

# Quarterly review

## Reading

### Q3 - 2015/16

Approximate team size during this quarter: 26 FTE  
(22 Reading, 4 Community Tech)

(provisional) Key performance indicator

Global Pageviews	16.4 B / mo	+4.9% from Q2	-9.5% YOY ( <u>estimate</u> , ±2pp) See appendix for more on traffic trends
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# Q3 - Reading Web

Objective: Lang switching



Objective	Measure of success	Status
Language switching improvement - to mobile web beta on all wikis (T121919)	Increase interaction with language switching by 5% on mobile web	Done (in beta)

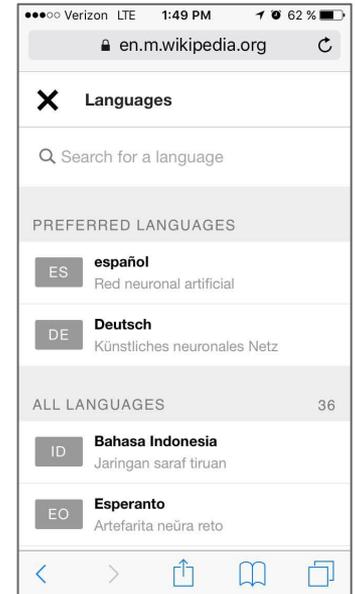
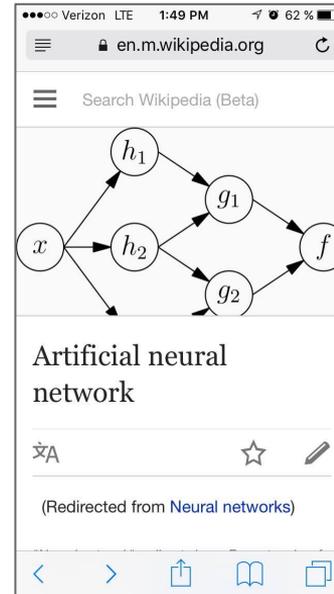
## Design options went through review with community members.

Shipped to *beta*: new language button affordance

- Going to stable pending user research analysis
- Options: one or two wikis, or all at once (affects cache if rollback needed)

Shipped to *stable*: refreshed language overlay

- First time users scroll about 22.4% less on average
- Language selection rate 66.7% new v 65.8% old
- Dismissal rate 4.26% new v 5.81% old
- Comparisons on full weeks (2 weeks apart)



# Q3 - Reading Web

Objective: Web Speed



Objective	Measure of success	Status
Make Wikipedia more accessible to 2G (slow) connections with fast API-driven web experience in mobile web beta T113066)	Reduce data usage in mobile web beta by 20%	Done
	Reduce first paint / time to interact to 5 seconds or less at the median article size and to 10 seconds or less at the 90th percentile article size on simulated / controlled 2G connections (lag excluded)	Hard to measure but probably not

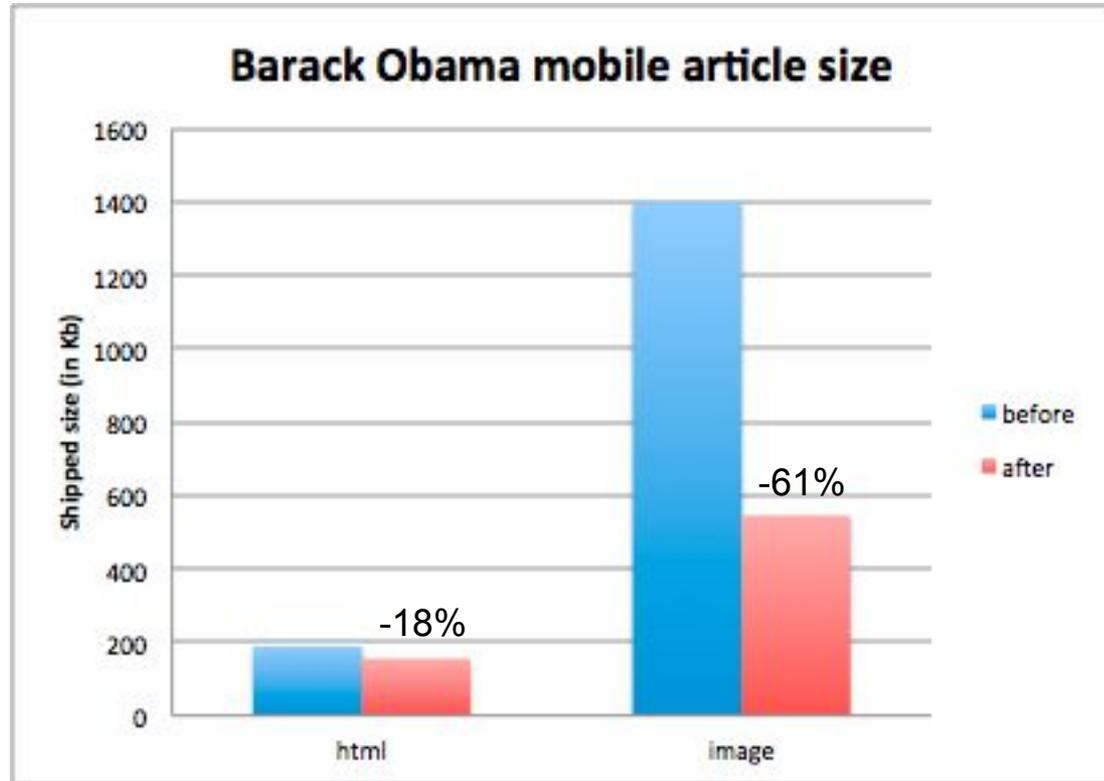
## Global Improvements:

- Data usage in mobile web reduced by as much as 60% (less for articles with fewer images).
- We are having a hard time quantifying the impact on load time.
- ~1/2 of the load time impact came from using lower-resolution images. This work was done in partnership with the performance team.
- Q4 we are rolling out lazy images (live in beta now) and this suggests a further reduction of up to 75% in image size.

# Q3 - Reading Web

The impact on page size of lowering image resolution and removing html that we do not display on mobile.

Note: measuring the impact of these changes is very complex and all conclusions have an \* on them.



Source: [https://www.mediawiki.org/wiki/Reading/Web/Projects/Performance/Removal\\_of\\_secondary\\_content\\_in\\_production](https://www.mediawiki.org/wiki/Reading/Web/Projects/Performance/Removal_of_secondary_content_in_production),  
[https://www.mediawiki.org/wiki/Reading/Web/Performance/Removal\\_of\\_srcsets](https://www.mediawiki.org/wiki/Reading/Web/Performance/Removal_of_srcsets)

## Collections Feature removed

### Short story

- In February, we undeployed “Collections” (the Gather extension), a beta feature on mobile web in response to a community RFC that demanded this action.
- Collections was a popular form of reader interaction, but had been controversial with the English Wikipedia community since its inception, primarily due to moderation and content concerns.

### Implications

- The Android team had to scramble as their quarterly goals had been to begin building Collections on Android that relied on a common backend.
- Migrating users’ existing collections diverted Reading Infrastructure team effort from their quarterly objectives.

### Learnings

- Community concerns need to be addressed in a timely fashion.
- Our expectations around Beta do not match those of the community.

## Q3 - Reading iOS

Objective: Data Layer



Objective	Measure of success	Status
iOS: Update Data Layer ( <a href="#">T94037</a> )	Improved load times, reduced crashes, increased feature dev velocity.	On hold

## Q2 - Reading iOS

Objective	Measure of success	Status
Release iOS 5.0.0 ( <a href="#">T127857</a> )	>15% re-open rate 7 days after first use (eg. D7 device retention)	Done

We hit our goal for the previous quarter!

- Big wins for great press, technically solid, moving retention
- Misses on accessibility, user education/support and analytics

Established Apple relationship through feature adoption, but a little too late.

# Q3 - Reading iOS

What's so new about the 5.0.0 version of the app?

Focus on retention:

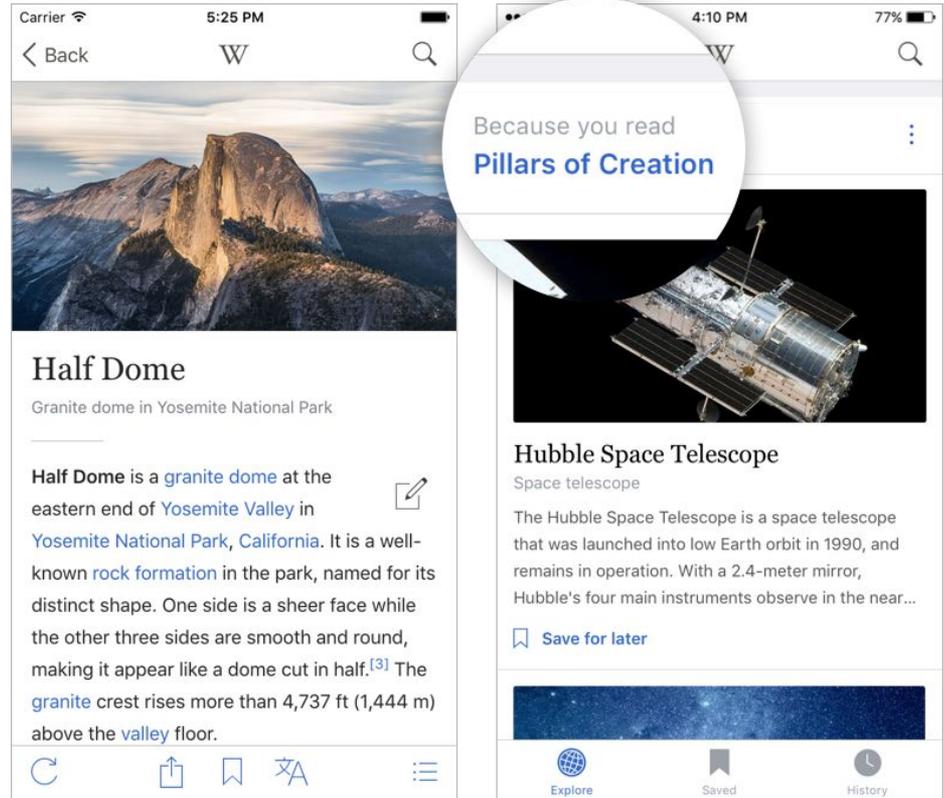
- Feed of daily content
- Personalized article recommendations
- Deep links

Make a truly “app-y” experience:

- Updated visual design
- Tab-and-feed user interface design
- App-specific value (tied to OS, location, offline etc)

[Read about it on our blog.](#)

[Or watch this quick demo video.](#)



# Q3 - Reading iOS

Partnered with awesome Communications team to get 70 stories in 19 countries:

The app experience is a now much easier to use than the mobile browser, featuring snappier navigation and gestures with 3D Touch. It probably wins the award for the most creative 3D “peek” gesture, offering users the ability to select an article completely at random with a simple long press.

-- **Lauren Hockenson, *The Next Web***

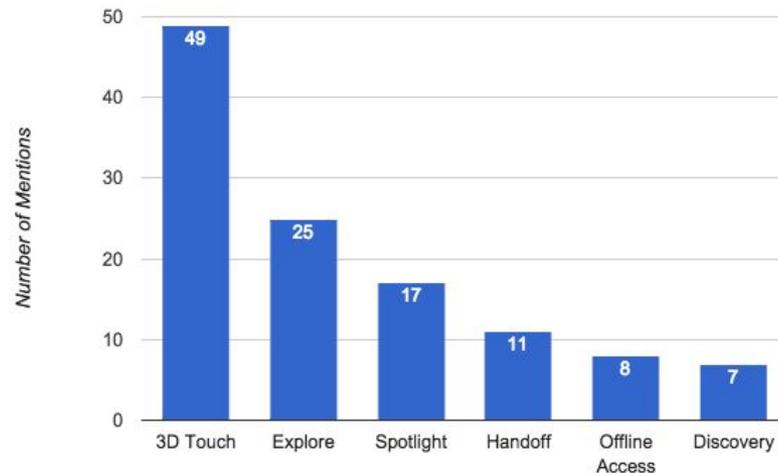
...the app is well-designed and highly polished, and worth the download for those who would rather learn something in their free time rather than goof off on Snapchat or Vine.

-- **Sarah Perez, *Techcrunch***

Whether you're into a quick search for needed information or a deep dive down the rabbit hole of a massive topic of your own choosing, chances are you'll spend a bit of time on Wikipedia's [new] app.

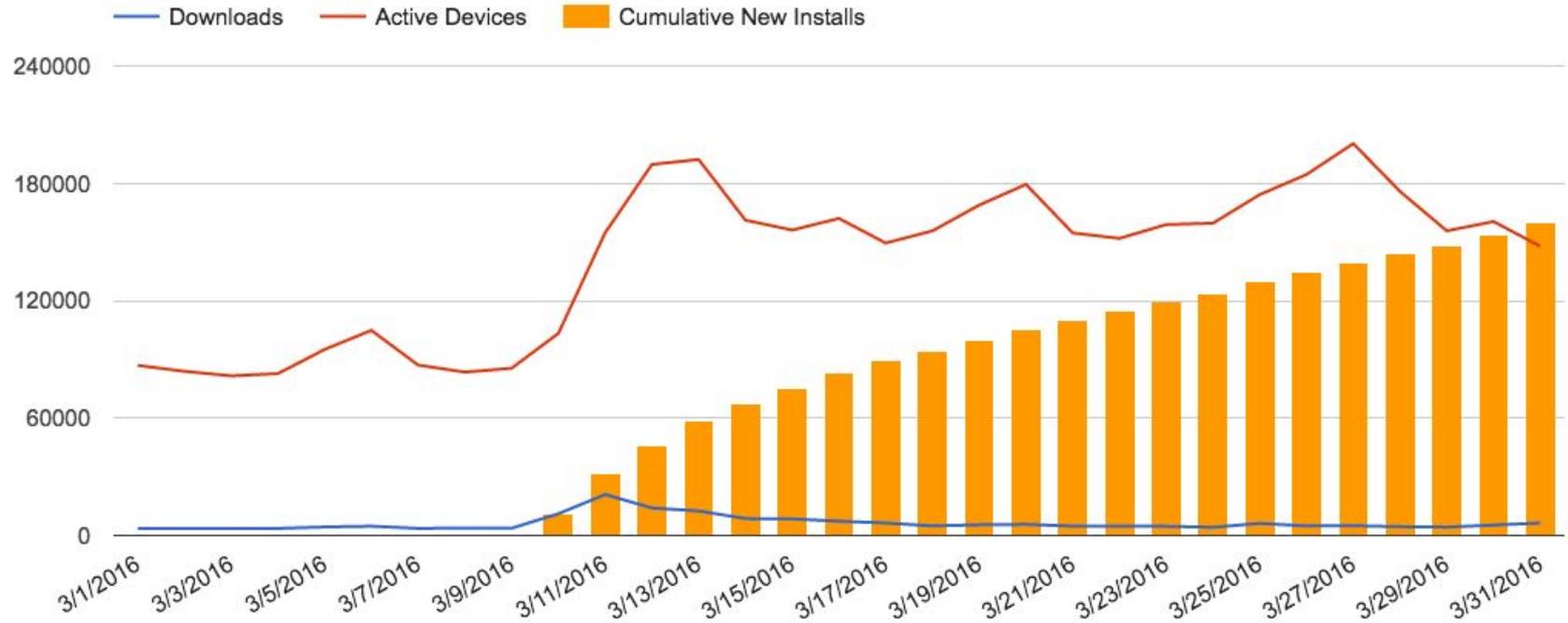
-- **Rob Lefebvre, *Cult of Mac***

New iOS App Features: Number of Mentions



# Q3 - Reading iOS

Installs popped and dropped, but active devices staying high:



# Q3 - Reading iOS

## Other successes and misses

Focus on Retention:

Avg Day 7 retention in Feb: **10%**

Target retention: **15%**

5.0 2-week avg: **15.4%**

Date	Devices	1	2	3	4	5	6	7
Feb Average	1,353	22%	15%	13%	12%	11%	11%	10%
Mar 12	4,417	29%	19%	16%	15%	16%	14%	16%
Mar 13	3,499	26%	20%	19%	17%	16%	17%	19%
Mar 14	2,976	26%	19%	18%	15%	17%	17%	15%
Mar 15	2,559	27%	20%	17%	16%	18%	14%	15%
Mar 16	2,138	31%	21%	20%	19%	17%	15%	14%
Mar 17	1,794	28%	22%	21%	20%	17%	17%	13%
Mar 18	1,428	29%	24%	21%	20%	17%	13%	14%
Mar 19	1,575	32%	22%	21%	18%	15%	14%	13%
Mar 20	1,514	30%	23%	18%	16%	14%	11%	13%
Mar 21	1,330	33%	22%	18%	16%	15%	15%	15%
Mar 22	1,169	29%	19%	17%	16%	16%	16%	15%
Mar 23	1,292	32%	23%	20%	21%	19%	17%	10%

“Day 7 retention” = % of users who return to the app exactly 7 days after first opening it

## Q3 - Reading Android

Objective: Sync across devices



Objective	Measure of success	Status
Android: Sync Saved Pages in the app within a Wikipedia account, so they can be synchronized across devices (T120107)	<ul style="list-style-type: none"><li>• Lay down the groundwork for the general implementation of "collections" in the Android app.</li><li>• Interoperate with the Gather API for storing the user's list of saved pages, so that they would automatically become available in mobile web, and vice versa.</li></ul>	On hold

### Context/Details/Other hits/misses:

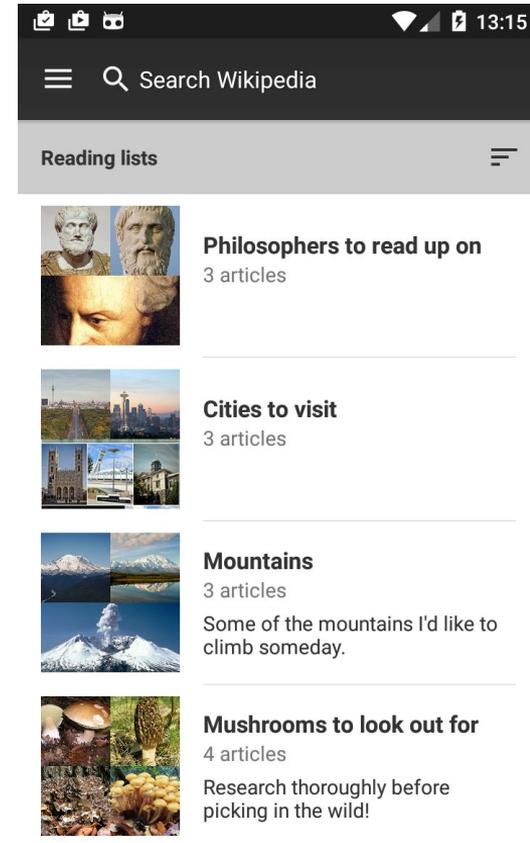
- Shortly after this goal was set, an RfC was started to disable the Gather extension. The RfC succeeded, leaving this goal without a backend to work with.
- Use of "userjs" options as a backend was investigated, but ultimately decided against it, since this data is transmitted with every pageview.

# Q3 - Reading Android

## Objective: Reading Lists



Objective	Measure of success	Status
Android: User can create a collection of articles ( <a href="#">T120108</a> )	A basic implementation of reading lists (visible and manageable only by the user), to set the stage for creating fully "social" reading lists.	Pending



### Context/Details/Other hits/misses:

- Pursued implementing reading lists, despite shutdown of Gather. (the reading lists will simply remain local to the user's device for now)
- Delayed by uncertainty regarding whether a backend will become available for syncing the lists to the user's account.
- User interface complete. Release to production is pending design tweaks based on user testing
- Learning: build the user interface first, then worry about the backend!

# Q3 - Community Tech

Objective: Prioritize needs



Objective	Measure of success	Status
Partner with community on identifying and prioritizing needed improvements	Report back to community on analysis of top 10 wishes from Community Wishlist Survey on wiki, Phabricator and mailing lists	Done
	Host on-wiki discussions on refining the definitions of reported problems, validating proposed solutions	Starting

## Context/Details/Other hits/misses:

- Community Wishlist status report #1 was published on-wiki January 21st, announced on-wiki and in mailing lists.[1] Status report #2 coming in April.
- Informal discussions about Migrating external links and Improving diffs on-wiki, conversations with Wiktionaries about numerical sorting.
- First big on-wiki discussion will be Cross-wiki watchlists. The first phase, a survey, began in late March. Discussion will start in April.
- Notes on all projects are on-wiki.

[1]: [https://meta.wikimedia.org/wiki/2015\\_Community\\_Wishlist\\_Survey/Status\\_report\\_1](https://meta.wikimedia.org/wiki/2015_Community_Wishlist_Survey/Status_report_1)

# Q3 - Community Tech

Objective: Wish fulfillment



Objective	Measure of success	Status
Improve core contributors' productivity	Complete development and ship features and fixes related to two wishes in the Wishlist Survey top 10	Wishes granted!

Features shipped for:

**Migrate dead external links to archives** (#1 in the Wishlist Survey)

**Pageviews Analysis tool** (#7)

We worked on these wishes first because there were already volunteer developers working on them, and we could provide support.



## Migrate dead external links to archives

[https://meta.wikimedia.org/wiki/Community\\_Tech/Migrate\\_dead\\_external\\_links\\_to\\_archives](https://meta.wikimedia.org/wiki/Community_Tech/Migrate_dead_external_links_to_archives)

Partnering with User:Cyberpower678 on Cyberbot II.

Community Tech contributed a centralized logging system so that multiple bots can run simultaneously, and recover from crashes. CT also contributed advanced deadlink detection code.

On English Wikipedia, all fixable links tagged with the {{dead link}} template have now been migrated to point to the Internet Archive.

Wiki	Bot	Page title	Page ID	Revision ID	Links fixed	Links not fixed	Service used	Date
<a href="https://en.wikipedia.org">en.wikipedia.org</a>	Cyberbot II	<a href="#">PDFCreator</a>	1828959	<a href="#">0</a>	0	1	IA	2016-04-07
<a href="https://en.wikipedia.org">en.wikipedia.org</a>	Cyberbot II	<a href="#">OtherOS</a>	8768989	<a href="#">714129150</a>	1	0	IA	2016-04-07
<a href="https://en.wikipedia.org">en.wikipedia.org</a>	Cyberbot II	<a href="#">3char</a>	3688508	<a href="#">714111706</a>	1	0	IA	2016-04-07
<a href="https://en.wikipedia.org">en.wikipedia.org</a>	Cyberbot II	<a href="#">Belmont Shore, Long Beach, California</a>	3202642	<a href="#">714110135</a>	2	0	IA	2016-04-07
<a href="https://en.wikipedia.org">en.wikipedia.org</a>	Cyberbot II	<a href="#">William Evan Allan</a>	2938624	<a href="#">714109353</a>	2	1	IA	2016-04-07

# Q3 - Community Tech

Objective: Wish fulfillment



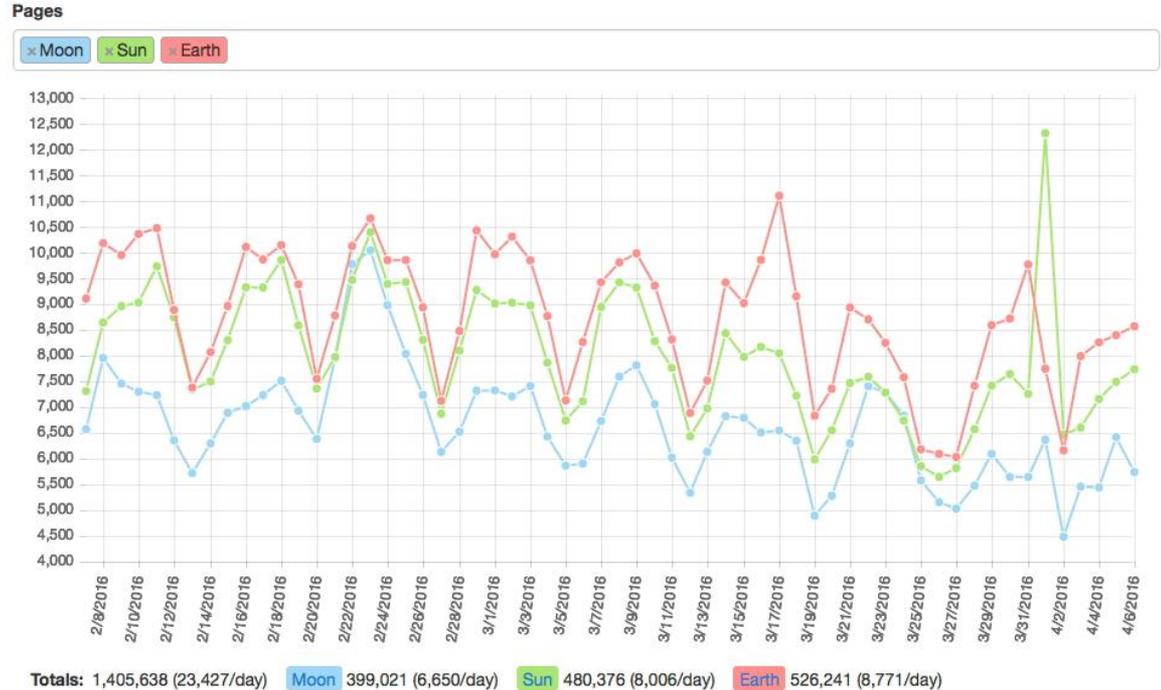
## Pageviews Analysis tool

<https://tools.wmflabs.org/pageviews/>

Partnering with User:MusikAnimal on Pageviews Analysis tool.

Community Tech contributed multi-language support, improved data exporting, and various UI and bug fixes.

The tool is linked on history pages on the top ten Wikipedias, and it currently gets about 15,000 hits a day.



## Q3 - Community Tech

## Other successes and misses

- Key learning from this quarter is that **most of our projects will be collaborations** with other people: volunteer developers, Wikimedia DE's TCB team, and other WMF developers. We're working on projects that users really care about, and lots of people want to contribute.
- We had staff-related issues during this quarter, which slowed us down. Functionally, we had two developers instead of three for most of the quarter. We're working now to fill the open position.
- We attempted to complete two projects that predated the Community Wishlist Survey during this quarter: **Gadgets 2.0**, and the **PageAssessments extension**. Both took longer than expected, and had to be deprioritized in favor of Community Wishlist projects.

# Q3 - Reading infrastructure

Objective	Measure of success	Status
Strengthen: Release Auth Manager: MediaWiki plug-in security architecture	Usage (# of services using new architecture) (T89459)	Missed. Work is progressing towards goal, but product is not yet fully implemented.

- Deployed SessionManager component of AuthManager project. Post-deploy support required a considerable effort from the team to correct a number of issues primarily related to non-RFC compliant user agents and performance considerations.
- Based on SessionManager rollout experience, AuthManager will initially deploy with a feature switch that will allow it to be quickly disabled if needed. This ability will be removed after the system has been shown to be stable in WMF production environments.
- Core AuthManager changes will be merged with the feature flag disabled by default as soon as security review has been completed. This will make recruiting 3rd party developers to help with long tail of AuthPlugin conversions easier.

# Q3 - Reading infrastructure

Objective: API Engagement



Objective	Measure of success	Status
Focus: Measure MediaWiki API usage	Availability of usage metrics on Hadoop warehouse for analysis. <a href="#">(T108618)</a>	Done. Data pipeline from MediaWiki to Hadoop via Kafka established. Full data available as of 2016-03-24.

- The completed portion of this project is the collection of raw Action API request data to the wmf\_raw.ApiAction table in Hive.
- Additional work will be needed to populate roll up tables suitable for creating dashboards [\(T102079\)](#).

## Q3 - Reading infrastructure

## Other successes and misses

- Implemented non-free image filtering for PageImages.
- Supported Gather removal from enwiki following community RFC vote.
- APISandbox rewrite merged to core. New sandbox supports many features not available in the previous extension and uses OOJS UI for interface consistency.
- OOJS UI DateTimeInputWidget
- Invented security feature to allow quick expiration of existing user sessions. Previous system took more than 48 hours to expire all active sessions. New \$wgAuthenticationTokenVersion method is nearly instantaneous.
- Adam is taking over as manager for this team. Bryan has transferred to Community Tech.

# Appendix

# Overview and Strategy

We locked down our strategy in Q2 2015 and we've been changing our focus to execution and more refined analysis

- Community engagement
- Understanding our users
- Putting design first in the development process
- Collaborations around the organization



### Status:

- Overall pageviews continue to be flat to negative

### Primary challenge:

- More mobile devices access our properties (56% more mobile devices on en wikipedia), but generate fewer pageviews per device (40% less on en Wikipedia)



If each team has a single strategy, they can use that strategy to make decisions using those guiding principles. Here are the initial strategy assignments:



Improve the Encyclopedia  
Experience



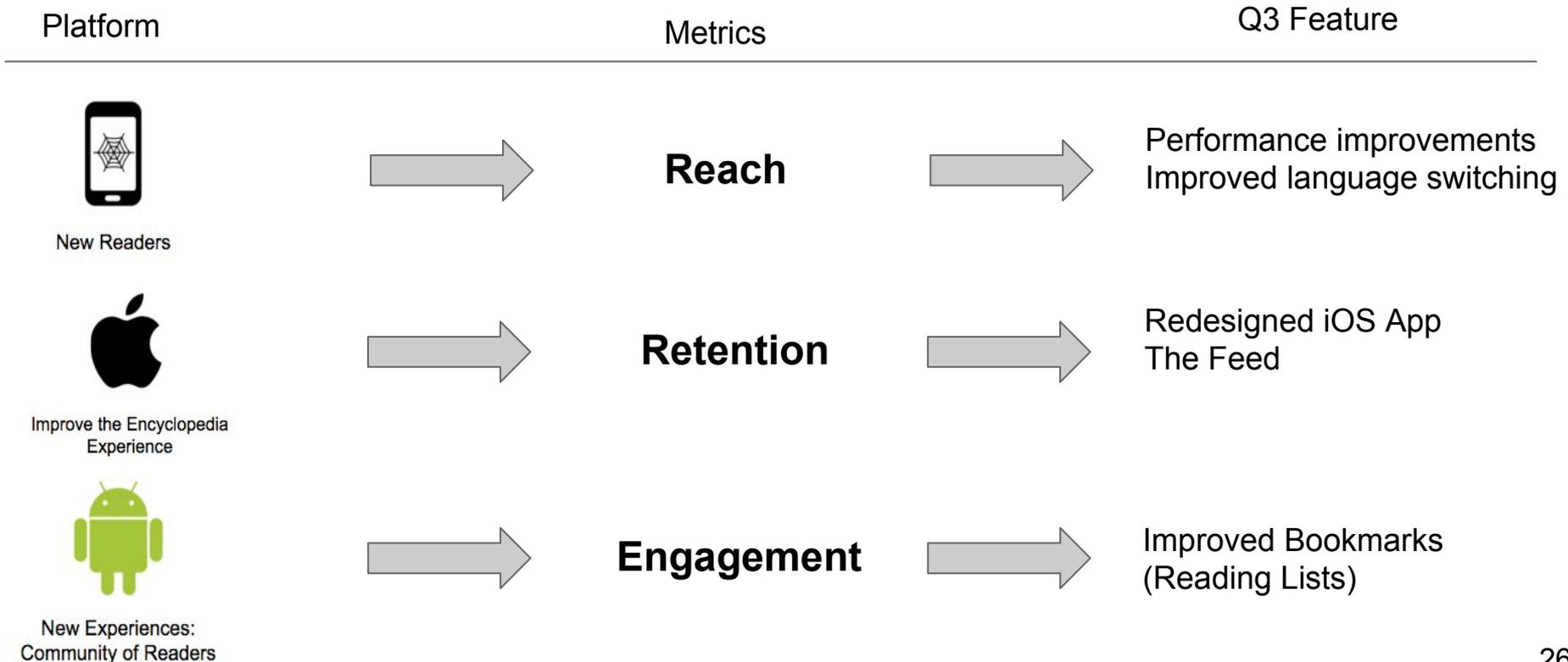
New Experiences:  
Community of Readers



New Readers

These allocations will likely shift over time as we perform tests, find one strategy outperforming the others, or simply migrate successful features from one platform to another.

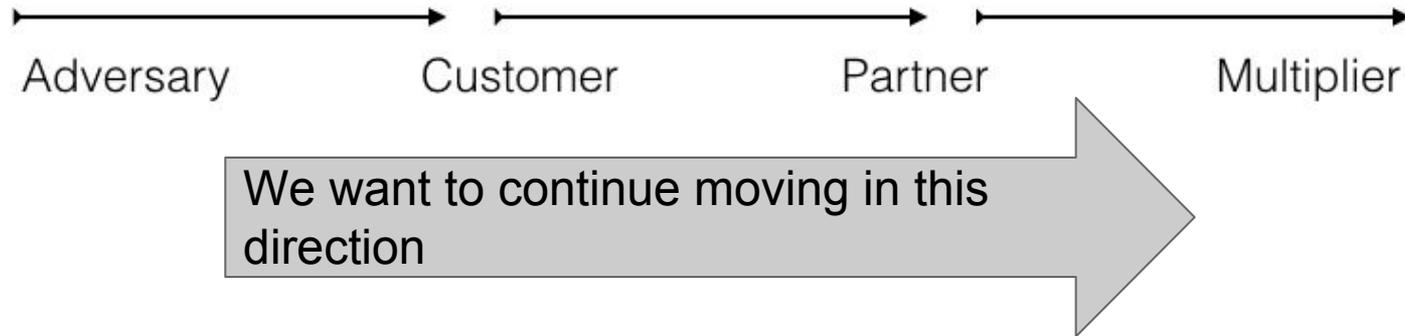
## How are we operationalizing our strategy?



# Community

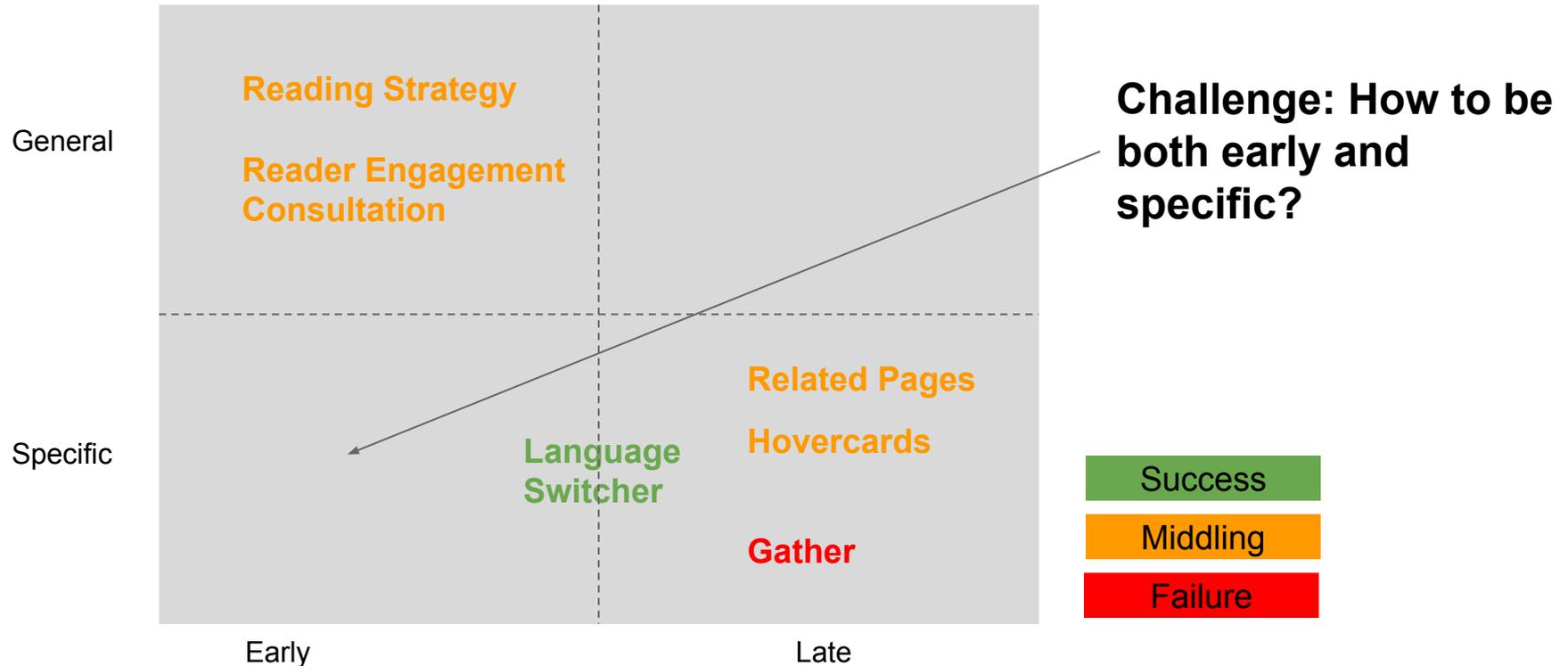
## Developing Useful Engagement Models

How we view our communities

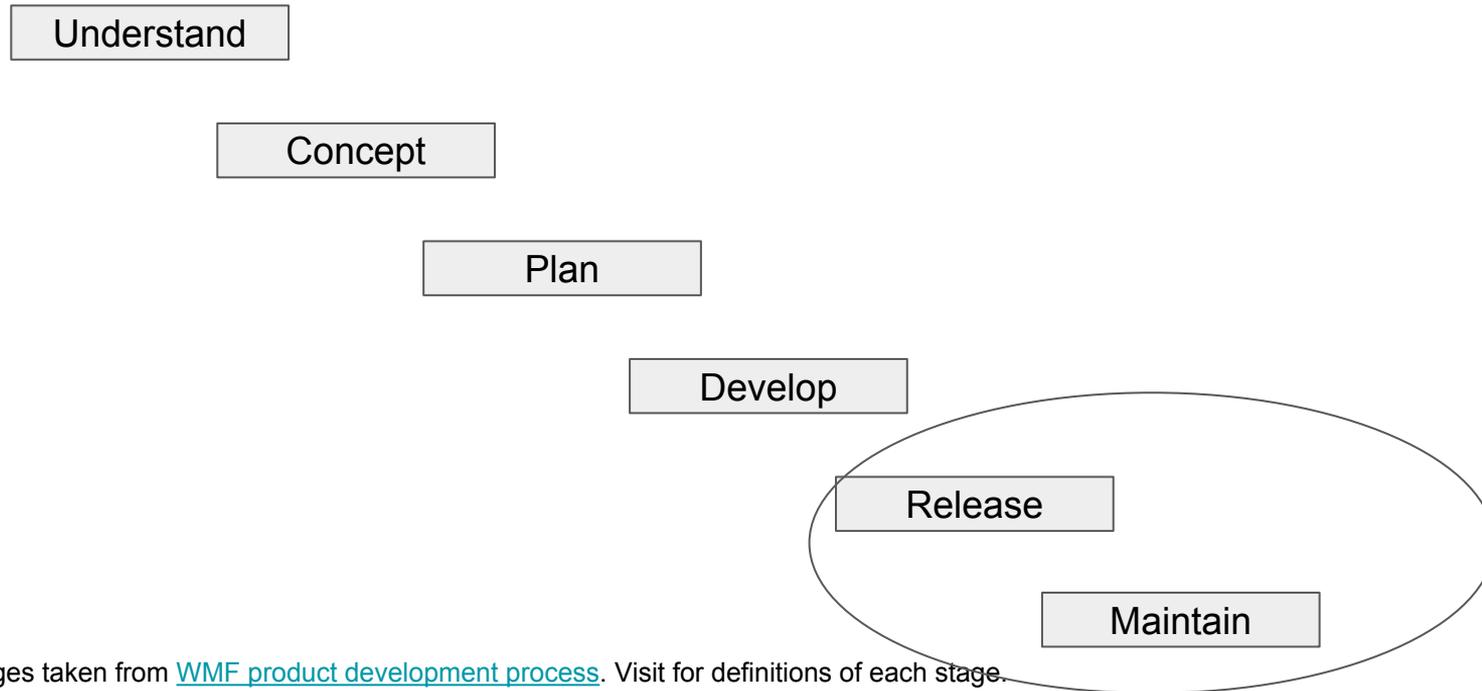


Note: Specifics may be different for different projects and teams

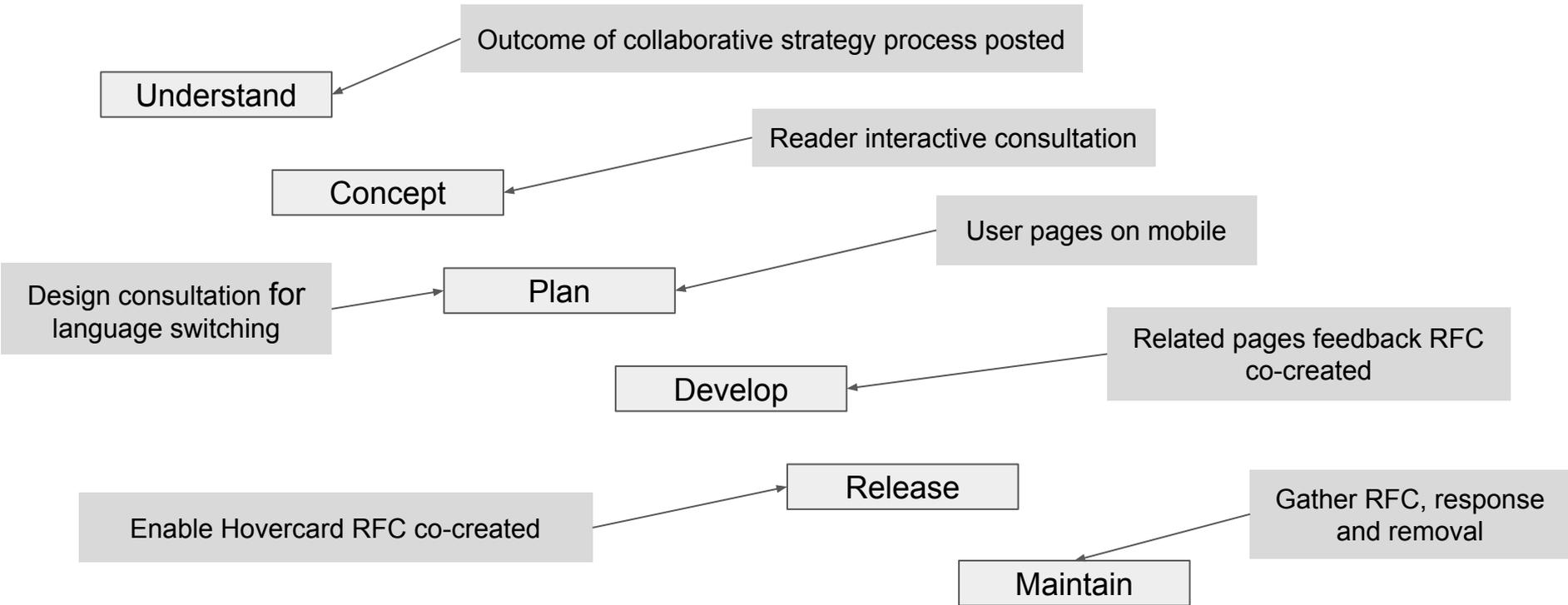
## Mapping Engagement Success



Product used to primarily interact with the community here:



We are now working with community earlier in the product development cycle



### Reading Engagement

- Outcome of strategy process posted on Wiki in parallel with Annual planning
- Q4 Planning done with a completely open (on-wiki) process and community members invited to brainstorm
- Userpages on mobile improved - design consultation and release in response to community concern
- Mobile friendly(!), reader friendly, consultation on making wikipedia more interactive for readers
- Isarra and TheDJ joined kickoff discussion about mobile friendly articles
- Enable Hovercard RFC co-created with community members in En and Ru
- Related pages feedback RFC co-created with community members on Meta
- Design consultation around language switching improvements on mobile

**Learning:** It is nearly impossible to hear from mobile users via existing on-wiki consultation methods. Comms work with Facebook and other platforms is promising

### Community Tech Engagement

- Wishlist Survey gives the community the opportunity to express needs, the team has room to design solutions
- Many projects are done in collaboration with volunteer developers
- Regular status reports, notes and discussions are published on-wiki
- Danger of over-communicating -- people tune out, may not engage when we need them.

# Understanding our Users

- **Number of Readers:** WMF Analytics has developed a method to count unique devices in a privacy sensitive way; we can now analyze and publish uniques devices (as a proxy for Readers) by wiki, country (and wiki/country). See some initial numbers below.
- **Ethnographic Research:** The Mexico trip was successful (more below) and 2 more trips are being planned
- **Reader Intention:** WMF Research has been using Quick Surveys and research to understand why readers come to the site. More findings continue to come from this data.
- **Usability Lab:** Prototyping Labs are bi-weekly (every other week) user testing labs run by the Reading team's UX department in conjunction with the Design Research department.
- **Mobile Usage:** The instance of Piwik, an open source analytics system is not scaling well to our needs.

# Q3 - Reading

In February 2016, we conducted a 2-week contextual inquiry in Mexico to learn about how people think about **knowledge, learning, and the internet.**

We interviewed **15 non-wikimedia participants** and **experts in medicine, education, and emerging internet access.**

We gained valuable insights that will be used to guide communications, product, and partnerships along the Reading strategic pillar “[New Readers: reach more users in the global south.](#)”

See the full research write up on [mediawiki.org](http://mediawiki.org)

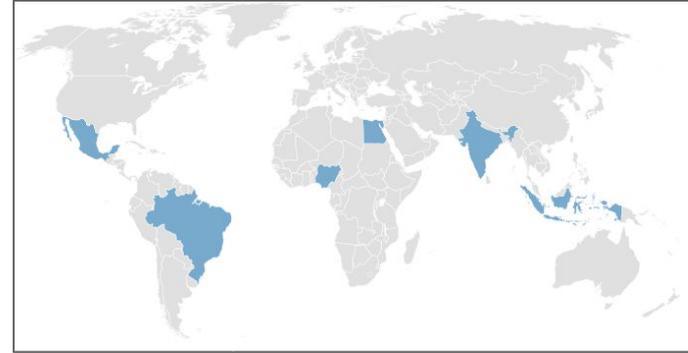


### Looking ahead

In Q4, we will build upon the [Mexico Reader's Research](#) in the [New Reader's Initiative](#), a collaboration between Reading, Design Research, Communications, and Global Reach.

Following the WMF strategy's [global reach component](#), we are continuing to develop a holistic understanding of readers around the world, particularly in countries where access to the internet is quickly growing.

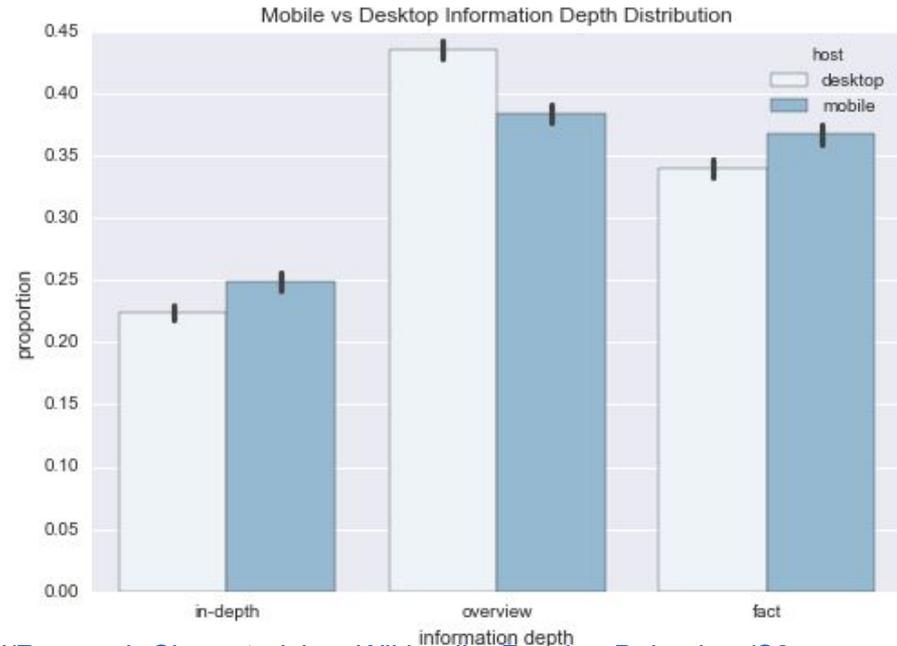
In Q4, we will conduct deep research in Nigeria and India, which will be used to develop user personas and guide efforts across the Foundation.





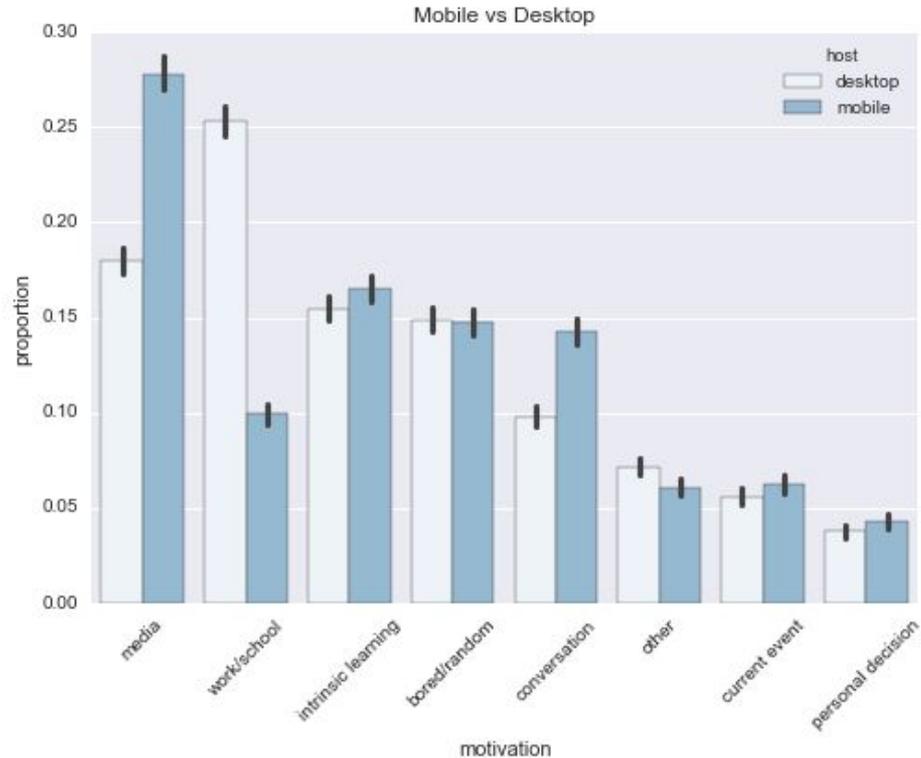
Using Quick Surveys and with operational support from our engineering team, the Research team is putting together some incredible analysis of our readers. Here are some teasers:

In depth learning is the goal of about 25% of all traffic across mobile and desktop.  
(English Wikipedia)





For the 70% of readers who listed just one external motivation for coming to the site, we see predictable differences between desktop and mobile.



## Q4 Goals

# Q3 - Reading (Q4 Goals)

Objective	Key result	Dependency
Web: Increase learning by lowering cost of exploration	Launch hovercards beta feature on desktop web across multiple wikis, gauge improved reader satisfaction via survey <a href="https://phabricator.wikimedia.org/T70860">https://phabricator.wikimedia.org/T70860</a>	<ul style="list-style-type: none"><li>• Community Engagement</li><li>• Analytics</li><li>• Ops</li></ul>
Web: decrease load time and cost for low-resource environments	Lazy loading of images, and cutting default html size on wikipedias, stable mobile web channel. <a href="https://phabricator.wikimedia.org/T113066">https://phabricator.wikimedia.org/T113066</a> Specific key results here: <a href="#">Reading/Web/Projects/Barack Obama in under 15 seconds on 2G#Key Results</a>	
Android: Launch feed	Drive user retention via Feeds on the app's home screen, with an emphasis on sharing the feed content. In the process, encapsulate as much feed generating logic in our RESTBase service, for use by Android, iOS, or other consumers. <a href="#">phab:T129076</a>	Success of the Feed feature in the iOS app, after its release.

# Q3 - Reading (Q4 Goals)

Objective	Key result	Dependency
iOS: Universal links	Continue to improve user retention by implementing "Universal Links" (aka deep links) which provide convenient re-entry to the app from links and OS search, but do not advertise or promote the app. <a href="https://phabricator.wikimedia.org/T97785">https://phabricator.wikimedia.org/T97785</a>	Web
Infrastructure: finish MediaWiki authentication framework rewrite	Enable two-factor authentication via AuthManager on the Wikimedia cluster. (T130340)	Security
Community Tech: Increase core contributors' productivity	Ship features and fixes related to three wishes in the Wishlist Survey top 10	
Community Tech: Support volunteer and chapter developers	Work with volunteer devs and WMDE's TCB at the Hackathon and in Berlin on wishes below the top 10	

## Key Metrics

# Q3 - Reading

	<b>Monthly unique devices (desktop + mobile web)</b> Average January-March	<b>% mobile</b>
English Wikipedia	645 million	61%
Spanish Wikipedia	126 million	60%
German Wikipedia	89 million	53%
Japanese Wikipedia	83 million	65%
Russian Wikipedia	80 million	53%

<b>Monthly pageviews/device</b> English Wikipedia Average January-March	
Desktop	36
Mobile web	19

(Top 5 projects by overall unique devices - no global number available)

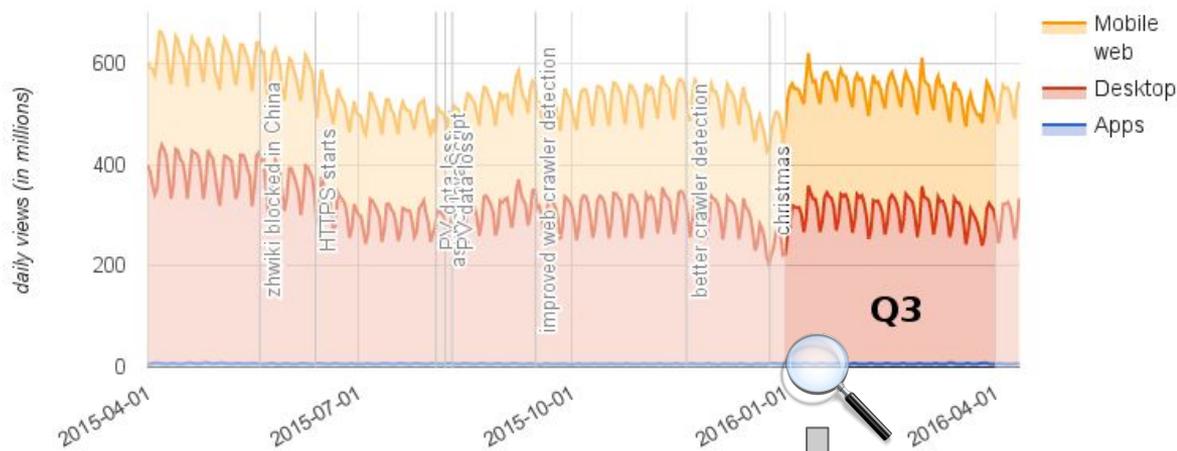
[New metric](#) constructed by the Analytics team

NB: devices <> users

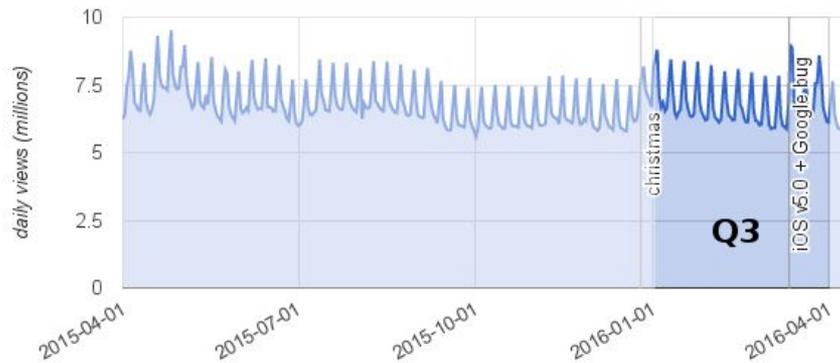
# Q3 - Reading

## Appendix: Key metrics

### Total pageviews, by access method



### Mobile app pageviews



### Pageviews per month

<b>Total</b>	<b>16.4 billion</b> +5.0% from Q2 -9.4% YoY (est.)*
Mobile web	7.2 billion +8.6% from Q2 +9.7% YoY (est.)*
Desktop	9.0 billion +2.2% from Q2 -21.0% YoY (est.)*
Apps	206 million +6.4% from Q2 +24.4% YoY (est.)*

All normalized to 30 days/month

\* Guesstimate due to [incomparable datasets](#); we anticipate up to +2pp divergence



General trends (since 2013):

Globally, total human readership (excluding crawlers and automated traffic) is **slightly declining**.

Possibly attributable to two one-time effects:

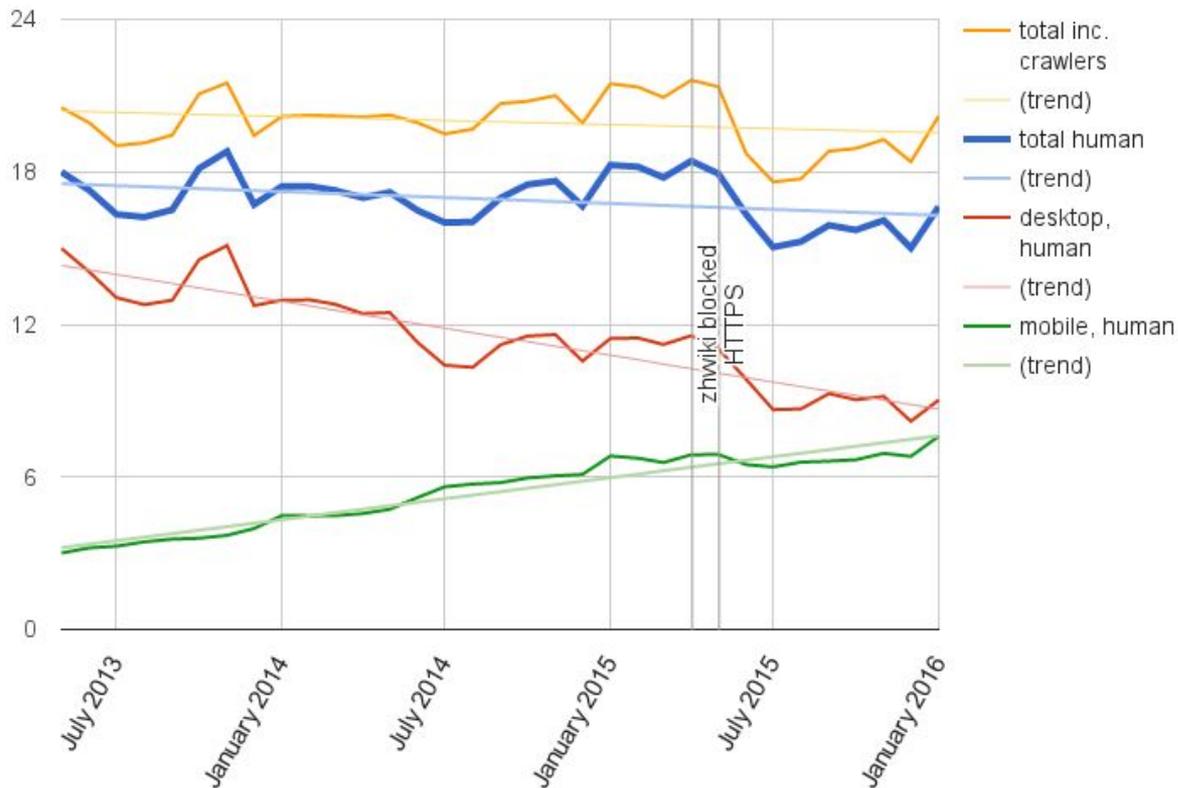
- Block of zhwiki in China in May 2015 (est. -1.5 to 2% drop in total traffic)
- Converting our sites to HTTPS-only in June 2015

**Mobile is increasing as desktop is declining.**

Mobile growth is **replacing desktop readership**, approaching parity.

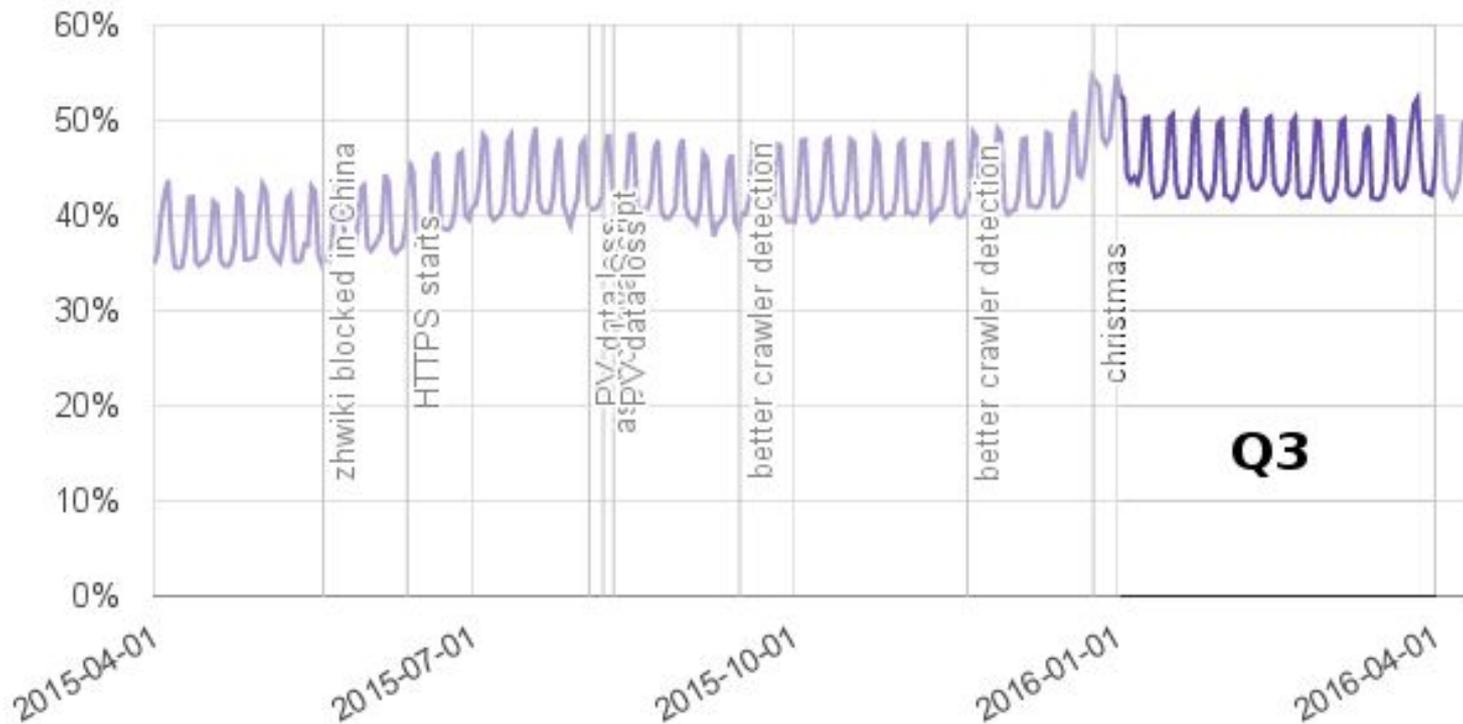
See February 2016 metrics presentation for more detail

### Wikimedia monthly pageviews (worldwide), 2013-2016

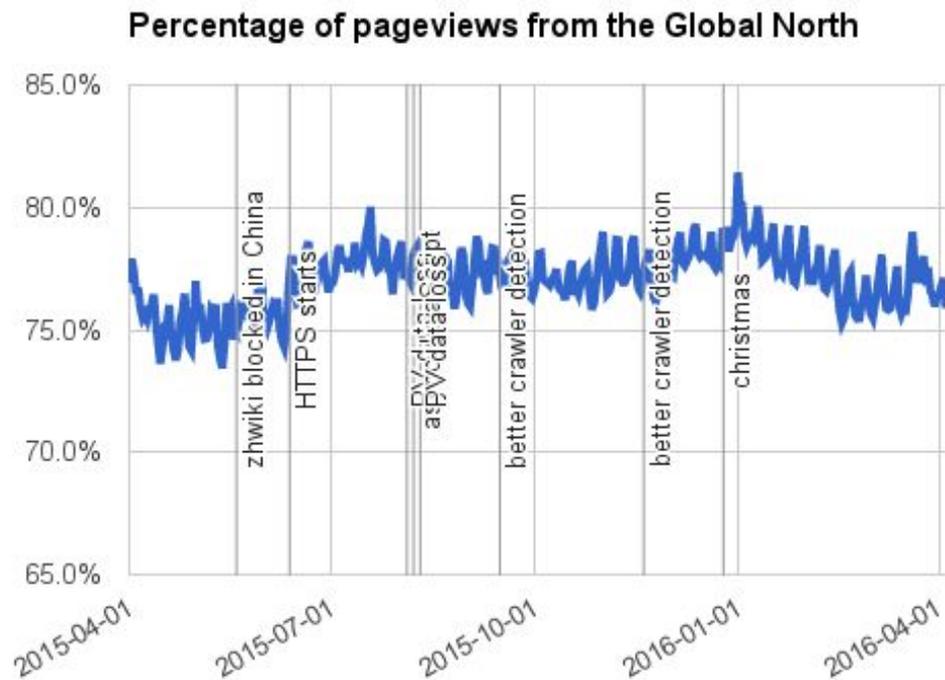




### Wikimedia daily pageviews, %mobile (web+apps)



# Q3 - Reading



Global North ratio: 77.4% of total pageviews  
(Q2: 77.6%)

Pageviews per month	Global North	Global South
<b>Total</b>	<b>12.7 billion</b> +4.7% from Q2 -5.7% YoY (est.)*	<b>3.7 billion</b> +5.9% from Q2 -20.2% YoY (est.)*
Mobile Web	5.5 billion +7.1% from Q2 +13.7% YoY (est.)*	1.7 billion +14.0% from Q2 -1.7% YoY (est.)*
Desktop	7.0 billion +2.8% from Q2 -17.3% YoY (est.)*	2.0 billion +0.1% from Q2 -31.4% YoY (est.)*
Apps	165 million +7.7% from Q2 +24.2% YoY (est.)*	42 million +1.6% from Q2 +25.3% YoY (est.)*

All normalized to 30 days/month

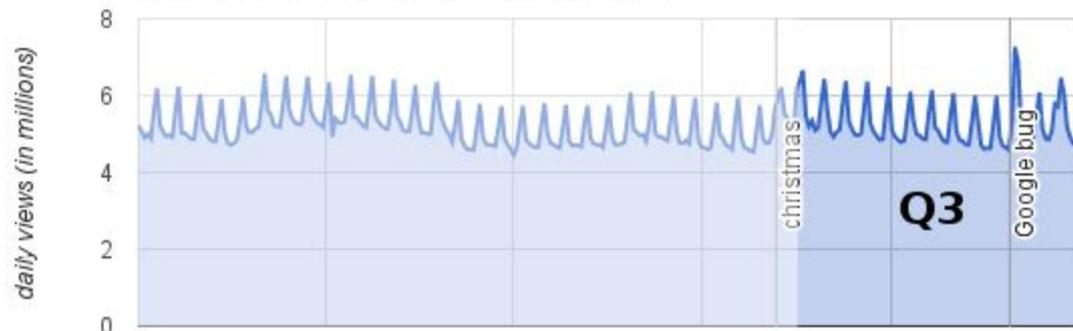
\* Guesstimate due to [incomparable datasets](#); we anticipate up to +2pp divergence

# Q3 - Reading

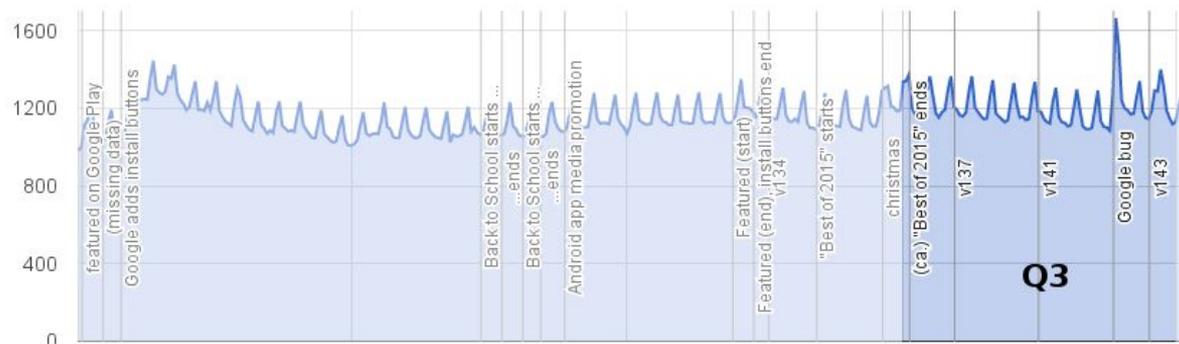


Android app usage	
Monthly pageviews	159 million +5.3% from Q2 YoY: N/A
Daily installs	31.8k -17.2% from Q2 +27.3% YoY
Install base (March 31)	15.5 million devices +4.0% from Q2 +34.1% YoY
Monthly users	7.1 million -4.8% from Q2 +16.6% YoY
Daily users	1.21 million +3.5% from Q2 +14.3% YoY

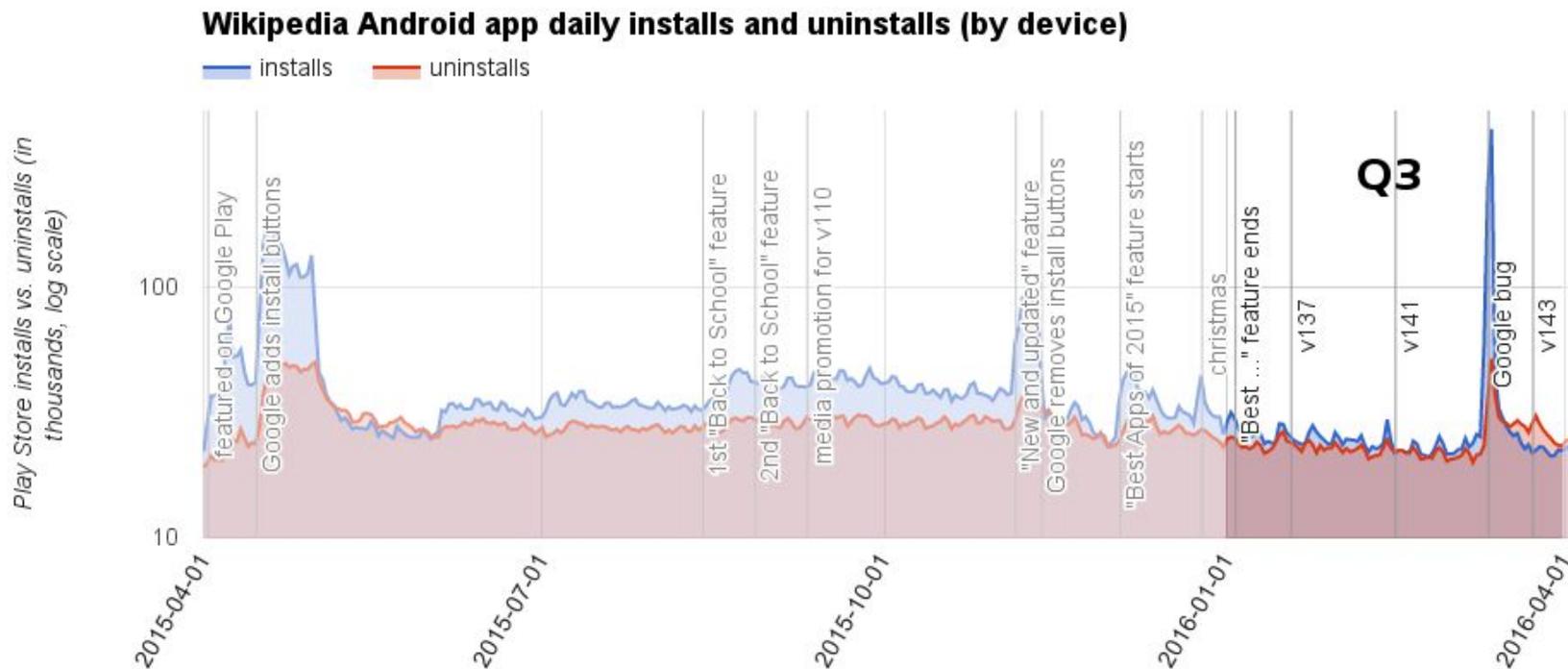
## Android app pageviews



## Wikipedia Android app daily active users



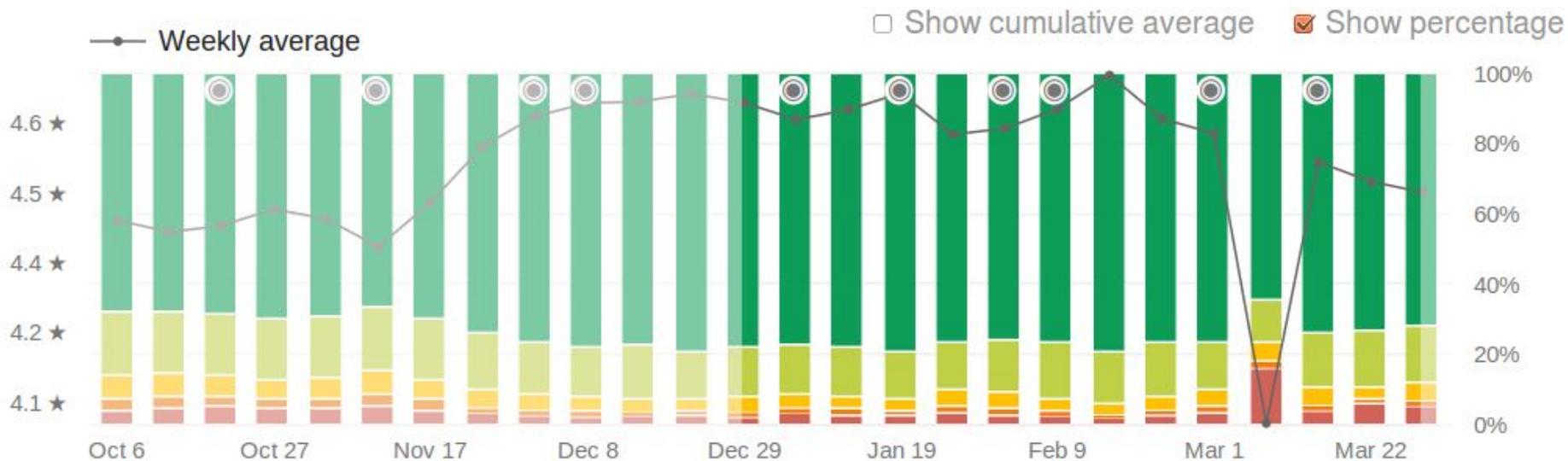
# Q3 - Reading



A bug in Google's search results caused installs, and subsequently uninstalls, to spike around March 11 (see below for more detail). This is responsible for most of the growth of the app's install base during this quarter.

In 2015 the app had been benefitting (since April) from a [new feature](#) in Google Search showing install buttons for a website's app next to general search results for that site. Google ended this experiment in November, causing the app's install rate to drop significantly.

### Android reviews/rankings

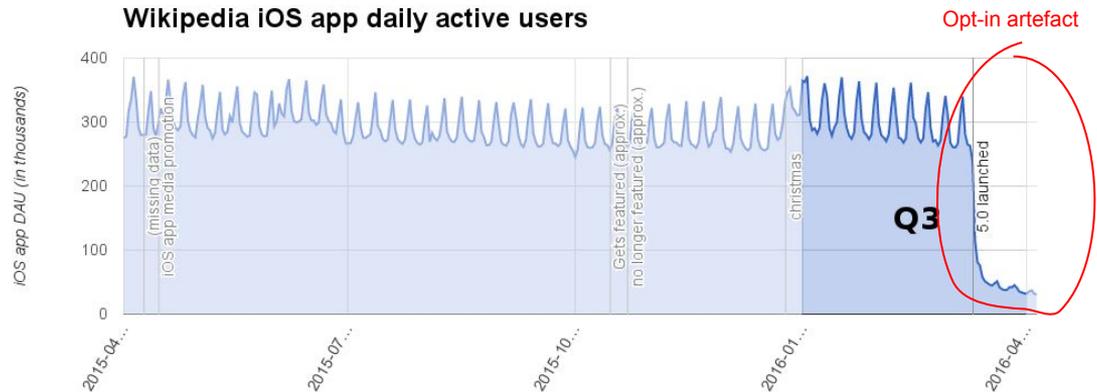
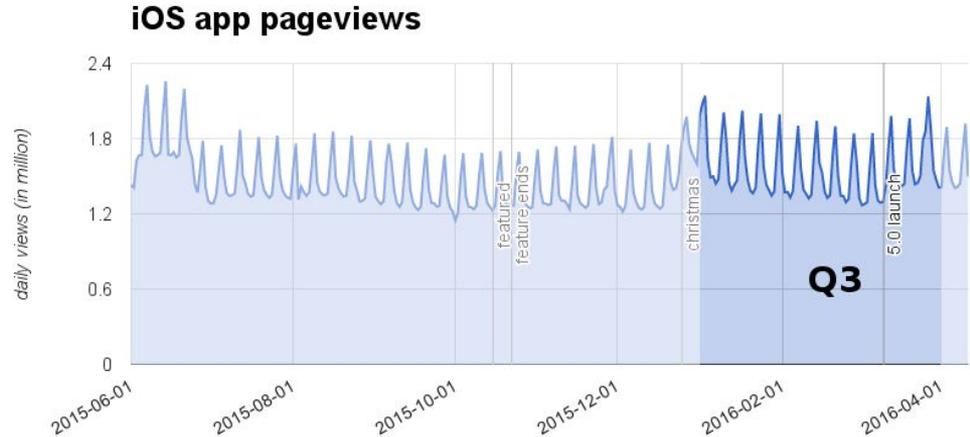


Notes: Cumulative #'s unavailable due to recent change to Play store analytics

# Q3 - Reading

iOS app usage	
Monthly pageviews	4.7 million +10.5% from Q2 YoY: N/A
Daily downloads	5.4 k +12.9% from Q2 -14.8% YoY
Monthly users	N/A
Daily users	N/A

The iOS app switched to opt-in usage data collection. This means that the internal metrics we have been relying on so far are no longer useful for measuring absolute usage.

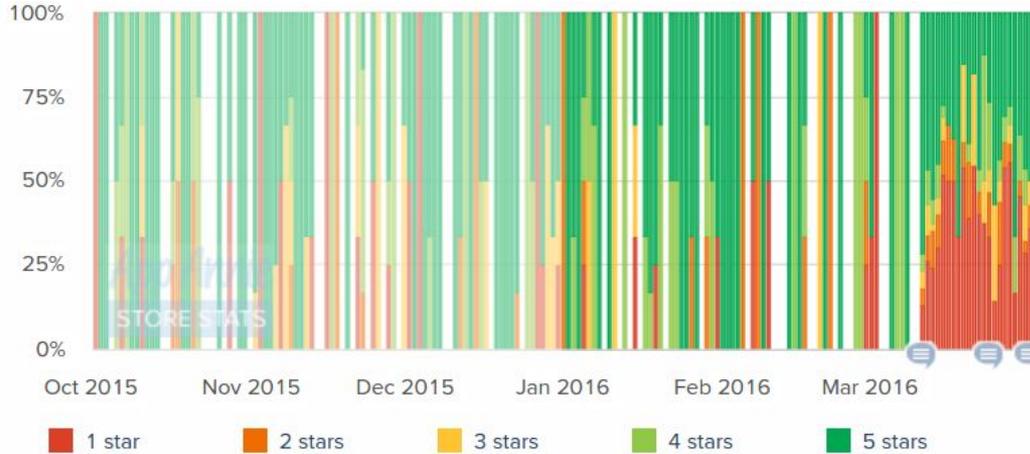


iOS downloads since January 2015



# Q3 - Reading iOS

### iOS Ratings

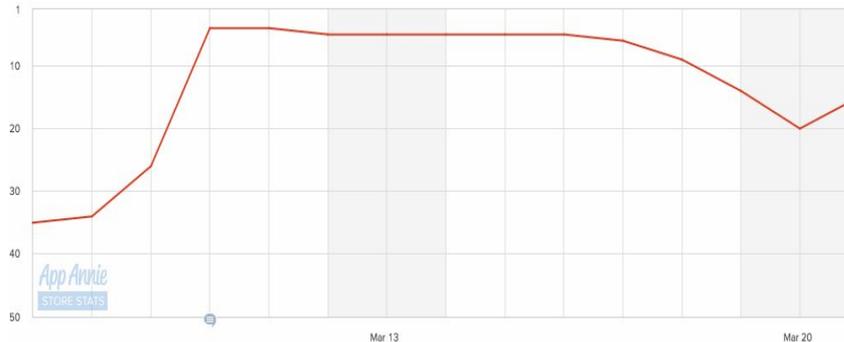


588 reviews in Q3

Average rating: **3.3**  
(Q2: 3.9, Q1: 3.5,  
Q4: 2.9,  
Q3 2014/15: 3.8)

Grey bubbles mark new version releases.

### iOS Rankings





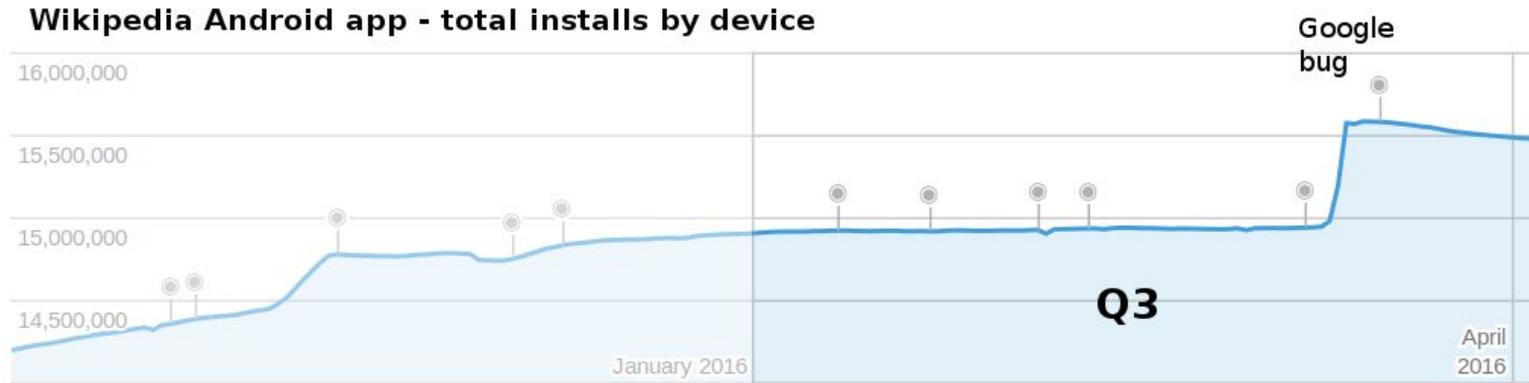
Across both apps, the median app session length is 1-2 pageviews, and around 3 minutes. A typical user had 1-2 sessions per week.

Metric for March 20-26, 2016	10th Percentile	50th Percentile	90th Percentile
<b>Pageviews per session</b> (session ends after 30 minutes of inactivity)	Android: 1-2 iOS: 1-2	Android: 2-3 iOS: 2-3	Android: 6-7 iOS: 7-8
<b>Session Length</b> (s = seconds)	Android: 15-16 s iOS: 8-9 s	Android: 192-194 s iOS: 164-168 s	Android: 1504-1536 s iOS: 1440-1472 s
<b>Sessions per user</b> (during that week)	Android: 1-2 iOS: 1-2	Android: 1-2 iOS: 1-2	Android: 7-8 iOS: 6-7

Note: Data in table refers to 7 day window (calculated weekly).  
iOS data restricted to users who opted into sharing usage data



## Miscellany



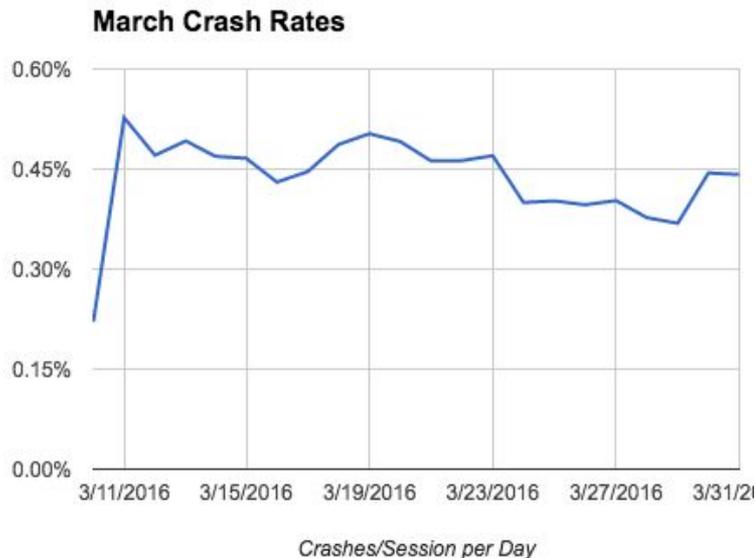
### The curious incident of March 12

- For about one day, Google accidentally redirected Wikipedia search results directly to our app listing in Google Play, instead of giving the user an option to read the article in mobile web. (this applied to other apps, not just Wikipedia)
- This resulted in a lot of complaints, and around 600K new installs. Unfortunately, since these were “forced” installs, our uninstall rate increased above average, and is just now leveling off. Still, our install base currently remains around 500K (ca. 3%) larger than before the incident.

# Q3 - Reading iOS

Quality feedback...

Low crash rates (esp for new app):



User feedback to OTRS:

