

# Audiences 2: New Content



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# Agenda

## Yesterday: Audiences 1

1. Evolve our systems and structures
  - a. Community Wishlist
  - b. UI Standardization
  - c. Better Use of Data
2. Increase our reach
  - a. Search Engine Optimization
3. Wikidata
4. Finishing up last year's commitments
5. 3-5 Year Planning

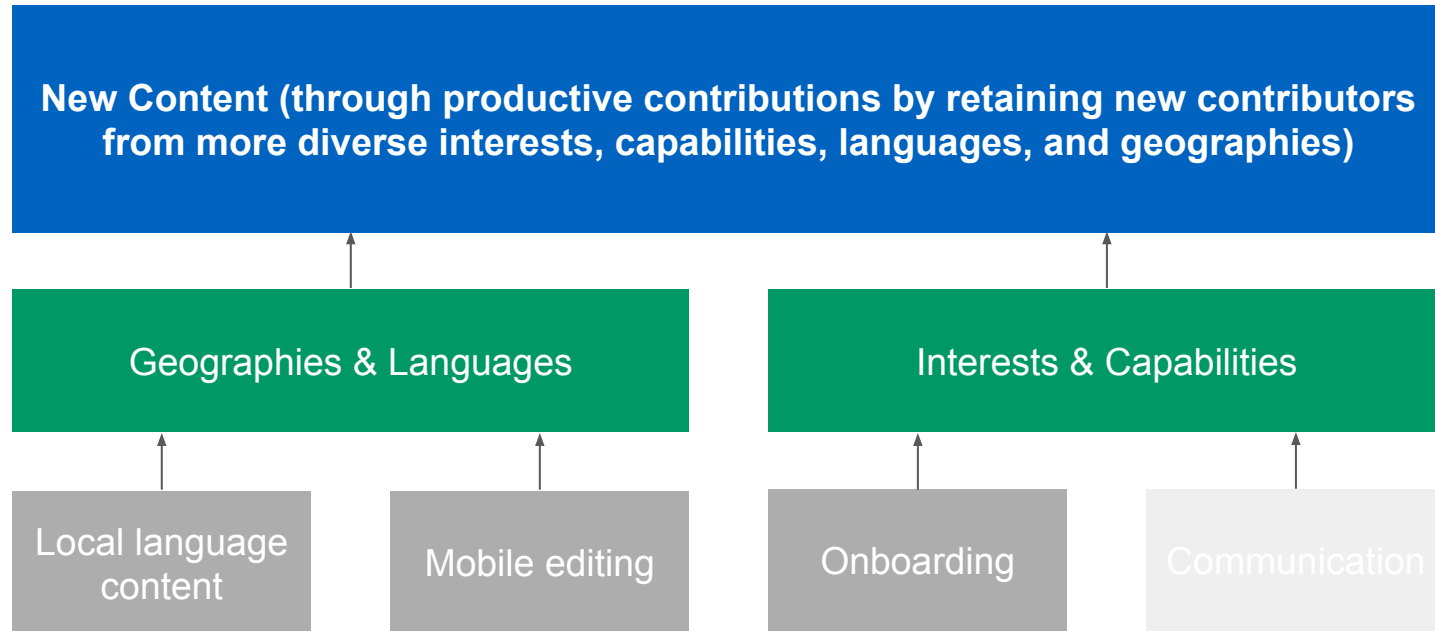
## Today: Audiences 2

1. Grow new contributors and content
  - a. New Content program
    - i. Progressive Onboarding
    - ii. Mobile Contribution
    - iii. Local Language Content

**November 15th, 10am PST: Quarterly Metrics Meeting**

[Audiences annual plan link](#)

# New content



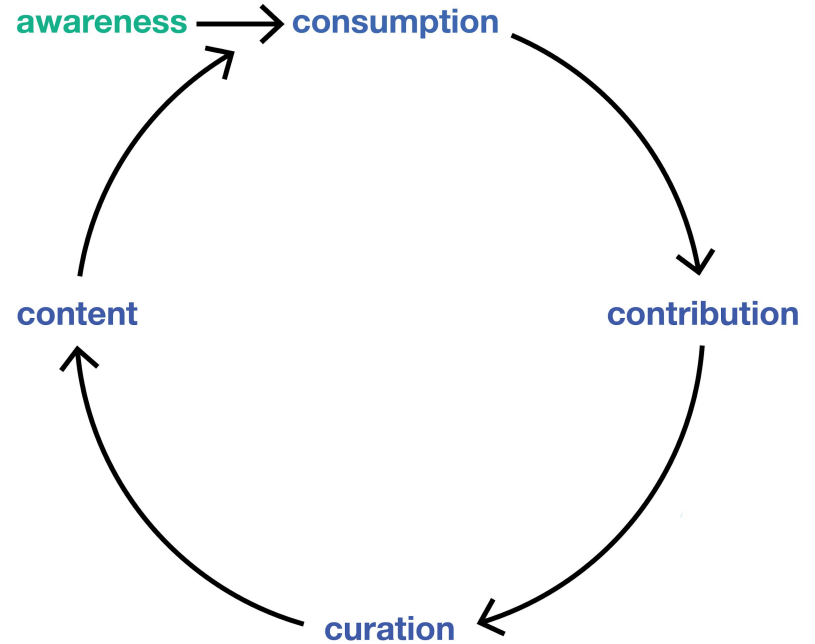
# Impact

Output	Targets	Metrics
<b>Onboarding</b>	New contributor retention rate will increase.	10% above current rate in target wikis
<b>Mobile Contribution</b>	It is easier for someone to contribute productively to Wikimedia projects on a mobile device, leading to more mobile edits and higher retention.	<ul style="list-style-type: none"><li>• Mobile contributor retention rate increases 10% in target wikis</li><li>• Number of mobile edits increases 10% in target wikis</li><li>• Mobile edit revert rate increase is "manageable" in target wikis</li></ul>
<b>Local language content</b>	There is more coverage of topics in non-English languages.	10% higher rate of new articles in target wikis

Target wikis are selected wikis in the “**mobile-heavy wikis**” segment

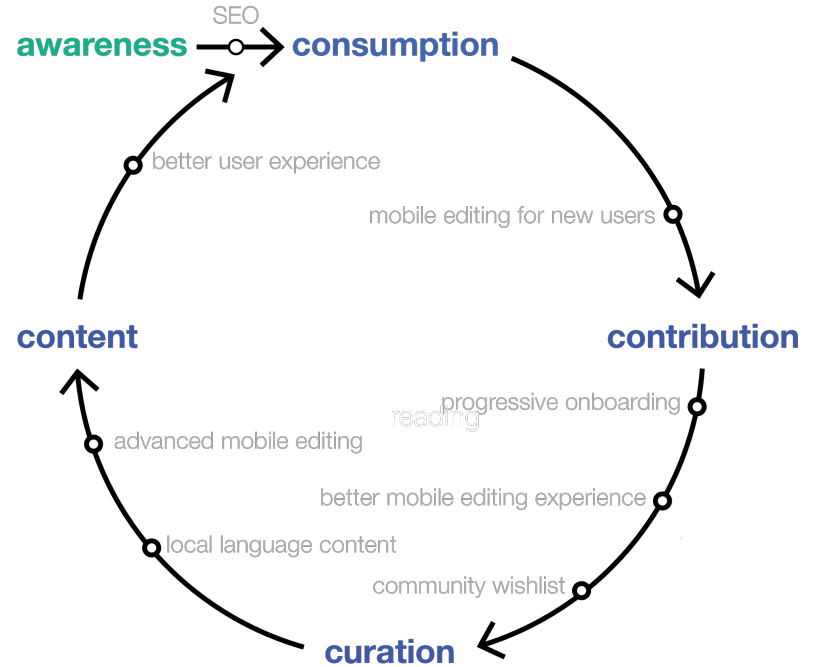
# Our model

(we think it works like this)

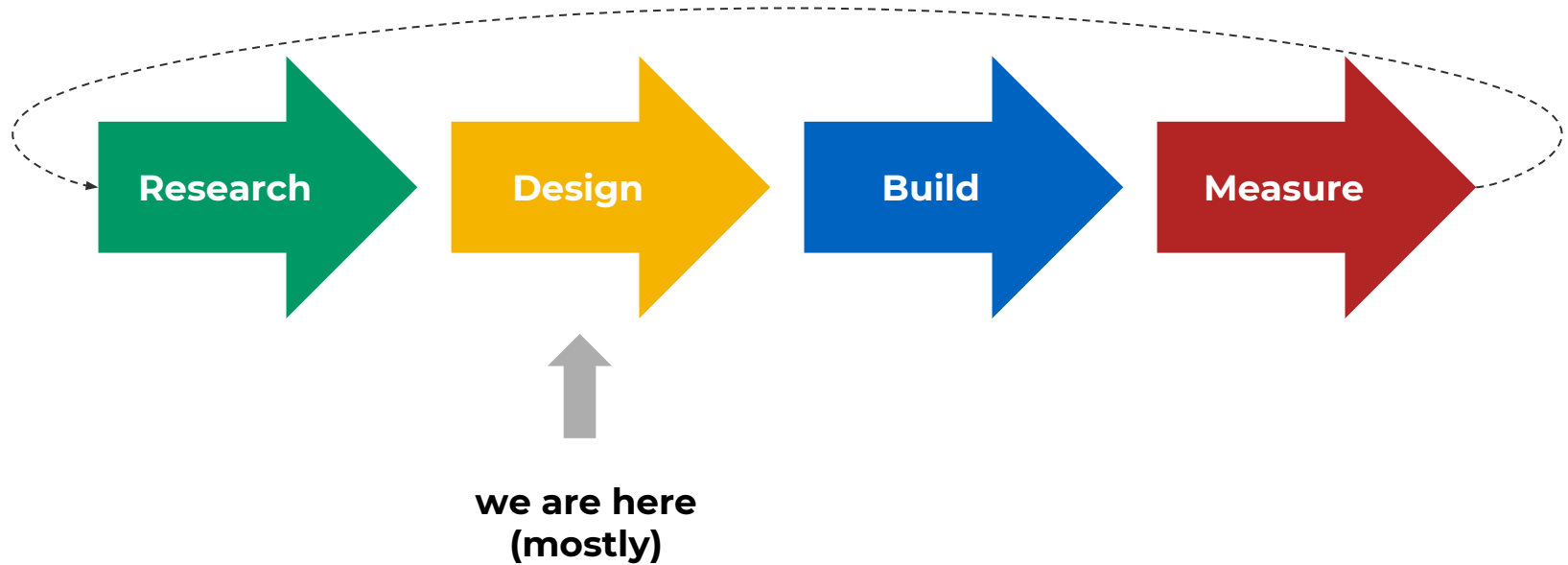


# Interventions

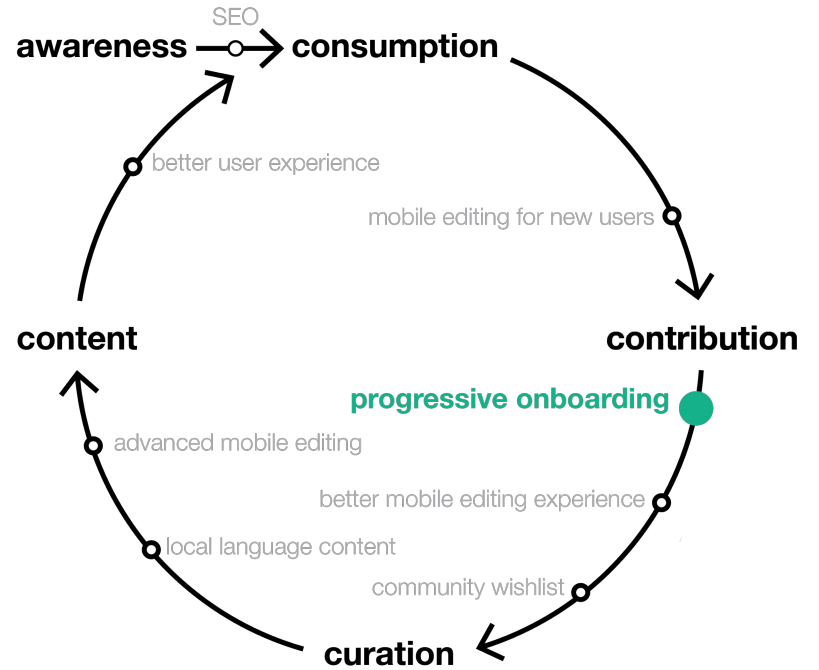
how our  
programs drive  
the virtuous  
cycle



# Development Cycle



# Progressive Onboarding





# Why Progressive Onboarding?

A richer suite of onboarding tools will help new contributors learn about wiki tools and practices, decreasing friction and helping contributors to be less confused and more successful in their early days on the wiki.

We believe that onboarding challenges are a barrier that don't just limit retention, but specifically and artificially limit the kinds of people who can contribute.

# Design Research : What New Editors Need to Succeed

Abbey Ripstra designed and delivered this research to the Growth team.

## What We Did

- Dove back into New Editors data set
- Pulled and organized challenges and user stories, to define detailed needs
- Mapped needs to personas' user journeys to assess timing for needs.
- Gathered and summarized direct questions and challenges from new editors with help of mentors in Czech and Korean communities.

## **What We Learned (what new editors need to succeed as contributors):**

- Access to the right type of help at the right time
- Time to learn at their own pace and get feedback from humans
- Two levels of knowledge needed to learn to contribute: basic and advanced
- See the results of their work and be recognized for it.

# Progressive Onboarding: Growth projects



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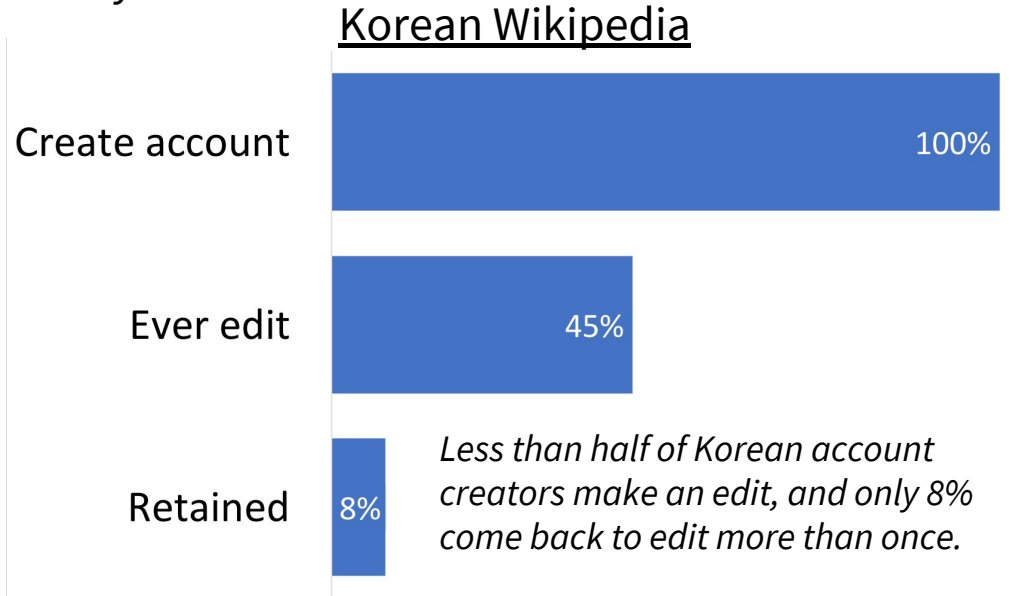
# Connection to New Content goal

New contributors lead to **new content** and therefore to **knowledge equity**.

Unfortunately, most new contributors stop contributing after their first attempt. This is a problem in mid-size Wikipedias that are trying to “get over the hump” to becoming major sources of knowledge for their society.

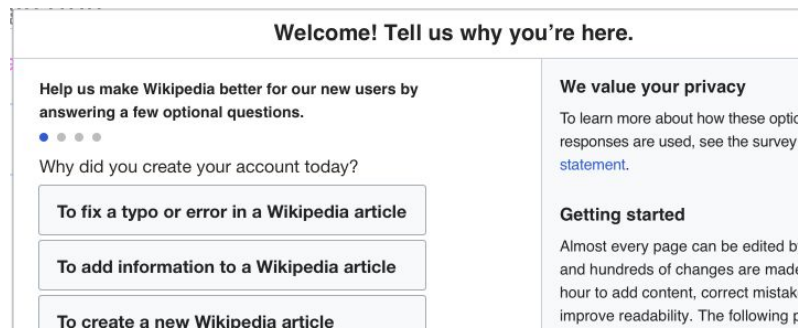
The [Growth Team](#) helps retain new editors through software in mid-size Wikipedias.

The team's current focus is Czech Wikipedia and Korean Wikipedia.



# What we did

- **Posted eight ideas** for community discussion in three languages.
- **Chose three projects** to pursue a focus on “day one”:
  - **Understanding first day**: instrument the moments right after account creation.
  - **Personalized first day**: ask questions in the signup flow about the user's interests, to offer a personalized experience.
  - **Focus on help desk**: let new editors ask questions from the editing context.
- Now **iterating on all three** projects.



The screenshot shows a 'Welcome!' message with a survey for new users. The survey asks 'Why did you create your account today?' and provides three radio button options: 'To fix a typo or error in a Wikipedia article', 'To add information to a Wikipedia article', and 'To create a new Wikipedia article'. To the right, there is a privacy notice and a 'Getting started' section.

Welcome! Tell us why you're here.

Help us make Wikipedia better for our new users by answering a few optional questions.

Why did you create your account today?

To fix a typo or error in a Wikipedia article

To add information to a Wikipedia article

To create a new Wikipedia article

**We value your privacy**

To learn more about how these optional responses are used, see the [survey statement](#).

**Getting started**

Almost every page can be edited by anyone and hundreds of changes are made every hour to add content, correct mistakes and improve readability. The following...

# What we learned

- Learned that mid-size wikis want to engage new editors, and want our help to reach them.
- Used the data to decide to focus on “day one”. Created relevant metrics.
- Developed an engaged community with about 40 participants from about 10 wikis.
- Scale is a challenge for human-to-human help.
- Email can be used to engage newcomers who have left the wiki.

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Get help with editing

# What's next

Project	Q2	Q3
<b>Understanding first day</b>	preliminary data analysis	new editor journeys
<b>Personalized first day</b>	testing concepts with users	first personalization project
<b>Focus on help desk</b>	experiment in the field	iteration; help desk improvements

One of these may gain momentum and become our primary project.

But we are also prepared to pursue other growth projects:

- In-context lessons
- Engagement emails

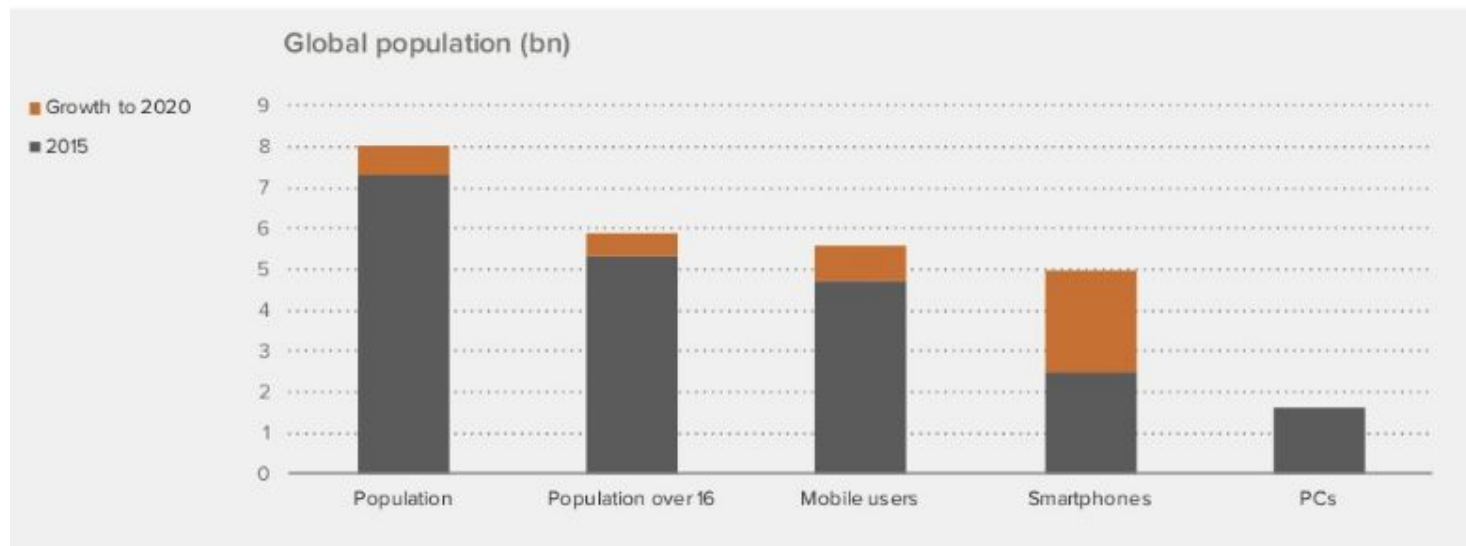




# **Why Mobile Contribution?**

# The world in 2020

By 2020 perhaps 5bn people on earth will have a smartphone



# Why Mobile Contribution?

There will soon be billions of people in middle-income countries who use a mobile device as their primary or only means of accessing the internet.

We believe that creating a good mobile editing experience for new contributors and for already active contributors will help people from underrepresented languages and countries to share their knowledge, and to build their skills as editors.

# Design Research : What We Did

In Q1 & Q2, Design Strategy ran three studies to support design for mobile contribution.

## Mobile Contribution

- Work in progress
- Survey to En:wiki contributors:
  - 100% mobile
  - Mixed mobile and desktop
  - 100% desktop
  - GN/GS
  - New and experienced contributors

## Mobile Personas - India

- Interviewed 50 mobile multilingual users and contributors
- Four Regions
- Tier 1, 2, 3 cities, semi-rural and rural contexts
- Included survey of Hindi, English and five other regional languages

## Mobile Personas - US

- Interviewed 50 mobile users in US
- Most participants were multilingual
- Gathered data on app and mobile web usage
- Included patterns related to mobile contribution

# Design Research : What We Learned

## Mobile Contribution

- **In progress**
- Why do new and experienced contributors use mobile devices for contribution?
- Why don't they?
- Which tasks and workflows make most sense to have functioning well on mobile devices?

## Mobile Personas - India

- Gap in locally relevant content in regional languages
- Users translating from Hindi or English to regional languages to compensate
- The gap motivates ambitious users to contribute but...
- Interface and policies are obstacles.

## Mobile Personas - US

- Five personas reflecting a spectrum of reading patterns and challenges...
- Preference for and awareness of app vs. mobile web
- Level of aptitude for contribution and the types of contributions associated, by degree of difficulty

# Contribution Tools on Mobile Web



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# Connection to New Content goal

We want to make it easier for **all users** to contribute from mobile devices

We are focusing on the **needs of existing contributors**

- Making it easier for mobile-heavy contributors to do their work
- Opening opportunities for desktop contributors to see the value of mobile contributions

We will do this by:

1. Exposing currently unavailable pages on the mobile website
2. Optimizing those pages for a mobile experience
3. Providing them as an opt-in feature set for advanced editors

# What we did - design and research

As this was our first editing project, our goal was to **collaborate with our current editors** as much as possible while gathering our requirements

## Wikimania Interviews

- Performed 30 interviews with editors at Wikimania
- Determined list of pages we want to provide special attention to
- Tested navigation prototype for future iteration

## Data investigations

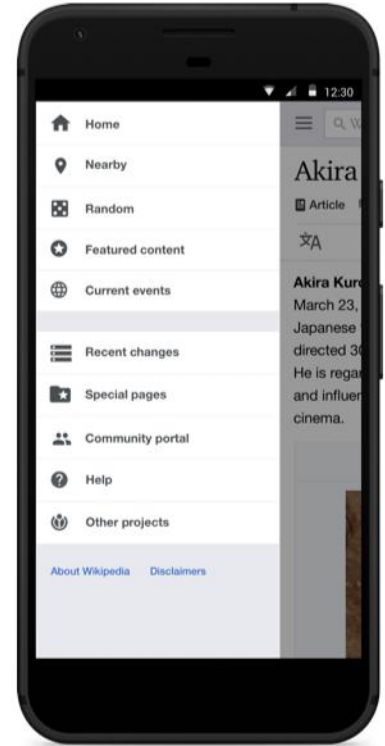
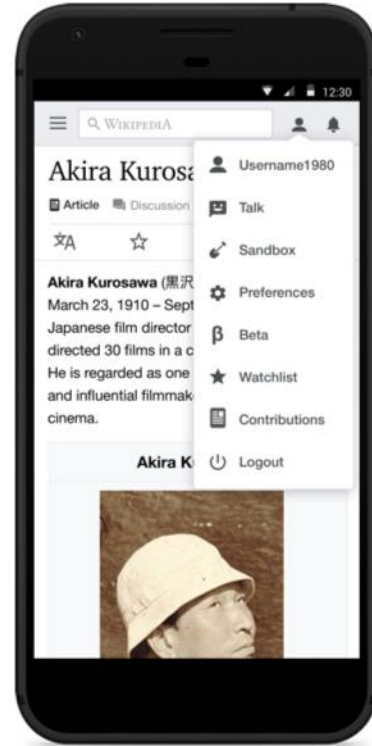
- Determined the most used special pages
- Compared results to interviews to prioritize the final list for the project

## Prototype surveys

- Gathered prototype feedback from more than 60 editors
- Used feedback to iterate on the prototype and define constraints and issues



# What we did - navigation prototype



Akira Kurosawa photo: [映画の友 \(Eiga no tomo\) \(Scan from the original work\) \[Public domain\]](#)

# What we learned

## People are excited about the project

- Editors were generally excited<sup>[1]</sup> about improvements to mobile contributions and having access to more of their tools (and are interested in working *with us* on mobile contributions)
  - “Looks pretty good. Lot of more functions that you need almost every day. ”
  - “LOVE LOVE LOVE nice work. Clean and intuitive. How will alerts look? ”

## Reaching editors can be difficult

- We explored different ways of reaching out to editors, but noticed that direct correspondence (email) and central notice worked better than other approaches we’ve used in the past (such as posting on village pumps)

## Some traditional tasks won’t translate to mobile

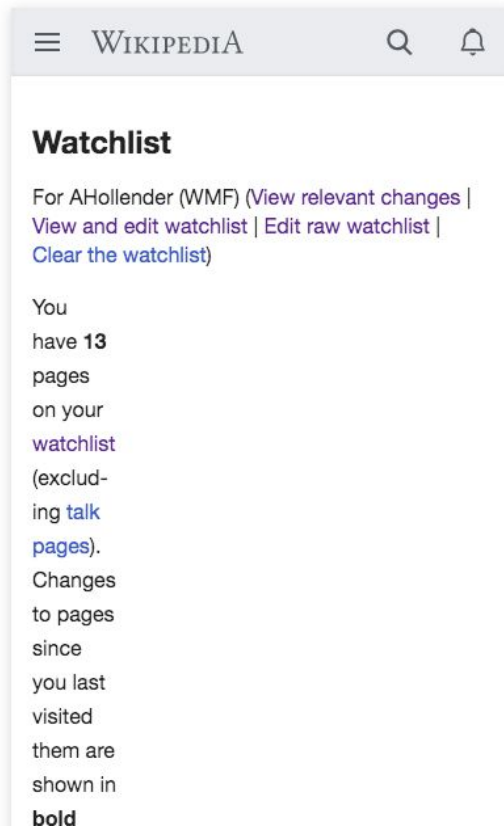
- While these changes will make mobile editing easier, for some editors the blockers to editing on mobile have less to do with our product, and more to do with general constraints e.g. difficulty typing on a smartphone
- For future work, we will want to consider and build off of the work from other teams

# What's next

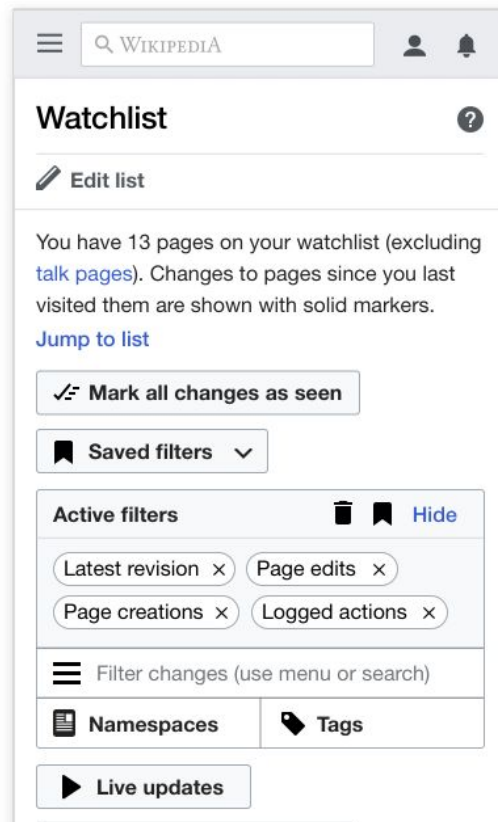
In Q2:

- Building and testing the mobile navigation
- Designing, testing, and planning changes to special pages

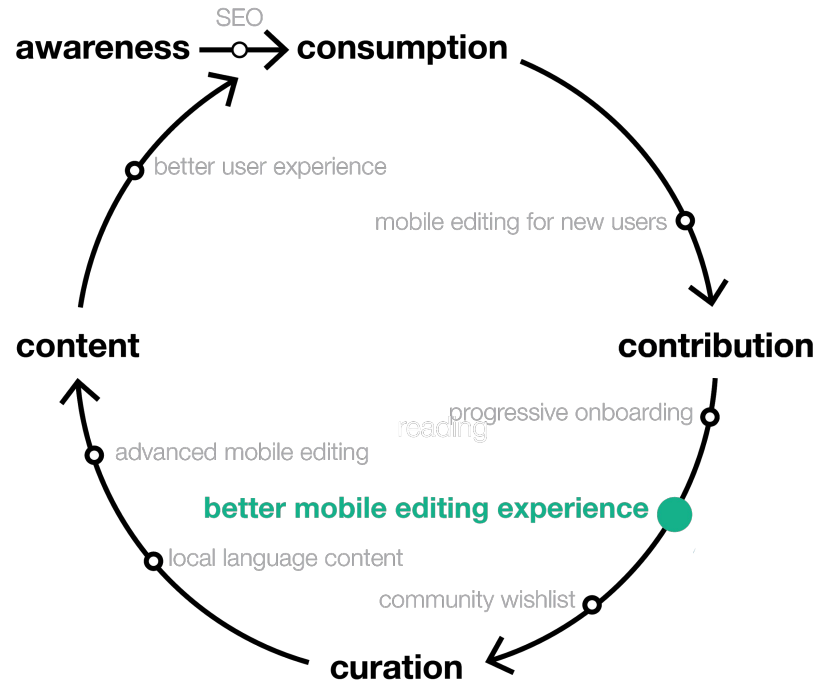
Before:



After:



# Simpler editing on mobile web



# Connection to New Content goal

On desktop, the edit success rate is higher for registered accounts using the visual editor, when compared to registered accounts using wikitext.

But wikitext is the default editor on mobile on all wikis. Visual editing has been available on mobile for years, but it's not obvious to users how to access it, and it has usability and performance issues.

Our aim this quarter was to understand the challenges that users face when editing visually on mobile, and choose a path forwards.

# What we did

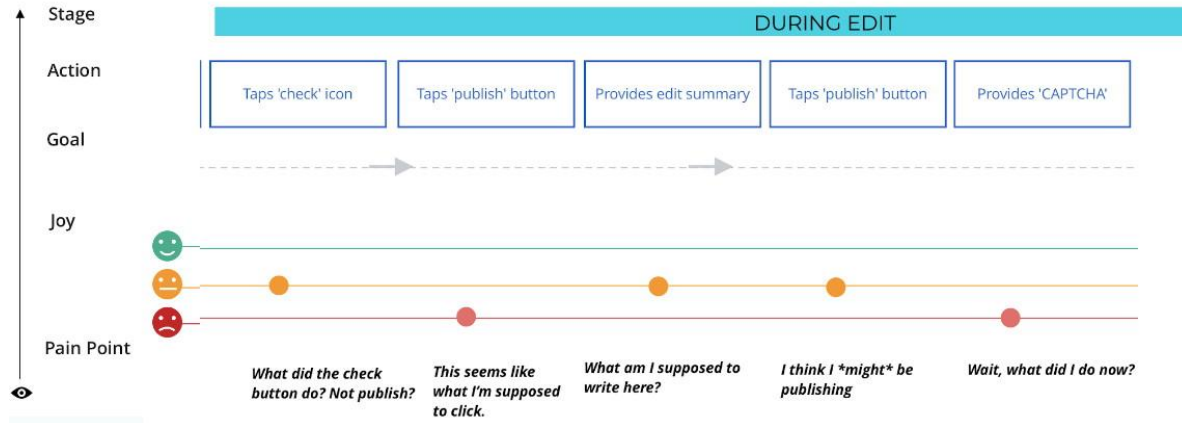
- [Performed a usability study](#) on the mobile visual editor
- [Performed a heuristic evaluation](#) on the mobile visual editor
- [Defined and calculated metrics](#) for the visual and wikitext editors on both desktop and mobile, based on available data
- **Identified missing data and implemented data collection** for information that we needed but was unavailable
- [Brainstormed interventions](#) based on the pain points identified in the studies and metrics we gathered
- **Shared our ideas on mediawiki.org** for people to read, comment, and suggest
- **Created [a mobile editing report](#)** summarising all of this :-)

# What we learned

- The overall edit success rate is lower for the visual editor than the wikitext editor, caused by the fact that the wikitext editor is used by more experienced editors and the visual editor is used by less experienced users. When the rate is broken down by user experience, all classes of registered users are more likely to succeed with with the visual editor.
- Almost 40% of users drop off after clicking edit but before the edit interface loads. Are users clicking the button accidentally, changing their minds, or is it taking too long to load? Only 8% drop off on the visual editor, but nearly 60% drop off on the wikitext editor.
- Read more in [the mobile editing report](#).

# What we learned

- Users struggled to complete basic tasks on the mobile visual editor, or thought they'd finished the task when they hadn't.
- The heuristic evaluation suggested people have issues with finding and understanding help during the editing process, supporting both the New Editor Experiences research findings and the Growth team's work on help systems.

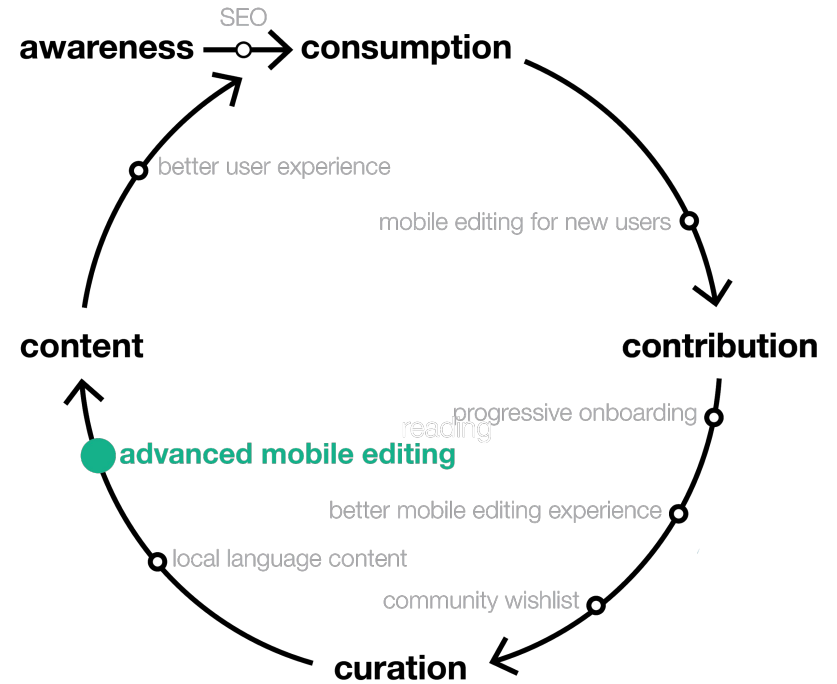




# What's next

- **Decision on which first ideas will be pursued** by engineering, design, and product
- **Gather feedback from users** on the proposed interventions
- **Keep iterating** based on ideas from user input and feedback
- **Create prototypes** to test our hypotheses
- **Improve technical infrastructure and performance** through increased unit testing and pre-loading code for faster response times

# Mobile editing for existing contributors on iOS



# Connection to New Content goal

Bring the same quality of design and useability we've provided for readers on the iOS app for core editing functions.

Our goal is to understand, support, and increase mobile contributions, with a particular focus on existing Wikipedia contributors in target languages with high rates of mobile use.

We are defining patterns and designing solutions for transitioning from “mobile maybe” to “mobile first” experiences for core tools and research suggested workflows.

# What we did

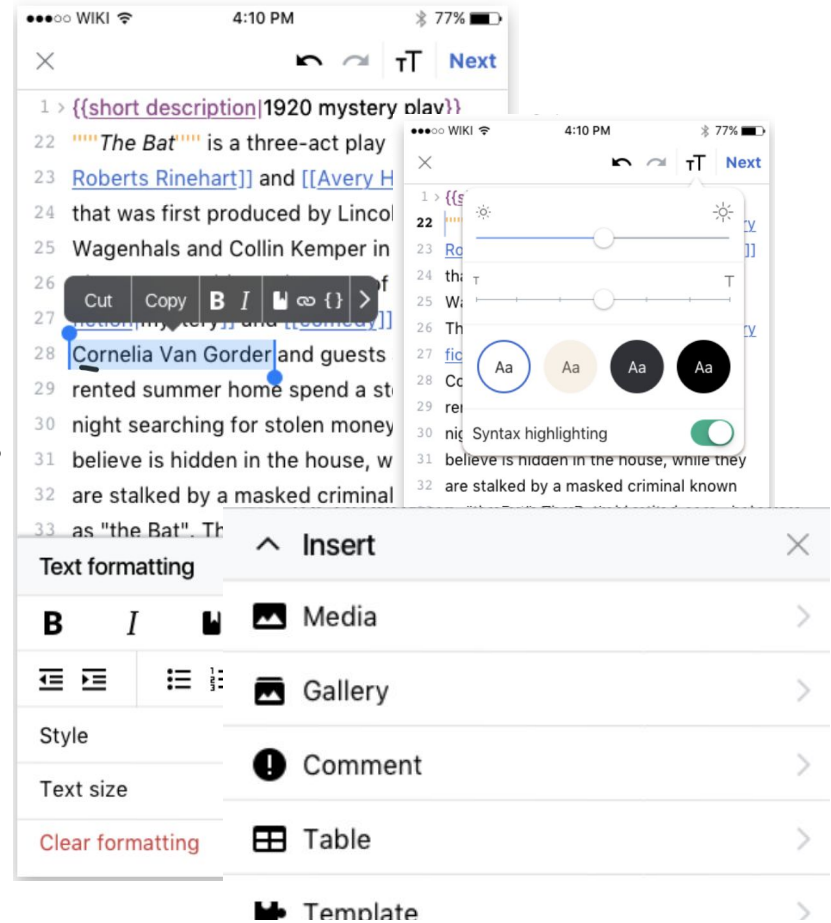
- Built and launched Wikidata description editing, following on Android's success from last year. [Note: not available on English Wikipedia due to community override.]
- [Data research and report on existing iOS editor behavior.](#)
  - Working to identify patterns compared to other platforms and audiences.
  - Understanding potential target wikis and their current baselines.
  - Refine target metrics and goals based on what is measurable.
- [Design research for understanding what we need to build.](#)
  - [Inventory](#) and prototyping of potential mobile keyboard and toolbar solutions
  - [Significant work on syntax highlighting: accessibility compliant, brand colors, matching our reading themes' palettes.](#)
  - [Massive overview of mobile editing functionality in comparable contexts](#), such as mobile note taking and content editing apps, but also coding apps.
- Technical research learning the editing stack and tools. Plan initial architecture for major features.

# What we learned

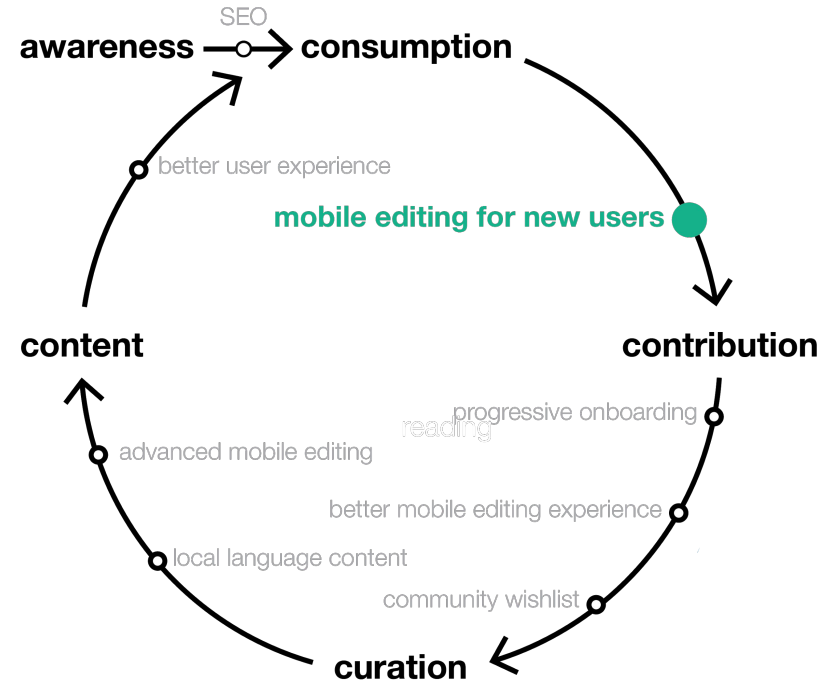
- The wikitext experience is a core part of editing for many workflows and community interactions, so investing now in making it delightful and efficient was seen as a first step given our goals.
- Users need to be able to navigate, negotiate and edit sub-parts of the wikitext: things like syntax highlighting and find-in-page will help to make the editing interface comprehensible.
- We sit between a full Wysiwyg content editing experience and a code editing experience. Taking cues from consumer content apps and code editing apps can bring in useful features from both directions.
- Autocomplete and toolbars may reduce the overhead of wikitext editing by narrowing your options as you go. This is a mobile-specific, and potentially powerful interaction, but will need feedback and study to prove out.
- Our editing base is so small that many global metrics aren't meaningful for us once segmented by language. We'll need to iterate our measurements of success for iOS specifically.

# What's next

- Begin evaluative design and development process with existing and potential users on features designed and scoped in Q1.
- Release version 6.2 with Wikitext suggestions and toolbars, syntax highlighting and clean-up of basic editing flows.
- Finalize success metrics based on what is actually measurable at scale.
- Solidify our technical understanding of editing systems and begin work on more challenging workflows and user needs.



# Mobile contribution for new contributors on Android



# Connection to New Content goal

This year, Android is focusing on attracting and encouraging new contributors in emerging and historically underserved communities.

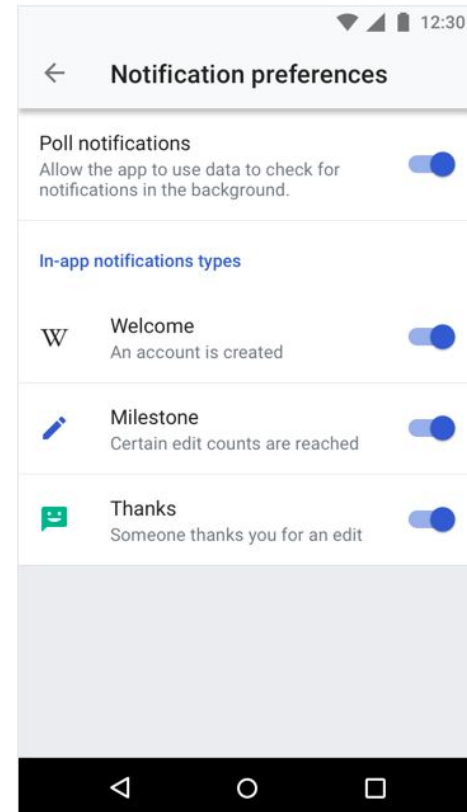
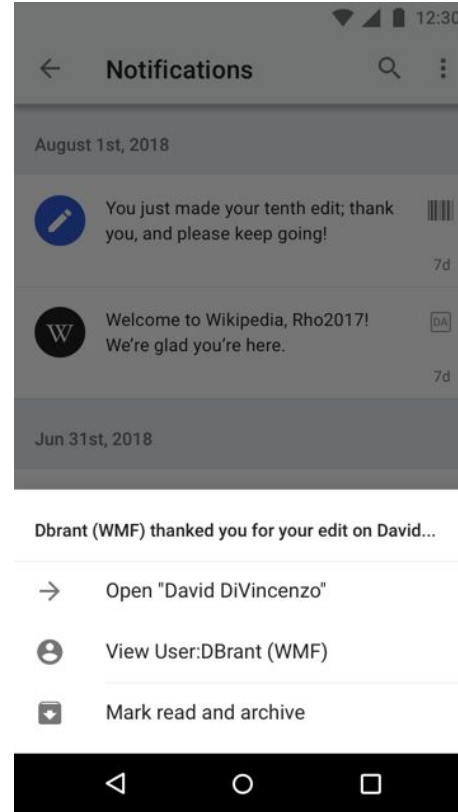
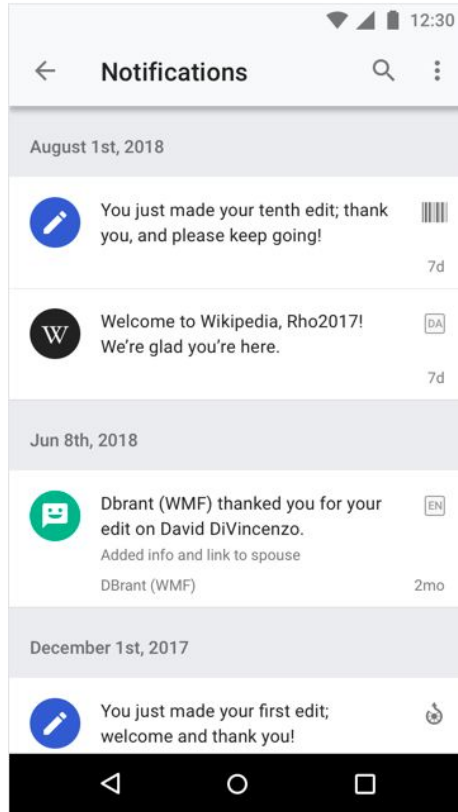
This quarter, the Android team has focused on building a minimum viable implementation of Notifications - a long-anticipated feature that we believe will have a positive influence on editor retention.



# Notifications

[We added notifications](#) for the first time in the app.

Our V0 tests three notification types we hope will encourage retention of new editors: Welcome, Milestone, and Thanks



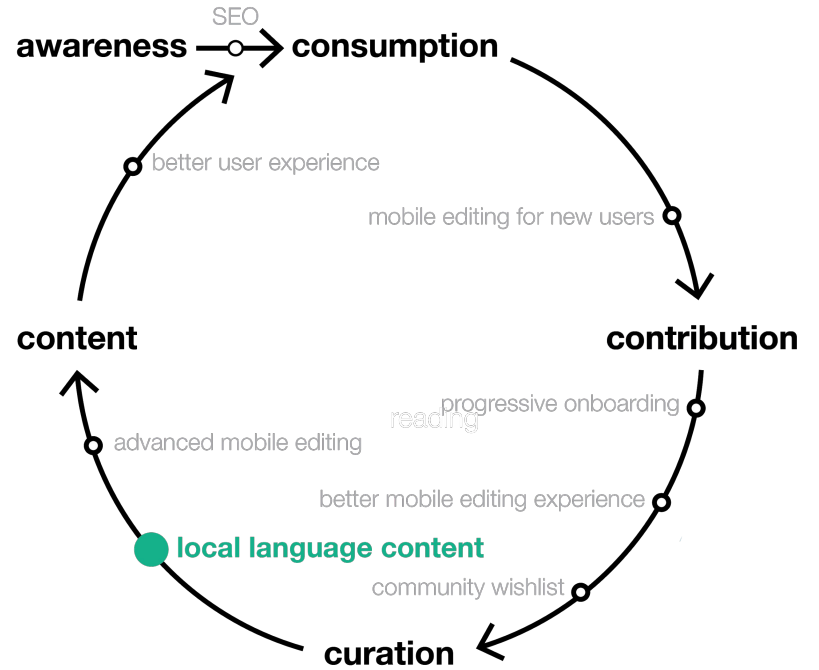
# What we learned

We will need to collect a minimum of a quarter's worth of data on notifications to ensure the feature met our KPIs, and will consider implementing additional notification types this FY if this initial release is successful.

# What's next

Encourage Android app users to start editing by presenting them with more opportunities to make mobile-friendly contributions via the app.

# Local Language Content



# Why Local Language Content?

The language that users speak limits the knowledge they can access.

Facilitating access to knowledge in non-English languages helps to reduce this language barrier, and contributes to knowledge equity.

# Local Language Content: Content translation



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# Connection to New Content goal

**Translation is a common way to create content** in many languages. Content Translation (version 1) has proven useful to support the translation process, accounting for a significant percentage of the content created in some languages (~20% in some wikis).

Making Content Translation (version 2) more reliable, available to more people, and with better guidance to newcomers, can contribute to **increase the non-English content, and reduce the content gap between languages.**


# What we did


- [Support for key translation tools](#). The tools to speed-up the translation process are now available in version 2, using the more reliable editing surface that Visual Editor provides.
- [Version 2 exposed as an opt-in feature for users to try](#). Users can translate Wikipedia articles using version 2 without major regressions compared to version 1, but still with an option to go back to version 1 in case issues are found.


The screenshot displays the Wikipedia translation interface. At the top, there are tabs for '+ New translation', 'Suggestions', 'In progress', and 'Published'. Below this is a section for 'Suggested pages' with a language selector set to 'English' and 'español'. Three suggested pages are listed: 'Thumb signal', 'De Havilland Aircraft Museum', and 'Scuba gas planning'. Each entry includes a thumbnail image, the page title, a brief description, and a star icon for marking as a favorite. On the right side, there is a 'Your statistics' section showing '1 This month' and '6 Total' with a bar chart. Below that is a 'Need help translating?' section with links for 'More about this tool', 'Statistics', 'Give us feedback', and 'Try the new version'.

**+ New translation**    **Suggestions**    In progress    Published

**Suggested pages**    English > español

 **Thumb signal**    ☆ ×  
English > español

 **De Havilland Aircraft Museum**    ☆ ×  
English > español

 **Scuba gas planning**    ☆ ×  
Estimation of breathing gas mixtures and quantities required for a planned dive profile

**Your statistics**

**1** This month    **6** Total

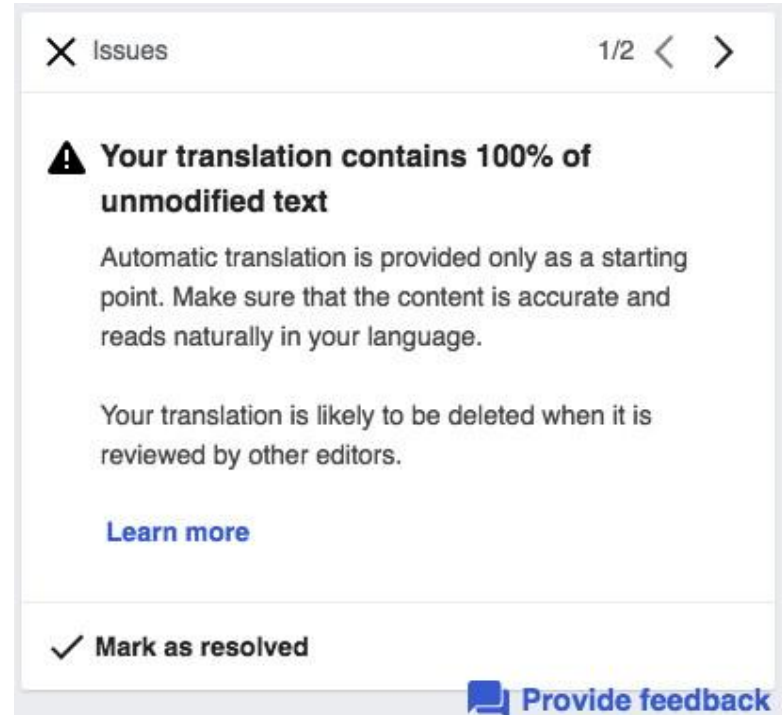
**Need help translating?**

- [More about this tool](#)
- [Statistics](#)
- [Give us feedback](#)
- [Try the new version](#)



# What we learned

- **Positive reception for version 2.**  
Feedback confirms that we focused on key issues for our users.
- **Templates were not created to be easily reusable across languages.**  
We cannot aim for 100% support.  
We'll focus on supporting common cases, and clearly communicate the cases where it is not possible.
- **Particularities of the translation process imply new unanticipated uses of components.**



The screenshot shows a notification window titled "Issues" with a close button (X) and a progress indicator "1/2" with left and right navigation arrows. The main message is a warning icon followed by the text: "Your translation contains 100% of unmodified text". Below this, it explains: "Automatic translation is provided only as a starting point. Make sure that the content is accurate and reads naturally in your language." and "Your translation is likely to be deleted when it is reviewed by other editors." There is a blue "Learn more" link. At the bottom, there is a "Mark as resolved" option with a checkmark icon and a "Provide feedback" button with a speech bubble icon.

✕ Issues 1/2 < >

**⚠ Your translation contains 100% of unmodified text**

Automatic translation is provided only as a starting point. Make sure that the content is accurate and reads naturally in your language.

Your translation is likely to be deleted when it is reviewed by other editors.

[Learn more](#)

✓ Mark as resolved [Provide feedback](#)

# What's next

- **Community feedback.** Learning from the community how the new version works for them.
- **Provide better guidance for newcomers.** Help newcomers to overcome common issues they may face during translation.
- **Make version 2 the default.** Become confident that version 2 provides a better experience than version 1 for most situations/content/languages, and provide the new version by default.

# Local Language Content: Improve Translate extension & translatewiki.net process



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# Connection to New Content goal

Our internationalisation infrastructure and tools are essential to keep our products usable in all languages. This helps our users to participate comfortably in their languages.

# What we did

- [Audit of language tools](#) to select work areas for upcoming quarters:
  - Improve the quality of translations for Translate extension
  - Fluent import/export processes for Translate extension
  - Improve processes for i18n support to be more fluent

# What we learned

- Clear focus areas with a clear selection criteria and understanding of the impact.
- Lack of time to involve the community more and get more feedback.

# What's next

- Make a plan for specific key improvements to improve the quality of translations for Translate extension
- Increase stability of the translatewiki.net platform

# Release Plans



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# Q2 Release Candidates

Team	Feature(s)
Language	Content Translation 2 becomes the default experience (still in beta).
Language	Provide guidance for newcomers to overcome common issues
Language	Improve the quality of translations for Translate extension
iOS	Fix mobile edit descriptions.
iOS	Syntax highlighting
iOS	Autocomplete suggestions for wikitext
iOS	Improved UX around starting the edit process
Web	Deploy first version of opt-in advanced mobile editing
Web	Perform initial fixes for special pages
Editing	Create low-fidelity prototypes and run tests for first set of interventions.
Growth	Complete work on New Pages Feed by adding ORES and copyvio

# Q3/Q4 Release Candidates

Team	Feature(s)
Android	Release edit action feed
Language	Releasing the tool out of beta for one wiki
Language	Version 2 becomes the only version for new translations
Growth	A substantial intervention is in production on both target wikis.
Growth	First proof-of-concept intervention to the target wikis with controlled experiment
iOS	Useable page history
Android	Release native Talk page/Watchlist
Language	Support scenarios beyond starting new articles: expand existing content; and basic support for personal translation lists
iOS	Additional features driven by research.
iOS	Watchlist
iOS	Editor tasks feed
Editing	Release paragraph-level editing

# Thanks to the team!

Runa Bhattacharjee  
Dan Garry  
Michael Holloway  
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David Barratt  
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Kartik Mistry  
Jason Linehan  
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Petar Petković  
Marshall Miller  
Morten Warncke-Wang  
Cormac Parle  
Tilman Bayer  
Samuel Wilson  
Subbu Sastry  
Shannon Bailey  
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Sharvani Haran  
Amir Aharoni

Adam Baso  
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Grace Gellerman  
David Lynch  
Brion Vibber  
Prateek Saxena  
Kate Zimmerman  
Max Binder  
Natalia Harateh  
Adam Ziemba  
Joseph Matazzoni  
Volker Eckl  
Bartosz Dziejewski  
Nicholas Ray  
Arlo Breault  
Jan Drewniak  
Elena Tonkovidova  
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Lani Goto  
Trevor Bolliger  
Joaquin Hernandez  
Joshua Minor  
Dayllan Maza Cespedes  
Rummana Yasmeen  
Margeigh Novotny  
Max Semenik  
Piotr Miazga  
Bernd Sitzmann  
Cooltey Feng  
Daisy Chen  
Marcella Florence  
Kostas Harlan  
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Ed Sanders  
Pau Giner  
Mark Holmquist  
Jazmin Tanner  
Jonathan Katz  
Ryan Kaldari  
Chelsey Xie  
Dmitry Brant  
Jon Robson  
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