

A UX CASE STUDY

THE THEMING PROJECT FANDOM, FALL 2018

CHIOMA ASO-HERNANDEZ



BACKGROUND

- FANDOM is a global entertainment media brand powered by fan passion- a space for people to fan out in user-created micro-communities centered around pop culture
-
- Methods: usability studies, ethnographic interviewing, surveying, participatory design research, and UX workshopping, A/B testing, diary studies
-
- Managed the Theming Project at Fandom from end to end



PROBLEM

FANDOM is changing the way users design their communities

- Originally, FANDOM allowed users full reign over their community design, but this created issues with viability over different UI platforms (mobile, desktop)
- **Standardization of design** formats for all communities

Users felt a lack of agency and control when they found that their communities were altered without their say

Objectives:

- Understand potential pain points of users
- Understand current user flows and habits within respective micro-communities
- Assess the importance of community design in community practices and habits
- Mitigate the needs of the company and the users
- **Deliverables:** Research readout (PowerPoint) to team disseminating findings, theoretical framework for understanding the connection between design and the formation of online communities (SJSU Project report)

GOALS

- **Understand user opinions** on virtual community design
 - Pain points when design options are altered
 - User reactions to changes in community theming
 - Connection between design and community building
- **Understand what users want to see** in community pages
 - Impact of design on user attachment to virtual communities
 - User expectation and thoughts on community relevant theming



TARGET PERSONAS

Chroniclers

- Age of 18 - 30
- Strong opinions on theming and customizations
- **Deeply involved in community management**
- Familiar with community branding
- **Chroniclers are the keepers of knowledge**; the individuals that create the community as a site for the sharing pop culture facts

Mavens

- Age 18 – 30
- **Casual to frequent contributors**
- Browse news about games or TV
- Diverse backgrounds
- **Mavens are the power users of the community**; those that drive member interaction and participation

METHODOLOGY

Conducted 12 remotes user testing sessions with two key personas: Chroniclers & Mavens

- Open discussion on theming: pain points, workflow, community culture, experiences, & opinions on ideal community designs

Name: Susie

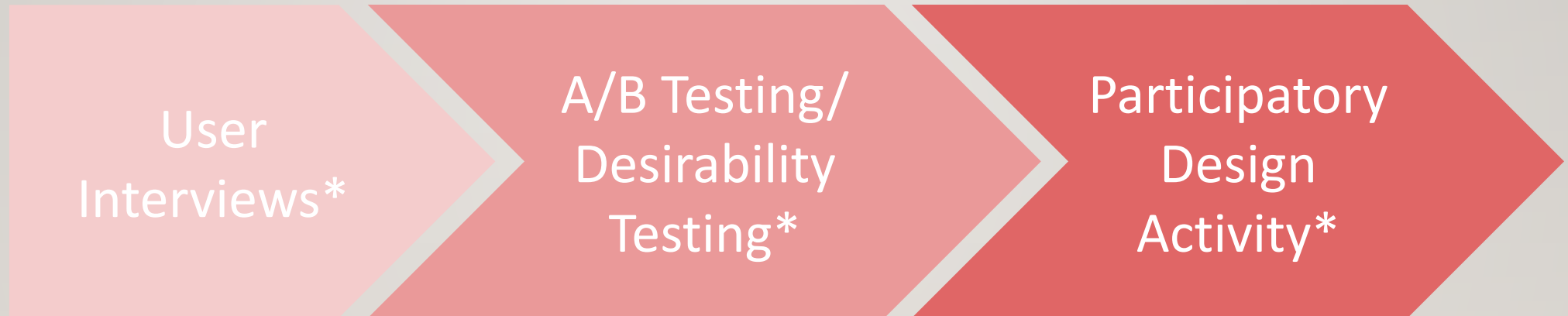
Age: 20

Occupation: Writer

“I capture every detail of my fandom on a wiki for other fans to enjoy. **I spend time researching and organizing information** about my favorite fandoms on a weekly basis to **create the best possible wiki experience so I can help others learn more** and stay in the know.”



APPROACH



*Indicates Sole or Majority Involvement

METHODOLOGY

Conducted 12 remote user interviews with power users in content contribution and consumption personas

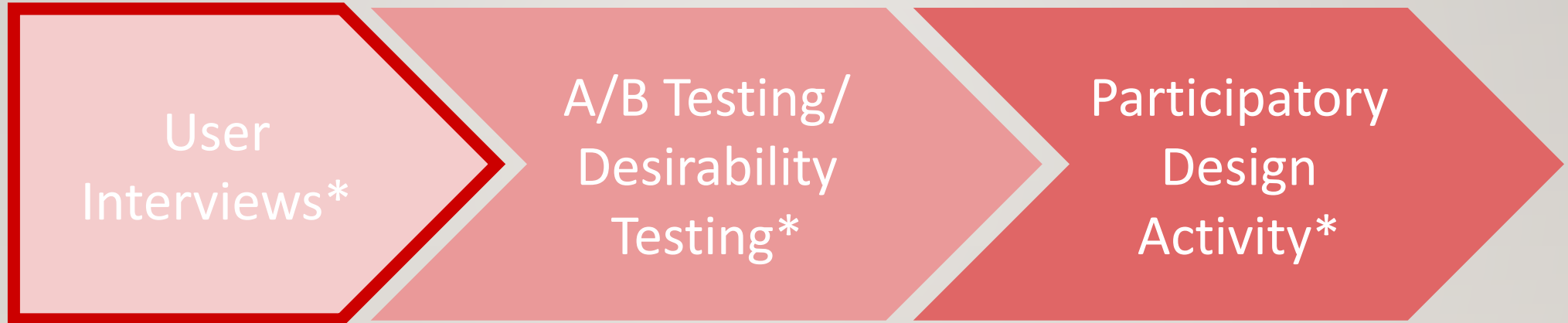
Chroniclers

- Unstructured user interviews (N = 6)
- Open discussion on theming:
 - Pain points
 - Usual workflows
 - Community culture & habits
 - Opinions on ideal community designs

Mavens

- Structured user interviews (N = 6)
- A/B testing
- Desirability testing
- Participatory design activity

APPROACH



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RESEARCH QUESTIONS

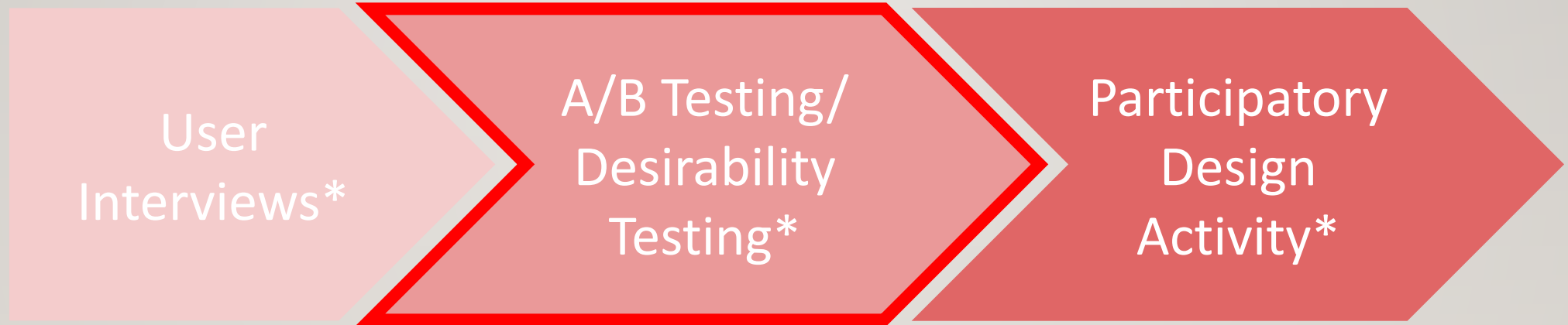
Chroniclers

- What symbols are important to branding in the community?
- What kind of visual impact is expected?
- What controls are a must for Chroniclers when creating a community?
- What visuals are important to the community?
- Which theme can facilitate continued community engagement?

Mavens

- What symbols/branding makes you feel welcomed in the community?
- What branding is important to the community “feel”?
- What type of theming resonates with the community?
- What elements are important to your favorite shows or games?
- Which theme makes you want to contribute to the community?

APPROACH



*Indicates Sole or Majority Involvement

WOOKIEEPEDIA
THE STAR WARS WIKI

Wookieepedia, the Star Wars Wiki

145,390
PAGES

SOLO ▾

STATUS ARTICLES ▾

NAVIGATION ▾

COMMUNITY ▾

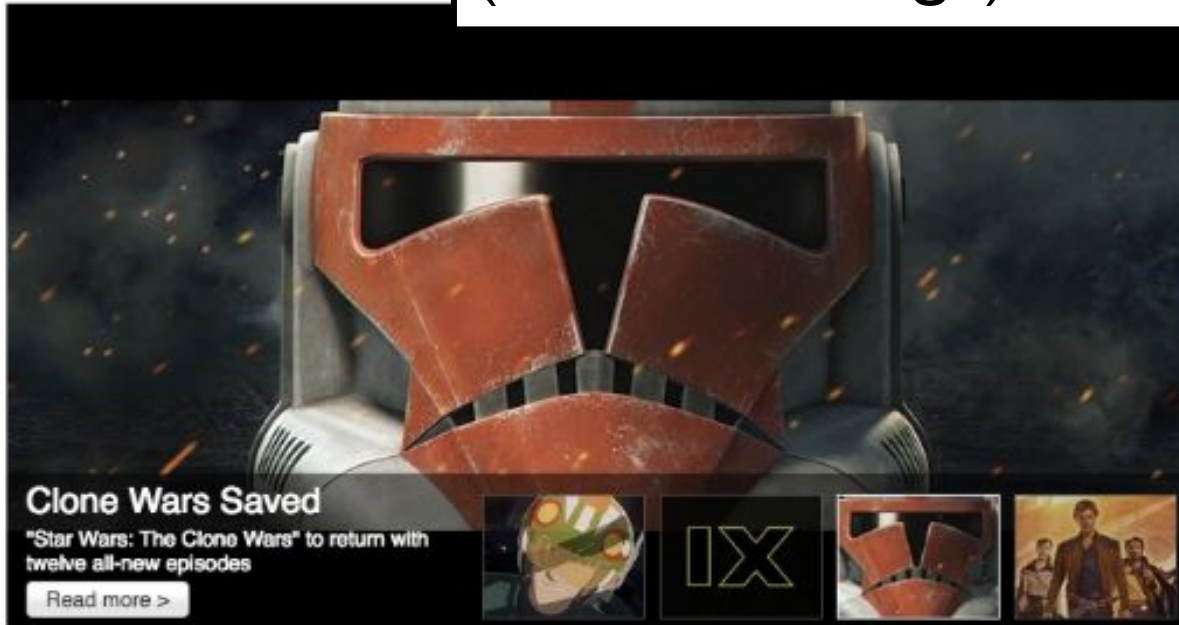
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WookieeNews



Clone Wars Saved

"Star Wars: The Clone Wars" to return with twelve all-new episodes

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Article Showcase

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Fyric Fel was the son of [Todr Fel](#) and [Ajai Fel](#) and the nephew of [Baron Soontir Fel](#). Born in late 2 ABY, he was kidnapped by [Ilir Post](#) nearly [five years](#) after the [Battle of Yavin](#) when Soontir Fel defected to the [New Republic](#). Post and his [Imperial Intelligence](#) handlers hoped to use Fel to pressure the other Fels into giving up the location of



EDIT



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67,974 likes



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Share



Wookieepedia

about 3 weeks ago



With the release of "Solo: A Star Wars Story" on BluRay, we now have some new details on the upcoming Star Wars-themed experiences under construction in Anaheim and Orlando.

Exclusive to the Target 4k Ultra-HD BluRay combo pack is a digital extra titled "The Millennium Falcon: From Page to Park." It offers an inside look on the new Millennium Falcon attraction coming to Star Wars: Galaxy's Edge at Disneyland and Walt Disney World. The 13-minute video gives us insight as to th...

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STAR WARS

CHARACTERS ▾

SEASONS ▾

CAST ▾

MORE ▾

Wookieepedia

A Star Wars Community



Welcome to the
community!



The Star Wars community is a positive and inclusive place for everyone to celebrate Star Wars together. Whether you're a hardcore fan or new to the franchise, or want to analyze in-depth or share a meme.

FOLLOW



SIMILAR TO STAR WARS



Brooklyn Nine-Nine
12 NEW POSTS



Game of Thrones



What's on your mind, he

Dark Theme



Tips & Tricks

CREATE POST

HOT

NEW



MicahWren • 30s

Does looking at Leia as the main character of Star Wars change your feelings about the story as a whole?



What if Star Wars' Main Character is Actually Leia Organa?

HOLLYWOOD



101



373

TRENDING WIKI PAGES

Our Star Wars Stories

New Series Announced

Star Wars: Women of the Galaxy

Never-before-seen artwork

Star Wars Resistance

Extended Sneak Peek

Kazuda Xiono

New Voice Actor Announced

Mandalorians

Live Action TV Series Begins Filming Next Week

Kathleen Kennedy

Presidential Contract Extended Through 2021

EXPLORE STAR WARS



Qi'ra

Crimson
Dawn

Maul



Light Theme



Wookieepedia

@StarWars

54k PAGES 22k POSTS 10k EDITS

The Star Wars community is a positive and inclusive place for everyone to celebrate Star Wars together. Whether you're a hardcore fan or new to the franchise, or want to analyze in-depth or share a meme, this is the place for you!



FOLLOW



What's on your mind, heyemcgowan?



Tips & Tricks

CREATE POST



MicahWren · 30s

Does looking at Leia as the main character of Star Wars change your feelings about the story as a whole?



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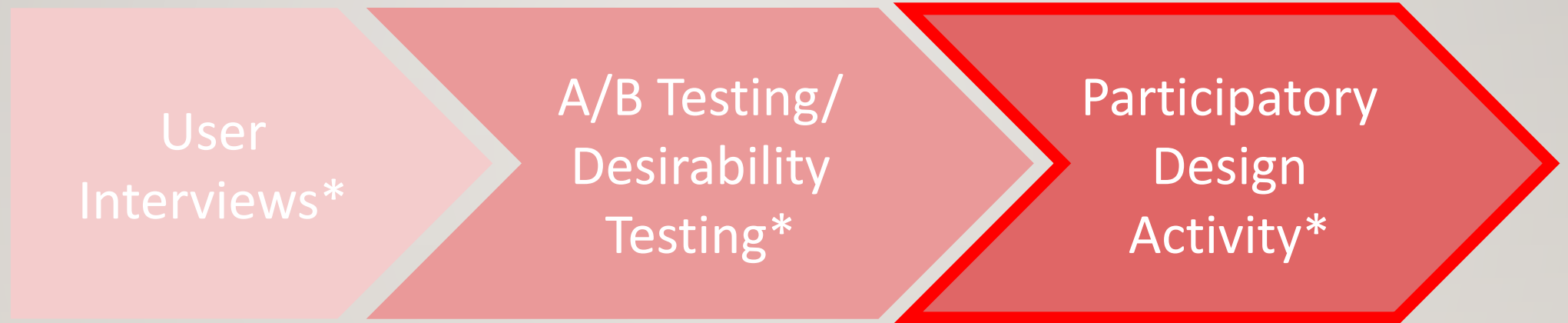
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EXPLORE STAR WARS

APPROACH



GOALS

- Obtain a deeper understanding of the design and visual needs of Maven users
- Understand preferences on content organization
 - Understand the differences in significance of discussions and encyclopedic content between genres to create a viable content mixture suitable for each genre user base.
- Gauge expression and participation apprehension
 - Analyze expression apprehension to understand emotional stake in the contribution process



RESEARCH QUESTIONS

- How important is wiki content to the Maven experience?
- What content modules or information do users need on a regular basis?
- What types of content or experiences keep users coming back?
- How do users feel when contributing to a post?
- When do users feel most encouraged to contribute?
- How do users feel when they see someone being mocked online?
- What makes users want to contribute to a post?

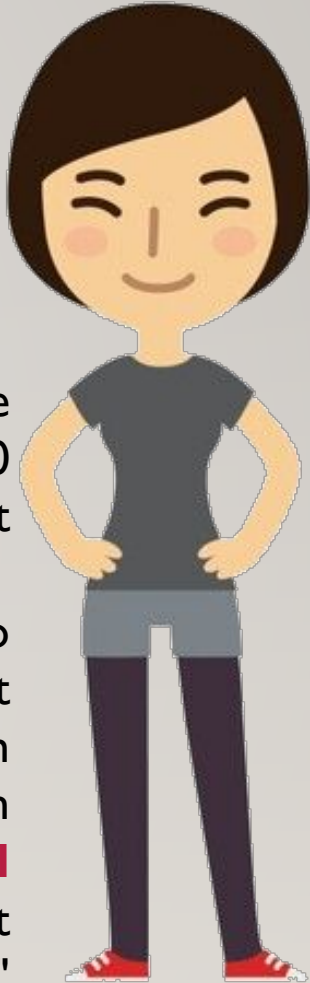
METHODOLOGY

Conducted 12 remotes user testing sessions with two key personas: Chroniclers & Mavens

- 6 Mavens recruited through UserInterviews
 - A/B testing
 - Desirability study

Name: Maxine
Age: 20
Occupation: Student

"I specifically prefer sites that allow me to **communicate with others** even if I may not be an expert, because I like to interact with likeminded people. I want to be seen as an **influencer amongst the communities and do this by staying connected** with the latest news about my favorite entertainment titles."



RESEARCH QUESTIONS

- What symbols/branding makes you feel welcomed in the community?
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IMPACT

- Creation of the Fan Lab, a communal space for dialogue between internal Fandom employees and power users.
 - Increased levels of trust in the organization
 - User inclusion and participation in future design updates
 -
- Increased empathy and understanding for users' feelings towards change
- Updated UI that meets the needs of both the organization and its users