Quarterly review

Discovery

Q1 - 2016/17

Approximate team size during this quarter: 14 FTE

Time spent: strengthen 40%, focus 30%, experiment 30%

Key performance indicators

User engagement *(clickthrough rate, augmented)*	Start Q1: 38%	End Q1: 38%	YoY: +164% *(see appendix)*
Zero Results Rate	Start Q1: 23%	End Q1: 24%	YoY: -27%

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Q1 - Discovery

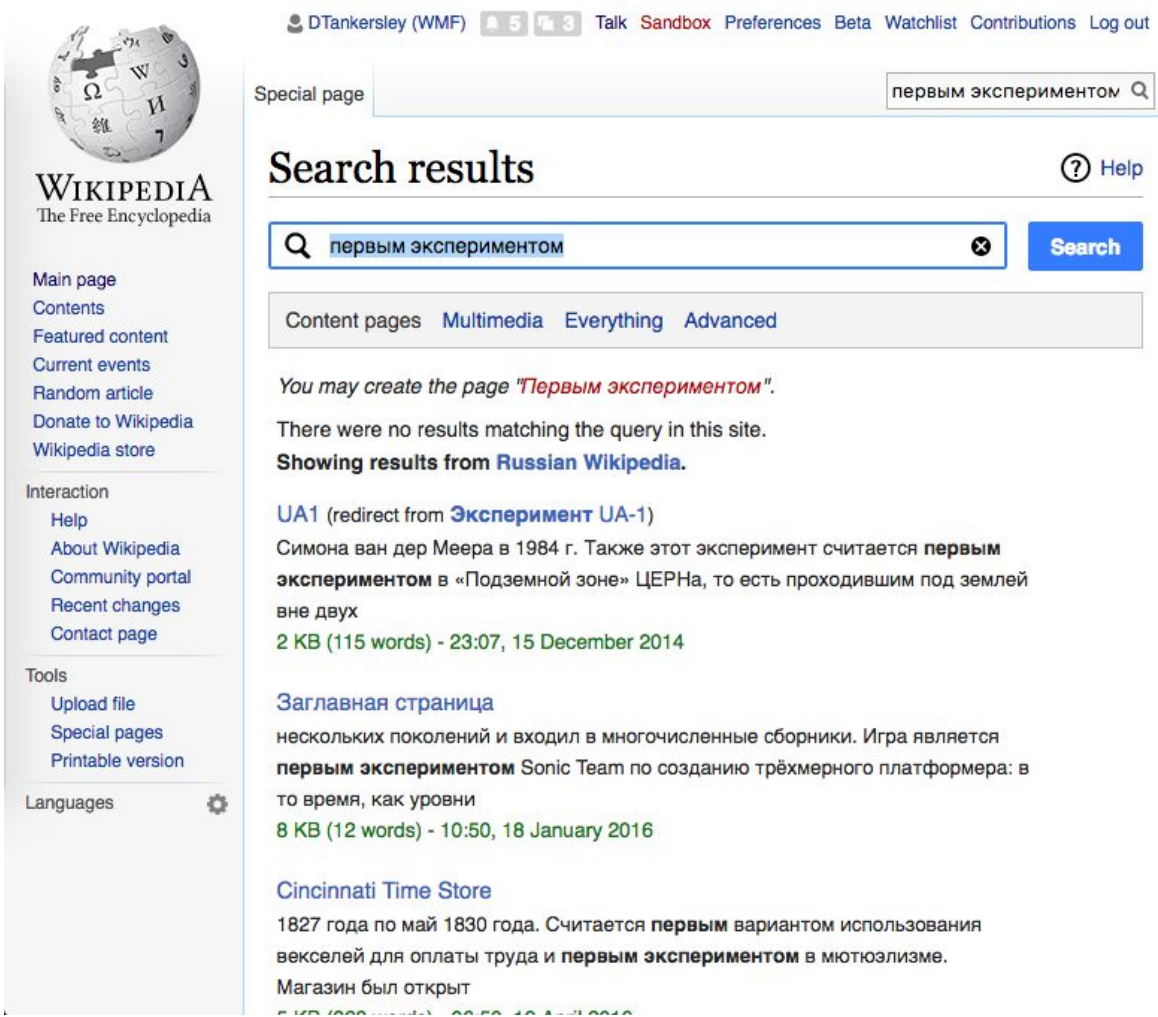
Objective: Migrate to BM25

Objective	Measure of success	Status
Improve search result relevance and enable fixes for multiple relevance issues by switching from tf-idf to BM25 *Team members involved: 6*	• BM25 is the default relevance algorithm across all languages and projects • No increase in zero results rate or decrease in search user engagement rate	The complete switch-over to BM25 will occur in early Q2, but quite a bit of testing and experimentation was completed in Q1: we developed and released query language detection (TextCat demo) and created Discernatron to score search results relevance.

There was a slight decrease of user engagement and corresponding slight increase of zero results rate this quarter. We feel that it was due to school vacation during the first two months of the quarter and then school starting back up again in September.

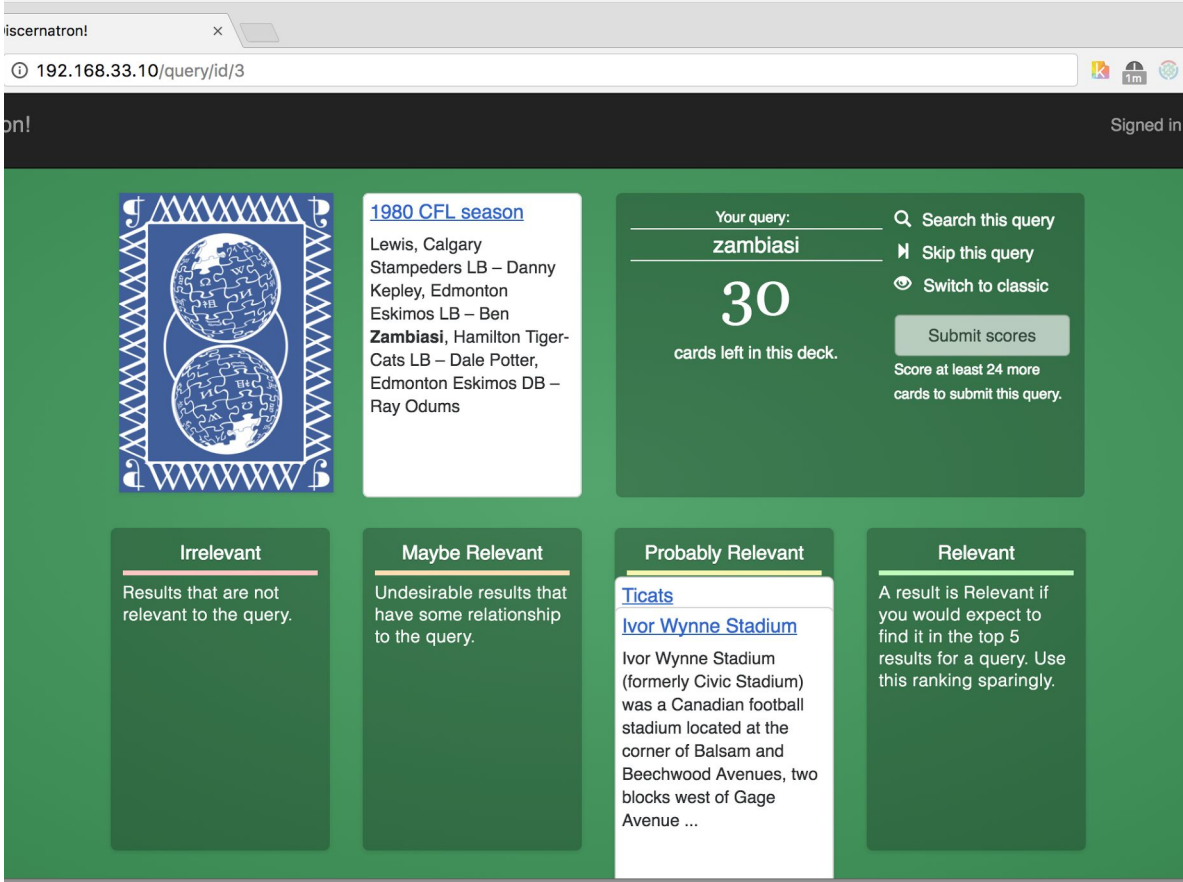
Search query language detection and results sample:

The user is on enwiki but their query was typed in Russian



Discernatron!

A new tool that was gamified to encourage users to score the relevance of results returned from 4 different search engines, using real queries entered on Wikipedia.



Q1 - Discovery

Objective: Plan for cross-project indices

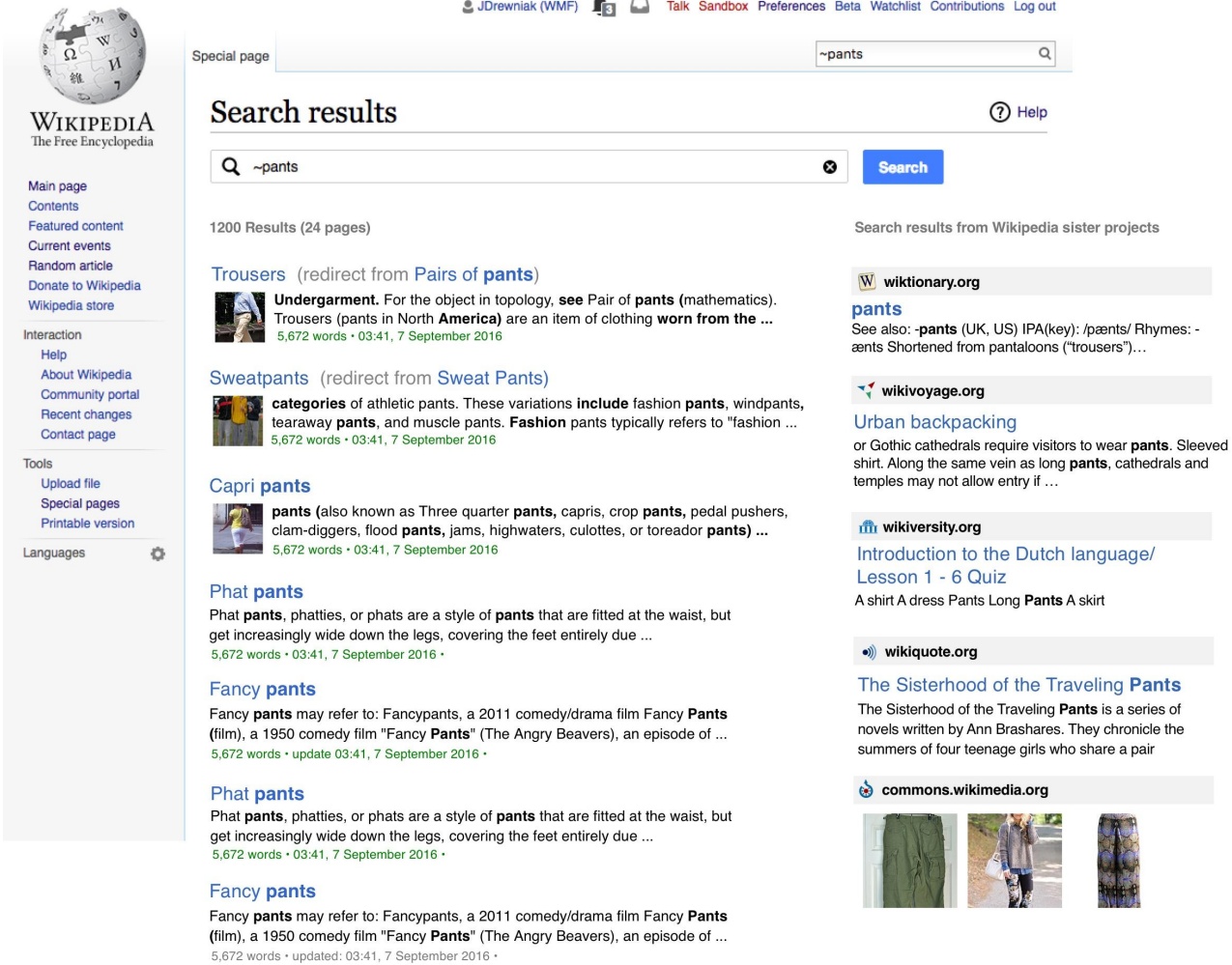
Objective	Measure of success	Status
Evaluate and devise plan for using cross-project indices, which would allow users to search across all projects in any given language *Team members involved: 5*	• Plan generated for switching to using cross-project indices, with rough estimates of complexity, time, and resources involved	We engaged the community on several occasions to ensure our planned goals and methods for implementing the cross-project search results are in line with what is expected and desired.

Request for Comment and Design Approach pages on MediaWiki.

Q2 will begin with finalizing the page design, then we will begin prototyping and testing of the new cross-project indices along with a general update of the search results page to be more user friendly and informative.

New page layout for search results:

Sample image displaying the addition of cross-project results and an updated page layout



Q1 - Discovery

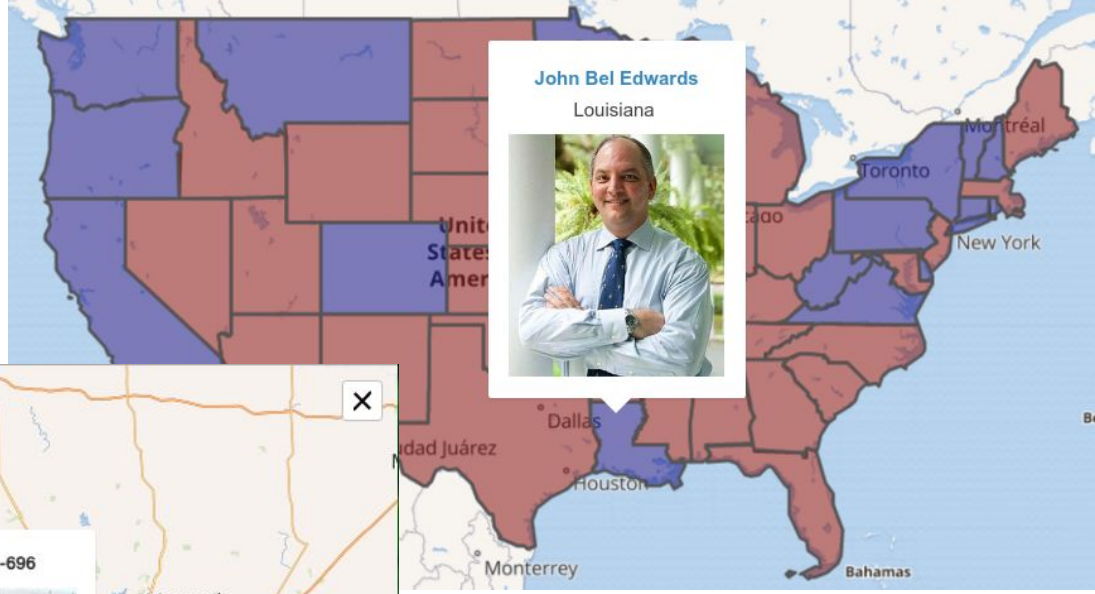
Objective: Maplink and mapframe

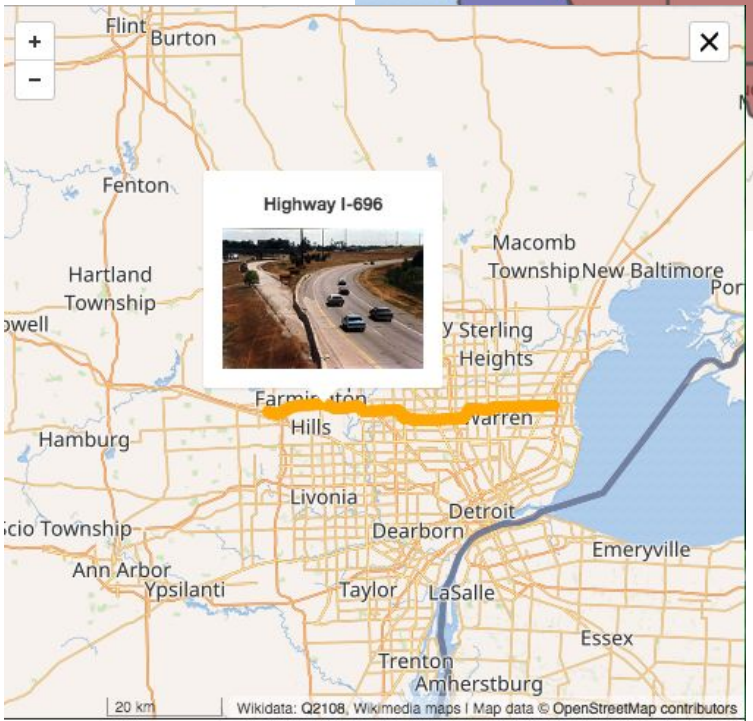
Objective	Measure of success	Status
Make maplink tag available for all projects, and mapframe available everywhere except Wikipedia *Team members involved: 4*	• Maplink available on all projects • Mapframe available everywhere except Wikipedia	In addition, we also added a *geoshapes* service—the ability to draw outlines of regions, cities, states, and countries along with lines for things such as rivers and highways.

We also had help from Chris K in community contacts and information sharing.

Maps, now with metadata:

Metadata retrieved from Wikidata Query Service (WDQS) using complex queries, can now be displayed on top of a map.





Q1 - Discovery

Objective: Offer a Geohack replacement

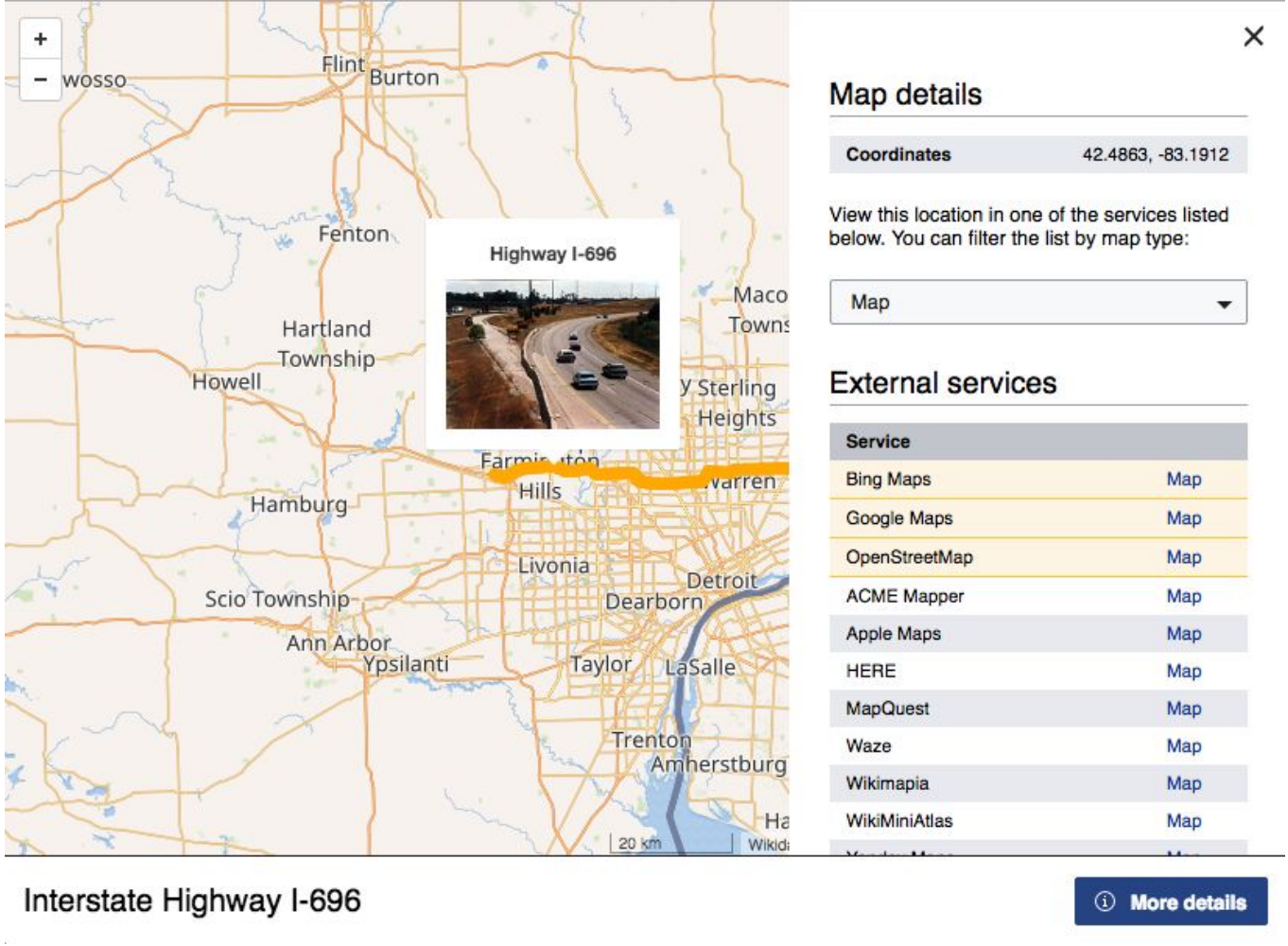
Objective	Measure of success	Status
Offer community a way to migrate away from GeoHack *Team members involved: 3*	• Implement a Special page (for legacy browsers) that allows users to migrate away from Geohack • Extend maplink with configurable links to other mapping services information tab	We have implemented the new full screen “More details” button that allows users to browse the map using their favorite external mapping services. Legacy browsers support uses a special page.

This goal was released into production during early October 2016 and we’re continuing to improve it, based on community feedback. The goals for Map-related features have seen frequent delays due to bottlenecks around having only one dedicated frontend developer.

Map details:

Clicking the ‘more details’ button at the bottom of each map that is displayed, will allow users to browse the map using their favorite external map service.

This is a new optional treatment for maps, rather than using the legacy Geohack functionality.



Q1 - Discovery

Objective: Improve www.wikipedia.org

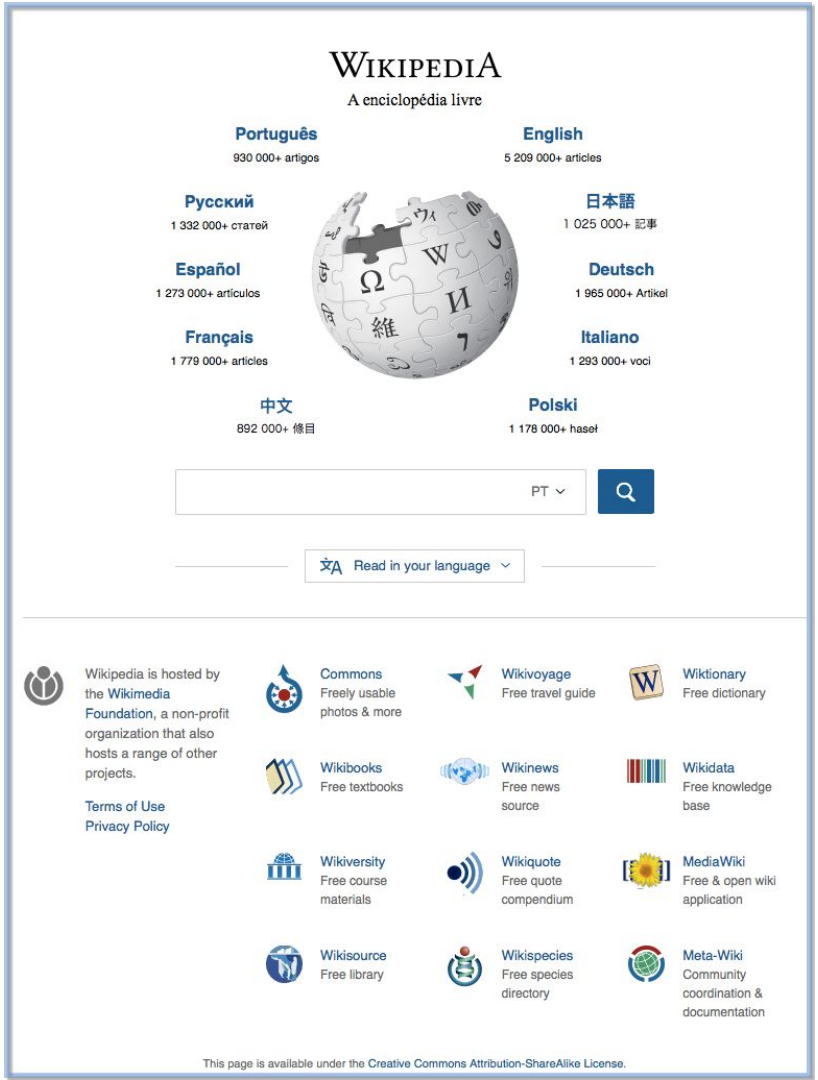
Objective	Measure of success	Status
Make the wikipedia.org portal a jumping off point to explore open content on Wikimedia sites *Team members involved: 2*	• Finish running A/B tests that were started in Q4 2015-16 to decrease bounce rate whilst increasing clickthrough • Graduate success A/B tests to production • Graduate translated sister project descriptive text to production • Frequently update article statistics	All tests were completed and released to production in Q1. We also began implementation of localizing the portal page by requesting translations for all text on the page (which is currently only in English) and a method to release those updates on a regular basis.

The Portal team will take a short hiatus from active work on the portal page until Q3, but will continue to do maintenance for article statistics, translations, and other small updates. Also, a new, long term test will run in Q2 which will add informative links to Wikipedia mobile apps.

Wikipedia.org portal page:

Updated for overall flow and design with the addition of descriptive text for sister projects.

Watch a short video highlighting some of the major updates that were released in Q1 here.



Q1 - Discovery

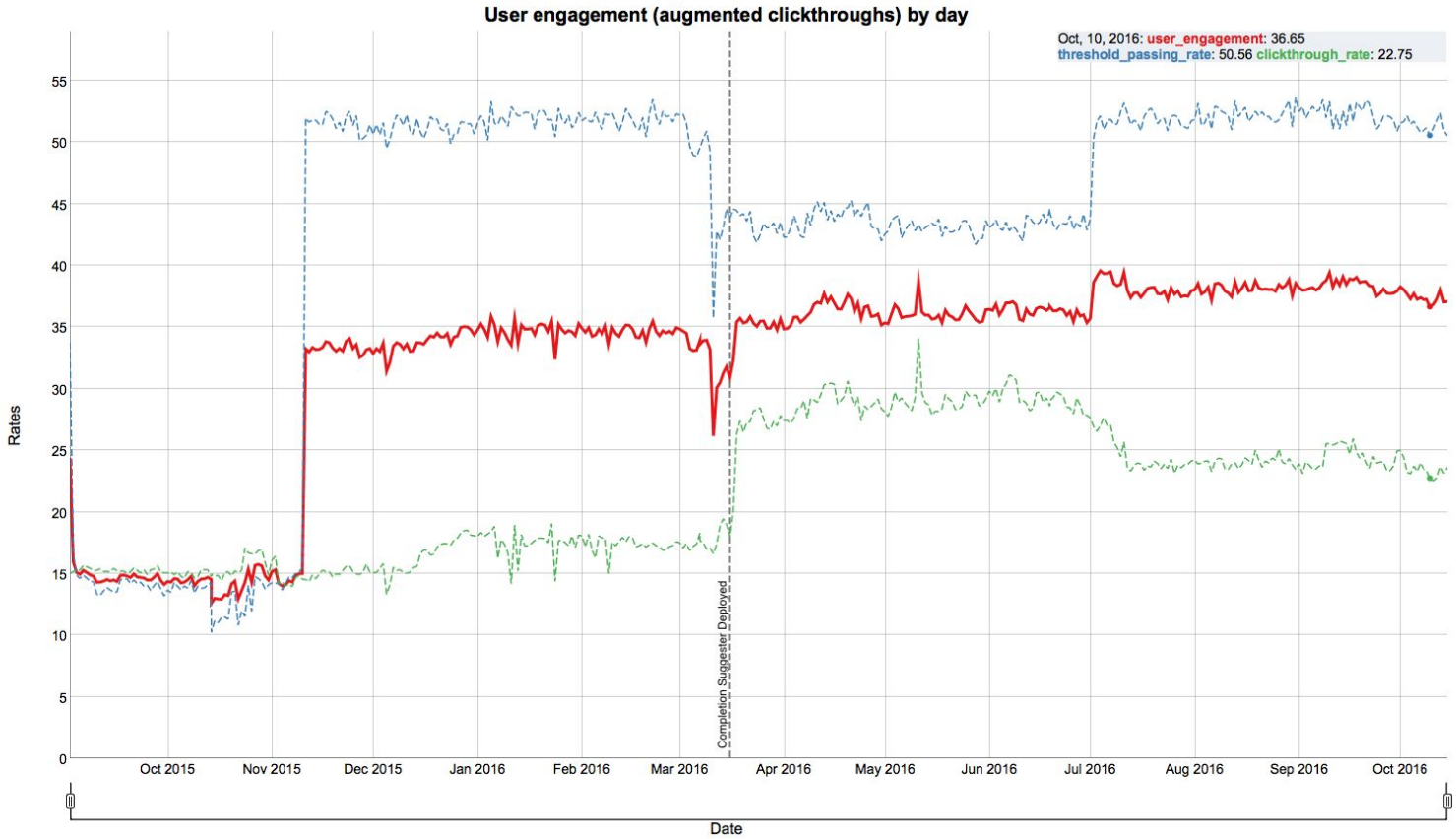
Core workflows and metrics

Category	Workflow	Comments	Type
Staffing and hiring	Engineering Manager	Candidate accepted offer and will start in early October 2016.	N
	Senior UX Designer	Currently working on job description, expected to re-open October 2016.	R

Type: new, reactive, maintenance

Q1 - Discovery

Appendix: User Engagement Graph

User engagement is average of clickthrough rate and % of search sessions lasting more than 10s

The +164% increase of user engagement (red) is caused in part by increase in clickthrough rate (green) but especially by % of sessions lasting more than 10s (blue)