
product modernization

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AI

BLOCKCHAIN

ML

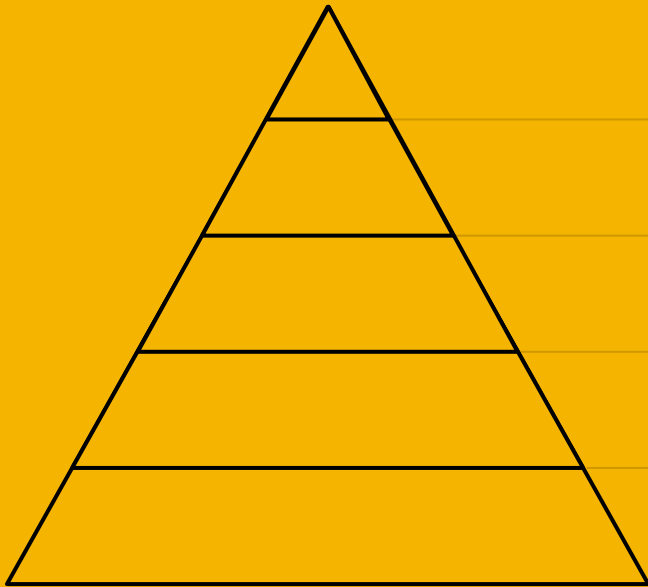
WALK
INTO
A BAR

today

share our product vision and framework
talk about the themes we've identified
communicate emerging platform needs

product modernization

3-5 year planning process



roadmap what we're actually going to do and in what order

plan what we'll do: w/ costs, risks, a relative priority, and coherent groupings of proposals

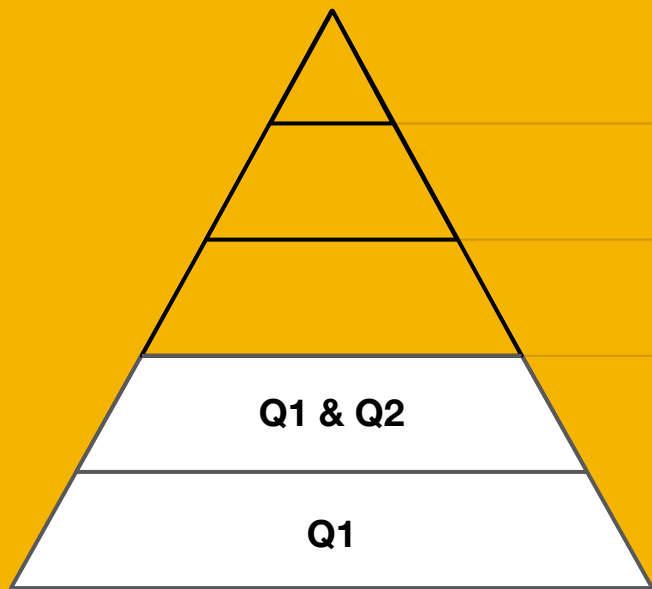
proposals what we might do to advance our goals given what we know right now

perspectives what we believe is true about the world : "the business case"

principles & research what we aspire to do & what we're doing now

movement strategy why we're doing what we're doing

we are here.



roadmap

plan

proposals

Q1 & Q2

Q1

perspectives **Underway!** Sharing our work in progress with you today and we'll be finalizing these over Q2

principles & research **Principles are complete, research is collected.** See mw:Product_Principles, and on-wiki perspectives with research references and data

movement strategy

FY 2015-16

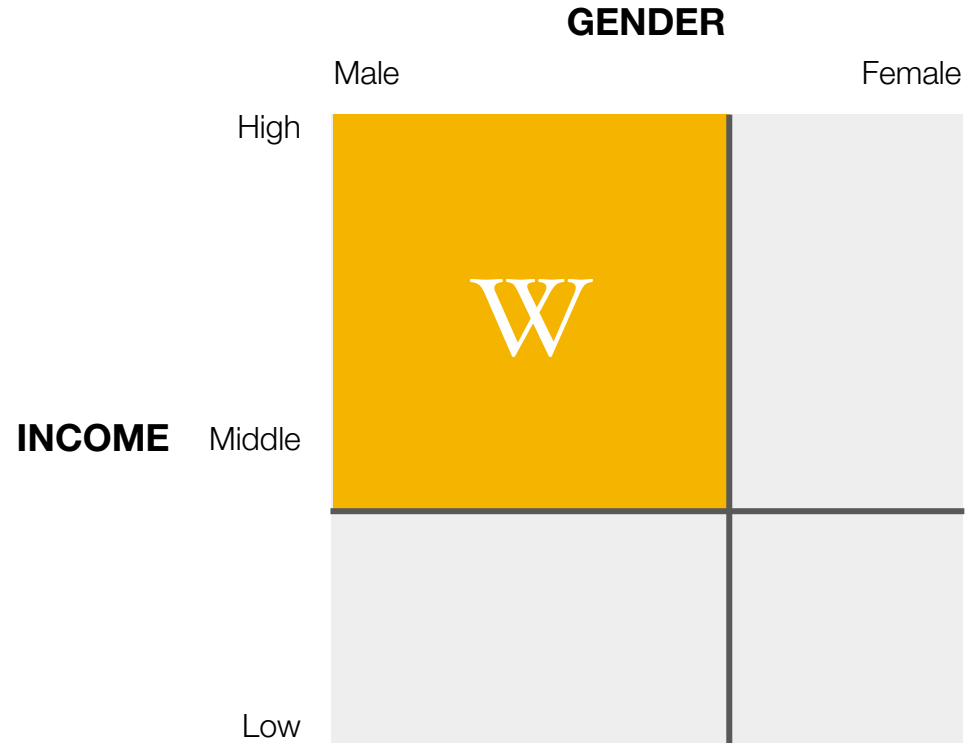
movement strategy

become the essential infrastructure of free knowledge

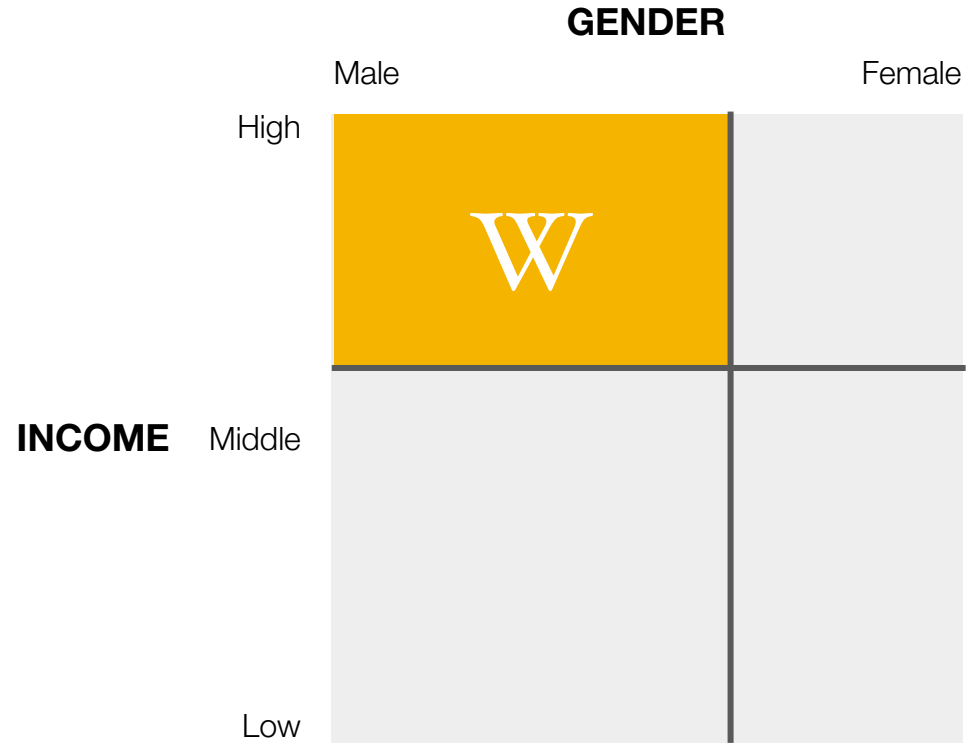
Knowledge Equity

Knowledge as a Service

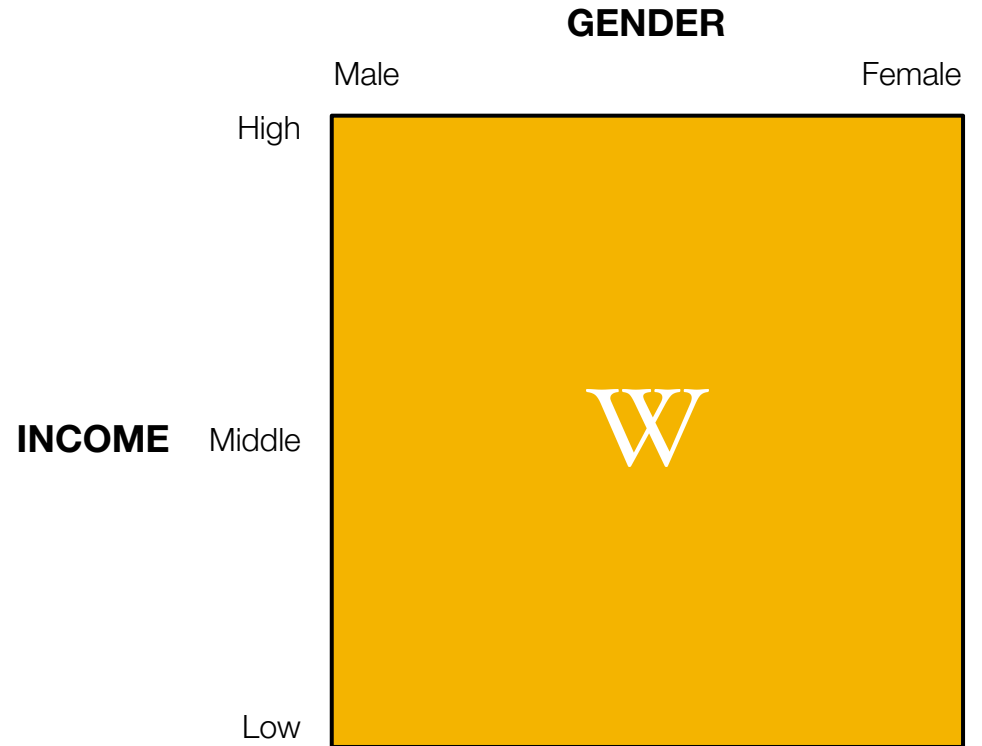
wikis today



current trajectory



2030



2018

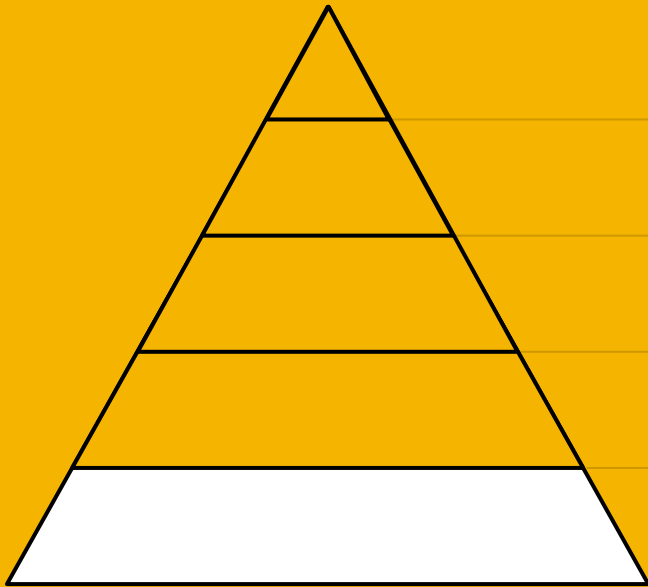
A remarkably large chunk of the World's Knowledge is currently available to the [half](#) of the world's population that can afford access to the Internet, and can read Wikipedia

**What
we're
talking
about
today**

2030

All of the World's Knowledge is available to Every Person on Earth, in perpetuity, and for Free.

3-5 year planning process



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product principles

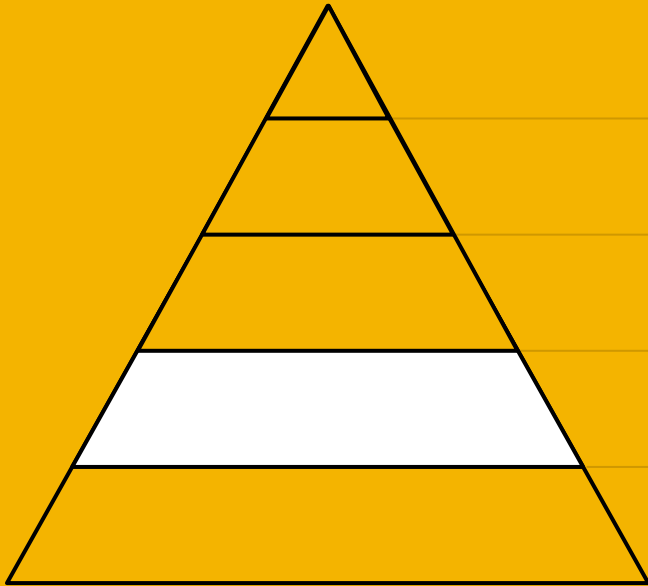
Community-centric: enabling a welcoming, vibrant community place where people come together to create, share, and discover knowledge through positive collaboration.

Usable for all: promoting equity through usable, useful, and inclusive tools and services that meet the needs of a diversity of people and machines across user experiences.

Intentionally transparent: demystifying the knowledge creation process and encourage participation by giving everyone visibility into how information is created, verified, and improved over time.

Extensible and sustainable: creating the conditions for people and machines to use, reuse, and build on top of our platform, extending free knowledge and supporting a sustainable future for Wikimedia.

3-5 year planning process



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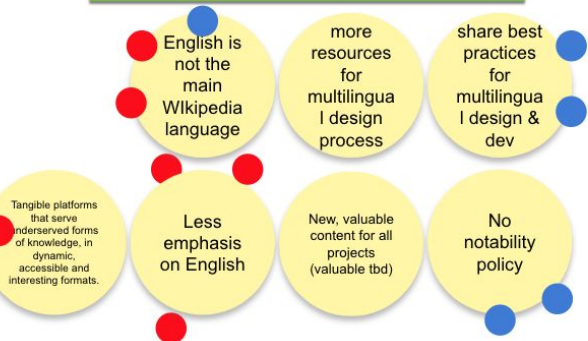
principles & research what we aspire to do & what we're doing now

movement strategy why we're doing what we're doing

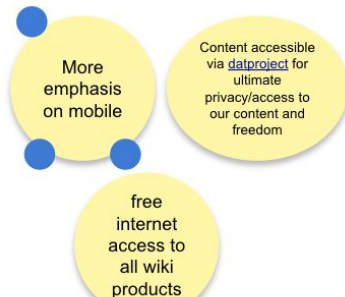
building a perspective

- 6 lead authors
- 22 aspect contributors
- 30+ meetings and interviews across the foundation
- 50+ papers and articles cited in the themes, with over 200 citations across the aspects and themes. Citing everyone from individual movement thought leaders to academic research to movement strategy research
- dozens of hours of review and discussion sessions; with more to come

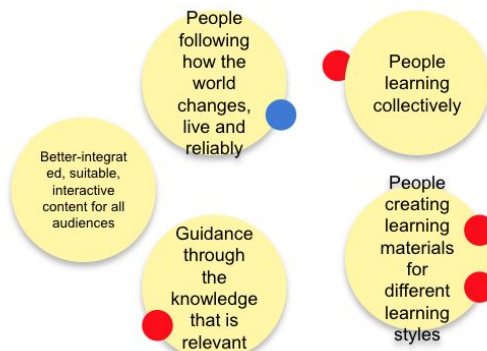
Assuming Equitable, inclusive models of knowledge by default in Wikimedia Projects



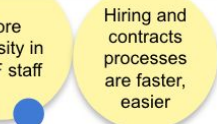
Wikipedia available anywhere you are



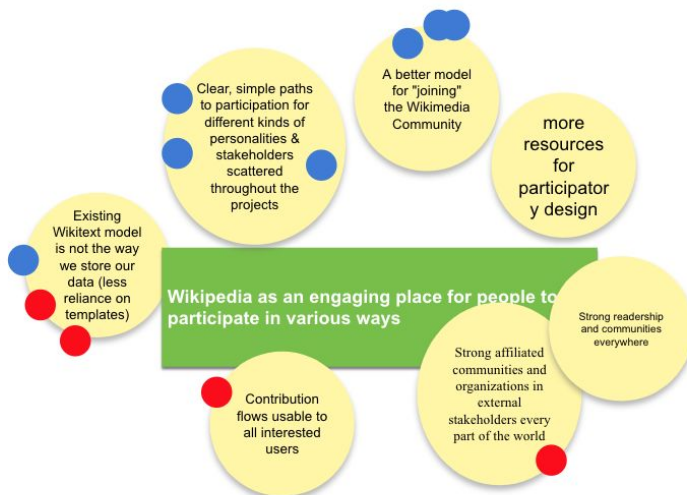
Wiki(p/m)edia adapts to your desired learning approach, outcomes and goals



What can rise to our challenges and the people we serve.



Wikipedia as an engaging place for people to participate in various ways



4 sessions
27 AUD team participants...
7 from eng
6 from other depts

Dynamic content makes Wikipedia easier to learn from

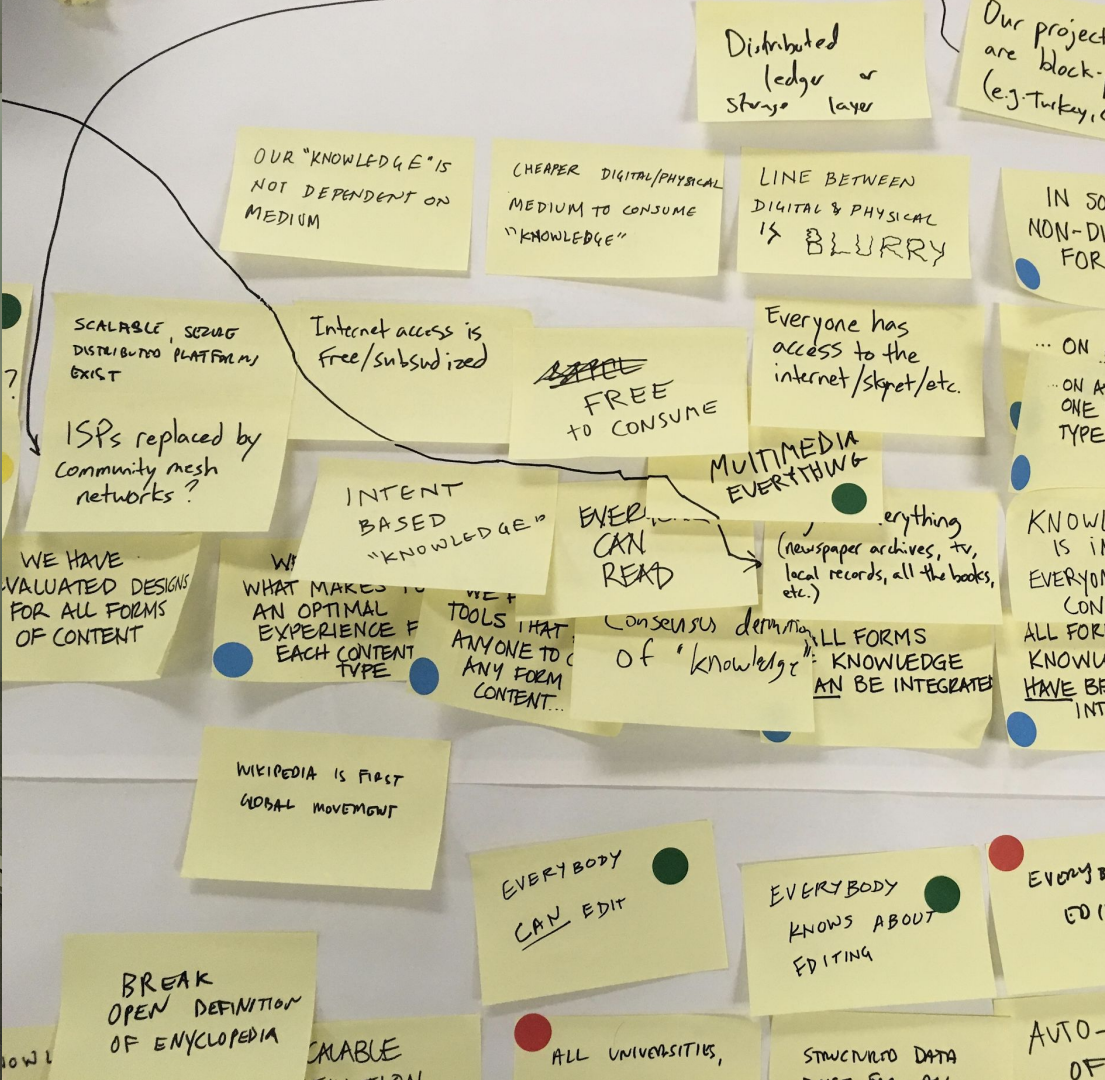
Embrace the rabbit hole

Explorable more dynamic content / new

Interactive



2 sessions
15 Aud Leads



trust

experience

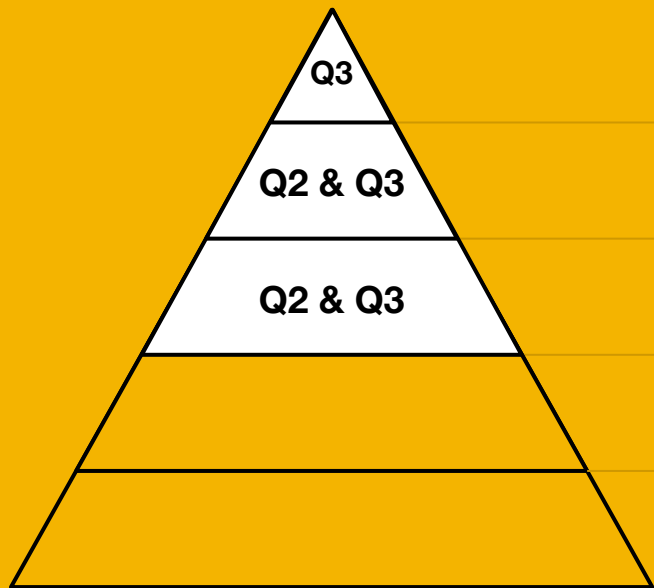
scale

augmentation

culture

tools

timeline



roadmap Departmental leadership and WMF leadership confirm plans; teams and functional heads begin roadmapping at department, program and team levels in Q3-Q4

plan Planning group evaluation of recommendations and potential plans shared with Other departments at and after All Hands

proposals Open staff call for proposals aligned with the published perspectives and incorporating all peer feedback

perspectives

principles & research

movement strategy

themes



trust

accountability of contributors

verifiability of content

transparency



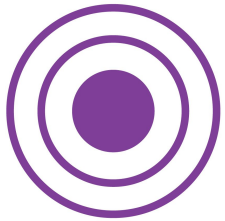
experience

discovery

customization

rich content

form factor



scale

development

resilience

ubiquity

community

content

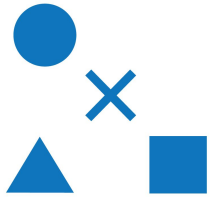


augmentation

content generation

content curation

code of conduct



culture

language

inclusion

content gaps



tools

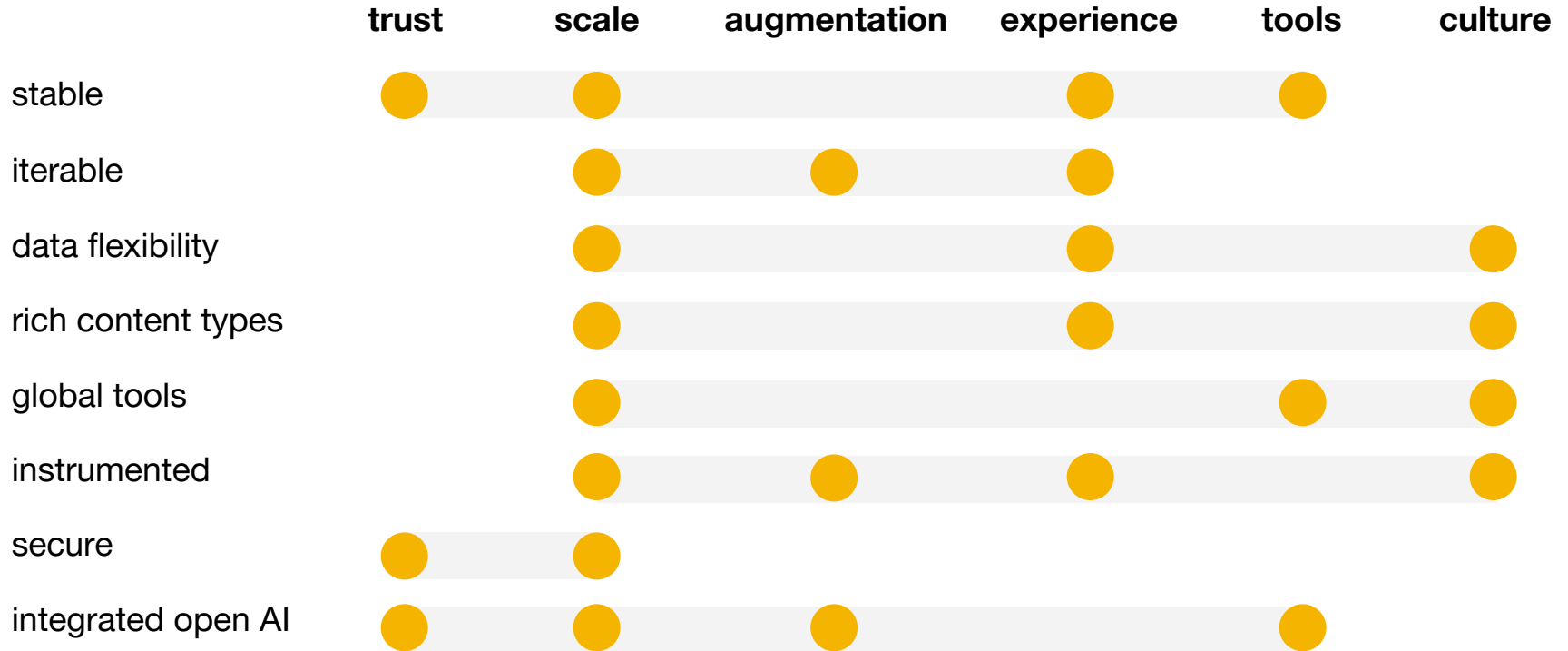
developers

moderators

community organizers

our platform needs...

pattern matching



our platform needs...

platform uptime

fast and confident deployment

content flexibility

→ data

→ presentation

→ reuse

rich content types

→ video

→ audio

global tools

data about user behavior

security and censor resistance

integrated open AI

next steps

engage with the themes

assess the platform needs (and identify others)

get ready to make plans and roadmaps

thank you!

Process leads:

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Jonathan Morgan
Joe Walsh
Jon Bennett
Jorge Vargas
Joseph Seddon
Kaitlin Thaney

Leon Ziemba
Maria Cruz
Nick Wilson
P.P.S Narayan
C. Scott Ananian
Subbu Sastry
...
and some we probably
forgot to note...