

Wikimedia monthly activities meeting

28 February 2019



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FOUNDATION

Agenda

- **Welcome and introduction to agenda**
- **Movement update**
- **Who are our Wikipedia users in India?**
- **Wikimedia 2030: what is going on? how to be involved?**
- **Questions and discussion**
- **Wikilove**



Movement update



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Wikimedia movement highlights

- **New leadership appointments at the Foundation:** Welcome Janeen Uzzell as Chief Operating Officer, Valerie D'Costa as Chief of Community Engagement, and Lisa Lewin as new Trustee.
- **Leading with Wikipedia:** A brand proposal for 2030. Community consultation has begun on Meta-Wiki.
- **We are changing our password policies:** Evaluates new credentials against a list of known compromised, weak or just poor passwords in general, and will enforce a minimum eight character password for any newly created account.



Coming up soon

- **Wikimedia Summit**
29-31 March 2019
Berlin, Germany
- **Wiki Education Conference**
4-8 April 2019
San Sebastián, Spain
- **Hackathon**
16-20 May 2019
Prague, Czech Republic

Who are our Wikipedia users in India?



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Mobile Personas : U.S.

Aug 30, 2018 Monthly Activities Mtg



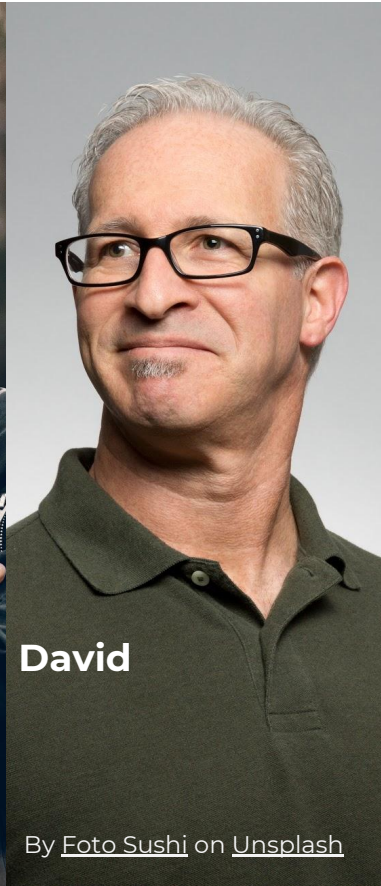
Reyna

By [Ivan Leung](#) on [Unsplash](#)



Marcos

By [Warren Wong](#) on [Unsplash](#)



David

By [Foto Sushi](#) on [Unsplash](#)



Ashley

By [Gabriel Silvério](#) on [Unsplash](#)



Patricia

By [Eye for Ebony](#) on [Unsplash](#)

Mobile Personas : India



Sujay



Sultana



Karthik



Ipsita



Suhkwinder



Rupinder

Mobile Personas

4 regions

7 languages

8 contexts

50 participants

- Tier 1 ●
- Tier 2 ●
- Tier 3 ●
- Rural ●



dimensions

LANGUAGE USE

COMFORT W/ TECHNOLOGY

ACCESS TO INTERNET

AWARENESS OF WIKIPEDIA

ENGAGEMENT W/ WIKIPEDIA

English First

Low

Infrequent

None

Consume

Bi-Lingual

Comfortable

Frequent

Low

Low Contribute

Regional First

Very

Hi Contribute

Regional Only

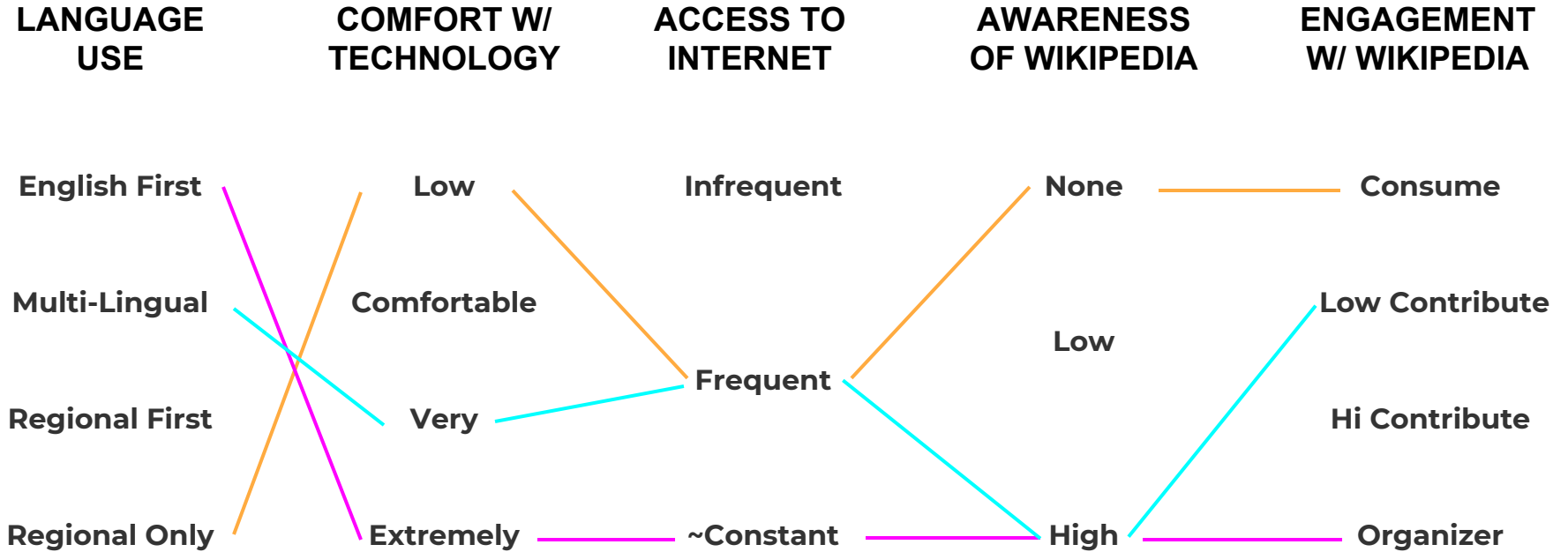
Extremely

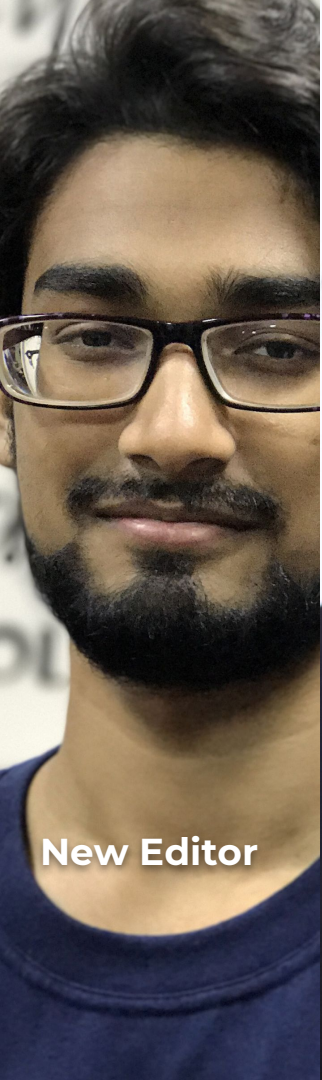
~Constant

High

Organizer

dimensions





New Editor



Told You So



Organizer



Hoverer



Local Talent



Voice Search

Rupinder Kaur

REGIONAL VOICE INTERFACE USER

Age 46, Female
Owner, Tailor Shop
Patiala, Punjab
Married, with two children
Language
Speaks - Punjabi, Hindi
Reads - Punjabi

TECHNOLOGY COMFORT LEVEL

Low	Comfortable	Very	Extremely
Sometimes needs assistance	Sending emails, browsing internet, using software	Downloading & setting up own software	Advanced programming, building own software

WIKIPEDIA USAGE



DEVICES USED

Android Smartphone
Vivo

GOALS

To stay informed about the latest fashion trends, type of clothes and embroideries

- To communicate with her customers, to share design ideas, fabric, embroideries, to take orders
- To increase her customer base, in India and abroad

CHALLENGES

- Unaware that regional content is available on her phone
- Difficulty in using a smartphone due to lack of proficiency in English and knowledge of technology



ABOUT RUPINDER

Rupinder owns a tailoring shop in Patiala. Following the Indian tradition of joint families, her daughter, son, and daughter-in-law stay with Rupinder and her husband, in the same (family) house.

A typical day begins with morning household chores. Once at her shop, Rupinder orders a cup of Chai and browses through images and YouTube videos on her phone, in order to learn more about the latest fashion trends to better serve her clients. The default language on Rupinder's phone is English. However, since Rupinder only knows a few English words, she uses the voice-based search feature on Google, using English keywords to look for specific videos or photos.

“ If I have to search about Aari Work (a kind of embroidery), I say 'hand work' and then browse through the images that are shown in the results. I shortlist the designs and then give them to the tailor.

When it comes to international clients, Rupinder takes business orders through Whatsapp. While interacting with these customers, Rupinder relies on voice messages and images sourced from Google, or taken with a good phone camera.

Since Rupinder often clicks pictures of garments to send to her clients, a smartphone with a good quality camera, and a robust internet connection, are crucial for business success. Currently, she uses a Vivo phone because it offers the best camera specs within her budget. She is happy with her phone, which was selected by her son, based on her requirements and budget.

Rupinder was unaware about Wikipedia in Punjabi, but she is thrilled at the possibilities it can open up for her.

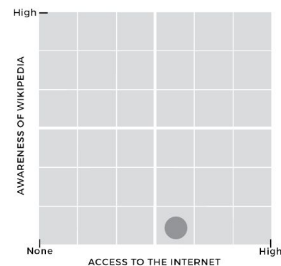
Rupinder wishes to find online content in Punjabi that is relevant to her to research about fashion. She is frustrated at being limited to images and videos.

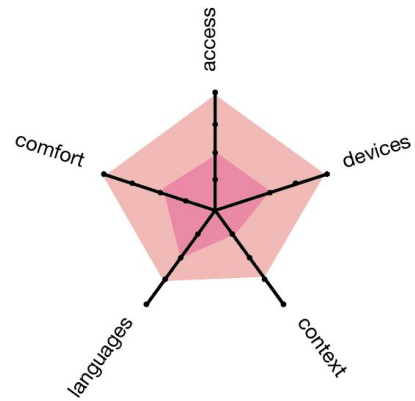
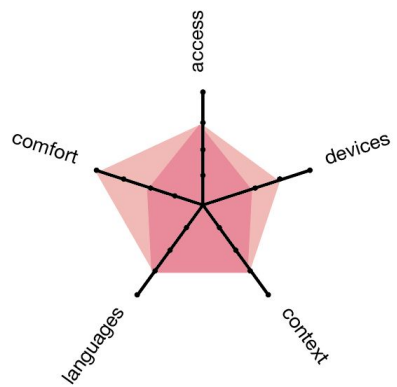


Rupinder's assistant helps with stitching the clothes



Rupinder will often shop for cloth in one of these stores





Sujay

ENTHUSIASTIC NOVICE CONTRIBUTOR

Age 24, Male
Student
Pune, Maharashtra
Single
Languages
Speaks - English, Marathi, Hindi
Reads - English, Marathi

GOAL
Contribute to Wikipedia articles to provide readers with more information on various topics

ABOUT SUJAY

Sujay spends a significant amount of time on his phone reading articles, especially on Wikipedia, to expand his knowledge.

As an active participant of volunteering programs in his local community, Sujay realises the need to empower people through easy access to knowledge. This led Sujay to take up Wikipedia editing - an idea suggested by the volunteers he works with.

While using Wikipedia, Sujay often finds incomplete information and missing images. He wishes to change this situation, but struggles to use the mobile desktop UI while contributing edits.

“ I have so much information to contribute but I still don't know how to create a page. Even after attending a 4 hour lecture.

On his phone, Sujay uses the mobile desktop version, and not the app, because his friends taught him to use only the former. On the laptop, Sujay is still learning to edit Wikipedia articles, and spends a lot of time just trying to understand how the tools work.

Sujay would become a regular Wikipedia contributor if he found it easier to understand and use the Wikipedia editing tools.



Main photo above was provided by Huro

SUJAY : REGIONAL LANGUAGE CONTRIBUTOR



Pune University where Sujay is studying

CHALLENGES

Editing the content on Wikipedia due to unintuitive UX
Finding references or articles for the content to be edited

DEVICES USED



Sujay reads Wikipedia to further his knowledge on subjects related to his course or interests.

He is fluent in English and Marathi and uses an Indic keyboard.

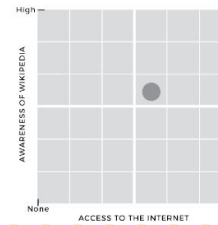
Like him, many of his acquaintances have been schooled in Marathi - for them, it is always a struggle to understand information available exclusively in English - which is often the case online. Sujay heard that Wikipedia is available in Marathi through the members of the volunteering programs he participates in. This motivated him to contribute by editing Marathi Wikipedia pages in order to make them more comprehensive.

Along with Wikipedia's UI challenges, poor network connectivity results in frequent loss of unsaved edits that increases his frustration. For Sujay, a mobile friendly Wikipedia editor would be a game changer.

TECHNOLOGY COMFORT LEVEL

Not at all	Comfortable	Very	Extremely
Always needs assistance	Sending emails, browsing internet, using software	Downloading & setting up own software	Advanced programming, building own software

WIKIPEDIA USAGE



SUJAY : PHOTO CONTRIBUTOR



Sujay loves taking photographs of the greenery around Pune

CHALLENGES

Lack of training opportunities on Wikipedia editing tools

DEVICES USED



Besides studying and spending time with his family, Sujay is busy contributing to environmental causes.

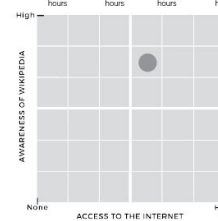
Sujay reads extensively on topics related to nature, the environment, and current affairs. An enthusiastic photographer, Sujay kickstarted his Wikipedia editing journey by uploading images of nearby geographical features such as rivers and lakes. He generally takes photos with his phone and professional camera, and edits them on his laptop before uploading. Sujay wishes to contribute to Wikipedia beyond images and basic edits, but he has to yet come across an easy editing tutorial.

Sujay is seeking training opportunities that will turn him into an efficient contributor, and enrich both his experience of Wikipedia and that of others.

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WIKIPEDIA USAGE



Photos were provided by [E] Flickr Commons by Bindas Madhav! <https://www.flickr.com/photos/madhuam/443223079/> [E] Huro

Recommendations

- Make it possible for users to *listen* to Wikipedia
- Make it easier to search via Improve voice-based search
- Create a Wikipedia that Academics can cite.
- Help people understand how Wikipedia content is created.
- Make the mobile editing experience functional.
- Make it easier for new editors to get help along the way.
- Suggest a regional article when one exists.
- Partner with educators to drive contribution to Wikipedia.

The Report

2018



MOBILE PERSONAS FOR INDIA

REPORT

UREO
USER RESEARCH COMPANY

Wikimedia 2030: what is going on?



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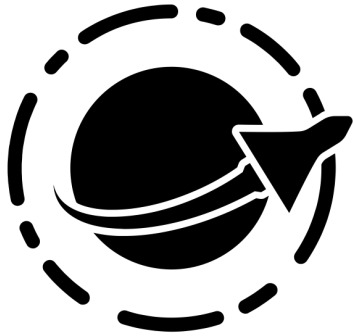


**We have the
Working Groups.**

We have been “scoping”.

What does it mean?

Explore



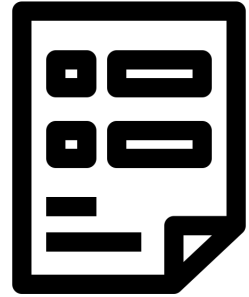
Created by Symbolon
from Noun Project

Define



Created by Transfer Studio
from Noun Project

Summarize



Created by Ramesha
from Noun Project



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Erina Mukuta

Roles & Responsibilities Working Group



Roles & Responsibilities: The Scope

- What governance and organizational structures do we need to support the delivery of the strategic direction?
- How do we ensure that our governance and operational structures can adapt to social, technological and political change?
- What is the future structure for the Wikimedia Movement that will create less friction and more synergies?

Working Group activities

- Online interaction through bi-weekly meetings and working sessions
- Preparing scoping document
- Interviews with people in the movement (summary will be on Meta today)
- Survey to collect some basic information on how different groups (user groups, chapters, thematic organizations and selected committees) function

Mapping Roles and Responsibilities

Reviewed the interviews to determine the existing roles and responsibilities

- Wikimedia Foundation, partners, Affiliates, readers, project communities, WMF Board and committees, national regulators, donors

Determined Responsibilities of these roles (official and non-official)

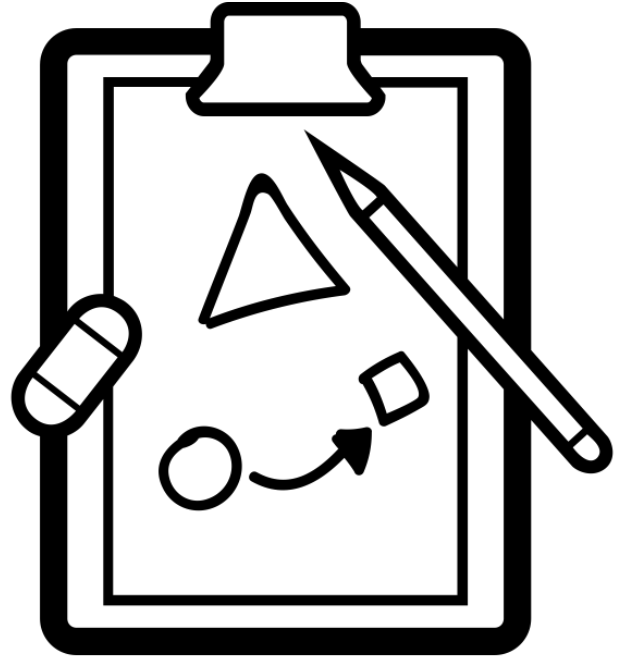
- Governance, operational

Determined the existing good and pain points between the different roles within the movement.

These were mapped out between the groups indicating where the pain or good points were originating from.

Mapping Roles and Responsibilities

- Determine the existing roles and responsibilities
- Determine the responsibilities of these roles (official and non-official)
- Determine the existing good and pain points between the different roles
- Mapping between the groups to understand originating point



Created by Guilherme Silva Soares
from Noun Project

Oscar Costero

Capacity Building
Working Group



Capacity Building: The Scope

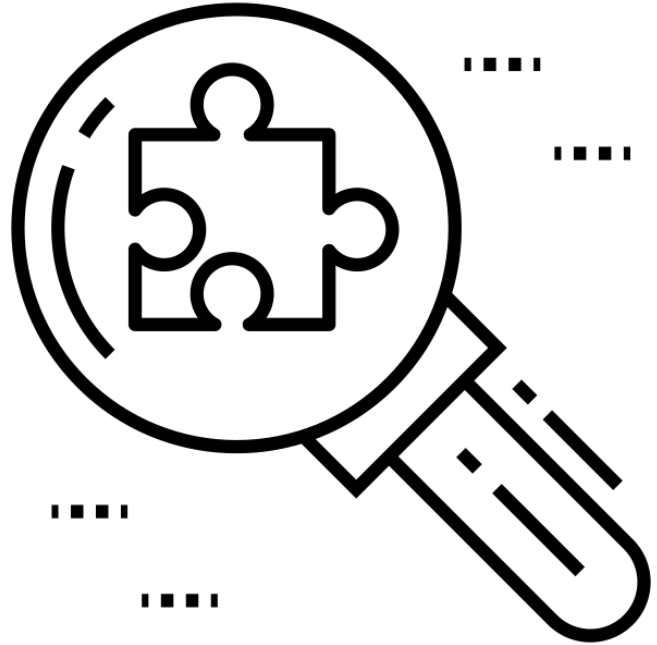
- Which stakeholders should be a part of capacity building efforts, both to contribute as well as receive them?
- What processes will be needed to be built or changed for effective capacity building efforts?
- How do we make capacity building inclusive and available in an equitable way?

Working Group activities

- Online interaction through weekly meetings and subgroup gatherings
- Preparation of scoping document
- On the content level - figuring out:
 - What is Capacity Building?
 - Who do we want to reach?
- Build a glossary for capacity building terms.

Findings from the Working Group

- Capacity Building is more than a list of resources, it's an extended human connection
- Understanding how capacity building *works* in practice
- Capacity Building is both content and process
- Capacity Building is a work of **trust**
- Need to use common language



Wikimedia 2030: how to be involved?



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Reimagine
ourselves
- AS A GLOBAL
COMMUNITY

You



ARE THE ONE
WHO IS GOING
TO MAKE THIS
HAPPEN



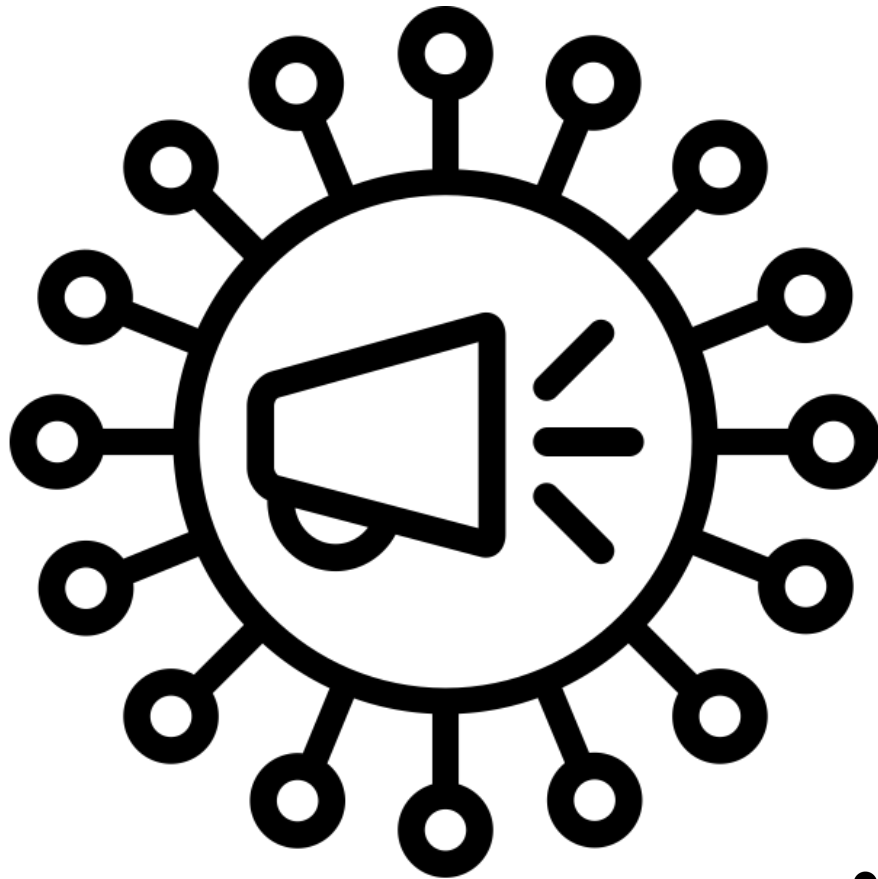
**Communities
make wiki happen.**



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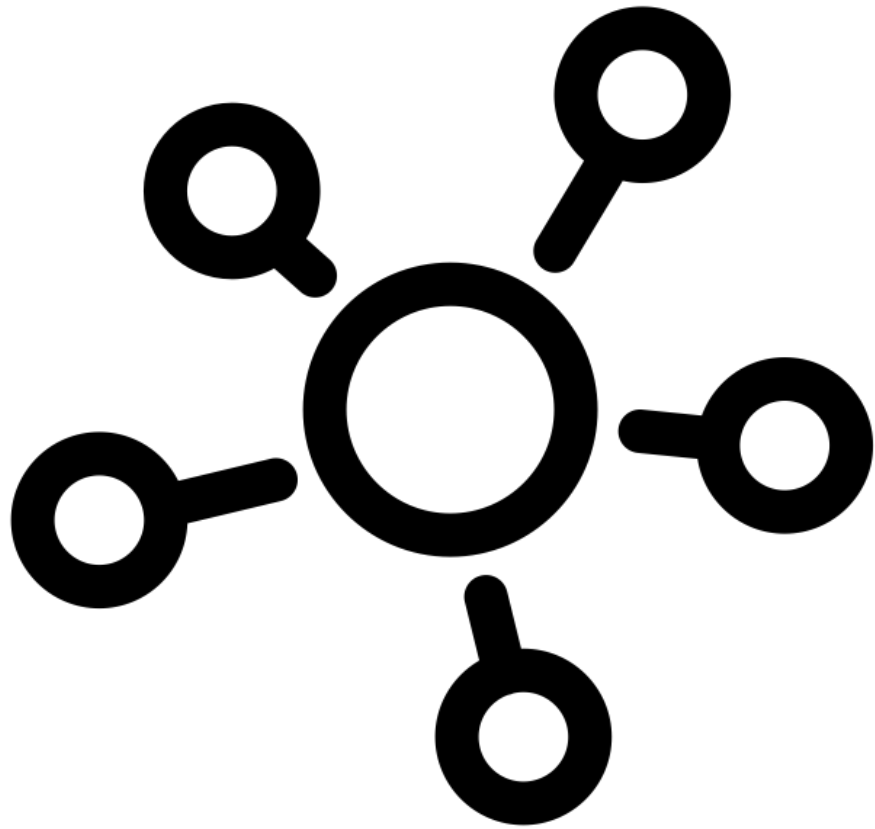
Scoping documents
from all the groups will
be made available
mid - March

Community Conversation Plans



- **Light:** Survey with up to 3 essential questions from the Working Groups
- **Pro:** Discuss scoping documents with your communities and engage in global conversations

Created by priyanka
from Noun Project



OR

**Become a
Strategy
Liaison**

Created by Richa
from Noun Project



Thanks!
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Erina:

erinamukuta@gmail.com

Oscar:

oscarcostero86@gmail.com

Questions and discussion



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wikilove
LIVE



appendix



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What are Personas?

Personas are composite, fictional characters that represent key archetypes of use. They're built out of interviews and observations of real people, and reflect what they do with products in relevant contexts.

How are they used?

Product teams use personas to build empathy for users and use cases they may not otherwise relate to. Personas allow a team to understand user motivations, needs, goals, and challenges. They are used to create user journeys, and later, in usability evaluation.

What are tiers?

population + readiness for development + literacy

- **Tier 1** “these cities are developed and cost of living is comparatively high.”
- **Tier 2** “...more developed than Tier 3 cities and well connected with luxury amenities and big shopping complexes and facilities are available.”
- **Tier 3** “...not as developed compared to Tier 1 and 2 cities. Many of these cities are semi urban and lack good facilities but cost of living is cheap.”

Source: [Quora](#)

