

Android App Launch

Thursday 3rd July 2014

Dan Garry

We launched an Android app!



Features

- **Speed** - we went native!
- **Editing** - edit articles, logged in or out.
- **Saved pages** - save some articles for offline reading.
- **Recent pages** - look at your browsing history.
- **Language support** - different languages in one app.
- **Wikipedia Zero** - zero-rated access with participants.


What does it look like?

4:08

W Search Wikipedia


Iceberg

For other uses, see [Iceberg \(disambiguation\)](#).








Iceberg at Baffin Bay, Greenland

An **iceberg** is a large piece of [freshwater](#) ice that has broken off a [glacier](#) or an [ice shelf](#) and is floating freely in open water.^{[1][2]} It may subsequently become frozen into [pack ice](#) (one form of [sea ice](#)). As it drifts into shallower waters, it may come into contact with the



4:05

W [iceb](#)


-  Icebreaker
-  Iceberg
-  Iceberg lettuce
-  Icebox
-  Iceberg Slim


iceberg iceb icebreaker

q w e r t y u i o p

a s d f g h j k l

↑ z x c v b n m ↵

?123  . Go



How many people?

In the first 5 days of the launch, the app is now installed on 4,819,599 devices. Yay!

4,694,228 (**97.4%**) are updates from the PhoneGap app; some automatic, some manual.

125,331 (**2.6%**) are growth due to new downloads of the app.

What kind of people?

Let's take a look at Google Play's metrics.

How good is the app?

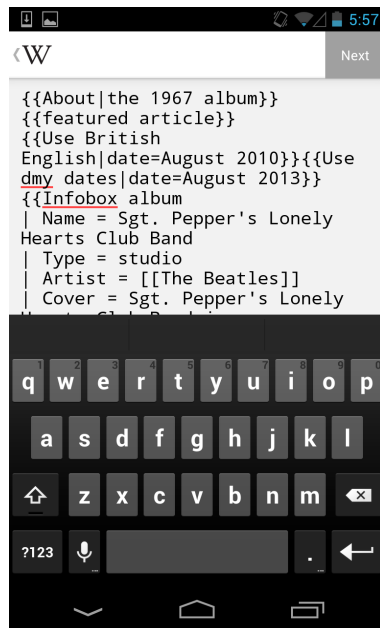
The team's goals are based around increasing new and repeat contributions.

How many people are editing right now? Are they creating accounts and logging in? What are the pain points in the edit workflow?

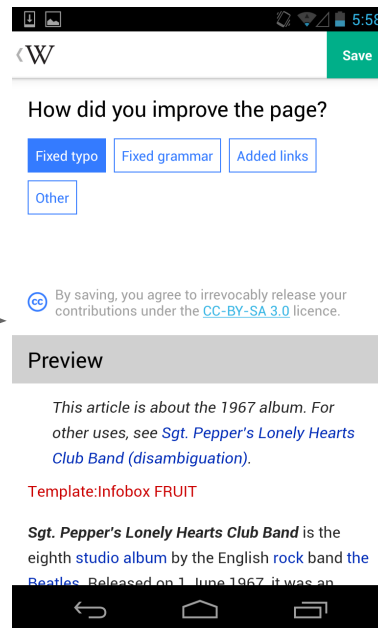
Edit workflow metrics



??? made it here



100,890 made it here
(???% conversion, 2%
upper bound)



9,962 made it here
(9.87% conversion)



5,484 made it here
(55.05% conversion)

Edit workflow metrics

Our start-to-finish edit success rate of 5.5% leaves a lot to be desired. We can do better.

Comparisons with desktop and mobile web are at best tricky, at worst completely nonsensical.

We're going to try to make these metrics comparable between platforms.

Account registrations

In the first five days that the app was live:

- 36,211 accounts were registered on enwiki:
 - 20,353 (56.2%) registered on desktop.
 - 7,946 (21.9%) registered on mobile web.
 - 7,913 (21.9%) registered on Android app.

And this includes 18 “dead hours”.

Account registrations

We offer zero incentive for people to sign up right now, and yet they did it anyway.

What proportion of these registrations is due to the newness of the app will become clearer over time.



- Log in
- History
- Saved pages
- Random
- More

Login

- 73,340 people started.
- 19,490 (26.6%) were successful.
- 20,196 (27.5%) had an error.
- 33,365 (45.5%) aborted.

Treat these numbers with scepticism!

Coming soon

- **Night mode** - read comfortably at night.
- **Reference usability** - makes using references easier.
- **Font size adjustment** - more accessible!
- **Onboarding** - we'll introduce you to editing Wikipedia.
- **iOS app** - because some people use iPhones.

Thanks!

Android Apps Team

- Yuvi
- Dmitry
- Bernd
- Vibha
- Moiz
- Dan

Thanks for your work!