ooniprobe Web UI/UX Audit

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Prepared for The Tor Project
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ooniprobe is a tool used to test for incidents of network censorship. ooniprobe needs to be intuitive and accessible to non-technical individuals in order to maximize its use potential. In order to achieve these goals, the current UI needs to be simplified, and the user flow needs to be restructured.
“Greetings!” sounds a bit like an alien invasion – let’s try “Welcome!”

Copy as a cue – eg “Know the Risks” instead of next. Also, center this since it is the only CTA.

Hide this bar during onboarding!

This would be better served as a completion bar (a la Google Froms) since it will be broken into more steps than 4.

There should be some option to skip this AT THE USER’S RISK.
Walls of text = scary to the user. Let’s break this up

Once again – Copy as Cues! “Previous” can be “Start Over”, and “Next” can be “Understand the Legality”

Note: The risks described below are quite speculative. To our knowledge, no ooniprobe user has ever faced consequences of the risks described below. Nonetheless, we strongly encourage you to read the following information regarding potential risks associated with the use of ooniprobe.

Many countries have a lengthy history of subjecting digital rights activists to various forms of abuse that could make it dangerous for individuals in these countries to run ooniprobe. The use of ooniprobe might therefore subject users to severe civil, criminal, or extra-judicial penalties, and such sanctions can potentially include:

- Imprisonment
- Physical assaults
- Large fines
- Receiving threats
- Being placed on government watch lists

Further, if access to the internet is controlled or filtered in the user’s country, running ooniprobe may be illegal or potentially result in any number of adverse governmental actions such as arrest, imprisonment, fines, or other forms of discrimination.

If you are not a citizen of the US, you can visit the US Department of State’s website to understand the risks associated with using ooniprobe in your country.

Please review the legal risks carefully before proceeding.
The questions here would be better served as T/F.

In regards to the publication of measurements, which of the following statements is true?

- My measurements will not by default get published on OONI Explorer
- My measurements will by default get published on OONI Explorer and might include personally-identifiable information.
- My measurements will by default get published to OONI Explorer and will never include any personally-identifiable information.
I suggest distributing the questions in the “Quiz” as intermediary slides after the “Know the Risks” and “Legality” sections. The quizzes can be aggravating if you don’t get them right (the toast + return to the previous section is VERY frustrating to deal with)
Instead of diving straight into configs, let's isolate the congratulatory message and GUIDE users to change default configs IF they want to.

This could read "Run your first test" and take users to the home screen.
These are some important settings. Maybe we could present each of these earlier when discussing the appropriate associated risks? Also, default to safety.
Great application of the identity!

I’m a fan of how clean this page is. Great use of whitespace, we will strive to preserve that.

Copy should be revised, and a clear call to action should be added.

This “status” bar + results of previous tests should be on the home screen.
We can retain the minimalist aesthetic of the current home screen, but make it more of a dashboard. Let's consider moving status information out of the top bar and into this screen. Also, establish a clearer call to action, and show users how they've used ooniprobe before.
Decks

These should be clickable to see what they do and what results they have produced.

Make this a “cautionary” color (e.g. red or orange).

How do I add these to my “Enabled” group? This should be clear.

Cards are a great choice for this, and will play well with responsiveness. Also, we can merge the visuals we are adding into the onboarding scheme here to reinforce information and paint a more cohesive narrative.
Why is manipulation green and blocking pink? Shouldn’t these be scary/negative colors?

What is the purpose of offsetting “nettests” as a separate page? Can’t this info be consolidated into the “decks” screen?
The rest of the screen should be masked to draw attention to the modal.

A modal was the right choice for sharing this info.

This title is redundant – remove it!

“Close” can be “I understand”, and center this button.
“Decks” + “nettests” should be consolidated. In “Decks”, the difference between Enabled vs Available tests needs to be clarified. The copy from the modals in “nettests” is good, and all that is needed is a simple merging of this information.
Measurements

This page is a mess, needs a lot of work.
The data in “Measurements” should be in a table that is column-sortable. The most common use case this feature serves is “As a user, I want to be able to view the results and meta-data of tests I have run” – the current format actually inhibits this, and makes past test data VERY difficult to parse and sort!
Top 3 Recommendations:
1. Split up onboarding information
2. Convert Home into a dashboard
3. Consolidate Decks + nettests
• Copy as a cue is very important to something as text heavy as ooniprobe
• Make past measurements sortable in table format
• Visuals aid understanding and help paint a consistent story from start to finish
• There should be a footer where all of the information broken up in the onboarding intro is consolidated as a “Legal” section, “About Us” section, and “Contact Us” section
• Show relevance and impact of measurements
• Show/incentivize people to scan in areas of low measurements
• Package security settings