

Editing Team

Quarterly Review 2014–15 Q1

2014-10-01

Team changes since last review



Bartosz Dziewoński
Contractor

New hire



Moriel Schottlender

Conversion
to full time

New people

WMF office camera shy — https://commons.wikimedia.org/wiki/File:Wikimedia_Foundation_office_camera_shy.png — CC-BY-SA-3.0 from Heather Walls, uploaded by [[User:MZMcBride]]
Schottlender, Moriel March 2014 — https://wikimediafoundation.org/wiki/File:Schottlender,_Moriel_March_2014.jpg — CC-BY-SA-3.0 from Myleen Hollero, uploaded by [[User:ALantz (WMF)]]

Product strategy / personæ mapping



Overview of personæ work

Trestle Basic Mask set — https://commons.wikimedia.org/wiki/File:Trestle_Basic_Mask_set.jpg — CC-BY-SA-3.0 from the Trestle Theatre Company, uploaded by [[User:Natrumney]]

Personæ mapping

| Wikimedia persona | Numbers | %age active editors | Editing persona | Mnemonic |
|-------------------|---------|---------------------|-----------------|----------------------|
| Casual Reader | 500m | — | — | — |
| Power Reader | ? | — | — | — |
| New Editor | ~15k | 10% | Enya | N for New |
| Casual Editor | ~70k | 48% | Eoan | O for Occasional |
| — | ~100k | 37% | Eileen | I for IP / anonymous |
| Power Editor | ~10k | 1% | Eliot | L for Long-form |
| | | 5% | Erin | R for Reviewing |
| | | 0.01% | Eamon | A for Administrator |

Impact expectations for VisualEditor

| | Now | After default | Short-term | Medium-term | Long-term |
|------------------------------------|--------------------------------|--|--|---|---|
| | end-2014 | mid-2015 | mid-2016 | mid-2017 | mid-2018+ |
| Mainly-VisualEditor personæ | Eileen Eoan | +Enya | +Eliot <i>primarily desktop</i> | +Erin | +Eamon <i>primarily desktop</i> |
| Mainly-wikitext personæ | Enya Eamon Erin Eliot | Eamon Erin Eliot | Eamon Erin | Eamon | — |
| Expected needed changes | Auto-filled citations | On by default Basic table editing Local drafts | One edit tab, switching Full rich table editing Structured citations | Review tools “Visual history” Real-time collaboration | Full Flow (all talk pages, workflows for RfA, AfD, ANI, etc.) |

State of the User

Design Research for Editing

Card Sort for Editing Tools

39 Responses:

41% Readers

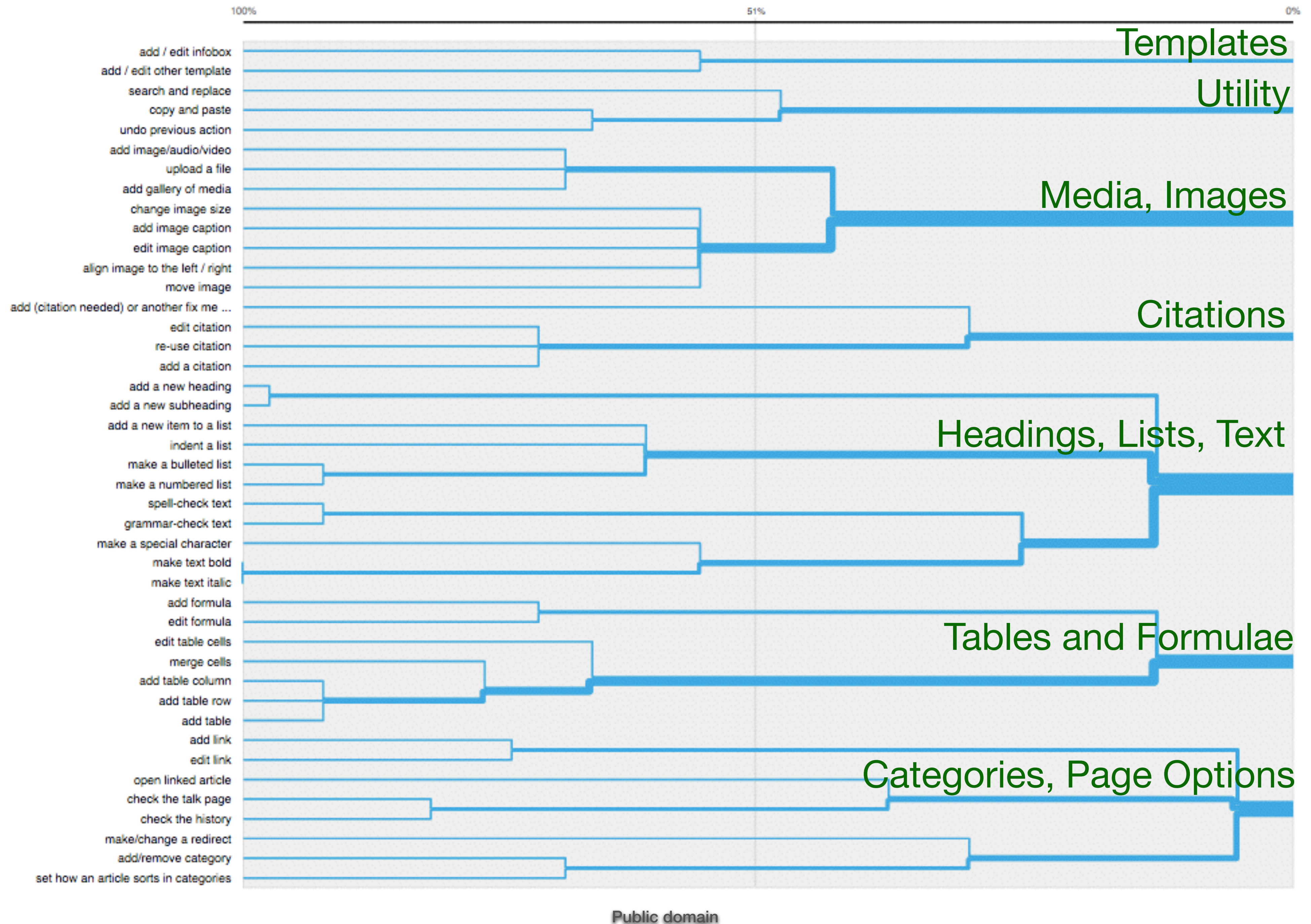
31% Editors using the wikitext editor

28% Editors using both Visual Editor and the wikitext editor

Goal of at least 30 Readers and 30 Editors

Send to community liaisons to share out with editors

Tweet (with help of Comms) an invitation for more readers



make text italic

| | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
|-----|----------------|---------------|----------------------|----------------------|--------------------------|-------------------|----------------------|---------------------|--|------------------------|---------------------|-------------------|---------------------|----------|-----------|---------------|-----------------|----------------|--|---------------------------|--------------------|-------------|--------------|-------------|------------------|---------------|-----------|------------------|--------------------|----------------|----------------------|------------------|--------------------|--------------------------|---------------------------------|-------------------|------------|-------------------|-----------------------|----------------------|---------------|--------------------|--|--|
| 100 | make text bold | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 58 | 58 | indent a list | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 56 | 56 | 84 | make a bulleted list | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 51 | 51 | 76 | 92 | make a numbered list | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 46 | 46 | 74 | 74 | 66 | add a new item to a list | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 43 | 43 | 35 | 41 | 38 | 46 | add a new heading | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 43 | 43 | 33 | 38 | 41 | 43 | 97 | add a new subheading | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 17 | 17 | 17 | 12 | 10 | 25 | 41 | 38 | add/remove category | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 7 | 7 | 10 | 5 | 10 | 7 | 23 | 25 | 69 | set how an article sorts in categories | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 17 | 17 | 15 | 12 | 12 | 17 | 10 | 12 | 41 | 41 | make/change a redirect | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 5 | 5 | 2 | 2 | 2 | 5 | 5 | 5 | 28 | 38 | 38 | check the talk page | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 7 | 7 | 5 | 5 | 7 | 7 | 10 | 10 | 30 | 35 | 35 | 82 | check the history | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 7 | 7 | 10 | 5 | 5 | 10 | 10 | 10 | 25 | 20 | 33 | 43 | 46 | open linked article | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 28 | 28 | 17 | 25 | 23 | 35 | 35 | 33 | 23 | 10 | 30 | 7 | 12 | 38 | add link | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 23 | 23 | 17 | 15 | 12 | 28 | 20 | 17 | 23 | 12 | 35 | 7 | 10 | 38 | 74 | edit link | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 12 | 12 | 20 | 12 | 7 | 23 | 17 | 15 | 20 | 12 | 28 | 7 | 5 | 12 | 28 | 51 | edit citation | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 12 | 12 | 23 | 17 | 12 | 20 | 23 | 20 | 23 | 17 | 30 | 10 | 10 | 23 | 30 | 38 | 84 | re-use citation | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 10 | 10 | 12 | 17 | 17 | 23 | 33 | 30 | 17 | 10 | 23 | 7 | 7 | 12 | 48 | 30 | 74 | 82 | add a citation | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2 | 2 | 5 | 7 | 5 | 15 | 17 | 15 | 25 | 28 | 33 | 35 | 30 | 15 | 23 | 23 | 33 | 35 | 41 | add (citation needed) or another fix me template | | | | | | | | | | | | | | | | | | | | | | | | | |
| 20 | 20 | 23 | 20 | 17 | 28 | 38 | 35 | 43 | 33 | 33 | 17 | 20 | 17 | 30 | 28 | 28 | 35 | 33 | 43 | add / edit other template | | | | | | | | | | | | | | | | | | | | | | | | |
| 15 | 15 | 17 | 15 | 20 | 20 | 30 | 33 | 33 | 33 | 33 | 10 | 10 | 10 | 28 | 20 | 28 | 33 | 35 | 35 | 56 | add / edit infobox | | | | | | | | | | | | | | | | | | | | | | | |
| 15 | 15 | 17 | 20 | 25 | 25 | 25 | 28 | 12 | 10 | 17 | 5 | 10 | 7 | 28 | 12 | 7 | 15 | 28 | 23 | 28 | 38 | add formula | | | | | | | | | | | | | | | | | | | | | | |
| 15 | 15 | 20 | 10 | 12 | 20 | 7 | 10 | 12 | 12 | 25 | 5 | 7 | 10 | 10 | 35 | 30 | 17 | 7 | 15 | 17 | 28 | 71 | edit formula | | | | | | | | | | | | | | | | | | | | | |
| 17 | 17 | 25 | 15 | 15 | 20 | 7 | 10 | 12 | 12 | 15 | 2 | 5 | 12 | 5 | 12 | 17 | 15 | 5 | 7 | 15 | 20 | 20 | 33 | merge cells | | | | | | | | | | | | | | | | | | | | |
| 15 | 15 | 17 | 20 | 20 | 23 | 17 | 20 | 12 | 7 | 10 | 2 | 5 | 5 | 12 | 7 | 7 | 10 | 12 | 15 | 20 | 20 | 28 | 23 | 84 | add table column | | | | | | | | | | | | | | | | | | | |
| 12 | 12 | 15 | 17 | 17 | 25 | 20 | 23 | 12 | 7 | 10 | 2 | 5 | 5 | 15 | 7 | 7 | 10 | 15 | 15 | 20 | 20 | 30 | 23 | 82 | 97 | add table row | | | | | | | | | | | | | | | | | | |
| 10 | 10 | 12 | 17 | 23 | 20 | 20 | 23 | 10 | 7 | 10 | 2 | 5 | 5 | 20 | 5 | 2 | 10 | 20 | 12 | 17 | 25 | 35 | 20 | 76 | 92 | 94 | add table | | | | | | | | | | | | | | | | | |
| 15 | 15 | 25 | 17 | 12 | 25 | 10 | 7 | 15 | 5 | 12 | 2 | 2 | 5 | 10 | 25 | 30 | 20 | 10 | 7 | 17 | 15 | 12 | 33 | 79 | 76 | 76 | 71 | edit table cells | | | | | | | | | | | | | | | | |
| 41 | 41 | 33 | 30 | 23 | 38 | 28 | 25 | 15 | 12 | 23 | 5 | 15 | 7 | 25 | 33 | 28 | 15 | 12 | 17 | 25 | 17 | 15 | 28 | 15 | 10 | 10 | 5 | 23 | search and replace | | | | | | | | | | | | | | | |
| 46 | 46 | 28 | 25 | 23 | 35 | 33 | 33 | 17 | 10 | 12 | 5 | 12 | 15 | 17 | 28 | 28 | 17 | 15 | 7 | 20 | 12 | 12 | 23 | 12 | 7 | 7 | 2 | 20 | 69 | copy and paste | | | | | | | | | | | | | | |
| 30 | 30 | 23 | 17 | 15 | 25 | 25 | 25 | 23 | 15 | 15 | 10 | 20 | 20 | 15 | 17 | 20 | 17 | 12 | 12 | 17 | 12 | 12 | 15 | 17 | 10 | 10 | 5 | 12 | 51 | 66 | undo previous action | | | | | | | | | | | | | |
| 33 | 33 | 17 | 20 | 17 | 25 | 25 | 23 | 12 | 10 | 7 | 17 | 23 | 17 | 17 | 20 | 15 | 10 | 12 | 15 | 15 | 7 | 7 | 10 | 5 | 2 | 2 | 2 | 10 | 53 | 43 | 33 | spell-check text | | | | | | | | | | | | |
| 33 | 33 | 15 | 17 | 20 | 23 | 20 | 23 | 10 | 12 | 10 | 17 | 23 | 17 | 12 | 15 | 10 | 7 | 7 | 12 | 12 | 10 | 12 | 15 | 7 | 5 | 5 | 5 | 7 | 46 | 41 | 30 | 92 | grammar-check text | | | | | | | | | | | |
| 56 | 56 | 43 | 46 | 38 | 38 | 30 | 28 | 10 | 5 | 15 | 2 | 5 | 7 | 28 | 15 | 15 | 17 | 23 | 10 | 20 | 15 | 30 | 17 | 10 | 10 | 12 | 10 | 12 | 38 | 30 | 15 | 38 | 35 | make a special character | | | | | | | | | | |
| 28 | 28 | 38 | 25 | 20 | 20 | 10 | 7 | 12 | 5 | 7 | 0 | 2 | 10 | 7 | 12 | 17 | 20 | 7 | 5 | 10 | 12 | 7 | 15 | 20 | 10 | 7 | 5 | 17 | 15 | 12 | 15 | 5 | 2 | 17 | align image to the left / right | | | | | | | | | |
| 17 | 17 | 28 | 17 | 12 | 17 | 7 | 5 | 12 | 5 | 7 | 0 | 2 | 10 | 5 | 12 | 20 | 20 | 7 | 7 | 10 | 12 | 7 | 17 | 23 | 12 | 10 | 5 | 20 | 15 | 12 | 17 | 5 | 2 | 12 | 89 | change image size | | | | | | | | |
| 20 | 20 | 25 | 15 | 10 | 23 | 15 | 12 | 20 | 10 | 10 | 2 | 5 | 10 | 12 | 17 | 20 | 20 | 10 | 12 | 15 | 17 | 5 | 12 | 20 | 10 | 7 | 2 | 15 | 12 | 12 | 17 | 5 | 2 | 10 | 82 | 82 | move image | | | | | | | |
| 2 | 2 | 10 | 12 | 10 | 17 | 23 | 20 | 12 | 5 | 7 | 0 | 2 | 7 | 20 | 15 | 15 | 23 | 25 | 20 | 15 | 17 | 17 | 10 | 5 | 10 | 12 | 15 | 7 | 2 | 0 | 2 | 2 | 0 | 12 | 71 | 79 | 71 | add image caption | | | | | | |
| 2 | 2 | 7 | 12 | 12 | 15 | 25 | 23 | 12 | 5 | 5 | 0 | 2 | 5 | 28 | 10 | 10 | 17 | 30 | 20 | 17 | 25 | 23 | 2 | 2 | 10 | 12 | 17 | 5 | 2 | 0 | 2 | 2 | 0 | 15 | 61 | 69 | 64 | 87 | add image/audio/video | | | | | |
| 5 | 5 | 7 | 10 | 15 | 10 | 17 | 20 | 10 | 10 | 10 | 0 | 2 | 5 | 23 | 7 | 5 | 12 | 23 | 20 | 17 | 28 | 28 | 10 | 10 | 17 | 15 | 20 | 0 | 2 | 0 | 2 | 0 | 2 | 10 | 58 | 66 | 64 | 79 | 89 | add gallery of media | | | | |
| 7 | 7 | 10 | 12 | 12 | 17 | 20 | 17 | 12 | 10 | 10 | 10 | 12 | 17 | 30 | 15 | 10 | 17 | 23 | 15 | 12 | 17 | 17 | 5 | 7 | 7 | 10 | 15 | 5 | 5 | 5 | 10 | 7 | 5 | 12 | 56 | 61 | 64 | 69 | 74 | 69 | upload a file | | | |
| 7 | 7 | 10 | 2 | 2 | 10 | 5 | 5 | 10 | 7 | 12 | 0 | 0 | 5 | 5 | 28 | 30 | 17 | 7 | 12 | 7 | 15 | 2 | 28 | 12 | 2 | 2 | 0 | 20 | 12 | 15 | 10 | 2 | 2 | 2 | 69 | 79 | 71 | 79 | 66 | 64 | 53 | edit image caption | | |

Frequency of Use Survey: Editing Tools

Goals:

- To better understand the tools most frequently used by editors
- To gather feedback from editors to potentially iterate tools

Questions:

- (For each task) How often do you do these tasks?
- Which editor do you most often use to complete this task?
- This task is easy to complete. (agree/disagree)
- Open text entry for feedback

Findings:

TBD

Guerrilla Testing Basic Editing Tools

Goals:

Test and iterate basic text editing on Visual Editor on iOS / iPad:

- Making a simple text edit

- Make text bold

- Switch from Visual Editor to the wikitext editor

Who participated?

- First Round:

 - 7 people / Readers, either no editing or minimal attempts at editing

- Second Round:

 - 4 people / Readers, either no editing or basic editing

Guerrilla Testing Basic Editing Tools

Findings:

People were hesitant to press the “X” (cancel) button, thinking it might be destructive.

There was confusion about the save dialogue because of the icons
“arrow” (next) “check” (save)

What was changed as a result of testing

Changed X icon to back arrow, so it doesn't appear destructive

Changed arrow icon to word "next", and check icon to word "save"
provide clearer progressive actions in save flow

Changed save page to have more clear hierarchy and wording

What's next?

Goals

Discover opportunities for improving editor experience (from newbies to experienced editors)

Better understand details of experienced editor behavior (patterns)

Better understand the first time and casual editor experience

Method : Design Ethnography / Contextual Inquiry

Observe experienced / casual editors show us their work flows in their own context

Observe newbies to do an edit for the first time

Observe all editor user groups using both Visual Editor and the wikitext editor

User Experience

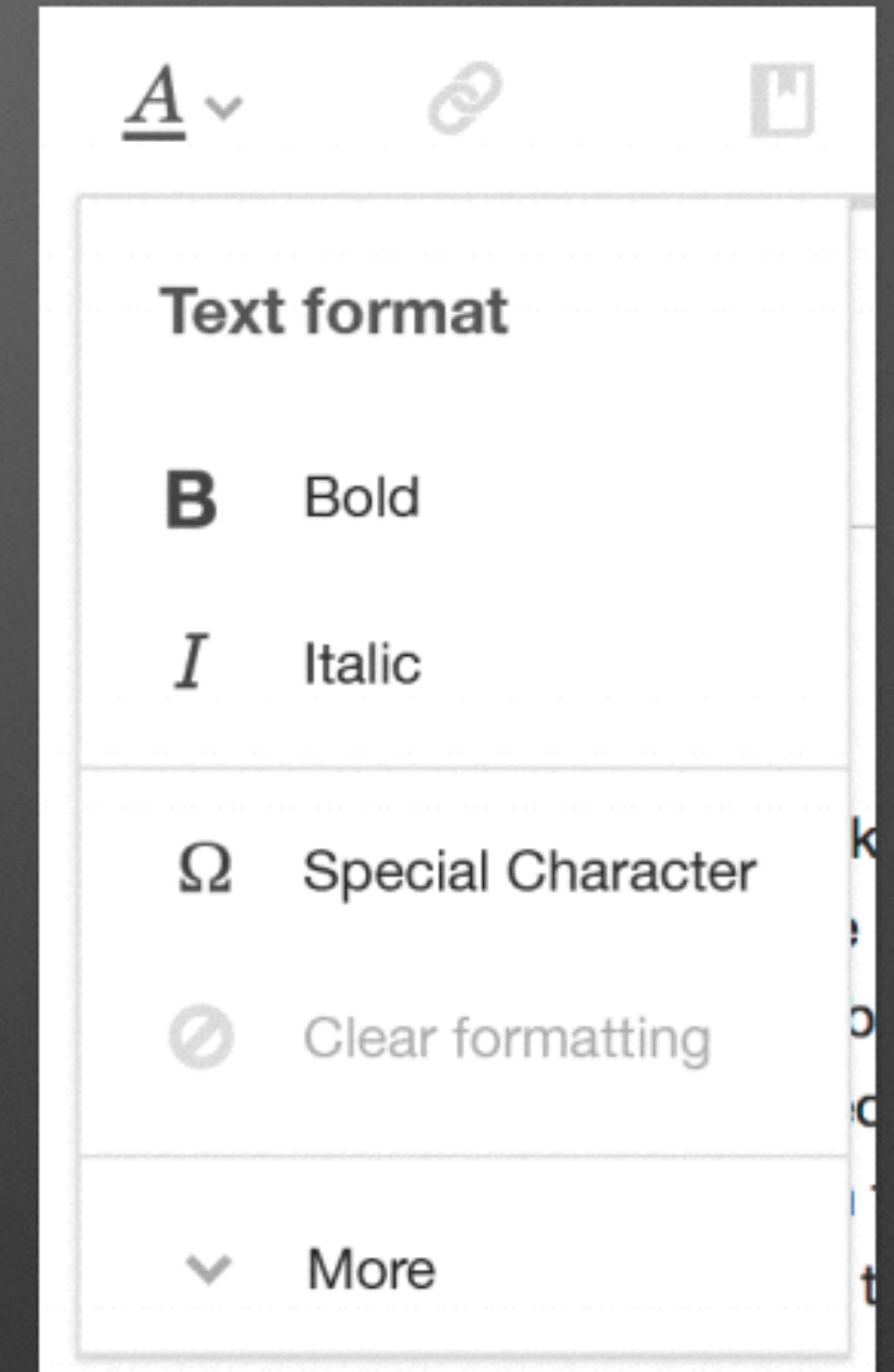
Iterations with user testing

Basic editing task test

- Enter text
- Interact with a menu
- Create a link
- Add an image
- Save their changes

Findings and Response

- Toolbar & menu clutter
- Confusion with linking
- Confusion with edit source / edit / edit ^{beta}



Partial screenshot mockup; derivative of VisualEditor assets under MIT licence

Focus on links

- Users don't see the link search results as actual pages, don't feel successful
<https://www.usertesting.com/videos/T-fCe8myNn9UfizguDv8hA/clips/546930>
- Users often don't find search interface
<https://www.usertesting.com/videos/j-l5rvq1gn33pywlefYXWg/clips/540415>
- Users cannot make an external link
- Prototype
<http://invis.io/GV1G5BY2P>

Mobile

- Useful for basic text editing
- Links, citations still confusing

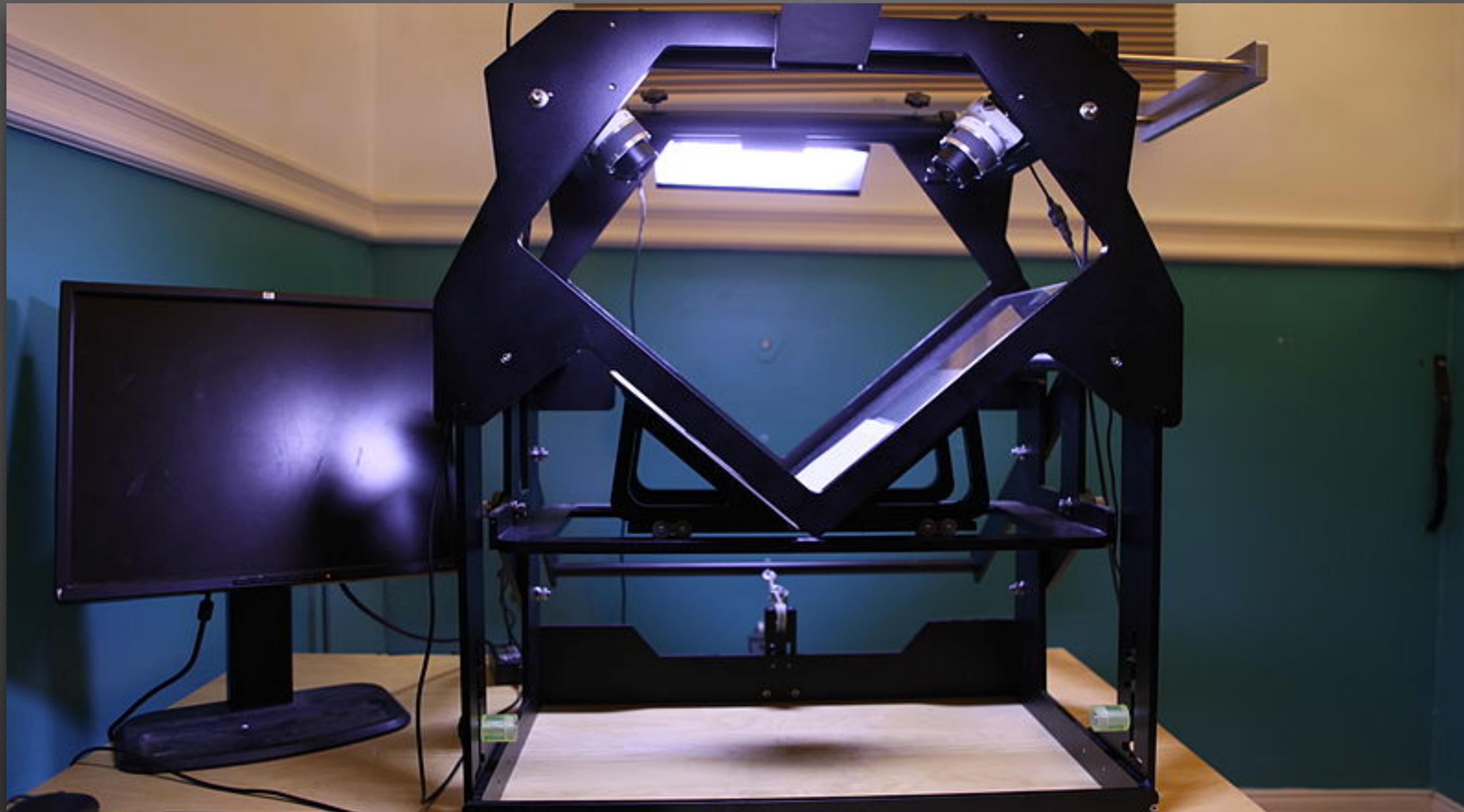
https://en.m.wikipedia.org/wiki/Big_Sur#/editor/0

Work in the past quarter



Internet Explorer support

Afghan HINO dump truck — https://commons.wikimedia.org/wiki/File:Afghan_HINO_dump_truck.jpg — Public Domain from James Purschwitz, U.S. Marine Corps, uploaded by [[User:High Contrast]]



Auto-filled citations

TT Scribe 37 — https://commons.wikimedia.org/wiki/File:TT_Scribe_37.jpg — CC-BY 2.0 from Jason "Textfiles" Scott, uploaded by [[User:Nemo_bis]]

Auto-filling citations service demo

<https://en.wikipedia.org/wiki/Foobar?veaction=edit>



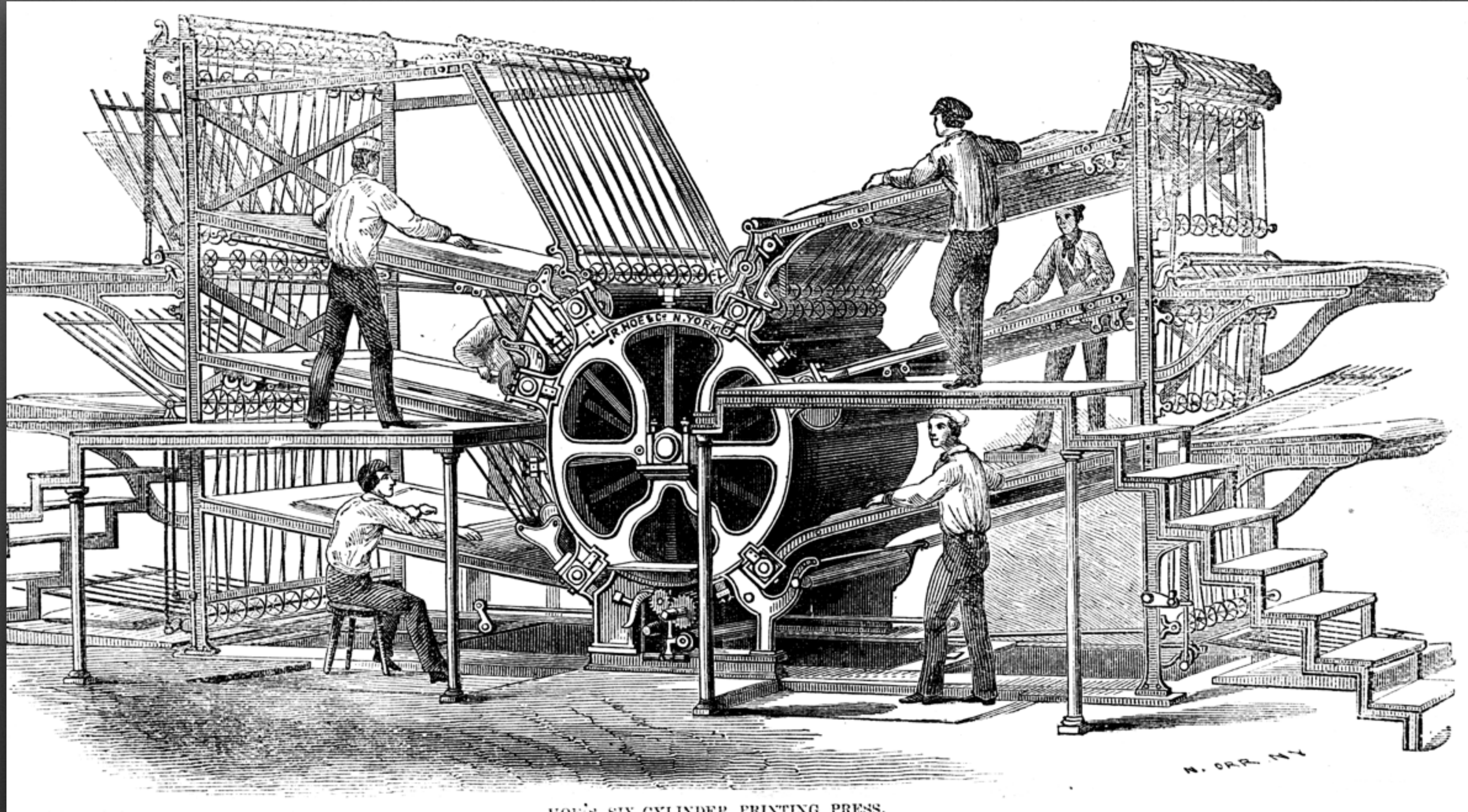
Rich editing of nestable template fields

Russian Dolls — https://commons.wikimedia.org/wiki/File:Russian_Dolls.jpg — CC-BY-SA 3.0 from and uploaded by Lachlan Fearnley / [[User:EzykronHD]]



User-perceived performance

Windflower-05237-nevit — <https://commons.wikimedia.org/wiki/File:Windflower-05237-nevit.JPG> — CC-BY-SA-3.0 from and uploaded by Nevit Dilmen / [[User:Nevit]]



Front-end standardisation work

TT Scribe 37 — https://commons.wikimedia.org/wiki/File:TT_Scribe_37.jpg — Public Domains from the History of the Processes of Manufacture 1864, uploaded by [[User:Parhamr]]

OOjs UI improvements demo

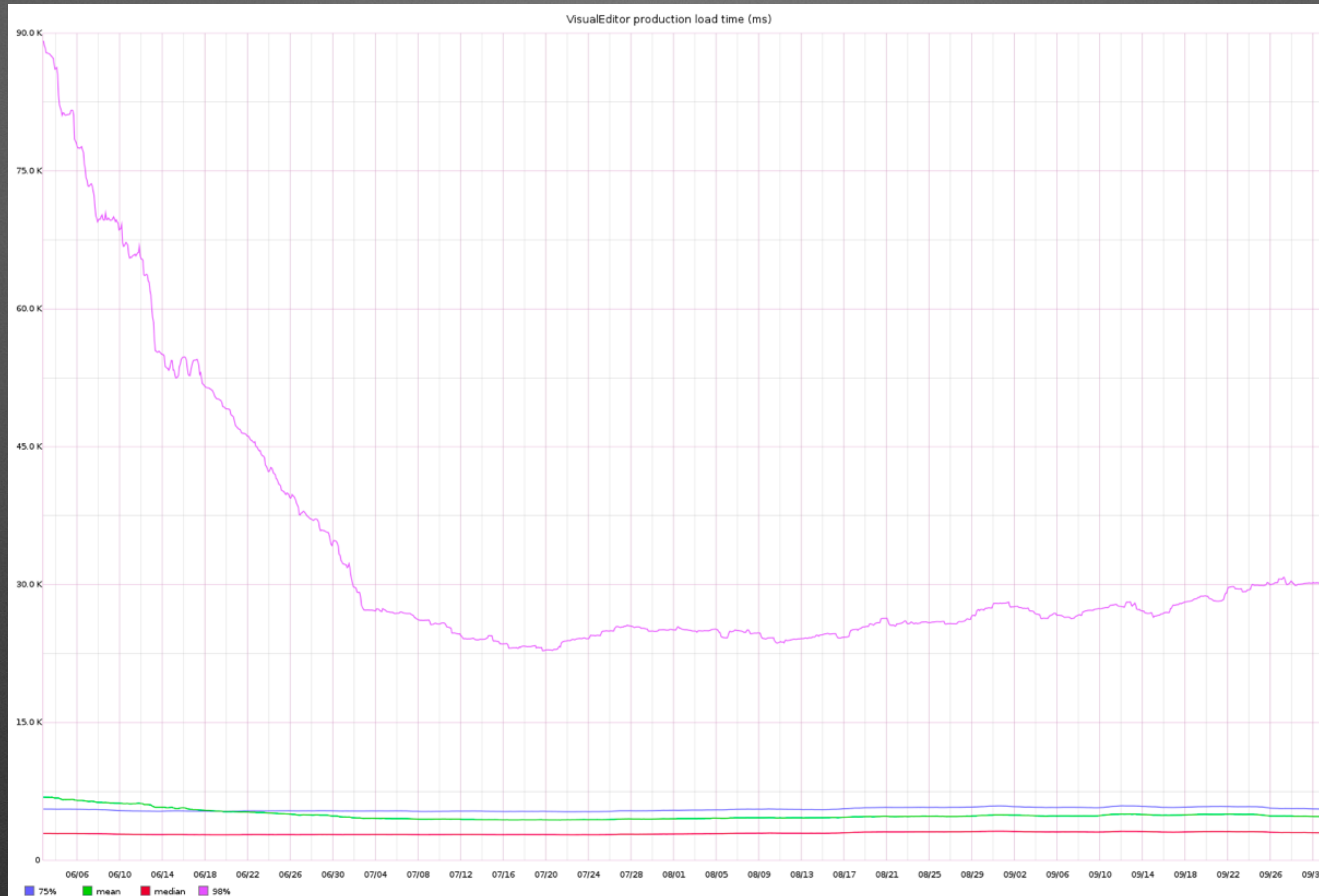
<https://tools.wmflabs.org/oojs-ui/oojs-ui/demos/index.html>



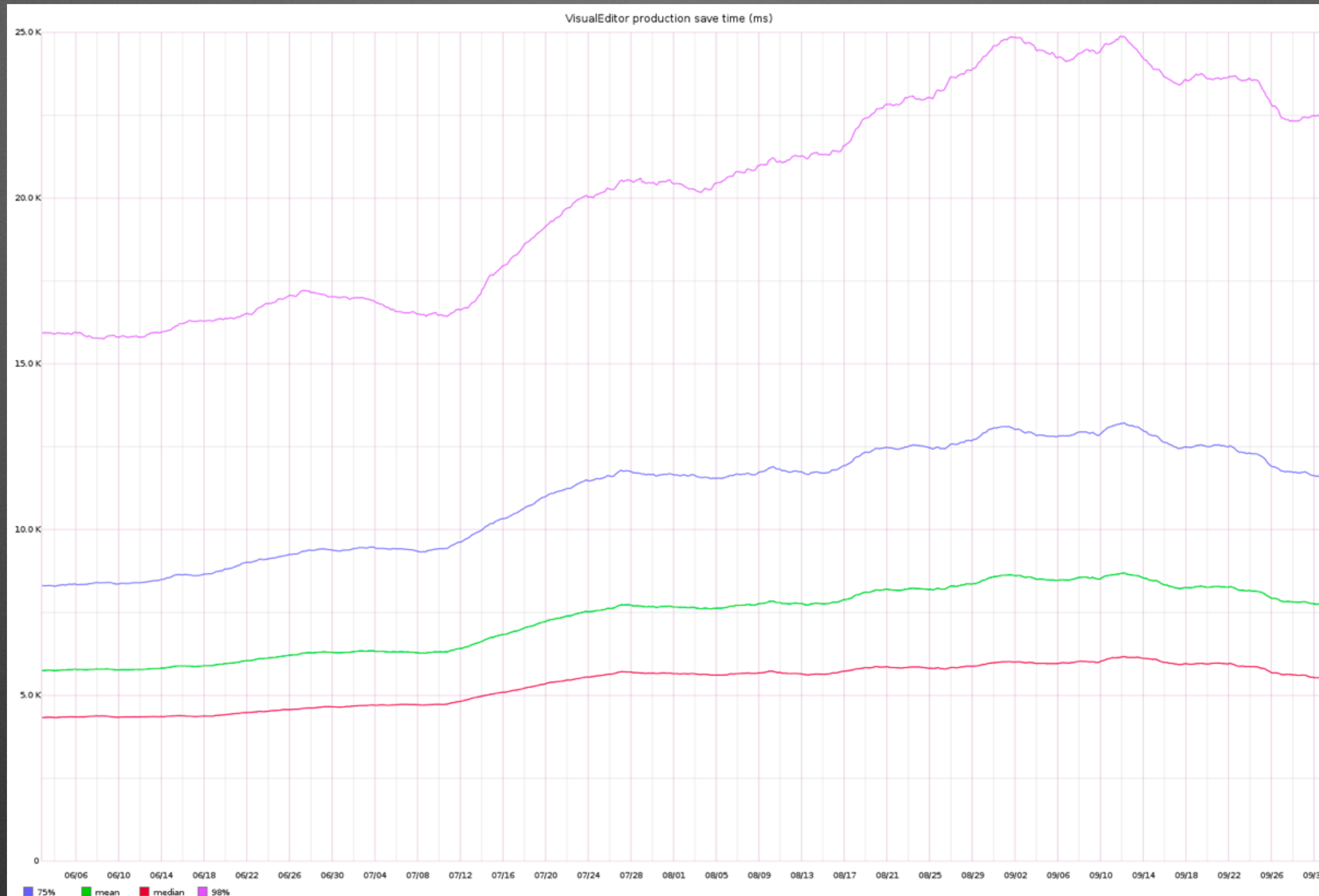
Community engagement to re-enable

Frozen pond Papez in Dobris (1) — [https://commons.wikimedia.org/wiki/File:Frozen_pond_Papez_in_Dobris_\(1\).jpg](https://commons.wikimedia.org/wiki/File:Frozen_pond_Papez_in_Dobris_(1).jpg) — CC-BY-3.0 from and uploaded by [[User:Huhulenik]]

Latest metrics

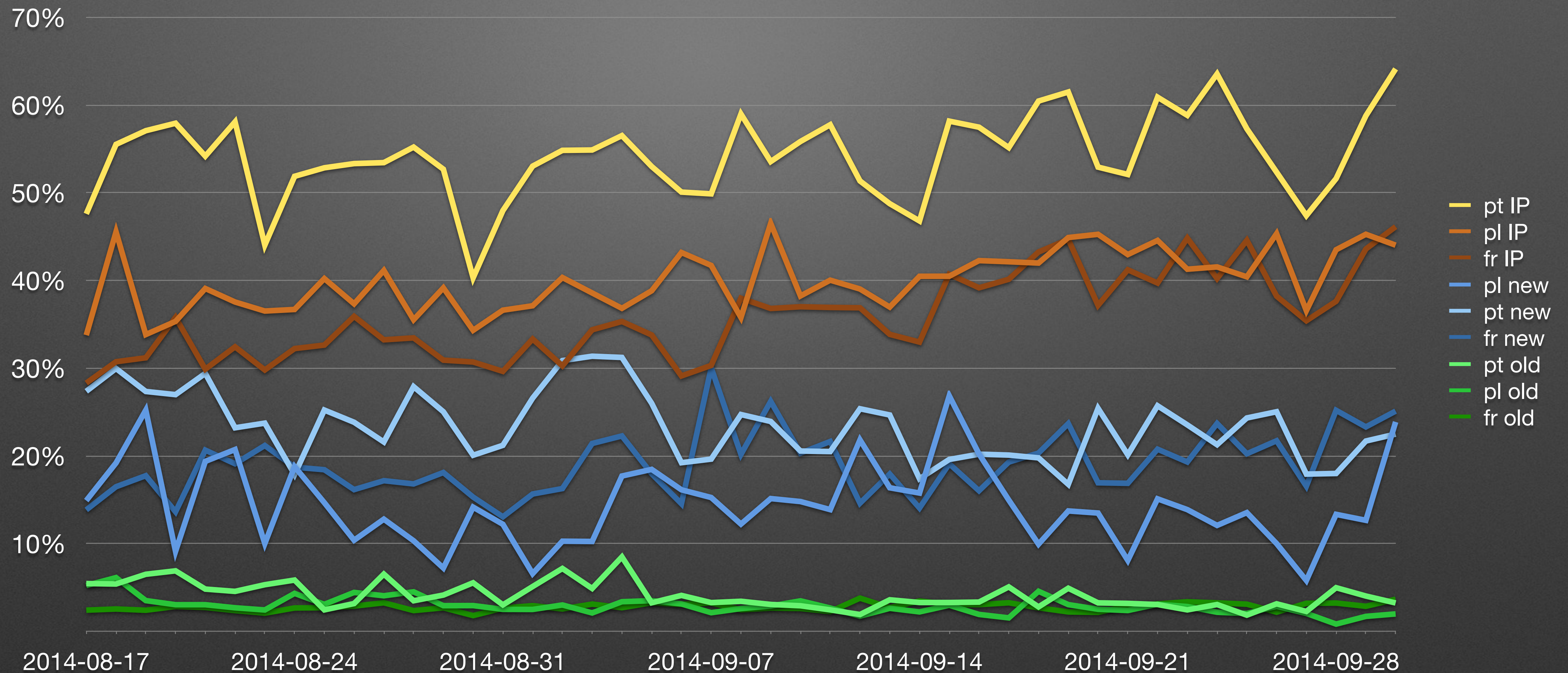


As expected, no significant change in load performance



Expected Q1 save performance gains not realised

VisualEditor use as a proportion of all content edits, by user type, selected wikis



As before, take up continues to slowly move upwards

Collaboration with third party users

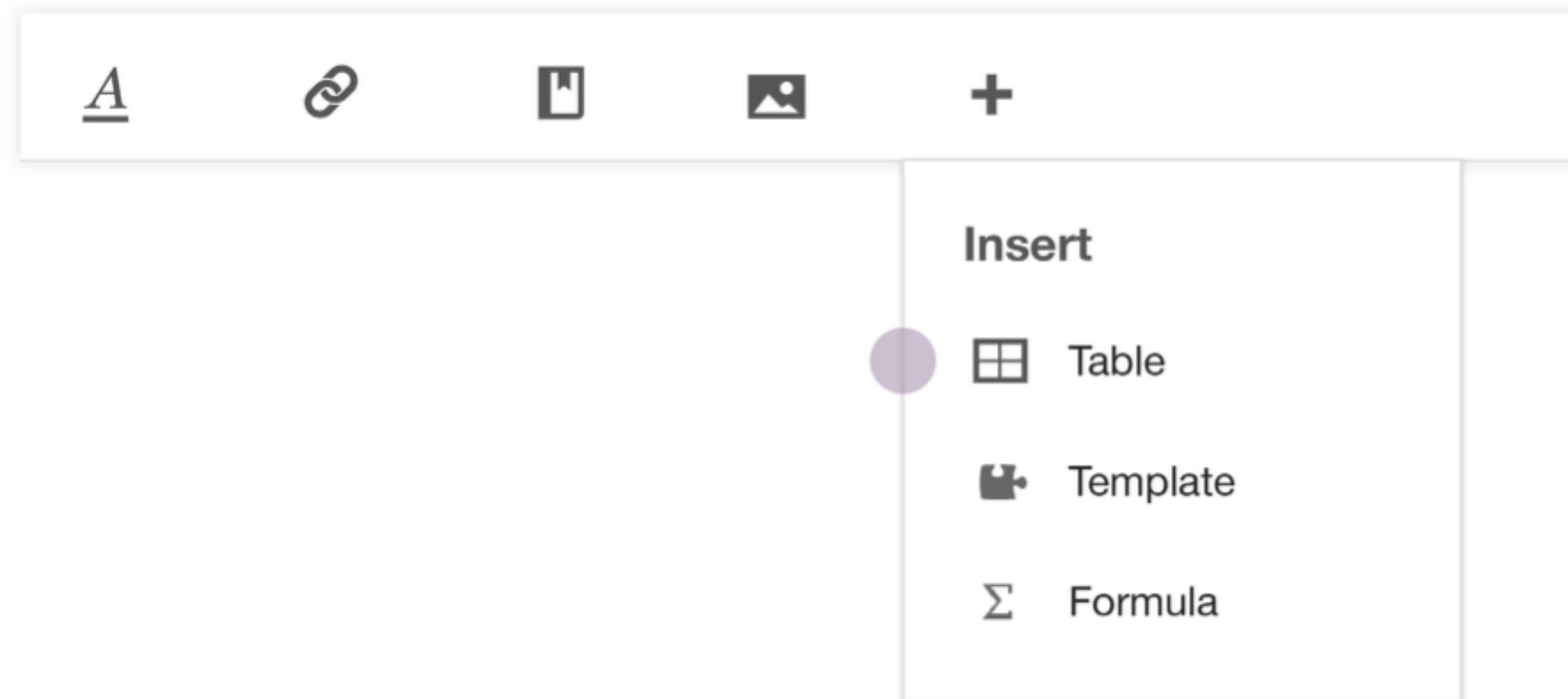
Wikia's extension of VisualEditor demo


<http://bacon.wikia.com/wiki/Special:Random>

PLOS's extension of VisualEditor demo

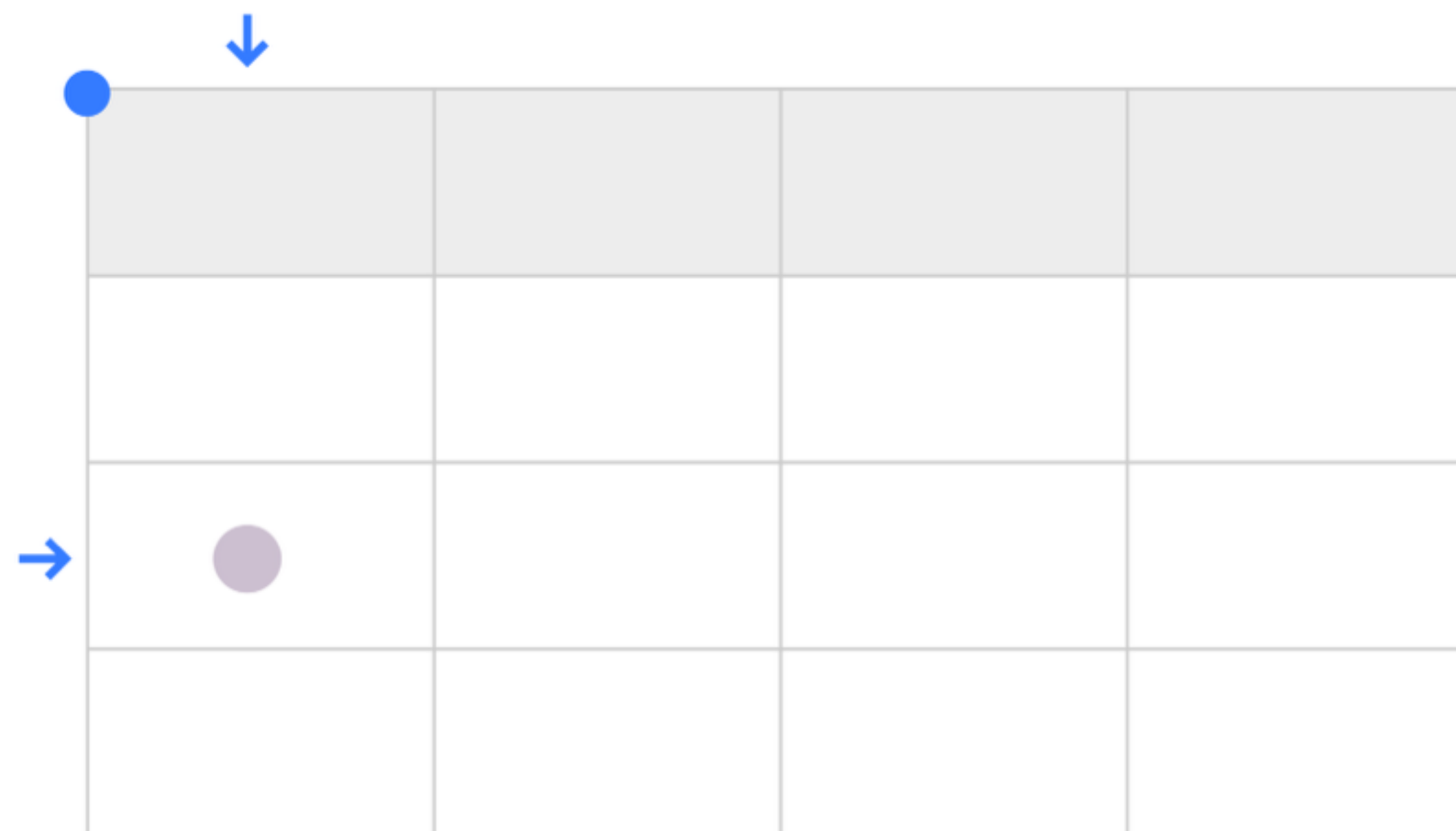
link not publicly available

Plan for the next quarter





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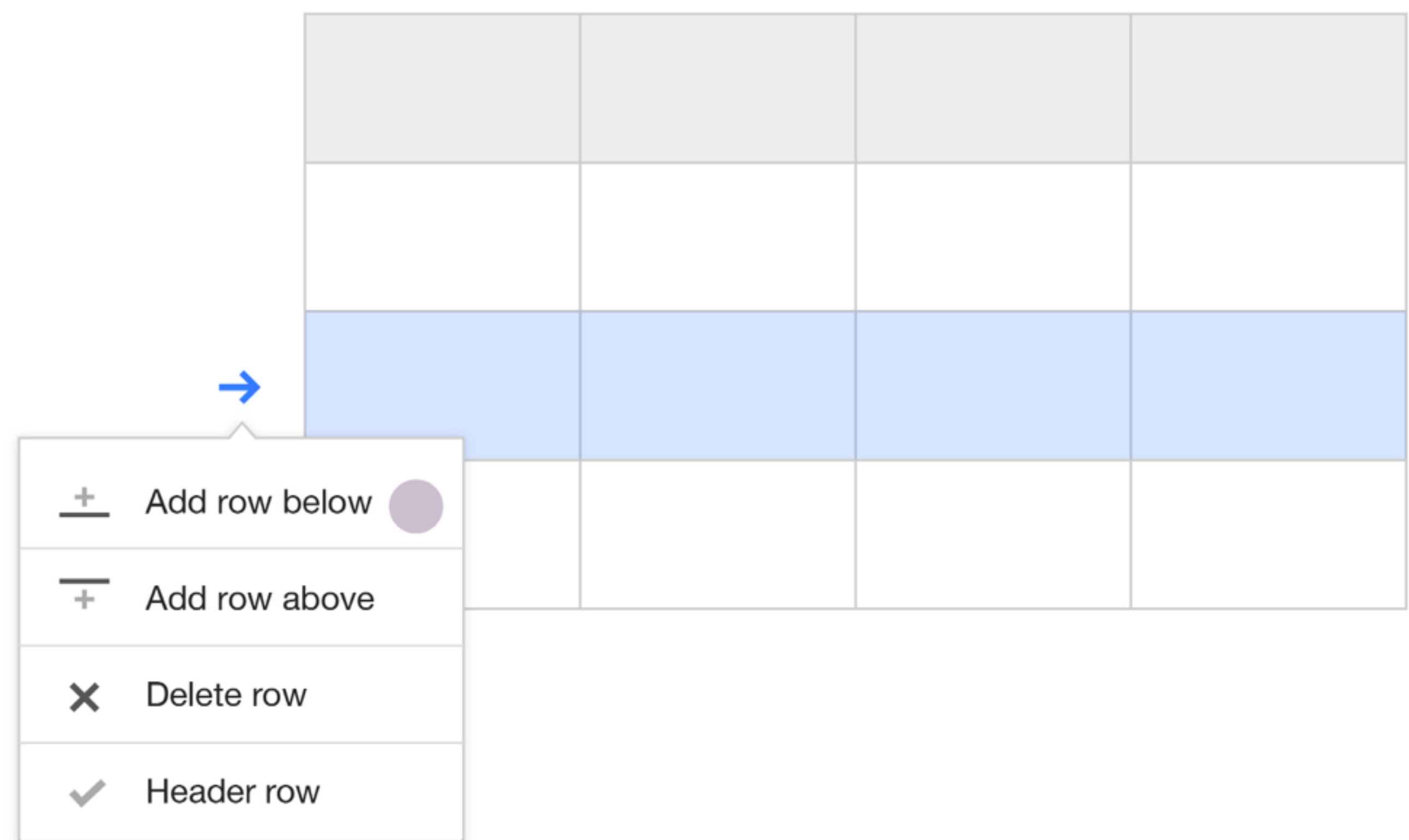
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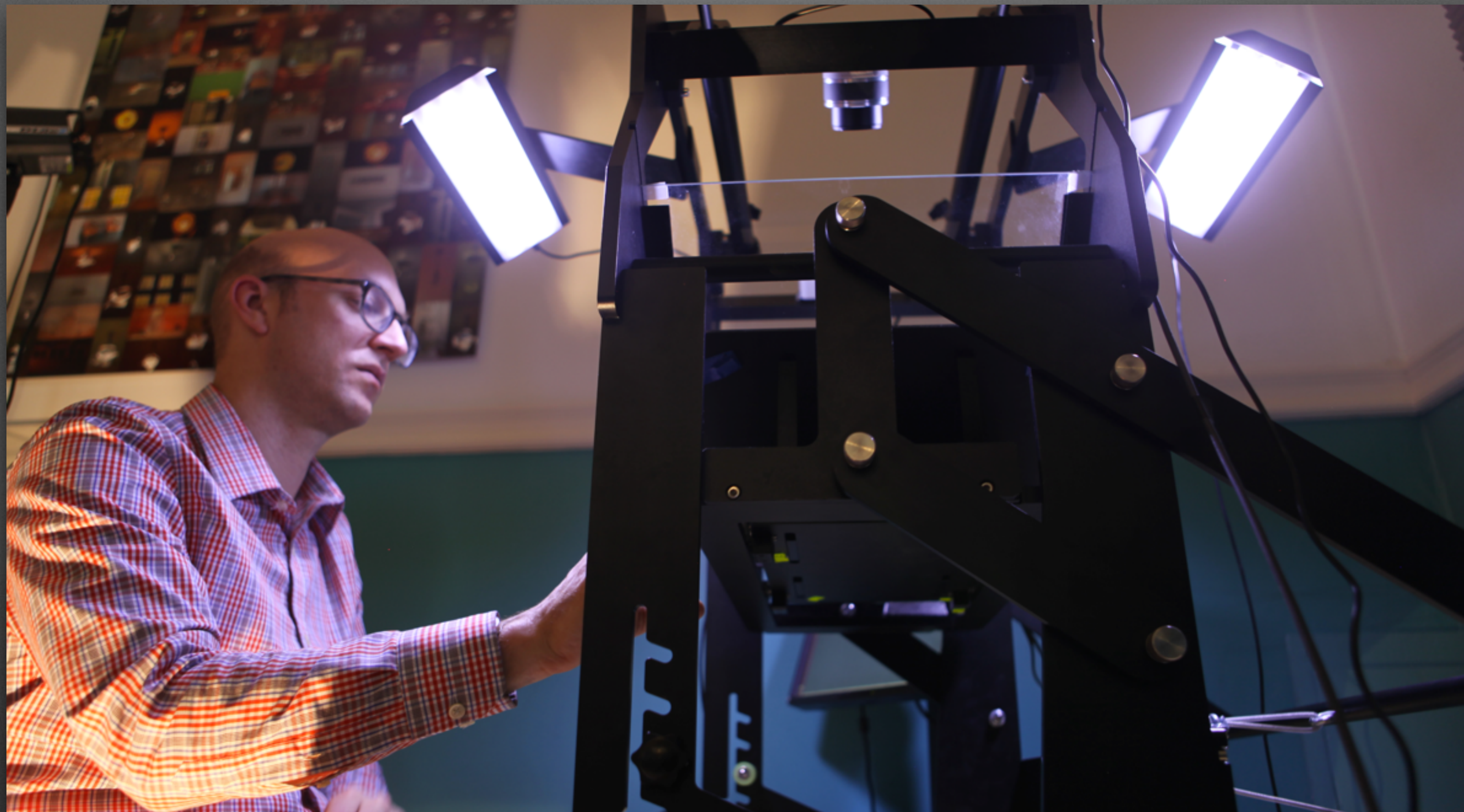
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✓

Header column

Sortable





Auto-filled citations

TT Scribe operation — https://commons.wikimedia.org/wiki/File:TT_Scribe_operation.jpg — CC-BY 2.0 from Jason "Textfiles" Scott, uploaded by [[User:Nemo_bis]]

Mockup

<http://invis.io/SJ1G50P6U>



Editor performance work

Camera tossing — https://commons.wikimedia.org/wiki/File:Ringler-Apotheke_Bozen_Schubladenschrank.jpg — Public Domain from and uploaded by [[User:Nadjas]]



Front-end standardisation work

Donut factory line — https://commons.wikimedia.org/wiki/File:Donut_factory_line.jpg — CC-BY 2.0 from irina slutsky, uploaded by [[User:JohnnyMrNinja]]

Asks

Resourcing

| | | |
|-----------------------|---|---|
| Analytics | ✗ | Principal area of concern; still waiting on resource availability |
| Community | ~ | OK right now; insufficient for larger changes to come |
| Design | ✓ | Good; some resource contention for user research |
| Front-end engineering | ~ | Solid, though front-end standardisation work creates risks |
| Product | ~ | OK, but high bus factor issue, lack of succession management |
| QA | ✓ | Good; new resource next week addresses our bus factor concern |
| Services engineering | ~ | OK, but lack of hiring progress impedes some areas of work |

Thank you