Quarterly Goals and Reporting

Q3 - FY14-15 (January - March)

Analytics, Team Practices Group, UX, Product Management

Analytics

Q3 - *Analytics Engineering*

Objective	Impact on Goal	Dependency	ETA	Status
Fully instrument editing experiences across devices/platforms to support VisualEditor development	Collect and continually visualize key metrics including but not limited to: - initialization time and save time (perceived and actual) - edit funnel from start of an edit action to successful save - save rates, abort rates, error rates across experiences: mobile, desktop, wikitext, VE. Prioritization of metrics will be driven by VisualEditor success criteria.	Editing Team	3/27/15	First rev dashboard delivered early April. Investigating data integrity issues with wikitext instrumentation.
Develop a prototype report and visualization on Unique Clients per project per day and month	Delivery of report to provide insights on readership trends	Ops - review, update, deploy code to Varnishes	4/15/15	Still blocked on Ops support to integrate with Varnish

Q3 - *Analytics Engineering*

Editing Dashboard and other VE analytics support

Close partnership with VisualEditor team this quarter has been key to developing consistent instrumentation and [data visualization](#) appropriate to the use case.

Unique Clients

The team designed a [novel method](#) to count unique visitors using a cookie and a last-access date; no pervasive tracking needed.

Q3 - *Analytics Engineering*

Editing Dashboard

Completed a week after Q3 due to lateness in getting wikitext editor data for comparison (VisualEditor-related work was prioritized more highly). Wikitext work landed late and there are still data integrity issues with the instrumentation.

Unique Clients

The project is blocked on prioritization with Ops. Need to establish clearer alignment around shared objectives early-on, possibly as part of goal-setting process changes.

Q3 - *Research & Data*

Objective	Impact on Goal	Dependency	ETA	Status
Data services • Prototype revscoring service	Have a working prototype up on Labs of a public, query-able APIs of machine classified scores of Wikipedia revisions.	Labs: hosting the service Grantmaking: access to grantees	End of Q3	Released libraries the service depends on, tools for handcoding and project documentation. API up on Labs
Traffic reporting • Finalize Unique Clients requirements • Support AnEng with the productization of Page Views reports • Continued responsibility for ad hoc traffic analysis and reports	Clear all research dependencies for productizing traffic reports by Analytics Eng	Analytics Eng Legal	End of Q3	Completed QA of data based on new pageview definition and supported AnEng with the design of UDFs. PV reports as of Q4 will be automatically generated from Hadoop. Provided methodology and requirements for counting Unique Client, implementation is pending.
Mobile research • Continue research support to WikiGrok and microcontributions • Research support for Project Gather (aka Collections)	Deliver analysis of an AB test for WikiGrok on stable, perform all supportive analysis needed by the team to decide on next iteration	Mobile team: product goals and engineering support	End of Q3	Completed reports on WikiGrok test. Provided ad-hoc support to Gather team prior to launch.

6

Q3 - *Research & Data*

Objective	Impact on Goal	Dependency	ETA	Status
Fundraising research • Develop proposal to run FR as a minimization problem [Better AB testing methods, Characterizing low value impressions]	Deliver and publish AB test methodological proposals	Fundraising	End of Q3	Completed analysis of Big English. Released tool with traffic projections. Published methodological reports: 1 - 2; #1 is now used as part of ongoing FR analysis
Formal collaborations Wrap up *Improving linking structure* Kick off *Increasing article coverage*	Complete report on improving link structure	External collaborators	5/8	Improving linking structure report in progress. Algorithm implementation being tested Work on article creation recommenders started.

Q3 - *Research & Data*

Achievements

The team showed strong leadership in solving complex problems:

- Aaron took the lead of a team of grantees to do R&D work on first AI-as-a-service prototype.
- Leila performed research on microcontributions, led research with Stanford's InfoLab team, and started a new collaboration with Stanford's DeepDive team.
- Ellery redefined our testing methodology for FR and started work on big data services.
- Oliver completed work towards a new, robust page view metric

Other Q3 achievements beyond stated goals

- Completed 4 major open data releases
- Led and released org-wide Open Access policy for all WMF research collaborations
- Hosted a workshop on cross-platform research and a Wikipedia meetup at CSCW '15
- Developed with UX team a vision for content remix and reuse
- Organized a Wikipedia research workshop at ICWSM '15

    (received great support from Team Practices, Legal, Analytics Eng, Ops, Mobile for all these projects)

Q3 - *Research & Data*

The completion of **link recommendation** is delayed due to the need (identified through research in Q3) for an improved algorithm. There are edge cases in which the algorithm doesn't perform well. We are 1) assessing the quality of the algorithm, 2) doing experiments with improved versions. We commit to having a working version of the algorithm by 5/8, along with its quality assessment, a research page report and a paper submission and a release of the underlying data (aggregate browsing traces) for the community.

The team provided continuous responsibility for **ad hoc reporting and querying** (both at team- and org- level), lacking self-service reporting infrastructure for key metrics: while we substantially met our stated goals, ad hoc reporting slowed down our progress.

Team Practices

Q3 - *Team Practices Group*

Objective	Impact on Goal	Dependency	ETA	Status
Provide dedicated Team Practices Group support requested by product/engineering teams.	Hire an additional TPG resource to work with the MediaWiki Core team	• HR/Recruiting • MW Core Engineering	Done	Kevin Smith hired, started 3/9/2015
Identify patterns and trends in team health across WMF product/engineering teams.	Publish Q2 health-check survey results	• Mobile engineering • MW Core engineering • Analytics engineering • Analytics research • Fundraising Tech • Core features/Flow • Language engineering • Release engineering	Done	Data published and presented to EMGT 3/9/2015
Measure and support engineering/product team health of WMF product/engineering teams.	Iterate on and deliver updated health-check survey to same teams as Q2 plus Editing and Community Liaisons	• Mobile engineering • MW Core engineering • Analytics engineering • Analytics research • Fundraising Tech • Core features/Flow • Language engineering • Release engineering • Editing team • Community Liaisons	Done	Q3 health check surveys completed week of 3/30/2015
Support team development across WMF engineering	Conduct one structured team practices workshop	• Release Engineering • Engineering Community Team • Travel	May, 2015	Deferred due to org prioritization of VE release
Support realization of top priority organizational goals.	Provide dedicated TPG support to the Editing team.	• Editing team • HR/Recruiting	Done	Joel Aufrecht hired, started 4/6/2015

Q3 - *Team Practices Group*

- Mid-quarter pivot to support Call to Action and top organizational priority
    - Built trust and laid groundwork for enabling dedicated TPG resourcing of Editing team
        - Grace Gellerman
    - Discovering capabilities and limitations of Phabricator as a PM tool
        - Executive ask for burndown charts
    - Streamlining organizational quarterly goals process

- Launched cross-team initiative to decrease tech debt and increase automated testing
    - Discovered trend of not enough automated testing/too much tech debt from team health checks
    - Collaborating with Release Engineering to facilitate improvements
    - Kristen Lans, Grace Gellerman, Kevin Smith, Dan Duvall (RelEng)

Q3 - *Team Practices Group*

- Ability to support team health and facilitate changes in service to the Call to Action
    - Cross-org and inter-team communication issues
        - Exacerbating entropy, rumors, friction
        - Increasing stress, causing drag on team health and sustainability, slowing our ability to facilitate change
    - Phabricator is a better bug tracker than project management tool
        - Burndown chart functionality limited, misleading
        - Project management features lacking and require workarounds
            1. Collaboration with Release Engineering planned to facilitate improvements

- Ability to support product/engineering and the broader organization
    - Could exceed expectations if we could move faster through the hiring process
        - Friction experienced with: securing req numbers for out-of-band hires, lack of sourcing, recruiter turnover, candidate interviews with execs, offer letter approvals

Appendix

Burndown in Phabricator

Burndown for VisualEditor 2014/15 Q3 blockers

Team health check data (Q2)

Focus Area	Mobile Web	App-iOS	App-Android	MW Core	Analytics-Eng	fr-tech	Flow	Language	Rel Eng	Analytics-Res
Releasing	meh ▲	crappy	awesome	awesome	meh	meh	meh	awesome	awesome	N/A
Process	awesome	awesome	awesome	crappy	meh	meh	awesome	meh	N/A	meh
Code quality	awesome	meh	awesome	awesome ▲	meh	crappy	awesome	meh	awesome	N/A
Value	awesome	awesome ▲	awesome	awesome	awesome ▲	awesome	awesome	awesome	awesome	meh
Speed	awesome ▲	crappy ▼	meh	meh	meh	meh	meh	meh	meh	awesome
Mission	awesome ▲	awesome	awesome	meh ▼	meh ▲	awesome	awesome	awesome	awesome	meh
Fun	awesome	awesome	meh	awesome	awesome	awesome	meh	meh	awesome	awesome
Learning	meh	awesome	awesome	awesome ▲	awesome	meh	meh	awesome	awesome	crappy
Support	meh ▲	meh ▲	meh ▲	crappy	awesome	awesome	awesome	crappy	awesome	awesome
Destiny	awesome ▲	awesome	awesome	meh	awesome ▲	crappy	awesome	meh	awesome	crappy
Open-source citizenry	crappy ▼	meh	meh	awesome	awesome	crappy	crappy	awesome	awesome	awesome

User Experience

Q3 - User Experience

Objective	Impact on Goal	Dependency	ETA	Status
UI Standardization: Full coverage of iconography in core and WMF-deployed extensions with mw.ui icons	Standard iconography available to all projects	Department - Dependency Description - Quantitative where possible	2015.04.01	**Completed** (iconography) Living Style Guide
Hire Sr. Designer with technical focus for partner projects and other feature areas	Accelerate UX standardization efforts	Recruiting	unknown	**Not Completed** One candidate reached final stage but did not pass; slow pipeline
Release Hovercards to selected wikis based on community requests		Performance Review, Ori	2015.04.14	**Completed*** *zh.wiki on hold pending review of API load analysis
Extend MediaWiki theme and Living Style Guide to include all components used by WMF projects		support from OOUI/OOJS eng staff	unknown	**Not Completed** High VisualEditor priority has impacted OOUI/OOJS devs
OOJS controls for all in-use (core) controls completed		support from OOUI/OOJS eng staff	unknown	**Not Completed** High VisualEditor priority has impacted OOUI/OOJS devs

Q3 - User Experience

Achievements

Foundational work for UI Standardization

- Icon library completed and integrated into core/extension
- Technology for UI Standardization resolved to us OOJS, OOUI framework
- Final designs for core component libraries completed

User Research

- Extensive evaluative testing completed for top tier projects (VisualEditor, Flow, Apps)
- Infrastructure and test plan for REFLEX qualitative readiness testing completed
- Provisional persona content created and iteration workshop being defined.

Q3 - User Experience

Completion of UI Standardization library did not occur due, primarily to lack of engineering resources, which were redirected to VisualEditor.

Pilot tests for testing tools (Loop11 and UserZoom) to support implementation of REFLEX.

Product Management

Q3 - *Product Management*

Objective	Impact on Goal	Dependency	ETA	Status
Implement standardized product development methodology which includes community input across teams working on user-facing functionality	- Publicize integrated draft process which addresses all stages of a product's lifecycle and incorporates data-based decision-making and evaluation, qualitative research, and community input - Revise process based on feedback from Wikimedia communities (at least one well-publicized online meeting; outreach on lists and wikis).	- UX - Community Engagement - Product - Analytics	End of Q3	**Largely deferred:** Community Engagement group was moved out of Product in February (restructuring), and overall focus has shifted to prep for VisualEditor release. Product process overhaul is being subsumed into engineering/product re-org, which was jointly led by engineering & product management. New goalsetting/prioritization model for the organization is being developed under leadership of the COO.

Q3 - *Product Management*

- Leadership team in engineering/product have collaborated on development of new org structure designed to increase velocity of engineering/product work and to build next level of highly autonomous product leadership.

- Clear focus on VisualEditor as top priority has galvanized teams to deliver a high quality product.

Q3 - *Product Management*

- Pending or completed reorgs in engineering/product/community made for a turbulent quarter with significant handover and re-negotiation of commitments mid-quarter; process improvement goals were backburnered.

- Product Management is under-staffed due to staff departures and delayed hiring on new PMs until the new organizational structure is in place. Teams are spending more time on technical debt / backend work due to lack of PM support.