Editing Team
Wikimedia Engineering

2013–14 Q4 Quarterly Review
19 June 2014

Agenda

- Goals and objectives

- Progress in 2013–14 Q4

- Outline of work for 2014–15

- Anticipated work for 2014–15 Q1

- Questions and general discussion

Goals and objectives

Editing Team role

- We exist to support new and existing editors

- We do this by extending & improving editing tools

- We are responsible for VisualEditor and WikiEditor

- Our main focus is desktop and mobile VisualEditor

- Our work on WikiEditor is mostly maintenance

Editing Team members

- Engineering:

  - Trevor Parscal

  - Roan Kattouw

  - David Chan (*pt on Language*)

  - Alex Monk (*pt*)

  - Ed Sanders

  - Moriel Schottlender

  - Timo Tijhof (*moving to Platform*)

  - *2x front-end engineer hire slots*

- Product:

  - James Forrester

- Design:

  - Trevor Parscal (~)

  - Kaity Hammerstein

  - Abbey Ripstra

- Community Liaison

  - Erica Litrenta

  - Sherry Snyder

  - Keegan Peterzell

- QA:

  - Rummana Yasmeen

- Parsoid team (& others across Engineering)

Editing Team goals

- VisualEditor to be the best <u>content</u> editor for all users

- Make edits easy and simple for everyone

- Make VisualEditor be the main, default editor for WMF wikis

- Have VisualEditor be the default editor for MediaWiki sites

- Make VisualEditor a great editor for non-MediaWiki systems

- Encouraging an ecosystem of developers for VisualEditor

Editing Team objectives

- Increase VisualEditor use by new & existing Wikimedia users

- Improve VisualEditor performance, stability, scalability

- Improve existing VisualEditor tools (e.g. cites, links)

- Improve VisualEditor's language support (e.g. variants)

- Add missing VisualEditor tools (e.g. tables, galleries)

- Improve VisualEditor's ease of use for third parties

VisualEditor metrics

- Currently it's a mess

- VisualEditor's impact can be measured in many ways

- Existing editor landscape is complex & poorly understood

- Challenging to establish baseline metrics for comparison

- We've had a "first, do no harm" focus to date

- Consequently we've not looked much at 'positive' metrics

Hourly edits, visual editor vs wikitext (% by user group)

Jun 20, 2013

visual editor,
existing registered
users

wikitext editor,
existing registered
users

visual editor, new
registered users

wikitext editor, new
registered users

visual editor,
anonymous users

wikitext editor,
anonymous users
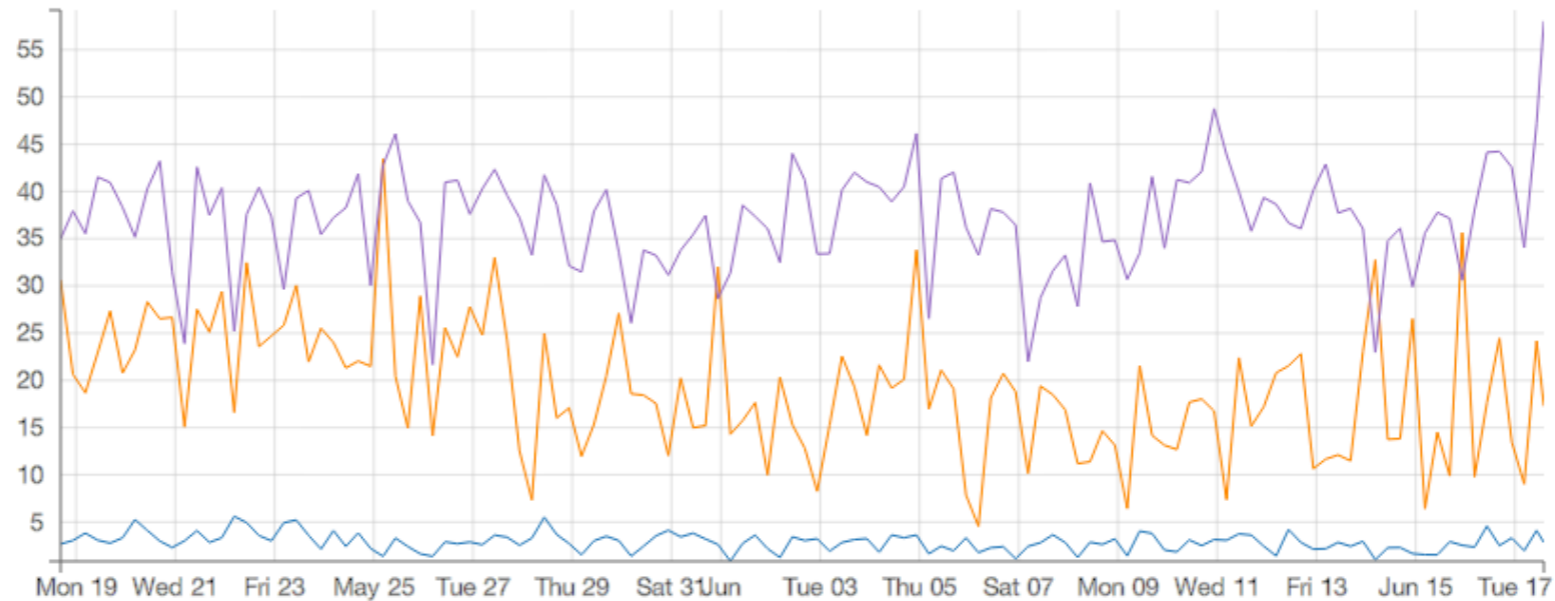
Percentage of hourly edits saved via Visual Editor vs wikitext editor by user category.

Filters
- **Users:** All (registered + anonymous)
- **Namespaces:** Article (0)
- **Bots:** excluded

Definitions
- **existing registered users**: users registered before the global rollout of visual editor (2013-07-25 00:00:00)
- **new registered users**: users registered after the rollout
- **anonymous users**: users editing from an IP address

Per-edit adoption

~35% for IP editors, 20% for post-default registered users, 3–5% for pre-default
Number of edits VE vs. WT, main namespace, bots excluded, by user type
example from frwiki

Daily unique editors

May 17, 2014	
visual editor, existing registered users	3.00
visual editor, new registered users	1.00
wikitext editor, existing registered users	27.00
wikitext editor, new registered users	7.00
visual editor, anonymous users	5.00
wikitext editor, anonymous users	5.00
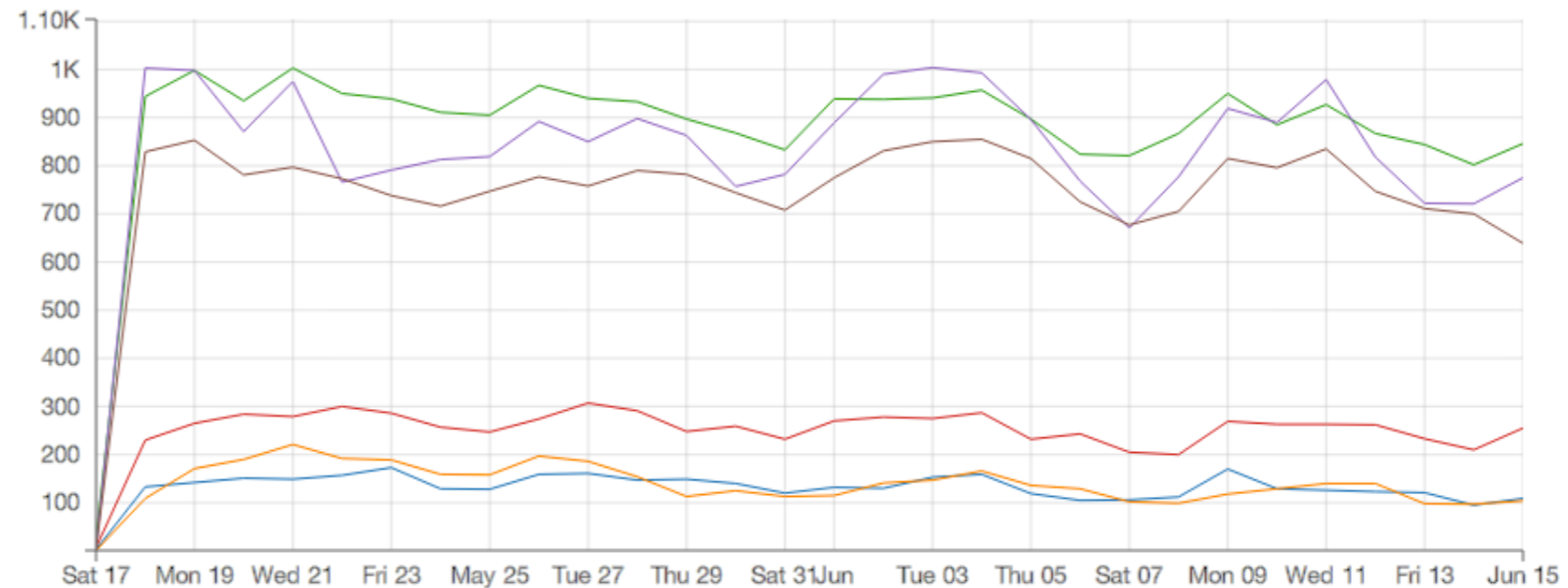
Daily unique registered users and IP addresses editing via Visual Editor vs wikitext editor.

Filters
- **Users:** All (registered + anonymous)
- **Namespaces:** Article (0)
- **Bots:** excluded

Definitions
- **existing registered users**: unique user IDs registered before the global rollout of visual editor (2013-07-25 00:00:00)
- **new registered users**: unique user IDs registered after the rollout
- **anonymous users**: unique IP addresses (note: a unique anonymous user may edit from multiple IP addresses due to IP rotation)
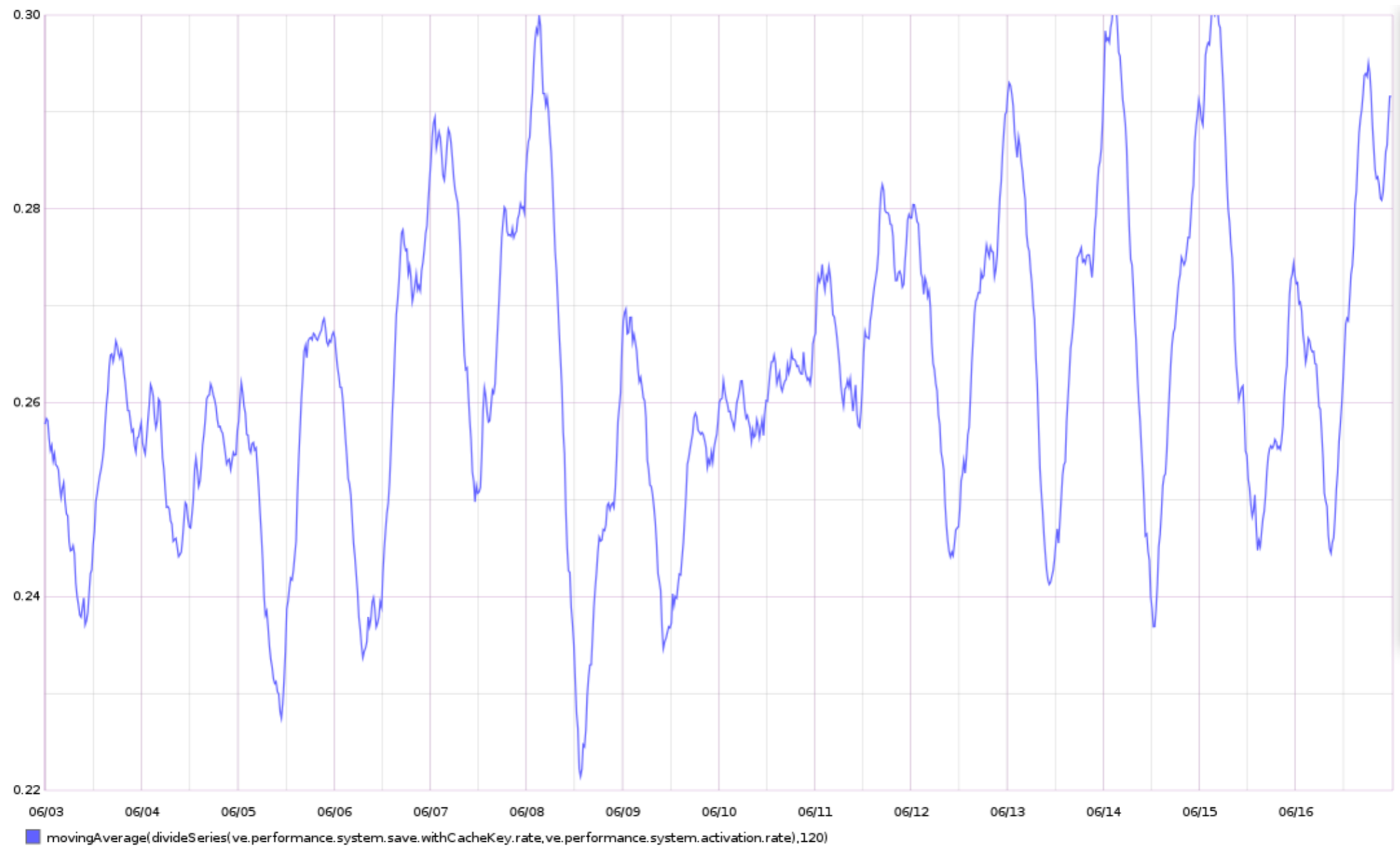
Per-user adoption ratio

1:1 for IP editors, 1:3 for post-default registered users, 1:7 for pre-default
Number of users of VE vs. WT per day, bots excluded, by user type (non-exclusive)
example from plwiki

%age all IP edits made via VE

%age all registered user edits made via VE
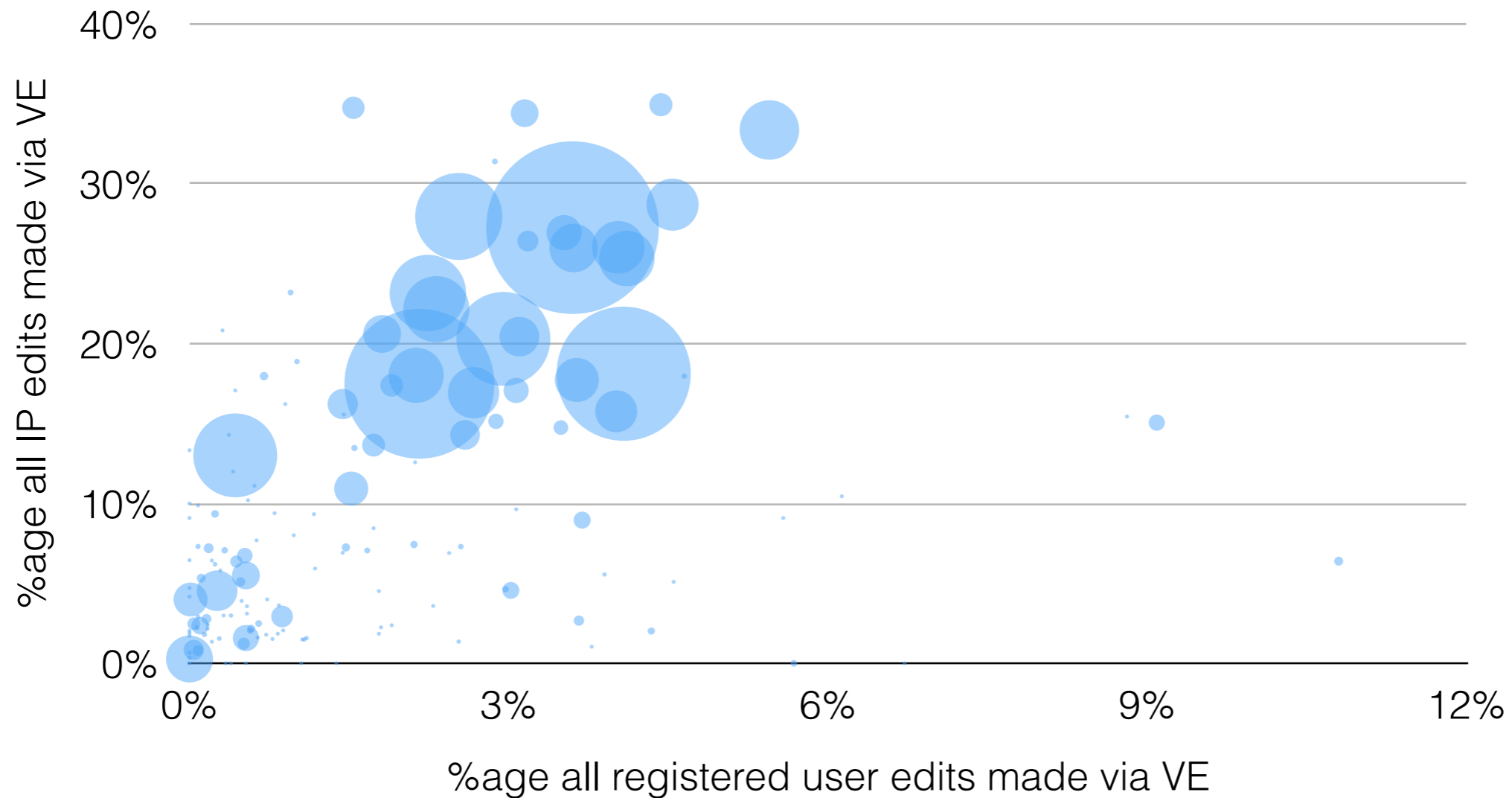
All-edit adoption rate

~20% for IP editors, 3% for registered users (including bots)
%age of edits in VE by IPs vs. registered users, size shown is wiki's total edit count;
only covers wikis for which VisualEditor is on by default; some small outliers filtered out

movingAverage(divideSeries(ve.performance.system.save.withCacheKey.rate,ve.performance.system.activation.rate),120)

Save ratios

1:5 (trough), 1:3 (peak) (note: daily periodicity)
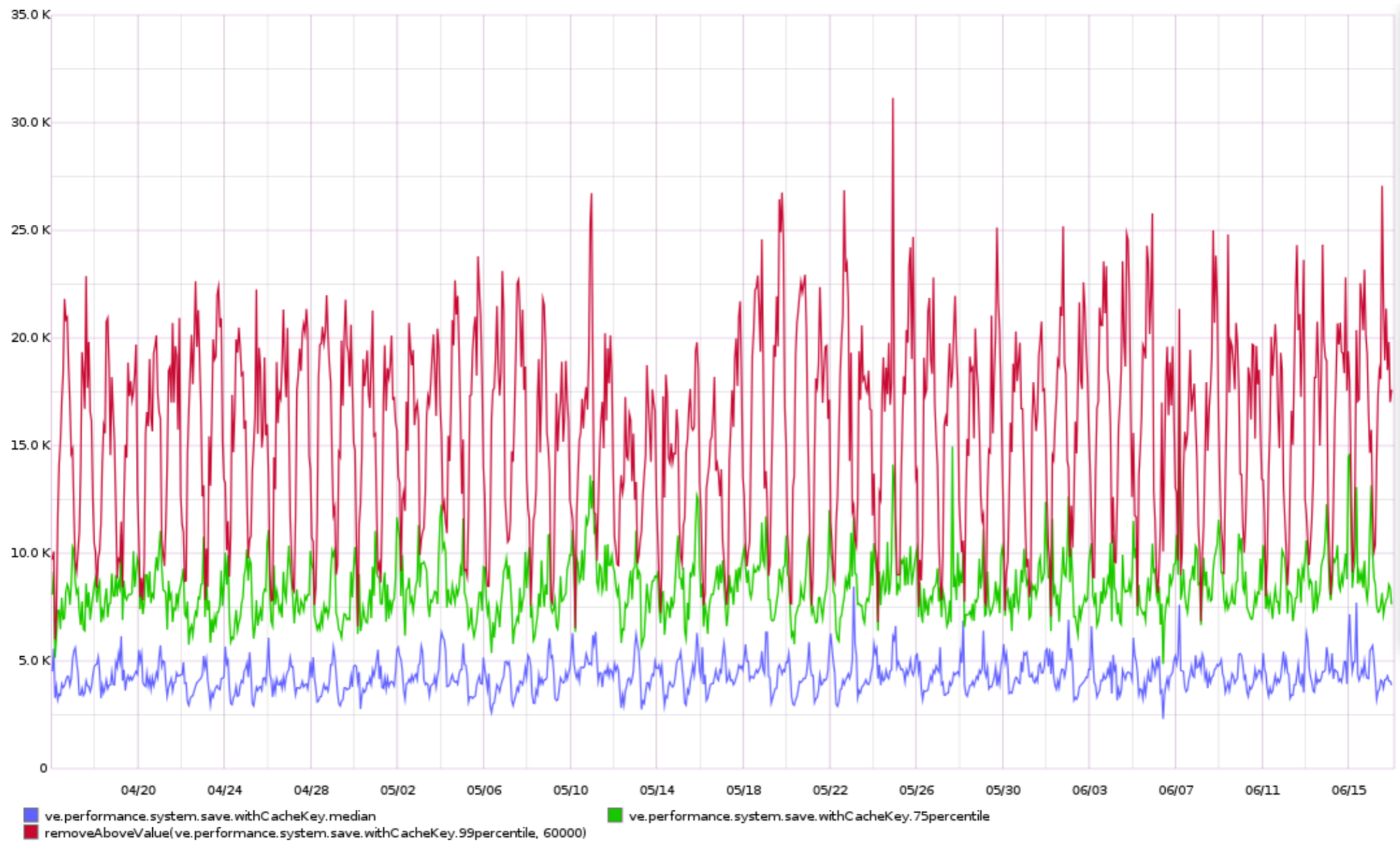
Ratio of received "user has clicked edit" to "user has saved the page" events for VisualEditor
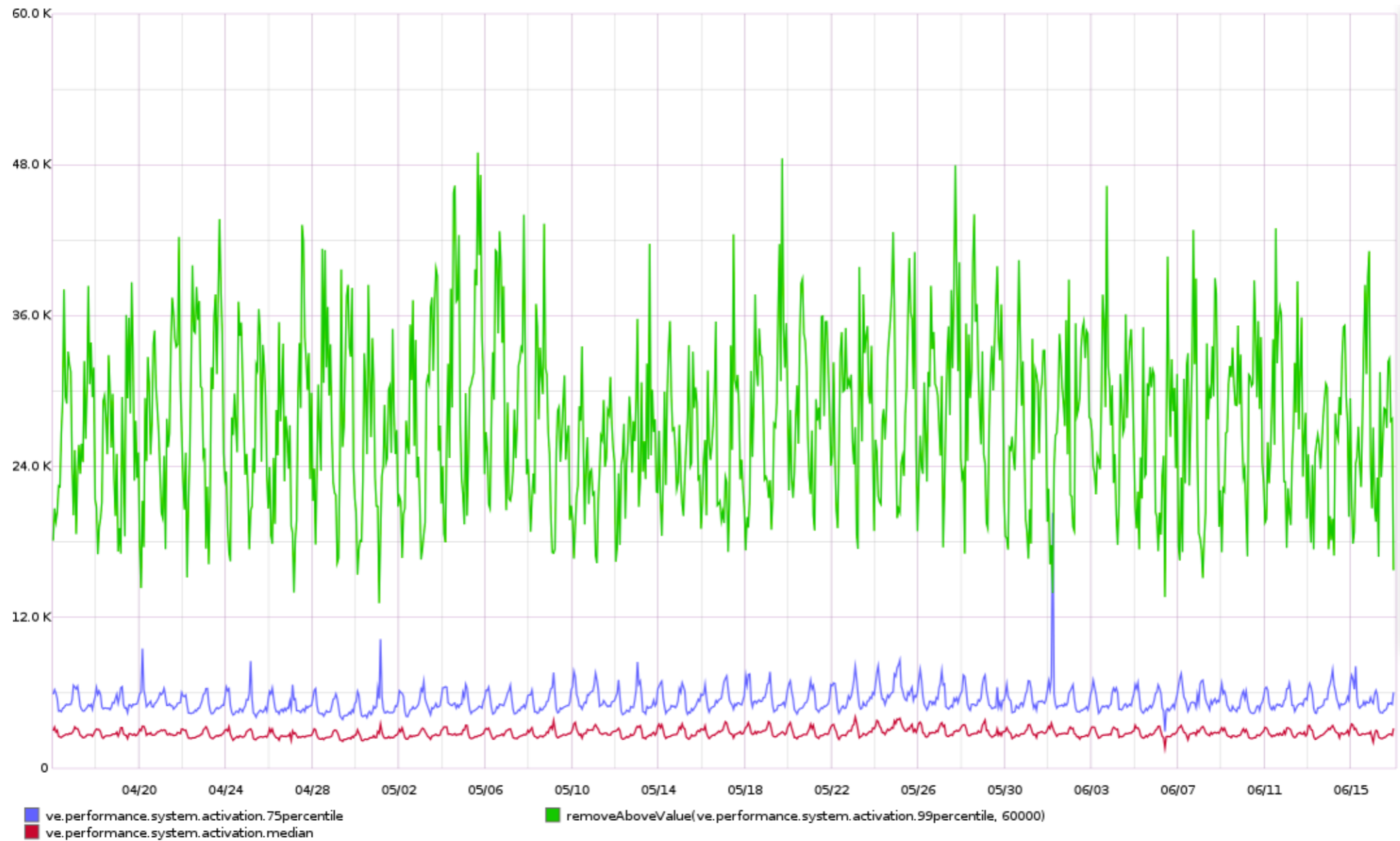
Load performance

3s median, 5s 75%ile, 25s 99%ile

Client-side reported time for VE to load (varies on page size and client & network speed)

Save performance

4s median, 8s 75%ile, 15s 99%ile

Client-side reported UX time for VE saves (varies on page size and client & network speed)

Metrics:
What we know

- **Per-edit adoption**: ~35% for IPs, 20% post-default, 3–5% pre-default

  For scale, the raw data is 21.1% for IPs, 2.80% registered users (incl. bots, non-content)

- **Per-user adoption ratio**: 1:1 for IPs, 1:3 post-default, 1:7 pre-default

- **All-edit adoption rate**: ~15–30% for IP editors, 2–4% for registered, 6.3% overall
  This includes bots, talk pages, non-content edits, etc. for wikis with VE by default

- **Save ratios**: 1:5 (trough), 1:3 (peak) (*note: daily periodicity*)

- **Load performance** – 3s median, 5s 75%ile, 25s 99%ile

- **Save performance** – 4s median, 8s 75%ile, 15s 99%ile

Metrics:
What we want to know

- Does VisualEditor mean **editing is actually easier**?
  faster edits, thresholding; higher edit completion rate, productive proportion

- Does VisualEditor mean **more new users join, stay**?
  lower new user edit bounce rate; higher "survival rate" for VisualEditor users

- Does VisualEditor mean **dormant/existing users stay/return**?
  higher rate of dormant accounts returning; lower rate of ones going dormant

- Does VisualEditor mean **more productive edits**?
  users of VisualEditor reverted/blocked less for syntax errors, more for editing

- Does VisualEditor mean a **better service for our readers** and editors?
  additional load from new editors taken on by bots

Metrics:
What we plan to track

- Speed to make edits

- Speed for accounts to achieve edit number thresholds

- Edit completion rates; productive edit proportion rates

- User survival rates

- Edit page bounce rates

- Dormant accounts returning, active accounts going dormant

Metrics:
What we don't have

- Means to quantitatively measure speed of local operations ("internal" performance of the editor *e.g.* for responsiveness)

- How to disaggregate VisualEditor's effect from environment (*e.g.* Growth work; Ops improvements; config/policy changes)

- Ways to disaggregate users' reverts and blocks to bucket causes (syntax errors, disruption, editing arguments, *etc.*)

- Systems to judge how "good" (?) a service we provide our readers or editors, and whether these are getting better over time

- Method to determine some slices of the data we already have (*e.g.* what browsers/articles/areas of the world are slow?)

Progress in 2013–14 Q4

Objectives for Q4

- Making citations even easier with auto-filled values based on ISBN, Web link, *etc.* so users can add citations very quickly.

- Provide an easy way for users to upload new media items to Commons and use them on the page mid-edit.

- Add image editing tools for less common, "power user" advanced changes like giving an image a different link.

- Improve and release the tool that makes it easier to edit templates' information for all wikis so that VE users get helpful hints.

- Work on non-Wikipedia editing tools.

- Improve the support for users' browsers.

- Improve the speed of the editor for users so that they spend more time making edits, and less time waiting for things.

Work considered for Q4

- Auto-filled citations based on URL

- In-page upload to Commons of media files

- HTML comments and hidden content

- Equation editing for all users

- Showing a Table of Contents mid-edit

- Deploy TemplateData GUI editor for all

- Rich nested template editing

- In-line & block-level language settings

- Page options like language link editing

- Basic table structure editing (row/column)

- Better browser support

- Stability/performance/scalability (on-going)

Work achieved in Q4

- Auto-filled citations based on a URL — OPW project

- In-page upload to Commons of media files — Multimedia team backlog

- HTML comments and hidden content — Maybe done

- Equation editing for all users — Done

- Showing a Table of Contents mid-edit — Maybe done

- Deploy TemplateData GUI editor for all — Partially done

- Rich nested template editing — Pushed back

- In-line & block-level language settings — Partially done (Beta Feature)

- Page options like language link editing — Deprioritised

- Basic table structure editing (row/column) — Priority backlog

- Better browser support — Delayed

- Stability/performance/scalability (on-going) — (On-going)

Additional work done in Q4

- Drag-&-drop of general content, and a better drag system

- Wider rollout of and tweaks to the citation editor

- Additional settings for media items

- Further integration consistency

- *286 bugs fixed, 138 closed, 372 bugs created; 754 patches*

Outline of work for 2014–15

Overall narrative

- Making VisualEditor a great editor for new and experienced editors alike

- Focusing on improving the performance and usability

- Adding some more features to make VisualEditor more helpful, intuitive and practical for use for every content edit,

- Maintaining, improving, and extending the existing editor software.

On-going objectives

- Stability and bug fixing, prioritising any bugs that cause wikitext corruption or any other form of disruption for our wikis' communities (including in the wikitext editor)

- Performance improvements for users, tracking load & save times, execution speed

- UX improvements for tools, especially high-value tasks, tracked regularly and reported in a quarterly public user testing narrative

- Transitioning responsibility for the mobile editing experience (both VisualEditor & wikitext) over the year to take responsibility

Specific objectives – Q1

- *Deployment*: Engaging with English Wikipedia to discover pain points as part of agreeing the criteria for a gradual ramp-up of VisualEditor availability and usage to default, expected to happen in Q2, subject to community discussions (after this point, ongoing support)

- *Core*: Internet Explorer 9(?)/10+ browser support

- *Feature*: Auto-filling citations from ISBN, DOI or URL

- *Feature*: Editing templates' parameters as rich content, not wikitext, with helper tools for some types like image (searching Commons), link (searching wikis), date (date selector extended from Wikidata's), and possibly others

Specific objectives – Q2

- *Deployment*: Engaging with German, Dutch and Spanish Wikipedias in a similar fashion to English Wikipedia, agreeing the ramp-up to default to happen from around Q3 onwards, subject to community discussion

- *Core*: Initial improved support for IMEs, for key expanded if not all language groups

- *Feature*: Table editing – inserting new and deleting existing rows and columns

Specific objectives – Q3

- *Deployment*: Engaging with non-Wikipedias to consider issues for them like which key extensions and gadgets will need VisualEditor support

- *Feature*: Uploading media – uploading an image/video/etc. to Commons mid-edit via a button in the toolbar, inserting into the edited page on completion

- *Feature*: Wikidata invocation editing as a template parameter type

Specific objectives – Q4

- *Core*: Language variant editing support for Chinese and other languages

- *Core*: Release a stand-alone VisualEditor for third party embed-ability

- *Feature*: Auto-save local-only drafts if a browser crashes/disconnects mid-edit

- *Feature*: Additional table editing – common "advanced" tools like sortable columns & table header

Metrics:
Plausible outcomes by end-Q4

Low

New features' higher load balanced by performance fixes

no performance slippage, same uptake over rollouts

New wikis' uptake (Global South languages) balances out

Plausible

Wider (>85%) browser support; wide mobile roll-out

~50% net increase in performance and uptake

Strong performance gains

Stretch

Unified interface for wikitext and VisualEditor tools

~100% net increase in performance and uptake

Use of Parsoid HTML for page reads

Metrics:
Plausible outcomes by end-Q4

Area	Outcome:	Low	Plausible	Stretch
Per-edit adoption	IPs	35%	45%	75%
	post-default	20%	25%	30%
	pre-default	4%	5%	6%
Per-user adoption	IPs	1:1	3:2	2:1
	post-default	1:3	1:2	2:3
	pre-default	1:7	1:6	2:7
Save:edit ratio *speculative split*	IPs	1:10	1:8	1:5
	post-default	1:3	1:2	2:3
	pre-default	1:2	1:2	2:3
Load performance	median	3s	2s	2s
	75%ile	5s	4s	3s
	99%ile	25s	20s	15s
Save performance	median	4s	3s	2s
	75%ile	8s	6s	4s
	99%ile	15s	12s	10s

Anticipated levels of metrics at each quarter to come

Anticipated work for 2014–15 Q1

Primary work areas

- *Core*: Internet Explorer (9?)/10+ browser support

- *Feature*: Auto-filling citations from ISBN, DOI or URL

- *Feature*: Editing templates' parameters as rich content, not wikitext

- *Feature*: In-surface setting of basic media options, outside the dialog

- *Integration*: Exploring a consistent desktop wikitext editor like mobile

- *Deployment*: English Wikipedia engagement on path to default re-enabling

- *Deployment*: Mobile tablet release for all users (aligned with wiki defaults)

Additional work areas

- Performance improvements focussing on pain issues for mobile

- Explore performance gain from using Parsoid as the read HTML

- Usability improvements arising from user testing & direct feedback

- Consistency and coherency of interface (*e.g.* ensuring same language used for the same outcomes and *vice versa*)

- Discoverability and accessibility changes to give more contextual help for new and infrequent users (e.g. "what is a redirect?")

- Review and triage of the desktop wikitext editor

Questions and general discussion