

Product Process Improvements

Update - Wikimedia Foundation

January 29, 2015

This is not a regular quarterly review.

Part update, part discussion.

- Review/goals focus has been on cross-functional teams
- UX, CEP have matured their team-level goals. Dedicated reviews will make sense in April 2015.
- Product does not have team-level goals yet, but will for Q4/FY.
- Analytics, being a cross-functional team, has had reviews since December 2012.

(From Q2 priorities)

Executive Focus Areas


- **Document product development methodology** and process, including criteria for deployment/rollout of functionality, policy for site-wide technical changes, and inclusion of community requirements and needs
- **Support first phase of strategy** development process: community consultation, finalization of framework

(From Q2 priorities)

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(From Q3 priorities)

Objective	Benefits	Measures of success	Lead	Exec	Depends	Status
Implement standardized product development methodology which includes community input across teams working on user-facing functionality	<ul style="list-style-type: none">All users	<ul style="list-style-type: none">Publicize integrated draft process which addresses all stages of a product's lifecycle and incorporates data-based decision-making and evaluation, qualitative research, and community inputRevise process based on feedback from Wikimedia communities (at least one well-publicized online meeting; outreach on lists and wikis).Apply process as part of Q4 prioritization, including incorporation of community input from at least the top 10 language communities into Q4 priorities.	Erik Moeller	Erik Moeller	Primarily: UX, Community Engagement, Product, Analytics	 In progress

Agenda

User Experience Standardization
Product Process Improvement

UX Standardization: Motivations

- **Technical:**

- Multiple inconsistent styles & icons; multiple dated front-end libraries
 - Needed a responsive, modern, multi-device library
 - Progressive enhancement for modern clients
 - Development of rich, purpose-made controls
 - Needed standard “living” style guide that reflects current state of development
 - In combination, this accelerates development and reduces maintenance cost

- **User impact:**

- Inconsistent UX is confusing, “clutter” tends to be common observation in user tests
- In contrast, rationally developed and continually validated and iterated UI can guide users
 - Example: If “cancel” actions or “next” actions are always visually identifiable the same way, and use the same keyboard shortcuts, users can perform tasks faster

UX Standardization: Status (1 of 3)

- **Technical foundations:**

- LESS support [Ori Livneh & Brion Vibber], late 2013
- Icon library support [Trevor Parscal, Bartosz Dziewoński], December 2014
- PHP and JS based templating library [Ryan Kaldari and others], January 2015
- [OOjs UI](#), ~25 controls [Trevor Parscal and others], October 2013-

- **Iconography:**

- [Standard icon library](#), 100+ glyphs [May Galloway and others], April 2014-

- Used in mobile apps, mobile web, Flow, VisualEditor, Content Translation [partial]



UX Standardization: Status (2 of 3)

- **Styles**

- Mediawiki LESS styles and first LSG iteration [May Galloway, Jon Robson, others] (April 2013-)
 - Used in search, login, account creation, Flow, Content Translation, VisualEditor, Mobile Web
 - Mobile apps uses consistent color palette

UX Standardization: Status (3 of 3)

- Q3 Goals

- **Style Guide** covering all existing MediaWiki controls ([Prototype](#) based on OOjs UI) [Andrew Garrett, Prateek Saxena]
- Replace 50% of core forms with OOUI template methods
- Build **all in-use controls** (OOUI/Mediawiki theme)
- **Complete glyph coverage** for all in-use icons. [May Galloway, Michelle Nguyen, Trevor Parscal]
- [Icon system](#) available to use to any core feature or extension with minimal or no changes on their end (resource loader image module)

Product Process Improvement: Motivations

- **Product team:**

- Low visibility across teams → lack of cross-functional alignment
- Inconsistent community engagement, software release processes and product quality frustrate our users
 - Increased pushback and entrenchment; reduced velocity

- **User impact:**

- A consistent process with built-in assessment of community needs helps us build products with reduced friction and increased quality
 - ... which serve needs of all user segments

Product Process Improvement: Status (1 of 2)

- Community engagement

- [Process brainstorming](#) page (August-October 2014); ~50 unique editors
- [Media Viewer consultation](#) (August-September 2014); ~180 unique editors
- [English Wikipedia](#) / [Spanish Wikipedia](#) gadgets survey (December 2014)
 - English: 918 user sessions, 16906 votes
 - Spanish: 235 user sessions, 5143 votes
 - Focus: gadgets/tool improvements, *not* general idea collection (pilot!)
 - En.wp cares about citations and copyvios
 - Es.wp cares about spellchecker and categorization
 - Factoring findings into ongoing prioritization (Citoid etc.), UX support

Product Process Improvement: Status (2 of 2)

- **Process**

- [User segments and personae draft](#)
 - Used in goal-setting as of Q2
 - Design research is building out richer personae
- [Product development process draft](#), [Community Engagement process draft](#)
- Three Principles, [introduced](#) at Dev Summit
 - APIs and Services first
 - Platform-Appropriate Experiences
 - Content Atomicity
- 6-9 month focus areas by platform & user segment, introduced at dev summit

Product Process Improvement: Next steps

- **Prioritization**

- Scale generalized ideas survey to top 10 languages, use input to inform/select one of the top priorities for Q4
 - Dependent on strategy community consultation not derailing our timeline (repeatedly postponed, big block of team time)
 - Dependent on some small but important tooling improvements

- **Process**

- Consolidate & fill in the gaps, esp. deployment criteria & process toolbox
 - Partially modeled after [pattern library](#) used in grantmaking
- Selective outreach & incorporation of feedback; apply as part of Q4 work