

Wiki Education Foundation

Digital Infrastructure

Quarterly Review
22 August 2014

What we've done
in the last three months

Prologue: roadmapping our tech projects

- Getting folks started efficiently and effectively
- Running and monitoring courses more easily
- Tracking our key metrics

getting folks started

- Assignment design wizard
- Ambassador matchmaking
- Course page creation UX
- Rights request UX
- Making training more interactive
- Adding quizzes to training
- Just-in-time on-wiki help material

running and monitoring courses

- Article selection tools
- Activity feed and on-wiki feedback workflow
- Course dashboards
- Student portfolios and grading tools
- Plagiarism checking
- Ambassador task management

tracking our key metrics

- Getting article quality data
- Automating our routine metrics
- Program-wide dashboards

tech roadmap: open questions

- What else should be on our radar?
- Which development projects should we prioritize?
- What can and should be done within MediaWiki instead of on wikiedu.org?
- What other technical needs do we have?

recent work

part 1:

wikiedu.org

writing the RfP

- Scope
 - Assignment design wizard
 - Basic course dashboard
 - Plagiarism checking feasibility study
- Strategy
 - Explain the context and long-term vision
 - Emphasize UX
 - Don't over-specify solutions
 - Find a potential long-term partner
- Learning points
 - No standard format, lots of ways to structure
 - Emphasis on 'why' we want to do what we're doing

running the RfP

- Promotion and communication
- Proposals received
 - 4 from Seattle, 1 from NYC, 1 from SF, 1 from Germany
- Learning points
 - Many companies don't do fixed-bid projects these days
 - Inviting interesting companies to bid is effective
 - Fairly consistent estimates from the better firms
 - Ruby and Python shops are main ones for design-centric projects
 - Best proposals driven by interest in the project + brand
 - Typical rates: \$80 - \$175 / hr for designers and developers
 - Plan for plenty of time to settle contract before work starts
 - Seattle is awesome!
- WINTR

WordPress work

- Fixing rough edges
- Staff and board profiles
- For instructors page
- Open questions:
 - What else do we need from the WordPress side of wikiedu.org?
 - Should we work with WordPress professionals -- for design in particular -- or can we meet our needs in-house and with David?

recent work

part 2:

on-wiki user experience

professor onboarding workflow

- Moved the (on-wiki, template-based) course page wizard to **before** the request for instructor rights
- Incorporated interactive segments from student training into instructor training as well
- Open questions:
 - Has this made it easier for new instructors?
 - How can we ensure timely feedback and rights granting?

MediaWiki work

- Improvements to the EducationProgram API
 - Course names and dates
 - Assigned articles
- Activity feed
- Open questions:
 - Should we put more resources into MediaWiki development?
 - Should we put time into mentorship / internship projects?
 - What are the critical needs for course page improvements?

recent work

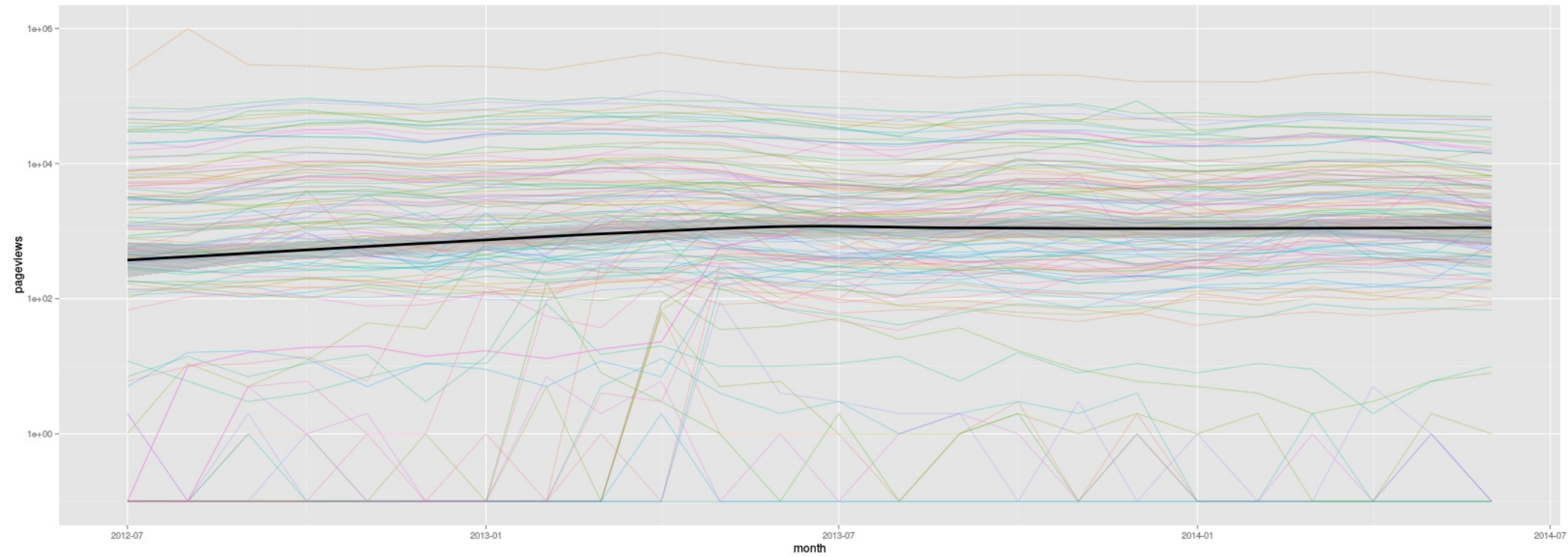
part 3:

analytics

page views

- Semi-automated compilation of page view data
 - Give me the articles or usernames, I'll give you the page views by month
 - Reach: In a typical term, students editors work on articles that collectively get more than one million page views per day.
- Does classroom work boost page views?
 - On its own, adding good content doesn't seem to affect page views

page views for Spring 2013 articles



page views (cont'd)

- Open questions:
 - Can—and should—we increase reach by encouraging addition of incoming wikilinks?
 - Is the added content vs. page views hypothesis something we need to research more?
 - What else do we need to know with respect to page views and reach?

course stats tool

- List all articles edited by a class (or set of classes) in a date range
- List all articles edited by one or more users
- Get page views over a long time period for an article
- Get page views for assigned articles from a class
- Other things you'd like to be able to do?

recent work

part 4:

admin support

Salesforce

- What we have
 - Basic CRM and manual email integration
 - Tracking of key course, instructor, Ambassador details
- What we don't yet have
 - Useful executive dashboard
 - Automated pulling of data from outside
- Open questions:
 - Should we contract some Salesforce expertise?
 - How much do we need to do from within Salesforce vs. the future wikiedu.org dashboard?

other admin support

- Office wiki
- Google
- Dropbox

Priorities
for the next three months

next three months

part 1:

wikiedu.org

assignment design wizard

- Need help with copy and refining the content details
- Testing, iterative improvements
- Success criteria for the development project:
 - When I am confident enough that this will improve the experience for instructors that I change the on-wiki workflow to use it

course dashboard

- What will an MVP look like?
- Review and brainstorm potential enhancements
- User testing
- Prioritization of additional features

plagiarism checking

- How does Wiki Med's project impact our plans?
 - Initial bot up and running, but not yet accurate enough for our use case
 - I will keep an eye on it, to see whether it will make a useful starting point for our planned plagiarism checking features

next three months

part 2:

on-wiki user experience

MediaWiki work

- Get activity feed finished and deployed
- If successful, plan more MediaWiki work
 - Potentially, cooperate with WMF WEP team
 - Plenty of bugs worth fixing
- Open questions:
 - How much should we focus on fixing the current experience vs. accelerating the WMF 'editor campaigns' roadmap?

user testing & interviews

- Need quick access to pool of instructors (especially newcomers), ambassadors and students willing to try out our online systems
- Need to talk in depth with instructors, ambassadors, and (once they find their feet) the Wikipedia Content Experts to identify key technical needs that can impact our key indicators (quality of content, quantity of content, rate of incidents, instructor retention).

next three months

part 3:

other ideas

getting article quality data

- Idea: using a crowdsourcing platform and monetary incentives for experienced editors to generate quality data on Classroom Program articles
- Idea: create a tool to algorithmically estimate article quality

course page UI overhaul

- Idea: Get a professional web designer to make a strictly cosmetic overhaul of the course page layout, hire WikiWorks or Hallo Welt! to implement it