



Multimedia

Quarterly Review

April - September 2014

Wikimedia Foundation
mediawiki.org/wiki/Multimedia

10/23/2014

Vincent van Gogh - Self-Portrait by Vincent Van Gogh, from Google Art Project. Public domain, via [Wikimedia Commons](#).

Agenda

10:00 am - **Last 6 months**

10:45 am - **This quarter**

11:15 am - **Next steps**

11:30 am - **Meeting ends**

* All times above are Pacific time (UTC-8)

Mission



The multimedia team aims to:

- **engage users** through multimedia
- provide a reliable and **seamless experience**

This mission will be **evaluated** in upcoming **strategy discussions**.

Goals

Here are our product goals for multimedia this fiscal year:

- improve the **viewing experience** 
- enable **smoother uploads** 
- develop **structured data** 
- help **use** and **re-use media** 

[Multimedia Goals >](#)

Last 6 months

April - September 2014

Q4 FY 2013-14 + Q1 FY 2014-15

Projects - Accomplished

Here are our key achievements in Q4 + Q1:

- **Media Viewer 0.2**
 - wide release
 - improvements
- **Upload Wizard**
 - bug fixes, code refactoring
 - funnel analysis, UI designs
- **Structured Data** (planning, discussions)
- **Technical Debt/Critical bugs**

Projects - Plan vs. Actual

Here are projects we had planned to complete in Q4 + Q1:

- **Media Viewer**

- complete features/release worldwide - done ✓
- develop new improvements - done, but unplanned ✓

- **Upload Pipeline**

- bug fixes, code refactoring - done, but less than expected ✓
- UX improvements - first designs, development postponed

- **Structured Data Planning** - done ✓

- **Technical Debt/Critical bugs** - done, but less than expected ✓

Based on [Engineering Goals - Multimedia Q4](#)



Media Viewer

Improving the viewing experience

Goals

Media Viewer aims to:

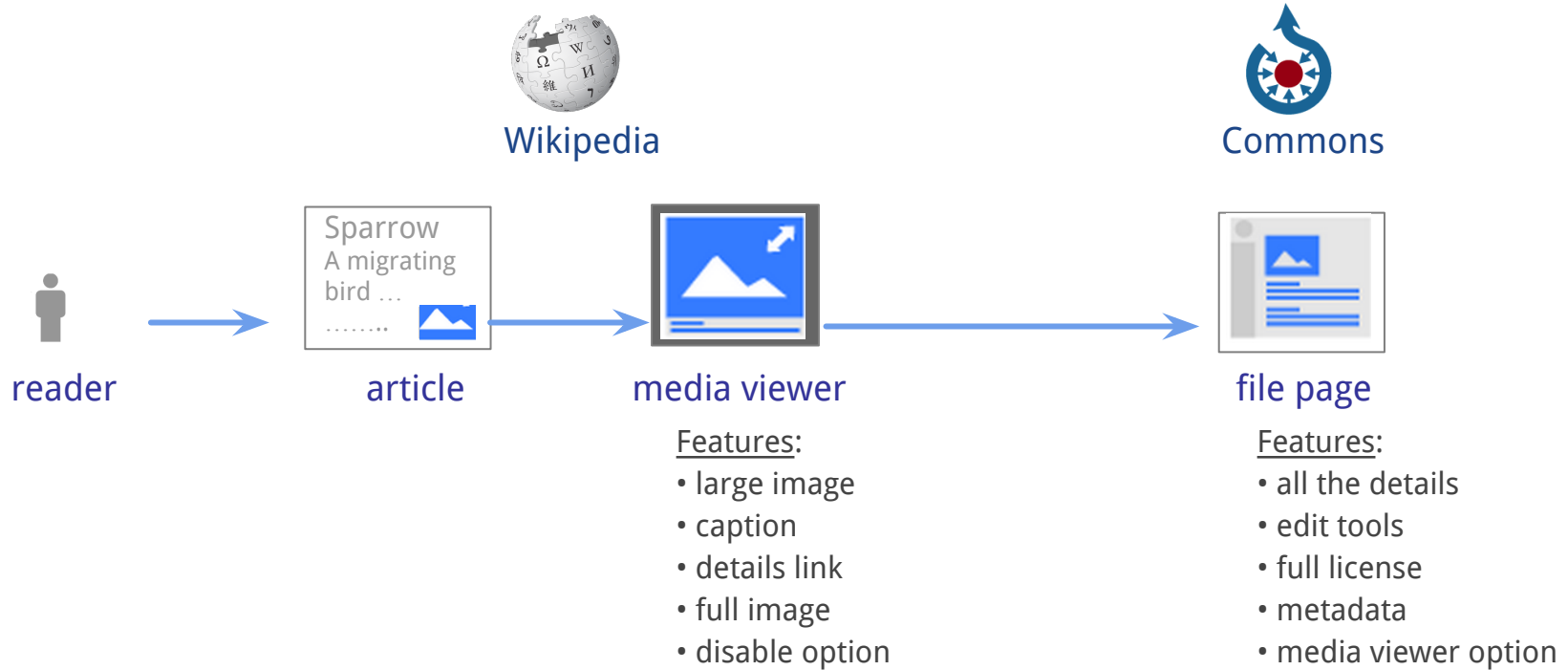
- **improve the viewing experience** for readers
- make it easier to **preview** and **browse images**
- provide quick **summary**, with easy access to **details**

Demo: [New improvements >](#)

[Beta](#) | [Prototype](#)

Media Viewer and File Page

How do they work together? What's the recommended flow?





A perfect summer day in the French Alps. Taken at Le Tour, north of Cham ...

 Fabrice Florin Own file done on a road trip through Europe. Purple ...

 CC-BY-SA [see terms](#)



More details

Improvements

- **Details**
- **Enlarge**
- **Caption**
- **Disable/Enable**
- **Download/Share**
- **Licensing**
- **Performance**
- **Metrics**



See [Improvement plan](#)

"Ahu-Akivi-1" by Ian Sewell, licensed under CC-BY-SA-3.0.

Must-haves

Here are the 'must-have' improvements we committed to make:

- **Enlarge images by clicking on them** - Done ✓
- **More Details button, linked to File: page** - Done ✓
- **Separate Download, Share / Embed features** - Done ✓
- **Easier Disable the tool for personal use** - Done ✓
- **Re-enable Media Viewer from a File Page** - Done ✓
- **Rename File page button to better label** - Done ✓
- **Simpler metadata panel with fewer items** - Done ✓
- **Pre-render thumbnails on backend for new uploads** - Done ✓
- **Make MediaViewer text larger in Monobook** - Done ✓
- **Caption or description right below the image** - In development
- **Support metadata cleanup drive** - In progress

See [community consultation](#).

User studies

Primary Tasks tested:

- **Preview** images
- **Learn** about images
- **Get more details**
- **Browse** images
- **Disable** feature (passed 2nd test)
- **Re-enable** feature (passed 2nd test)

Secondary Tasks tested:

- **Enlarge**
- **Share**
- **Download**
- **Go back**

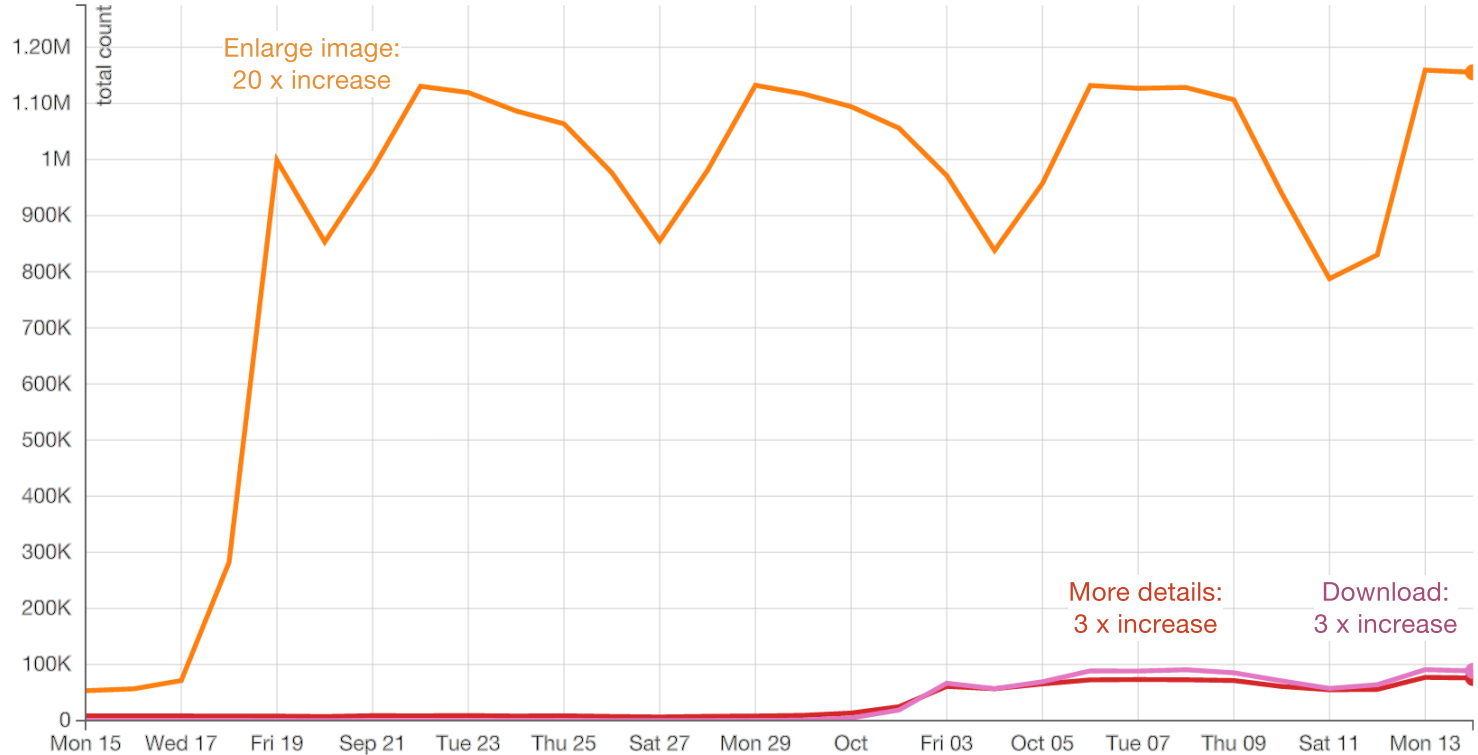


All tasks we tested were found **usable**.
[User Study Slides](#)

Media Viewer Actions

14 Oct 2014

thumbnail click	10.70M
enlarge click	123.68K
fullscreen	116.77K
defullscreen	57.50K
close	10.20M
view original file	1.16M
file description page	NaN
file description page (above fold)	76.01K
use this file open	29.04K
use this file closed	27.05K
download open	88.56K
download closed	71.47K
image view	25.48M
metadata open	160.87K
metadata close	146.86K
next image	7.46M
prev image	2.71M
terms open	12.25K
license page	6.51K
author page	5.95K
source page	12.57K

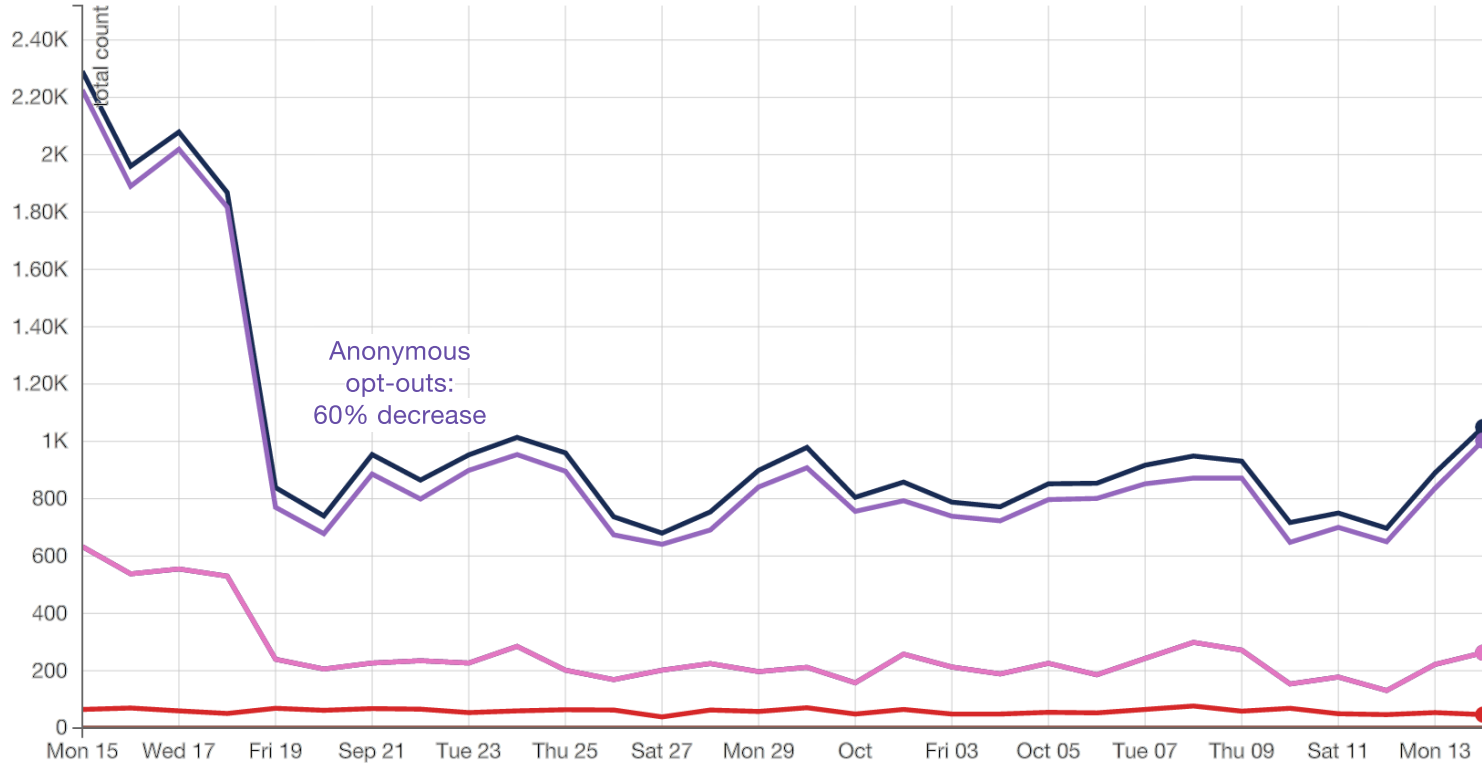


Global clicks on 'Enlarge', 'More details' and 'Download' surged after release in Sep.-Oct. 2014. [Source: WMF](#)

Media Viewer Disable Rates

14 Oct 2014

opt-out (total)	1.05K
opt-out (loggedin)	47.00
opt-out (anon)	1.00K
opt-in (total)	263.00
opt-in (loggedin)	NaN
opt-in (anon)	263.00



Global opt-outs by anonymous users **decreased by 60%** after improvements launch, Sep.-Oct. 2014. [Source: WMF](#)

Community + Research

This project was developed with extensive community engagement and research:

- 12+ **roundtable discussions** (in-person, IRC, hangouts)
- thousands of **talk page comments** (mw.org, dewiki, enwiki, frwiki, etc.)
- 25K+ **beta testers** (for 6 months, throughout development)
- 18K+ **survey responses** (throughout release, in 8 languages)
- 30+ **user tests** (throughout development and release)
- **community consultation** (widely promoted)

>> *We recommend a full **review on the effectiveness of these methods**, with other WMF teams.*

Process

We improved our development process throughout this project:

- **design** (more working prototypes)
- **user research** (expanded, more specific and systematic)
- **community consultation** (new step, should evaluate its value)
- **release plan** (gradual release helped, but need ramp-up per site)
- **development** (working better with other teams: analytics, Q&A)
- **testing / metrics** (expanded, more rigorous, success measurements)
- **iterative deployment** (validations before & after)

Upload Wizard

Improving the contribution pipeline

Goals

We aim to **upgrade** Upload Wizard to:

- provide a **smoother, bug-free experience**
- **engage users** to contribute media

This was a secondary project, but it is now a primary focus for this cycle.

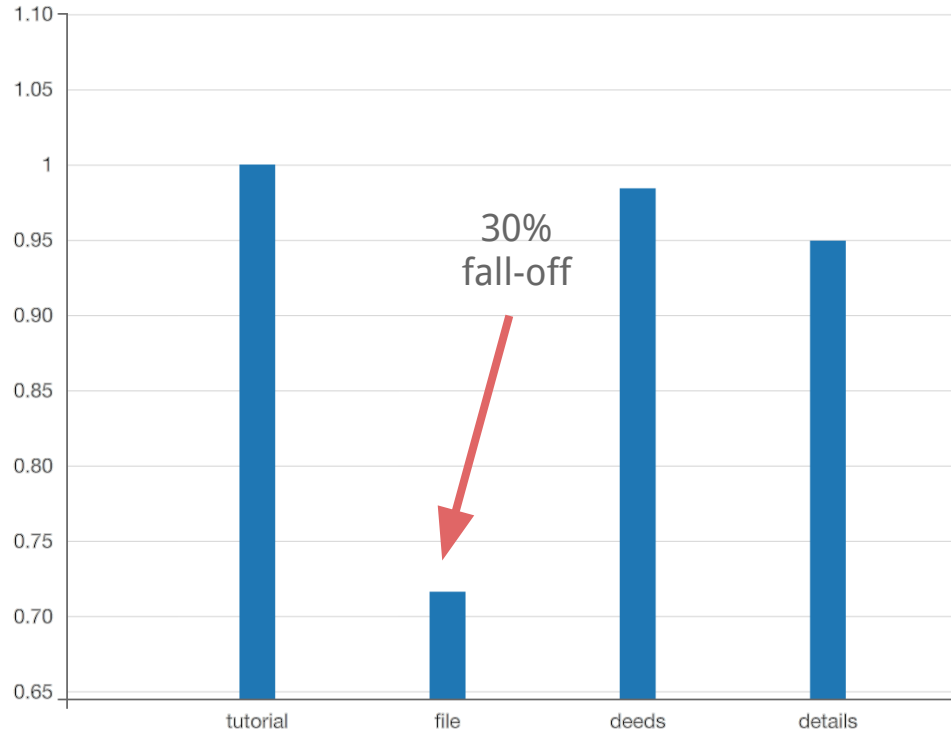
Tasks

In the past 6 months, we focused on these tasks:

- **bug fixes**
- **code refactoring**
- **funnel analysis**
- **new feature design**

This quarter, we plan to focus on technical improvements -- not new UI (to be considered in the next quarter).

Upload funnel analysis



About **30% of users** who get to the file upload page **don't go on to the next step**. Oct. 2014. [Source: WMF](#)

Error messages

We are analyzing error messages to root out main causes of this problem:

- **invalid file types**
- **bad tokens**
- **session timeouts**
- **duplicate files**
- **API errors**
- **stash errors**

We are devoting a couple sprints this quarter to gradually fix these issues.

UI improvements

Postponed. May be picked up in 2015

(as time allows after we've fixed bugs -- and once user needs are validated)

- **Drag and drop prompt**
- **Better upload instructions**
- **Better re-use instructions**
- **simpler licensing forms**
- **easier category tools**
- etc.

[Design Ideas >](#)



WIKIMEDIA COMMONS

- Main page
- Welcome
- Community portal
- Village pump

- Participate
 - Upload file
 - Recent changes
 - Latest files
 - Random file
 - Help
 - Contact us
 - Donate

Tools

Special page

Search

Upload media files

You can just drag them here



Your media files help educate people around the world.



Avoid copyrighted materials you found from the Internet as well as images of posters, books, etc.

Learn more about the kind of media you can contribute

Announcing drag&drop

Simplified instructions



Special page

Search

- [Main page](#)
- [Welcome](#)
- [Community portal](#)
- [Village pump](#)

- ▼ [Participate](#)
- [Upload file](#)
- [Recent changes](#)
- [Latest files](#)
- [Random file](#)
- [Help](#)
- [Contact us](#)
- [Donate](#)

► [Tools](#)



Title [Cancel upload](#)

Cronopio Creative Commons Attribution ShareAlike 3.0 license

Add a description

English

Created today [More](#) ▼

Add categories

[Upload more media files](#)

[Done](#)

Allow adding information while the image is uploading



Special page

Search

One file successfully uploaded



<http://en.wikipedia.org/wiki/>



Use on a Wiki



Copy the link to the file



Find a page that needs the image, and click edit



Paste the link and adjust how it fits on the page.

Simplify instructions to use

- Main page
- Welcome
- Community portal
- Village pump

- Participate
- Upload file
- Recent changes
- Latest files
- Random file
- Help
- Contact us
- Donate

Tools

Next steps

Goals to consider for future releases:

New functionality

- **Add info during upload**
- **Upload from other sites**

Collaborations with other teams

- **Uploads from other tools** (e.g.: VE, Flow)
- **Mobile upload tools**

This quarter

October - December 2014

Q2 FY 2014-15

This quarter's projects

Here are key projects we plan to work on in Q2:

- **Media Viewer** (release improvements, bug fixes - minimal)
- **Upload Wizard** (bug fixes, error messages, simple UI tweaks)
- **Structured Data** (planning, discussions, research, prototypes)
- **Multimedia Metrics** (as needed by current projects)
- **Technical Debt/Critical bugs** (start with Upload Wizard?)

This quarter's projects - Plan vs. Forecast

Here are projects we had planned to take on in Q2:

- **Improve the Upload Pipeline**
 - bug fixes, code refactoring - **planned**
 - UX improvements - **postponed**
- **Develop Structured Data on Commons** - **planned**, gradual
- **More bug fixes and Commons improvements** - **planned**
- **Metrics** - **need to complete postponed Q1 tasks**
- **Media Viewer** release + bug fixes - **unplanned**

Based on [Multimedia 2014-15 Goals](#)

This quarter's roadmap

October	November	December
Media Viewer 0.2: final improvements + release	MediaViewer 0.2: bug fixes as necessary	MediaViewer 0.2: bug fixes as necessary
Upload Wizard: fix bugs, funnel analysis	Upload Wizard: fix bugs, focus on errors	Upload Wizard: fix bugs, focus on errors
Structured Data: planning, code review	Structured Data: planning, discussions, prototyping	Structured Data: prototypes, discussions
Metrics: upload funnel, image metrics	Metrics: upload funnel	Metrics: structured data?
Technical Debt/Critical Bugs: js error logging, fix bugs	Technical Debt/Critical Bugs: js error logging, fix bugs	Technical Debt/Critical Bugs: js error logging, fix bugs

Metrics

Tasks

Here are some of the analytics tasks we are **considering** for this quarter:

- **Determine which key metrics to track**
- **Media Viewer performance**
- **Upload funnel analysis**
- **Key metrics TBD**
- **Other metrics TBD**

We plan to host a **metrics discussion** to evaluate and select key metrics.

Key metrics

What key metrics **should we consider** to track the impact of our work?

- **17k uploaders** / month ⁽¹⁾
- **526k uploads** / month ⁽¹⁾
- **8.5M files used** in articles (**36%** of all files) ⁽²⁾
- **24M image views** / day (in Media Viewer) ⁽³⁾
- **2M file edits** / month on Commons

(1) Commons uploaders / uploads in Jul. 2014. [Source: Wikimedia Foundation](#)

(2) GlobalFileUsage stats in Oct. 2014. [Source: Wikimedia Foundation](#)

(3) Media Viewer image use dashboards in Oct. 2014. [Source: Wikimedia Foundation](#)

Technical Debt & Critical Bugs

Focus this quarter

Here is the main tech debt task we are considering for this quarter:

- **JS error logging**

(this is a large, important task that could take up to 30% of our capacity)

We are addressing upload pipeline issues separately (e.g. chunked uploads).

Other Responsibilities

The team is responsible for these **other projects**:

- **Timed Media Handler**
- **Image scaling**
- **PDF handling**
- **Media storage**
- **GW Toolset**
- **other extensions?** (anything dealing with media files -- e.g. Score)

We now focus on **emergencies only**. More resources are needed to improve this code.



Structured Data for Multimedia

Bringing Wikidata to Commons

Purpose

The Structured Data project aims to:

- **use structured data** for all media files on our sites
- make it easier for **users** to **read / write file info**
- enable **developers** to **build better tools**

This is a **major infrastructure** project that is likely to take several years.

It also a new **collaboration model** between WMF + WMDE + community.

Many different uses



Upload



Edit/Curate



Search



View



Re-use



Benefits

How structured data can help our movement:



- offer a **better user experience**
- **find relevant content**
- offer metadata in **more languages**
- make it easier to **edit** and **re-use files**
- drive **curation** and **contributions**
- support & create feedback loop for **GLAMs**

File:Vincent Willem van Gogh 127.jpg



Details

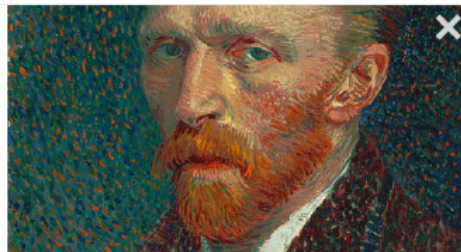
Data

Artist **Vincent van Gogh**  

Title **Vase with Fifteen Sunflowers**

Date **1888**

Medium **Oil on canvas**



Vincent van Gogh

Dutch painter, draughtsman and printmaker



Also known as **Vincent Willem van Gogh**

Live period **1853 - 1890**

Work locations **[Netherlands](#) and [2 more](#)**

[More details from Wikidata](#)

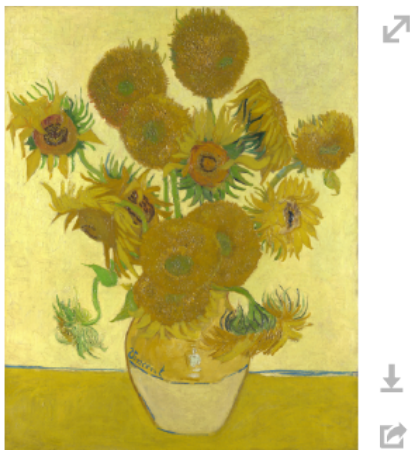
**Learn more
with related
information**

When selecting a structured data item on a file page, related content from Wikidata appears in an info card.

(first concept mockup)

Vase with Fifteen Sunflowers by Vincent Van Gogh, from [National Gallery](#), public domain. [Vincent van Gogh - Self-Portrait](#) by Vincent Van Gogh, from Google Art Project, public domain. Both files via [Wikimedia Commons](#).

File:Vincent Willem van Gogh 127.jpg



Details

Data

Artist

Vincent Van Gogh

By saving changes, you agree to our [Terms of Use](#) and agree to irrevocably release your text under the [CC BY-SA 3.0 License](#) and [GFDL](#).

Cancel

Change author

Title Vase with Fifteen Sunflowers

Date 18888

Medium Oil on canvas

**Edit file
information
more easily**

I can easily edit any structured data item on a file page, by opening a simple editing tool.

(first concept mockup)

[Vase with Fifteen Sunflowers](#) by Vincent Van Gogh, from [National Gallery](#), public domain.

New Data section in File page

The screenshot shows a Wikimedia Commons file page for 'File:Van Gogh - Starry Night - Google Art Project.jpg'. The page features the Wikimedia Commons logo, navigation links, and a central image of the painting. Below the image, a 'Data' section is visible, containing a table of metadata. The table has columns for the property name, the value, and an edit link. The properties shown are 'creator', 'depicts', 'night', and 'sky'. Each property has a value and an edit link, with a reference count of 0 for each. At the bottom of the page, there is a category and a list of hidden categories.

Property	Value	References	Edit
creator	Vincent Van Gogh	0	[edit]
		0 references	[add reference]
			[add]
depicts	Saint-Rémy-de-Provence	0	[edit]
		0 references	[add reference]
	night	0	[edit]
		0 references	[add reference]
	sky	0	[edit]
		0 references	[add reference]
			[add]

Category: The Starry Night by van Gogh
Hidden categories: Large images | Works by Van Gogh by Falla number | Works by Van Gogh by JH number | CC-PD-Mark | Author died more than 100 years ago public domain images | PD-Art (PD-old-100) | Featured pictures on Wikipedia, English | Guggenheim images from the Google Art Project | Google Art Project works by Vincent van Gogh

(first concept)

File page

Data section

Starry Night by Vincent Van Gogh, from Google Art Project. Public domain. Via Wikimedia Commons.

File page vs. Data section

Who are they for? When should you use them?



File page sections

For:

- **all users**

Used to:

- **view** all metadata
- **edit** non-structured data
- **access** data section



Data section

For:

- **advanced users**

Used to:

- **migrate** structured data
- **view** structured data
- **edit** structured data

Unstructured file information would be gradually migrated into structured format in the data section.

Data example

Hamster Berta (Q6573)

[edit]

My hamster Berta in 2007.

[edit]

Statements

contributor	http://commons.wikimedia.org/wiki/User:Hugo85	[edit]
	role	photographer
	[add]	
time of creation	March 2007	[edit]
	[add]	
topic	hamster	[edit]
	photograph	
	[add]	
license	CC-BY-SA-3.0-DE	[edit]
	[add reference]	



This is a **rough example** of what structured data might look with the current Wikidata user interface.


Data editor

Creator	Vincent van Gogh	+Add another
Title	<i>Is it The starry night?</i>	
About	Saint-Rémy-de-Provence	night
	sky	
Located in	Museum of Modern Art	
+ Add more information		

Creator

Vincent van Gogh

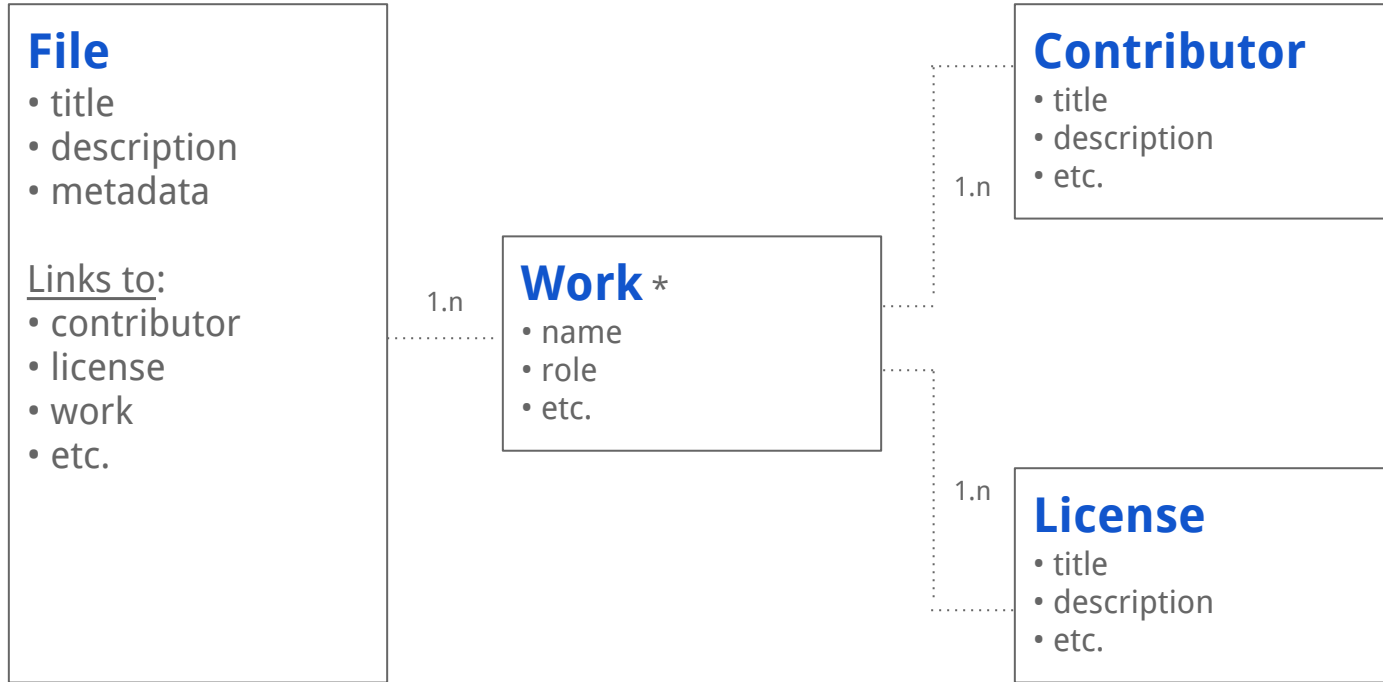
 

 No references

This is a **first example** of how a structured data editor might look. See [more design explorations](#).

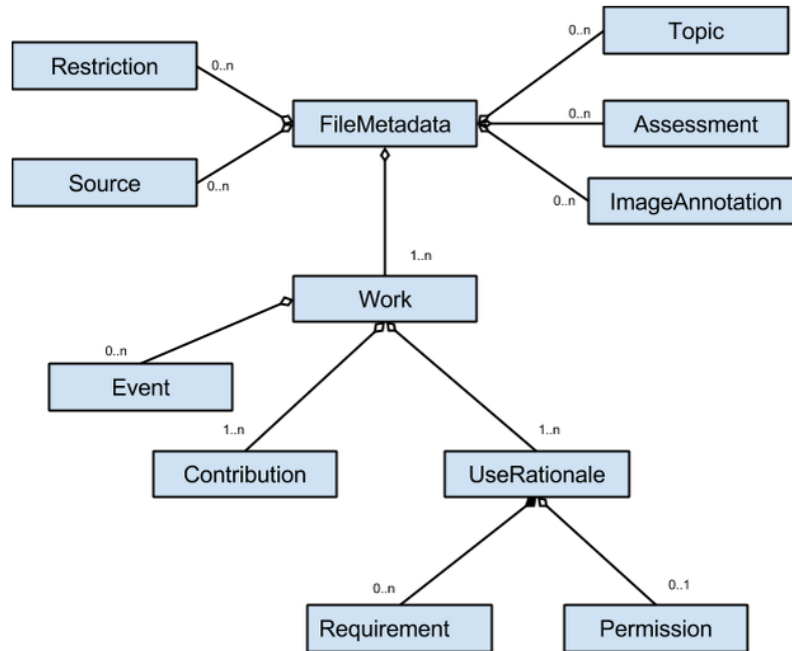
Key concepts

Here's a **first attempt** to visualize some of the structured data clusters, at a high level:



We plan to build a high-level API based on these concepts, with an [updated data model](#).

API Class Diagram



- **Work** - component with separate authorship (e.g. statue on a photograph)
- **Restriction** - usage limitations (trademarks, personality rights etc.)
- **Source** - origin of a work (museum or WLM campaign)
- **Event** - point in time relevant for copyright assessment (publication date, author death)
- **Contribution** - an item from the author list
- **UseRationale/License** - CC-BY, PD claim, etc.
- **Requirement** - copyright limitations on the reuser (e.g. share-alike)
- **Permission** - OTRS ID, etc.
- **Topic/Category** - properties describing what's visible in the image
- **Assessment** - featured etc
- **ImageAnnotation** - highlight areas of the image

[See Data Model in progress](#)

Workflows

FIRST WORKFLOWS

- **migrate** data in structured form
- **view** structured data
- **edit** structured data

NEXT WORKFLOWS

- **search** by multiple criteria
- **upload** with structured data

Goals

Next steps we're **considering** for this fiscal year:

- **Plan & discuss** this project with our community - **Q2**
- **Design & test** the UI and data model - **Q2**
- **Develop** the code and functions for this project - **Q3?**
- **Migrate** some unstructured data to new format - **Q4?**
- **Test, observe** and adjust plan as needed - throughout

Measures of success

Here are some of the metrics we are **considering** to track success:

- **# files used** on WMF-hosted projects
- **# uncategorized files** on Commons
- **# (successful) search queries** for media files
- **# views per file**
- **# files with data**

See next slide for more metrics under consideration.

Measures of success (ctd.)

Here are more metrics we are **discussing** to track success for different use cases:

All	Upload	Edit	Search	View	Re-use	Progress
# files used	# uncategorized files	# editors per file	# file search queries	# views per file	# API use (volume)	# files with data properties
task performance:		# active file editors	# file search volume		# links to files	% new uploads with data
<ul style="list-style-type: none">• add/edit info• find files			% successful searches			% template calls without params.

We plan to host **community discussions** to evaluate and select key metrics for this project.

Collaboration

This project is a **partnership** between:



This is a promising **collaboration model** for software development, with both challenges and opportunities -- and a chance to **learn together**.

Next steps

2014-15 Projects - High Priority

We are **considering** one or more of these projects as high priorities for next year:



Upload Pipeline



Structured Data



File Notifications



Media Viewer 0.3

These options will be **evaluated** in upcoming **strategy discussions**.

2014-15 Projects - Lower Priority

We are also **considering** these projects as lower priorities for next year:



File Feedback



Better Search



Campaign Tools

These options will be **evaluated** in upcoming **strategy discussions**.

Resources

Our **current resources do not match expectations** for our team.

Specifically, we see a need for these additional resources:

- **Product Manager**
- **Engineers**
- **Analyst**

We look forward to **discussing** these needs and **adjusting our plans**.

Learn more:

mediawiki.org/wiki/Multimedia



Multimedia Team
Wikimedia Foundation