Product

Reading and Community Tech

January 2017 quarterly check-in

WIKIMEDIA
F O U N D A T I O N

Reading

The Reading team builds exceptional learning and reading experiences for the sum of all knowledge, from desktop and mobile web to apps and APIs.

—

26 humans

Reading Strategy FLASHBACK
December 2015

Solve our core strategic problem

Readership is declining

Initiatives

Q1-3 — **Improve the Encyclopedia Experience:** Boost engagement and retention in current web and app experiences

Q1-3 — **Services:** Build out services to support new experiences across all channels

Q2 — **Global South:** Reach new users in the Global South

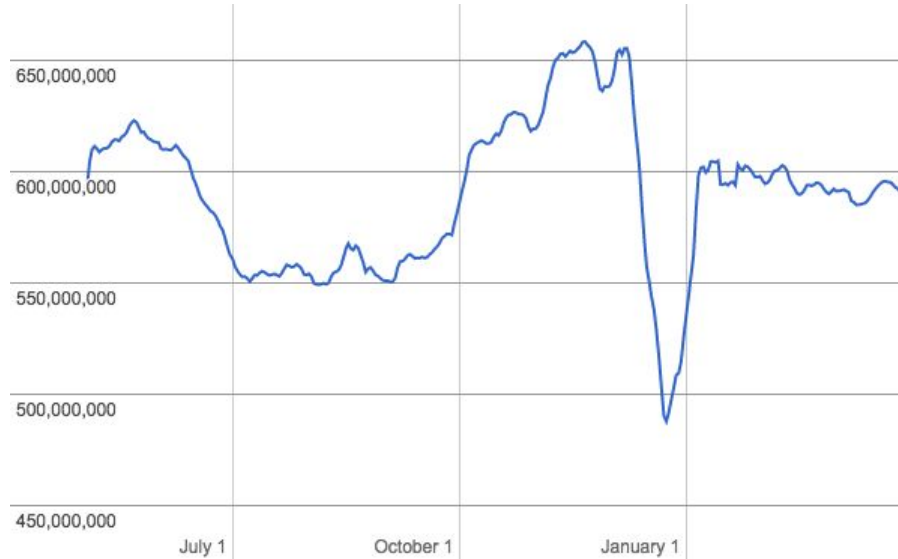**Q2** — **Community of Readers:** New experiences based on interactions

Guided Educational Experiences: Experiences based on Learning

December 2016

Wikipedia is not dying

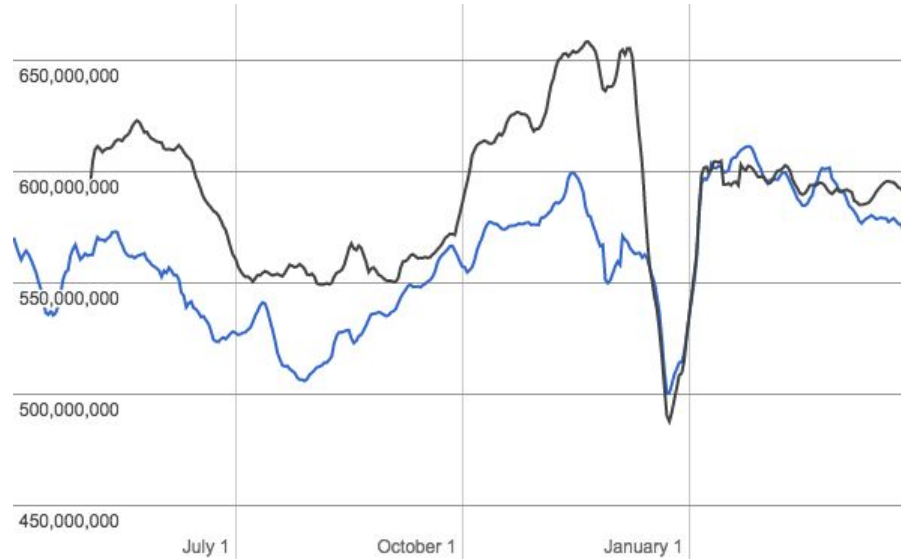# Wikipedia is not dying

2013-14

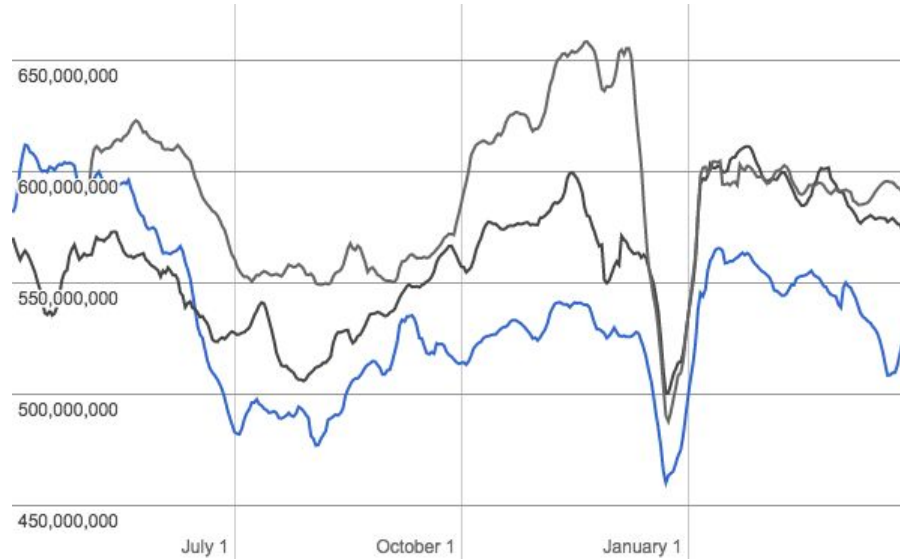# Wikipedia is not dying

2013-14

2014-15

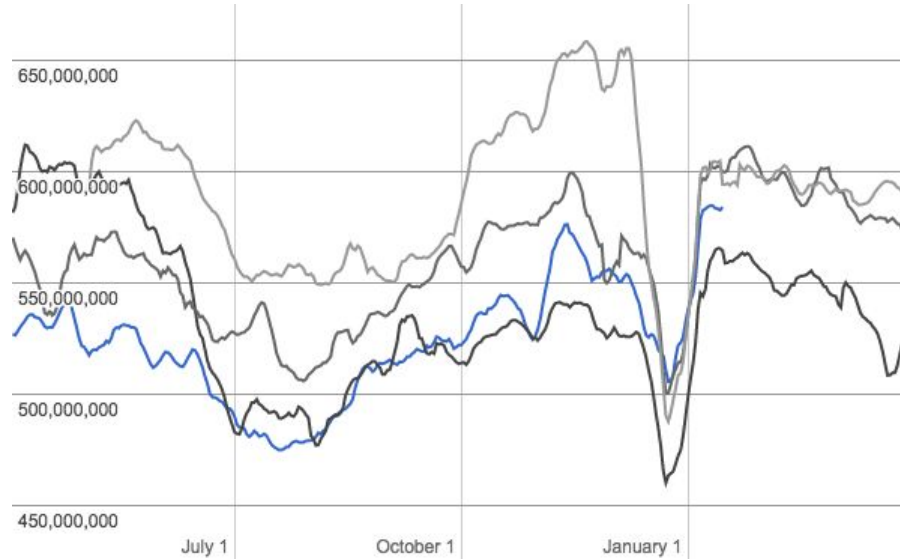# Wikipedia is not dying

2013-14

2014-15

2015-16

Wikipedia is not dying

2013-14

2014-15

2015-16

2016-17

We can do it

We need to do more work on causality, however…

It is likely that the efforts of the Reading team have met a core strategic goal and turned around a key metric.

We should be proud of our work. We are making a difference.

Engage and retain readers

Find new readers

Strategic
Initiatives

Improve
encyclopedia experience

Engagement and
retention in current
experiences

**EXISTING
USERS**

Reach
new readers

Reach new readers in
the "Global South"

NEW READERS

Interactivity
with *new experiences*

Collaborative and
interactive experiences

**NEW
MEMBERS**

Strategic
Initiatives

Improve

encyclopedia experience

Engagement and
retention in current
experiences

EXISTING
USERS

Reach

new readers

Reach new readers in
the "Global South"

NEW READERS

Interactivity

with *new experiences*

Collaborative and
interactive experiences

NEW
MEMBERS

Based on
Foundational
Work

Understand our users: Qualitative and quantitative research about our readers

Services: Build out services to support new experiences across all channels

Strategic Initiatives

Improve *encyclopedia experience*	**Reach** *new readers*	**Interactivity** with *new experiences*
Product Program 3. **Goal 2**	**Product program 3.** **Goal 3**	**Product program 3.** **Goal 4.**

Based on Foundational Work

Understand our users:	**Product program 1.** Goal 1
Services:	**Technology program 3.** Goal 1

Program 3: Increase our global reach by increasing readership

Goal 1: Maintain core readership functions and services

Goal 2: Improve the encyclopedia experience

Objective 1 – Increase retention across our reading experiences:

Objective 2 – Improve article rendering

Objective 3 – Integrate Wikidata

Goal 3: Launch the New Readers project

Objective 1 – Launch one new experience directed at new readers

Goal 4: Foster a community of readers

Objective 1 – Increase engagement across our reading experiences:

Program 1: Increase engagement & retention by employing user-centered design

Goal 1: Use research-centered approach to drive product development

Reading Objectives

Jan 2017 quarterly check-in

Program 3: Increase our global reach by increasing readership

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Objective 1 – Increase engagement across our reading experiences:

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GOAL: Improve the encyclopedia experience

What is your objective / workflow?	Who are you working with?	What impact / deliverables are you expecting?
Increase retention across our reading experiences	**LAST QUARTER**	
	Web and Community liaisons, Services, Design Research	Increase learning by lowering cost of exploration: Refine hovercards feature and remove all known blockers for moving from beta to stable
	NEXT QUARTER	
	Web and Community liaisons, Services, Design Research	Release hovercards features as the default experience to most wikipedias

STATUS: OBJECTIVE IN PROGRESS

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WIKIMEDIA
FOUNDATION
ANNUAL PLAN

What you learned working on this objective or workflow:

Did anything unexpected (good or bad) happen?

Good: Increased support from other teams - Services, Community Liaisons
Good: Taking an analytical approach to gauging feature performance and identifying improvements
Good: Narrowing down feature expectations and communicating to our communities
Good: Decision to invest in quality, huge payoff for easier development and future maintenance
Bad: Changes took longer than originally planned

What would you do differently if you had to do it again?

Focus on engineering needs - code was difficult to work with, deciding to rewrite earlier in the quarter would have saved us time and energy

Did you struggle with anything?

Identifying satisfactory metrics within current infrastructure and designing metrics that make sense on a per-feature basis, such as time spent per page

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**WIKIMEDIA
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GOAL: Improve the encyclopedia experience

What is your objective / workflow?	Who are you working with?	What impact / deliverables are you expecting?
Increase retention across our reading experiences	**LAST QUARTER**	
	Reading MCS (Now Reading Infrastructure) with WMF Services	Deploy beta of real time **Trending API** based on the number of edits performed by users
	NEXT QUARTER	
	Reading Infrastructure with WMF Services, and **iOS**	RI: Rollout **Featured** content in additional languages RI: Release production version of the **Trending API** RI: Create technical plan for developing a **Push Notification Service** iOS: Improve relevancy and engagement by integrating and evaluating the **Trending API** for both **Notifications** and the **Explore feed**

STATUS: OBJECTIVE IN PROGRESS

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**WIKIMEDIA
FOUNDATION
ANNUAL PLAN**

What you learned working on this objective or workflow:

Did anything unexpected (good or bad) happen?

Good: Lots of support from Services helping us get the beta API deployed before code freeze

What would you do differently if you had to do it again?

Did you struggle with anything?

Developing a new experimental service with a virtual team is difficult. To that end, we now have a dedicated team developing and maintaining services.

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**WIKIMEDIA
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ANNUAL PLAN**

GOAL: Improve the encyclopedia experience

What is your objective / workflow?	Who are you working with?	What impact / deliverables are you expecting?
Increase retention across our reading experiences	**LAST QUARTER**	
	iOS	[Carry over from Q1] Ship a prototype content notification and evaluate feedback and feasibility of notifications. Enable location based exploration and search: Add a Nearby tab (similar to Android) with map based search and browsing functionality.
	NEXT QUARTER	
	iOS	Finish and ship location features. Users can search and browse using a map interface.

STATUS: OBJECTIVE IN PROGRESS

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**WIKIMEDIA
FOUNDATION
ANNUAL PLAN**

What you learned working on this objective or workflow:

Did anything unexpected (good or bad) happen?

Bad: The model we developed over the summer occurred during an abnormally busy news time, and Product overestimated the volume of notifications.

Good: Notifications can be a really annoying feature if done wrong. In this case the lack of negative feedback is actually a big win.

What would you do differently if you had to do it again?

A lot more time to testing and testing framework, and iterating on notification logic. Additionally, more clear than ever that a centralized push service will be necessary to scale this feature.

Did you struggle with anything?

By ceding editorial control to the "In the news" on-wiki participants, we separated the content creation space (the wiki) from the consumption (the notification). This means we neither have the control to guarantee a good consumption experience nor the feedback loop to let readers have a say.
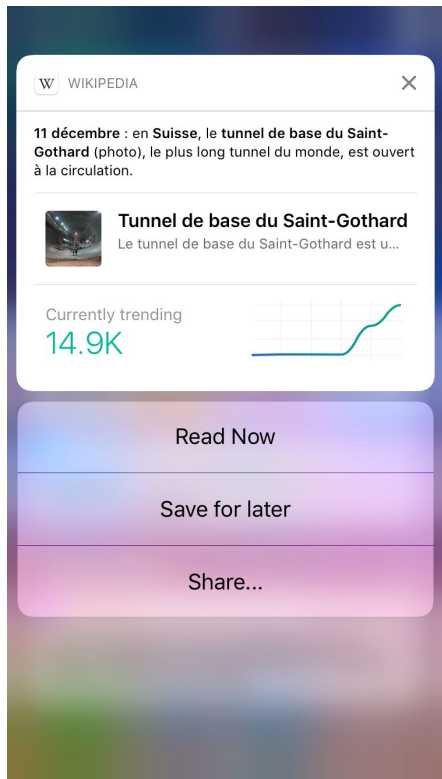
Analytics and data based analysis remains difficult with apps, as our analytics stack is not tooled for app needs.

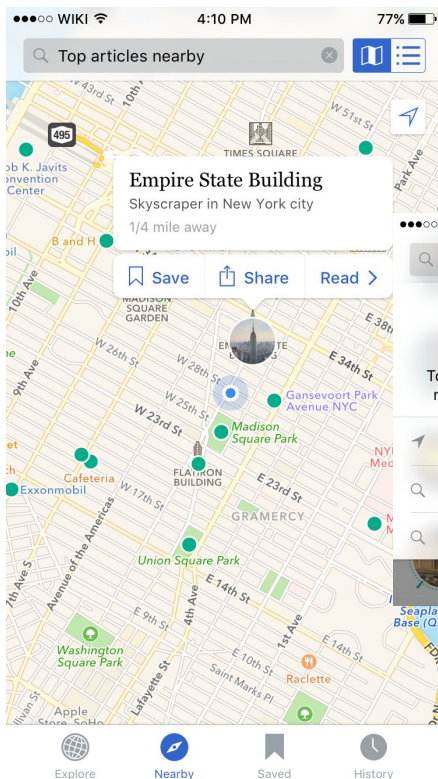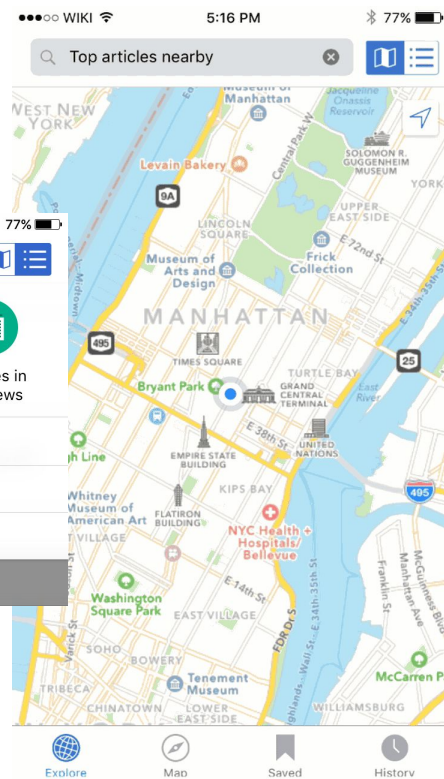Notification from fr.Wikipedia

Planned geo based search and browsing features

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WIKIMEDIA FOUNDATION ANNUAL PLAN

GOAL: Improve the encyclopedia experience

What is your objective / workflow?	Who are you working with?	What impact / deliverables are you expecting?
Improve user confidence and set a solid stage for future feature development.	**LAST QUARTER**	
	Android with Design Research	Take feedback from user research performed in the previous quarter, and break it into actionable tasks.
	NEXT QUARTER	
	Android	Make significant improvements to offline functionality (reading lists) and offline navigation.

STATUS: OBJECTIVE IN PROGRESS

Program 3: Increase our global reach by increasing readership

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Objective 1 – Increase engagement across our reading experiences:

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WIKIMEDIA FOUNDATION ANNUAL PLAN

GOAL: Improve the encyclopedia experience

What is your objective / workflow?	Who are you working with?	What impact / deliverables are you expecting?
Improve article rendering	**LAST QUARTER**	
	Web with Community Liaisons, Design Research, New Readers	Wikidata descriptions and related pages rollout, FOUC fixes, and header research
	NEXT QUARTER	
	Reading Infrastructure with Security, Editing, and Community Liaisons	Empower editors to create mobile-friendly templates by allowing `<style>` tags to be attached to templates. The TemplateStyles extension is deployed in production and there are no unaddressed major community concerns.

STATUS: OBJECTIVE IN PROGRESS

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**WIKIMEDIA
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What you learned working on this objective or workflow:

Did anything unexpected (good or bad) happen?

Good: smooth transition on features through wiki communities - features were more welcomed than expected
Bad: prototyping versus building - lack of communication during prototyping stage of new header delayed potential deployment

What would you do differently if you had to do it again?

We have since changed our prototyping process to one where the team is aware of the prototypes being built, their needs, and related processes

Did you struggle with anything?

Coordinating spaces of community awareness - features favored by certain members of a community were not adopted due to the existence of multiple communication channels

FINDING 21: As a brand, Wikipedia is not widely recognized or understood. People are Wikipedia readers without realizing it.

Have you ever heard of Wikipedia?

34%	66%

■ Yes ■ No

https://meta.wikimedia.org/wiki/Global_Reach/Brazil_survey#Awareness_of_Wikipedia

Carrier 📶 5:02 PM 🔋

🔒 en.m.wikipedia.org ↻

WIKIPEDIA 🔍 🔔 ———— As obvious as it can get

Barack Obama

文A ☆ ✏️

Barack Hussein Obama II

(US 🔊ⁱ/bəˈrɑːk huːˈseɪn oʊˈbɑːmə/;[1][2] born
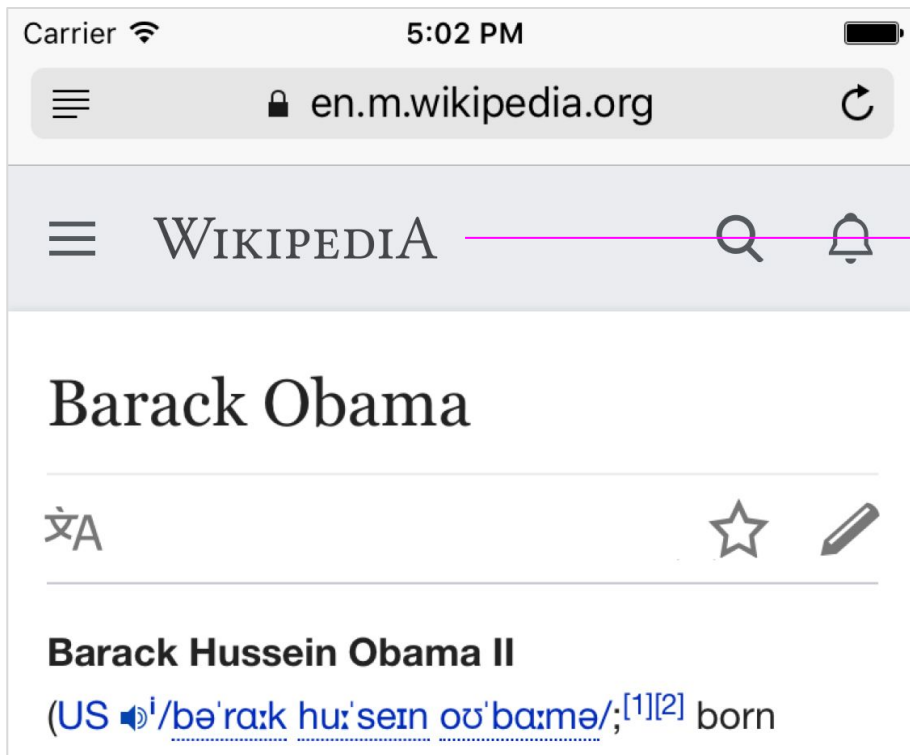
What's so special?

✓ Generative Research

✓ Design explorations

✓ Two Prototypes

✓ Usability testing

✓ Building

✓ Beta testing - collecting data

✓ Release

✗ Internal communication

Program 3: Increase our global reach by increasing readership

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GOAL: Launch the New Readers project

The New Readers team is focused on addressing 3 focus areas:
Offline access, addressing affordability, and increasing awareness

Awareness: we will be running campaigns in Q4 in Nigeria and India, where awareness was the lowest of the 3 focus countries.

Offline: we're working on addressing 1 use case, discussed in the next slide. We're also mapping and understanding the entire offline space and other use cases to more effectively guide efforts across the movement.

Affordability: ongoing efforts around Wikipedia Zero continue. We will be doing workshops to generate more ideas in Q3.

GOAL: Launch the New Readers project

What is your objective / workflow?	Who are you working with?	What impact / deliverables are you expecting?
Launch one new experience directed at new readers.	**LAST QUARTER**	
	Programs with Global reach, design research, communications, community engagement, recruiting.	Collect feedback on direction and implementation of proposed user-facing software changes from both potential end-users and community members. Deliver a wrap up report.
	NEXT QUARTER	
	Programs with Global reach, design research, communications, community engagement, external vendor for design research.	Hand off online to offline prototypes to the Web team for moving to production. A report which summarizes research (remote and on the ground) and community feedback. Requirements defined and documented in partnership with Web team.

STATUS: OBJECTIVE IN PROGRESS

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WIKIMEDIA FOUNDATION ANNUAL PLAN

What you learned working on this objective or workflow:

Did anything unexpected (good or bad) happen?

Good: We got great feedback from the testing that we did, both with readers (design research) and editors (meta feedback).

Bad: Our recruit pulled in participants who are generally more tech-savvy and internet connected than our target readers. Testing required participants to spend an hour on a video call with us, so it's understandable that this happened.

What would you do differently if you had to do it again?

We are currently getting ready for testing the prototypes with participants in India in partnership with a design research firm on the ground there in order to reach our target users.

Did you struggle with anything?

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GOAL: Launch the New Readers project

What is your objective / workflow?	Who are you working with?	What impact / deliverables are you expecting?
Launch one new experience directed at new readers	**LAST QUARTER**	
	See first new reader slide	See first new reader slide
	NEXT QUARTER	
	Web with Community Liaisons, New Readers, Services	Web: Create better printed content - update print styles for mobile and desktop web and deploy on all projects

STATUS : OBJECTIVE IN PROGRESS

Desktop Print

Mobile Print

WIKIPEDIA

Mona Lisa

From Wikipedia, the free encyclopedia

The **Mona Lisa** (/ˌmoʊnə ˈliːsə/; Italian: *Monna Lisa* [ˈmɔnna ˈliːza] or *La Gioconda* [la dʒoˈkonda], French: *La Joconde* [la ʒɔkɔ̃d]) is a half-length portrait of a woman by the Italian artist Leonardo da Vinci, which has been acclaimed as "the best known, the most visited, the most written about, the most sung about, the most parodied work of art in the world".[1]

The painting, thought to be a portrait of Lisa Gherardini, the wife of Francesco del Giocondo, is in oil on a white Lombardy poplar panel, and is believed to have been painted between 1503 and 1506. Leonardo may have continued working on it as late as 1517. It was acquired by King Francis I of France and is now the property of the French Republic, on permanent display at the Louvre Museum in Paris

Mona Lisa

Italian: *La Gioconda*, French: *La Joconde*

WIKIPEDIA

Mona Lisa

A Painting by Leonardo Di Vinci

The Mona Lisa is a half-length portrait of Lisa Gherardini by the Italian Renaissance artist Leonardo da Vinci, which has been described as "the best known, the most visited, the most written about, the most sung about, the most parodied work of art in the world".

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**WIKIMEDIA
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GOAL: Launch the New Readers project

What is your objective / workflow?	Who are you working with?	What impact / deliverables are you expecting?
Launch one new experience directed at new readers	**LAST QUARTER**	
	See first new reader slide	See first new reader slide
	NEXT QUARTER	
	Web New Readers, Services, Community Liaisons	Web: Assess the possibility of providing an offline-capable web app and unifying content through various services: Create a written report planning the technical and tactical implementation of building and releasing an offline-capable app that unifies content consumption under reading services

STATUS: OBJECTIVE IN PROGRESS

Program 3: Increase our global reach by increasing readership

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Objective 1 – Increase engagement across our reading experiences:

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PROGRAM

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[WIKIMEDIA FOUNDATION ANNUAL PLAN](#)

GOAL: Foster a community of readers

What is your objective / workflow?	Who are you working with?	What impact / deliverables are you expecting?
Increase engagement across our reading experiences.	**LAST QUARTER**	
	Android, Community liaisons, Wikidata	Open up a new and simple way for readers to start contributing, and reinforce the idea that Wikipedia articles are editable by anyone: Enable editing of Wikidata descriptions from the app.
	NEXT QUARTER	
	Android, Comms, Community liaisons, Wikidata	Complete and roll out description editing feature, and gather feedback from users and community to determine next steps.

STATUS: OBJECTIVE IN PROGRESS

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**WIKIMEDIA
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What you learned working on this objective or workflow:

Did anything unexpected (good or bad) happen?

The responses to our community consultation on this feature were slower (and fewer in number) than expected, which delayed our schedule for this feature a bit.

What would you do differently if you had to do it again?

Kick off the community consultation much earlier, to account for delays in community responses. Ideally this should be at least a month, if not a whole quarter, before starting work on the feature.
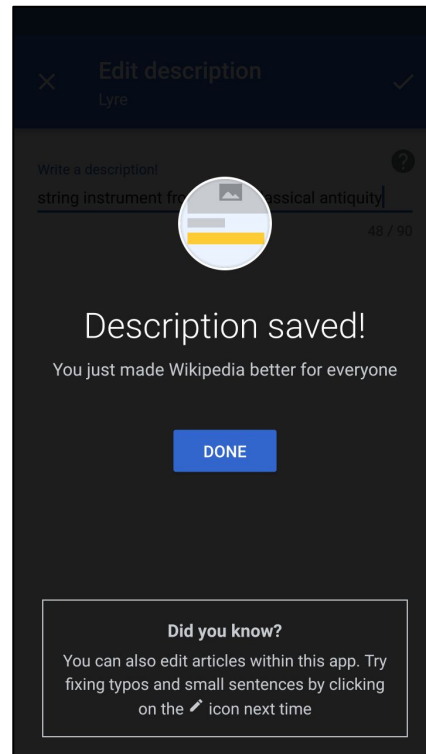
Did you struggle with anything?
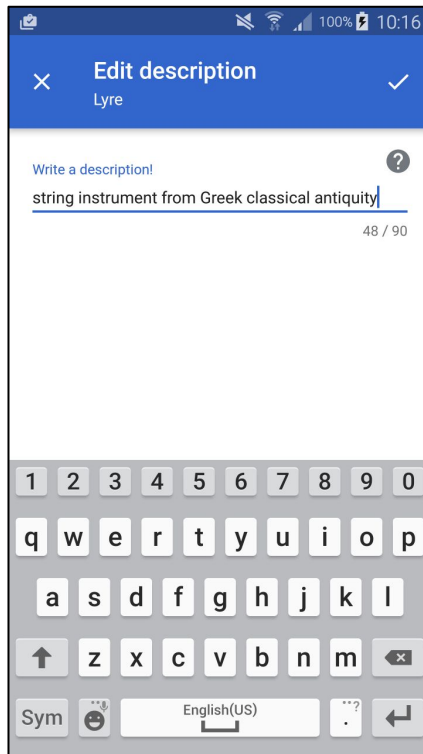
Recruitment for evaluative testing has been a challenge

Workflow steps for editing article descriptions in the Android app

Image: derivative of Mousai_Helikon_Staatliche_Antikensammlungen_Schoen80_n1, by User:Bibi Saint-Pol, public domain

Program 3: Increase our global reach by increasing readership

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Objective 1 – Increase engagement across our reading experiences:

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P3 [LINK]
T2 [LINK]

WIKIMEDIA FOUNDATION ANNUAL PLAN

GOAL: Maintain core readership functions and services

What is your objective / workflow?	Who are you working with?	What impact / deliverables are you expecting?
By hosting reliable and signal rich APIs where API consumers expect them, we aim to create opportunities to increase reading retention while enabling concrete evaluation/support of AI as a service.	**LAST QUARTER**	
	Reading Infrastructure with Research/ORES (Aaron H and Amir L) on Revision quality. Reading Infrastructure with consult from Analytics (Nuria) on Pageviews and velocity.	Bolster MediaWiki API consumer (apps, bots, mashups, etc.) ability to obtain key revision quality and pageview stats MediaWiki API endpoints are available and operate at scale for: Revision quality (T143895) Pageviews and velocity (T144865)
	NEXT QUARTER	
	Reading Infrastructure with Research (consults likely with TechOps, Services, Security).	An assessment of ORES with a plan for viable human and automated support of the platform and its future intended use.

STATUS: OBJECTIVE IN PROGRESS

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**WIKIMEDIA
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ANNUAL PLAN**

Jan 2017

Reading

P3 [LINK]
T2.1.2 [LINK]

What you learned working on this objective or workflow:

Did anything unexpected (good or bad) happen?

Yes, the re-used credential exposure issue in part drew our attention toward authentication more than expected, and somewhat interfered with our velocity.

What would you do differently if you had to do it again?

For management of expectations, we could have broken up the build and deploy into two quarters for each of the ORES and Pageview workstreams. This would have been prudent given how end of years and freeze windows work anyway. In the case of the ORES work, we managed to launch before end of Q2 nonetheless, but in the case of Pageview data for the Action API the scheduling risk manifested.

Additionally, it appears that a broader metric available through ORES, the wp10 score, could be a useful metric for API consumers in filtering and sorting operations. We could have looked more closely at this metric and planned accordingly for data storage needs related to it as a standard value in the Action API response.

Did you struggle with anything?

It was not so much struggling, but the interplay of our Reading Engineering restructuring and how ORES, MCS, and the Action API can be serviced required lots of analysis.

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PROGRAM

**WIKIMEDIA
FOUNDATION
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Jan 2017

Reading

P3 [LINK]

GOAL: Maintain core readership functions and services

What is your objective / workflow?	Who are you working with?	What impact / deliverables are you expecting?
Address failing PDF rendering tool	**LAST QUARTER**	
	Reading Management with Services, Operations, Wikimedia DE, and CL	• Created plan for addressing PDF rendering problems with OCG • Helped Wikimedia DE with design of PDF alternative (rolling out next quarter) in response to their community wishlist
	NEXT QUARTER	
	Reading Management with Wikimedia DE, and CL	Community consultation around potentially replacing current PDF rendering and the impacts that will have

STATUS: OBJECTIVE IN PROGRESS

Program 1: Increase engagement & retention by employing user-centered design

Goal 1: Use research-centered approach to drive product development

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1 [LINK]

WIKIMEDIA FOUNDATION ANNUAL PLAN

GOAL: Understand our users

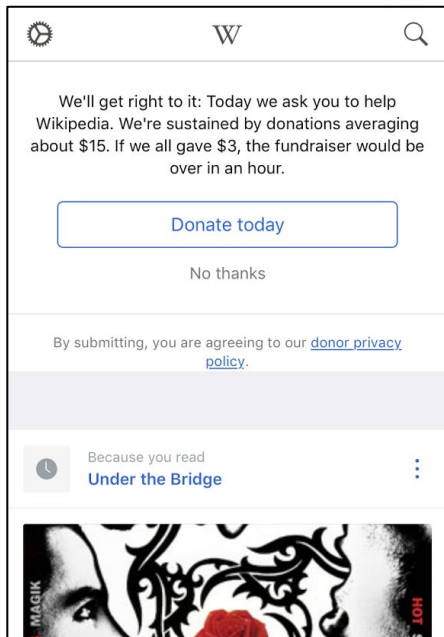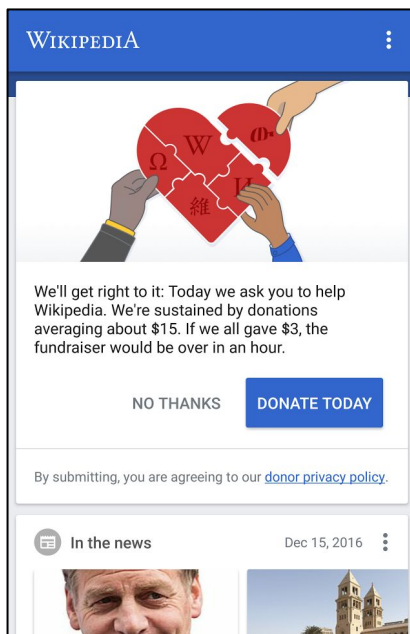| What is your objective / workflow?	Who are you working with?	What impact / deliverables are you expecting?
Improve how readers provide feedback to help drive product design and development	**LAST QUARTER**	
	iOS, Android, Reading Services, Advancement, Research	Announcement system that allows us to insert messages into the Explore feed on both apps. Use this announcement system to begin a "reader motivation" study and to participate in Big English.
	NEXT QUARTER	
	Research, App Design, App POs	Evaluate results of initial survey and run a "second wave" survey of reader motivations.

STATUS: OBJECTIVE IN PROGRESS

iOS

W

We'll get right to it: Today we ask you to help Wikipedia. We're sustained by donations averaging about $15. If we all gave $3, the fundraiser would be over in an hour.

Donate today

No thanks

By submitting, you are agreeing to our donor privacy policy.

Because you read
Under the Bridge

Android

WIKIPEDIA

We'll get right to it: Today we ask you to help Wikipedia. We're sustained by donations averaging about $15. If we all gave $3, the fundraiser would be over in an hour.

NO THANKS   DONATE TODAY

By submitting, you are agreeing to our donor privacy policy.

In the news   Dec 15, 2016

Survey

* Required

Why are you here today? *
There is a 100 character limit for your response.

Continue »

Powered by   This form was created inside of

Total	Donors	$/Donor
$5,410.37	388	$13.90

Total	Donors	$/Donor
$8,147.99	615	$13.25

Total Responses	iOS	Android
~7,000	3,928	3,127

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TEAM/DEPT

Reading

PROGRAM

1 [[LINK](#)]

WIKIMEDIA FOUNDATION ANNUAL PLAN

What you learned working on this objective or workflow:

Did anything unexpected (good or bad) happen?

This is our first time launching a service dependent feature on both apps within a timebox (Big English). This requires a higher level of cross team coordination and discipline on scope than usual. Overall it went fairly smoothly, and both the fundraising and surveys generated positive results.

What would you do differently if you had to do it again?

Create a more centralized place documenting the plan and timelines (they were documented but spread over multiple Phab tickets) when a project touches multiple teams.

Did you struggle with anything?

Coordinating client releases, services updates, advancement requirements and research asks within the available time.

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Reading

PROGRAM

1 [**LINK**]

**WIKIMEDIA
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GOAL: Understand our users

What is your objective / workflow?	Who are you working with?	What impact / deliverables are you expecting?
Improve the accessibility of our content for the visually impaired	**LAST QUARTER**	
	iOS, Austin Seraphin (consultant), UI Standardization	Hire a blind developer to evaluate and provide feedback on the app UX for the visually impaired. Spend a focus sprint on understanding their needs and work with volunteer devs at a hack-a-thon to make improvements
	NEXT QUARTER	
	iOS, Austin Seraphin	Ongoing audits of new versions and features

STATUS: OBJECTIVE IN PROGRESS

Strategic
Initiatives

Improve	Reach	Interactivity
encyclopedia experience	*new readers*	*with new experiences*
Product Program 3. Goal 2	**Product program 3.** Goal 3	**Product program 3.** Goal 4.

Based on
Foundational
Work

Understand our users: **Product program 1.** Goal 1

Services: **Technology program 3.** Goal 1

Jan 2017   **Reading**

What you learned:

Did anything unexpected (good or bad) happen?

- Good: Support from other teams - in particular, this quarter, the services team
- Good: Apps/Reading Services were able to hit a cross-team deadline
- Good: Decision to invest in quality for hovercards, huge payoff for easier development and future maintenance
- Bad: Universally, changes took longer than originally planned

What would you do differently if you had to do it again?

- Budget more time for community consultations
- Budget more time for testing and QA
- Centralized processes and conversations

Did you struggle with anything?

- Community consultations are hard to predict in terms of time, effort, outcome
- Analytics & metric driven approaches continue to be an issue, due to current infrastructure + privacy limitations
- Recruitment for evaluative testing has been a challenge. New Readers has a unique challenge set here.
- The interplay between our Reading Engineering restructuring and how ORES, MCS, and the Action API can be serviced required a lot of attention.

Community Tech Objectives

Jan 2017 quarterly check-in

WIKIMEDIA

F O U N D A T I O N

CHECK IN

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WIKIMEDIA FOUNDATION ANNUAL PLAN

GOAL: Build and maintain community tools used by active contribs

What is your objective / workflow?	Who are you working with?	What impact / deliverables are you expecting?
Investigate and address top 10 wishes from Community Wishlist Survey	**LAST QUARTER**	
	Tech Ops & Architecture Committee, 3 language WPs	2015 wishlist: ● [CopyPatrol](#) now live for French, Czech and Portuguese WP. ● [Cross-wiki watchlist](#): Planned for a proof-of-concept prototype, currently in DB negotiations.
	NEXT QUARTER	
	DBA & Architecture, various	2015 wishlist: ● Continued work on cross-wiki watchlist.

STATUS : OBJECTIVE IN PROGRESS

CHECK IN

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WIKIMEDIA FOUNDATION ANNUAL PLAN

What you learned working on this objective or workflow:

Did anything unexpected (good or bad) happen?

We ended up completing more off-wishlist items than we expected at the beginning of 2016. This was due to:
- one of the big requests (cross-wiki watchlist) getting bumped into 2017
- adding more people to the team, mid-year
- our focus on tight scope, shipping and moving on

What would you do differently if you had to do it again?

If we did 2016 again, we would have started the architecture discussions around cross-wiki watchlist in January. We didn't really dig into the backend architecture until June, and we could have been farther along by now.

Did you struggle with anything?

In general, we're getting to a place where a lot of wishes involve changes to major tables, databases. This makes sense, and it's part of why these much-wanted changes haven't happened already, but we didn't necessarily expect it to come up this much. We need to make a 2017 plan with ArchCom and TechOps about the big tables and database changes.

CHECK IN

Jan 2017

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5 [[LINK]]

WIKIMEDIA FOUNDATION ANNUAL PLAN

GOAL: Support both large and small communities

What is your objective / workflow?	Who are you working with?	What impact / deliverables are you expecting?
Include both large and small Wikimedia communities in goal development and prioritization	**LAST QUARTER**	
	Technical Collaboration and 1,132 survey participants.	Conducted the 2016 Community Wishlist Survey
	NEXT QUARTER	
	TBD	2016 wishlist: (results) • Global preferences • Notify on unsuccessful login attempts • Fixing Xtools

STATUS: OBJECTIVE IN PROGRESS

Welcome to the 2016 Community Wishlist Survey!

Here are the 2016 Community Wishlist Survey results!

Thank you for participating!

Total: 265 proposals, 1132 contributors, 5037 support votes

Curious about what happens next? Check out the **2016 Community Wishlist Survey FAQ.**

Click on a category to view proposals

Admins and stewards 9 proposals	Bots and gadgets 13 proposals	Citations 6 proposals	Commons 21 proposals	Editing 34 proposals	Miscellaneous 34 proposals

Mobile and apps 10 proposals	Moderation tools 13 proposals	Multimedia 23 proposals	Programs and events 7 proposals	Reading 10 proposals

Search 11 proposals	Watchlists 24 proposals	Wikidata 26 proposals	WikiProjects 2 proposals	Wikisource 18 proposals	Wiktionary 4 proposals

2016 Community Wishlist Survey/Results

< 2016 Community Wishlist Survey

Translate this page; This page contains changes which are not marked for translation.

Other languages:	العربية ⊞ • čeština ⊞ • Deutsch ⊞ • **English** ⊞ • español ⊞ • português do Brasil ⊞ • română ⊞ • русск

Here are the results of the 2016 Community Wishlist Survey – thanks to everyone who participated this year!

Curious about what happens next? Check out the **2016 Community Wishlist Survey FAQ**

Rank ⇕	Proposal ⇕	Category ⇕	Support ⇕	Tickets ⇕
1	**Global gadgets**	Bots and gadgets	91	T22153
2	**Edit summary length for non-Latin languages**	Miscellaneous	90	T6715
3	**Section heading URLs for non-Latin languages**	Miscellaneous	88	T75092
4	**Global settings**	Miscellaneous	84	T16950
5	**Rewrite Xtools**	Moderation tools	84	T153112
6	**Wikitext editor syntax highlighting**	Editing	82	T101246
7	**Warning on unsuccessful login attempts**	Miscellaneous	73	T11838
8	**Automatic archive for new external links**	Bots and gadgets	72	T153354
9	**Fix Mr.Z-bot's popular pages report**	WikiProjects	72	T141154
10	**User rights expiration**	Admins and stewards	70	T12493

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WIKIMEDIA FOUNDATION ANNUAL PLAN

What you learned working on this objective or workflow:

Did anything unexpected (good or bad) happen?

- This year's survey had almost twice the number of participants as last year (1,130 vs 630), and more than twice the number of proposals (265 vs 107). Word is spreading through our communities that this is a valuable and trustworthy process.
- Stronger focus in both the proposal and voting phase on using community discussion to improve the proposals, with the aim of making the survey more of a collaborative experience rather than a competition between individuals.
- In the proposal phase, Community Tech and Technical Collaboration spent much more time helping contributors to improve their proposals, removing duplicates and archiving clearly unfeasible ideas.

What would you do differently if you had to do it again?

Make the list of top proposals more public during the voting process, to help people find proposals that they're interested in supporting or commenting on.

Did you struggle with anything?

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**WIKIMEDIA
FOUNDATION
ANNUAL PLAN**

GOAL: Support both large and small communities

What is your objective / workflow?	Who are you working with?	What impact / deliverables are you expecting?
Include both large and small Wikimedia communities in goal development and prioritization	**LAST QUARTER**	
	SuSa, Learning & Evaluation, Page patrollers, WikiProjects and 1,132 survey participants.	Shipped improvements for: **Admins**: Blocking tools, AbuseFilter **Campaign organizers**: Programs Dashboard **New page patrollers**: New Page Patrol **WikiProjects**: Page Assessments
	NEXT QUARTER	
	SuSa, Learning & Eval, Resources, Wikisource, other groups tbd	Working with Support and Safety (Trust and Safety tools) and Resources (Grant metrics).

STATUS: OBJECTIVE IN PROGRESS

CHECK IN

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WIKIMEDIA FOUNDATION ANNUAL PLAN

What you learned working on this objective or workflow:

Did anything unexpected (good or bad) happen?

What would you do differently if you had to do it again?

Did you struggle with anything?

We're still figuring out a transparent process for picking up projects outside the wishlist top 10. This year, we've promised the community that we're going to allocate time to working on wishes below the top 10 that help smaller groups, and we need to develop a more deliberate system for making those decisions and communicating them.

CHECK IN

Jan 2017

TEAM/DEPT

Community Tech

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5 [**LINK**]

WIKIMEDIA FOUNDATION ANNUAL PLAN

GOAL: Support volunteer developers on Tool Labs

What is your objective / workflow?	Who are you working with?	What impact / deliverables are you expecting?
Improve support and documentation	**LAST QUARTER**	
	Tool Labs community	Develop a takeover policy for abandoned tools, in collaboration with the Tool Labs community
		2016 Tool Labs user survey

STATUS: OBJECTIVE COMPLETE

CHECK IN

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WIKIMEDIA FOUNDATION ANNUAL PLAN

What you learned working on this objective or workflow:

Did anything unexpected (good or bad) happen?

- [takeover] Getting consensus was much easier than anticipated based on historic discussion that was used as research before starting.
- [takeover] Starting with a straw dog proposal was more successful than past attempts at arriving at consensus from a broad question.
- [survey] Running second survey was much easier than 2015 iteration.

What would you do differently if you had to do it again?

- [takeover] Timelines for each stage of feedback could probably be shorter if we are confident that people are informed that the discussion is occurring.
- [takeover] Splitting between meta (voting) and wikitech (discussion) was difficult for participants. Sticking to one wiki would make following the topic easier.
- [survey] Develop a better opt-out mechanism and better tools for bulk mailing

Did you struggle with anything?

[takeover] This was really the first Tool Labs focused community discussion and vote so there were no established patterns to follow.

CHECK IN

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Community Tech

PROGRAM

5 [LINK]

WIKIMEDIA FOUNDATION ANNUAL PLAN

GOAL: Support volunteer developers on Tool Labs

What is your objective / workflow?	Who are you working with?	What impact / deliverables are you expecting?
Improve support and documentation	**LAST QUARTER**	
		Extend Striker to help new developers create an LDAP account and manage their SSH keys, removing barriers in the new account creation process
	NEXT QUARTER	
		Extend Striker to allow developers to create a shared tools account and collect data to be used for right to fork policy and tool discovery.

STATUS: OBJECTIVE IN PROGRESS

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5 [**LINK**]

**WIKIMEDIA
FOUNDATION
ANNUAL PLAN**

What you learned working on this objective or workflow:

Did anything unexpected (good or bad) happen?

Adding API support for two-factor auth to MediaWiki was a surprisingly smooth process thanks to help from Brad and Gergo on the Reading Infrastructure team.

What would you do differently if you had to do it again?

Complete the deployment of the new features before the end of the quarter.

Did you struggle with anything?

Getting timely code review remains a challenge. This is caused by a combination of working in Python which is not a familiar language for most of the Community Tech team and not having a dedicated review partner for the project.

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5 [[LINK]]

WIKIMEDIA FOUNDATION ANNUAL PLAN

GOAL: Support volunteer developers on Tool Labs

What is your objective / workflow?	Who are you working with?	What impact / deliverables are you expecting?
Improve support and documentation	**LAST QUARTER**	
	Tool Labs community, Labs team	Define evaluation criteria for evaluating Platform as a Service (PaaS) solutions
	NEXT QUARTER	
	ibid.	ibid.

STATUS: OBJECTIVE INCOMPLETE

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What you learned working on this objective or workflow:

Did anything unexpected (good or bad) happen?

This was planned work for December. Some progress was made but ultimately not nearly enough to move forward with the next phase of the project (evaluating products against the checklist).

What would you do differently if you had to do it again?

- Ask Professor McGonagall for a time-turner to make more time for all the things.
- One community consultation/research project per quarter is probably the realistic maximum for one person working with a relatively small community.

Did you struggle with anything?

Reading + Community Tech
Appendix

Jan 2017 quarterly check-in

WIKIMEDIA

F O U N D A T I O N

Restructuring Learnings

We made some organizational changes in Reading this quarter:

One of the action items from the Reading Team's offsite was to resource Services more effectively.

As we discussed this issue, we saw the opportunity to address two other outstanding issues.

We'd like to tell you about what we learned.

WIKIPEDIA
The Free Encyclopedia

Summary

SERVICES SUPPORT
- Services are being added to the scope of the Reading Infrastructure team
- Bernd Sitzmann (MCS primary developer) moves to Reading Infrastructure team from Android -- thank you for making Mobile Content Service real!

MACHINE LEARNING SUPPORT
- The Reading team is going to work with Research to provide production support for ORES

ORGANIZATIONAL UPDATES
- Corey Floyd is promoted to Engineering Manager of the Apps team -- congrats!
  - He will manage the iOS and Android developers
  - He will support the services roadmap
- Dmitry Brant will transition from the Android product owner role and focus on engineering -- thank you Dmitry -- the app wouldn't be so great without your leadership

Reading Engineering

Adam Baso

APPS

Corey Floyd

iOS

Monte Hurd

Joe Walsh

Contractor (TBH)

Android

Stephen Niedzielski

Michael Holloway

Dmitry Brant

INFRASTRUCTURE & SERVICES

Gergő Tisza

Brad Jorsch

Bernd Sitzmann

WEB

Baha Mansurov

Piotr Miazga

Joaquin Hernandez

Jon Robson

Jeff Hobson

Sam Smith

QA

Anthony Borba (started Q3)

LEGEND

Role Change

Team Change

New Contractor

No Change
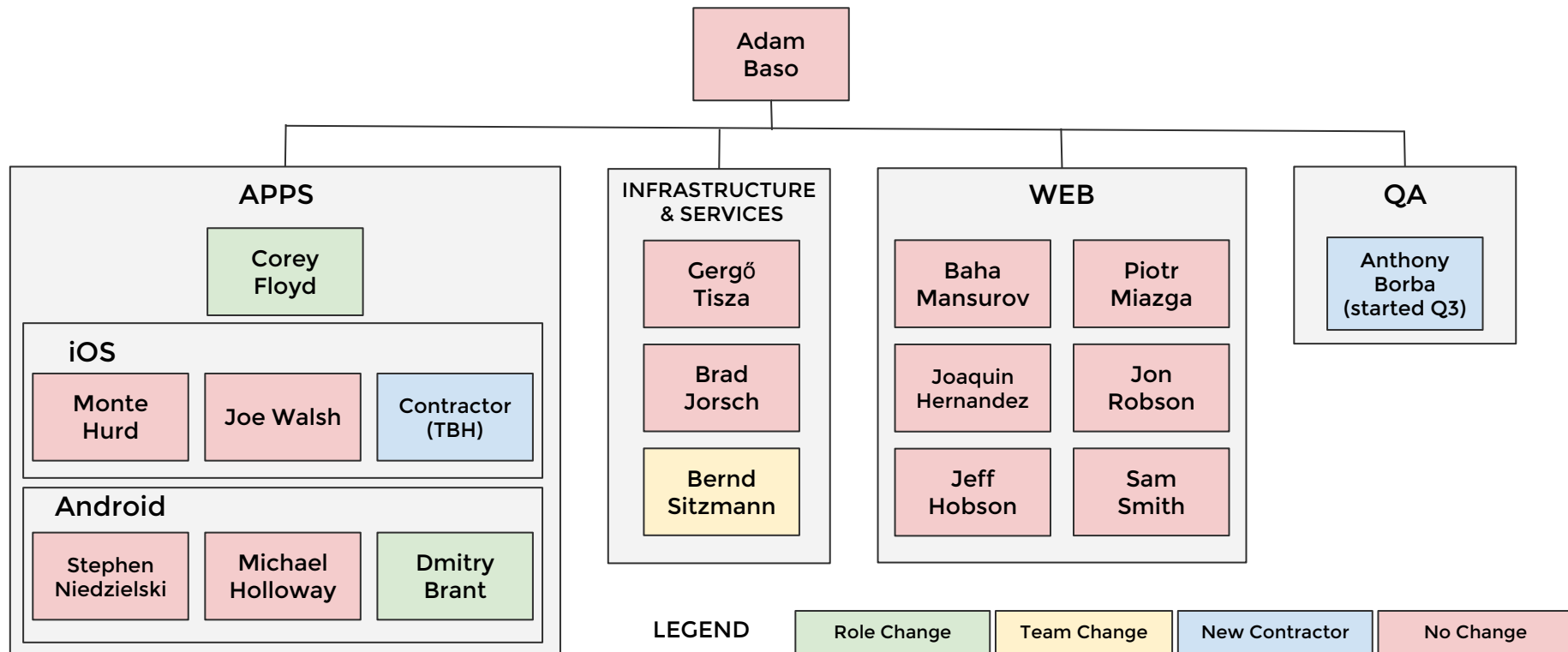
FAQ

- **Why is the Reading team investing in services?**
  Services allow us to more efficiently deploy new functionality across apps, web and other platforms and are also available for community developers. Note that Reading Infrastructure - services personnel work closely with the Services team in Tech and these teams are complementary.
- **Why is Corey managing Apps engineering and supporting services?**
  Corey is an experienced iOS developer and we felt that managing apps was a natural fit. He has also been driving the service roadmap and we wanted this work to continue.
- **Why is machine learning supported by the Reading team?**
- Making new technologies available via services is an important goal. Supporting ORES will benefit the entire Foundation and the Community as well as our Readers
- **What happens to the contract positions in the next fiscal year?**
  We will need to convert them to full time positions during the annual planning process.
- **What happens to Android product management when Dmitry rolls off?**
  Dmitry has agreed to act as PO for the remainder of the Fiscal. We'll need to fund an Android PM in the next fiscal as well.

Lessons Learned

- Make sure you have a good reason (or several)
- Listen to everybody involved
- Be deliberate but not slow in execution
- No one should be surprised at the announcement

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Appendix: Key metrics

Metrics highlights

- The former slight year-over-year decrease in pageviews has turned into growth (+4.2%) this quarter.
- Usage and new installs have increased year-over-year for the iOS app, but decreased for the Android app (which in Q2 2015/16 had still been benefiting from Google highlighting the app's store page in search results and store features).
- Similar to last year, christmas season brought a temporary drop in desktop pageviews and a rise in mobile usage, which appears to have resulted in a lasting increase in the ratio of mobile pageviews.

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Appendix: Key metrics

	Monthly unique devices (desktop + mobile web) Average October-December	% mobile
English Wikipedia	608 million	59%
Spanish Wikipedia	121 million	59%
German Wikipedia	83 million	52%
Russian Wikipedia	73 million	52%
Japanese Wikipedia	73 million	65%

Monthly pageviews/device English Wikipedia Average October-December	
Desktop	15
Mobile web	10

(Top 5 projects by overall unique devices - global number will become available in Q3)

NB: devices <> users

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Appendix: Key metrics

Total pageviews, by access method
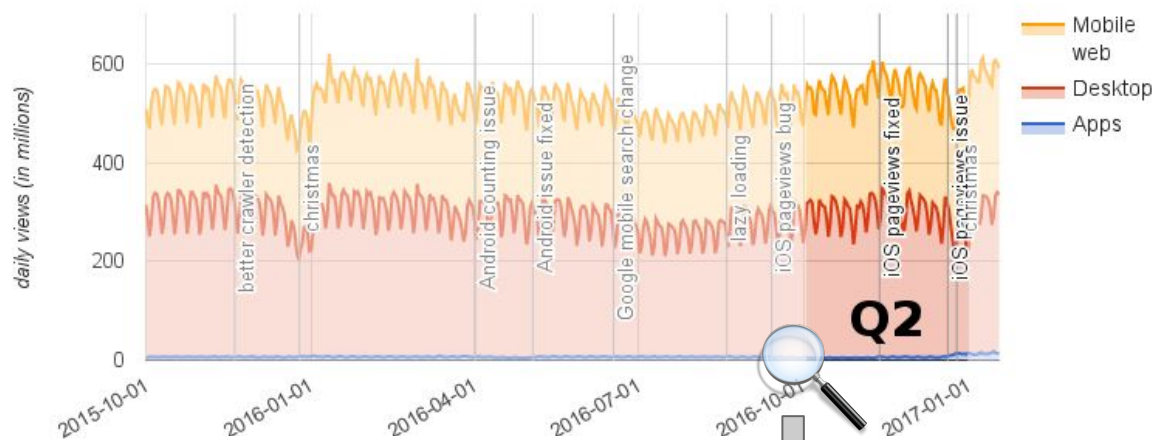
Mobile app pageviews
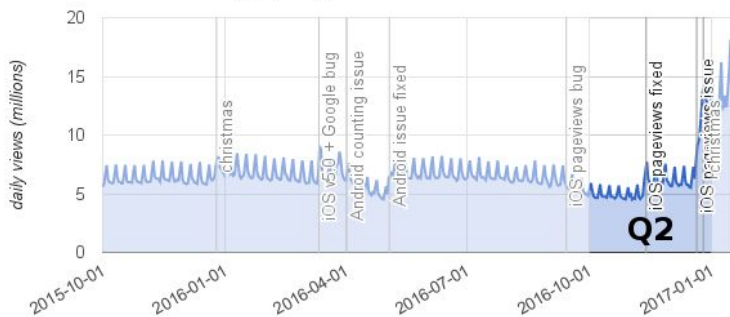
Pageviews per month

Total	**16.3 billion** +4.2% YoY
Desktop	8.7 billion -1.3% YoY
Mobile web	6.6 billion +11.7% YoY
Apps	194 million* -1.5% YoY*

*Affected by iOS pageview counting issues (1, 2)

General trends

Globally, total readership has been slightly declining since 2013 (-2.6% yearly, largely due to two one-time effects in 2015: Conversion to HTTPS-only. and block of zhwiki in China). This quarter though, the year-over-year change has turned into growth again (+4.2% YoY).

Mobile has been increasing (+23.0% yearly since 2013) as desktop has been declining (-16.0% yearly since 2013). Mobile has nudged further toward parity in pageviews recently; cf. next slide.

See the readership metrics reports for more detail

Wikimedia monthly pageviews (desktop+mobile), 2013-2016

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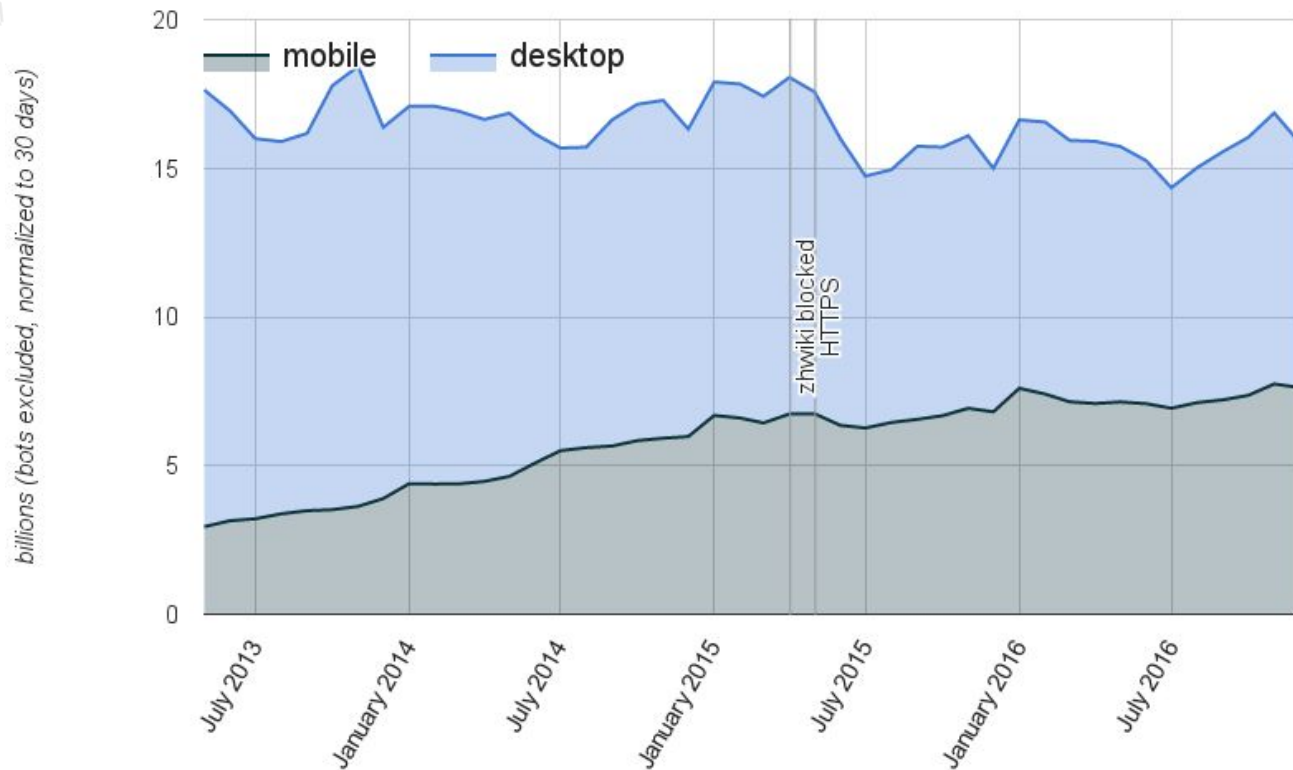
PROGRAM
Appendix: Key metrics

Wikimedia daily pageviews, %mobile (web+apps)
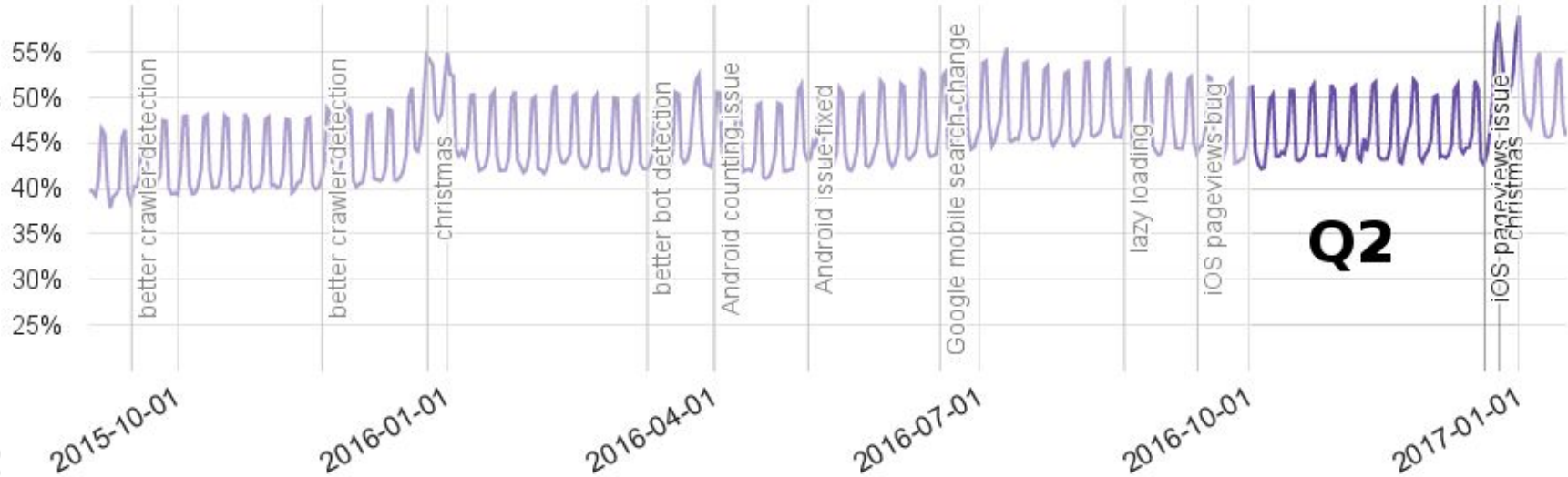
The last week of the quarter marked the first full week where the majority of our pageviews were mobile - aided by the usual seasonal drop in desktop and rise in mobile traffic; but like last year it appears that christmas caused a lasting increase in the mobile ratio.

(Caveat: A smaller part of this is due to a rise in pages viewed on the iOS app, which may or may not be an anomaly.)

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Reading + Community Tech

Appendix: Key metrics

Percentage of Wikimedia pageviews from the Global North
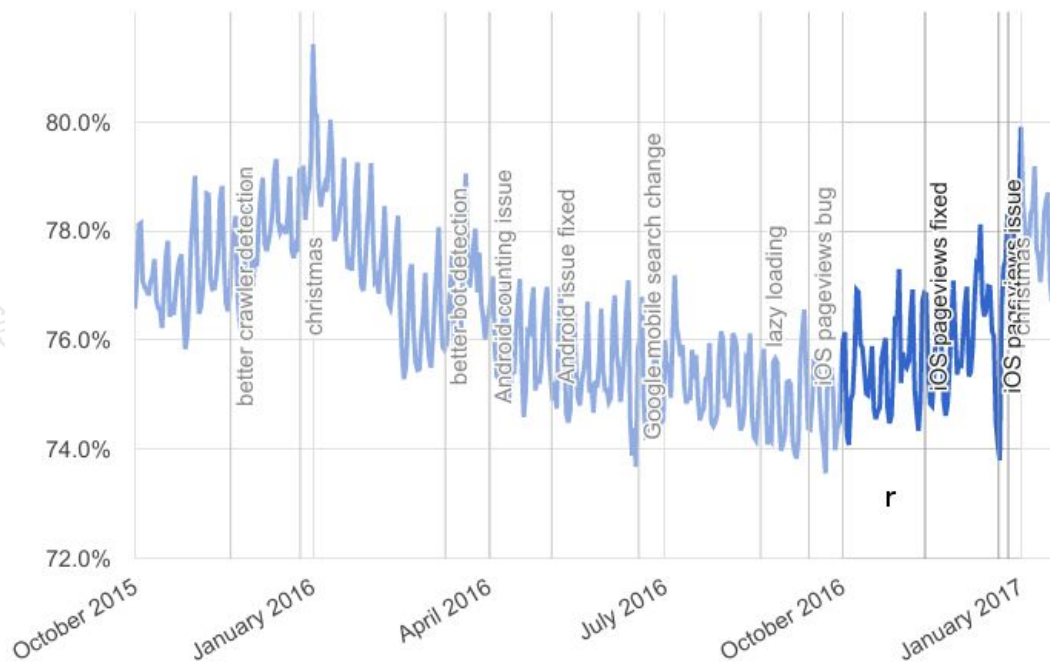
Pageviews per month	Global North	Global South
Total	12.3 billion YoY: +2.0%	3.9 billion YoY: +11.8%
Mobile web	5.6 billion YoY: +8.3%	1.8 billion YoY: +23.9%
Desktop	6.6 billion YoY: -2.7%	2.1 billion YoY: +3.3%
Apps	152 million YoY: -0.8%	39 million YoY: -5.6%

All normalized to 30 days/month

Global North ratio:
75.9% of total pageviews
(Q1: 77.8%)

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Appendix: Key metrics

Android app usage

Monthly pageviews	**134 million** YoY: -11.5%
Daily installs	**19.9k** YoY: -48.3%
Install base (active devices*, December 31)	**8.4 million** YoY: N/A
Monthly users	**6.7 million** YoY: -9.7%
Daily users	**1.17 million** YoY: -0.3%

Pageviews normalized to 30 days/month
*New metric provided by Google in lieu of the "Current Device Installs" reported in previous quarterly reviews (was 15.1 million devices on September 30, 2016)

Wikipedia Android app pageviews
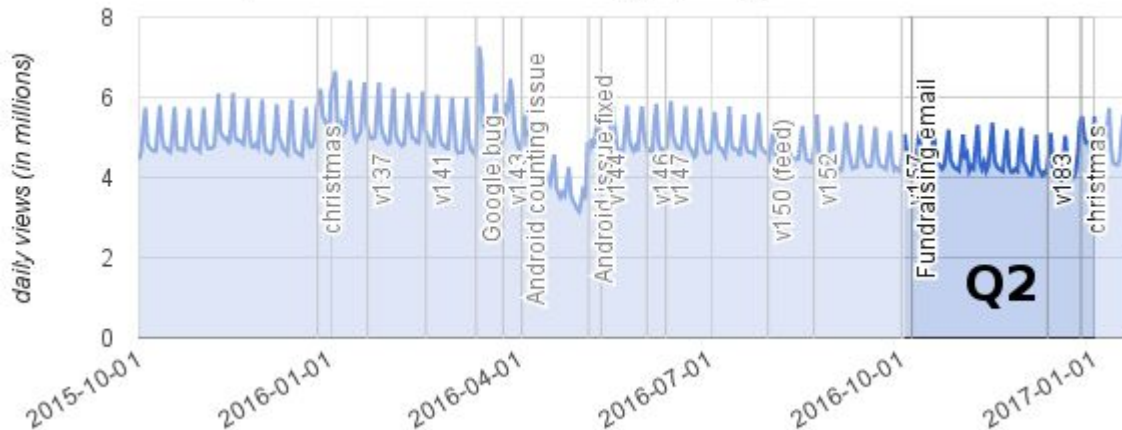
Wikipedia Android app daily active users (in thousands)

CHECK IN
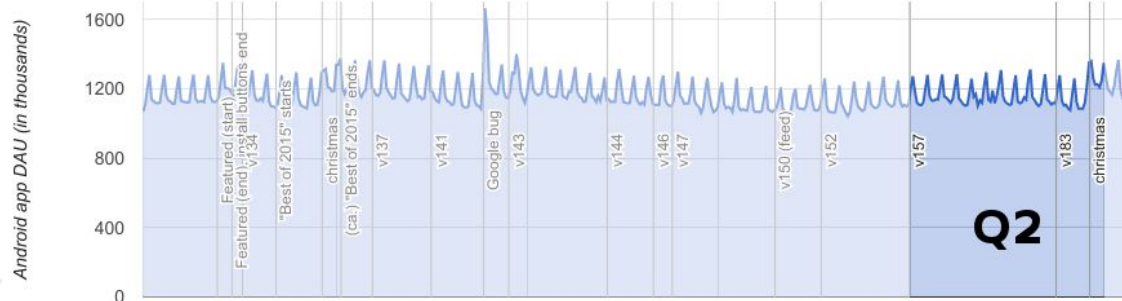
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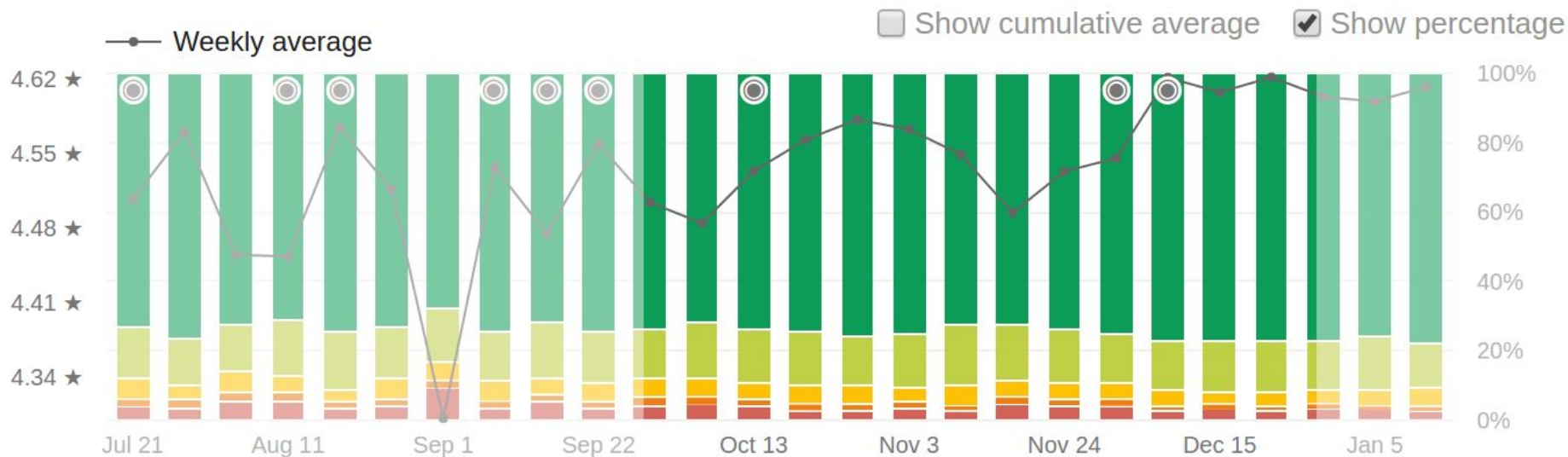Wikipedia Android app daily installs and uninstalls (by device)
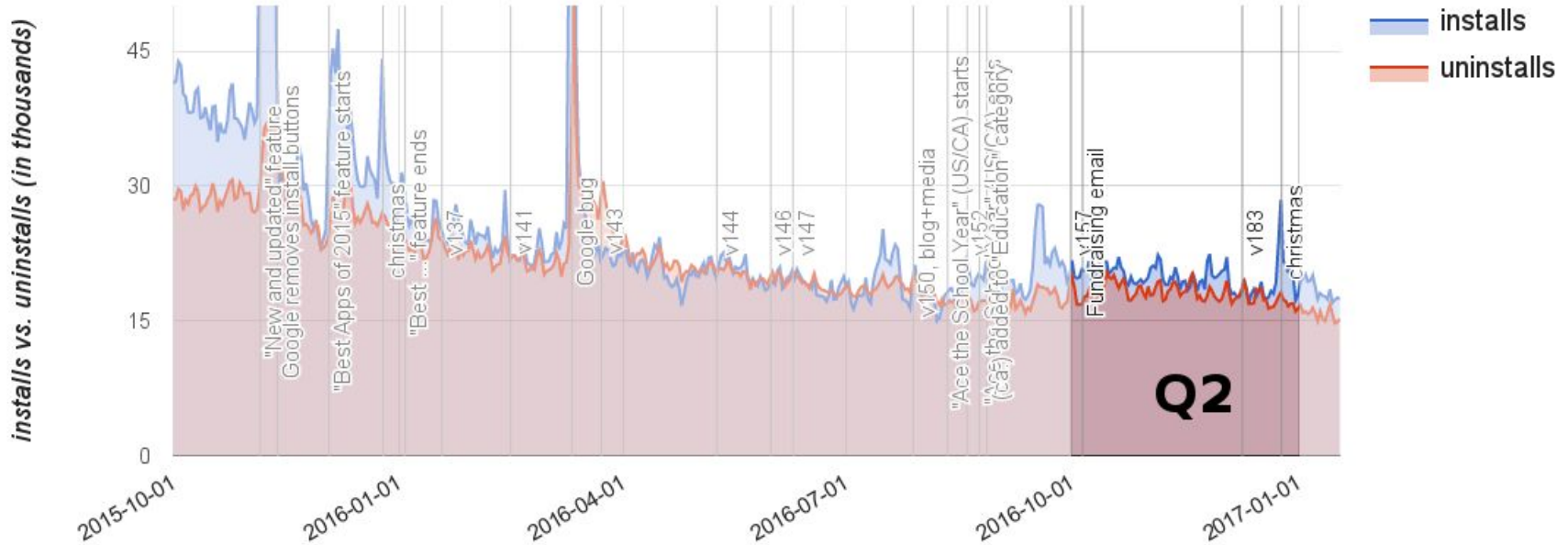
CHECK IN
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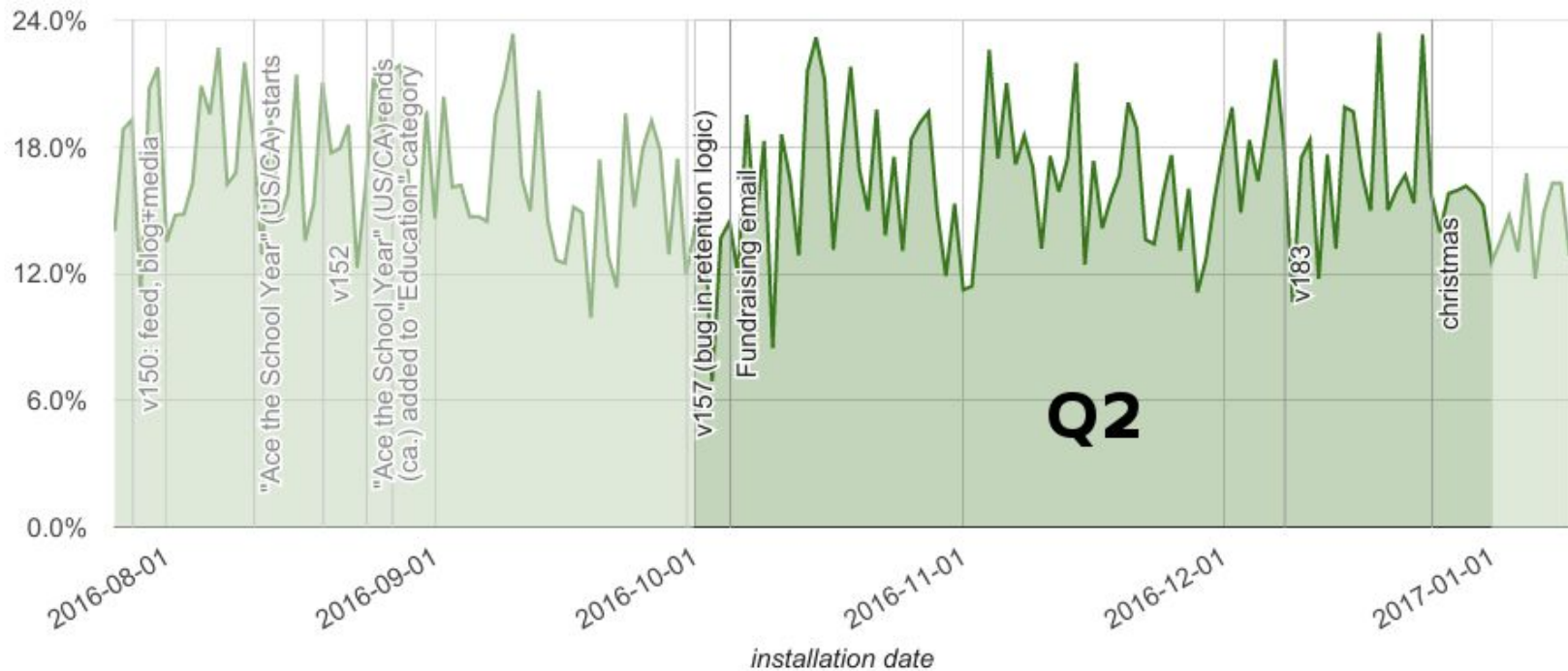**Reading + Community Tech**

PROGRAM
Appendix: Key metrics

Google Play Store screenshot

Average daily average [sic] rating in Q2: 4.6 (Q1: 4.5)
Note: Cumulative quarterly #'s unavailable due to limitations of Play store analytics

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Appendix: Key metrics

7-day retention of Wikipedia Android app users

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Appendix: Key metrics

iOS app usage	
Monthly pageviews	5.7 million* YoY: +33.9%*
Daily downloads	5.9k YoY: +22.4%
Monthly users	N/A
Daily users	N/A

Pageviews normalized to 30 days/month
*Not corrected for undercounting due to a bug in October/November,
and potential overcounting issue arising in late December

Wikipedia iOS app pageviews
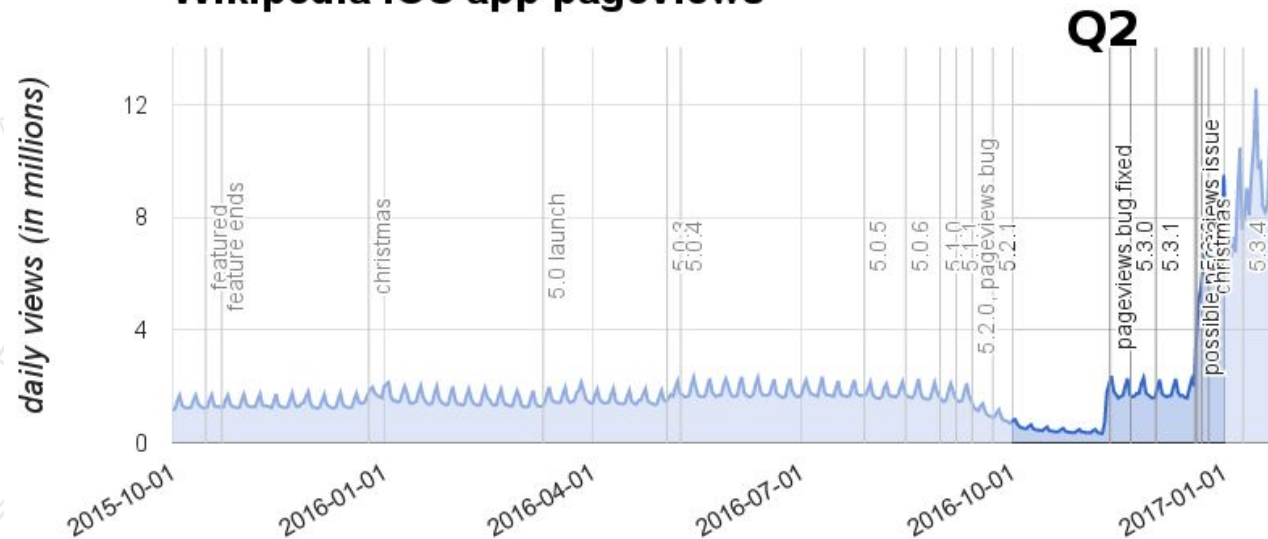
We're currently investigating a huge rise in the app's pageviews that began around December 20 after the release of version 5.3.2, and may or may not be an anomaly. Even before that release though, pageviews had been above the level of a year ago.

CHECK IN

Jan 2017

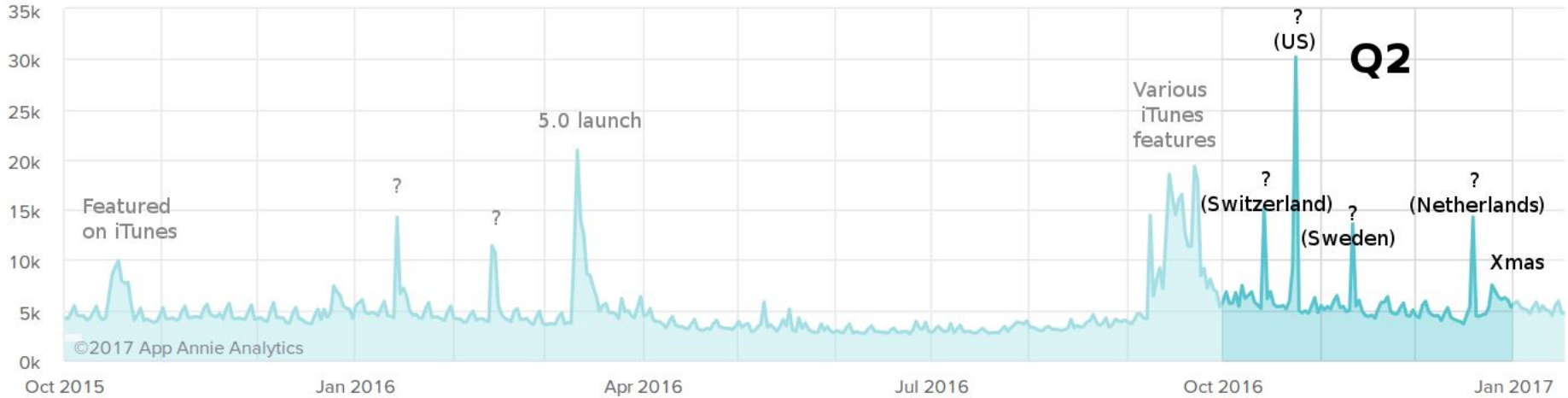TEAM/DEPT

Reading + Community Tech

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Appendix: Key metrics

iOS app downloads since October 2015

Downloads remained at a somewhat higher level after the app had been promoted in iTunes in September with huge effect, followed by some unexplained spikes (each concentrated in a single country) and the usual rise in downloads around christmas.
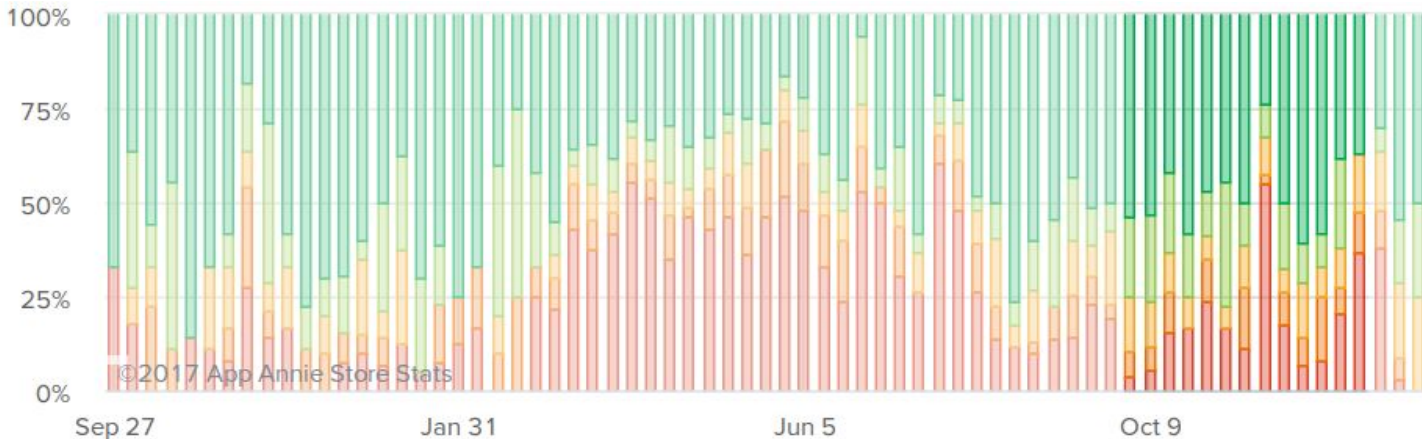
Jan 2017   **Reading + Community Tech**   Appendix: Key metrics

iOS ratings since October 2015

[App annie screenshot](#)

355 reviews in Q2
Average rating: 3.5

©2017 App Annie Store Stats

Sep 27   Jan 31   Jun 5   Oct 9

Q2

■ 1 star   ■ 2 stars   ■ 3 stars   ■ 4 stars   ■ 5 stars

Quarter	2014/15: Q3	... Q4	2015/16: Q1	... Q2	... Q3	... Q4	2016/17: Q1	... Q2
Average rating	3.8	2.9	3.5	3.9	3.3	2.7	3.4	**3.5**

Jan 2017   Reading + Community Tech   Appendix: Key metrics

In a typical app session, 1-2 pages are viewed. After median session length increased on Android in Q1, it remained higher there (3.8 min) than on iOS (now down to 2.7 min). A typical user had 2-3 sessions per week.

For December 25-31, 2016	10th Percentile	50th Percentile	90th Percentile
Pageviews per session (session ends after 30 min of inactivity)	Android: 1-2 iOS: 1-2	Android: 1-2 iOS: 2-3	Android: 5-6 iOS: 6-7
Session length (s = seconds)	Android: 20-21 s iOS: 8-9 s (Q1: 14-15s)	Android: 224-228 s (Q1: 222-224 s) iOS: 158-160 s (Q1: 192-196 s)	Android: 1600-1632 s (Q1: 1568-1600 s) iOS: 1440-1472 s (Q1: 1472-1504 s)
Sessions per user (during that week)	Android: 1-2 iOS: 1-2	Android: 2-3 iOS: 2-3	Android: 8-9 (Q1: 7-8) iOS: 7-8 (Q1: 6-7)

Notes: iOS data restricted to users who opted into sharing usage data. Q1 value is for Sept 18-24, 2016. No Q1 value = no change from Q1