Desktop Improvements: Introducing a new skin to Wikimedia wikis
Hello!

We are Alex, Olga, and Szymon from the Web Team at the Wikimedia Foundation.

We’re here to talk about the new desktop experience.
We have been working on various improvements to the desktop interface for the past 3 years.

Our goal is to make our interfaces more welcoming to readers and editors, especially for people new to our sites.
Agenda

1. The Desktop Improvements project: the background
2. Quick demo
3. Discussing deployment and conversations with communities
4. Follow-up Q&A - please add your questions to our etherpad:
   https://etherpad.wikimedia.org/p/wikimania2022-desktop
Summary

- The Web team has built a **new look for Wikimedia wikis**, focused on making all readers globally feel welcome. It is currently in use by 32 wikis.

- We hope to bring this new design as the **default on all wikis starting September, 2022**

- We are discussing the changes across communities and working to gather consensus for deployment.

- We are also working on a blog post series, a separate website for the change, press releases, and other media inquiries.
A brief history of our desktop site
A history of improvement

2002
- Classic

2004
- Monobook
- Usability initiative

2010
- Vector

Ongoing
- Beta features, gadgets, user scripts

(focus on mobile)
- Winter 2014
- Timeless 2016
- Advanced Mobile Contributions 2019

2019-2022
- What’s next for desktop?
A solid starting point, the DNA of which still remains today.

The initial appearance of MediaWiki, before skins were introduced.
The first MediaWiki skin.

Attempting to ensure that key elements are prominent, showing messages and alerts, and article titles are clear.

Also behind the scenes work on templates and HTML/Document Object Model structure.
Based on the Usability Initiative.

The goal was to increase the usability for new contributors. Improve visibility of common navigation elements. Reduce visibility of less common ones.
Tightly couple page actions and views to the page content itself.

Reduce interface clutter to focus on content. Make search available at all times. Synchronize design direction across devices and platforms.
What's next?

How do we continue the trajectory of improvement to meet new challenges and new audiences?
Why do we need a change?
What new challenges do we face?

**Diversity and inclusion**
more people are using Wikimedia projects from all over the world

**Mobile + desktop**
first experience might be mobile, but desktop is still approximately 49% of the 19.9 billion page views each month on en.wiki only

**Welcoming new editors**
welcome editors from all backgrounds

**New patterns**
new web patterns and capabilities are available to us (e.g. responsive web)
The communities are pro-active. Often they will create their own solutions before we have time to.

What can we learn from gadgets, user scripts, and other customizations?

Collapsible sidebar gadget on Korean WP

Wikipedia.rehash userscript by Krasjet
How can we support both?
The work of maintaining an active space never ends. Any good librarian would keep their library well-organized as it grows, so must we with our website. On this foundation we can continue to grow and introduce new features.
What is an improvement?
What are our goals and targets?

Goals:

- Make Wikimedia wikis more welcoming to new readers and editors
- Increase utility amongst readers and maintain utility for existing editors

Targets:

- Measured quantitatively:
  - Increase trust and positive sentiment towards our sites
  - Increase in utility proxied by usage of common actions such as search and language switching
- Additional:
  - Monitor core metrics to identify any other significant effects of the changes
  - Discussed A/B testing along with fundraising banners
In what ways will things improve?

- Bring the content more into focus
- Provide easier access to everyday actions
- Put things in logical and useful places
- Increase consistency with mobile web and the apps
- Eliminate clutter

What we don’t want to do:

- Interfere with the content
- Remove any functionality
- Drastically change the layout
Our process

1. **Problem identification research**
   We did research with both readers and editors across multiple countries and locations.

2. **Prototypes and testing**
   We build out the ideas of a feature and begin showing solutions to our audiences.

3. **Refining and building**
   We take the feedback and refine or change the prototype.

4. **A/B testing and other testing on wiki**
   On selected wikis, we perform testing for whether the feature works as expected. We also monitor usage across all wikis, where many account holders are already using the new skin.

5. **Scaling**
   We make the change on more wikis, continue monitoring, and flag issues.
Partner communities:
- Vector 2022 **ON** by default
- Logged in people can opt-out
- Logged-out people cannot opt-out

All other wikis:
- Vector 2022 **OFF** by default
- Logged-in people can opt-in
- Logged out people cannot opt-in

We are ready to scale our work so that all wikis receive Vector 2022 by default
Current Wikis (36)

Arabic Wikisource
Basque Wikipedia
Bengali Wikipedia
Catalan Wikipedia
Chinese Wikinews
Collab wiki
French Wikipedia
French Wikiquote
French Wiktionary
German Wikivoyage
Hebrew Wikipedia
Indonesian Wikipedia
Japanese Wikipedia
Korean Wikipedia
MediaWiki.org
Moroccan Arabic Wikipedia
Office Wiki
Persian Wikipedia
Polish Wikinews
Polish Wikisource
Portuguese Wikinews
Portuguese Wikipedia
Portuguese Wikiversity
Serbian Wikipedia
Strategy wiki
Thai Wikipedia
Turkish Wikipedia
Venetian Wikipedia
Vietnamese Wikibooks
Vietnamese Wikipedia
Wikimedia Incubator
WMF Governance wiki
We hope to begin bringing these changes as the default for all readers and editors in early September 2022.

Over the next months, we will focus on discussing the changes across communities and gather consensus for deployment.

We will also be updating our documentation, fixing bugs, and working on new requests.
What did we build?
해임스 웹 우주망원경

제임스 웹 우주망원경은 NASA의 James Webb Space Telescope (JWST)로, 우주 음영을 관측하는 용도로 개발된 상용화된 우주망원경이다. JWST는 2021년 12월 25일 오전 9시 20분에 한국 시간으로 프랑스 보가 제안하는 것이며, 우주 경제에서 위치한 500,000개로 설계되었다.

업무
제임스 웹 우주망원경의 주요 업무는 화성(우주 괴상과 해양)을 조사하여, 현재 관측 가능한 우주에 대한 새로운 연구를 진행하였다. 이 과정을 몇 차례 더 하여서 이 연구는 현재까지의 과학적 연구를 위해 필요한 데이터를 제공한다.
Table of contents

Allows people to immediately understand the shape and context of the article, and makes navigation between sections easier.

Our A/B test showed that clicks to the table of contents increased by 50% with the new version.
Language switching

Allows more people to know that pages are available in multiple languages, and makes it easier to switch languages.

This change was designed for multilingual readers. When testing with existing editors, we saw they had difficulty in finding the new button.

We iterated on the feature and made the necessary changes to ensure that logged-out and logged-in did not switch languages less than before.

We worked with the Language Engineering team and the WMF to ensure the new functionality included and entry point for translations and Wikidata entries.
Search

Makes it **easier to find the correct result** by including context such as images and descriptions for each result.

It is also placed in a more prominent location, making the search functionality **easier to find**.

When compared to the previous search in an A/B test, we learned that the people started **30% more search sessions** with the new search.
Makes it **easier to access important tools** without having to scroll back up to the top of the page.

Our testing showed that introducing the new sticky header **decreases scrolling to the top of the page by 16%**.
The changes **allow people to read more comfortably.**

Research has shown that limiting the width of longform text leads to a more comfortable reading experience, and better retention of the content itself.

Increasing the default font-size makes reading long paragraphs of text more comfortable, especially for those with vision impairments.
Tradeoffs & challenges
Reading experience vs. density

On a high level, the main tradeoff we have made with Vector 2022 is:

An improved reading experience and a more focused interface (links in menus, and select few actions emphasized directly) vs. A more dense interface (more links immediately accessible on the screen)

The majority of feedback has been positive, and we are confident that this is a worthwhile tradeoff. However, we have heard from some editors that they really like density, and we want to support them.
Configuring the default: User scripts & gadgets that modify Vector 2022

Stonehenge

This article discusses the construction of the Stonehenge monument. For the well-known Progressive-Metal band Stonehenge Band, see Stonehenge (band); for the well-known asteroid 9325 Stonehenge, see Stonehenge (asteroid).

Coordinates: 51° 10′ 44″ N, 1° 49′ 35″ W

Stonehenge [stɔnˈhɛŋ] is one of the largest prehistoric monuments in the world, consisting of a ring of standing stones with an entrance in the north. The stones form concentric circles and are surrounded by a ditch and bank. The monument was built between 3100 and 1600 BC and is one of the most important archaeological sites in Europe.

These four formations are formed by the "Altar" near the middle of the stone circle, the so-called "Henge" and the "Heelstone". The Altar is a central mound of earth, surrounded by a ring of standing stones. The Henge is a large circle of standing stones, with an entrance in the north. The Heelstone is a large stone located at the entrance of the stone circle, which is thought to have had a ceremonial function.

These formations are aligned with the rising and setting of the sun on the solstices and equinoxes, and are thought to have had a ceremonial function. They are also thought to have had a technological function, as they were used to construct the monuments of the ancient Britons.

The monument was built using a combination of techniques, including the use of stone tools and the use of water and wind to transport the large stones. The monument was built using a combination of stone and wooden structures, and was probably used for ceremonial purposes.

The monument was probably used for ceremonial purposes, and is one of the most important archaeological sites in Europe. It is a testimony to the skill and ingenuity of the ancient Britons, and is a reminder of their culture and history.
Future configurations: Experimenting with modular menus

Once the new skin is available by default, we would like to continue improving it over time, with a particular focus on making our menus more configurable.

Example:
We have met with the Russian-speaking editors. One of the concerns they raised was immediate access to multiple language links for the most active editors.
Switching to other skins

These solutions won't be satisfactory for some editors, and they will switch to other skins.

We will continue maintenance to all available skins, including Legacy Vector and Monobook. We have made the maintenance process easier throughout the development of the new skin, as one of our main technical goals.

No changes to these skins are considered as a part of this project.
Deploying in collaboration with our communities
More discussions

- Taking the conversations outside of Village Pumps, Cafes, etc.
- Asking different communities, using CentralNotice banners
- Involving affiliates, having office hours, joining community events
- Working with ambassadors, translators, and interpreters
- Sending a newsletter
Opt-in and communication plans

- We will launch banners encouraging people to opt into the interface.
- These banners will also contain a survey on the experience of users with the new site, as well as on whether this improves opinions towards our wikis.
Wikipedia is the world’s free, collaborative encyclopedia—the largest collection of open knowledge in history. It contains over 58 million articles, written in more than 300 languages by volunteers around the world, which are viewed nearly 16 billion times every month.

Wikipedia’s content and popularity has grown substantially over the last two decades. Now, it is growing to better meet the needs of Internet users today.

For the first time in over ten years, Wikipedia is getting a new look. A series of...
[[mw:Vector 2022]]

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Q&A

etherpad.wikimedia.org/p/wikimania2022-desktop

wikimedia.zoom.us/j/82355818818
wikimedia.zoom.us/u/kfYDv7nuo