REACHING NEW READERS
Agenda

1. Introduction
2. Worldwide readership
3. Three principles
4. Product approach
5. Product concepts
6. Discussion/Questions
Our team goal

Deliver compelling experiences to Wikipedia readers in emerging markets, driving increased adoption and retention of Wikipedia.
Principles

ONE
Design for your target user

TWO
Learn fast

THREE
Form factor matters
Design for your target user
Who we’re designing for

Then

Now

Photo by Annie Spratt on Unsplash
New readers personas for product development

**New Readers Personas**

- **Sukhwinder**
  - Regional Language Content Seeker
  - Age: 21, Male
  - Student, Bachelor of Art
  - Hometown: Punjab
  - Language: Punjabi, Hindi, English
  - Technology Comfort Level:
    - Familiarity: Comfortable
    - Programming: Basic
  - Wikipedia Usage: Intense
  - Devices Used: Smartphone
  - Goals:
    - Access to information in Punjabi without having to struggle with English
    - Access to information related to various topics in Punjabi language
    - Stay updated about current affairs and politics
    - Complete Bachelor's degree with good grades
  - Challenges:
    - Lack of online content in Punjabi language
    - Difficulty in understanding content written in English
Learn fast
The Process

Explore the problem space
Define the problem
Make potential solutions
Validate the potential solutions
Form factor matters
**History**

- **Early History (18th century):** The Australian cricket team defeated an English team in the first Test match, resulting in a score of 364-361.
- **Golden Age (19th century):** The so-called 'Golden Age' of Test cricket occurred in the 19th century and the 20th century.

**Famous Players:**

- Don Bradman

**Culture**

- **Art & Architecture:** Much of Indian architecture blends ancient local traditions with imported styles.

**Government**

India is a federation with a presidential system governed under the Constitution of India, which serves as the country's legal document.

**About**

- President: Ramnath Kovind
- Prime Minister: Narendra Modi
- Chief Justice: Ranjan Gogoi

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<tr>
<th>Independence Day</th>
<th>15 August</th>
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<tr>
<td>Republic Day</td>
<td>26 January</td>
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<tr>
<td>Total Area</td>
<td>3,287,263 sq km</td>
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<td>Population</td>
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<td>Bharat, Hindostan</td>
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<td>Capital</td>
<td>New Delhi</td>
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Language Selection

How users become aware that the content they are interested in, is available in their language
Picture stories

A mobile led way of learning while interacting with article images
Early learnings
What we are learning

Fluidity of language

Consuming content later

Snackable is a +

Structure of the content
How can you get involved?
Get involved

ONE
● Testing

TWO
● Provide feedback

THREE
● Spread the word
Want to know more?

mediawiki.org/wiki/New_Readers_Engineering
THANK YOU!