Goal

1,000
unique photo uploaders / month
Web
Jon, Juliusz,
Arthur, Max,
Michelle, Maryana,
Vibha

Apps
Brion, Yuvi,
Monte, Shankar,
Tomasz
Web
Jon, Juliusz, Arthur, Max, Michelle, Maryana, Vibha

Existing Commons Users

Apps
Brion, Yuvi, Monte, Shankar, Tomasz

Existing Wikipedia Reader and Editor
How Do We Reach These Target Users?

<table>
<thead>
<tr>
<th></th>
<th>Existing Commons User</th>
<th>Existing WP Reader</th>
<th>Existing WP Editor</th>
</tr>
</thead>
<tbody>
<tr>
<td>Commons Android App</td>
<td>Hi</td>
<td>Lo</td>
<td>Lo</td>
</tr>
<tr>
<td>WP Mobile Web</td>
<td>Lo</td>
<td>Hi</td>
<td>Hi</td>
</tr>
<tr>
<td>WP Android App</td>
<td>Lo</td>
<td>Convert reader to uploader (req's account)</td>
<td>Convert editor to uploader</td>
</tr>
</tbody>
</table>

Starting point: Let’s reach users where they already are
team coordination
some of our tools
all the tools in the world don't matter without a solid product
## Year-to-date (Features)

<table>
<thead>
<tr>
<th>期</th>
<th>Q1</th>
<th>Q2</th>
<th>Q3</th>
</tr>
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<tr>
<td><strong>Themes</strong></td>
<td><em>WLM (photo upload proof of concept)</em>&lt;br&gt;<em>Nav/UI for contributory features</em></td>
<td><em>Readership improvements</em>&lt;br&gt;<em>Experimentation and plumbing for contributory features</em></td>
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</tr>
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<td>UI Improvements (templates, tables, random)</td>
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Process Changes

Product Backlog → Sprint Backlog → Sprint → Working increment of the software

- 24 hours
- 14 days
WLM Mobile App

GETTING STARTED

To get started, please choose one of the following:

- Nearby Monuments
- Browse Countries
- Uploads
Impact

Uploads per day

Sep 3  Sep 6  Sep 9  Sep 12  Sep 15  Sep 18  Sep 21  Sep 24  Sep 27  Sep 30
WLM App Image Uploads

\[
\frac{3,148 \text{ (mobile)}}{365,606 \text{ (total)}} = 1\% 
\]
WLM App Image Uploaders

\[ \frac{528 \text{ (mobile)}}{15,000 \text{ (total)}} = 3.5\% \]
Successes

● First mobile uploads to commons!

● Process changes critical for delivery of app and sustainability of team

● Learned valuable first lessons in mobile contribution
Challenges

- No dedicated QA
- Phonegap app framework insanely difficult to debug
- Serious complications working with WLM data
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<td></td>
<td></td>
<td>● Commons app (Android &amp; iOS)</td>
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Post-WLM, the team worked on the following feature areas

1. UI Improvements*

2. Account Creation/Login/CTA/Watchlist (support features)

3. Mobile editing

4. Photo Uploads

*Snuck in some darn nice read-facing features too
UI Improvements
Experimental Navigation
Updated Navigation to Stable
General UI Improvements
Read in Another Language

Further reading

External links

Read in another language

This page is available in 72 languages:

- Afrikaans
- Ænglisc
- العربية
- aragonés
- azərbaycanca
- Bân-lâm-gú
- беларуская
- български
Contributory Support Features
Login and Account Creation in Beta

Sign in

Username
Password
Sign in

Create account

Sign up

Username
Password
Confirm password
Email address (optional)

yulebalky

Enter security text
Experimentation with Watchlists

San Francisco

This article is about the city and county in California. For other uses, see San Francisco (disambiguation).

San Francisco

— City and county —

City and County of San Francisco

Added San Francisco Pride to your watchlist
Here be Dragons Mode

Mobile site settings

Customize your experience on your mobile device with these mobile specific site settings.

Images

Beta

By joining the beta, you will get access to experimental features, at the risk of encountering bugs and issues.

Here be dragons mode

Enter dangerous and unexplored mobile territory. Get even more experimental features but with more danger of bugs.

save settings
Experimental Contributory Features
Early Experimentation with Editing

Editing

See Wikipedia:How to edit a page for information on editing Wikipedia. To experiment with editing, please use the sandbox.

*Editor* redirects here. For other uses, see Editor (disambiguation).

==Print media==

There are various editorial positions in publishing. Typically, one finds editorial assistants reporting to the senior-level editorial staff and directors who report to senior executive editors. Senior executive editors are responsible for developing a product to its final release. The smaller the house, the more these roles overlap.
Experimenting with Photo Uploads

Upload test

Add the first photo to this article

Add a caption for this image

Top 10 projects by usage
Lead Image uploads/uploaders, Oct - Dec 2012

- Uploaders
- Uploads
Becoming More Data Driven

Mobile Wikipedia Contributions

Graphs

Unique uploaders (over last 30 days)

Mar 2013

<table>
<thead>
<tr>
<th>Category</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Unique uploaders (over last 30 days), Total</td>
<td>76.00</td>
</tr>
<tr>
<td>Unique uploaders (over last 30 days), Android</td>
<td>28.00</td>
</tr>
<tr>
<td>Unique uploaders (over last 30 days), iOS</td>
<td>9.00</td>
</tr>
<tr>
<td>Unique uploaders (over last 30 days), Web</td>
<td>42.00</td>
</tr>
</tbody>
</table>

Raw Data

- /data/files/mobile/unique-uploaders.csv
Successes

- Deepening evolution of our process and team unity
- Introduction of 'alpha' (here be dragons)
- Found traction even with experimental features
- Increased collaboration with E3 & Analytics
Challenges

- Very difficult coordinating with operations team
- No decent testing environment
- Changes on the product team (but ultimately a success)
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</table>
Login/sign up

Welcome, Accedie!
Today's featured article

Highway 61 Revisited is the sixth studio album by the American singer-songwriter Bob Dylan, released in August 1965. Having until then recorded mostly acoustic music, Dylan used rock musicians as his backing band on every track of the album, except for the closing 11-minute ballad, "Desolation Row".
Login/sign up hook

Dylan, released in August 1965. Having until then recorded mostly acoustic music, Dylan used rock musicians as his backing band on every track of the album, except for the closing 11-minute ballad, "Desolation Row". Critics have focused on the innovative way in which Dylan combined driving,
## Login/sign-up Impact

<table>
<thead>
<tr>
<th></th>
<th>All projects</th>
<th>English Wikipedia</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>New</td>
<td>New</td>
</tr>
<tr>
<td></td>
<td>accounts/day</td>
<td>accounts/day</td>
</tr>
<tr>
<td><strong>Mobile web</strong></td>
<td>~800</td>
<td>~400</td>
</tr>
<tr>
<td><strong>Desktop</strong></td>
<td>~10,000</td>
<td>~4,000</td>
</tr>
<tr>
<td></td>
<td></td>
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</tr>
</tbody>
</table>

- Mobile account creations are around **10%** of desktop
- *36%* of mobile account creators who edit are editing on mobile
Mobile watchlist

**Rationale:** Readers want a list of saved articles. Editors want to see changes to pages they care about. The mobile watchlist does both.
New user  →  Experienced user

17th Iranian Majlis
MODIFIED 2 MONTHS AGO

? (film)
MODIFIED 10 DAYS AGO

A Band Apart
MODIFIED 1 DAY AGO

Aardvark
MODIFIED 3 DAYS AGO

Acadians
MODIFIED 2 DAYS AGO

Feminism in Russia
Fadesga
no edit summary
8 MINUTES AGO

Roxelana
Anonymous user
→ Life with the sultan
1 HOUR AGO

Cry Me a River (Justin Timberlake song)
Tomicca
→ Development and synopsis: c/e
1 HOUR AGO

Direct action
Mobile watchlist: Impact

New accounts:

● **65%** of new mobile signups came directly from the watchlist star CTA

● **97%** of new mobile signups used the watchlist star at least once in the first week that the feature was available
Login/signup + watchlist: impact

New accounts per hour, year to year comparison

Login + account creation deployed on full mobile web
Rationale:

- New users don't know what Commons is and just want to add images to Wikipedia
- Many articles do not have photos and could easily be illustrated by a camera phone picture
Mary Allen Seminary (later called Mary Allen Junior College) was the first black women's college in the state of Texas. Initially a parochial school founded and run by white Presbyterians, it was restructured in 1924 and became an accredited junior college with an all-black faculty and black administrator in 1933. The school was closed in 1943, reopened the following year, and operated until 1972.
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Palestinian National Security Forces (Arabic Wikipedia)

Wakeboard[1] es un deporte acuático en el cual se desliza sobre el agua encima de una tabla siendo arrastrado con una cuerda llamada palomier por una lancha, también puede hacer la misma función una moto

Wakeboard (Spanish Wikipedia)

Adrian Younge (born 1979) is an American composer, arranger and music producer
Uploads: donate an image

Rationale:

- Some users will want to upload multiple photos without hunting down the article they belong on
- A mobile-friendly contributions view + a persistent upload CTA encourages more uploads
Uploads: donate to Commons

Donate an image

17 uploads

Donate an image

Mary Allen Seminary building today.

{{Uploaded from}}
Vinter i finland

Islampur Railway Station

je suis ... machallah !!!!
Apps
# Upload features: Impact

<table>
<thead>
<tr>
<th></th>
<th>Current</th>
<th>Projected</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Uploading/week</td>
<td>Files uploaded/week</td>
</tr>
<tr>
<td>Mobile web</td>
<td>~50</td>
<td>~55</td>
</tr>
<tr>
<td>Apps</td>
<td>~30</td>
<td>~240</td>
</tr>
<tr>
<td>Total per month</td>
<td>~320 (at or above midpoint goal)</td>
<td>~1,180</td>
</tr>
</tbody>
</table>
## Q3 Jan - Mar 2013 (Features)

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*Nav/UI for contributory features* | **Readership improvements**  
**Experimentation and plumbing for contributory features** | **Photo uploads and account creation in production** |
| Alpha  | (xx users)                                                        |                                                                    | **Nearby + CTA**  
**Geodata** |
| Beta   | ● **UI Improvements**                                             | ● **Article Editing**  
● **Photo Upload (lead + general)**  
● **Uploads view**  
● **Watchlists**  
● **Login**  
● **Account Creation**  
● **CTA hooks**  
● **Geodata (?)** | ● **Article Editing**  
**Commons app (android)** |
| Stable | ● **WLM app**                                                     | ● **UI Improvements** *(templates, tables, random)*                | ● **Photo Upload (lead + general)**  
● **Uploads view**  
● **Watchlists**  
● **Login**  
● **Account Creation**  
● **CTA hooks** |
Q4 and beyond: short term

- Geodata – a massive repository of article coordinates to pull from

- Productize the Nearby feature (currently just in alpha) with an upload CTA

- Add images to more articles (upload button currently only appears on about 20% of pages) by extending lead image upload heuristic
Q4 and beyond: long term

Needs a more deliberate discussion of the role of mobile for WMF, to be kicked off at Q4 planning

- **New user acquisition?** (anon features, signup hooks)
- **New user engagement/retention?** (leaderboards, badges, campaigns)
- **Existing user empowerment?** (editing, patrolling, sister project collaborations)
- **Closing the loop?** (notifications, feeds, user profiles)
What did we learn in Q1-3 about mobile users?

- Lots of curious readers on the mobile web, eager to sign up for an account and be a part of Wikipedia (even if they don't know how)

- If you build it (uploads, editing), they will contribute – though not yet in sustained way

- Experienced users greatly prefer apps, contribute higher quality content through them, but volume comes from web
Successes

- Velocity and excitement around new mobile web features is high
- Getting new users to sign up and try out our features on the mobile web
- Our evolving team structure and dynamics
Challenges

- Hampered by bad legacy technology. (CentralAuth)

- Getting deep community engagement with our features

- Our market strategy – needs more discussion/evaluation
Asks
• Faster rollout of video conference hardware
• Dedicated Site Reliability Engineer
• Improved QA
  ○ Better testing environment
  ○ Convert Michelle Grover to full time
• Business analyst
• Analytics
  ○ measuring global contributions/contributors
  ○ data on unique user sessions (needs discussion with legal)
• CentralAuth improvements/replacement
Questions
tfinc@wikimedia.org
arichards@wikimedia.org
mpinchuk@wikimedia.org