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

- Reader: Know WP is edited by people
- CTA: Clear actionable call to action
- Sign up: Reduce signup friction
- 1st edit: Support user in executing on call to action
- 1+ edit: Train and encourage users in editing
- 5+ edits: Discovery
- 100+ edits: Participation
<table>
<thead>
<tr>
<th>Humanizing</th>
<th>Reader</th>
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- Types of edits similar to DT
- Productivity rates similar to DT

- Mostly stay on mobile (80%), some DT migration with higher edits
Humanizing

Reader

Know WP is edited by people

Clear actionable call to action

Reduce signup friction

Support user in executing on call to action

Train and encourage users in editing

Discovery

Motivations & personas of mobile editing

Types of edits similar to DT

Productivity rates similar to DT

Participation

How to train users

How to encourage users

Microcontribs for on boarding

-Types of edits: Article creation, Gnoming, Microcontribs

- DT Migration

- Impact: # of edits

Watchlist

- Article history

- Special pages

- Templates

- Categories

- Red links
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- How to train users
- How to encourage users
- Microcontribs for onboarding
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**Guider**

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

- How to train users
- How to encourage users
- Microcontribs for on boarding
Edit CTA Guider: A/B Test
Edit CTA Guider: A/B Test

Condition A: Straight to Editor
Activation rate: 38.6%

Condition B: Edit Guider
Activation rate: 42.1%

VS

Note: Productivity rates similar to desktop
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