

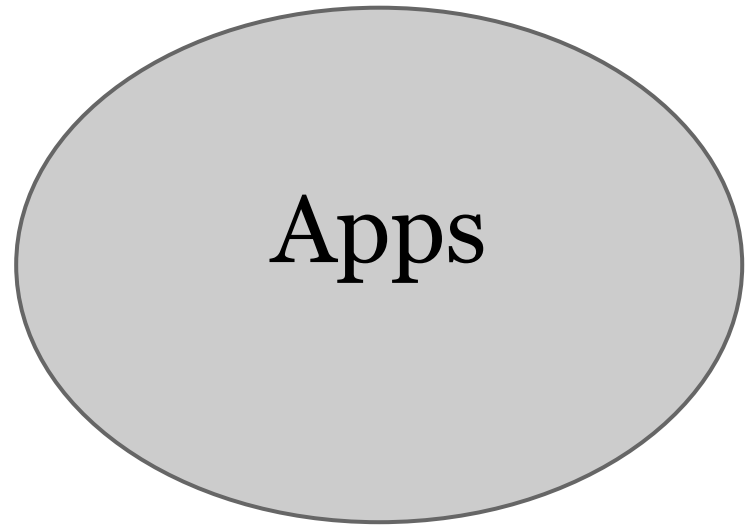
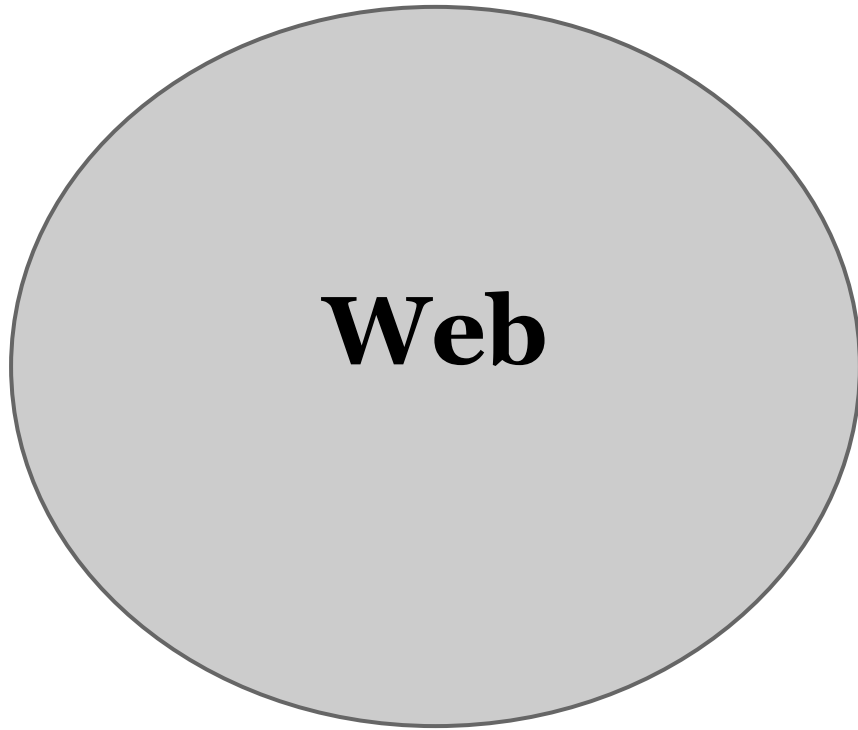
Mobile Contributions Quarterly Review

3/2013

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 Wikipedia
Reader and Editor**

**Existing
Commons Users**

Apps

Brion, Yuvi,
Monte, Shankar,
Tomasz

How Do We Reach These Target Users?



	Existing Commons User	Existing WP Reader	Existing WP Editor
Commons Android App	Hi	Lo	Lo
WP Mobile Web	Lo	Hi	Hi
WP Android App	Lo	Convert reader to uploader (req's account)	Convert editor to uploader

Starting point: Let's reach users where they already are

team coordination

Name this hangout...

Off On Settings Exit

- Chat
- Invite
- Screenshare
- Google Effects
- Google Drive
- Scout & Doodle
- YouTube
- + Add app



People

Apps



3

K+ each
150
my active

Key

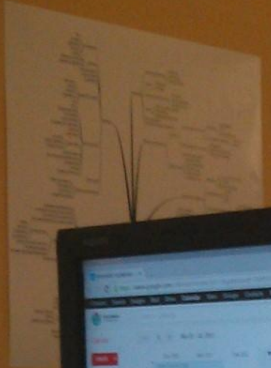
- Current projects
- Planned projects
- On hold



JK+

• London

• Funding independent



all the tools in the world don't
matter without a solid product

Year-to-date (Features)

	Q1	Q2	Q3
Themes	<i>WLM (photo upload proof of concept) Nav/UI for contributory features</i>	<i>Readership improvements Experimentation and plumbing for contributory features</i>	<i>Photo uploads and account creation in production</i>
Alpha (xx users)		<ul style="list-style-type: none"> ● General Uploads view 	<ul style="list-style-type: none"> ● Nearby + CTA ● Geodata
Beta (400k opt-ins)	<ul style="list-style-type: none"> ● UI Improvements 	<ul style="list-style-type: none"> ● Article Editing ● Photo Upload (lead) ● Uploads view ● Watchlists ● Login ● Account Creation ● CTA hooks ● Geodata (?) 	<ul style="list-style-type: none"> ● Article Editing ● <i>Commons app (Android & iOS)</i>
Stable (xM users)	<ul style="list-style-type: none"> ● <i>WLM app</i> 	<ul style="list-style-type: none"> ● UI Improvements (templates, tables, random) 	<ul style="list-style-type: none"> ● Photo Upload (lead + general) ● Uploads view ● Watchlists ● Login ● Account Creation ● CTA hooks

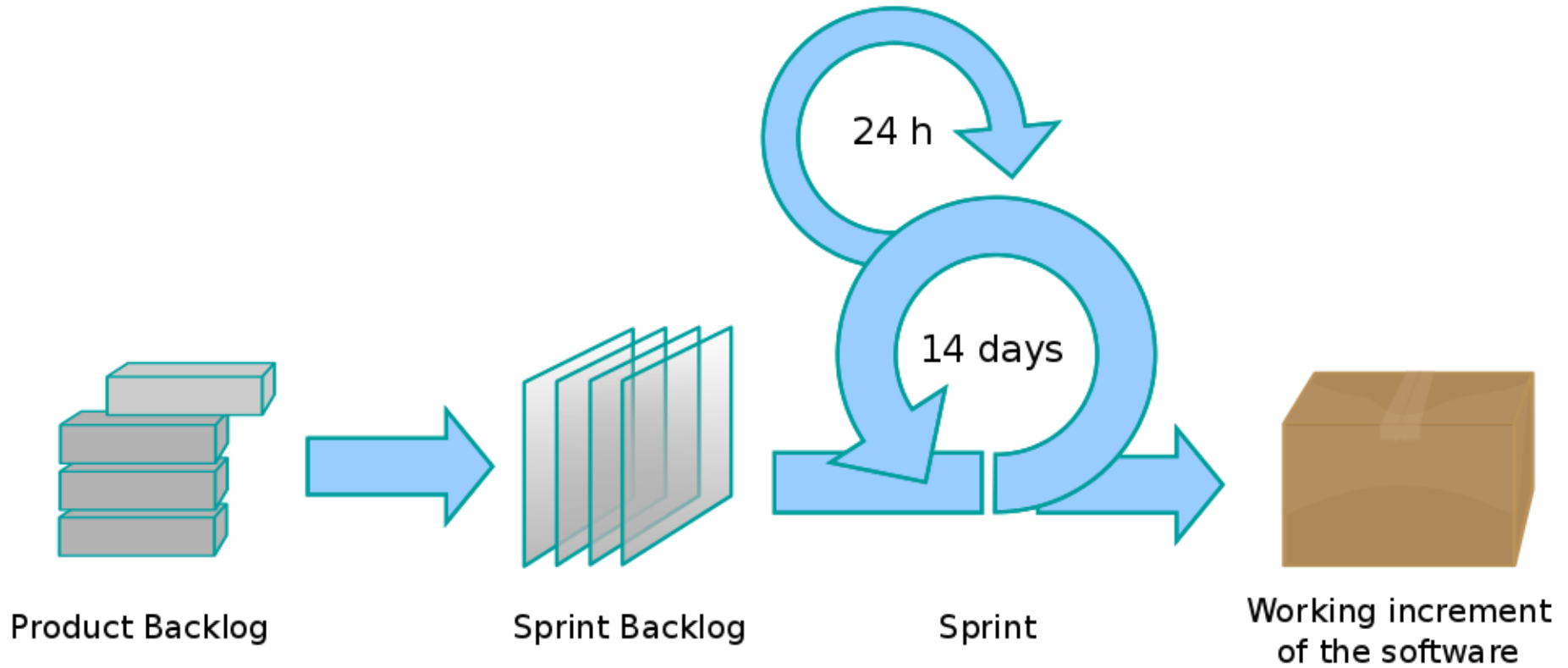
Q1 July - Sept 2012 (Features)

	Q1	Q2	Q3
Themes	<i>WLM (photo upload proof of concept) Nav/UI for contributory features</i>	<i>Readership improvements Experimentation and plumbing for contributory features</i>	<i>Photo uploads and account creation in production</i>
Alpha (xx users)		<ul style="list-style-type: none"> ● General Uploads view 	<ul style="list-style-type: none"> ● Nearby + CTA ● Geodata
Beta (400k opt-ins)	<ul style="list-style-type: none"> ● UI Improvements 	<ul style="list-style-type: none"> ● Article Editing ● Photo upload (lead) ● Uploads view ● Watchlists ● Login ● Account Creation ● CTA hooks ● Geodata (?) 	<ul style="list-style-type: none"> ● Article Editing ● Commons app (Android & iOS)
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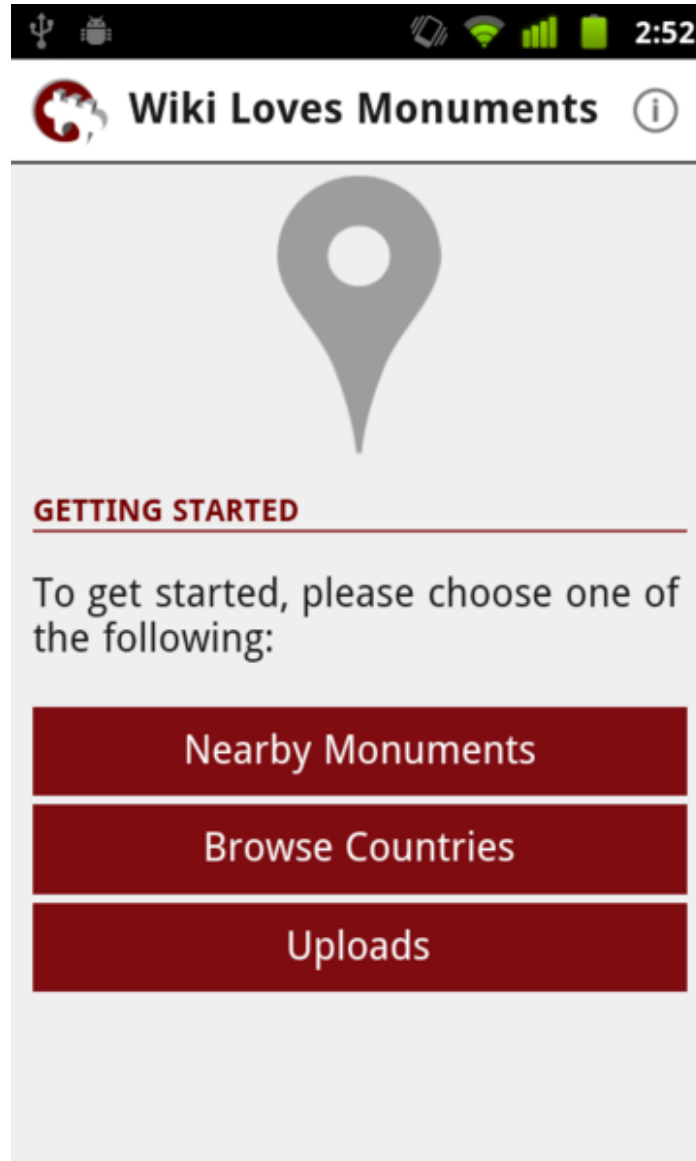
Wiki Loves Monuments



Process Changes

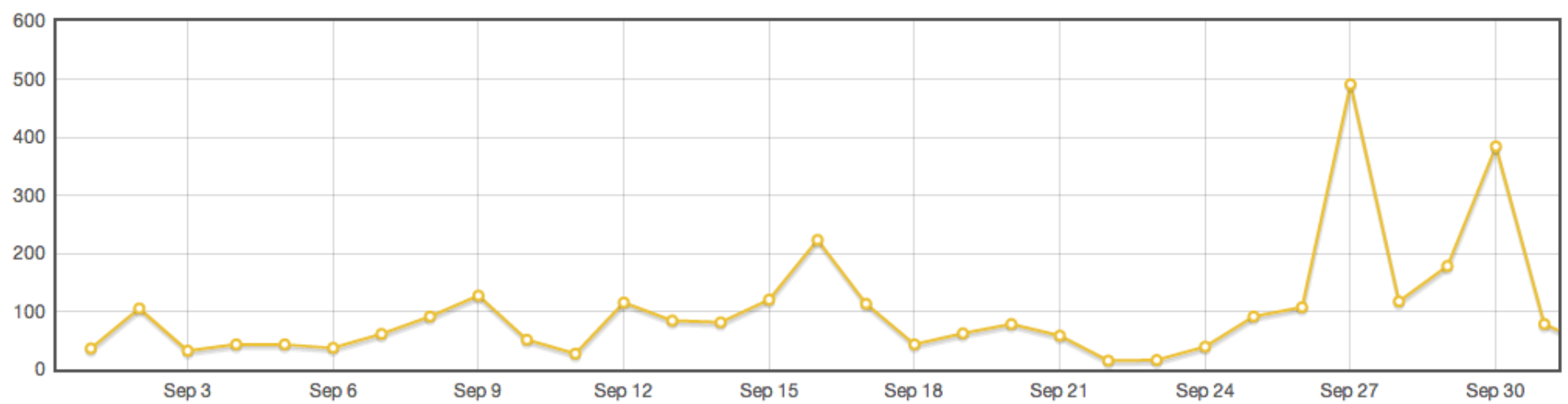


WLM Mobile App



Impact

Uploads per day



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

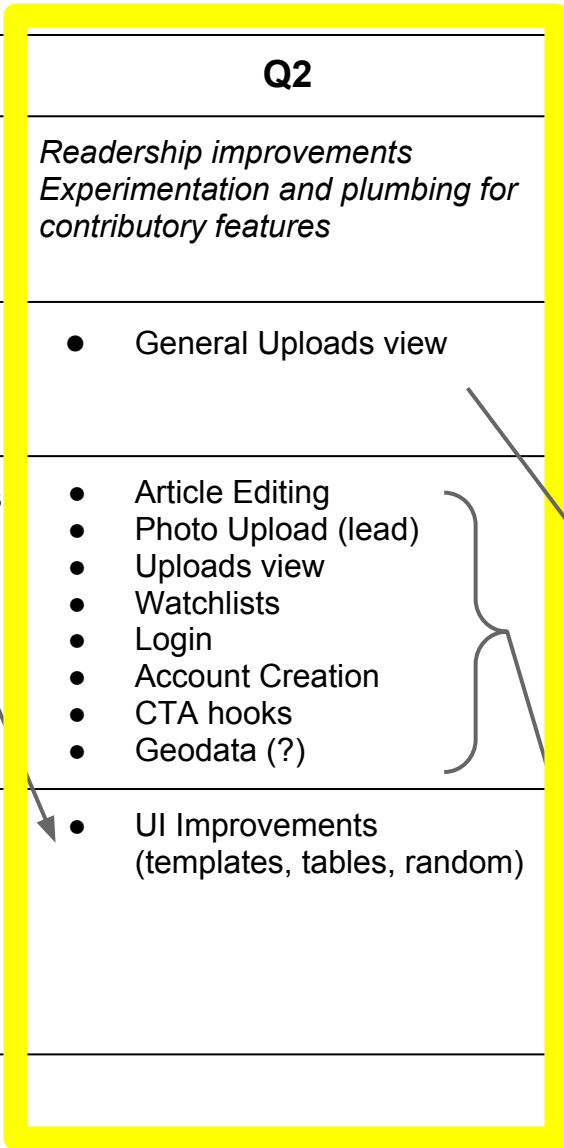
- First mobile uploads to commons!
- Process changes critical for delivery of app and sustainability of team
- Learned valuable first lessons in mobile contribution

Challenges

- No dedicated QA
- Phoneygap app framework insanely difficult to debug
- Serious complications working with WLM data

Q2 Oct - Dec 2012 (Features)

	Q1	Q2	Q3
Themes	<i>WLM (photo upload proof of concept) Nav/UI for contributory features</i>	<i>Readership improvements Experimentation and plumbing for contributory features</i>	<i>Photo uploads and account creation in production</i>
Alpha (xx users)		<ul style="list-style-type: none"> ● General Uploads view 	<ul style="list-style-type: none"> ● Nearby + CTA ● Geodata
Beta (400k opt-ins)	<ul style="list-style-type: none"> ● UI Improvements 	<ul style="list-style-type: none"> ● Article Editing ● Photo Upload (lead) ● Uploads view ● Watchlists ● Login ● Account Creation ● CTA hooks ● Geodata (?) 	<ul style="list-style-type: none"> ● Article Editing ● Commons app (Android & iOS)
Stable (xM users)	<ul style="list-style-type: none"> ● <i>WLM app</i> 	<ul style="list-style-type: none"> ● UI Improvements (templates, tables, random) 	<ul style="list-style-type: none"> ● Photo Upload (lead + general) ● Uploads view ● Watchlists ● Login ● Account Creation ● CTA hooks



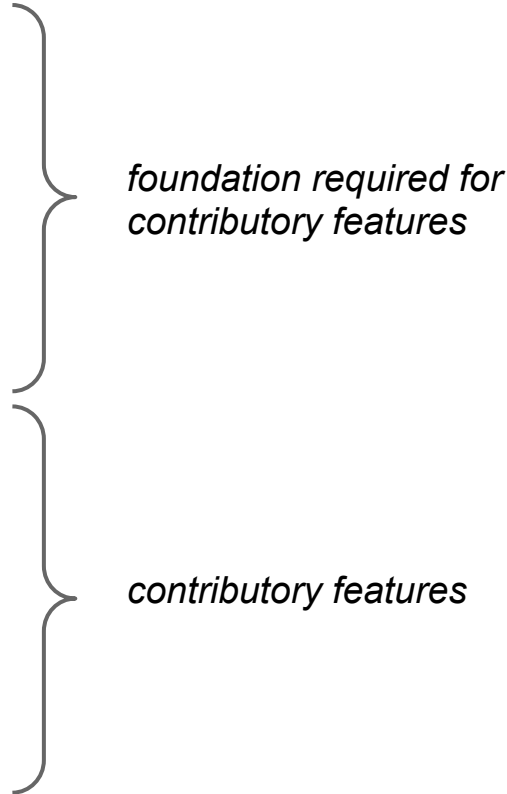
Post-WLM, the team worked on the following feature areas

1. UI Improvements*

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

3. Mobile editing

4. Photo Uploads



*foundation required for
contributory features*

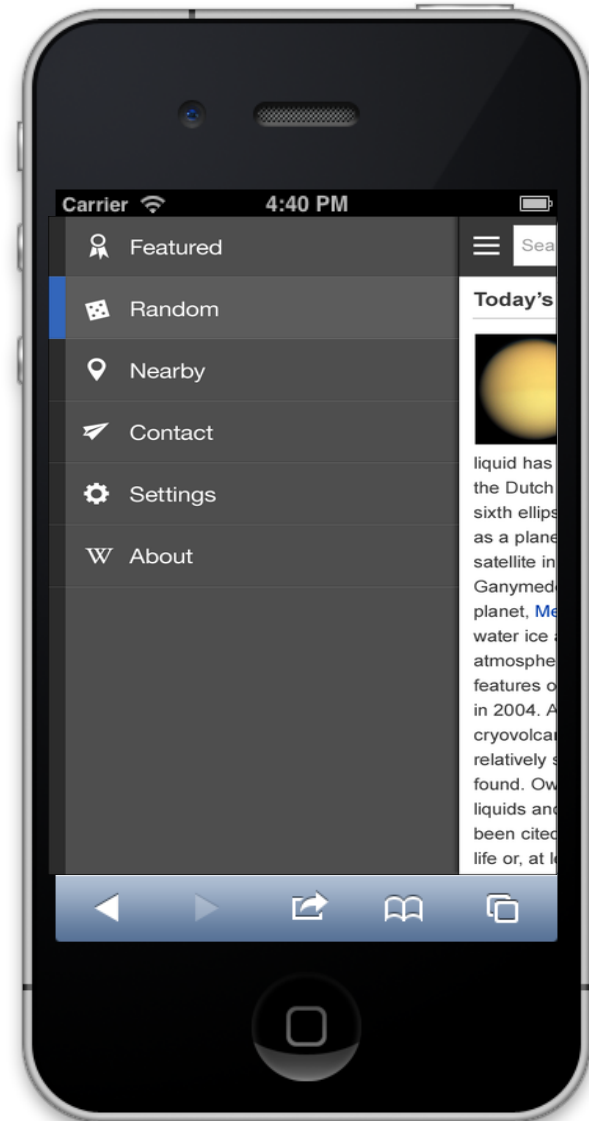
contributory features

UI Improvements

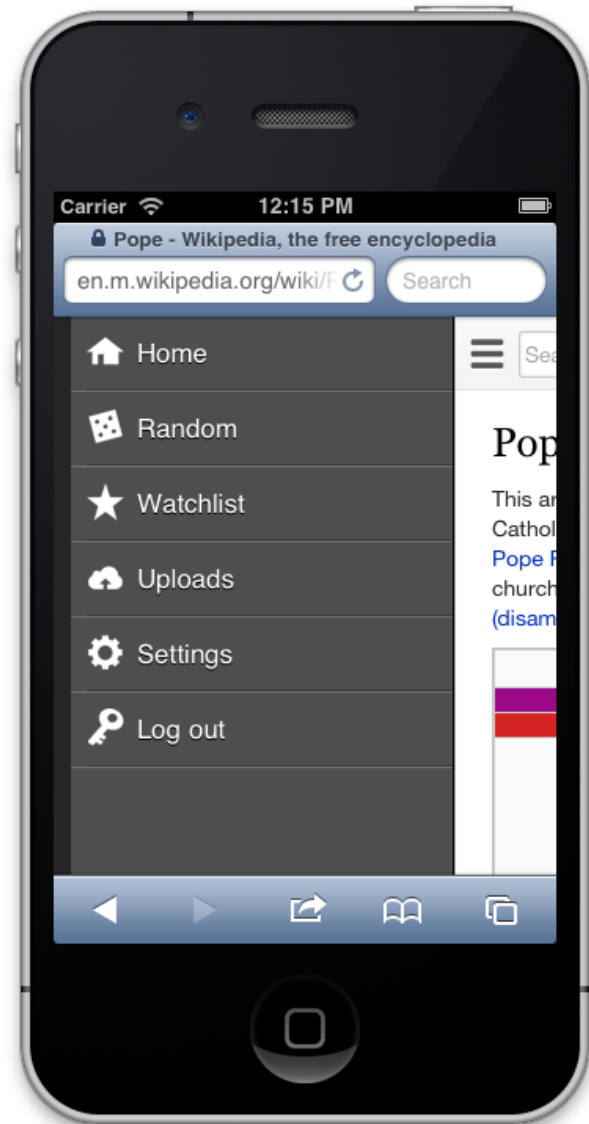
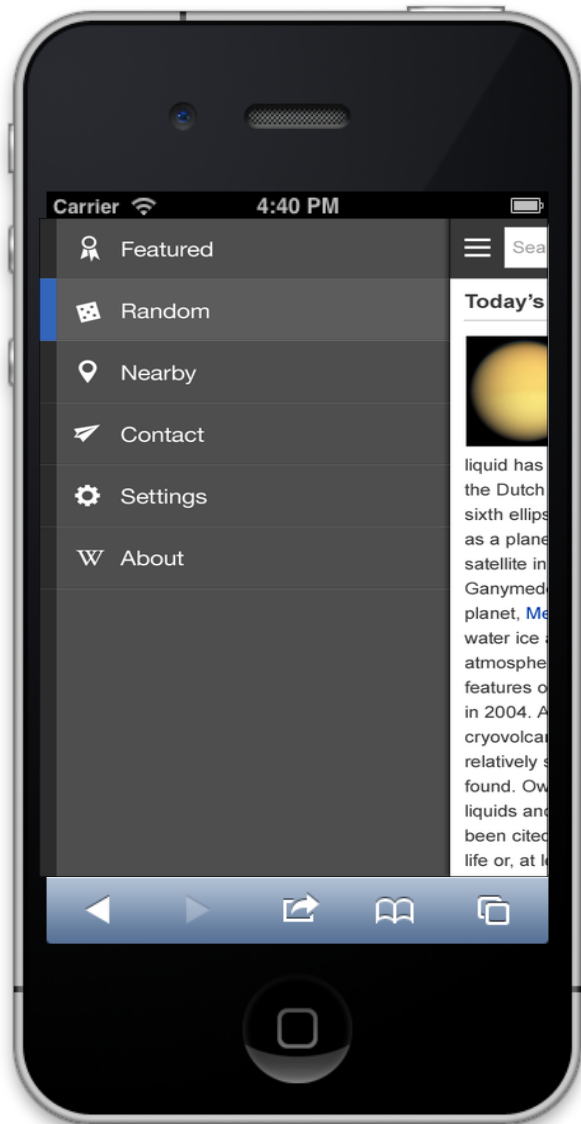
Experimental Navigation



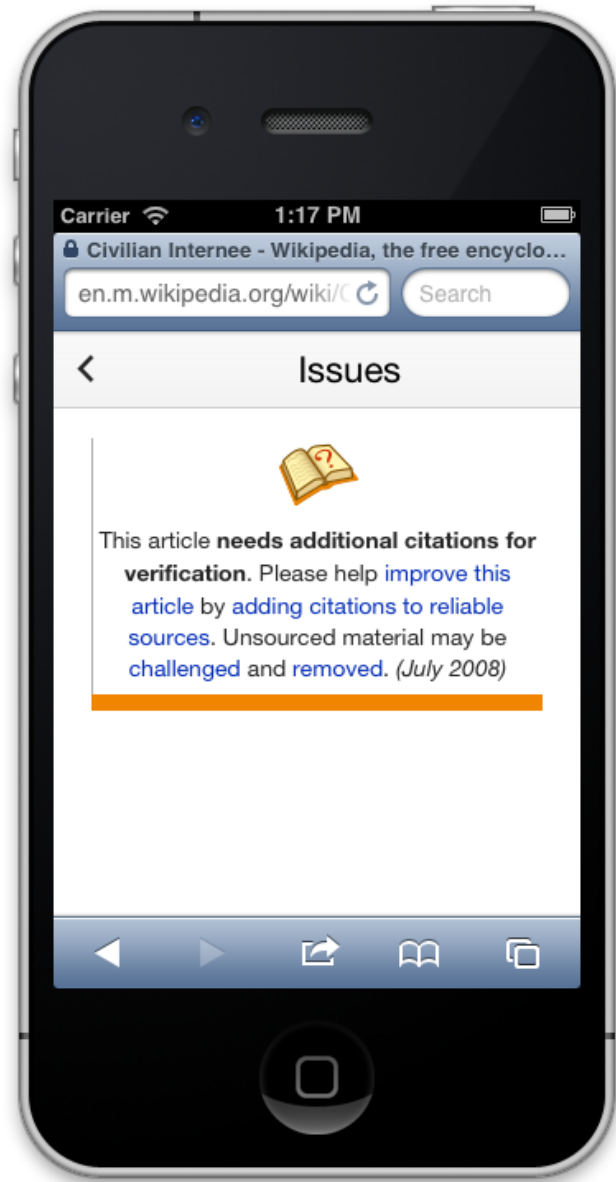
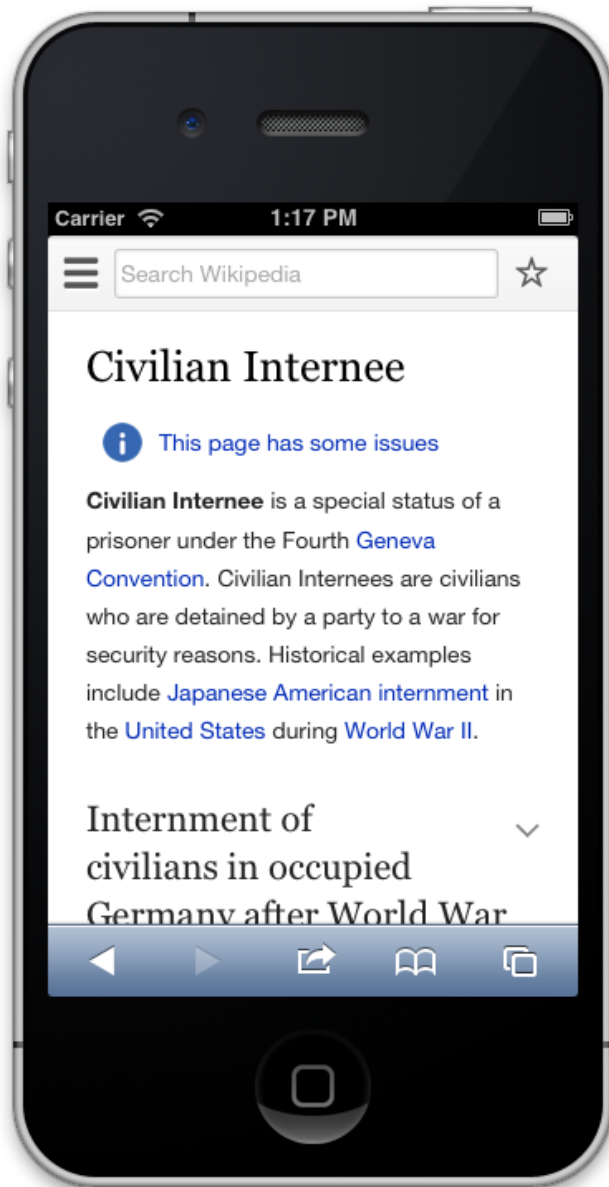
VS



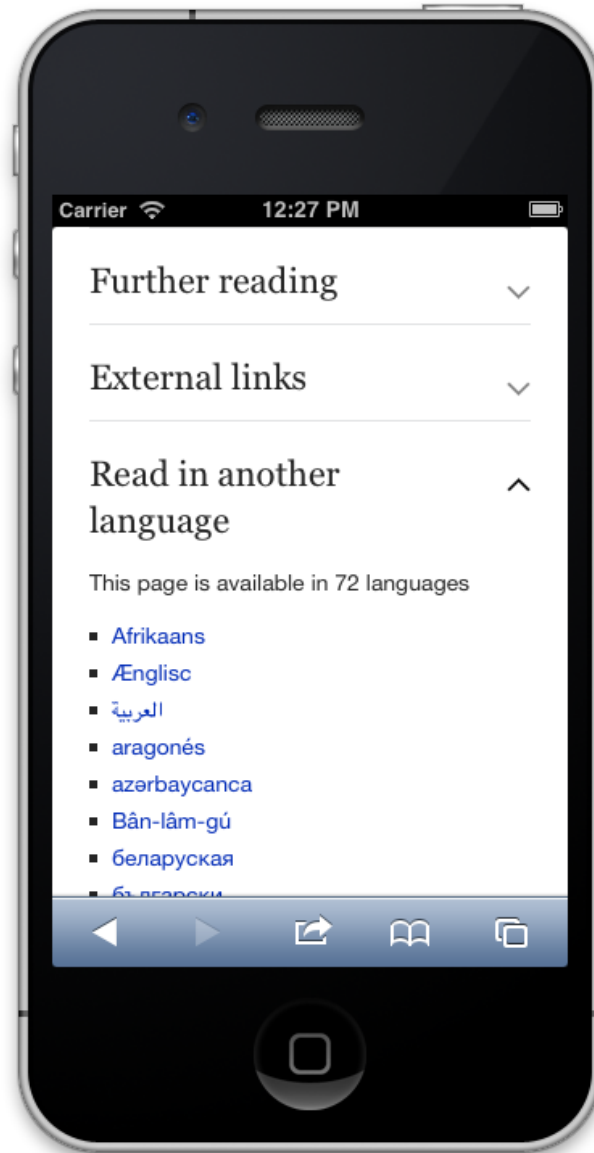
Updated Navigation to Stable



General UI Improvements

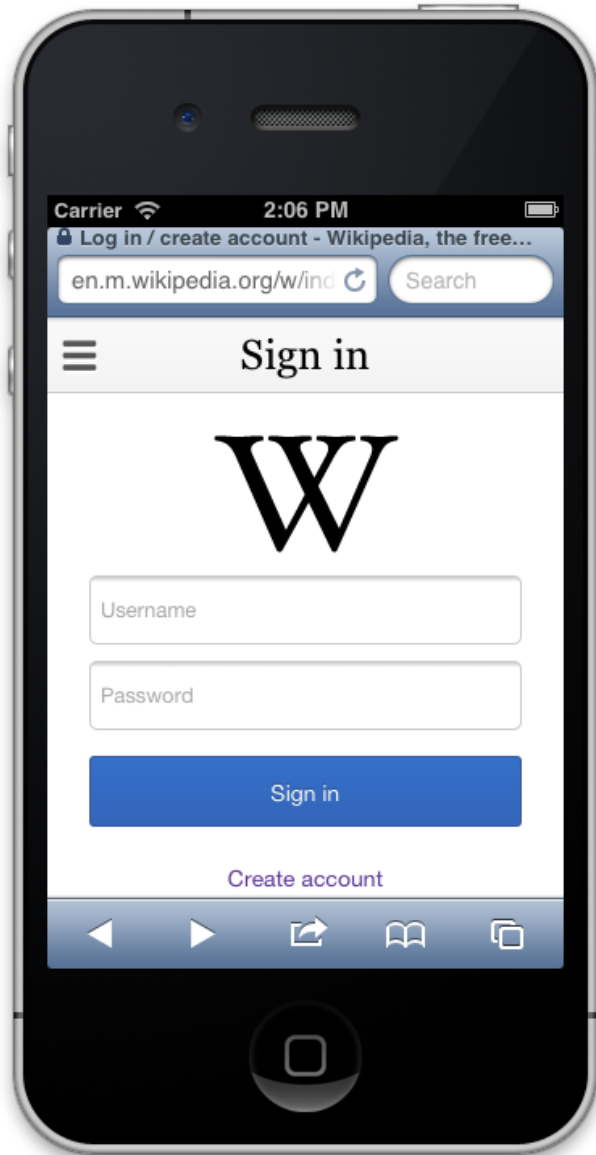


Read in Another Language

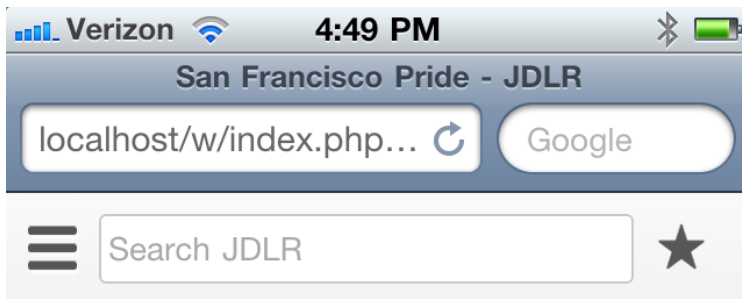


Contributory Support Features

Login and Account Creation in Beta



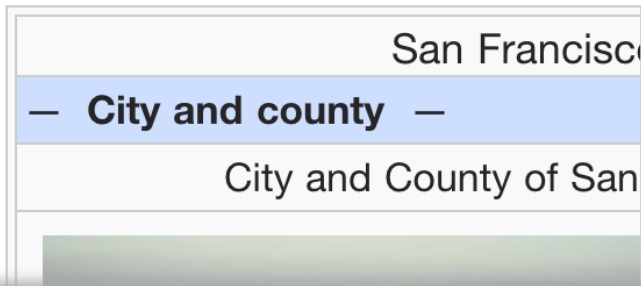
Experimentation with Watchlists



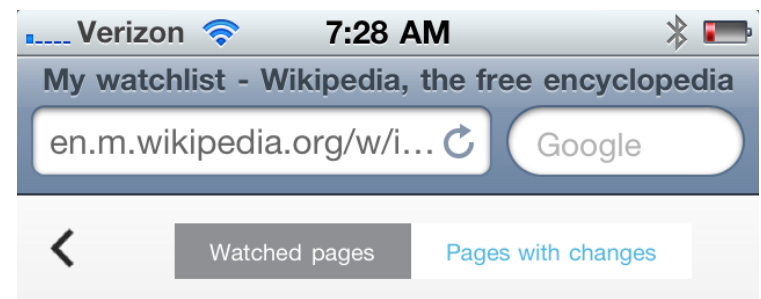
San Francisco

[edit](#)
^

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



Added San Francisco Pride to your watchlist



All

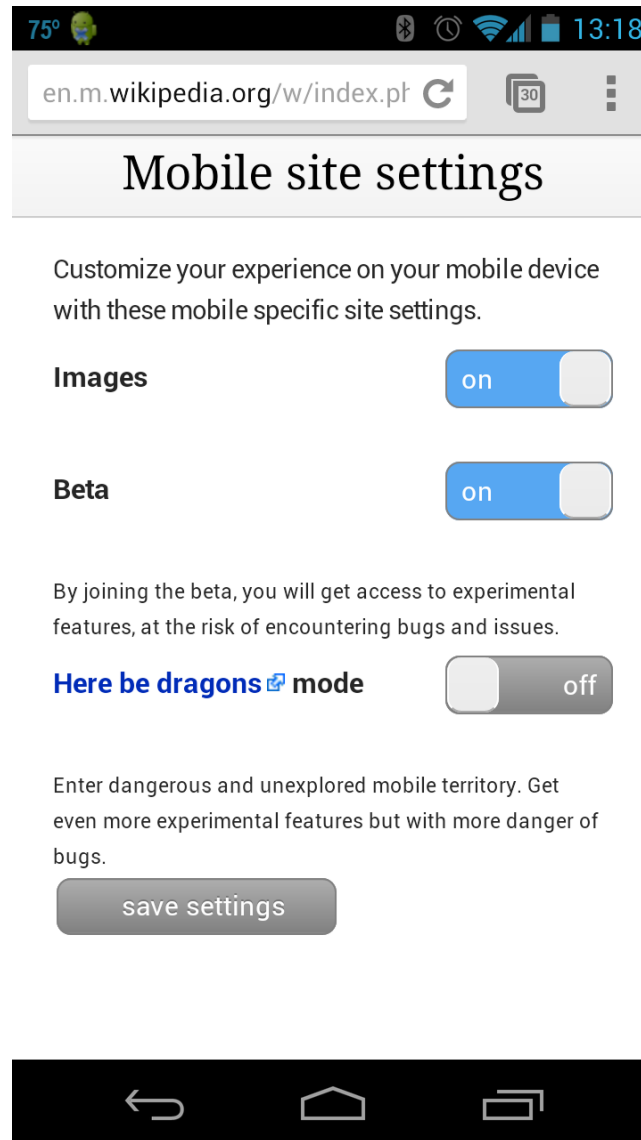
Articles

Talk

Other

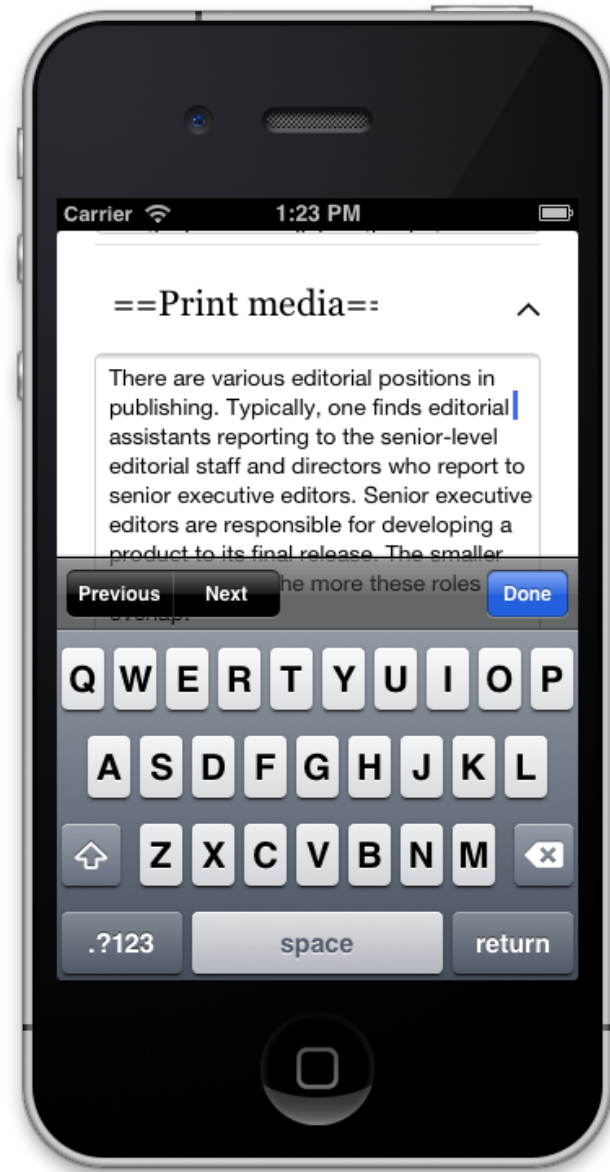


Here be Dragons Mode

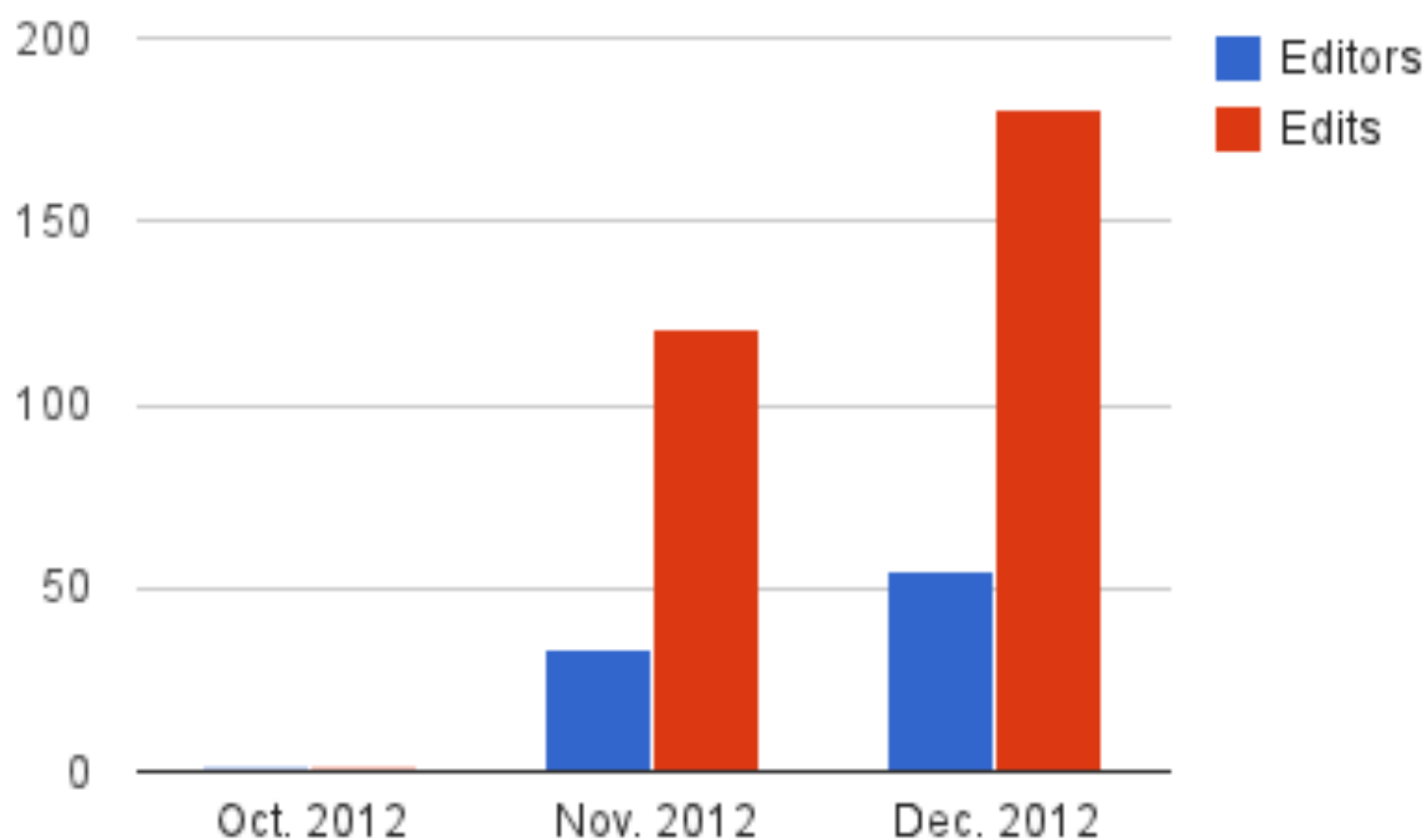


Experimental Contributory Features

Early Experimentation with Editing



Mobile edits/editors, Oct - Dec 2012




Experimenting with Photo Uploads

☰ Search TestWiki (Beta) ☆

Upload test

[edit](#)
^

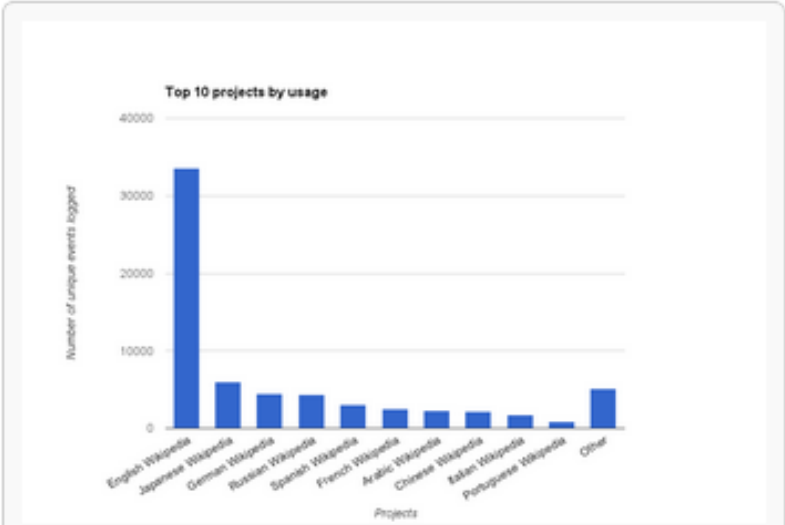
 Add the first photo to this article

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☰ Search TestWiki (Beta) ☆

Upload test

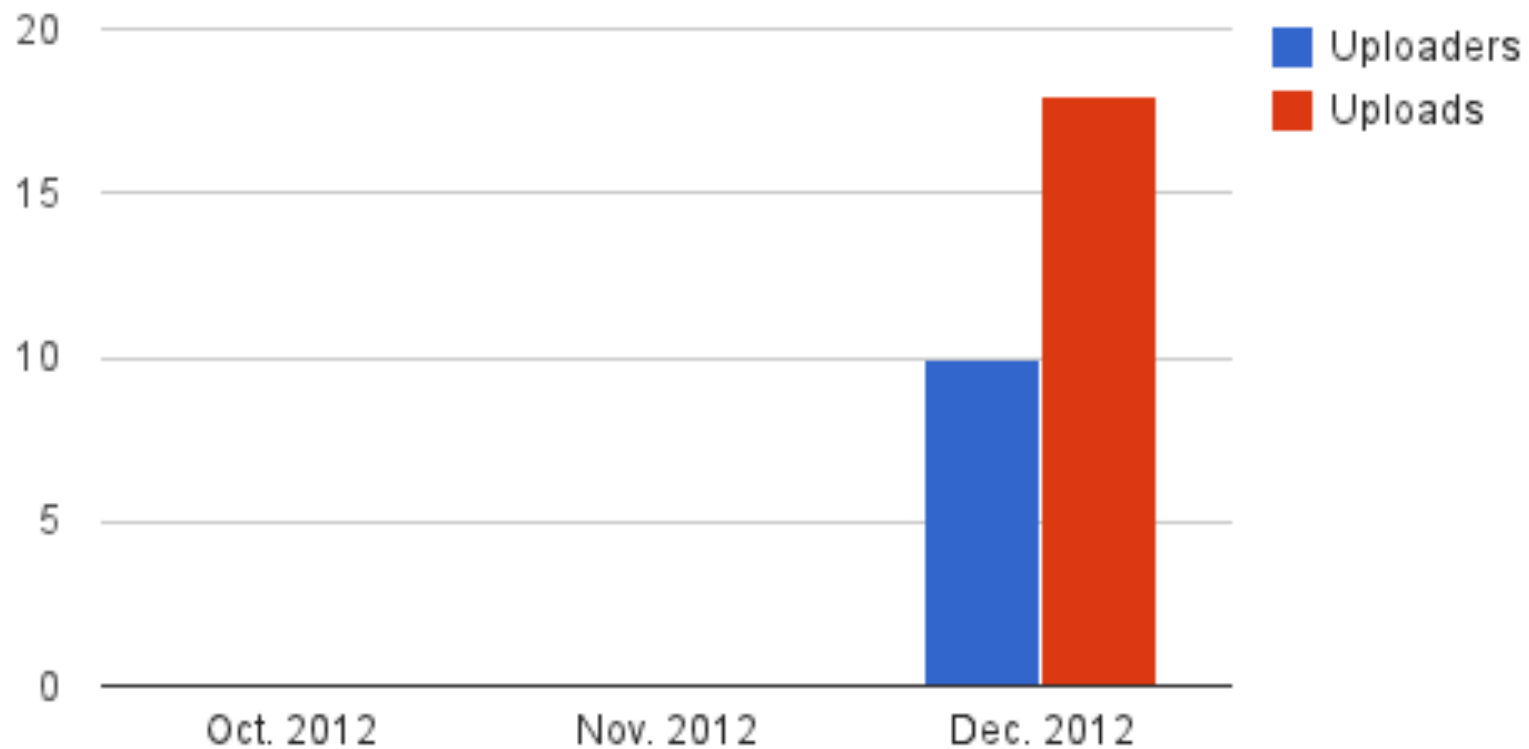
[edit](#)
^



Add a caption for this image



Lead Image uploads/uploaders, Oct - Dec 2012



Becoming More Data Driven

Mobile Wikipedia Contributions

Graphs

Core

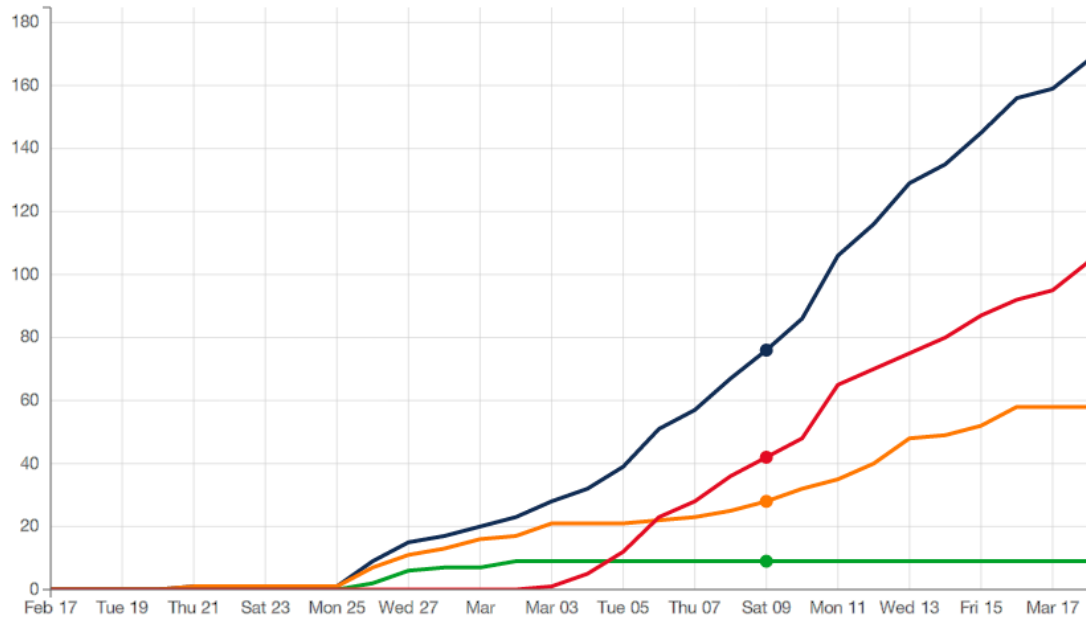
168

Unique uploaders (over last 30 days)

Mar 13 — Mar 13 229.41%
Mar 13 — Mar 13 5.66%

Mar 2013

Unique uploaders (over last 30 days), Total	76.00
Unique uploaders (over last 30 days), Android	28.00
Unique uploaders (over last 30 days), iOS	9.00
Unique uploaders (over last 30 days), Web	42.00



Raw Data

• </data/datafiles/mobile/unique-uploaders.csv>

View Data as Table

Successes

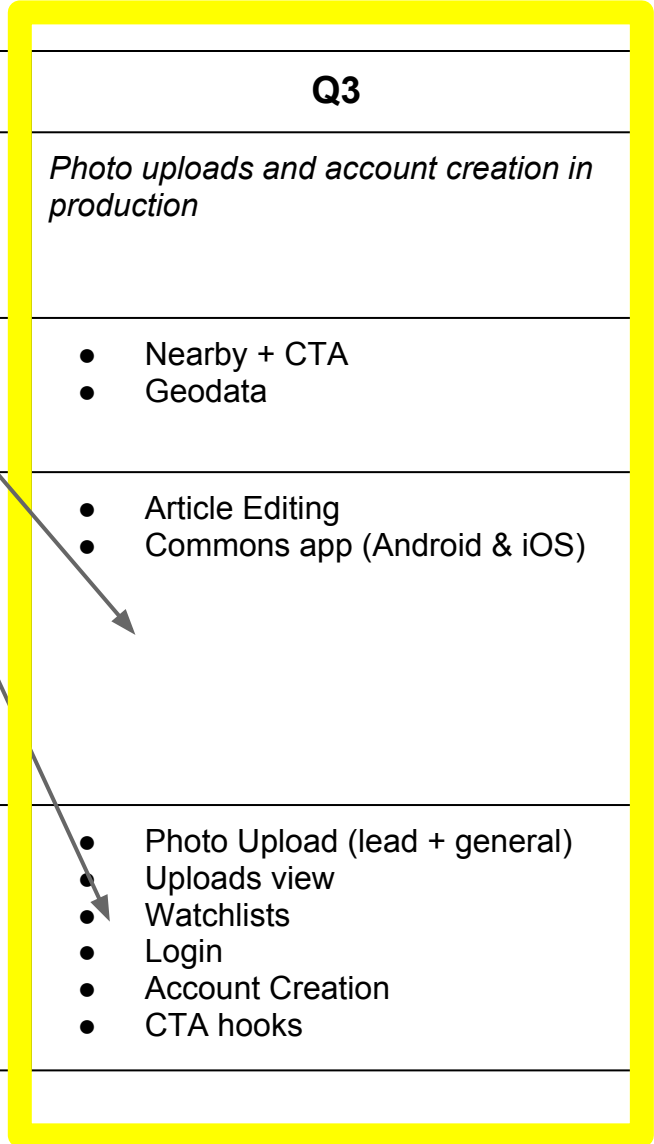
- Deepening evolution of our process and team unity
- Introduction of 'alpha' (here be dragons)
- Found traction even with experimental features
- Increased collaboration with E3 & Analytics

Challenges

- Very difficult coordinating with operations team
- No decent testing environment
- Changes on the product team (but ultimately a success)

Q3 Jan - Mar 2013 (Features)


	Q1	Q2	Q3
Themes	<i>WLM (photo upload proof of concept) Nav/UI for contributory features</i>	<i>Readership improvements Experimentation and plumbing for contributory features</i>	<i>Photo uploads and account creation in production</i>
Alpha (xx users)		<ul style="list-style-type: none"> ● General Uploads view 	<ul style="list-style-type: none"> ● Nearby + CTA ● Geodata
Beta (400k opt-ins)	<ul style="list-style-type: none"> ● UI Improvements 	<ul style="list-style-type: none"> ● Article Editing ● Photo Upload (lead) ● Uploads view ● Watchlists ● Login ● Account Creation ● CTA hooks ● Geodata (?) 	<ul style="list-style-type: none"> ● Article Editing ● Commons app (Android & iOS)
Stable (xM users)	<ul style="list-style-type: none"> ● <i>WLM app</i> 	<ul style="list-style-type: none"> ● UI Improvements (templates, tables, random) 	<ul style="list-style-type: none"> ● Photo Upload (lead + general) ● Uploads view ● Watchlists ● Login ● Account Creation ● CTA hooks



Login/sign up

Verizon 2:37 PM

Sign in



Accedie

Password

Sign in

[Create account](#)

Navigation icons: back, forward, share, book, copy

Verizon 2:38 PM

Search Wikipedia

Welcome, Accedie!

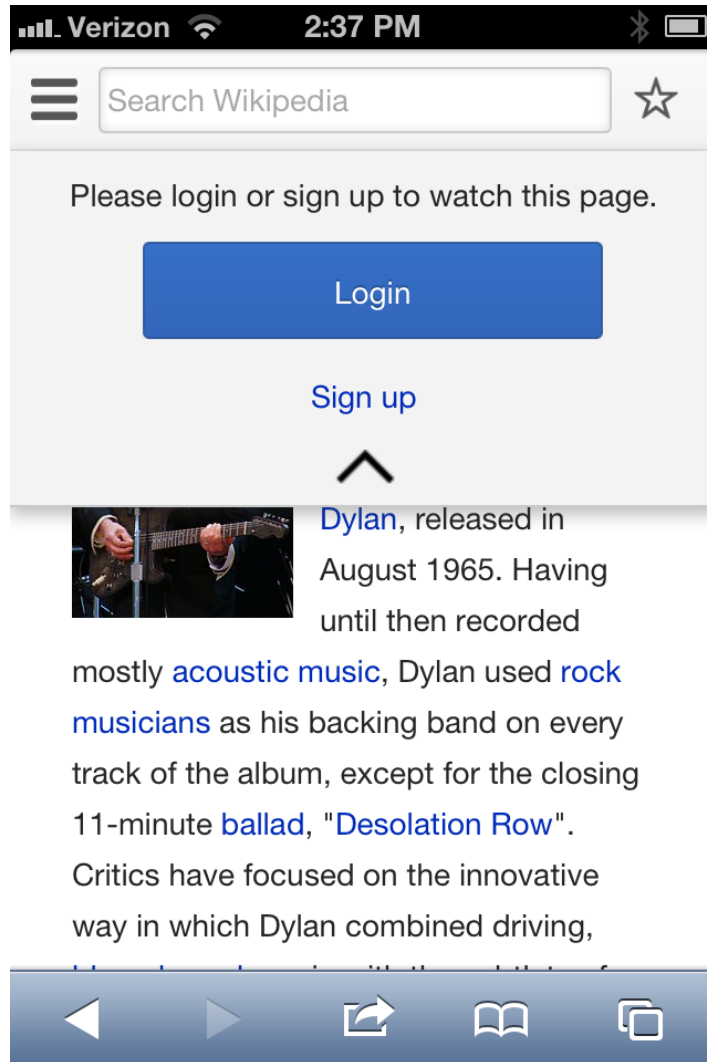
Today's featured article



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](#)".

Navigation icons: back, forward, share, book, copy

Login/sign up hook



Login/sign-up Impact

	All projects	English Wikipedia	
	New accounts/day	New accounts/day	% edit in 24 hours
Mobile web	~800	~400	4%*
Desktop	~10,000	~4,000	24% (general) 3% (AFT)

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

Mobile watchlist

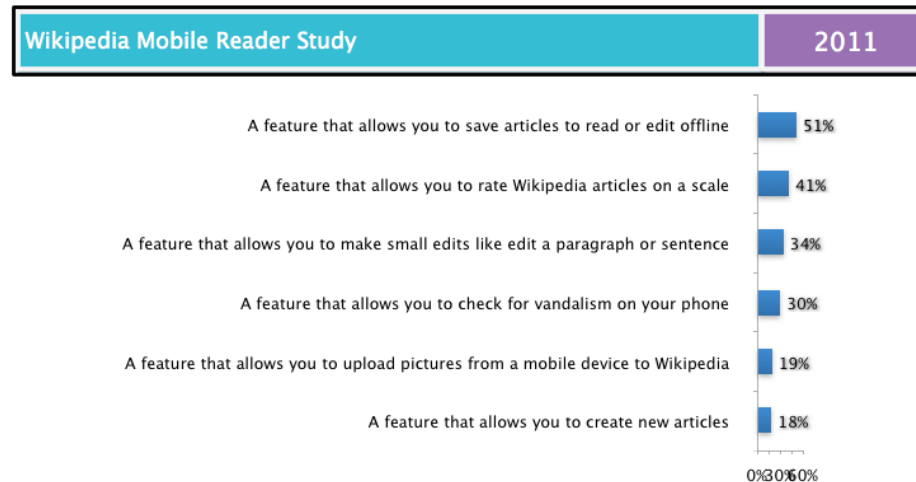


Figure 22. D3. If Wikipedia were to launch new features that were built into Wikipedia's mobile site, how likely would you be to use the following features to edit or engage with Wikipedia? Top 2 Box. Base: 9007

Wikipedia mobile readers want the ability to consume articles for later use as many wanted a feature that allows you to download articles as a PDF (44%). Arabic and Spanish language readers are significantly more likely to use social network related features while other language groups would find more use from a feature enabling viewing articles in a printer friendly format, supporting their offline engagement.

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

The screenshot shows a mobile application interface for a 'New user'. At the top left is a hamburger menu icon. To its right are two tabs: 'All' (selected) and 'Modified'. Below the tabs is a list of five items, each with a thumbnail image on the left, a title in the middle, a modification timestamp below the title, and a star icon on the right. The items are: 1. '17th Iranian Majlis' with a thumbnail of a man in a dark suit, modified 2 months ago. 2. '? (film)' with a circular collage of faces, modified 10 days ago. 3. 'A Band Apart' with a thumbnail of two men in suits, modified 1 day ago. 4. 'Aardvark' with a thumbnail of an armadillo, modified 3 days ago. 5. 'Acadians' with a thumbnail of the French flag, modified 2 days ago.

Thumbnail	Title	Modified	Star
	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	★

The screenshot shows a mobile application interface for an 'Experienced user'. At the top left is a hamburger menu icon. To its right are two tabs: 'All' and 'Modified' (selected). Below these are four more tabs: 'All', 'Articles' (selected and underlined), 'Talk', and 'Other'. Below the tabs is a list of four items, each with a title, a user icon and name, a description, and a timestamp. The items are: 1. 'Feminism in Russia' by user 'Fadesga', with 'no edit summary' and '8 MINUTES AGO'. 2. 'Roxelana' by user 'Anonymous user', with '→Life with the sultan' and '1 HOUR AGO'. 3. 'Cry Me a River (Justin Timberlake song)' by user 'Tomica', with '→Development and synopsis: c/e' and '1 HOUR AGO'. 4. 'Direct action'.

Title	User	Description	Timestamp
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)	Tomica	→Development and synopsis: c/e	1 HOUR AGO
Direct action			

Mobile watchlist: Impact

New accounts:

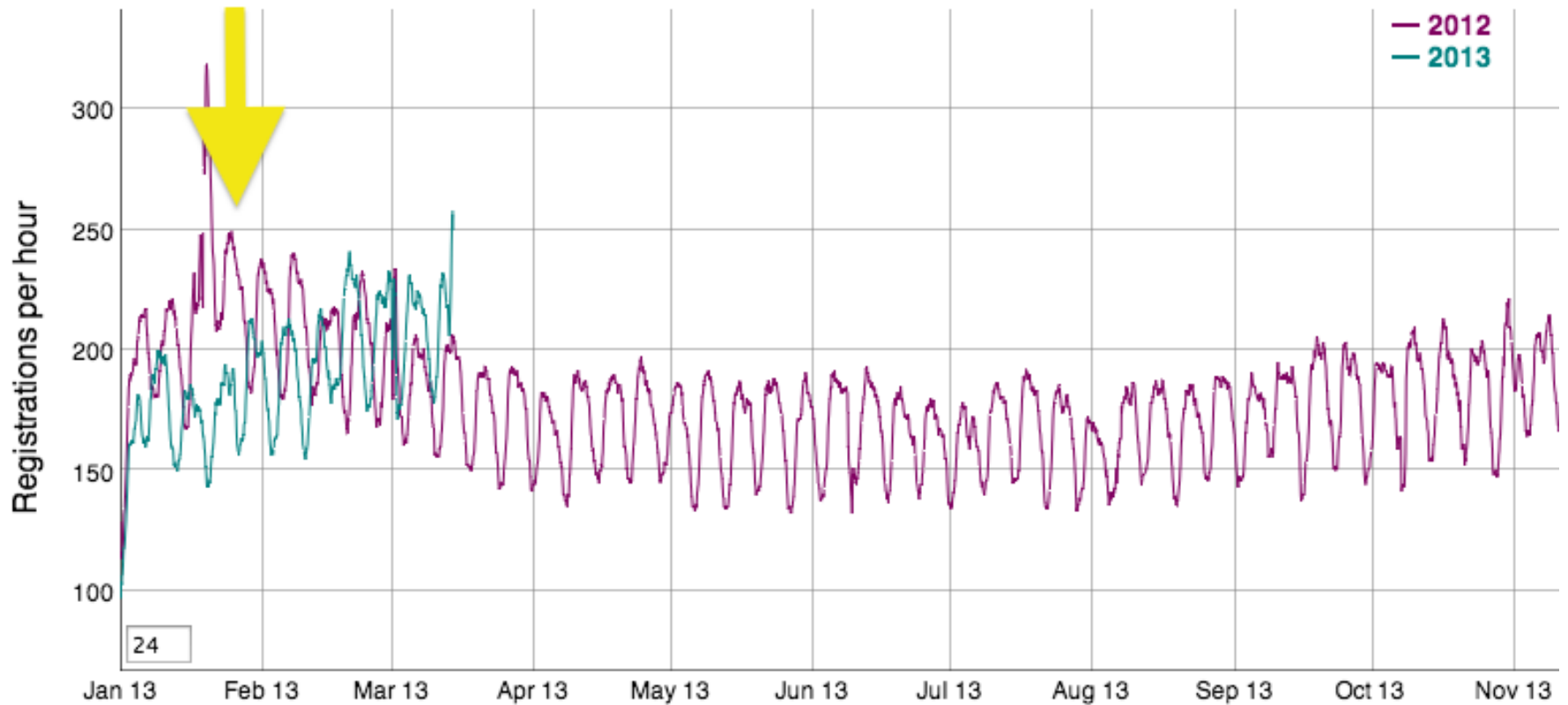
- **65%** of new mobile signups came directly from the watchlist star CTA
- **97%** of new mobile signups used the watchlist star at least once in the first week that the feature was available

Login/signup + watchlist: impact

New accounts per hour, year to year comparison

SHOW SERIES: 2007 2008 2009 2010 2011 2012 2013

Login + account creation deployed on full mobile web



Uploads: add to article



Add an image to this article

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

Uploads: add to article

☰ ★

Mary Allen Seminary

 Add an image to this article

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.

<



Add a description (required)



By clicking "Submit", you agree to our [Terms of Use](#) and agree to release your photo under the [Creative Commons Attribution-ShareAlike 3.0 License](#).

Cancel Submit

Uploads: add to article

☰ Search Wikipedia ★

Mary Allen Seminary

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



Uploading image, please wait.
[Cancel](#) if this is taking too long.

☰ Search Wikipedia ★

Mary Allen Seminary



Mary Allen Seminary building today.

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

Initially a [parochial school](#) founded and run



الجيش الفلسطيني



الامن الوطني الفلسطيني

الجيش الفلسطيني أو الأمن الوطني هي قوة عسكرية نظامية قوامها 10,000 جندي يمارسون نشاطات مختلفة من حفظ أمن فلسطين وحفظ النظام وصد أي عدوان عن فلسطين والشعب الفلسطيني وهو تابع ل(منظمة التحرير الفلسطينية) يمول الجيش الفلسطيني من قبل الولايات المتحدة الأمريكية وتدفع له سنويا 3 مليون دولار حسب التقديرات الإعلامية.

الأجهزة الأمنية الفلسطينية

Palestinian National Security Forces (Arabic Wikipedia)



Tablaestela



Tablaestela

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)



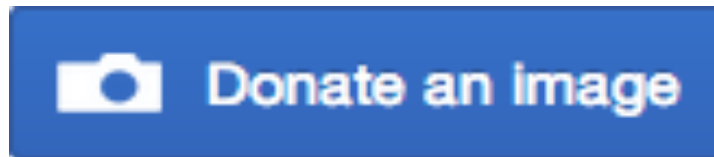
Adrian Young



Young in the studio

Adrian Young (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

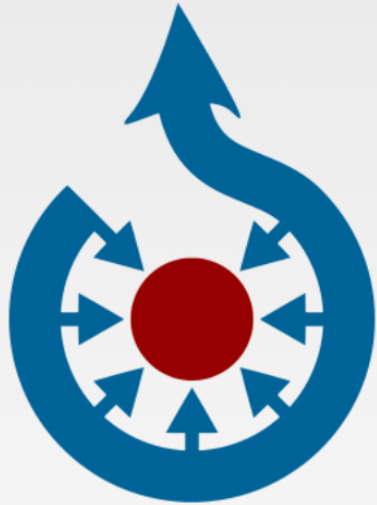


je suis ... machallah !!!!

Apps



ios



Wikimedia Commons

Username

Password

Log in



My uploads
111 uploads

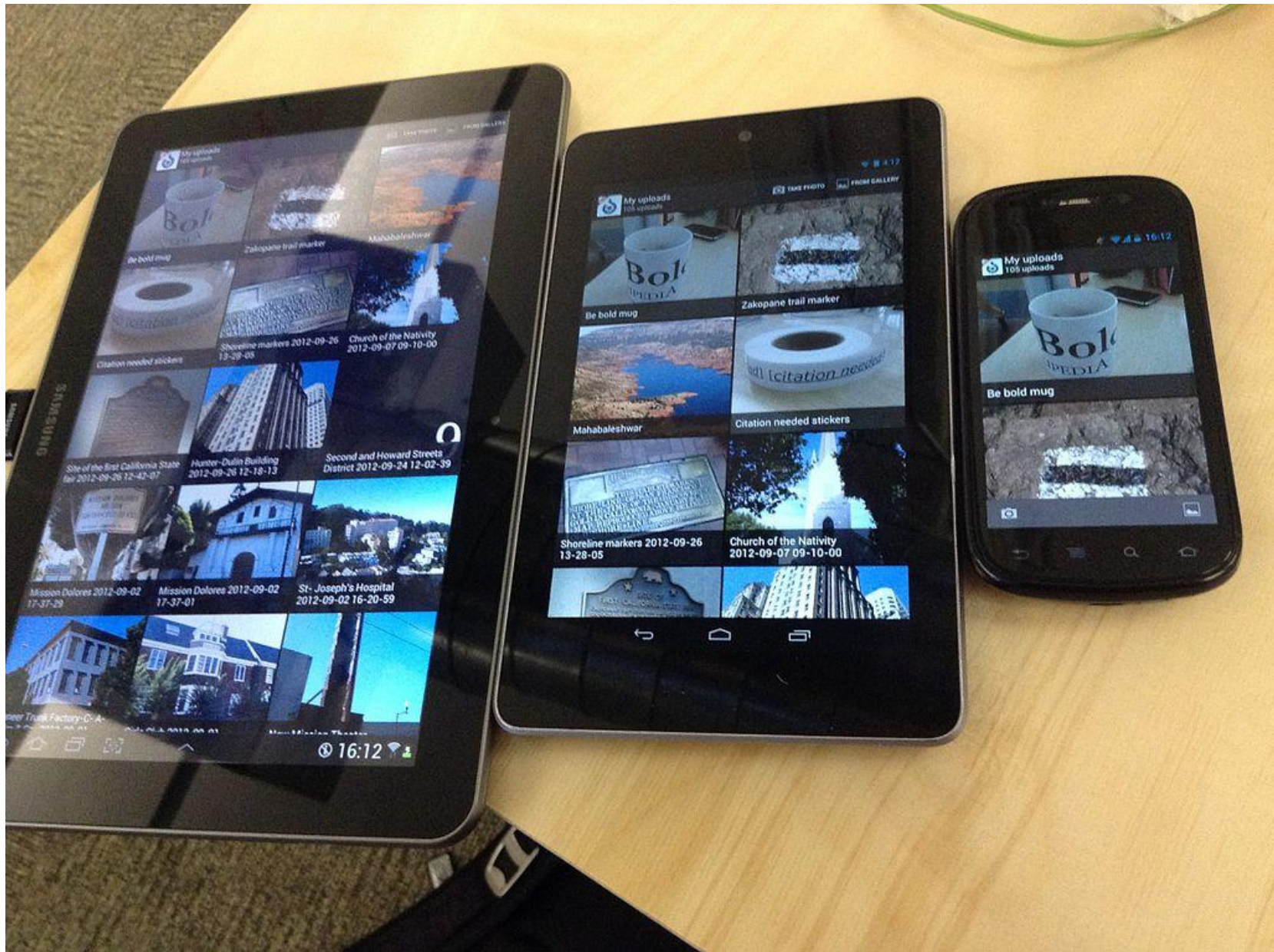


Berkeley Indian Rock Panorama



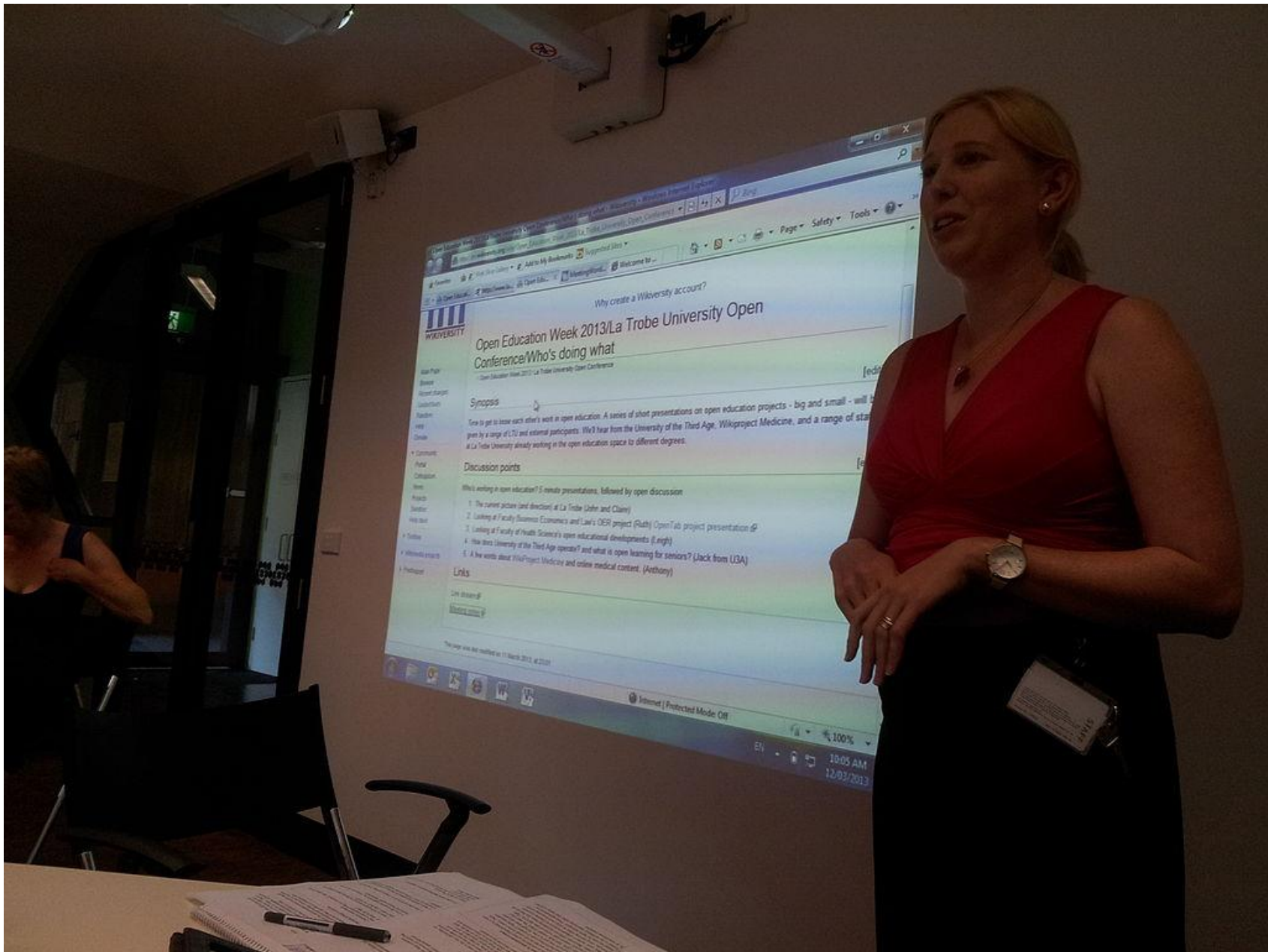
Lead Photo For Zuni
Cafe0-8158609459642321











Open Education Week 2013/La Trobe University Open Conference/Who's doing what

Synopsis

Time to get to know each other's work in open education. A series of short presentations on open education projects - big and small - will be given by a range of TU and external participants. We'll hear from the University of the Third Age, Wikiproject Medicine, and a range of staff at La Trobe University already working in the open education space to different degrees.

Discussion points

What's working in open education? 3-minute presentations, followed by open discussion

1. The current picture (and direction) at La Trobe (John and Claire)
2. Linking of Faculty Business Economics and Law's OER project (Ruth) OpenTab project presentation @
3. Linking of Faculty Health Sciences's open educational developments (Leigh)
4. How does University of the Third Age operate? and what is open learning for seniors? (Jack from USA)
5. A few words about Wikiproject Medicine and online medical content. (Anthony)

Links

Like stream @

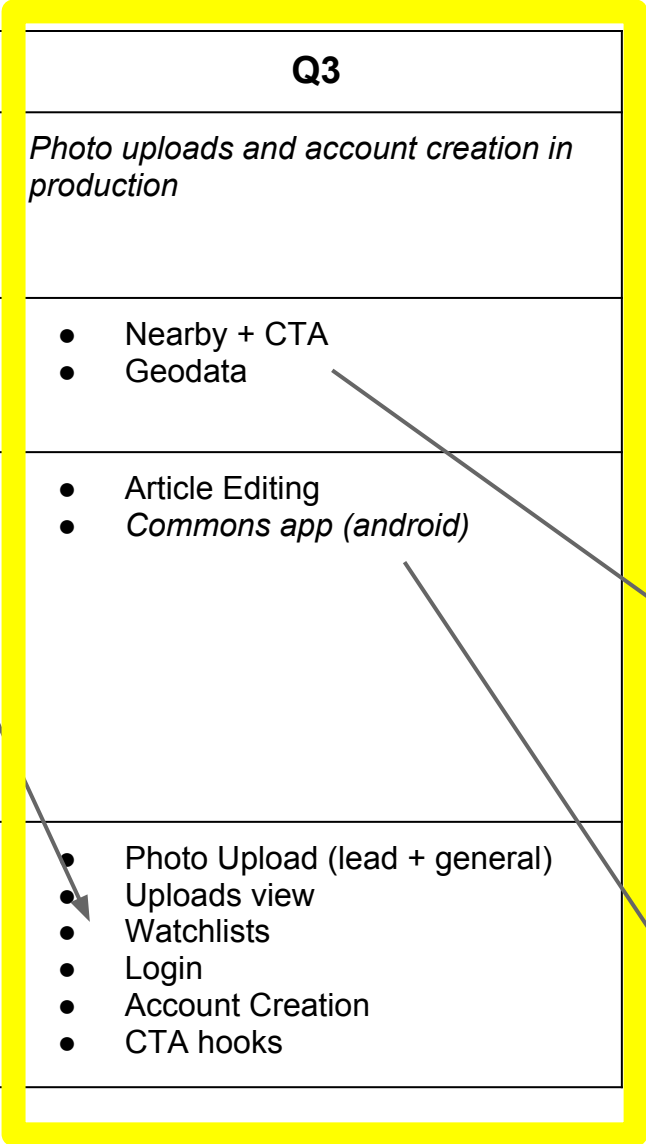
Discussion @

Upload features: Impact

	Current		Projected
	Uploaders/week	Files uploaded/week	Uploaders/week
Mobile web	~50	~55	~200
Apps	~30	~240	~100
Total per month	~320 (at or above midpoint goal)	~1,180	~900 (close to or meets full goal)

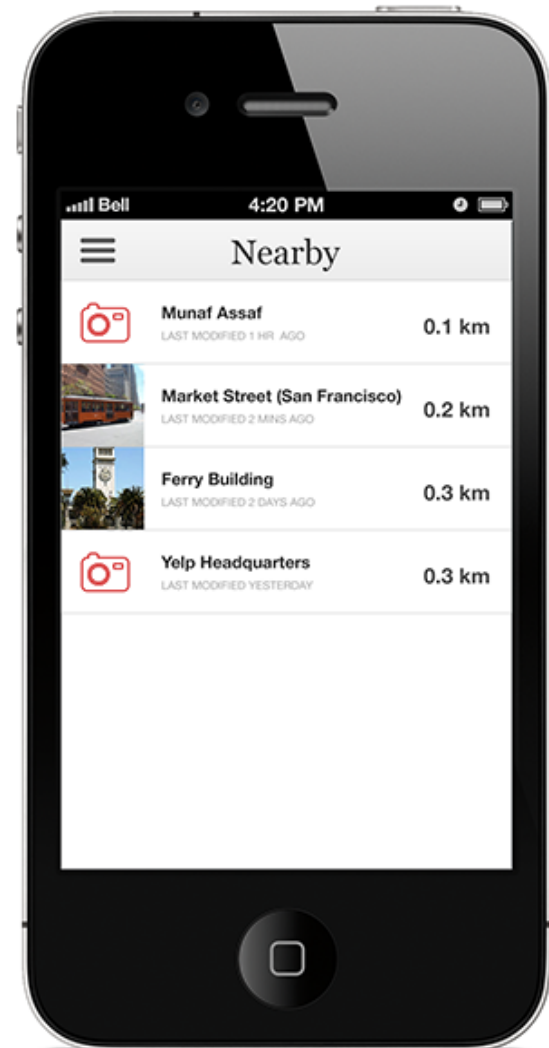
Q3 Jan - Mar 2013 (Features)

	Q1	Q2	Q3
Themes	<i>WLM (photo upload proof of concept) Nav/UI for contributory features</i>	<i>Readership improvements Experimentation and plumbing for contributory features</i>	<i>Photo uploads and account creation in production</i>
Alpha (xx users)			<ul style="list-style-type: none"> • Nearby + CTA • Geodata
Beta (400k opt-ins)	<ul style="list-style-type: none"> • UI Improvements 	<ul style="list-style-type: none"> • Article Editing • Photo Upload (lead + general) • Uploads view • Watchlists • Login • Account Creation • CTA hooks • Geodata (?) 	<ul style="list-style-type: none"> • Article Editing • <i>Commons app (android)</i>
Stable (xM users)	<ul style="list-style-type: none"> • <i>WLM app</i> 	<ul style="list-style-type: none"> • UI Improvements (templates, tables, random) 	<ul style="list-style-type: none"> • 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

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