

# 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

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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"><li>All users</li></ul>	<ul style="list-style-type: none"><li>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 input</li><li>Revise process based on feedback from Wikimedia communities (at least one well-publicized online meeting; outreach on lists and wikis).</li><li>Apply process as part of Q4 prioritization, including incorporation of community input from at least the top 10 language communities into Q4 priorities.</li></ul>	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 (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