Editor Engagement Features (E2)
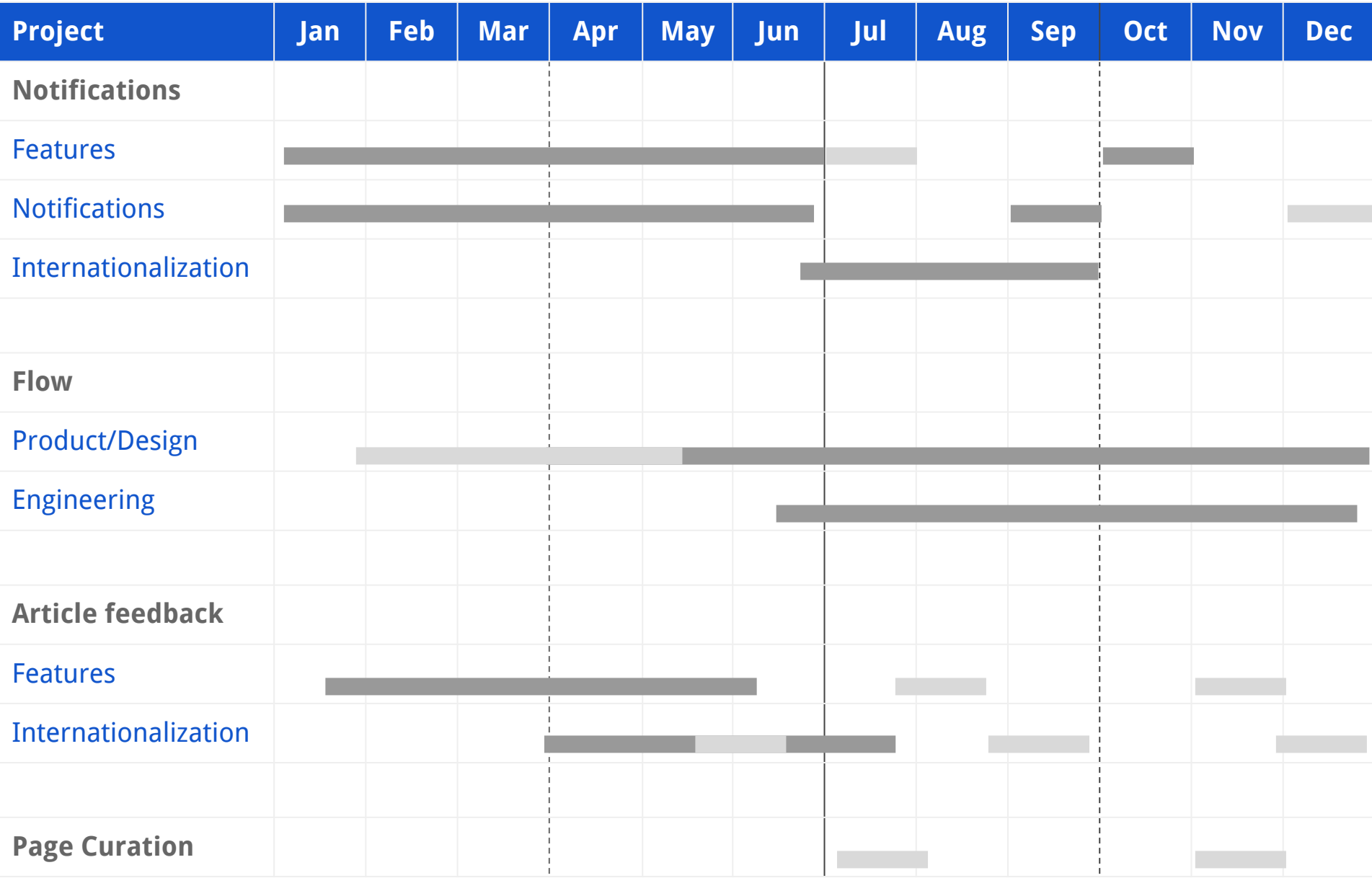
2013-2014 Plan

06/06/2013

Editor engagement goals

- recruit **new editors**

- support **current editors**

- build **core features** to that end

Editor engagement features

- **Notifications** (Echo)

- **Messaging/Discussions** (Flow)

- **Article Feedback** (AFT5)

- **Page Curation**

E2 Timeline - 2013

Project	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Notifications												
Features												
Notifications												
Internationalization												
Flow												
Product/Design												
Engineering												
Article feedback												
Features												
Internationalization												
Page Curation												

Notifications

Notifications Roadmap

This quarter (Q4: April-June 2013)

- **fix bugs** + critical **feature tweaks** (as needed)
- **develop a few more features** (e.g. HTML Email, flyout links, thanks)
- **plan next steps, estimate maintenance + i18n support**
- **deploy on meta** (to prepare for other language wikis)

Next quarter (Q1: July-September 2013)

- **deploy on other language wikis** (e.g.: French, German, etc.)
- **fix more bugs** + critical **features** (as needed, prioritized by urgency)
- **provide mobile notifications** (in collaboration with mobile team)
- **prepare for cross-wiki notifications** (limited site-to-site notices)

Following quarter (Q2: October-December 2013)

- **deploy cross-wiki notifications** (better site-to-site notices)
- **develop file notifications, deploy on Commons** (multimedia team)
- **provide third-party tools + guidelines** (with community engineering team?)

Key milestones

- **Links** (flyout)

- **Thanks** (confirm)

- **HTML Email** (deploy)

- **Metrics** (dashboard, A/B test)

- **Other wikis** (first Meta, then international)

- **Mobile notifications**

- **Cross-wiki notifications**

- **Files** / **Commons**

- **Third-party tools**

All deliverables under discussion, to be implemented as time and resources allow.

Notifications Timeline 2013

Features	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Core features	▬	▬	▬	▬	▬	▬						
Thanks				▬	▬							
HTML email		▬	▬	▬	▬	▬						
Metrics				▬	▬	▬						
Meta release						▬						
International Part 1							▬					
International Part 2									▬			
Cross-wiki							▬	▬	▬			
Files on Commons									▬	▬		
3rd-party tools/API?										▬	▬	
New notifications											▬	▬

Flow

Flow Roadmap (2012-2013)

Last quarter - Q3 (January-March 2013)

- **focus on user-to-user messaging** (improving user talk pages)
- **create first designs and prototypes** (for most important use cases)
- **first user tests and interviews** (with new and experienced users)
- **start community outreach** (on en-wiki, Teahouse and IRC chats)

This quarter - Q4 (April-June 2013)

- **release Flow Portal and start online discussions**
- **prepare design spec + product plan** (to guide development next year)
- **start building rapid testing framework with metrics** (to quickly test UI designs)
- **prepare face-to-face roundtable with key stakeholders** (June?)
- **start front-end development** (core messaging features)
- **start back-end infrastructure** (to support large messaging database)
- **deploy first prototype** (on mediawiki.org?)

Flow Milestones (2013-2014)

Milestone 1 (September 2013)

- **First experimental release of user-to-user messaging** (meta, en-wiki)
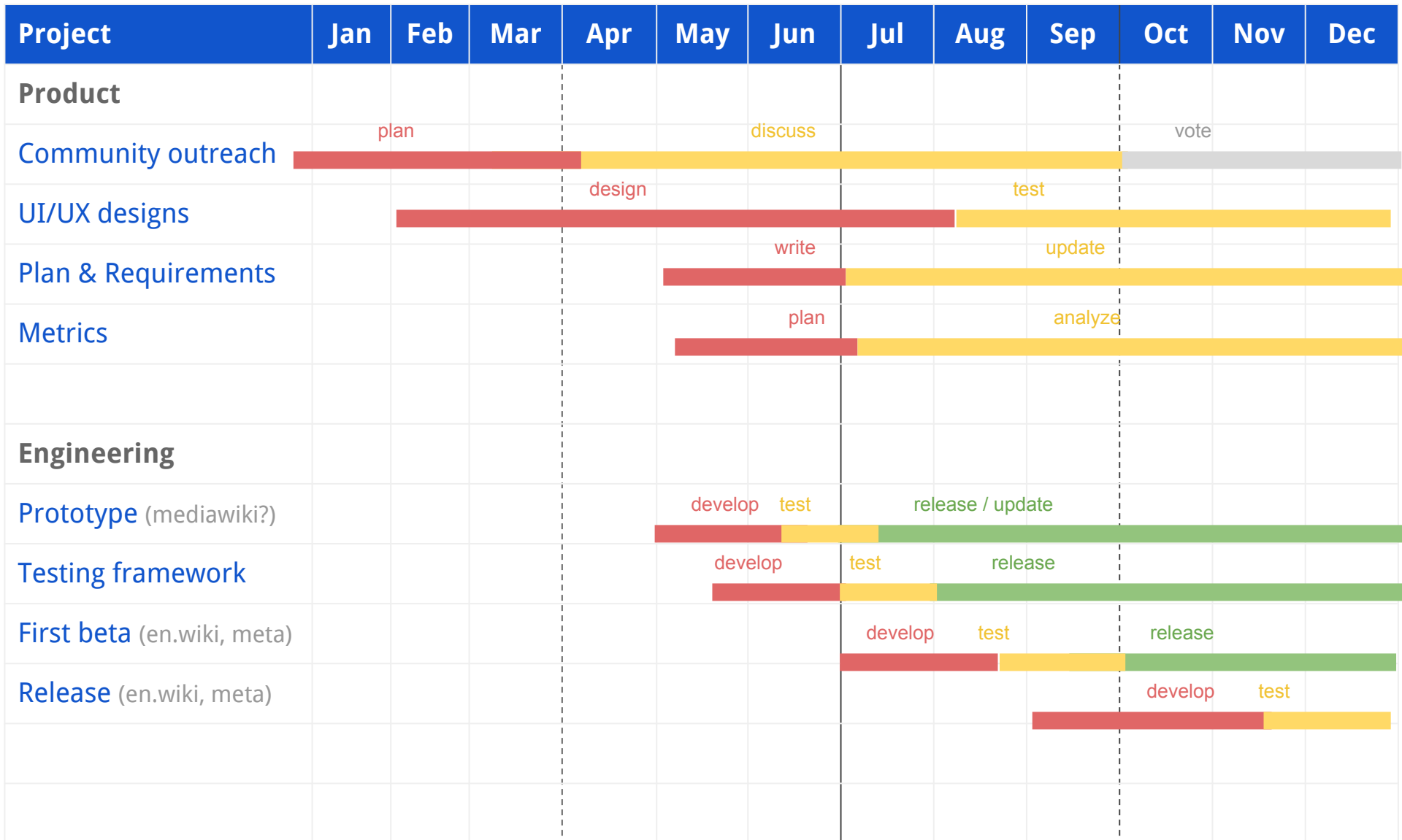- **Release may be limited to a small user group** (e.g., opt-in, single workflow)

Milestone 2 (December 2013)

- **Full production release of user-to-user messaging** (meta, en-wiki, other language?)
- **Release will available to all users** (only single workflow for other language?)
- **More languages + projects soon after the initial release**

Milestone 3 (June 2014)

- **Visible progress for article talk + subscriptions framework on Wikipedia**
- **Precise milestones to be determined as the project develops**
- **Won't have all talk-based workflows enabled by year-end**

Flow Timeline - 2013

Project	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Product												
Community outreach	plan					discuss				vote		
UI/UX designs		design						test				
Plan & Requirements					write			update				
Metrics					plan			analyze				
Engineering												
Prototype (mediawiki?)					develop	test	release / update					
Testing framework					develop	test	release					
First beta (en.wiki, meta)						develop	test	release				
Release (en.wiki, meta)								develop	test			

Note: This timeline is still tentative, and needs to be vetted by the team.

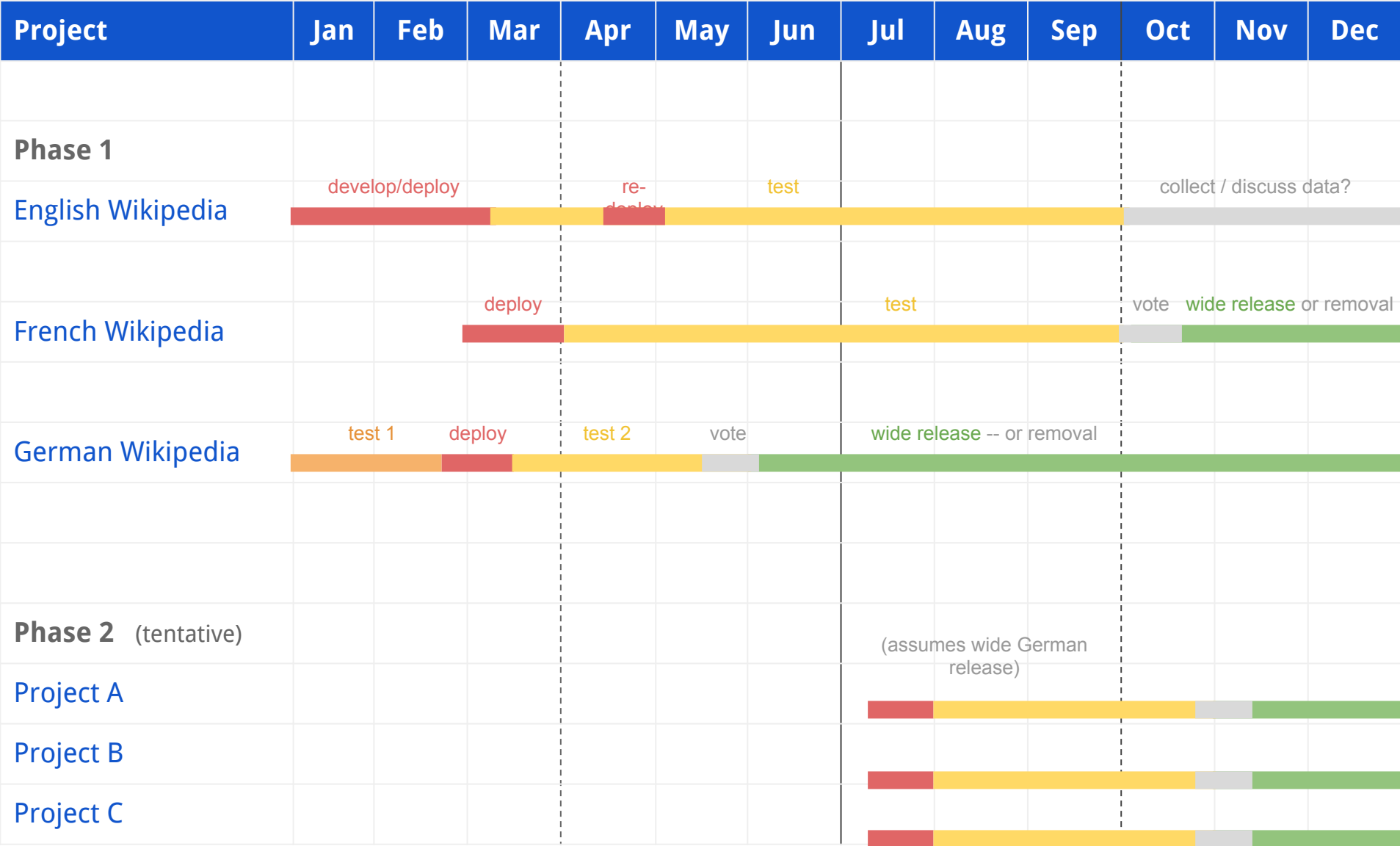# Article Feedback

Article Feedback Roadmap (2012-2013)

Last quarter (January-March 2013)

- **complete final features** (simpler moderation tools, better filters, auto-archive)
- **complete code refactoring** (now under review, including database tools)
- **support community discussions** (about release on English, French or German Wikipedia)
- **deploy and test new code** (on prototype and other sites, based on community votes)
- **deploy new database cluster** (as needed, to support millions of posts)
- **deploy international releases** (French and German Wikipedias)

This quarter (April-June 2013)

- **fix bugs + critical feature tweaks** (as needed, prioritized by urgency)
- **re-deploy opt-in version on English Wikipedia** (once final bugs are fixed)
- **help projects evaluate the tool** (e.g. update metrics dashboards for new tools)
- **participate in community discussions** (as requested by each project)
- **discuss possible support of future deployments** (with interested projects)

Article Feedback Timeline - 2013

Project	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec

Phase 1

English Wikipedia
develop/deploy · re-deploy · test · collect / discuss data?

French Wikipedia
deploy · test · vote · wide release or removal

German Wikipedia
test 1 · deploy · test 2 · vote · wide release -- or removal

Phase 2 (tentative)

(assumes wide German release)

Project A

Project B

Project C

Note: Phase 2 is still tentative, and would be triggered by a wider release on either German or French Wikipedia.

Learn more:

wikipedia.org/wiki/Wikipedia:Editor_Engagement

Editor Engagement Team
Wikimedia Foundation