Readers & Audiences Operations

October 2017-18

WIKIMEDIA FOUNDATION
Readers
Org updates

- Charlotte joined as first dedicated Android PM
- Discovery team wrapped up
  - Maps is under-resourced
- New mobile website project evolving into a healthier, cross-departmental initiative
- Wikidata description has a compromise we can live with
**What you learned:**

Did anything unexpected (good or bad) happen?

- Universally, changes take longer than originally planned
- Map partner Mapzen unexpectedly shut down at the end of 2017
- Community reaction and resulting cost of Wikidata description compromise

What would you do differently if you had to do it again?

- More coordination with technology - earlier and more often

Did you struggle with anything?

- Analytics & metric driven approaches continue to be an issue, due to current infrastructure + privacy limitations
- Responding to community concerns when it’s unclear what our options are
- Multi-client service coordination (This will continue to be a challenge for the foreseeable future)
- The maintenance burden for the web team is considerable
# Readers: Web

## GOAL: Improve the encyclopedia experience

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| Increase retention across our Reading experiences | **LAST QUARTER**

**Web** and Community liaisons, Services, Design Research, Reading infrastructure

Prepare page previews feature for release to English and German Wikipedias

Complete new summary endpoint for improved previews along with Reading Infrastructure team

A/B test on English and German Wikipedias along with annual fundraiser

| **NEXT QUARTER**

**Web** and Community liaisons, Services, Design Research

Publish report of A/B test results

Release feature to English and German Wikipedias

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**STATUS: OBJECTIVE IN PROGRESS WITH DELAYS**
New Summary Endpoint

Improved previews rendering for web and the Android app

In mathematics, a Lie algebra is a vector space $\mathfrak{g}$ together with a non-associative, alternating bilinear map $\mathfrak{g} \times \mathfrak{g} \to \mathfrak{g}$; $\cdot [x, y]$. Called the Lie bracket, satisfying the Jacobi identity.

Before

After
First highlights from A/B test

- As expected, **pageviews decreased** slightly with previews enabled (-4% on enwiki, -3% on dewiki). This is intentional - we want to save readers the effort on clicking through on some links.
- However, with the number of preview cards seen at around 26% of the number of pageviews, **total page interactions (pageviews + previews) increased**.
- Third fundraising test during annual fundraiser showed **no negative impact on fundraising**.
**GOAL: Improve the encyclopedia experience**

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| Increase retention across our Reading experiences | **LAST QUARTER** Web with Community Liaisons, New Readers, Services | ● Evaluate and create new tool for rendering PDFs on desktop and mobile  
● Performance test new renderer |

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| Increase retention across our Reading experiences | **NEXT QUARTER** Web with Community Liaisons, New Readers, Services | ● Deploy new renderer and replace the Electron rendering service  
● Prepare new rendering service for handoff to Reading Infrastructure  
● Improve mobile PDF functionality (More on this in the CDP presentation) |

**STATUS : OBJECTIVE DELAYED**
# GOAL: Improve the encyclopedia experience

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| Assess the possibility of providing an offline-capable web app and unifying content through various services to improve performance and development speed. | **LAST QUARTER**
**Web** with Community Liaisons, New Readers, Services, Performance | Continue work on product and technical justification, prepare for TechCom RfC |
| **NEXT QUARTER**
**Web** with Community Liaisons, New Readers, Services, Performance | | Present and discuss proposed changes to the new mobile website with internal stakeholders |

**STATUS: OBJECTIVE PAUSED**
## GOAL: Improve the encyclopedia experience

### What is your objective / workflow?
Increase retention across our Reading experiences

### Who are you working with?
**LAST QUARTER**
- **Reading Infrastructure** with WMF Services, **Web, Android, iOS**

### What impact / deliverables are you expecting?
- **Reading Lists Service**: Deployed to production
- **Page Content Service**: Completed development of 3 APIs
- **Page Library**: Integrated lazy image loading into iOS

**NEXT QUARTER**
- **Reading Infrastructure** with WMF Services, **Android, iOS**

- **Reading Lists Service**: Bug fixes, iterate, test and integrate into Android/iOS
- **Page Content Service**: Continue development, complete Phase 3 of [plan](#)
- **Page Library**: Integrate into PCS

### STATUS: OBJECTIVE IN PROGRESS
Page Library

- ~4K lines of shared code between apps (and soon services)
  - Replaces 2, 3 or sometimes 4 different implementations
- 2 major features
  - Lazy Image Loading
  - Dark Mode
- Efficient: frees engineers to work on new code rather than reimplementing features
- Universal: Can be used by any client/service that can execute JS
- For more info check out these two blog posts by team members on the Page Library and Dark Mode
**GOAL:** Launch an experience directed at New Readers

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<td>Support New Readers with variable connectivity (New Reader Persona Sandeep), by adding support to import, read and search offline content from the ZIM format to the Android app, and defining a plan for how ZIMs will be created and served.</td>
<td><strong>LAST QUARTER</strong> New Readers, Reading Infrastructure, Kiwix</td>
<td>Release feature supporting “side loading” of Kiwix content packs. Work towards an offline eco-system that provides content that New Readers markets will value at scale.</td>
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<td><strong>NEXT QUARTER</strong> New Readers, Communications</td>
<td>Pilot Android app advertising in Nigeria, with a view to acquiring new app users in that market. A/B testing of app store descriptions.</td>
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**STATUS:** OBJECTIVE ON TRACK
**GOAL:** Improve the encyclopedia experience

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<td>Enable editing Wikidata descriptions and improve Android app user experience</td>
<td>Community Liaisons, Services, Analytics</td>
<td>Explore feed updates and improvements to increase app “stickiness”, meaning users return to the app more frequently and interact more with elements in the feed. Users will choose to edit Wikidata descriptions.</td>
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<td>Reading Infrastructure, iOS, Web, Community Liaisons</td>
<td>Synchronised reading lists will enable users to enjoy their content on whatever device they’re using at the moment, hopefully increasing repeat usage of the app.</td>
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**Status:** Objective on track
Readers: Android

Wikidata description editing

- Wikidata description editing was rolled out to the final tranche of languages (not including English) in September 2017. In Q2, over 120,000 Wikidata description edits were made using the Android app. (This represents 10% of all manual description edits made in Q2 in languages where the feature was active.)

App experience improvements/feed enhancements

- The Android team made a major release on 8 December 2017, including:
  - Fully customisable Explore feed. Users can customise the types of cards they want to see and rearrange the order in which they are shown.
  - New and improved Randomiser. Tap the Randomiser card in the Explore feed and swipe through random article previews.
  - Black mode. By popular user demand, a fully black background optimised for AMOLED devices.
  - On This Day cards. Explore feed now shows historical events from the current day of the year.

- Since the release:
  - 2.8 million random articles have been viewed through the Randomiser feature. One user has interacted with the Randomiser 23,125 times, spending over 159 hours using the feature. We’re glad they like it!
  - 32% of users who opened the theme chooser enabled Black mode.
  - On This Day cards are the most popular card type to leave enabled on the Explore feed. (News cards are the second most popular, not quite tied with On This Day.)
  - Rita’s blog post has gotten excellent feedback from the community and on social media. Kudos to her!
**GOAL:** Increase retention and engagement

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<td>Develop and release a synced reading list feature.</td>
<td><strong>LAST QUARTER</strong></td>
<td>Reading Infrastructure</td>
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<td><strong>NEXT QUARTER</strong></td>
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**STATUS:** STALLED BUT GETTING BACK ON TRACK
Apple Editors’ Choice

- The iOS app has been selected as an Editors’ Choice by Apple, with special mention of accessibility and design quality.
- Recognition of the diligent efforts of the iOS team over the past two years.
- Consistently 4.5-star rating now, with OLED black mode another “win” with press and users.
Met in Philadelphia for the first ever Wikimedia Apps offsite.

Inspiring context with first public library, Mutter Museum and rich cultural context.

Thanks to Grace, Lani and Megan for making it a really smooth experience.

Participants got to know each other as humans, took stock of the products, heard about our app product and design strategies, and collectively planned the next 2-3 quarters of work.

Full report on wiki here.
### GOAL: Improve discovery of Wikimedia projects

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| Address automation and technical debt so that the Wikipedia portal can go into maintenance mode | Operations, Release Engineering, Community Engagement | Automation of regular updates for Wikipedia portal page:  
  - Portal statistics  
  - Translations  
  - Pay down accumulated technical debt |

**LAST QUARTER**

**NEXT QUARTER**

| Reading web | Reading web is now responsible for maintenance of the portal |
**GOAL:** Maintain and evolve map tools on Wikimedia projects

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<tr>
<td>Stabilize map service code base, critical bug fixes, community conversations</td>
<td><strong>LAST QUARTER</strong></td>
<td></td>
</tr>
<tr>
<td>Community Engagement, Operations</td>
<td>Finished map style and worked on dependencies for shipping, monitor and fix critical bugs, conversed with community on new mapframe deployment requests</td>
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<td></td>
<td>Explored alternatives for a more sustainable path forward for the future of maps</td>
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<td><strong>NEXT QUARTER</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Community wishlist, Community engagement, Operations, reading infrastructure</td>
<td>Identify a more sustainable path forward for the future of maps</td>
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**STATUS:** OBJECTIVE STALLED
MP3 is here!

- Thanks to Ryan Kaldari in CommTech
- Uploads are limited to a small group of trusted users (moderation requires listening to the whole file)
- ~1,360 MP3 files added on Commons since Dec.
## GOAL: Support 3D Files (almost there!)

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<tr>
<td>Add support for a 3D file type based on a community desire.</td>
<td><strong>LAST QUARTER</strong></td>
<td>Redesigned upload tools and flows to support unique legal requirements for the addition of the 3D file format.</td>
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<td>Performance, TechOps, Legal</td>
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<td><strong>NEXT QUARTER</strong></td>
<td>Spreading the word, bug tracking, maintenance.</td>
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<td></td>
<td>Community Liaisons, Communications, Legal. Outside partners for 3D file support including Myminifactory</td>
<td>Helping partners populate Commons with 3D files.</td>
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**STATUS: OBJECTIVE DELAYED (JUST A LITTLE BIT)**
Many elements of Commons have been either added, redesigned, or extended to support 3D files.
WikiDataCon 2017
Attended by multiple WMF, WMDE, and Community members in SDoC
Oct. 2017

Photo Credit: Rama: CC-BY-SA 3.0
# GOAL: Complete work on the MediaInfo extension for Wikibase

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<td>Upgrade Commons workflows to support entry and importation of configurable structured data</td>
<td>WMDE/Wikidata</td>
<td>SDoC development blockers related to MediaInfo were removed</td>
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<tr>
<td></td>
<td></td>
<td>Number of internal developers with Wikibase and Wikidata experience increased</td>
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**LAST QUARTER**

**NEXT QUARTER**

| WMDE/Wikidata | Light maintenance/bug fixes |

**STATUS: OBJECTIVE COMPLETE**
GOAL: Design and prototype core portions of SDoC features

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<tr>
<td>Designs and prototypes produced in this quarter will provide interactive tools that WMF staff and Wikimedia community members can play with and reach a better understanding of SDoC project direction and impact.</td>
<td>LAST QUARTER</td>
<td>Created initial wireframes for UploadWizard tweaks</td>
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<td>NEXT QUARTER</td>
<td>Community Liaisons</td>
<td>The creation and community review of wireframes and working prototypes illustrating new/updated functionality of SDoC's first feature, Upload Wizard, and File pages on Commons</td>
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STATUS: OBJECTIVE ON TRACK
Sample of early multilingual field redesign for UploadWizard

Reflects a small subset of planned updates to start with, so we can ease into the Period of Change
Audience Operations
Roles & Responsibilities

- Inter-departmental communication & collaboration:
  - Continued focus on improving Audience & Technology collaboration
    - Specific focus on ATWG
- Audiences effectiveness:
  - Identify operational gaps that don’t align with functional roles in Audiences
    - As a manager, I have launched search for 2 Program Management positions
    - Ensure effective communication channels within Audiences
  - Drive special programs as needed
    - TemplateStyles
## WORKFLOW

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<td>Improving collaboration between Audiences and Technology</td>
<td>Audiences</td>
<td>Apps Associate Program Manager search and discovery within Contributors for another req</td>
</tr>
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<td></td>
<td>Technology</td>
<td>Facilitated Apps offsite and 4 fully remote New Editors workshops</td>
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<td>New Editors</td>
<td>Drove drafting of DACI in Contributors and Multimedia to clarify decision ownership</td>
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<tr>
<td>Structure and guide team efficiencies within Audiences for Chief Product Officer</td>
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<td>Increased SoS attendance/meeting notes participation</td>
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<td>Managed feedback re: new office space and response to it</td>
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<td>Started monthly checkins: Reading/Fundraising</td>
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### LAST QUARTER

1. Audiences
2. Technology
3. New Editors

### NEXT QUARTER

1. ATWG
2. Audiences
3. Technology

- Highest priorities: hire 2 Program Managers and support collaboration in ATWG
- Drive release of TemplateStyles to SV and RU
- Drive DACI drafting for all teams in Audiences
- Experiment with weekly reporting on goals dependencies in Scrum of Scrums