

# Wikimedia monthly activities meeting

October 25th, 2018



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# Agenda

- **Welcome and introduction to agenda**
- **Movement update**
- **Heuristics, Principles, and Methods, oh my!**
- **Wikimedia 2030 update**
- **Update from Wikimedia Foundation Executive Director**
- **Questions and discussion**
- **Wikilove**



# Movement update



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# Wikimedia movement highlights

- [WikibaseNYC conference explores the frontier of linked open data infrastructure](#). Wikimedians, art curators, and scientists gathered at the New Museum for a three-day workshop about Wikibase and linked data.
- [Look at all we've accomplished: The fifth year of Art+Feminism](#). Five years of combating gender inequity by using Wikipedia as a tool for correcting the written record on cis and trans women.
- [Wikimedia Foundation collaborates with two initiatives: Mozilla's OSSN and TeachingOpenSource's POSSE](#). The Developer Advocacy team at the Wikimedia Foundation has collaborated with two open source initiatives to strengthen the open source ecosystem.



# Wikimedia movement highlights

- [GLAM activity kicks off in Indonesia with digitizing museum collections](#). Wikimedia Indonesia, together with Indonesian Arts Coalition, arranged a visit to Dr. H.C. Oemboe Hina Kapita Museum in Waingapu, East Nusa Tenggara to begin digitizing their collection.
- [George Soros, founder of Open Society Foundations, invests in the future of free and open knowledge](#). Makes \$2 million gift to the Wikimedia Endowment.
- [You can trial content translation \(version two!\) right now](#). You can now get early access to version two of the content translation tool, which simplifies the process of translating Wikipedia articles.



# Coming up soon

- [GLAM Wiki Conference, 3-5 November](#). International Wiki Conference dedicated to the GLAM community, organized for and with the community will this year take place in Tel Aviv, Israel.
- [WikiIndaba Conference, 18-20 January](#). WikiIndaba Conference is the regional conference for Africans both within and in the diaspora. The 2019 edition of the conference will be hosted in Abuja, FCT, Nigeria.
- [Wikimedia Summit 2019, 29-31 March](#). The Wikimedia Summit (previously Wikimedia Conference) will focus on the Movement Strategy process and movement governance for the organized part of the movement in general.



# Heuristics, Principles and Methods, oh my!

@iamjessklein, Wikimedia Foundation

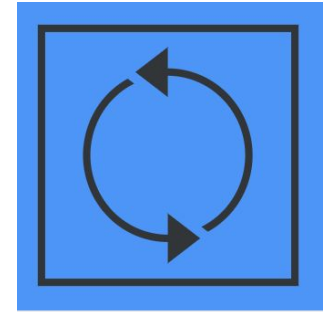
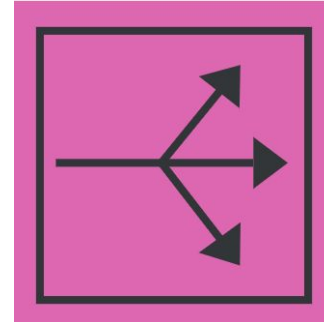
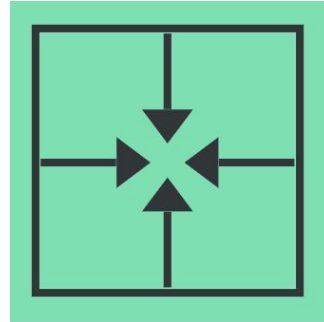
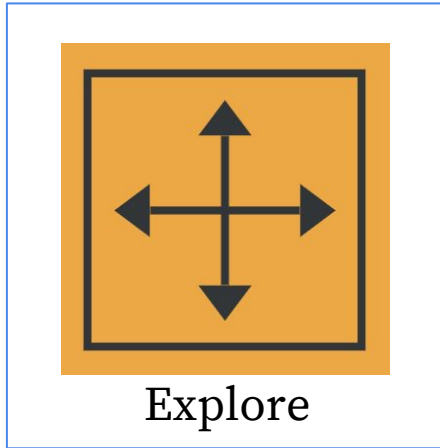


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# Open Design Process

DISCOVERY PHASE

DELIVERY PHASE

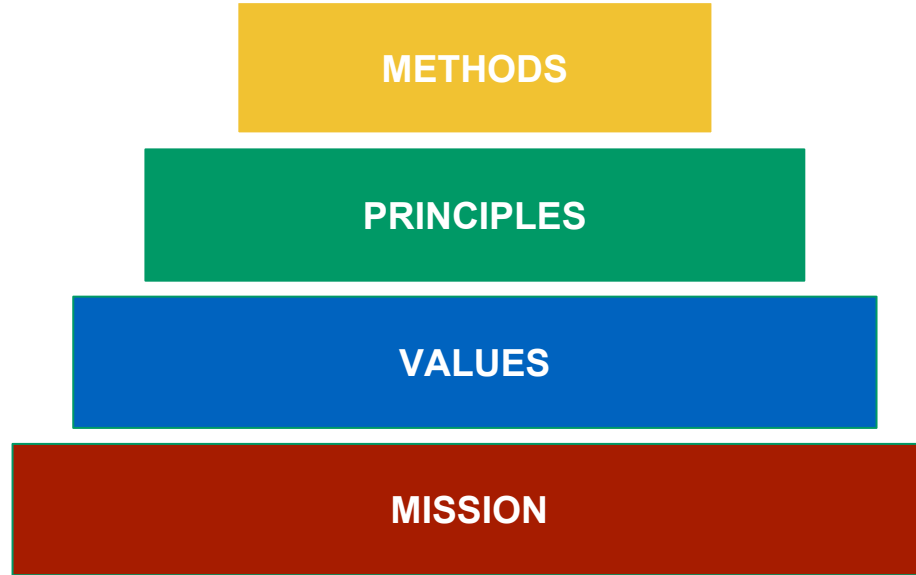


We are **here** this quarter

[opendesignkit.org](https://opendesignkit.org)



# The mission informs all the work we do.



**Mission** – the  
purpose or calling of  
the organization

# Wikimedia mission



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The mission of the Wikimedia Foundation is to empower and engage people around the world to collect and develop educational content under a free license or in the public domain, and to disseminate it effectively and globally.

**Values** – a set of  
ideals to help frame  
conversations around  
(product) success

# Wikimedia Values

- We strive for excellence.
- We welcome and cherish our differences.
- We are in this together.
- We engage in civil discourse.
- We are inspired.

**Principles** – a group  
of guidelines for best  
practices of design

# Wikimedia Design Principles

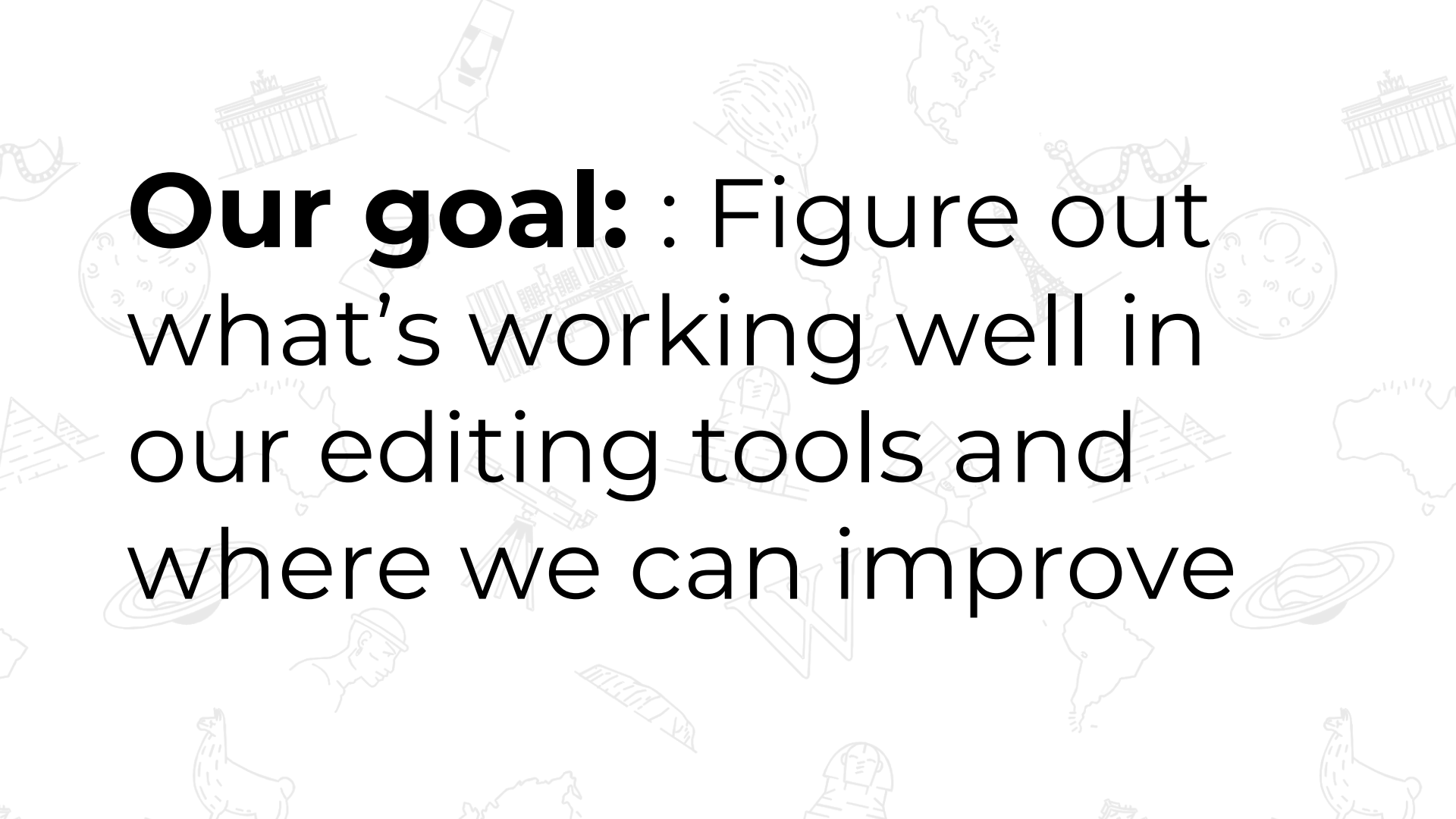
- This is for everyone
- Content first
- Open to collaboration
- Trustworthy yet joyful
- Design for consistency

**Methods** – practical  
exercises and  
activities to help us  
achieve goals



# A few good methods

- Card sorting
- Contextual Inquiry
- Dot voting
- Interviewing
- Personas

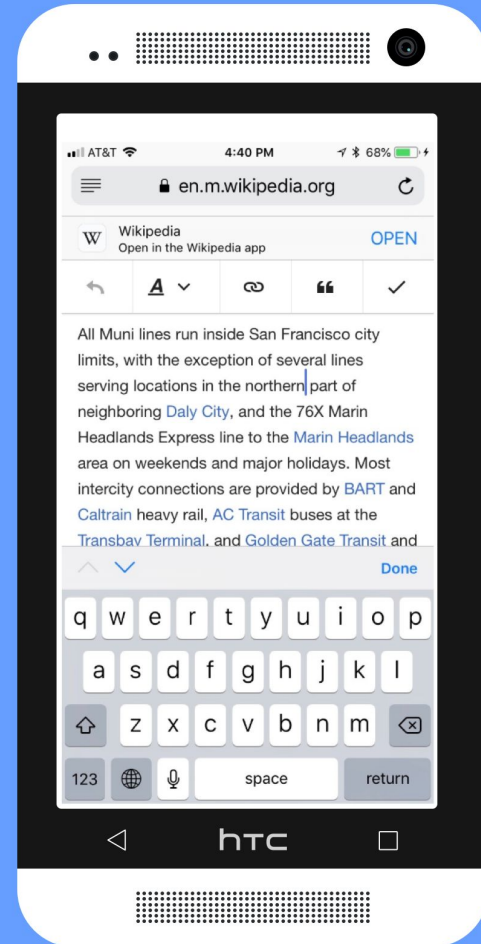


**Our goal:** : Figure out what's working well in our editing tools and where we can improve

# We want to know

*against our  
values-based rubric*

How does the user interface perform when  
you : \_\_\_\_\_ ?



# Possible Methods

- Usability Tests
- Heuristic Review

**Heuristic Analysis :**  
**gather a group of experts**  
**and methodically review**  
**the user interface against**  
**a set of established**  
**heuristics principles.**



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# Some context

In 1995, Jakob Nielsen came up with 10 broad rules of thumb for user interface design. These became the industry standard for evaluation.

□ Read more: [Jakob Nielsen](#)

Photo [Docsearls / CC-BY-SA 2.0](#)



## We strive for excellence

We are inspired

We welcome &  
cherish our  
differences



We are in this  
together

We engage in civil  
discourse

# VALUES





# VALUES + PRINCIPLES

We are inspired

- Content first
- Joyful

We welcome & cherish our differences

- This is for everyone
- Design for consistency



We are in this together

- Open to collaboration

We engage in civil discourse

- Trustworthy

# We strive for excellence

VALUES + PRINCIPLES  
+ HEURISTICS

---

- This is for everyone
  - User control and freedom
  - Recognition Rather than Recall
- Design for consistency
  - Match between System and the real world
  - Consistency and Standards
- Open to collaboration
  - Error Prevention
  - Help users recognize, diagnose and recover from errors
  - Help and documentation

# We strive for excellence

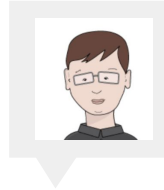
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VALUES + PRINCIPLES  
+ HEURISTICS

- **Trustworthy**
  - Visibility of System Status
  - Help and documentation
  - Consistency and Standards
- **Content first**
  - User control and freedom
- **Joyful**
  - Flexibility and efficiency of use
  - Aesthetic and minimalist design

# Scenario

*a book for my intro to  
Art History course*



*on wikipedia.org  
with the visual  
editor*

*HTC Android with  
limited data plan*

**When** reading, I find an interesting fact, so **I** make an edit on **my**  
**phone**

**I want** to see the edits that I'm making in context on the article  
**so that** I can easily **share** quirky facts about art.

*with those who might not have  
access to this information otherwise*



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# Craft Feedback Worksheet

Now all the work that we did on Values and Principles meshes with the new addition of heuristics.

✌️  Ticket <https://phabricator.wikimedia.org/T201549>

## Embraces all levels of technical expertise

We aim to support a very diverse audience. This is a core part of our mission. We strive to help users overcome any barriers that may exist between them and the knowledge our projects provide. These barriers could include accessibility, languages, device and network capabilities, levels of technical expertise, or many other circumstances. When improving the experience for a given group of people, we need to make sure we are not increasing the barriers for others. <https://design.wikimedia.org/>

Was editing an article simple enough \*  
that it could be easily learned?

Long answer text  
.....

# Next Steps

Plan the tests, run them, and have an open space for conversation.

Photo [WOCinTech Chat / CC-BY 2.0](#)



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# #WIKIMEDIA2030

Updates from the Movement Strategy Core  
Team





## Strategic Direction:

**By 2030, Wikimedia will become the essential infrastructure of the ecosystem of free knowledge, and anyone who shares our vision will be able to join us.**

**→ [2030.wikimedia.org](https://2030.wikimedia.org)**



**How do we get  
there?**



**Our strategic direction will mean  
different things to different people.**

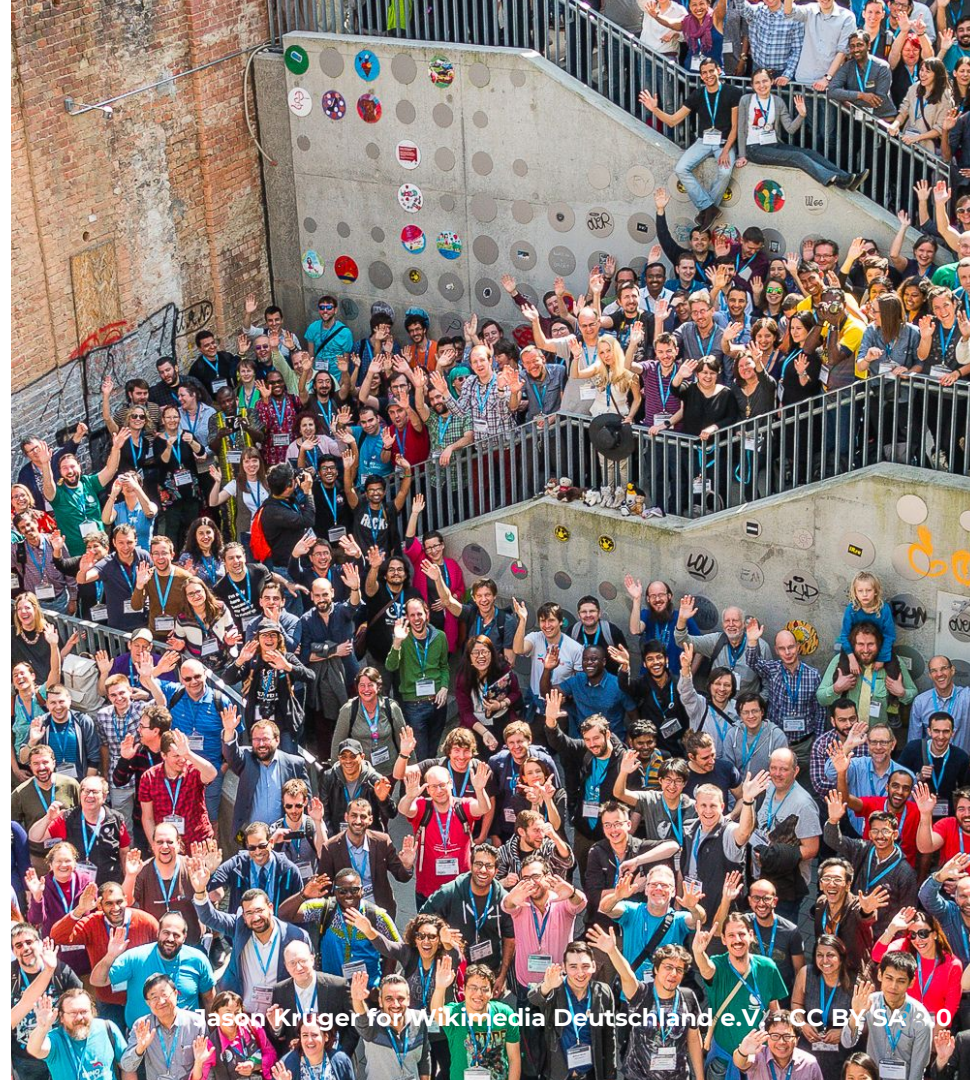


**Our strategic direction will mean  
different things to different people.  
And this is intentional.**

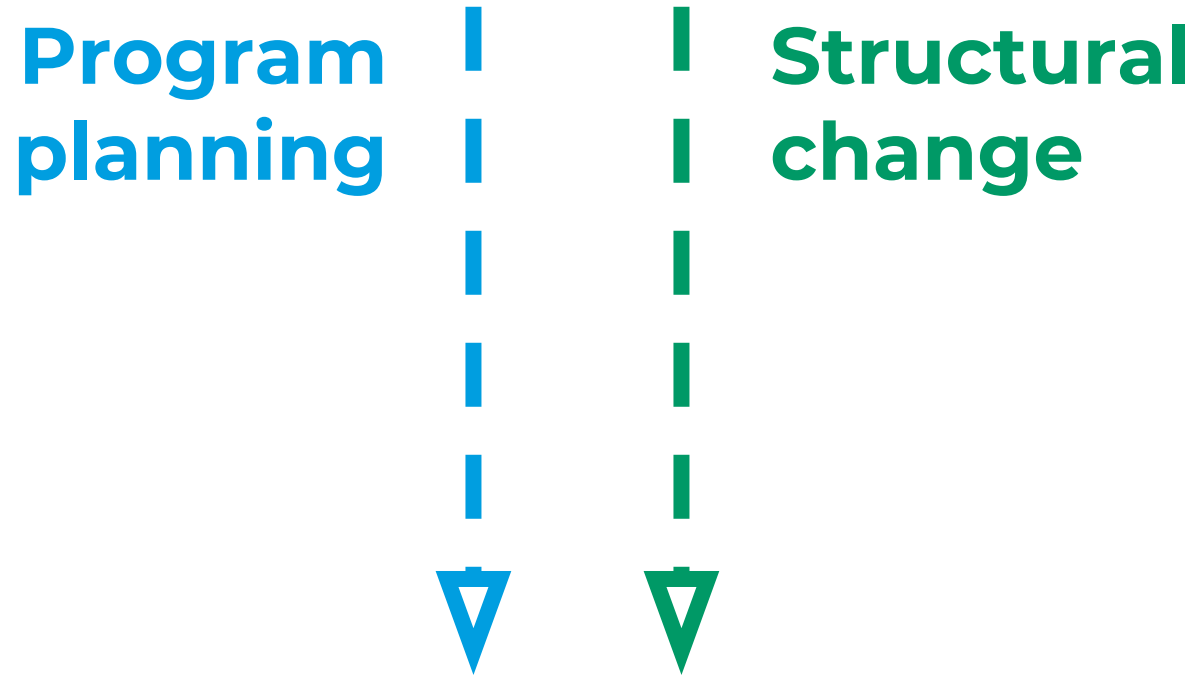


**Our strategic direction will mean different things to different people.  
And this is intentional.  
Because local context matters.**

Together, we will  
update our **structures**  
and **programs**, so that  
we can successfully  
advance in our  
strategic direction.



# Evolving parallel process



# Program planning

Output:

3 – 5 year strategic plans

Annual plans

Day-to day activities

**This is not what we are talking about today.**

Happens independently at the affiliates and foundation

Includes working with communities in local, thematic, and project contexts



**This is what we are talking about today.**

Driven by movement-led Working Groups (9 thematic areas)

Diverse participation across the Movement

Coordinated exploration process

Preparing for the future

# Structural change

Output:  
Recommendations for structural change to better support program work in the future

# What's next



## CALL FOR PARTICIPATION

June 2018

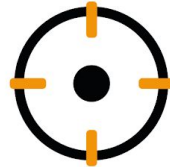
Created by HeadsOfBirds  
from the Noun Project



## SET UP & DIVERSIFICATION

July - October  
2018

Created by HeadsOfBirds  
from the Noun Project



## RECOMMEN- DATIONS: SCOPING

November 2018 -  
February 2019

Created by Symbolon  
from the Noun Project



## RECOMMEN- DATIONS: ANALYZING

March - June  
2019

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## RECOMMEN- DATIONS: CONCLUDING

July - September  
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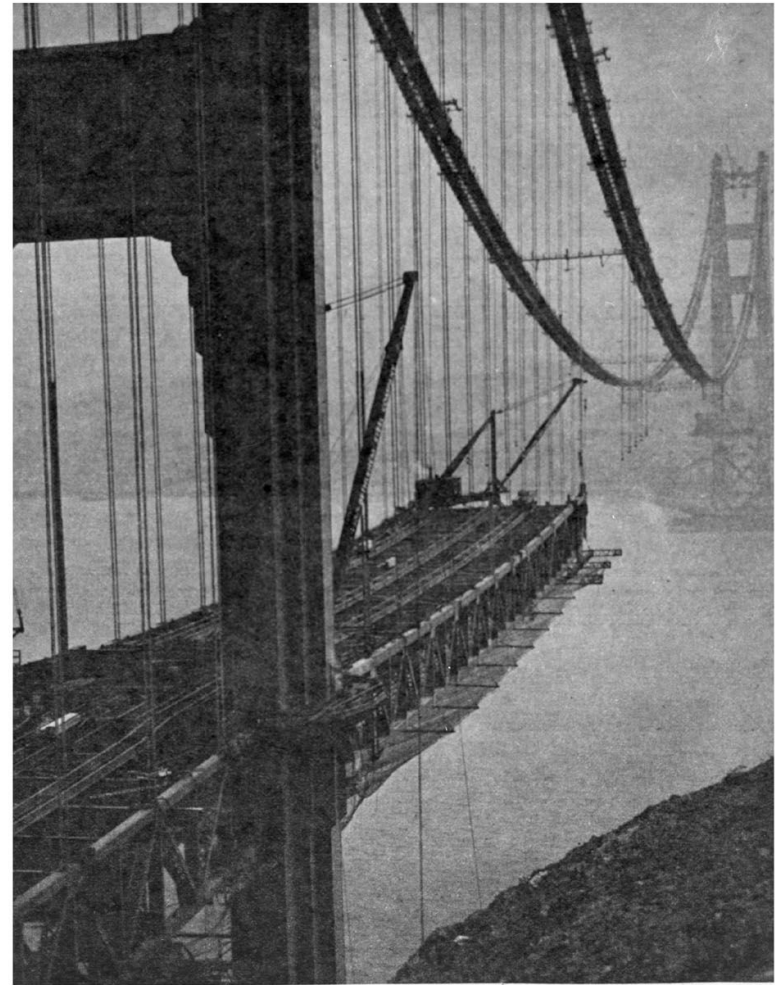
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# What we've learned (already)

A plan is a plan is a plan – it will change as soon as it is turned into action.

Feedback helps us make meaningful course corrections.

We need to find the right balance between guidance and autonomy.



Derricks were used to pull the wire over to the San Francisco side.  
Golden Gate NRA, Park Archives, TASC Negative Collection, GOGA 35301.0482

# Feedback is helpful!

So we can understand what  
we don't understand.



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# Working together with Working Groups

- We have started the work on content
- We have met online and
- We have met at conferences
- We are moving forward

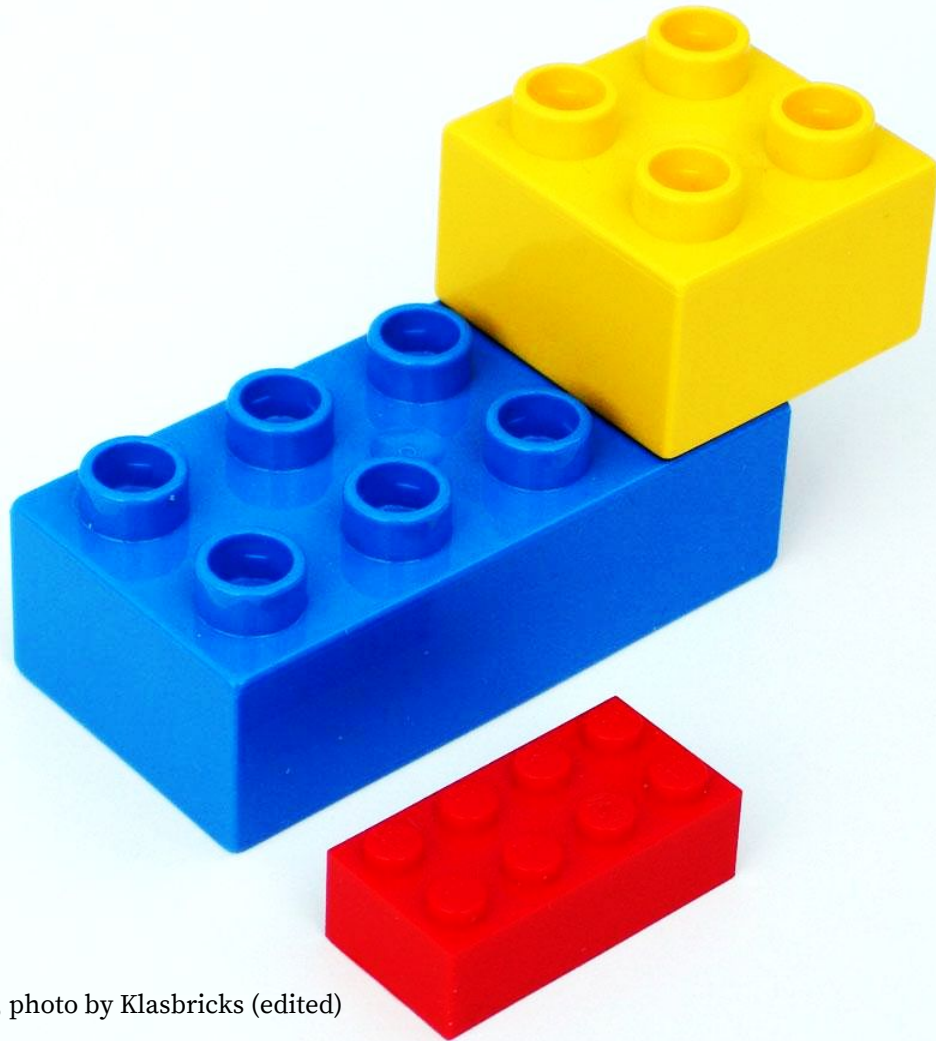


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# Working together with communities



# Structural Reform



- Rethink movement structures and institutions
- Design collaboration with the world beyond Wikimedia
- What fits and what does not?
- **Global impact** with **local relevance.**



**In other words ...**

**Getting our vehicle  
ready for the journey**

**in a collaborative  
effort**



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# Scoping



**CALL FOR  
PARTICIPATION**

June 2018

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**RECOMMEN-  
DATIONS:  
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# Scoping



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# What do YOU think?

- Why do we need affiliates? What is the role of WMF?
- Who and how makes decisions on the movement level?
- Where does the money come from and who collects it?
- How should funds be distributed?
- How do we bring in people who are not even knocking on our door?
- We are good in sharing knowledge but how can we become as good in sharing know-how?



→ **2030.wikimedia.org**

**Tell us what needs to change!**



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# In the pipeline ...

- Office hours
- Affiliate liaisons
- Community liaisons
- Translations

# For updates

- [2030.wikimedia.org](https://2030.wikimedia.org)
- Movement events
- Monthly activities meeting
- Suggestions? **Let us know.**

# Thanks!

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Kaarel:

[kvaidla@wikimedia.org](mailto:kvaidla@wikimedia.org)

# Update from the Wikimedia Foundation Executive Director



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# Questions and discussion



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# Submit your ideas!

Meta-Wiki:

[Wikimedia monthly activities meetings/](#)

[Sign up](#)



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LIVE