

Growth

December 2013 - February 2014

The team

Matt Flaschen engineering

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

Launched draft namespace on English Wikipedia

January *

Productized final GettingStarted version incl. use of new API

Prototyped draft enhancements

* Sam joins us.

February *

Launched new GettingStarted and GuidedTour on 30 Wikipedias

* 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

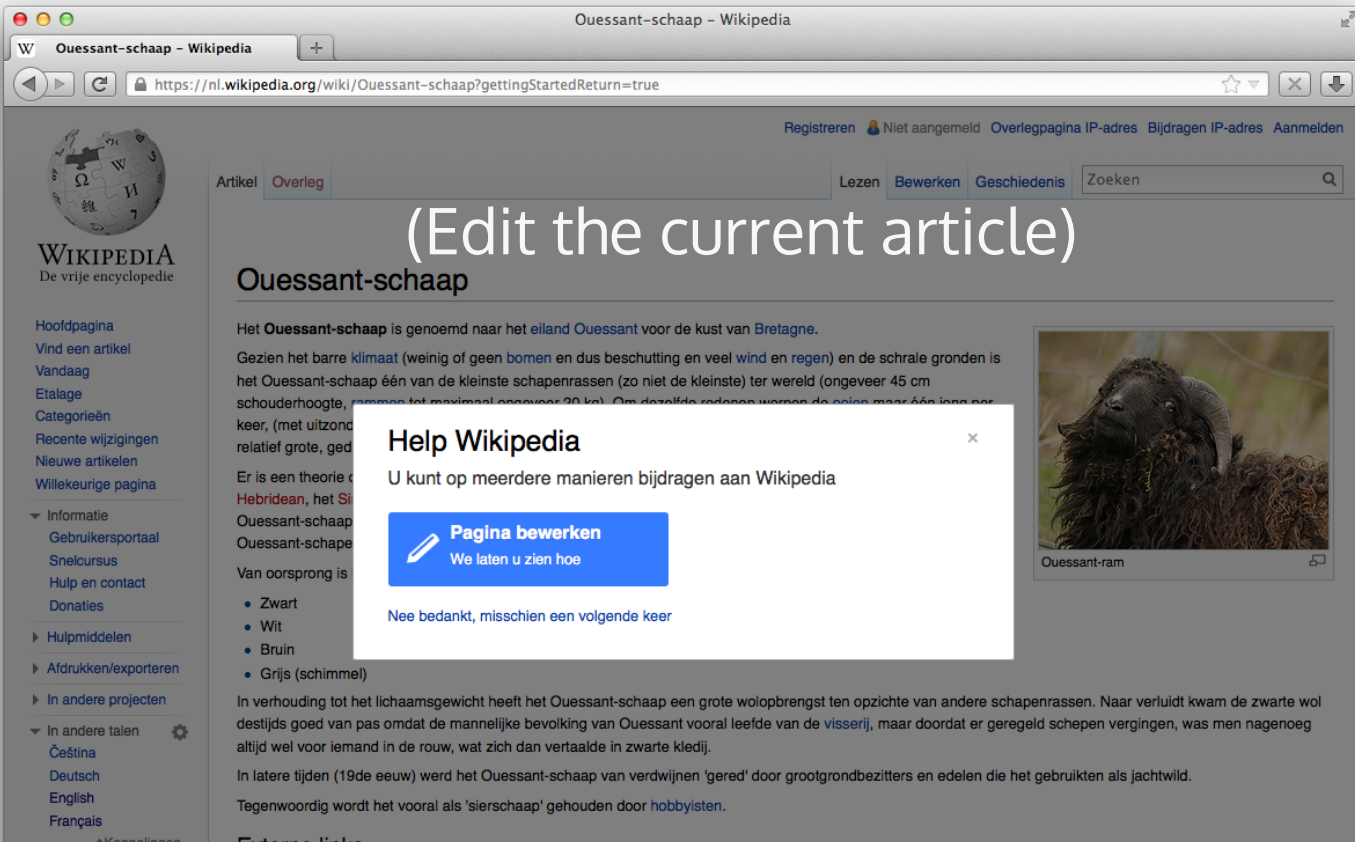
Onboarding user experience

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



The screenshot shows a web browser window displaying the Wikipedia article for 'Ouessant-schaap'. The browser's address bar shows the URL: `https://nl.wikipedia.org/wiki/Ouessant-schaap?gettingStartedReturn=true`. The page title is 'Ouessant-schaap - Wikipedia'. The article content includes a description of the breed and a list of colors: Zwart, Wit, Bruin, and Grijs (schimmel). A blue dialog box titled 'Help Wikipedia' is overlaid on the page, containing the text 'U kunt op meerdere manieren bijdragen aan Wikipedia' and a prominent blue button labeled 'Pagina bewerken' with the subtext 'We laten u zien hoe'. Below the button, it says 'Nee bedankt, misschien een volgende keer'. To the right of the dialog box, there is a photograph of a black sheep with large, curved horns, captioned 'Ouessant-ram'.

Wikipedia - Ouessant-schaap

Gezien het barre klimaat (weinig of geen bomen en dus beschutting en veel wind en regen) en de schrale gronden is het Ouessant-schaap één van de kleinste schapenrassen (zo niet de kleinste) ter wereld (ongeveer 45 cm schouderhoogte, gemiddeld maximaal ongeveer 20 kg). Om dezelfde redenen worden de oeijs maar één jaar per keer, (met uitzondering van de rammen) geschaapt. Het ras heeft een relatief grote, gedrongen bouw.

Er is een theorie over de oorsprong van het ras: het zou afkomstig zijn van de Hebridean, het Schotse ras. Het ras zou naar Ouessant-schaap vernoemd zijn omdat het ras Ouessant-schape van oorsprong is.

- Zwart
- Wit
- Bruin
- Grijs (schimmel)

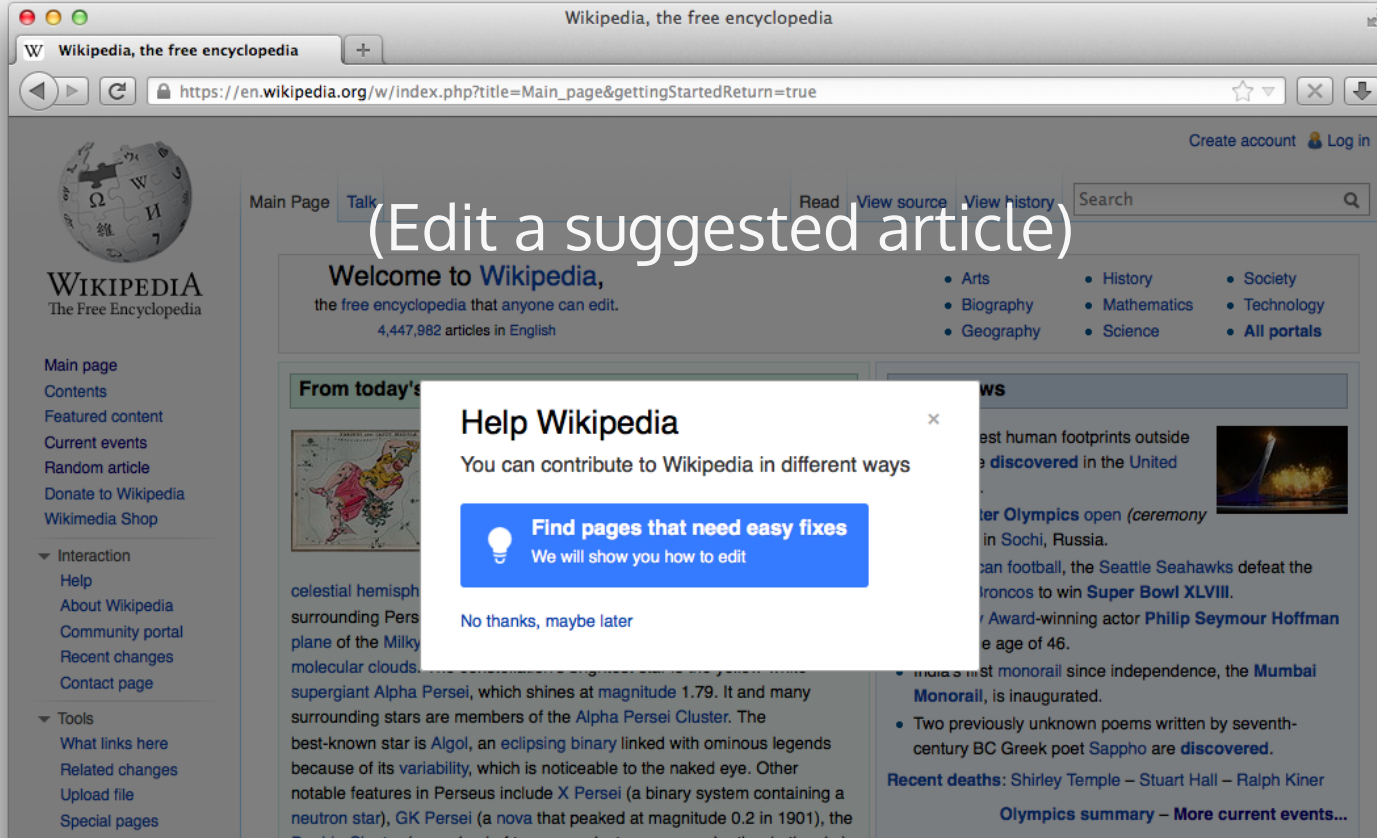
In verhouding tot het lichaamsgewicht heeft het Ouessant-schaap een grote wolopbrengst ten opzichte van andere schapenrassen. Naar verluidt kwam de zwarte wol destijds goed van pas omdat de mannelijke bevolking van Ouessant vooral leefde van de visserij, maar doordat er geregeld schepen vergingen, was men nagenoeg altijd wel voor iemand in de rouw, wat zich dan vertaalde in zwarte kledij.

In latere tijden (19de eeuw) werd het Ouessant-schaap van verdwijnen 'gered' door grootgrondbezitters en edelen die het gebruikten als jachtwild. Tegenwoordig wordt het vooral als 'sierschaap' gehouden door hobbyisten.

Externe links

Ouessant-ram

Type 3



The image shows a browser window displaying the Wikipedia homepage. The browser's address bar shows the URL `https://en.wikipedia.org/w/index.php?title=Main_page&gettingStartedReturn=true`. The page features the Wikipedia logo, navigation links like 'Main Page', 'Talk', 'Read', 'View source', and 'View history', and a search bar. A 'Welcome to Wikipedia' section is visible, along with a list of categories and a 'From today's news' section. A modal dialog box titled 'Help Wikipedia' is overlaid on the page, containing the text 'You can contribute to Wikipedia in different ways' and a prominent blue button labeled 'Find pages that need easy fixes' with a lightbulb icon. Below the button, it says 'We will show you how to edit'. A 'No thanks, maybe later' link is also present. The background page content is partially obscured by the dialog box.

Wikipedia, the free encyclopedia

Wikipedia, the free encyclopedia

`https://en.wikipedia.org/w/index.php?title=Main_page&gettingStartedReturn=true`

Create account Log in

Main Page Talk Read View source View history Search

(Edit a suggested article)

Welcome to Wikipedia,
the free encyclopedia that anyone can edit.
4,447,982 articles in English

- Arts
- History
- Society
- Biography
- Mathematics
- Technology
- Geography
- Science
- All portals

Help Wikipedia

You can contribute to Wikipedia in different ways

Find pages that need easy fixes
We will show you how to edit

No thanks, maybe later

celestial hemisph
surrounding Pers
plane of the Milky
molecular clouds.

supergiant Alpha Persei, which shines at magnitude 1.79. It and many surrounding stars are members of the Alpha Persei Cluster. The best-known star is Algol, an eclipsing binary linked with ominous legends because of its variability, which is noticeable to the naked eye. Other notable features in Perseus include X Persei (a binary system containing a neutron star), GK Persei (a nova that peaked at magnitude 0.2 in 1901), the

India's first monorail since independence, the **Mumbai Monorail**, is inaugurated.

- Two previously unknown poems written by seventh-century BC Greek poet Sappho are **discovered**.

Recent deaths: Shirley Temple – Stuart Hall – Ralph Kiner

Olympics summary – More current events...

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?

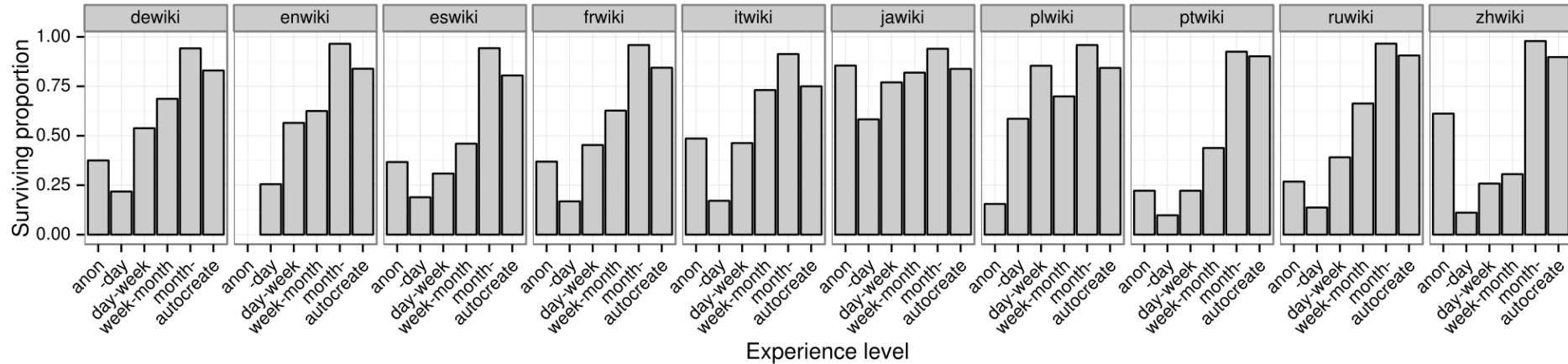
- 55-85% experienced Wikipedians (30 days+)
- 5-15% newcomers (Less than 30 days)
- 10-20% anonymous editors (outside English Wikipedia)

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

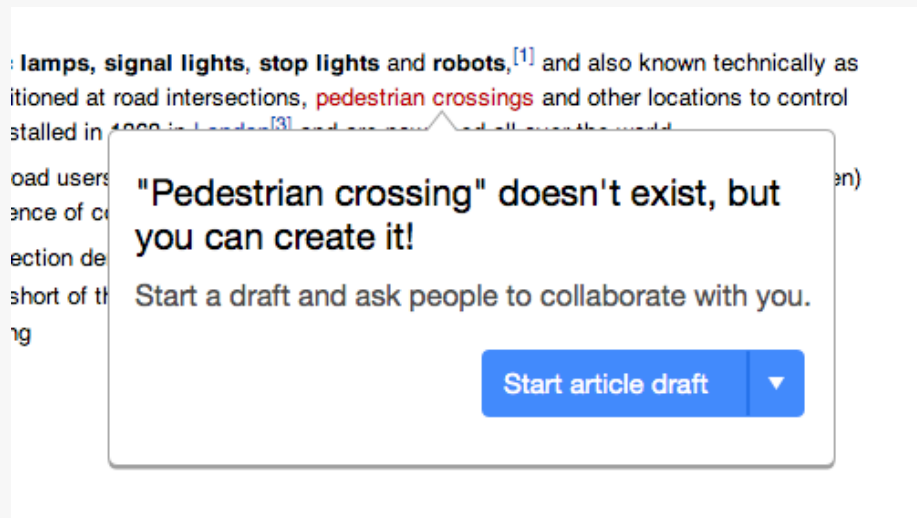
Draft prototypes

Guided tests with both newbies and experienced Wikipedians.

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

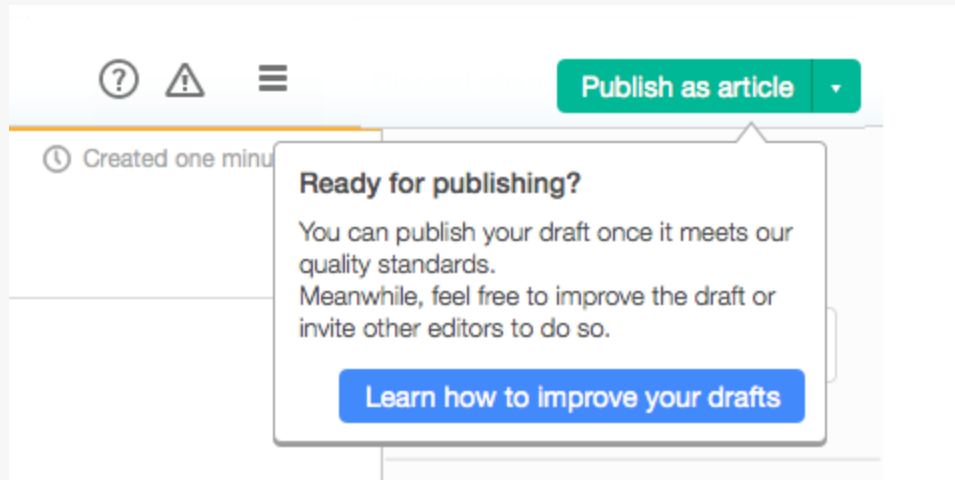
Lessons from testing so far

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.

The image shows a user interface with two main components. On the left, a dialog box titled "Discuss what to improve" contains the text: "You'll get suggestions from other editors about aspects to improve. Some suggestions will be automatically added based on key missing aspects." and an "Ok" button. On the right, a sidebar titled "Discussion" shows "1 pending action" and a "View all" link. Below this, there are two items: "Add references" (highlighted in yellow) with the subtext "Add reliable sources to support your claims" and "Automatic" with a "Learn how" link, and "Add new topic to discuss".

Discuss what to improve

You'll get suggestions from other editors about aspects to improve. Some suggestions will be automatically added based on key missing aspects.

[Ok](#)

Discussion

1 pending action [View all](#)

- Add references**
Add reliable sources to support your claims
Automatic [Learn how](#)
- Add new topic to discuss

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

3. Improve Wikipedia article creation process

4. Provide task suggestions and reactivation notifications

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