WIKIMANIA
STOCKHOLM

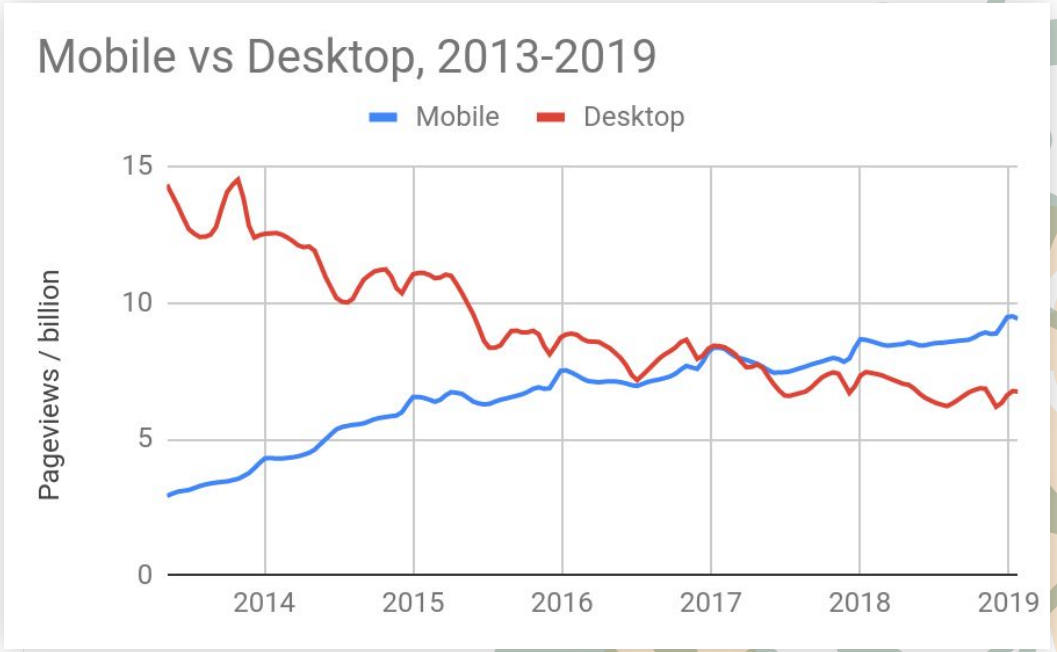
Technology for growth

The future of mobile editing

Why mobile?

Traffic has shifted

In December 2017, **mobile** pageviews **overtook desktop** pageviews

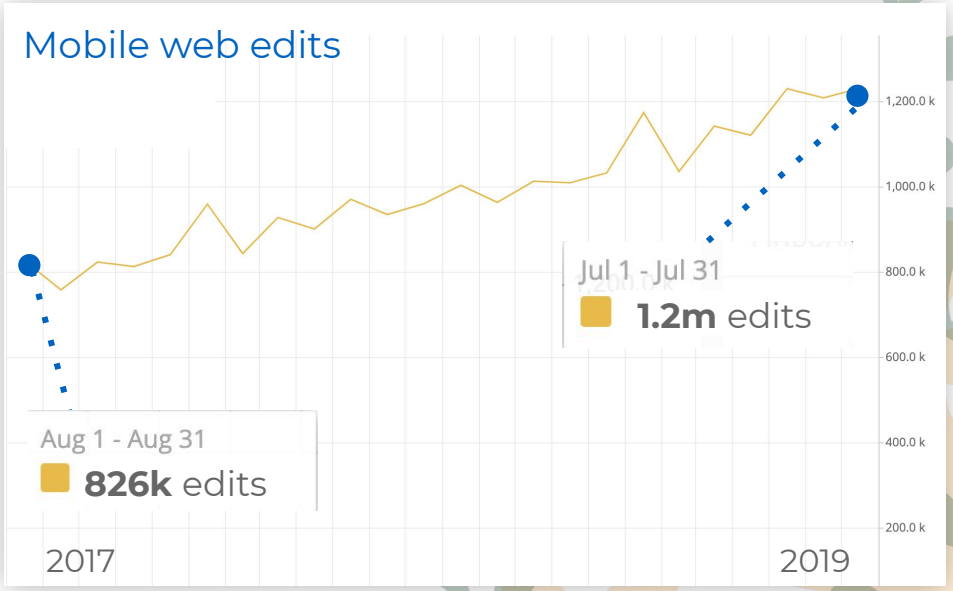


Mobile editing is growing

During 2018, of the top 20 wikis:

- 10 had more than 10% of edits coming from mobile
- 2 have more than 20%

For **some** of these **wikis**, **mobile editing** has **increased** by more than **20%** since last year.



Source

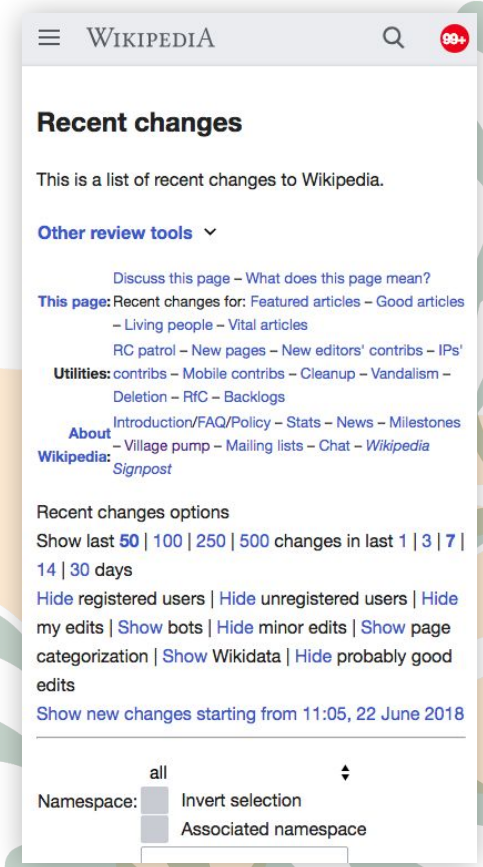
Preferences and access

For a growing number of people, mobile is their preferred or only device for contributing.

This is crucial to community growth: **we need to meet contributors where they are and where they prefer to be**

But... mobile not optimised for editing

- Important editing **functionality not available** or **hidden**
- **Special pages** were **broken**
- **Core** editing **features** were **unusable**
- Editing was **not accessible** to **newcomers**



Key questions

- What needs to be considered before mobile VE is the first editor newcomers see?
- How do we build for contributors with different levels of experience?

w.wiki/7BG

Two approaches

1) Make common editing workflows simpler on mobile

2) Expand the functionality to more closely resemble the desktop version of the site

Two approaches

1) **Make common editing workflows simpler on mobile**

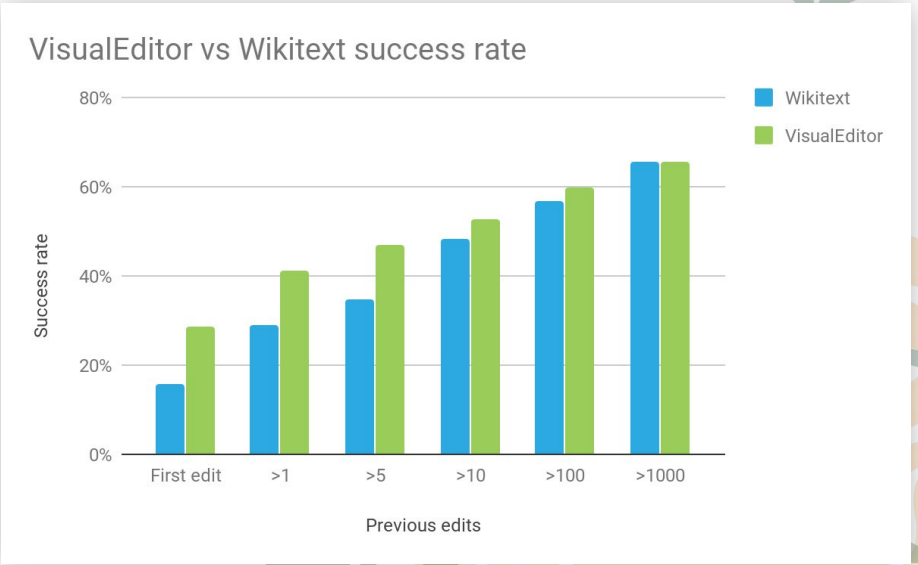
2) Expand the functionality to more closely resemble the desktop version of the site

Why visual editing?

“I find that VE has **cut** my **Editathon training time** in **half**: you don't have to explain, and reinforce the skills of adding things like references or bolding.”

“As a volunteer in Ecuador, I **only recommend** using **VE** to the **newbies** that attend our events. It's just inconceivable to me to even try to train people to learn code in 2018.”

“In the last few years, I've **always recommended new editors** to immediately **turn on** the **VE** in their preferences”



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Mobile wikitext typing race

Open a blank document/email on your phone...

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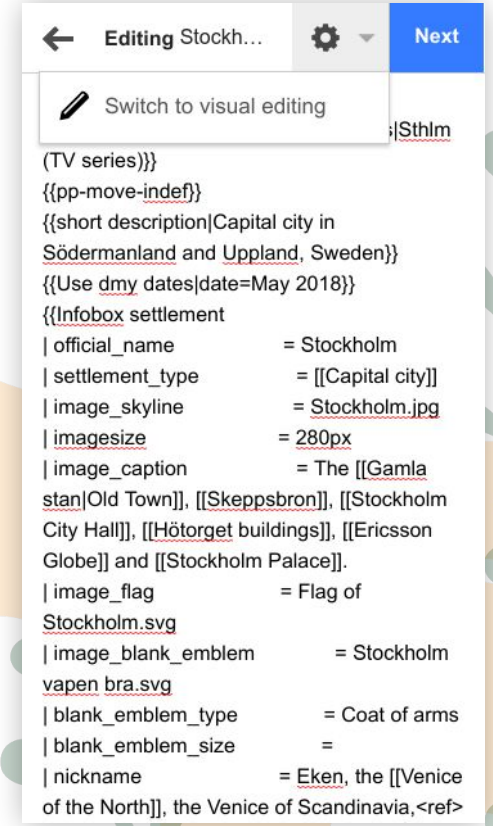
```
[[Cats & dogs|rain]] {{cn}}
```

VisualEditor was built with mobile support in mind

- Uses ContentEditable edit surface (unlike Google Docs)
- Avoids desktop-only interactions, such as mouse hover or keyboard arrows
- Flexible UI architecture

The end



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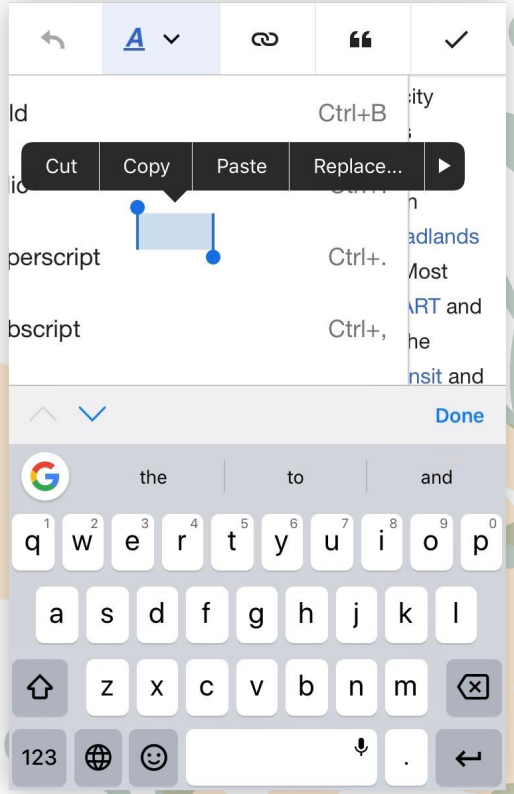
The end



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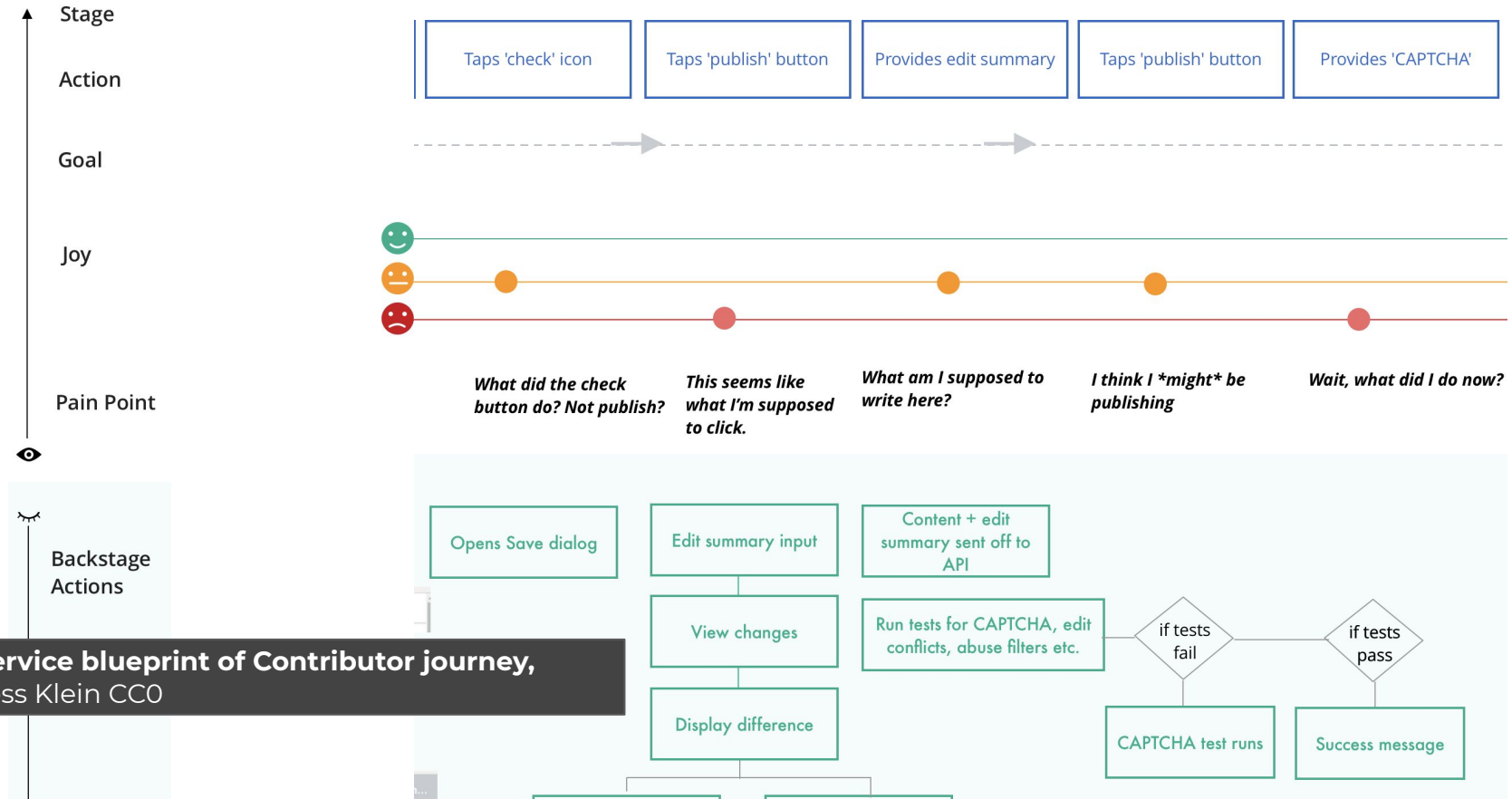
Listening, watching, and testing



Service blueprint of Contributor journey,
Jess Klein CC0

Remixed Photo, Source Stefan Cosma on Unsplash [CC0]

Design principles

1. Do one thing at a time
2. Set the stage
3. Reduce stimulation
4. Work efficiently

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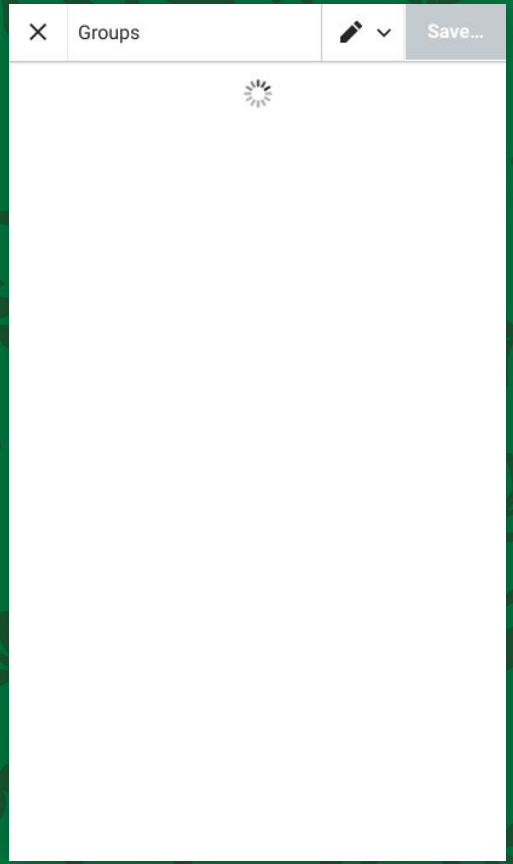
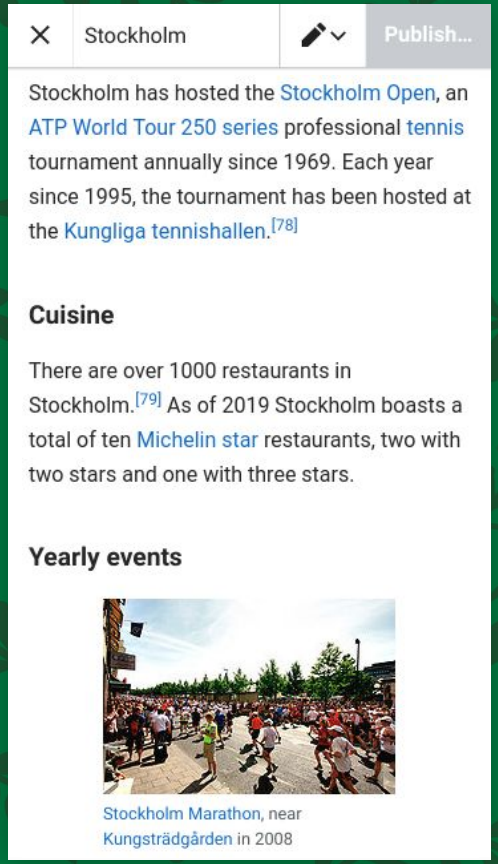


Problem:

The editor feels slow to load

Solution

A smoother transition between reading and editing.



Problem

It’s hard to find what you want to edit.

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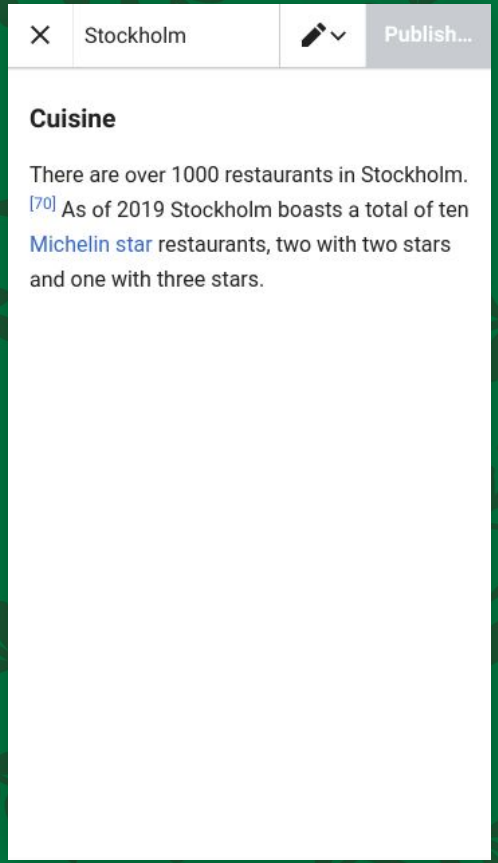

Solution

Remove all distracting text to allow for editing of this section

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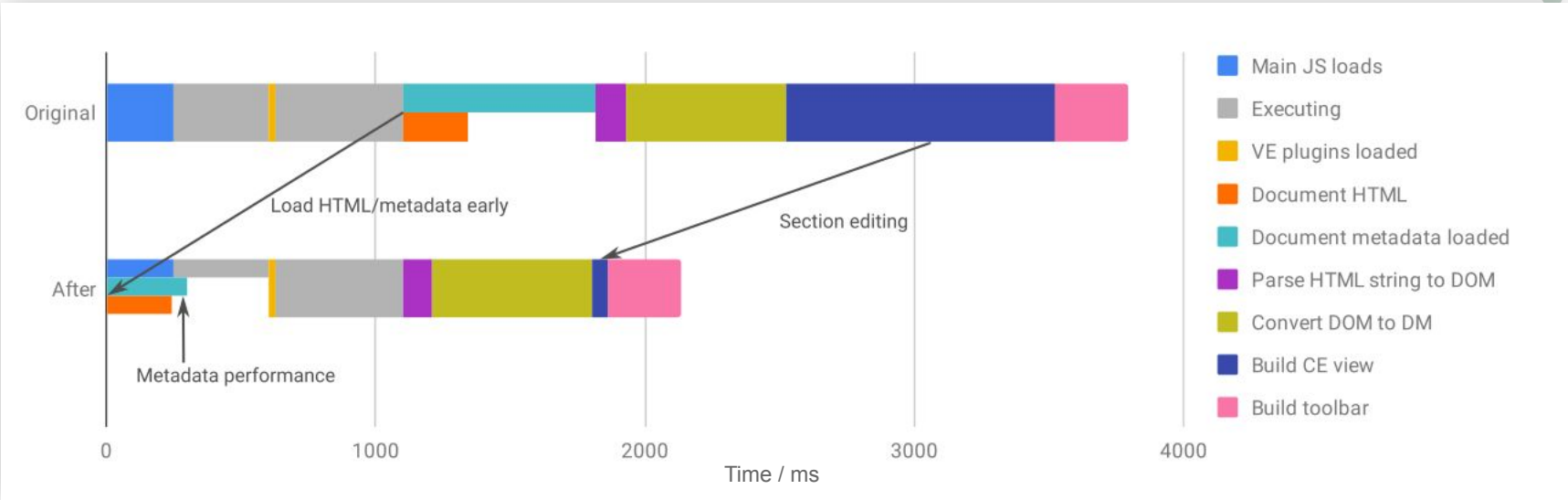
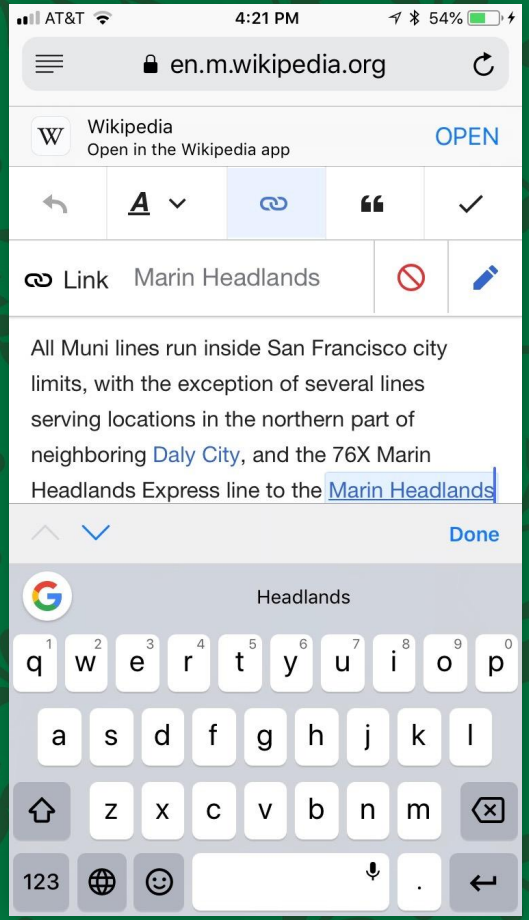
Performance

~40% faster in some cases



Example: Article of the day on a Nexus 5X



Problem

The editor feels cramped.

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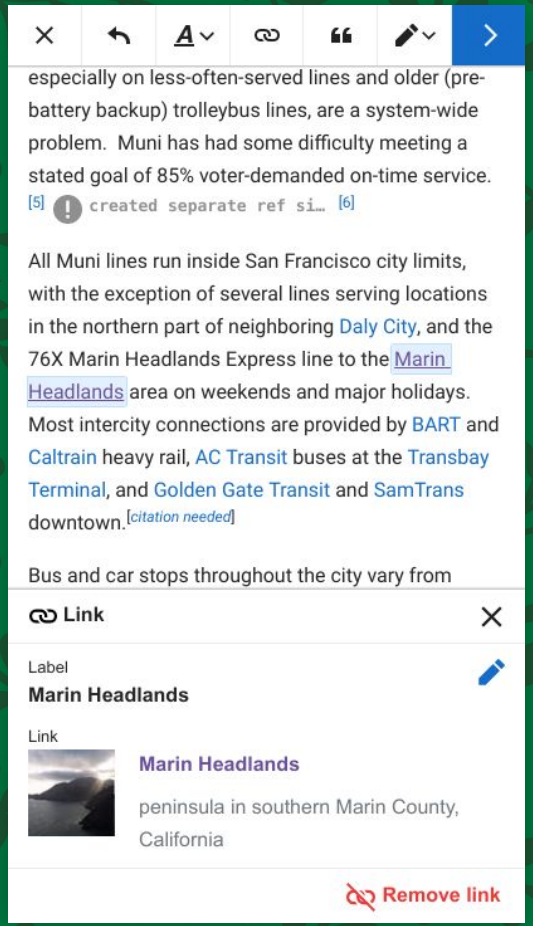

Solution

Create more space by changing how and where edit actions are shown.

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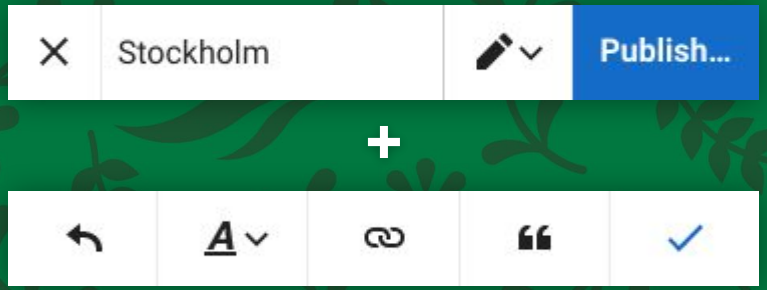
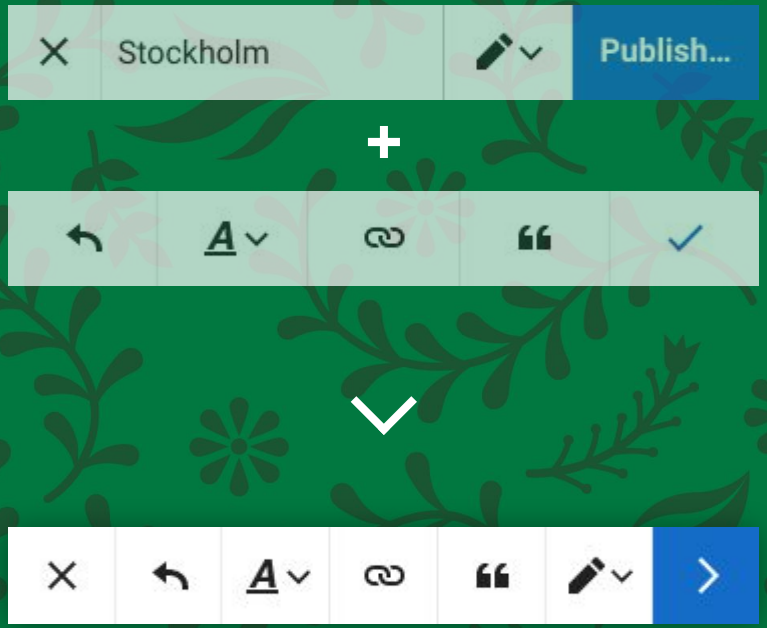


Problem

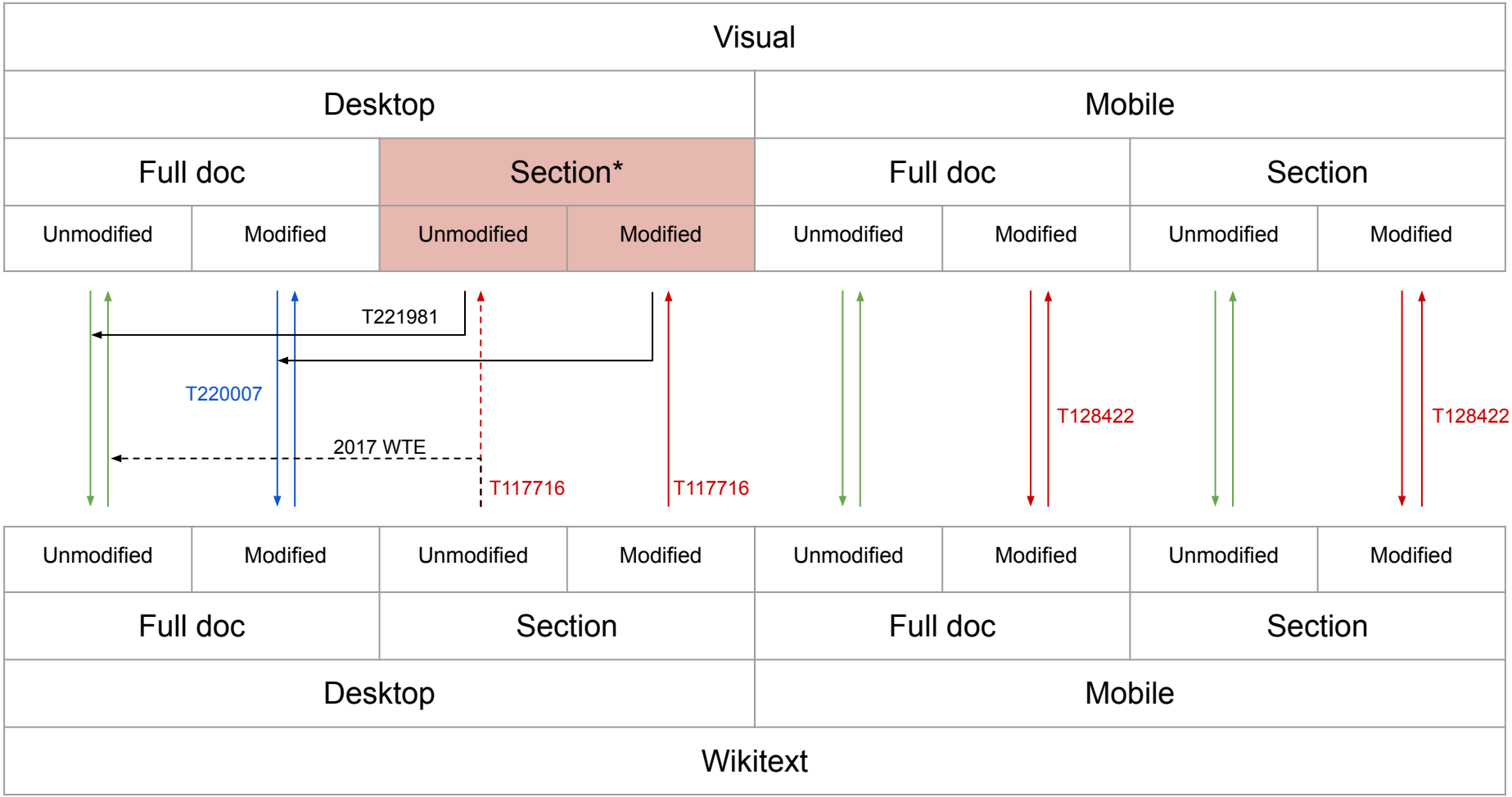
Editors can’t find the tools they need.



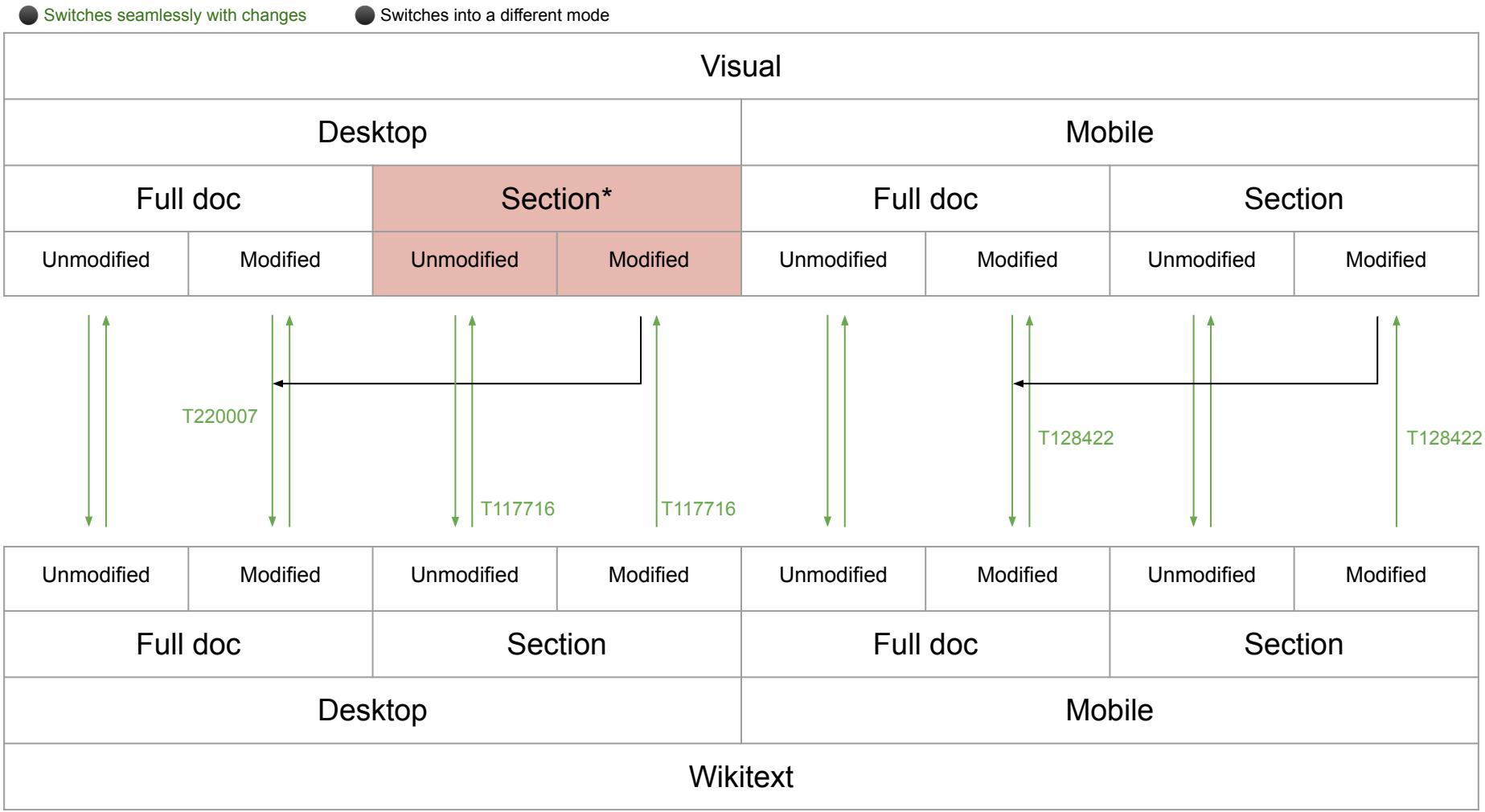
Solution

A single toolbar with all tools visible.

Switches seamlessly with changes Switches into a different mode Can't switch without losing changes Prompts before switching with changes



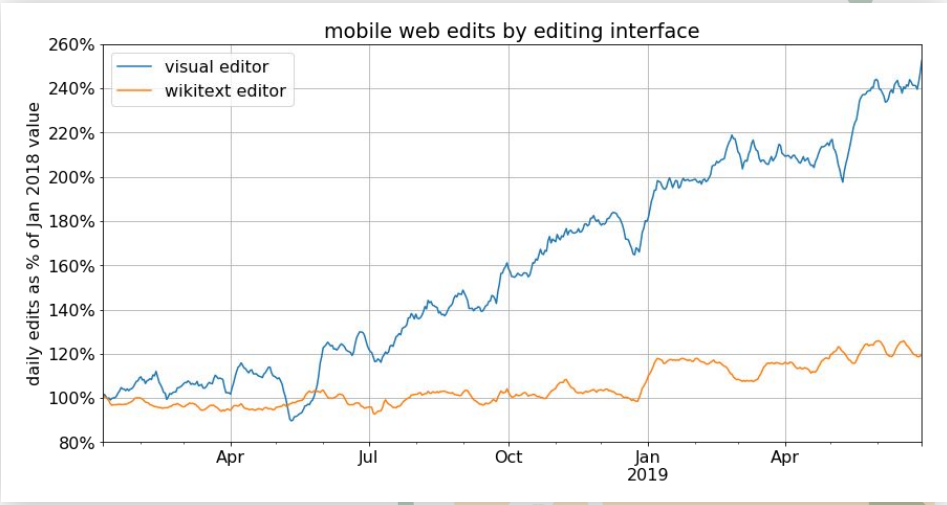
* Desktop section editing written by not yet enabled (T221908), arrows show potential behaviour



* Desktop section editing written by not yet enabled (T221908), arrows show potential behaviour

Results

- **78%** increase in edit completion rate
- **95%** increase in number of edits
- **17%** reduction in revert rate
- Strong positive responses in user testing
- 3% edit completion increase when we A/B tested a single intervention, section editing



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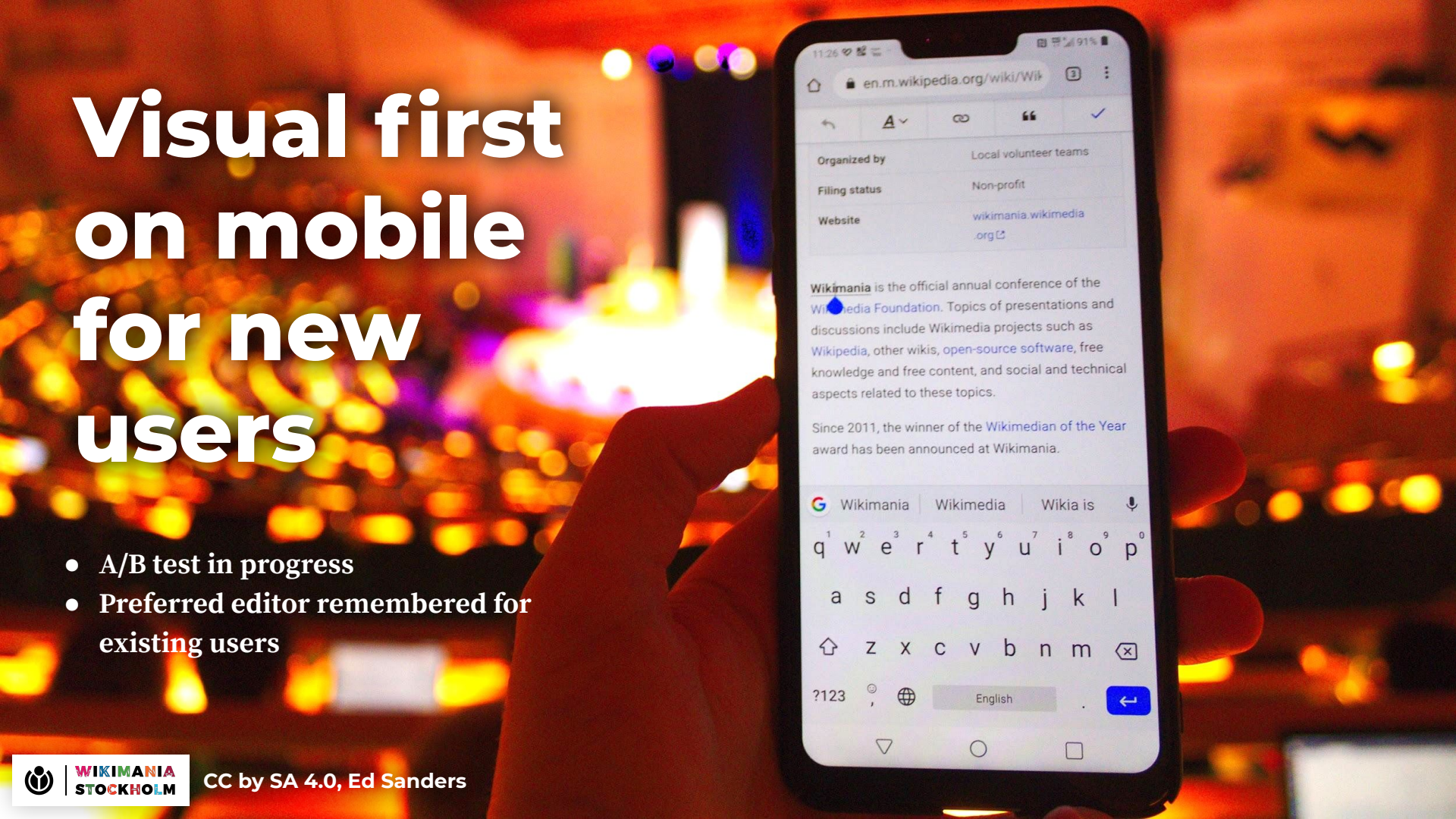
Visual first on mobile for new users

- A/B test in progress
- Preferred editor remembered for existing users



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Two approaches

1) Make common editing workflows simpler on mobile

2) **Expand the functionality to more closely resemble the desktop version of the site**

Advanced mode on mobile demo

Background

In the past, **editing on mobile was extremely limited**, special pages were unavailable and a lot of editors had to resort to using the desktop version of the site on their phones

What is Advanced Mode?

Advanced mode is a feature set that **adds contributor features to the mobile web website**.

Advanced mode **expands the navigation and adds access to special pages** to more closely resemble the desktop version of the site.

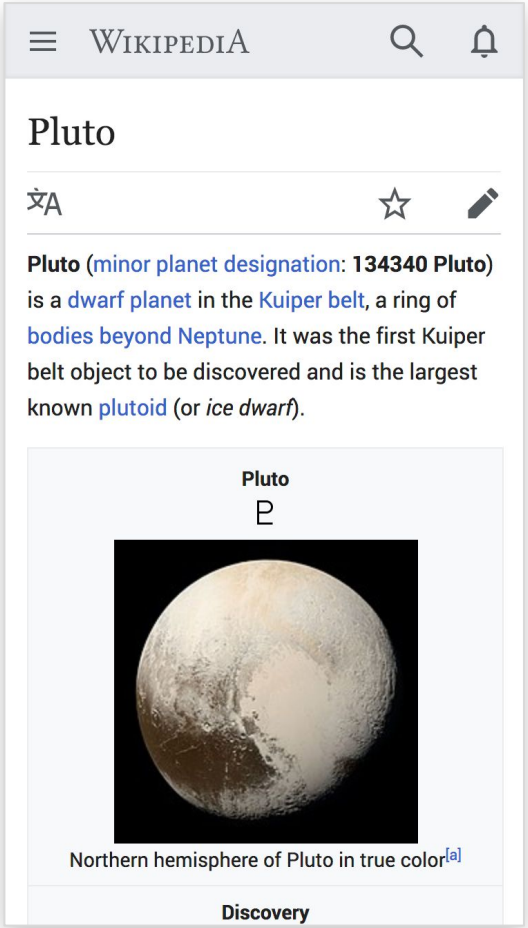
Our process

1. Interviewed editors at the hackathon and Wikimania
2. Collected and prioritized a list of missing features
3. Worked on adapting them to mobile in an easy and quick way
4. Created prototype and gathered feedback from more than 60 editors

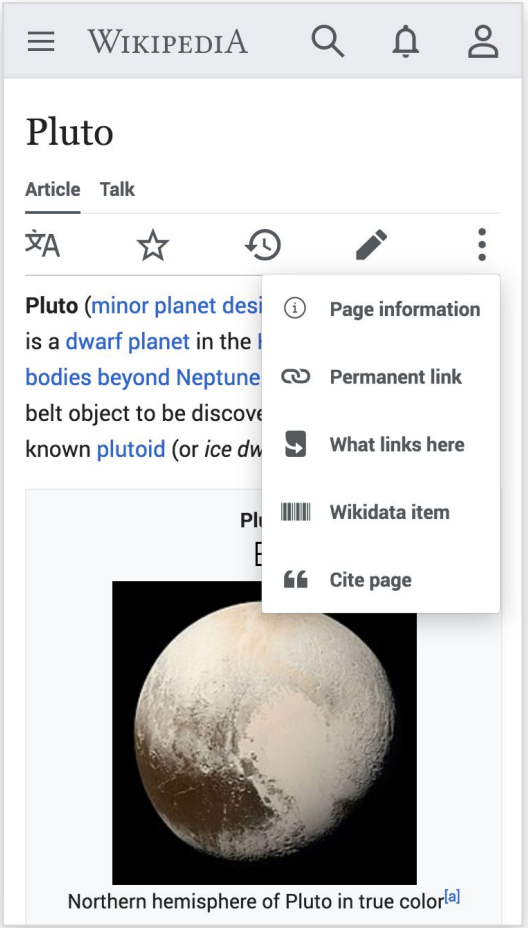
Features

Article page

Current

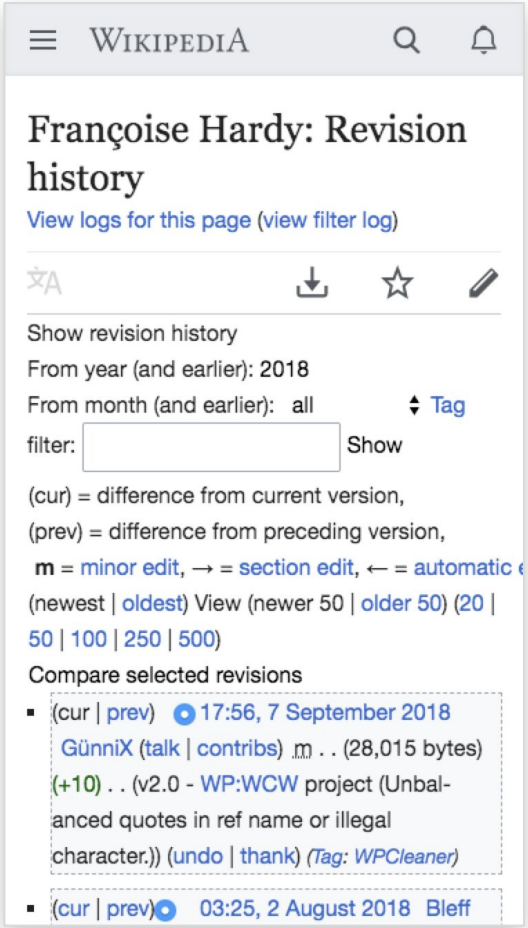


Advanced mode

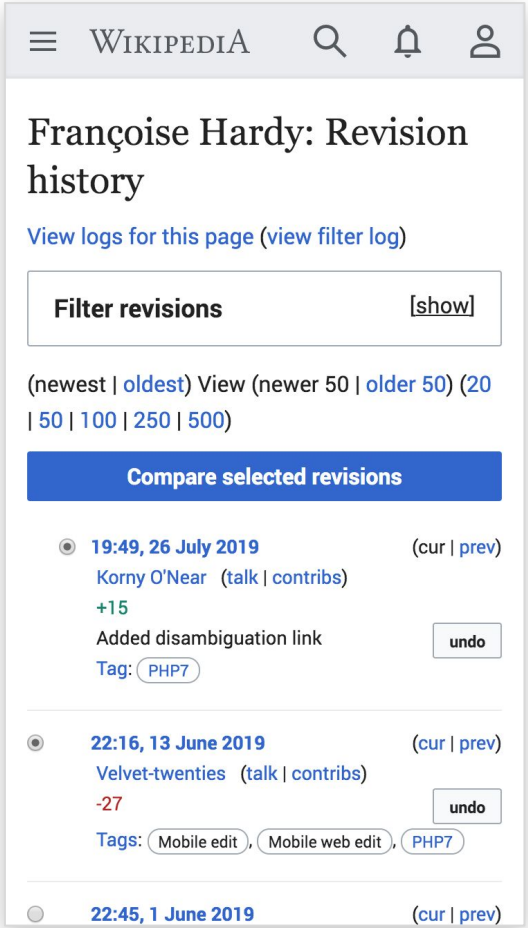


History

Current

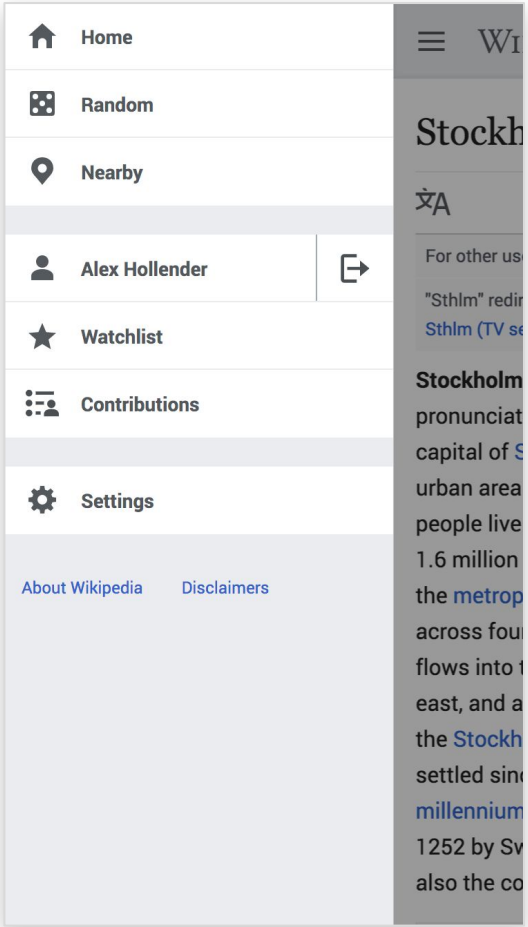


Advanced mode

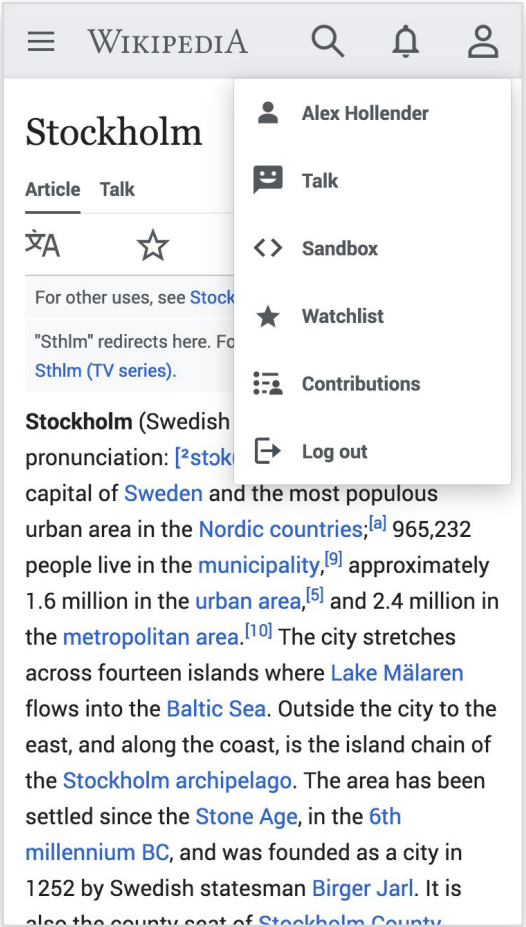


User menu

Current

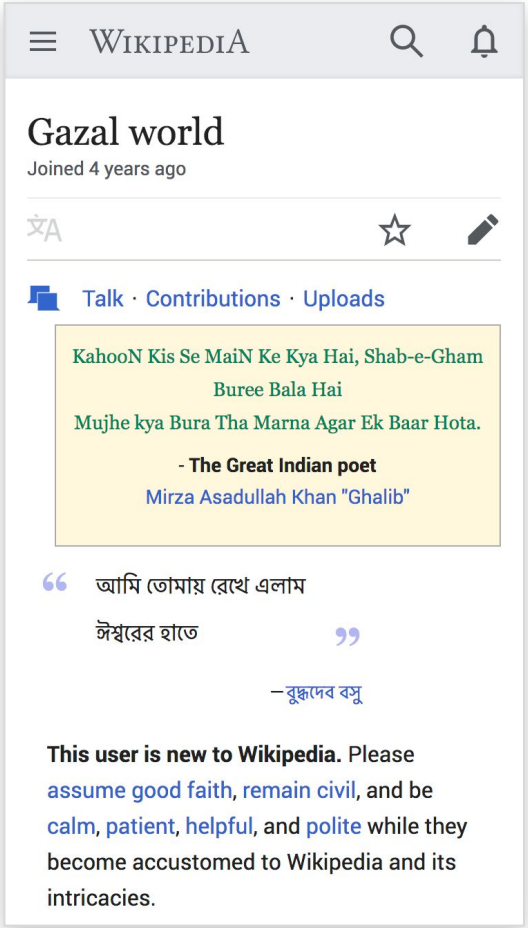


Advanced mode

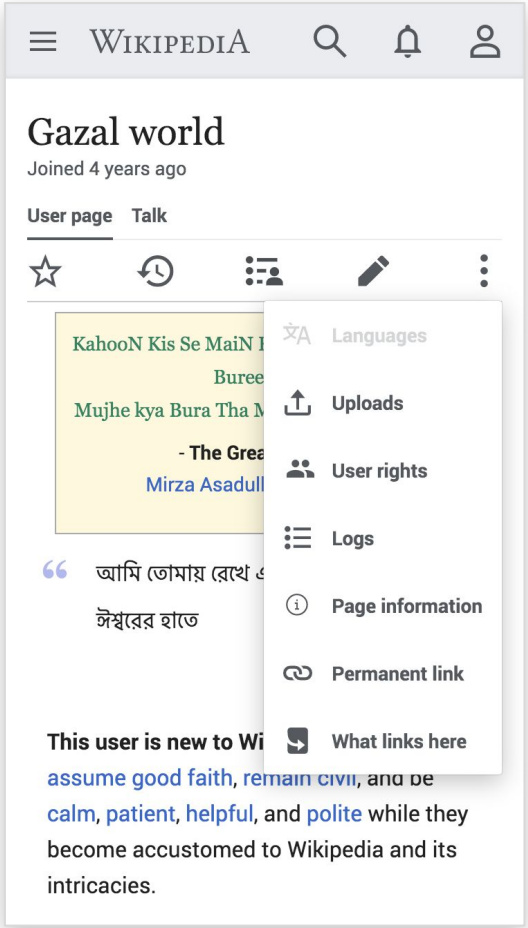


User page

Current

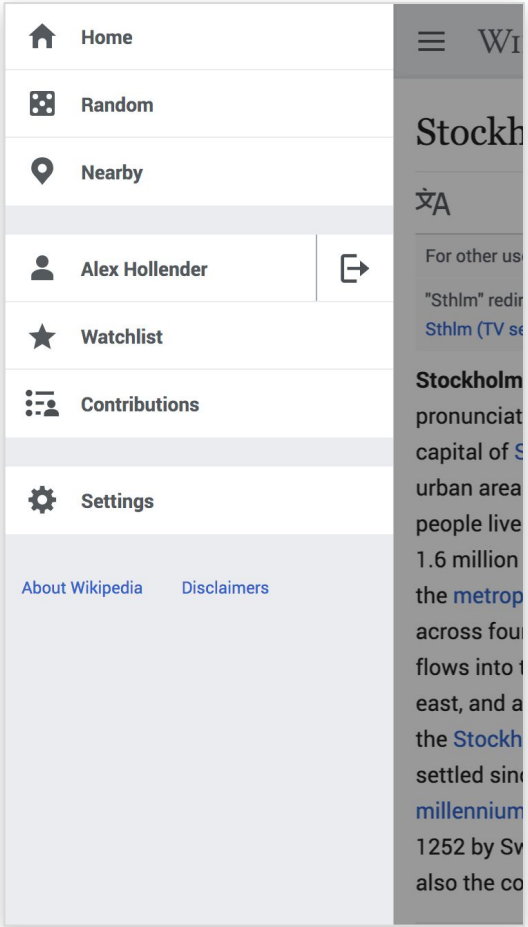


Advanced mode

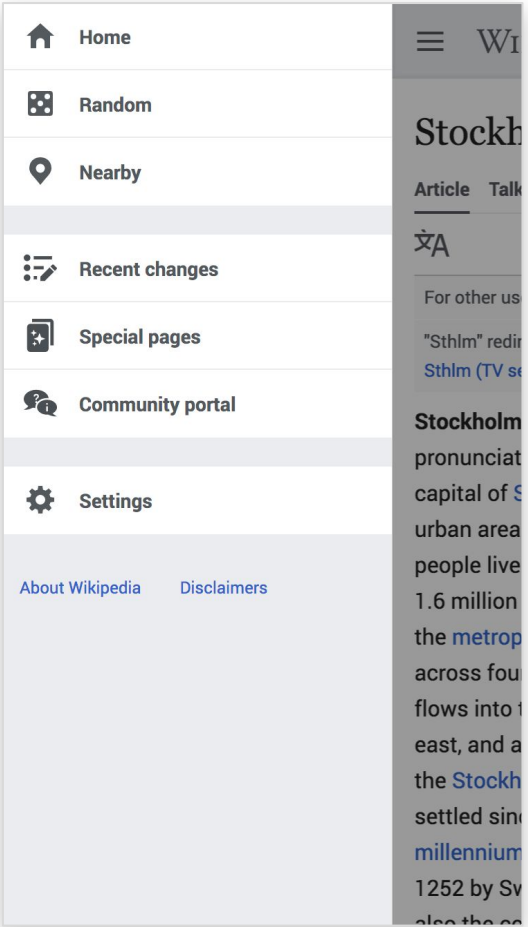


Main menu

Current

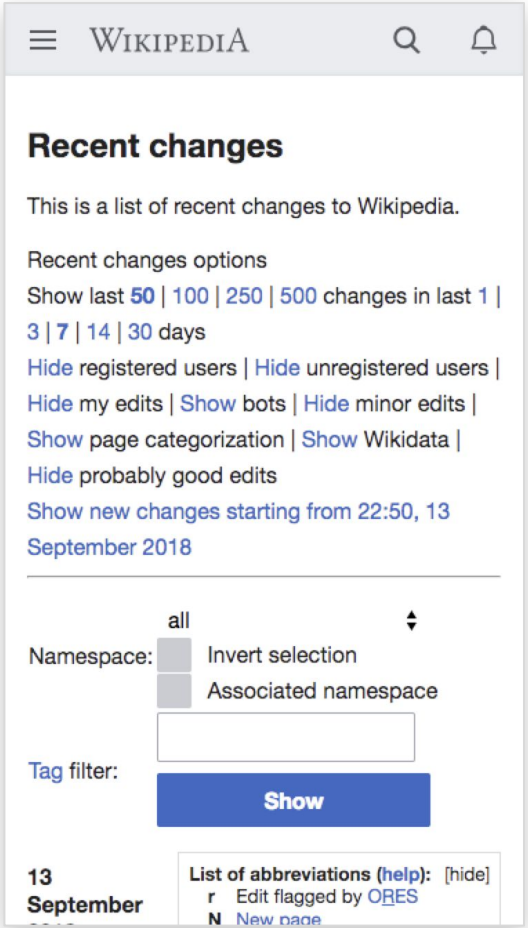


Advanced mode

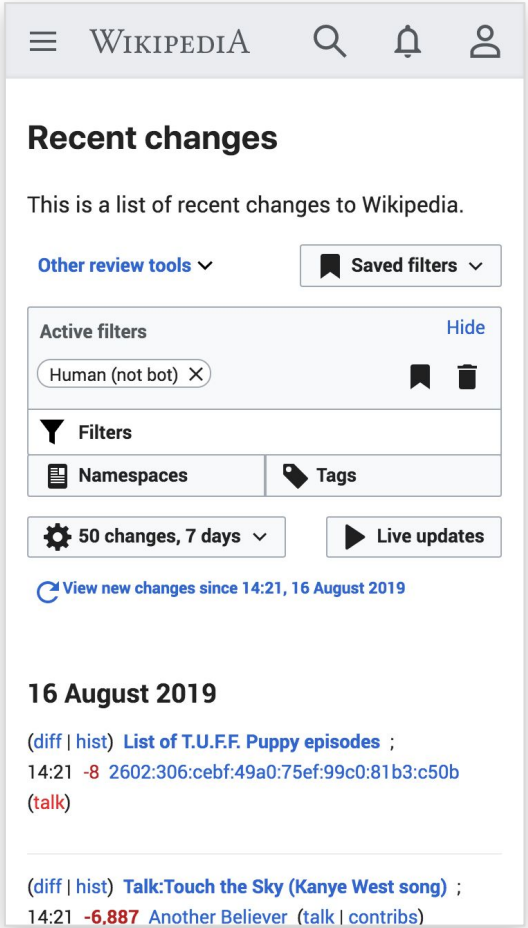


Recent changes

Current



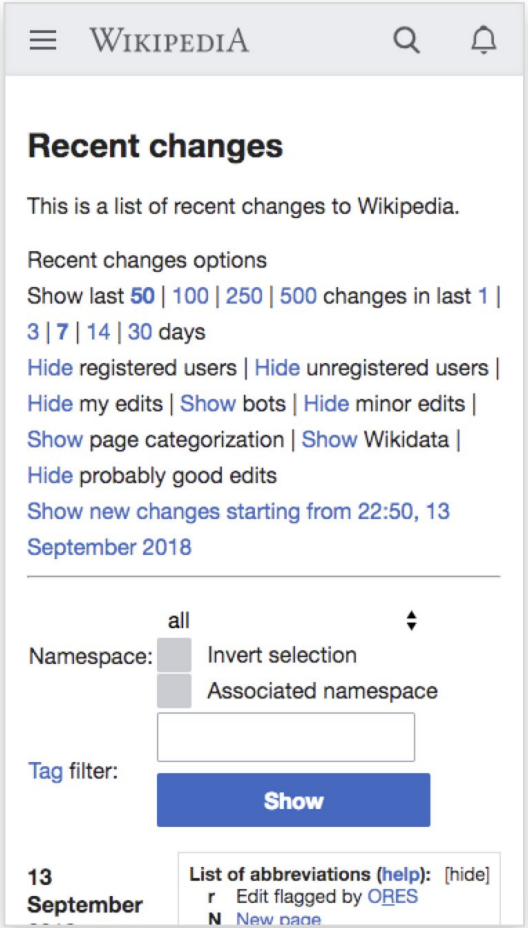
Advanced mode



Watchlist

*coming soon

Current



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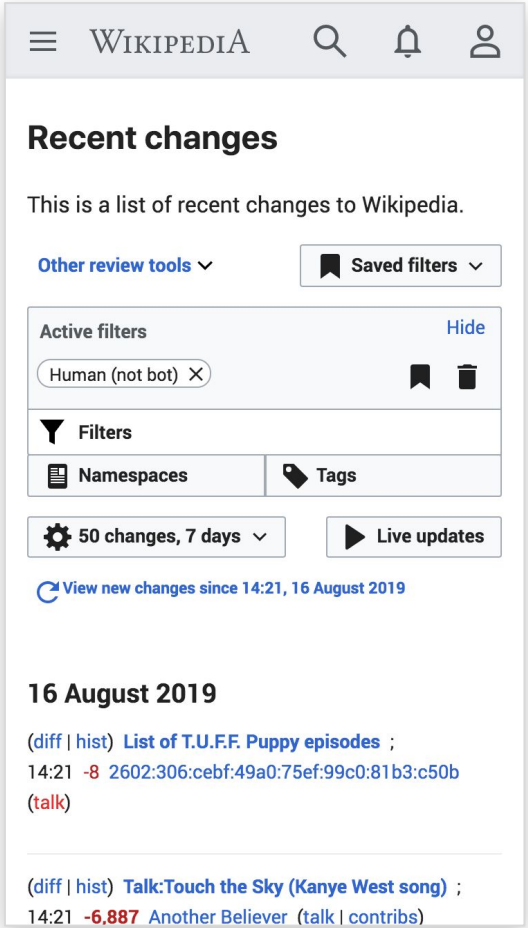

Demo:
Advanced mode

Deployments

Started with wikis with large mobile editing rates, where smaller changes would be **useful immediately:**

Stage 1: basic functionality

Spanish Wikipedia

Arabic Wikipedia

Indonesian Wikipedia

Stage 2: medium functionality

Japanese Wikipedia

Italian Wikipedia

Persian Wikipedia

Thai Wikipedia

Outreach

Stage 3: full functionality

All other Wikis

Outreach

Further data analysis and improvements

Metrics and feedback

- Overwhelmingly positive feedback on prototype
- Retention is currently at 81% (our target was 60%)
- Now that we're deployed everywhere, we will be looking at:
  - Feature retention on all wikis for target audience
  - Increase in moderation actions on mobile (undo, rollback, blocking, unblocking, etc)
  - Increase of pageviews to special pages on mobile

After Advanced Mode

- What AMC functionality should we move to all logged-in users?
- How does this work inform and feed into upcoming changes to the desktop experience?

Discussion prompts:

- Which features from advanced mode would benefit all logged-in users?
- How can we bring our learnings back to desktop?
- What needs to be considered before mobile VE is the first editor newcomers see?
- How do we build for contributors with different levels of experience?

Discussion

Attribution

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