Upload Wizard

Improving the contribution pipeline on Commons, Wikipedia and other sites

Prepared by the Wikimedia Foundation's Multimedia Team
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Goals

We aim to **upgrade** Upload Wizard to:

- **engage more users** to contribute media
- add more **quality media** to our sites
- provide a **smoother experience**
- fix **critical bugs, technical debt**

This will be our team's **main user-facing feature** this year.
Users

We want to give equal attention to these 2 primary user groups:

• casual users

• experienced users

Notes:
• this tool is only for logged-in users.
• initial focus on Commons users, then Wikipedia users.
• secondary user groups include admins, campaign organizers, developers.
Feedback

Here are some of the key issues reported so far:

• upload **hangs** -- or takes **too long**
• issues with **multiple files**
• confused by **license forms**
• unclear **prompts** and **error messages**
• problems with **categories**, can't search them
• issues with **large files** that don't load well
• would like a **progress bar** during upload
• want to **add info while image loads**
• would like **simple explanations**
• want **other info templates**
A better experience

We aim to make it easier to:

• learn **how to upload**
• drag and drop **your files**
• track your **progress**
• add info **during upload**
• understand **licenses**
• find the right **categories**
• manage **multiple files**
• add media to a page
Vision

Design ideas
Scenarios

1. Upload images to a page
A user reads an article, realises that some of his pictures will fit there and wants to add them directly on the page.

2. Upload single image on a topic
A user uploads a picture about her favorite topic. A week later, she uploads another picture on the same topic.

3. Upload multiple files on different topics
After a conference, a user uploads 500 pictures and organises them by days and subjects.
Big impact issues

#1 Adding a picture to a page is disconnected
Uploading and using the image are disconnected workflows. Users in an article have no idea about how to add an image. Users uploading to commons, have little guidance on how to use the image.

#2 Providing metadata is a big upfront effort
The process forces the user to provide all the information in advance, and mistakes are hard to correct.
Medium impact issues

#3 Categorisation is painful
Finding the right categories is a hard process with little help and flexibility (reusing previously used categories, cross-language search, or adding multiple comma separate ones is not possible).

#4 Multiple file upload
Managing multiple files involves too much repetition, and aids to avoid it are not very flexible.

#5 Lack of aids for input
The form layout, help, and controls provided to input information should communicate more clearly what to input and facilitate the process.
Small impact issues

#6 Meaningless untranslatable titles
Titles are often non descriptive, and they cannot be translated which makes them even less useful.

#7 Initial infographic is too verbose
A lot to read, people just skip it.

#8 Help needed to understand licenses
Licensing is complex, but the decision tree provided can be too complex.

#9 Upload button on Commons homepage is hard to find
Users don’t find how to upload even from Commons homepage.
Announcing drag&drop

#5 Lack of aids for input

Simplified instructions (aligned with Mobile Commons app)

#7 Initial infographic is too verbose
Being able to provide information while the image is uploading, saves time and anticipates the end result. The user knows that things are on track, and can fill image details more relaxed.

#2 Providing metadata is a big upfront effort
Compact info that expands when editing, and smart defaults.

#5 Lack of aids for input

Options to reuse and propagate (when multiple files)

#4 Multiple file upload
Licensing workflow #2
Save time to the user by anticipating categories based on the data already provided (keywords from description), and recent/frequent categories.

#3 Categorisation is painful

More precise categorisation can be provided if the user is aware of sub-categories.

#3 Categorisation is painful
Simple instructions to use

#1 Adding a picture to a page is disconnected

Allow a link work everywhere (this requires that consumers such as VE recognise it is an image and deal with it appropriately)

#1 Adding a picture to a page is disconnected
Allow multiple selection to edit multiple files at once.

#4 Multiple file upload
Allow multiple selection to edit multiple files at once.

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#4 Multiple file upload
Possibility to upload a new picture as part of “insert media” process.

#1 Adding a picture to a page is disconnected

Provide quick access to recent uploads when inserting media into a page. (anticipating the need to look for what you may just uploaded)

#1 Adding a picture to a page is disconnected
Drag & drop can be an alternative for upload + insert in a page.

#1 Adding a picture to a page is disconnected
In-place upload and editing

#2 Providing metadata is a big upfront effort
The lack of mandatory details prevents the image to be exposed to users but does not invalidate the whole upload process.

It can be discussed whether to keep the temporary image beyond the current editing session and for how long.

#2 Providing metadata is a big upfront effort

The cheetah's chest is deep and its waist is narrow. The coarse, short fur of the cheetah is tan with round black spots measuring from 2 to 3 cm (0.79 to 1.18 in) across, affording it some camouflage while hunting. There are no spots on its white underside, but the tail has spots, which merge to form four to six dark rings at the end. The tail usually ends in a bushy white tuft. The cheetah has a small head with high-set eyes. Black "tear marks" running from the corner of its eyes down the sides of the nose to its mouth keep sunlight out of its eyes and aid in hunting and seeing long distances. Its thin and fragile body make it well-suited to short bursts of high speed, but not to long-distance running.

Agility, rather than raw speed, accounts for much of the cheetah's ability to catch prey. Cheetahs can accelerate four times as fast as a human (thanks to greater muscle power) and can slow down by 14 kilometers per hour in one stride. They can hunt successfully in dense forests.

The adult cheetah weighs from 21 to 72 kg (46 to 159 lb). Its total head-and-body length measures 60 to 84 cm (24 to 33 in) in length. Cheetahs are 66% larger than females and have slightly bigger heads, but there is not a great deal apart by appearance alone. Compared to a similarly sized leopard, the cheetah averages about 90 cm (35 in) tall and so it appears more streamlined.

Some cheetahs have a rare fur pattern mutation of larger, blotchy, merged spots that constitute a separate subspecies but are in fact African cheetahs; their unusual "king cheetah" has only been seen in the wild a handful of times, but it has been captured in the wild. The cheetah's paws have semi-retractable claws, the flat-headed cat and the cheetah. The structure of the cheetah's claws is thin and fur present in other varieties, and fur in the cub. The dewclaw is much in the cub. Adapts that enable the cheetah to hyperextend its body and legs, increased oxygen intake, and an enlarged heart and lungs that work together to circulate oxygen efficiently. During a typical chase, its respiratory rate increases from 60 to 150 breaths per minute. While running, in addition to having good traction due to its semi-retractable claws, the cheetah uses its tail as a rudder-like means of steering, allowing it to make sharp turns,
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Agility, rather than raw speed, accounts for much of the cheetah's ability to catch prey. Cheetahs can accelerate four times as fast as a human (thanks to greater muscle power) and can slow down by 14 kilometers per hour in one stride. They can hunt successfully in dense forests.[16]

The adult cheetah weighs from 21 to 72 kg (46 to 159 lb). Its total head-and-body length is from 110 to 150 cm (43 to 59 in), while the tail can measure 60 to 84 cm (24 to 33 in) in length.[17][18][19][20] Cheetahs are 66 to 94 cm (26 to 37 in) tall at the shoulder. Males tend to be slightly larger than females and have slightly bigger heads, but there is not a great variation in cheetah sizes and it is difficult to tell males and females apart by appearance alone. Compared to a similarly sized leopard, the cheetah is generally shorter-bodied, but is longer tailed and taller (it averages about 90 cm (35 in) tall) and so it appears more streamlined.

Some cheetahs have a rare fur pattern mutation of larger, blotchy, merged spots. Known as "king cheetahs," they were once thought to constitute a separate subspecies but are in fact African cheetahs; their unusual fur pattern is the result of a single recessive gene.[21] The "king cheetah" has only been seen in the wild a handful of times, but it has been bred in captivity.

The cheetah's paws have semi-retractable claws (known only in three other cat species: the fishing cat, the flat-headed cat and the jungle cat), offering extra grip in its high-speed pursuits. The ligament structure of the cheetah's claws is the same as those of other cats; it simply lacks the sheath of skin and fur present in other varieties, and therefore, with the exception of the dewclaw, the claws are always visible. The dewclaw is much shorter and straighter than that of other cats.

Adaptations that enable the cheetah to run as fast as it does include large nostrils that allow for increased oxygen intake, and an enlarged heart and lungs that work together to circulate oxygen efficiently. During a typical chase, its respiratory rate increases from 60 to 150 breaths per minute.[11] While running, in addition to having good traction due to its semi-retractable claws, the cheetah uses its tail as a rudder-like means of steering[citation needed] to allow it to make sharp turns.
Next steps
Planning Tasks

In a first planning phase, we would like to focus on these tasks:

- Collect **metrics, funnel analysis** and **dashboards**
- Review and summarize **usability studies**
- Review and summarize **feedback** and **help**
- Host **community discussions** (onwiki, IRC, roundtables)
- Run limited **user survey** with advisors, mailing list, teams
- Discuss **modal tool** with WMF teams (VE, Flow, Mobile)
- Triage **current bugs**, in collaboration with community
- Review **current code** and patches (e.g.: Rob Moen)
- Identify '**must-haves**' and '**quick wins**'
Features

Ideas to improve the **user experience**:

- **progress bar** - Q1
- **drag and drop** - Q1
- **better help** - Q1
- **add metadata anytime** - Q2
- **simpler licensing forms** - Q2
- **easier category tools** - Q2
- **upload from articles** - Q3
- **tools for multiple files** - Q3

This is a preliminary list, subject to change.
Ideas for technical improvements:

- **chunked uploads** (large files) - Q1
- **metrics + unit tests** - Q1
- **new metadata structure** - Q1/2
- **separate interface code** - Q1/2
- **modal upload tool** - Q2/3
- **cross-wiki uploads** - Q2/3
- **license templates** - Q3/4
- **unsupported A/V formats** - Q3/4

This is a preliminary list, subject to change.
This work will be spread out in the coming year:

- Q4: planning, bugs, feedback
- Q1: bugs, metrics, tests, refactoring
- Q2: metadata features, add info anytime
- Q3: modal tools, crosswiki uploads
Capacity

• Total team capacity: ~14 points/week (or ~84 points per 6-week cycle)
• Assume we spend ~40% of our capacity on Upload Wizard
• Capacity for Upload Wizard: ~6 points/week (or ~36 points per cycle)
• Capacity for UW in Q1: 16 weeks x ~6 points/week = ~96 points

Should we divide our time evenly between these tasks?
• bug fixes: ~32 points
• UI improvements: ~32 points
• code re-factoring: ~32 points
To be spread out over next meetings.

**Estimates**
- Add/update cards on Mingle
- **First estimate** of overall scope of epic stories
- **Second estimate** once we know more

**Priorities**
- Review **key tasks** on Upload Wizard wall
- First **sort cards** by priority: Must Have, Should Have, Could Have.
- Identify **top candidates** once we have more info & estimates

**Upload Wizard Wall**
2014-15 Projects

FYI, we are considering one or more of these projects for next year:

- Upload Wizard
- Technical Debt
- Structured Data
- File Notifications
- Media Viewer 3
Research

Metrics, feedback, etc.
Metrics

Here are current upload metrics:

• **18k uploaders** / month (1)

• **292k uploads** / month (2)

(1) Upload Wizard: **80% of all uploaders**

(2) Upload Wizard: **56% of all uploads**

Data from Wikimedia Commons in Feb. 2014. **Source: Wikimedia Foundation**
Upload Wizard users: **14k** per month -- **80%** of all uploaders.

Data from Wikimedia Commons, February 2014. **Source: Wikimedia Foundation**
Upload Wizard files posted: **141k** per month -- **56%** of all uploads.

Data from Wikimedia Commons, February 2014. [Source: Wikimedia Foundation]
Total media files on Commons: **20.9 million** uploads to date - **25%** yearly growth (log scale)

Data from Wikimedia Commons, March 2014. [Source: Wikimedia Foundation >](#)
Learn more:

mediawiki.org/wiki/UploadWizard

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