

Mobile quarterly review

September 25, 2014

Covering activities April-September 2014

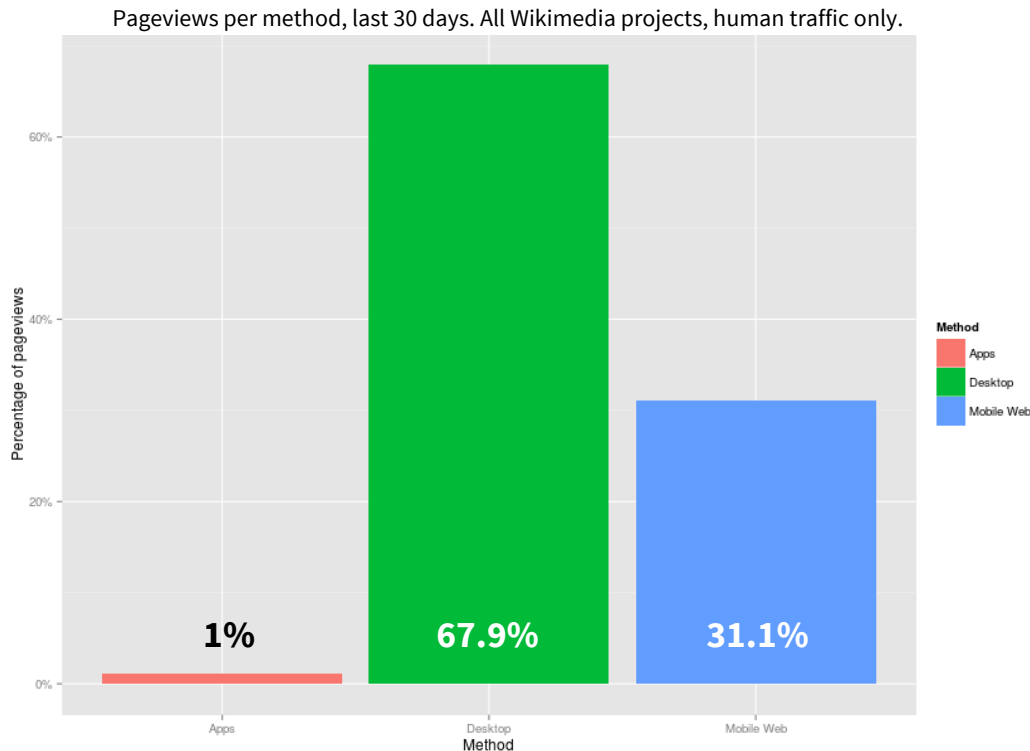
Welcoming New Staff



Agenda

1. Overall Mobile Trends: WMF and Industry
2. Major initiatives in past quarter
3. Readership
4. Contributors
5. Proposed direction: 12-month rolling view
6. Cross-platform Strategy (Convergence)

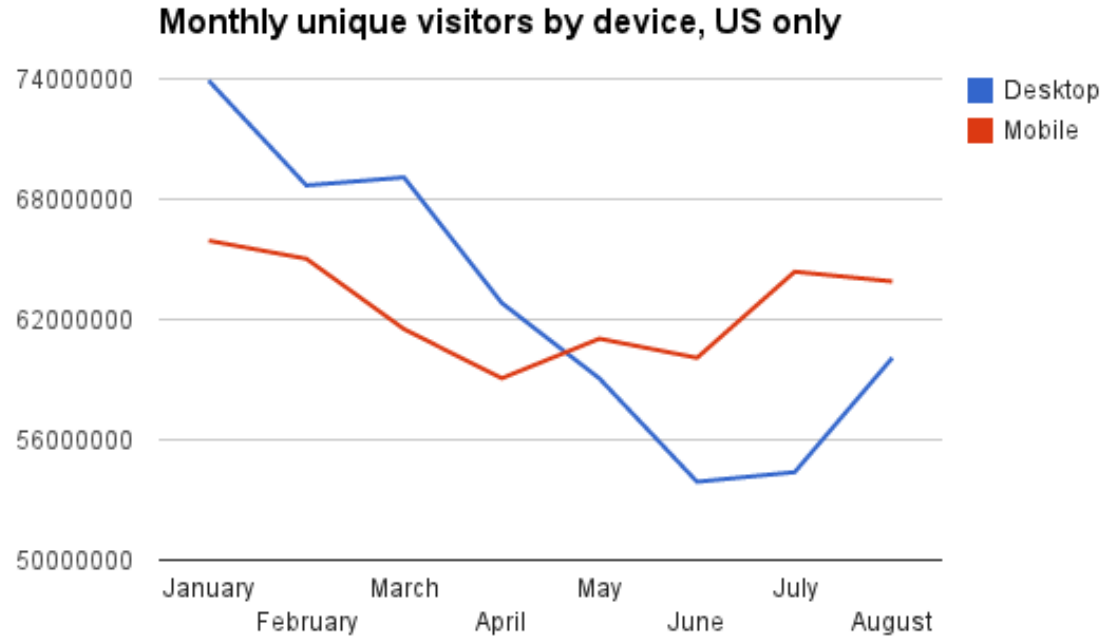
Mobile is ~1/3 of all pageview traffic



Majority of mobile pageviews coming from the mobile site.

Tiny fraction from apps.

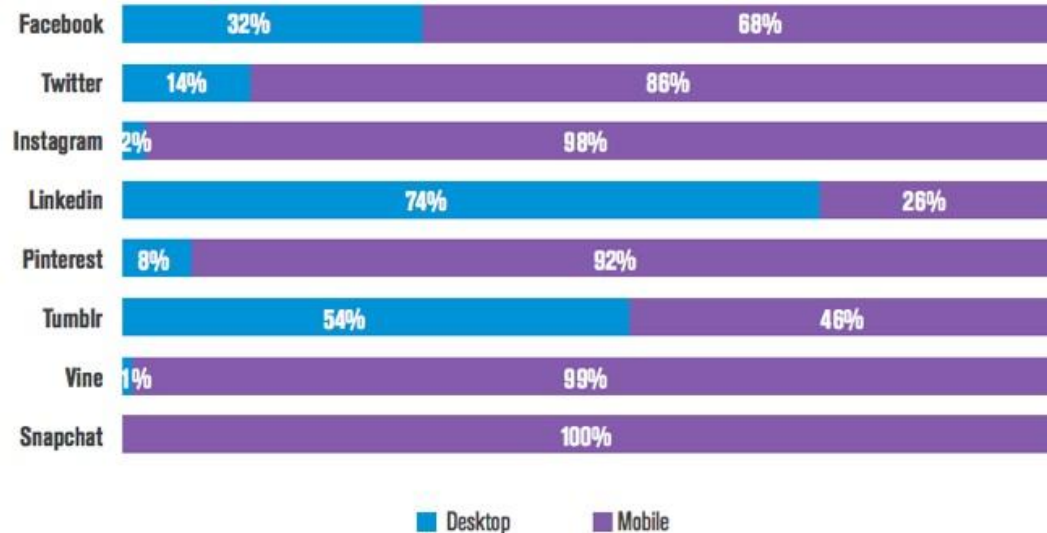
UVs: mobile > desktop in the U.S.



Industry-wide: even more mobile

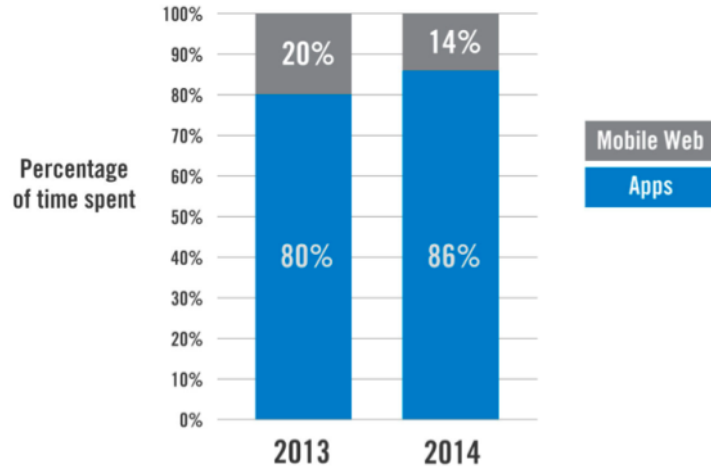
U.S. Share of Time Spent on Social Networks Between Platforms

comScore Media Metrix Multi-Platform, U.S., Age 18+, December 2013



But mobile users shifting to apps

Apps Continue to Dominate the Mobile Web



...except for news apps

Mobile Web Browsing Continues to Outpace Mobile Apps for News Sites

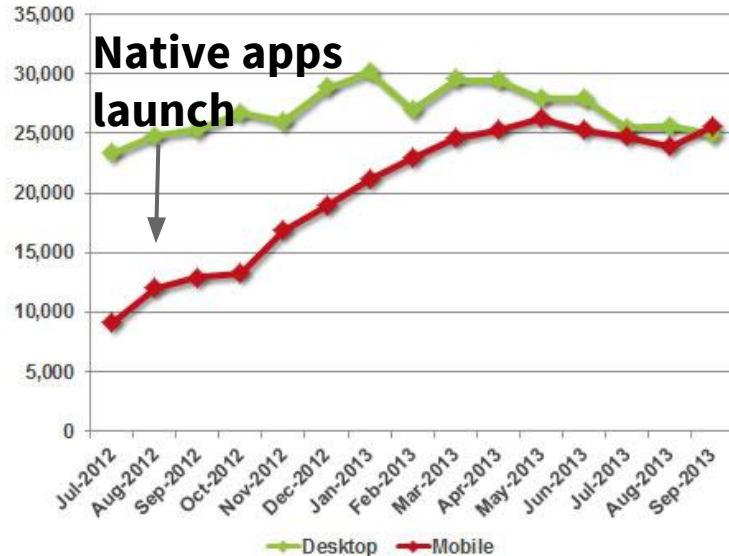
Sites	Total Mobile Application	Total Mobile Browser
abcnews.go.com	1,218,472	15,220,509
cnn.com	5,347,209	20,425,039
foxnews.com	3,257,858	14,494,106
news.yahoo.com	3,811,766	7,837,632
usatoday.com	4,001,379	12,873,341

Source: comScore, Average Monthly Data, April-June, 2013

PEW RESEARCH CENTER

Pinterest

Pinterest Total Unique Visitors (000) by Platform
Source: comScore Media Metrix and Mobile Metrix, U.S., Jul-2012 – Sep 2013



Pinterest:

75% of daily traffic comes from mobile apps

> 35% mobile-only users

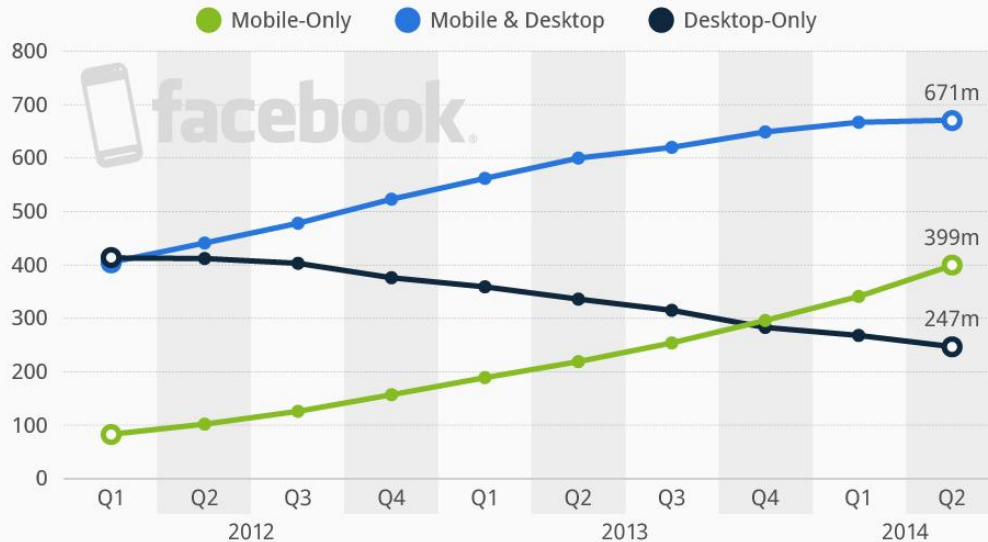
<http://techcrunch.com/2014/02/06/now-with-75-of-all-traffic-coming-from-apps-pinterest-revamps-its-mobile-website/>

<http://www.businessinsider.com/pinterest-is-becoming-tablet-first-2013-8>

Facebook

30% of Facebook Users Are Now Mobile-Only

Facebook's monthly active users, broken down by type of access (in millions)



@StatistaCharts Source: Facebook

statista

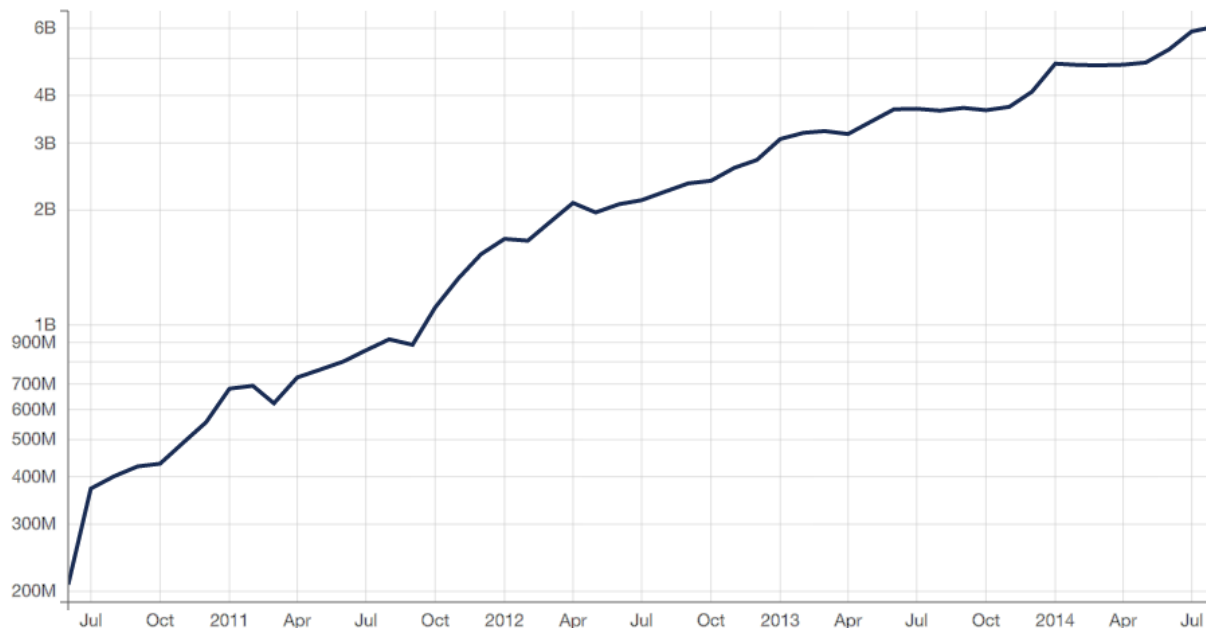
Facebook:

> **80%** of monthly active users use mobile

30% mobile only

Our mobile growth is organic

Total page views to mobile site

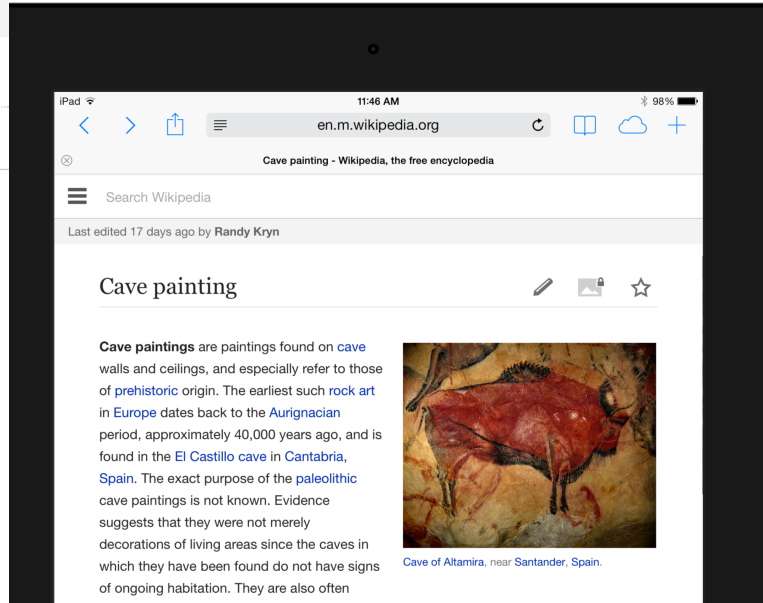
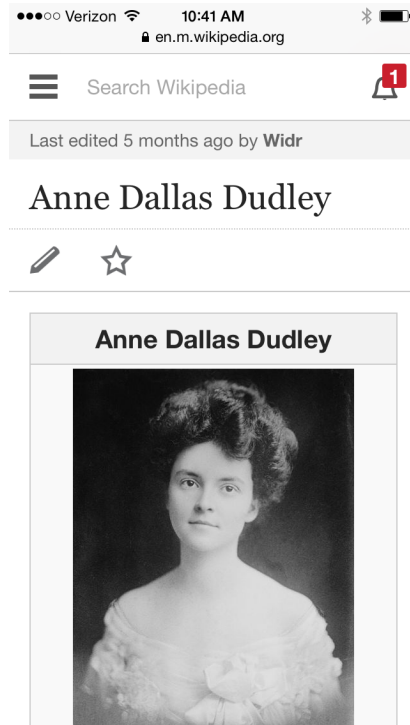


Total pageviews to mobile site; note log scale

Driven by:

- Mobile web
- Browser → search → WP pattern

Our mobile environment today



User engagement spectrum

Increasing engagement



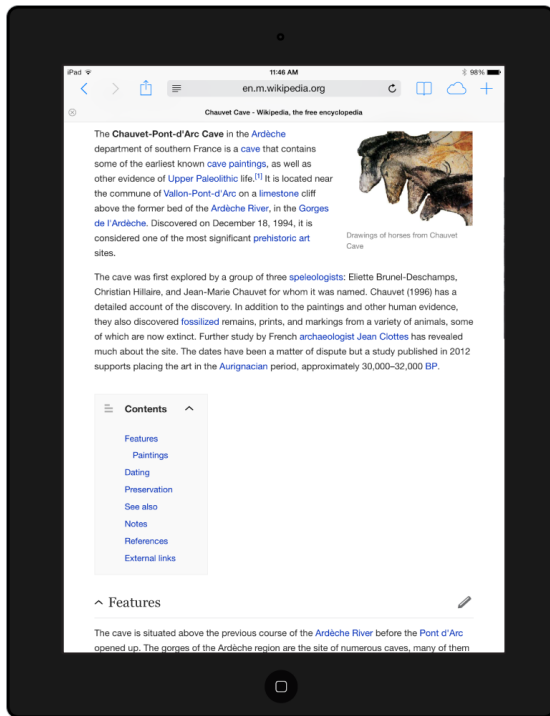
	Casual reader	Power reader	New editor	Casual editor (repeat)	Power editor (repeat)
5 basic segments:	<p>Come in from Google</p> <p>Quick fact lookup</p>	<p>Go to Wikipedia directly</p> <p>Browse multiple pages/session</p>	<p>Registered user making 1st few edits</p> <p>Transitory state</p>	<p>Registered user making handful of edits/month</p> <p>“Middle class” user</p>	<p>Registered user making 100+ edits/month</p> <p>Encompasses many users</p>

Other segments exist (e.g., metapedians, 3rd party developers, content syndicators), but are currently a lower priority for this team

3 major initiatives last 6 months

	Target user	Early results
1. Tablet redirect	Casual + power reader	Users like tablet-friendly interface
2. VE on tablets (opt-in)	New & casual editors	Too early to tell
3. Native Apps release (iOS, Android)	Casual + power reader Editor (baseline → new/casual/power editor)	Possible evidence of more engagement on apps Editing low

1. Tablets: finally join mobile



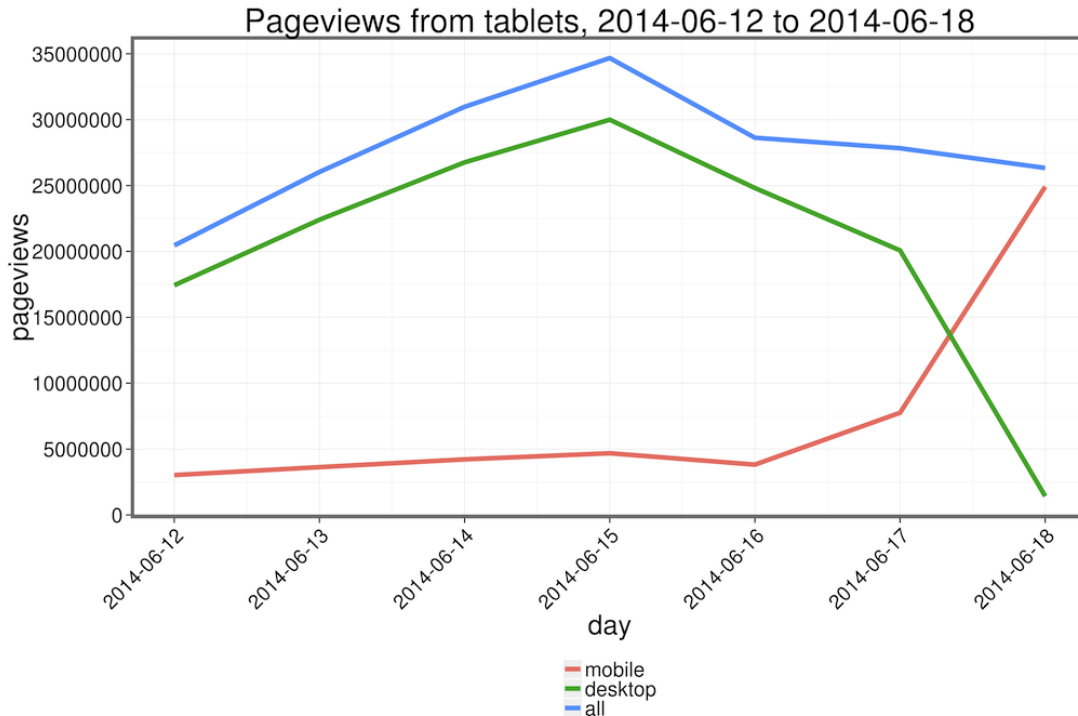
Reader

- I have a bigger screen, want reading experience tailored to mid-sized mobile device

Casual editor

- Something is wrong and I want to fix it!
- I can go to the desktop site (on phone or computer) for more options

1. Tablets: Results



Before: 87% of views to the desktop site

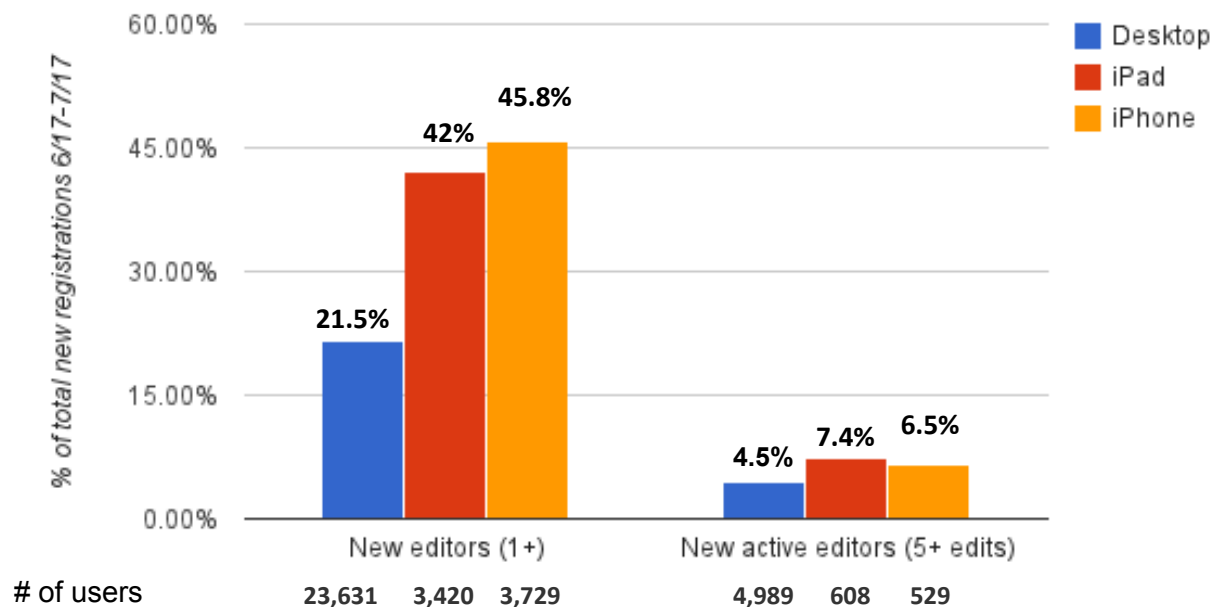
= some users (~13% of PV) had already opted into mobile

After: 5% of views to the desktop site

= fewer users opting out of default view than before redirect

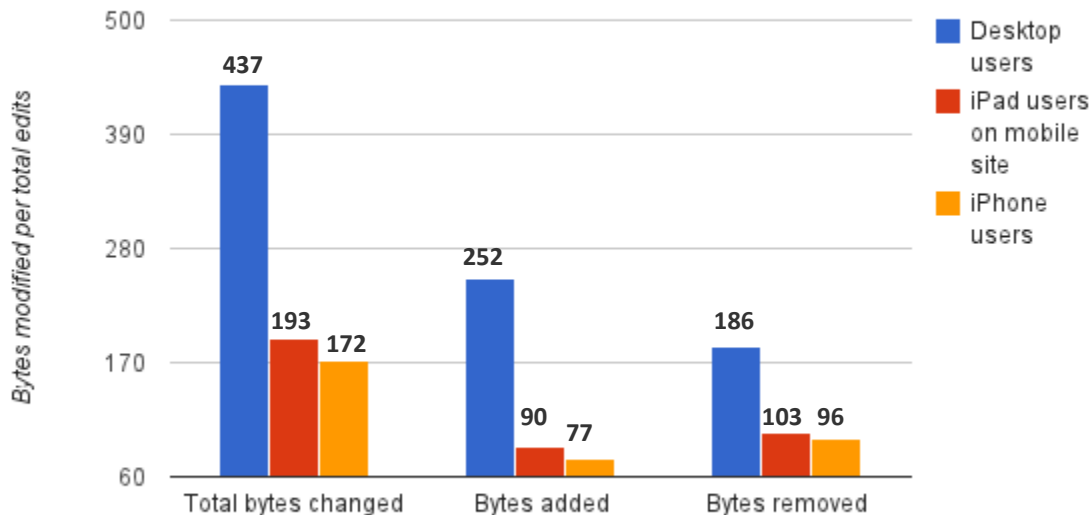
1. Tablet & phone editors

New active editors post tablet redirect

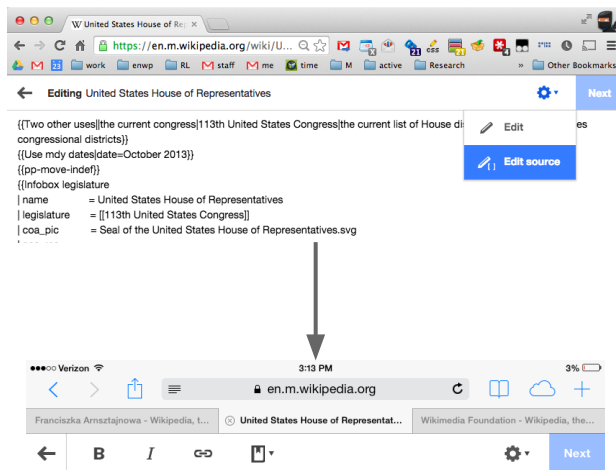


1. But their edits are smaller

Bytes per edits post tablet redirect: mobile form factor is different



2. VisualEditor: opt-in for now



Hypothesis: Offering simple markup features will increase editor conversion on tablets:

- bold, italic
- add blue links
- add & modify references

Issues: performance and features

1. **~7 seconds** to load on mid-sized article (e.g., Yosemite Falls), **30-40 seconds** to load on large article (e.g., Barack Obama)
2. Are features appropriate for mobile editors?

The **United States House of Representatives** is one of the two houses of the [United States Congress](#) (a [bicameral legislature](#)). It is frequently referred to as **The House**. The other house is the [Senate](#).

The composition and powers of the House are established in [Article One of the United States Constitution](#). The major power of the House is to pass [federal legislation](#) that affects the entire country, although its [bills](#) must also be passed by the Senate and further agreed to by the [U.S. President](#) before becoming law (unless both the House and Senate re-pass the legislation with a [two-thirds majority](#) in each chamber). The House has some exclusive powers: the power to initiate [revenue bills](#),^[1] to [impeach](#) officials (impeached officials are subsequently tried in the Senate),^[2] and to elect the U.S. President in case there is no majority in the [Electoral College](#).^[3]

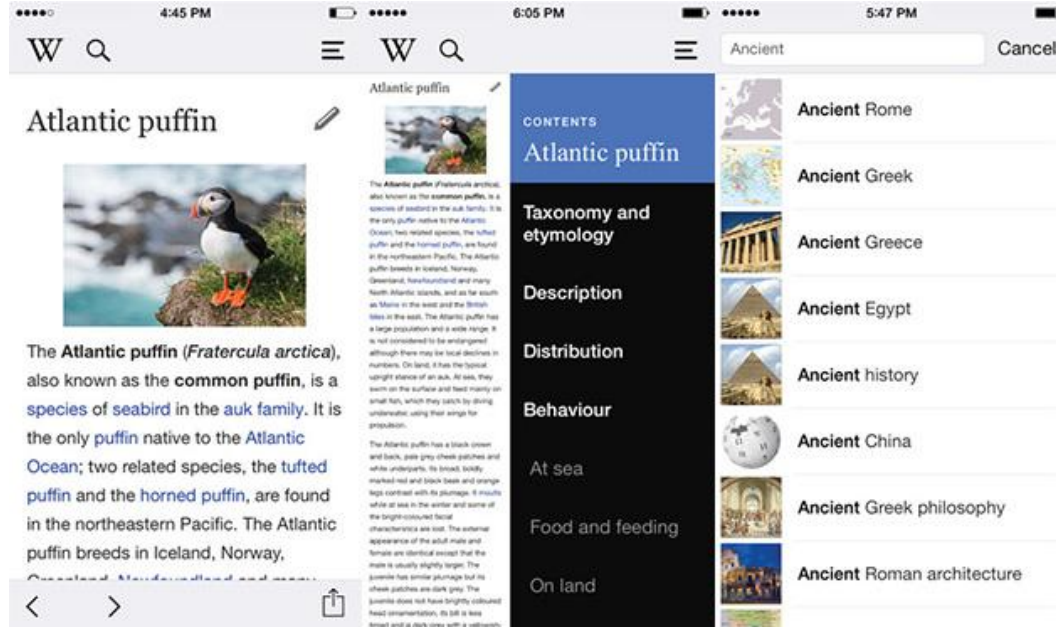
Each [U.S. state](#) is [represented](#) in the House in proportion to its [population](#) as measured in the [census](#), but every state is entitled to at least one [representative](#). The most populous

3. Apps: editing

	Desktop	Mobile site	Apps
Acquisition New signups/month in July	108,634 users 56% of total (195,781)	39,031 users 20% of total	46,700 users 24% of total
Activation Newly registered users making 5+ edits within 30 days	9,373 users 5% of registered	2,634 users 6% of registered (22% of total)	101 users 0.2% of registered app users
Retention Newly registered users making 5+ edits in subsequent months	624 users 7% of new active editors	148 users 6% of new active editors (19% of total)	13 users 13% of new active app editors

Note: Mobile site requires account for editing, desktop and apps do not, so numbers aren't apples-to-apples comparisons

3. Apps: readership



MVP:

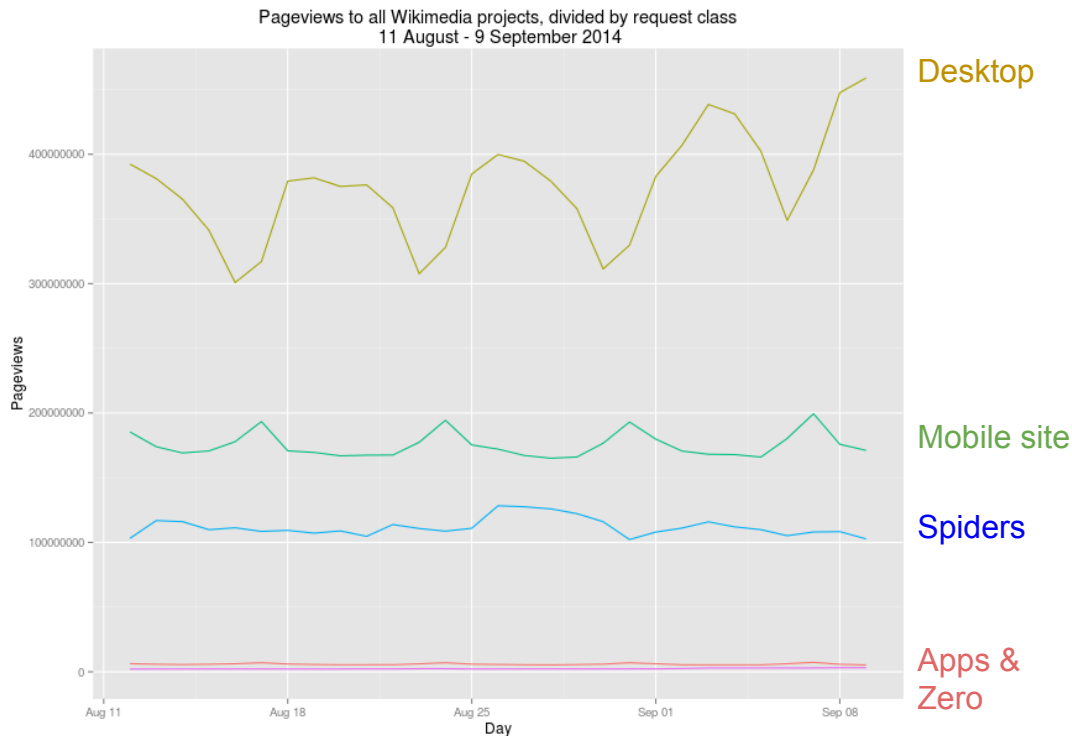
Casual reader:

- I want a quick way to look up information

Power reader:

- I want to browse/search content
- save articles for reading on the commute home
- retrace my reading trail

3. Apps readership data



Last 30 days (ish):

- **5.8 million** uniques
 - **~4.0 sessions** per unique a month
 - **~4.2 PVs** per session
 - **~6 minutes** per session
- **62K** accounts created; 500K users saving at least one page.
- More traffic via Android, but no substantial difference in engagement on Android/iOS

More granular insight

Percentile	Sessions/month	Session length (min)*	PV/Session*
50%	2	3.1	3
90%	11	18	9
95%	17	25	13

Power reader behavior quantified?

*Percentiles are not by people, but by the variable (e.g., take all the PV/session by session, rank by percentile)

Growing our mobile readership

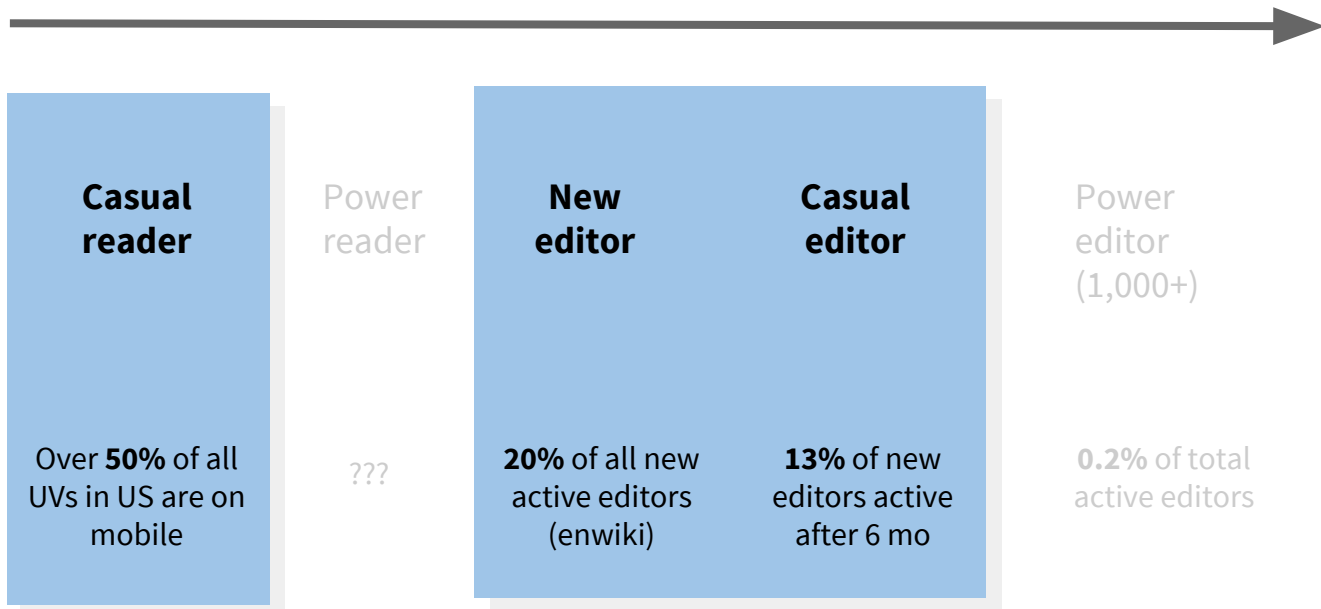


Source: <http://www.flickr.com/photos/intelfreepress/9527140076/sizes/o/in/photostream/>

Our users today: mobile site

The makeup of mobile site users today...

July 2014,
enwiki only



Our users today: mobile apps

The makeup of apps users today...

July 2014,
enwiki only

Casual
reader

Power
reader

24% of all
account
creations

1% of all PVs are
on mobile apps

New
editor

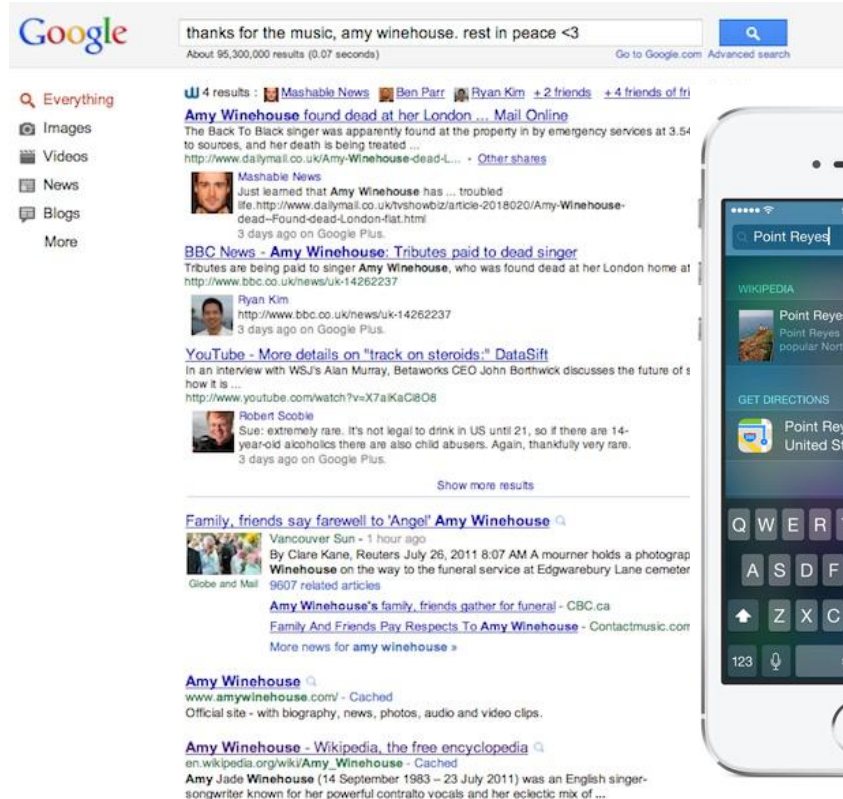
2% of all new
active editors

Casual
editor

Power
editor
(1,000+)

0.03% of total
active editors

How do we grow readership?



Simple math. More readership =

- 1) More UVs, same PVs
- OR
- 2) More PVs, same UVs

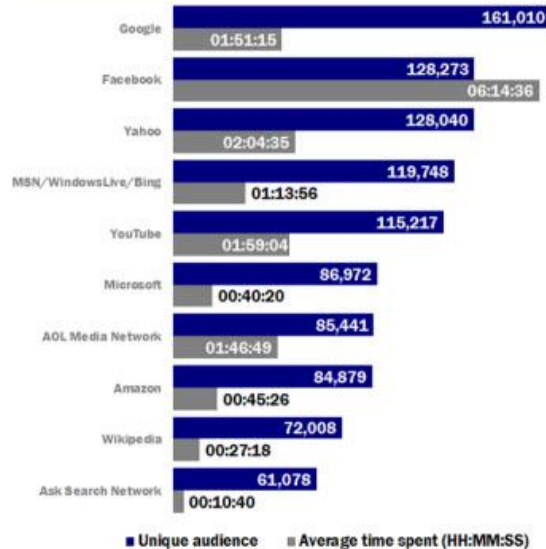
But: UV numbers hard to move because so many of our visitors are coming from third-party search (Google, now iOS search). We have little control over how a user ends up at Wikipedia, but...



Why do we grow these numbers?

Top web brands by unique audience: US

This chart shows the top online brands in the US by unique monthly visitors and average time spent for the month. Google received the highest amount of unique visitors for the month, but users spent a relatively low average amount of time on the site at 1 hour and 51 minutes. Facebook had the second highest amount of unique monthly visitors, but the average time spent on the site reached 6 hours and 14 minutes for the month.



www.DigitalStrategyConsulting.com

Source: Nielsen, Nov-2013.

Notes: Audience measured in millions (000)

Increasing PVs (and session length) = increasing reader engagement.

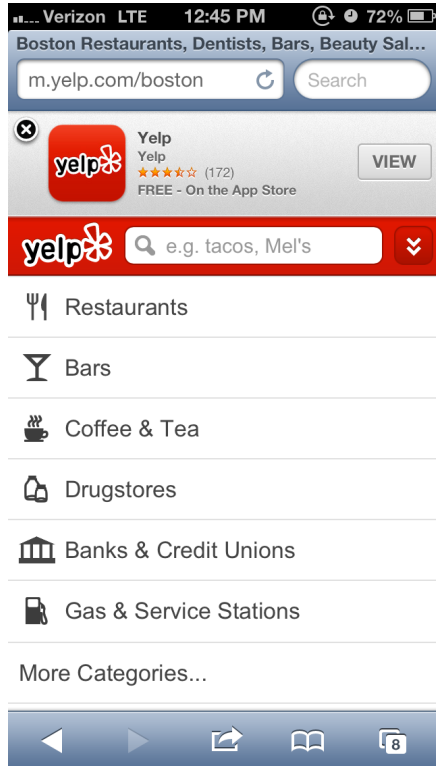
...aka, our mission of sharing the sum of human knowledge!

Now what?



... we gotta work.

Making the apps awesome

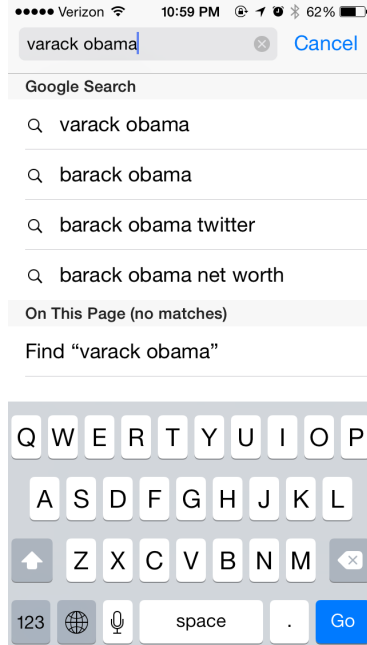


We can drive people to apps with banners on the mobile site, **but** they need a reason to stay:

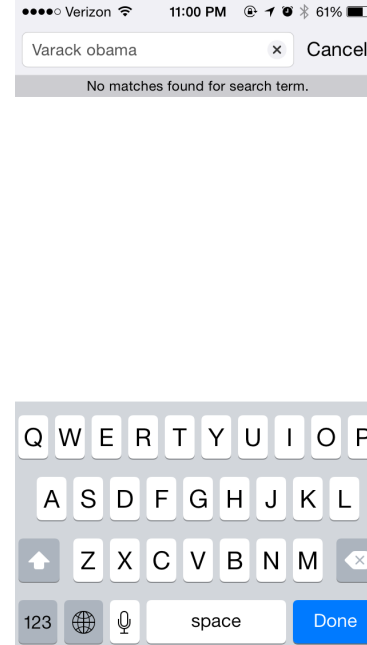
1. Better search and surfacing of content
2. Intuitive, delightful UX & features that only native code can offer
3. A place that feels like home, not a generic mobile website

Search & browse UX: vital to apps

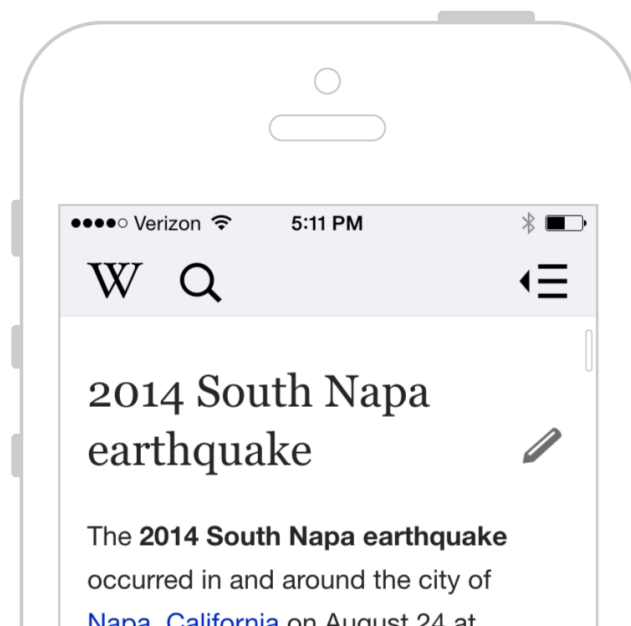
Google (via Safari)

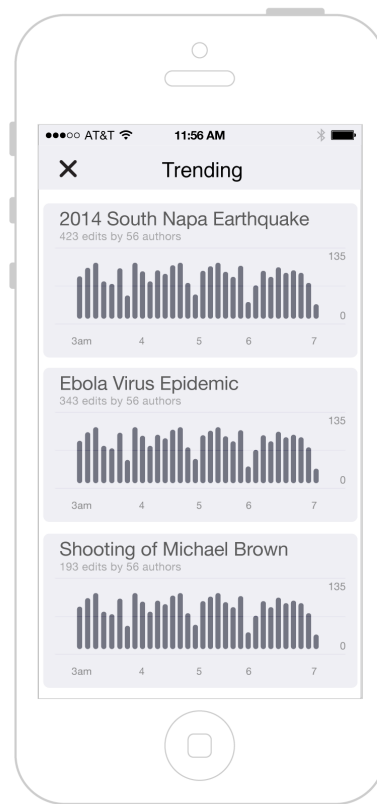
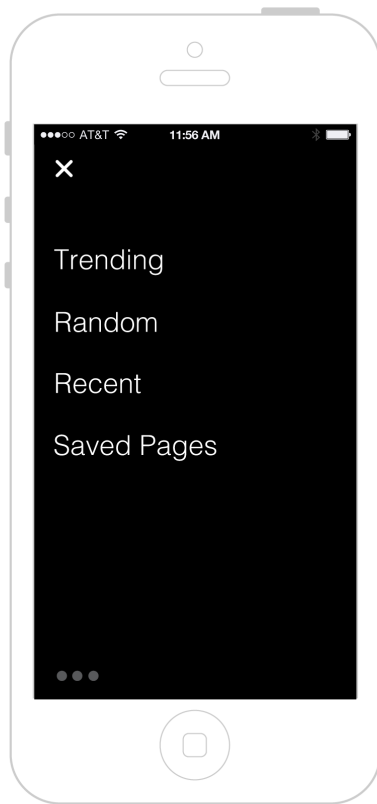


Wikipedia iOS App



Trending Articles



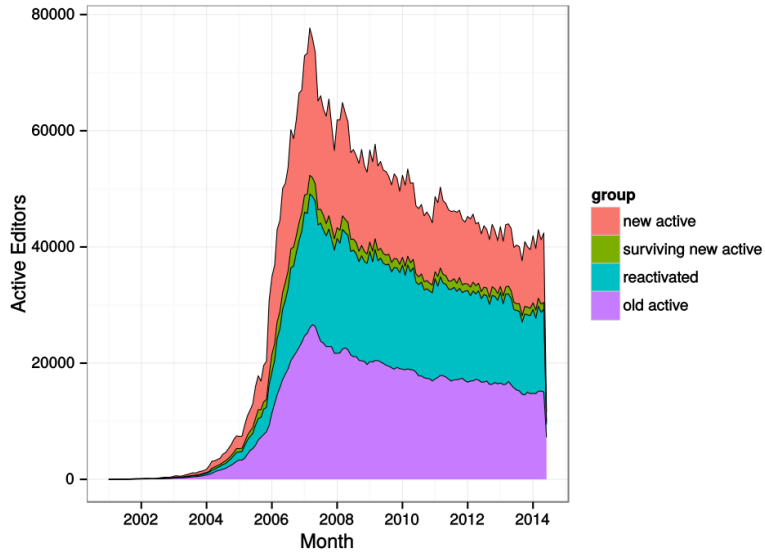


Growing mobile contributors

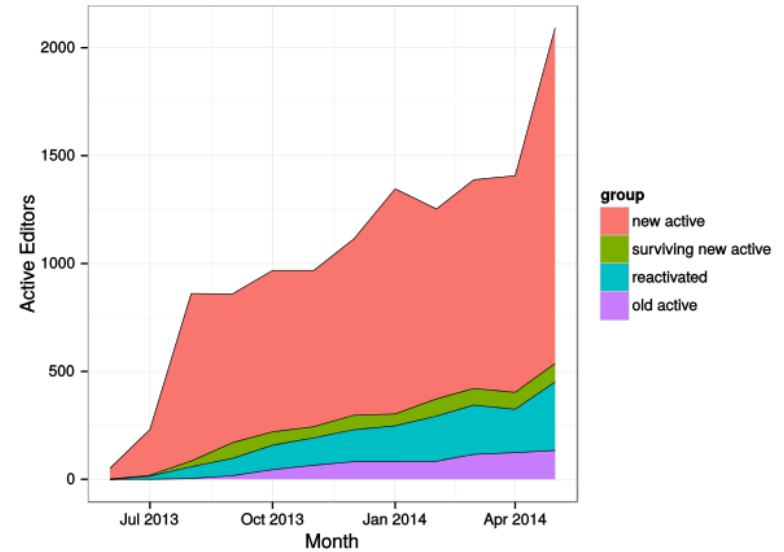


Source: <https://www.flickr.com/photos/40134069@N07/4309967555>

Apps and mobile web: editors



Desktop site

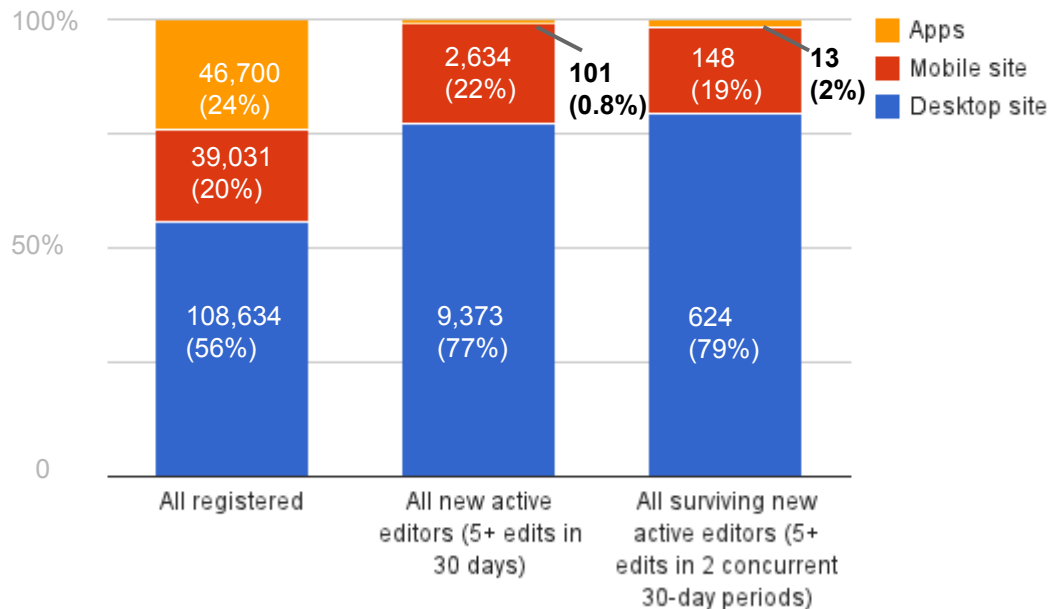


Mobile site

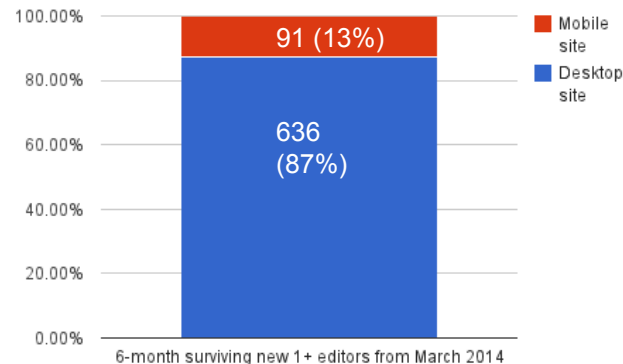
New editors & retention

English Wikipedia

New user lifecycle by platform, July 2014

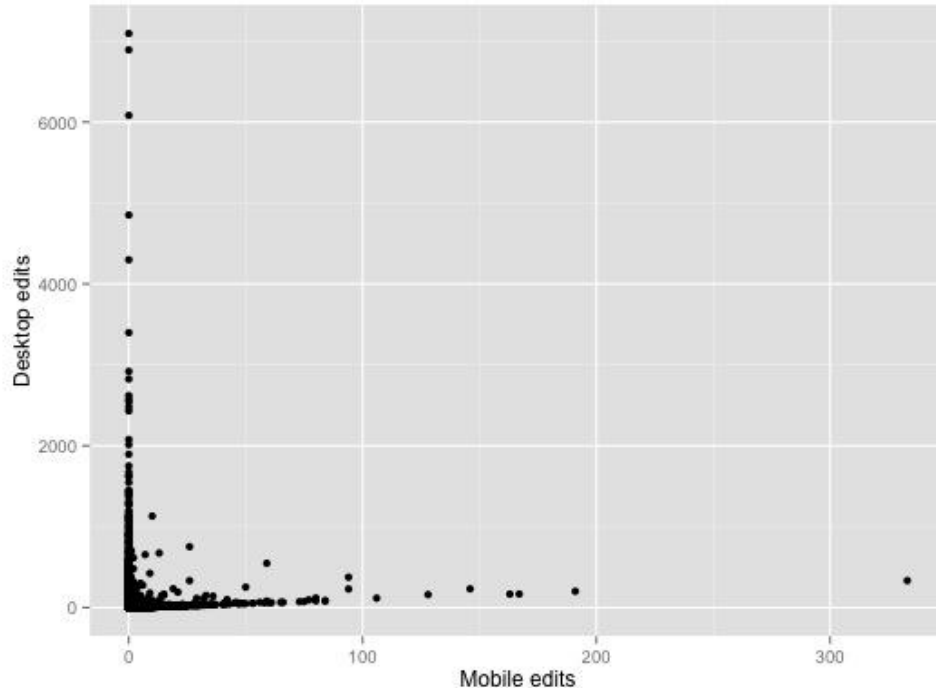


6-month retention



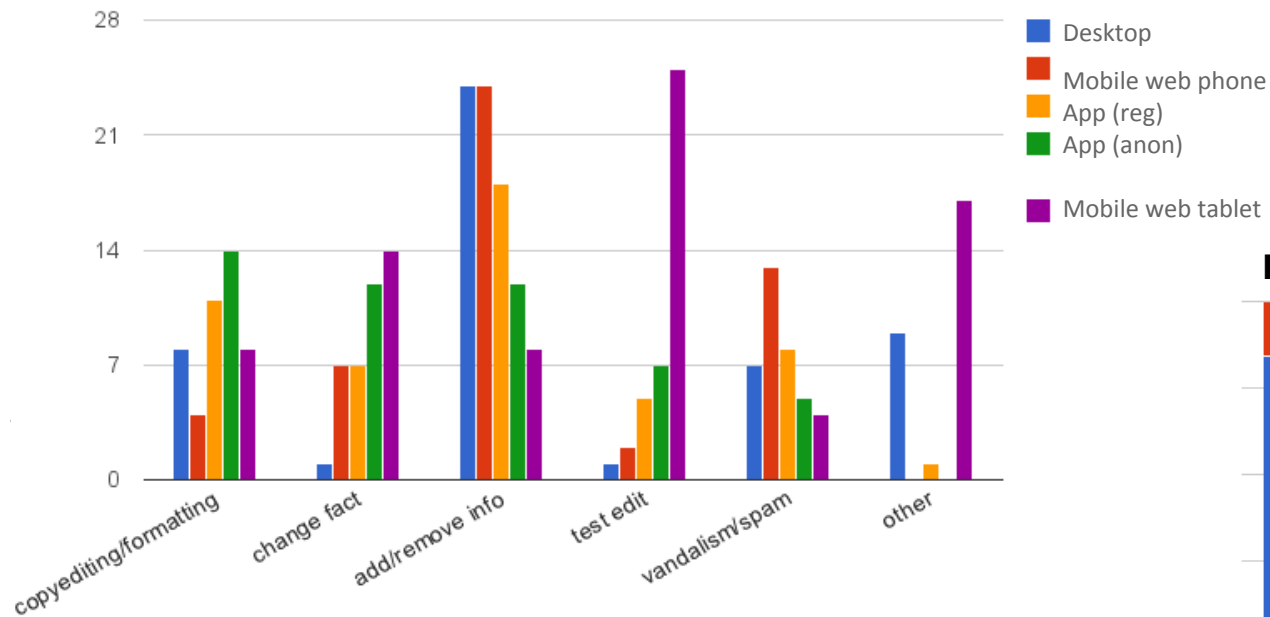
Editors stay where they start

One-week sample of all enwiki users' edits and where they're made (mobile vs. desktop)

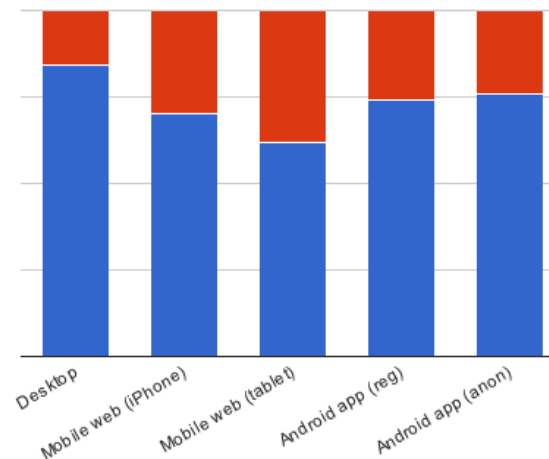


Contributions

By type



By quality



Opportunistic editing: examples

1. fix typo
2. add an item to a list
3. remove cruft
4. fix uncontroversial issues
5. update film/album release

/ [[Don Cooper]], first when **CopperCooper** was the White Sox' [[ro
ox.<ref name="WhiteSoxCooper">{{cite
white-sox-pitching-program-to-red-sox.ece|title=Juan Nieves has
ice Journal|accessdate=28 January 2014}}</ref> They became re

== Temples of [[Lord Vishnu]] ==

* **Sri Lakshmi Narayanan Kovil, Sathyamangalam**

* veera ragava perumal kovil, thandarampattu, thiruvannamalai

* Ranganathaswamy Temple at Srirangam, Trichy

Alkaline phosphatase

🚩 1,268 BYTES REMOVED , 2 MONTHS AGO

Removed "bird vision" section. Too specific to be relevant to this article.

==Bird vision==

Gifted with perhaps the best [[visual acuity]], [[birds]] have avascular [[retina]
chicken retina is rich in alkaline phosphatase activity, yet pecten oculi has r
of retina significantly goes down upon constant exposure of birds to light; or
YashRoy R C (1972) Effect of dark and light adaptation on retina and pecten

Opportunistic editing: examples

6. update sports roster
7. add episode summary
8. remove vandalism
9. reword a sentence

Newcastle Jets FC

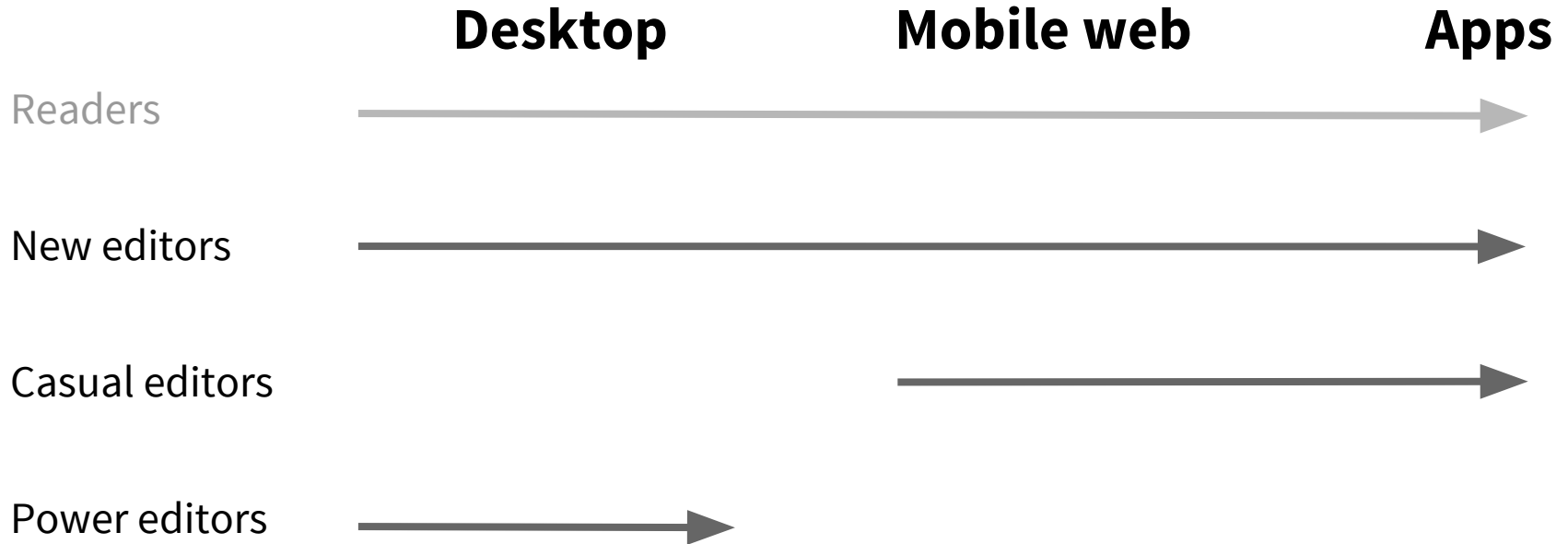
61 BYTES REMOVED, 2 MONTHS AGO

```
{{fs player|no=7 |nat=AUS|name=[[Andrew Hoole]]|pos=DF}}  
{{fs player|no=11|nat=AUS|pos=DF|name=[[Craig Goodwin]]}}  
{{fs player|no=15|nat=AUS|pos=MF|name=[[Joshua Brillante]]}}  
{{fs player|no=16|nat=AUS|pos=MF|name=[[Jacob Pepper]]}}  
{{fs player|no=17|nat=AUS|pos=FW|name=[[James Virgili]]}}
```

Sienna ensures Sam discovers that Danny has slept with [[George Smith (Hollyoaks)|George Smith]] (Steven Roberts). She then tries to abduct Peri but the police believe it is a misunderstanding. When Leela confronts Sienna, she claims that Peri is her daughter, but Leela then reveals that Peri is her own daughter and not her sister. Leela forgives Sienna and tries to help her find Sophie. Patrick, however, pays the adoptive parent to tell Sienna that Sophie, now named Caroline, has ran away.

Not wanting Tom to testify against her in court, Sienna makes continuous threats towards Darren to make sure he changes his mind. Sienna takes Darren's angina spray and when she hears that Nancy's left him stranded, she rushes to get to him and is shocked when he has had a heart attack. In the hospital, Darren

Mobile: casual/opportunistic



What this means for our work

We're serving most new/casual editor use-cases with our editing features today.

- **New/casual editors** can make opportunistic contributions
- We don't build wiki rabbit holes for them to fall down (for now)
- We can explore **new types of contributions** to empower the other 99% of users who never tap the edit button

New mobile web contribution

Verizon 11:45 AM
en.m.wikipedia.beta.wmflabs.org

Association, where she helped lead efforts to get the Nineteenth Amendment to the US Constitution ratified. She is especially noted for her successful efforts to get the Nineteenth Amendment ratified in her home state of Tennessee, the final state necessary to bring the amendment into force.

Help Wikipedia

**Improve Wikipedia by
tagging information on this
page**

No, thanks

Okay!

[Tell me more](#)

✓ Early life and family

Leveraging our ability to simplify complex cross-project workflows and make radical change.

New user

- I created an account because I love Wikipedia – now what do I do?

Reader

- I just learned a lot about this article; I have knowledge to share!

In summary, our focus for Q2:

- **Apps: Readers**

- usability and beyond
- build engagement features

- **New contributor**

- take advantage of greenfield
- pilot new ways for mobile users to add value to our projects, beyond editing articles

How does this compare to annual goals?

Stated Q2

- **Mobile/desktop parity:** revisiting idea (e.g. focus on what's appropriate for user given the platform they're on; casual editing)
- **Mobile-specific contribution:** continuing (WikiGrok, etc.)
- **Quantitative target:** to discuss.
- **Technical enablement:** still TBD.

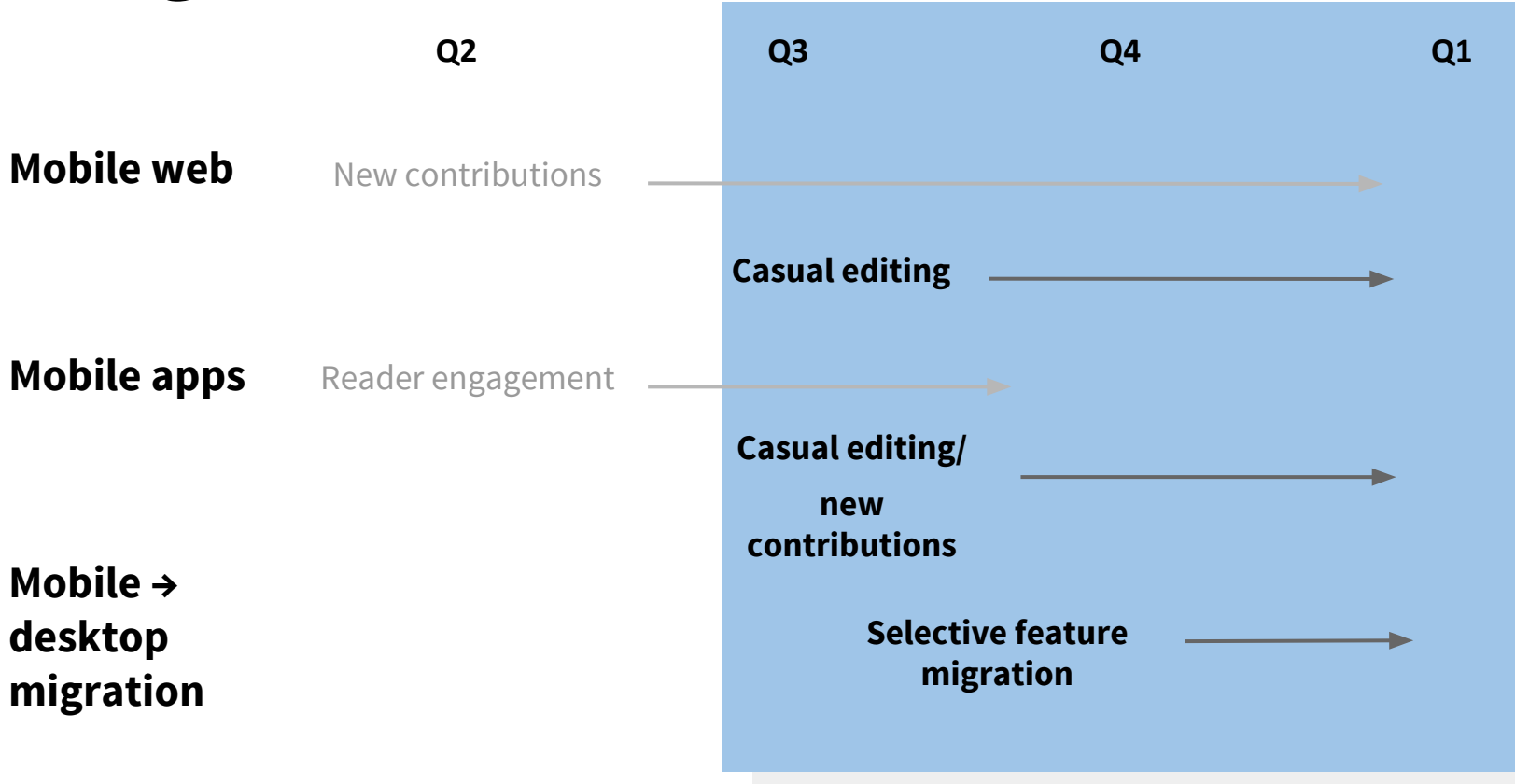
What we don't worry about now

Power editor features:

- **Porting more desktop workflows**, e.g., Recent changes, reverting, article creation
- **Advanced editing features**, e.g., VE template editing, wikitext help & toolbars)
- **Flow for user talk**
- **Feature-level consistency**

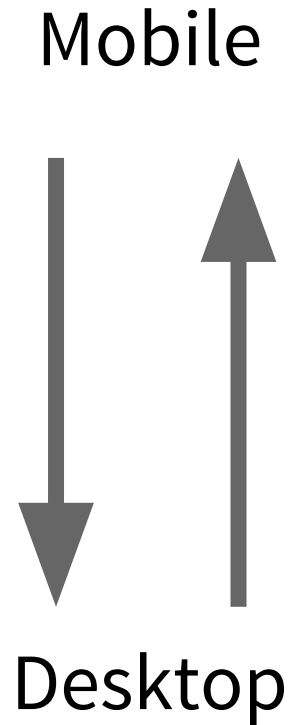
Will revisit casual editing after editing performance work (likely cross-org Q2 priority)

Longer-term: 12-month outlook



Convergence: Features

- Starting point: build the right features for the user and platform
- Users will use multiple platforms, so every platform doesn't need to solve every user need (cross-platform strategy)
- Let's be deliberate about migration (both directions)
- User should feel at home wherever they are
- Validate approach

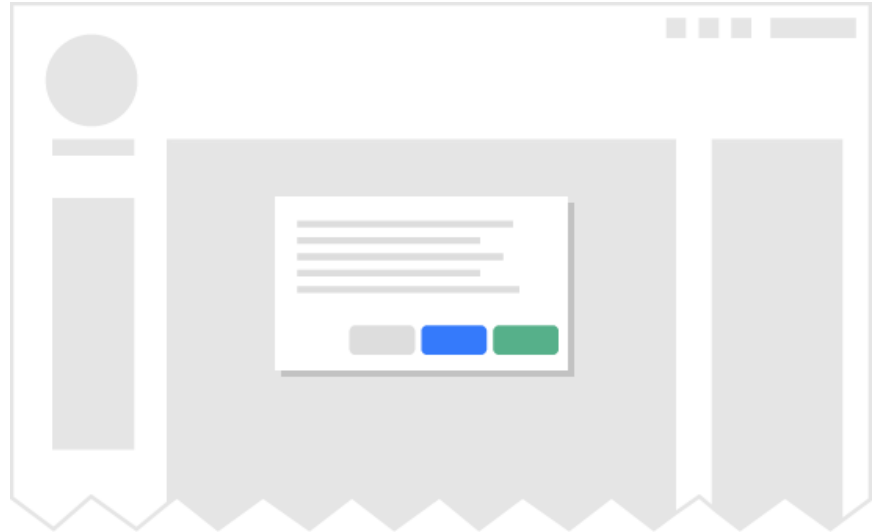


Convergence: Design Patterns

Mental model such as access points and information architecture should be consistent for users. However visual design, task flows, and screen layout will be appropriate to the specific platform the user accesses from.

Convergence: Design Patterns

Visual consistency is composed of standard use of branding elements, iconography, typography, and color palettes, including the color meanings that are part of the mediawiki.ui guidelines



Cross-team collaboration

- Lessons learned from Flow

Asks

- **Analytics (in discussion)**
 - PVs, monthly reports, A/B testing support, ad-hoc analysis
- **Roadmap for front-end standardization**
 - Front-end person in Architecture Cabal (so ideas don't die by committee)
- **Mobile goals for non mobile teams**
- **QA - more stable QA environment (Beta Labs)**
- **Design**
 - evaluating success of experimental features
 - quantitative data vs. qualitative analysis
 - other approaches (Motivation, Curation, Impact)
- **More % of Design & Product focus on apps**
 - Dan & Moiz

Credits

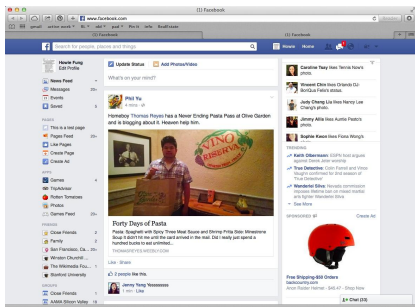
Major props to:

- Jared for prettifying slides
- Oliver & Dario for data wizardry
- All demo-ers for rallying at Maryana's last-minute call
- Howie for all the tables
- Tomasz for (hopefully) keeping us on time
- Reedy for last-minute deploy of WikiGrok to enwiki
- ... and you for sitting through this! :)

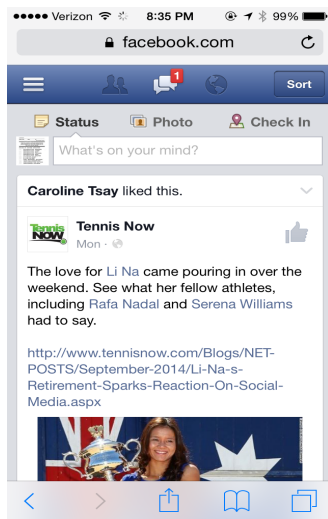
Parking lot

Facebook across platforms

Web



Mobile web



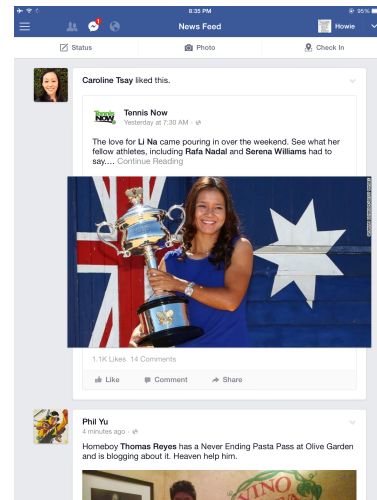
Android phone



iPhone



iPad



Yelp across platforms

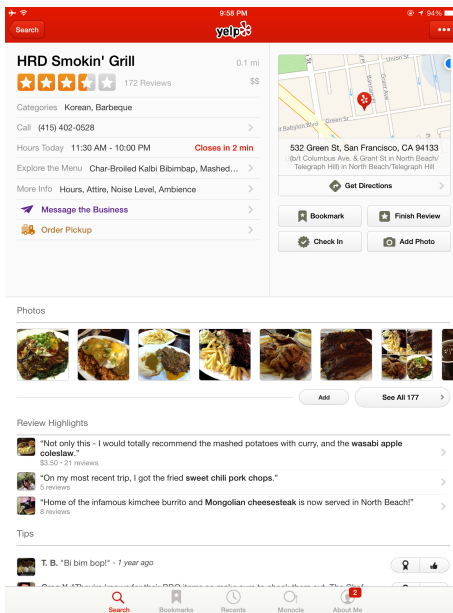
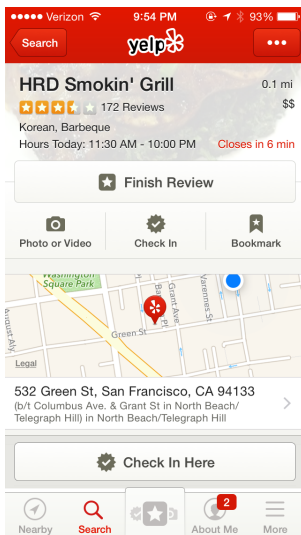
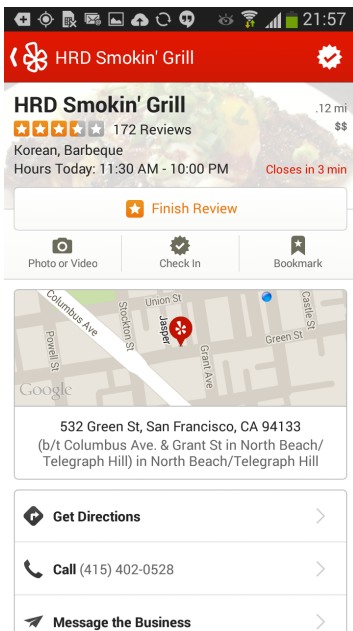
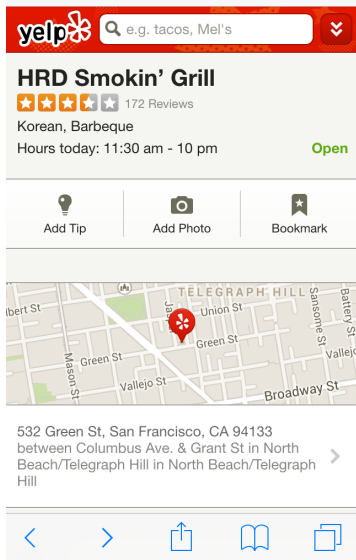
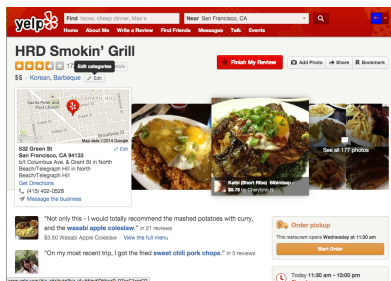
Web

Mobile web

Android phone

iPhone

iPad

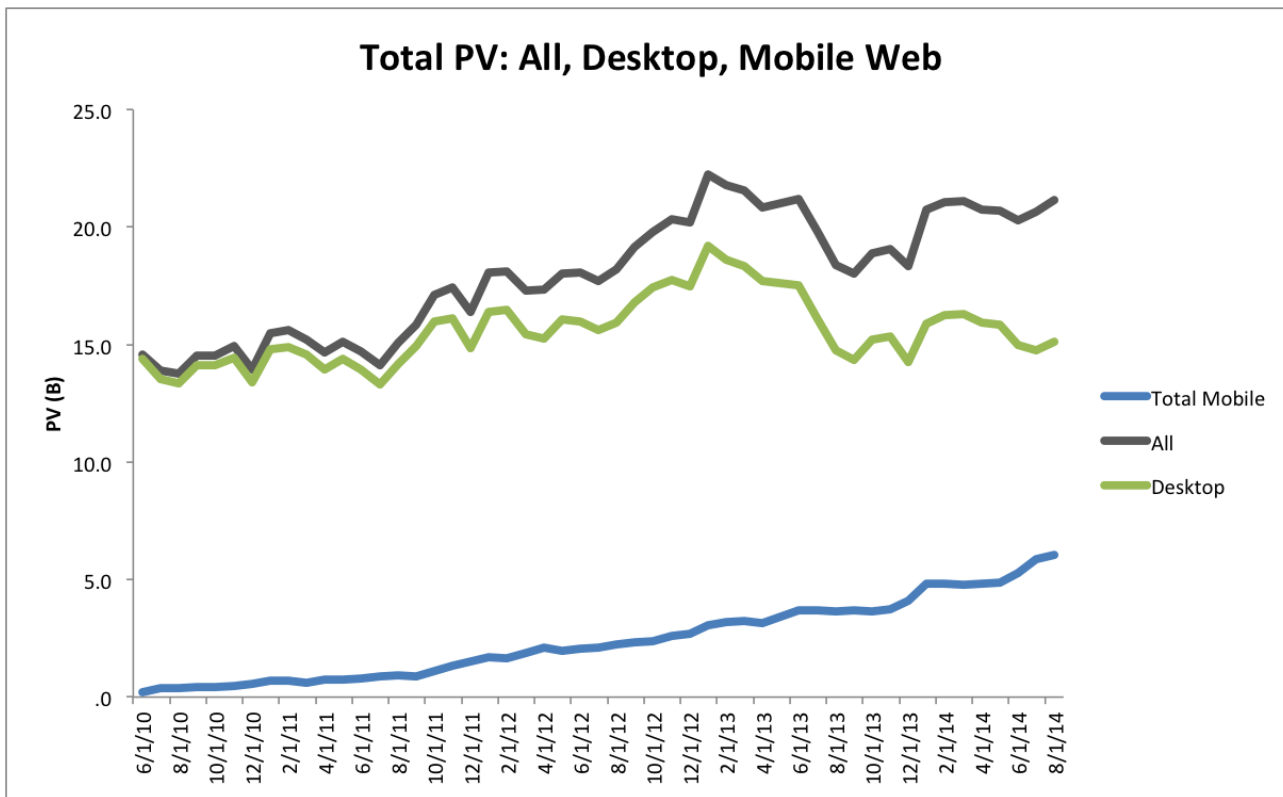


User Engagement Metrics

comScore, PC-only, worldwide, Aug 2014

	Google	Facebook	Microsoft	Yahoo	WMF	Stackexchange	Pinterest	Quora
Uniques	1,213,090	832,217	864,403	642,334	418,149	21,524	65,834	3,548
Visits/unique	29.2	25.0	13.2	13.6	4.0	2.1	3.0	1.5
PV/Visit	8.5	17.0	4.1	8.9	2.6	1.3	2.5	2.8
Minutes/Visit	8.2	14.9	6.1	9.3	2.4	1.3	2.9	2.1
	Every day		Every other/3rd day		As needed			

Overall PV: Desktop & Mobile



Mobile Web as % of total

