

Mobile Apps Update

Thursday 31st July 2014

Dan Garry

We launched an iOS app!

The word "ios" is rendered in a 3D, metallic, sans-serif font. The letters are dark grey with a gradient that gives them a three-dimensional appearance, as if they are floating above a light grey shadow. The 'i' has a solid black dot above it. The 'o' and 's' are lowercase, while the 'i' is lowercase but has a distinct dot. The overall style is clean and modern.

Features

- **Speed** - we went native!
- **Editing** - edit articles, logged in or out.
- **Saved pages** - save some articles for offline reading.
- **Recent pages** - look at your browsing history.
- **Language support** - different languages in one app.
- **Wikipedia Zero** - zero-rated access with participants.

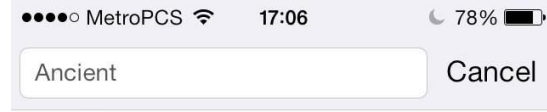
What does it look like?



Atlantic puffin 



The **Atlantic puffin** (*Fratercula arctica*), also known as the **common puffin**, is a species of seabird in the auk family. It is the only puffin native to the Atlantic Ocean; two related species, the tufted



Ancient Rome



Ancient Greek



Ancient Greece



Ancient Egypt



Ancient history



Ancient China



Ancient Greek philosophy

How many people?

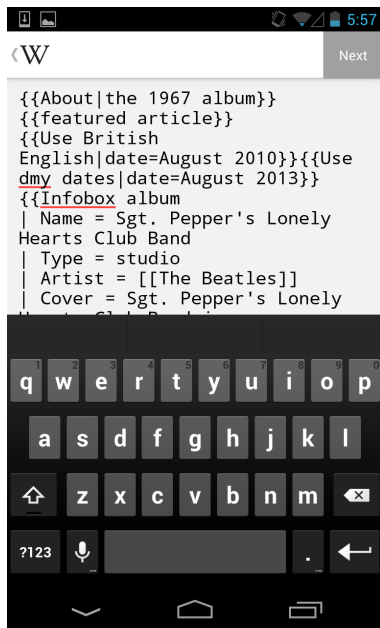
The app was launched an hour ago.

So I don't know yet. :-)

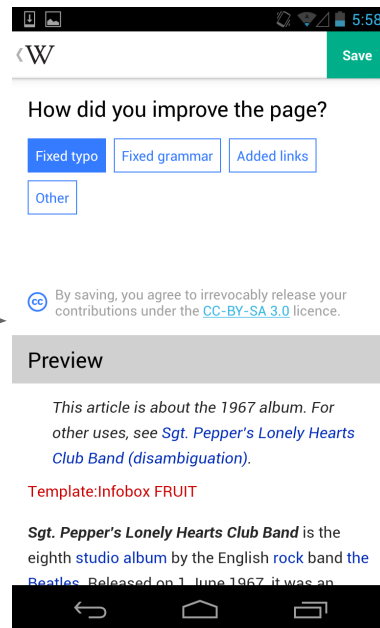
Edit workflow metrics



??? made it here



100,890 made it here
(??% conversion)



9,962 made it here
(9.87% conversion)

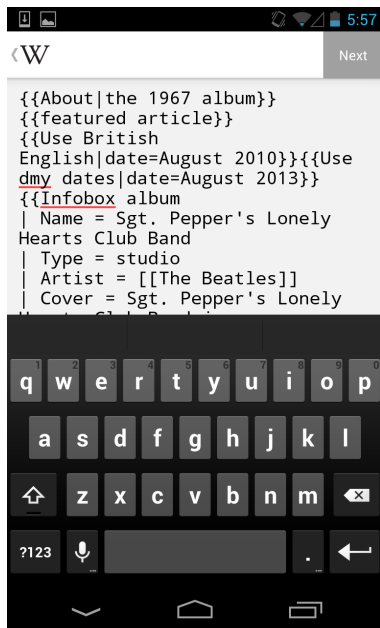


5,484 made it here
(55.05% conversion)

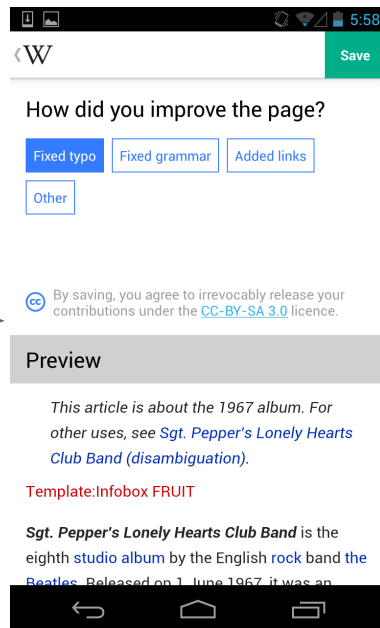
Edit workflow metrics



??? made it here



Registered: 31,030 (??%)
Anon: 390,047 (??%)



Registered: 15,317 (49.4%)
Anon: 28,952 (7.4%)

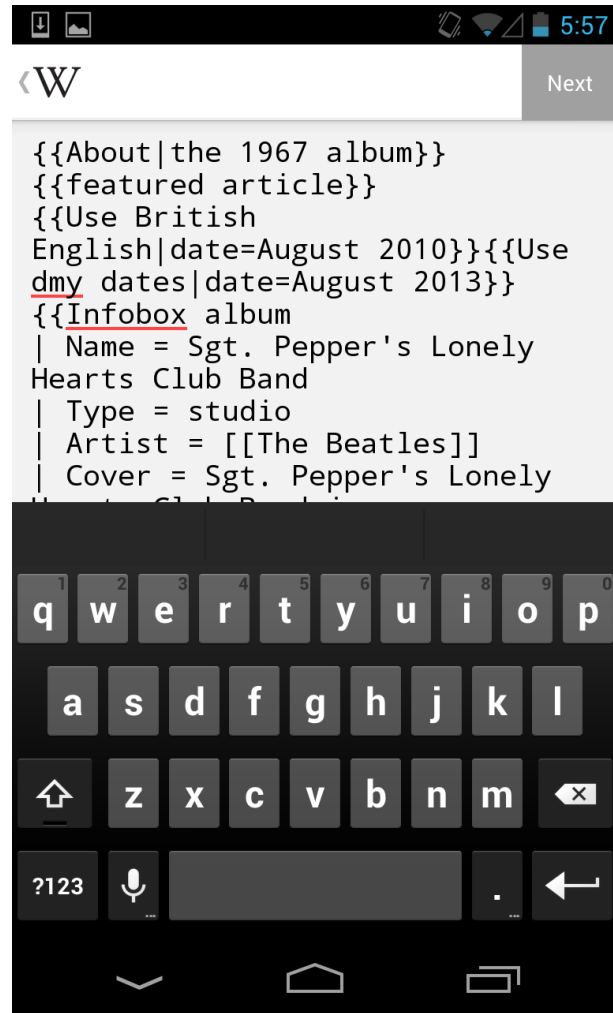
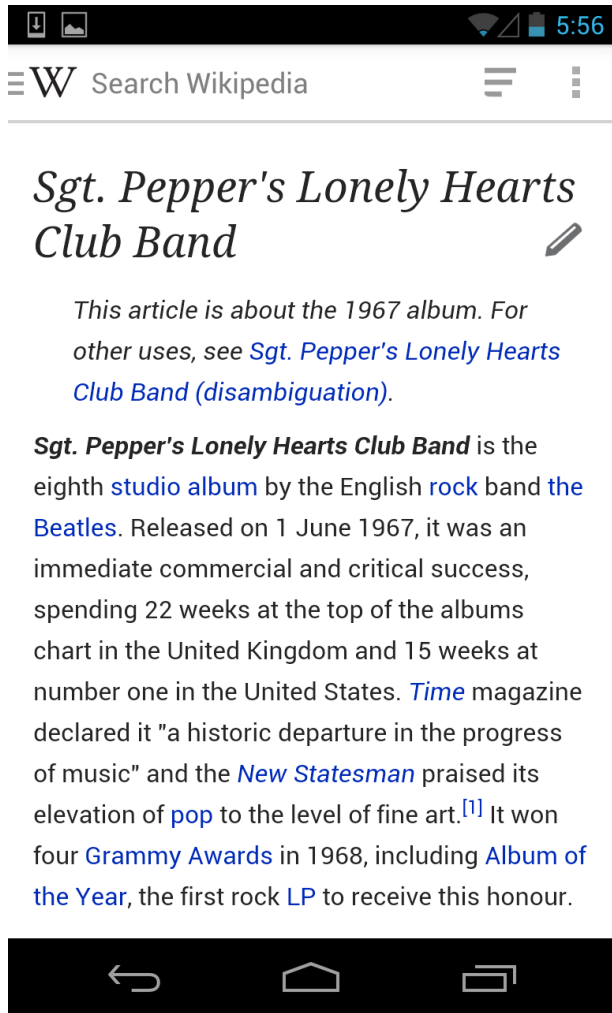


Registered: 9,066 (59.2%)
Anon: 16,330 (56.4%)

Edit workflow metrics

There is a massive disparity between how well registered and anonymous users do at the first step of the edit stage.

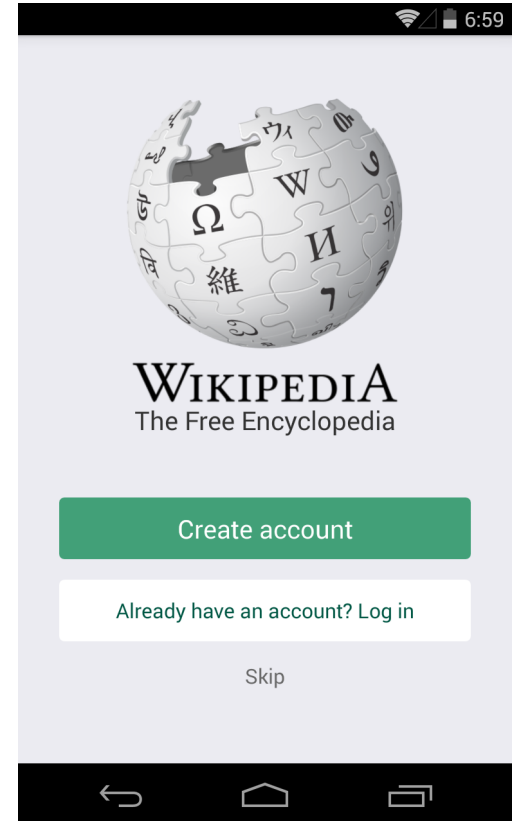
Anonymous users are over seven times as likely as registered users to hit back after hitting edit!



Onboarding

We launched an onboarding screen.

But how effective is it?

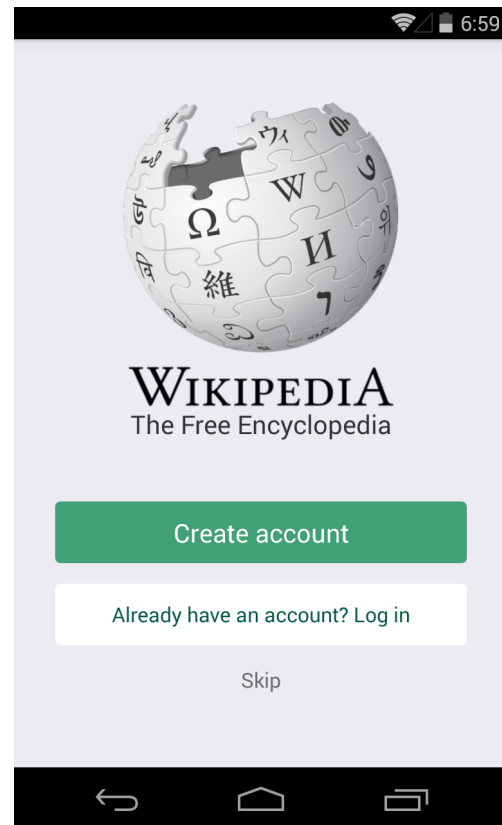


Onboarding - what do people do?

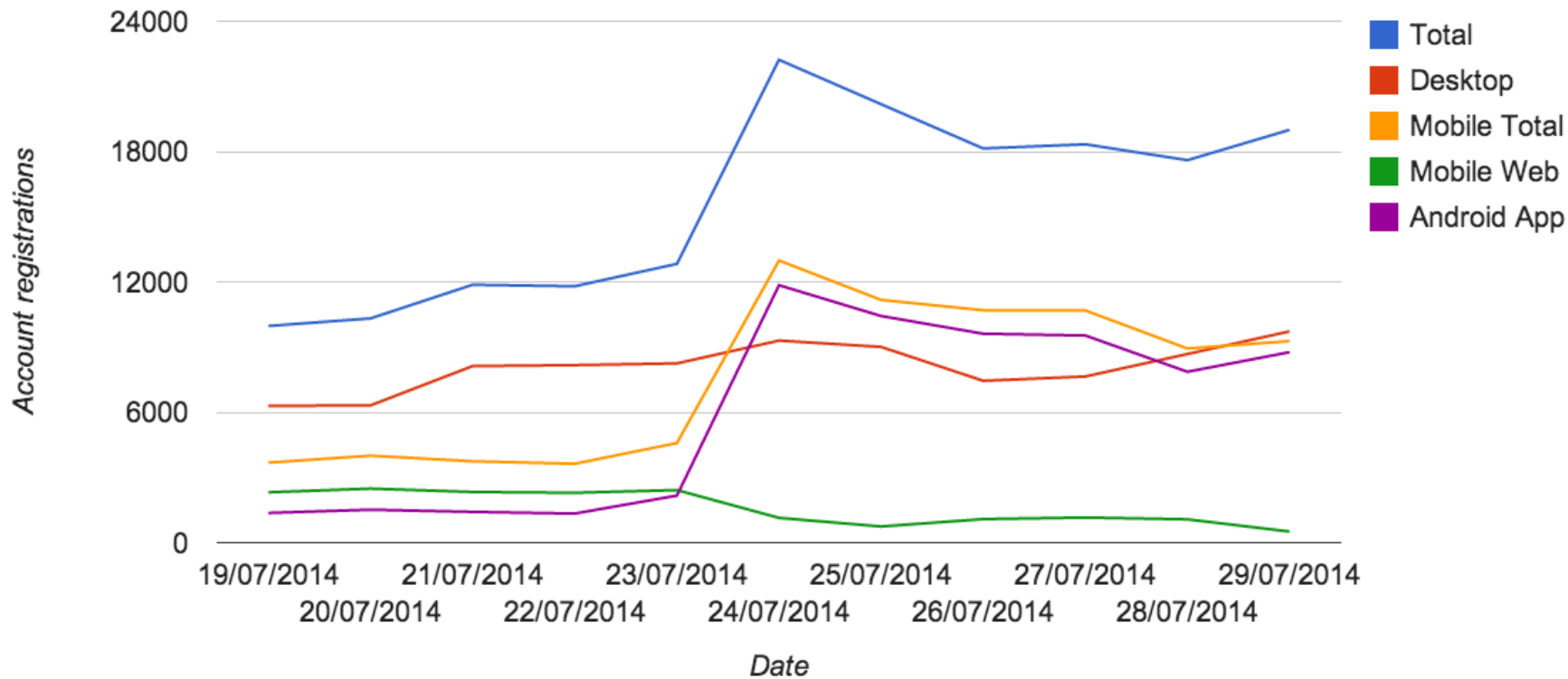
Create account: 118,876 (10.9%)

Log in: 105,344 (9.6%)

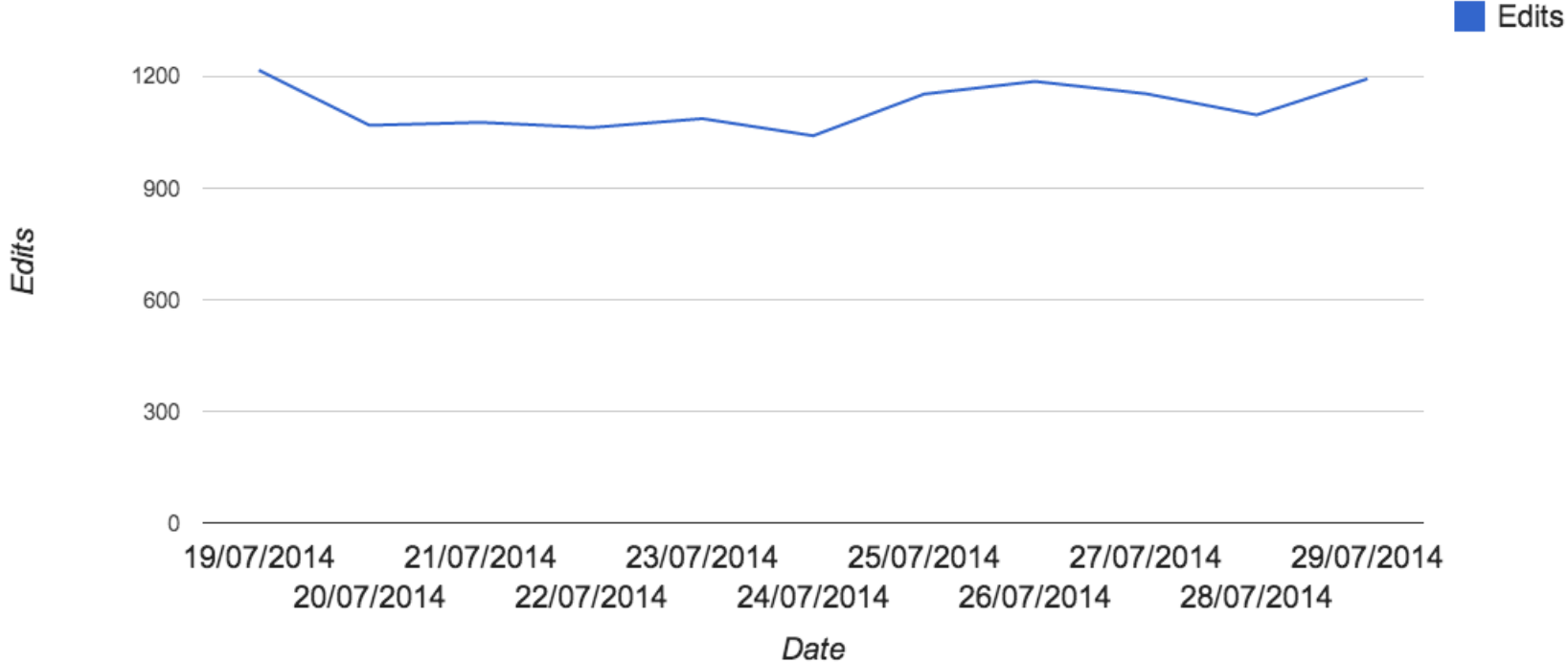
Skip: 869,312 (79.5%)



Account registrations across platform



Edits on Android app



Apps Team

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- Brion
- Dmitry
- Yuvi
- Bernd
- Vibha
- Moiz
- Kristen
- Dan

Thanks!