



# Article Feedback V5

## Project Overview

Prepared by:

Fabrice Florin

for the

Wikimedia Foundation

Jan. 2, 2012

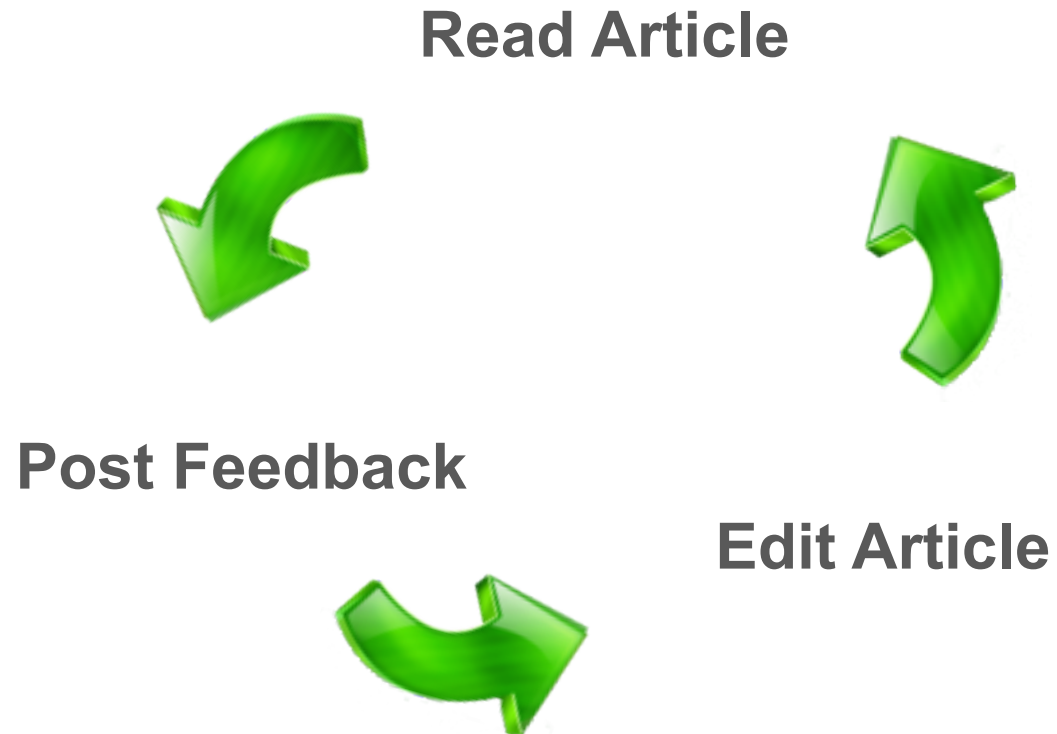
# Article Feedback Goals

- **engage readers** to participate more on Wikipedia
- initial focus on **article feedback** and **content quality**
- encourage a **collaboration** between **editors** and **readers**
- develop new ways to **drive thoughtful participation**
- experiment with **outsourcing web development**



# Activity Flow

Here are the 3 key stages of the desired “virtuous circle.”



# Key Features

- **feedback forms** (phase 1.0)
- **calls to action** (phase 1.0)
- **feedback page** (phase 1.5)
- **feedback tools** (phase 1.5)
- **talk page integration** (phase 2.0)
- **expanded feedback** (phase 2.0)



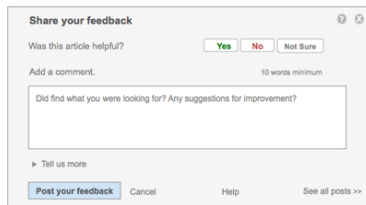
# Touchpoints



Article page

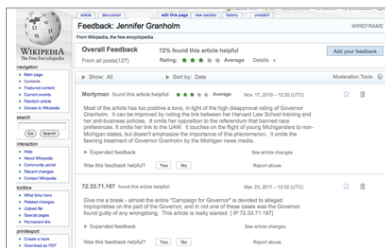


Edit page



Feedback form  
+ Calls to action

Did you know you can edit this article?



Feedback page  
+ Moderation tools



Talk page

Editors promote the best posts to Talk.

# Feedback forms

# Feedback Form – Option 1

SCREENSHOT

## Help improve this article

Did you find what you were looking for?

What was most useful to you? How could this article be improved?

By posting, you agree to transparency under these [terms](#).

# Feedback Form – Option 2

SCREENSHOT

## Help improve this article

 **Suggestion**    Praise    Problem    Question

Make a suggestion! How can this article be improved?

By posting, you agree to transparency under these [terms](#).

**Post your feedback**



# Feedback Form – Option 3

SCREENSHOT

## Help improve this article



Is this article helpful?



Add a comment. How can this article be improved?

By posting, you agree to transparency under these [terms](#).

**Post your feedback**

# Call to Edit – Option 4

MOCKUP

## Help improve this article



### Did you know that you can edit this page?

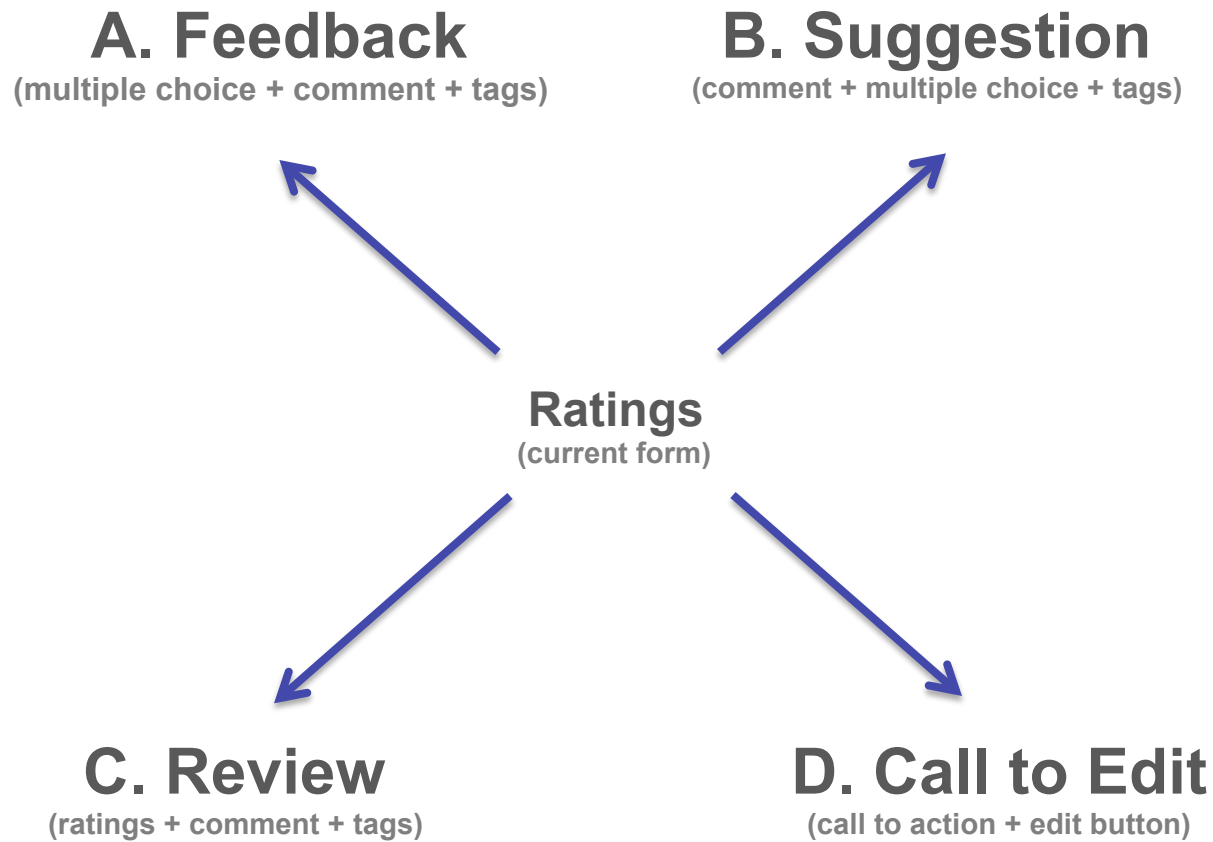
Wikipedia works because anyone can edit its articles.  
Go ahead, give it a try. Be bold!

[Learn how to edit >>](#)

[Edit this page](#) 

# A/B Test Options

We are testing four possible directions for extending the current rating tool.



# **Calls to Action**


# Calls to Action

- **edit this article** (if editable)
- **learn more** (if not editable)
- **sign up** Or **login** (if logged out)
- **take a survey** (link to survey page)
- **get email notifications** (if my post is used)



# Call to Action – Edit

SCREENSHOT

 **Thanks!** Your feedback has been saved.

## Did you know that you can edit this page?


Wikipedia works because anyone can edit its articles. Go ahead, give it a try. Be bold!

[Learn how to edit »](#)

[Edit this page](#) 

# Call to Action – Learn more

SCREENSHOT

 **Thanks!** Your feedback has been saved.


## Help improve Wikipedia

This encyclopedia is created by people like you.  
Can you give us a hand?

[Learn more](#) 

# Call to Action – Sign up

SCREENSHOT

 Thanks! Your ratings have been saved.

## Do you want to create an account?

An account will help you track your edits, get involved in discussions, and be a part of the community.

[Create an account](#)

or


[Log in](#)

[Maybe later](#)



# Call to Action – Survey

SCREENSHOT

 Thanks! Your ratings have been saved.

Please take a moment to complete a short survey.

[Start survey](#)

[Maybe later](#)

# Survey - Yes

Please answer a few questions x

**Please let us know why you rated this page today (check all that apply):**


- I wanted to contribute to the overall rating of the page
- I hope that my rating would positively affect the development of the page
- I wanted to contribute to Wikipedia
- I like sharing my opinion
- I didn't provide ratings today, but wanted to give feedback on the feature
- Other

**Do you believe the ratings provided are useful and clear?**

- Yes
- No

**Do you have any additional comments?**

*By submitting, you agree to transparency under these [terms](#).*



Please answer a few questions



SCREENSHOT

Please let us know why you rated this page today (check all that apply):

- I wanted to contribute to the overall rating of the page
- I hope that my rating would positively affect the development of the page
- I wanted to contribute to Wikipedia
- I like sharing my opinion
- I didn't provide ratings today, but wanted to give feedback on the feature
- Other

Do you believe the ratings provided are useful and clear?

- Yes
- No

Why?

Do you have any additional comments?

By submitting, you agree to transparency under these [terms](#).

Submit



# Future Calls to Action

Here are some possible CTAs we are considering for phase 2:

- **get email notifications**
- **discuss this article**
- **view feedback page**



# Related Features

- **help tips** or review guidelines
- **metrics collection** for quantitative data
- **separate survey** for feedback about the tool
- **email capture** form (if they want notifications)



# Feedback links



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# Golden-crowned Sparrow

From Wikipedia, the free encyclopedia. [Improve this article.](#) ← **A**

[Help improve this article >>](#) **B**

The **Golden-crowned Sparrow**, *Zonotrichia atricapilla*, is a medium-sized [sparrow](#). It is slightly larger than the closely related [White-crowned Sparrow](#).

## Contents [hide]

- Description
- Distribution and habitat
- Breeding
- Subspecies
- Behavior
- History
- References
- Further reading
  - Book
  - Thesis
  - Articles
- External links

## Feedback link options

We explored 8 different placements ideas for a prominent AFT5 link or button. (**green** = team favorites / **red** = problems)

- A** - Below article title
- B** - Below article title right
- C** - Button right edge (with extra padding)
- D** - Button bottom right corner
- E** - Button bottom edge
- F** - Button left edge
- G** - Button below Wikipedia logo
- H** - Link on each section bar

## Golden-crowned Sparrow



## Conservation status



Least Concern (IUCN 3.1)

## Scientific classification

- Kingdom: [Animalia](#)
- Phylum: [Chordata](#)
- Class: [Aves](#)
- Order: [Passeriformes](#)
- Family: [Emberizidae](#)
- Genus: [Zonotrichia](#)
- Species: ***Z. atricapilla***

## Binomial name

***Zonotrichia atricapilla***  
(Gmelin, 1789)

## Description

[\[edit\]](#) [\[improve this page\]](#)

Adults are 18 cm (7 in) long. In the breeding season, it has a distinct gold patch on its head, flanked by two dark black stripes. When not breeding, its plumage is more variable, ranging from a small, dull gold patch and no black, to near-breeding season plumage.

## Distribution and habitat

[\[edit\]](#) [\[improve this page\]](#)



Non-breeding plumage

The breeding habitat is across the north part of western Canada and the U.S. state of Alaska. In the winter the Golden-crowned Sparrow migrates to Vancouver Island in Canada and the West Coast of the United States.

## Breeding

[\[edit\]](#) [\[improve this page\]](#)

It nests in shrubby habitat above the treeline or near the coast and lays 3-5 brown-marked greenish white eggs.

## Subspecies

[\[edit\]](#) [\[improve this page\]](#)

No subspecies have been identified.

[Improve this page](#)

**E**

**D** →

[Improve this page](#)

Improve this page

**C**



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[Help improve this article](#) >>

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Non-breeding plumage

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## Breeding

It nests in shrubby habitat above the treeline or near the coast and lays 3-5 brown-marked greenish white eggs.

## Subspecies

No subspecies have been identified.

**Golden-crowned Sparrow**



**Conservation status**

Extinct	Threatened				Least Concern	
EX	EW	CR	EN	VU	NT	LC

Least Concern (IUCN 3.1)

**Scientific classification**

Kingdom:	Animalia
Phylum:	Chordata
Class:	Aves
Order:	Passeriformes
Family:	Emberizidae
Genus:	<i>Zonotrichia</i>
Species:	<i><b>Z. atricapilla</b></i>

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  - Aváñe'ê
  - Aymar aru
  - Azərbaycanca
  - Беларуская

Article Discussion

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# Barack Obama

From Wikipedia, the free encyclopedia  
(Redirected from Obama)

Feedback?



*"Barack" and "Obama" redirect here. For other uses, see Barak (disambiguation) and Obama (disambiguation).*  
*For the Kenyan economist, President Obama's father, see Barack Obama, Sr..*

**Barack Hussein Obama II** (/bəˈrɑːk huːˈseɪn ɑːbɑːmə/; born August 4, 1961) is the 44th and current President of the United States. He is the first African American to hold the office. Obama previously served as a United States Senator from Illinois, from January 2005 until he resigned following his victory in the 2008 presidential election.

Born in Honolulu, Hawaii, Obama is a graduate of Columbia University and Harvard Law School, where he was the president of the *Harvard Law Review*. He was a community organizer in Chicago before earning his law degree. He worked as a civil rights attorney in Chicago and taught constitutional law at the University of Chicago Law School from 1992 to 2004. He served three terms representing the 13th District in the Illinois Senate from 1997 to 2004.

Following an unsuccessful bid against the Democratic incumbent for a seat in the United States House of Representatives in 2000, Obama ran for the United States Senate in 2004. Several events brought him to national attention during the campaign, including his victory in the March 2004 Illinois Democratic primary for the Senate election and his keynote address at the Democratic National Convention in July 2004. He won election to the U.S. Senate in Illinois in November 2004. His presidential campaign began in February 2007, and after a close campaign in the 2008 Democratic Party presidential primaries against Hillary Rodham Clinton, he won his party's nomination. In the 2008 presidential election, he defeated Republican nominee John McCain, and was inaugurated as president on January 20, 2009. In October 2009, Obama was named the 2009 Nobel Peace Prize laureate.

As president, Obama signed economic stimulus legislation in the form of the American Recovery and Reinvestment Act in 2009 and the Tax Relief, Unemployment Insurance Reauthorization, and Job Creation Act in 2010. Other domestic policy initiatives include the Patient Protection and Affordable Care Act, the Dodd–Frank Wall Street Reform and Consumer Protection Act, the Don't Ask, Don't Tell Repeal Act and the Budget Control Act of 2011. In foreign policy, he gradually withdrew combat troops from Iraq and announced that all troops would be home by the end of 2011, increased troop levels in Afghanistan, signed the New START arms control treaty with Russia, ordered enforcement of the UN-sanctioned no-fly zone over Libya, and ordered the military operation that resulted in the death of Osama bin Laden. In April 2011, Obama declared his intention to seek re-election in the 2012 presidential election.<sup>[4]</sup>

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1.2	University of Chicago Law School and civil rights attorney
2	Legislative career: 1997–2008
2.1	State Senator: 1997–2004
2.2	U.S. Senate campaign
2.3	U.S. Senator: 2005–2008

**Barack H. Obama**



**44th President of the United States**  
**Incumbent**

**Assumed office**  
January 20, 2009

**Vice President Joe Biden**

**Preceded by** George W. Bush

**United States Senator from Illinois**

**In office**  
January 3, 2005 – November 16, 2008

**Preceded by** Peter Fitzgerald

**Succeeded by** Roland Burris

**Illinois State Senator from the 13th District**

**In office**  
January 8, 1997 – November 4, 2004

MOCKUP



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  - 2.2 U.S. Senate campaign
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Barack H. Obama



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Feedback

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## Description

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## Distribution and habitat



Non-breeding plumage

The breeding habitat is across the north part of western Canada and the U.S. state of Alaska. In the winter the Golden-crowned Sparrow migrates to Vancouver Island in Canada and the West Coast of the United States.

## Breeding

It nests in shrubby habitat above the treeline or near the coast and lays 3-5 brown-marked greenish white eggs.

## Subspecies

No subspecies have been identified.

### Golden-crowned Sparrow



### Conservation status



### Scientific classification

Kingdom: [Animalia](#)  
Phylum: [Chordata](#)  
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Order: [Passeriformes](#)  
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Genus: [Zonotrichia](#)  
Species: ***Z. atricapilla***

### Binomial name

***Zonotrichia atricapilla***  
(Gmelin, 1789)



Improve this page

**Feedback page**

## Feedback: Golden-crowned Sparrow

22 feedback posts on this article



76% found what they were looking for

[View article](#) | [Discussion](#) | [Help](#)

Sort by: [Date](#) | [Rating](#) | [Helpful](#)

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[Add your feedback](#)

Jane Doe



found what they were looking for

FEATURED

32 mins. ago

Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

▶ More

12 edits since this post

Is this feedback helpful?

(3 answers)

[Flag as abuse](#)

72.33.71.167



did not find what they were looking for

1 hr. 23 mins. ago

Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

▶ More

12 edits since this post

Is this feedback helpful?

(9 answers)

[Flag as abuse](#) (4)


# Feedback: Golden-crowned Sparrow

22 feedback posts on this article  76% found what they were looking for

[View article](#) | [Discussion](#) | [Help](#)

Sort by: [Date](#) | [Rating](#) | [Helpful](#)    [Show filters](#)    [Hide tools](#)

[Add your feedback](#)


Jane Doe  found what they were looking for    **FEATURED**    32 mins. ago

Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

▶ More

12 edits since this post

Is this feedback helpful?  Yes  No (3 answers)

 Flag as abuse

## EDITOR TOOLS

- Hide this post
- Show this post
- Feature this post

- Tag this post
- Add in to-do list
- Post on talk page
- Resolve issue

72.33.71.167  did not find what they were looking for    **HIDDEN**    1 hr. 23 mins. ago

Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

▶ More

12 edits since this post

Is this feedback helpful?  Yes  No (9 answers)

 Flag as abuse (4)

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## AFTv5: Proposed Access to Feedback Features (for discussion purposes only)

User Group	Unregistered	Registered	Autoconfirmed	Rollbackers <sup>(1)</sup>	Administrator	Oversight
<b>Posting Rights</b>						
Post feedback	Green	Green	Green	Green	Green	Green
<b>Viewing Rights</b>						
View feedback page	Green	Green	Green	Green	Green	Green
View hidden feedback	Red	Red	Red	Green	Green	Green
View deleted feedback	Red	Red	Red	Red	Red	Green
View who rated/flagged post	Red	Red	Green	Green	Green	Green
<b>Annotation Rights</b>						
Rate helpfulness of posts	Green	Green	Green	Green	Green	Green
Flag feedback as abuse	Green	Green	Green	Green	Green	Green
Comment on feedback posts	Green	Green	Green	Green	Green	Green
Tag feedback posts	Green	Green	Green	Green	Green	Green
<b>Administrative Rights</b>						
Hide feedback posts	Red	Red	Red	Green	Green	Green
Unhide (show) feedback posts	Red	Red	Red	Green	Green	Green
Delete feedback posts	Red	Red	Red	Red	Red	Green
Undelete feedback posts	Red	Red	Red	Red	Red	Green
Bar problem users	Red	Red	Red	Red	Green	Green
<b>Other Features</b> <small>(under consideration)</small>						
Add in to-do list	Red	Red	Green	Green	Green	Green
Post on talk page	Red	Red	Green	Green	Green	Green
Resolve issue	Red	Red	Green	Green	Green	Green
Email users <small>(who opted-in for this)</small>	Red	Red	Green	Green	Green	Green

Green = Rights granted

Red = No rights granted

(1) Users with rollback privileges would have the right to hide offensive posts, as well as other administrative rights TBD.

**Talk page**





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## Talk:Barack Obama

From Wikipedia, the free encyclopedia

View feedback >>

Skip to table of contents

This is the **talk page** for discussing improvements to the **Barack Obama** article.

- This is **not a forum** for general discussion of the article's subject.
- Put new text under old text. Click here to start a new topic.
- Please sign and date your posts by typing four tildes (~~~~).
- New to Wikipedia? Welcome! Ask questions, get answers.
- Be polite
- Assume good faith
- Avoid personal attacks
- Be welcoming
- Article policies
  - No original research
  - Neutral point of view
  - Verifiability

T3

If this page has been recently modified, it may not reflect the most recent changes. Please **purge this page** to view the most recent changes.

**Barack Obama** is a **featured article**; it (or a previous version of it) has been **identified** as one of the best articles produced by the **Wikipedia community**. Even so, if you can update or improve it, **please do so**. [View feedback >>](#)

This article appeared on Wikipedia's **Main Page** as **Today's featured article** on November 4, 2008.

T2

Article milestones [\[show\]](#)

[faq page](#) **Frequently Asked Questions (FAQ)** [\[show\]](#)

This article must adhere to the policy on **biographies of living persons**, even if it is not a biography, because it contains material about living persons. Contentious material about living persons that is unsourced or **poorly sourced must be removed immediately** from the article and its talk page, especially if potentially **libellous**. If such material is repeatedly inserted, or if there are other concerns about edits related to a living person, please report the issue to the **biographies of living persons noticeboard**. If you are connected to one of the subjects of this article and need help with issues related to it, please see [this page](#).

This page is about an active **politician** who is running for office, is in office and campaigning for re-election, or is involved in some current political conflict or controversy. Because of this, this article is at increased risk of **biased editing**, talk-page **trolling**, and simple **vandalism**.

This article is of interest to multiple **WikiProjects**. Click [\[show\]](#) for further details. [\[show\]](#)

This article has been **mentioned by multiple media organizations**: [\[hide\]](#)

- Jose Antonio Vargas (September 17, 2007). "On Wikipedia, Debating 2008 Hopefuls' Every Facet" [\[link\]](#). The Washington Post.
- Alison Stewart, Rachel Martin (April 3,2008). "Round the Clock: Obama, Clinton Wiki-Warfare" [\[link\]](#). The Bryant Park Project, NPR.



WIKIPEDIA  
The Free Encyclopedia

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Interaction

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- **View feedback**

article discussion

read edit view history

search

# Talk:Golden-crowned Sparrow

[View feedback >>](#)

## Feedback Overview

[X Close feedback](#)

76% of users found what they were looking for Rating: ★★★★★ Good

Show only: All Sort: Newest Showing 236 posts (of 530) [Add Your Feedback](#)

**SeanHeavey found what they were looking for**

6 hours and 45 minutes ago

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean commodo ligula eget dolor. Aenean massa. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Donec quam felis, ultricies nec, pellentesque eu, pretium quis, sem. Nulla consequat massa quis enim. Donec pede justo, fringilla vel, aliquet nec, vulputate eget, arcu. In enim justo, rhoncus ut, imperdiet a, venenatis vitae, justo. Nullam dictum felis eu pede mollis pretium. Integer tincidunt. Cras dapibus. Vivamus elementum semper nisi...

[More](#)

[32 Edits since this post >](#)

Is this feedback helpful?  Yes  No (2 votes)

[Flag this as abuse](#)

[More feedback >>](#)

[Skip to table of contents](#)

This is the **talk page** for discussing improvements to the **Barack Obama** article.

- **This is not a forum** for general discussion of the article's subject.
- **Put new text under old text.** [Click here to start a new topic.](#)
- **Please sign and date your posts** by typing four tildes (~~~~).
- **New to Wikipedia? Welcome!** Ask questions, get answers.

- Be polite
- Assume good faith
- Avoid personal attacks
- Be welcoming

- Article policies**
- No original research
  - Neutral point of view
  - Verifiability



If this page has been recently modified, it may not reflect the most recent changes. Please [purge this page](#) to view the most recent changes.

# Other features

(Expanded form, open issues)

## Share your feedback



Did you find what you were looking for?

Yes

No

How can we improve this article?

Label:



Suggestion



Question



Problem



Praise

▼ Tell us more (optional)

1. How could this article be improved?

Needs more **text**

Needs more **references**

Needs more **links**

Needs more **photos**

Needs more **citations**

Needs more **editing**

2. How do you rate this article?

Is it **credible**? \* \* \* \* \* x Credible

Is it **neutral**? \* \* \* \* \* x Biased

Is it **thorough**? \* \* \* \* \* x Thorough

Is it **well-written**? \* \* \* \* \* x Adequate

3. How much do you know about this topic?

I am a

Your post will be shared [here](#). See our [privacy policy](#).

Post your feedback

# Open Issues

- placement of feedback button and forms
- how to access feedback page
- who can rate content on feedback page
- when to hide or delete feedback page contents
- who can use feedback page tools
- talk page integration



# Community Ideas

## Phase 1:

- Comment box
- "Did you find what you were looking for?"
- Checkboxes for suggested improvements
- Make rating tool more visually compact
- Hide AFT for recently created pages
- Different calls to action

## Phase 1.5:

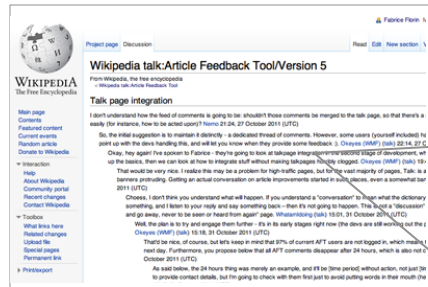
- Dashboard with recent feedback and page metrics
- Allow permanent linking of page scores
- Courtesy diff link to the rated revision

## Phase 2:

- Ratings details (counts, distribution, averages over time)
- Promote (or post) feedback/comments to talk page
- Let registered users track pages they rated
- Comments feed per article (for editors) – RSS/API?



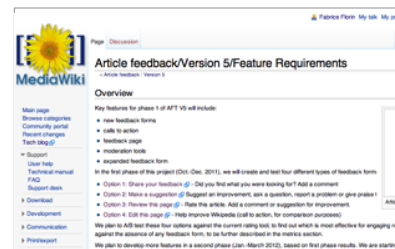
# Communication Funnel



**Talk page**  
bit.ly/aft-v5-talk



**Ideas page**  
bit.ly/aft-v5-ideas



**Requirements page**  
bit.ly/aft-v5-features

- **Summary of Idea** (as close to requirement as possible)
- **Status** (e.g., next phase, future phase, hold pending research)
- **Rationale**
- **Links to dev documentation:** If in active development, link to either Buzilla or Requirements Page

# Metrics



# Metrics

## Usage:

- How many people posted a **rating**?
- How many people posted a **comment**?
- How many people posted **more feedback**?
- Which **version** of the tool was used most?
- Which **feedback input** was used most?

## Engagement:

- How many people posted an **edit**?
- How many people **signed up**?
- How many people **logged in**?
- How many people shared their **email**?

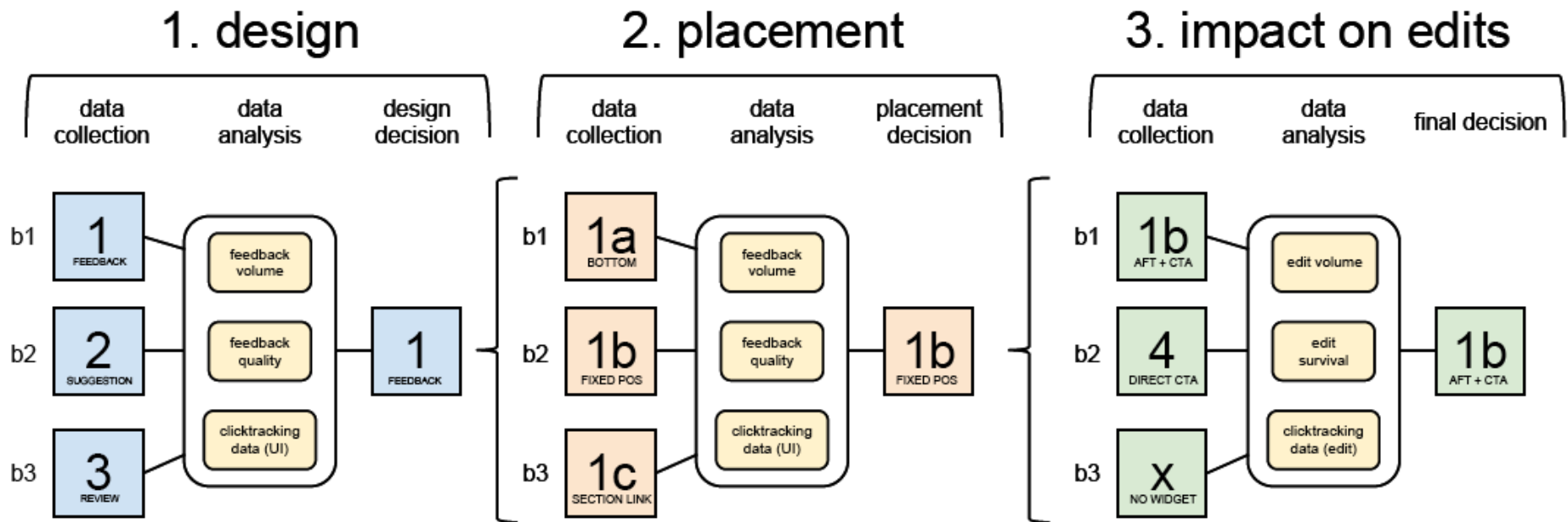
## Satisfaction:

- Did **readers** find the tool useful?
- Did **editors** find the tool useful?
- Which **tool version** (or input) was found **most useful**? Why?

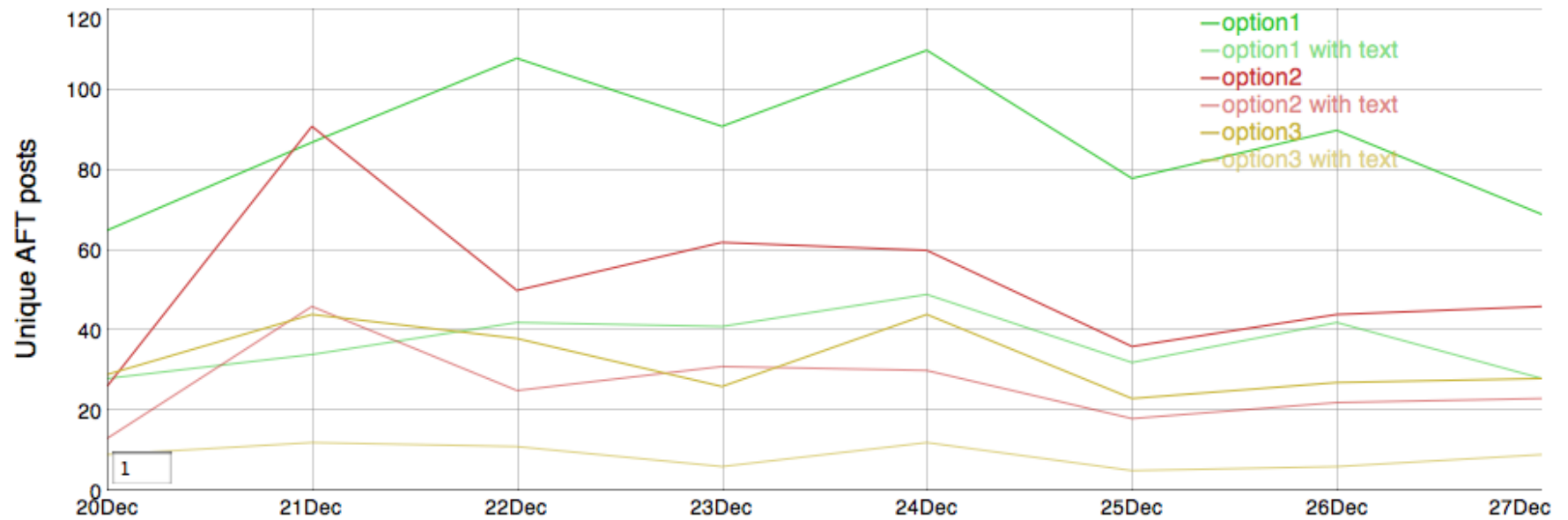
## Quality:

- How did **reader ratings** compare to **editor ratings**? to **expert ratings**?
- How many **feedback posts** were **voted up** or **down** by the community?
- How many **feedback posts** were **featured** or **hidden** by editors?
- How many **feedback posts** led editors to **email** the contributor?

# Metrics Plan (2012)

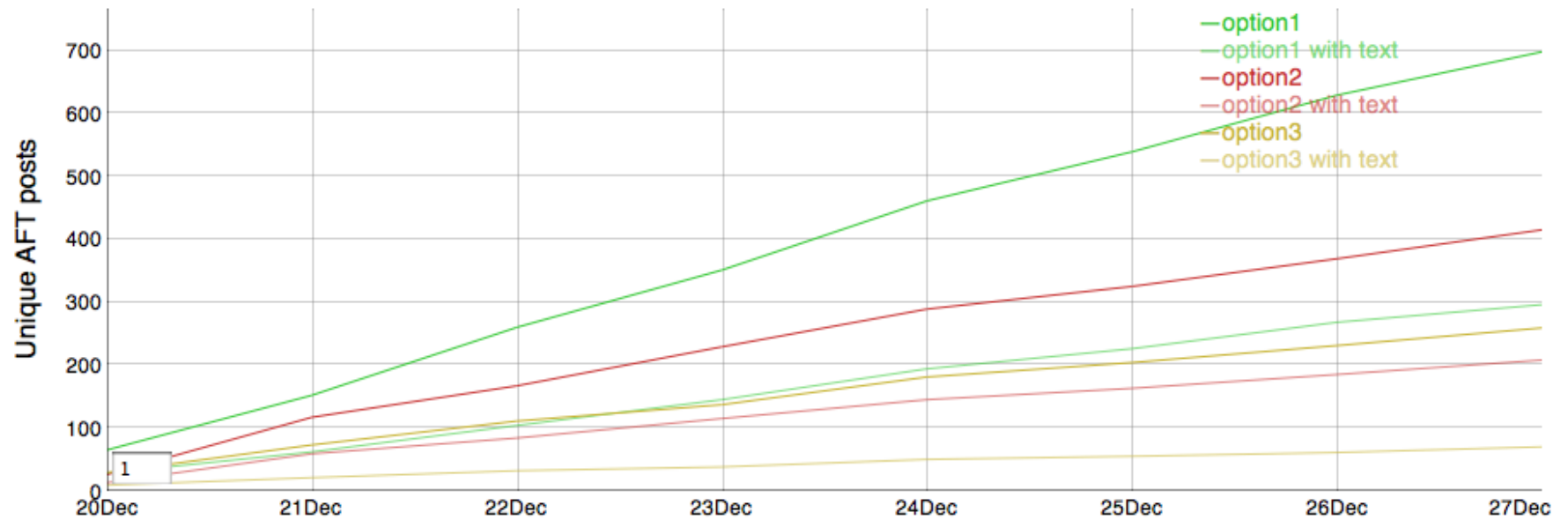


### Daily feedback volume (by design)



Daily feedback volume data (by design): [csv](#)  
 Last updated: 2011-12-27 17:39:15 UTC

### Cumulative feedback volume (by design)



Cumulative feedback volume data (by design): [csv](#)

# Our Vision



- Help **get readers more engaged.**
- Give them tools to **suggest article improvements.**
- Encourage them to **become editors** over time.
- Offer practical feedback tools to **experienced editors.**
- Get readers and editors to **collaborate**, so everybody wins!





User Type	Reader	Contributor	Editor
Visits/Month	1 Time / Month	5+ Times / Month	10+ Times / Month
Time/Visit	1-3 Minutes	3-5 Minutes	5-10+ Minutes
Main Activities	<ul style="list-style-type: none"><li>• Read Articles</li><li>• Read Notes</li></ul>	<ul style="list-style-type: none"><li>• Post Feedback</li><li>• Read Feedback</li></ul>	<ul style="list-style-type: none"><li>• Edit Articles</li><li>• Use Feedback</li></ul>
Total Users	470+ million	grow to 47 million ?	grow to 470 thousand ?
% Total	90%	9%	1%

**Plan**

# Timeline (Phase 1)

## 1. Planning

**Project plan and research**

(Sep.-Oct. 2011, 3 weeks - Done)

## 2. Development

**Design and develop service up to launch**

(Oct. 2011 - Jan. 2012, 13 weeks – In progress)

## 3. Release

**Launch, test and tweak live service**

(Dec. 2011 - Jan. 2012, 3-6 weeks)

## 4. Reports

**Analyze user data, recommend next steps**

(Jan. – Feb. 2012, 3-4 weeks)



# Stage 1: Planning

We completed this phase in our first 3 weeks.

*Goal:* **Project plan, design** and **research**

- ✓ Define **goals** and **scope**
- ✓ Research **needs** and **metrics**
- ✓ Design **key features**
- ✓ Create first **wireframes**
- ✓ Sign up **development partners**
- ✓ Prepare **project plan**





# Stage 2: Development

(Oct. 2011 – Jan. 2012, 13 weeks, in progress)

*Goal:* **Develop** and **test a basic service** through launch

- **Design user experience**, all **graphics** and **slides**
- **Host discussions** with community (IRC/voice)
- **Write updated requirements** and **specs**
- **Develop core service** in small increments
- **Set up metrics** and **data collection**
- **Test prototype** with first participants
- **Update launch plan** and **communications**



# Stage 3: Release

(Dec. 2011 - Jan. 2012, 3-6 weeks)

*Goal:* **Launch, tweak** and **support new service**

- **Launch service** on 20,000 Wikipedia articles
- **Promote service** to community, **host discussions**
- **Conduct A/B tests** for **key features**
- **Develop** and **launch new features** (1.2 to 1.6)
- **Adjust features** based on **user feedback**
- **Monitor metrics** and **collect user data**
- **Moderate** key pages, **interact** with community
- **Track bugs** and **feature requests**



# Stage 4: Reports

(Jan. - Feb. 2012, 3-4 weeks)

*Goal:* **Study results, recommend next steps**

- **Analyze user data** based on implicit and explicit metrics
- **Send online survey** and **interview** key participants
- **Write key findings** and **post recommendations** for next steps
- **Wide release** on **English Wikipedia**
- **Post open source code** as **MediaWiki extension**
- Prepare **report**, updated **project plan** and **budget** for next phase



**Team**

# Project Team - Contractors

(6 FTEs at peak – all OmniTI except Fabrice)

- Product Development Lead **Fabrice Florin**
- VP Business Development **Leon Fayer**
- Project Manager **Yoni Shostak**
- PHP Developer 1 **Reha Sterbin**
- PHP Developer 2 **Greg Chiasson**
- UI Developer/Designer **Sean Heavey**

# Project Team - Wikimedia

(3 FTEs at peak)

- VP Engineering / Product **Erik Moeller**
- Senior Product Manager **Howie Fung**
- Engineering Director **Alolita Sharma**
- Research Analyst **Dario Taraborelli**
- UX Designer **Brandon Harris**
- Code Review / Testing **Roan Kattouw**
- Community Liaison **Oliver Keyes**

# Communications

# Communication channels

- [Wikien-I mailing list](#)
  - [Tech blog](#)
  - [Foundation blog](#)
  - [Village Pump](#)
  - [Mediawiki project page](#)
  - [What's This?](#) – Wikipedia EN
  - [Article Feedback Ideas/Plan](#)
- 
- IRC
  - Skype
  - Bugzilla





# Useful Links

**AFT V5 - Intro page**

[bit.ly/aft-v5-intro](https://bit.ly/aft-v5-intro)

**AFT V5 - Talk page**

[bit.ly/aft-v5-talk](https://bit.ly/aft-v5-talk)

**AFT V5 - Ideas page**

[bit.ly/aft-v5-ideas](https://bit.ly/aft-v5-ideas)

**AFT V5 - Feature Requirements**

[bit.ly/aft-v5-features](https://bit.ly/aft-v5-features)

**AFT V5 - Project Hub Page**

[bit.ly/aft-v5](https://bit.ly/aft-v5)



# Development

# OmniTI Services & Deliverables

## Services

- UI development and visual design
- Software and database development
- Testing and quality assurance
- Project management

## Deliverables

- Requirements Document
- High-level Designs, Wireframes and Workflows
- Software Development/Design Iterations
- Testing
- Code Releases
- Code Updates & Documentation



# Agile Development Process

- short sprints for working code delivery to the product manager
  - frequent, ideally daily, check-ins with the development team
  - frequent, ideally continuous testing of running code on staging
  - focus on making short term tasks and work product visible
- (instead of developing elaborate PRDs and long-term plans)



# Platforms

## Phase 1:

- Windows
- Mac
- Linux

## Phase 2:

- iOS?
- Android?
- Mobile Web?

## Phase 1:

- Internet Explorer 7+
- Firefox 3.0+
- Safari 5.0+
- Chrome 5.0+

## Phase 2:

- Graceful degradation on older browsers



# Current Tools

# Current AFT Form - Before

Rate this page [View page ratings](#)

[What's this?](#)

Trustworthy  Objective  Complete  Well-written

★ ★ ★ ★ ★    ★ ★ ★ ★ ★    ★ ★ ★ ★ ★    ★ ★ ★ ★ ★

I am highly knowledgeable about this topic (optional)

# Current AFT Form - After


**Rate this page** [View page ratings](#)

[What's this?](#)

Trustworthy  Objective  Complete  Well-written

★★★★★ ☆     ★★★★★ ☆     ★★★★★ ☆     ★★★★★ ☆

I am highly knowledgeable about this topic (optional)

 Your ratings have not been submitted yet



# AFT Form - Expertise

**Rate this page** [View page ratings](#)

[What's this?](#)

Trustworthy  Objective  Complete  Well-written

★★★★★ ☆     ★★★★★ ☆     ★★★★★ ☆     ★★★★★ ☆


I am highly knowledgeable about this topic (optional)

I have a relevant college/university degree


It is part of my profession

It is a deep personal passion

The source of my knowledge is not listed here

 Your ratings have not been submitted yet

# Call to Action - Survey

 Thanks! Your ratings have been saved.

**Please take a moment to complete a short survey.**

[Start survey](#)

[Maybe later](#)

# Survey Questions

Please answer a few questions ✕

**Please let us know why you rated this page today (check all that apply):**

- I wanted to contribute to the overall rating of the page
- I hope that my rating would positively affect the development of the page
- I wanted to contribute to Wikipedia
- I like sharing my opinion
- I didn't provide ratings today, but wanted to give feedback on the feature
- Other

**Do you believe the ratings provided are useful and clear?**

- Yes
- No

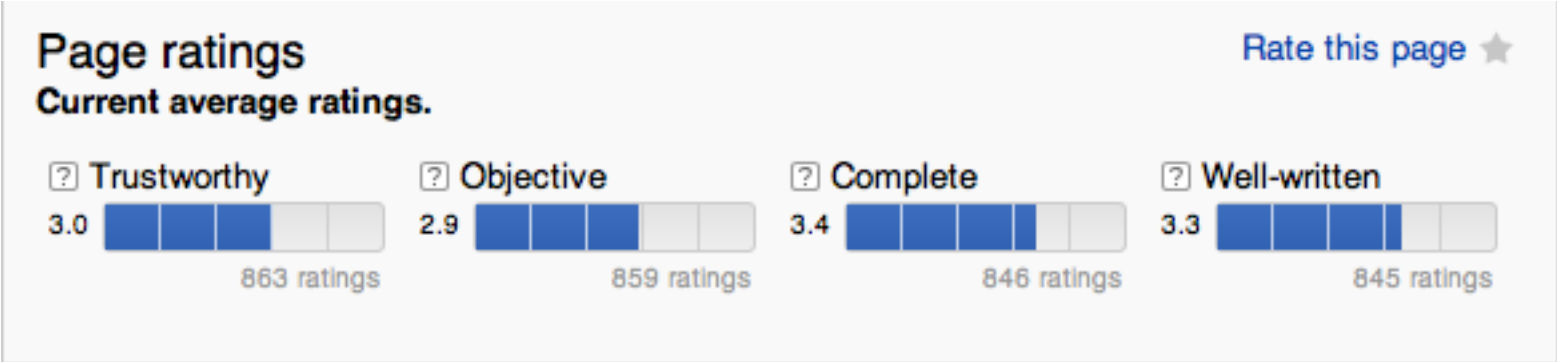
**Do you have any additional comments?**

This is a good start, but there are ways we can make this process more effective, by adding a comments field, and perhaps emphasizing suggestions for improvement over ratings.


*To help improve this feature, your feedback may be shared anonymously with the Wikipedia community.*

///

# Current AFT Form – Call to Action - Survey



# Mood Bar



The image shows a screenshot of a Wikipedia article page. On the left is the Wikipedia logo and navigation menu. The main content area shows the start of an article about The Beatles. A 'Feedback about editing' widget is overlaid on the page, featuring a 'Mood Bar' with three options: Happy, Sad, and Confused. Below the mood bar is a text input field with placeholder text and a 'Send Feedback' button.

Feedback about editing Jo

Art... Rea

**Editing Wikipedia made me...** (close)

Happy Sad Confused

**Because...** 101 characters remaining

Lorem ipsum dolor sit amet nimmy ducat!

By submitting, you agree that we may use your feedback as explained in [our policy](#).

[What is this feature?](#) **Send Feedback**

**The Beatles** were an English rock band, formed in Liverpool in 1960, and commercially successful and critically acclaimed acts in the history of 1962, the group consisted of [John Lennon](#) (rhythm guitar, vocals), [Paul](#) (vocals), [George Harrison](#) (lead guitar, vocals) and [Ringo Starr](#) (drums, v



WIKIPEDIA  
The Free Encyclopedia

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  - Babylon
  - Requests
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  - Deutsch

Special page

## Feedback Dashboard

### Filters

Type:

- Praise
- Issues
- Confusion

Keyword:

User Name:

**Set Filters** ▶

What is this feature?



Happy

**Kaldari** talk • contribs • wikilove

2 minutes ago

Lorem ipsum dolor! Sit amet nihil carborundum no nimmi nihil nub. Lorem lorem dolor ipsum!

[\(link to this\)](#)



Confused

**Eloquence** talk • contribs • wikilove

32 minutes ago

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Cras mattis consectetur purus sit amet fermentum.

[\(link to this\)](#)



Sad

**Jorm** talk • contribs • wikilove

About 1 hour ago

Vivamus sagittis lacus vel augue laoreet rutrum faucibus dolor auctor. Lorem ipsum dolor sit amet.

[\(link to this\)](#)



Confused

**Brion VIBBER** talk • contribs • wikilove

2 hours ago

Morbi leo risus, porta ac consectetur ac, vestibulum at eros. Vestibulum id ligula porta felis euismod semper.

[\(link to this\)](#)



Happy

**SGardner** talk • contribs • wikilove

5 hours ago

Donec ullamcorper nulla non metus auctor fringilla.

[\(link to this\)](#)



Sad

**Krinkle** talk • contribs • wikilove

Yesterday

(No comment provided)

[\(link to this\)](#)



Sad

**Aloita** talk • contribs • wikilove

Last week

Sed posuere consectetur est at lobortis.

[\(link to this\)](#)

▼ More