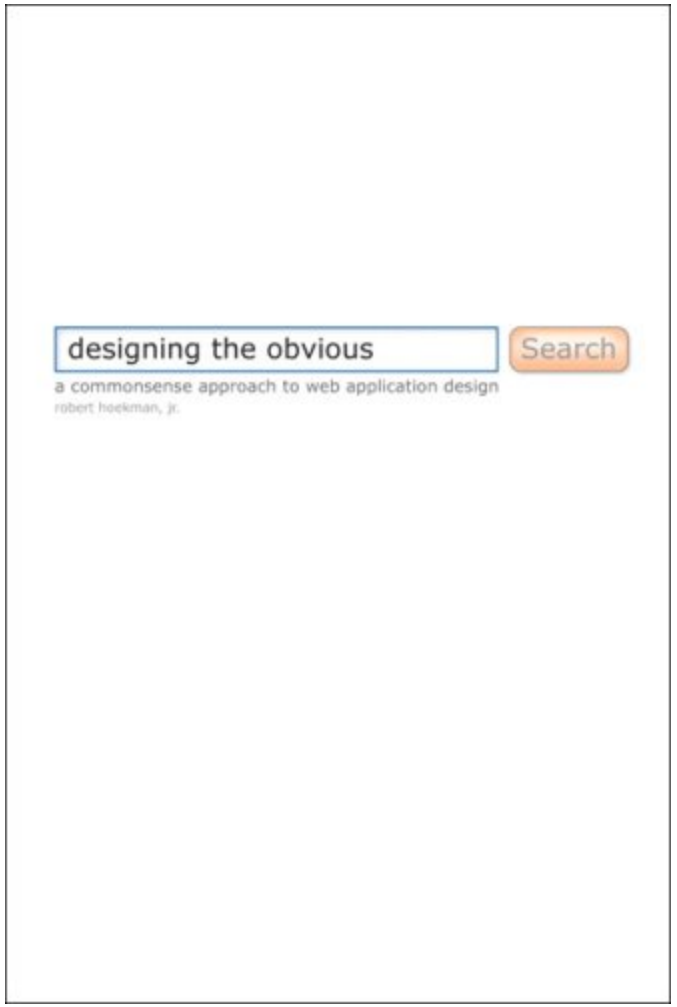
Going Forward

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

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