Growth

December 2013 - February 2014

The team

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Pau Giner design

Aaron Halfaker research and data

Sam Smith engineering

Moiz Syed design

Steven Walling product

What we planned to ship

1. Productize onboarding experience
2. First anonymous editor acquisition tests
3. Basic article creation improvements, including drafts

What we shipped

December	January *	February *
Launched draft namespace on English Wikipedia	Productized final GettingStarted version incl. use of new API Prototyped draft enhancements	Launched new GettingStarted and GuidedTour on 30 Wikipedias

* Sam joins us.   * Moiz joins us.

GettingStarted productization

✓ Top 10 Wikipedias

English, French, German, Chinese, Japanese, Polish, Russian, Italian, Portuguese, and Spanish

✓ 20 others

Dutch, Danish, Asturian, Bosnian, Ukrainian, Farsi, Greek, Faroese, Galician, Hebrew, Hungarian, Icelandic, Korean, Simple English, Vietnamese, Swedish, Malayalam, Macedonian, Luxembourgish, Catalan
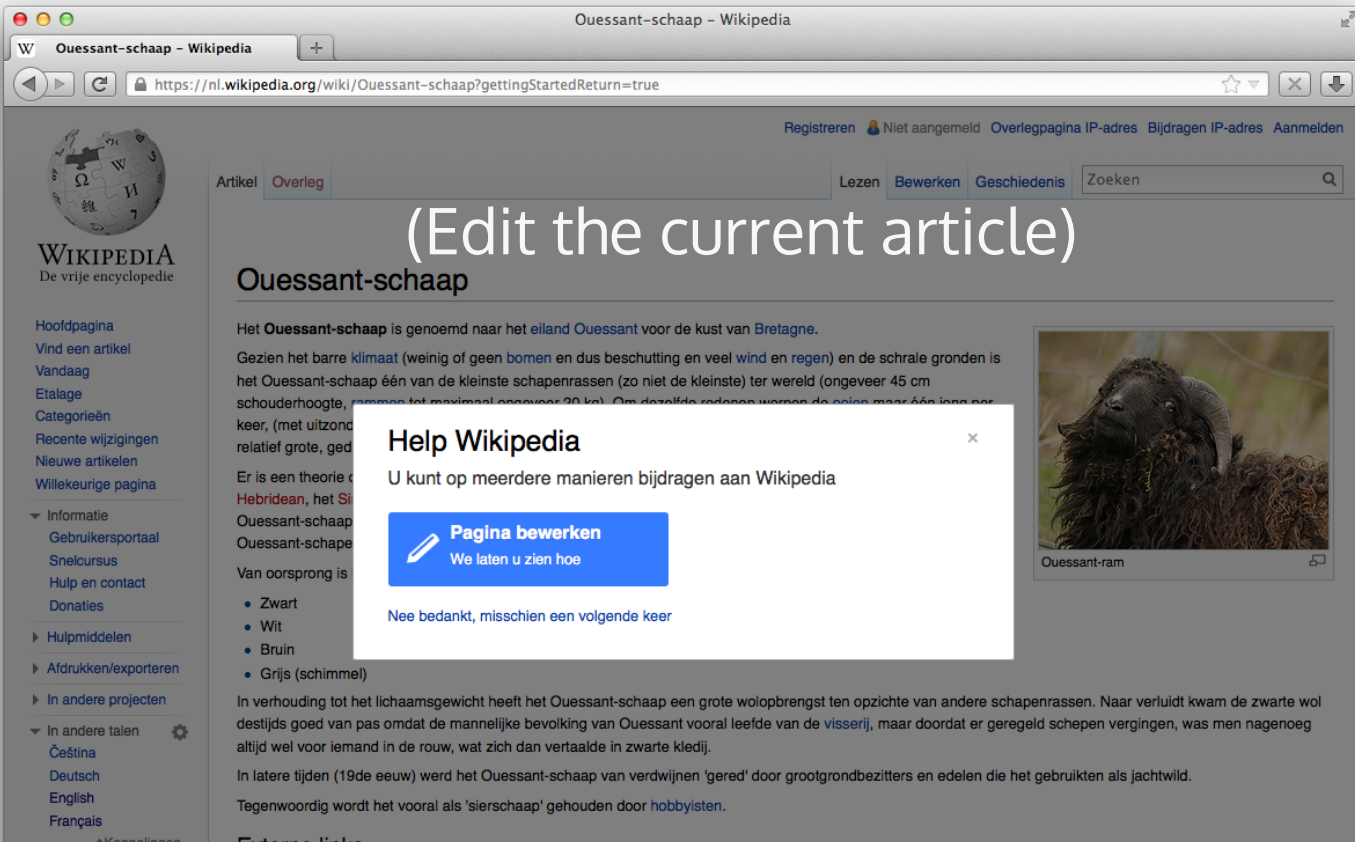
Onboarding user experience

GettingStarted delivers calls-to-action and guided tours tailored to the user, based on:

1. The user's internal referrer
2. Whether your wiki has an appropriate category to recommend tasks with (i.e. copyediting)

…this creates **three potential experiences**.

Type 1

(Edit the current article)

Type 2

(Edit the current article or a suggested article)

Type 3

(Edit a suggested article)

Tracking onboarding usage

Two permanent sources of data across all wikis:

1. Which users see which calls-to-action? (impressions)
2. All edits made via the guided tours and/or to suggested pages. (revision tags)

Our first two weeks *

- 62,138 users given onboarding CTAs (72% of signups)
- 7,063 users with 1+ edits directly via GettingStarted
  - **993** of whom reached 5+ edits to articles so far

* Feb. 11 - 24. Not including Japanese Wikipedia and full version in Swedish Wikipedia

Drafts namespace

✓ "Minimum viable product" live on English Wikipedia

What we learned about our users

1. Article creation trends and draft namespace usage
2. GuidedTour usage across wikis
3. GettingStarted usage

Article creation research

Research question 1: At what scale do new editors create articles?

Research question 2: How successful are new editors in creating articles in Wikipedia?

Examined across top 10 Wikipedias: en, de, es, fr, it, ja, pt, pl, ru, zh

Who creates articles?

- 55-85% experienced Wikipedians (30 days+)
- 5-15% newcomers (Less than 30 days)
- 10-20% anonymous editors (outside English Wikipedia)

Day 1 article creators:

- English: 3.3% (5206)
- German: 8.6% (825)

Whose articles survive?

- More experience → More survival
- Anons > Newest newcomers
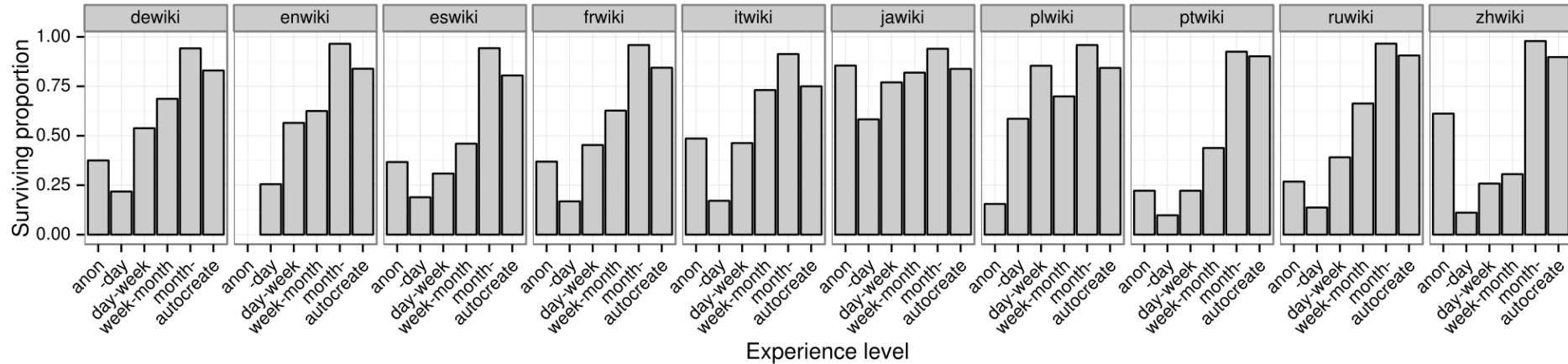
What impact does workflow have?

- Userspace drafts or AFC = increased survival
  - especially for newcomers

- Articles for Creation trades productivity for quality
  - Higher survival than user drafts (~95%)
  - Massive backlog slows production (~50% loss)

Design implications

1. Anonymous authors better than you might assume. How can we serve them?
2. Beware creating backlogs. Pre-publication review dramatically reduces newcomer article creation.

Article data collection

Three new schemas created, tracking all...

1. Page creations
2. Page moves
3. Page deletions

Drafts namespace still tiny

One week of activity (Feb. 20-27)

Created or moved	Published	Deleted
113	18	5

Draft prototypes

Guided tests with both newbies and experienced Wikipedians.

[Draft namespace/Usability testing](#) on mediawiki.org

Lessons from testing so far

1. Simple improvements to entry points, like search and red link behavior, make sense to users.
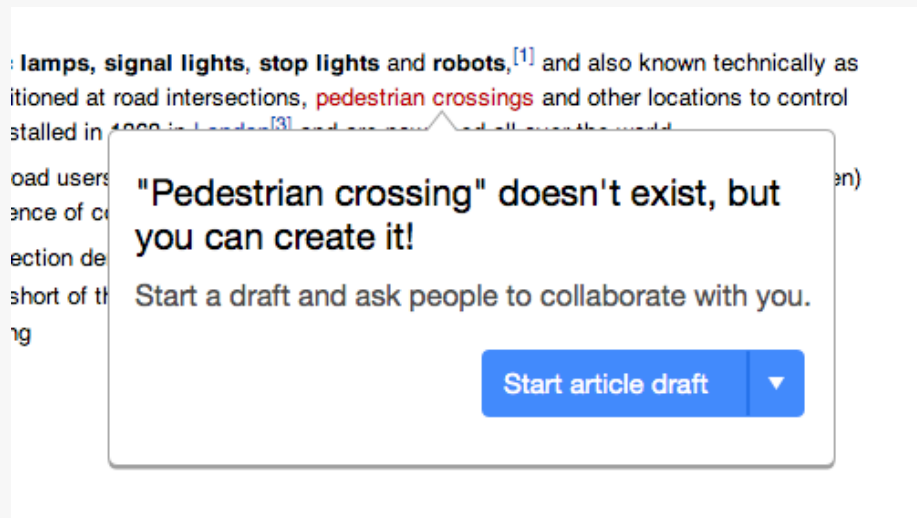
Lessons from testing so far

2. Basic workflow of create draft → edit draft → publish follows a clear mental model.

Lessons from testing so far

3. Encouraging collaboration and teaching concepts like references or notability still challenging.

GuidedTour reuse/remixing

- 16 non-Growth guided tours in the wild
- on wikiHow, Commons, Outreach wiki, as well as Wikipedias in English, German, Portuguese, and Farsi
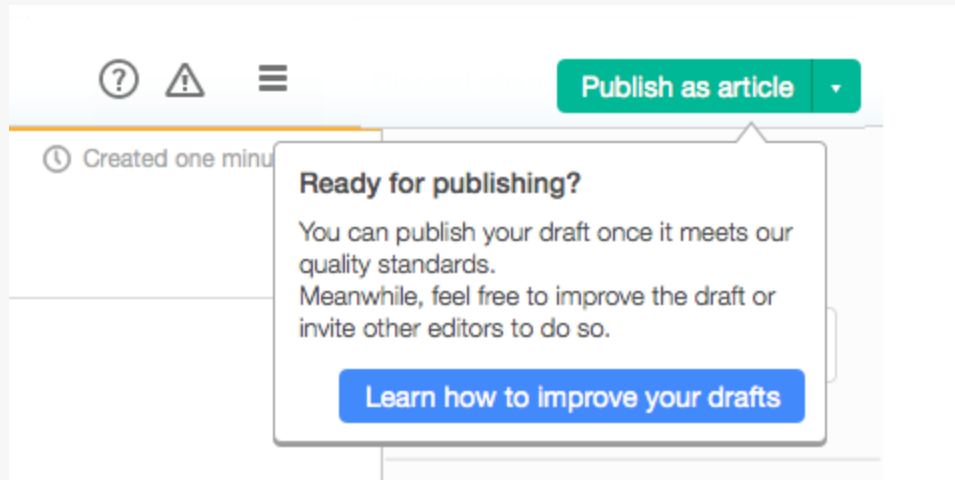- Teaching users about RecentChanges patrolling, file deletion, user contributions, citations, their sandbox, and lots more

Research:GuidedTour usage on Meta

Our target

Sustainable increase of **2,400 additional active editors** across all Wikimedia projects, by end of fiscal year.

Impact on Total Active Editors?

We're don't *yet* know 30-day usage of GettingStarted and GuidedTour across all wikis.

Optimistic: 993 active editors in a two-week cohort.

Conservative: only the +2% incremental increase observed in previous split tests, applied across wikis.

Product roadmap

0   1   5   10   100   1,000+

Acquisition	Activation	Retention & Reactivation

1. Get more anonymous editors to create accounts

2. Deliver onboarding across wikis and devices

3. Improve Wikipedia article creation process

4. Provide task suggestions and reactivation notifications

What's next?

| 0 | 1 | 5 | 10 | | 100 | 1,000+ |

Acquisition	Activation	Retention & Reactivation

1. Get more anonymous editors to create accounts

5. Editor campaigns (?)

2. Deliver onboarding across wikis and devices

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Discussion

What can help the team work faster and smarter?

Things brought up in last review

1. Get some irons out of the fire (i.e. one project at a time)
2. Unclog the hiring pipeline
3. Adapt our practices to being a mostly remote team

Additional ideas to consider

1. Continue improvements in agile practices
2. Separate process/project management and product
3. Get community liaison work off Steven's plate
4. Invest in front-end architectural improvements
   a. HTML templating
   b. Standardized UI library
   c. Responsive grid