Why 5.0?

It's really the second or third version of the app.

The subtitle is an inside joke. Apologies.

Official Soundtrack - WE EXIST by Arcade Fire [1]

The Context

Other major content sites see significant app usage, we don't [1].

And our iOS app downloads[2] are declining/flat:

Units per Week   Line ⌄ Weeks ⌄

[1] - This is one of the big open questions of our time: app vs. site usage. Reports range from 50/50 (http://venturebeat.com/2015/09/25/wait-what-mobile-browser-traffic-is-2x-bigger-than-app-traffic-and-growing-faster/) to 80/20 (http://www.smartinsights.com/marketplace-analysis/customer-analysis/consumer-media-device-use/ in favor of apps based on time spent, for example).
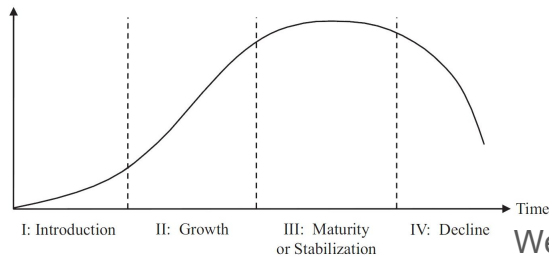
[2] - Download data for last 52 weeks by week: https://reportingitc2.apple.com/?startDate=2014-10-13&graphType=line&interval=week

The point is not what is an exact target split between apps/web for Wikipedia or the movement, the point is that the market is growing as we are shrinking. http://techcrunch.com/2015/06/11/time-spent-in-apps-up-63-percent-over-past-two-years-but-apps-used-monthly-shows-little-change/

"For marketers, trying to nail down specific figures regarding the mobile web/app usage split probably isn't all that important. The main takeaway is that mobile users are dividing their attention between both, so it is critical that marketers have a strategy that encompasses both apps and mobile web."

http://keomarketing.com/blog/2015/02/mobile-usage-split-between-apps-and-web/

Why All This?

Need a step change.

Re-new:

new team, **new** product.

We can take on **risk**. [1]

I: Introduction   II: Growth   III: Maturity or Stabilization   IV: Decline   Time

[1] Software culture generally believes incremental change is the best. But this is generally about risk mitigation (don't want to lose customers, incur too much technical risk). In our case I believe now is the time where risk is warranted. We have little to lose, and much to gain, and we have new ideas and energy. That is the time to take on risk.

Many of these changes are interrelated (for example, adding feed requires some visual re-design no matter what). Doing them incrementally will be slower. We stopped the car, picked up a few new passengers, took out the engine and reconsidered our route. We could just replace the engine and get back on the old road, but then the fuel pump would need fixing, and we'd be heading to the same place. Let's just replace as much as we can afford now, pick a new direction and drive.

We are a "question mark" in the https://en.wikipedia.org/wiki/Growth%E2%80% 93share_matrix We are a slow growth product in a fast (but slowing) market. Without major product innovation/investment, we will never break out and will only suffer further as the market matures. See Toby's analysis of reading market segments here: https://docs.google. com/presentation/d/1wdyghSMF8E69lLyIhYLyrNd_4I1fXGoCOHWUkovNhiY/edit? ts=560b38b4#slide=id.gbc4242d87_0_288

Image credits:
Stairs: https://commons.wikimedia.org/wiki/User:Ebaychatter0 https://commons.

Q2 Goal

We have one goal[1]:

Release **5**

With one measure of success:

Increase in **day 7 retention** to **15%** [2]

Daily Retention ?
Opt-in Only

> On average, **13%** of the devices that first installed the app were active **7 days later.**

Date	Devices	1	2	3	4	5			
Average	1,132	23%	16%	14%	13%	13%	12%	13%	13%	12%
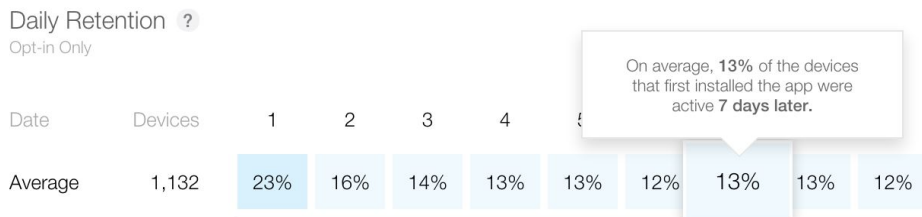
Because we are trying to do many things at once, it's important to have a single, clear goal. Our one goal is to release this major update. How will we know if we succeeded? Qualitatively, but also if retention is our goal, it is also our yardstick. Can we get 15% of people to open the app 7 days after installing it?
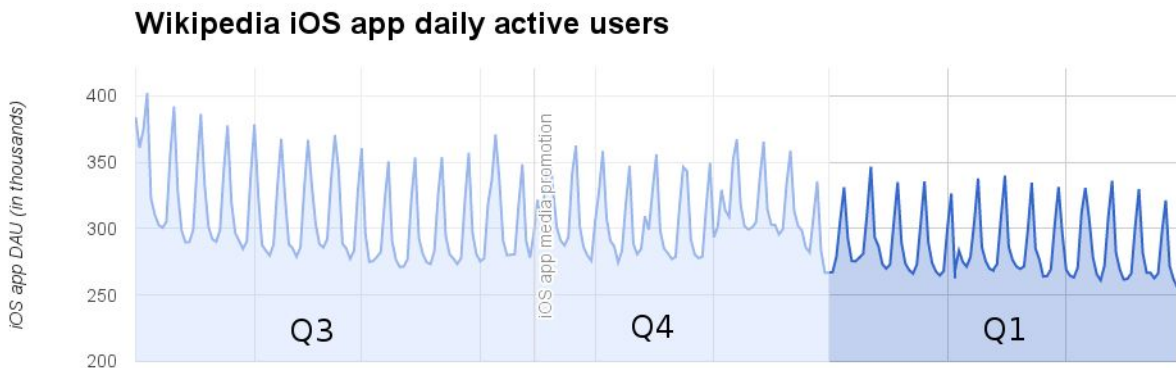
[1] Reading team Q2 goals - https://docs.google.com/presentation/d/1j_EjDx3fRcuMt5IOV1UwPbHp935R8rQeF4126SsRP90/edit#slide=id.gbc5a9f0ba_0_0

[2] App Analytics retention report: https://analytics.itunes.apple.com/#/retention?app=324715238 Based on opted-in users sharing data with Apple. Opt-in rate is 25-30% and is reported on that same page.

This goal is admittedly arbitrary. Our August D7 rates ranged between 8% and 12%. Its not 100% clear D7 is the best metric for us or how to define good D7 for us. (There are many published reports for what a "good" retention range is, but the variance by app category, geography, install source, etc. and much of this data is out of date (https://mixpanel.com/blog/2013/11/04/trends-report-the-new-standards-for-mobile-app-retention/, http://info.localytics.com/blog/app-retention-improves, https://www.quora.com/What-are-typical-long-term-retention-rates-for-a-consumer-app, https://www.theinformation.com/which-apps-retail-their-users-and-which-ones-dont?token=70bce9bb72a330a6f4ae89878597b25e). If we can improve meaningfully, that is a win, moving us from the middle of the reference norm, into the low end of stickier segments, such as news.

Why Retention?

If the issue is small user base, why focus on retention?

Wikipedia iOS app daily active users

iOS app DAU (in thousands)

iOS app media promotion

Q3   Q4   Q1

Our goal with 5.0 is to learn how to **keep** users, then we can turn to growth.

We have a leaky funnel. As the above chart (https://docs.google.com/presentation/d/1j_EjDx3fRcuMt5IOV1UwPbHp935R8rQeF4126SsRP90/edit#slide=id.gbc3b6a502_2_45) illustrates, we've had positive press, and as the previous installs chart shows we drive spikes in installs, but our DAU levels are flat/down. We need to give people a reason to open the app again, then we can get the app to more people.

New customers cost a lot more to engage (though costs in our case are fuzzier) than retaining an existing customer. http://www.camfoundation.com/PDF/Cost-of-customer-acquisition-vs-customer-retention.pdf

Wikipedia iOS Product Aspirations

Sticky [1]

Mobiley Appish [2]

Responsive [3]

Polished and On Brand [4]

Privacy Friendly [5]

Featureable [6]

Well Engineered [7]

Accessible [8]

[1] - What is "sticky"? http://www.webopedia.com/TERM/S/sticky.html
[2 - I made this up. It means leaning on features or capabilities only a mobile native app can have, as well as being purpose designed for touchscreens, etc.
[3 - The median user expects an app to launch in 2 seconds. No one is willing to wait more than 4 seconds. http://techcrunch.com/2013/03/12/users-have-low-tolerance-for-buggy-apps-only-16-will-try-a-failing-app-more-than-twice/
[4] - More than anything this means consistency of design language, fonts, etc. And for the record: our brand, not Apple's.
[5] - Privacy is not just an issue for us, as a value of our movement, but also matters to users: "Increasing customer concerns over app access to their information; upwards of 54% of users have either not downloaded an app or deleted an app relating to privacy concerns" Pew 2012 Study on Mobile Privacy
[6] - This has growth benefits to downloads, but is also about pride of work. It matters less that our app be featured (http://denzhadanov.com/2014/03/26/how-to-get-featured-on-the-app-store/) but that it be good enough that it could be featured. The current app has been featured several times, so we should continue that tradition.
[7] - In addition to negative reviews hurting install rates and user perception of the app, crashes kill retention: 79 percent report that they would only retry an app once or twice if it failed to work the first time. http://techcrunch.com/2013/03/12/users-have-low-tolerance-for-buggy-apps-only-16-will-try-a-failing-app-more-than-twice/
[8] - This encompasses multi-lingual and localization support, as well as support for disability access features. (more on next slide).

Target Audience

who is 5.0 for?

- **bored** educated adults, retirees, commuters, night readers of non-fiction, college and grad students (aka readers)
- the **app lover** [1]
- people with 3d touch iOS devices[2]
- the **multilingual** and people with **disabilities** [3]
- commuters and other with intermittent network access

who is it not for?

- the trivia cheater (Quick lookup)
- the mobile web only user [4]
- people with iOS 7 or earlier[5]
- power editors
- global south [6]

Important to keep in mind this is only for 5.0, to make it easier to grow the app step by step, focusing on retention, on and a few key personas and cases.

[1] Who are these app users, anyway? http://www.nielsen.com/us/en/insights/news/2014/smartphones-so-many-apps--so-much-time.html
[2] This is about future-proofing our link preview experience, not about prioritizing support for higher end users.
[3] Apple and iOS provide the best support for the community of people with disabilities, and for many the iOS apps are there only way to easily access the internet. http://www.slate.com/articles/technology/future_tense/2015/10/tech_companies_should_care_more_about_customers_with_disabilities.html
[4] http://www.pewinternet.org/2013/09/19/cell-phone-activities-2013/
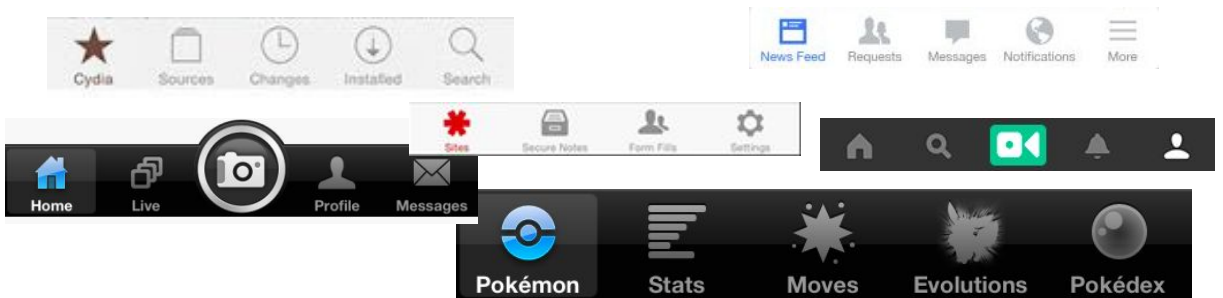[5] <10% of users and falling: https://developer.apple.com/support/app-store/
[6] in most BRICs and global south iOS adoption ranges from 10%-20% of the active smartphone users, making for a less target user rich environment http://www.kantarworldpanel.com/global/smartphone-os-market-share/

I MADE BORED BOLD!

Tab Navigation

- Top level access to lists of personally relevant articles: feed, saved, recent [1]
- Entry points for key stories: continuing to read and wander[2]
- iOS standard paradigm across many app types [3]
- Mobile friendly, as top level of feature hierarchy always near thumb[2]
- Breaks from web patterns, makes app feel "appy"

[1] - http://thenextweb.com/dd/2014/04/08/ux-designers-side-drawer-navigation-costing-half-user-engagement/

http://techcrunch.com/2014/05/24/before-the-hamburger-button-kills-you/
[2] - https://lmjabreu.com/post/why-and-how-to-avoid-hamburger-menus/
[3] - https://www.quora.com/Why-do-almost-all-mobile-apps-have-tab-navigation-at-the-bottom-of-the-screen

Look and Feel Changes

42% of users say they delete an app if they disliked the user interface.[1]

Key to the "purpose built" story for the app lover.

New app elements require new design and design iteration.

Standardize on Wikimedia branding and icon forms.

Re-new to match iOS 9.

[1] http://blog.vessel.io/the-app-engagement-playbook-infographic/

2 Core Stories

The Full Lookup

- a better reference and reading experience "**when SIRI is not enough**"
- I have a specific target, but not a specific question
- Focus on **article reading experience**, search (OS and app) and speed

The Wikiwander (aka wikihole aka wikilost)

- the most powerful story wikipedia has to drive on-site use.[1]
- "Wikipedia and YouTube are the two best sites for sucking you into a series of interesting things." - Adam Mosseri, Facebook PM
- Focus on **browsing** and use a feed as a **hook** for making this a habit.

Note that in no case is our "competition" the mobile web. Our goal is to be additive by focusing on our own stories and hooks.

[1] - original research :P

The Full Lookup

Why use the app?[1]

- convenience
- speed
- purpose designed for reading Wikipedia (article presentation)
- offline support
- accessibility features (language and disability)

How can this generate retention?

- **Deep links reminds people the app exists**, via SIRI and Safari results.
- With a good enough experience, **you'll choose to "read more", more often.**

[1] "One strong factor that dictates where mobile users will go is ease of experience. It's probably not surprising to hear that these consumers are swayed by convenience, and will tend to take whichever route seems likely to help them achieve their goal"

http://keomarketing.com/blog/2015/02/mobile-usage-split-between-apps-and-web/

The Feed is Our Hook[1]

Two main **triggers**:

    Internal: boredom

    External: links in Siri and Safari results

Action: Scroll the feed for semantically familiar, but new, content

Variable **Reward**: Learn something interesting/new, get the TIL moment

Investment: Save article for later, log to recents, use for recommendation in feed

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[1] In "How to Build Habit Forming Products" Nir Eyal provides a 4 part model for how/why products are habit forming. I highly recommended the cited YouTube video which gives a 10 minute explanation but also an explanation for why using these habit forming mechanisms are not ethically questionable, if the habits they create are healthy (which I would argue reading Wikipedia is).

The basic formula is this: a trigger, either external (ad, sign, button) or internal (an emotion or need) causes the user to perform an action (scroll a feed) for a variable reward (sometimes you get what you want, sometimes you don't) and an investment (planting the seed for a future trigger).

https://www.youtube.com/watch?v=hVDN2mjJpb8

Alpha Feed

Feed includes:

Related (based on reading and saving article)

Today

Nearby

Random

Random Article

Nearby your location

Wikimedia Foundation
USA non-profit charitable organization

98 feet

B-Complex
Drum and bass producer

Matúš Lenický, otherwise known as
B-Complex, is a drum and bass producer and
DJ from Bratislava, Slovakia. Lenický began
producing music in 1996 at the age of 12 ....

Save for later

Personally in using it so far it is good at sucking you in. I think the question will be if people will give it a chance.

Future Feed

Measuring engagement via data sharing volunteers:

- Track **views** and **engagement**. Do people use this? What types of content?

Lots to A/B test with **UI elements**:

- 2-d feed (horizontal swipe for within a category)
- card height, actions

Future is wide open:

- **Curation** and community input
- Local (privacy friendly) **machine learning**, primed by volunteers
- Other content sources (this day in history, in the news, wikiquote, etc)

Notifications

The best trigger: Only the app can push content and pull the user back in.

- needs to tie to **Echo** and **Watchlist**
- needs a **backend**
- editing notifications begs the question of editing features in app
- what do we notify people for, besides watching? saved but never read? saved changed? new articles in favorite categories? many many possibilities...
- Research to the rescue…?
- **Super important, but can do more damage than good if annoying or ineffective.**

Q3 planning starting as soon as 5.0 is on a smooth path.

Deprioritized Stories (for now)

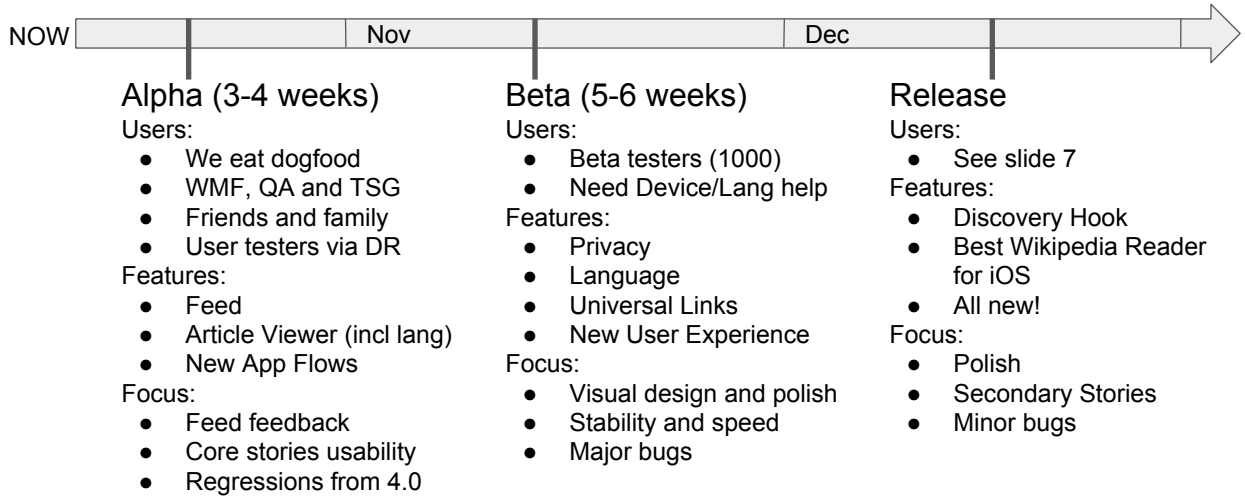Editing (including micro-contributions)

Sharing (growth and virality)

In-App Donations

User requests fitting our stories will be prioritized for follow-up releases:

- Font size changes (use system font size) (Full Lookup/Accessibility)
- Night/invert mode (Full Lookup/Accessibility)
- Find on page (Full Lookup)

The Road to Release

NOW | Nov | Dec

Alpha (3-4 weeks)
Users:
- We eat dogfood
- WMF, QA and TSG
- Friends and family
- User testers via DR

Features:
- Feed
- Article Viewer (incl lang)
- New App Flows

Focus:
- Feed feedback
- Core stories usability
- Regressions from 4.0

Beta (5-6 weeks)
Users:
- Beta testers (1000)
- Need Device/Lang help

Features:
- Privacy
- Language
- Universal Links
- New User Experience

Focus:
- Visual design and polish
- Stability and speed
- Major bugs

Release
Users:
- See slide 7

Features:
- Discovery Hook
- Best Wikipedia Reader for iOS
- All new!

Focus:
- Polish
- Secondary Stories
- Minor bugs

Messaging

How do we motivate technical and localization **contributors** around our story?

We have a lot of new things to talk about, but need to focus on a couple, and how they benefit the user.

People are interested in Wikipedia and iOS in techland, so PR could be big.

Coms is all over it:

- App store presentation will get professional attention (depends on new hire)
- we're making a video for the app store (and pr)

How will we know if it's working?

Qualitative Research

Engagement events (tracked in EL and, ideally Pywik)

Tillman's weekly Reading Report

Post release health report:

- D1 Retention
- D7 Retention (Core KPI)
- App Store Rating
- App Store Reviews
- Crash Rates
- OTRS Reports

Plan B

What if people hate the feed? The Facebookification of wikipedia! Will we go back to Today Page?

Where's my nearby? Where's my random?

Performance problems or crashes?

Iterate, iterate, iterate.

Change is hard.

We are not a social network, we are not tracking everyone, we are not selling our users or their information. The feed is merely a UI paradigm that facebook and many others use (including Atom/RSS), that we are also using. They use it to update you on your network's "activity", we're using it to feed you free knowledge, including volunteer curated content.

For Nearby, there is some feeling that it is not a good fit for a feed, and is a "app only" feature that people love. If users consistently back those concerns, we could make nearby a tab, and adopt a map/list UI similar to Android.
Random feels like an ideal component of a feed, it's a naive way to recommend content. But we can also put random in the search bar (feeling lucky), or "under" the top of the feed (Music app shuffle).

We may need to bite the bullet and fix CoreData. Performance and stability are a higher priority than the schedule, depending on how bad things are.

Change is hard for people. Many people will embrace and support any effort we make, some will support no effort. Its the people in between we need to listen to.

Documentation

[this all needs to move to wiki]

[Product Spec](#) - Work in Progress :(

[All About the Feed](#) - Work in Progress :(

[Master Flow Diagram](#) - A map of the app. Not for definitive reference (see phab).

[Release Plan](#) - Details about the release phases, requirements and messaging.