

Mobile Web & App Quarterly Review, Q3

05/2014

Agenda

1. Mobile Trends
2. Goals and Roadmap
3. Q3 Product Overview
 - Tablet Redirect
 - Visual Editor
 - Native Wikipedia App

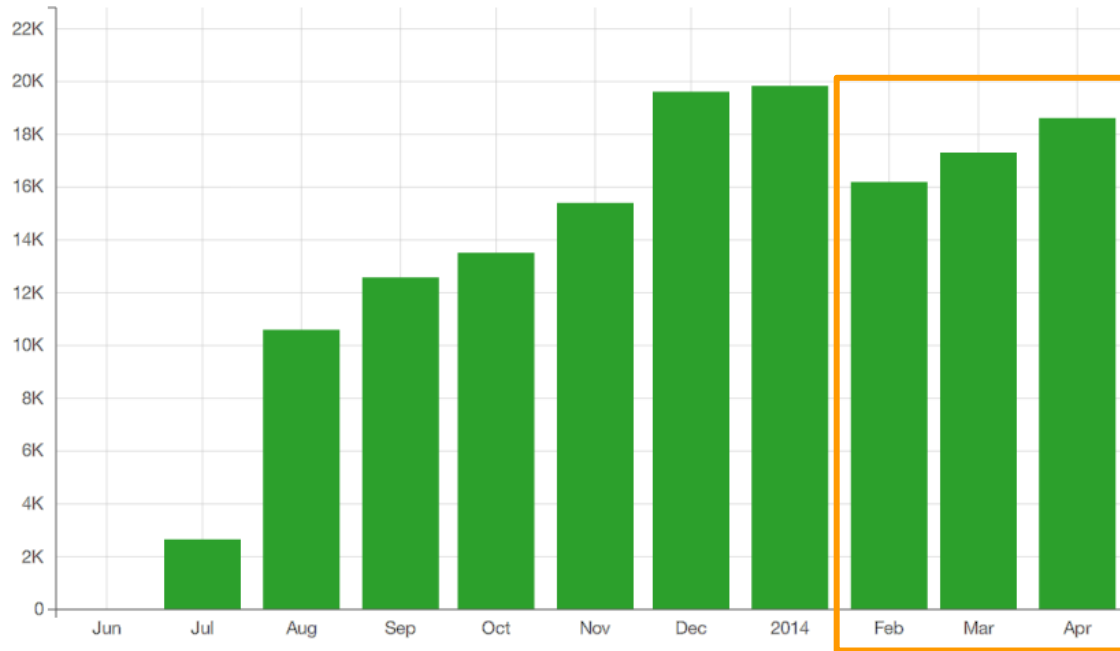
Welcome New Faces



Q3: Goals

| Q1 | Q2 | Q3 | Q4 |
|---|---|---|---|
| 6,000 Unique Contributors (photo +edit) | 1,000 Mobile Registered Active Editors/month (enwiki) | 1,200 Mobile Registered Active Editors/month (enwiki) | Additional contributory funnels |
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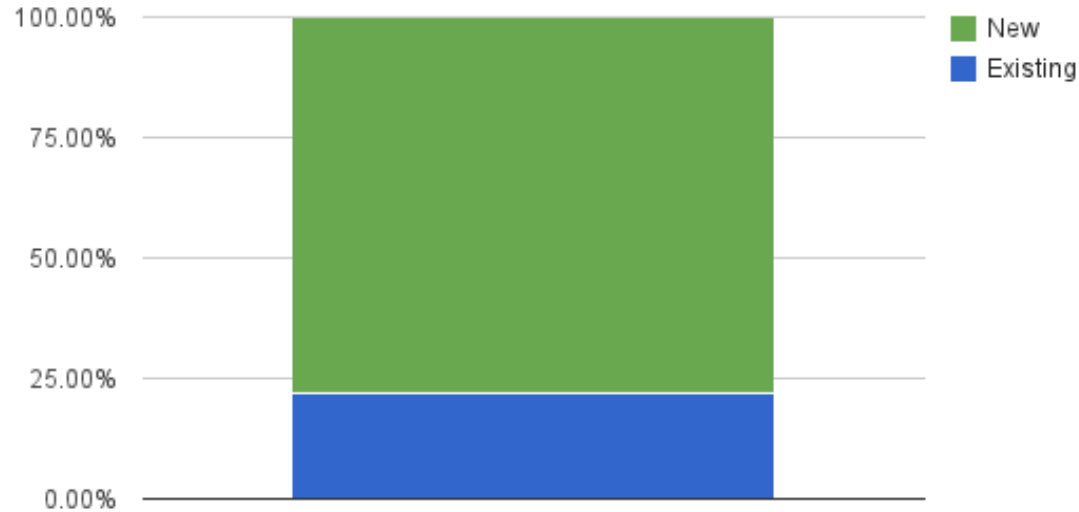
Q3: Uniques



~16-18K users make at least one article edit on mobile each month

* All WMF projects

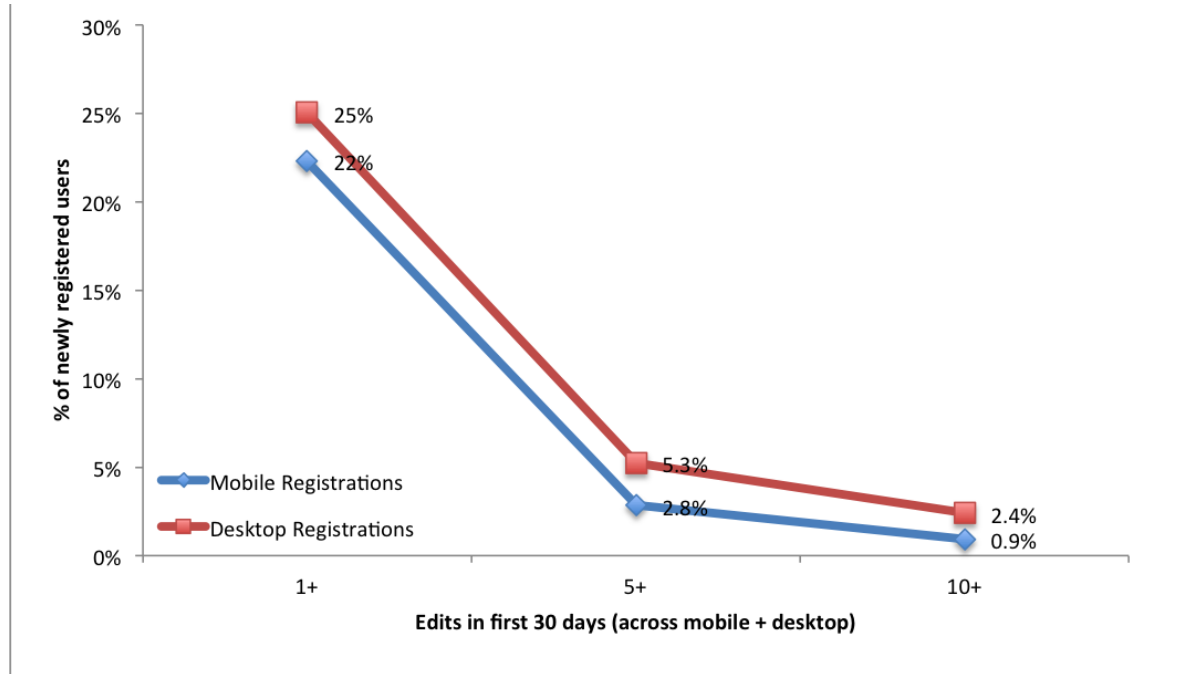
Q3: New vs. existing users



Majority of mobile editors have never edited Wikipedia before

* March 2014, enwiki only

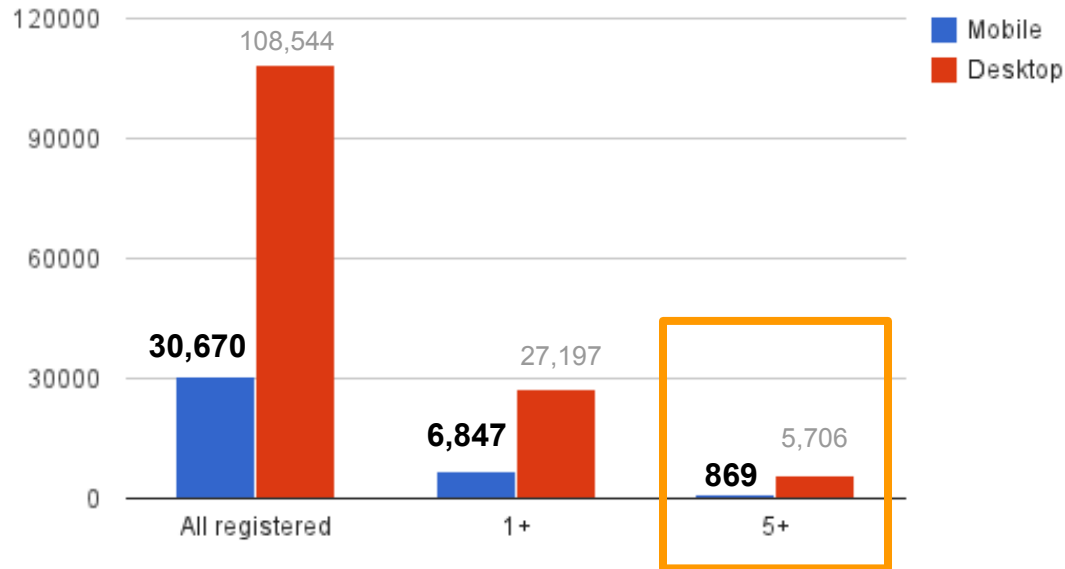
Q3: Conversion



New users on mobile
make fewer
contributions than
new users on desktop

* March 2014, enwiki only

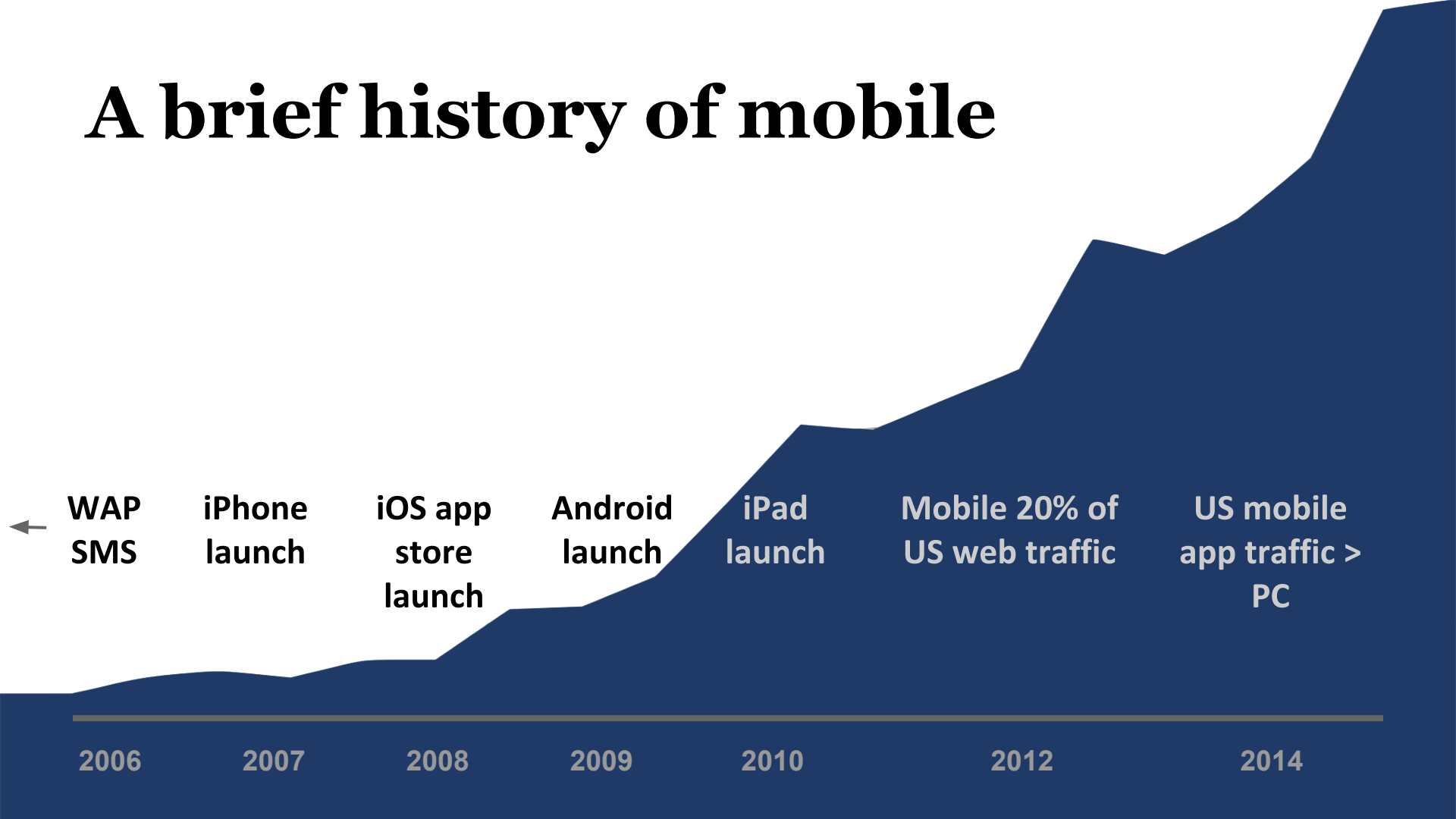
Q3: Goal vs. outcome



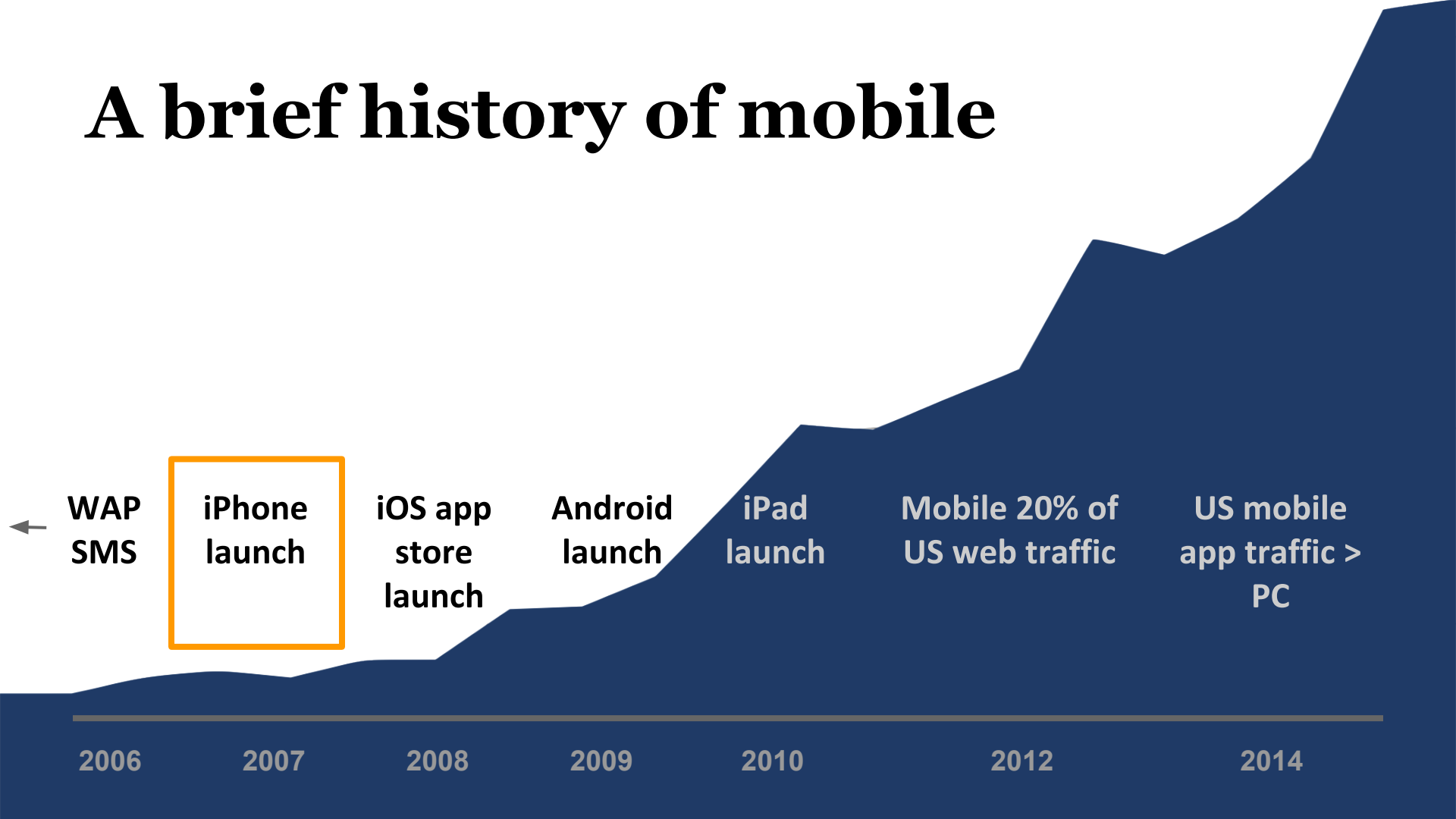
New active editor numbers from mobile are just shy of Q3 goal (1.2k/month)

* March 2014, enwiki only

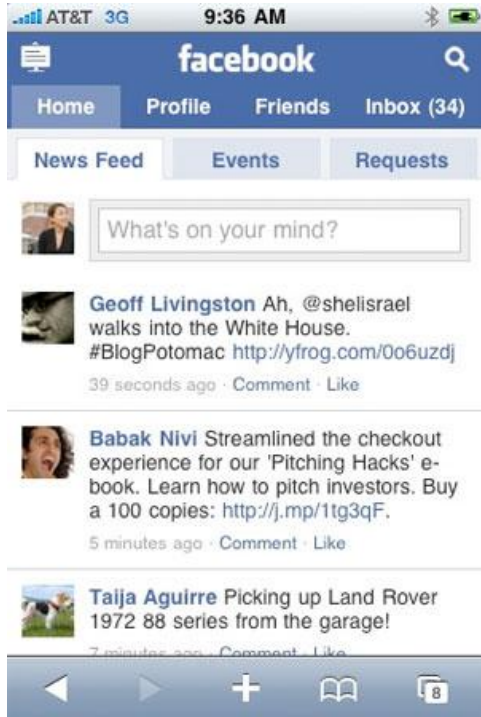
A brief history of mobile



A brief history of mobile



First there were mobile sites...



Originally WAP until iPhone came along

Benefits:

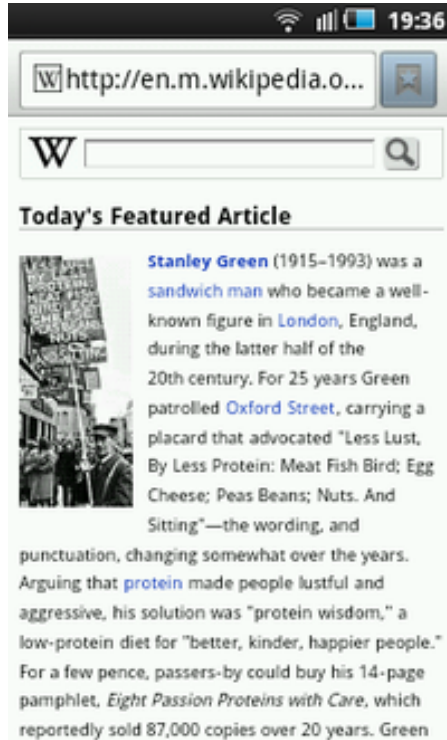
First real mobile web browsing experience!

Drawbacks:

Slow

Not optimized for mobile UX – just a shrunk-down desktop view

First there were mobile sites...



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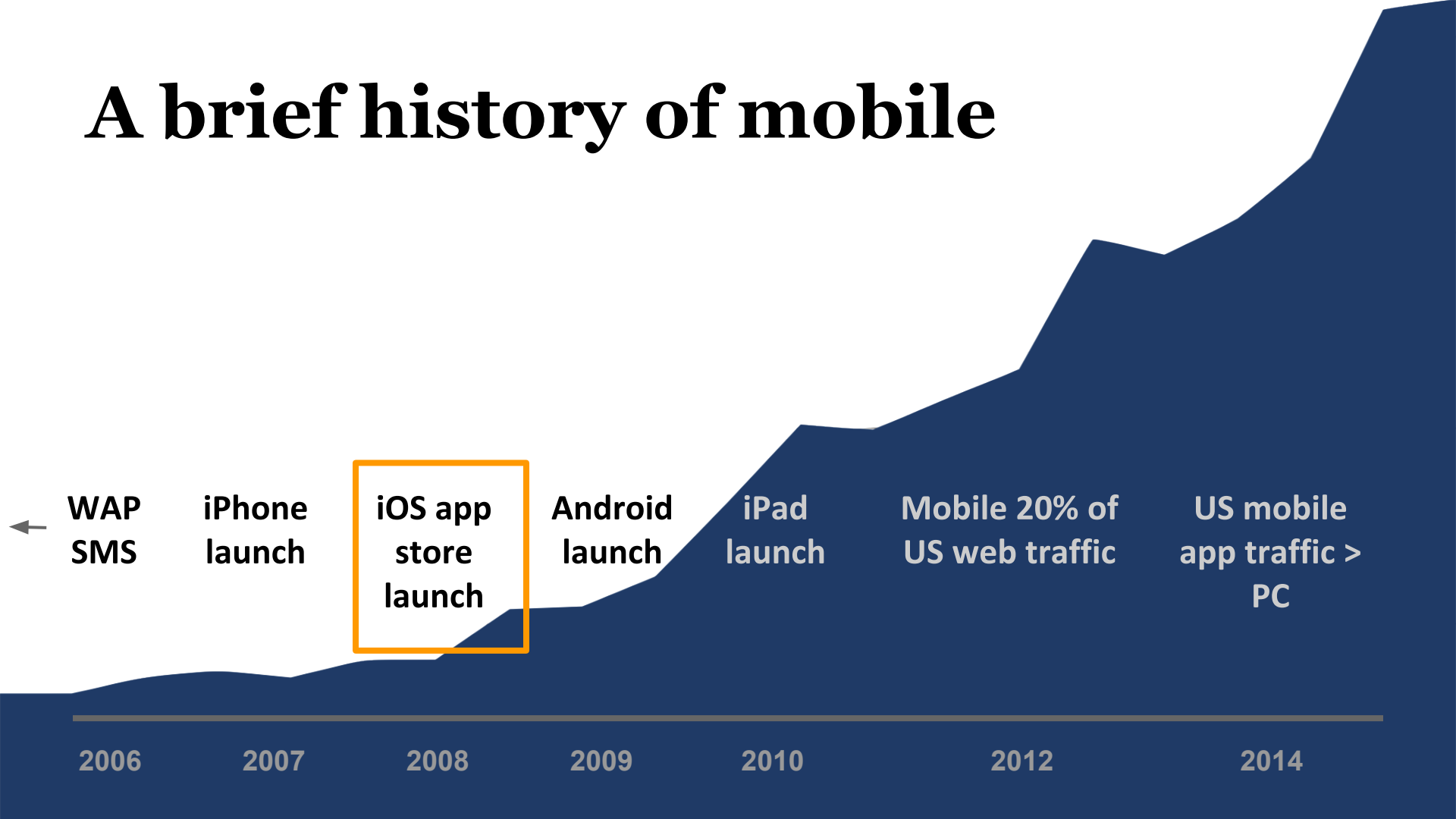
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A brief history of mobile



Then there were web apps



Mobile sites wrapped in frameworks (like Phonegap, Titanium, etc.)

Benefits:

Easy to build & push out new code

Drawbacks:

Still slow

Framework only as good as native browser
Limited features (UX/product choice)

Then there were web apps



Water

This article is about general aspects of water. For a detailed discussion of its properties, see [Properties of water](#). For other uses, see [Water \(disambiguation\)](#).



Water in three states: liquid, solid ([ice](#)), and (invisible) [vapor](#) in the air. [Clouds](#) are [made up of](#) water droplets, [condensed](#) from vapor-saturated air.

Water is a [chemical substance](#) with the

Mobile sites wrapped in frameworks (like Phonegap, Titanium, etc.)

Benefits:

Easy to build & push out new code

Drawbacks:

Still slow

Framework only as good as native browser
Limited features (UX/product choice)

And native apps



Benefits:

Speed!

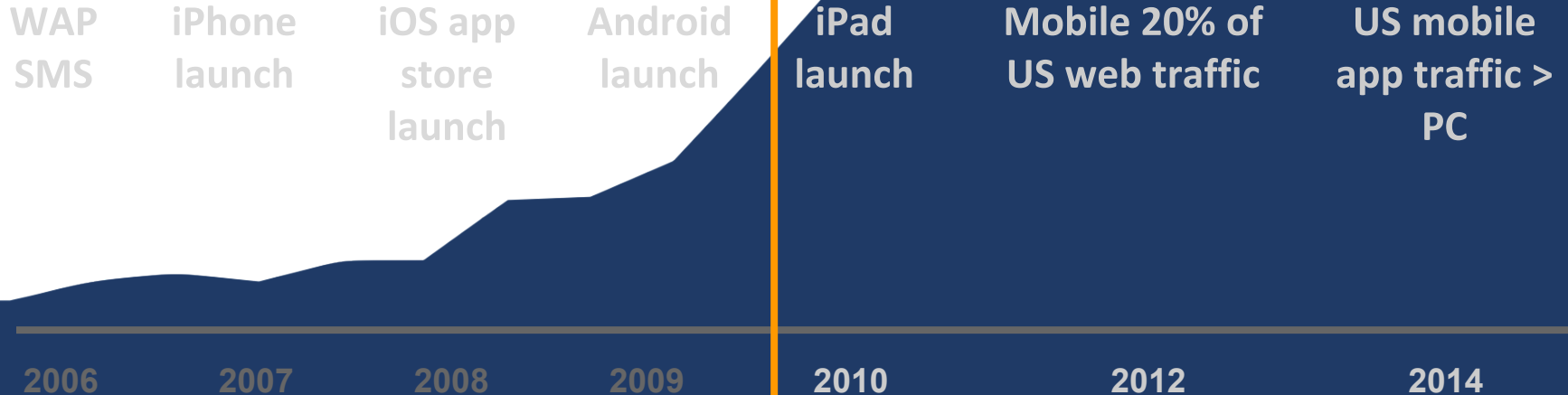
Smooth scrolling & animations, gestures
“Looks like iPhone/Android”

Drawbacks:

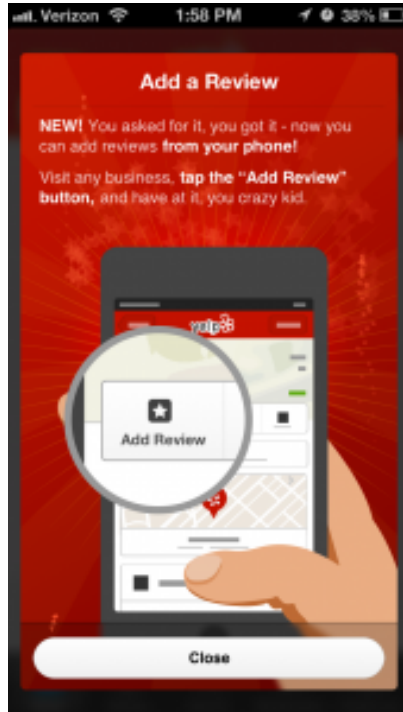
Need to maintain separate development teams

3rd party (Apple/Google) release process

Then things got interesting...



Mobile contributions



Contributory features on Yelp's native apps:

2009 – “Quick Tips”, draft reviews (publish on desktop), photo uploads

2010 – Checkins

2013 – Publish reviews (with motivational CTA)

2014 – Video reviews

Responsive design vs. apps



Responsive design: Boston Globe

60% of tablet users prefer to read news on mobile web instead of apps*

Platform-specific apps: Facebook

43% of tablets are shared; primarily used for entertainment**

* Pew research study, 2012

** Facebook market research study, 2014

Bundling vs. unbundling

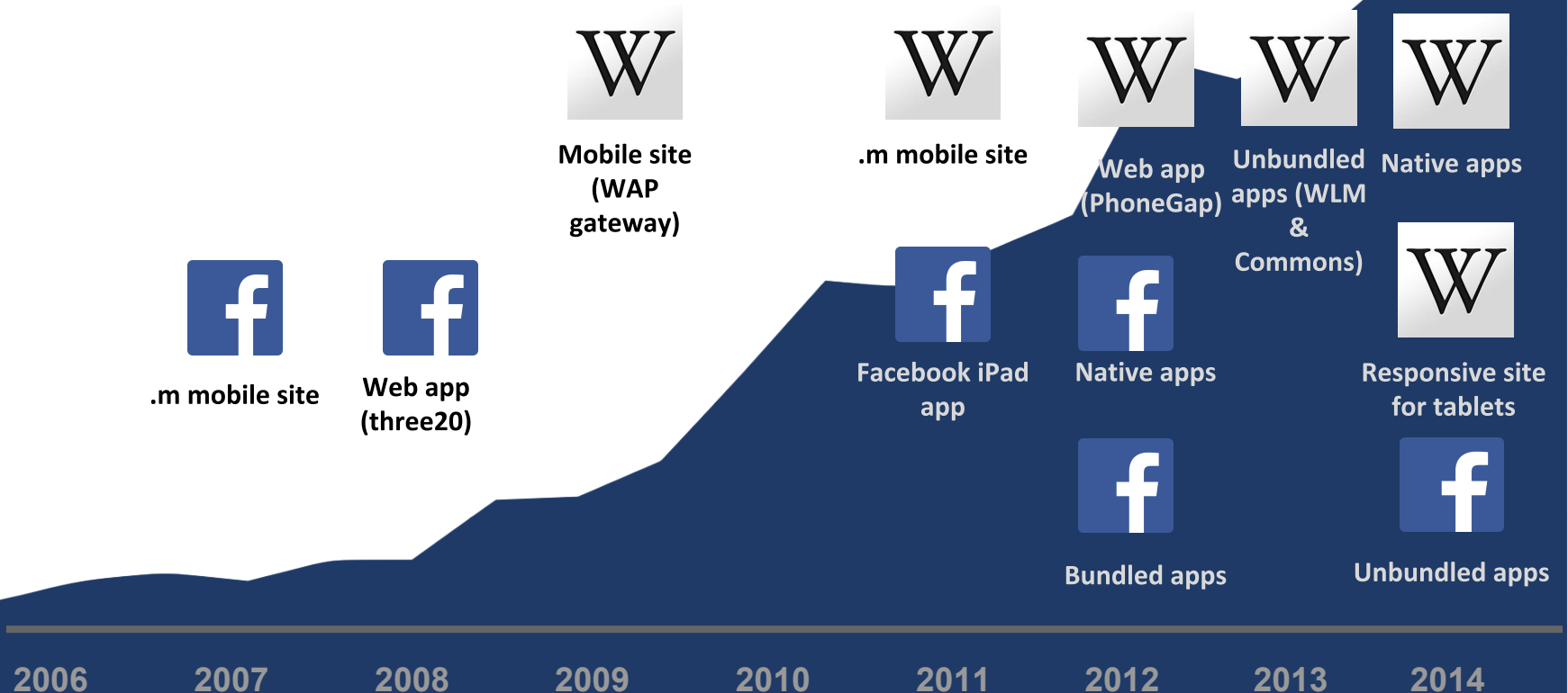


**Monolithic vs. single-purpose
Facebook apps:**

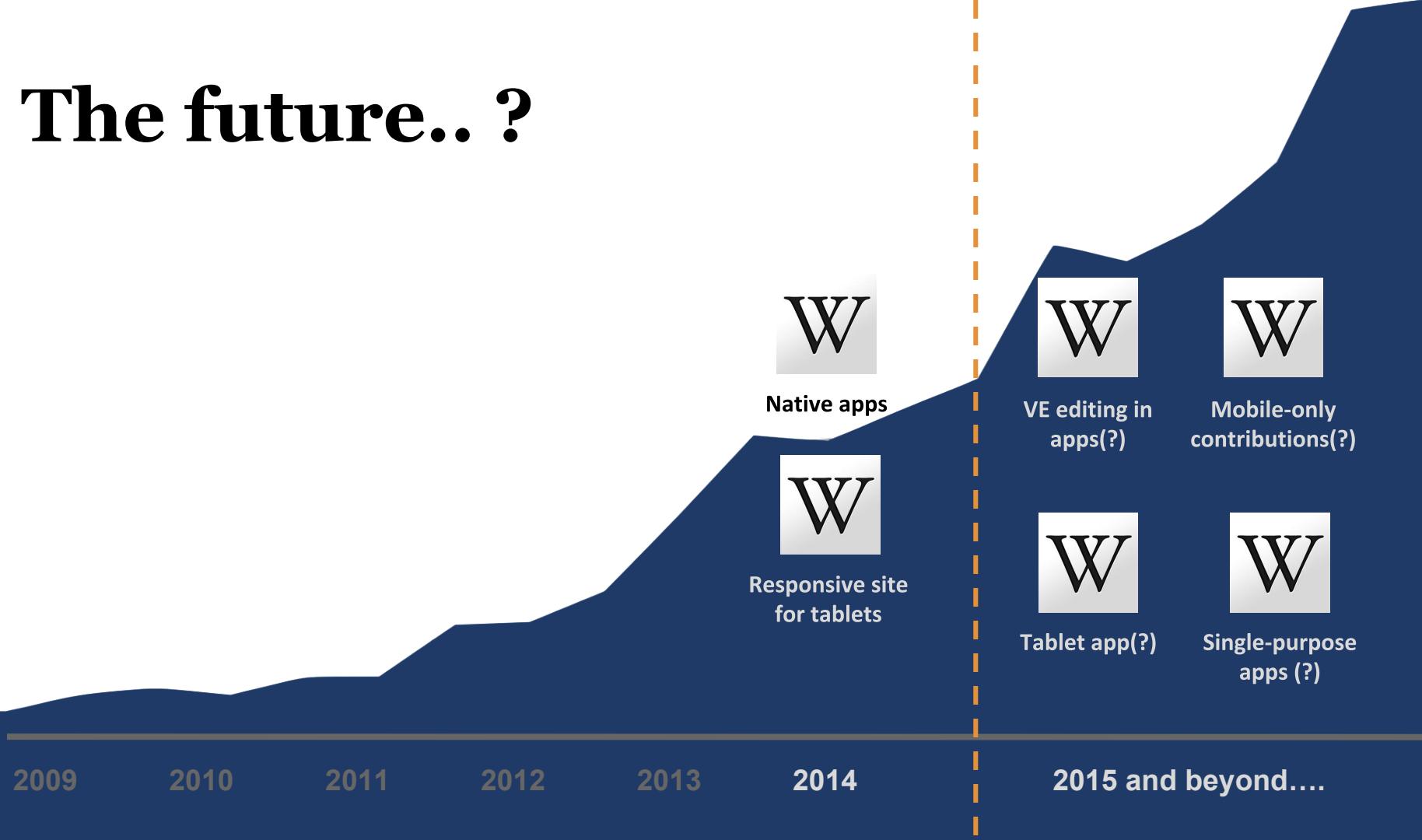
2012 – bundles Camera & Messenger with main Facebook app

2014 – un-bundles Messenger, acquires WhatsApp, releases Paper

Us vs. industry milestones



The future.. ?



2009

2010

2011

2012

2013

2014

2015 and beyond....

Goals and Roadmap

Goals and Roadmap

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Q3 Web Features

Goals and Roadmap

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Tablet-ification features

DEMO

UX unification and convergence

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the free encyclopedia that anyone can edit.
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- History
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- Mathematics
- Technology
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- Science
- All portals**

From today's featured article

Roy Dowling (1901–1969) was a senior commander in the **Royal Australian Navy** (RAN). He graduated from the **Royal Australian Naval College** in 1919 and was given command of the sloop **HMAS Swan** in 1937. During World War II, he saw action in the **Mediterranean** aboard **HMS Naiad** (surviving her sinking in 1942), served as Deputy Chief of Naval Staff, and commanded **HMAS Hobart** in the **South West Pacific**, earning the **Distinguished Service Order**. Dowling took command of the RAN's first aircraft carrier, **HMAS Sydney**, in 1948. He rose to become Chief of Naval Staff (CNS), the RAN's highest-ranking position, from 1955 until 1959. As CNS he had to deal with shortages of money, manpower and equipment, and with the increasing role of the United States in Australia's defence planning at the expense of traditional ties with Britain. **Knighted** in 1957, he served as **Chairman of the Chiefs of Staff Committee** from 1959 until 1961, when he retired. In 1963 he was appointed a **Knight Commander of the Royal Victorian Order** and became Australian Secretary to **HM Queen Elizabeth II**, serving until his death in 1969. **(Full article...)**

In the news

- American author and civil rights activist **Maya Angelou** dies at the age of 86.
- Petro Poroshenko (pictured) is **elected** President of Ukraine.
- In ice hockey, the **World Championship** concludes with **Russia** defeating **Finland** in the **final**.
- The **EU election** concludes with the **European People's Party** group maintaining its plurality of seats in the **European Parliament**.
- In badminton, **Japan** wins the **Thomas Cup** for the first time, while **China** wins the **Uber Cup**.
- Winter Sleep**, directed by Nuri Bilge Ceylan, wins the **Palme d'Or** at the **Cannes Film Festival**.

Ongoing: **Ukrainian unrest** – **Balkan flooding**
Recent deaths: **Wojciech Jaruzelski**

On this day...

May 28: **Republic Day** in **Armenia** and **Azerbaijan** (both 1918); **Yom**

VS.

Carrier 3:50 PM

en.m.wikipedia.org

Search Wikipedia

Today's featured article

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Mobile paves the way: Typography refresh

Massimo Vignelli

From Wikipedia, the free encyclopedia

Old



Massimo Vignelli (born January 1931 in [Milan, Italy](#)) is a designer who has done work in a number of areas ranging from furniture design to public signage to showroom design through Vignelli Associates, which he co-founded with his wife [Lella](#), "If you can design one thing, you can design everything," and this is reflected in his broad range of work.^[3]

Vignelli works firmly within the [Modernist](#) tradition, and focuses on simplicity through the use of basic geometric forms.

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Massimo Vignelli (born January 1931 in [Milan, Italy](#)) is a designer who has done work in a number of areas ranging from houseware design to furniture design to public signage to showroom design through Vignelli Associates, with his wife, [Lella](#).^{[1][2]} He has said, "If you can design one thing, you can design everything," and this is reflected

Vignelli works firmly within the [Modernist](#) tradition, and focuses on simplicity through the use of basic geometric forms.

Winter is coming! (proof of concept)



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The Free Encyclopedia

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[Edit](#)

For other uses, see [Winter \(disambiguation\)](#).

Winter (/ˈwɪntər/) is the coldest [season](#) of the year in [temperate climates](#), between autumn and spring. It is caused by the axis of the Earth in the respective hemisphere being oriented away from the Sun. Different cultures define different dates as the start of winter, and some use a definition based on weather, but when it is winter in the Northern Hemisphere it is summer in the Southern Hemisphere, and vice versa. In many regions, winter is associated with snow and freezing temperatures. At the [winter solstice](#), the days are shortest and the nights are longest, with days lengthening as the season progresses after the solstice.

☰ Contents

- 1 Cause
- 2 Meteorological reckoning
- 3 Astronomical and other calendar-based reckoning
- 4 Ecological reckoning and activity
- 5 Exceptionally cold winters
- 6 Other historically significant winters
- 7 Humans and winter
 - 7.1 Winter and human health
- 8 Festivals
- 9 Mythology
 - 9.1 In various cultures
 - 9.2 Personifications
- 10 See also
- 11 References
- 12 Further reading



A snow-covered park in Pittsburgh, Pennsylvania during winter

Part of the nature series

Weather

Calendar seasons

[Spring](#) | [Summer](#) | [Autumn](#) | **[Winter](#)**

Tropical seasons

[Dry season](#) | [Wet season](#)


Storms

[Thunderstorm \(Thundersnow\)](#) | [Supercell](#) | [Downburst](#) | [Lightning](#) | [Tornado](#) | [Waterspout](#) | [Tropical cyclone \(Hurricane\)](#) | [Extratropical cyclone](#) | [Winter storm](#) | [Blizzard](#) | [Ice storm](#) | [Dust storm](#) | [Firestorm](#) | [Cloud](#)

Design convergence under the hood

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Goals and Roadmap

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VE Features in Q3

DEMO

Tablet redirect launch

- June 17
- VE in stable?
- Mobile VE handoff to VE team

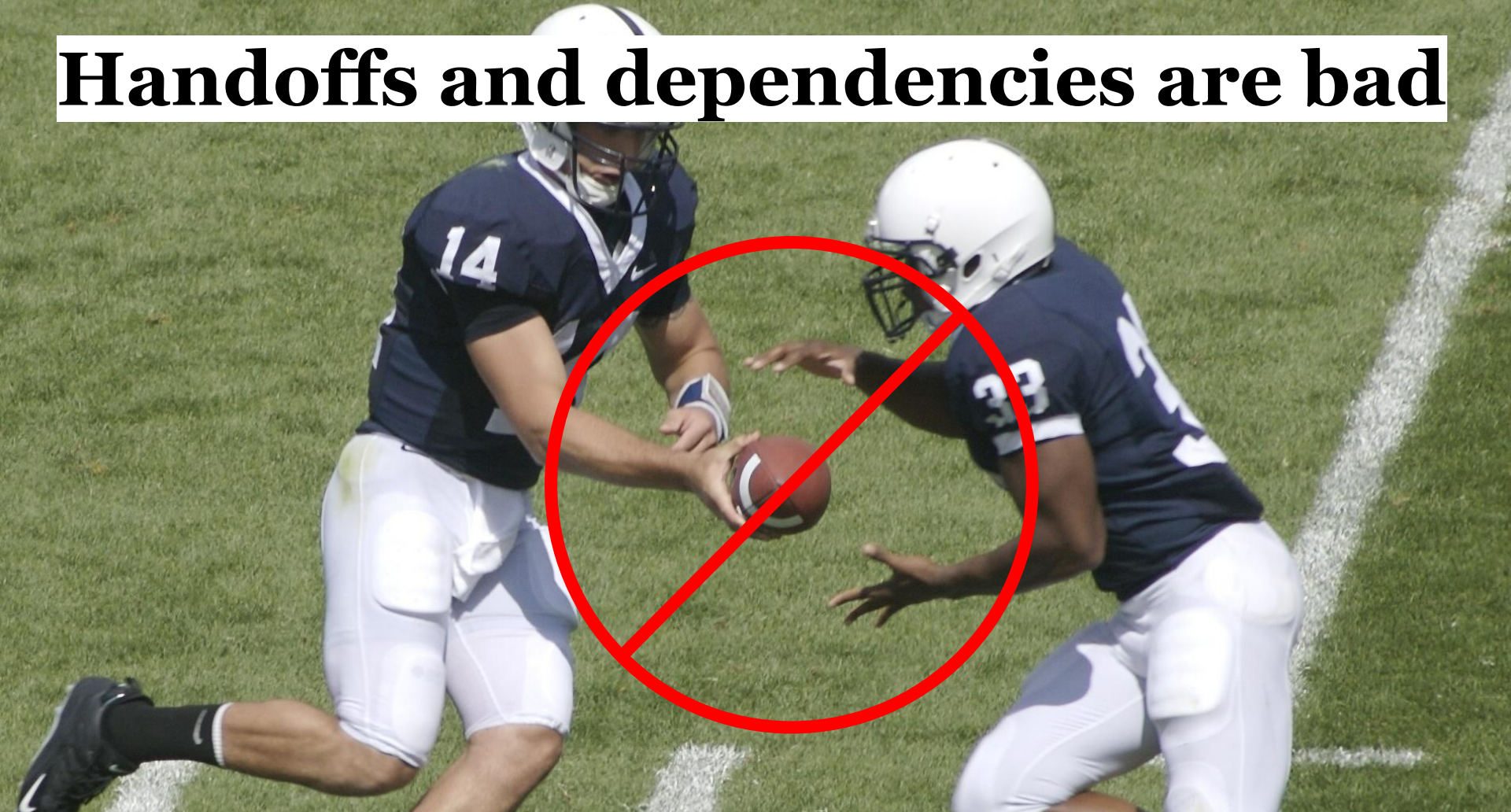
Lesson learned: still, mobile first!

also: handoffs, dependencies are bad

A brief history of our collaboration

- Rob Moen from VE embeds with mobile web, Nov/Dec 2013
- Mobile web takes over all mobile VE-related work, hits brick wall
- Mobile web/VE agree on collaboration framework for remainder of work

Handoffs and dependencies are bad



Other unscalable things

- Mobile absent from product goals
- Mobile team owning mobilification of other products

How to fix this for the future?

- New products conceived/developed with mobile plan and goals
- Standardize on helper libraries/tools
- Minimize handoffs/dependencies
- Scale mobile-mindedness by sharing mobile engineers

the Native Wikipedia App

iOS & Android

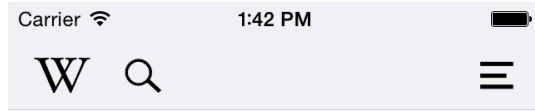
Why build a Wikipedia App?

- High quality contributions
 - Significant individual upload in Commons App
- Ability to drastically redefine UI/UX
 - Apps give us fine grain control with little legacy
- Closing the loop
 - Notifications, Donations, etc

Who is the app for?

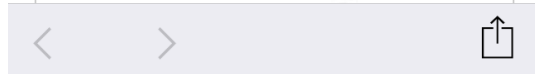
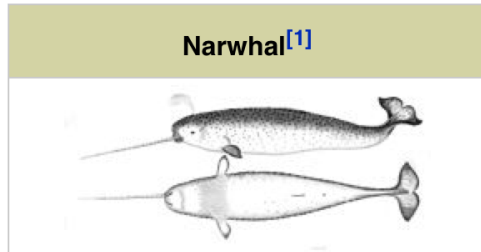
- Reader
 - Frequent readers who see Wikipedia as a destination
- Editor
 - Supporting editors getting to 5+ edits

Features (iOS & Android)



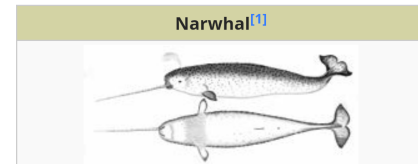
Narwhal

This article is about the species of whale. For the class of submarine, see [Narwhal class submarine](#). For [Barack Obama's 2012 get out the vote](#) program, see [Project Narwhal](#).







Narwhal

This article is about the species of whale. For the class of submarine, see [Narwhal class submarine](#). For [Barack Obama's 2012 get out the vote](#) program, see [Project Narwhal](#). The **narwhal**, or **narwhale** (*Monodon monoceros*), is a medium-sized [toothed whale](#) and possesses a large "tusk" from a protruding [canine tooth](#). It lives year-round in the [Arctic](#) waters around [Greenland](#), [Canada](#), and [Russia](#). It is one of two living species of [whale](#) in the [Monodontidae](#) family, along with the [beluga whale](#). The narwhal males are distinguished by a long, straight, [helical tusk](#), which is an elongated upper left canine. The narwhal was one of many species described by [Carolus Linnaeus](#) in his publication *Systema Naturae* in 1758.



Account Creation

Carrier  2:01 PM 


 Create account 




User name




Password

Re-type password

Email address (optional)

Q W E R T Y U I O P
A S D F G H J K L
↑ Z X C V B N M ↵
123  space Next

   14:06

  Create an account 


Username




Password

Repeat password

Display password

Email (Optional)

q w e r t y u i o p
a s d f g h j k l
↵ z x c v b n m ↵
?123  . Next

Editing

```
Carrier 2:01 PM
✕ Edit →
{{about|the species of whale|the class
of submarine|Narwhal class submarine|
[[Barack Obama]]'s 2012 [[get out the
vote]] program|Project Narwhal}}
{{pp-vandalism|expiry=6 May 2014|
small=yes}}
{{good article}}
{{use British English|date=March 2014}}
{{speciesbox
| name = Narwhal<ref
name=msw3>{{MSW3 Cetacea|
id=14300107}}</ref>
| taxon = Monodon
| status = NT
| status_system = iucn3.1
| status_ref =<ref
```

```
14:01
W Edit Section
[[about|the species of whale|the class
of submarine|Narwhal class
submarine | [[Barack Obama]]'s 2012
[[get out the vote]] program | Project
Narwhal}}
{{pp-vandalism|expiry=6 May
2014| small=yes}}
{{good article}}
{{use British English|date=March
2014}}
{{speciesbox
| name = Narwhal<ref
q w e r t y u i o p
a s d f g h j k l
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?123 . ↵
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Navigation Menu

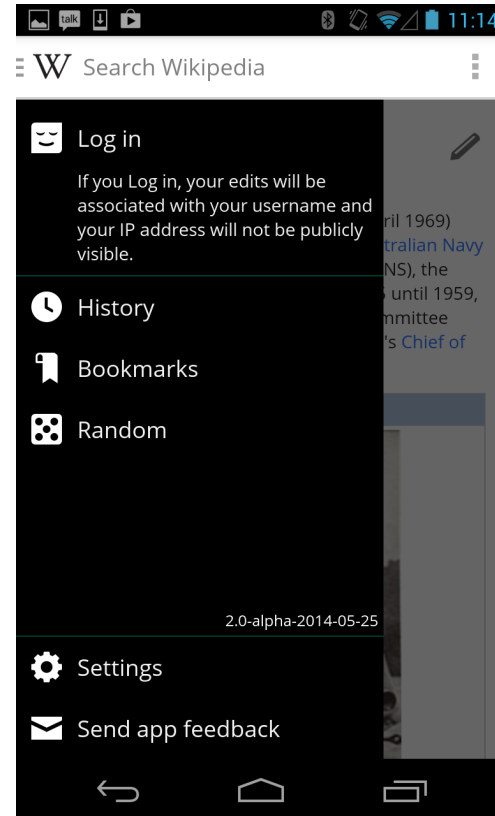
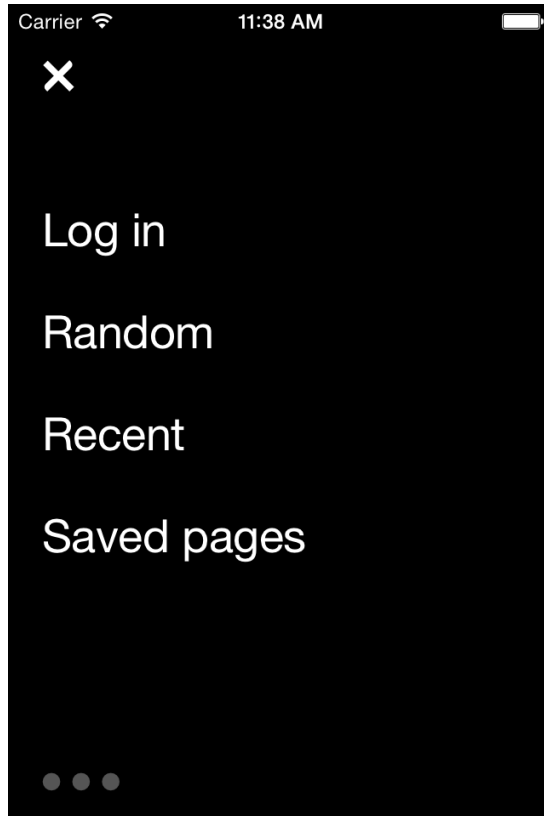
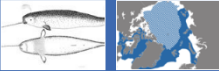


Table of Contents


Carrier 2:19 PM

W Q


Narwhal



Taxonomy and etymology




Description



Tusk

Distribution



Migration

Narwhal

This article is about the species of whale. For the class of submarine, see [Narwhal class submarine](#). For [Barack Obama's 2012 get out the vote program](#), see [Project Narwhal](#).

Narwhal^[1]





Illustration of two views of an individual



Size comparison with an average human

Conservation status

Extinct (EX) Threatened (EW, CR, EN, VU) Least concern (LC)

Near Threatened (IUCN 3.1)^[2]

Scientific classification

| | |
|----------|---|
| Kingdom: | Animalia |
| Phylum: | Chordata |
| Class: | Mammalia |
| Order: | Cetacea |
| Family: | Monodontidae |
| Genus: | <i>Monodon</i> Linnaeus, 1758 |

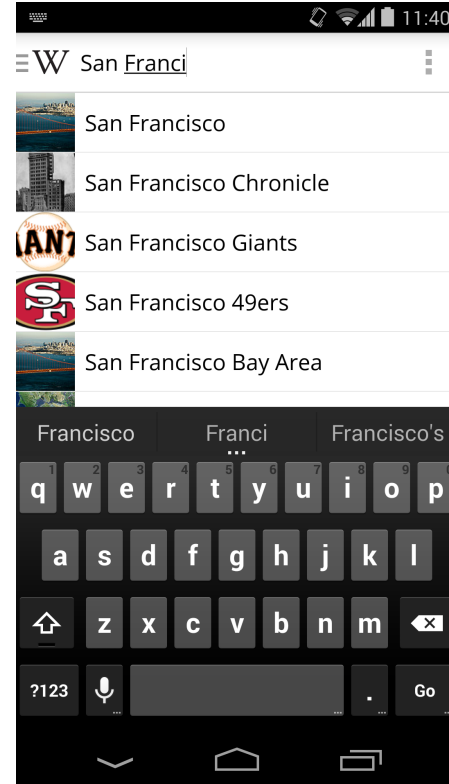
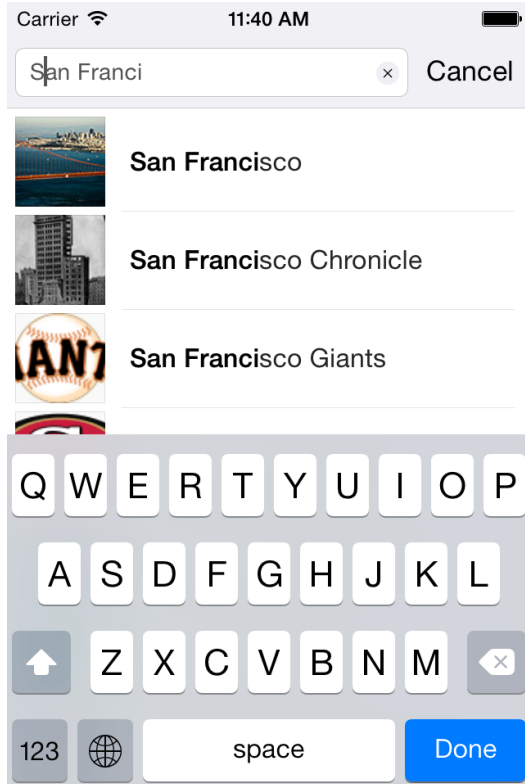
14:18

Narwhal

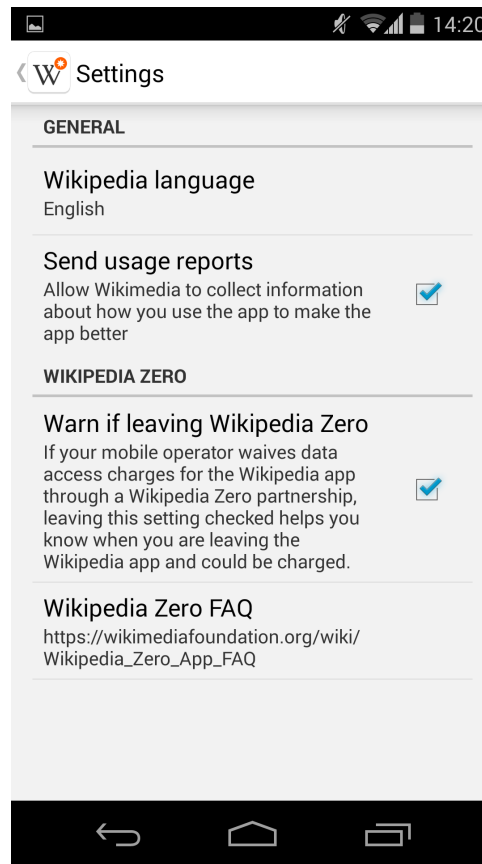
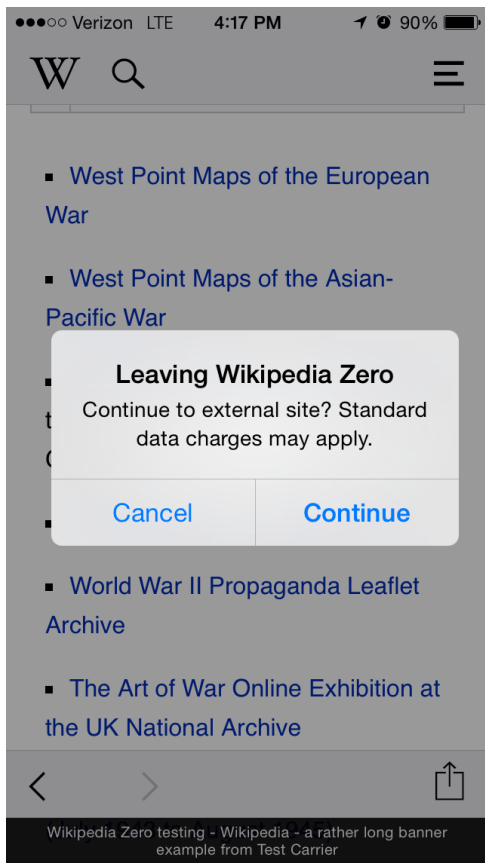
- Taxonomy and etymology
- Description
 - Tusk
- Distribution
- Migration
- Behaviour
 - Diet
 - Diving
- Communication
- Breeding and early life
- Life span and mortality
- Conservation issues

Navigation icons: back, home, recent apps

Search



Wikipedia Zero Support



Goals and Assumptions

- Goal: Drive repeat contributions through editing features
- Goal: Launch with anonymous and logged-in editing
- Assumption: Total page-views are expected to be lower than mobile web

Data Collection

- UX Improvement
 - Editing workflow
 - start, preview, saved, etc
 - Account creation
 - start, success, captcha, etc
- Page Views
 - Clicked links
 - Log-ins

Release plan

- **June 4th** - Android Beta app
 - Blog post & mobile-l announcement
- **June 25th** - Android stable app
 - Blog post & multi mailing list announcement
- **Next Fiscal** - iOS Beta and Stable

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|---|---|--|---|
| 6,000 Unique Contributors (photo +edit) | 1,000 Mobile Registered Active Editors/month (enwiki) | 1,200 Mobile Registered Active Editors/month (enwiki) | Additional contributory funnels |
| <ul style="list-style-type: none">● mobile first<ul style="list-style-type: none">○ photo upload○ commons app● porting existing<ul style="list-style-type: none">○ edit cta > prod● mobile partnerships | <ul style="list-style-type: none">● mobile first<ul style="list-style-type: none">○ onboarding: 0-1○ humanizing WP○ design● porting existing● mobile partnerships | <ul style="list-style-type: none">● mobile first<ul style="list-style-type: none">○ tablets on mobile● porting existing<ul style="list-style-type: none">○ apps editing● mobile partnerships<ul style="list-style-type: none">○ VE on tablets | <ul style="list-style-type: none">● mobile first<ul style="list-style-type: none">○ apps: wikidata● porting existing● mobile partnerships<ul style="list-style-type: none">○ VE on handset○ flow on mobile |

Mobile contributions: now

| | Desktop | Mobile: Handset | | Mobile: Tablet | |
|--------------|------------------------------|--------------------------------------|------------------|----------------------------|------|
| | | Web | App | Web | App* |
| Read | Y | Y | Y | Y | n/a |
| Login | Y | Y | Y | Y | n/a |
| Edit | Wikitext VE | Wikitext only | Wikitext only | Wikitext Some VE | n/a |
| Other | All Wikipedia features | Watchlist, history, uploads... | none | Same as mobile phone | n/a |

* Tablet-specific app

Note: the mobile columns are for optimized experiences. Users can always load the desktop site on their mobile browsers

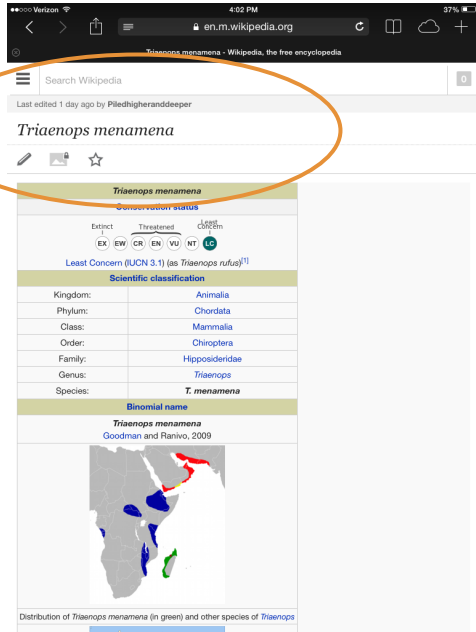
Mobile contributions: next year

| | Desktop | Mobile: Handset | | Mobile: Tablet | |
|--------------|------------------------------|--------------------------------------|------------------|----------------------------|------|
| | | Web | App | Web | App* |
| Read | Y | Y | Y | Y | n/a |
| Login | Y | Y | Y | Y | n/a |
| Edit | Wikitext VE | Wikitext only | Wikitext only | Wikitext Some VE | n/a |
| Other | All Wikipedia features | Watchlist, history, uploads... | none | Same as mobile phone | n/a |

* Tablet-specific app

Note: the mobile columns are for optimized experiences. Users can always load the desktop site on their mobile browsers

Mobile contributions: next year



en.m.wikipedia.org

Search Wikipedia

Last edited 1 day ago by Piledhigheranddeeper

Triaenops menamena

Conservation status

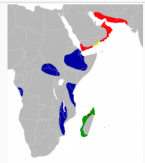
Least Concern (IUCN 3.1) (as *Triaenops rufus*)^[1]

Scientific classification

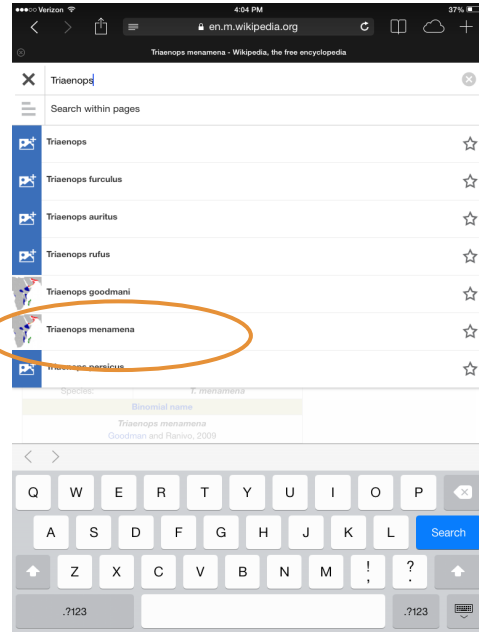
| | |
|----------|--------------------|
| Kingdom: | Animalia |
| Phylum: | Chordata |
| Class: | Mammalia |
| Order: | Chiroptera |
| Family: | Hippoteriidae |
| Genus: | <i>Triaenops</i> |
| Species: | <i>T. menamena</i> |

Binomial name

Triaenops menamena
Goodman and Rainco, 2009



Distribution of *Triaenops menamena* (in green) and other species of *Triaenops*



en.m.wikipedia.org

Triaenops

Search within pages

- Triaenops
- Triaenops furculus
- Triaenops auritus
- Triaenops rufus
- Triaenops goodmani
- Triaenops menamena**
- Triaenops persicus

Species: *T. menamena*

Binomial name

Triaenops menamena
Goodman and Rainco, 2009

Q W E R T Y U I O P
A S D F G H J K L Search
Z X C V B N M ! ?
.123



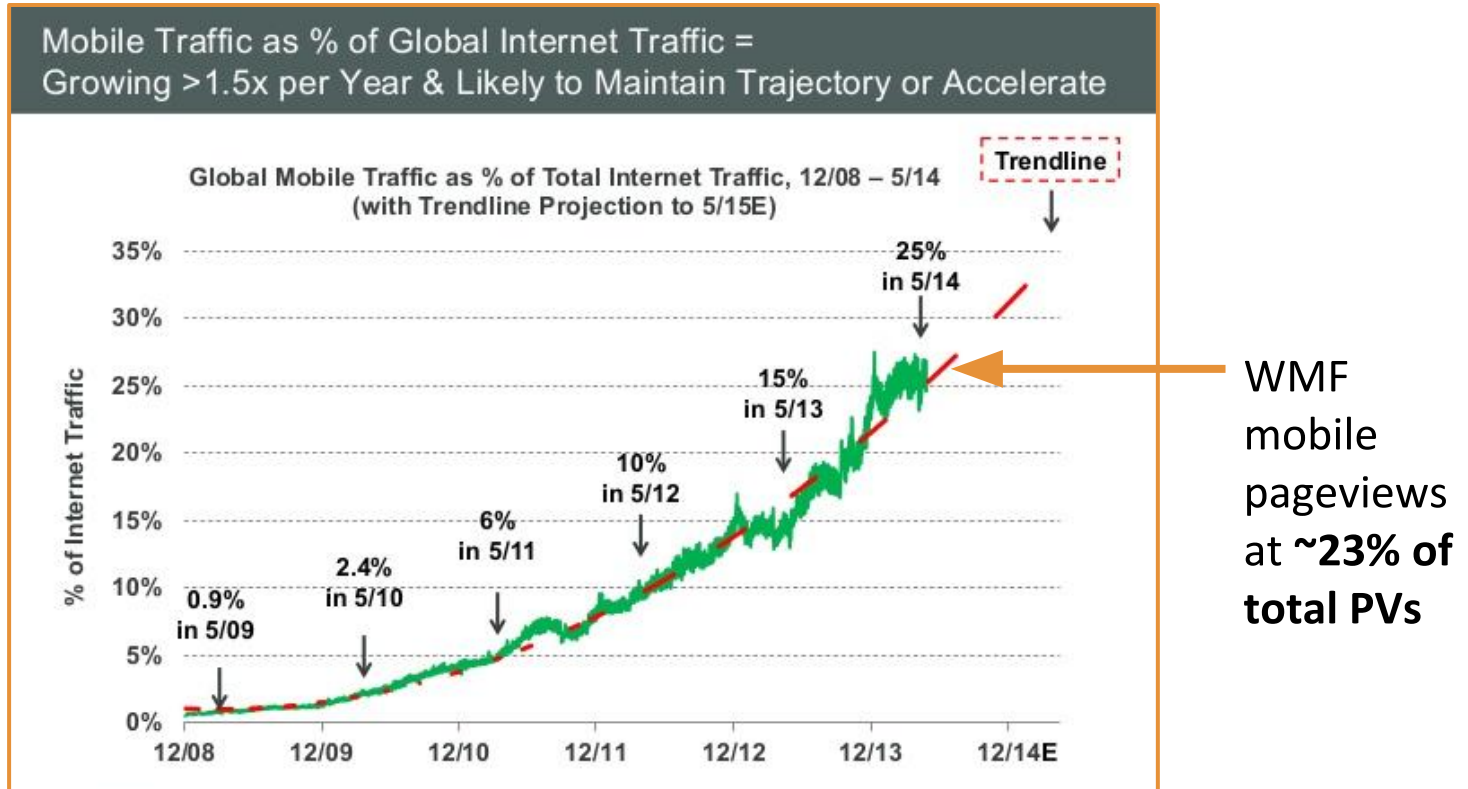
WIKIDATA

Item Discussion

Triaenops menamena (Q5419363)

enter description in English

Readership reflects global trends



But we can (and should) do more

Mobile traffic:

- Facebook: **79%** of MAU¹
- Yelp: **46%** of UVs¹

Mobile contributions:

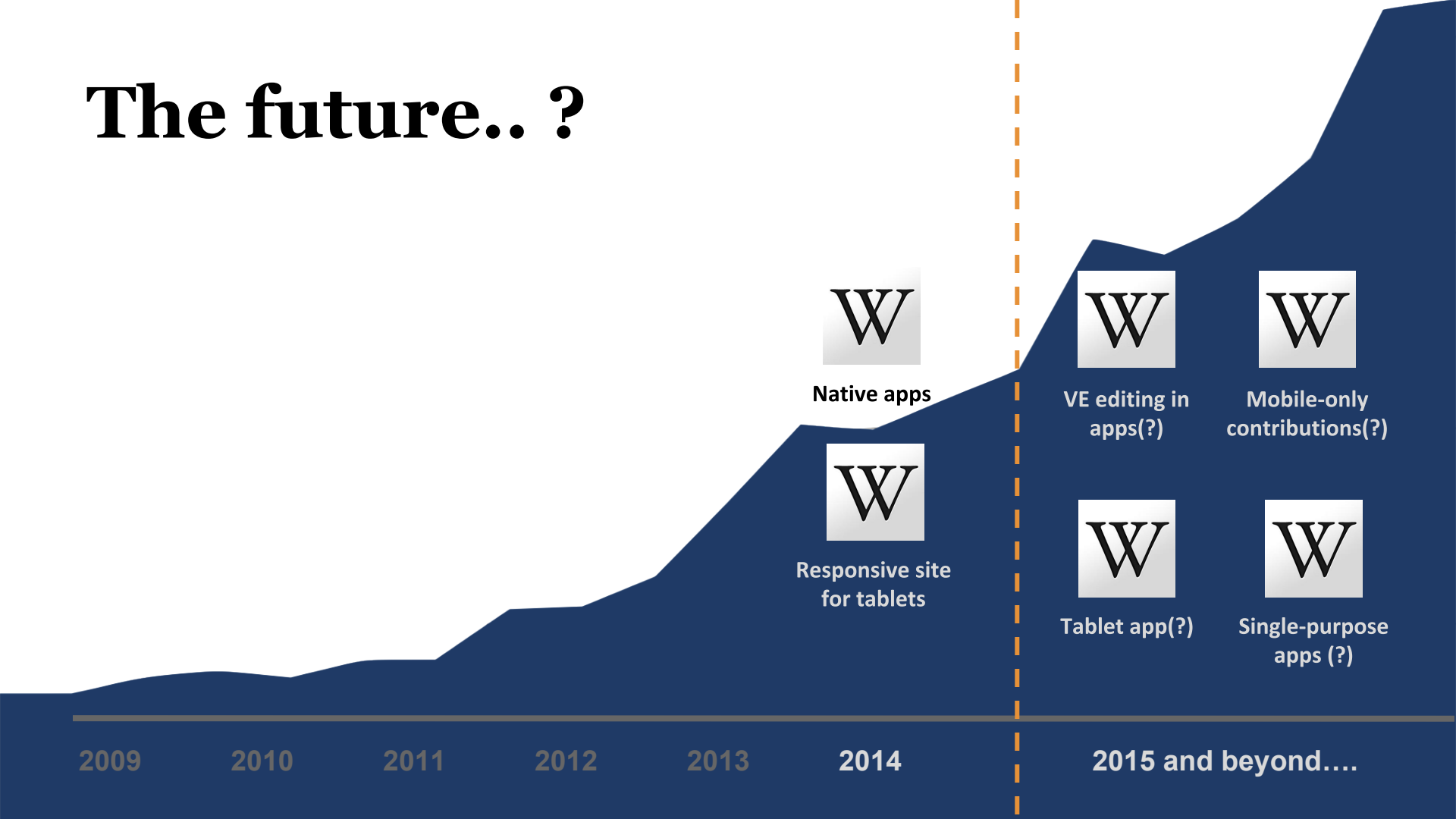
- Yelp: **30%** of reviews are contributed through mobile²
- English Wikipedia: **8%** of total editors make edits on mobile³

1: Q1 2014

2: Q4 2013

3. March 2014, 1+ editors

The future.. ?



W

Native apps

W

Responsive site
for tablets

W

VE editing in
apps(?)

W

Mobile-only
contributions(?)

W

Tablet app(?)

W

Single-purpose
apps (?)

2009

2010

2011

2012

2013

2014

2015 and beyond....

Questions?

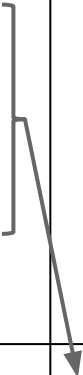
Asks

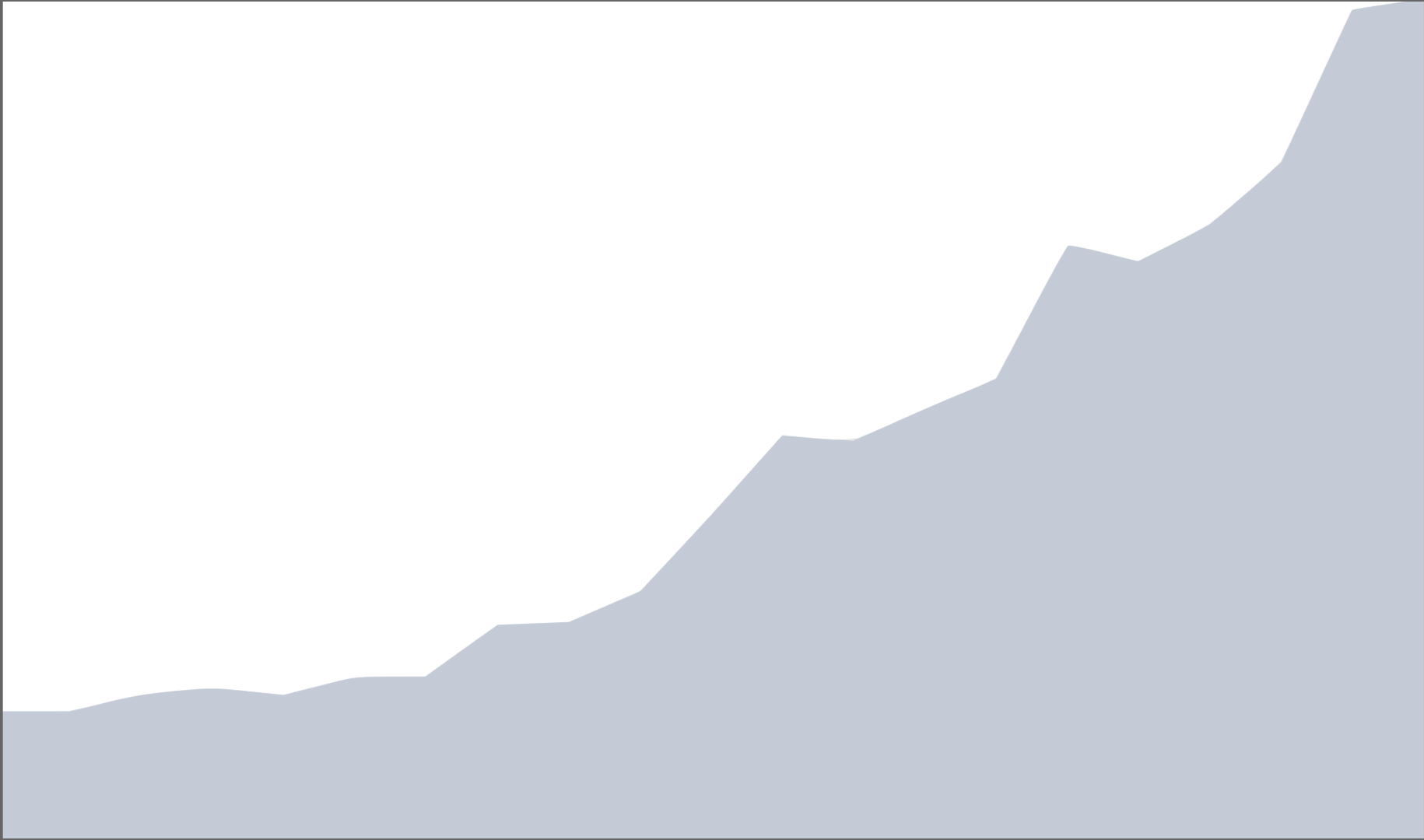
- Mobile goals for all WMF teams
- Html template standardization
- Moving forward on Mobile Flow
- Continued work on QA

Thank You

Appendix

| | Q2 | Q3 |
|---------------|---|---|
| Themes | <i>Onboarding, humanizing, UI improvements</i> | <i>Tablets on mobile, VE on tablets</i> |
| Alpha | <ul style="list-style-type: none"> ● VisualEditor (barebones) | <ul style="list-style-type: none"> ● VisualEditor improvements |
| Beta | <ul style="list-style-type: none"> ● Red links enabled ● Pages near 'this' page ● Image lightboxes ● Table of contents ● Mobile optimized history, recent changes, and contributions pages ● Tablet-friendly styling ● Language overlay performance improvements ● Overlay UI improvements (editor, 'This page has issues', language selector, search) ● Diff improvements ● GettingStarted ● 'Last modified' improvements ● User profile improvements | <ul style="list-style-type: none"> ● Red links |
| Stable | <ul style="list-style-type: none"> ● Upload tutorial ● Edit CTA guider ● AbuseFilter support ● 'Infinite scroll' added to Special:Uploads | <ul style="list-style-type: none"> ● Improved diff view for mobile ● A/B test for edit guider -> left nav signups ● Tablet UX improvements ● Captcha improvements ● General UX improvements for mobile |





Us vs. industry firsts



.m mobile site



Web app
(three20)



Mobile site
(WAP
gateway)



.m mobile site



Web app
(PhoneGap)



Facebook for
iPad



Native apps



Bundled apps



Native apps



Wikipedia for
tablets



Unbundled apps

2006

2007

2008

2009

2010

2011

2012

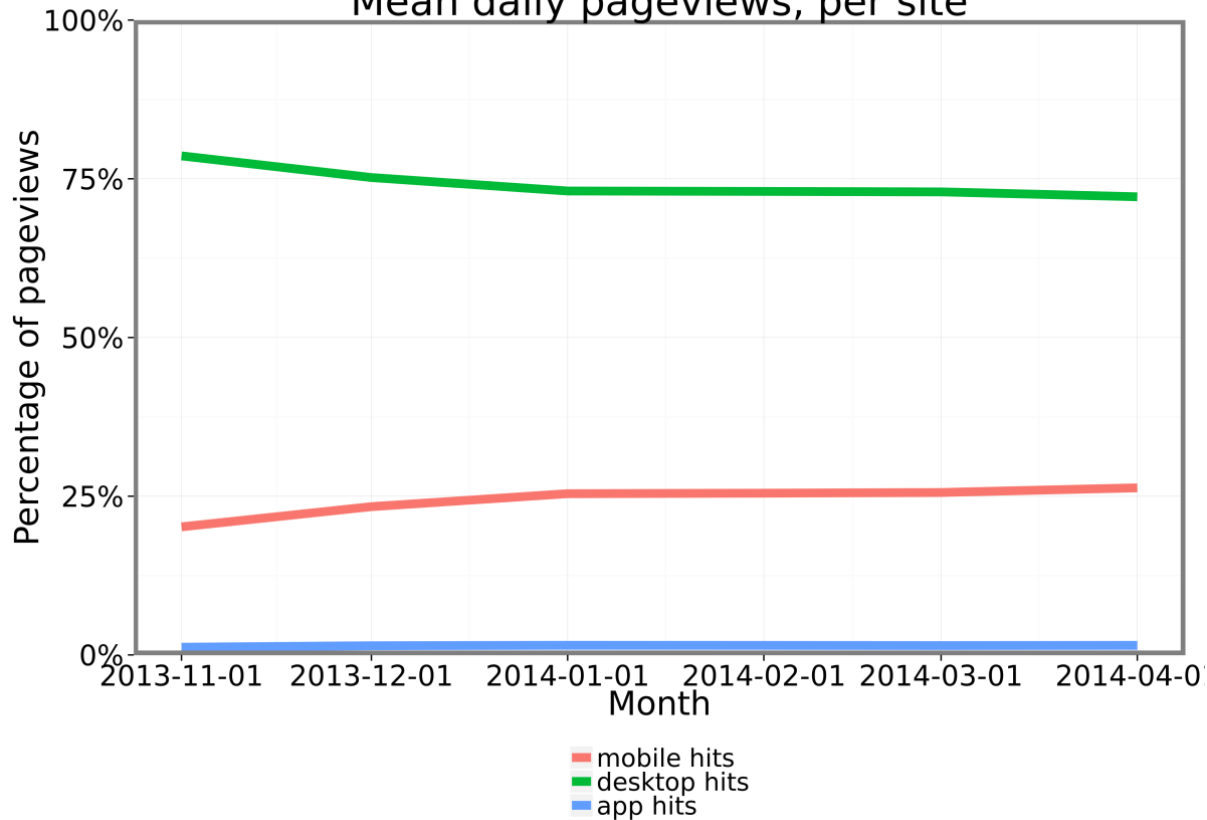
2013

2014

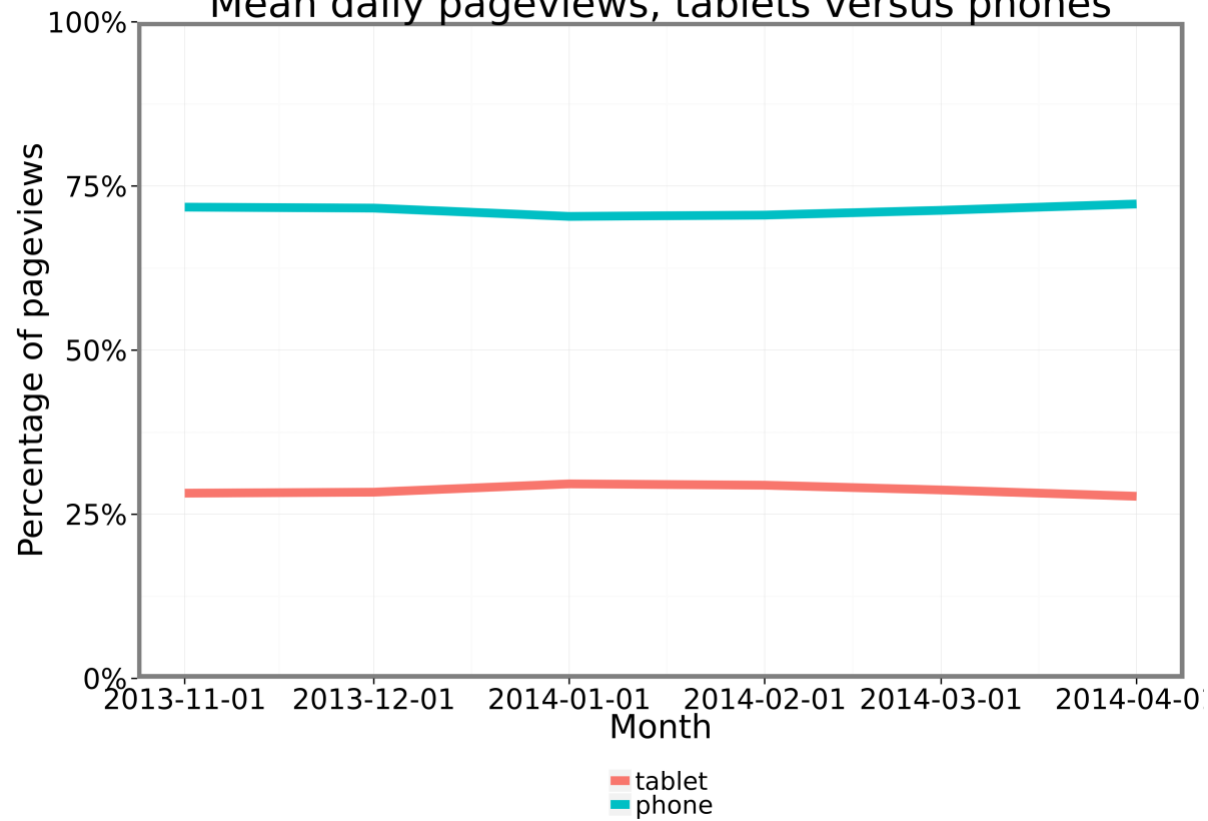
| | Desktop | Phone (web) | Phone (Commons app) | Phone (Wikipedia app) | Tablet (web) | Tablet (apps) |
|---------------------------------|--|--|---------------------------|-----------------------------|--|------------------|
| Reader | | Signup CTA | | Signup CTA Bookmark | (Signup CTA) | n/a |
| Registered user (0 edits) | Task suggestions Guiders Watchlist Uploads | Task suggestions Guiders Watchlist Uploads | Uploads | | Task suggestions Guiders Watchlist Uploads | n/a |
| Editor | Wikitext VE | Wikitext (VE?) | | Wikitext (VE?) | Wikitext (VE) | n/a |

tablet data!

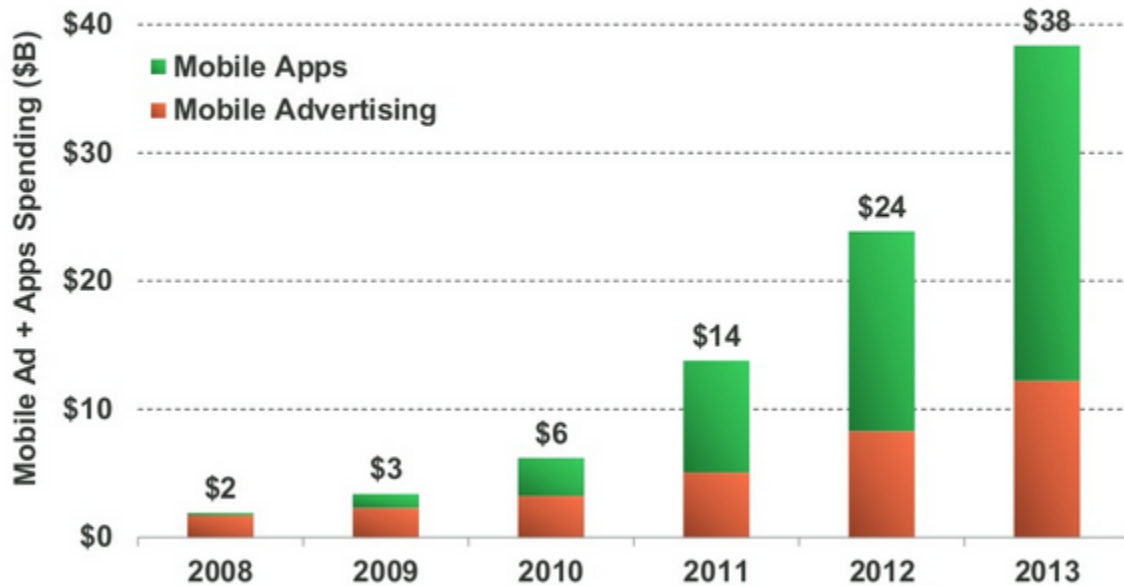
Mean daily pageviews, per site



Mean daily pageviews, tablets versus phones



Global Mobile App + Advertising Revenue, 2008 – 2013



VE engineer
embedded with
mobile team
(RobM)

co-ownership:
mobile web
team owns
mobile version
Features team
owns desktop

Mobile engineer embedded
with VE team