Mobile + Wikipedia Zero
Quarterly Goals and Reporting

Q4 - 2014-15
Agenda

1. Mobile Apps
2. Wikigrok
3. Gather
4. Wikipedia Zero
## Q3 - Mobile Apps

<table>
<thead>
<tr>
<th>Objective</th>
<th>Impact on Goal</th>
<th>Dependency</th>
<th>ETA</th>
<th>Status</th>
</tr>
</thead>
<tbody>
<tr>
<td>Release iOS app with lead images, image gallery, read more, and Tweet a Fact features</td>
<td>The features will be out in production</td>
<td>Apple App Review</td>
<td>End of Q4</td>
<td>The release was pushed back due to regressions found during testing. These regressions were fixed and the subsequent update has been approved by Apple and is awaiting release. The update is planned for Wednesday 15th April.</td>
</tr>
<tr>
<td>Release update to the Android app containing Tweet a Fact, search/featured article widgets</td>
<td>The features will be out in production</td>
<td>N/A</td>
<td>End of Q4</td>
<td>The update was released on 30th March 2015.</td>
</tr>
<tr>
<td>Trial single, more visually appealing &quot;read more&quot; result in Wikipedia Beta and select the best version for production</td>
<td>The new feature must drive more engagement than the old one in order to be released to production</td>
<td>EventLogging</td>
<td>End of Q4</td>
<td>The new display was trialled in Wikipedia Beta on Android and found to not drive as much engagement. The new version was not deployed to production.</td>
</tr>
</tbody>
</table>
The Android app was listed as a featured app by Google in the Play Store. Downloads of the app increased by 2-3x as a result. Impact on monthly uniques not yet determined.

We are prototyping a new service to deliver HTML to the apps. Initial tests show it is performing well, reducing HTML payload by around 50% and significantly reducing the number of network round-trips required to load articles.

The Android team continues to reduce technical debt and improve performance of the platform. Memory overhead of the app has been significantly reduced. We have seen a significant reduction in the number of bug and crash reports.

Due to increases in staffing, the iOS team has seen a significant increase in velocity this quarter.
Q3 - Mobile Apps

Despite increases in staffing helping to mitigate this, development of the iOS app continues to be slow due to technical debt, and the release had to be pushed to April. Wikiwand released its iOS version before we were able to offer a superior Wikipedia reading experience to iOS users.

Search is central to content discovery in the app, and users continue to report that our search experience is subpar. Data continues to show users type multiple queries to find the results they want. The mobile apps team has reached the limit of what they can do with the frontend to increase the relevance of results, and does not have the expertise required to improve the search backend.

Poor monitoring caused an API account creation outage which was only detected due to users giving feedback on the app store. The time that the API broke could only be figured out using manual funnel analysis on the client-side logging in the Android app. The API was broken for over 24 hours before the problem was detected.

Deployment of an experimental version of the mobile apps content service to production is currently blocked for a variety of operational reasons with unclear timelines. In the mean time, users suffer with inflated data usage and reduced performance.
Mobile Apps Team (Q3):

- **iOS**: Adam Baso, Monte Hurd, Brian Gerstle, Corey Floyd
- **Android**: Dmitry Brant, Bernd Sitzmann
- **Scrummaster**: Kristen Lans
- **UX Design**: Vibha Bamba, Moiz Syed
- **QA**: Elena Tonkovidova, Rummana Yasmeen
- **Community Liaison**: Moushira Elamrawy
- **Product**: Dan Garry
Appendix - Monthly unique users

<table>
<thead>
<tr>
<th>Month</th>
<th>Android</th>
<th>iOS</th>
<th>Grand Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>January 2015</td>
<td>6,218,069</td>
<td>2,276,728</td>
<td>8,494,797</td>
</tr>
<tr>
<td>February 2015</td>
<td>5,924,051</td>
<td>2,091,847</td>
<td>8,015,898</td>
</tr>
<tr>
<td>March 2015</td>
<td>6,153,423</td>
<td>2,126,688</td>
<td>8,280,111</td>
</tr>
</tbody>
</table>
Appendix - Android daily downloads

The number of devices which installed the app for the first time in the past day. Learn more
## Appendix - Apps search metrics

<table>
<thead>
<tr>
<th></th>
<th>Q1 2014/15</th>
<th>Q2 2014/15</th>
<th>Q3 2014/15</th>
</tr>
</thead>
<tbody>
<tr>
<td>Queries with zero results</td>
<td>18%</td>
<td>7%</td>
<td>8%</td>
</tr>
<tr>
<td>Conversion</td>
<td>91%</td>
<td>86%</td>
<td>87%</td>
</tr>
</tbody>
</table>
## Appendix - Read more vs Read next

<table>
<thead>
<tr>
<th>Test data</th>
<th>Read more</th>
<th>Read next</th>
</tr>
</thead>
<tbody>
<tr>
<td>Uniques</td>
<td>26,344</td>
<td>26,473</td>
</tr>
<tr>
<td>Shown</td>
<td>290,823</td>
<td>264,694</td>
</tr>
<tr>
<td>Clicked</td>
<td>38,567</td>
<td>18,704</td>
</tr>
<tr>
<td>Conversion</td>
<td>13%</td>
<td>7%</td>
</tr>
</tbody>
</table>
## Q3 - Mobile (WikiGrok)

<table>
<thead>
<tr>
<th>Objective</th>
<th>Impact on Goal</th>
<th>Dependency</th>
<th>ETA</th>
<th>Status</th>
</tr>
</thead>
<tbody>
<tr>
<td>Unsampled WikiGrok campaigns</td>
<td>Run WikiGrok campaigns for 100% of readers, unsampled</td>
<td>Research and Analytics</td>
<td>end of Q3</td>
<td>Work on Wikidata backend was prioritized over this objective.</td>
</tr>
<tr>
<td>Send data to Wikidata</td>
<td>At least some of the data generated by WikiGrok campaigns should begin to migrate from the internal database we’ve been using to Wikidata</td>
<td>Wikidata community</td>
<td>end of Q4</td>
<td>The objective was not met and is on hold pending community discussion.</td>
</tr>
</tbody>
</table>
Despite many technical and social challenges, the team was able to generate new WikiGrok campaigns, create a data aggregation heuristic, and build a backend framework for an entirely new mental model for contributing to Wikimedia projects (aggregated reader data vs. one-to-one user-to-revision).

Even in its very early stages, this model shows the most promising engagement numbers of any existing contribution feature, or any new feature the Wikimedia Foundation has ever built.

Leila, Ryan, and Max worked overtime to make all this happen and are total rockstars.
We were unable to launch existing WikiGrok campaigns to 100% of readers. Sending data to Wikidata was prioritized over this objective, and we were not able to do both in one quarter.

The technical and social requirements of sending data to Wikidata also proved too challenging/in flux to tackle in one quarter. The latter (changing community requirements) are summed up by this user:

“(…) there were a lot of freedom in [Wikidata] at the beginning but now we have to know if we want to continue our lonely game of data import without reference which will lead to the reject by [Wikipedia].”
Appendix-Supporting Data

- WikiGrok research hub: https://meta.wikimedia.org/wiki/Research:WikiGrok
- Wikidata community discussion: https://www.wikidata.org/wiki/Wikidata:Requests_for_permissions/Bot/WikiGrok
Appendix- WG--->Readership team:

- Scrummaster: Kristen Lans
- Tech lead: Sam Smith
- Eng: Ryan Kaldari, Baha Mansurov
- CL: Moushira Elamrawy
- UX: Kaity Hammerstein and Moiz Syed
Appendix-Readership Q4:

The 'readership' team is making the high-return usability improvements to the mobile web, by improving speed and borrowing from the app, with the end goal of making it a desktop alternative for readers:

- **Readership improvements**
  - There is no shortage of improvements we could make to our readership experience on mobile, but very few that are ready for execution (see hypothesis testing above):
    - **Performance improvements**:
      - Speed: first step here is getting a reader experience speed diagnostic to measure impact. Next step, will be trying to identify low-hanging fruit. We believe improving speed is essential, particularly in the global south.
      - Non-JS: broken experiences that need fixing
      - Nice to haves (from app): wikidata descriptors in search, lead image, read next, infobox collapse

- **Hypothesis testing for next quarter**
  - Test a new kind of browsing (similar categories), that would be powered by casual contributions that needs to be validated before we invest another quarter to build it.
  - Heavy UX work into navigation within page
  - Gap analysis of Minerva as desktop experience

- **(small) Wikigrok**
  - Getting first batch of data into wikidata will likely take place in early Q4 (this is ready, but dependent on wikidata community approval)
  - Keep Wikigrok campaigns running to evaluate impact at scale and prevent bit rot (work should be completed by end of this sprint)
Appendix-MW is massive

Source: http://reportcard.wmflabs.org, pageviews to mobile site
Appendix-MW Growth is still tremendous

6 Months ago

Same graph, linear scale

Source: [http://reportcard.wmflabs.org](http://reportcard.wmflabs.org), pageviews to mobile site
## Q3 - Mobile Web-Gather

<table>
<thead>
<tr>
<th>Objective</th>
<th>Impact on Goal</th>
<th>Dependency</th>
<th>ETA</th>
<th>Status</th>
</tr>
</thead>
<tbody>
<tr>
<td>Launch pilot of a new reader curation + sharing feature.</td>
<td>Identify issues to inform product direction</td>
<td>Engineering: backend engineers</td>
<td>6/15/15</td>
<td>We launched pilot in beta. We did not launch with built-in share features</td>
</tr>
<tr>
<td>Begin collecting baseline usage statistics (creating, adding, consuming) and characterizing use cases to inform further development</td>
<td>Identify issues to inform product direction</td>
<td>Event logging and web request log infrastructure</td>
<td>6/30/15</td>
<td>The feature-set is well instrumented. We have already identified and prioritized a few key issues that we will be addressing next. However, due to low traffic on mobile, we do not have enough metrics to drive other important decisions prior to roll-out on stable (moderation being one of them).</td>
</tr>
</tbody>
</table>
Q3 - Revised Objectives

From our Q2 review:

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

Not expecting a lot of traffic from beta
In just over a quarter: 2 weeks of research and 8 weeks of development, we were able to go from inception to launching an mvp in beta for a feature that takes important steps in key areas: article presentation, identity, social, and casual contributions.

We realized we would not exceed our pre-quarter expectations within the first 2 weeks of the quarter and communicated as much in Q2 Quarterly review.

When we made the emergency call for backend support, we were able to borrow Yuri from the Wikipedia Zero and had him on the team within 48 hours.

The team had outside support from design research, Aaron, Dario, and the rest of the mobile web team.
Q3 - Mobile Web-Gather

- Team set aggressive goals
- Did not start with necessary backend engineer
- Culture and practices are not conducive to rapid innovation:
  - don’t have a great process in place for creating new extensions or making database changes
  - concerns about gut-community reaction played a big role in determining scope, delaying testing key features (like sharing)
- Mobile web beta population is not large enough for testing at scale
Appendix-Gather team:

- Tech lead and scrum master: Jon Robson
- Eng: Joaquin Hernandez, Rob Moen, Jeff Hobson, (Yuri Astrakhan)
- CL: Moushira Elamrawy
- UX: Moiz Syed
- PM: Jon Katz
Appendix—Gather Screens:

Creating a collection:

King Arthur (opera)

King Arthur, or The British Worthy (Z. 628), is a semi-opera[1] in five acts with music by Henry Purcell and a libretto by John Dryden. It was first performed at the Queen’s Theatre, Dorset Garden, London, in late May or early June 1691.[2]

The plot is based on the battles between King Arthur’s Britons and the Saxons, rather than the legends of Camelot (although Merlin does make an appearance). It is a Restoration spectacular,[3] including such supernatural characters as Cupid and Venus plus references to the Germanic gods of the Saxons—Woden, Thor, and Frigg. The tele
Appendix-Gather Screens:

Managing a collection:

This is an animated gif and will not render in pdf.
Appendix-Gather Screens:

Live views

- https://en.m.wikipedia.org/wiki/Special:Gather/by/Mandapanda7601/277
- https://en.m.wikipedia.org/wiki/Special:Gather/by/Tilboy0218/211
- https://en.m.wikipedia.org/wiki/Special:Gather/by/Melamrawy_(WMF)
- Moderation: https://en.m.wikipedia.org/wiki/Special:GatherLists
Appendix-Gather Q4

Mobile Webs #1 priority and stated Q4 objective:
- Gather on En Wiki production

Required features:
- scaled moderation tools

Not blockers but important:
- Rollout on smaller wikis
- Sharing tools (share buttons, subscriptions)
- Various list improvements (like adding via search and re-ordering)
# Appendix—Gather Q4

Here is how our goal looks on the 2014-2015 engineering goals mediawiki page:

<table>
<thead>
<tr>
<th>Objective</th>
<th>Key result</th>
<th>Dependency</th>
<th>ETA</th>
<th>Status</th>
</tr>
</thead>
</table>
| Allow users to create individualized collections of articles and share them with others by launching Gather on English Wikipedia, Mobile web | >10,000 creators/month rate [1] (subject to correction based on beta results) | ● Team Practices  
● Design  
● User Research  
● Analytics  
● Community Liaison  
● Communications | end of June 2015 | Pending |
| | >1000 shares per month rate (subject to correction based on beta results) | | end of June 2015 | Pending |

[1] estimate between # of desktop book creators (~1000 a month) and mobile web editors with <10 edits (~30k a month). Specific numbers and queries available in research section of the "master" gather doc.
<table>
<thead>
<tr>
<th>Objective</th>
<th>Impact on goal</th>
<th>Dependency</th>
<th>ETA</th>
<th>Status</th>
</tr>
</thead>
<tbody>
<tr>
<td>Develop deep dive approach.</td>
<td>Define plan (criteria &amp; market, priorities, goals)</td>
<td>Comms</td>
<td>3/13</td>
<td>Analyzed countries, scoped</td>
</tr>
<tr>
<td>Preserve free access after https default.</td>
<td>Complete IP migration</td>
<td>Partners</td>
<td>3/31</td>
<td>59 countries total Remaining: 24% 7 in progress, 7 to do</td>
</tr>
<tr>
<td>Grow to 90M free page views/month.</td>
<td>Launch inbound requests Manage existing partners</td>
<td></td>
<td>3/31</td>
<td>74 M pvs as of 3/31 Launched 12 Digicels, Uninor (4/1). Lost Aircel and STC (March)</td>
</tr>
<tr>
<td>Provide for ongoing support for Zero with fewer tech resources.</td>
<td>Complete portal phase 1 Messaging on projects Messaging for termination</td>
<td>Ops</td>
<td></td>
<td>In progress, will complete by April 20</td>
</tr>
</tbody>
</table>
### Quarterly Objectives Summary

<table>
<thead>
<tr>
<th>Objective</th>
<th>Impact on goal</th>
<th>Dependency</th>
<th>ETA</th>
<th>Status</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ship Android preload</td>
<td>Preload app with min. 1 OEM</td>
<td>Android team OEMs</td>
<td>3/31</td>
<td>Preliminary yes 2 OEMs. Got de-prioritized by OEM. Needed marketing support.</td>
</tr>
<tr>
<td>Lay groundwork for industry coalition to promote open knowledge.</td>
<td>Develop materials</td>
<td>Policy team</td>
<td>3/31</td>
<td>Identified key players, and had initial discussions with Mozilla and CIS India (4/9).</td>
</tr>
</tbody>
</table>
Q3 - Wikipedia Zero

Big push on **IP migration** (from URL-based zero-rating) to support HTTPS and editing. Big win was saving Beeline Russia after Ops defaulted to https (Carolynne, Dan). Adele and Dan actively engaged with the partners in Africa, where partnerships were at risk due to contractual challenges. So while not a “green,” we do see the progress and the engagement as a success.

**Wikipedia Zero** successes:
1) Carolynne and Manprit renegotiated the [operator] contract in line with operating principles, in signature process.
2) Smriti facilitated a big event in Bangladesh with WMBD and Grameenphone, where Jimmy spoke; resulted in substantial positive media coverage.
3) Smriti and Jorge engaged with partners at MWC, repopulating the active pipeline.
4) 8 partners have updated their IPs and contributed to keep the page views from declining.

We released the **portal beta version** to partners, who are now using it to set their test period directly. This reduces the partner testing time and allows quicker deployments.

We structured the framework for **open knowledge coalition**, identifying 45 key stakeholders to engage with. We started positive engagements with Mozilla and CIS India (April). We started socializing the initiative to community members (April).
Deep dive into one country to increase impact was put on hold while we worked through restructuring. The team completed the country analysis and selected two finalist countries. Adele organized a cross-functional team meeting for input and collaborative strategy. We’re ready to revisit the deep dive in Q4.

IP migration was not completed, because some partners were unresponsive, others in contract renewal. We will complete in-progress migrations in Q4, terminate unresponsive partners, and relaunch the ones engaged in contract renewal.

No growth in Wikipedia Zero page views. We lost Aircel India and STC Saudi Arabia, but still had a net gain of 1M in Q3. We intentionally did not pursue new outbound contacts. The team responded to inbound requests, but only Digicel launched. Managing the existing partners takes time away from new launches (especially the IP migration). The learning is valuable to understand the job demands and team capacity as we move forward.

Android preloads were a big disappointment. Carolynne had secured verbal agreement from [OEM], then they deprioritized. Same happened in Brazil. The Indian OEMs were unresponsive. We’re pitching mission, seeded content and search integration, but OEMs look for marketing or revenue. We will re-evaluate as a priority for Q4.

We did not complete the engineering work to set Zero up for low maintenance because Yuri was assigned to work on Gather. We have Eng time in April to complete (ops dependency).
Appendix
59 countries
Wikipedia Zero Page Views are Flat

- Lost PVs from Aircel and STC terminations.
- Five carriers drove the growth in Q3 to deliver net 1M gain.
## IP migration status

<table>
<thead>
<tr>
<th>Fully migrated</th>
<th>Fully Migrated</th>
<th>WIP</th>
<th>Known Can’t migrate</th>
<th>Pending</th>
</tr>
</thead>
<tbody>
<tr>
<td>Grameenphone</td>
<td>Aircel</td>
<td>Orange Ivory Coast</td>
<td>Digicel (5)</td>
<td>In contact:</td>
</tr>
<tr>
<td>STC</td>
<td>Beeline Ru</td>
<td>Airtel Nigeria</td>
<td></td>
<td>IPKO Kosovo</td>
</tr>
<tr>
<td>Sun/Smart</td>
<td>Banglalink</td>
<td>Airtel Kenya</td>
<td></td>
<td>Axiata (2)</td>
</tr>
<tr>
<td>Beeline Kg</td>
<td>Orange Congo</td>
<td>Safaricom</td>
<td></td>
<td>Telenor (2)</td>
</tr>
<tr>
<td>Beeline Kz</td>
<td>Digicel (20)</td>
<td>DTAC</td>
<td></td>
<td>Orange (2)</td>
</tr>
<tr>
<td>Orange Mdgscr</td>
<td>Mobilink Pakistan</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Timor Telecom</td>
<td>Kyivstar Ukraine</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Tcell</td>
<td>Unitel Angola</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Babilon Mobile</td>
<td>Airtel Bangladesh</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Umniah</td>
<td>INWI</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>MTN SA</td>
<td>Megacom</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>MTN Rwanda</td>
<td>Maroc Telecom</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>G-Mobile</td>
<td>MTN Ghana</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ncell</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Telenor Myanmar</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>70%</td>
<td>11%</td>
<td>8%</td>
<td>11%</td>
</tr>
<tr>
<td></td>
<td>93% PVs</td>
<td>6% PVs</td>
<td>0.1% PVs</td>
<td>1% PVs</td>
</tr>
</tbody>
</table>
বাংলাপিডিয়ার অগ্রায়া ঈষ্টিয়া  

নিবন্ধকারক:
চিত্র কোথা হলো, উত্তর প্রদেশ সহকারী প্রধানমন্ত্রী উমেদ মুনাী। 

ইউকিপিডিয়ার মূল সূত্র
চিত্র কোথা হলো, উত্তর প্রদেশ সহকারী প্রধানমন্ত্রী উমেদ মুনাী। 

তথ্য হলো মৌলিক চাহিদা

ইউকিপিডিয়ার বাংলা উপাদান

নিবন্ধকারক:
চিত্র কোথা হলো, উত্তর প্রদেশ সহকারী প্রধানমন্ত্রী উমেদ মুনাী। 

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Deep Dive

High data cost markets

- Wikipedia Zero for inbound requests and existing partners
- No outbound scouting
- Connect to WEP, Community

ROW (data costs not an issue)

- Crack the nut
- Market intelligence
- Expand partnerships for distribution and awareness
- Branding test

From Q2 QR

- Existing partners: maintain Zero but OK to let go
- Connect to WEP, Community
- No new Zero partners