Mobile Apps Update

Thursday 31st July 2014

Dan Garry

We launched an iOS app!



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.

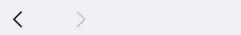
What does it look like?

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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



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How many people?

The app was launched an hour ago.

So I don't know yet. :-)

Edit workflow metrics

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Sgt. Pepper's Lonely Hearts Club Band

This article is about the 1967 album. For other uses, see Sgt. Pepper's Lonely Hearts Club Band (disambiguation).

Sgt. Pepper's Lonely Hearts Club Band is the eighth studio album by the English rock band the Beatles. Released on 1 June 1967, it was an immediate commercial and critical success, spending 22 weeks at the top of the albums chart in the United Kingdom and 15 weeks at number one in the United States. *Time* magazine declared it "a historic departure in the progress of music" and the New Statesman praised its elevation of pop to the level of fine art.^[1] It won four Grammy Awards in 1968, including Album of the Year, the first rock LP to receive this honour.



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How did you improve the page?



By saving, you agree to irrevocably release your contributions under the <u>CC-BY-SA 3.0</u> licence.

Preview

This article is about the 1967 album. For other uses, see Sgt. Pepper's Lonely Hearts Club Band (disambiguation).

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Sgt. Pepper's Lonely Hearts Club Band is the eighth studio album by the English rock band the Beatles Beleased on 1 June 1967 it was an



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5,484 made it here (55.05% conversion)

Edit workflow metrics

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Registered: 31,030 (??%) Anon: 390,047 (??%)
 Image: Signal and Si

How did you improve the page?



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Preview

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Template:Infobox FRUIT

Sgt. Pepper's Lonely Hearts Club Band is the eighth studio album by the English rock band the Beatles, Beleased on 1, June 1967, it was an

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

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Sgt. Pepper's Lonely Hearts Club Band

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

As of 22nd July 2014

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! Ŧ

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Onboarding

We launched an onboarding screen.

But how effective is it?



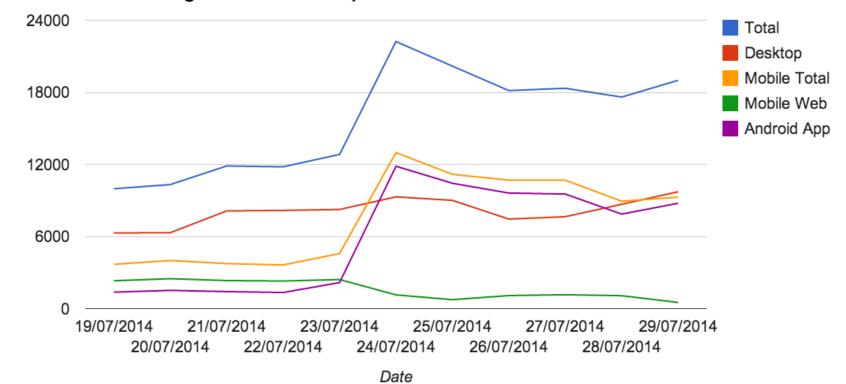
Onboarding - what do people do?

Create account: 118,876 (10.9%)

Log in: 105,344 (9.6%)

Skip: 869,312 (79.5%)

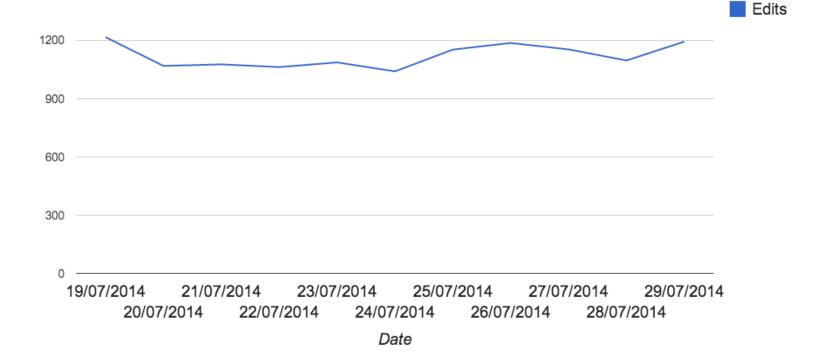




Account registrations across platform

Account registrations

Edits on Android app



Edits

Apps Team

- Monte
- Brion
- Dmitry
- Yuvi
- Bernd

- Vibha
- Moiz
- Kristen
- Dan

Thanks!