



WIKIMANIA
STOCKHOLM

Technology for growth

The future of mobile editing



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Why mobile?

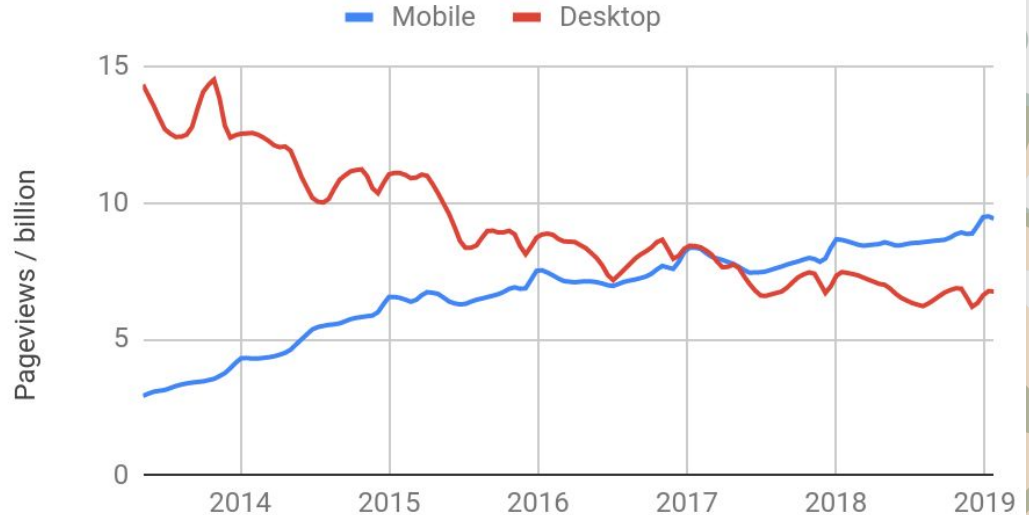


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Traffic has shifted

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

Mobile vs Desktop, 2013-2019

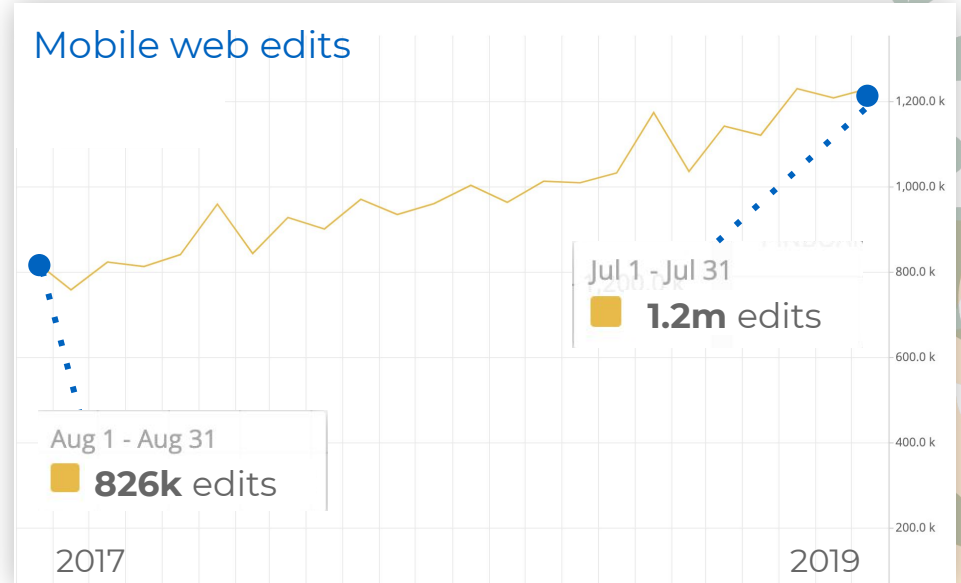


Mobile editing is growing

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.



Preferences and access

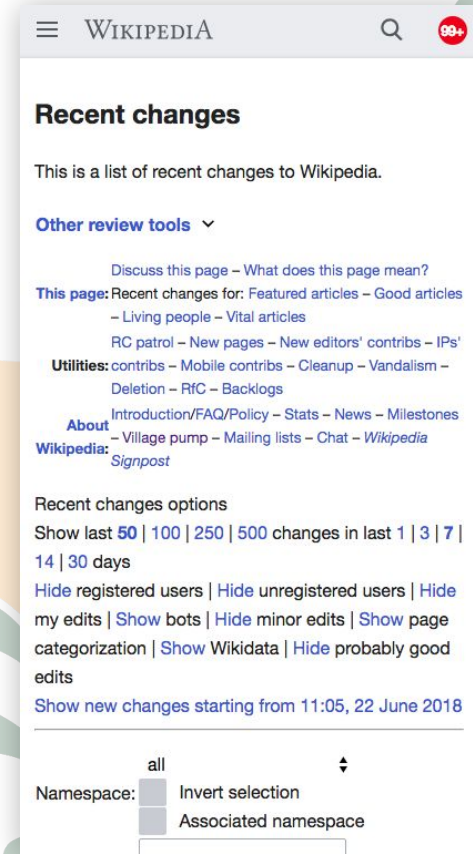
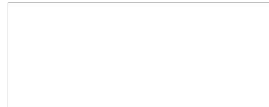
For a growing number of people, mobile is their preferred or only device for contributing.

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?

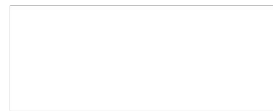


Etherpad

w.wiki/7BG

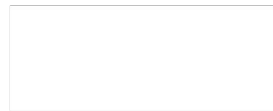
Two approaches

- 1) **Make common editing workflows simpler on mobile**
- 2) **Expand the functionality to more closely resemble the desktop version of the site**



Two approaches

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



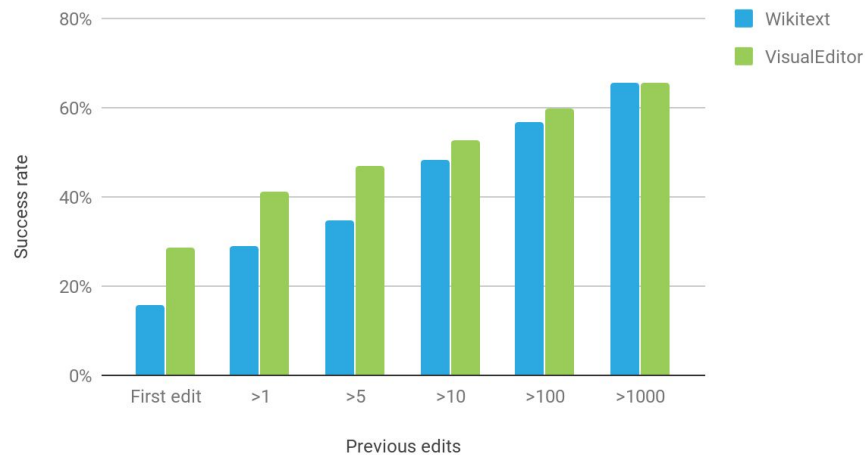
Why visual editing?

“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”

VisualEditor vs Wikitext success rate



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Mobile wikitext typing race

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



`[[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

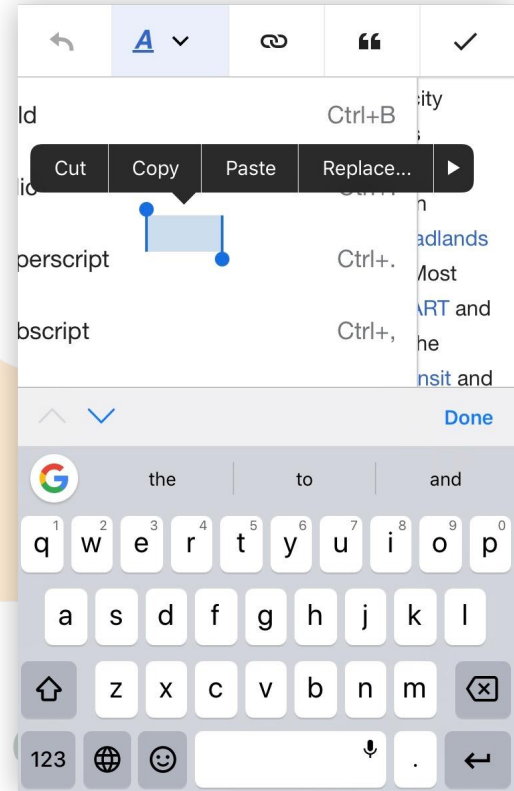
The end



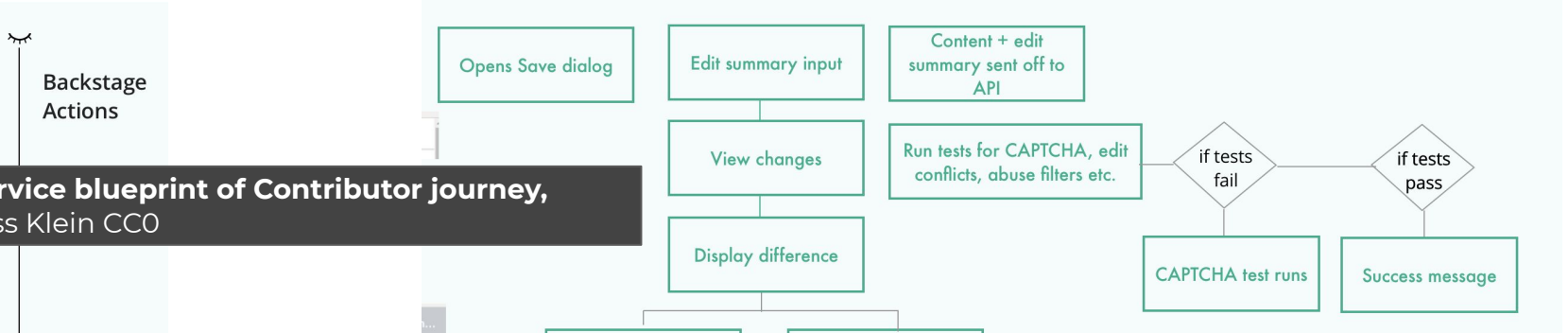
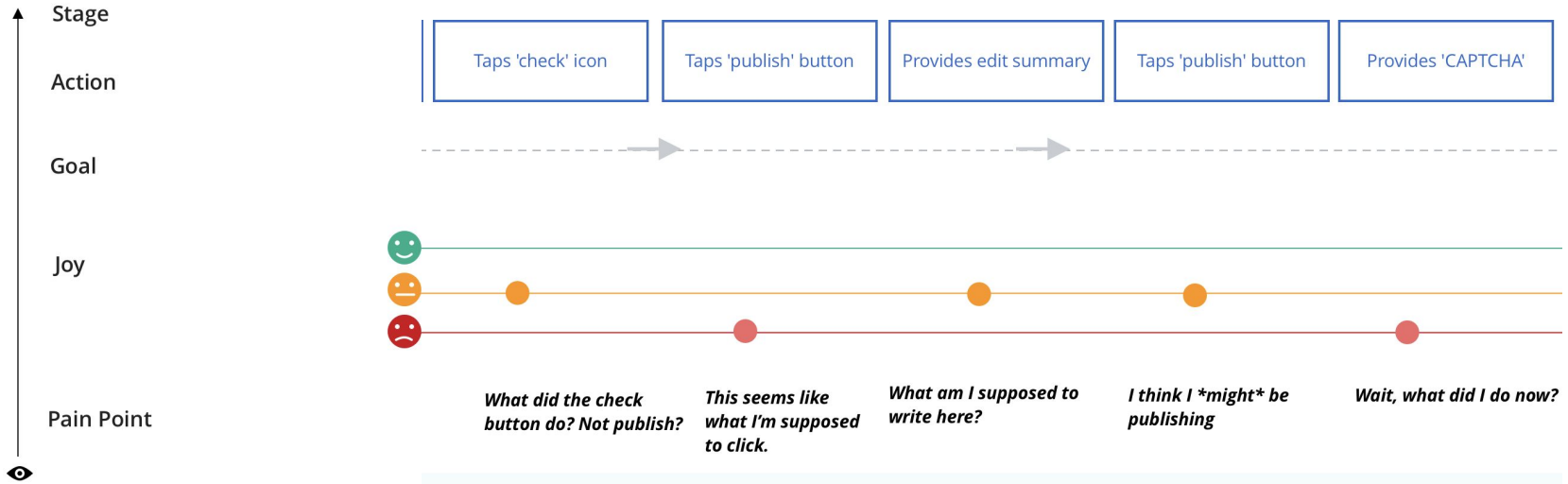
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```
← Editing Stockh... ⚙️ Next
Switch to visual editing
;Sthlm
(TV series)}}
{{pp-move-indef}}
{{short description|Capital city in
Södermanland and Uppland, Sweden}}
{{Use dmy dates|date=May 2018}}
{{Infobox settlement
| official_name           = Stockholm
| settlement_type         = [[Capital city]]
| image_skyline            = Stockholm.jpg
| imagesize                = 280px
| image_caption            = The [[Gamla
stan|Old Town]], [[Skeppsbron]], [[Stockholm
City Hall]], [[Hötorget buildings]], [[Ericsson
Globe]] and [[Stockholm Palace]].
| image_flag                = Flag of
Stockholm.svg
| image_blank_emoji        = Stockholm
vapen bra.svg
| blank_emoji_type         = Coat of arms
| blank_emoji_size         =
| nickname                  = Eken, the [[Venice
of the North]], the Venice of Scandinavia,<ref>
```

The end



Listening, watching, and testing



Service blueprint of Contributor journey, Jess Klein CC0



Design principles

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




Problem:

The editor feels slow to load

Solution

A smoother transition between reading and editing.


✕ Stockholm  Publish...

Stockholm has hosted the [Stockholm Open](#), an [ATP World Tour 250 series](#) professional tennis tournament annually since 1969. Each year since 1995, the tournament has been hosted at the [Kungliga tennishallen](#).^[78]

Cuisine

There are over 1000 restaurants in Stockholm.^[79] As of 2019 Stockholm boasts a total of ten [Michelin star](#) restaurants, two with two stars and one with three stars.


Yearly events



[Stockholm Marathon](#), near [Kungsträdgården](#) in 2008

Problem

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

X Stockholm  Publish...

Cuisine

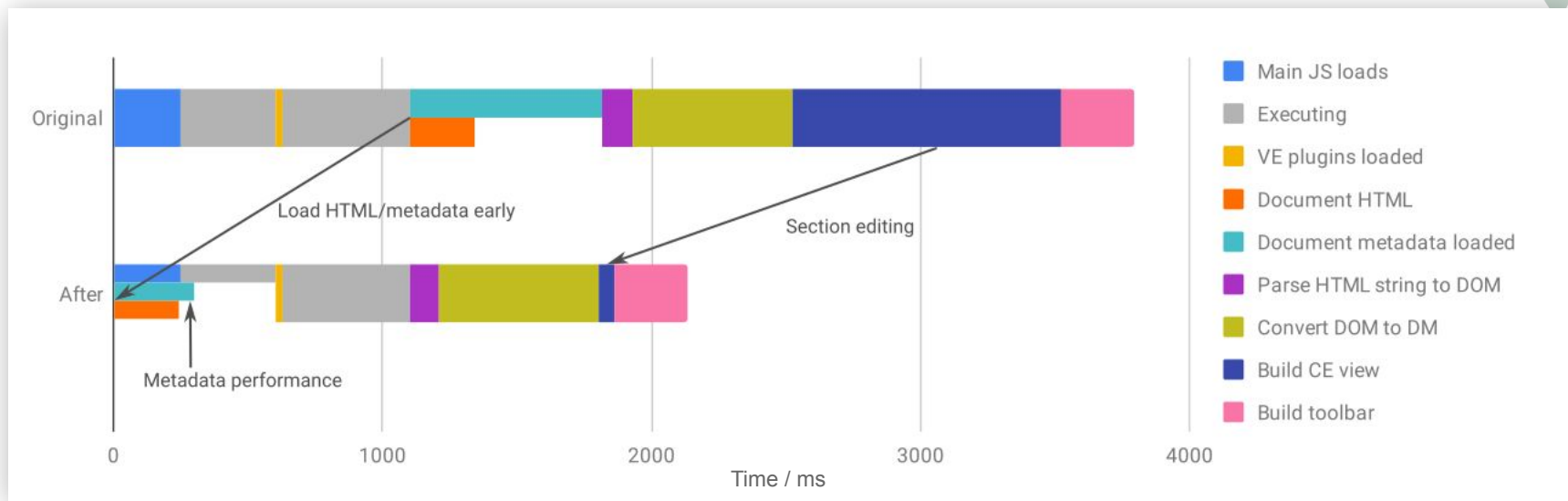
There are over 1000 restaurants in Stockholm.
^[70] As of 2019 Stockholm boasts a total of ten [Michelin star](#) restaurants, two with two stars and one with three stars.

Solution

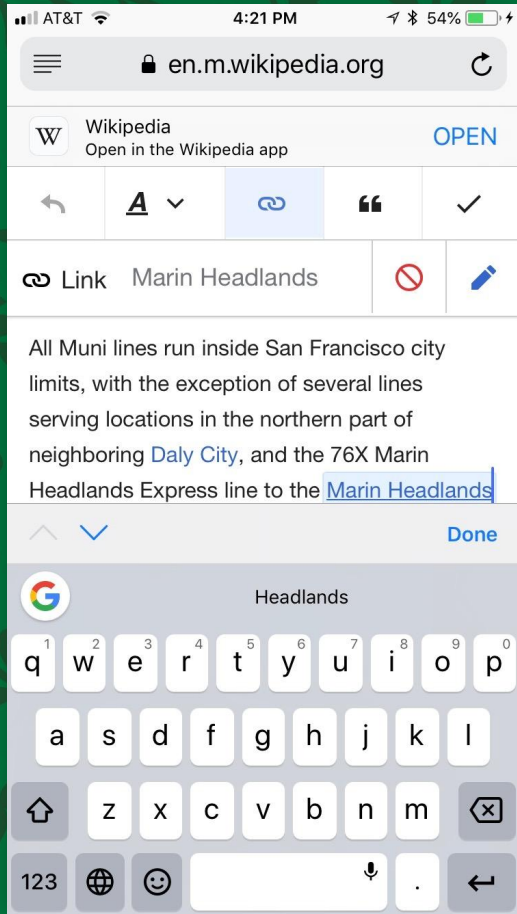
Remove all distracting text to allow for editing of this section

Performance

~40% faster in some cases



Example: Article of the day on a Nexus 5X




Problem

The editor feels cramped.

especially on less-often-served lines and older (pre-battery backup) trolleybus lines, are a system-wide problem. Muni has had some difficulty meeting a stated goal of 85% voter-demanded on-time service. ^[5] ! created separate ref si... ^[6]

All Muni lines run inside San Francisco city limits, with the exception of several lines serving locations in the northern part of neighboring [Daly City](#), and the 76X Marin Headlands Express line to the [Marin Headlands](#) area on weekends and major holidays. Most intercity connections are provided by [BART](#) and [Caltrain](#) heavy rail, [AC Transit](#) buses at the [Transbay Terminal](#), and [Golden Gate Transit](#) and [SamTrans](#) downtown.^[*citation needed*]


Bus and car stops throughout the city vary from


 **Link** ✕

Label ✎

Marin Headlands

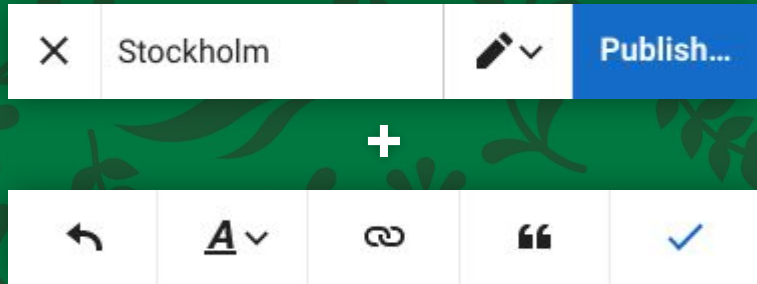
Link

 **Marin Headlands**
peninsula in southern Marin County, California

 **Remove link**

Solution

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



Problem

Editors can't find the tools they need.



+



∨



Solution

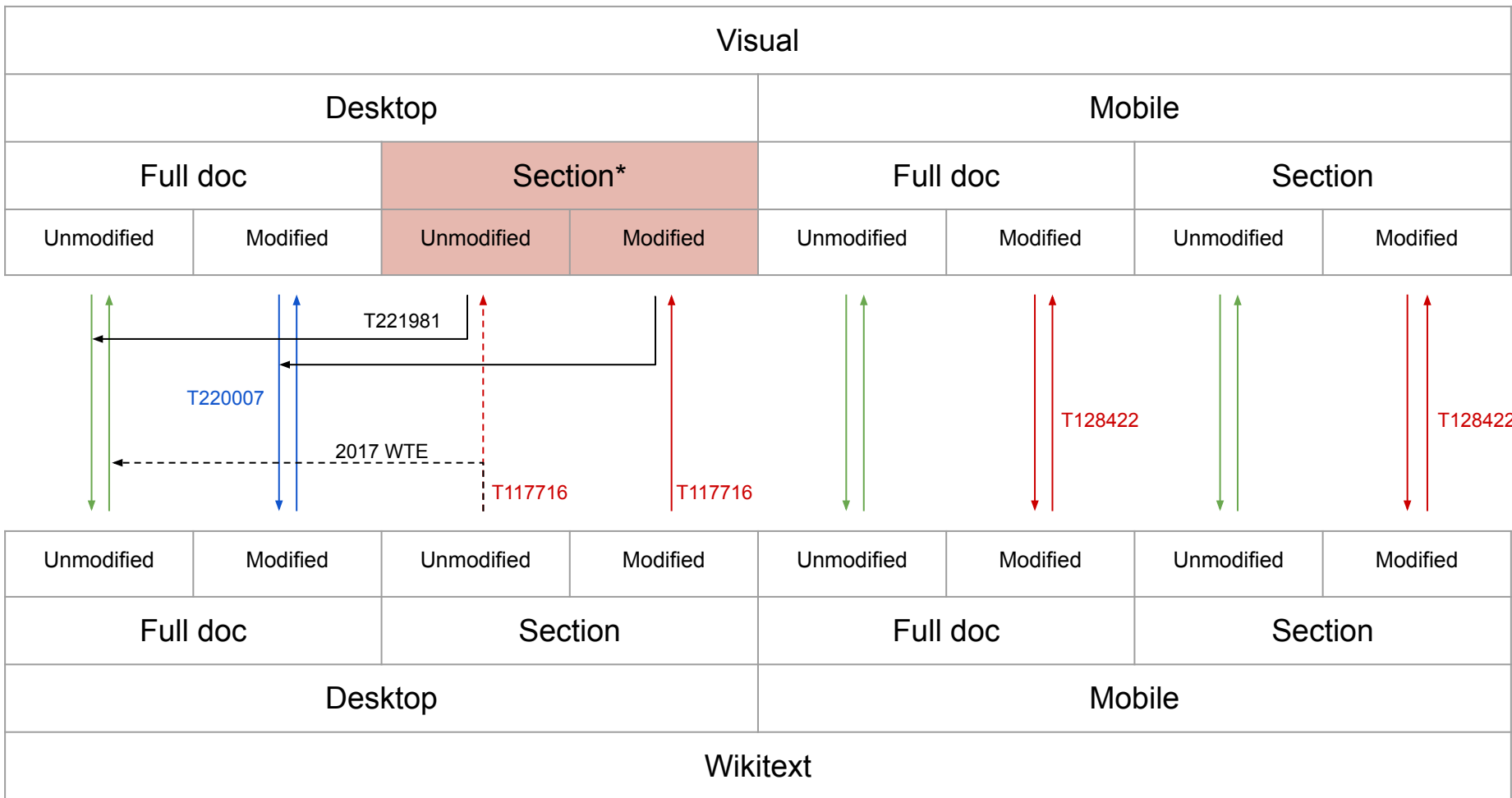
A single toolbar with all tools visible.

● Switches seamlessly with changes

● Switches into a different mode

● Can't switch without losing changes

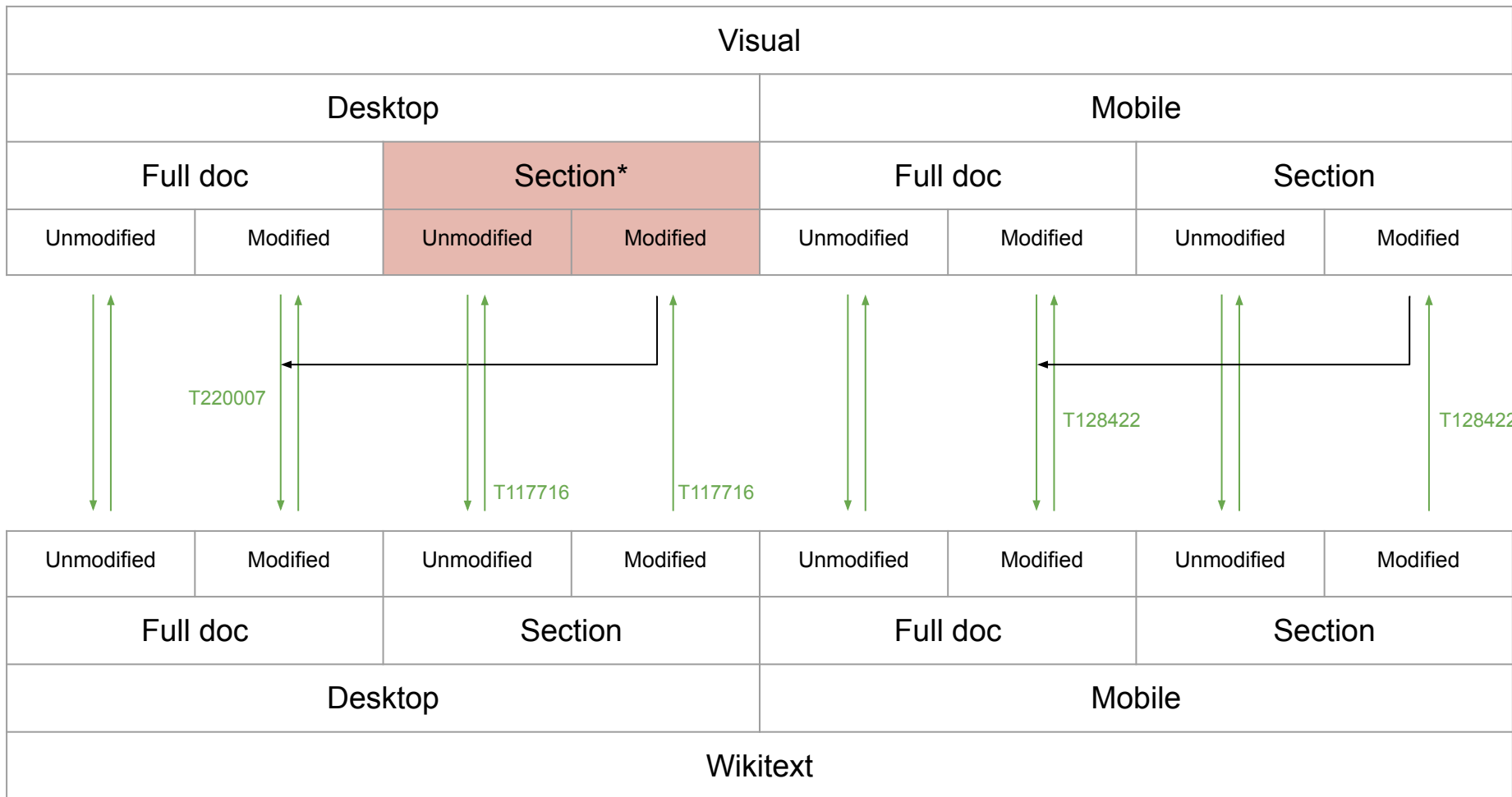
● Prompts before switching with changes



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

● Switches seamlessly with changes

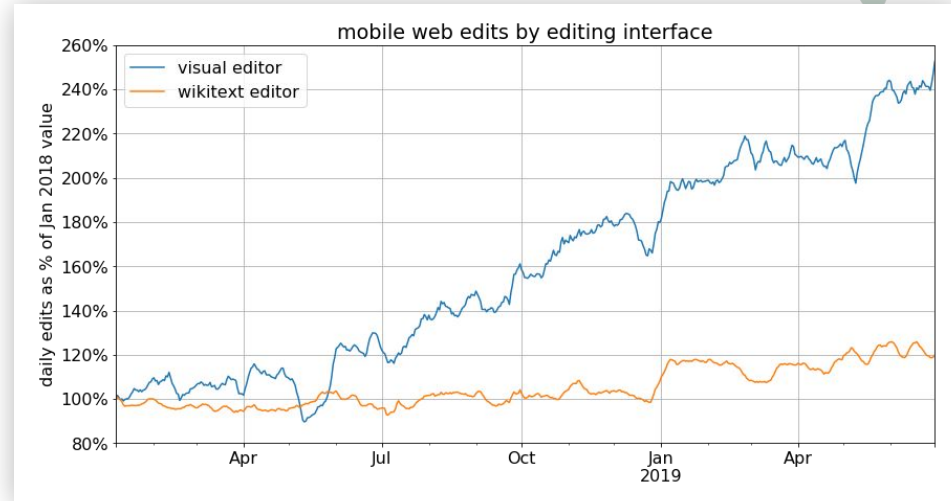
● Switches into a different mode



* 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



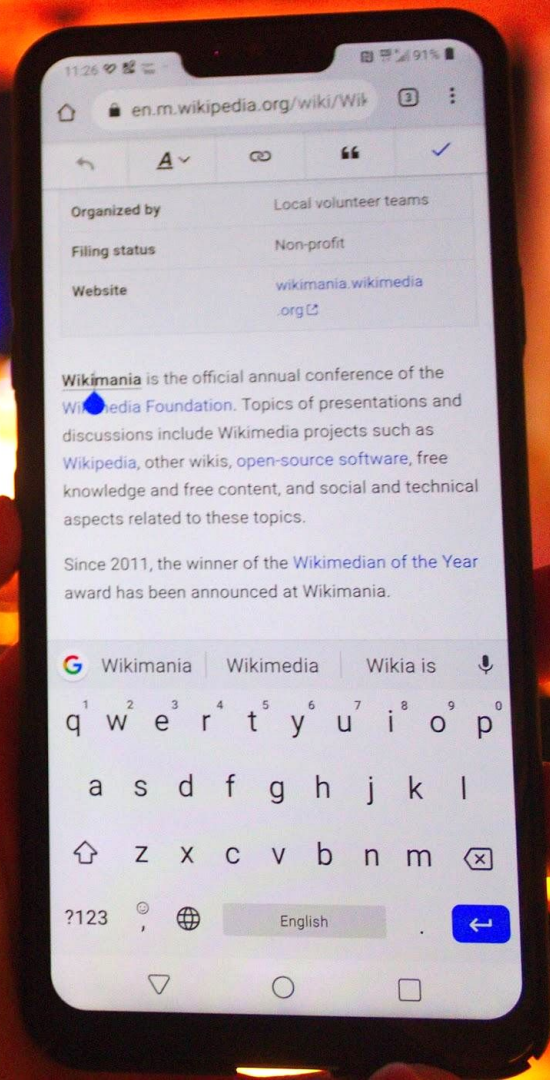
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A scenic landscape featuring a winding asphalt road that curves through a forest. The trees on the left have vibrant yellow and orange autumn foliage, while the trees on the right are mostly green. In the background, there are rolling hills or mountains with some autumn-colored vegetation. The sky is overcast and grey. The overall mood is contemplative and forward-looking.

Where next?

Visual first on mobile for new users

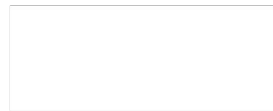
- A/B test in progress
- Preferred editor remembered for existing users



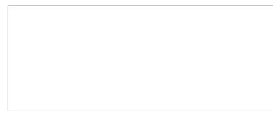


Two approaches

- 1) Make common editing workflows simpler on mobile
- 2) Expand the functionality to more closely resemble the desktop version of the site**

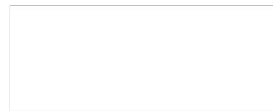


Advanced mode on mobile demo



Background

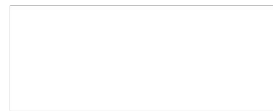
In the past, **editing on mobile was extremely limited**, special pages were unavailable and a lot of editors had to resort to using the desktop version of the site on their phones



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

57

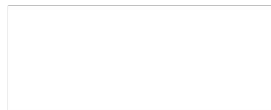
Positive/support

4

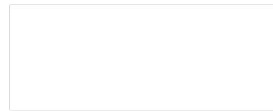
Neutral

0

Negative/oppose



Features



Article page


Current

WIKIPEDIA

Pluto

Pluto (minor planet designation: 134340 Pluto) is a dwarf planet in the Kuiper belt, a ring of bodies beyond Neptune. It was the first Kuiper belt object to be discovered and is the largest known plutoid (or ice dwarf).

Pluto



Northern hemisphere of Pluto in true color^[a]

Discovery

Advanced mode


WIKIPEDIA

Pluto

Article Talk

Pluto (minor planet designation: 134340 Pluto) is a dwarf planet in the Kuiper belt, a ring of bodies beyond Neptune. It was the first Kuiper belt object to be discovered and is the largest known plutoid (or ice dwarf).

Pluto



Northern hemisphere of Pluto in true color^[a]

- Page information
- Permanent link
- What links here
- Wikidata item
- Cite page

History

Current

WIKIPEDIA

Françoise Hardy: Revision history

[View logs for this page \(view filter log\)](#)

☆ A ↓ ☆ ✎

Show revision history

From year (and earlier): 2018

From month (and earlier): all Tag

filter: Show

(cur) = difference from current version,
(prev) = difference from preceding version,
m = minor edit, → = section edit, ← = automatic merge

(newest | oldest) View (newer 50 | older 50) (20 | 50 | 100 | 250 | 500)

Compare selected revisions

- [\(cur | prev\)](#) **17:56, 7 September 2018**
GünniX (talk | contribs) ,m . . (28,015 bytes) (+10) . . (v2.0 - WP:WCW project (Unbalanced quotes in ref name or illegal character.)) (undo | thank) (Tag: WPCleaner)
- [\(cur | prev\)](#) **03:25, 2 August 2018** Bleff

Advanced mode

WIKIPEDIA

Françoise Hardy: Revision history

[View logs for this page \(view filter log\)](#)

Filter revisions [\[show\]](#)

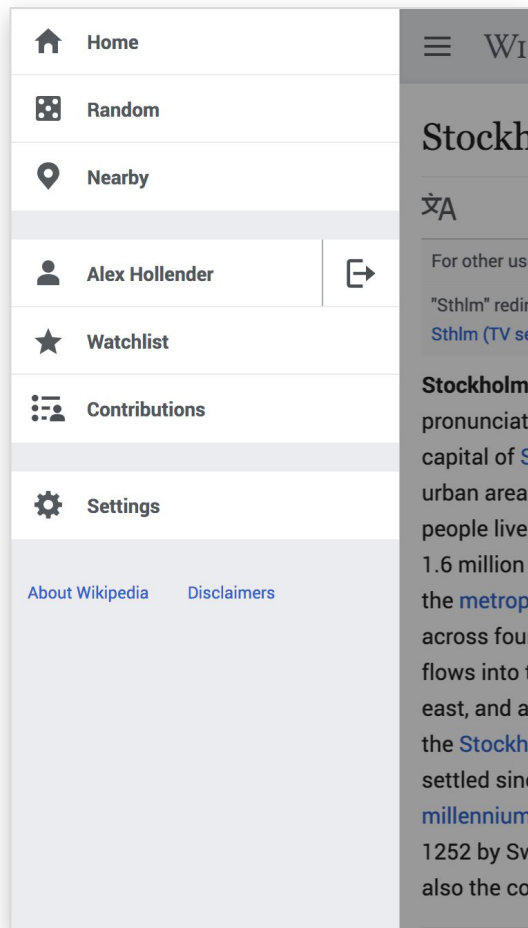
(newest | oldest) View (newer 50 | older 50) (20 | 50 | 100 | 250 | 500)

Compare selected revisions

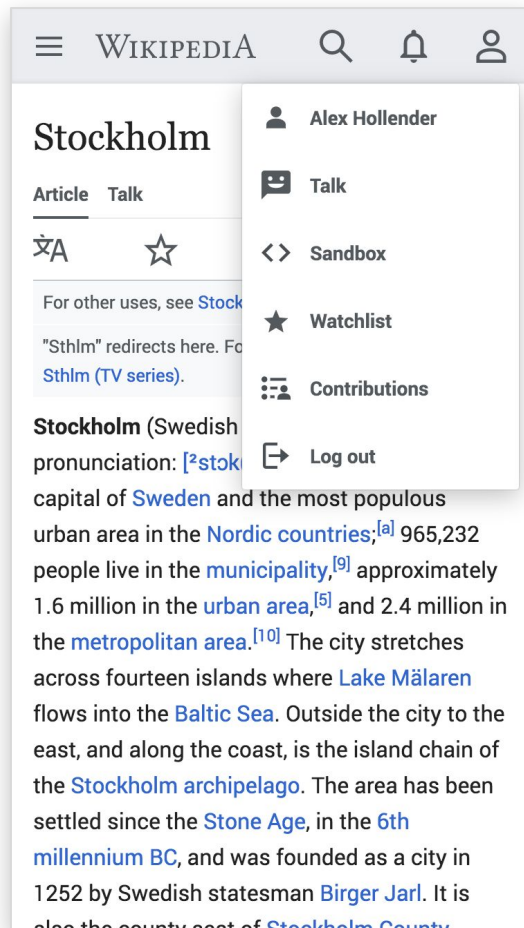
- 19:49, 26 July 2019** (cur | prev)
Korny O'Near (talk | contribs)
+15
Added disambiguation link [undo](#)
Tag: [PHP7](#)
- 22:16, 13 June 2019** (cur | prev)
Velvet-twenties (talk | contribs)
-27
Tags: [Mobile edit](#), [Mobile web edit](#), [PHP7](#)
- 22:45, 1 June 2019** (cur | prev)

User menu

Current



Advanced mode



User page

Current

WIKIPEDIA

Gazal world

Joined 4 years ago

☆ ✎

Talk · Contributions · Uploads

KahooN Kis Se MaiN Ke Kya Hai, Shab-e-Gham
Buree Bala Hai
Mujhe kya Bura Tha Marna Agar Ek Baar Hota.
- The Great Indian poet
Mirza Asadullah Khan "Ghalib"

“ আমি তোমায় রেখে এলাম
ঈশ্বরের হাতে ”

—বুদ্ধদেব বসু

This user is new to Wikipedia. Please assume good faith, remain civil, and be calm, patient, helpful, and polite while they become accustomed to Wikipedia and its intricacies.

Advanced mode

WIKIPEDIA

Gazal world

Joined 4 years ago

User page Talk

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KahooN Kis Se MaiN Ke Kya Hai, Shab-e-Gham
Buree Bala Hai
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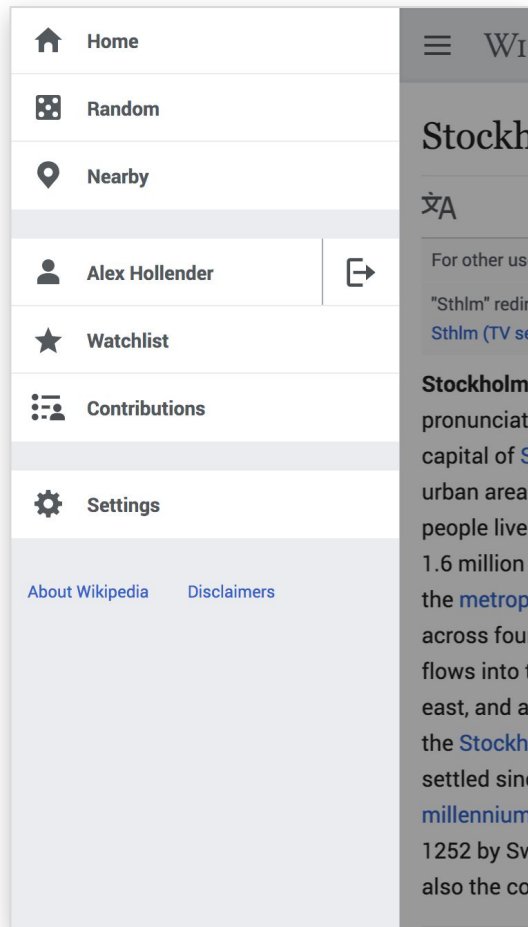
“ আমি তোমায় রেখে এলাম
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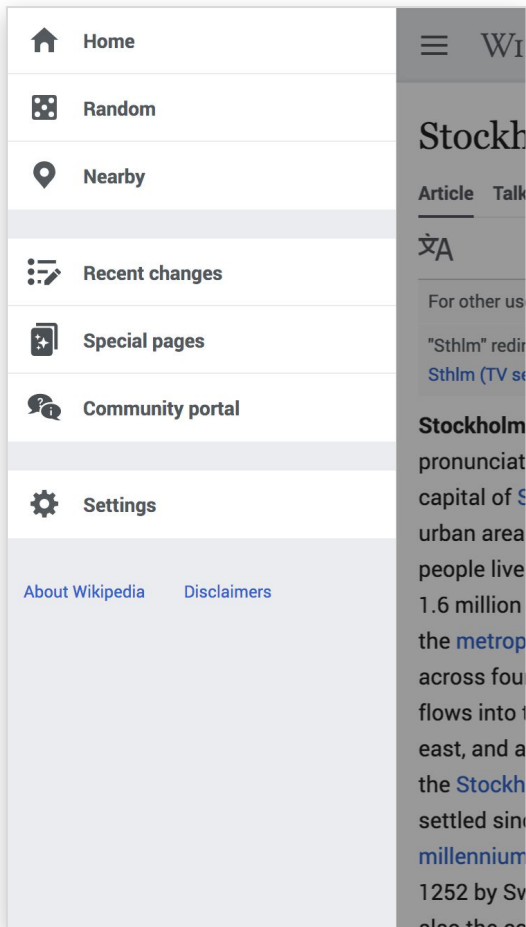
- Languages
- Uploads
- User rights
- Logs
- Page information
- Permanent link
- What links here

Main menu

Current



Advanced mode



Recent changes

Current

WIKIPEDIA

Recent changes

This is a list of recent changes to Wikipedia.

Recent changes options

Show last [50](#) | [100](#) | [250](#) | [500](#) changes in last 1 | [3](#) | [7](#) | [14](#) | [30](#) days

[Hide](#) registered users | [Hide](#) unregistered users | [Hide](#) my edits | [Show](#) bots | [Hide](#) minor edits | [Show](#) page categorization | [Show](#) Wikidata | [Hide](#) probably good edits

[Show new changes starting from 22:50, 13 September 2018](#)

Namespace: all Invert selection Associated namespace

Tag filter:

13 September [List of abbreviations \(help\)](#): [hide]

r Edit flagged by [ORES](#)

N [New page](#)

Advanced mode

WIKIPEDIA

Recent changes

This is a list of recent changes to Wikipedia.

[Other review tools](#)

Active filters [Hide](#)

Filters

Namespaces Tags

[View new changes since 14:21, 16 August 2019](#)

16 August 2019

(diff | hist) [List of T.U.F.F. Puppy episodes](#) ;

14:21 -8 2602:306:cebf:49a0:75ef:99c0:81b3:c50b

(talk)

(diff | hist) [Talk:Touch the Sky \(Kanye West song\)](#) ;

14:21 -6,887 [Another Believer](#) (talk | contribs)

Watchlist

*coming soon

Current

WIKIPEDIA

Recent changes

This is a list of recent changes to Wikipedia.

Recent changes options

Show last [50](#) | [100](#) | [250](#) | [500](#) changes in last 1 | [3](#) | [7](#) | [14](#) | [30](#) days

[Hide](#) registered users | [Hide](#) unregistered users | [Hide](#) my edits | [Show](#) bots | [Hide](#) minor edits | [Show](#) page categorization | [Show](#) Wikidata | [Hide](#) probably good edits

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all ⌵

Namespace: Invert selection
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[Show](#)

13
September

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Advanced mode

WIKIPEDIA

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[Other review tools](#) ▾ [Saved filters](#) ▾

Active filters Hide

Human (not bot) × 🔖 🗑️

Filters

Namespaces Tags

[50 changes, 7 days](#) ▾ [Live updates](#) ▶

[View new changes since 14:21, 16 August 2019](#)

16 August 2019

[\(diff | hist\)](#) [List of T.U.F.F. Puppy episodes](#) ;
14:21 -8 2602:306:cebf:49a0:75ef:99c0:81b3:c50b
[\(talk\)](#)

[\(diff | hist\)](#) [Talk:Touch the Sky \(Kanye West song\)](#) ;
14:21 -6,887 Another Believer [\(talk | contribs\)](#)

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

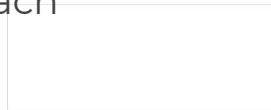
Japanese Wikipedia

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

Text and images from screenshots of the following pages:

- <https://en.wikipedia.org/wiki/Pluto>
- https://en.wikipedia.org/wiki/Fran%C3%A7oise_Hardy
- <https://en.wikipedia.org/wiki/Stockholm>
- https://en.wikipedia.org/wiki/User:Gazal_world

Additional images

- https://commons.wikimedia.org/wiki/File:People_concentrating_on_phones.jpg Rawpixel [CC0]