

Growth

Quarterly Review four

The team



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Our agenda

1. Review Annual Plan target and 2013-14 goals
2. What we've shipped
3. What we've learned about our users
4. What's next on the roadmap
5. Discussion about team's progress and needs

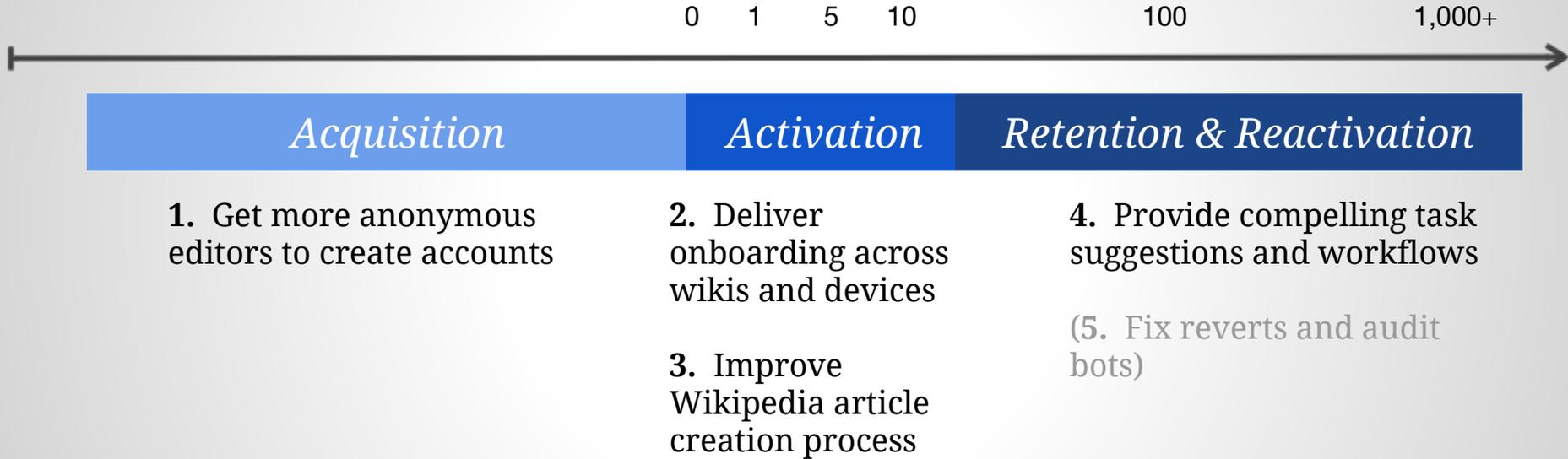
Annual Plan target

2,400 additional active editors across all languages

What the impact will be

1,000-2,000 additional active editors will **end the decline**

2013-14 product goals



Key user stories



Max

"I've edited before,
why should I sign up?"



Adam

"I've made my first edit.
What's my next step?"



Sarah

"I want to start a new article.
Where do I begin?"

What we shipped

- Sixth and final onboarding A/B test
- API for new editor tasks
- GuidedTour support

A/B test six: landing page vs. redirect

The image displays two side-by-side browser windows illustrating an A/B test on Wikipedia. The left window shows the 'Welcome back, What's up Metrics Meeting?' landing page, which features a navigation menu on the left and three main content boxes: 'Improve Clarity', 'Fix Spelling & Grammar', and 'Add Links'. The right window shows the 'Talk:Sea' redirect page, which includes a search bar, navigation links, and a 'Help Wikipedia' modal dialog box. The modal dialog box contains the text 'You can contribute to Wikipedia in different ways' and a prominent blue button labeled 'Find pages that need easy fixes' with the subtext 'We'll show you how to edit'. Below the button is a link that says 'No thanks, maybe later'.

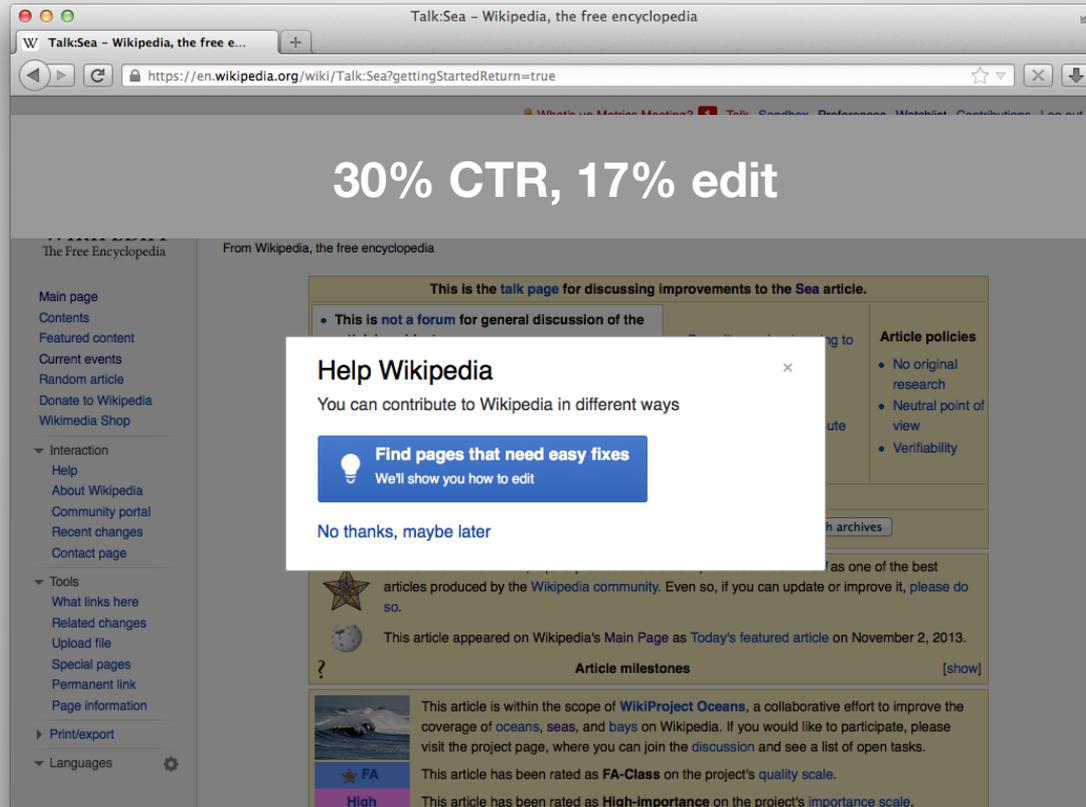
Left window: Welcome back, What's up Metrics Meeting? - Wikipedia, the free encyclopedia. URL: <https://en.wikipedia.org/wiki/Special:GettingStarted>. Content: Special page, Welcome back, What's up Metrics Meeting?, Looking for an easy way to get involved? Just choose one of the three you a suggested article to edit. Buttons: Improve Clarity (Simplify or reword sentences.), Fix Spelling & Grammar (The easiest way to get started!), Add Links (Connect Wikipedia articles together.).

Right window: Talk:Sea - Wikipedia, the free encyclopedia. URL: <https://en.wikipedia.org/wiki/Talk:Sea?gettingStartedReturn=true>. Content: Article Talk, Read Edit New section View history Search, Talk:Sea, From Wikipedia, the free encyclopedia. Modal dialog: Help Wikipedia, You can contribute to Wikipedia in different ways, Find pages that need easy fixes (We'll show you how to edit), No thanks, maybe later.

Conclusions

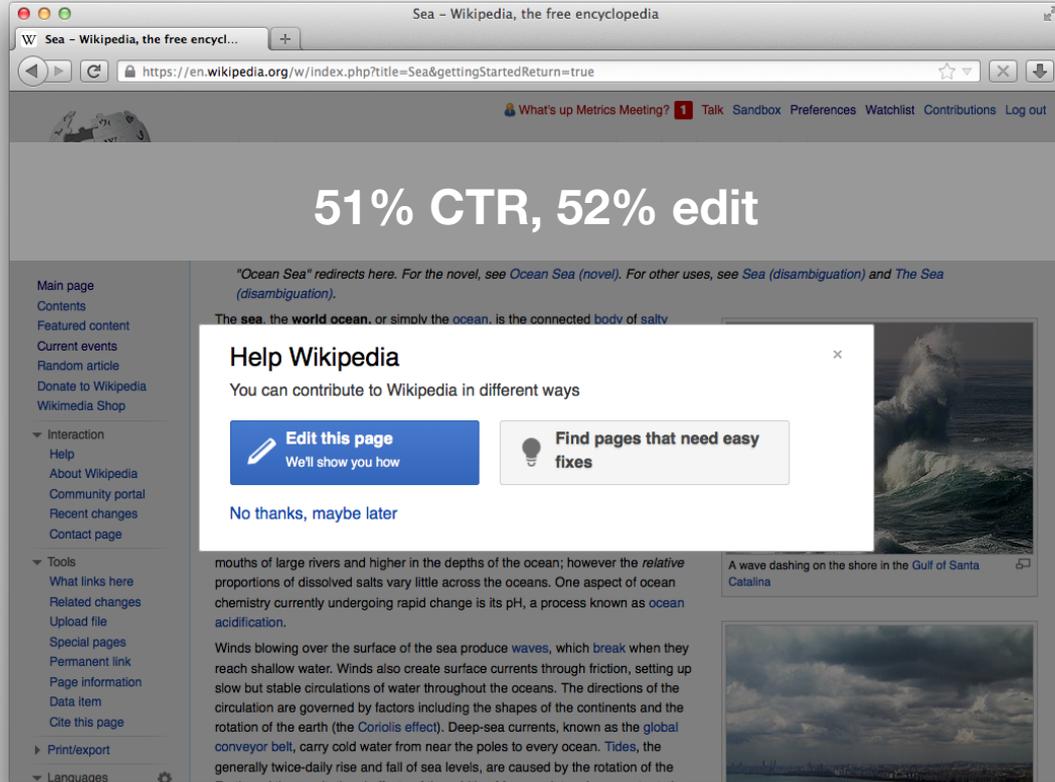
A more complex workflow required more nuanced analysis to understand, but the benefits for key users were substantial.

Signups returning to non-editable pages



The screenshot shows a web browser window with the address bar displaying `https://en.wikipedia.org/wiki/Talk:Sea?gettingStartedReturn=true`. The page title is "Talk:Sea - Wikipedia, the free encyclopedia". A large banner at the top of the page reads "30% CTR, 17% edit". Below this, the page content is partially obscured by a white modal window titled "Help Wikipedia". The modal contains the text "You can contribute to Wikipedia in different ways" and a prominent blue button that says "Find pages that need easy fixes" with a lightbulb icon and the subtext "We'll show you how to edit". Below the button is a link that says "No thanks, maybe later". The background page shows the standard Wikipedia layout, including a sidebar on the left with navigation links like "Main page", "Contents", and "Tools", and a main content area with sections like "This is the talk page for discussing improvements to the Sea article.", "Article policies", "Article milestones", and "WikiProject Oceans".

Signups returning to editable articles



The screenshot shows a web browser window displaying the Wikipedia article for "Sea". The browser's address bar shows the URL `https://en.wikipedia.org/w/index.php?title=Sea&gettingStartedReturn=true`. The page header includes navigation links such as "Talk", "Sandbox", "Preferences", "Watchlist", "Contributions", and "Log out". A prominent banner at the top of the article area displays "51% CTR, 52% edit". Below this, a red text notice states: *"Ocean Sea" redirects here. For the novel, see Ocean Sea (novel). For other uses, see Sea (disambiguation) and The Sea (disambiguation).*

The main text of the article begins with: **The sea, the world ocean, or simply the ocean, is the connected body of salty**

A "Help Wikipedia" modal window is overlaid on the page. It contains the following text and buttons:

- Help Wikipedia** (with a close button 'x')
- You can contribute to Wikipedia in different ways
- Edit this page** (with a pencil icon and the subtext "We'll show you how")
- Find pages that need easy fixes** (with a lightbulb icon)
- [No thanks, maybe later](#)

Below the modal, the article text continues: mouths of large rivers and higher in the depths of the ocean; however the *relative* proportions of dissolved salts vary little across the oceans. One aspect of ocean chemistry currently undergoing rapid change is its pH, a process known as **ocean acidification**.

Winds blowing over the surface of the sea produce **waves**, which **break** when they reach shallow water. Winds also create surface currents through friction, setting up slow but stable circulations of water throughout the oceans. The directions of the circulation are governed by factors including the shapes of the continents and the rotation of the earth (the **Coriolis effect**). Deep-sea currents, known as the **global conveyor belt**, carry cold water from near the poles to every ocean. **Tides**, the generally twice-daily rise and fall of sea levels, are caused by the rotation of the

On the right side of the article, there is a photo of a wave crashing on a shore with the caption: "A wave dashing on the shore in the Gulf of Santa Catalina". Below this is another photo of a coastline under a cloudy sky.

An API for tasks

```
<?xml version="1.0"?>
<api>
  <help>
    <module>* action=gettingstartedgetpages *
    This API is for getting a list of one or more pages related to a particular
    GettingStarted task.
```

This module requires read rights

Parameters:

taskname	-	This parameter is required
excludedTitle	-	
count	-	This parameter is required

Example:

```
  api.php?action=gettingstartedgetpages&taskname=copyedit&excludedTitle=Earth&count=1
</module>
</help>
</api>
```

GuidedTour support

The screenshot shows a web browser window with the URL `commons.wikimedia.org/w/index.php?title=Help:Nominate_for_deletion&tour=nominatefordelation`. The page title is "Help:Nominate for deletion" and it is part of the Wikimedia Commons interface. A white pop-up dialog box is centered on the screen with the following content:

Nominating content for deletion

This short interactive tutorial will show you how to nominate content for deletion at Wikimedia Commons.

[Next](#)

The background page content includes a sidebar with navigation links like "Main page", "Language select", and "Participate". The main content area has a heading "Help:Nominate for deletion" and a sub-heading "From Wikimedia Commons, the free media repository". Below the pop-up, the text explains the "Nominate for deletion" toolbox link and its purpose. A "Interactive tutorial" button is visible in the bottom right corner of the page.

What we learned about users

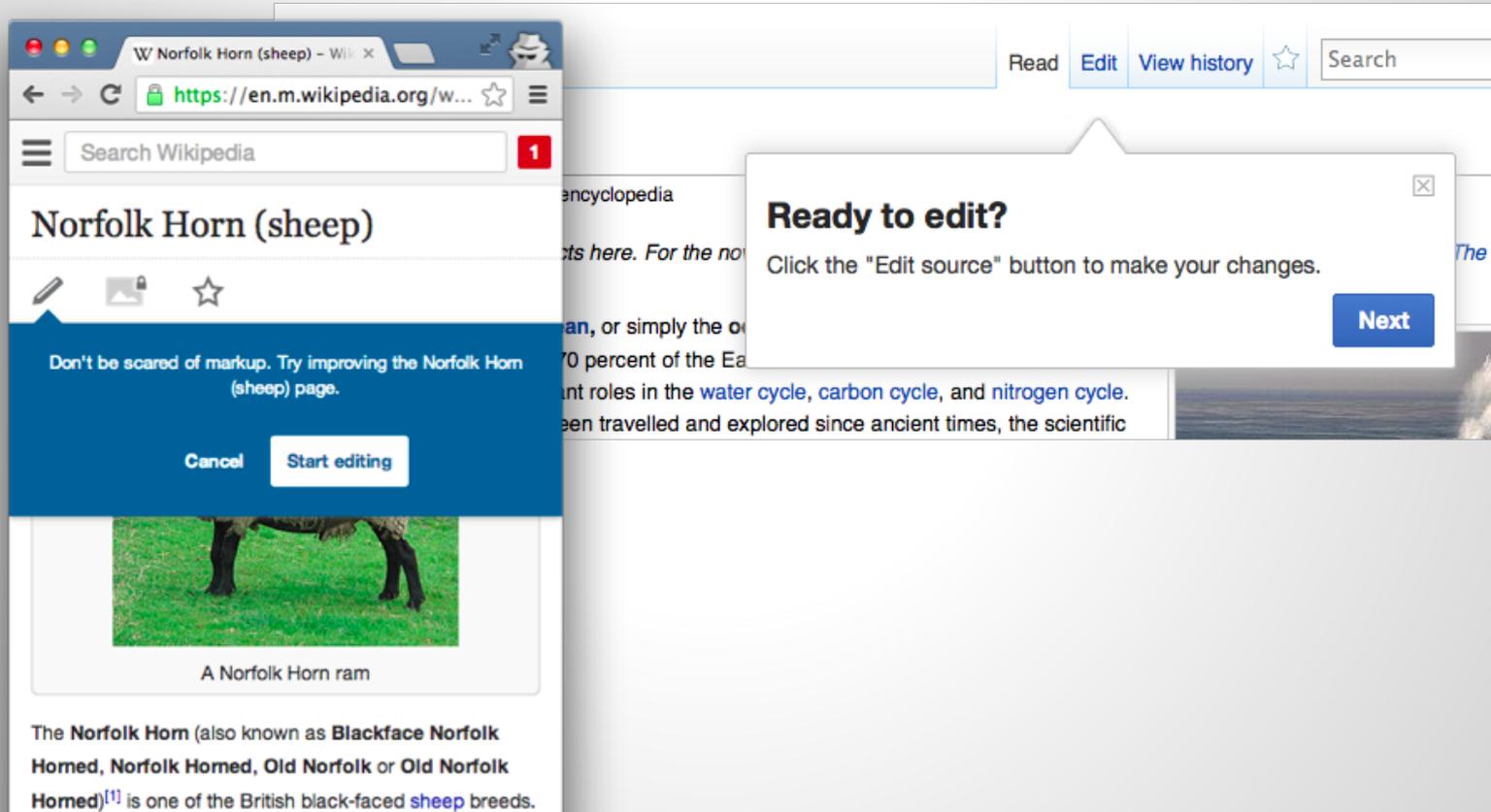
1. Onboarding
2. Anonymous editors
3. Wikipedia article creation
4. Predicting new editor retention

Onboarding is ready to productize

The key questions we've answered:

- What kind of users should we target?
- How do we get them activated?

Desktop & mobile converging



The image shows a mobile browser interface displaying a Wikipedia article titled "Norfolk Horn (sheep)". The browser's address bar shows the URL <https://en.m.wikipedia.org/w...>. The article title is "Norfolk Horn (sheep)". Below the title, there are icons for editing, a lock, and a star. A blue banner with white text reads: "Don't be scared of markup. Try improving the Norfolk Horn (sheep) page." Below this banner are two buttons: "Cancel" and "Start editing". Below the banner is a photograph of a Norfolk Horn ram in a grassy field, with the caption "A Norfolk Horn ram". Below the photograph, the text reads: "The **Norfolk Horn** (also known as **Blackface Norfolk Horned**, **Norfolk Horned**, **Old Norfolk** or **Old Norfolk Horned**^[1] is one of the British black-faced **sheep** breeds.

Overlaid on the right side of the browser is a white dialog box with a close button (X) in the top right corner. The dialog box has the heading "Ready to edit?" and the text "Click the 'Edit source' button to make your changes." Below the text is a blue button labeled "Next".

At the top right of the browser interface, there are navigation links: "Read", "Edit", "View history", and a search box. The "Edit" link is highlighted in blue.

The average anonymous editor

[Research: Anonymous editor acquisition/Volume and impact:](#)

1. Makes 2 article edits in a 15 minute session (vs. 30 mins for registered)
2. 80% of edits retained (vs. 90%+ for registered)

Types of anonymous editors

-  First-timers "kicking the tires"
-  Repeat anonymous contributors
-  Incognito Wikipedians

Anonymous editing as "pre-onboarding"

[Research: Anonymous editor acquisition/Volume and impact:](#)

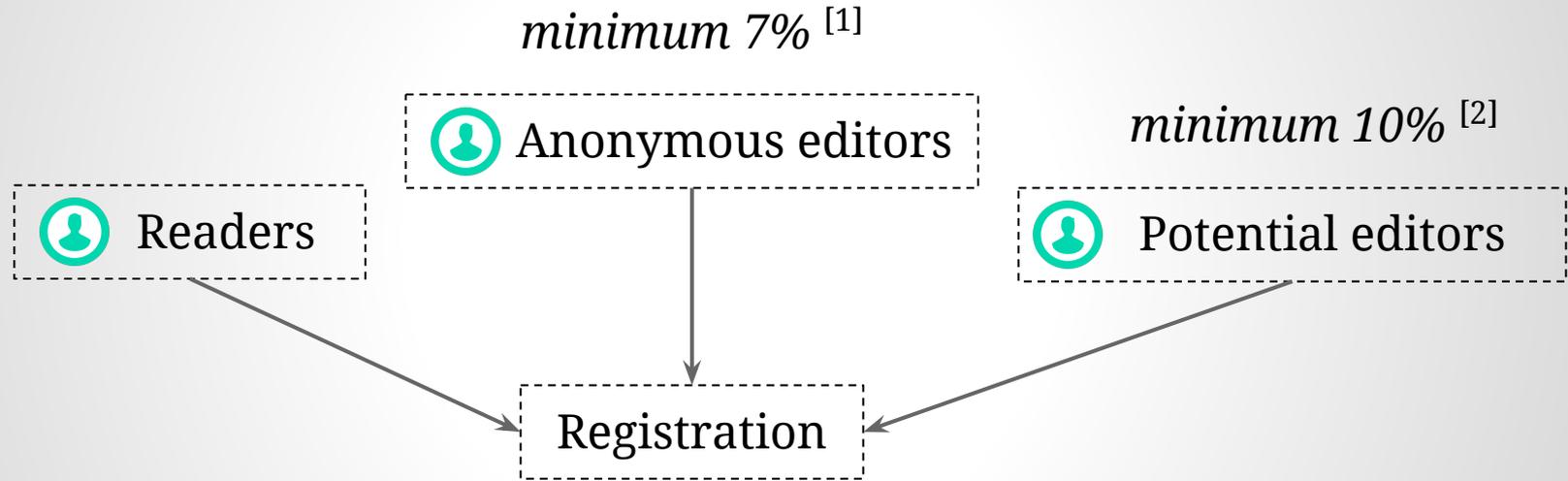
- 7% of newly-registered users edit anonymously within an hour prior
- Users with an anonymous edit session are 6% more likely to be productive^[a] in their first edit session (after registration).

a. One or more article edits un-reverted within 48hrs

The (most basic) user lifecycle



The pre-registration user lifecycle



1. Research:Anonymous editor acquisition
2. Research:Account creation campaigns/Anonymous editors

Conclusions

1. Anonymous editors are a highly valuable group of users to acquire.
2. There are signals we can use to find intrinsically motivated users.

Wikipedia article creation

1. We have a lot to learn here. (see [Research:Wikipedia article creation](#))
2. Some alignment with the community, e.g. Draft namespace
3. Broad problem space with lots of drama and urgency around it.

Time invested is a predictor of retention

[Research:Newcomer survival models:](#)

- For each additional minute spent editing, the likelihood a user will cease editing drops by 1%
- After three editing sessions, only 29.3% of newcomers will drop off

What's next

1. Launch onboarding across languages
2. Start anonymous editor acquisition A/B tests
3. Prep Wikipedia article creation improvements, shepherd Draft namespace

Things to discuss

1. How's our progress?
2. What does the team need to meet our goals?

What do we need?

1. Get some irons out of the fire (i.e. one project at a time)
2. Unclog the hiring pipeline
3. Adapt our practices to being a mostly remote team
4. Consider working with Mobile more closely