

Readers & Audiences Operations

October 2017-18



WIKIMEDIA
FOUNDATION

Readers



WIKIMEDIA
FOUNDATION

Jan 2018

Reading Summary

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**

Jan 2018

Reading

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

Jan 2018

Readers: Web3 [\[LINK\]](#)**GOAL: Improve the encyclopedia experience**

What is your objective / workflow?	Who are you working with?	What impact / deliverables are you expecting?
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

Jan 2018

Readers: Web

3 [\[LINK\]](#)

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 $\mathfrak{g} \times \mathfrak{g} \rightarrow \mathfrak{g}; \mapsto [x, y]$, called the Lie bracket, satisfying



In mathematics, a **Lie algebra** is a vector space \mathfrak{g} over a field F together with a non-associative, alternating bilinear map $\mathfrak{g} \times \mathfrak{g} \rightarrow \mathfrak{g}; (x, y) \mapsto [x, y]$, called the Lie bracket, satisfying the Jacobi identity.



Before

After

Jan 2018

Readers: Web3 [\[LINK\]](#)

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**.

Jan 2018

Readers: Web3 [[LINK](#)]**GOAL: Improve the encyclopedia experience**

What is your objective / workflow?	Who are you working with?	What impact / deliverables are you expecting?
Increase retention across our Reading experiences	LAST QUARTER	
	Web with Community Liaisons, New Readers, Services	<ul style="list-style-type: none"> • Evaluate and create new tool for rendering PDFs on desktop and mobile • Performance test new renderer
	NEXT QUARTER	
	Web with Community Liaisons, New Readers, Services	<ul style="list-style-type: none"> • 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)

Jan 2018

Readers: Web3 [[LINK](#)]**GOAL: Improve the encyclopedia experience**

What is your objective / workflow?	Who are you working with?	What impact / deliverables are you expecting?
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

Jan 2018

Readers Infrastructure3 [[LINK](#)]**GOAL: Improve the encyclopedia experience**

What is your objective / workflow?	Who are you working with?	What impact / deliverables are you expecting?
Increase retention across our Reading experiences	LAST QUARTER	
	Reading Infrastructure with WMF Services, Web, Android, iOS	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](#)

Jan 2018

Readers: Android3 [[LINK](#)]**GOAL:** Launch an experience directed at New Readers

What is your objective / workflow?	Who are you working with?	What impact / deliverables are you expecting?
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.	LAST QUARTER	
	New Readers, Reading Infrastructure, Kiwix	Release feature supporting “side loading” of Kiwix content packs. Work towards an offline eco-system that provides content that New Readers markets will value <i>at scale</i> .
	NEXT QUARTER	
	New Readers, Communications	Pilot Android app advertising in Nigeria, with a view to acquiring new app users in that market. A/B testing of app store descriptions.

STATUS: OBJECTIVE ON TRACK

Jan 2018

Readers: Android3 [\[LINK\]](#)**GOAL:** Improve the encyclopedia experience

What is your objective / workflow?	Who are you working with?	What impact / deliverables are you expecting?
Enable editing Wikidata descriptions and improve Android app user experience	LAST QUARTER	
	Community Liaisons, Services, Analytics	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.
	NEXT QUARTER	
	Reading Infrastructure, iOS, Web, Community Liaisons	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.

STATUS : OBJECTIVE ON TRACK

Jan 2018

Readers: Android3 [\[LINK\]](#)

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!

Jan 2018

Readers: iOS1 [[LINK](#)]**GOAL:** Increase retention and engagement

What is your objective / workflow?	Who are you working with?	What impact / deliverables are you expecting?
Develop and release a synced reading list feature.	LAST QUARTER	
	Reading Infrastructure	Initial app design and development of Reading lists completed, but release delayed as we iterate and coordinate backend and client.
	NEXT QUARTER	
	Reading Infrastructure, Ops	Evaluative research, testing and release!

STATUS: STALLED BUT GETTING BACK ON TRACK

Jan 2018

Readers: iOS1 [[LINK](#)]

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 year.
- Consistently 4.5 star rating now, with OLED black mode another “win” with press and users.

CHECK IN

TEAM/DEPT

PROGRAM

Jan 2018

Apps

None

- 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

What is your objective / workflow?	Who are you working with?	What impact / deliverables are you expecting?
Address automation and technical debt so that the Wikipedia portal can go into maintenance mode	LAST QUARTER	
	Operations, Release Engineering, Community Engagement	Automation of regular updates for Wikipedia portal page: <ul style="list-style-type: none"> ● Portal statistics ● Translations ● Pay down accumulated technical debt
	NEXT QUARTER	
	Reading web	Reading web is now responsible for maintenance of the portal

STATUS: OBJECTIVE COMPLETE

Jan 2018

Readers: DiscoveryP2**GOAL: Maintain and evolve map tools on Wikimedia projects**

What is your objective / workflow?	Who are you working with?	What impact / deliverables are you expecting?
Stabilize map service code base, critical bug fixes, community conversations	LAST QUARTER	
	Community Engagement, Operations	<p>Finished map style and worked on dependencies for shipping, monitor and fix critical bugs, conversed with community on new mapframe deployment requests</p> <p>Explored alternatives for a more sustainable path forward for the future of maps</p>
	NEXT QUARTER	
	Community wishlist, Community engagement, Operations, reading infrastructure	Identify a more sustainable path forward for the future of maps

STATUS: OBJECTIVE STALLED

Jan 2018

Readers: Multimedia

4

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.

Jan 2018

Readers: Multimedia4 [\[LINK\]](#)**GOAL: Support 3D Files (almost there!)**

What is your objective / workflow?	Who are you working with?	What impact / deliverables are you expecting?
Add support for a 3D file type based on a community desire.	LAST QUARTER	
	Performance, TechOps, Legal	Redesigned upload tools and flows to support unique legal requirements for the addition of the 3D file format.
	NEXT QUARTER	
	Community Liaisons, Communications, Legal. Outside partners for 3D file support including Myminifactory	Spreading the word, bug tracking, maintenance. Helping partners populate Commons with 3D files.

STATUS: OBJECTIVE DELAYED (JUST A LITTLE BIT)

Jan 2018

Readers: Multimedia

4

Many elements of Commons have been either added, redesigned, or extended to support 3D files.



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Structured Data on Commons

Jan. 2018 quarterly check-in



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WikiDataCon 2017

Attended by
multiple
WMF,
WMDE, and
Community
members in
SDoC

Oct. 2017



Photo Credit: Rama: CC-BY-SA 3.0

Jan 2018

Readers: MultimediaStructured Data
on Commons**GOAL: Complete work on the MediaInfo extension for Wikibase**

What is your objective / workflow?	Who are you working with?	What impact / deliverables are you expecting?
Upgrade Commons workflows to support entry and importation of configurable structured data	LAST QUARTER	
	WMDE/Wikidata	SDoC development blockers related to MediaInfo were removed Number of internal developers with Wikibase and Wikidata experience increased
	NEXT QUARTER	
	WMDE/Wikidata	Light maintenance/bug fixes

STATUS: OBJECTIVE COMPLETE

Jan 2018

Readers: MultimediaStructured Data
on Commons**GOAL: Design and prototype core portions of SDoC features**

What is your objective / workflow?	Who are you working with?	What impact / deliverables are you expecting?
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.	LAST QUARTER	
		Created initial wireframes for UploadWizard tweaks
	NEXT QUARTER	
	Community Liaisons	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

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



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Main page
Welcome
Community portal
Village pump
Help center

Participate
Upload file
Recent changes
Latest files
Random file
Contact us

Tools
Special pages
Printable version

Special page

Search Wikimedia Commons

Upload Wizard

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Describe

Use



Title

Create a unique descriptive title using plain language with spaces. Omit the file extension, if any.

Caption

Add a brief description of the file.

English ▾ + Language

Description

Describe what is notable about the file.

English ▾ + Language

Date

Choose the date this work was created or first published.

Tue Nov 5, 2013

Categories Optional

Add your file to categories so as to make it easier to find.

Location Optional

Latitude / Longitude / Heading

Other information Optional

Any other information you want to include about this work.

Back

Publish

Audience Operations



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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

January 2018 Audiences Operations

<None>

WORKFLOW

What is your workflow?	Who are you working with?	What impact / deliverables are you expecting?
<p>Improving collaboration between Audiences and Technology</p> <p>Structure and guide team efficiencies within Audiences for Chief Product Officer</p>	<p>LAST QUARTER</p> <ul style="list-style-type: none"> ● Audiences ● Technology ● New Editors 	<ul style="list-style-type: none"> ● Apps Associate Program Manager search and discovery within Contributors for another req ● Facilitated Apps offsite and 4 fully remote New Editors workshops ● Drove drafting of DACI in Contributors and Multimedia to clarify decision ownership ● Increased SoS attendance/meeting notes participation ● Managed feedback re: new office space and response to it ● Started monthly checkins: Reading/Fundraising
	<p>NEXT QUARTER</p> <ul style="list-style-type: none"> ● ATWG ● Audiences ● Technology 	<ul style="list-style-type: none"> ● 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