COMPARATIVE CONCEPT REVIEW:

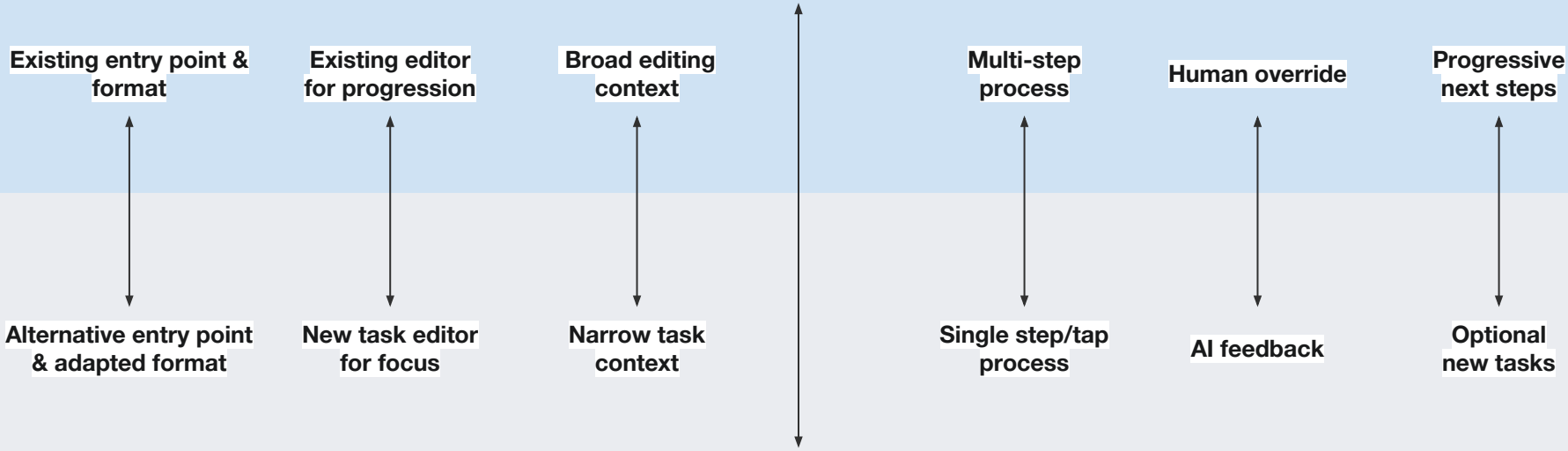
Add a link Structured task

WIKIMEDIA FOUNDATION

CONTRASTING APPROACHES

Concept A

Learn to edit Wiki more broadly (can do other edits in same workflow)



Specialised edit at Volume (other edits are outside of workflow)

Concept B

Summary

Concept A: Learning

Idea in brief:
Newcomers open Add a link in a new pseudo-Visual Editor mode, which enables them to more easily access and learn about editing broadly on Wikipedia (beyond the structured edit).

PROS:
- Users learn to edit in the existing framework.
- Uses the existing Suggested edits features
- Potentially greater opportunity for growing editing expertise via “exposure therapy”

CONS:
- Potentially reduces users’ ability to do task as quickly as the “focused” structure of Concept B
- Potential confusion that there is no guidance in the other Suggested edits tasks.

Concept A

Walkthrough

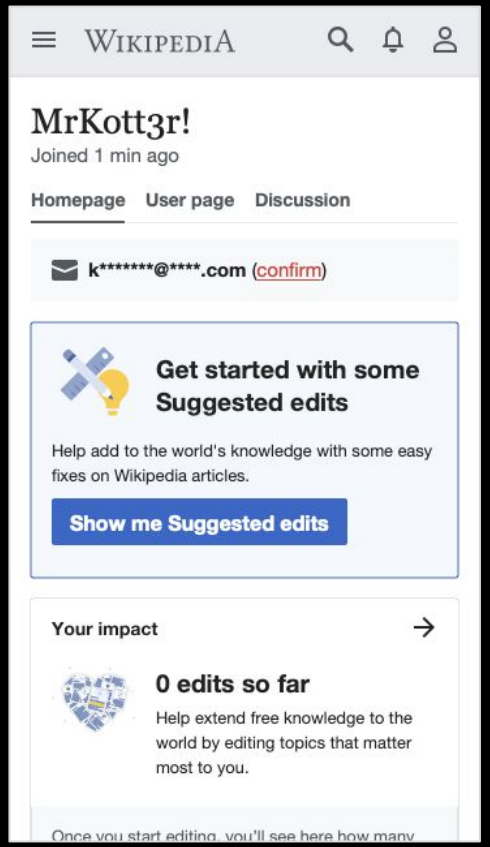
Tip: View in presentation mode
(so you can best see progression through the screens in situ)

Alternatively, view the entire flow at
https://wikimedia.invisionapp.com/freehand/Add-links-v13-yKEhTRDtk

Pre-initiation 1:

Open the homepage for the first time.

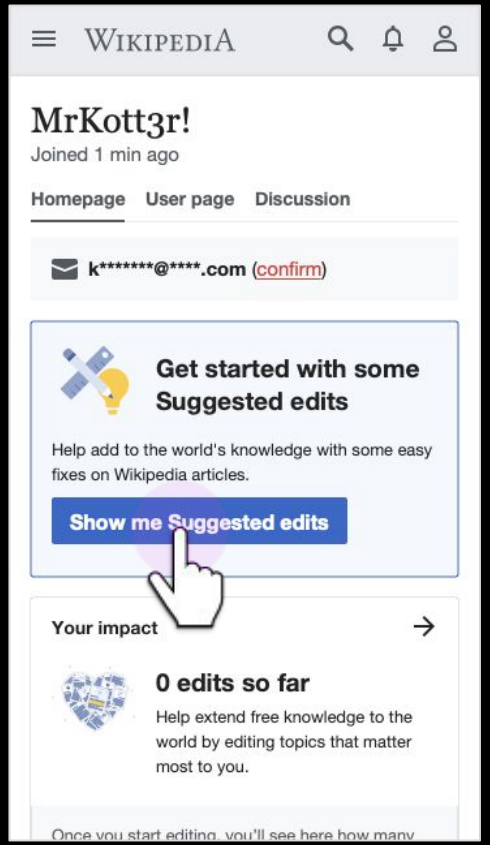
Note:
These pre-initiation screens are the same for both concept A and B. They serve to establish how a newcomer on mobile comes to view this feature.



Pre-initiation 1:

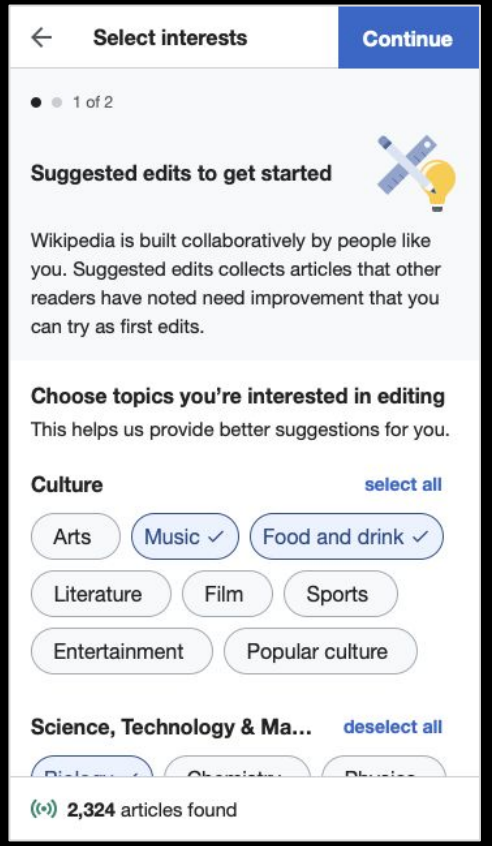
Open the homepage for the first time.

Tap the button “Show me Suggested edits”



Pre-initiation 2:

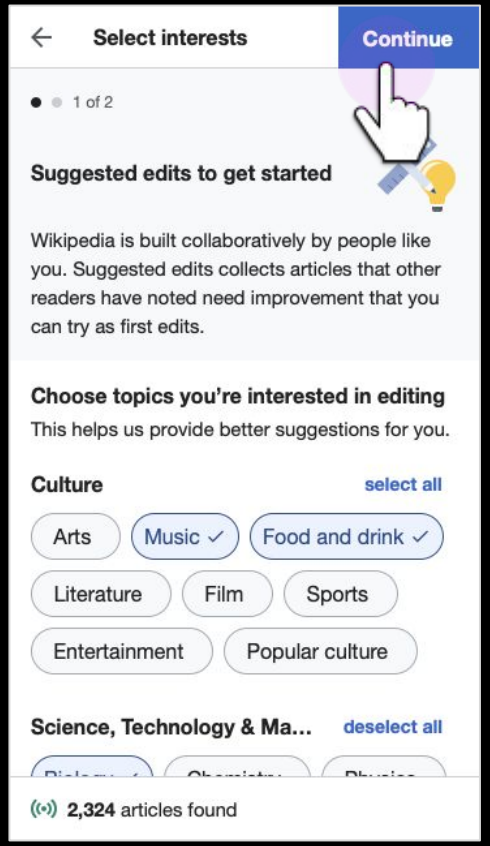
View onboarding screen with topic selections



Pre-initiation 2:

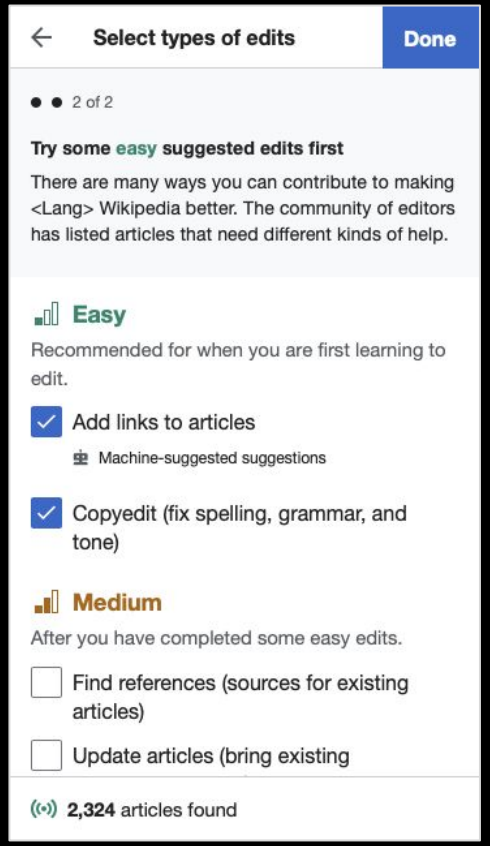
View onboarding screen with topic selections

Make topic selections and Continue



Pre-initiation 3:

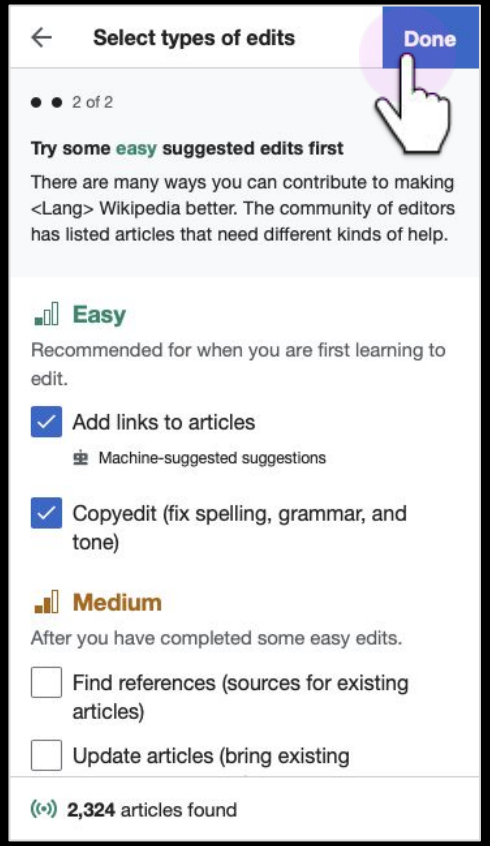
View onboarding screen with task type descriptions



Pre-initiation 3:

View onboarding screen with task type descriptions

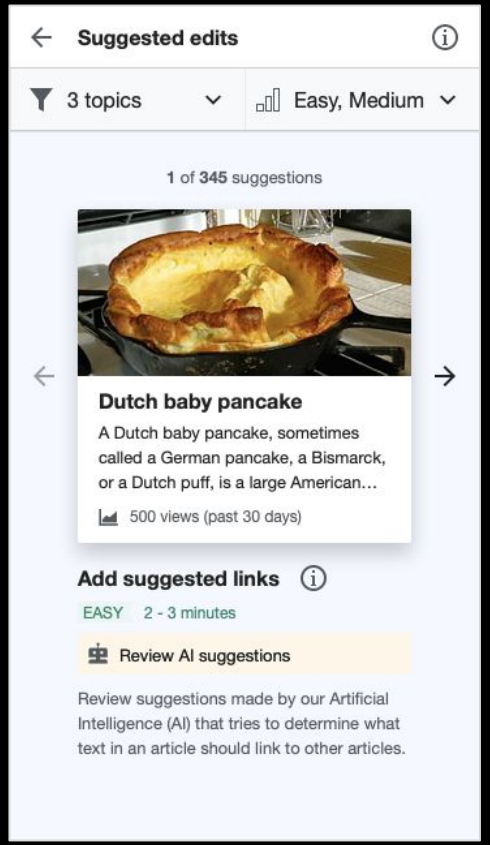
Tap “Done”



Concept A - 01:

Suggested edits module

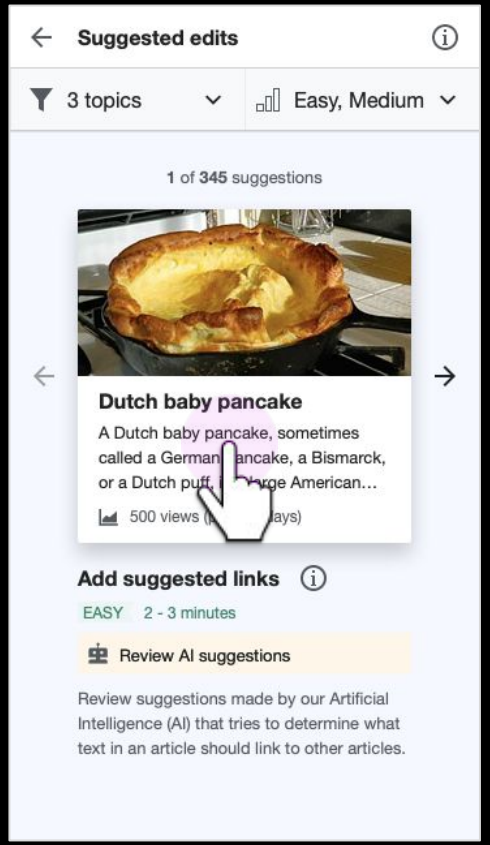
Note:
The structured task appears in the same “Suggested edits” module as other tasks, but there are extra indicators that it is different (notably the robot icon and note that is is about reviewing AI suggestions)



Concept A - 01:

Suggested edits module

Select article.

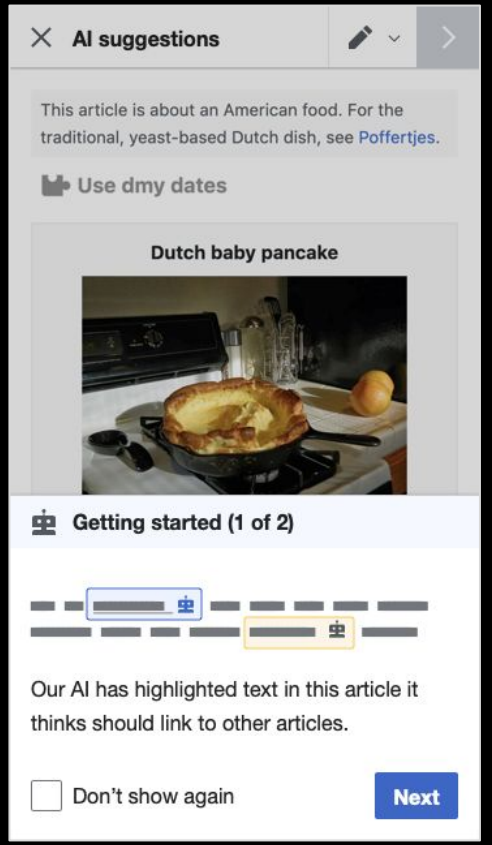


Concept A - 02:

Add link onboarding 1 of 2

Notes:

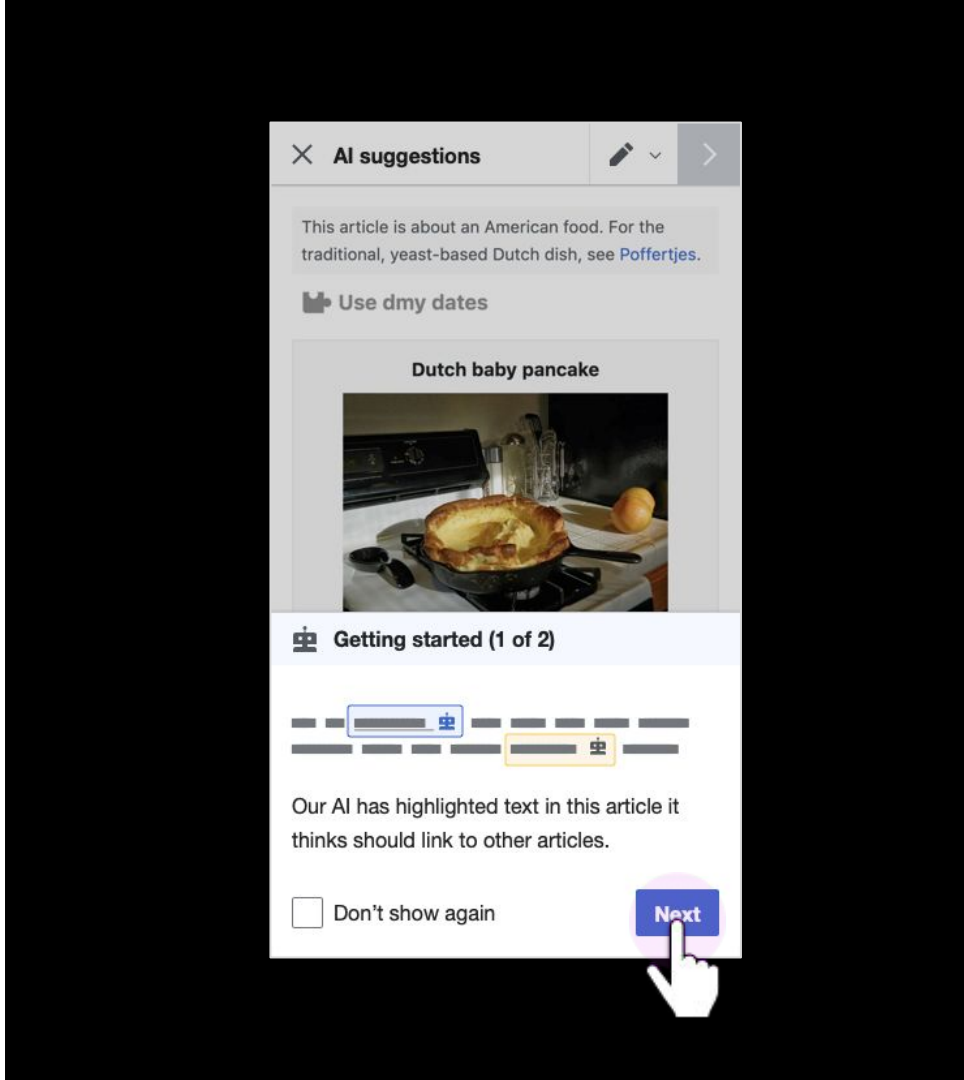
- The article has loaded in Edit mode, in a new AI-suggestions mode that is like VE-editor but with VE editing features not available
- Users can select “Don’t show again” to not see the onboarding card again.



Concept A - 02:

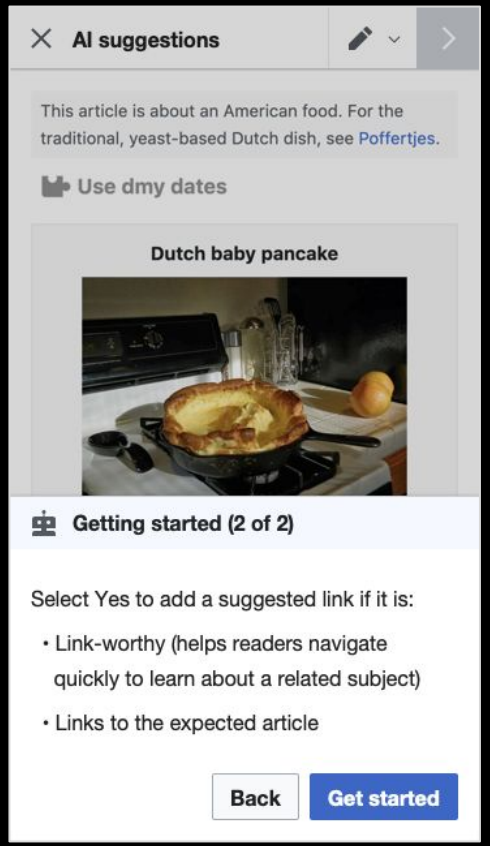
Add link onboarding 1 of 2

Tap “Next”



Concept A - 03:

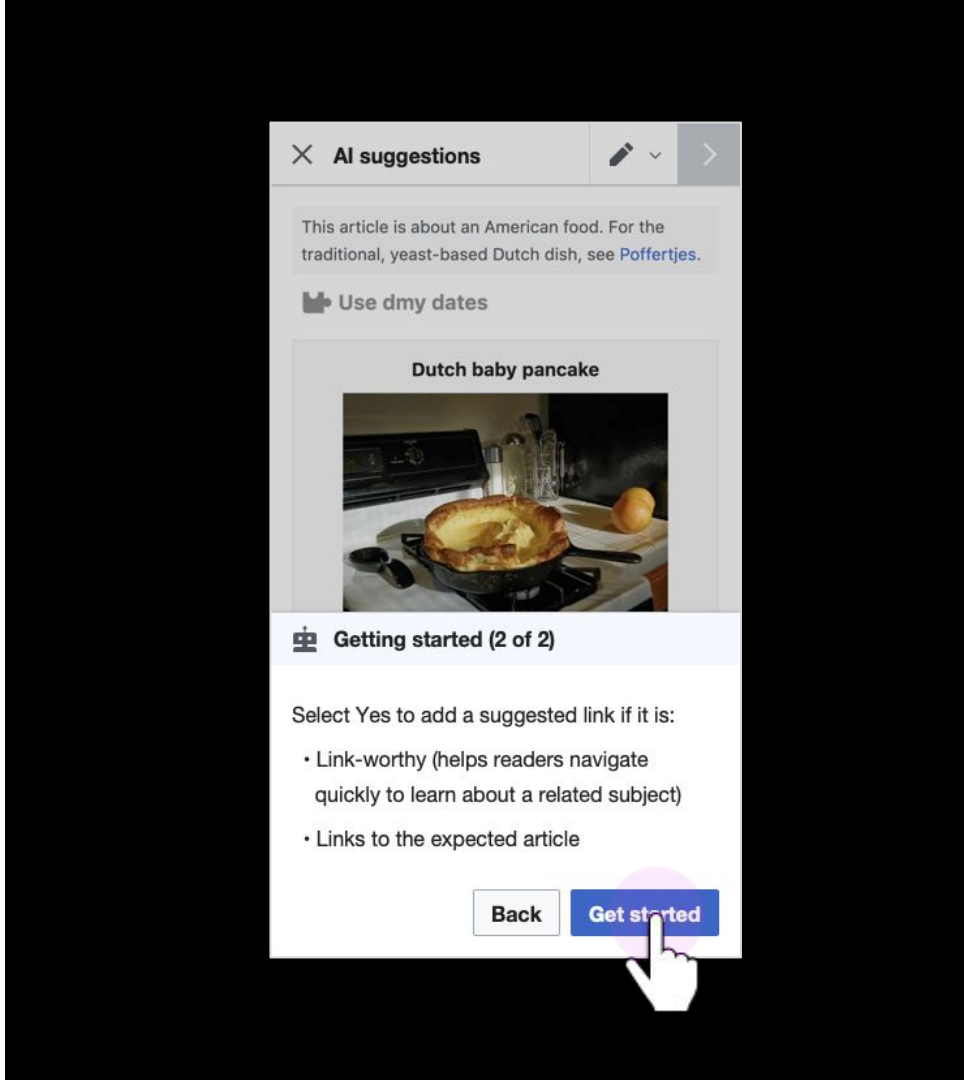
Add link onboarding 2 of 2



Concept A - 03:

Add link onboarding 2 of 2

Tap “Get started”



Concept A - 04:

Review first suggestion

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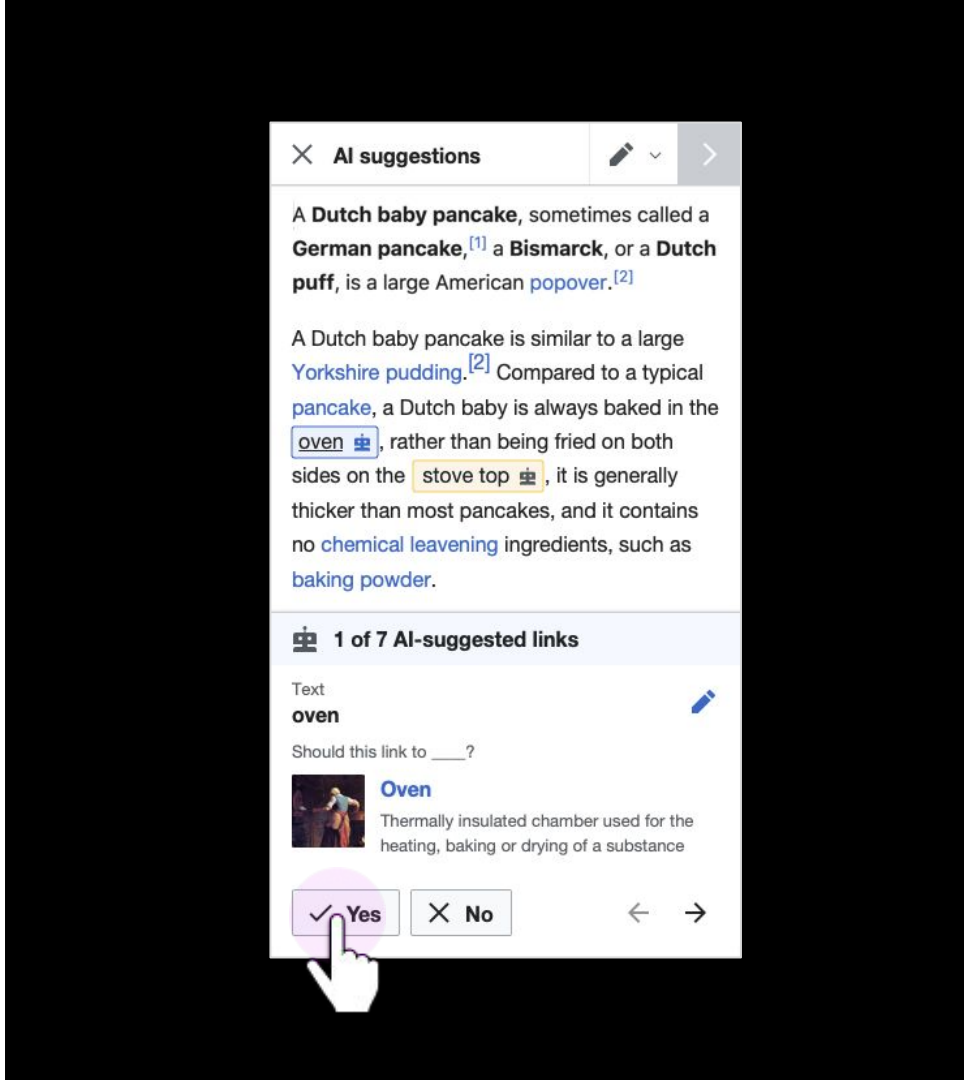
Review first suggestion

Tap “Yes”



Concept A - 05:

Link updates to show “yes” was selected

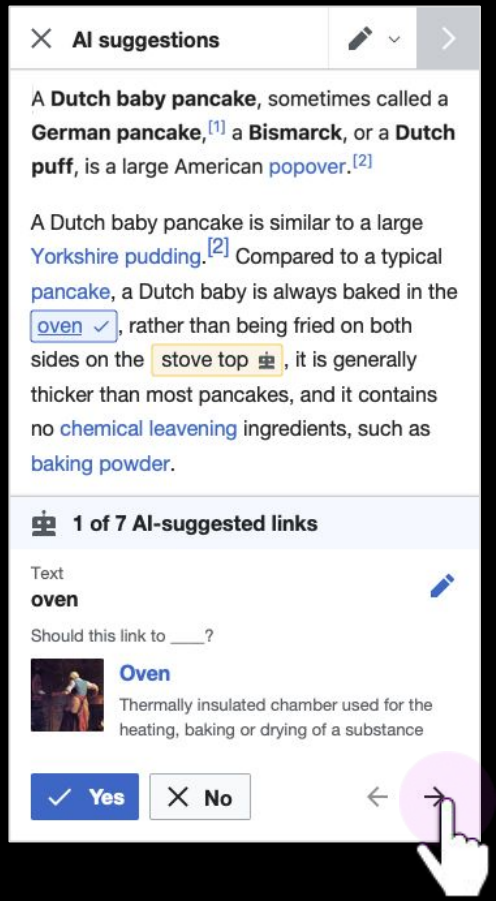
Notes:

- Users move to next item manually via arrows
- Skip is implicit if user selects next arrow

Concept A - 05:

Link updates to show “yes” was selected

Tap → arrow to move to to the next suggestion



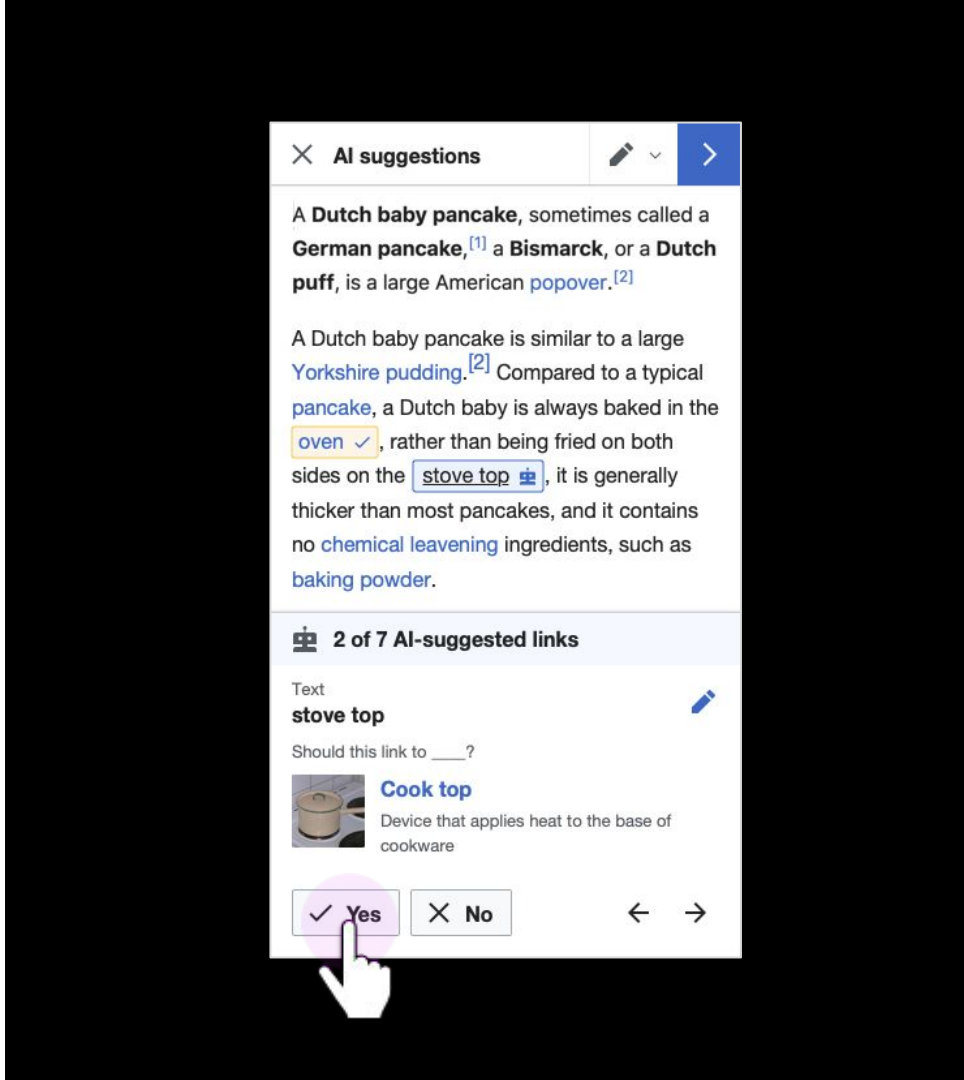
Concept A - 06:

User sees next suggested link, now underlined & highlighted blue

Concept A - 06:

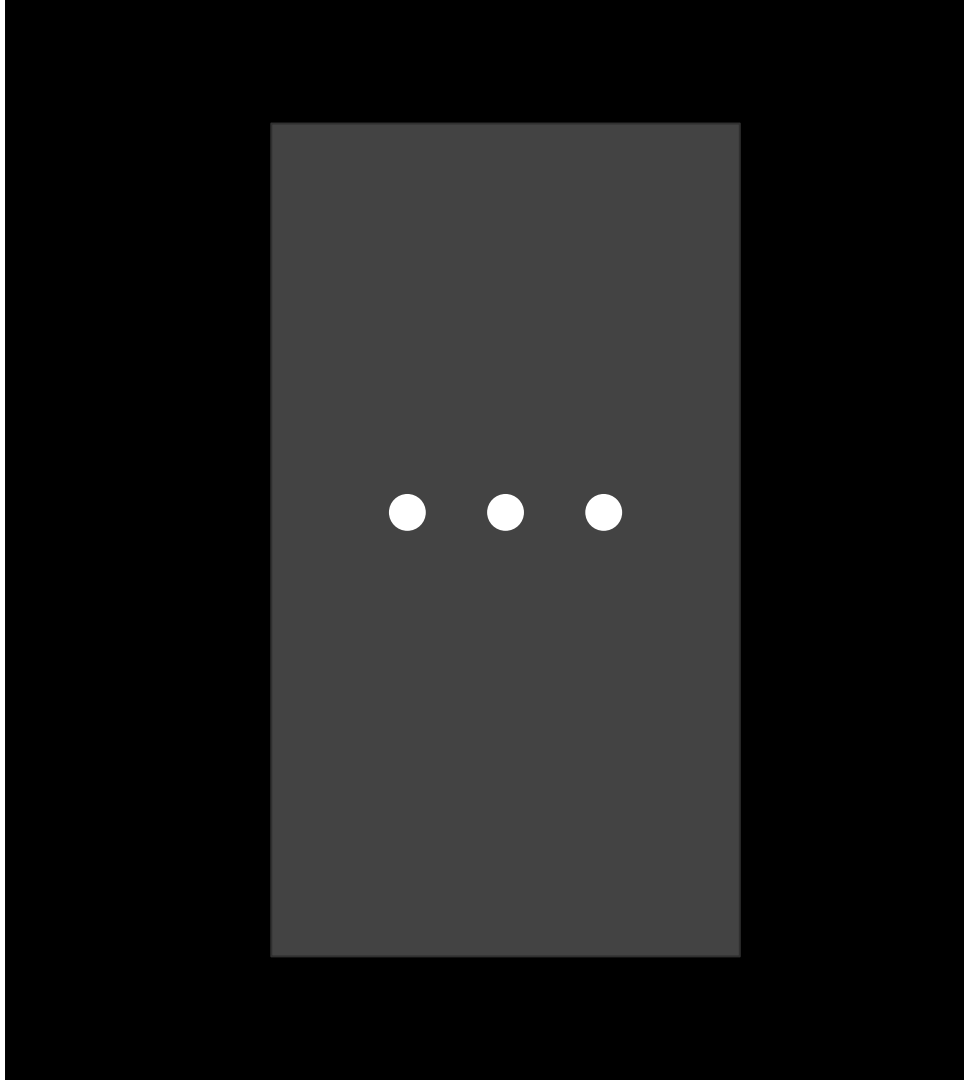
User sees next suggested link, now underlined & highlighted blue

User taps “Yes”



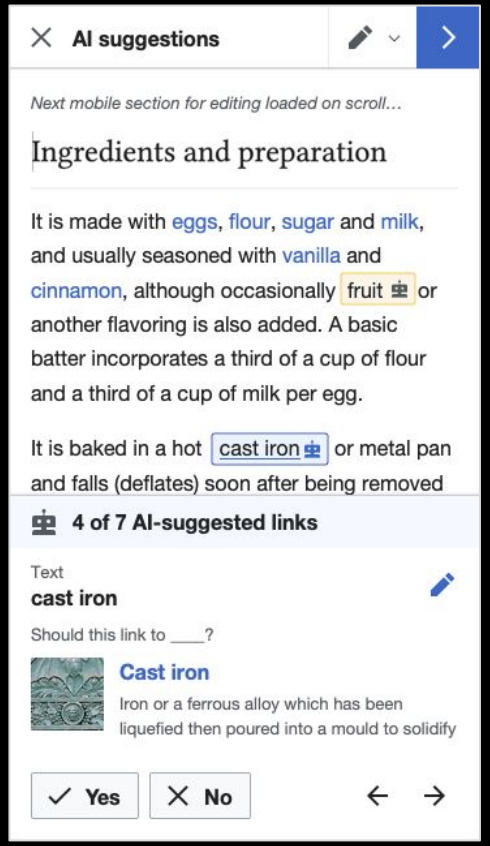
Transition to later in the flow

User skips the 3rd link suggestion to review the 4th link in the set



Concept A - 07:

User sees 4th suggestion and thinks it looks wrong



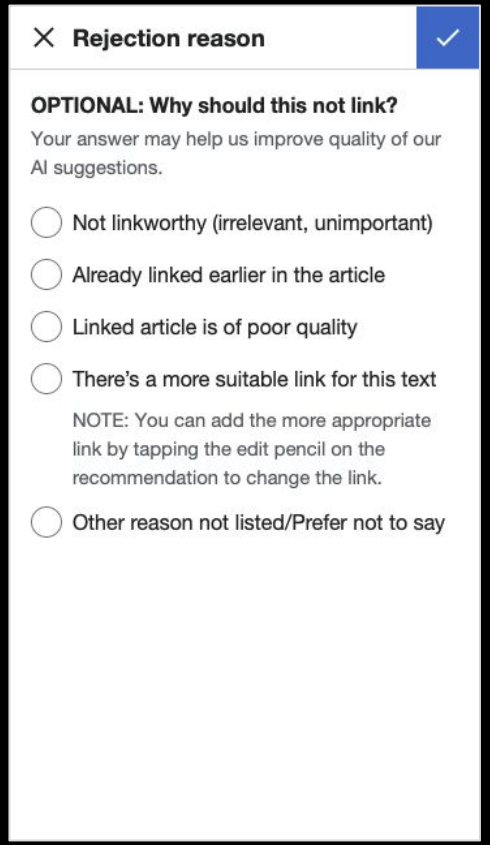
Concept A - 07:

User sees 4th suggestion and thinks it looks wrong

User taps “No”

Concept A - 08:

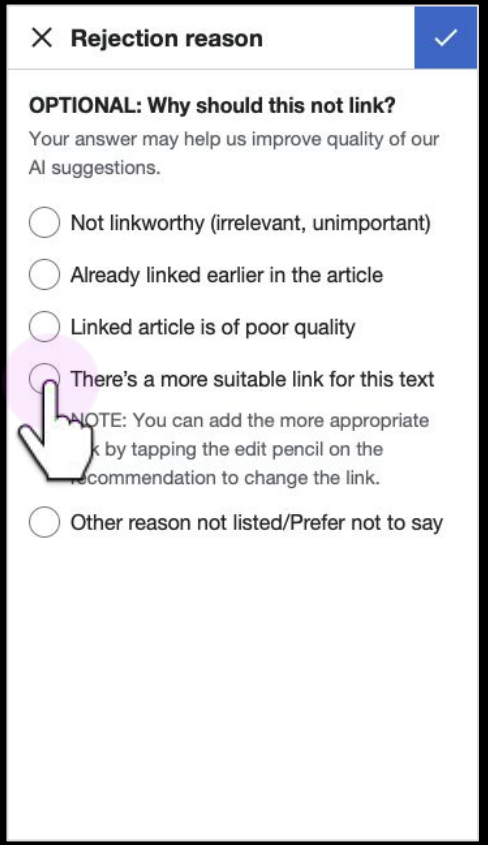
Rejection reason overlay appears



Concept A - 08:

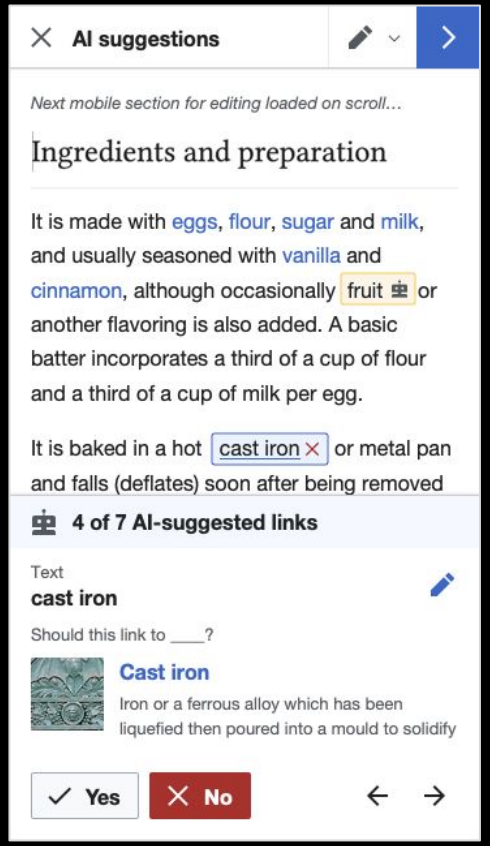
Rejection reason overlay appears

User selects the reason that they think there is a more suitable link



Concept A - 09:

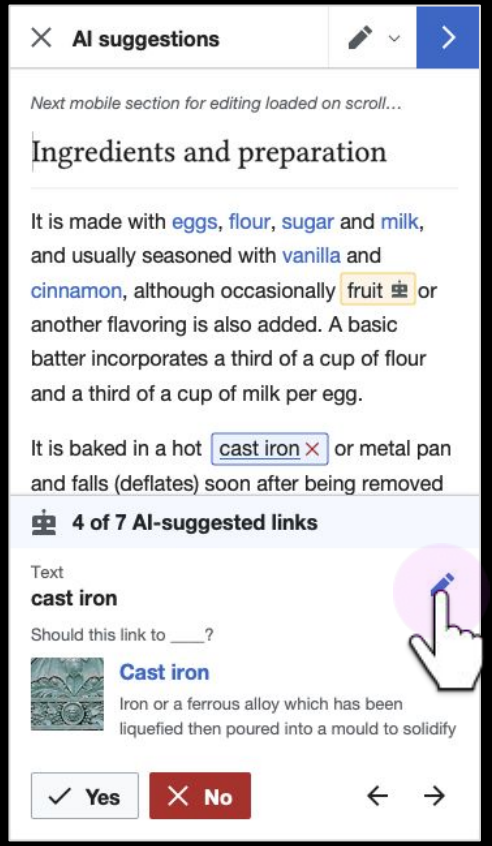
User returns to see that “No” is now selected



Concept A - 09:

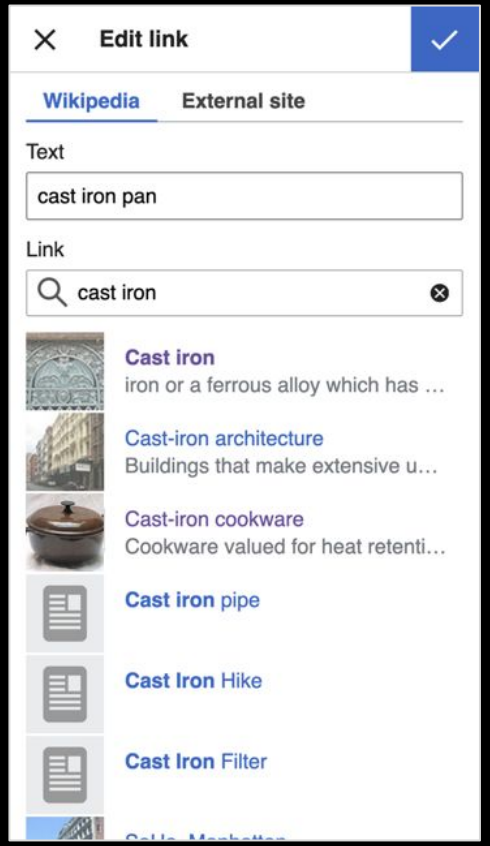
User returns to see that “No” is now selected

User taps the pencil icon in the link suggestion card to find a better link



Concept A - 10:

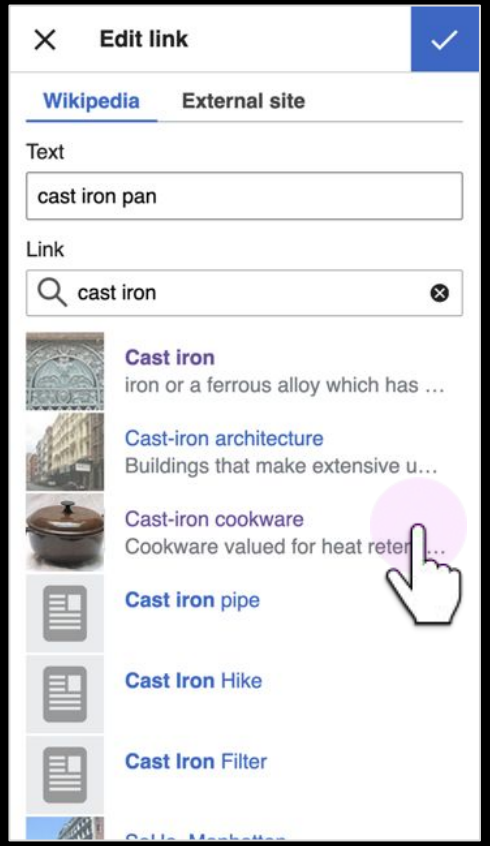
Standard link selection overlay appears



Concept A - 10:

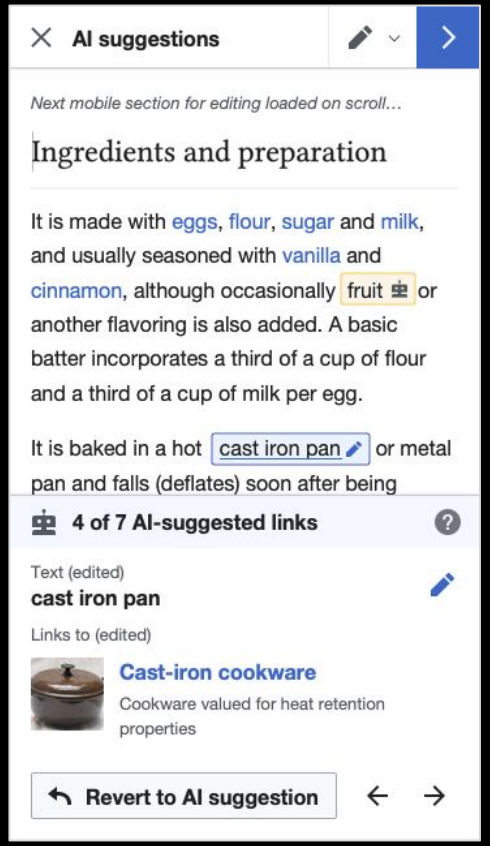
Standard link selection overlay appears

User edits the text and changes the link target



Concept A - 11:

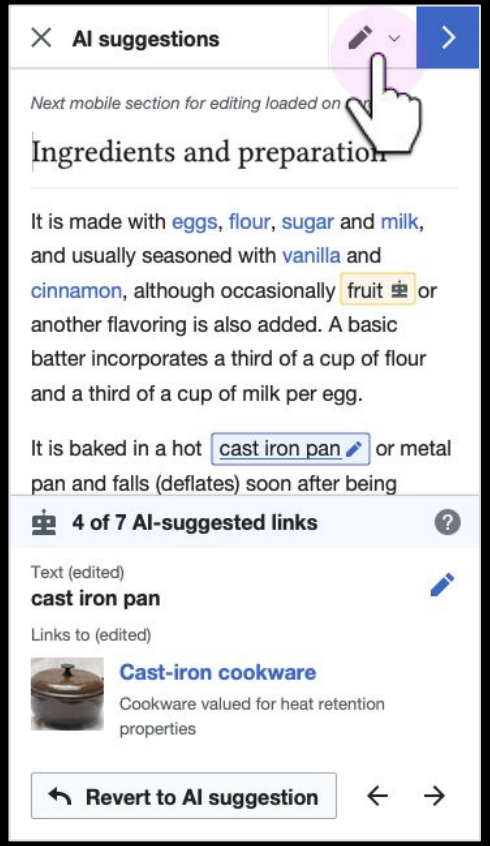
The 4th link suggestion is updated to reflect user's edits



Concept A - 11:

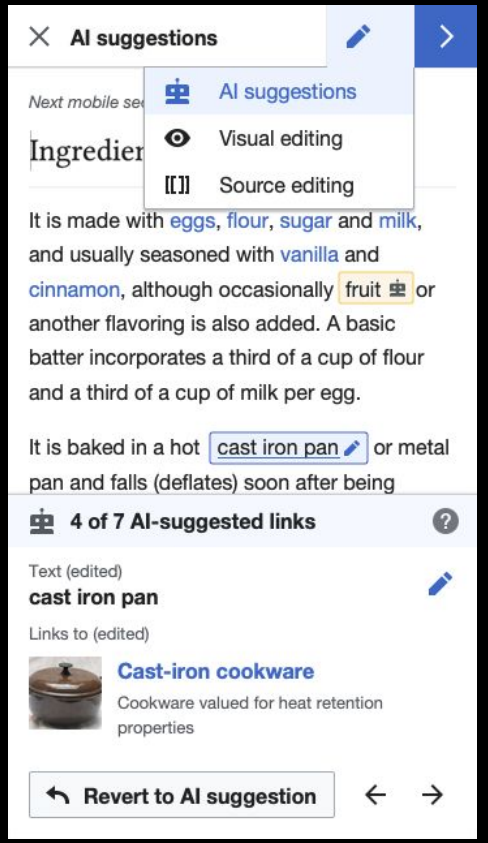
The 4th link suggestion is updated to reflect user's **edits**

User thinks about editing a sentence here and selects the edit pencil at the top right



Concept A - 12:

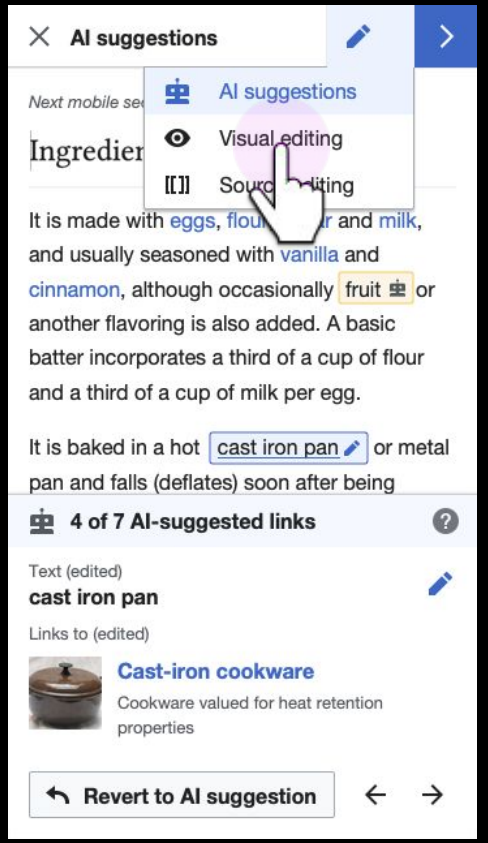
Editor mode flyout opens



Concept A - 12:

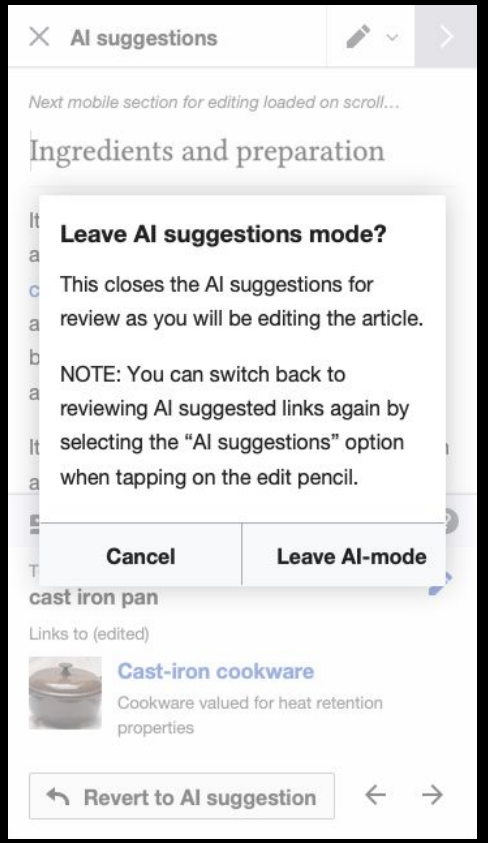
Editor mode flyout opens

User selects the Visual editor option



Concept A - 13:

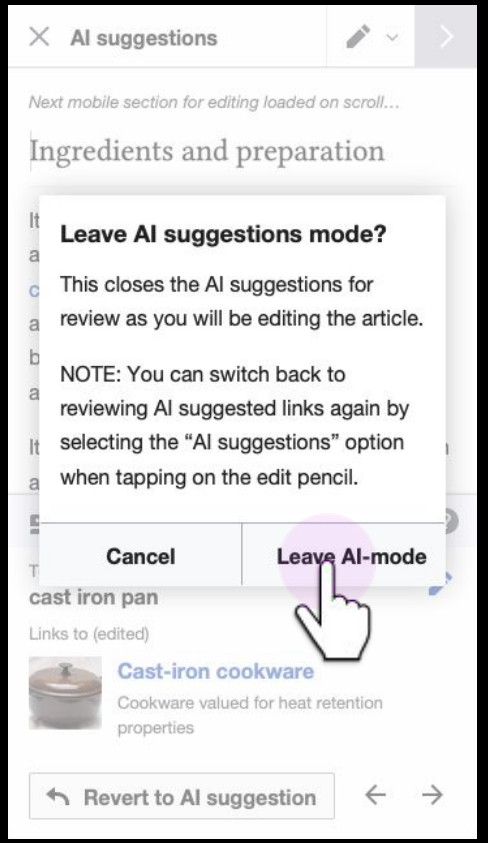
Dialog appears letting the user know they will exit AI mode



Concept A - 13:

Dialog appears letting the user know they will exit AI mode

User selects to Leave AI- mode



Concept A - 14:

User is now in VE mode with ability to return via the edit pencil or the guidance panel

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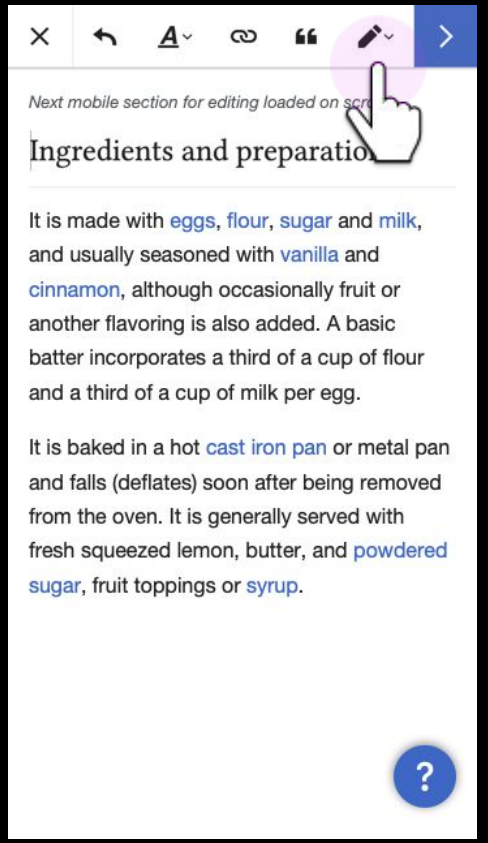
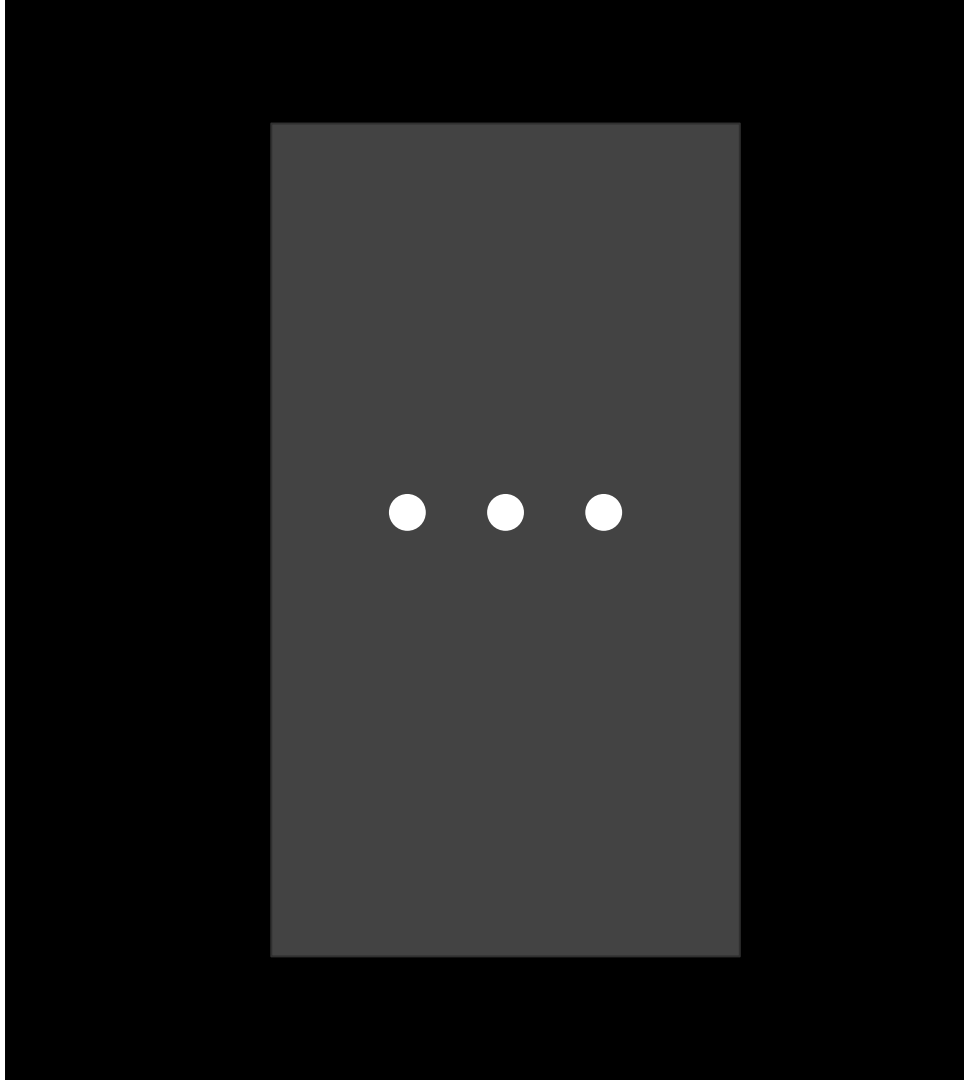
User is now in VE mode with ability to return via the edit pencil or the guidance panel

User selects to switch back AI-mode



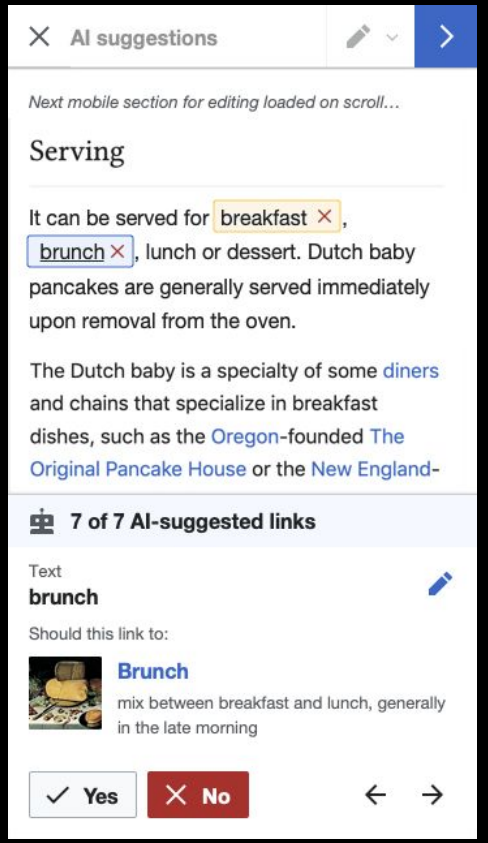
Transition to later in the flow

User returns to finish reviewing the rest of the AI suggestions and is on the final link.



Concept A - 15:

User finishes reviewing the final link



Concept A - 15:

User finishes reviewing the final link

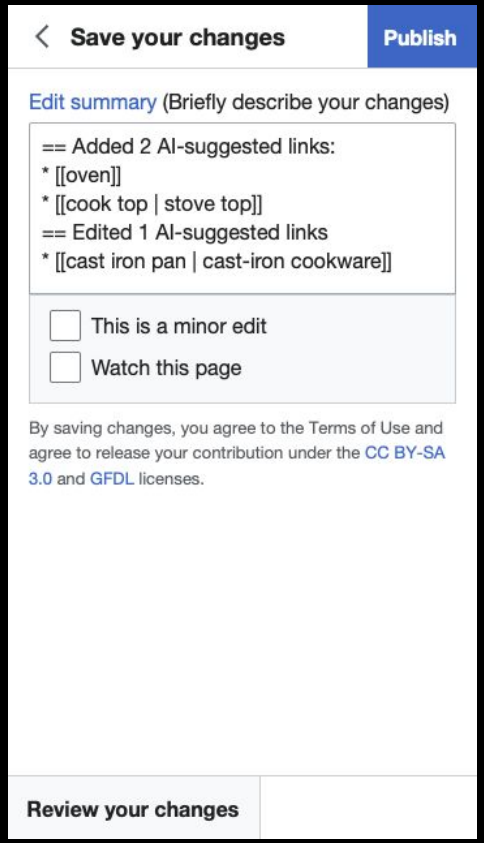
User skips it by selecting the next arrow

Note:

- User may also have tapped the blue “>” arrow to move forward.

Concept A - 16:

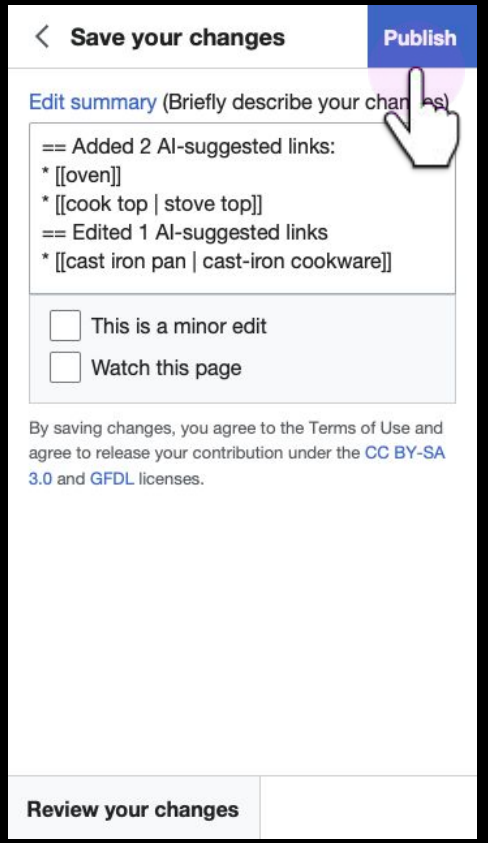
Standard review summary screen summarises edits that were made



Concept A - 16:

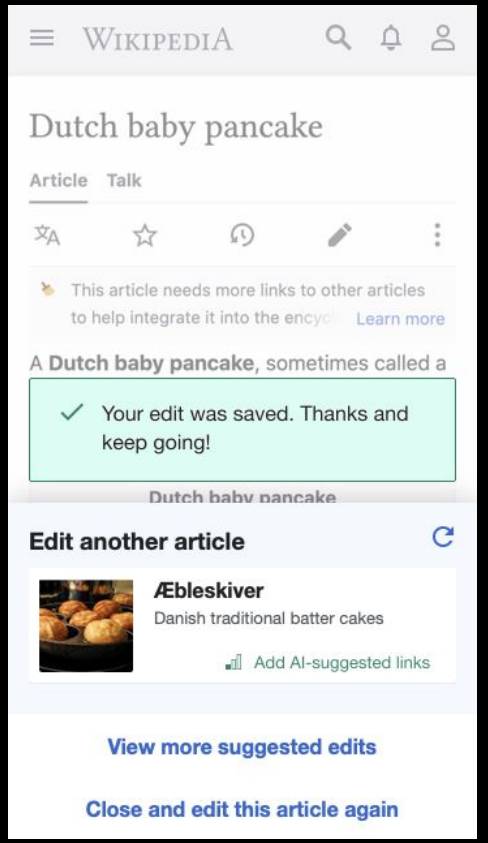
Standard review summary screen summarises edits that were made

User selects “Publish”



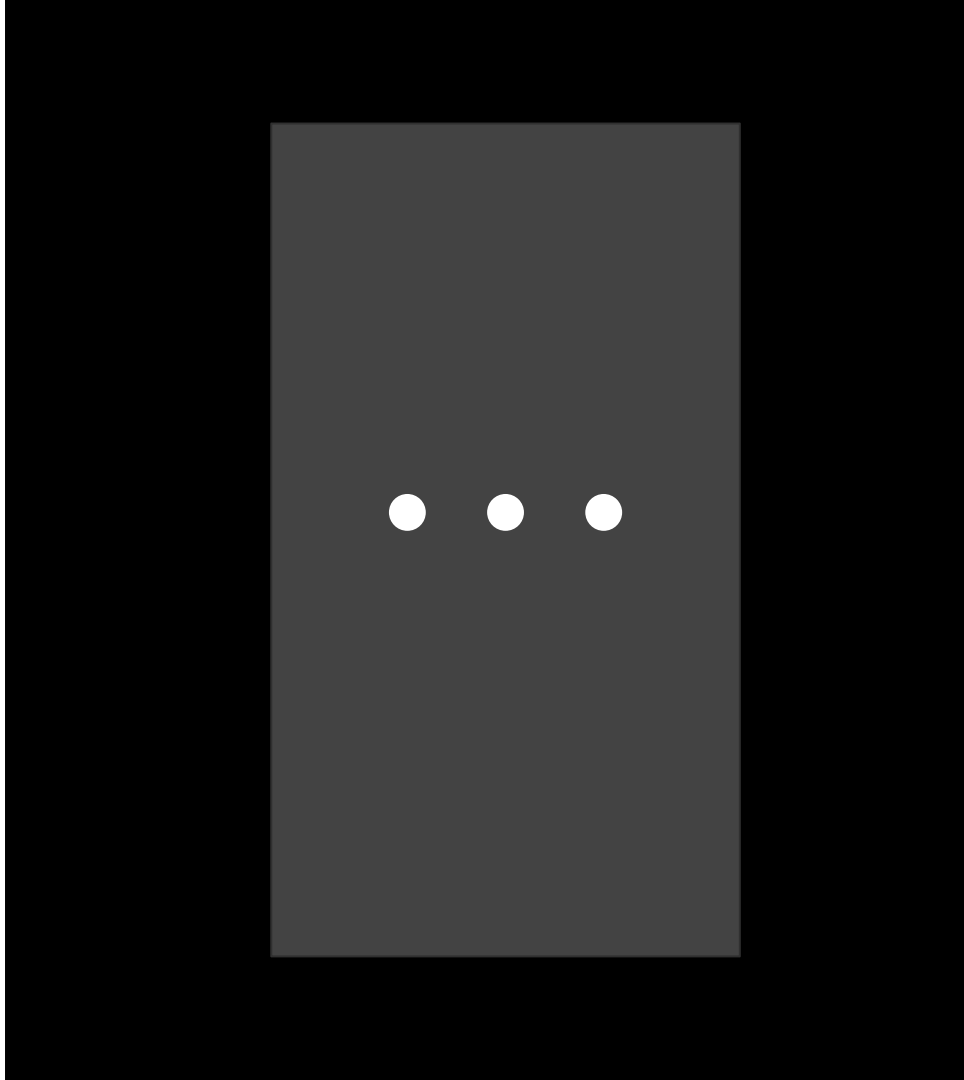
Concept A - 17:

Post-edit success message appears



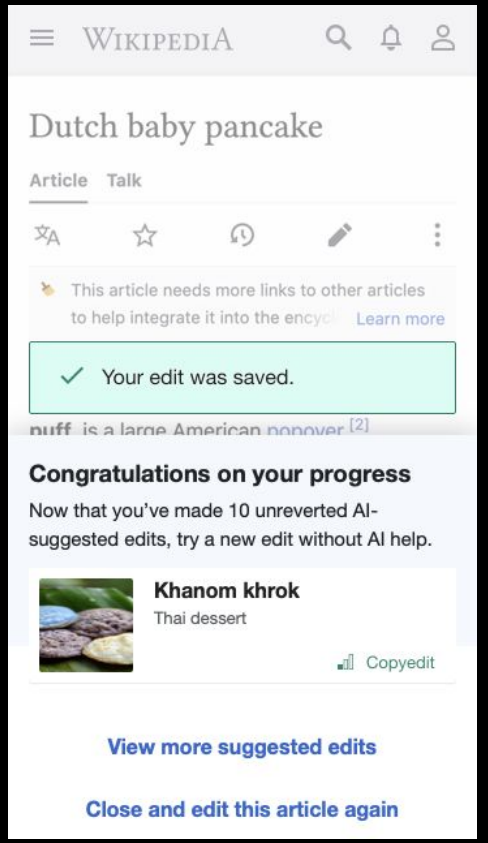
Transition to later...

User completes a further 9 “Add suggested links” edits



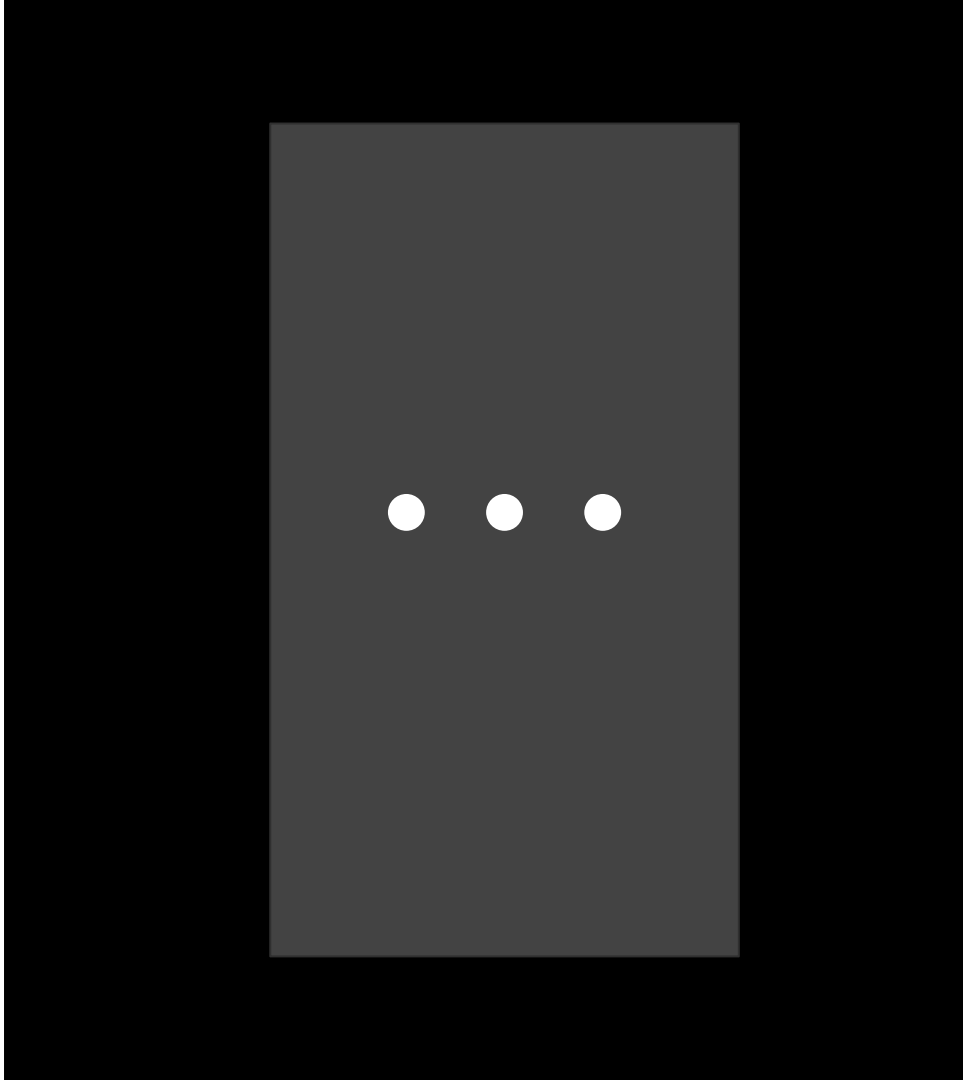
Concept A - 18:

Milestone progress post-edit dialog after 10th edit.



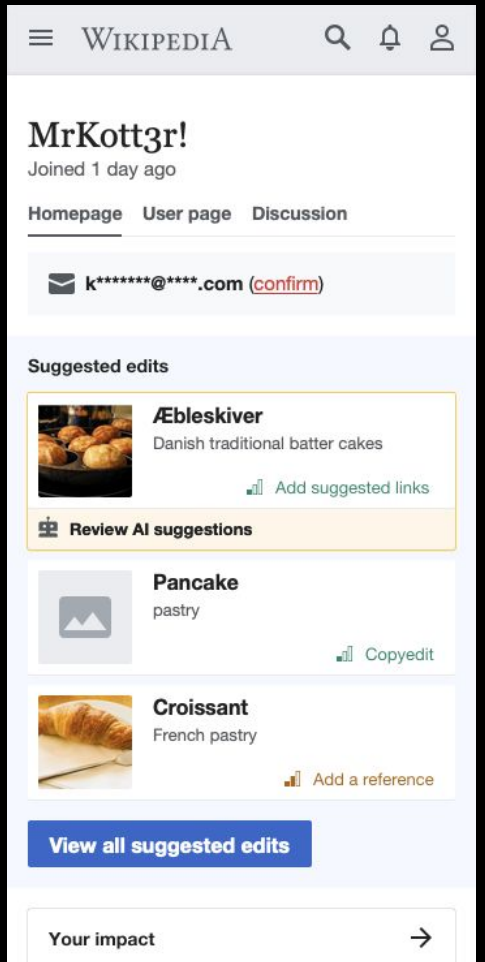
Transition to later...

User returns to their homepage at some point



Concept A - 19:

Homepage SE preview card shows mixed AI and normal suggested edits tasks



Summary

Concept B: Task focus

Idea in brief:
Newcomers open Add a link in a new dedicated UI for doing structured tasks that involve machine suggestions review, and isolating only the most relevant parts of the article for them to complete the task.

PROS:
- Users can focus on doing the specific task more quickly as it is the only editing activity
- Users are able to review more efficiently without the ‘noise’ of article read and edit components that may distract/confuse task completion.
- Mobile users of all levels (newcomers and experts) can complete dedicated task quickly

CONS:
- Lack of context may lead to poorer quality contributions.
- Potentially stifles/stunts a newcomer’s ability to learn how to do other non-structured edits (though this might be mitigated by providing encouragement to branch out later).

Concept B

Walkthrough

Tip: View in presentation mode
(so you can best see progression through the screens in situ)

Alternatively, view the entire flow at
https://wikimedia.invisionapp.com/freehand/Add-links-v13-yKEhTRDtk

Pre-initiation 1:

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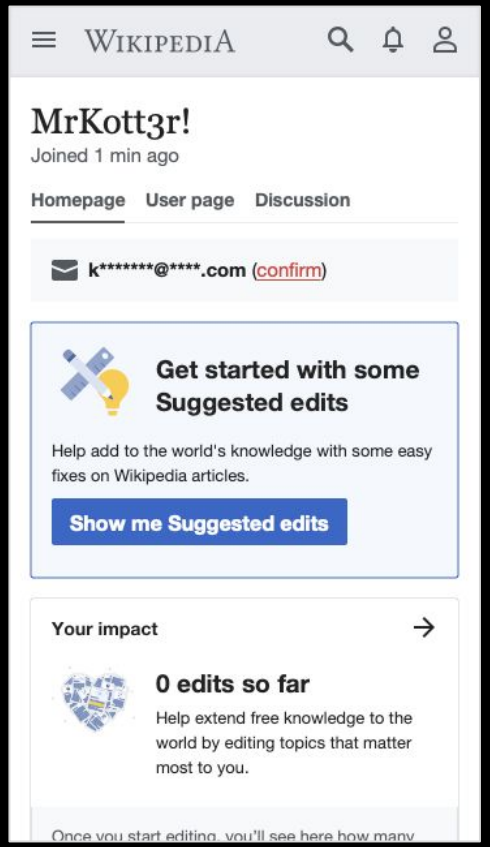
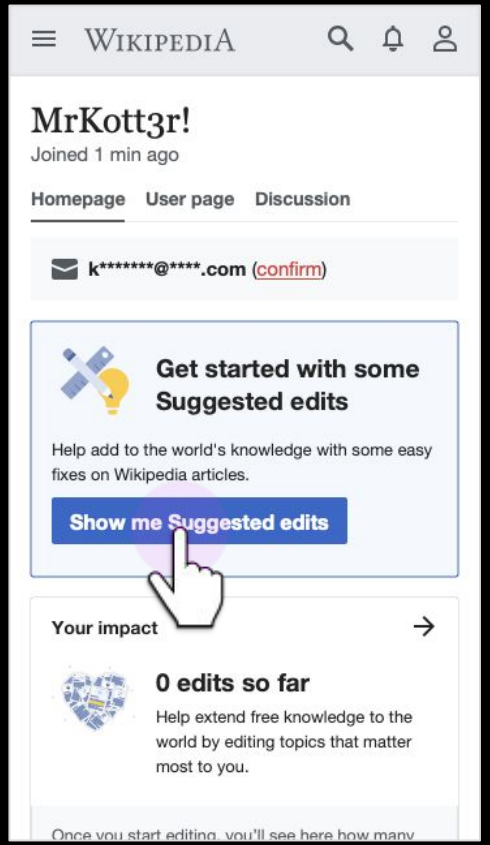


Pre-initiation 1:

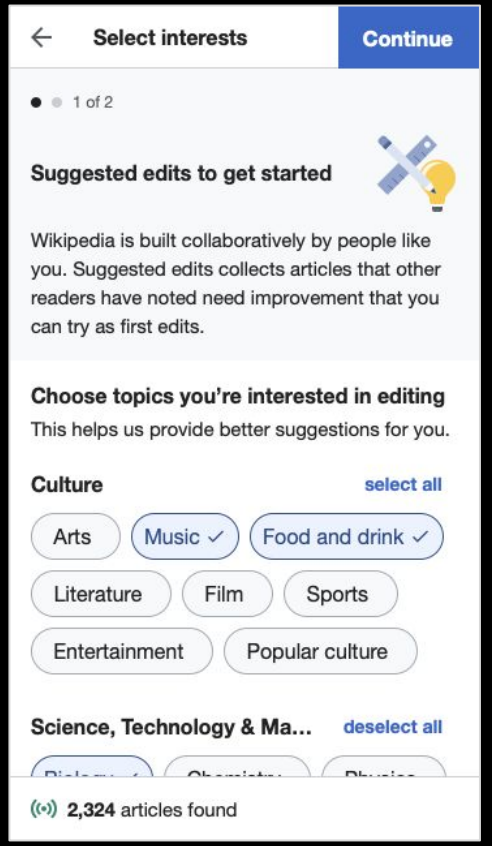
Open the homepage for the first time.

Tap the button “Show me Suggested edits”



Pre-initiation 2:

View onboarding screen with topic selections



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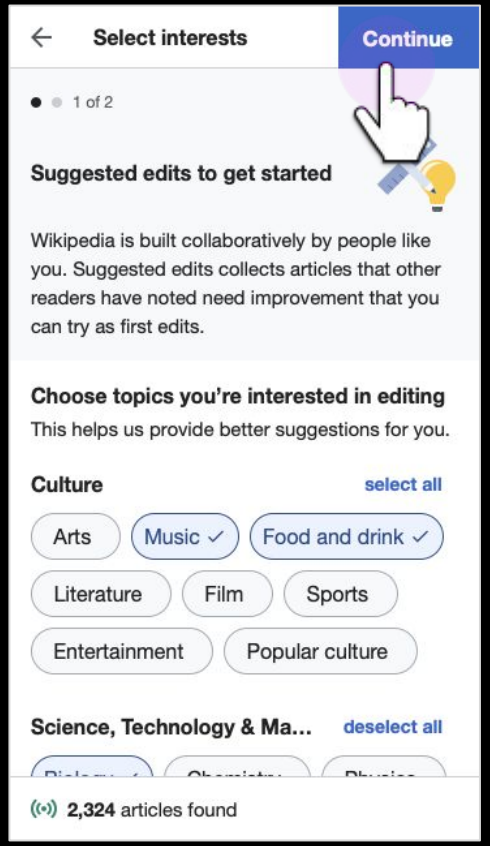
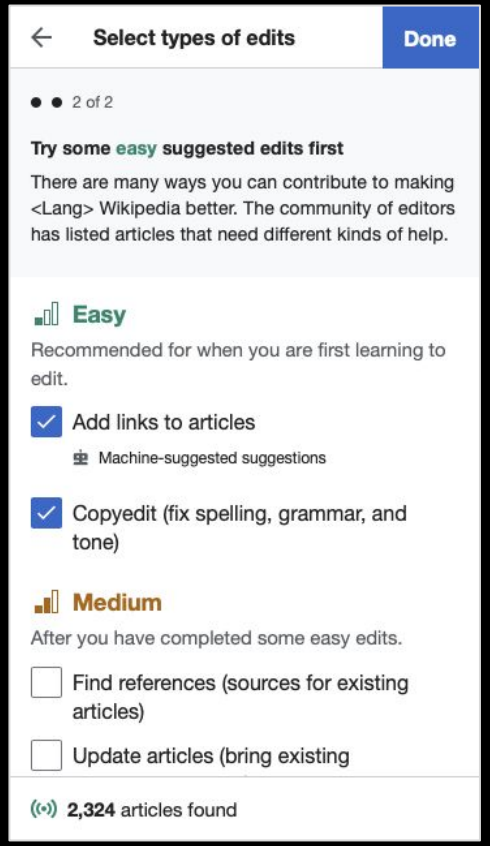
View onboarding screen with topic selections

Make topic selections and Continue



Pre-initiation 3:

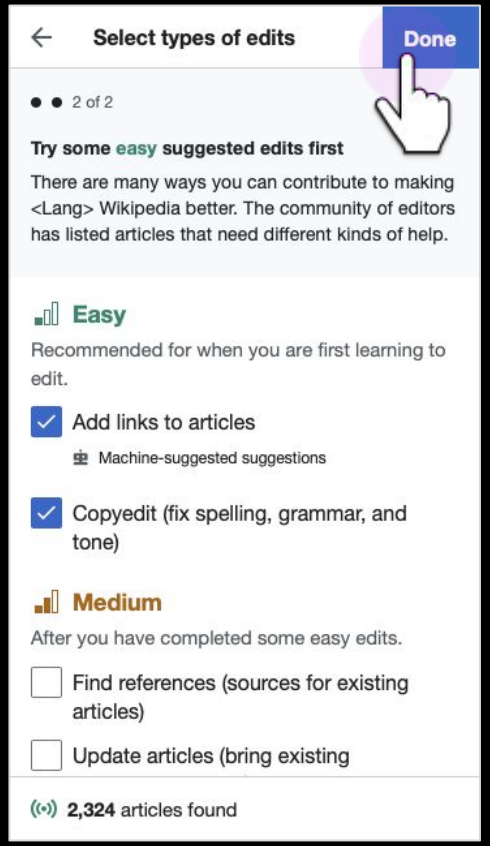
View onboarding screen with task type descriptions



Pre-initiation 3:

View onboarding screen with task type descriptions

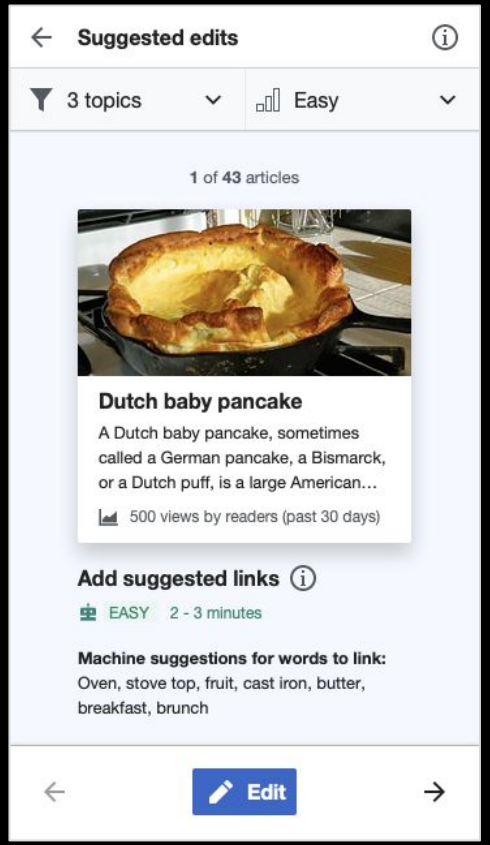
Tap “Done”



Concept B - 01:

Suggested edits module

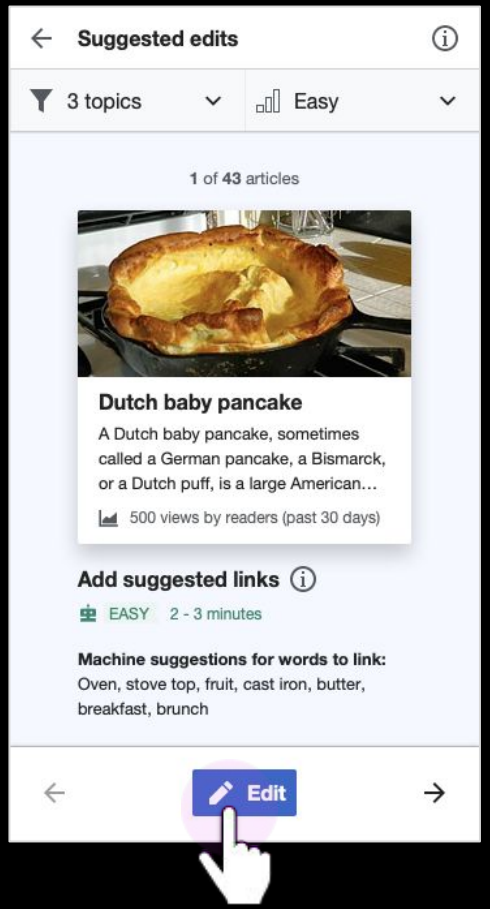
Note:
In concept B, the Suggested edits module design has been modified with extra info intended to help the user assess whether they would want to attempt the edit.



Concept B - 01:

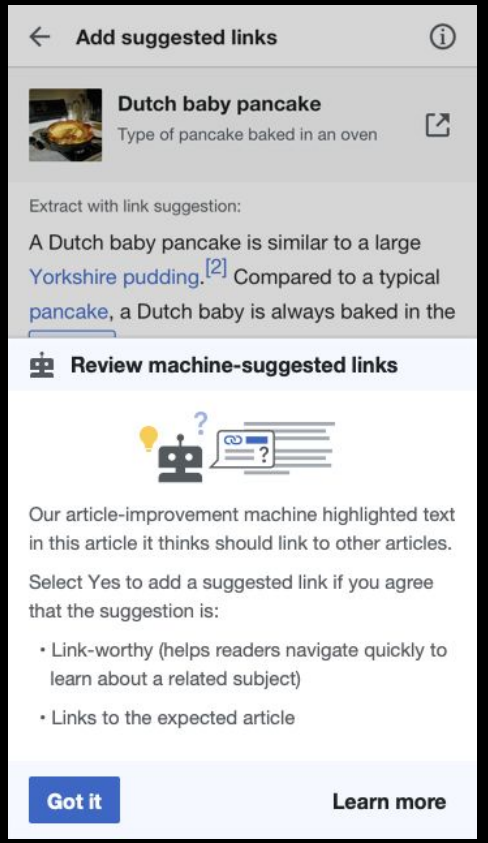
Suggested edits module

Select article.



Concept B - 02:

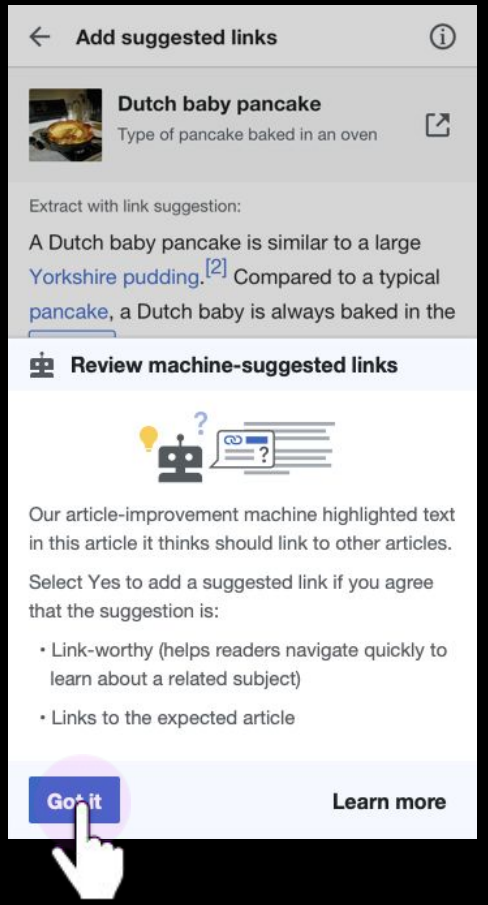
Add link onboarding drawer



Concept B - 02:

Add link onboarding drawer

Tap “Got it”



Concept B - 03:

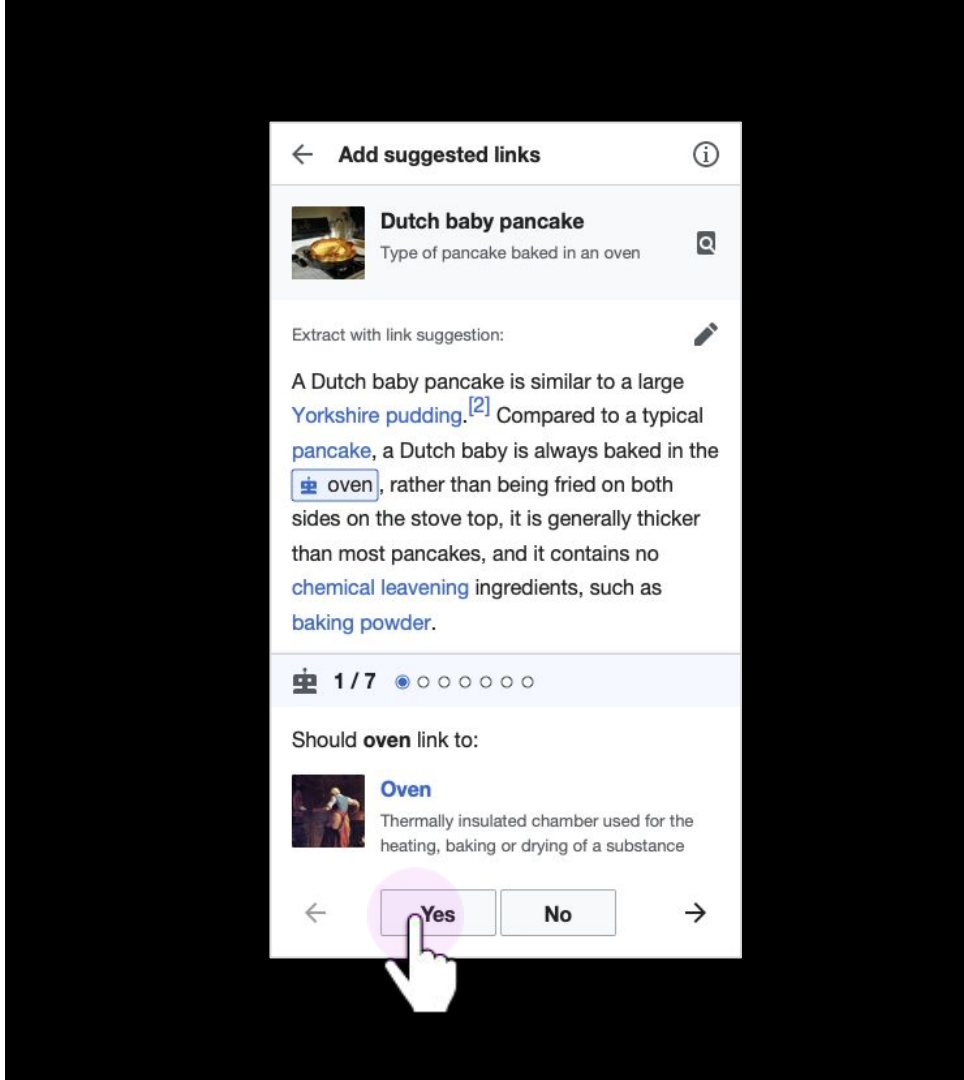
Review first suggestion

Note:
The article has loaded in a complete new Structured task Edit mode.

Concept B - 03:

Review first suggestion

Tap “Yes”



Concept B - 04:

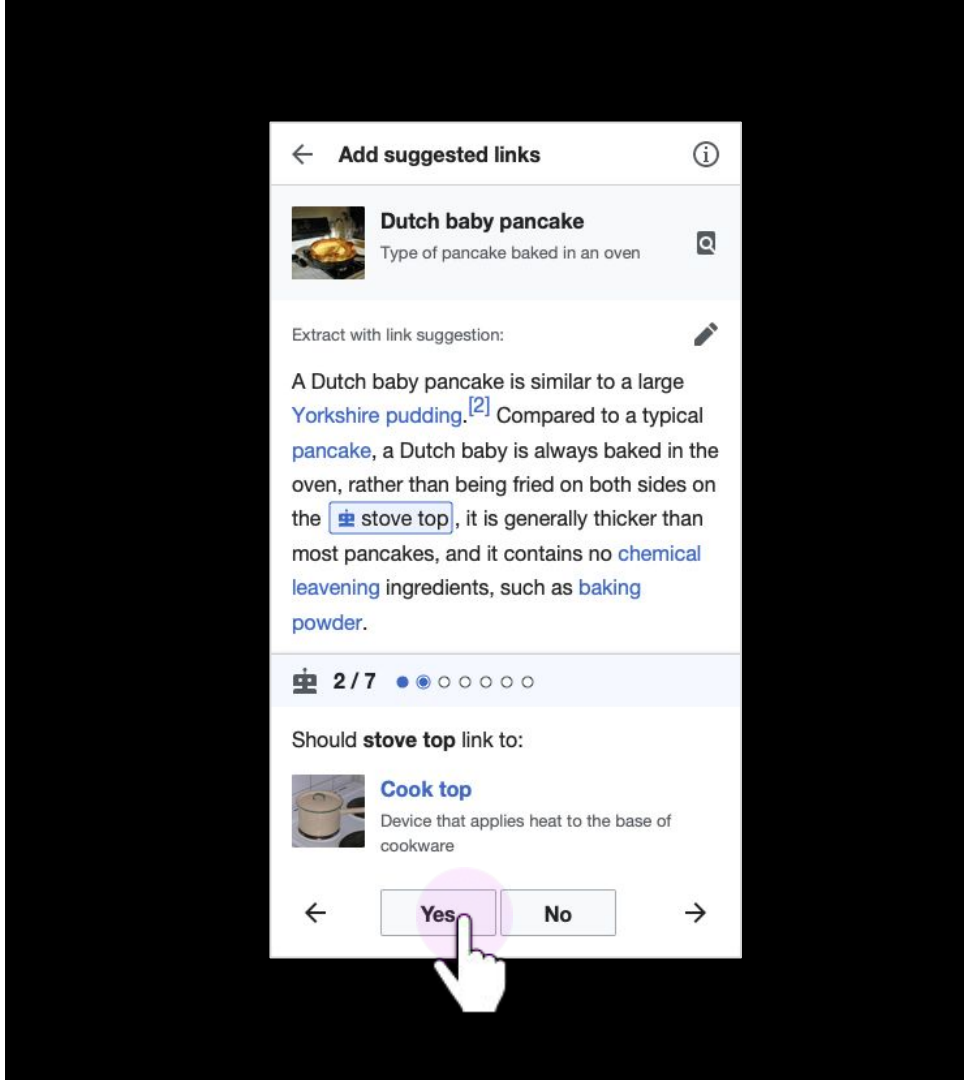
Link updates to show “yes”, then auto-advances to next link suggestion

Note:
Skip is implicit if user selects next arrow

Concept B - 04:

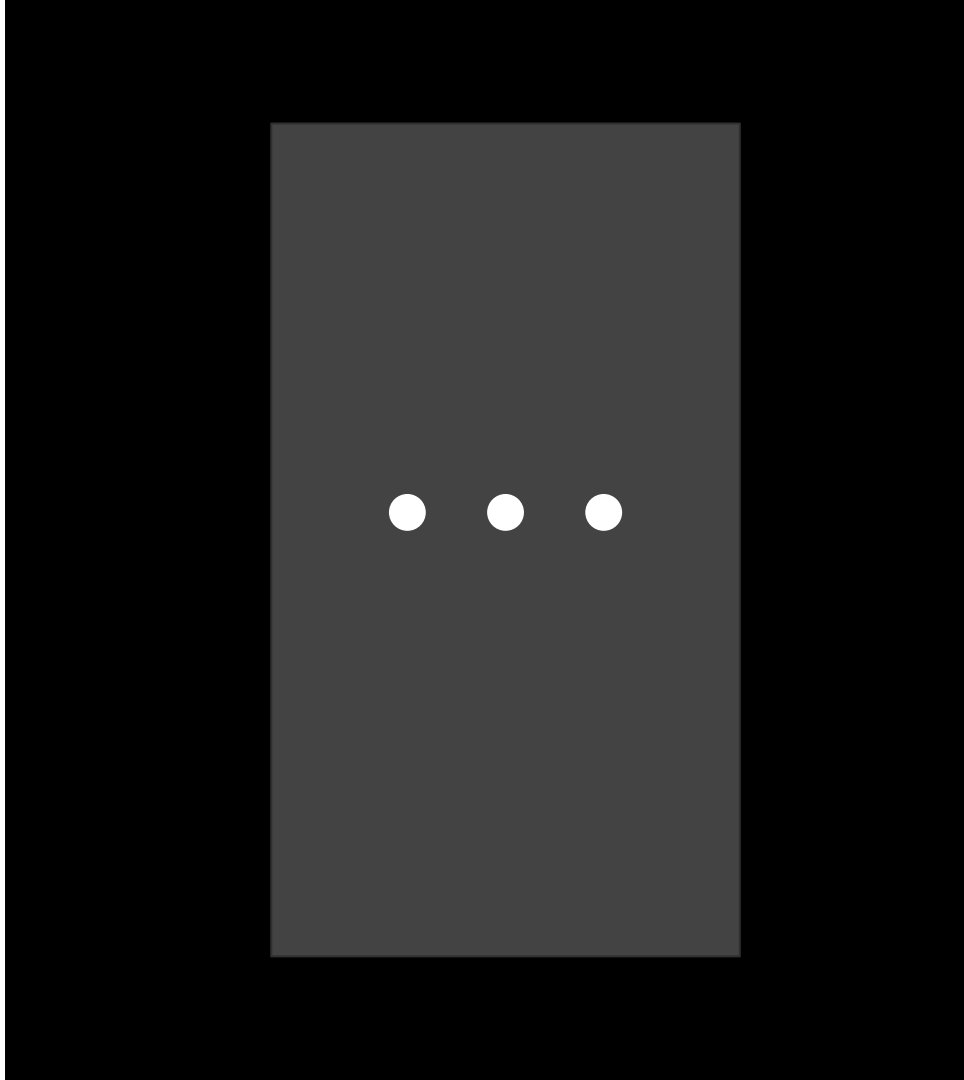
Link updates to show “yes”, then auto-advances to next link suggestion

User taps “Yes” on the second link



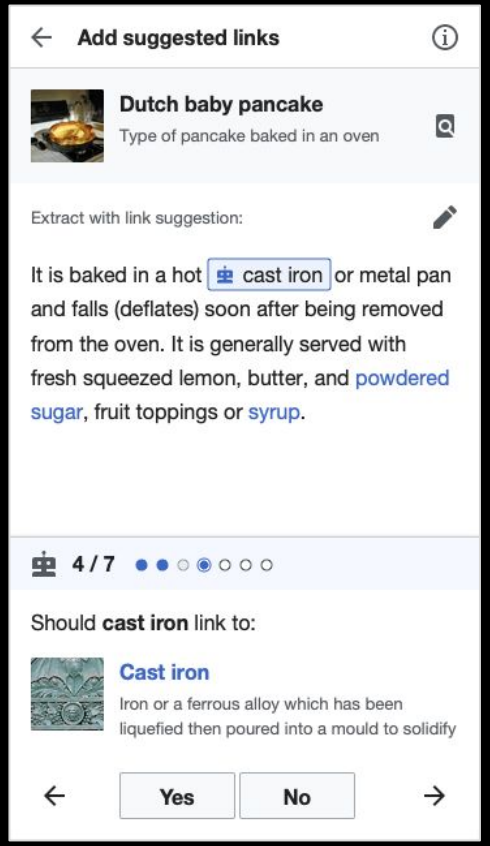
Transition to later in the flow

User then skips the 3rd suggestion to proceed to the 4th in the set



Concept B - 05:

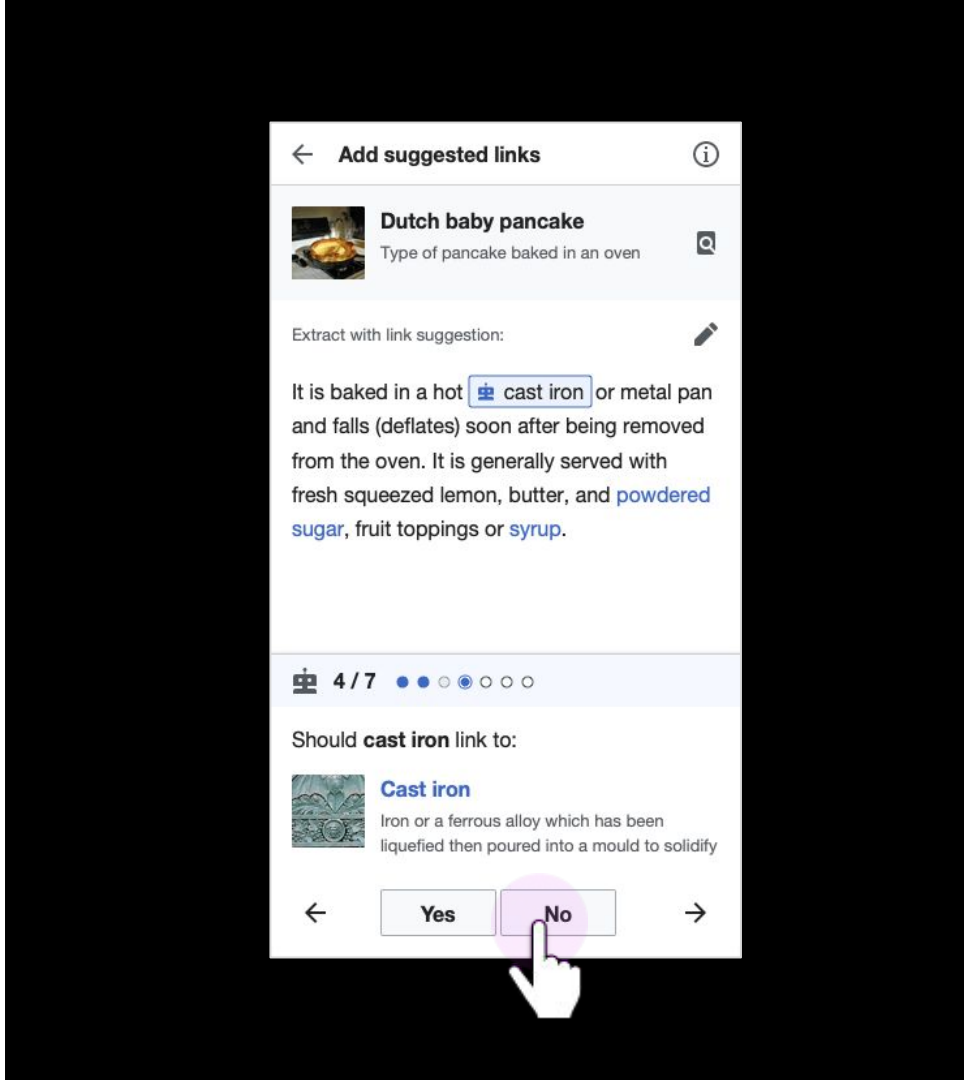
User sees 4th suggestion and thinks it looks wrong



Concept B - 05:

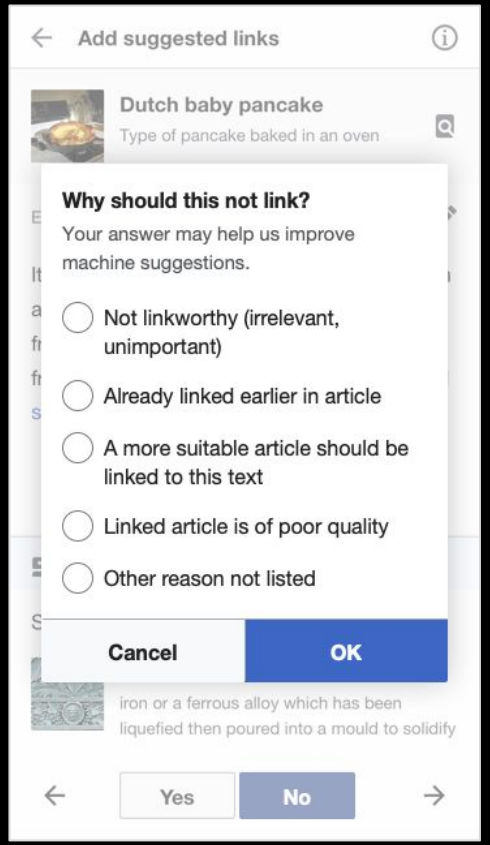
User sees 4th suggestion and thinks it looks wrong

User taps “No”



Concept B - 06:

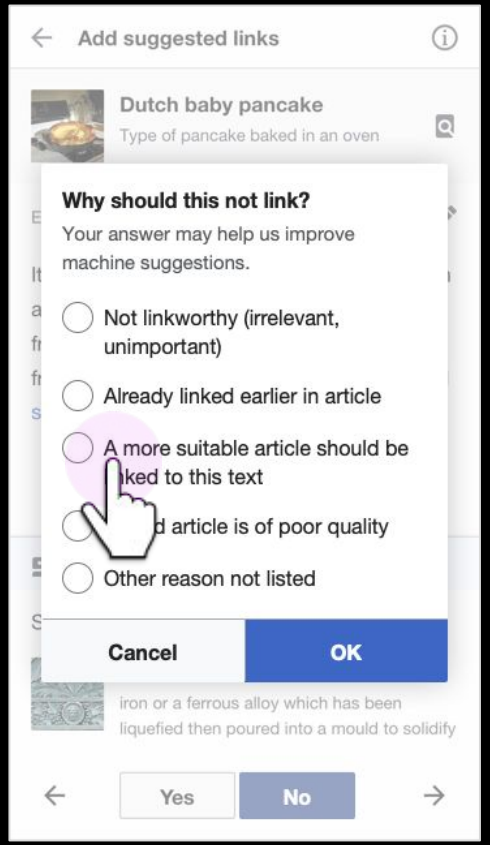
Rejection reason dialog appears



Concept B - 06:

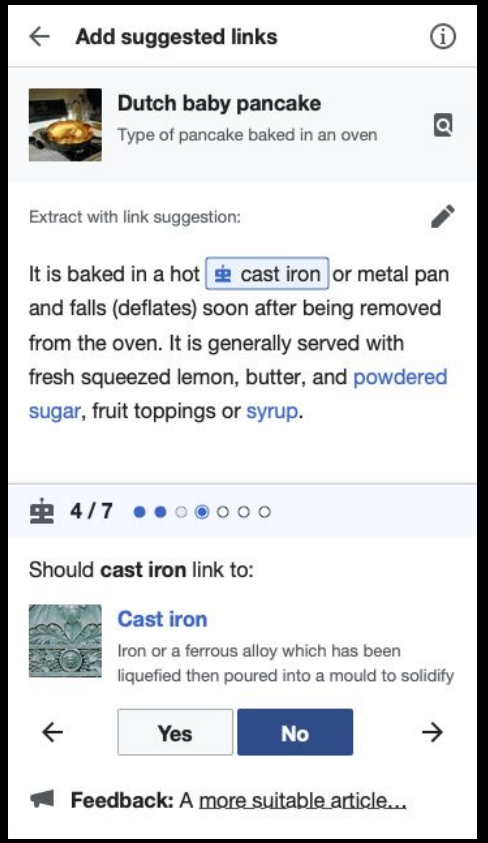
Rejection reason dialog appears

User selects the reason that they think there is a more suitable link and taps “OK”



Concept B - 07:

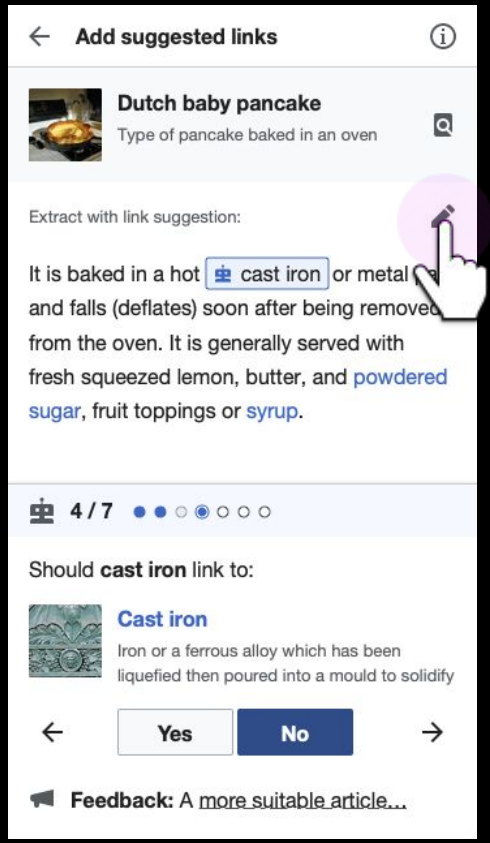
User returns to see that “No” is now selected with an additional feedback reason



Concept B - 07:

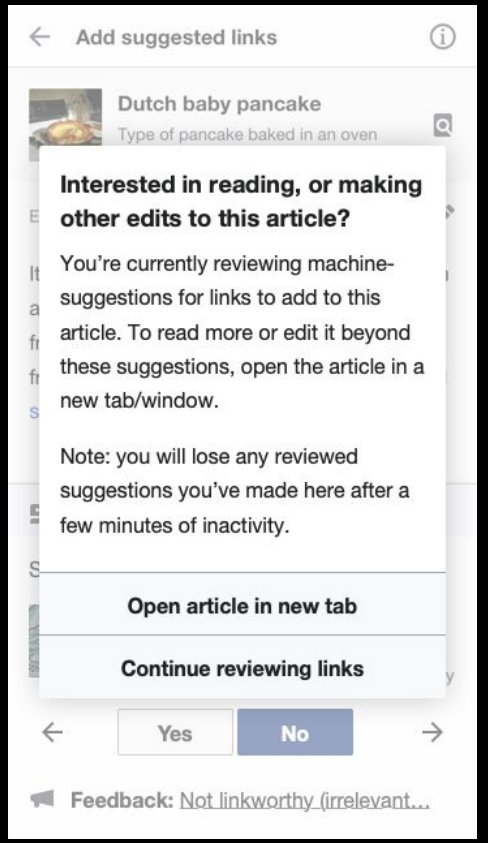
User returns to see that “No” is now selected with an additional feedback reason

User taps the pencil icon in the extract to find a better link



Concept B - 08:

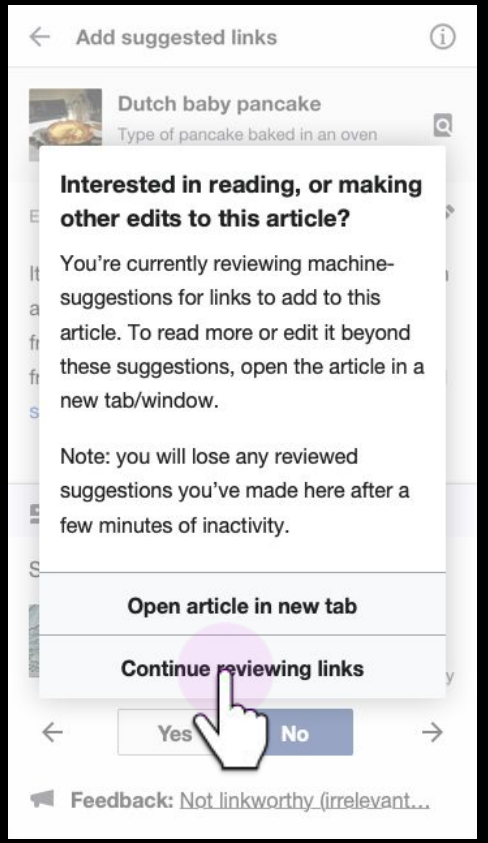
Dialog appears letting the user know they will open the article in a new tab



Concept B - 08:

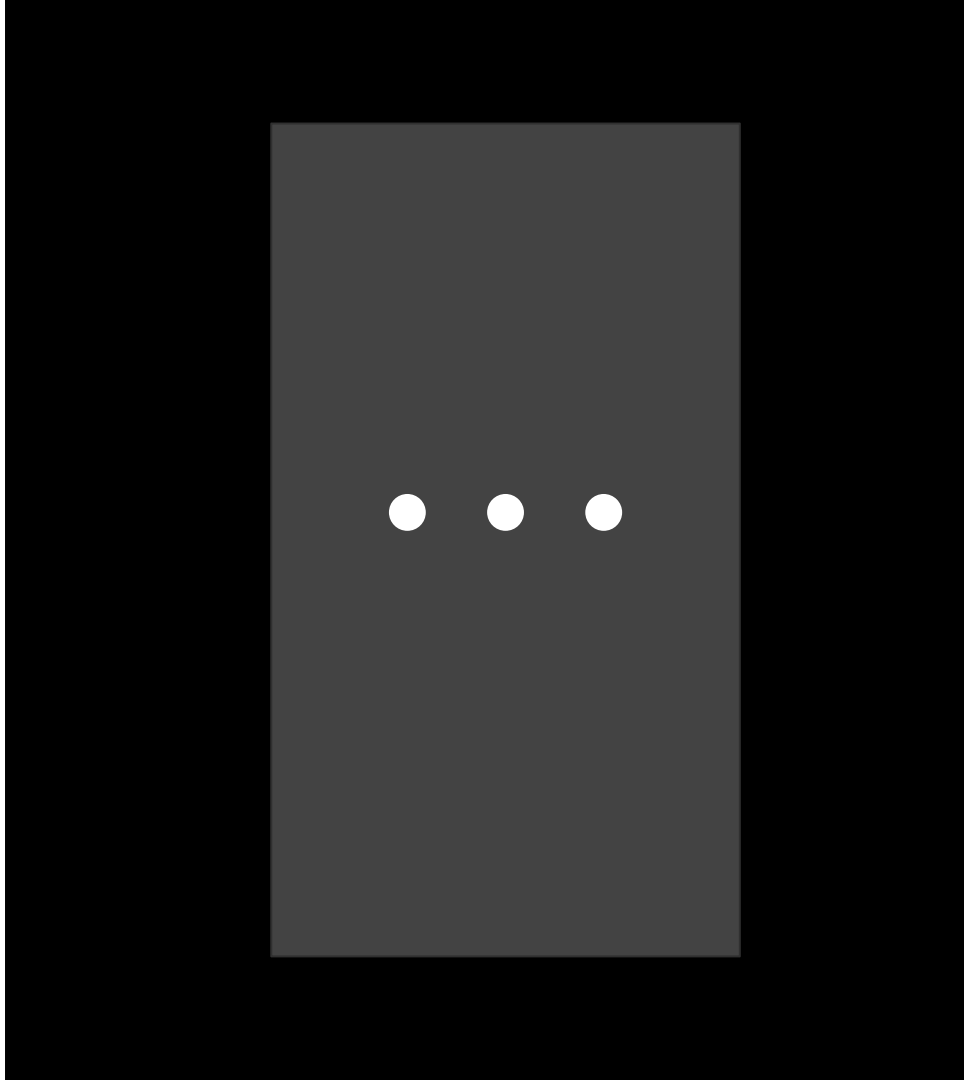
Dialog appears letting the user know they will open the article in a new tab

User returns to reviewing links



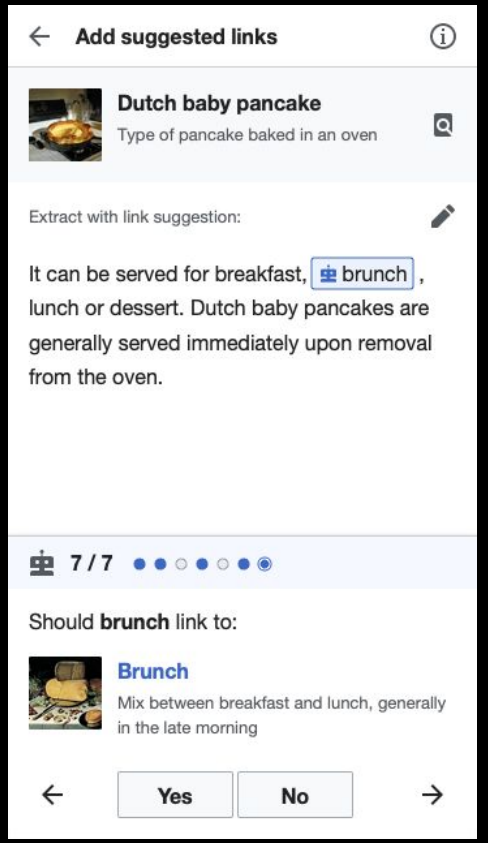
Transition to later in the flow

User returns to finish reviewing the rest of the AI suggestions and is on the final link.



Concept B - 09:

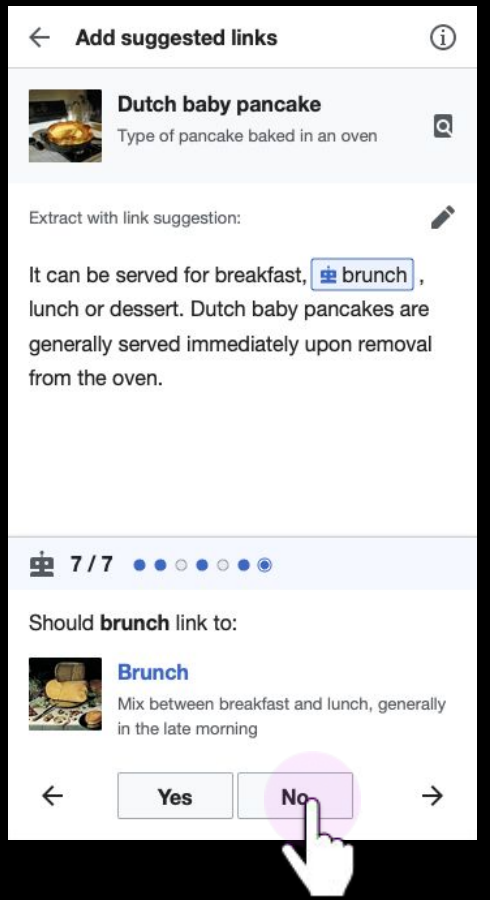
User finishes reviewing the final link



Concept B - 09:

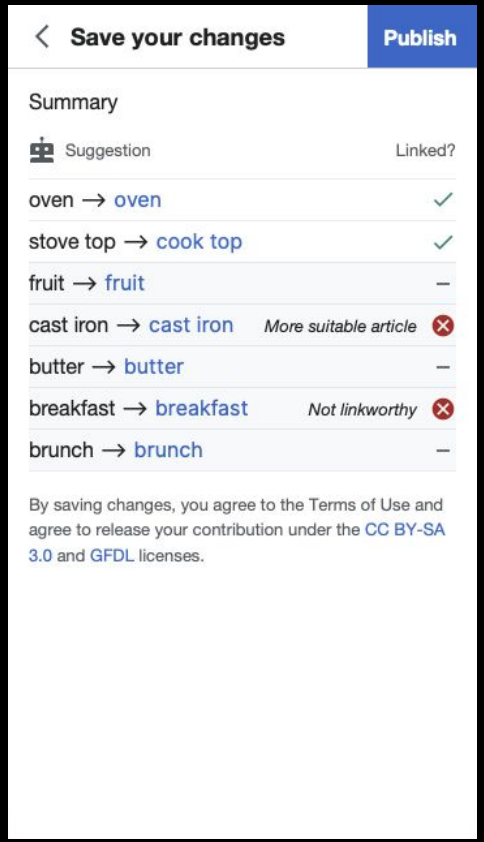
User finishes reviewing the final link

User skips the last link by selecting the → button



Concept B - 10:

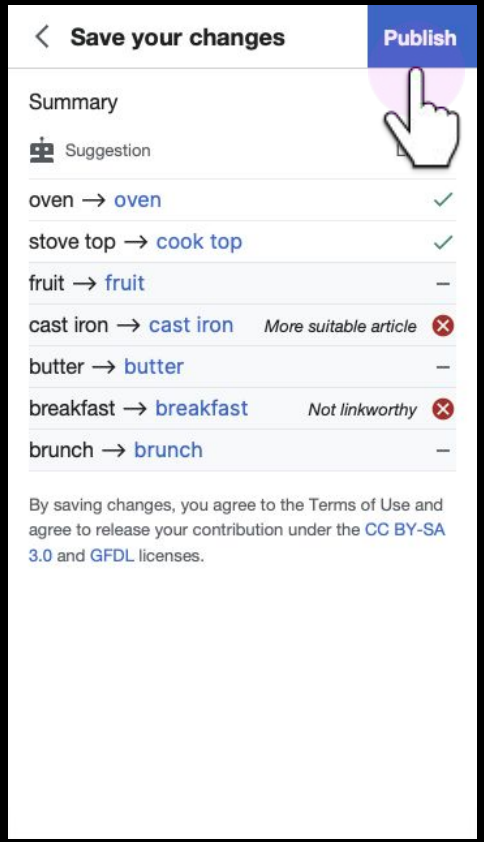
Summary screen especially for reviewing this task.



Concept B - 10:

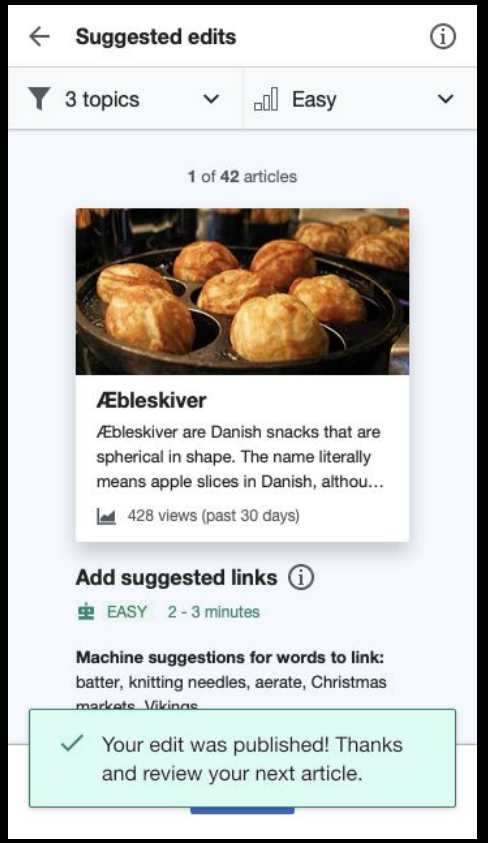
Summary screen especially for reviewing this task.

User selects “Publish”



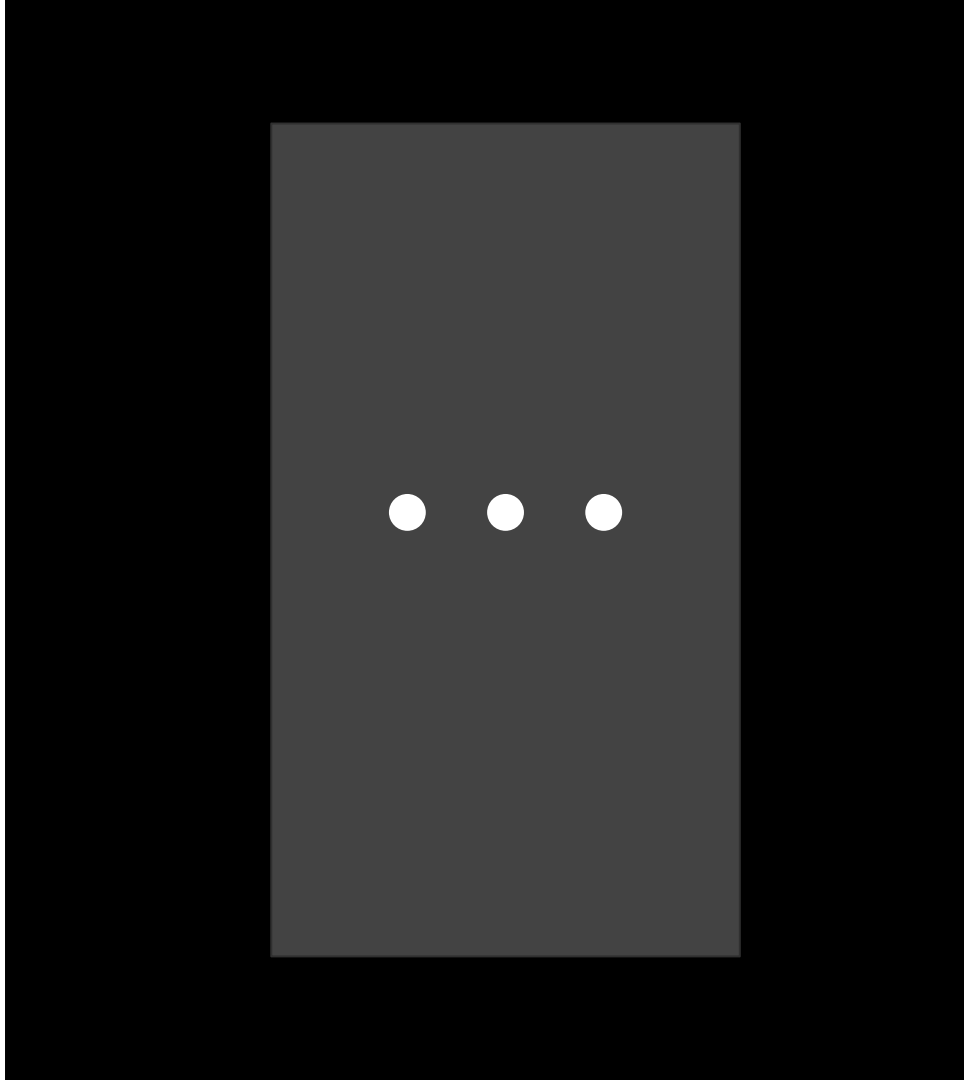
Concept B - 12:

Post-edit success message appears as user returns to the next article in the SE module



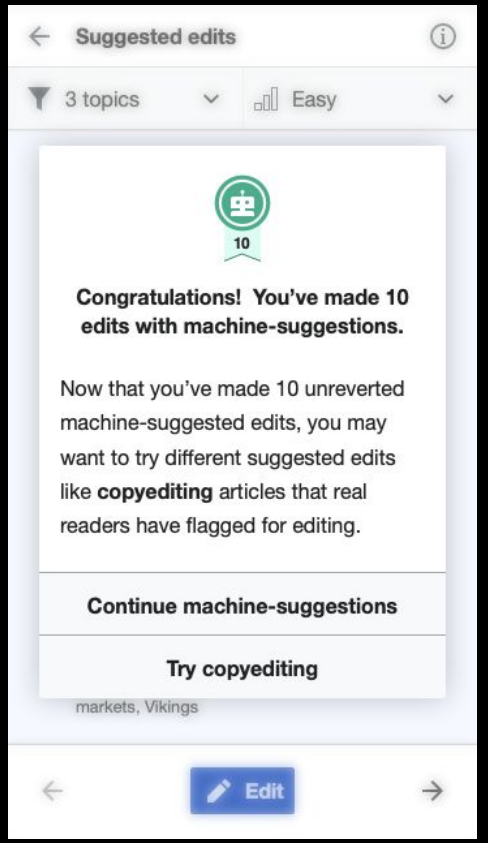
Transition to later...

User completes a further 9 “Add suggested links” edits



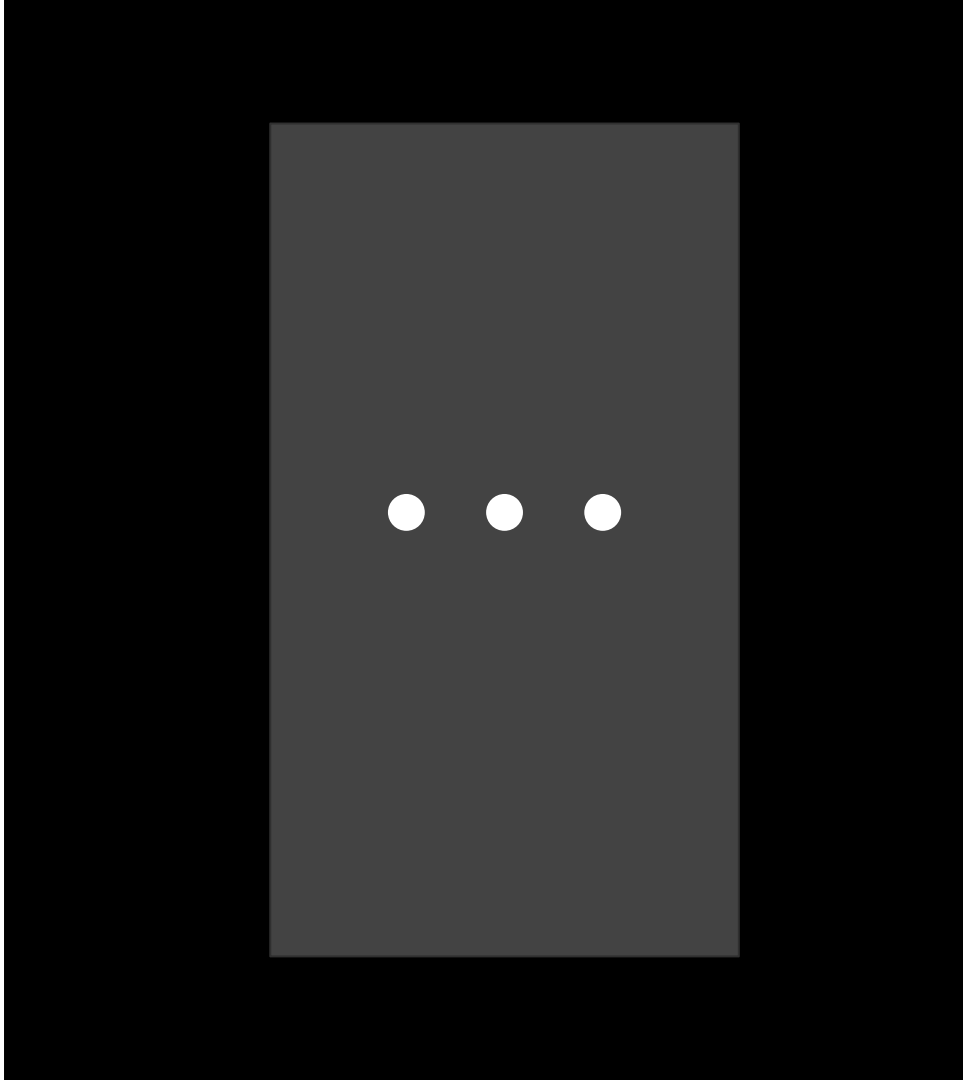
Concept B - 13:

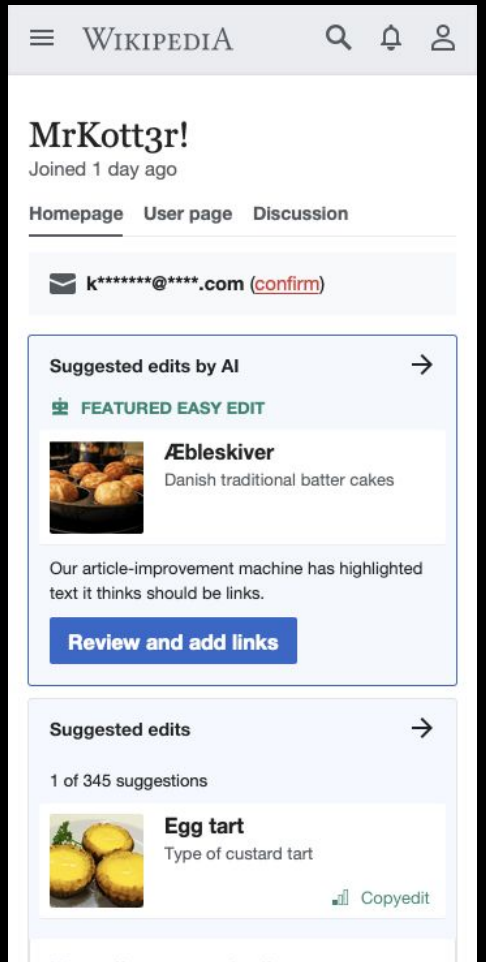
Milestone progress post-edit dialog after 10th edit.



Transition to later...

User returns to their homepage at some point



Concept B - 14:

Homepage SE preview card shows a separate “featured” AI preview card.