

# Editor Engagement Experiments

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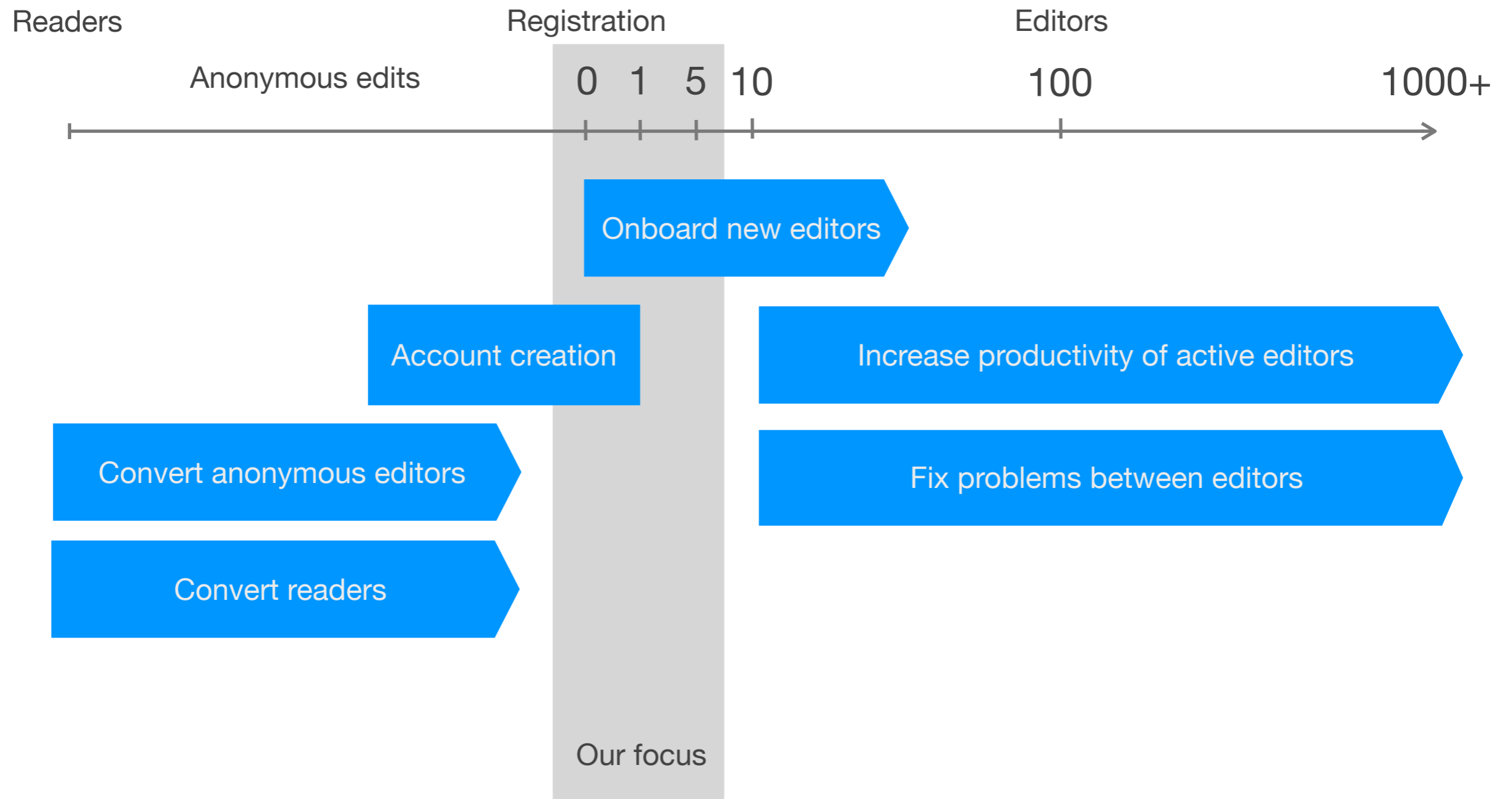
Quarterly Review, January-March 2013

# The team

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- design • Munaf Assaf
- data • Ryan Faulkner
- engineering • Matt Flaschen
- engineering • Ori Livneh
- docs • Kirsten Menger-Anderson
- engineering • S Page
- data • Dario Taraborelli
- product • Steven Walling

# The user lifecycle



# Quarterly product plan

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[mediawiki.org/wiki/Editor\\_engagement\\_experiments/Quarterly\\_planning](https://mediawiki.org/wiki/Editor_engagement_experiments/Quarterly_planning)

## **Features:**

- Account creation and login
- Getting started
- Guided tours

## **Infrastructure, analytics, and metrics:**

- EventLogging
- User metrics API

# Account creation & login productization

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[mediawiki.org/wiki/Account\\_creation\\_user\\_experience](https://mediawiki.org/wiki/Account_creation_user_experience)

## Goals:

- New account creation and login in core ✓
- Campaign support

## Status: *in progress*

- Opt-in launch slated for this month, pending final code review
- Campaign support deferred until after launch

## Additions mid-quarter:

- Code review and support for volunteer patches
- New feature: CAPTCHA refresh button

# Guided tours

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[mediawiki.org/wiki/Guided\\_tours](https://mediawiki.org/wiki/Guided_tours)

## Goals:

- Build and test a Getting Started tour ✓
- Productization and I10n ✓
- Support for community-created tours and feature tours ✓

**Status:** *complete*

# Getting Started

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[mediawiki.org/wiki/Onboarding\\_new\\_Wikipedians](https://mediawiki.org/wiki/Onboarding_new_Wikipedians)

## Goals:

- Improve conversion rates
  - 0→1 ✓
  - 1→5
- Productize our task recommender system (i.e. SuggestBot) ✓

**Status:** *complete, with exceptions*

# EventLogging

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[mediawiki.org/wiki/EventLogging](https://mediawiki.org/wiki/EventLogging)

## Goals:

- More robust campaign support
- Real-time monitoring and alerts ✓
- Preliminary support for automated funnel analysis and statistical testing
- Documentation ✓

**Status:** *complete, with exceptions*

## Additions mid-quarter:

- Dedicated log database
- Tons of internal training
- Added server-side events (e.g. server says “user signed up” vs. “user clicked submit to signup form”)

# User Metrics API

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[mediawiki.org/wiki/UserMetrics](https://mediawiki.org/wiki/UserMetrics)

## Goals:

- Metrics visualization, in collaboration with Analytics
- Public release and announcements ✓
- User tag repository redesign ✓

**Status:** *complete, with exceptions*

## Additions mid-quarter:

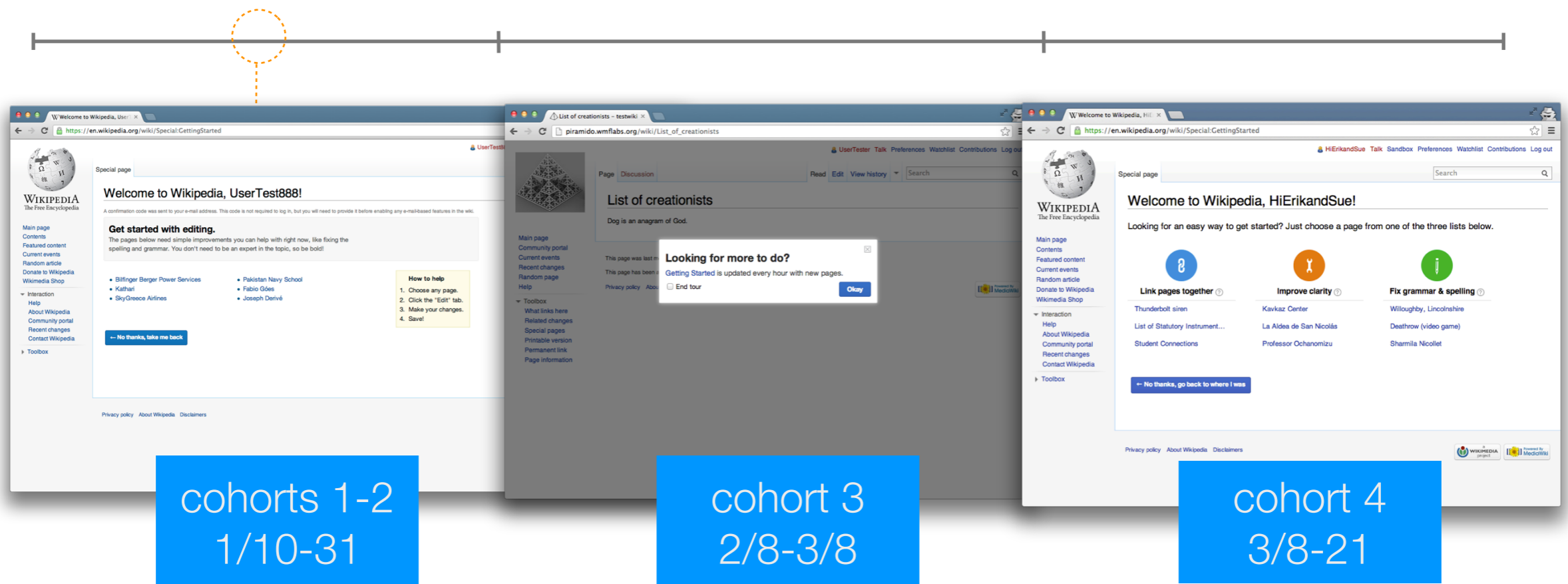
- Hand-off to Analytics and training other analysts
- Stability and security work for public release

# Timeline of experimentation

January

February

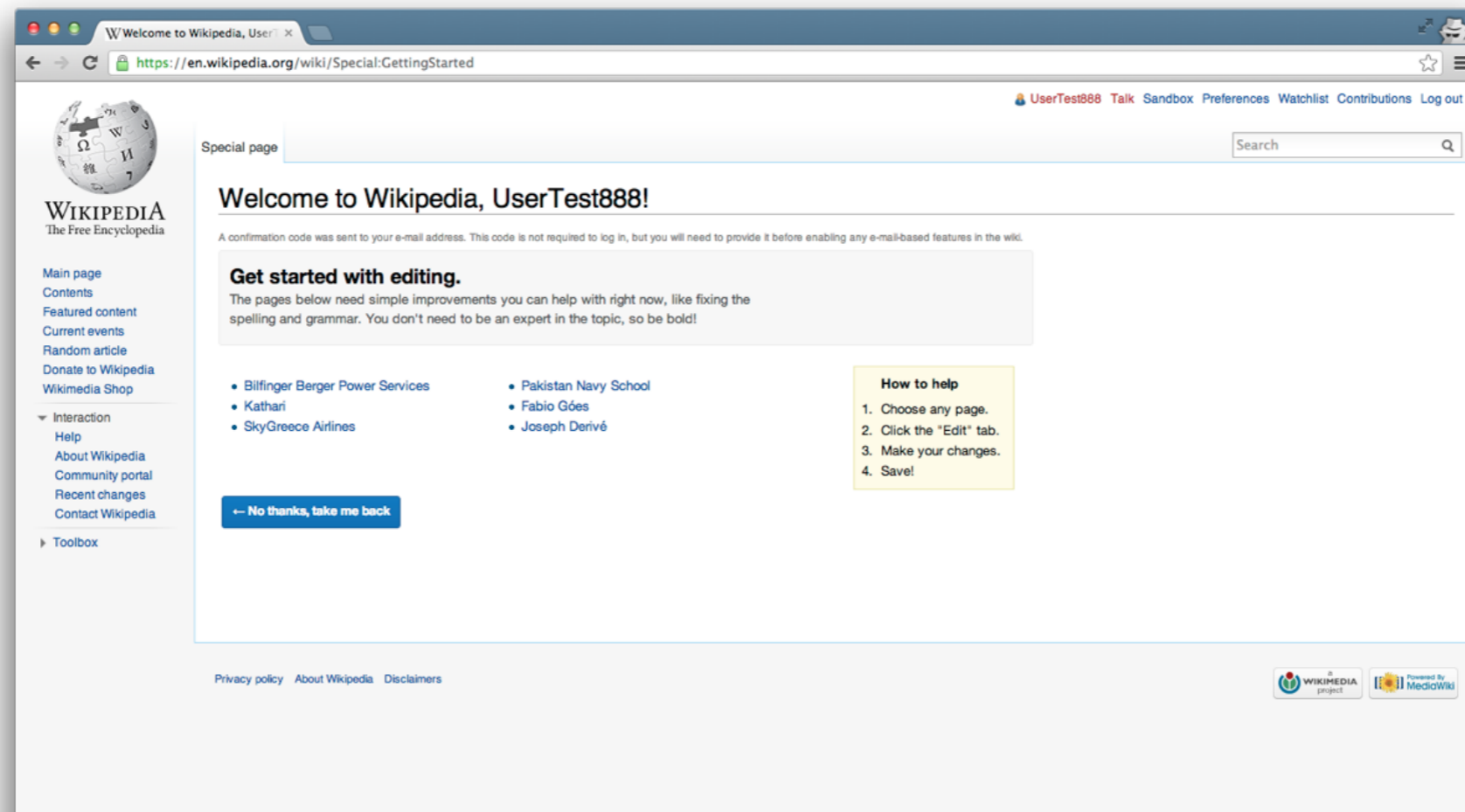
March



Quarterly Review 1

# Onboarding cohorts one & two

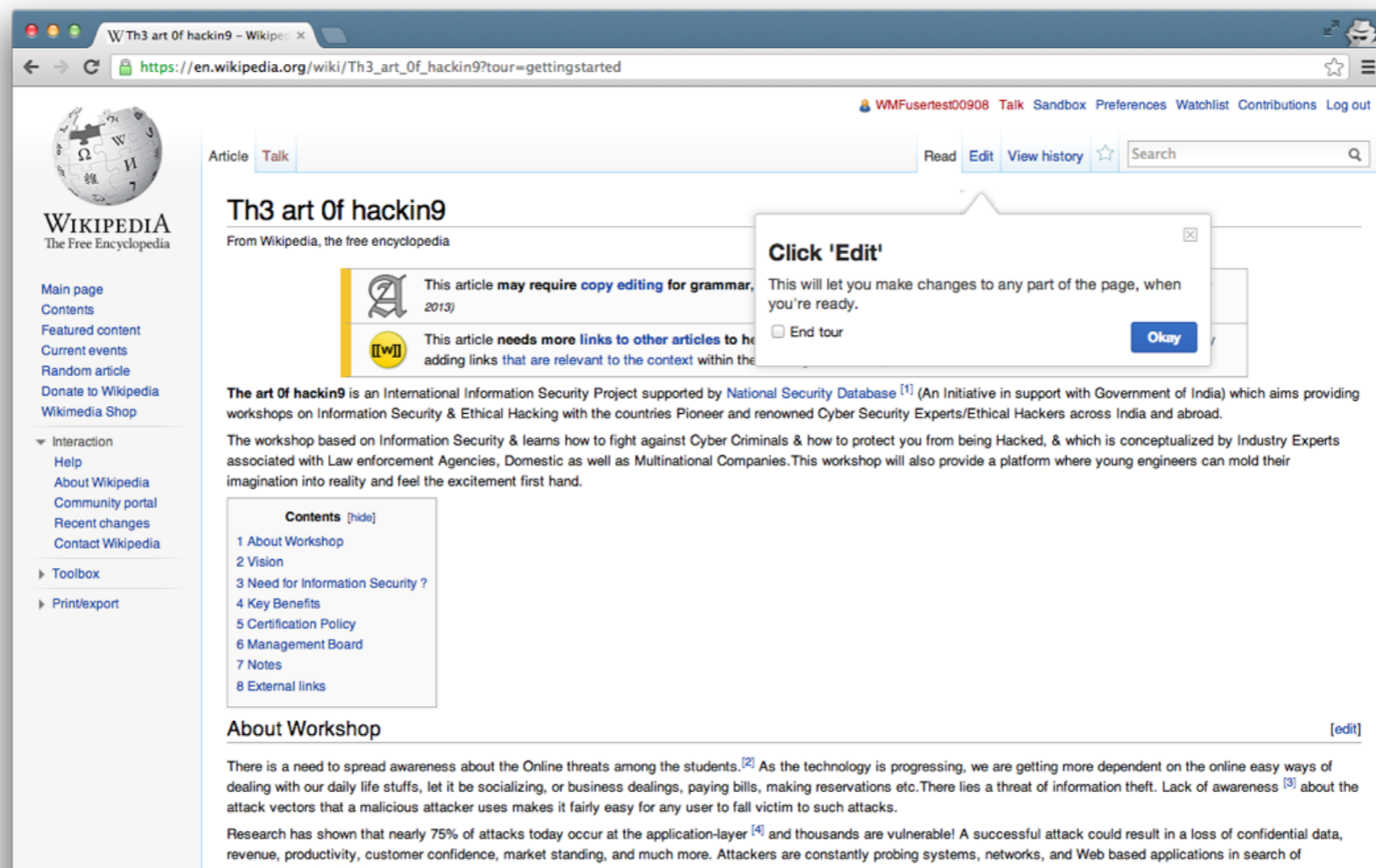
+1.8% rate of 1+ article edits in 24hrs, compared to no onboarding



What we learned:  
Getting Started can increase the number of first-time editors.

# Onboarding cohort three

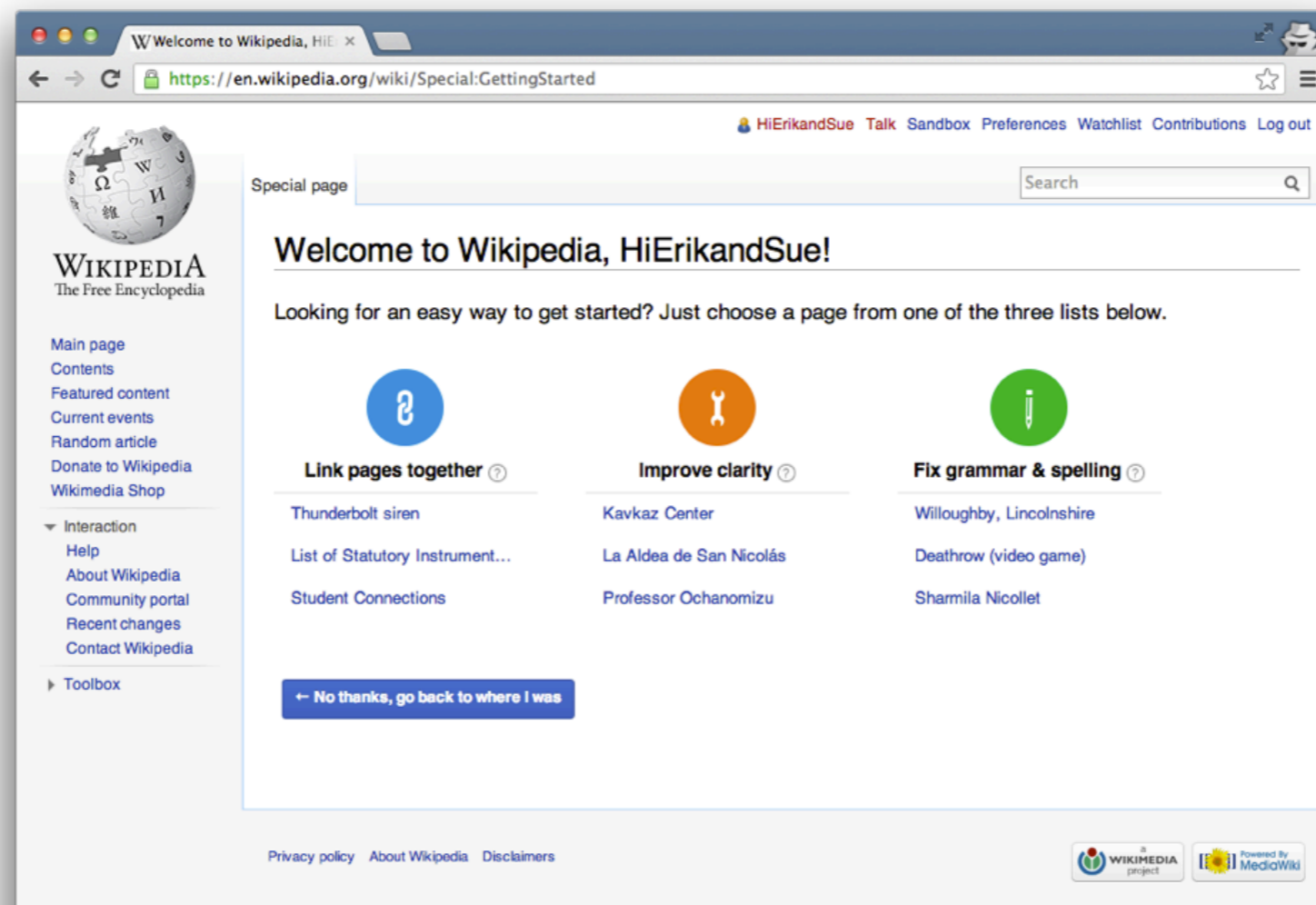
+3.9% rate of 1+ article edits in 24hrs, by adding guided tours



What we learned:  
Guided tours very effective for 0 → 1 stage, not yet for 1 → 5

# Onboarding cohort four

+1.5% rate of 1+ article edits in 24hrs, compared to no onboarding



What we learned:  
Too much choice is detrimental to the 0→1 editor experience.

# Our contribution to Total Active Editors?

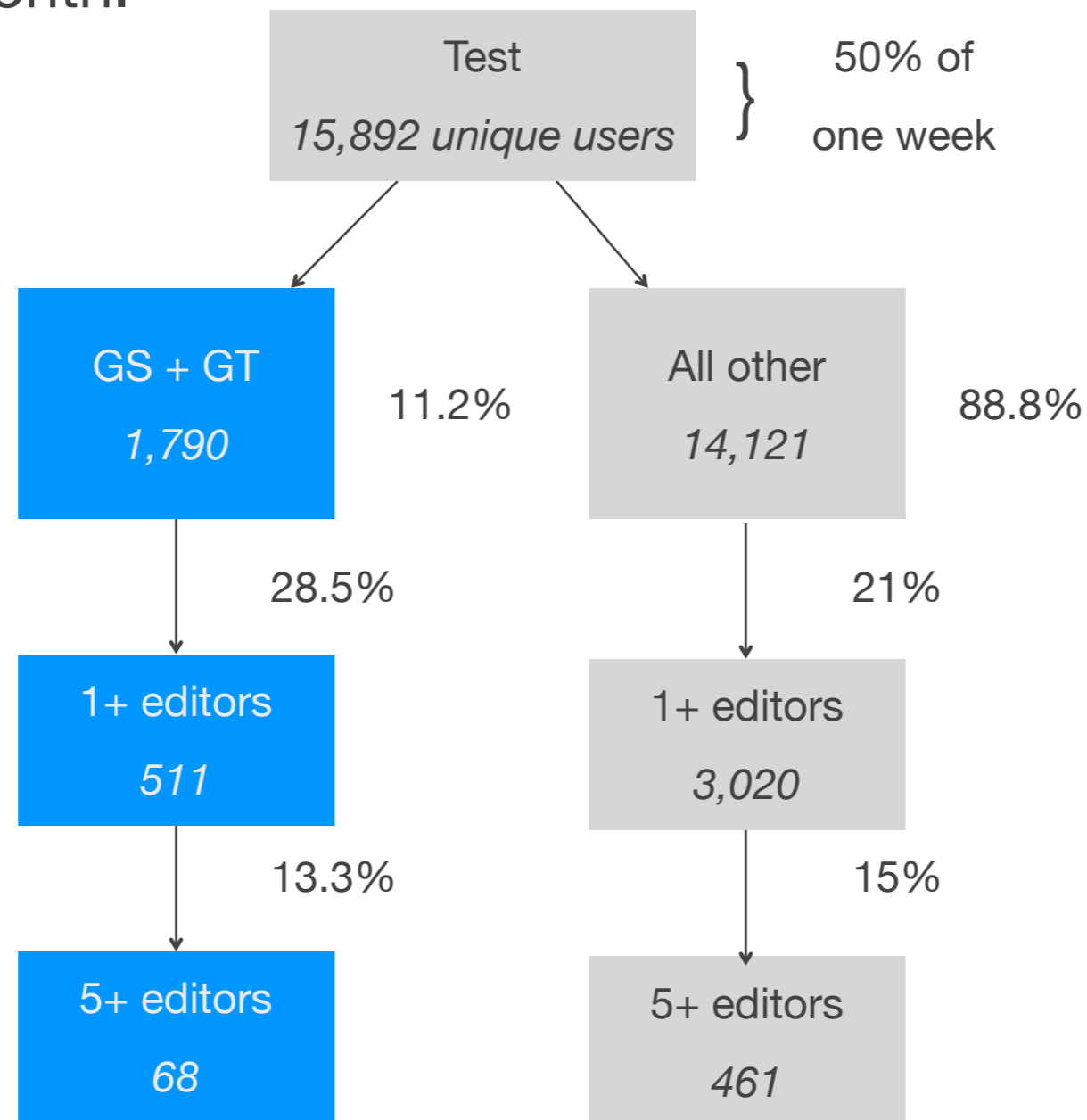
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Using data from our most successful experiment to date, we can project the total number of active editors we can incrementally contribute to English Wikipedia each month with our current feature set.

# Our contribution to Total Active Editors

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**Conclusion:** we conservatively estimate we can currently add 400-500 unique active editors in a month.



# 2013-14 Annual Plan target

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We recommend that we use an optimistic but incremental addition to our best conversion rates to date:

- 10% more 1+ editors per month
- with 20% of those reaching 5+ edits

for a total of **2,400 more active editors per month** through Editor Engagement Experiments, by the end of the 2013-14 fiscal year.

**Note:** this does not estimate effects of feature launch outside English Wikipedia, among other things.

# Our short term roadmap

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- User experience goals
- 0→1 features
- 1→5 features

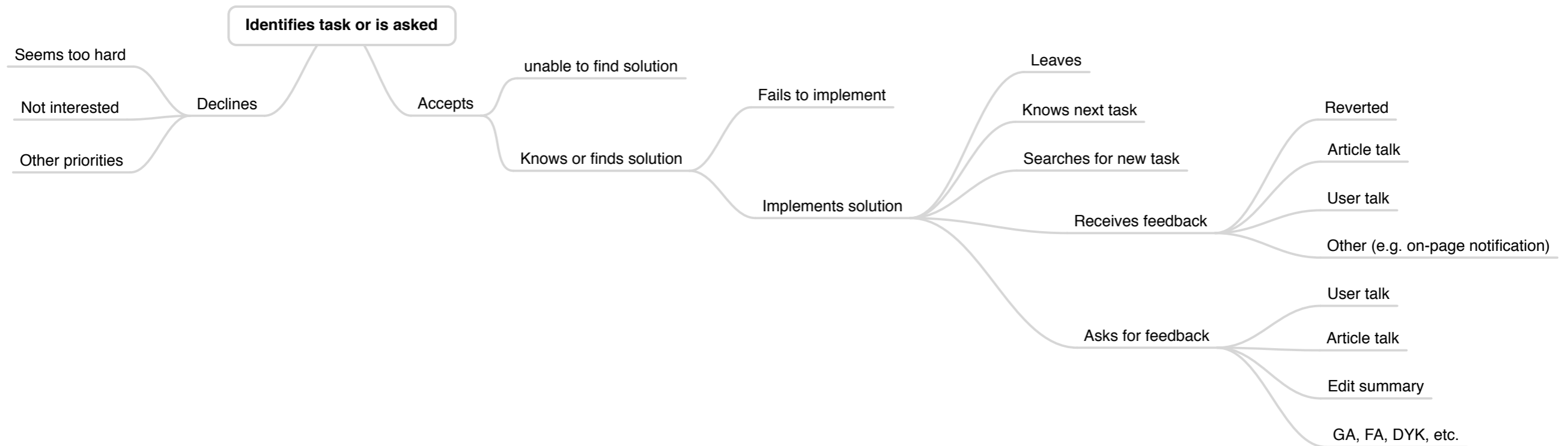
# User experience goals

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- Simplify task flows
- Better understand user decision-making models
- Learn what the ideal tasks for newcomers are
- Encourage flow state

# Simplifying task flows

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- How many screens / steps to complete a task?
- How can we consolidate and simplify?

# 0→1 features

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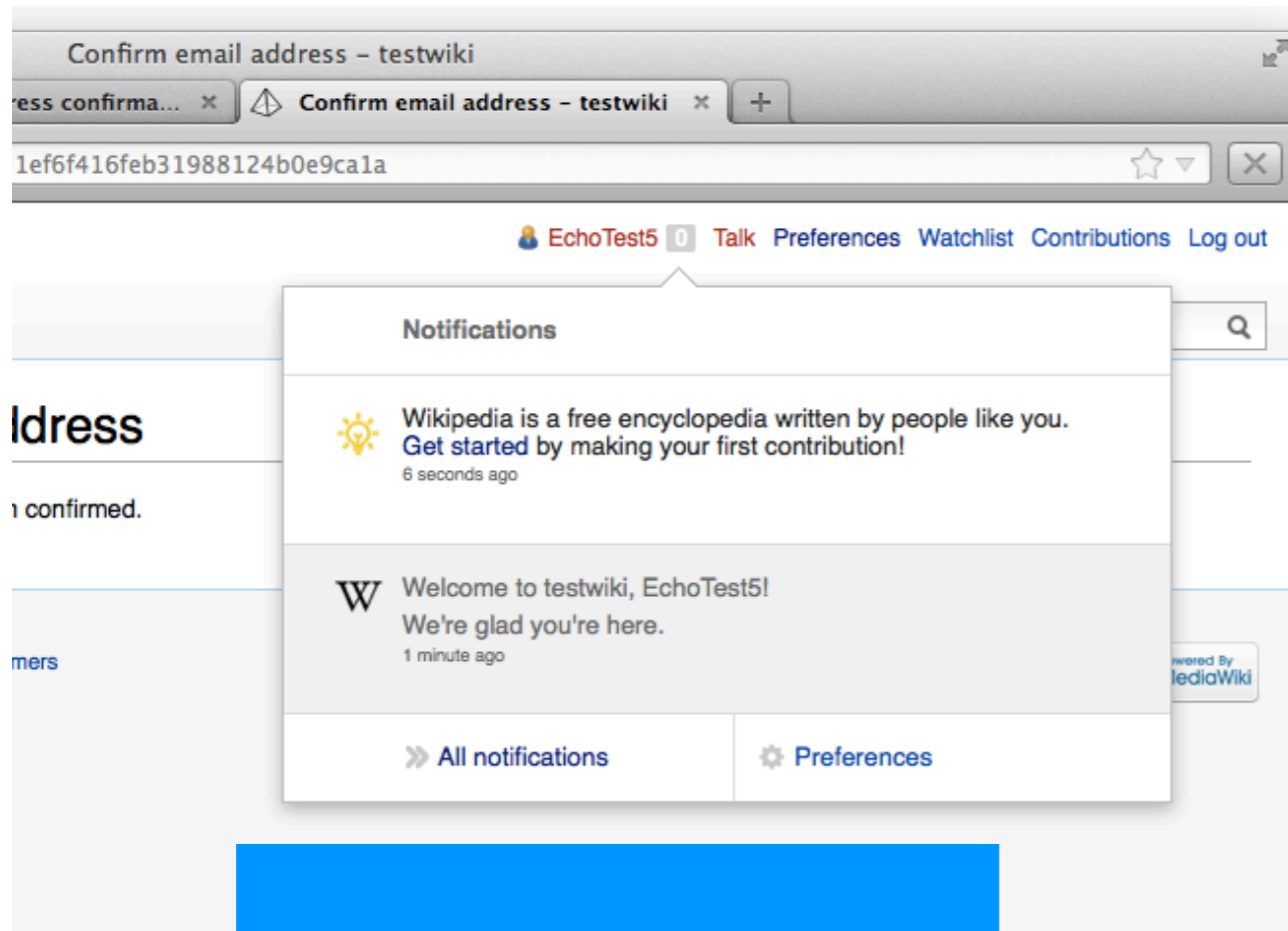
- Rapid prototyping and testing of new versions of Getting Started
- Echo notifications
- Apply guided tours to other funnels and across wikis
- Campaign support

# 1 → 5 features

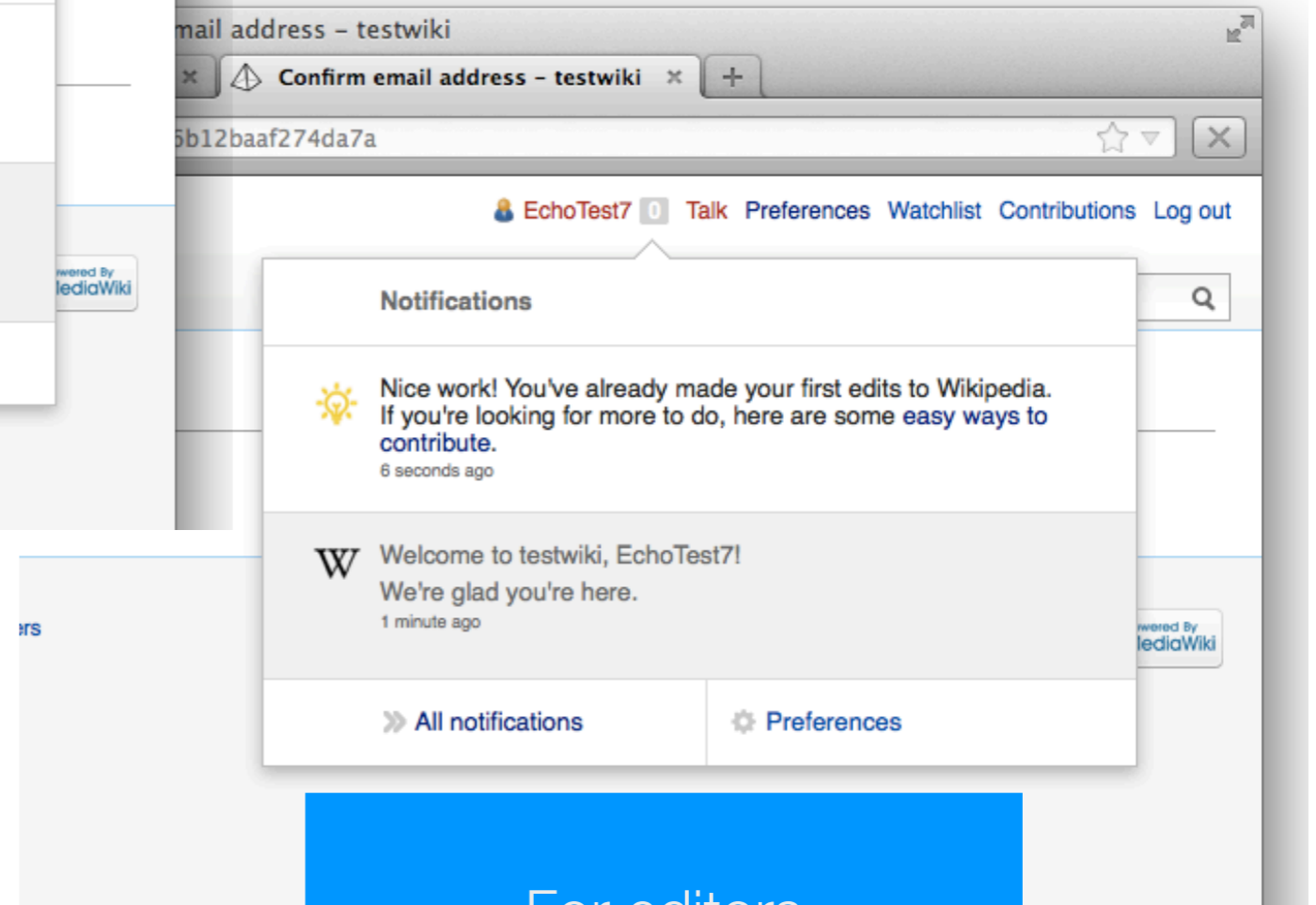
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- Rapid prototyping and testing of new versions of Getting Started
- Echo notifications
- Persistent link back to Getting Started
- Recommender system

# Echo notifications



For non-editors

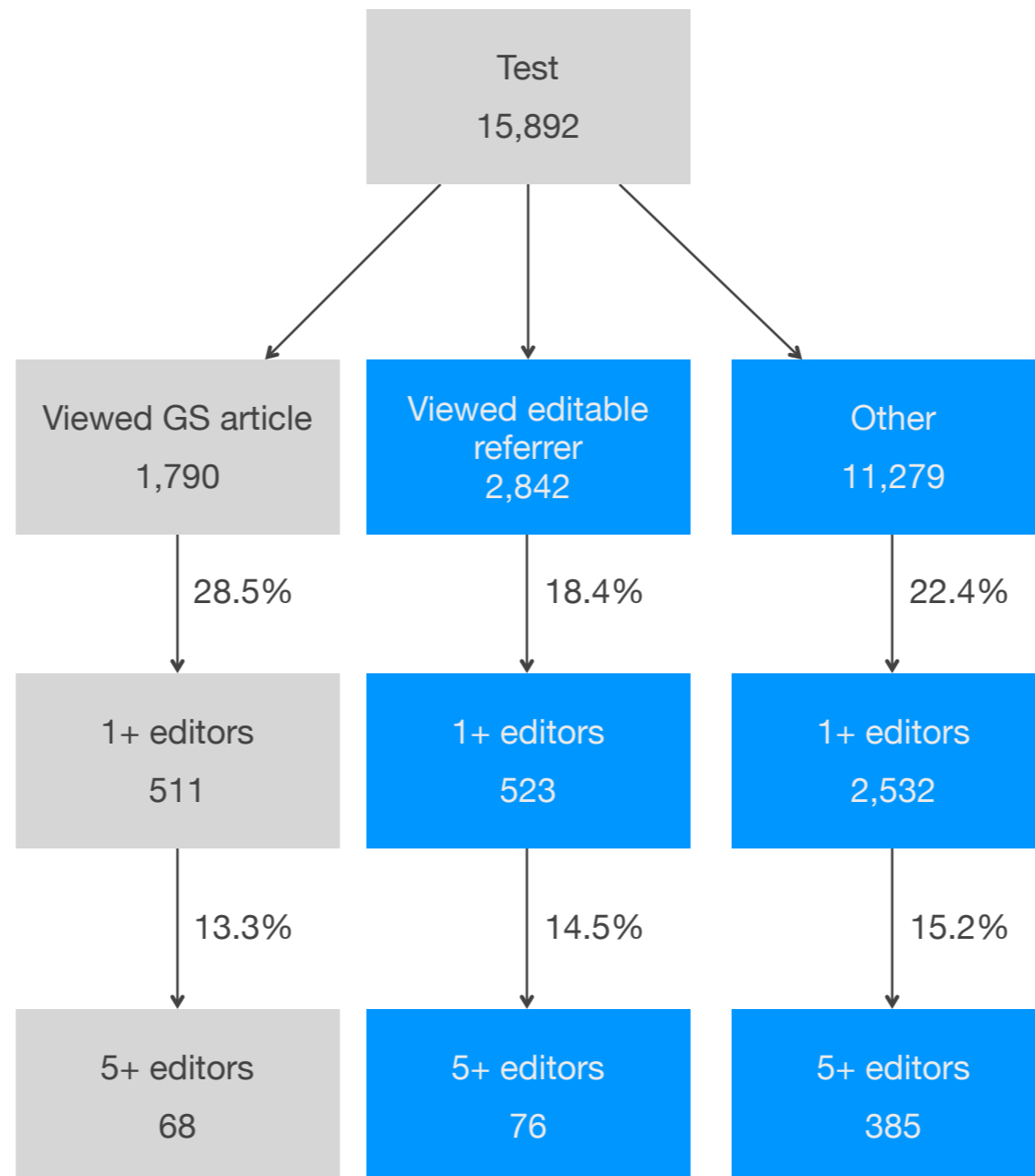


For editors

# Guided tours expanded

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What happens when we give a 'first edit' tour to *all* new Wikipedians?



# Rapid prototyping of Getting Started

Putting wireframes, mockups, and HTML/CSS/JS prototypes in front of users as soon as possible.



The screenshot shows a web browser window displaying the Wikipedia article for the "Second Siege of Zaragoza". The browser's address bar shows a URL from a Dropbox content delivery network. At the top of the page, a dark banner indicates that the article has spelling and grammar errors. Below this, the article title "Second Siege of Zaragoza" is prominently displayed. A large orange box with an exclamation mark icon contains a notice: "This article has multiple issues. Please help improve it or discuss these issues on the talk page." The notice lists three specific problems: the article may require cleanup to meet Wikipedia's quality standards (specifically, it is a "Disorderly article"), it has an unclear citation style, and it includes a list of references with insufficient inline citations. Below this notice, another yellow box with a 'G' icon states that the article may require copy editing for grammar, style, cohesion, tone, or spelling. The main text of the article begins with "The Second Siege of Zaragoza was the French capture of the Spanish city of Zaragoza during the Peninsular War. It is particularly noted for its brutality." To the right of the main text, there is a thumbnail image of a building, likely the Aljafería in Zaragoza, with the caption "Second Siege of Saragossa" and "Part of the Peninsular War". On the left side of the page, the Wikipedia logo and navigation menu are visible, including links to the main page, contents, and various interaction options.

# In closing

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Reversing the active editor decline *is* within reach.

- What resources does the team need?
- How can we reduce distractions?