Multimedia Q3 Review

FY 2013-14

Wikimedia Foundation
mediawiki.org/wiki/Multimedia

03/21/2013

Agenda

09:30 am - **Q3 Projects**

10:00 am - **Q4 Projects**

10:35 pm - **Next steps**

11:00 am - **Meeting ends**

* All times above are Pacific time (UTC-8)

Mission

Here is our mission for multimedia:

- **engage users** through multimedia

- encourage **media collaborations**

- provide a **seamless experience**

- address **technical debt**

Goals

Here are our product goals for multimedia in coming years:

- improve the **viewing experience**

- enable **seamless contributions**

- support **structured data**

- develop **feedback tools**

- help editors **use media on articles**

- engage users in **media campaigns**

Q3 Projects

Q3 Projects - Accomplished

Here are some of our key achievements this quarter (Jan.-Mar. 2014):

- **Media Viewer 0.2**
    - better UI
    - faster image load
    - more metadata
    - use this file

- **Media Viewer 0.3 Designs**
    - video/audio support
    - slides, collections
    - zoom

- **GLAM Toolset** (batch uploads)

- **Engagement** (2016 Vision, MP4 RfC, Wiki discussions, IRC chats)

Q3 Projects - Plan vs. Actual

Here are projects we had planned to complete in Q3 (Jan.-Mar. 2014):

- **Expand Media Viewer**
  - improve performance - done
  - play video/audio files, PDF slides - designs only
  - support plugins - not done

- **Improve the Upload Pipeline**
  - bug fixes, code refactoring - not done
  - UX improvements - designs only

- **Deploy GW Toolset** - done

- **Discuss Video Formats with community** - done

- **Implement File Notifications** - not done

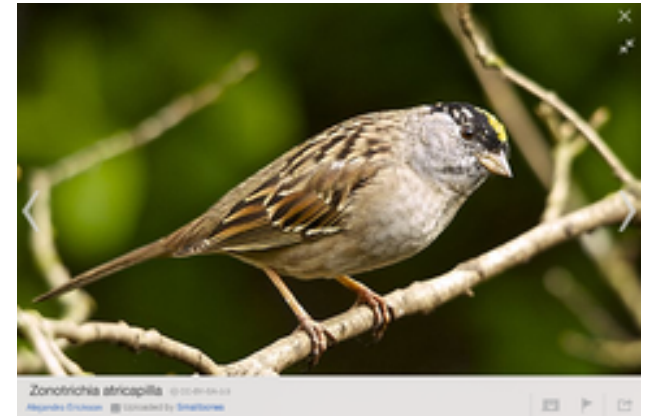Based on Engineering Goals - Multimedia Q3

Media Viewer 0.2

Purpose

• Better viewing experience

• Engage more users
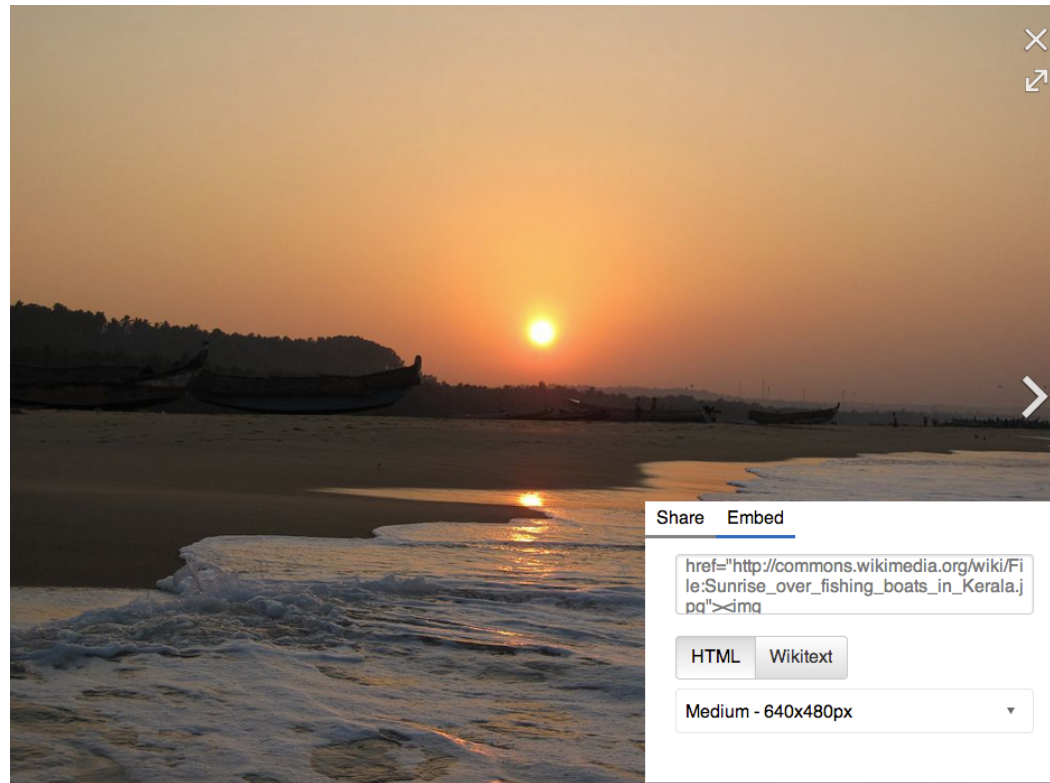
New Features

• Faster image load

• Full screen

• Next/previous

• Meta-data panel

• Use this file

Demo >

In development

- Opt-out
- Edit this file
- User feedback
- Site configuration
- Metrics

Sunrise over fishing boats in Kerala © CC BY-SA 3.0

User:Fabrice Florin - Own work

Ara ararauna ⓒCC-BY-SA-3.0

Michael Gäbler

Media Viewer Stats - Beta Users

Media Viewer Stats - Beta Users

English Wikipedia	
Spanish Wikipedia	
French Wikipedia	
MediaWiki	
Commons	
German Wikipedia	
Italian Wikipedia	
Portuguese Wikip...	
MetaWiki	
Polish Wikipedia	

0   2,500   5,000   7,500   10,000
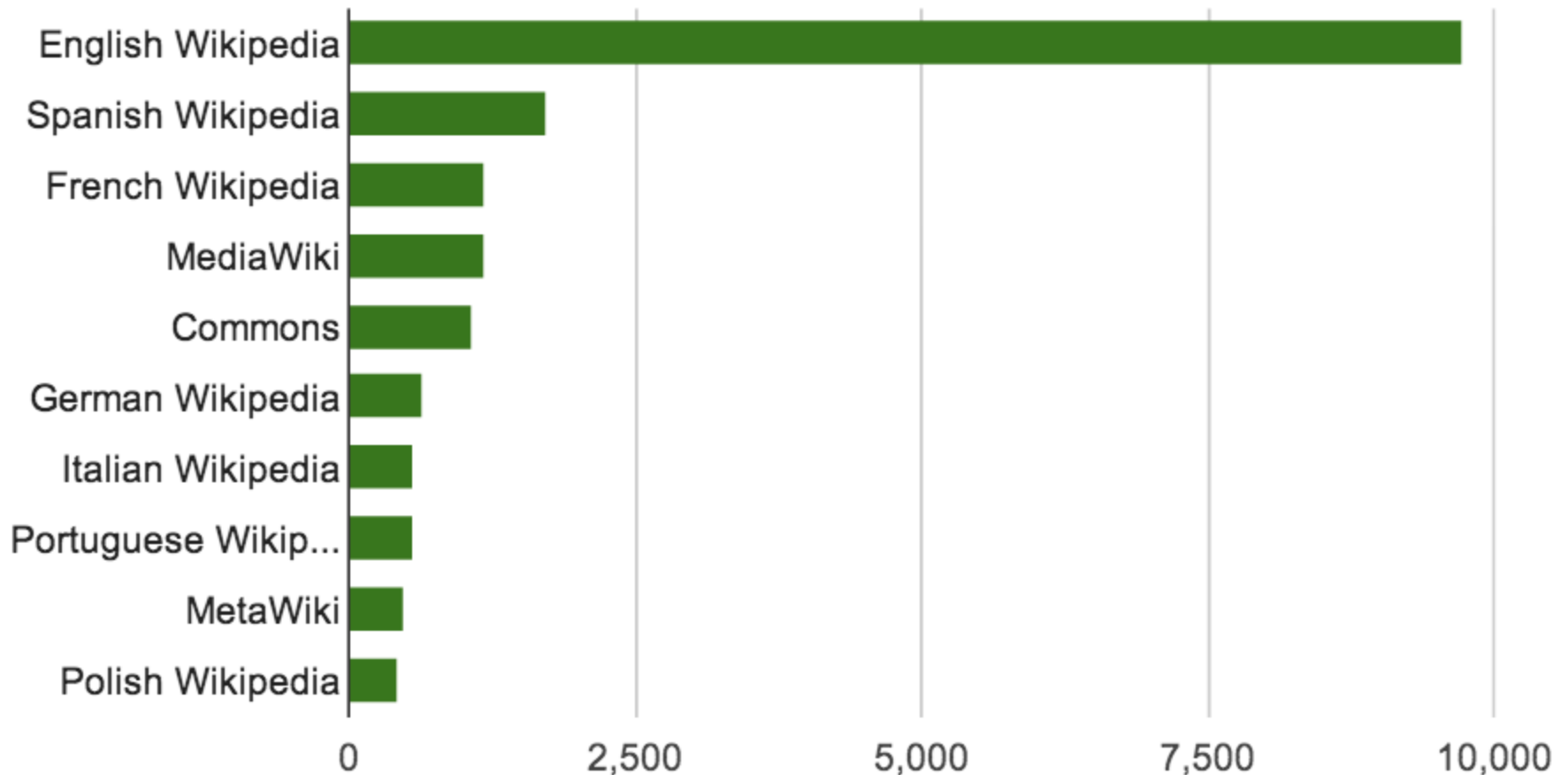
About 17,620 Beta Feature users have enabled Media Viewer on 10 top sites as of Mar. 19, 2014.
Based preference pages on these wikis. Source: Wikimedia Foundation >

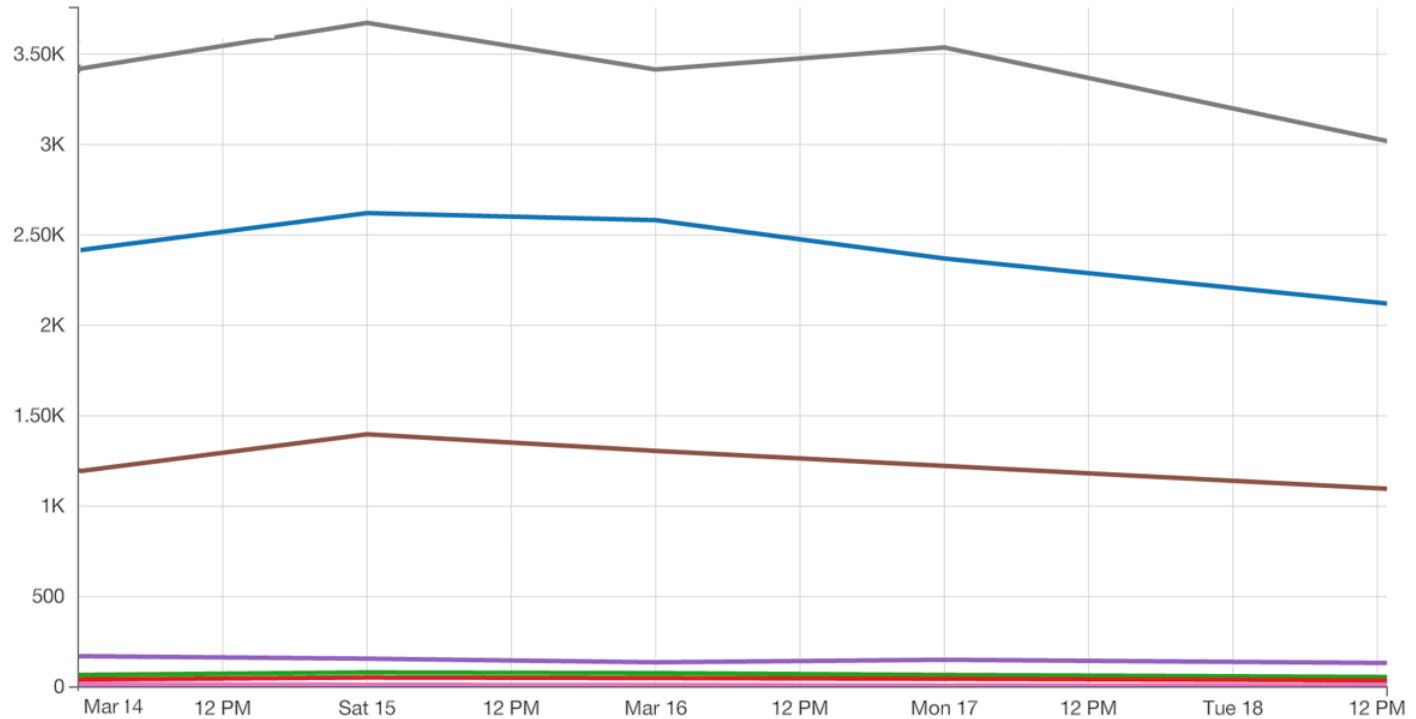# **Media Viewer Stats** - Daily actions

media-viewer-actions

image-view	2.52K
thumbnail-click	1.88K
close-link-click	976
site-link-click	116
fullscreen-link	45
defullscreen	29
use-this-file	14

Mar 20, 2014

Percent of image views in Media Viewer on a typical day: **thumbnail** clicks were 67%, **close** clicks were 34% of 3,540 views. Based on event logs from all wikis on Mar. 17, 2014. Source: Wikimedia Foundation >

Media Viewer Stats - Actions % Views
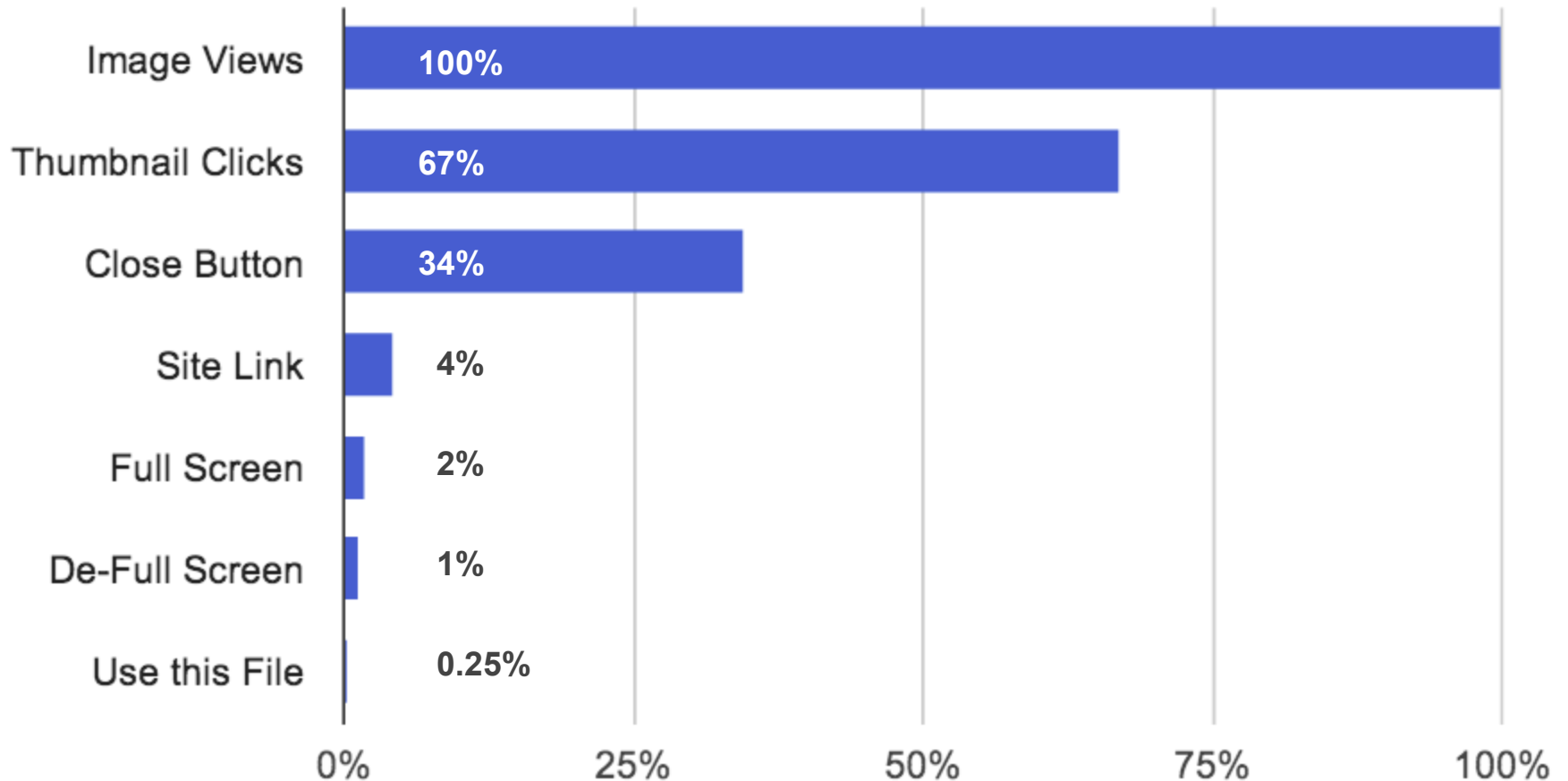
Action	Percentage
Image Views	100%
Thumbnail Clicks	67%
Close Button	34%
Site Link	4%
Full Screen	2%
De-Full Screen	1%
Use this File	0.25%

Percent of image views in Media Viewer on a typical day: **thumbnail** clicks were 67%, **close** clicks were 34% of 3,540 views. Based on event logs from all wikis on Mar. 17, 2014. Source: Wikimedia Foundation >

Feedback

Likes

- see images **more clearly**
- no need to **jump away**
- interface **more intuitive**
- **easy access** to images and data

Dislikes

- images take **too long to load**
- insufficient **licensing** and **attribution**
- interferes with **editing workflows**
- still missing some **key features**

Usability

Works well

- use **display controls**
- access **metadata**
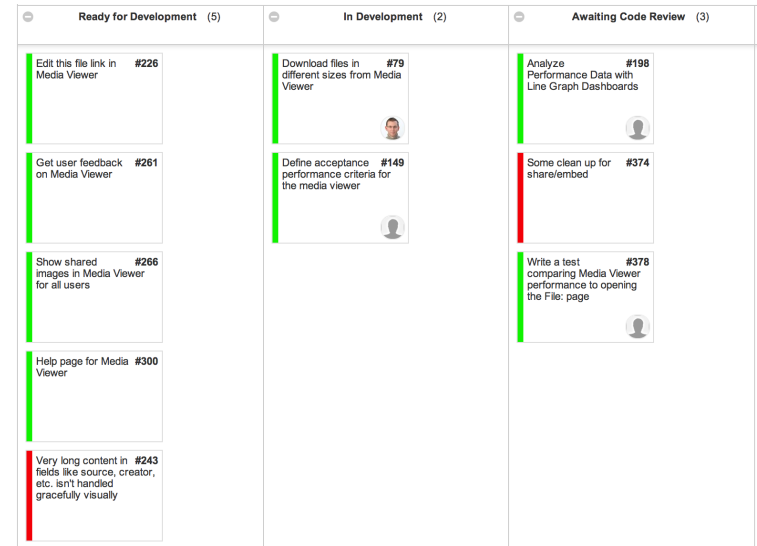- identify **authors**
- find '**use this file**'

Not so well

- find **more data** on description page
- **come back** from description page
- understand what is a **license**
- know how to '**use this file**'

[Study >](#)

Process

Agile Development

- **Mingle** tools / **scrum** practice
- **Sprint** planning / retrospectives
- **Cycles** of 6 weekly sprints

Stats

- **Last cycle** velocity: **164 points** (8 weeks/4 engineers)
- **Net sprint** velocity: 13.5 points/week (for features/bugs)
- **Total sprint** velocity: 20.5 pts (inc. scope increase, meets)
- **Net cycle capacity**: 72 points total (**12pts./sprint**)

Mingle >

Q4 Projects

Q4 Projects

Here are key projects we plan to work on next quarter (Apr.-Jun. 2014):

- **Media Viewer 0.2**
    - pilot releases
    - wide release
    - bug fixes

- **Upload Wizard**
    - metrics, planning
    - bug fixes
    - code refactoring
    - UI improvements

- **Structured Data** (planning, research, prototype)

- **File Notifications** (as time allows)

Q4 Projects - Plan vs. Forecast

Here are projects we had planned to take on in Q4 (Apr.-Jun. 2014):

- **Improve the Upload Pipeline**
    - bug fixes - planned
    - code refactoring - planned
    - UX improvements - planned

- **Discuss plans for structured data on Commons** - planned

- **Start File Feedback experiment** - postponed

- **Support new video and audio formats per RfC** - postponed

- **More bug fixes and Commons improvements** - planned

Based on [Multimedia 2013-14 Goals](#)

Media Viewer Launch

- **gradual release** of Media Viewer 0.2

- **pilot releases** start in April 2014:
  - **MediaWiki.org**
  - **small pilot sites** (e.g. Hungarian)
  - **large pilot sites** (e.g. French)

- **full release** on **all wikis**: May 2014

- **fix bugs** - no feature development
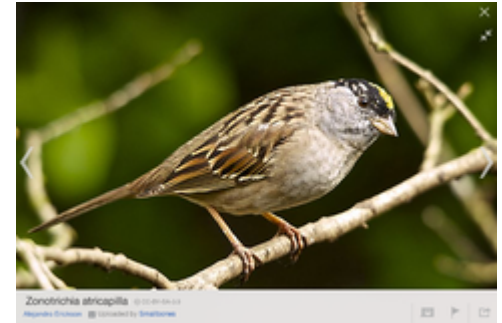
Media Viewer 0.3

Postponed. May be picked up next year, as time allows.

- Video
- Audio
- Slides
- Mobile
- Plugins
- Zoom

Designs >

Intermediate Egret flying ⊖CC-BY-SA-3.0
Cronopio

9:02

Upload Wizard

Purpose:
- Provide a **smoother** upload experience
- Engage **more users** to contribute

Users:
- **Logged-in** users

Tasks:
- Collect **feedback**, **metrics**
- Develop **project plan**
- Fix **high priority bugs**
- Incremental **refactoring**
- Improve **user experience** (see next slides)
- Support **video uploads** (with Internet Archive)

Special page

Search 🔍

Upload Wizard

Uploading 2 files

🏷 Add categories
for all files

DSC14895493.jpg		Discard file
🙂 Cronopio	Creative Commons Attribution ShareAlike 3.0 license	

Add a description

| English ▾ | + | | 📅 Today | 🌐 | More ▾ |

🏷 Add categories

Upload more media files   **Done**

Side navigation

Main page
Welcome
Community portal
Village pump

▾ Participate
Upload file
Recent changes
Latest files
Random file
Help
Contact us
Donate

▸ Tools

WIKIMEDIA COMMONS

Special page

Search 🔍

WIKIMEDIA
COMMONS

Main page
Welcome
Community portal
Village pump

▼ Participate
  Upload file
  Recent changes
  Latest files
  Random file
  Help
  Contact us
  Donate

▶ Tools

Upload Wizard
Leave feedback · Back to the old form

Uploading 2 files

🏷 Add categories
for all files

DSC14895493.jpg	Discard file

🙂 |Cronopio   Change to Jules Cronopio

Source   This is my own work

© License   Creative Commons Attribution ShareAlike 3.0 ▾

Add a description

| English ▾ + | 📅 Today 🌐 More ▾ |

🏷 Add categories

WIKIMEDIA COMMONS

Special page

Upload Wizard

Leave feedback · Back to the old form

Main page
Welcome
Community portal
Village pump

▼ Participate
   Upload file
   Recent changes
   Latest files
   Random file
   Help
   Contact us
   Donate

▶ Tools

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DSC14895493.jpg	Discard file

😊 Cronopio   Creative Commons Attribution ShareAlike 3.0 license

Add a description

| English ▾ | + | 🗓 Today   🌐   More ▾

🏷 | Add 8 categories used above

Animal

Cheetah

Serengeti

Structured Data

Purpose:

• Store media file info as **structured data** on **Commons**

• Make it **easier** to **view**, **search**, **upload**, **edit**, **curate** and **use** media

Users:

• All users and developers

Q4 Tasks:

• Develop **project plan** with **Wikidata**

• Review **Wikidata code** (e.g. WikiBase)

• Create **mock interfaces** (e.g. UploadWizard)

• Discuss **data migration** with **community**

See Mingle cards:

• #307 Plan for Structured Data on Commons

• #309 Prepare for Wikidata Integration

File Notifications

Purpose:

• Inform file creators when **something happens to their files**

• Engage users to **contribute more** files

Users:

• All **Commons contributors** or curators

Features:

• File was **Used in Article - Q4?**

• File **Upload Complete - Q4?**

• File was **Rated/Featured**

• File was **Edited**

• File was **Marked for Deletion**

See Mingle card #170 Notification: Your file was used

Q4 Roadmap

- Here's a possible timeline, **for discussion purposes**
- **More planning needed**, only first month has been estimated.

April	May	June
Media Viewer 0.2: pilot releases	**MediaViewer 0.2:** release to all wikis	**MediaViewer 0.2:** bug fixes
Upload Wizard: planning	**Upload Wizard:** fix bugs, UI design, refactor code?	**Upload Wizard:** code refactor, new features?
	Structured Data: planning, code review?	**Structured Data:** prototypes, discussions?
		File Notifications?

Next steps

2014-15 Projects - High Priority

We are **considering** one or more of these projects as high priorities for next year:

📷 **Upload Pipeline**

⚠️ **Structured Data**

✅ **File Notifications**

👁 **Media Viewer 0.3**

These options will be **discussed** in upcoming planning meeting for 2014-15.

2014-15 Projects - Lower Priority

We are also **considering** these projects as lower priorities for next year:

✓ **File Feedback**

🔍 **Better Search**

👥 **Campaign Tools**

These options will be **discussed** in upcoming planning meeting for 2014-15.

2014-15 Ongoing Responsibilities

The team has maintenance obligations, technical debt and code review to clean up for the following projects:

⚠️ **Timed Media Handler**
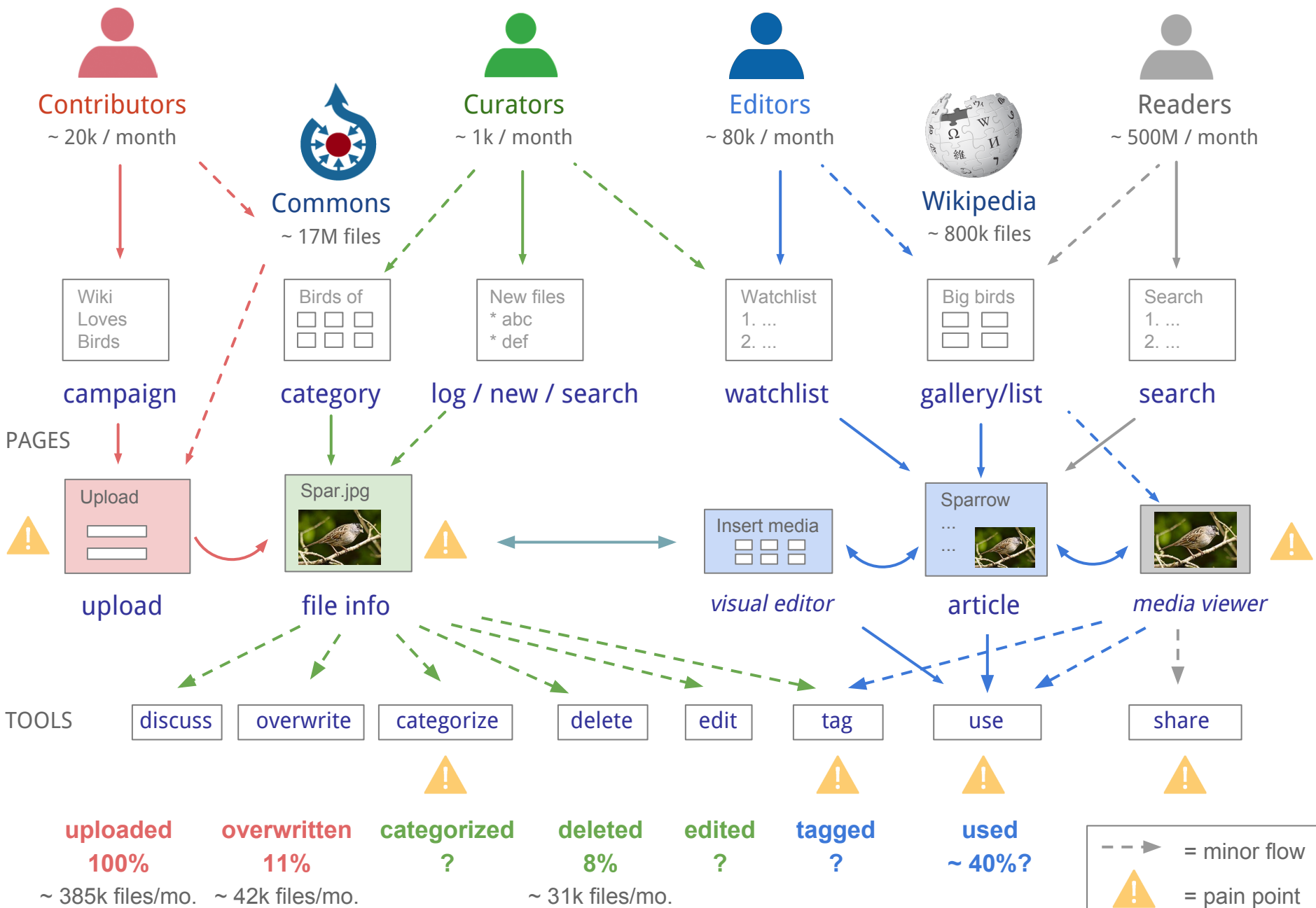
⚠️ **Upload pipeline**

⚠️ **Image scaling**

⚠️ **PDF handling**

⚠️ **Media storage**

⚠️ **Score**

⚠️ **GW Toolset**

Multimedia Map - WorKflows by user group

Contributors
~ 20k / month

Curators
~ 1k / month

Editors
~ 80k / month

Commons
~ 17M files

Wikipedia
~ 800k files

Readers
~ 500M / month

Wiki
Loves
Birds

Birds of
☐ ☐ ☐
☐ ☐ ☐

New files
* abc
* def

Watchlist
1. ...
2. ...

Big birds
☐ ☐
☐ ☐

Search
1. ...
2. ...

campaign   category   log / new / search   watchlist   gallery/list   search

PAGES

⚠️ Upload

Spar.jpg ⚠️

Insert media

Sparrow
...
...

⚠️ media viewer ⚠️

upload   file info   *visual editor*   article   *media viewer*

TOOLS

discuss	overwrite	categorize	delete	edit	tag	use	share

⚠️ (categorize)   ⚠️ (tag)   ⚠️ (use)   ⚠️ (share)

uploaded 100%
~ 385k files/mo.

overwritten 11%
~ 42k files/mo.

categorized ?

deleted 8%
~ 31k files/mo.

edited ?

tagged ?

used ~ 40%?

Legend:
- - - ▶ = minor flow
⚠️ = pain point

Metrics

Here are key metrics we're **considering** to track the impact of our work:

- **17k uploaders** / month (1)

- **288k uploads** / month (1)

- **8.0M files used** in articles (**39%** of all files) (2)

- **105k image views** / month (in Media Viewer) (3)

The Team

Learn more:

mediawiki.org/wiki/Multimedia

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Multimedia Team
Wikimedia Foundation

Shortcut to this deck: ur1.ca/gw89z