



Article Feedback V5

Project Overview

Prepared by:

Fabrice Florin

with

Howie Fung

Erik Moeller

Alolita Sharma

Dario Taraborelli

Wikimedia Foundation

Oct. 19, 2011

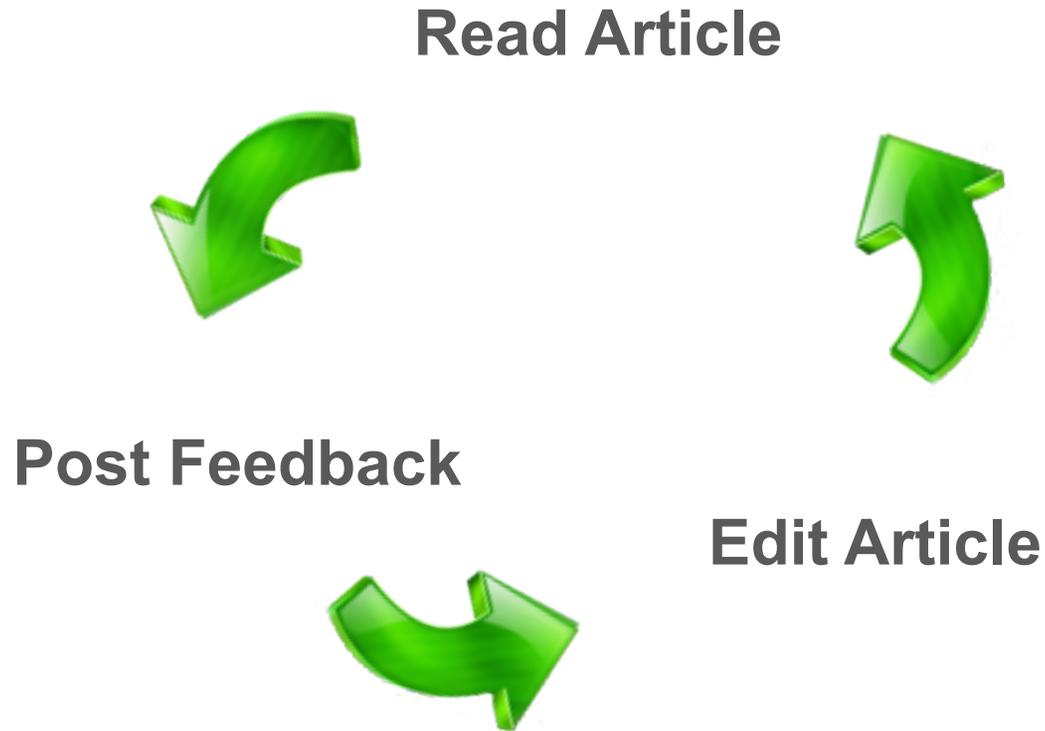
Article Feedback Goals

- **engage readers** to participate more on Wikipedia
- **invite community feedback** on **content quality**
- encourage a **collaboration** between **editors** and **readers**
- develop new ways to **drive thoughtful participation**
- experiment with **outsourcing web development**



Activity Flow

Here are the 3 key stages of the desired “virtuous circle.”



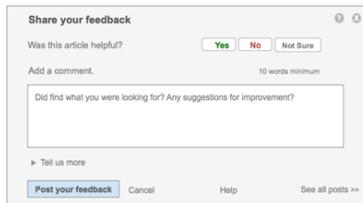
Touchpoints



Article page



Edit page

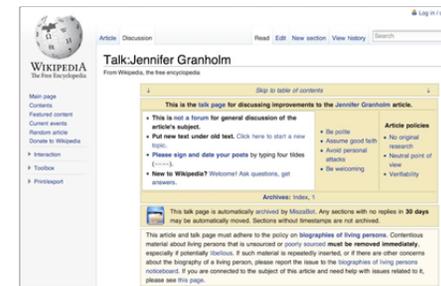


Feedback form
+ Calls to action



Feedback page
+ Moderation tools

Did you know you can edit this article?



Talk page

Editors promote the best posts to Talk.

Feedback Form

WIREFRAME

Share your feedback



Did you find what you were looking for?

Yes

No

How can we improve this article?

Label:



Suggestion



Question



Problem



Praise

Your post will be shared [here](#). See our [privacy policy](#).

Post your feedback



WIKIPEDIA
The Free Encyclopedia

navigation

- [Main page](#)
- [Contents](#)
- [Featured content](#)
- [Current events](#)
- [Random article](#)
- [Donate to Wikipedia](#)

search

interaction

- [Help](#)
- [About Wikipedia](#)
- [Community portal](#)
- [Recent changes](#)
- [Contact Wikipedia](#)

toolbox

- [What links here](#)
- [Related changes](#)
- [Upload file](#)
- [Special pages](#)
- [Permanent link](#)

print/export

- [Create a book](#)
- [Download as PDF](#)
- [Printable version](#)

Feedback: Jennifer Granholm

WIREFRAME

From Wikipedia, the free encyclopedia

Overall Feedback

72% found this article helpful

From all posts (127)

Rating: *** * * * *** **Average** [Details](#) »

[Add your feedback](#)

► Show: All ► Sort by: Date Search: [Moderation Tools](#)

Mortyman found this article helpful: *** * * * *** **Average** Nov. 17, 2010 – 12:32 (UTC)

Most of the article has too positive a tone, in light of the high disapproval rating of Governor Granholm. It can be improved by noting the link between her Harvard Law School training and her anti-business policies. It omits her opposition to the referendum that banned race preferences. It omits her link to the UAW. It touches on the flight of young Michiganders to non-Michigan states, but doesn't emphasize the importance of this phenomenon. It omits the fawning treatment of Governor Granholm by the Michigan news media.

► More feedback [See changes since this post](#)

Was this feedback helpful? [Report abuse](#)

72.33.71.167 found this article helpful: Mar. 23, 2011 – 12:32 (UTC)

Give me a break - almost the entire "Campaign for Governor" is devoted to alleged improprieties on the part of the Governor, and in not one of these cases was the Governor found guilty of any wrongdoing. This article is really slanted. [IP 72.33.71.167]

► More feedback [See changes since this post](#)

Was this feedback helpful? [Report abuse](#)

etc.

[More Posts](#)



WIKIPEDIA
The Free Encyclopedia

navigation

- [Main page](#)
- [Contents](#)
- [Featured content](#)
- [Current events](#)
- [Random article](#)
- [Donate to Wikipedia](#)

search

interaction

- [Help](#)
- [About Wikipedia](#)
- [Community portal](#)
- [Recent changes](#)
- [Contact Wikipedia](#)

toolbox

- [What links here](#)
- [Related changes](#)
- [Upload file](#)
- [Special pages](#)
- [Permanent link](#)

print/export

- [Create a book](#)
- [Download as PDF](#)
- [Printable version](#)

Talk: Jennifer Granholm

WIREFRAME

From Wikipedia, the free encyclopedia

Skip to table of contents

This is the talk page for discussing improvements to the **Jennifer Granholm** article.

See also: **Reader Suggestions**

[... scroll down to new section ...]

Featured suggestions

[edit]

jimbo featured this suggestion on Mar. 24, 2011 – 14:45 (UTC)

I am promoting this reader suggestion to the Talk page because it makes a good point that I think we should address in the next edit of the government section.

Mortyman found this article **helpful**: *** * * * *** **Average** Nov. 17, 2010 – 12:32 (UTC)

Most of the article has too positive a tone, in light of the high disapproval rating of Governor Granholm. It can be improved by noting the link between her Harvard Law School training and her anti-business policies. It omits her opposition to the referendum that banned race preferences. It omits her link to the UAW. It touches on the flight of young Michiganders to non-Michigan states, but doesn't emphasize the importance of this phenomenon. It omits the fawning treatment of Governor Granholm by the Michigan news media.

► Expanded post

[See article changes](#)

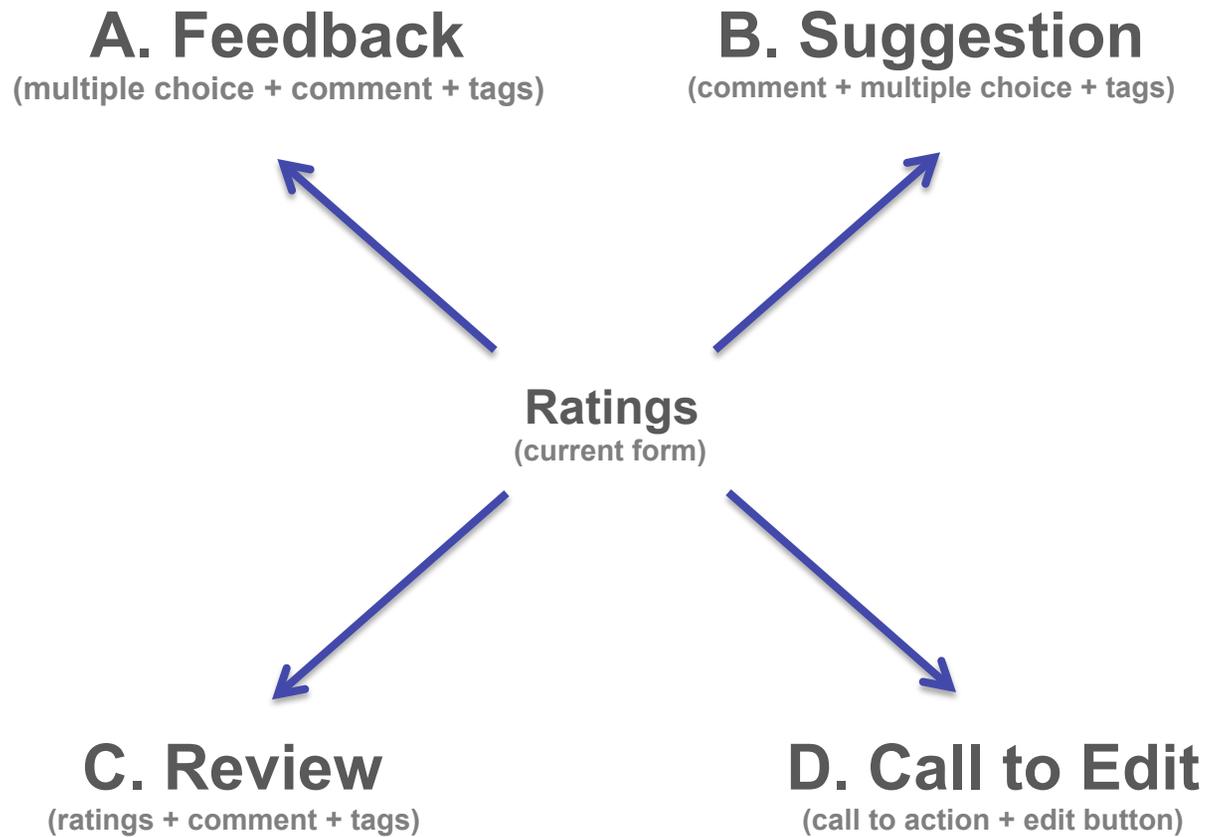
Was this suggestion helpful?

[Report abuse](#)

[... etc....]

A/B Test Options

We will test four possible directions for extending the current rating tool.



A. Feedback

WIREFRAME

Share your feedback



Did you find what you were looking for?

Yes

No

How can we improve this article?

Label:



Suggestion



Question



Problem



Praise

Your post will be shared [here](#). See our [privacy policy](#).

Post your feedback

B. Suggestion

WIREFRAME

Make a suggestion ?

 Suggestion  Question  Problem  Praise

Describe your suggestion.

Your post will be shared [here](#). See our [privacy policy](#).

Post your suggestion

Inspired by [GetSatisfaction.com](https://www.getsatisfaction.com)

C. Review

WIREFRAME

Review this page



How do you rate this article?



Good

Add a comment.

Did you find what you were looking for? Any ideas for improvement?

Your post will be shared [here](#). See our [privacy policy](#).

Post your review

D. Call to Edit

WIREFRAME

Help edit this page



Did you know that you can edit this article?

Give it a try -- and help make Wikipedia better.

[Learn how to edit >>](#)

[Edit this page](#)

Share your feedback



Did you find what you were looking for?

Yes

No

How can we improve this article?

Label:



Suggestion



Question



Problem



Praise

▼ Tell us more (optional)

1. How could this article be improved?

Needs more **text**

Needs more **photos**

Needs more **references**

Needs more **citations**

Needs more **links**

Needs more **editing**

2. How do you rate this article?

Is it **credible**? * * * * * x Credible

Is it **neutral**? * * * * * x Biased

Is it **thorough**? * * * * * x Thorough

Is it **well-written**? * * * * * x Adequate

3. How much do you know about this topic?

I am a

Your post will be shared [here](#). See our [privacy policy](#).

Post your feedback

Call to Action - Survey

 Thanks! Your ratings have been saved.

Please take a moment to complete a short survey.

[Start survey](#)

[Maybe later](#)

Key Features

- **feedback forms** (phase 1.0)
- **calls to action** (phase 1.0)
- **expanded feedback** (phase 1.5)
- **feedback page** (phase 1.5)
- **moderation tools** (phase 1.5)



Calls to Action

- **take a survey** (link to survey page)
- **edit this article** (if logged in)
- **sign up** or **login** (if logged out)
- **get email notifications** (if my post is used)

Optional:

- **discuss this article**
- **view feedback page**
- **learn how to edit**



Related Features

- **survey** for feedback about the tool
- **email capture** form (if they want notifications)
- **help tips** or review guidelines
- **metrics collection** for quantitative data



Community Ideas

Phase 1:

- Comment box
- "Did you find what you were looking for?"
- Checkboxes for suggested improvements
- Make rating tool more visually compact
- Hide AFT for recently created pages
- Different calls to action

Phase 1.5:

- Dashboard with recent feedback and page metrics
- Allow permanent linking of page scores
- Courtesy diff link to the rated revision

Phase 2:

- Ratings details (counts, distribution, averages over time)
- Promote (or post) feedback/comments to talk page
- Let registered users track pages they rated
- Comments feed per article (for editors) – RSS/API?



Metrics

Usage:

- How many people posted a **rating**?
- How many people posted a **comment**?
- How many people posted **more feedback**?
- Which **version** of the tool was used most?
- Which **feedback input** was used most?

Engagement:

- How many people posted an **edit**?
- How many people **signed up**?
- How many people **logged in**?
- How many people shared their **email**?

Satisfaction:

- Did **readers** find the tool useful?
- Did **editors** find the tool useful?
- Which **tool version** (or input) was found **most useful**? Why?

Quality:

- How did **reader ratings** compare to **editor ratings**? to **expert ratings**?
- How many **feedback posts** were **voted up** or **down** by the community?
- How many **feedback posts** were **featured** or **hidden** by editors?
- How many **feedback posts** led editors to **email** the contributor?



User Type	Reader	Contributor	Editor
Visits/Month	1 Time / Month	5+ Times / Month	10+ Times / Month
Time/Visit	1-3 Minutes	3-5 Minutes	5-10+ Minutes
Main Activities	<ul style="list-style-type: none">• Read Articles• Read Notes	<ul style="list-style-type: none">• Post Feedback• Read Feedback	<ul style="list-style-type: none">• Edit Articles• Moderate Feedback
Total Users	420,000,000+	grow to 42,000,000+ ?	grow to 420,000+ ?
% Total	90%	9%	1%

Our Vision



- Help **get readers more engaged.**
- Give them tools to **suggest article improvements.**
- Encourage them to **become editors** over time.
- Offer practical feedback tools to **experienced editors.**
- Get readers and editors to **collaborate**, so everybody wins!



Plan

Timeline (Phase 1)

1. Planning

Project plan and research

(Sep.-Oct. 2011, 3 weeks - Done)

2. Development

Design and develop service up to launch

(Oct.-Nov. 2011, 6-8 weeks)

3. Release

Launch, test and tweak live service

(Dec. 2011, 2-3 weeks)

4. Report

Analyze user data, recommend next steps

(Dec. 2011 - Jan. 2012, 2-3 weeks)



Stage 1: Planning

We completed this phase in our first 3 weeks.

Goal: **Project plan, design** and **research**

- ✓ Define **goals** and **scope**
- ✓ Research **needs** and **metrics**
- ✓ Design **key features**
- ✓ Create first **wireframes**
- ✓ Sign up **development partners**
- ✓ Prepare **project plan**



Stage 2: Development

(Oct.-Nov. 2011, 6-8 weeks)

Goal: **Develop** and **test a basic service** through launch

- **Design user experience**, all **graphics** and **slides**
- **Host discussions** with community (IRC/voice/Skype)
- **Write updated requirements** and **specs**
- **Develop core service** in small increments (1.0 - 1.5)
- **Set up metrics** and **data collection**
- **Test private beta** with first participants
- **Update launch plan** and **communications**



Stage 3: Release

(Dec. 2011, 2-3 weeks)

Goal: **Launch, tweak** and **support new service**

- **Launch service** on dozens of high-traffic pages
- **Promote service** to community, **host discussions**
- **Conduct A/B tests** for **key features**
- **Adjust features** based on **user feedback**
- **Monitor metrics** and **collect user data**
- **Moderate** key pages, **interact** with community
- **Track bugs** and **feature requests**



Stage 4: Report

(Dec. 2011 - Jan. 2012, 2-3 weeks)

Goal: **Study results, recommend next steps**

- **Analyze user data** based on implicit and explicit metrics
- **Send online survey** and **interview** key participants
- **Write key findings** and **post recommendations** for next steps
- **Post open source code** as **MediaWiki extension**
- Prepare updated **project plan** and **budget** for next phase



Schedule (Phase 1)

Phase 1 Development Start:	19-Oct-11
First End-to-End Requirements:	25-Oct-11
First Community Call/Outreach:	28-Oct-11
First Partial Code Delivery:	28-Oct-11
First Code Testing Start:	31-Oct-11
Updated Requirements:	4-Nov-11
Development/Design Iterations	through Nov. 21
First Release Code Delivery:	23-Nov-11
Release Code Review Start:	28-Nov-11
Release Code Testing Start:	1-Dec-11
First Code Release:	7-Dec-11
A/B Testing Monitoring/Tweaks:	through Dec. 21
Second Code Release:	14-Dec-11
Phase 1 End:	23-Dec-11



Project Team - Wikimedia

(2 FTEs at peak)

- VP Engineering / Product **Erik Moeller**
- Senior Product Manager **Howie Fung**
- Engineering Director **Alolita Sharma**
- Research Analyst **Dario Taraborelli**
- UX Designer **Brandon Harris**
- Code Review / Testing **Roan Kattouw**
- Community Outreach **Oliver Keyes?**

Project Team - Contractors

(6 FTEs at peak – all OmniTI except Fabrice)

- Producer / Designer **Fabrice Florin**
- VP Business Development **Leon Fayer**
- Project Manager **Yoni Shostak**
- PHP Developer 1 **Reha Sterbin**
- PHP Developer 2 **Greg Chiasson**
- UI Developer/Designer TBD
- QA Tester TBD

Communications

Community channels

- [Wikien-I mailing list](#)
- [Tech blog](#)
- [Foundation blog](#)
- [Village Pump](#)
- [Mediawiki project page](#)
- [What's This?](#) – Wikipedia EN
- [Article Feedback Ideas/Plan](#)
- Bugzilla
- Get Satisfaction?
- IRC?
- Skype?
- Survey Monkey?



Workgroup

- Create a community workgroup for this project
- Publish a high level schedule with milestones
- Outline a set of discrete tasks for editors
- Periodic check-ups via IRC/voice/Skype
- Find engaged community members
- Enlist WMF community folks to help



Development

OmniTI Services & Deliverables

Services

- UI development and visual design
- Software and database development
- Testing and quality assurance
- Project management

Deliverables

- Requirements Document
- High-level Designs, Wireframes and Workflows
- Software Development/Design Iterations
- Testing
- Code Releases
- Code Updates & Documentation



Agile Development Process

- short sprints for working code delivery to the product manager
 - frequent, ideally daily, check-ins with the development team
 - frequent, ideally continuous testing of running code on staging
 - focus on making short term tasks and work product visible
- (instead of developing elaborate PRDs and long-term plans)



Platforms

- Windows
- Mac
- Linux
- iOS?
- Android?
- Mobile Web?
- Internet Explorer 6+
- Firefox 2.0+
- Safari 525+
- Opera 10.0+
- Chrome 5.0+



Metrics

Metrics - Key Data

Participants

Unique Visitors
Unique Members
New Members
Trusted Contributors
Featured Contributors
Deleted Contributors
Unique Editors
Active Editors
Moderating Editors

Conversions

Readers to Contributors
Readers to Members
Readers to Editors
Contributors to Members
Contributors to Editors
Contributors to Admins

Outcomes

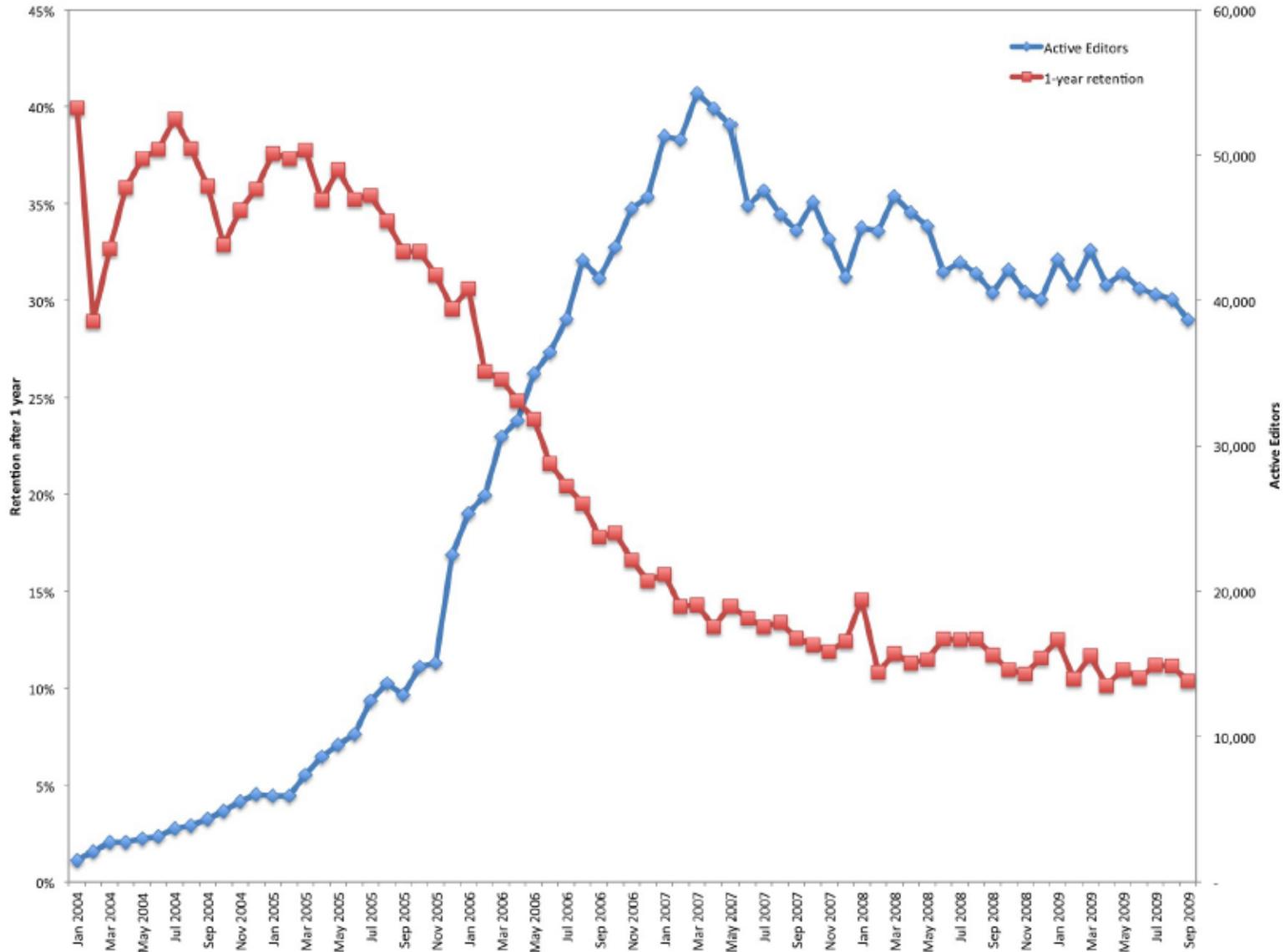
Feedbacks Posted
Feedbacks Rated
Feedbacks Rated High
Feedbacks Rated Low
Feedbacks Moderated
Feedbacks Featured
Feedbacks Hidden
Edits by New Members
Edits by Inactive Editors
Edits by Active Editors

Traffic / Other

Pageviews
Visits
Surveys
Talk Page Activity
Social Media / Press Mentions

Wikipedia Key Metrics

Retention vs. Active Editors: English Wikipedia



AFT Metrics - Calls to Action

CTA click-through, completion and conversion rates (v.4)

	CTR	CMP	CNV
Edit	17.4%	15.3%	2.7%
Join (signup)	4.7%	<i>n/a</i>	<i>n/a</i>
Join (login)	3.5%	<i>n/a</i>	<i>n/a</i>
Survey	37.2%	64.8%	24.1%

AFT Metrics - Ratings by Page

Page Title	Average Rating	Total Ratings	Featured /Good?
Stargate_(device)	4.77	26	-
John_Wooden	4.68	25	-
2009-10_Premier_League	4.62	35	-
Dirk_Nowitzki	4.61	43	GA
The_Wire	4.58	103	FA
Boston_Red_Sox	4.57	36	-
List_of_Fullmetal_Alchemist:_Brotherhood_episodes	4.56	60	-
The_Dark_Knight_(film)	4.55	177	GA
2010-11_La_Liga	4.55	261	-
Final_Fantasy_VII_Advent_Children	4.54	28	GA
The_Marshall_Mathers_LP	4.52	81	-
Survivor:_Redemption_Island	4.52	141	-
Dante_(Devil_May_Cry)	4.51	27	GA
List_of_Law_&_Order:_Special_Victims_Unit_episodes	4.51	32	-
Edge_(wrestler)	4.51	468	GA
Empire_of_Brazil	4.51	61	FA
Is_This_It	4.50	44	FA
Mac_Mini	4.50	25	-
2010-11_Copa_del_Rey	4.50	171	-
List_of_Arrested_Development_characters	4.49	45	-
Rocky	4.48	27	-
Calvin_and_Hobbes	4.47	105	GA
Vs._(Pearl_Jam_album)	4.46	27	GA
List_of_Saw_characters	4.46	34	-
Cylon_(reimagining)	4.46	25	-

Current Tools

Current AFT Form - Before

Rate this page [View page ratings](#)

[What's this?](#)

Trustworthy Objective Complete Well-written

★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★

I am highly knowledgeable about this topic (optional)

Current AFT Form - After

Rate this page [View page ratings](#)

[What's this?](#)

Trustworthy Objective Complete Well-written

★★★★★ ☆ ★★★★★ ☆ ★★★★★ ☆ ★★★★★ ☆

I am highly knowledgeable about this topic (optional)

 Your ratings have not been submitted yet

AFT Form - Expertise

Rate this page [View page ratings](#)

[What's this?](#)

Trustworthy Objective Complete Well-written

★★★★★ ★ ★★★★★ ★ ★★★★★★ ★ ★★★★★★ ★

I am highly knowledgeable about this topic (optional)

I have a relevant college/university degree

It is part of my profession

It is a deep personal passion

The source of my knowledge is not listed here

 Your ratings have not been submitted yet

Call to Action - Survey

 Thanks! Your ratings have been saved.

Please take a moment to complete a short survey.

[Start survey](#)

[Maybe later](#)

Survey Questions

Please answer a few questions ✕

Please let us know why you rated this page today (check all that apply):

- I wanted to contribute to the overall rating of the page
- I hope that my rating would positively affect the development of the page
- I wanted to contribute to Wikipedia
- I like sharing my opinion
- I didn't provide ratings today, but wanted to give feedback on the feature
- Other

Do you believe the ratings provided are useful and clear?

- Yes
- No

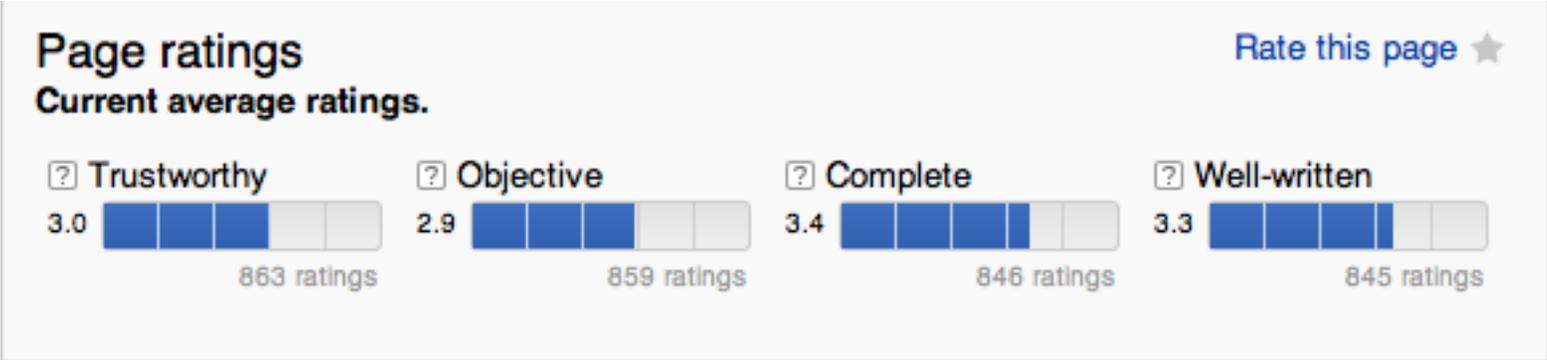
Do you have any additional comments?

This is a good start, but there are ways we can make this process more effective, by adding a comments field, and perhaps emphasizing suggestions for improvement over ratings.

To help improve this feature, your feedback may be shared anonymously with the Wikipedia community.

///

Current AFT Form – Call to Action - Survey



Mood Bar



The image shows a screenshot of a Wikipedia article page. On the left is the Wikipedia logo and navigation menu. The main content area shows the start of an article about The Beatles. A 'Feedback about editing' widget is overlaid on the page, featuring a 'Mood Bar' with three options: Happy, Sad, and Confused. Below the mood bar is a text input field with placeholder text and a 'Send Feedback' button.

Feedback about editing Jo

Art... Rea

Editing Wikipedia made me... (close)

Happy Sad Confused

Because... 101 characters remaining

Lorem ipsum dolor sit amet nimmy ducat!

By submitting, you agree that we may use your feedback as explained in [our policy](#).

[▶ What is this feature?](#) **Send Feedback ▶**

The Beatles were an English rock band, formed in Liverpool in 1960, and commercially successful and critically acclaimed acts in the history of 1962, the group consisted of [John Lennon](#) (rhythm guitar, vocals), [Paul](#) (vocals), [George Harrison](#) (lead guitar, vocals) and [Ringo Starr](#) (drums, v



WIKIPEDIA
The Free Encyclopedia

- Main Page
- Goings-on
- Wikimedia News
- Translations
- Recent changes
- Random page
- Help

- Community
 - Wikimedia Forum
 - Babel
 - Babylon
 - Requests
 - Planet Wikimedia
 - Communication
 - Projects Group
 - Reports

- Beyond the Web
 - Meet Wikimedians
 - Events
 - Chapters
 - DVDs
 - Wikimania
 - Donate

- Toolbox
 - Upload file
 - Special pages
 - Permanent link
 - Cite this page

- Print/export
 - Create a book
 - Download as PDF
 - Printable version

- Languages
 - العربية
 - Български
 - Català
 - Deutsch

Special page

Feedback Dashboard

Filters

Type:

- Praise
- Issues
- Confusion

Keyword:

User Name:

[Set Filters](#)

[What is this feature?](#)



Happy

[Kaldari](#) talk • contribs • wikilove

2 minutes ago

Lorem ipsum dolor! Sit amet nihil carborundum no nimmi nihil nub. Lorem lorem dolor ipsum!

[\(link to this\)](#)



Confused

[Eloquence](#) talk • contribs • wikilove

32 minutes ago

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Cras mattis consectetur purus sit amet fermentum.

[\(link to this\)](#)



Sad

[Jorm](#) talk • contribs • wikilove

About 1 hour ago

Vivamus sagittis lacus vel augue laoreet rutrum faucibus dolor auctor. Lorem ipsum dolor sit amet.

[\(link to this\)](#)



Confused

[Brion VIBBER](#) talk • contribs • wikilove

2 hours ago

Morbi leo risus, porta ac consectetur ac, vestibulum at eros. Vestibulum id ligula porta felis euismod semper.

[\(link to this\)](#)



Happy

[SGardner](#) talk • contribs • wikilove

5 hours ago

Donec ullamcorper nulla non metus auctor fringilla.

[\(link to this\)](#)



Sad

[Krinkle](#) talk • contribs • wikilove

Yesterday

(No comment provided)

[\(link to this\)](#)



Sad

[Aloita](#) talk • contribs • wikilove

Last week

Sed posuere consectetur est at lobortis.

[\(link to this\)](#)

[More](#)

Learn More

Article feedback - Project page:

www.mediawiki.org/wiki/Article_feedback

Article feedback - FAQ:

www.mediawiki.org/wiki/Article_feedback/FAQ

