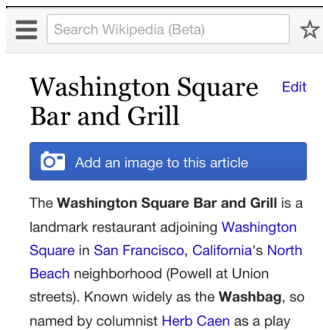


Mobile Update

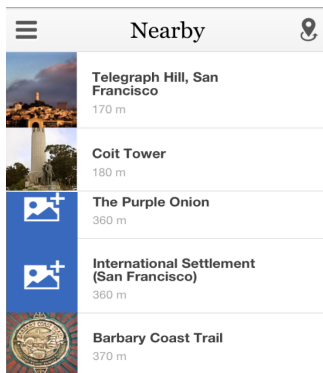
(April - June)

Mobile Photo Uploads

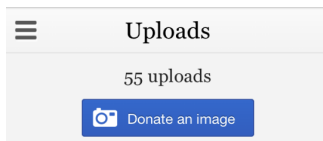
Mobile Web



Lead image



Nearby

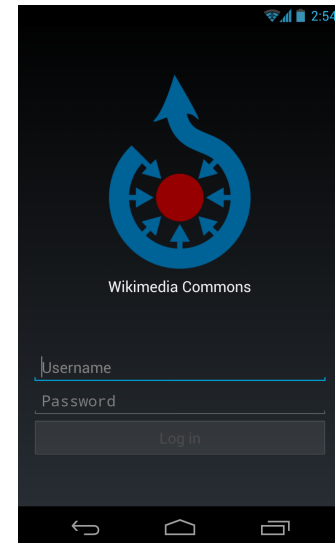


Upload (nav)



Android

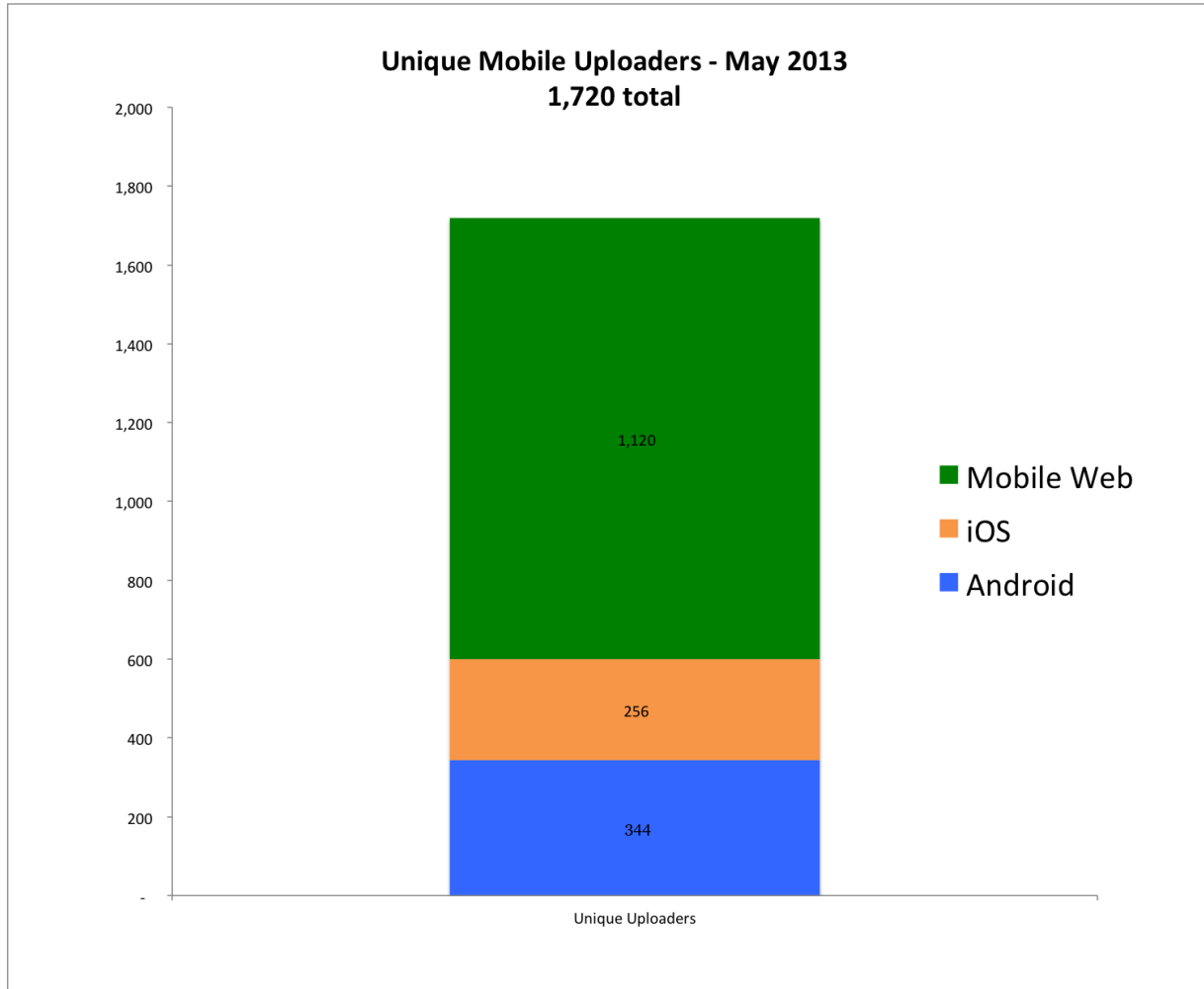
Commons Apps



iOS



We surpassed our Annual Target early!



~2/3 from mobile web

Targeted existing WP editors

Average 1.5 uploads/user

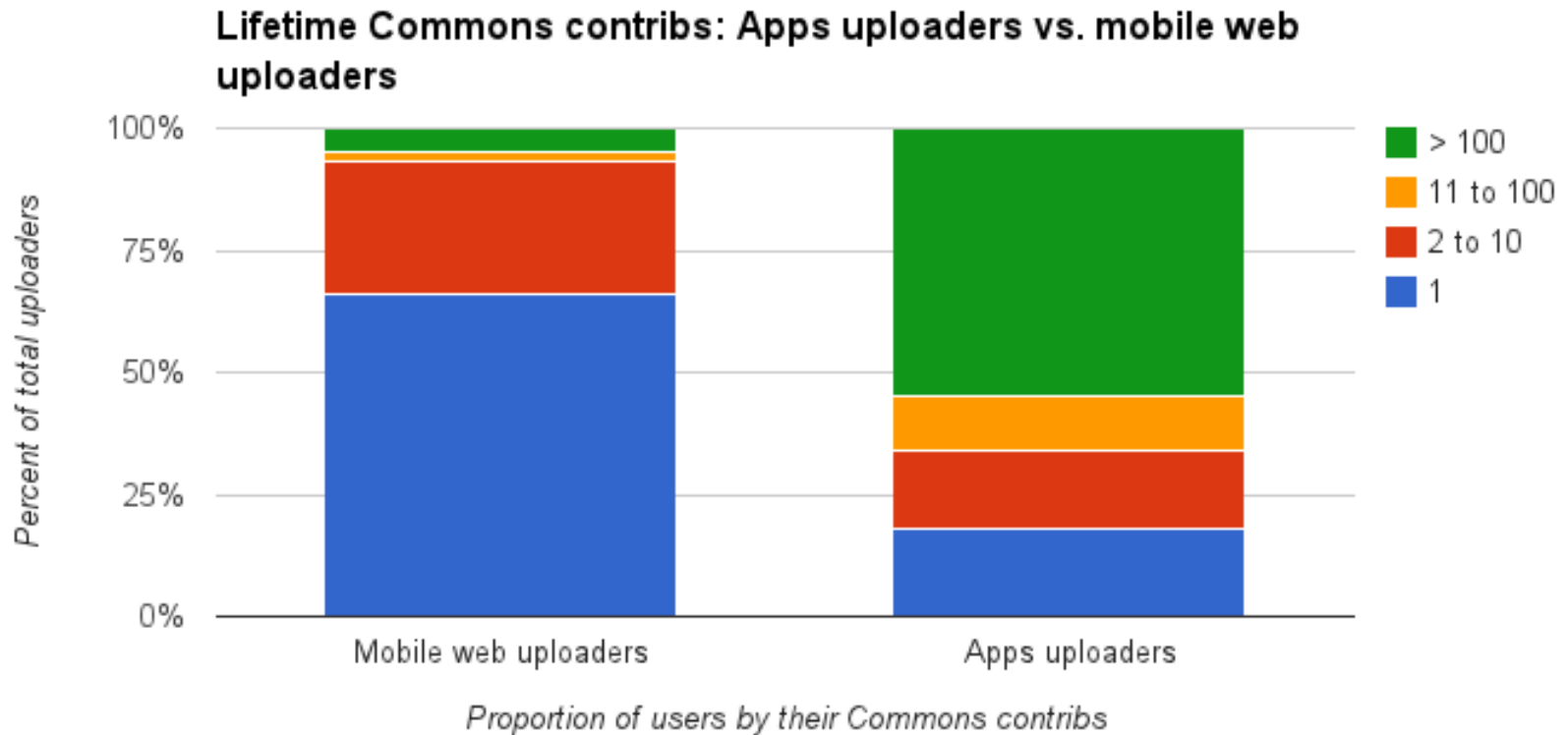
~1/3 from apps

Targeted existing Commons contributors

Average 3 uploads/user

Total 3,578 uploads

Targeting and features influence the types of users



- Mobile uploaders are existing WP editors, so familiar with WP community, but new to Commons. Unclear whether they will become repeat uploaders
- Apps uploaders are existing commons users. Probably introducing another way for them to accomplish existing task.

note: when we reached outside of our existing WP community, deletion rate increased dramatically

Deletions by Month

Uploads deleted (per month)

Feb 2013	
Android	7.00
iOS	1.00
Web	19.00



Commons Apps



The image shows a screenshot of the Wikipedia homepage. At the top left is the Wikipedia logo, a globe with letters, and the text "WIKIPEDIA The Free Encyclopedia". Below this is a navigation menu with links like "Main page", "Contents", "Featured content", "Current events", "Random article", "Donate to Wikipedia", and "Wikimedia Shop". To the right of the logo is a search bar and links for "Create account" and "Log in". The main content area features a banner for the Wikimedia Commons mobile app, a "Welcome to Wikipedia" message stating "the free encyclopedia that anyone can edit" with "4,249,610 articles in English", and a "From today's featured article" section featuring a portrait of Stephen Crane and a brief biography. To the right of this is an "In the news" section with a list of recent events.

WIKIPEDIA
The Free Encyclopedia

Main page
Contents
Featured content
Current events
Random article
Donate to Wikipedia
Wikimedia Shop

Interaction
Help
About Wikipedia
Community portal
Recent changes
Contact Wikipedia

Toolbox

Create account Log in

Main Page Talk Read View source View history Search

Contribute photos to Wikimedia projects on the go!
Download the new Wikimedia Commons mobile app.

Welcome to Wikipedia,
the free encyclopedia that anyone can edit.
4,249,610 articles in English

From today's featured article

 **Stephen Crane** (1871–1900) was an American novelist, short story writer, poet and journalist. Prolific throughout his short life, he wrote notable works in the **Realist** tradition as well as early examples of American **Naturalism** and **Impressionism**. Crane's first novel was the 1893 *Bowery* tale *Maggie: A Girl of the Streets*. He won international acclaim for his 1895 *Civil War*

In the news

- In the Syrian civil war, government forces **retake** the strategic town of **Al-Qusayr**.
- **Heavy flooding** causes widespread damage across Central Europe.
- The rediscovered **Hula painted frog**, previously thought extinct, is identified as a living fossil.
- At least 119 people are killed in a **fire** at the Jilin Baoyuanfeng Poultry Plant in **Northeast China**.

Monthly install base:

4/1/13 - 25* (iOS) & 851 (Android)

5/1/13 - 2,185 (iOS) & 3,570 (Android)

* approximate

Apps Demo

(Monte Hurd)

Next Step: Sustained engagement?

Ideas:

- Nearby
- Campaigns
- Bringing user back through features (e.g., discovery, stats)

Also, meeting our uploader goal early frees us up to explore other mobile contribution...

Mobile editing: user research

About **34%** of users who log into English Wikipedia on mobile have also logged in on desktop that week. Average edit count of these users = **3,000**

To find out more about mobile editors, I talked to some of them:

3 power users (> 10,000 edits)

1 intermediate editor (~50 edits)

1 newbie, whose first edit was on mobile! (just a few edits)

Mobile editor interviews

- Majority of mobile editors (3/5) are editing the desktop view on a tablet
- 1 of the power users now edits exclusively from his iPhone!
- Key reasons for using mobile:
 1. spontaneous, in the moment
 2. easy/comfortable
 3. becoming a more common way to access the Internet

What's next?

Mobile Web:

- Evolving nav for contributions (article actions, my stuff)
- Mobile editing (production)
- Notifications and talk (beta)
- Experiment with micro-contributions

Apps

- UI Improvements
- Campaigns

Planning for next year - tentative target is **6K** unique mobile contributors (editors, uploaders, etc.) per month