

Mobile Metrics Update

Focus: on-boarding

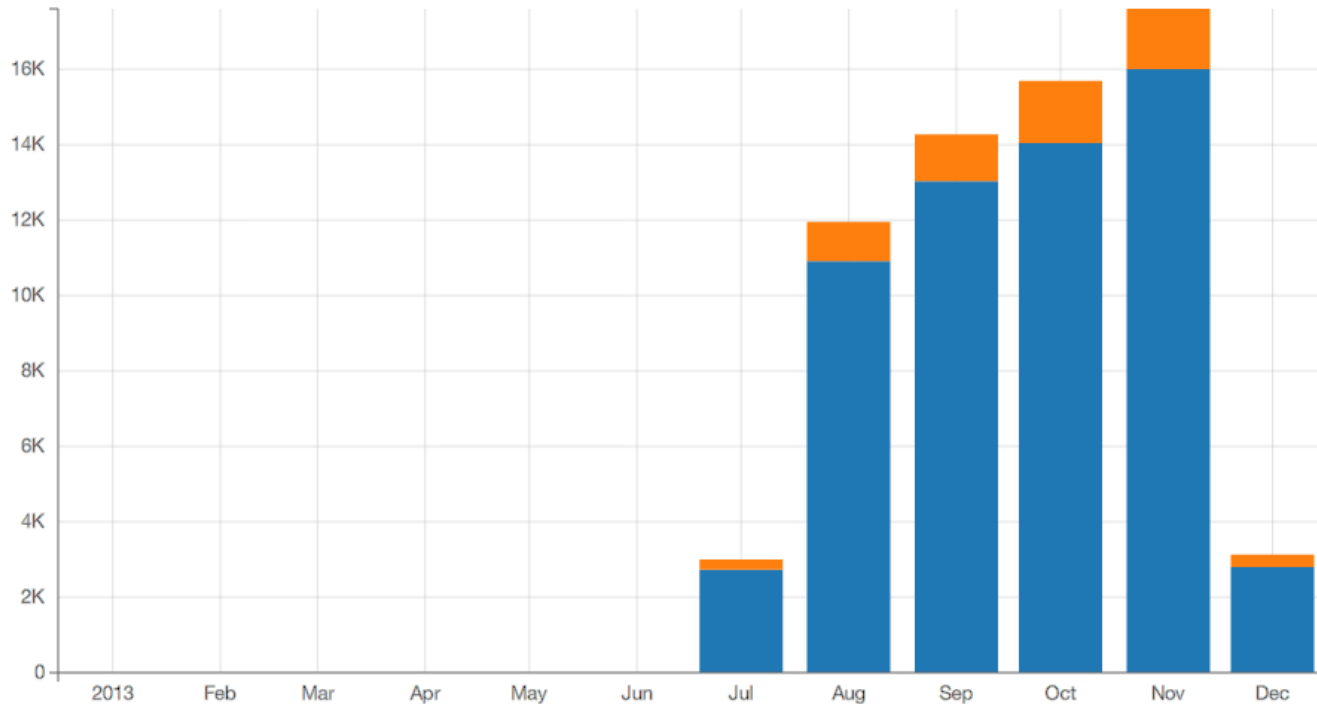
Mobile Priorities

- 1) Bring in new editors through mobile
- 2) Experiments to make WP Friendlier
- 3) Keep Wikipedia mobile relevant
 - “Mobify” editing tasks
 - Tablet support
 - Wikipedia native app support

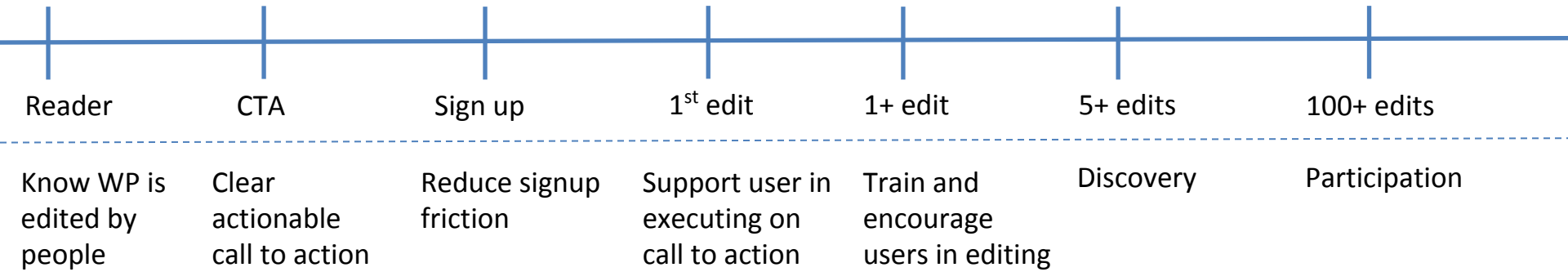
Annual Goal: 6k Unique Contributors

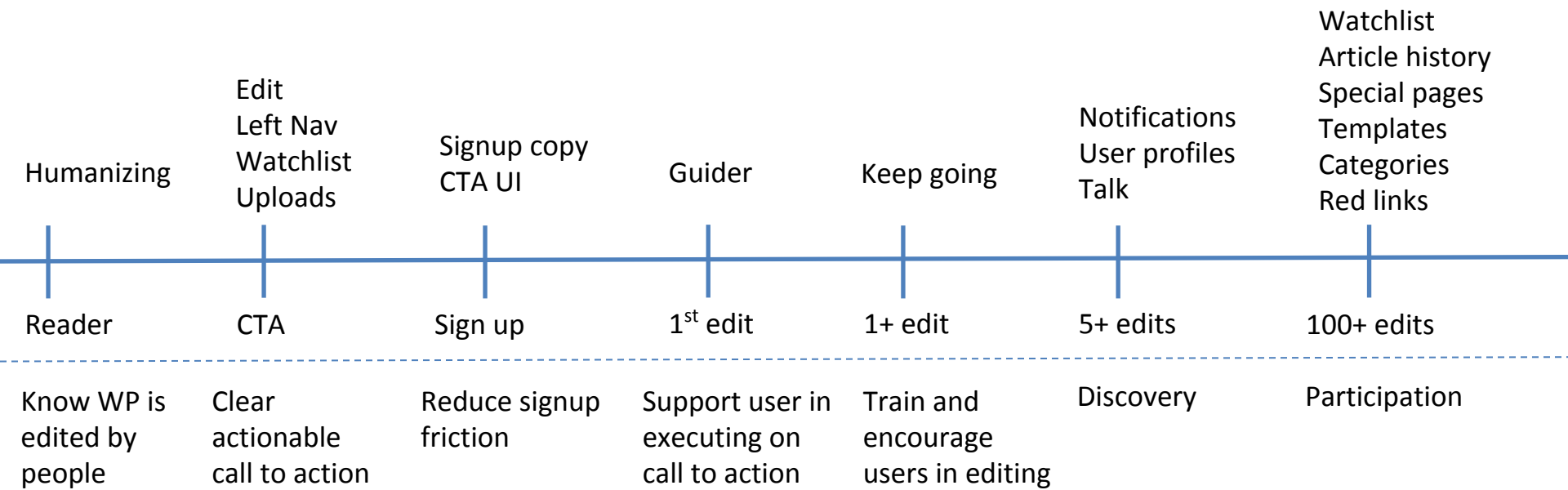
TLDR: Beating numbers, Up and to the right :-)

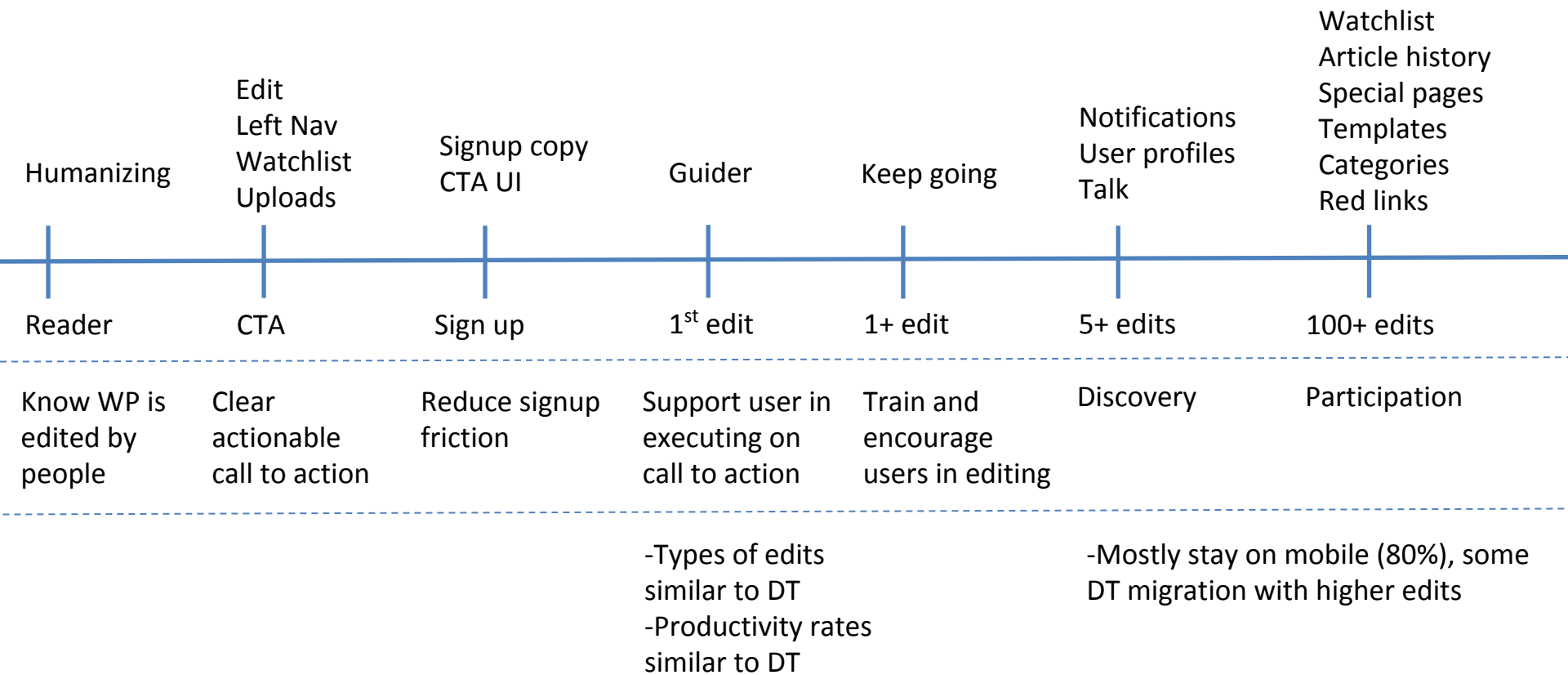
Unique editors (per month)

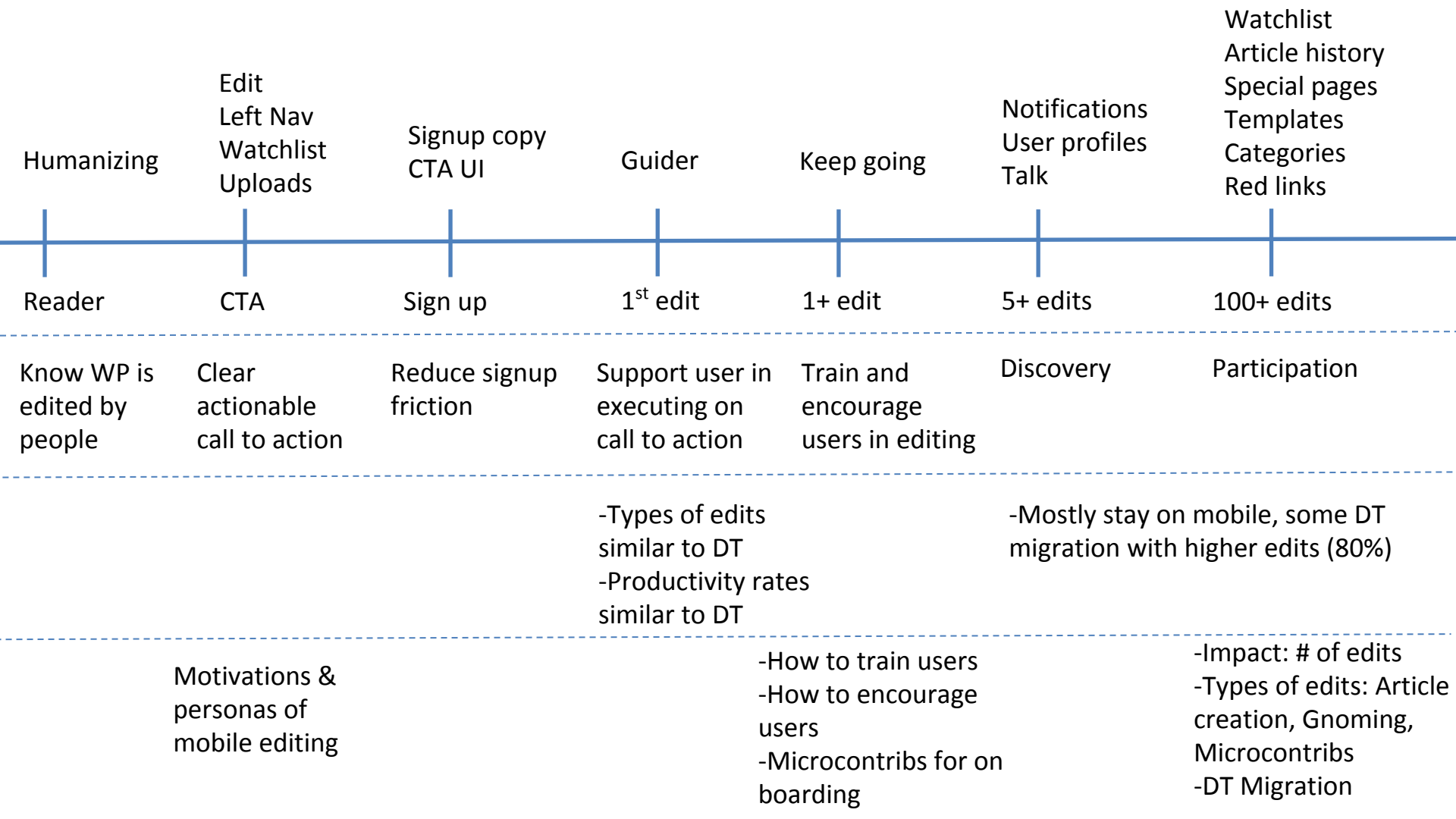


What are we doing to on-board these new editors?









Signup copy
CTA UI

Guider

Keep going

Sign up

1st edit

1+ edit

Reduce signup
friction

Support user in
executing on
call to action

Train and
encourage
users in editing

-Types of edits
similar to DT
-Productivity rates
similar to DT

-How to train users
-How to encourage
users
-MicrocontriBs for on
boarding

Signup copy
CTA UI

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Keep going

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Reduce signup
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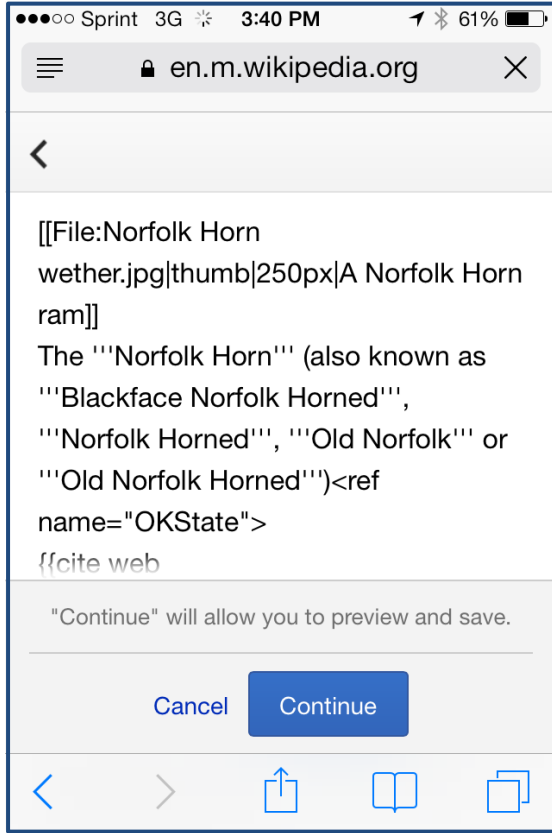
Support user in
executing on
call to action

Train and
encourage
users in editing

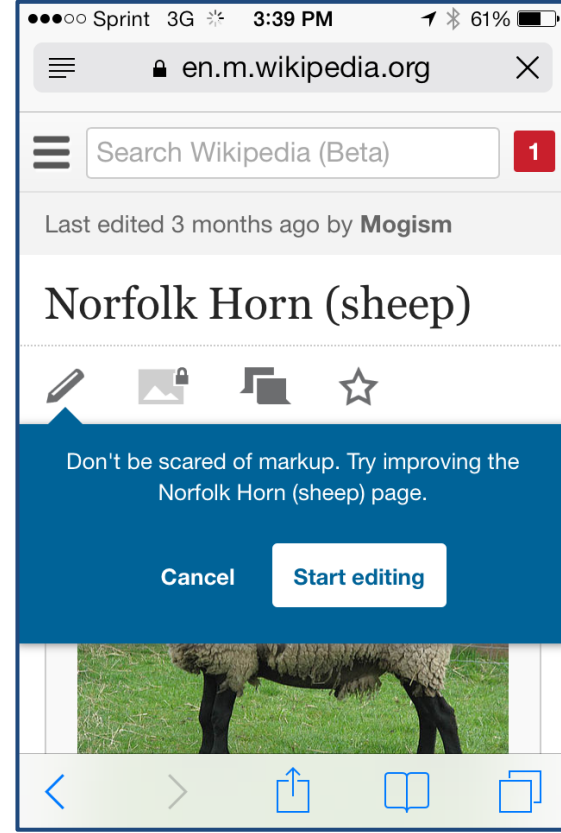
-Types of edits
similar to DT
-Productivity rates
similar to DT
**-Guiding and
training helps**

-How to train users
-How to encourage
users
-Microcontributes for on
boarding

Edit CTA Guider: A/B Test



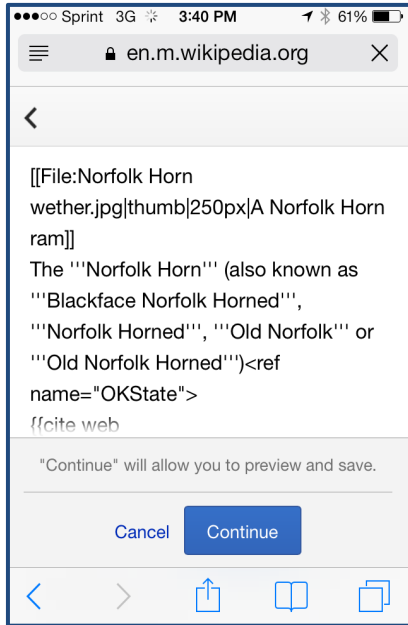
VS



Edit CTA Guider: A/B Test

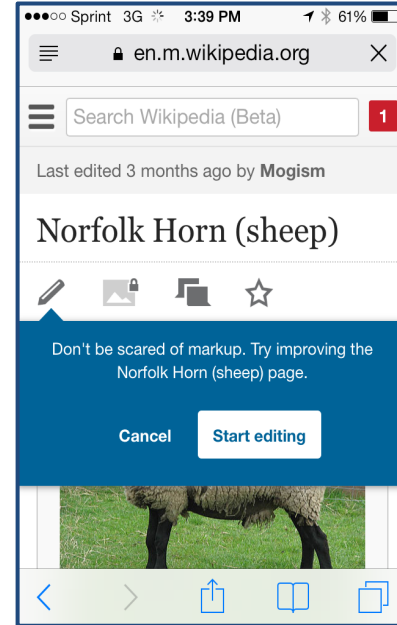
Condition A: Straight to Editor

Condition B: Edit Guider

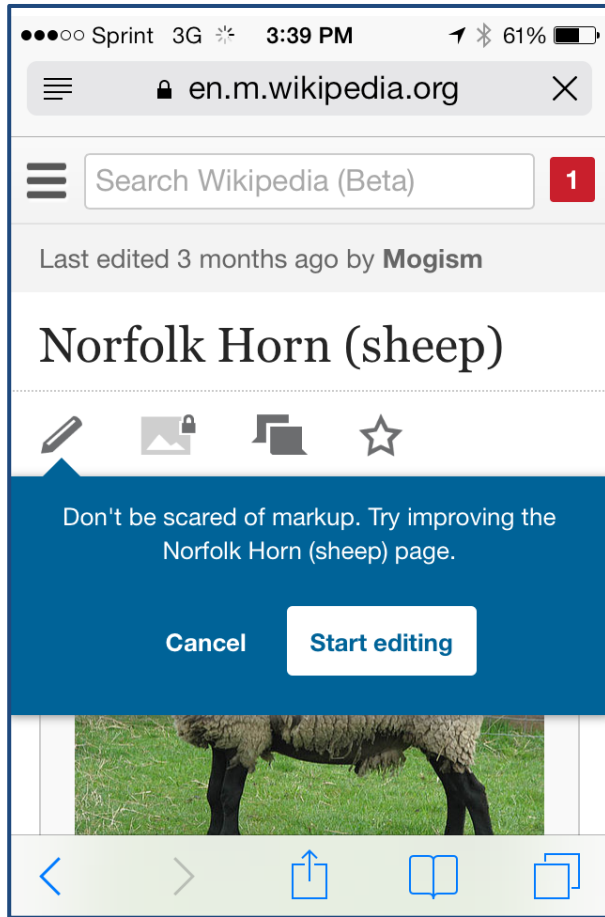


Activation rate: 38.6%

VS



Activation rate: 42.1%



Edit Guider

Why is this successful?

- Reminded of what they were doing
- Encouragement and warning around markup
- Hand holding and guidance

Compared to desktop: converging

W Norfolk Horn (sheep) - Wik...
https://en.wikipedia.org/wiki/Norfolk_Horn_(sheep)?tour=gettingstarted

Omobil66 1 Talk Sandbox Preferences Beta Watchlist Contributions Log out

Article Talk Read Edit View history Search

Help shape new content Click "Edit" This will let you make changes to any part of the page, when you're ready. [Help with translations!]

Norfolk Horn (sheep)


From Wikipedia, the free encyclopedia

The **Norfolk Horn** (also known as **Blackface Norfolk Horned**, **Norfolk Horned**, **Old Norfolk** or **Old Norfolk Horned**)^[1] is one of the British black-faced *sheep* breeds. It differs from other black-faced breeds which are mainly found in high-rainfall, upland areas, and from most other modern, lowland British sheep breeds in being lightly built and very hardy. This breed is raised primarily for *meat*.^[2]

The Norfolk Horn developed on the sandy heathlands of the Breckland area of Norfolk, although similar black-faced sheep were formerly more widespread in lowland Britain. It is adapted to surviving on poor *forage* in cool but dry environments. The breed is long-legged with black faces and legs. Both sexes have *horns*, although these are larger in the male. At maturity, a ewe weighs about 70 kg (150 lb). The breed is described as "flighty" and is likened to goats in their ability to jump over obstacles such as fencing.

It was popular in Norfolk until the middle 19th century, when "improved" breeds such as the *Leicester* and *Southdown* appeared. Norfolk Horn ewes were mated to Southdown rams to produce high quality meat-producing lambs, and this cross became established as a separate breed, the *Suffolk*.^[3]

The Norfolk Horn breed fell to only one flock in 1919, and then to only 10 registered ewes and two rams by 1950. The breed was revived through the efforts of the *Rare Breeds Survival Trust* (RBST) at the National Agricultural Centre, *Stoneleigh* and at *Aldenham Country Park, Hertfordshire*. With a shortage of pure-bred fertile rams (the last pure-bred ram died in 1973), related breeds, including *Suffolk*, *Wiltshire Horn* and *Swaledale*, were used to produce animals over 90% (15/16ths) Norfolk Horn. In 1986, the breed was recognised by the RBST, appearing on their Priority List at that time as "Category 1, Critical". The breed has since increased in numbers, and was rated in the 2007 RBST watchlist as "Category 4, At Risk".^[4]



A Norfolk Horn ram

https://en.wikipedia.org/wiki/Main_Page

Sprint 3G 3:39 PM 61%

en.m.wikipedia.org

Search Wikipedia (Beta) 1

Last edited 3 months ago by Mogism

Norfolk Horn (sheep)

Don't be scared of markup. Try improving the Norfolk Horn (sheep) page.

Cancel Start editing

