

Fun User Experience Is **SRS BZNSS** and So Can You



Siko Bouterse - User:Sbouterse (WMF) - sbouterse@wikimedia.org



Jake Orlowitz - User:Ocaasi - wikiocaasi@yahoo.com



Heather Walls - User:Heatherawalls - heather@wikimedia.org

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?**

PLAY






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>

status: **idea**

 IdeaLab	 meet more people	 visit more ideas
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[join other ideas](#)

project:

Portals - doorways to engagement

idea creator:

[Peter Coombe \(the wub\)](#)

project contact:

thewub.wiki@gmail.com

participants:

[join this idea!](#)

- [Peter Coombe \(the wub\)](#)

summary:

To research Portals, and develop better tools for creating and maintaining them.

created on: 18:16, 13 February 2013



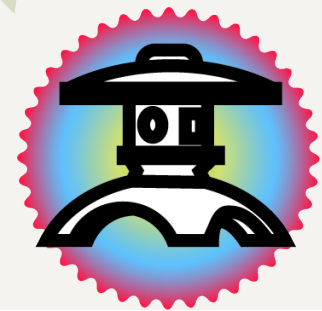
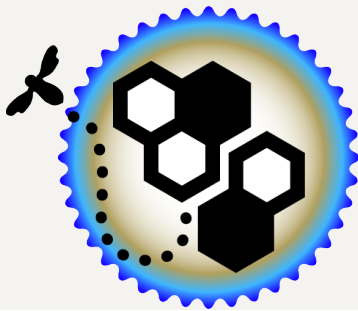
The WIKIPEDIA Adventure



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.

<https://en.wikipedia.org/wiki/Wikipedia:TWA/Portal>

teahouse



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

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

=srs bznss

[1] Morgan, Bouterse, Walls, and Stierch. 2013. *Tea and sympathy: crafting positive new user experiences on wikipedia*. (CSCW '13) <http://doi.acm.org/10.1145/2441776.2441871>

How do you get from serious to fun?

MORE

experiment, try things, be messy, make mistakes

LESS

curate, pare things down

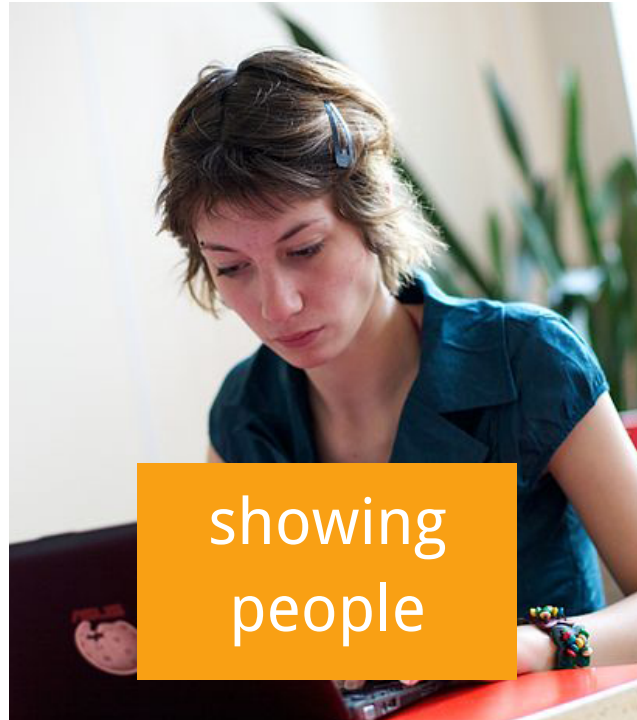
START ALL OVER AGAIN

iterate, improve, try again

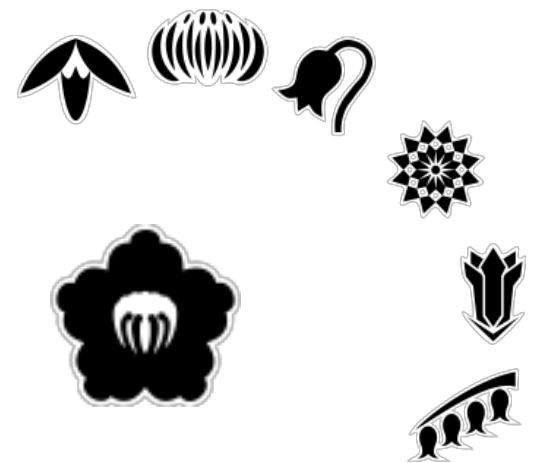
...and enjoy the process!



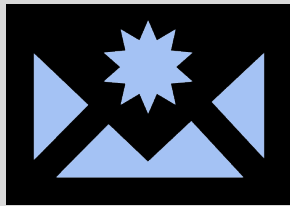
playful
visuals



showing
people



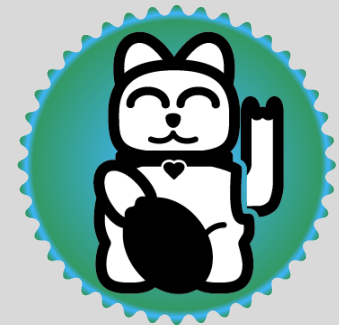
riffing on
themes



active
invitation

people get
tired of
reading
from
robots -
it's true!

playful
language



welcoming
tone

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?