



Editor Engagement Features (E2)

Q3 2013 Plan

01/31/2013

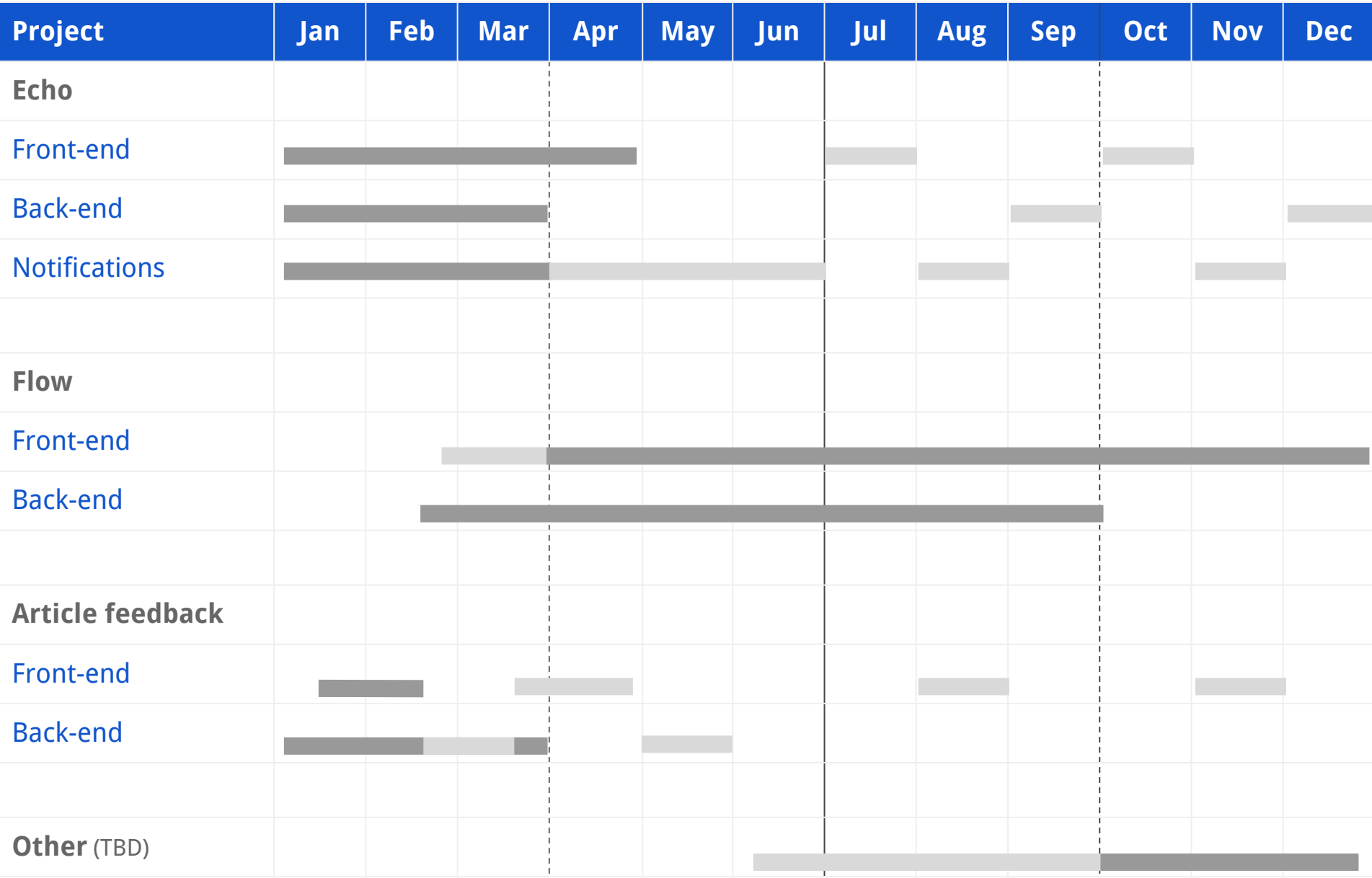
E2 Goals

- **help reverse the editor decline**
- **recruit new editors**
- **retain current editors**
- **build core features to that end**

E2 Milestones - Q3 2013

- **Echo:** first release on English Wikipedia
- **Flow:** design spec and product plan
- **AFT:** release version for multiple sites

E2 Timeline - 2013



Echo

Echo Roadmap (2012-2013)










This quarter (January-March 2013)

- **focus on new users** (but make it usable by experienced editors)
- **complete core features** (flyout, "archive", prefs, job queue, bundling, metrics, HTML email)
- **add a few more notifications** ("happy path" for new users, useful notices for power users)
- **deploy limited release on en-wiki** (different defaults for new and experienced users)
- **fix bugs + critical feature tweaks** (as needed, prioritized by urgency)
- **provide in-house developer support** (through hooks, i18n and dev guidelines)
- **estimate maintenance + i18n support** (2013-2014 plan)

Next quarter (April-June 2013, if time and resources allow)

- **add even more notifications** (based on community feedback and testing)
- **develop a few more features** (e.g. relative timestamp, 'mark as unread')
- **get started on api framework** (for 3rd party support outside mediawiki)
- **explore cross-wiki notifications** (limited notices from commons/meta?)
- **discuss custom localization** (on other language wiki, as needed)

Echo Timeline - Features 2013

Features	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Flyout + Archive												
Emails												
HTML email												
Preferences												
Dismiss												
Bundling												
Job queue												
Metrics												
Hooks, i18n, guide												
API			?	?	?							
Files				?	?							
Cross-wiki					?	?	?					
Watchlist						?	?					
Talkpage/Flow							?	?	?			

Flow

Flow Roadmap (2012-2013)

This quarter (January-March 2013)

- **focus on user-to-user messaging** (improving user talk pages)
- **create first designs and prototypes** (for most important use cases)
- **first user tests and interviews** (with new and experienced users)
- **start community outreach** (on en-wiki, Teahouse and IRC chats)
- **prepare design spec + product plan** (to guide development next quarter)

Next quarter (April-June 2013)

- **build rapid testing framework** (to quickly test UI designs)
- **start front-end development** (core messaging features)
- **build back-end infrastructure** (to support large messaging database)
- **deploy first release** (on mediawiki.org)

Article Feedback

Article Feedback Roadmap (2012-2013)

This quarter (January-March 2013)

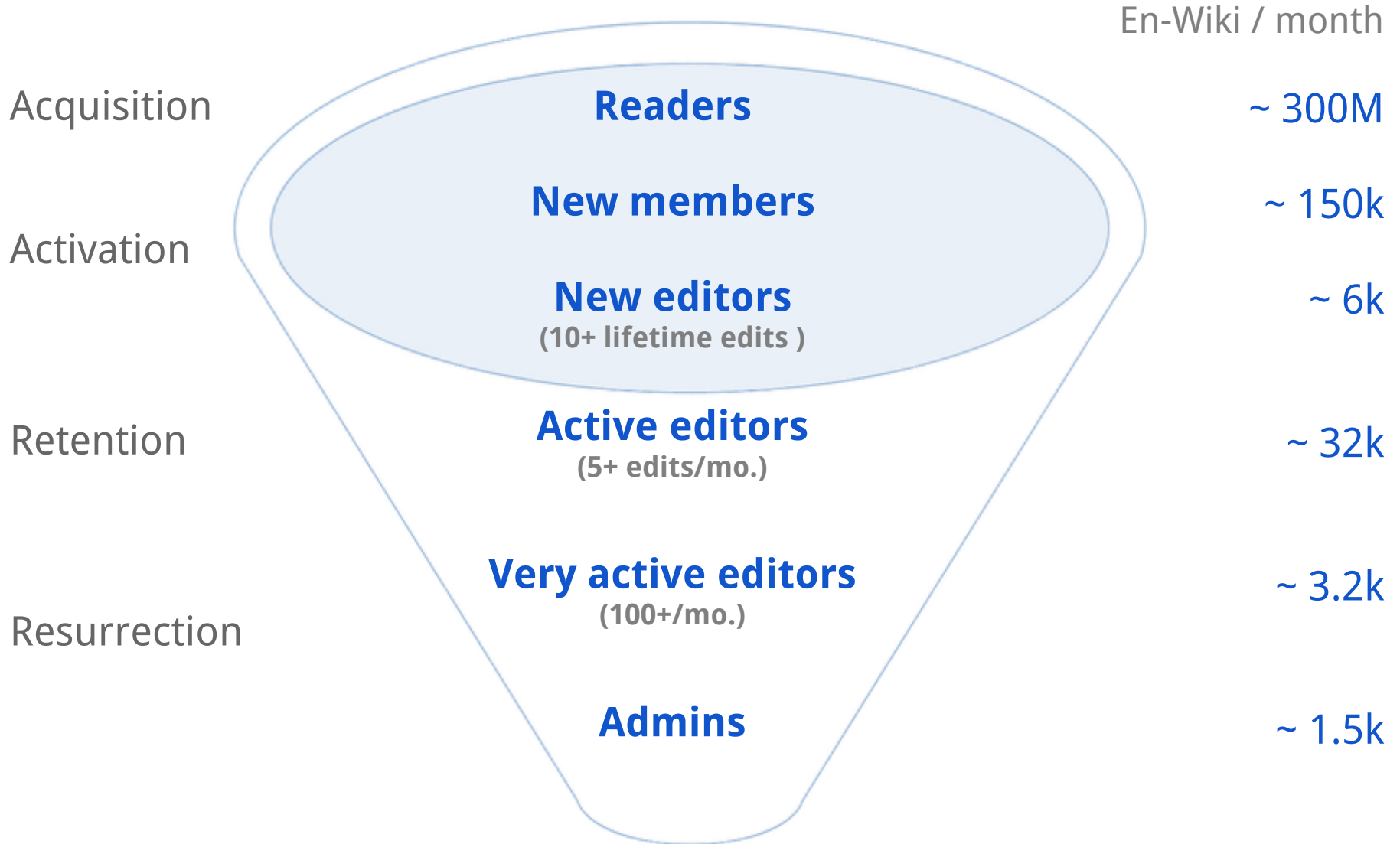
- **complete final features** (simpler moderation tools, better filters, auto-archive)
- **complete code refactoring** (now under review, including database tools)
- **support community discussions** (about release on English, French or German Wikipedia)
- **deploy and test new code** (on prototype and other sites, based on community votes)
- **deploy new database cluster** (as needed, to support millions of posts)
- **fix bugs + critical feature tweaks** (as needed, prioritized by urgency)

Next quarter (April-June 2013)

- **prepare for international releases** (e.g. French and/or German Wikipedia)
- **deploy and promote final version** (in collaboration with community for each project)
- **discuss and support other deployments** (with a range of interested projects)

Editor Engagement

Engagement Funnel

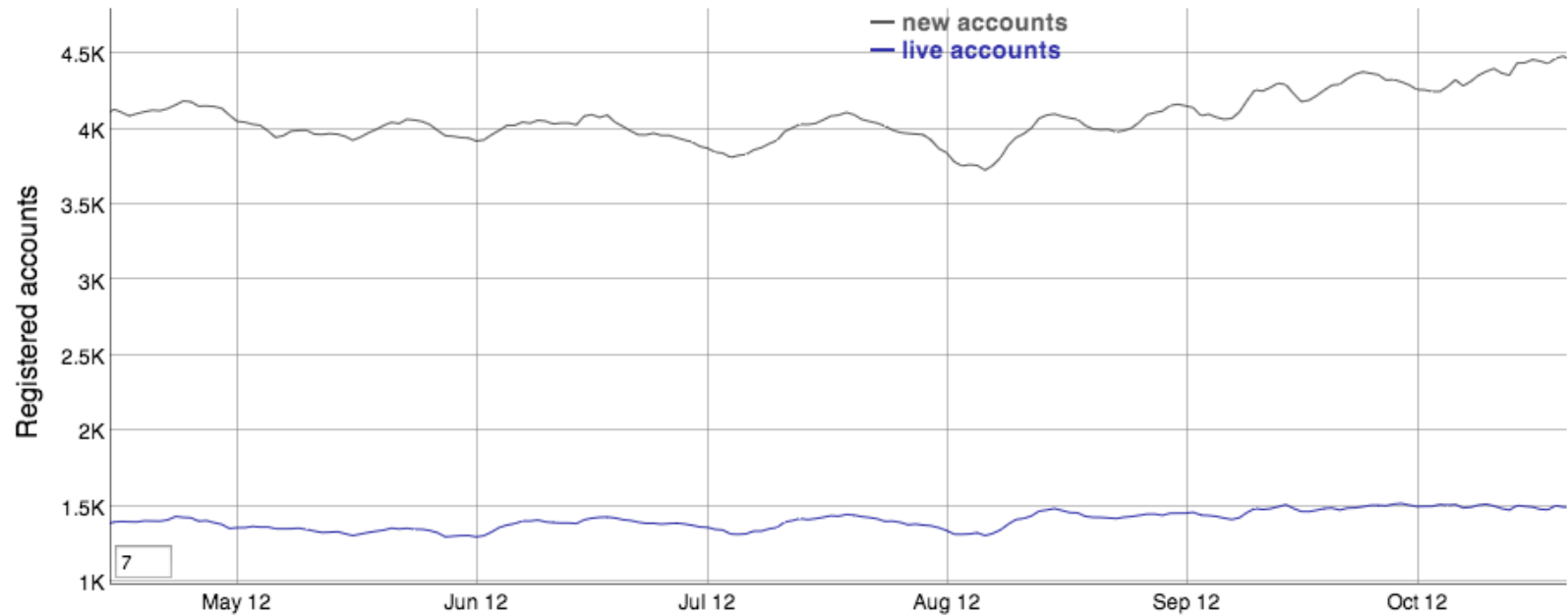


Note: ~0.05 % of readers create new accounts

New vs. live accounts

Live accounts

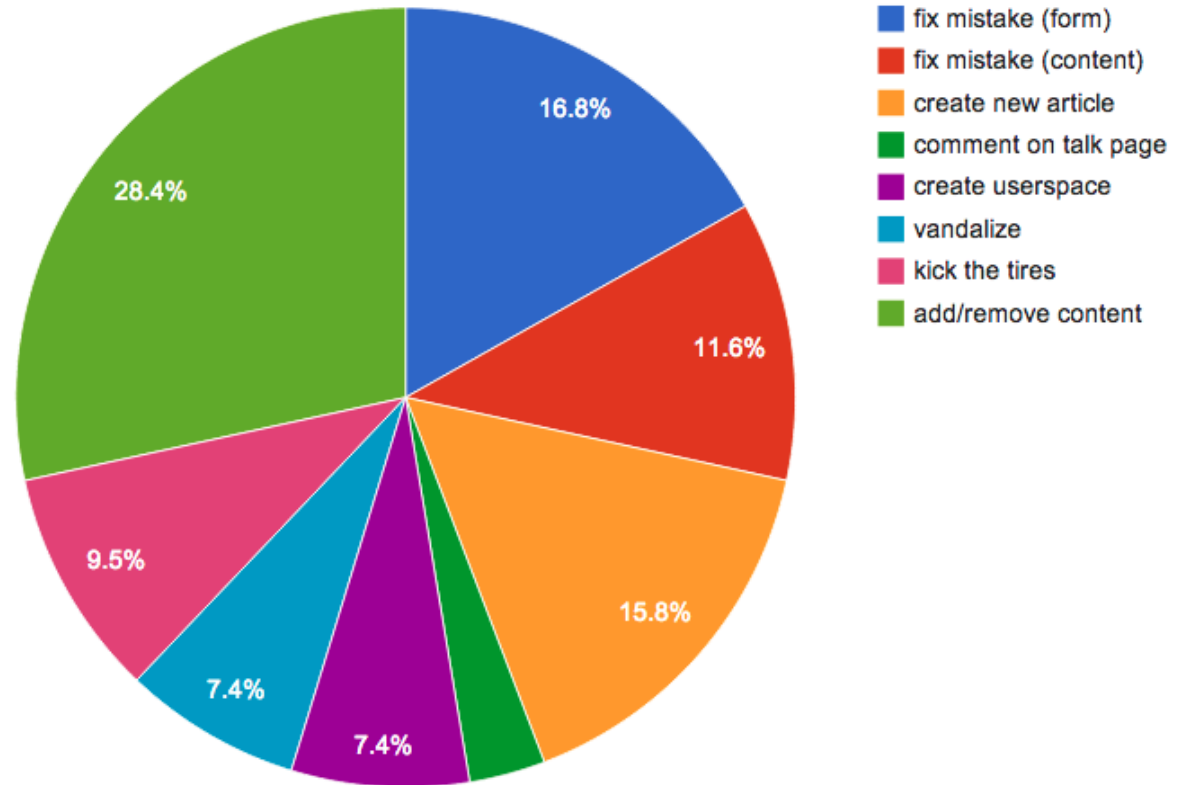
Registered users with 1+ click on the edit button on a ns0 article.



Note: ~65 % of new accounts do not even try to edit

First Edits - New Editors

Registered editors



~74 % of first actions are article edits

Editor Engagement Team

[Wikipedia:Editor Engagement](#)

For more info, contact [Fabrice Florin](#)