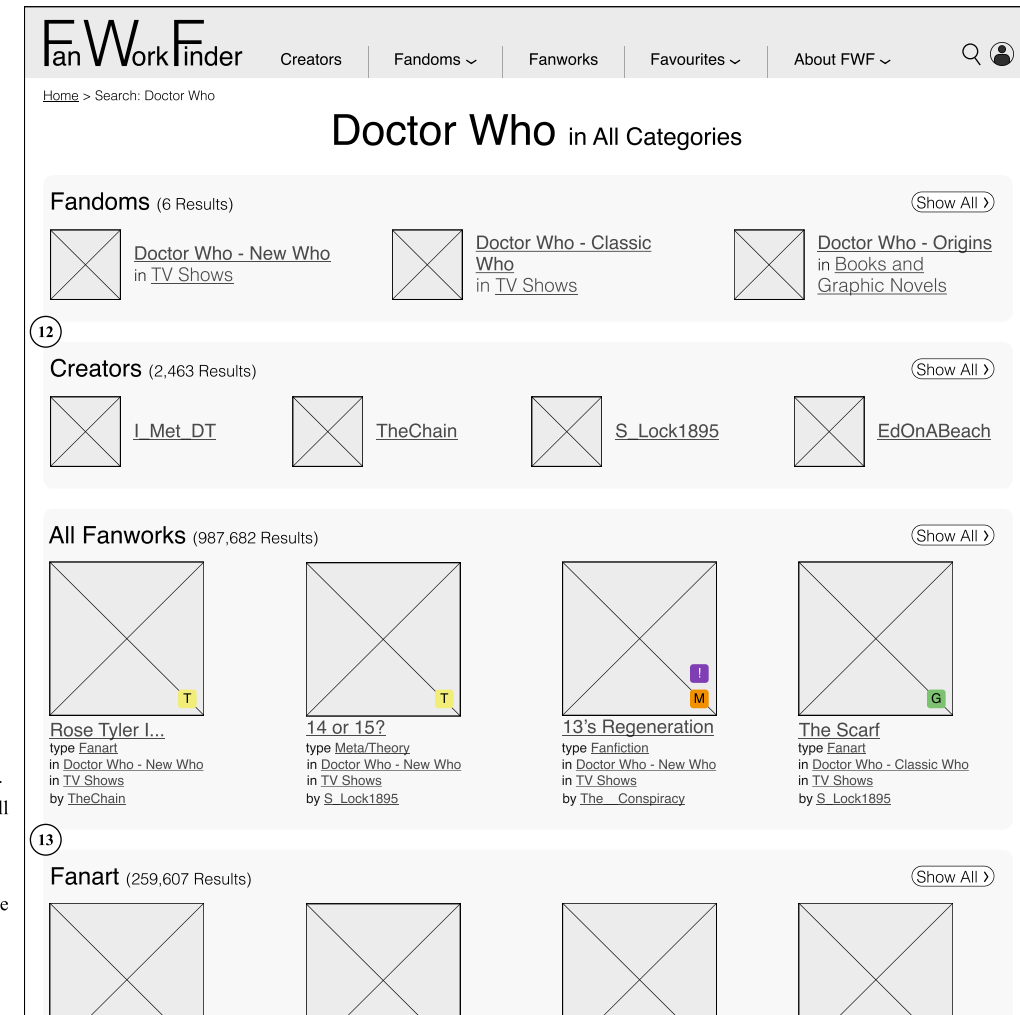


- 1 User is logged in on all screens (to facilitate testing functionality related to favouriting).
- 2 When pressed a search bar, that also has the “All Categories” drop-down [4], will appear.
- 3 Hover to open any of the drop-downs.
- 4 Options are All Categories, Creators, Fandoms, and Fanworks.
- 5 If a user is not logged in, the three headings would showcase creators who recently made new fanwork(s), fandoms that were recently updated (i.e. recently had fanworks made for them), and fanworks that were recently published.
- 6 While all fandoms (some taken from AO3) and fanwork types are real, the use of any titles and creators that actually exist was not intentional.
- 7 All placeholder images represent either a preview of the fanwork, a fandom’s logo, or a creator’s profile picture (coming from the theoretical database FWF has).
- 8 Originally, there was no “type [fanwork]” and the title looked like “Three Whole Lokis (Fanart).” This was changed because 100% of users during Moderated Testing hesitated when asked what type of fanwork this was and two users expressed that they initially thought the “(Fanart)” was part of the title.
- 9 The type of fandom needs to be specified as the name of a fandom can exist within multiple types. For example, Harry Potter is both a series of Books and Movies and, while some fanworks might apply to both, some might not. As “within-page navigation is...particularly common for database-structure sites with a lot of content” (Spencer, 2010, pp. 266) all content that could lead users to pages that would help them find more fanworks were designed to be links. For example, clicking on “Movies” would bring you to the same list as following the path Fandoms > By Fandom Type > Movies.
- 10 This warning system was taken from AO3 (with the colours slightly modified), as seen to the right, as it is already established and understood by many people in fandom spaces (Organization for Transformative Works, ‘Symbols we use on the Archive’, no date). Clicking on the symbol itself or going to the “About FWF” drop-down or the “Content Warning Guide” in the footer gives explanations of each symbol. Testing confirmed this was a reasonable expectation as 94.5% of users turned to these options when asked what they would do if they didn’t know the meaning of these symbols.

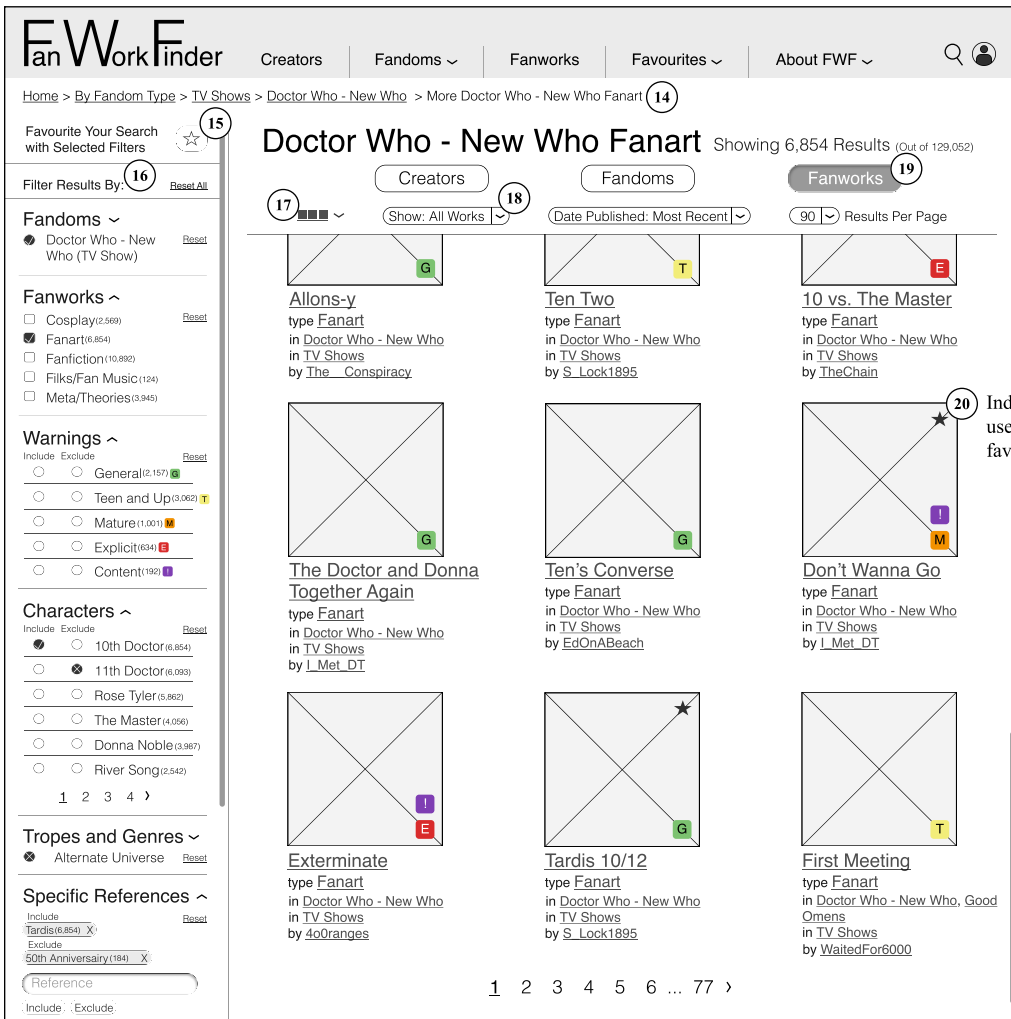


- 12 The “Fandoms” and “Creators” categories were put first as they will always be smaller in size and therefore present less work for users looking to scroll past them. Creators that have posted most recently and fandoms that have the most recent updates are shown first.
- 13 Originally, a “Fanworks” element, similar to “All Fanworks,” was included. However, when Click Test users were asked to find more Doctor Who fanart, only 14% clicked on “Show All” under “Fanworks.” This aligned with the results from Moderated User Testing as one user stated they would just go to the fandom page and the two users that clicked on “Show All” hesitated. “Fanworks” was changed to “All Fanworks” to tie into the fact that there are multiple types. Breaking down the overarching “Fanworks” element by type made it clearer what types of fanworks are available. This also resulted in the addition of “preview of fanwork results of different types” in [B2] of the Sitemap. The “Fanart” element would look like the “All Fandoms” one (just containing only fanart), and scrolling would show you more elements of the same style, just comprised of each of the different types of fanworks. The fanworks listed first have been published most recently.

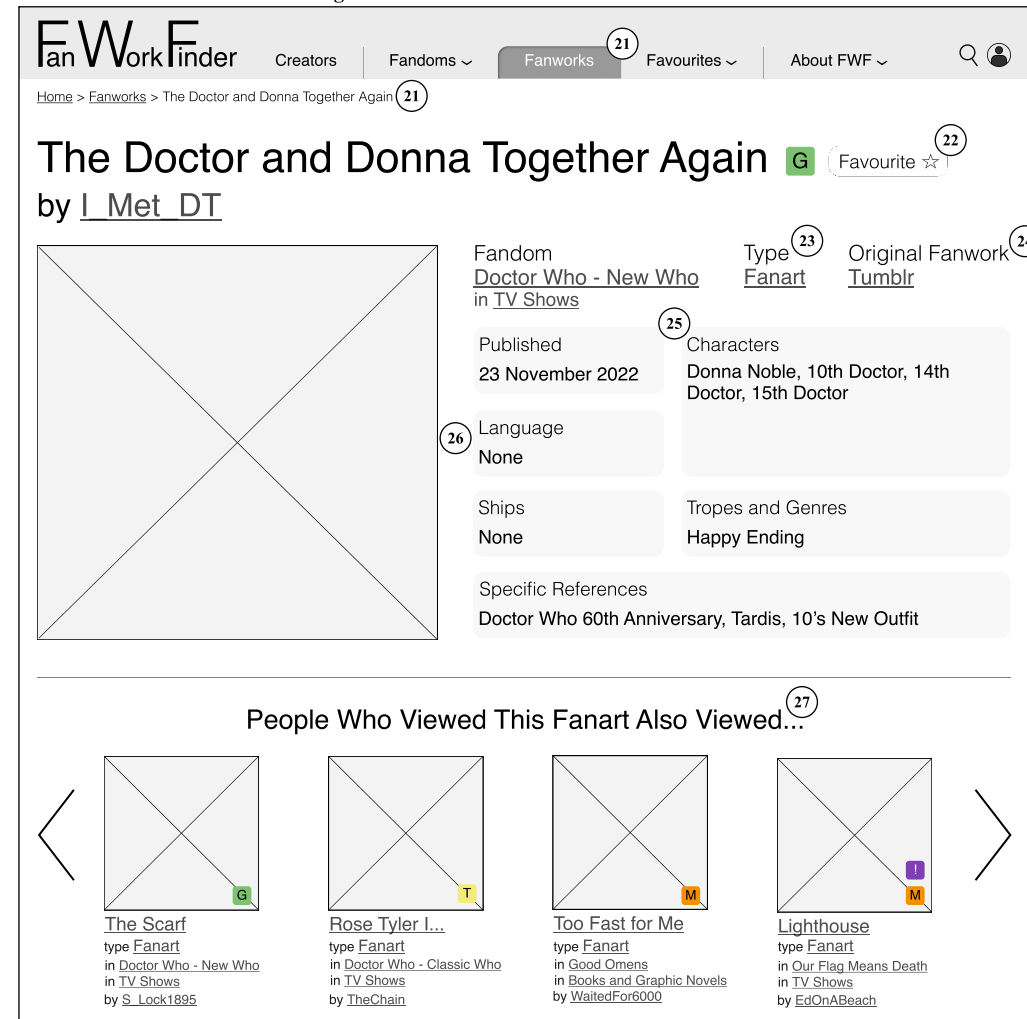
Content rating



I At least one of these warnings applies: graphic depictions of violence, major character death, rape/non-con, underage sex. The specific warnings are shown in the Archive Warnings tags.**
 **For FWF, the specific warnings would be shown in Specific References (Screens 3 and 4).



- 14 One of the potential paths a user could take via the “Fandoms” tab in the Global Navigation. (Clickable) Breadcrumbs were included to facilitate navigation.
- 15 Allows the user to save this search i.e. the keywords they have searched as well as any filters applied. Going to Favourites > Searches and selecting a search brings up an updated version of the results page without having to perform the search and add each filter again. The first iteration of this screen included this button - ‘Favourite Search ☆’ - under the text “Doctor Who - New Who Fanart.” However, 100% of the users from the Moderated Testing thought this button filtered out search results to include only favourited items. The labeling was changed and the button was moved above the filters to indicate to users that this functionality is associated with but not a filter.
- 16 Two Moderated Testing participants mentioned that the order of the filters was not ideal. I reviewed my expert interviews in tandem with what these users wanted and was able to restructure the ordering of the filters. Filters auto-update when selected/added. Not included due to space are the following filters: “Ships” (would go under “Characters”) and “Languages” and “Platforms” (at the end).
- 17 Changes the size of the preview images. This would be updated in the future as its purpose was only clear to 26% of testing participants.
- 18 Because of the results mentioned in [15], a dropdown to either show “All Works” or a logged in user’s “Favourited Works” was added.
- 19 Originally, next to “Doctor Who - New Who Fanart” was the following drop-down that allowed users to switch their results between categories: (Fanworks). When asked to switch to a list of Creators, only 52% of Click Test participants and one Moderated Testing participant went to this correct spot. To make the functionality surrounding categories clearer, these buttons were added (only one can be selected at a time). Since this information is associated with the results overall, the buttons are “linked” to the key words, not the filters.



- 21 Shows another potential path the user could take, this time via the “Fanworks” tab.
- 22 Adds this fanwork to the user’s favourites. If the user is not logged in, they will not see this button. If already favourited, the user would see: ‘Favourited ☆’.
- 23 Originally, this was the same format and in the same spot as “Published.” As all users during the Moderated Tests hesitated when asked about the type of fanwork, this element was moved up and reformatted to make it stand out more and to allow the user to link directly to different types of fanworks (as explained in [9]).
- 24 This links to the original website a fanwork was uploaded to. 96.5% of test participants knew what this link would do. While linking to other sites is not always ideal, FWF is not a Social Media site; the goal is to help users find fanworks to help connect fandom communities across online platforms.
- 25 Relevant information/metadata that corresponds to the filters on Screen 3.
- 26 The placeholder style may change and, in this case, is the fanart itself. If this page were for fanfiction, this would be a summary. While this fanart does not have a language, some fanart can contain text, making this element relevant.
- 27 Originally, this was a static element with 5 pieces of fanart. This was changed as 100% of users during Moderated Testing wanted to see a slightly larger number of related fanart (they still appreciated not having infinite scrolling or an overwhelming amount), which aligns with the exploratory nature of this website. The related works are based on type and what other users have also viewed.