

Collaboration Team Quarterly Review

Wikimedia Foundation - Q3 of FY14-15

January 29, 2015

Agenda

Team intro

What we said we would do

What we did

What we learned

Metrics

What's next

Asks

What we said

Objective	Measure of success	Dependency	ETA	Status
Develop navigation tools	Working features: Table of Contents and Search	Design, Engineering	EOQ	
Co-op: Ready for project's pilot launch	Co-op ready to launch, using Flow	Co-op staff, ContentModel	EOQ	
French WP: Evaluate progress, move to stage 3	Demonstrate Flow's benefits, community approval for further deployment	Evaluation, community approval	EOQ	
LiquidThreads conversion	Conversion of OfficeWiki LQT pages	Engineering	EOQ	
[Language TBD] WP: Get to at least stage 2	Community approval for project page in non-EN/DE	Community approval	EOQ	
Collect baseline usage data, regular Design Research user testing	Limn dashboard, regular schedule for Design Research user testing	Design Research, Engineering	EOQ	

What we did

Objective	Measure of success	Dependency	ETA	Status
Develop navigation tools	Working features: Table of Contents and Search	Design, Engineering	EOQ	Table of Contents released, Search in progress
Co-op: Ready for project's pilot launch	Co-op ready to launch, using Flow	Co-op staff, ContentModel	EOQ	Ready to go
French WP: Evaluate progress, more deployment	Demonstrate Flow's benefits, community approval for further deployment	Evaluation, community approval	EOQ	Successful evaluation, a couple of feature requests before approval
LiquidThreads conversion	Conversion of OfficeWiki LQT pages	Engineering	EOQ	OfficeWiki complete, talking to TranslateWiki
[Language TBD] WP: Project page deployment	Community approval for project page in non-EN/DE	Community approval	EOQ	Catalan WP: Village pump/Technical
Collect baseline usage data, regular Design Research user testing	Limn dashboard, regular schedule for Design Research user testing	Design Research, Engineering	EOQ	Limn dashboard, beginning 2nd round of user testing

What we learned

What we learned: French WP: Forum des nouveaux

French WP's **Forum des nouveaux** is running two versions concurrently -- a **wiki talk** version and a **Flow** version. We compared the activity on both versions over four weeks.

	Total Questions	Good Questions	Inappropriate / Nonsense	Come Back to Reply or Say Thanks
Wiki talk version	68	53 (78%)	15 (22%)	7 (10%)
Flow version	53	38 (72 %)	14 (26%)	16 (30%)

The proportion of good/bad questions is about the same, but users on the Flow version are three times more likely to come back and provide more information, ask follow-up questions, or just say *merci*.

Shift in strategy for the team

Previous strategy :

Build enough features until the English WP community likes Flow.

New strategy :

Focus on getting to the next deployment stage for projects that want to use Flow.

Provide real value to real communities, across language Wikipedias.

Prioritize feature requests that unlock the next deployment stage.

Deployment Stages: Iterative, customer-driven

stage 1 : Test pages *

stage 2 : 1-2 project pages **

stage 3 : 3-10 project pages

stage 4 : Namespace - new pages

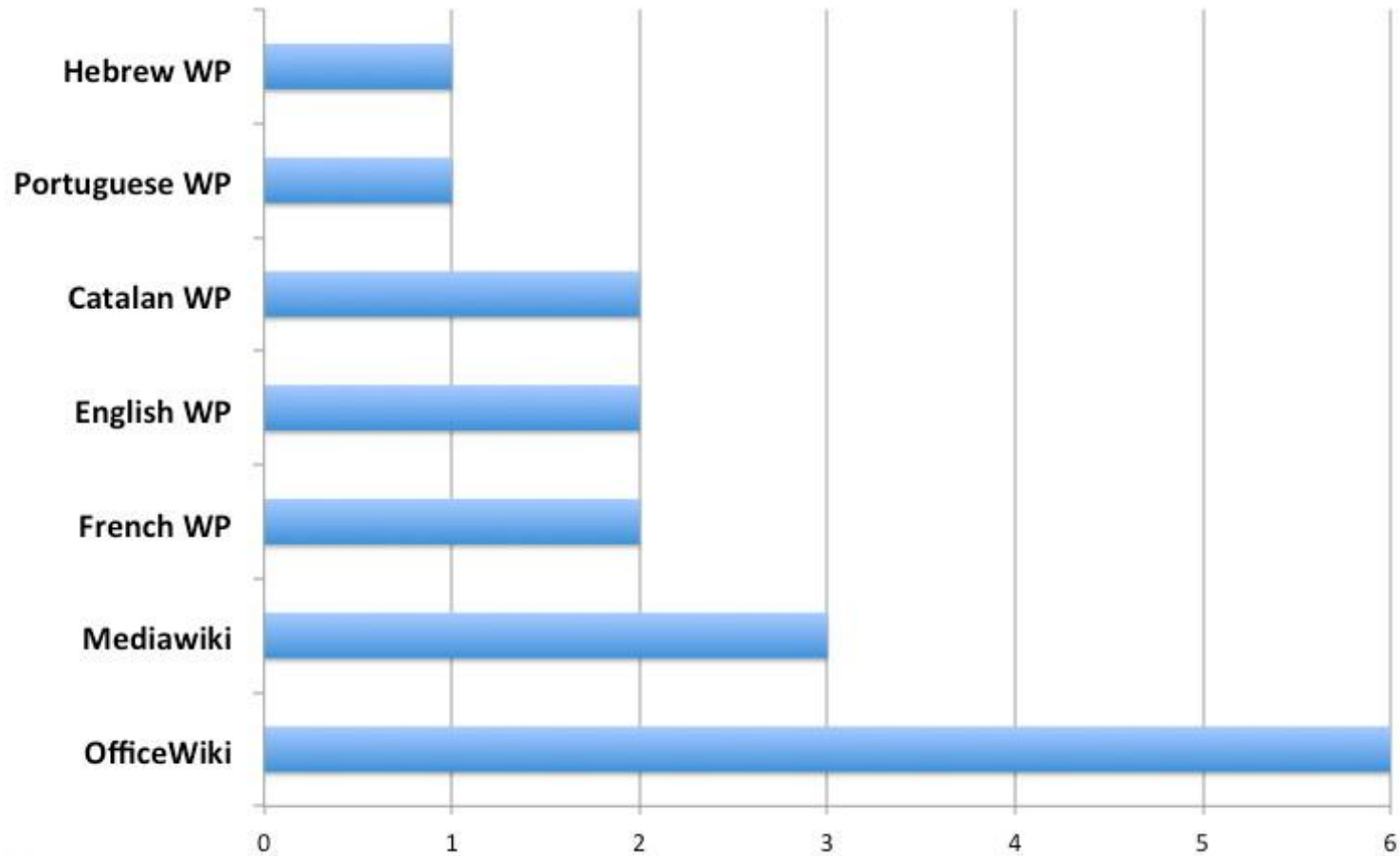
stage 5 : Namespace - all pages

stage 6 : Wiki-wide deployment

* Test pages = Talk:Flow & Sandbox

** Project pages = Help, Village pump, WikiProjects

Current deployment:



Feature requests to support future deployment

Catalan :

Indentation/reply, Simple editing toolbar

French :

Indentation/reply, Make unhiding comments easier

Translatewiki :

Category support, URL pre-fills, Simple editing toolbar

Coming up: working with Portuguese, test pages requested on Korean, Polish, Russian.

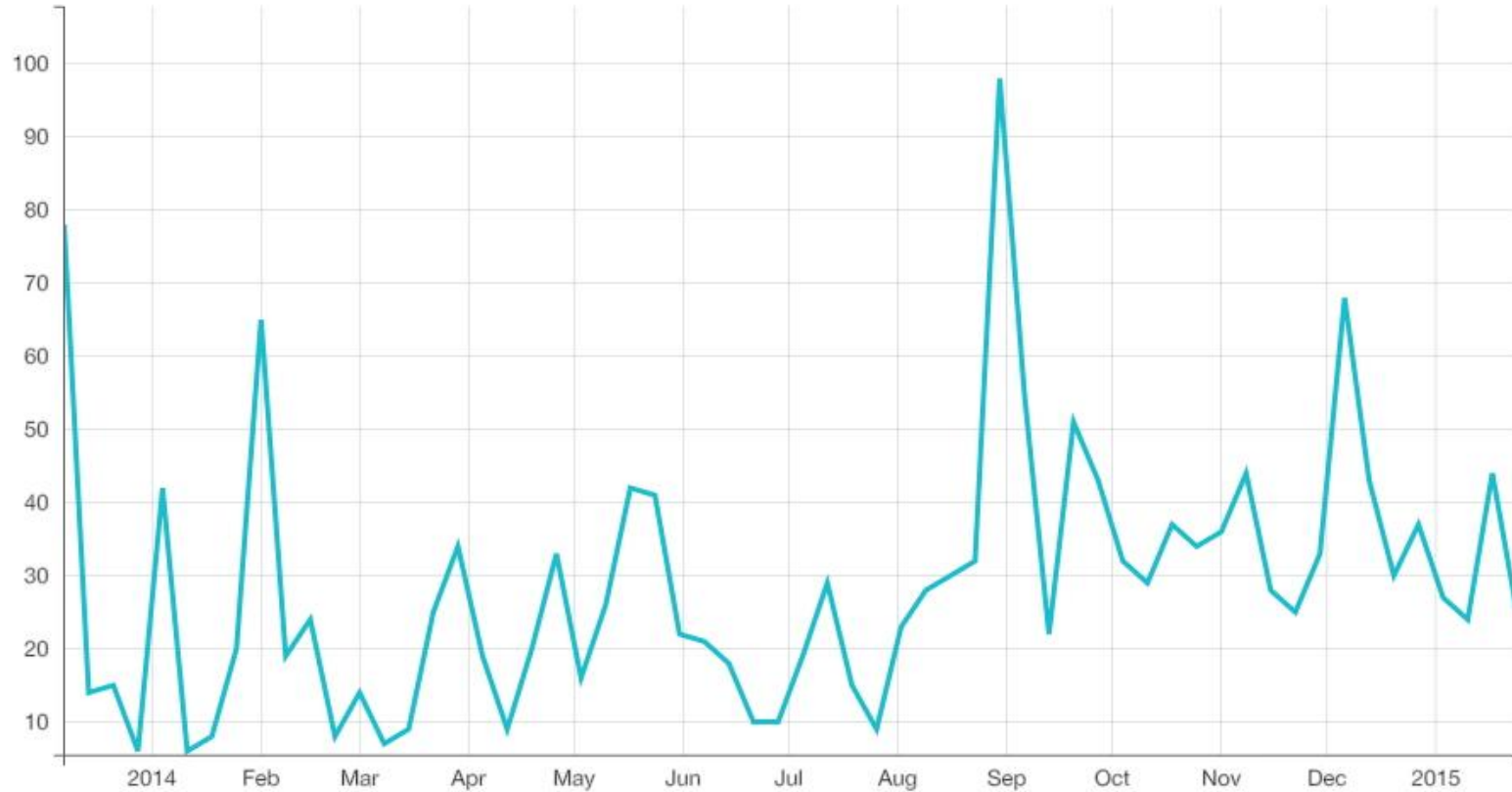
Metrics

Metrics

- Usage data
 - Key metrics: unique users, active boards, active topics, messages posted
 - Currently on Limn dashboard

- Comparisons
 - Key metrics: engagement and retention of new contributors
 - These become more relevant as we move to wider deployments
 - We'll be working with Analytics on a plan for gathering & analyzing

Usage data: Unique users



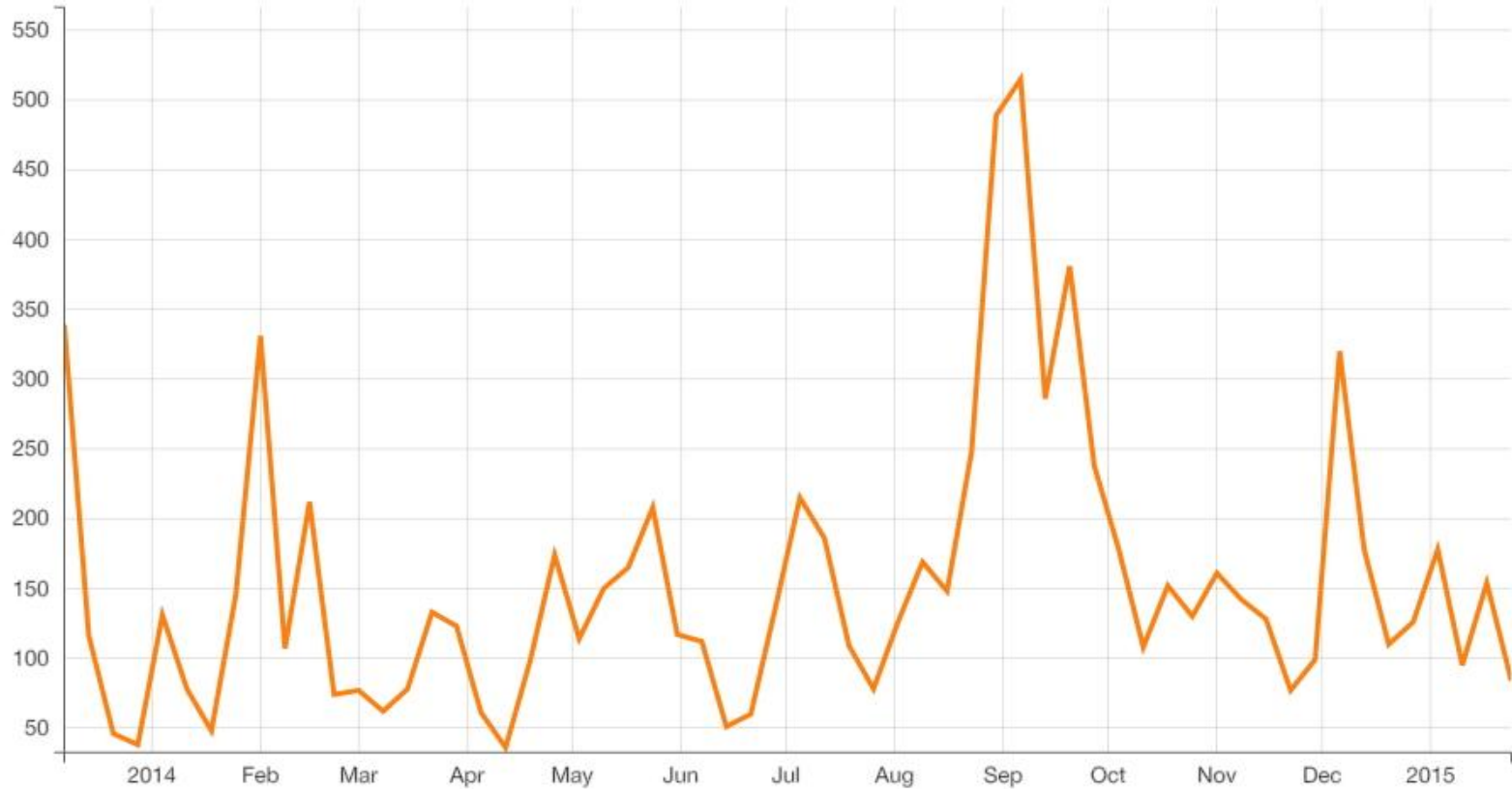
Usage data: Active boards



Usage data: Active topics



Usage data: Messages posted



What's next

Objective	Measure of success	Dependency	ETA	Status
French: Stage 2 → 3	All Help spaces, other project pages	Community, Team	EOQ	
Portuguese: Stage 1 → 4	Help spaces, significant use on project pages	Community, Team	EOQ	
Catalan: Stage 2 → 5	Village Pump, Help spaces, New pages on 1 namespace	Community, Team	EOQ	
[Language TBD]: Stage 5	Community approval for project page in non-EN/DE	Community, Team	EOQ	
Translatewiki: Wiki-wide	LQT → Flow conversion on all talk pages	Community, Team	EOQ	
Co-op: Successful pilot, public launch	Flow used in public launch, prob w/ feature request	Co-op staff, Team	EOQ	

Asks

We need more people so we can make more things

- More developers (one front-end req with Tomasz, we need more)
- A scrum master (open req with Arthur)
- A business analyst