

Quarterly review

Discovery

Q2 - 2015/16

Approximate team size during this quarter: 12.5 FTE

Time spent: strengthen 40%, focus 30%, experiment 30%

Key performance indicators

User satisfaction	Start Q2: 15%	End Q2: 28% (implementation change)	-- YoY
Zero Results Rate	Start Q2: 33%	End Q2: 26% (normal variance)	-- YoY

Q2 - Discovery

Objective: Improve search language support



Objective	Measure of success	Status
Improve language support for search. <i>Team members involved: 6</i>	Run A/B test for a feature that detects language of user's search query and adjusts results to match that language Determine from A/B test whether the feature is fit to push to production with aim to improve search satisfaction by 10% and reduce zero results rate for human searches by 10%	A/B test was run An A/B test report was produced The test did not show that the feature had the desired impact

After the A/B test showed disappointing results, the team re-focussed and implemented the [completion suggester](#) as a beta feature on all wikis (except Wikidata), which [reduces zero results rate by ~10%](#). The beta feature was then rolled out. Thousands of users are now using the beta feature. User feedback has been overwhelmingly positive. The feature is in early stages; more work remains to be done before a production rollout. We're targeting Q3 for a more full rollout.

Q2 - Discovery

Objective: Improve www.wikipedia.org



Objective	Measure of success	Status
Make www.wikipedia.org a portal for exploring open content on Wikimedia sites. <i>Team members involved: 4</i>	Measure usage of existing portal Perform A/B tests to improve portal Decrease time each user spends searching by Y ms (exact number pending logging implementation)	Portal was migrated to more standard setup (git/gerrit); this took longer than expected Logging added to measure use Portal dashboard created First A/B test launched, but abandoned due to logging issues

[Migration of portal to git/gerrit setup](#) is complete but took significantly longer than expected; see “Other successes and misses” section for more details.

First A/B test was launched in December. Unfortunately, problems with implementation of data collection meant that the data from the test could not be used. The test was successfully relaunched in early January, and the initial analysis shows the test had a positive, statistically significant impact.

Q2 - Discovery

Objective: Improve understanding of satisfaction



Objective	Measure of success	Status
<p>Improve understanding of user satisfaction for search by iterating and improving on the search satisfaction metric. <i>Team members involved: 3</i></p>	<p>Design QuickSurvey to qualitatively assess user satisfaction with search</p> <p>Tie qualitative QuickSurvey results back to quantitative search satisfaction data</p> <p>Validate/invalidate current approach for measuring satisfaction</p>	<p>Our QuickSurvey was designed</p> <p>Deployment of QuickSurvey extension (owned by Reading) was delayed due to technical obstacles with EventLogging and the extension</p> <p>Deployment freeze and annual fundraiser reduced time available to run survey</p> <p>Our survey was deferred to Q3</p>

In response to a request from the Head of Research and Vice President of Product, the Discovery Analysis Team dedicated one of its analysts at 33% capacity to the annual fundraising campaign to ensure its success. This reduction in anticipated capacity affected our ability to achieve this goal.

Q2 - Discovery

Objective: Analyse WDQS and Maps service



Objective	Measure of success	Status
Support ongoing evaluation of usage of Wikidata Query Service and Maps services to decide on what's next for these services. <i>Team members involved: 2</i>	Continue maintenance of Wikidata Query Service and Maps dashboards Review user feedback on services Make decision on continued level of support for WDQS and maps service	Maintained WDQS and Maps dashboards User feedback broadly positive Decided on modest continued investment in both services Q3 goals for WDQS and Maps posted

Gradual adoption of maps service as standard continues. Now standard on many Wikivoyages (English, Russian, etc.), and on the Android Wikipedia app.

Wikidata Query Service usage also continues steadily. Prominent third-party Wikidata consumers are planning switches over to the Wikidata Query Service. We continue to support the maintenance of the service.

Q2 - Discovery

Objective: Create performance indicator for referrers



Objective	Measure of success	Status
<p>Create recurring performance indicator on referrer traffic from the primary search engines and determine what features may have largest impact on referrer metric.</p> <p><i>Team members involved: 2</i></p>	<p>Create dashboard which displays traffic to our sites broken down by major referrers.</p> <p>Based on the dashboard data, make a list of recommendations for features which could be implemented to increase traffic from prominent referrers.</p>	<p>Referrer data analysed</p> <p><u>Dashboard</u> created</p> <p>List of feature recommendations not completed due to analyst support being required for annual fundraiser, and lack of clarity around intended output</p>

In response to a request from the Head of Research and Vice President of Product, the Discovery Analysis Team dedicated one of its analysts at 33% capacity to the annual fundraising campaign to ensure its success. This reduction in anticipated capacity affected our ability to achieve this goal.

Migration of portal to git/gerrit setup received significant pushback from mostly uninvolved users in spite of primary portal maintainer, Mxn, being in support of the migration. Lack of community liaison support for Discovery exacerbated situation; Keegan brought in at the last minute, providing outstanding support. Shortage of product management resources in Discovery also exacerbated this; an additional product manager was hired, and placed on the portal project at the start of Q3. In the end, after further explanation, nobody strongly objected to migration, so it went ahead. However, migration ended up taking months, significantly delaying progress.

Wes, Dan and Stas from Discovery, and James from Editing went to Germany to meet with Wikimedia Germany. Architectural matters were discussed regarding Wikidata and search integration. Product roadmap touchpoints between WMF and WMDE were raised. Relationships were built. Overall, the trip was incredibly worthwhile.

Q2 - Discovery

Category	Workflow	Comments	Type
Best practices and training for data analysis	Bayesian testing methodology training and presentation	<ul style="list-style-type: none">Mikhail used his previous knowledge of bayesian testing methodologies to improve our A/B tests and train Oliver in these techniques.Mikhail and Oliver gave a presentation at the all hands meeting on A/B testing using bayesian methodologies.	N
	Testing methodology improvements	<ul style="list-style-type: none">The department continues to iterate on and standardise its A/B testing process, to ensure the success of the tests.Discovery has a standing offer to provide training on the methodology and analysis to any interested parties.	M
	Dashboarding iteration and improvements	<ul style="list-style-type: none">The Analysis Team continues to iterate and improve on the Discovery dashboards.An external traffic dashboard was added to track traffic from external referrers.An experimental dashboard was added for people to add more experimental or unstable graphs to.The Wikidata Team was trained on our dashboarding framework.Discovery has a standing offer to provide training on the Shiny dashboarding framework to any interested parties.	M


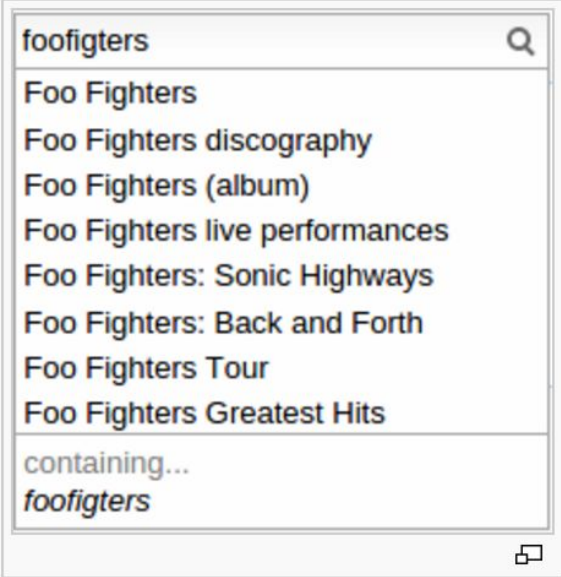
Type: new, reactive, maintenance

Q2 - Discovery

Category	Workflow	Comments	Type
Operational effectiveness	Hiring	<ul style="list-style-type: none">Two new user experience engineers, Julien and Jan, joined us and were successfully onboarded in Q2. In Q3, they will both work on the wikipedia.org portal.One new product manager, Deb, accepted her offer and joined us on first day of Q3. In Q3, she will be the product owner for the wikipedia.org portal.One new community liaison accepted his offer to join the Community Engagement (Product) Team and will begin working 100% time with Discovery in Q3.	N

Q2 - Discovery

Category	Workflow	Comments	Type
Search improvements	Relevance lab	<ul style="list-style-type: none">• Relevance lab MVP was created.• Relevance lab allows us to test hypotheses for improving search using real data, without the complexity of performing an A/B test.• Further improvements will be made to the relevance lab as more features are needed for testing.	N
	Wikidata search integration	<ul style="list-style-type: none">• Discovery actively supports the Wikidata Team in their efforts to improve search on Wikidata, providing:<ul style="list-style-type: none">○ Code review○ Patches to CirrusSearch○ Architectural guidance on integration with ElasticSearch○ Product guidance	R

Default algorithm	Completion Suggester
	



The screenshot shows the Wikipedia homepage in a Chrome browser. The browser's address bar displays "https://www.wikipedia.org". The page features the Wikipedia logo at the top, followed by a globe made of puzzle pieces. Below the globe, there are links to various language editions of Wikipedia, each with a brief description and the number of articles or entries. A search bar is located at the bottom of the page, and a dropdown menu is open, showing search suggestions.

Language	Description	Count
English	The Free Encyclopedia	5 027 000+ articles
Deutsch	Die freie Enzyklopädie	1 883 000+ Artikel
日本語	フリー百科事典	994 000+ 記事
Español	La enciclopedia libre	1 218 000+ artículos
Italiano	L'enciclopedia libera	1 240 000+ voci
中文	自由的百科全书	850 000+ 條目
Русский	Свободная энциклопедия	1 273 000+ статей
Français	L'encyclopédie libre	1 703 000+ articles
Português	A enciclopédia livre	896 000+ artigos
Polski	Wolna encyklopedia	1 147 000+ haseł

Search bar: English [Wikipedia] [Q]

Find a language: Deutsch · English · Español · Français · Italiano · Nederlands · F...
ng Binisaya · Svenska · Tiếng Việt · Winaray



The screenshot shows the Wikipedia homepage in English. The browser is Chrome, and the URL is <https://www.wikipedia.org/#abtest2>. The page features the Wikipedia logo and a central globe made of puzzle pieces. Below the logo, there are links to various language editions of Wikipedia, including English, Deutsch, Русский, Français, and Polski. A search bar is located at the bottom of the page, and a dropdown menu is open, showing search results for 'Wikipedia' and 'Wikipedia community'.

Language	Name	Articles
English	The Free Encyclopedia	5 027 000+
Deutsch	Die freie Enzyklopädie	1 883 000+
Русский	Свободная энциклопедия	1 273 000+
Français	L'encyclopédie libre	1 703 000+
Português	A enciclopédia livre	896 000+
Polski	Wolna encyklopedia	1 147 000+
日本語	フリー百科事典	994 000+
Español	La enciclopedia libre	1 218 000+
Italiano	L'enciclopedia libera	1 240 000+
中文	自由的百科全书	850 000+

Search results for 'Wikipedia':

- Wikipedia**
free online encyclopedia that anyone can edit, free online encyclopedia that anyone can edit
- Wikipedia community**
volunteer community that writes, edits and maintains Wikipedia