

# **Growth Quarterly Review**

July to September, 2014

# Agenda

1. Goals and Annual Plan targets
2. Our roadmap for the quarter
3. What we shipped
4. What's next

# The team

## *Engineering*

Matt Flaschen, Rob Moen, Sam Smith

## *UX Design*

Moiz Syed, Kaity Hammerstein

## *Research & Data*

Aaron Halfaker

## *Product*

Steven Walling

# Annual Plan targets

*Acquisition:* increase new registrations by 23%.

*Activation:* increase the rate at which new registrations become active editors (5+ content edits/month) by 23%.

*Retention:* increase survival rate of active editors by 87%.

# Key users for this quarter



Anonymous editors

“I've edited before.  
Why should I sign up?”



New Wikipedians

“I've made my first edits.  
What's my next step?”

# Goal for Q1 (July - Sept. 2014)

Anonymous editor signup invitations and basic signup workflow improvements released on desktop version of all top 10 Wikipedias or more.

*Stretch goal:* collaboration with Mobile Web and Apps teams on mobile versions.

# Goal for Q2 (Oct. - Dec. 2014)

Personalized task suggestions and notifications for new editors released as default on Wikipedias where onboarding is present.

*Stretch goal:* task suggestions and notifications aimed at very active editors (100+ edits/month).

# Summary: what we shipped

1. Completed A/B testing of version two of anonymous editor acquisition
2. Prototypes, usability testing, and first A/B test of personalized task recommendations



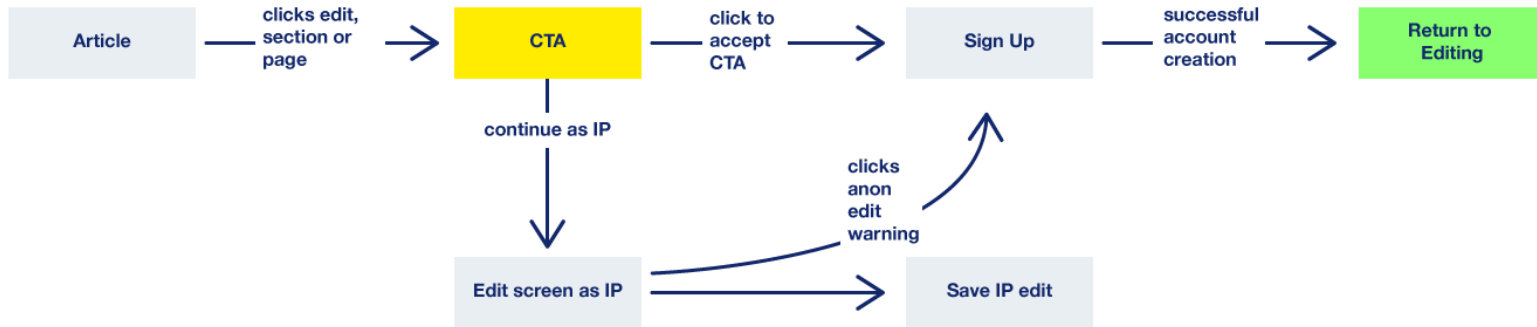
# Anonymous editor acquisition

**Goal:** increase high-quality registrations without sacrificing user productivity overall.

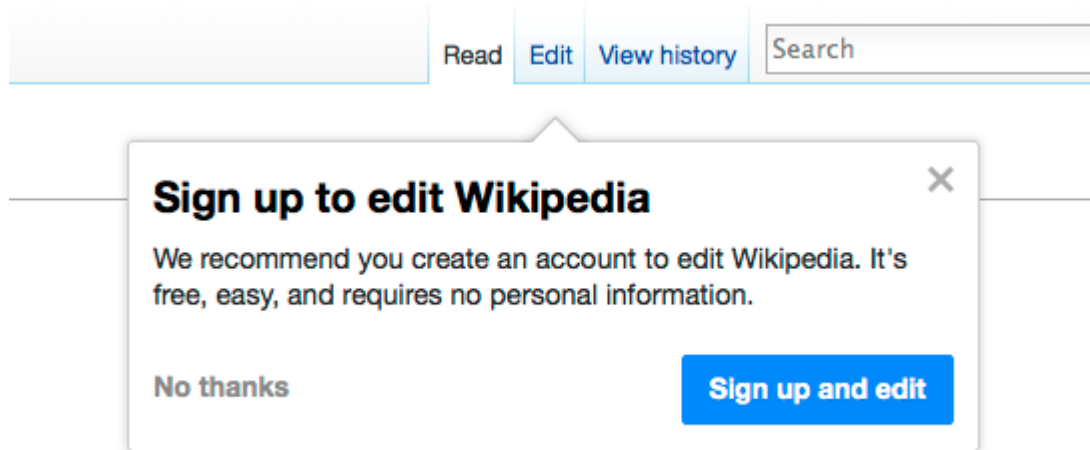
# Second A/B test workflow

Run for one week in July on English Wikipedia

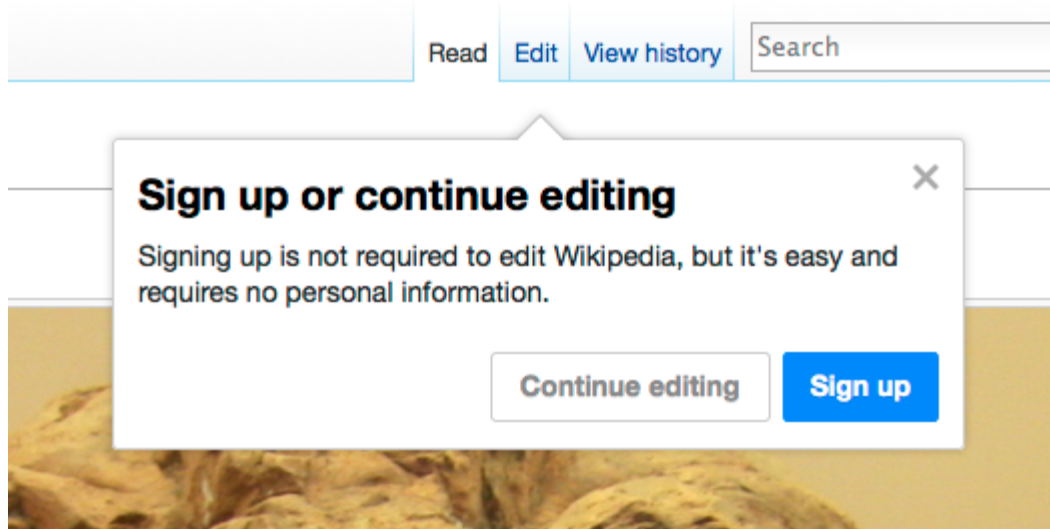
## “Pre-edit”



# Version one



# Version two



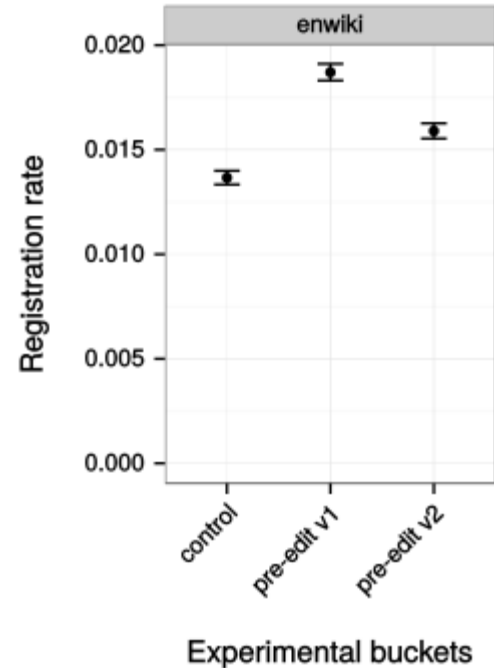
# Impact on registrations

The proportion of users who clicked edit and went on to register.

Control: 1.36%

V1: 1.87% (+**37%**)

V2: 1.59% (+**16%**)



# So hit our target, right?!

“We will increase new registrations by 23%”

*Yes and no...*

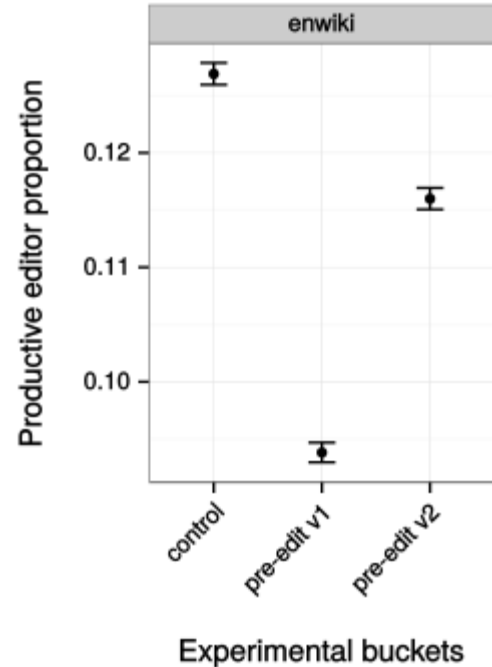
# Impact on editor productivity

**Example:** the proportion of users who made one or more unreverted edits within 48 hrs.

Control: 12.7%

V1: 9.4% (-25%)

V2: 11.6% (-8%)



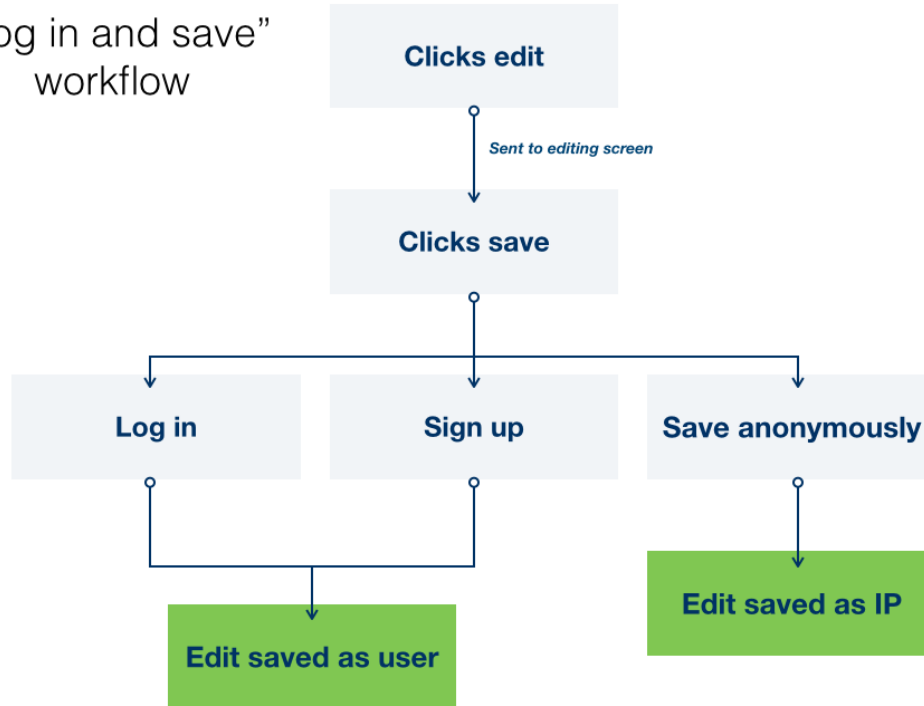
# Where we're at now

Can we find a workflow that does not interrupt/distract/annoy the user while increasing registrations?



# Version three

“Log in and save”  
workflow



# Editing Big Sur

Content that *violates any copyrights* will be deleted. Encyclopedic content must be *verifiable*. Work submitted to Wikipedia can be edited, used, and redistributed—by anyone—subject to *certain terms and conditions*.

**B** *I* **Advanced** **Special characters** **Help** **Cite**

**Templates** **Named references** **Error check**

```
{{other uses}}
{{Infobox settlement
|name           = Big Sur
|settlement_type = Region of [[California]]
|image_skyline  = Big Sur June 2008.jpg
|image_caption  = The Big Sur Coast
|image_map      = BigSurMap3.png
|map_caption    = Map of Big Sur
|pushpin_map    = California
|pushpin_label_position = bottom
|pushpin_mapsize = 
|pushpin_map_caption = Location in California
|latd           = 36.1075
|longd          = -121.625833
|subdivision_type = Country
|subdivision_name = United States
|subdivision_type1 = State
|subdivision_name1 = [[California]]
}}

[[File:McWay Falls 04-17-2009.jpg|thumb|[[McWay Falls]] and Cove, Big Sur]]
'''Big Sur''' is a sparsely populated region of the [[Central Coast of California|Central Coast]] of California, south of the [[San Carmelo Creek]] in [[San Luis Obispo County, California|San Luis Obispo County]], <ref>{{cite web | url=http://www.lonplanet.com/monterey-county-california/big-sur | publisher=Lonley Planet | date=July 15, 2010 | accessdate=July 26, 2014}}</ref> <ref>{{cite web | url=http://www.buick.com/pressroom/2014/07/26/2014-buick-encore-extend-about-{{convert|20|mi}} inland to the eastern foothills of the Santa Lucias, Sierra Nevada, and the Sierra de las Lucas. The Santa Lucias Mountains rise abruptly from the [[Pacific Ocean]]. Although it has no major cities, it is home to several small communities, including Monterey County]] south to the [[San Carmelo Creek]] in [[San Luis Obispo County, California|San Luis Obispo County]], <ref>{{cite web | url=http://www.lonplanet.com/monterey-county-california/big-sur | publisher=Lonley Planet | date=July 15, 2010 | accessdate=July 26, 2014}}</ref> and these mountains, only three to {{convert|12|mi}} inland. Another practical
```

**Sign up and Save**

**Sign up & Save**

You can also save without logging in to Wikipedia, but beware, your IP address will be logged.

**Save without registering**

Insert **Cite your source**

**Edit summary** (Briefly describe the changes you have made)

By clicking the "Save page" button, you agree to the [Terms of Use](#) and you irrevocably agree to release your contribution under the [CC BY-SA 3.0 License](#) and the [GFDL](#) with the understanding that a hyperlink or URL is sufficient for CC BY-SA 3.0 attribution.

**Save** **Preview** **Show changes** **Cancel**

# Task recommendations

**Goal:** increase editor activation rates by providing personalized suggestions of what to do next.

# Timeline

1. Prototyping and infrastructure
2. Usability testing on Beta Labs
3. First A/B test

# Recommendations infrastructure

- Part of the MediaWiki API
- Can return a list of pages
- Can act as a generator

```
{  
  "gettingstartedgetpages": {  
    "titles": [  
      "Lithosphere",  
      "Plate tectonics",  
      "Oceanic crust",  
      "Earth's internal heat budget",  
      "Earth science",  
      "Geodynamics of Mars",  
      "Future of the Earth",  
      "Crust (geology)",  
      "Geophysics",  
      "Structure of the Earth"  
    ]  
  }  
}
```

# Quality checking

We handcoded 975 recommendations, based on a random sample of returnTo articles for newly registered users.

For the first five recommended articles, we found them to be about 94% were similar.

# Usability testing

- Nine tests at Wikimania, mostly with experienced editors
- Five tests via usertesting.com, with casual editors and readers

# A/B test

Four variants being tested right now on 12 Wikipedias: English, German, French, Spanish, Italian, Russian, Chinese, Dutch, Ukrainian, Swedish, Hebrew, Farsi.



# What's next for recommendations

Roadmap includes...

- Performance improvements
- A guided tour introducing the flyout
- Integrating the flyout with Compact Personal Bar beta feature
- More kinds of recommendation metadata
- Mobile recommendations
- More sophisticated recommender system

# Recap

1. Anonymous editor acquisition workflows still in testing
2. Task recommendations off to promising start

# Future of the team

What's the plan for Q2?

# Three things to consider

1. Products
2. Practices
3. People