Fun User Experience
Is SRS BZNSS and So Can You

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Some things are serious making grants, teaching people about wikis, writing an encyclopedia...
Making the experience fun helps us do things better.
How can something be both serious and fun?
IdeaLab is an incubator for Wikimedia-related ideas.

As much as we want to know your idea for a *better hat to deflect alien mind-rays*, remember to tell us how your idea improves a Wikimedia website or makes contributing easier for Wikimedia volunteers.

https://meta.wikimedia.org/wiki/Grants:IdeaLab
Awesome. Welcome to Wikipedia! Wikipedia is an encyclopedia that anyone can edit. I thought you might want to come with me on an adventure, to learn more.

Cup and Saucer Badge

Awarded to those who uphold the values of the Teahouse by being respectful and courteous to guests and hosts alike.

Earn more badges at: Teahouse Badges

Why does play matter?

Answer: you might hit the engagement jackpot

[TH] new editors have...

1.7x longer user retention
2x more articles edited
3.2x more female editors [1]

Teahouse visitors compared to invited non-visitors

<table>
<thead>
<tr>
<th>Metric</th>
<th>Control group</th>
<th>Teahouse group</th>
<th>Contrast</th>
</tr>
</thead>
<tbody>
<tr>
<td>Average retention (weeks with at least 1 edit)</td>
<td>5.02 weeks</td>
<td>8.57 weeks</td>
<td>1.7x retention</td>
</tr>
<tr>
<td>Average number of articles edited</td>
<td>58.7 articles</td>
<td>116.9 articles</td>
<td>2.0x articles edited</td>
</tr>
<tr>
<td>Average talk page edits</td>
<td>36.5 edits</td>
<td>85.6 edits</td>
<td>2.4x talk page edits</td>
</tr>
<tr>
<td>Average article space edits</td>
<td>129.6 edits</td>
<td>360.4 edits</td>
<td>2.8x article edits</td>
</tr>
<tr>
<td>Average total edits (all namespaces)</td>
<td>182.1 edits</td>
<td>532.4 edits</td>
<td>2.9x total edits</td>
</tr>
<tr>
<td>Percentage of women</td>
<td>9%</td>
<td>29%</td>
<td>3.2x female editors</td>
</tr>
</tbody>
</table>

How do you get from serious to fun?

MORE
experiment, try things, be messy, make mistakes

LESS
curate, pare things down

START ALL OVER AGAIN
iterate, improve, try again

...and enjoy the process!
playful visuals

showing people

riffing on themes

active invitation

playful language

welcoming tone

people get tired of reading from robots - it's true!
And so can you.

Why did fun get tagged as trivial?

Got a story of how you’ve made a serious activity fun?

How are you helping people to play?

What do you want to build next?

https://meta.wikimedia.org/wiki/WikiProject_Funissrsbznss