

Mobile quarterly review

Covering Mobile Web + Apps teams' activities
October-December 2014

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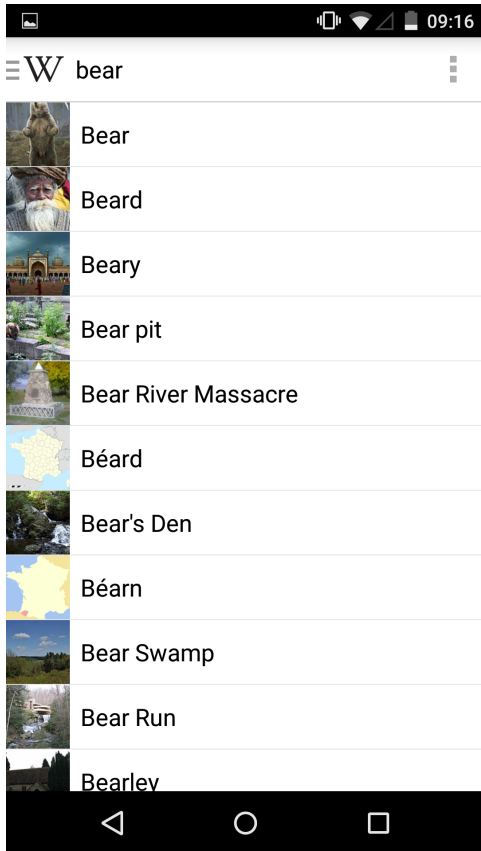
Q2: goals and deliverables

- **Apps:** Increase reader engagement
 - ◆ Improved search & browse
 - ◆ Pilot at least one new reader-focused feature

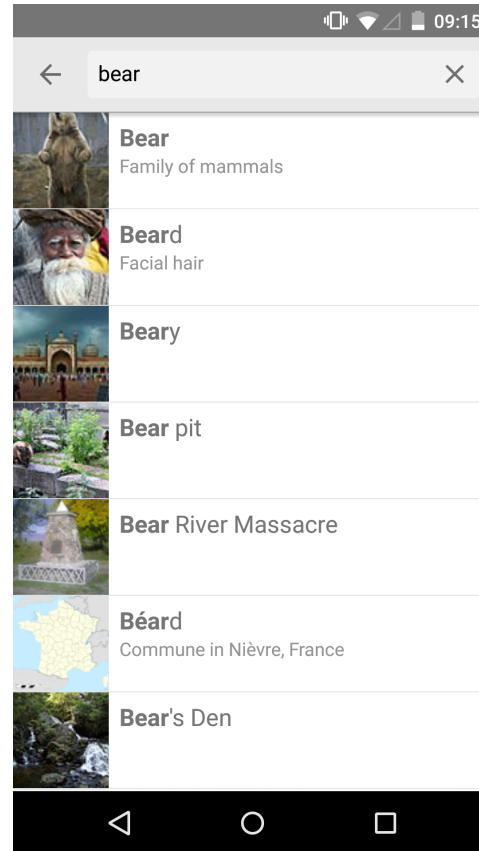
- **Mobile web:** New contribution framework
 - ◆ WikiGrok pilot
 - ◆ Initial baselines for engagement and quality

Apps

Before



Now



What we delivered: apps

Search

Search is more central to the app experience compared to mobile web or desktop

- added Wikidata descriptions to search.
- supplemented prefix search with fulltext search.
- switched Search backend to CirrusSearch. (search team)

What we learned: apps

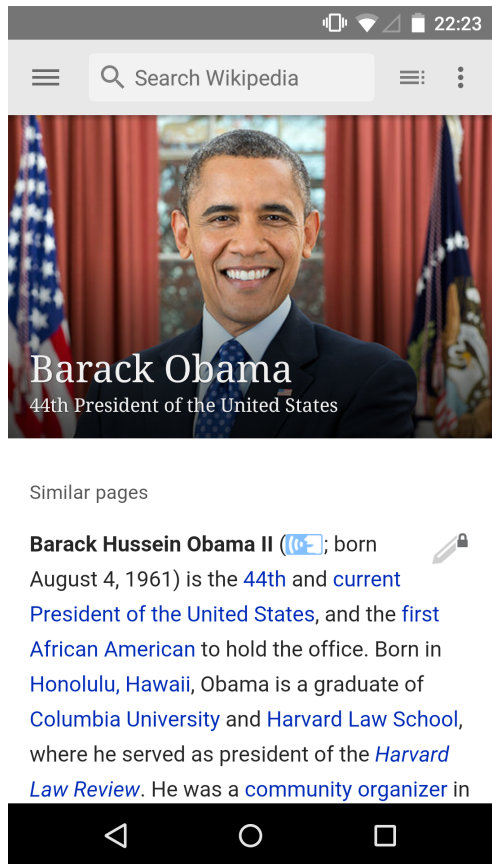
Search improvements (from its first week in production):

	Before	After	Percent decrease
No results rate	18%	7%	61%
Clickthrough	91%	86%	6%

Before



Now



What we delivered: apps

Lead images

Supporting quick lookup as well as long form reading.
Visual appeal, leveraging capabilities of native apps.

- added lead image at top of the articles
- added Wikidata description to the top of articles
- moved first paragraph up to top of article

What we learned: apps

Lead images (from its first week in production):

People love it:

“Already addicted. Application is even more beautiful.”

“It’s a good app, having descriptions.”

“It is very beautiful, is the best version of mobile.”

“Really awesome how all the pictures of an article are available at the top.”

Before



Now



What we delivered: apps

Image gallery

Need a mobile-appropriate image viewing experience.
Increased prominence of images from lead image.
We thought we could do it super quickly and easily.

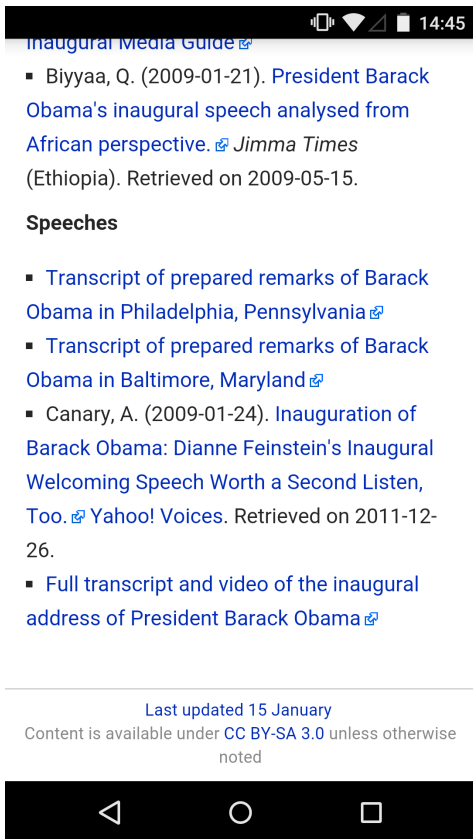
- Images, when tapped, show in image gallery
- Swipe left and right for previous and next image
- Image data shown using CommonsMetadata API

What we learned: apps

Native allows us to move fast and release things!

- Users view an average of 1.5 images per gallery tap
 - Most people view one per gallery, but some view LOTS
- Took us three days for a single engineer to get a fully working prototype of this into alpha.
- We can move *really* fast if the APIs are there and easy to use

Before



14:45

[Inaugural Media Guide](#)

- Biyyaa, Q. (2009-01-21). [President Barack Obama's inaugural speech analysed from African perspective.](#) *Jimma Times* (Ethiopia). Retrieved on 2009-05-15.

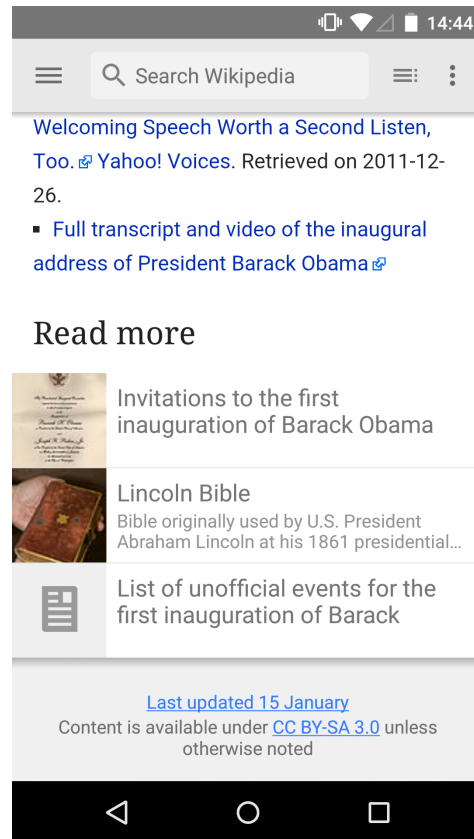
Speeches

- [Transcript of prepared remarks of Barack Obama in Philadelphia, Pennsylvania](#)
- [Transcript of prepared remarks of Barack Obama in Baltimore, Maryland](#)
- Canary, A. (2009-01-24). [Inauguration of Barack Obama: Dianne Feinstein's Inaugural Welcoming Speech Worth a Second Listen, Too.](#) *Yahoo! Voices*. Retrieved on 2011-12-26.
- [Full transcript and video of the inaugural address of President Barack Obama](#)

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Navigation icons: back, home, recent apps

Now






14:44

Search Wikipedia

[Welcoming Speech Worth a Second Listen, Too.](#) *Yahoo! Voices*. Retrieved on 2011-12-26.

- [Full transcript and video of the inaugural address of President Barack Obama](#)

Read more

-  [Invitations to the first inauguration of Barack Obama](#)
-  [Lincoln Bible](#)
Bible originally used by U.S. President Abraham Lincoln at his 1861 presidential...
-  [List of unofficial events for the first inauguration of Barack](#)

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Navigation icons: back, home, recent apps

What we delivered: apps

Read more

Driving engagement via “deep learning” use case.
Expose users to content they didn’t know about.

- Added “Read more” section to bottom of every article
- Three article suggestions shown, like search results
- Suggestions generated using fulltext search

What we learned: apps

Read more (from its first week in production):

- 25% of install base saw at least one read more panel
- 25% of people who saw the panel at least once tapped on it at least once
- 300,000 page views from read more

Open question: is this incremental or cannibalizing blue links?

Mobile web

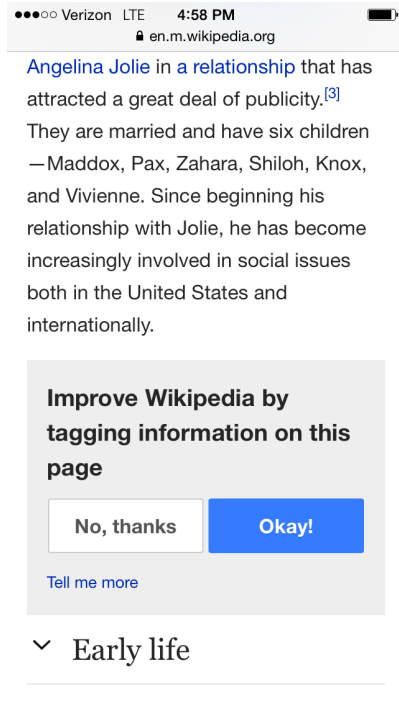
What we delivered: WikiGrok

Knowledge on Wikipedia is trapped in text: structured data unlocks the mobile future.

Radically new approach to contributions:
non-text-editing, human + machine.

At current growth rate, it will take Wikidata **100 years** to catch up to DBPedia (mirror of Wikipedia infoboxes). What if mobile readers could help?

What we delivered: WikiGrok

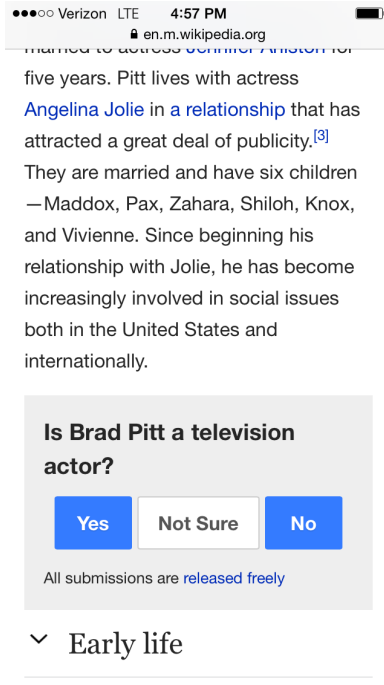


Initial call to action

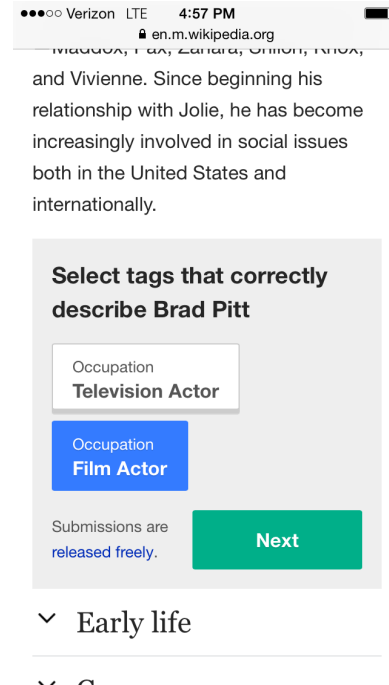
Play along at home:

1. Go to English Wikipedia on your phone
2. Log in (in the sidebar)
3. Go to the Brad Pitt article and add `?wikigrokversion=a` or `?wikigrokversion=b` to the end of the URL
4. Scroll down until you see the 'grok :)

What we delivered: WikiGrok UX

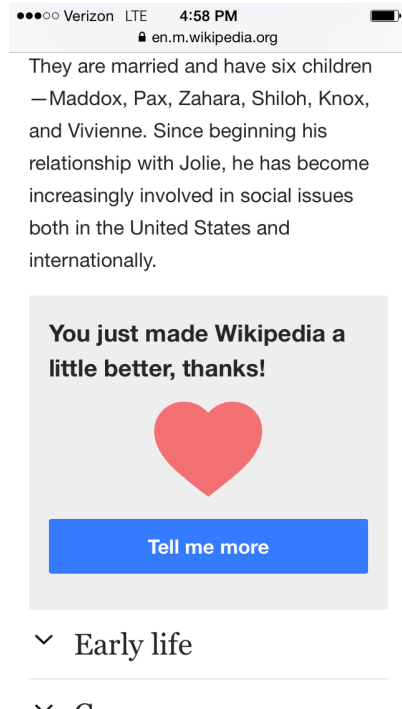


Version A

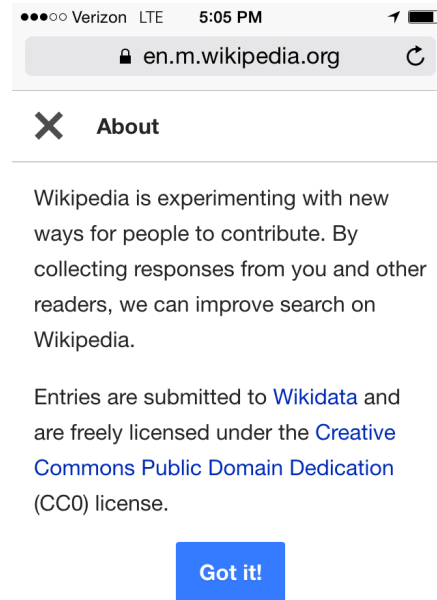


Version B

What we delivered: WikiGrok UX



Confirmation message



About page

What we delivered: WikiGrok questions

Verizon LTE 4:57 PM en.m.wikipedia.org
Madonna, Lisa, Zandra, Emma, Pina,
and Vivienne. Since beginning his
relationship with Jolie, he has become
increasingly involved in social issues
both in the United States and
internationally.

Select tags that correctly
describe Brad Pitt

Occupation
Television Actor

Occupation
Film Actor

Submissions are
released freely.

Next

Early life

Career

Verizon LTE 10:35 AM en.m.wikipedia.org
long-time friend and fellow comedian,
[Amy Poehler](#). Their performance was
critically acclaimed.^[5] The duo hosted
again [the following year](#), generating the
highest ratings for the annual ceremony
in a decade.^[6]

Select tags that correctly
describe Tina Fey

Occupation
Film Actor

Occupation
Television Actor

Occupation
Author

Submissions are
released freely.

Next

Verizon LTE 10:32 AM en.m.wikipedia.org
band's increasing commercial
popularity, both at home and in the
[UK](#).^[1] Despite this, some of the album's
tracks, such as "Jail-House Frog" and
"Deutsch Nepal", are still overtly
experimental.^[3]

Select tags that correctly
describe Wolf City

Type
Live Album

Type
Studio Album

Submissions are
released freely.

Next

Track listing

[Biographies]

Film/television actor? Author?

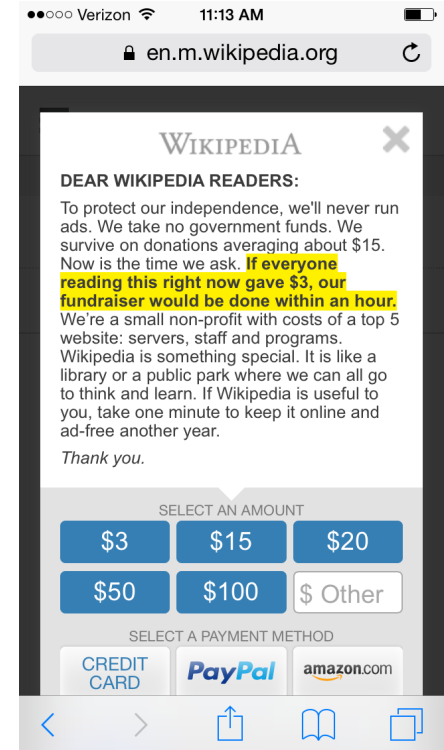
[Albums]

Live/studio album?

What we learned: WikiGrok

Engagement is high:

- **3x** the number of unique responders as mobile editors during test period (**4.5K** editors, **12.3K** WikiGrokkers), even with WG on sample of articles & users
- **1.5x** better clickthrough than 2014 Fundraising full-screen mobile banner



What we learned: mobile web

Quality is high, even for readers:

(Based on handcoding)

- **80-90%** (overall) of WikiGrok responses were correct
- **1.4x** better than new mobile editor quality from last quarter

Good!

Select tags that correctly describe Jennifer Hudson

Occupation
Film Actor

Occupation
Television Actor

Submissions are released freely.

Next

Not quite...

Select tags that correctly describe Jennifer Hudson (album)

Type
Studio Album

Type
Live Album

Submissions are released freely.

Next

What we learned: mobile web

Other findings:

- **26%** of uniques who responded once did so again
 - TBD: retention/stickiness of feature
- **>50%** of mobile users never scroll below the lead section
- More to dig into with question types
 - effects on quality
 - which are humans better at?

Which of these tags best describe Diana, Princess of Wales?

Profession Godparent	Profession Courier
Profession Photographer	Profession Teacher

What users said



“quick and easy”

“I made wiki better!”

“is it a new way to contribute?”



“is it a quiz?”

“is the information wrong?”

“so I made Wikipedia worse?”



“is it an advertisement?”

What held us back

- Gaps in APIs & backend infrastructure
- Gaps in A/B testing infrastructure and conflicting tests from Fundraising
- Resourcing on Apps

Other trends + metrics

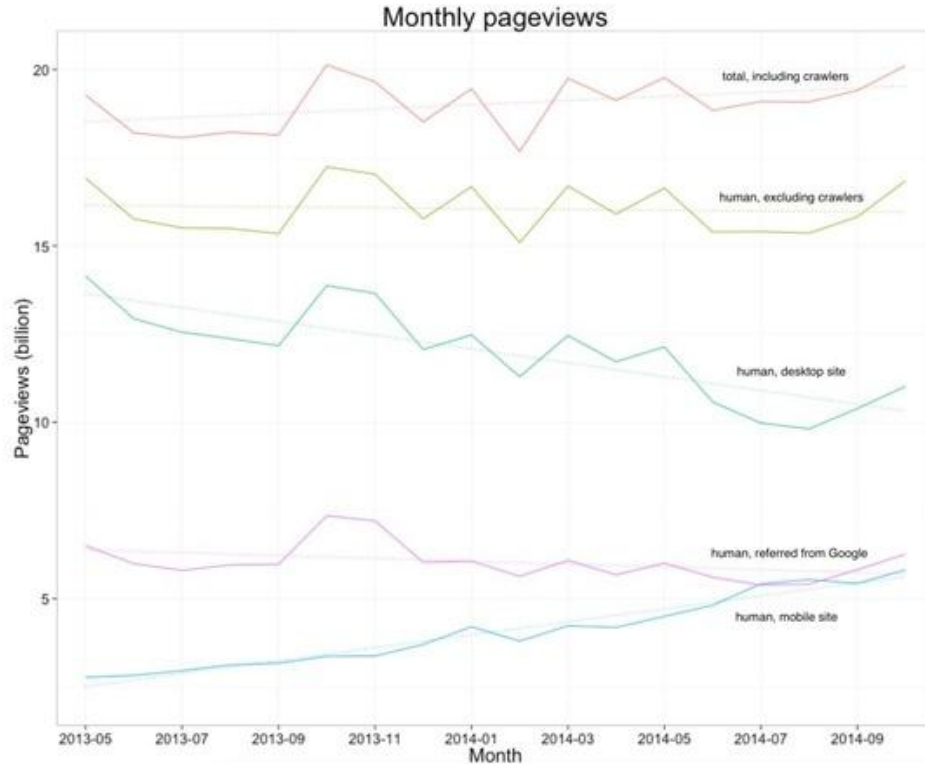
Traffic: mobile web

World

"Globally, total human readership (excluding crawlers and automated traffic) is **flat**."

Mobile growth is increasing as desktop is declining.

Mobile growth is **replacing desktop readership**."



Traffic: apps

September: **5.9** million active uniques

November: **8.9** million active uniques (**50%** increase)

	December - Median	January - Median	December - Mean	January- Mean
Session length	139	146	484	507
Pages per session	2	4	3.53	3.70
Sessions per user	3	4	7.60	7.96

What we learned: wider trends

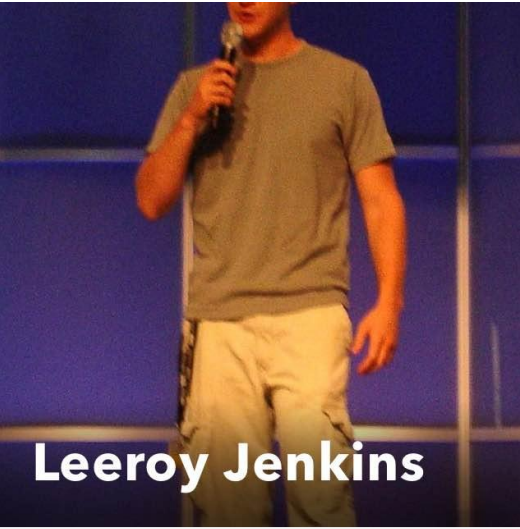
Third-party apps: inspiring products & feature ideas:

- Endless: app built solely around concept of random articles
- Wikiwand: a cross-platform beautiful Wikipedia experience

Third-party mobile experiences rely heavily on images

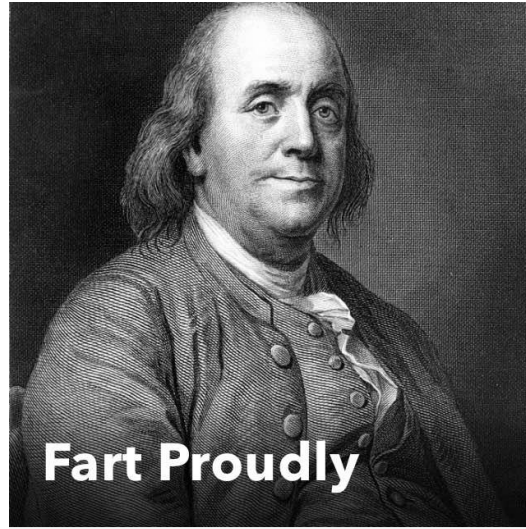
Many of these experiences are hand curated or scrape our website :-(

Endless



Leeroy Jenkins

Leeroy Jenkins, often elongated with numerous additional letters, is an internet meme named for a player character created by Ben Schulz in Blizzard Entertainment's MMORPG, World of Warcraft. The character became popular due to a

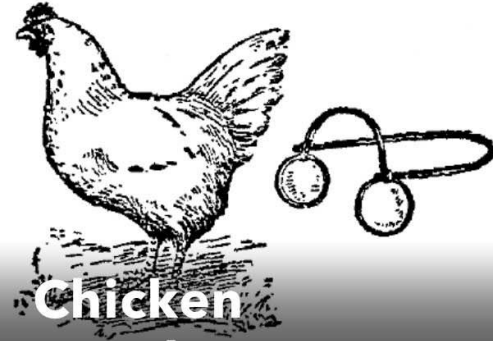


Fart Proudly

"Fart Proudly" is the popular name of a "notorious essay" about flatulence written by Benjamin Franklin circa 1781 while he was living abroad as United States Ambassador to France.

"A Letter To A Royal Academy" was composed in response to a

human beings, suffer from diseases of the eye, and that the inventor de-



**Chicken
eyeglasses**

Eye glasses for Chickens.

Chicken eyeglasses, also known as chickens specs, chicken goggles, generically as pick guards and under other names, were small eyeglasses made for chickens intended to prevent feather pecking and cannibalism. They differ from blinders as they al-

Wikiwand













 Wikiwand

Search for any Wikipedia topic



< bern | × 🔍

EN

-  Bern 
-  Bernard Williams 
-  Bernard Quatermass 
-  Bernesq 
-  Bernama 
-  Bernard Fanning 


Q W E R T Y U I O P

A S D F G H J K L



↑ Z X C V B N M ⌫

123 😊 🗣️ space Done

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Bern

  **COUNTRY**
Switzerland >

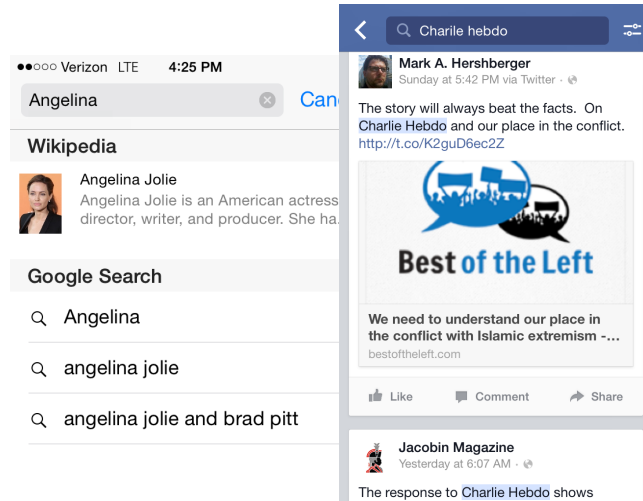
[Name >](#) [History >](#) [Geography >](#)
[Demographics >](#) [Historic popula... >](#)

⋮

The city of **Bern** or **Berne** (German:  Bern, pronounced [\[bɛrn\]](#)  listen):

What we learned: wider trends

iOS and Facebook are challenging Google search:



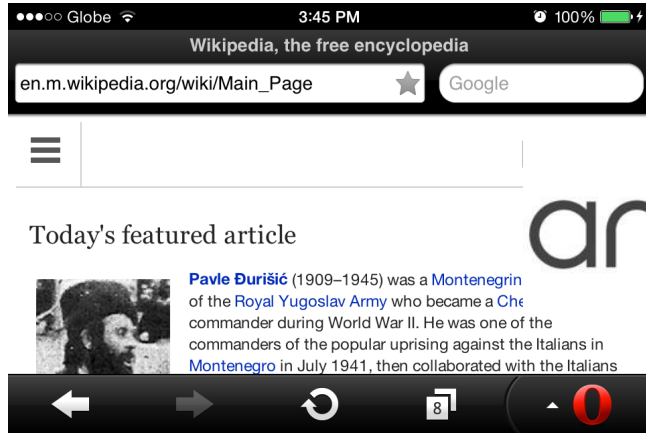
[September] iOS 8 spotlight search bar. Bypasses Google search results.

[December] Facebook Graph Search released on iOS.

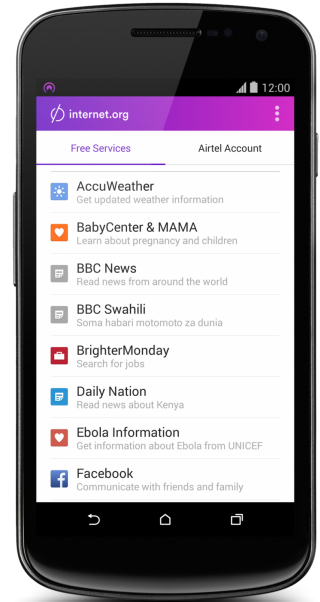
We need to beef up search, social, and app.

What we learned: wider trends

Everyone's after "The Next Billion"...



android one



We will start researching user needs in partnership with Zero.

Next 3 months

Exploring new ways for users to **learn** from, **create**, and **shape** knowledge on mobile:

Learn

Apps

New ways of visualizing knowledge and encouraging sharing

Create

WikiGrok

New high-value contribution funnel (filling in Wikidata) for readers

Shape

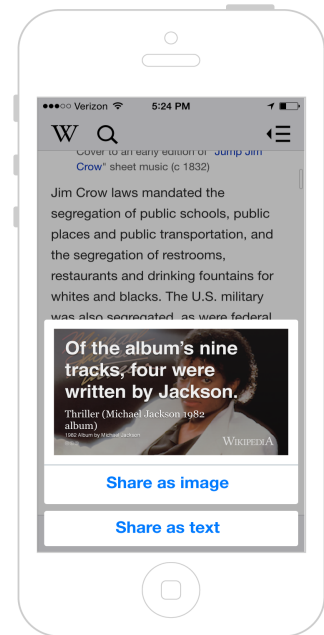
Collections

Tool for readers to shape knowledge in new ways (subjective, personal)

Next 3 months: learn

How can we provide more value to apps readers?

- Deeper per user engagement.
- More uniques and pageviews.
- Explore impact of more granular sharing.
- Recommendations based on reading history.



Next 3 months: create

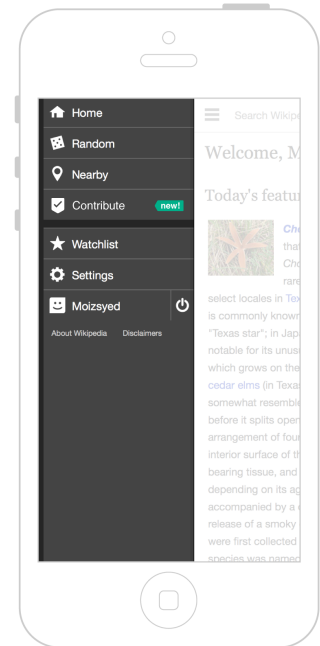
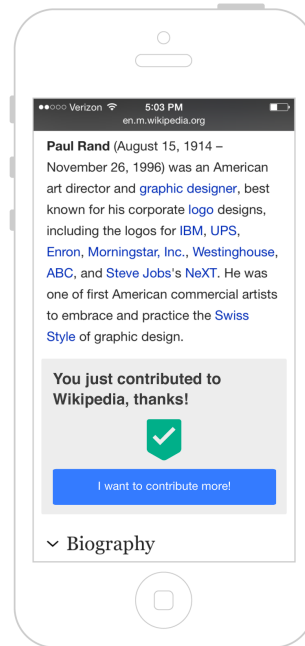
How many responses can we get at full scale?

- 100% release to enwiki
- Aggregate & send to Wikidata
- More campaigns + i18n

= 100K? 1M?

Is it sticky?

- More gamified UX = retention?



Next 3 months: create

How do we scale creation of new campaigns?

- Human curated?
- Machine generated?
- Mix?

Wikidata:Database reports/Constraint violations/P225

[< Wikidata:Database reports](#) | [Constraint violations](#)

Constraint violations report for **taxon name** ([Discussion](#), [uses](#), [items](#), [changes](#)): the scientific name of a taxon (in biology)

Data time stamp: 26 January 2015 11:11 UTC — Items processed: 1904657

The report is generated based on the settings on [Property talk:P225](#).

Updates overwrite this page. Some may already be fixed since the last update: check [RecentChangesLinked](#).

When [incremental dumps](#) and the bot work as planned, items fixed before 07:00 UTC disappear in the next update. The report is not updated if only the
The report can include false positives. No need to "fix" them.

Contents [\[hide\]](#)

- 1 ["Conflicts with" violations](#)
- 2 ["Single value" violations](#)
- 3 ["Unique value" violations](#)
- 4 ["Item taxon rank \(P105\)" violations](#)
- 5 ["Format" violations](#)

"Conflicts with" violations [\[edit\]](#)

Violations count: 19


- [Q5: Property:P279](#)
- [Q81: Property:P279](#)
- [Q146: Property:P279](#)

Next 3 months: shape


collection:

My Favourite Music Albums

A few music albums I keep coming back to again and again, year after year.

 MoizSyed
Last updated Nov. 14, 2014

[Edit](#) [Share](#)




Thriller (Michael Jackson album)
1982 album by Michael Jackson

Thriller is the sixth studio album by the American recording artist Michael


many collections:

Collections


[Following](#) [My Collections](#)



Watchlist
Private • 15 articles



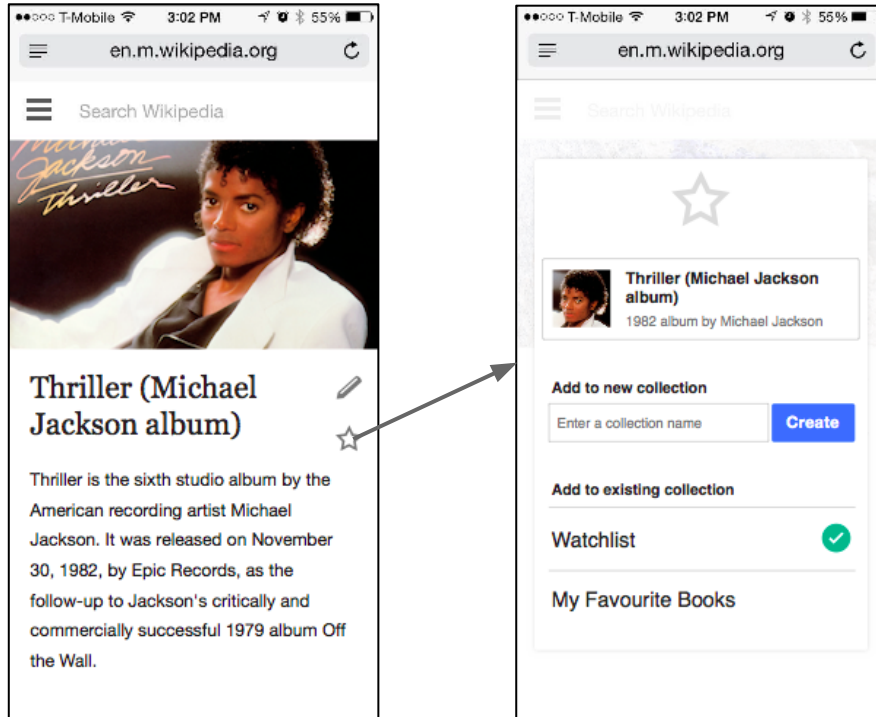
Castles I want to visit
190 followers • 15 articles



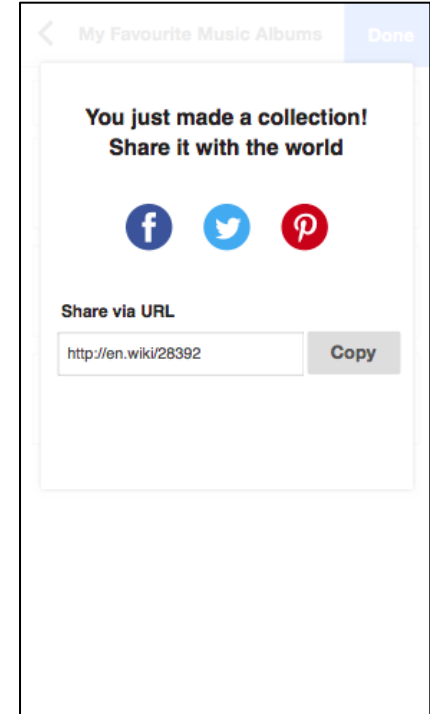
Cool Maps on Wikipedia

Next 3 months: shape

Adding an article to a list



...Future: Sharing



Next 3 months: shape

How will users remix our content?

Exploring areas with big potential:

- New contribution: curation
- Subjective and personal identity
- Future:
 - Sharing and Social
 - Improved browsing (via lists or the signal they provide)

Next 3 months: shape

Collections Q3 Goals:

- Pilot list creation in beta and establish baseline
- Qualitative assessment of list types
- Stepping stone for exploring list sharing dynamics in following quarter

Potential metrics to baseline

- # of list creators
- # of lists, lists/creator, etc

Asks/blockers

- Analytics: support for collection, analysis of high-throughput events, data analysis for AB tests
- Designer resourcing to match engineering
- Backend support
 - WDQS + WikiGrok + Collections + Apps
- Scrum support for new projects
- **Most importantly: Help us innovate!**