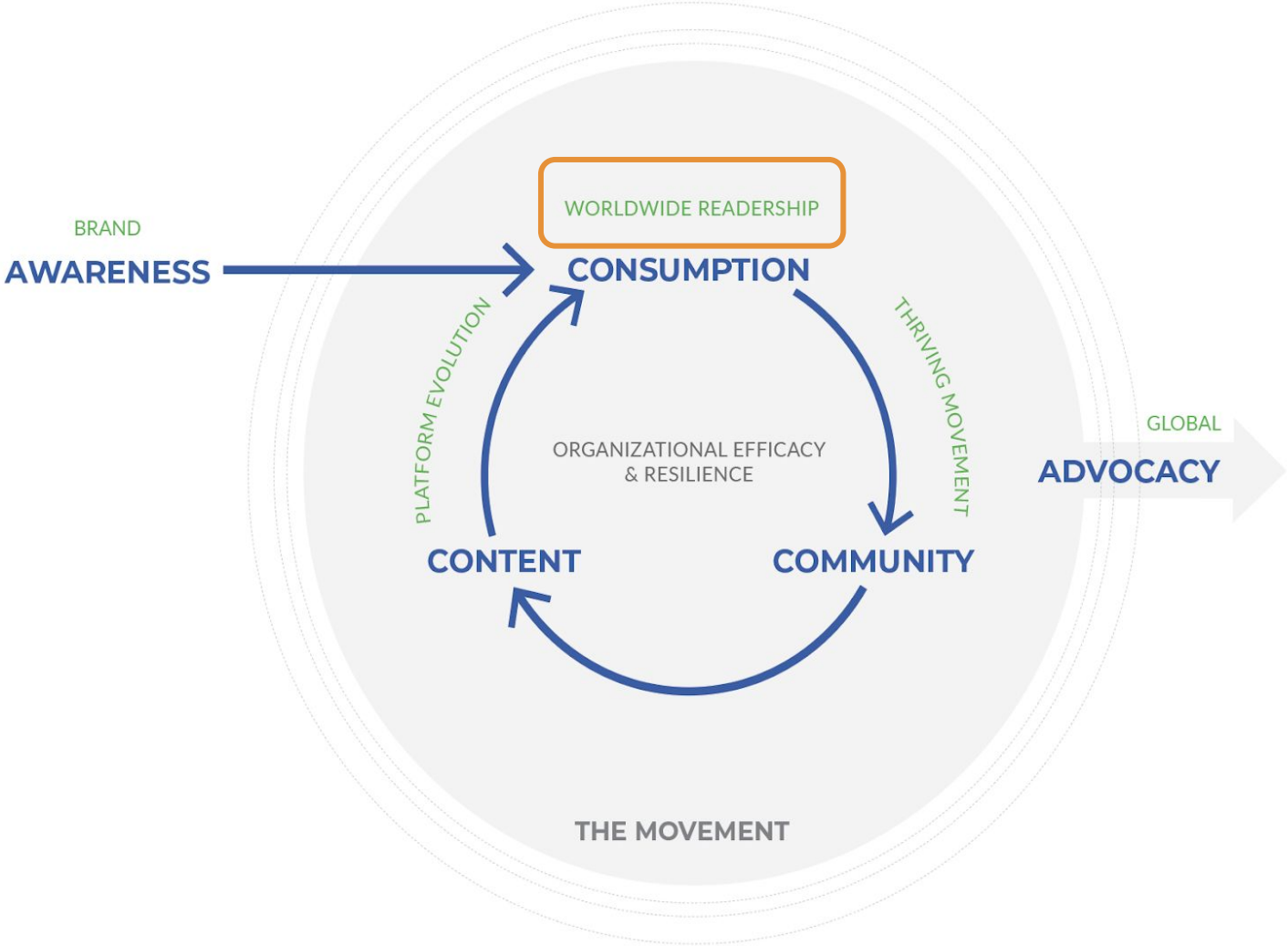
REACHING NEW READERS

Agenda

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


BRAND
AWARENESS
WORLDWIDE READERSHIP
CONSUMPTION
PLATFORM EVOLUTION
THRIVING MOVEMENT
ORGANIZATIONAL EFFICACY
& RESILIENCE
CONTENT
COMMUNITY
GLOBAL
ADVOCACY
THE MOVEMENT

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

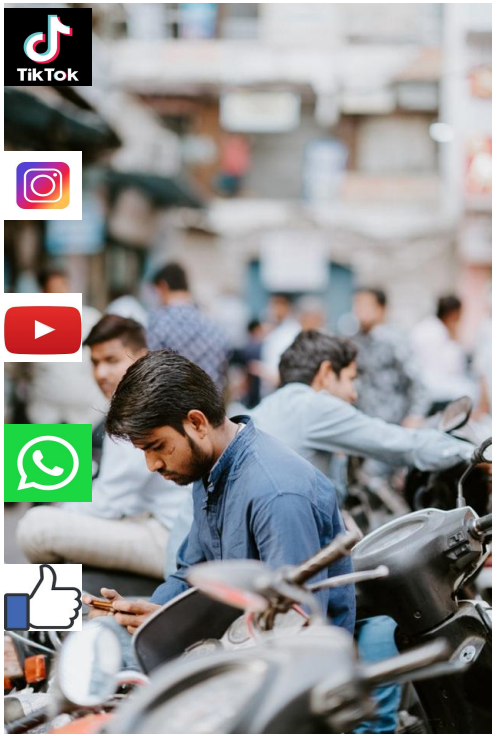
Form factor matters

ONE

Design for your target user

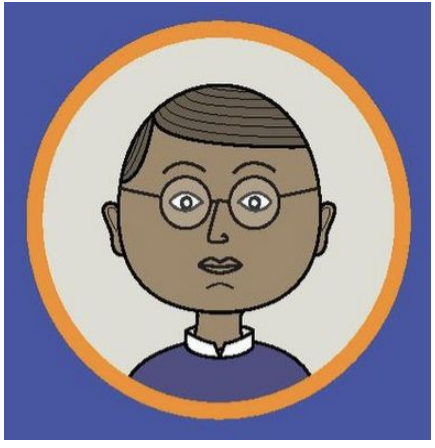
Who we're designing for

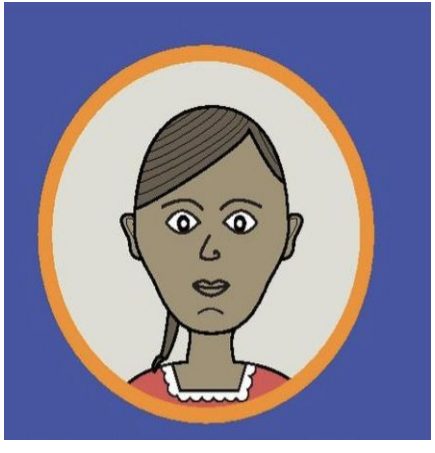
Then



Now

Photo by Annie Spratt on Unsplash





Sukhwinder

REGIONAL LANGUAGE CONTENT SEEKER

Age 21, Male
Student, Bachelor of Art
Patiala, Punjab
Single

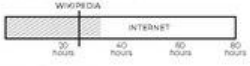
Language

Reads Punjabi, Hindi, English
Speaks Punjabi

TECHNOLOGY COMFORT LEVEL

Not at all	Comfortable	Very	Extremely
Always needs assistance	Sending email & browsing internet, using software	Downloading & setting up own software	Advanced programming, building own software

WIKIPEDIA USAGE



DEVICES USED

Android Smartphone
Redmi

GOALS

To get information in Punjabi without having to grapple with English - a language he finds difficult

- 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

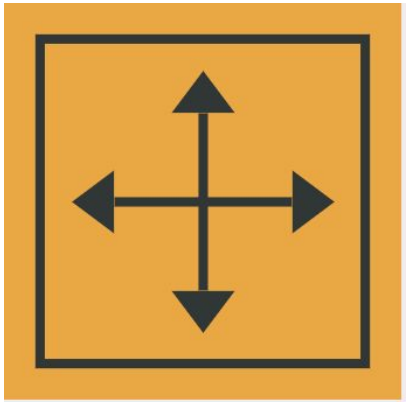
- Lack of online content in Punjabi language
- Difficulty in understanding content written in English

New readers personas for product development

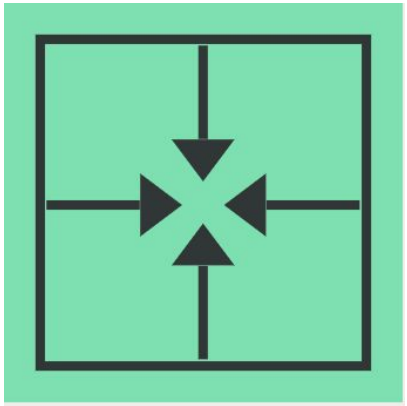
TWO

Learn fast

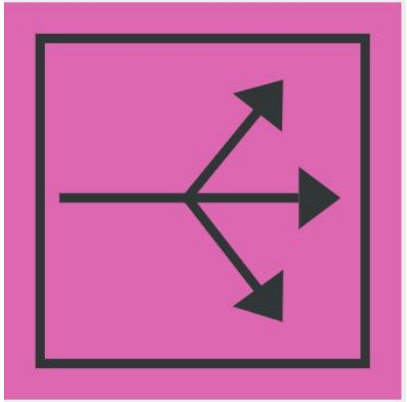
The Process



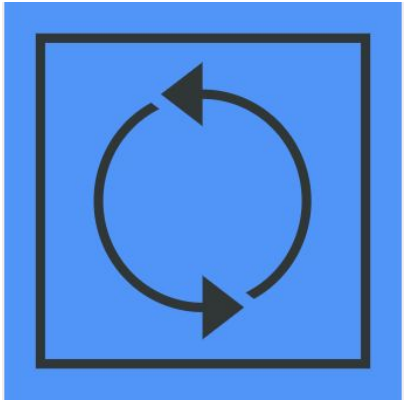
Explore the problem space



Define the problem



Make potential solutions



Validate the potential solutions

WIKIMANIA STOCKHOLM

THREE

Form factor matters

Snackable content

History

Early History (18

The Australian crick
the first Test match
defeating an English
Charles Bannerman
century, a score of 1

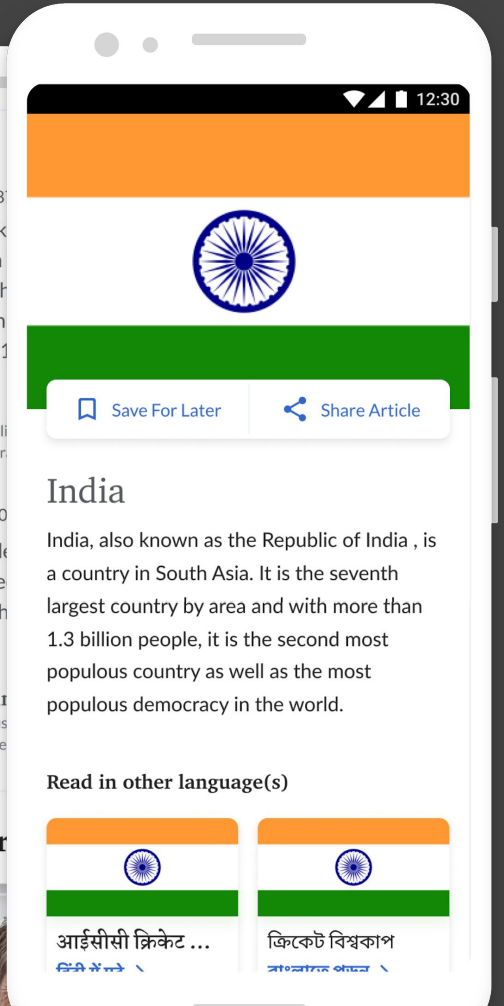
MCG
It is an Australi
located in Yarr

Golden Age (1890

The so-called 'Golde
Test cricket occurre
19th century and th
century.

Don Bradr
He was an Aus
cricketer, wide

Famous Player



About

Independence Day	15 Aug
Republic Day	26 Janu
Total Area	3,287,2
Population	1,324,1
Other Names	Bharat,
Capital	New Delhi
Largest City	Mumbai
Time Zone(S)	UTC+5:30 (IST)

Government

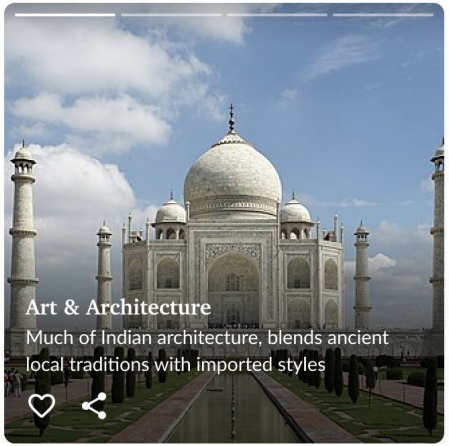
India is a federation with a p
system governed under the
India, which serves as the c
legal document.

President
Ramnath Kovind

Prime Minister
Narendra Modi

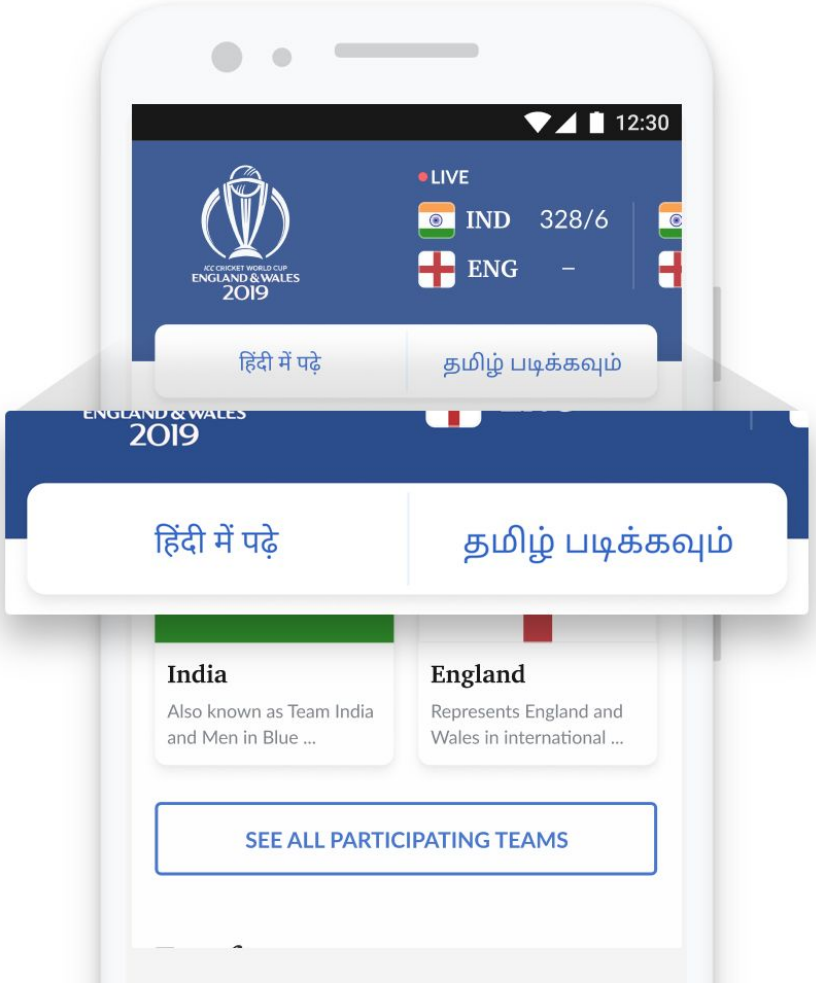
Chief Justice
Ranjan Gogoi

Culture



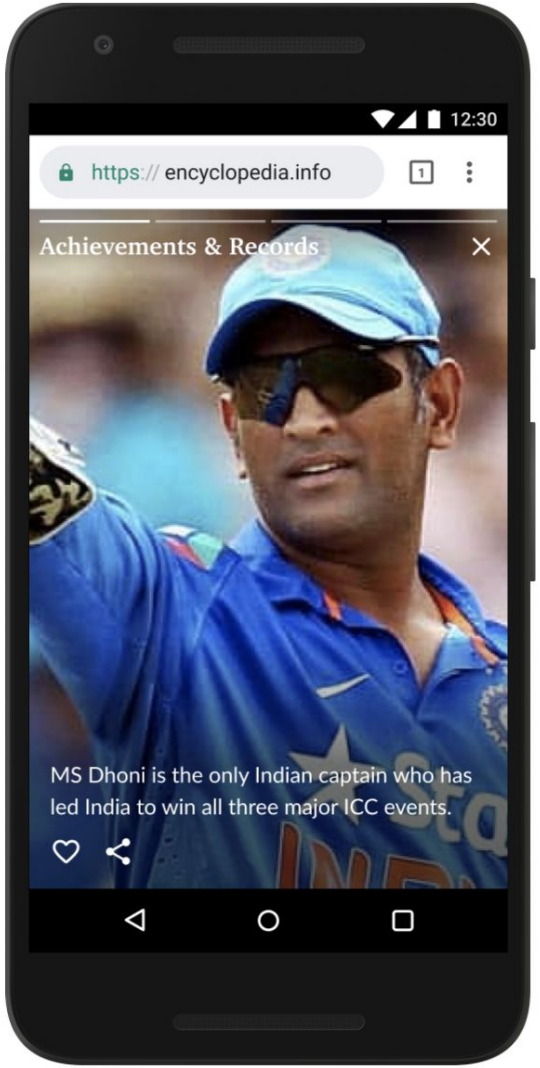
Language Selection

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

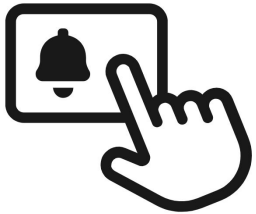


WIKIMANIA STOCKHOLM

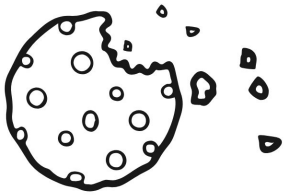
Early learnings

What we are learning

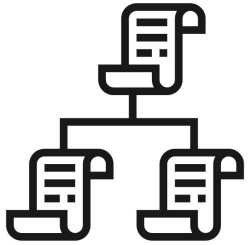
Fluidity of language



Consuming content later



Snackable is a +



Structure of the content

How can you get involved?

WIKIMANIA STOCKHOLM

Get involved

ONE

- Testing

TWO

- Provide feedback

THREE

- Spread the word

Want to know more?

mediawiki.org/wiki/New_Readers_Engineering

THANK YOU!