

# Mobile Contributions Quarterly Review 10/2013

# Agenda

1. Goals
2. Q1 Features
3. Mobile Editing
4. Q2 Roadmap

# Goals and Roadmap

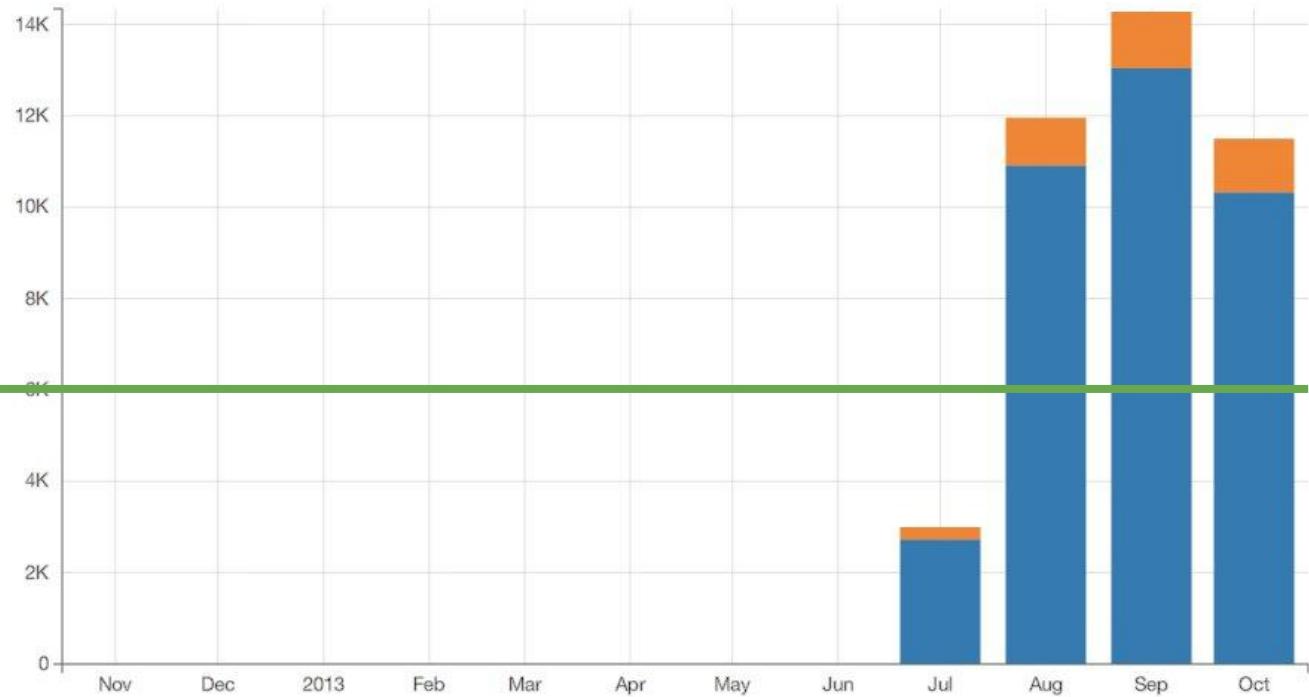
Q4	Q1	Q2	Q3 - Q4
<b>1K Unique Photo Uploaders</b>	<b>6,000 Unique Contributors</b> (Upload +edit)	<b>1,000 Active Mobile Editors (enwiki)</b>	<b>Additional Contributory Funnels</b>
<ul style="list-style-type: none"><li>• Photo Upload</li><li>• Editing -&gt; Beta</li><li>• Commons App</li></ul>	<ul style="list-style-type: none"><li>• Editing -&gt; Prod</li><li>• Photo Upload</li><li>• Campaigns</li></ul>	<ul style="list-style-type: none"><li>• On-boarding</li><li>• VE Research</li><li>• Wikipedia App</li></ul>	<ul style="list-style-type: none"><li>• Micro-contribs</li><li>• VE on Tablets</li><li>• App Contributions</li></ul>

Notes: Flow is TBD, timing of Campaigns launch (admin + scavenger lists), foundational features such as histories, diffs, etc. is ongoing work for mobile web

2013-14 Target

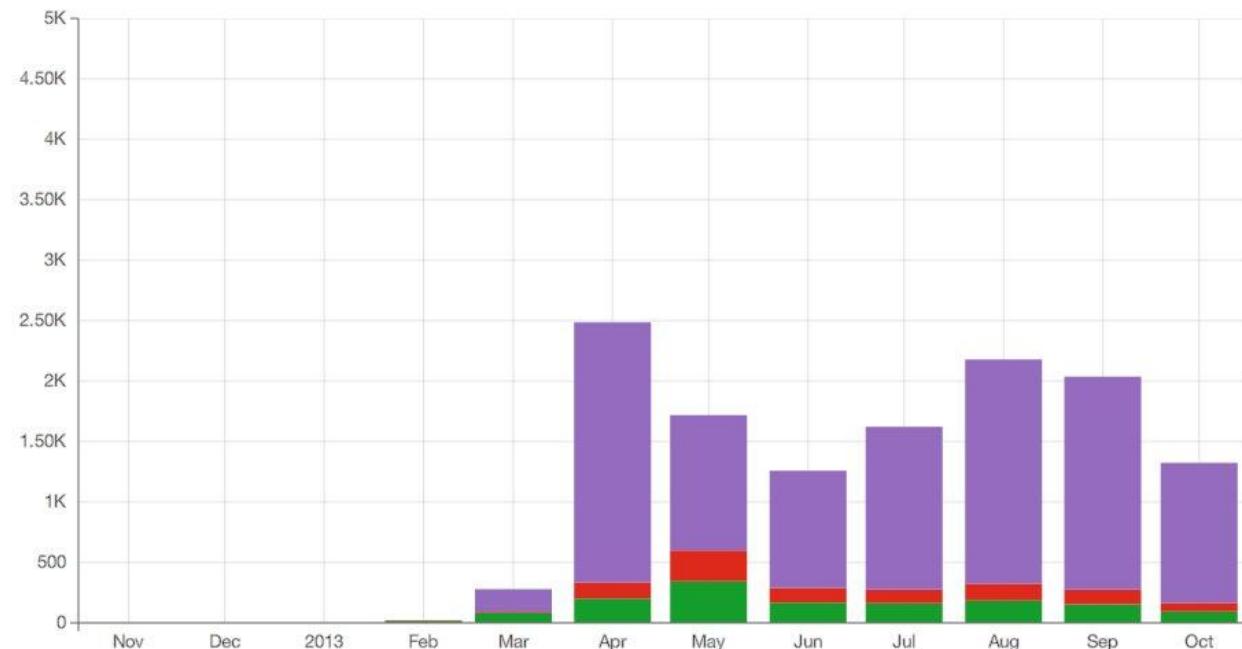
Nov 2012	NaN
Main namespace	NaN
Other namespaces	NaN

Unique editors (per month)



## Unique uploaders (per month)

Sep 2013	
Android	153.00
iOS	122.00
Web	1.76K



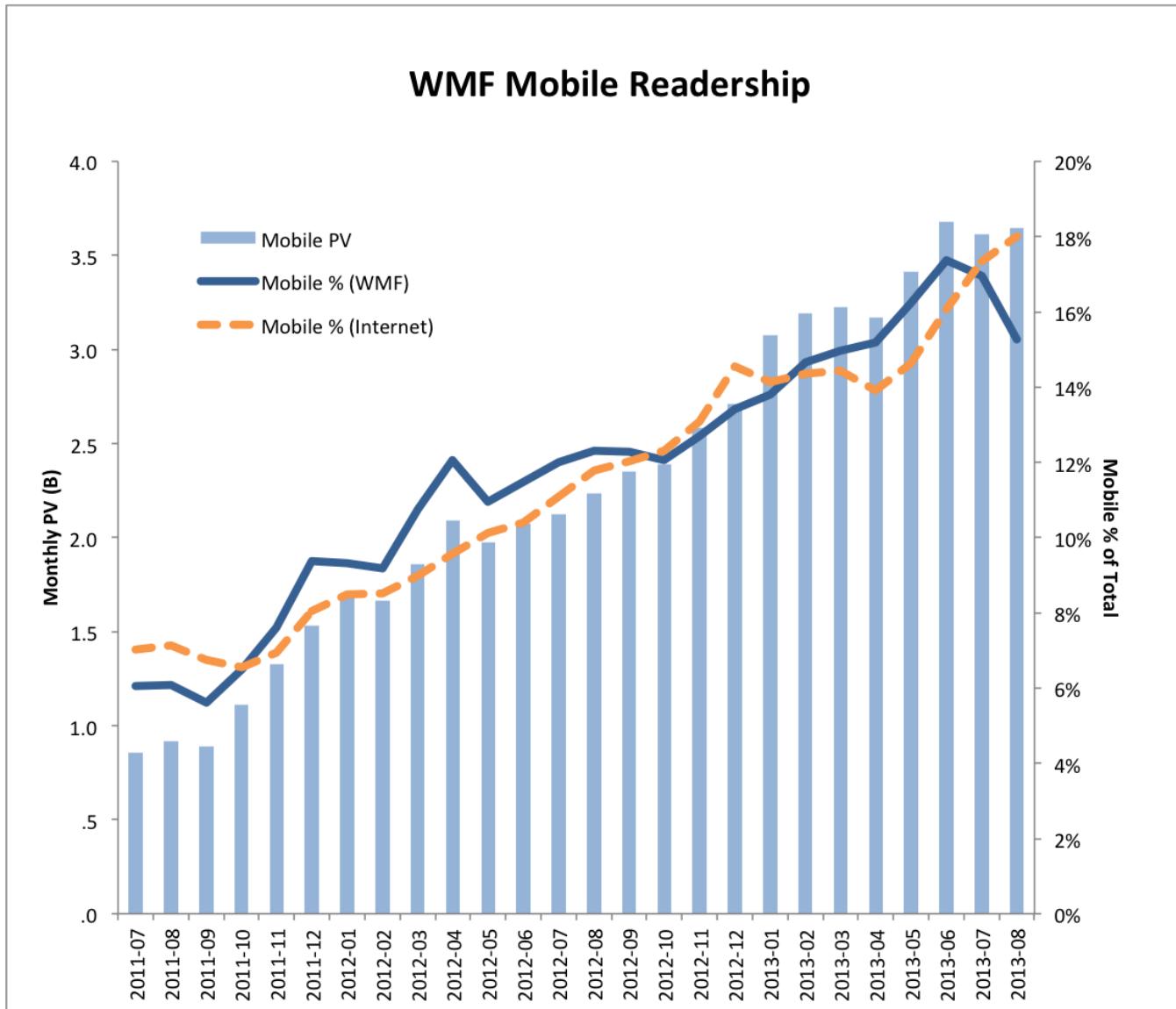
### Raw Data

• [http://stat1001.wikimedia.org/limn-public-data/mobile/datafiles/unique-uploader.csv](http://stat1001.wikimedia.org/limn-public-data/mobile/datafiles/unique-uploaders.csv)

[View Data as Table](#)

[Edit](#)

# Strong Readership Growth



# Q1 themes

Web Editing

&

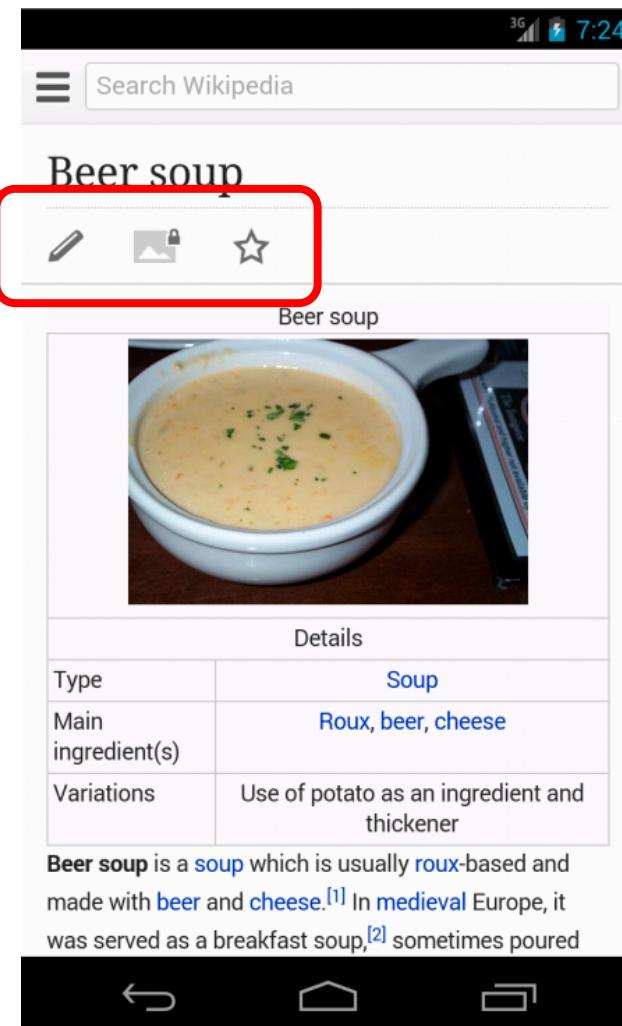
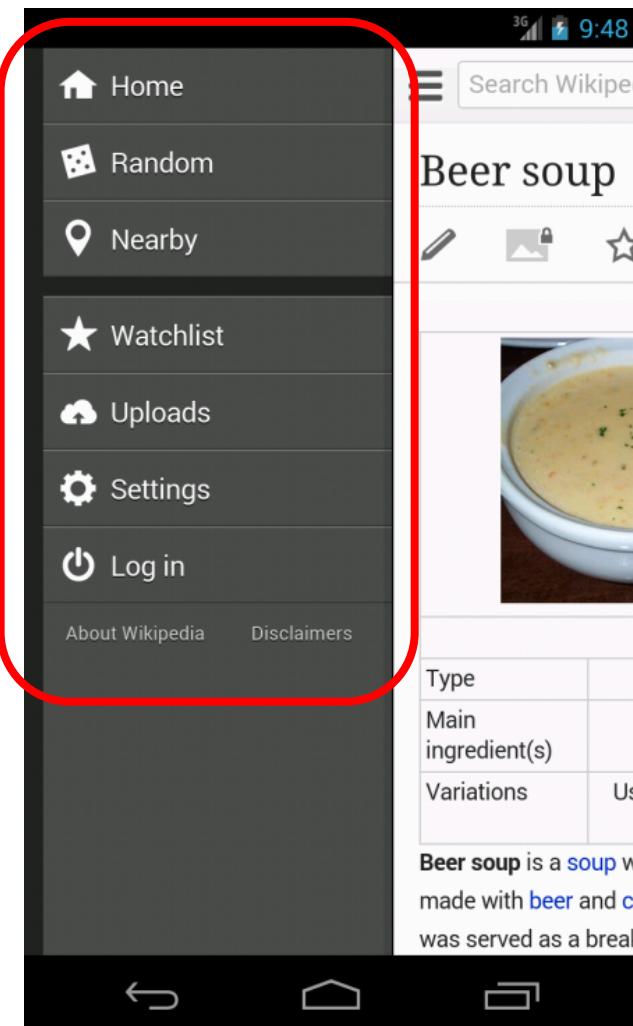
Web & App Photo Uploads

# **Mobile Web**

# Q4-Q1 Features

	<b>Q4</b>	<b>Q1</b>
<b>Themes</b>	<i>Photo upload refinements, experimentation with user engagement</i>	<i>Editing, notifications, experimentation with editor onboarding and identity</i>
<b>Alpha</b> (10k~ users)	<ul style="list-style-type: none"> <li>● Diff enhancements</li> <li>● Dynamic section loading</li> <li>● Collapsed and zoomable tables</li> <li>● Inline style scrubbing</li> </ul>	<ul style="list-style-type: none"> <li>● Categories</li> <li>● Pages near ‘this’ page</li> <li>● Image lightboxes</li> </ul>
<b>Beta</b> (400k~ opt-ins)	<ul style="list-style-type: none"> <li>● Echo</li> <li>● Article Editing (section level, all namespaces)</li> <li>● Navigation improvements</li> <li>● Talk page (reading, adding a section)</li> <li>● PageImages (Search)</li> </ul>	<ul style="list-style-type: none"> <li>● User profiles</li> <li>● Echo notification overlay</li> <li>● Upload tutorial (1st time user)</li> <li>● Editing tutorial (1st time user)</li> </ul>
<b>Stable</b> (xM users)	<ul style="list-style-type: none"> <li>● Nearby + CTA (incl Geodata)</li> <li>● Watchlist + Upload CTA</li> <li>● Upload workflow refinements</li> <li>● PageImages (Nearby)</li> </ul>	 <ul style="list-style-type: none"> <li>● Left navigation improvements (groupings)</li> <li>● Article navigation improvements</li> <li>● Article Editing (section level, all namespaces)</li> <li>● Echo</li> <li>● Editing improvements</li> <li>● ‘Thanks’ from watchlist</li> </ul>

# Navigation improvements



# Editing

3G 9:27

Search Wikipedia 0

## Sloppy joe

This article is about the ground beef sandwich. For the bar in Key West, see [Sloppy Joe's](#). For the sandwich made in New Jersey, see [Sloppy joe \(New Jersey\)](#).

**i This page has some issues**

Sloppy Joe



9:27

← →

3G 9:41

←

{{About|the ground beef sandwich|the bar in Key West|Sloppy Joe's|the sandwich made in New Jersey|Sloppy joe (New Jersey)}}  
 {{Refimprove|date=October 2009}}  
 {{Infobox prepared food  
 | name = Sloppy Joe  
 | image = [[File:Sloppy Joe "homemade".jpg|250px]] <br> [[File:Sloppyjoemeat.jpg|250px]]  
 | caption = Above: A homemade sloppy joe with [[coleslaw]]<br> Below: Sloppy joe meat being prepared  
 | alternate\_name = Wimpies, yip yips, slushburgers, barbecues, hot tamales, taverns{{Citation needed|date=September 2012}}  
 | country = [[United States]]  
 | region =  
 | creator =  
 | course = Main

Cancel Continue

← →

# Editing improvements

This cut of meat is enormously popular in Chinese cuisine and Korean cuisine. In Chinese cuisine, it is usually diced, browned then slowly braised with skin on, or sometimes marinated and cooked as a whole slab. Pork belly is used to make Slowly Braised Pork Belly (紅燒肉) or *Dongpo pork* (東坡肉) in China (Sweet and Sour Pork is made with pork fillet). Koreans cook *Samgyeopsal* on a grill with garlic, often accompanied by *soju*. Uncured whole pork belly has more recently become a popular dish in restaurants in the United States as well. captcha?

^ Pork belly futures

Inaugurated in 1961, the pork belly futures contract was iconic for the Chicago Mercantile Exchange (CME) and futures trading in general, becoming a staple of the futures market in popular media (such as the 1974 movie *For Pete's Sake* and the 1983 movie *Trading Places*). In recent years it became amongst the least-traded contracts on the CME, and was eventually delisted for trading by the CME on July 18, 2011.<sup>[3]</sup>

The unit of trading was 20 short tons (40,000 lb orTemplate:Hid{{#invoke:Math|precision|format!}}



3G 8:00

PREVIEW

For the fictional town of Porkbelly, see Johnny Test.



Uncooked pork belly, with rind (skin)



quirreburns

Enter confirmation code

Keep editing Save



# Edit CTA

The image shows three screenshots of a mobile Wikipedia application demonstrating a user flow for editing a page.

**Screenshot 1: Frito pie - Home Screen**

- Top bar: Search Wikipedia, 3G signal, battery level, time (8:07).
- Page title: Frito pie.
- Page content: A photo of Frito pie in a bowl.
- Action bar: Edit icon (pencil), image icon, star icon.
- Message: You must be logged in to edit pages on mobile.
- Buttons: Login, Sign up.

**Screenshot 2: Sign up - Step 1**

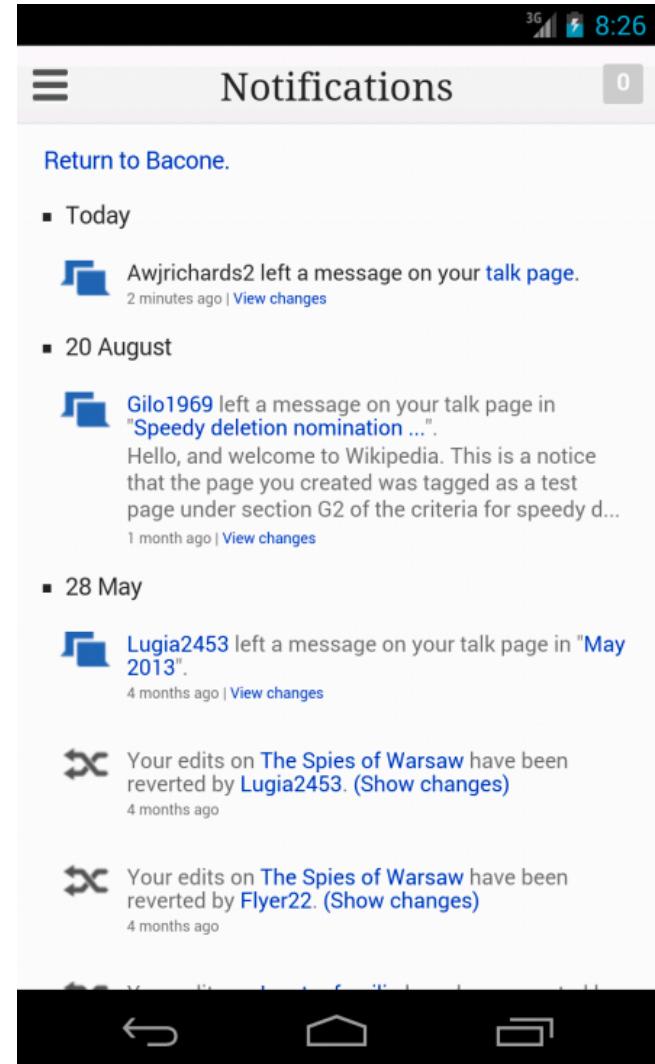
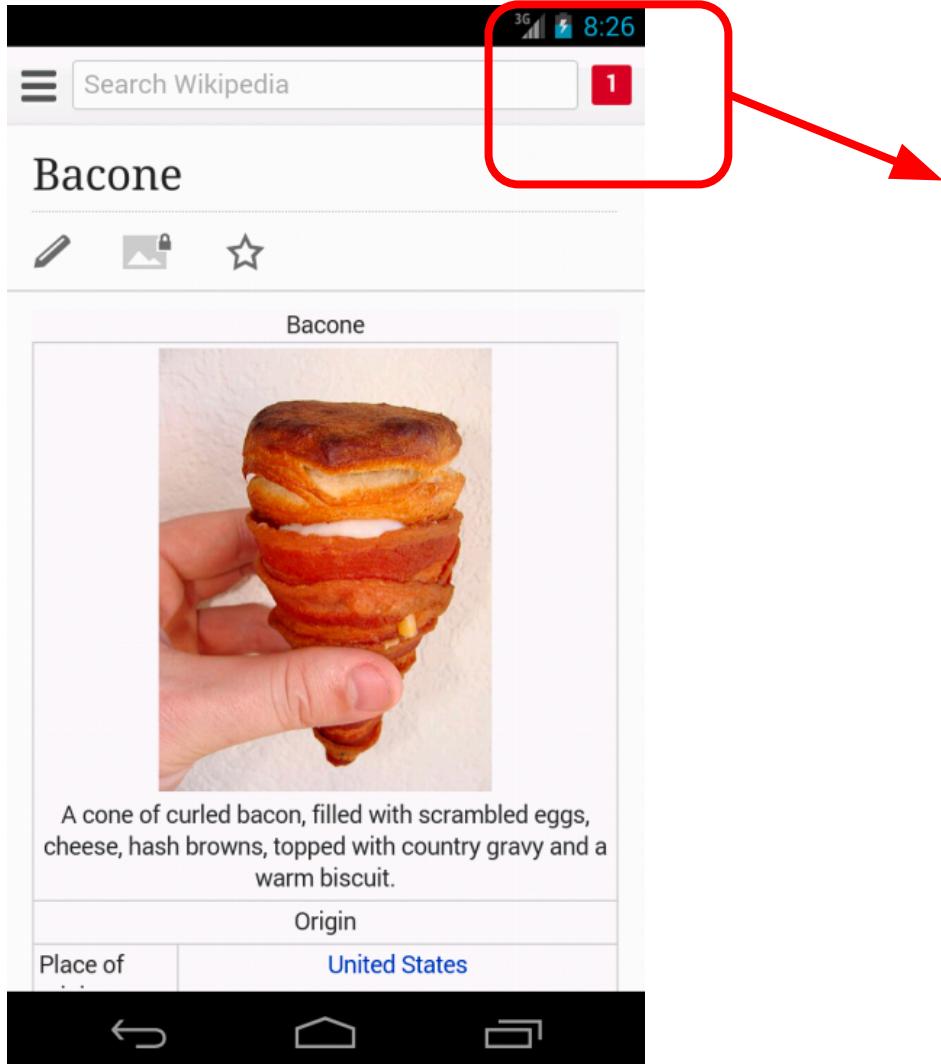
- Top bar: https://en.m.wikipedia.org/w, 3G signal, battery level, time (8:09).
- Page title: Sign up.
- Form fields: Username, Password, Confirm password, Email address (optional).
- Text input field: charetelope.
- Text: Enter security text.
- Buttons: Sign up.

**Screenshot 3: Sign up - Step 2**

- Top bar: https://en.m.wikipedia.org/w, 3G signal, battery level, time (8:11).
- Text area: {{Infobox prepared food  
| name = Frito pie  
| image = [[File:Frito Pie as Seen Today.jpg|250px]]  
| caption =  
| alternate\_name =  
| country = [[United States]]  
| region =  
| creator =  
| course =  
| type =  
| served =  
| main\_ingredient = [[Chili con carne]], [[cheese]], [[corn chip]]s ([[Fritos]])  
| variations =  
| calories =
- Buttons: Cancel, Continue.

A red box highlights the edit icon in the first screenshot, and a red arrow points from the edit icon to the "charetelope" text input field in the second screenshot, indicating the flow from the edit permission screen to the sign-up step.

# Echo notifications



# 'Thanks' from watchlist diff

Changes 1

Poutine  
6 BYTES REMOVED, 5 DAYS AGO

Undid revision 577661399 by [[Special:Contributions/99.237.236.7|99.237.236.7]] ([[User talk:99.237.236.7|talk]])

The following lines were added (+) and removed (-):

- "Poutine" ((({{IPA-en|p|u:ˈ|t̪iː|n}}); {{IPA-fr|putin||lang}}),  
<small>Quebec French:</small>{{IPA-frdial|putsin||Qc-Poutine.ogg}}) is a common [[Canadian cuisine|Canadian dish]], originally from [[Quebec]], made with chips/[[french fries]], topped with a light brown [[gravy]] like sauce and [[cheese curds]]. <ref>{{cite web |last=Knight |first=A. |title=Poutine 101 |publisher=Knight's Canadian Info Collection |date=11 June 2007 |url=http://members.shaw.ca/keie1/poutine.html |accessdate=1 July 2011}}</ref>  
+ "Poutine" ((({{IPA-en|p|u:ˈ|t̪iː|n}}); {{IPA-fr|putin||lang}}),  
<small>Quebec French:</small>{{IPA-frdial|putsin||Qc-Poutine.ogg}}) is a common [[Canadian cuisine|Canadian dish]], originally from [[Quebec]], made with [[french fries]], topped with a light brown

Dbrodbeck  
REVIEWER, ROLLBACKER  
8,410 EDITS

Thank

Changes 1

Poutine  
6 BYTES REMOVED, 5 DAYS AGO

Undid revision 577661399 by [[Special:Contributions/99.237.236.7|99.237.236.7]] ([[User talk:99.237.236.7|talk]])

The following lines were added (+) and removed (-):

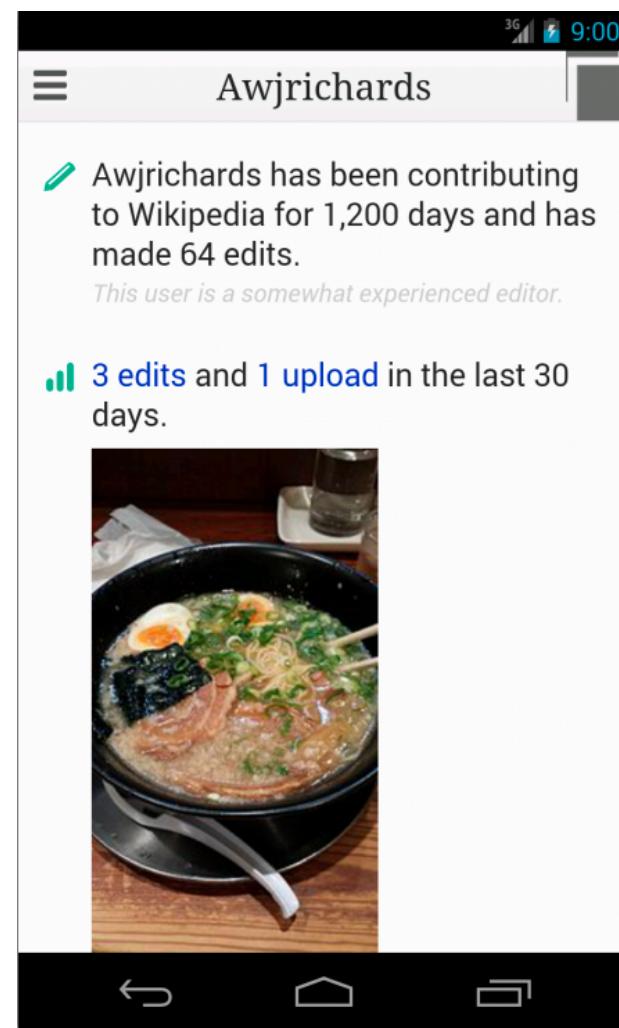
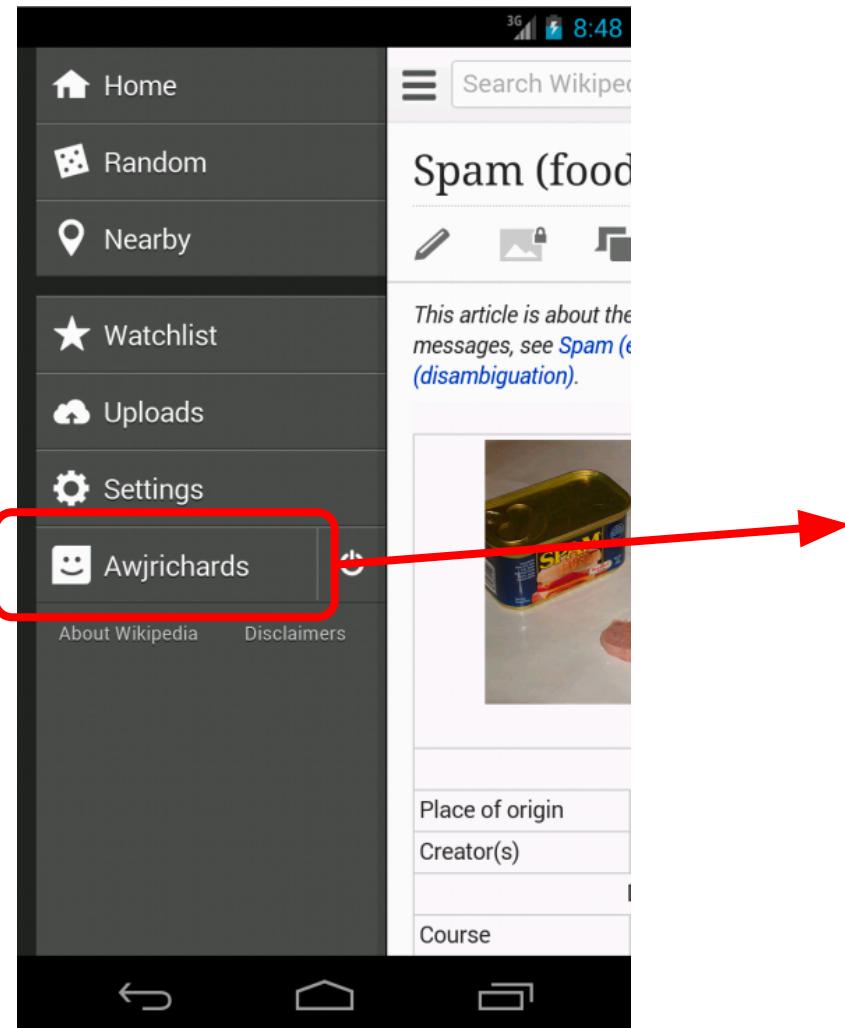
- "Poutine" ((({{IPA-en|p|u:ˈ|t̪iː|n}}); {{IPA-fr|putin||lang}}),  
<small>Quebec French:</small>{{IPA-frdial|putsin||Qc-Poutine.ogg}}) is a common [[Canadian cuisine|Canadian dish]], originally from [[Quebec]], made with chips/[[french fries]], topped with a light brown [[gravy]] like sauce and [[cheese curds]]. <ref>{{cite web |last=Knight |first=A. |title=Poutine 101 |publisher=Knight's Canadian Info Collection |date=11 June 2007 |url=http://members.shaw.ca/keie1/poutine.html |accessdate=1 July 2011}}</ref>  
+ "Poutine" ((({{IPA-en|p|u:ˈ|t̪iː|n}}); {{IPA-fr|putin||lang}}),  
<small>Quebec French:</small>{{IPA-frdial|putsin||Qc-Poutine.ogg}}) is a common [[Canadian cuisine|Canadian dish]], originally from [[Quebec]], made with [[french fries]], topped with a light brown

Dbrodbeck  
REVIEWER, ROLLBACKER  
8,410 EDITS

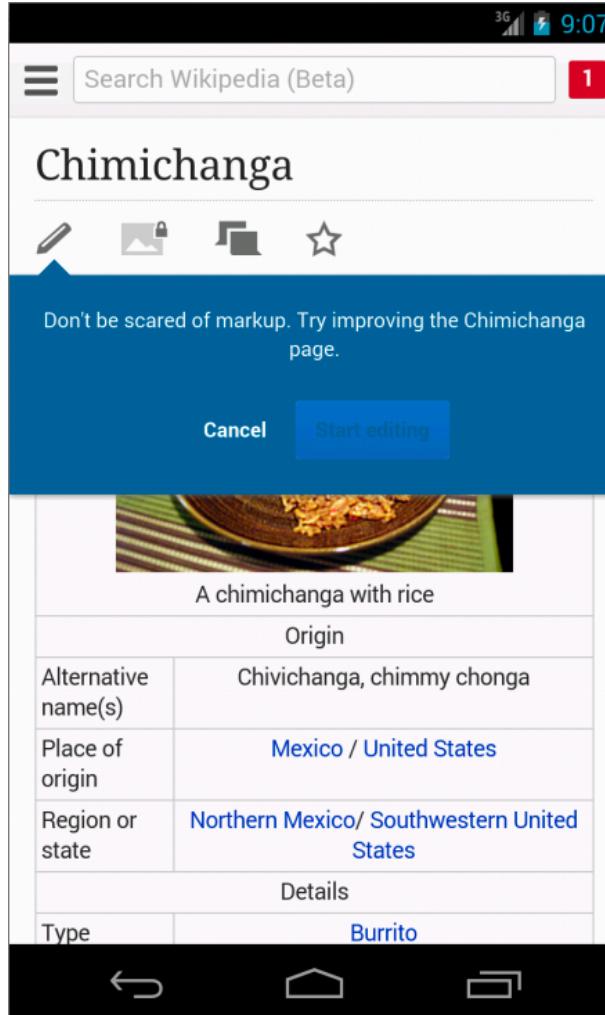
Thanked

Dbrodbeck was notified that you liked his edit.

# Profiles (□)



# Tutorials: First time editor (□)

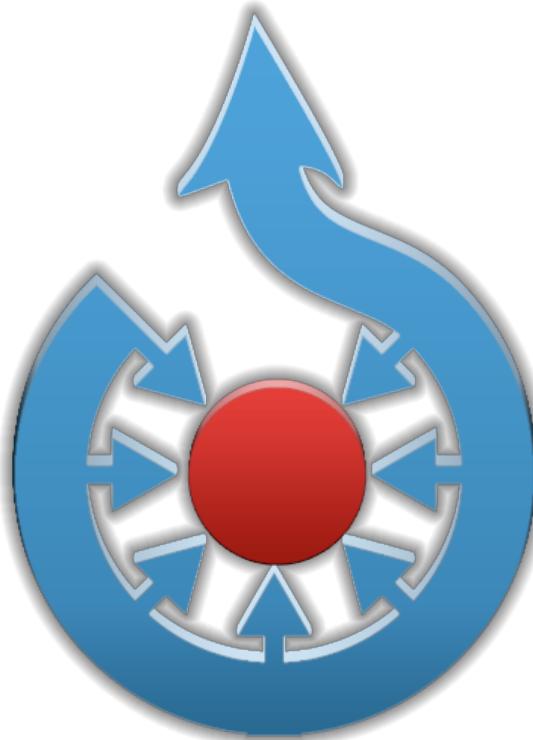


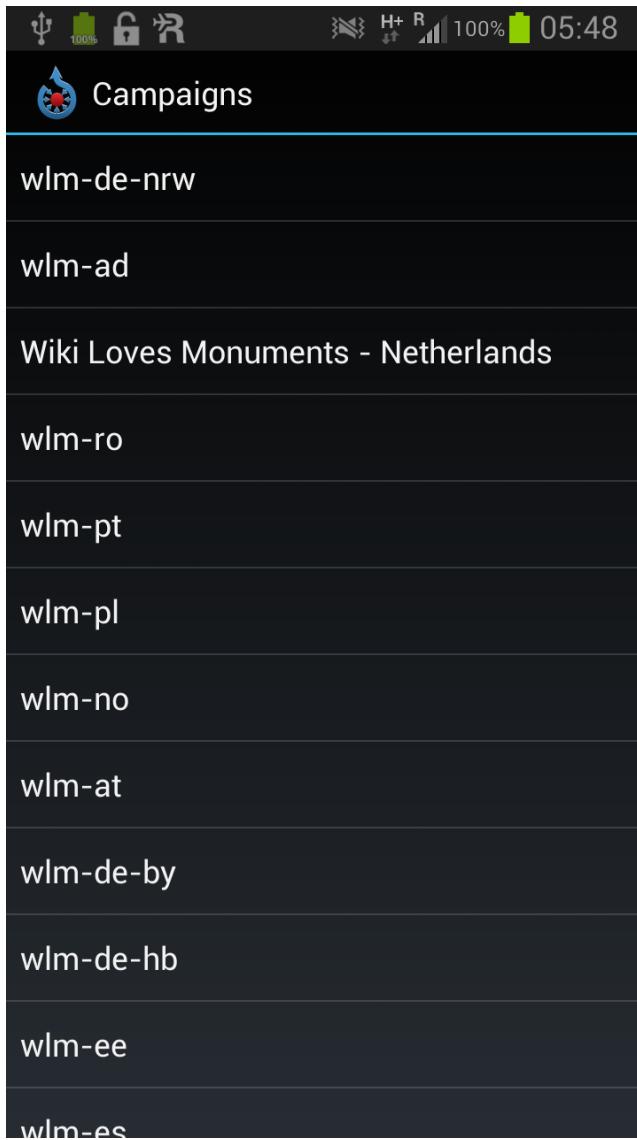
# Hat-tip for other big achievements

Kudos on the HTMLFormatter migration to Mediawiki core as well as improving data collection!



# Campaigns







From Wikimedia Commons, the free media repository



## Wiki Loves Monuments - Netherlands

[Upload!](#)

# 129 2957

CONTRIBUTORS

UPLOADS



Advanced Special characters Help Edittools

```
1  {
2      "enabled": true,
3      "title": "{{WLM campaign display name|NL}}",
4      "display": {
5          "headerLabel": "{{WLM-is-running|nl}}{{Upload campaign header wlm-nl}}|before={{Upload campaign header Wiki Loves Monuments August}}|after={{Upload car
6          "thanksLabel": "{{Upload campaign use Wiki Loves Monuments}}"
7      },
8      "defaults": {
9          "categories": [
10              "Rijksmonumenten"
11          ]
12      },
13      "autoAdd": {
14          "wikitext": "{{subst:WLM-is-running|nl}}{{Wiki Loves Monuments 2013|nl}}}"
15      },
16      "licensing": {
17          "ownWorkDefault": "own",
18          "ownWork": {
19              "licenses": [
20                  "cc-by-sa-3.0-nl"
21              ]
22          }
23      }
24 }
```

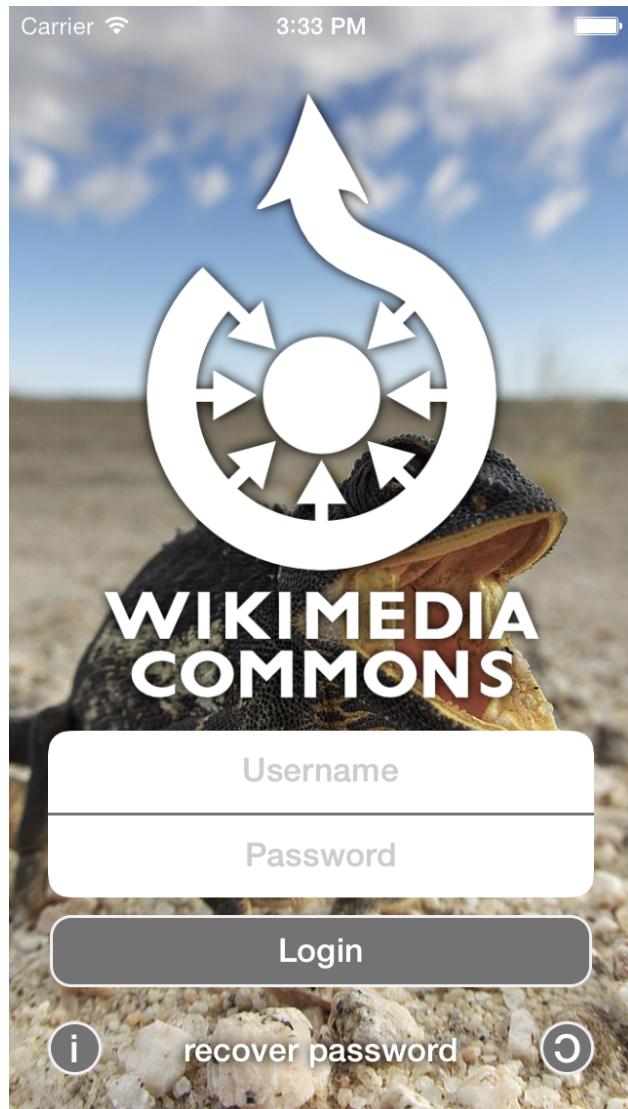
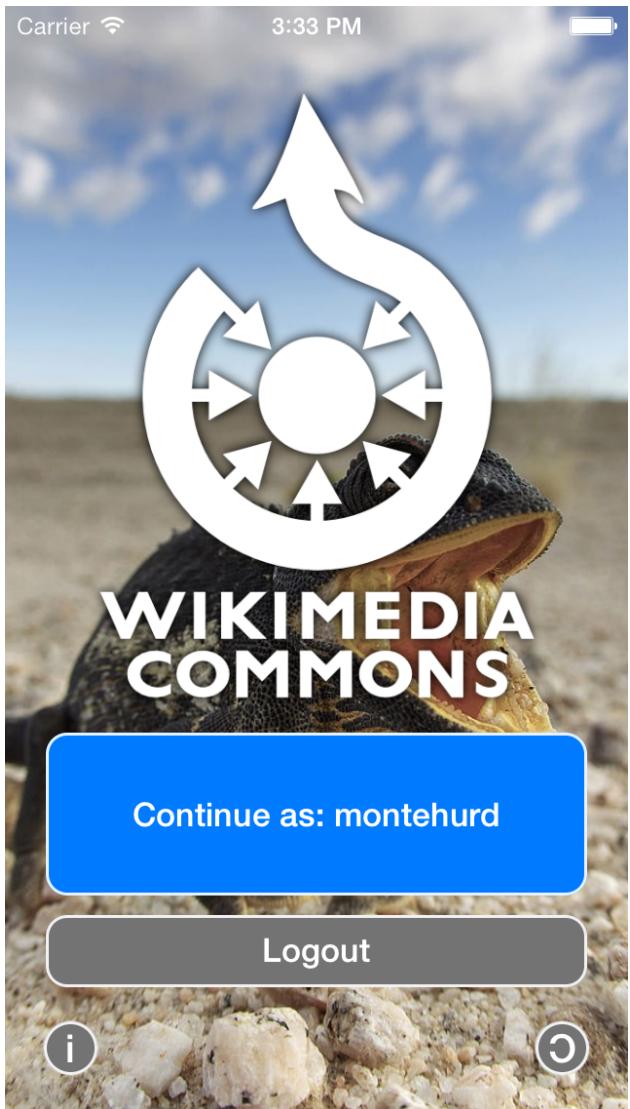
Edit summary:

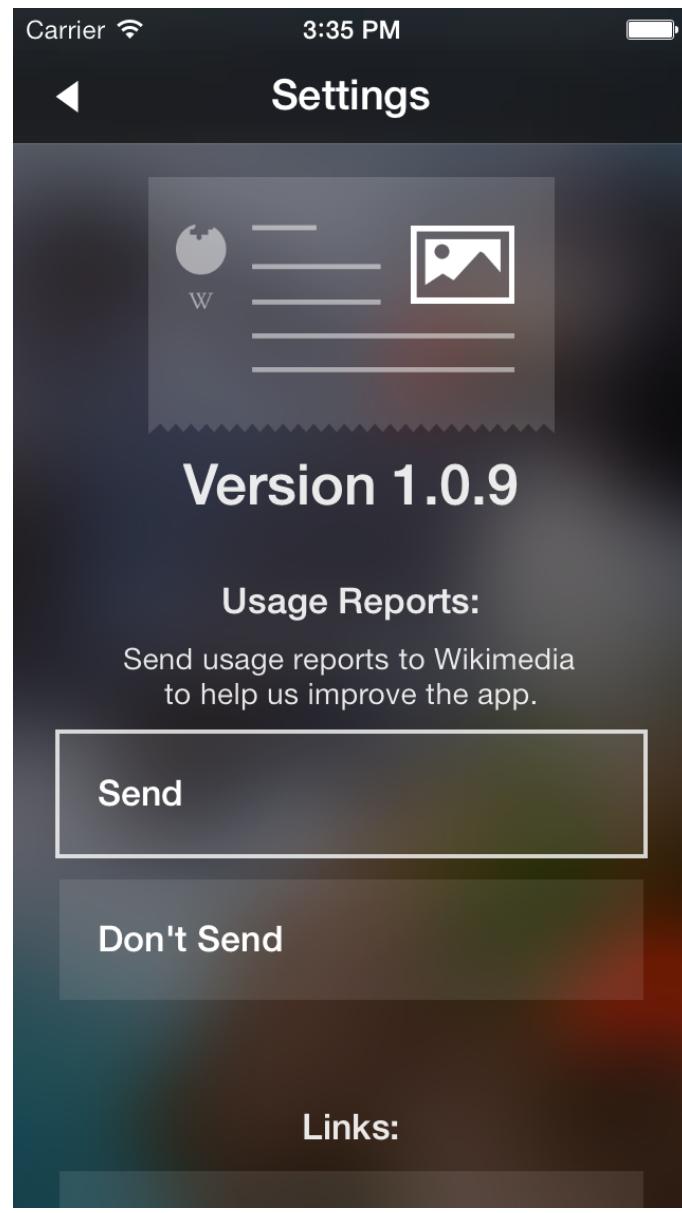
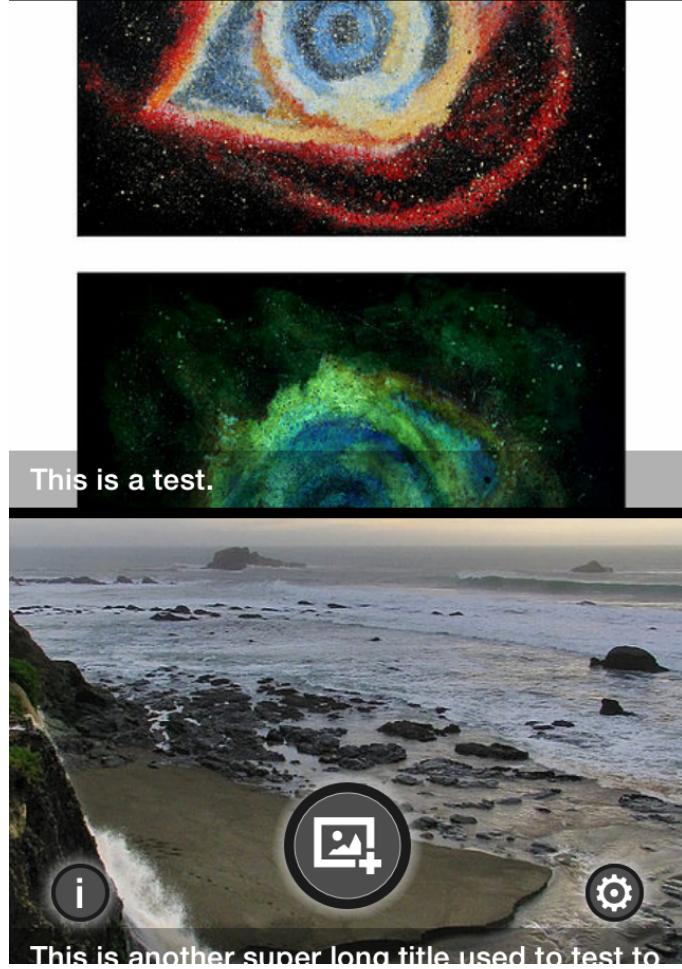
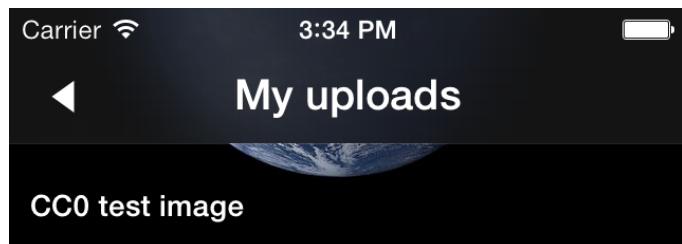
This is a minor edit  Watch this page

By clicking the "Save Page" button, you agree to the [Terms of Use](#), and you irrevocably agree to release your contribution under the [Creative Commons Attribution-ShareAlike 3.0 license](#) and the [GFDL](#). You agree that a hyperlink or URL is sufficient attribution under the Creative Commons license.

[Save page](#) [Show preview](#) [Show changes](#) [Cancel](#)









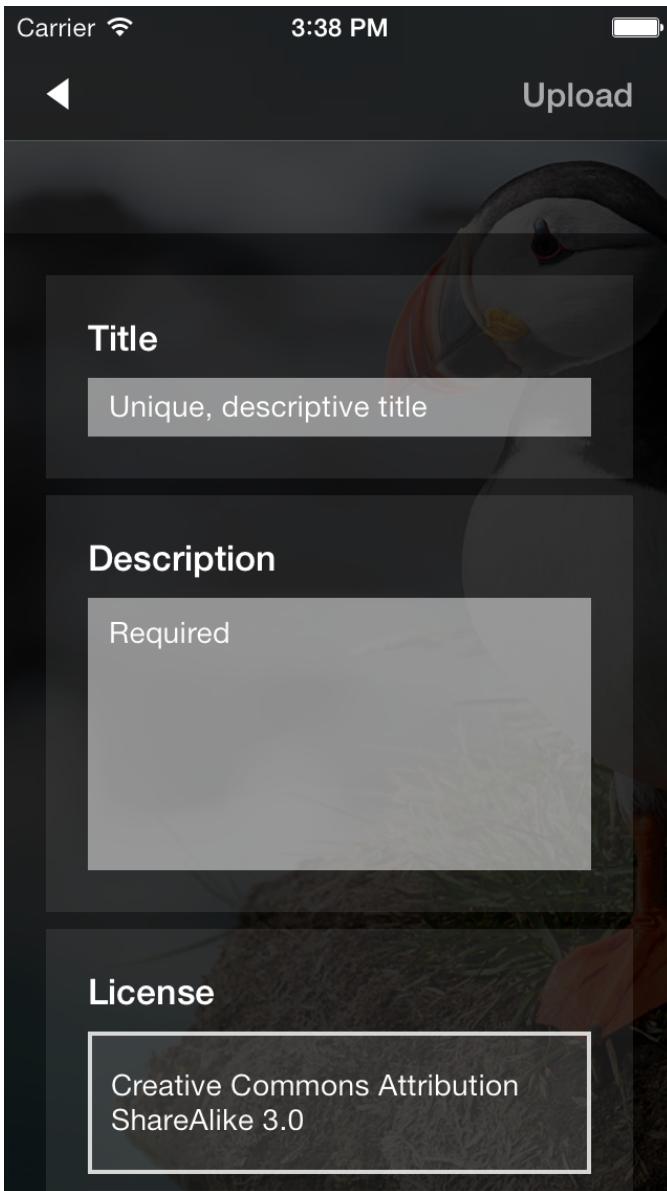
Carrier

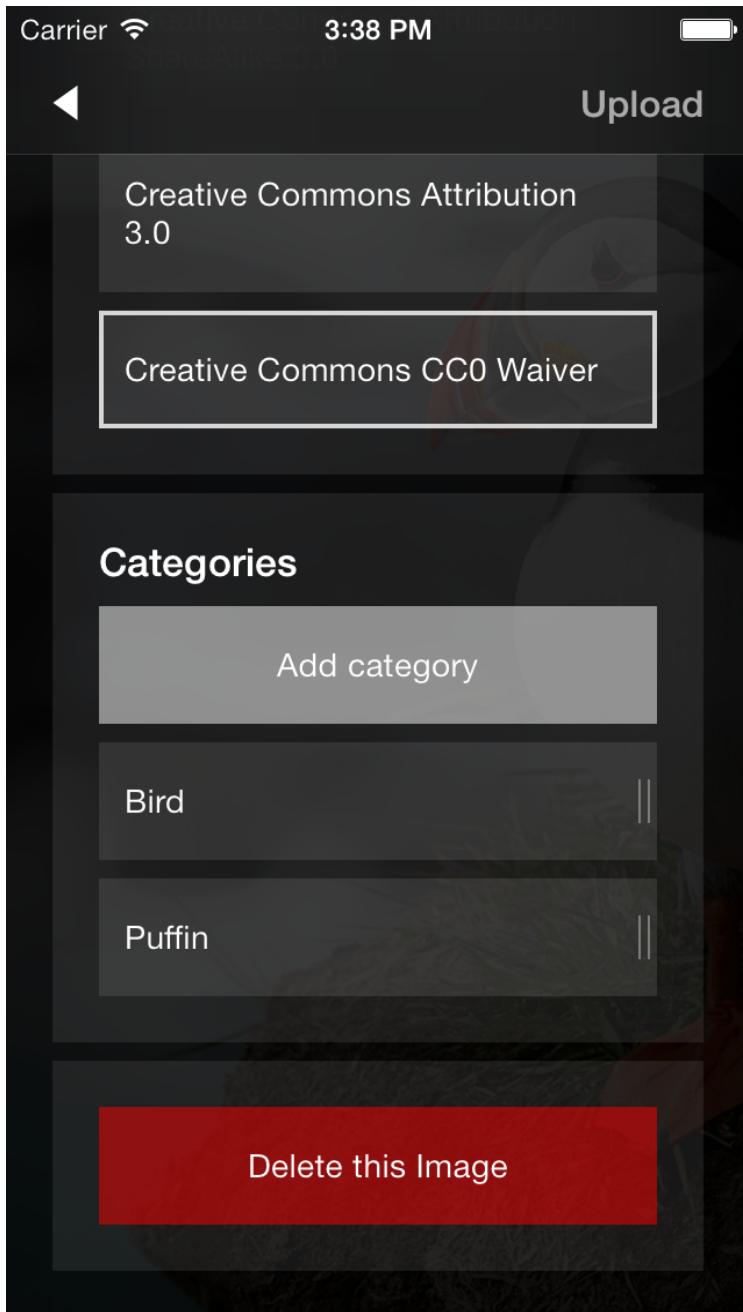
3:38 PM

Upload

Title

Unique, descriptive title

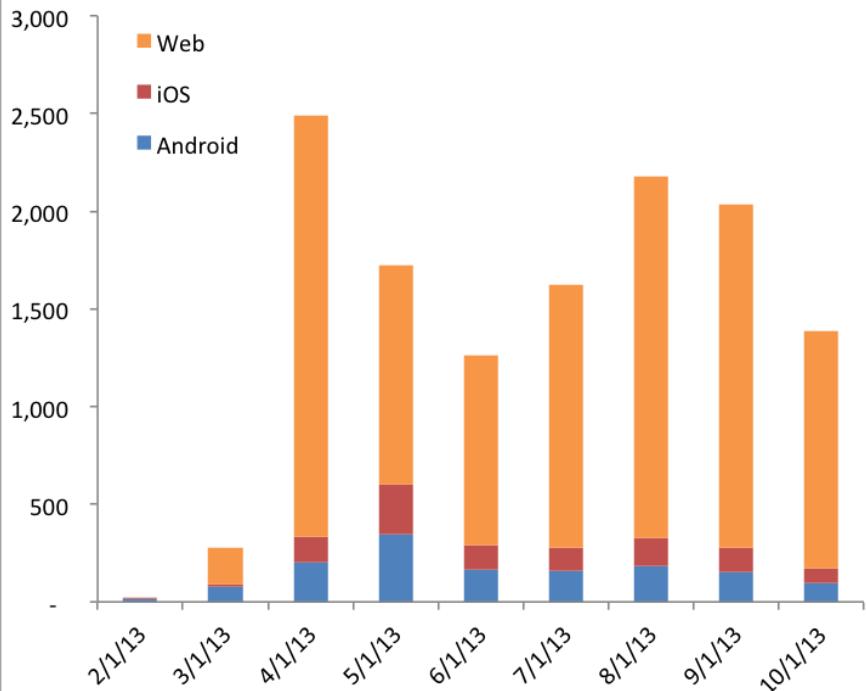




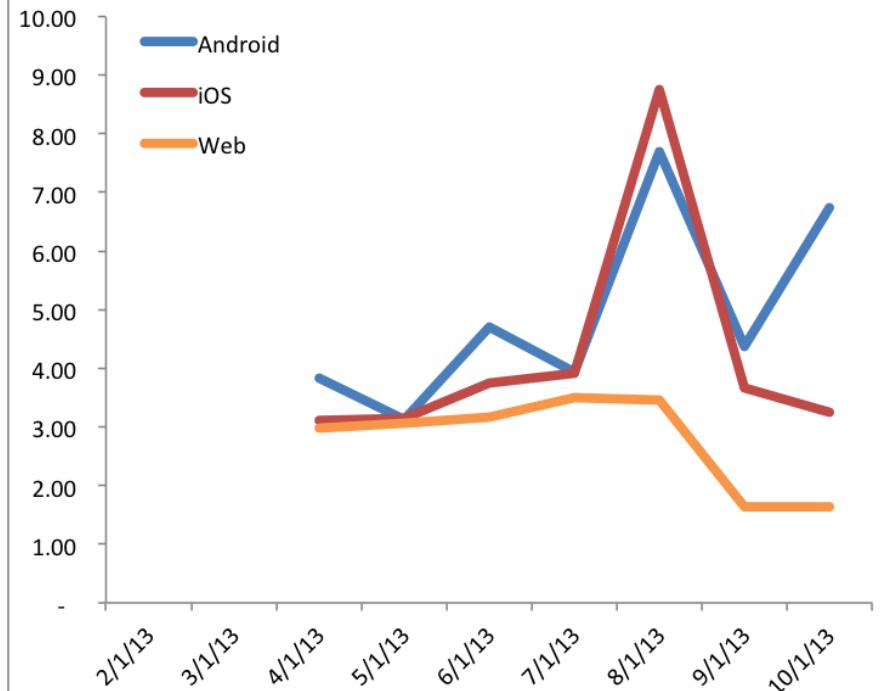
# **Apps and Mobile Web contributions comparisons**

# Continuation of Q4 trends

**Unique Uploaders**



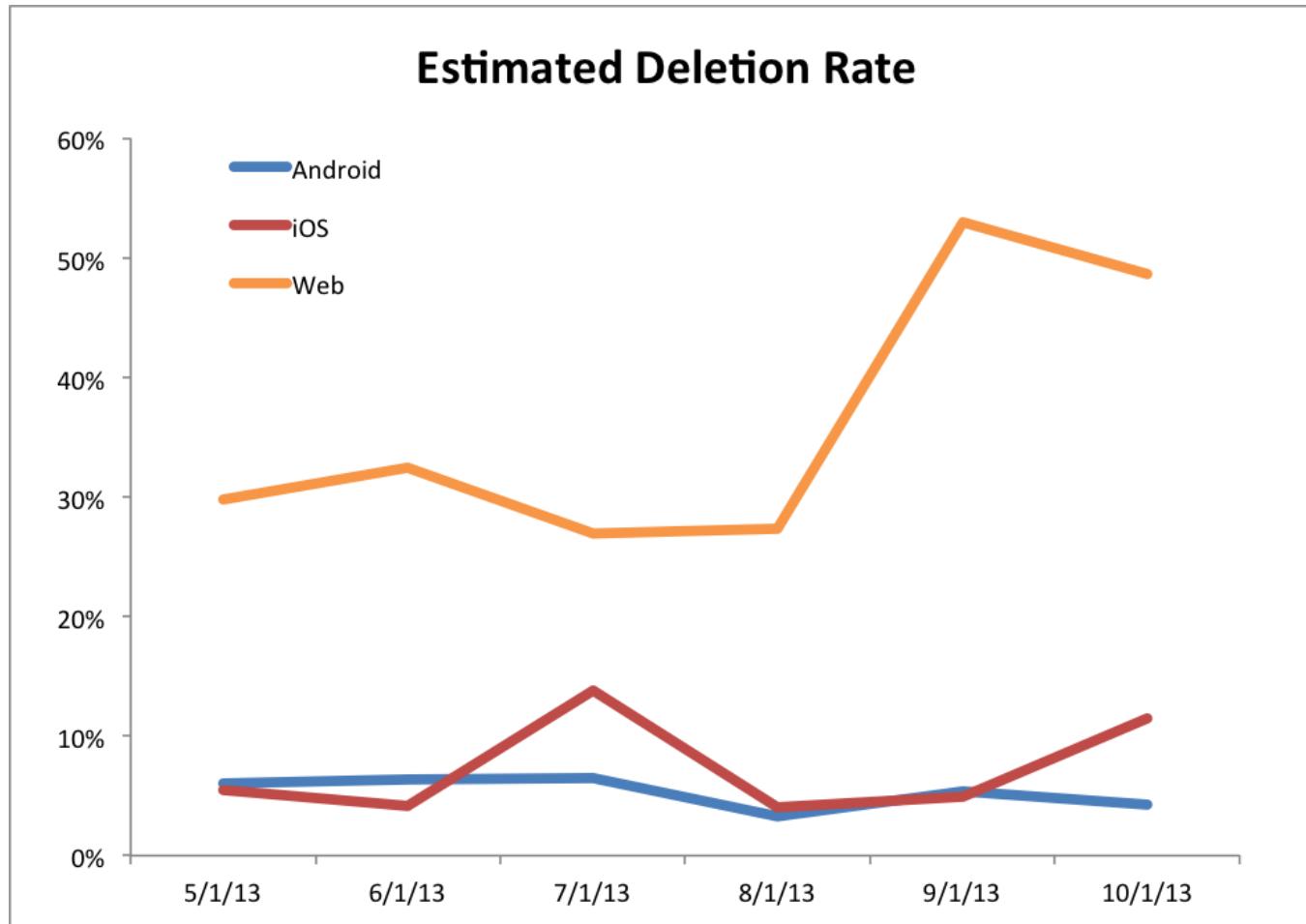
**Uploads per Unique**



Uploads show continuation of what we saw in Q4

- More uploaders from web
- But app uploaders more productive

# Deletion Rates



Web attracts more newbies, apps more experienced user

Note: Deletion happens in chunks

# What have we learned?

- Apps have fewer uniques but high quality uploads
- App users tend to be power users

# Mobile Editing

Last Quarterly Review, we reviewed initial data on mobile editing when it was in beta

- Mobile editors tended to be newer
- But also getting experienced editors

This basic premise has held. At the all-staff, we looked briefly at conversion rates for production, which were lower than, but in the ballpark of desktop

# Two lenses for understanding mobile contributions

## Mobile as Acquisition Vehicle

How effective is mobile at getting users to **create an account**, and driving users deeper into the **engagement funnel**?

Post acquisition edit activity can be on **desktop or mobile**

Ex: what % of users acquired on mobile make it to 5 edits (overall)?

Onboarding, CTAs, humanizing, micro-contributions

## Mobile as general contributory platform

How effective is mobile at **enabling editing activity** overall?

Editing activity can come from **new or experienced** users

Ex: what role can/does mobile play for our very active editors?

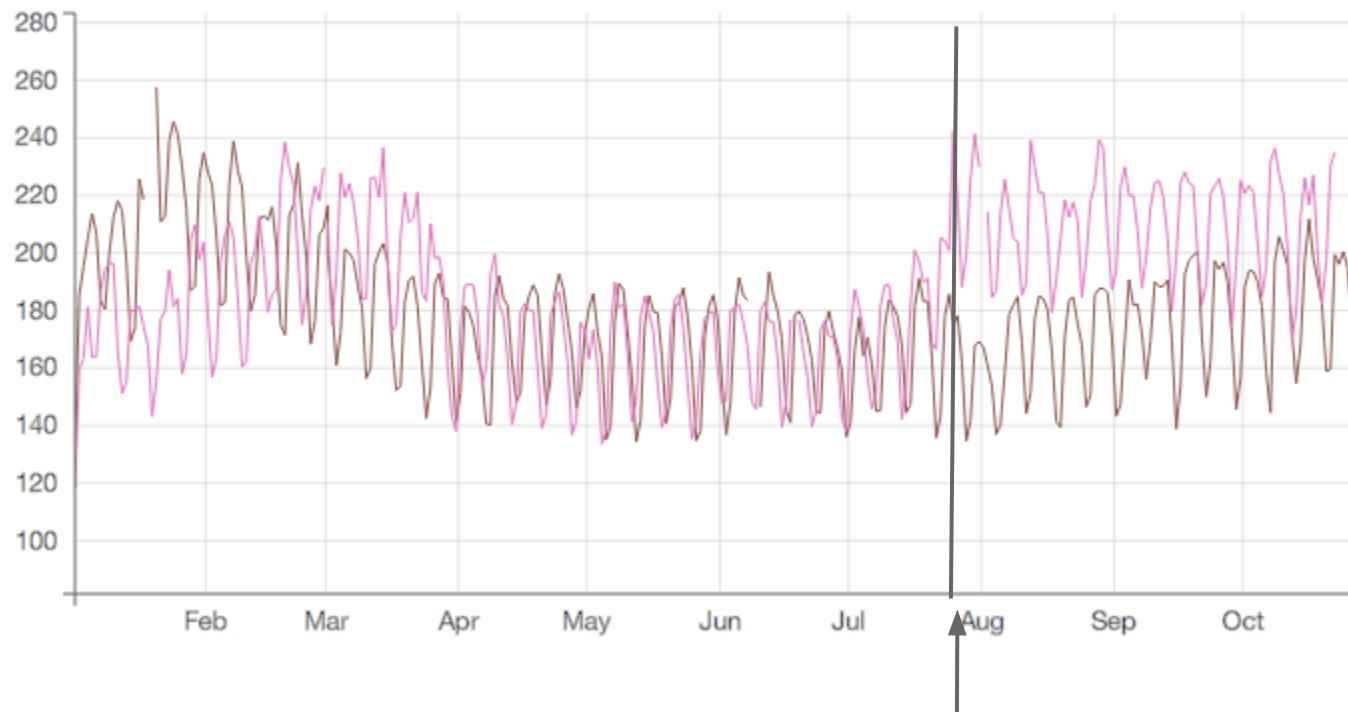
History, reverts, patrol queues

# mobile editing: strong account creation vehicle

New accounts per hour, year to year comparison



2013-01-01	
2007	237.38
2008	190.21
2009	168.42
2010	170.25
2011	136.42
2012	134.17
2013	118.46



{enwiki 2012 and 2013}

2013 account creations jump above  
2012 account on July 23 with mobile editing

# **comparison to mobile pageviews**

Account creations  
MobileFrontend:

**18%**

en.m; Sept 16-30

Pageviews  
MobileFrontend:

**16%**

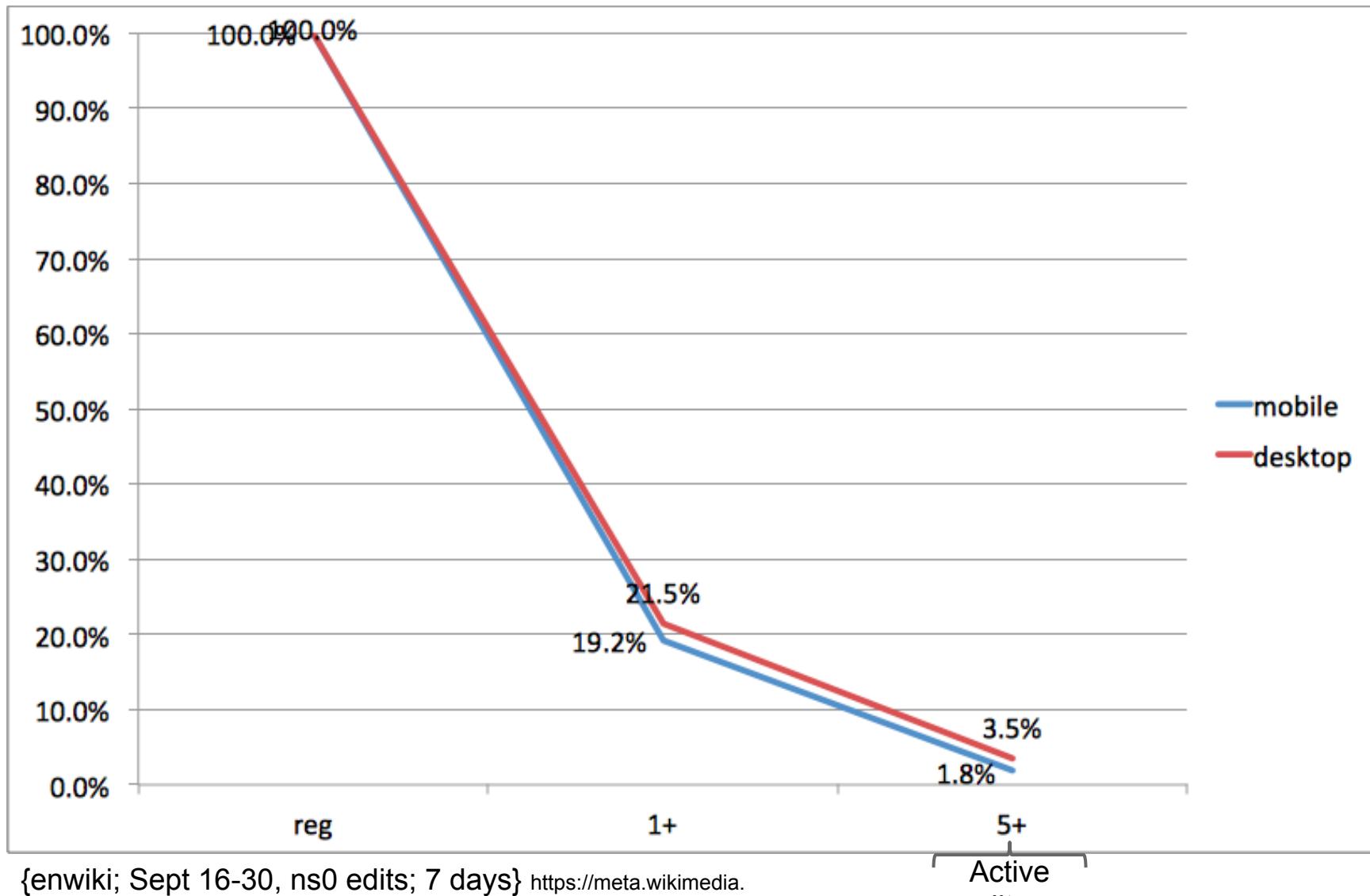
all projects; Oct

# Acq funnels: mobile vs. desktop

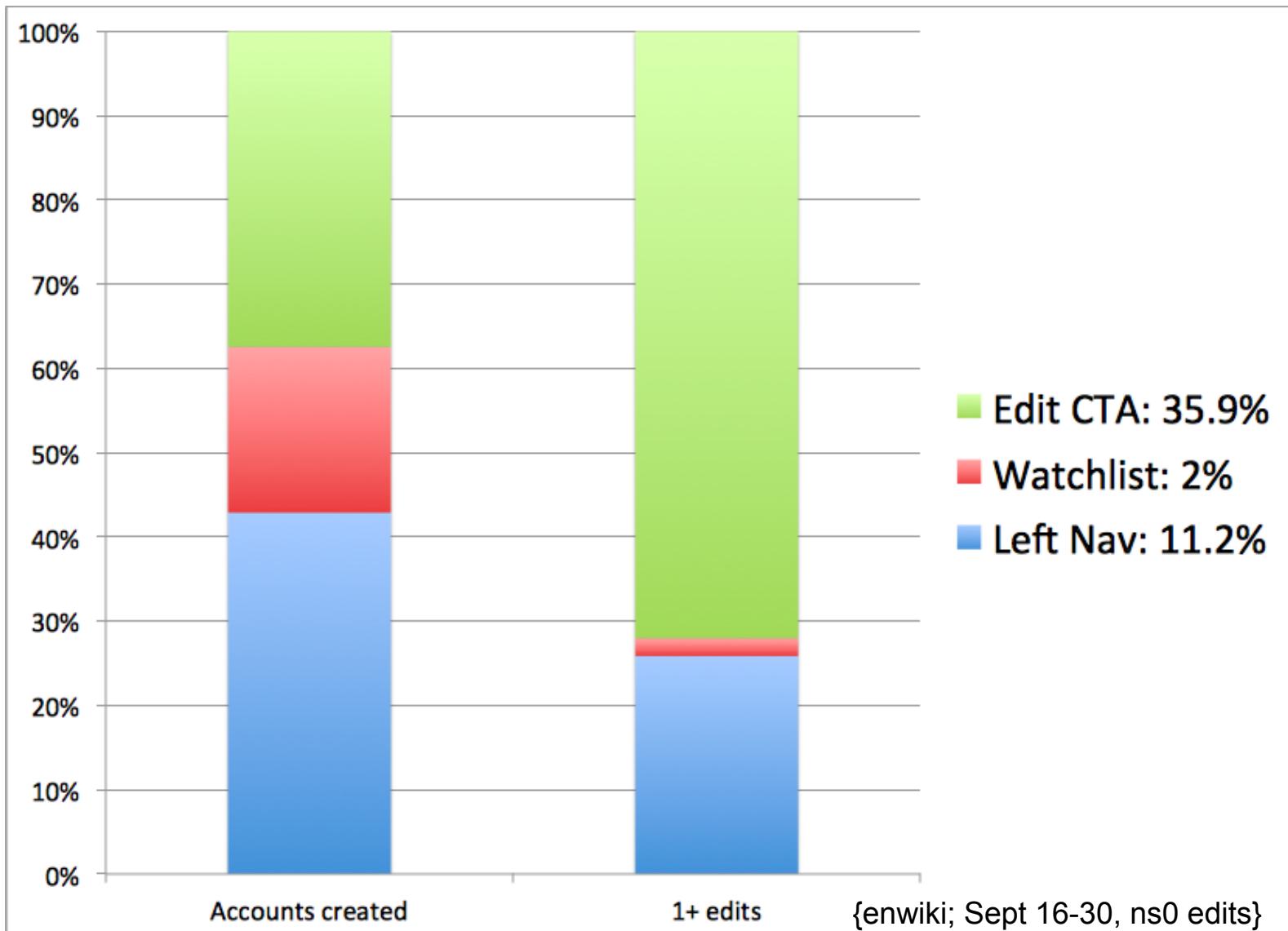
per month estimates	Registrations	1+	5+
Desktop	115,068	24,710	4,034
Mobile	25,648	4,912	464
Levers	Traffic* CTAs	CTA workflows	Onboarding

{enwiki; Sep 16-30; n=xx, ns0, all edits; 7 days}

# Acq. funnel: mobile conversion lower but within same ballpark



# edit CTA drives conversion



# first time edits

	Desktop	Mobile
add/remove or fix content	39%	36%
fix mistake (form, inc wikitext)	16%	8%
create article	15%	N/A
kick the tires	9%	15%
vandalize	7%	15%
other	11%	6%

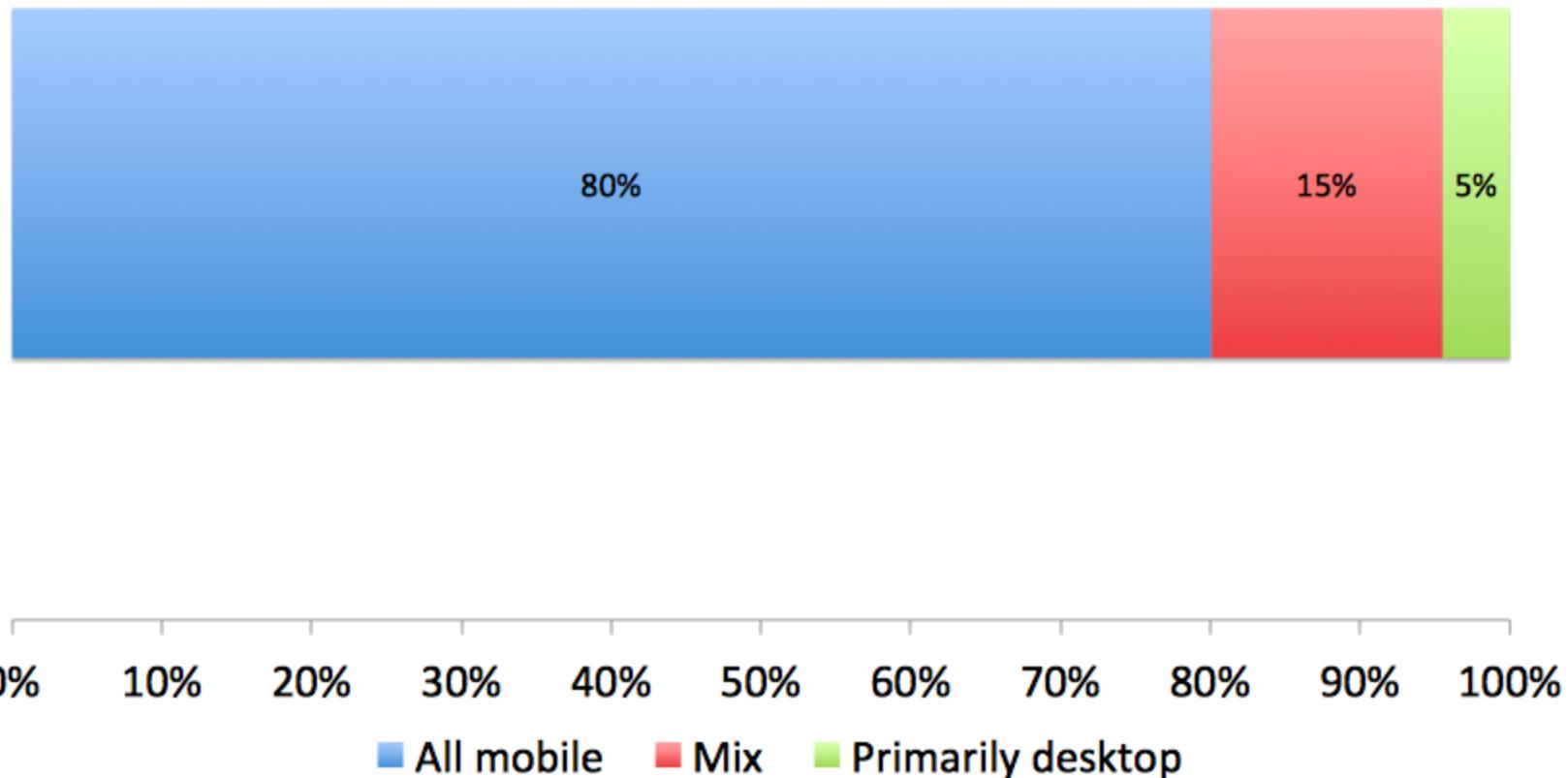
early evidence shows productivity rates close to desktop historical rates

{mobile handcoded results from August: maryana, kwang, quiddity}

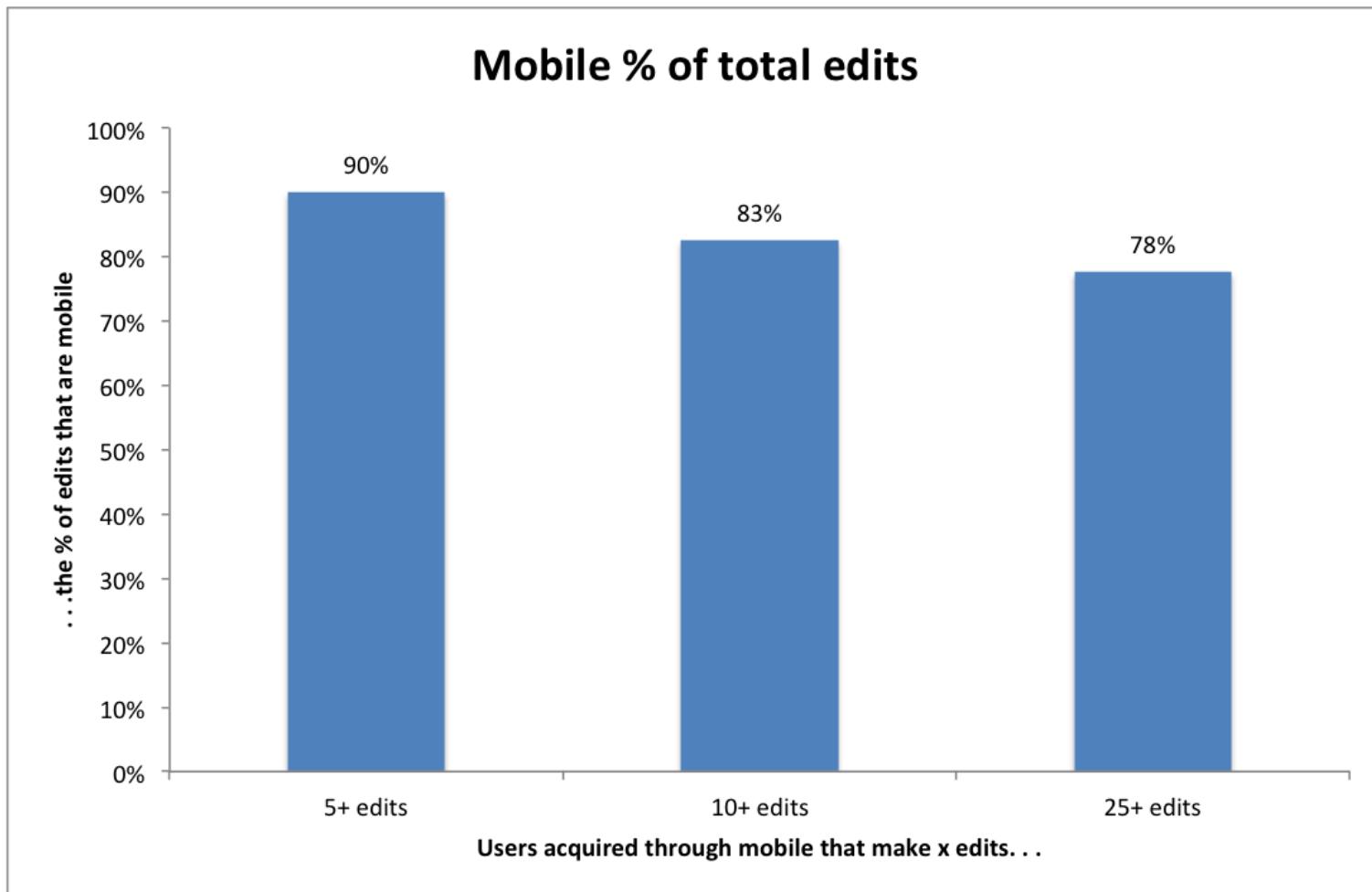
# editors that register on mobile mainly stay there

mobile acquisition: 5+ edits; trend subject to change

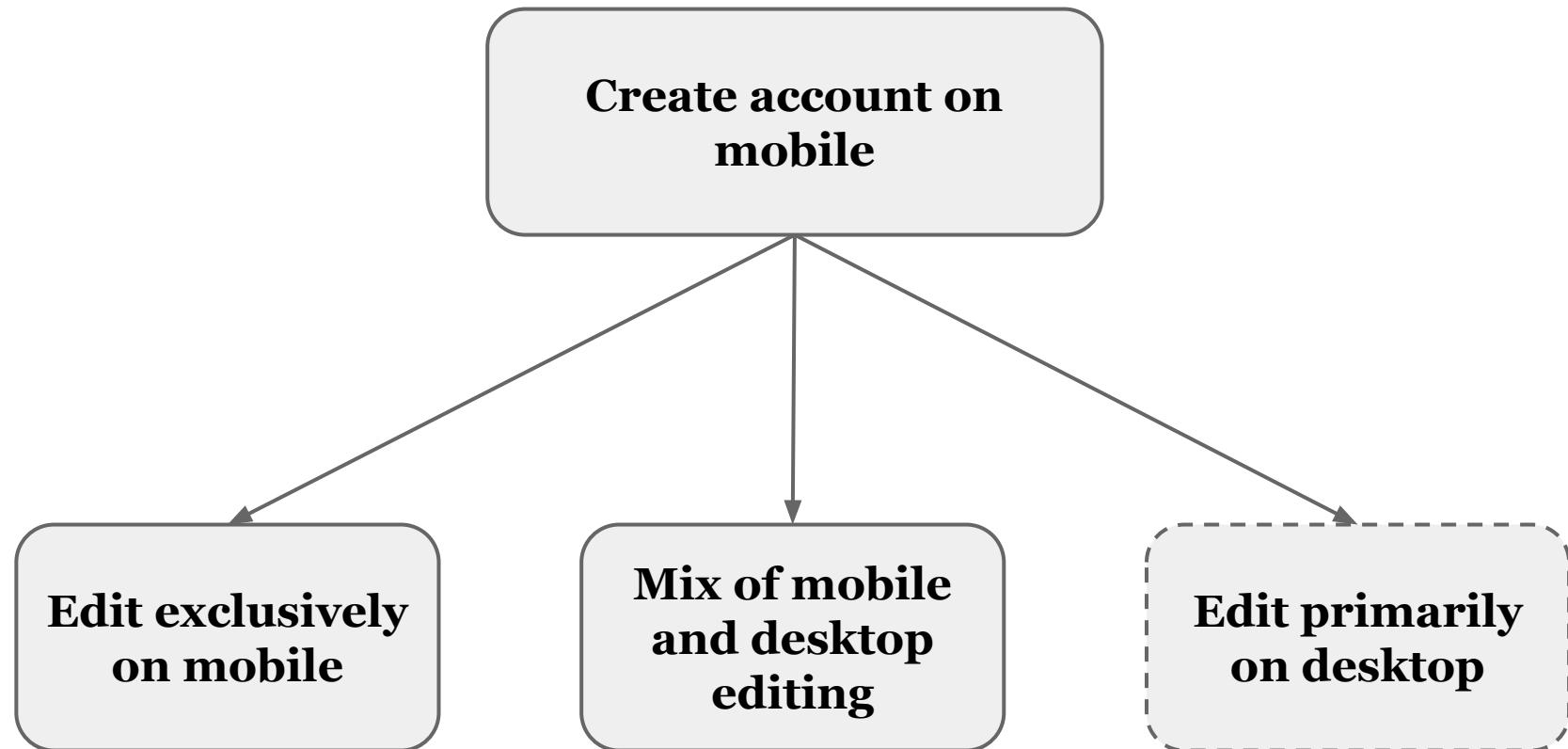
{enwiki; 30 days ending Oct 22; n = 622; ns0} {primarily defined as >80%}



# but heavier editors acquired on mobile also migrating to desktop (?)



# **potential migration paths**



# Now let's turn to overall mobile editing activity

## Mobile as Acquisition Vehicle

How effective is mobile at getting users to **create an account**, and driving users deeper into the **engagement funnel**?

Post acquisition edit activity can be on **desktop or mobile**

Ex: what % of users acquired on mobile make it to 5 edits (overall)?

Onboarding, CTAs, humanizing, micro-contributions

## Mobile as General Contributory Platform

How effective is mobile at **enabling editing activity** overall?

Editing activity can come from **new or experienced** users

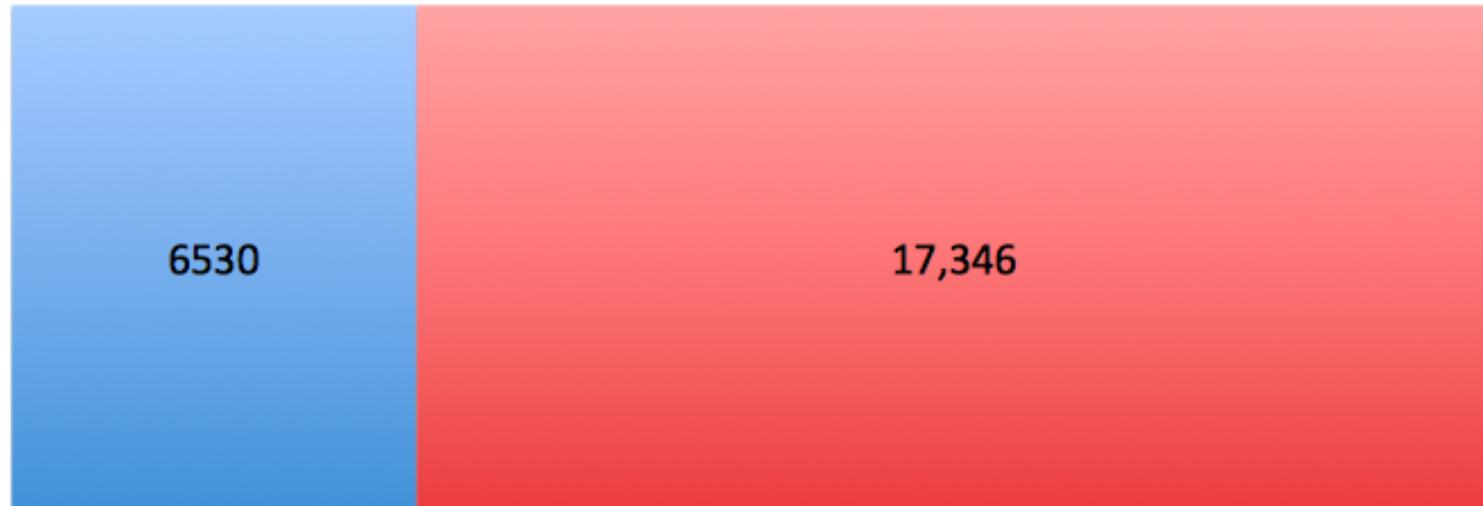
Ex: what role can/does mobile play for our very active editors?

History, reverts, patrol queues

# mostly new accounts but not all

**edits by registration date of editor**

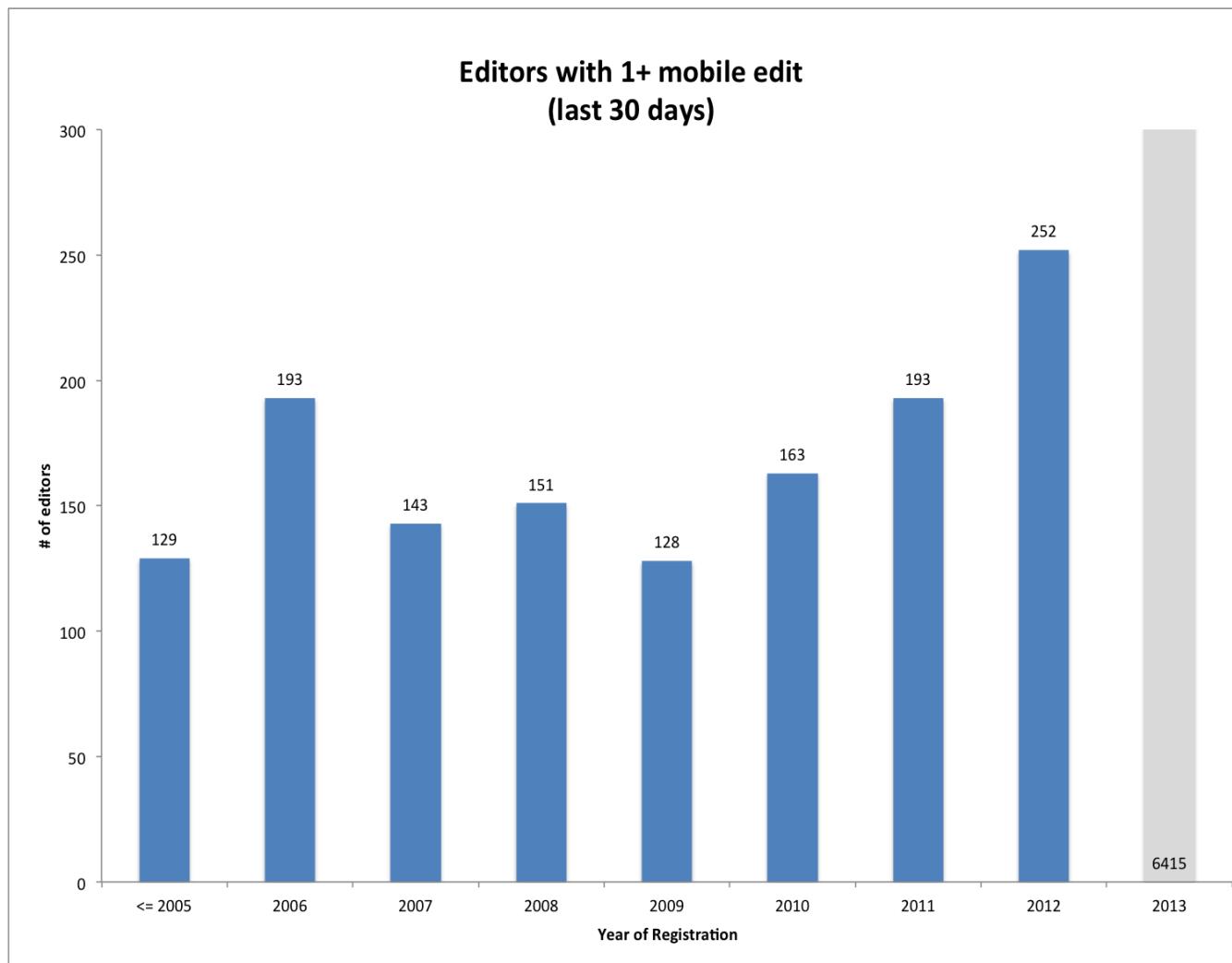
{enwiki; 30 days ending Oct 22; ns0}



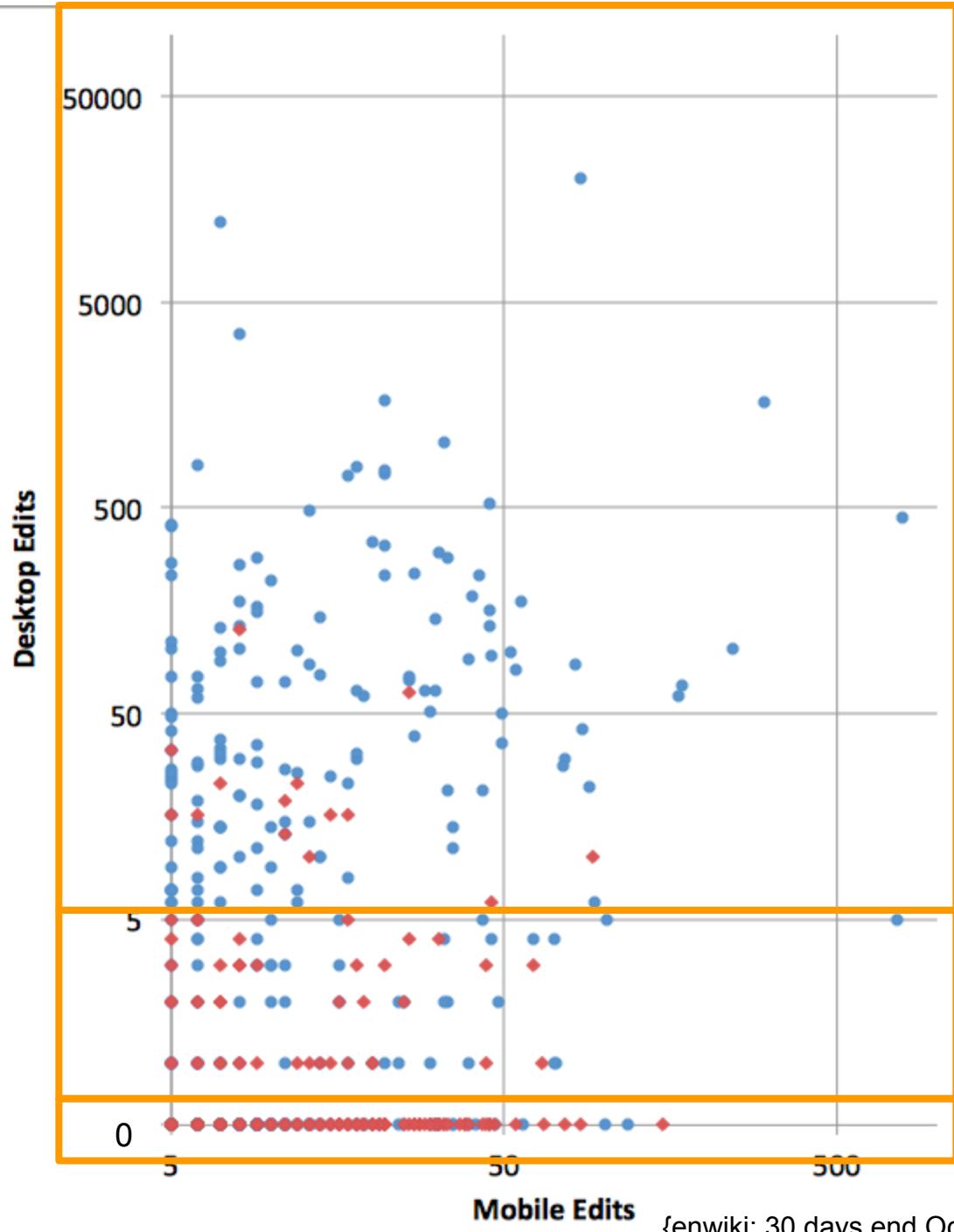
0% 10% 20% 30% 40% 50% 60% 70% 80% 90% 100%

■ " $\leq 2012$ " ■ "2013"

# Numbers are still small, but Wikipedians from all classes are editing on mobile



{enwiki; 30 days ending Oct 22; n=7767 [total users with >=1 mobile edit, ns0]}



editors with  
5+ mobile edits

- desktop account creations
- **mobile account creations: 75%**

Active both: 19%

Active mobile,  
occasional DT: 10%

**Only mobile: 71%**

# top 10 mobile editors

username	mobile edits	desktop edits
Indiasummer95	804	453
OnBeyondZebrazx	706	4
Unreal7	315	1644
Lg16spears	246	88
Brianis19	167	56
I.am.a.qwerty	163	41
HemmyHighlander	149	0
RahulRamdhany	105	10
Sinaloa	105	0
Mike2213	103	5

# H Khattak: mobile account creation, edits mobile only

## Nowshera District

From Wikipedia, the free encyclopedia

This is an old revision of this page, as edited by 182.181.145.126 (talk) at 07:38, 27 July 2013.

(diff) ← Previous revision | Latest revision (diff) | Newer revision → (diff)



This article does not cite any references or sources. Please Unsourced material may be challenged and removed. (May 2013)

**Nowshera** (Pashto: نوشہر) is a district in the Khyber Pakhtunkhwa Province of Pakistan. Nowshera District is divided into 47 Union Councils and 5 provincial seats.

The district was part of the Peshawar Metropolitan Region.

### Contents [hide]

- 1 Area
- 2 Languages and demography
- 3 List of villages in Nowshera
- 4 See also
- 5 References

## Area

1,748 km<sup>2</sup> total area. The population density is 608 persons per square kilometre. Total agricultural area is 52,540 ha. Main source of income of the region is agriculture. Until 1988 Nowshera was a tehsil (sub-district).

## Languages and demography

Historically locals used to speak Jandali (Hindko) dialect of Punjabi which is spoken in areas like Shaidu, Jehangira and several other villages situated along the Grand Trunk Road. After 1972 due to Afghan Refugees and Tribal peoples arrival, Pashto language speakers are in majority. English language is also spoken and understood.

According to the 1998 census of Pakistan the population was 87, a population density of 460/km<sup>2</sup>. The growth rate was 2.9% and the proportion of urban dwellers was 26%. The literacy rate is 45%. 0.5% are Christian, 0.3% Ahmadi and 0.1% Hindu.

~170 edits

## Nowshera District

From Wikipedia, the free encyclopedia

**Nowshera** (Pashto: نوشہر) is a district in the Khyber-Pakhtunkhwa Province of Pakistan, its Capital is Nowshera.

The district was a part of Afghanistan as Nowkhaar Province till it was annexed into British India via the Durand Line.

The district was also part of the Peshawar Division until the reforms of the Government of Pakistan.

### Contents [hide]

- 1 Area
- 2 Languages and Demography
- 3 Religion
- 4 Cities & Towns
- 5 Villages
- 6 Tribes
- 7 Grand Trunk Road
- 8 Rivers
- 9 Parks
- 10 Trains & Railways
- 11 Famous People
- 12 Famous Buildings
- 13 Hospitals/Medical Facilities
- 14 Projects
- 15 Highways & Motorways
- 16 Shrines
- 17 Wars & Battles
- 18 Cantonments
- 19 Union Councils
- 20 Provincial & National Assembly Seats
- 21 Pakistan Army In Nowshera District
- 22 See also
- 23 References

## Area [edit]

1,748 km<sup>2</sup> total area. The population density is 608 persons per square kilometre. Total agricultural area is 52,540 ha. Main source of income of the region is agriculture. Until 1988 Nowshera was a tehsil (sub division) of Peshawar; in 1988 it became a district.

It is bordered by Peshawar District to the West, Mardan District to the North, Charsadda District to the North West, Swabi District to the North East, Kohat District to the South, Orakzai Agency to the South West & Attock District to the East.

## Languages and Demography [edit]

/Main Page

# Nowshera District: Difference between revisions

From Wikipedia, the free encyclopedia

Coordinates:  33°56'N 71°59'E

## Revision as of 19:59, 9 October 2013 (edit)

H Khattak (talk | contribs)  
(updated names and sorted mistakes)  
(Tag: Mobile edit)  
[← Previous edit](#)

## Revision as of 20:26, 9 October 2013 (edit) (undo) (thank)

H Khattak (talk | contribs)  
(Tag: Mobile edit)  
[Next edit →](#)

### Line 228:

The councils are:
- *Nowshera
*Nowshera Kalan
- *Nowshera Cantonment
- *Tarkha
*Pabbi
- *Akbarpura
*Chowkal
*Taru Jabba

### Line 228:

The councils are:
+ *[[Nowshera, Khyber-Pakhtunkhwa Nowshera]]
*Nowshera Kalan
+ *[[Nowshera Cantonment]]
+ *[[Tarkha]]
*Pabbi
+ *[[Akbarpura]]
*Chowkal
*Taru Jabba

### Line 239:

*Aman Kot
*Dag Basood
- *Dag Ismail Khel
- *Saleh Khana
*Shah Kot
- *Nizampur
*Kheshgi Bala
*Kheshgi Payan

### Line 239:

*Aman Kot
*Dag Basood
+ *[[Dag Ismail Khel]]
+ *[[Saleh Khana]]
*Shah Kot
+ *[[Nizampur]]
*Kheshgi Bala
*Kheshgi Payan

# Unreal7: active on desktop and mobile

Line 5:

I Cover	= Craig_David_Featuring_Sting_-_Rise_&_Fall_(CD).jpg
I Artist	= [[Craig David]] featuring [[Sting (musician) Sting]]
- I from Album	= [[Slicker Than Your Average]]
I Released	= 28 April 2003
- I Format	= [[Compact Disc single CD]], [[DVD single DVD]], [[gramophone record vinyl]]
- I Length	= 4:47 <small>(Album Version)</small>
I Genre	= [[Contemporary R&B R&B]]
I Label	= [[Wildstar Records Wildstar]]

Line 5:

I Cover	= Craig_David_Featuring_Sting_-_Rise_&_Fall_(CD).jpg
I Artist	= [[Craig David]] featuring [[Sting (musician) Sting]]
+ I Album	= [[Slicker Than Your Average]]
I Released	= 28 April 2003
+ I Format	= [[CD single]], [[DVD single]], [[gramophone record vinyl]]
+ I Length	= 4:47
I Genre	= [[Contemporary R&B R&B]]
I Label	= [[Wildstar Records Wildstar]]

Line 33:

}}	
	<p>""Rise &amp; Fall"" is a song by [[United Kingdom British]] [[R&amp;B]] artist [[Craig David]] and the third single taken from his album "[[Slicker Than Your Average]]". The song, a collaboration with British musician [[Sting (musician) Sting]], returned David to the UK top five, peaking at number two on the [[UK Singles Chart]]. It was the biggest hit from the album. The song is based on a sample of the 1993 song "Shape of My Heart" from Sting's album "[[Ten Summoner's Tales]]". Girl group [[Sugababes]] released their song, "[[Shape (song) Shape]]", which also sampled the [[Sting (musician) Sting]] song within weeks of "Rise &amp; Fall". The song also returned David to the top ten of the [[ARIA Charts Australian Singles Chart]], outpeaking both "[[What's Your Flava?]]" and "[[Hidden Agenda (Craig David song) Hidden Agenda]]". It also marked the first [[DVD single]] release from David.</p>
	<p>The music video was directed by Max &amp; Dania who have directed a number of Craig David's videos.</p>

Line 33:

}}	
	<p>""Rise &amp; Fall"" is a song by [[United Kingdom British]] [[R&amp;B]] artist [[Craig David]] and the third single taken from his second studio album, "[[Slicker Than Your Average]]" (2002). The song, a collaboration with British musician [[Sting (musician) Sting]], returned David to the UK top five, peaking at number two on the [[UK Singles Chart]]. It was the biggest hit from the album.</p>
+	<p>The song is based on a sample of the 1993 song "Shape of My Heart" from Sting's album "[[Ten Summoner's Tales]]". Girl group [[Sugababes]] released their song, "[[Shape (song) Shape]]", which also sampled the [[Sting (musician) Sting]] song within weeks of "Rise &amp; Fall". The song also returned David to the top ten of the [[ARIA Charts Australian Singles Chart]], outpeaking both "[[What's Your Flava?]]" and "[[Hidden Agenda (Craig David song) Hidden Agenda]]". It also marked the first [[DVD single]] release from David.</p>

# PamD: active on desktop and mobile

"I enjoy it...it's the sort of thing I'm good at, as a retired librarian.... Usually, from a laptop on a desk at home...**Often [I edit on mobile] lying in bed early morning**, checking watchlist or stub category, finding something I need to edit...[ or] where I am at the time... sitting in the car admiring a view with Mother (96, no short-term memory, not a great conversationalist), or away from home"

"Main problem is that it seems to assume that the mobile reader is dumb and doesn't need the same facilities which we provide automatically for a desktop readers...**I'm not a pre-teen playing with social media, I'm a mature and experienced editor** who sometimes uses a mobile to read and to edit the encyclopedia. And our numbers will be growing, as more people acquire smartphones (even if its their children's or grandchildren's cast-off phones, as in the case of some people I know!)"

# open questions: further down the rabbit hole

The diagram features a light orange curved arrow pointing upwards and to the right. At the start of the arrow is a small orange circle. To its right, the text "mobile account creation" is written in a large, dark gray sans-serif font. Further along the arrow is another orange circle, with the text "1 edit" written below it in a medium-sized dark gray font. As the arrow curves upwards, it leads to a larger orange circle containing the text "5 edits". To the right of this circle is a question mark icon consisting of a blue circle with a vertical colon. The entire diagram is set against a white background.

mobile  
account  
creation

1 edit

5 edits

Who is a mobile registered user?  
What does mobile power usage look like?  
Why mobile?: convenience, preference,  
necessity, etc.  
What mobile editing look like?  
context  
workflows  
motivations  
What is the place of mobile editing?

# **summary: mobile editing**

## **as acquisition vehicle:**

- Lots of users acquired (~18%). Early indication is that a good portion of acquisition is incremental.
- Convert at rates similar to desktop. Conversion mainly in response to edit CTA. Stay mostly on mobile.
- Intent of early edits is similar. Whether they become power editors is unclear. Some evidence of migration to desktop after more edits.

## **for overall editing:**

- Dominated by mobile account creators who only edit on mobile.
- Non-negligible activity from older users and users active on both platforms.
- What are they doing?

# Device Strategy - Contributions

## Focus (What We Know Now)

Smartphone	Tablet	Desktop
<p><i>Web:</i></p> <ul style="list-style-type: none"><li>• Wikitext editor (for now)</li><li>• Mobile specific features (e.g. nearby)</li></ul> <p><i>Apps:</i></p> <ul style="list-style-type: none"><li>• Commons upload,</li><li>• Wikipedia: Contributory TBD.</li></ul>	<p><i>Web:</i></p> <ul style="list-style-type: none"><li>• Redirect to Mobile Front-end</li><li>• VE on tablets</li></ul> <p><i>Apps:</i></p> <ul style="list-style-type: none"><li>• No app this year</li></ul>	All features

# Goals and Roadmap: Q2 Goals

Q4	Q1	Q2	Q3 - Q4
<b>1K Unique Photo Uploaders</b>	<b>6,000 Unique Contributors</b> (Upload +edit)	<b>1,000 Active Mobile Editors (enwiki)</b>	<b>Adding Contributory Funnels</b>
<ul style="list-style-type: none"> <li>• Editing -&gt; Beta</li> <li>• Photo Upload</li> <li>• Commons App</li> </ul>	<ul style="list-style-type: none"> <li>• Editing -&gt; Prod</li> <li>• Photo Upload</li> <li>• Campaigns</li> </ul>	<ul style="list-style-type: none"> <li>• On-boarding</li> <li>• VE Research</li> <li>• Wikipedia App</li> </ul>	<ul style="list-style-type: none"> <li>• Micro-contribs</li> <li>• VE on Tablets</li> <li>• App Contribss</li> </ul>

	Baseline	End Q2	End Q3	End Q4	Increase/Q
Mobile Accounts Created	26500	29760	33420	37531	1.123
Conversion to Active	2.6%	3.2%	3.9%	4.8%	1.23
Active Accounts	689	952	1315	1816	

Notes: Flow is TBD, timing of Campaigns launch (admin + scavenger lists), foundational features such as histories, diffs, etc. is ongoing work for mobile web

# Q2 Roadmap

	Oct	Nov	Dec
Mobile Web	<ul style="list-style-type: none"><li>• Getting started: 1+ Edits</li><li>• Read User Profiles</li><li>• Overlay and Back</li><li>• VE Research</li></ul>	<ul style="list-style-type: none"><li>• Getting Started: Tutorials</li><li>• Mobile documentation</li><li>• Humanizing WP</li><li>• User talk</li><li>• VE Research</li></ul>	<ul style="list-style-type: none"><li>• Getting Started: Refinements</li><li>• Mobile Contribs</li><li>• Write User Profiles</li><li>• VE Research</li></ul>
Mobile App	Commons	WP Reader	WP Reader

Focus on feature delivery. Lots of additional streams of work not listed.

# Asks

- More A/V support in the office
- Proper page view stats for user agents and proxies and browser traffic (including app traffic OS/version breakdown)
- Increasing pace on Operations work for OpenStreetMap
- Continue work with VE Team on skin, resource loader, and Javascript UI libraries in core

Questions?

# Appendix

# Tying Mobile priorities to overall WMF priorities

## Recap

- Mobile as acquisition vehicle:
  - We're past the question of whether users will want to create accounts and edit on mobile. They clearly do.
  - Open questions:
    - will they evolve into very active editors, gnomes, or maybe just drive-by's? GS will hopefully encourage more to move to 5 edits. We'll keep observing beyond 5.
    - do we need to build a bridge to desktop to encourage pushing them into very active? At some point we probably will, but right now there is indication that moving users to 5 on mobile only could be fruitful
- Mobile as general contributory platform
  - Users from all classes are editing mobile.
  - Open question: What do they want to do? (feature | desktop | mobile table)

## Mobile priorities (tying to overall WMF priorities)

- 1. There is enough promise in the data for **mobile as an acquisition vehicle** that we'll focus on mobile as an acquisition vehicle. If the team hits its goal, that's about half of the active editors gap of ~1,500-2,000
  - 1+ number is about double that of getting started (~5,000/month, though conversion rate to 5 is lower)
  - Current 5+ number is around **600-700/mo** on enwiki. If we assume that 75% of that is incremental, that's about 500 incremental 5+ editors/month (enwiki alone). That's already a good chunk of the active editors number.
- 2. Competing priorities (why focus on acquisition is preferable right now)
  - 1. Photo Uploads: this is still promising, and we will very likely get back to this later in the year. Mobile uploaders on web gives us volume, but it's unclear whether these users can transition into more active contributors. Deletion rates of these users are also an issue
  - 2. Microcontributions/Other contributory funnels. we'll get to this later this year, but right now the early signals from mobile editing suggest mobile editing should take priority



# Summary of Contributory Funnels

	Photo Uploads		Editing
	App	Web	Web only
Funnel	App download Install Upload	1. Action bar (Lead image) 2. Left nav upload	1. Action bar (edit article) 2. Section edit ----- 1. Watchlist 2. Login
Summary	<ul style="list-style-type: none"><li>• Mostly existing users</li><li>• Difficult to get them to come back</li></ul>	<ul style="list-style-type: none"><li>• Mostly drive by users</li><li>• Deletion rate higher than app</li><li>• </li></ul>	<ul style="list-style-type: none"><li>• Mix of new, and experienced users</li><li>• Some are exclusively mobile</li></ul>
#'s	~300 uploaders/month	~1700 uploaders/month	~15k unique editors (1+ edit)

# Types of contributions: mobile and desktop

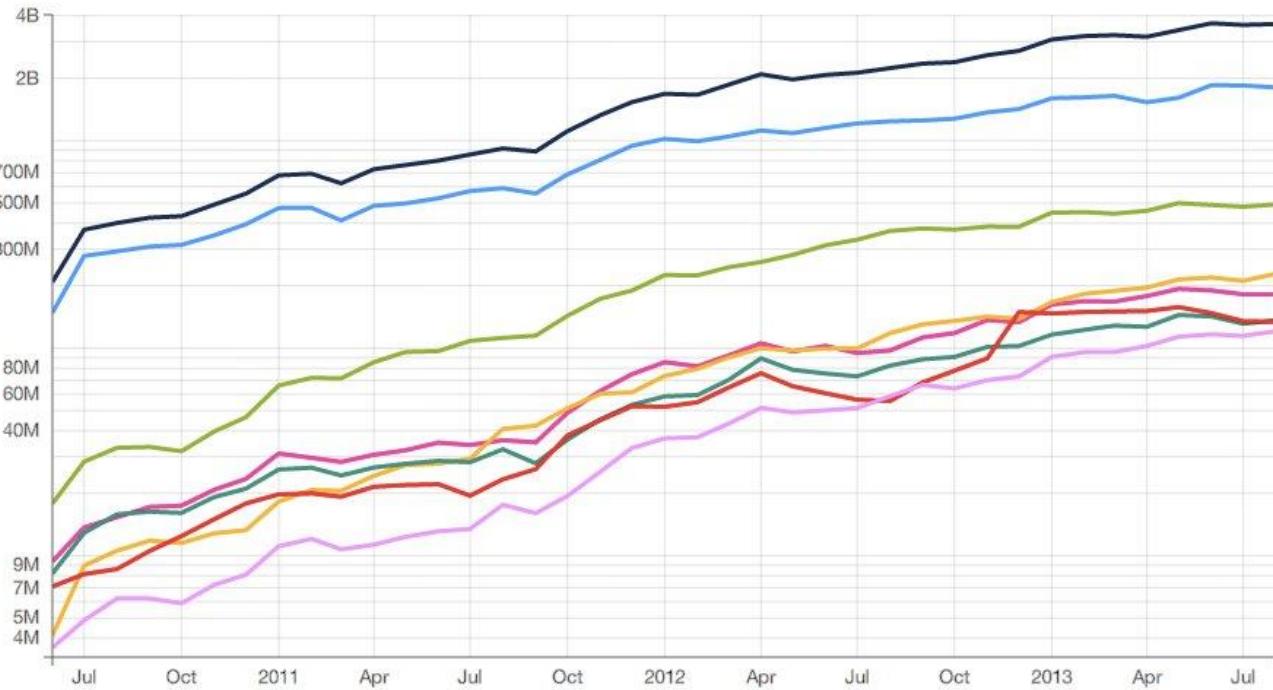
Activity type	Desktop	Mobile
Read articles	✓✓	✓✓
Create Account	✓✓	✓✓
Gnoming	✓✓	✓
Long-form article writing	✓✓	?
Create Article		?
Article Discussion (article talk)		
User-to-user messaging (user talk)		
Reverting		
Deleting		
Patrolling		
Following discussions		
Following articles		✓
etc		

**3.65 Billion**

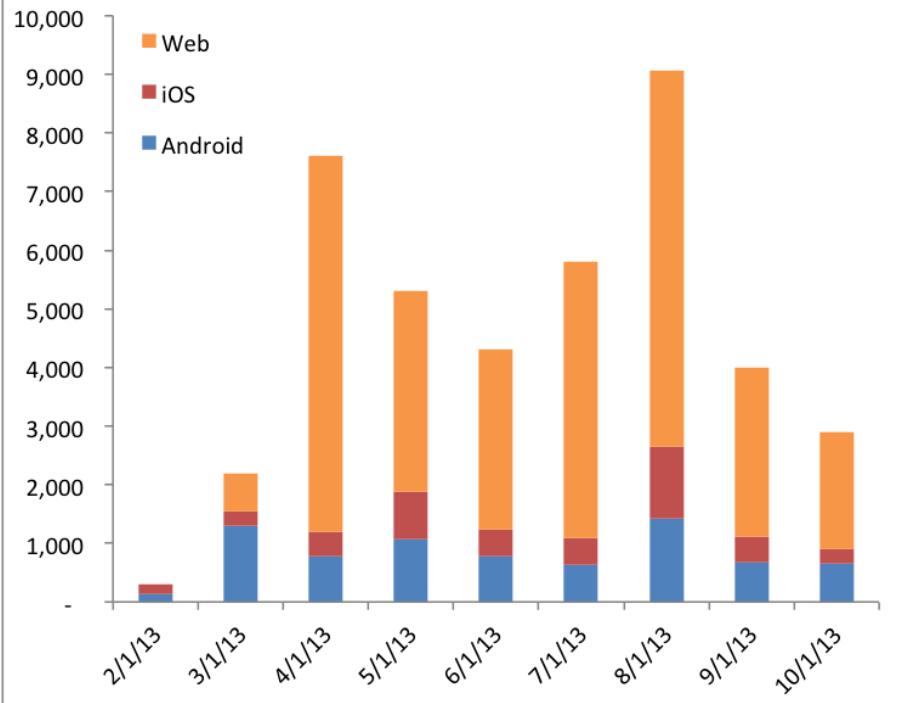
Aug 12 — Aug 13 63.12%  
Jul 13 — Aug 13 0.99%

## Page Views to Mobile Site

Nov 2011	
Total	1.33B
English Mobile	806.98M
Japanese Mobile	172.88M
German Mobile	62.19M
Spanish Mobile	60.29M
French Mobile	45.30M
Russian Mobile	44.94M
Italian Mobile	25.35M

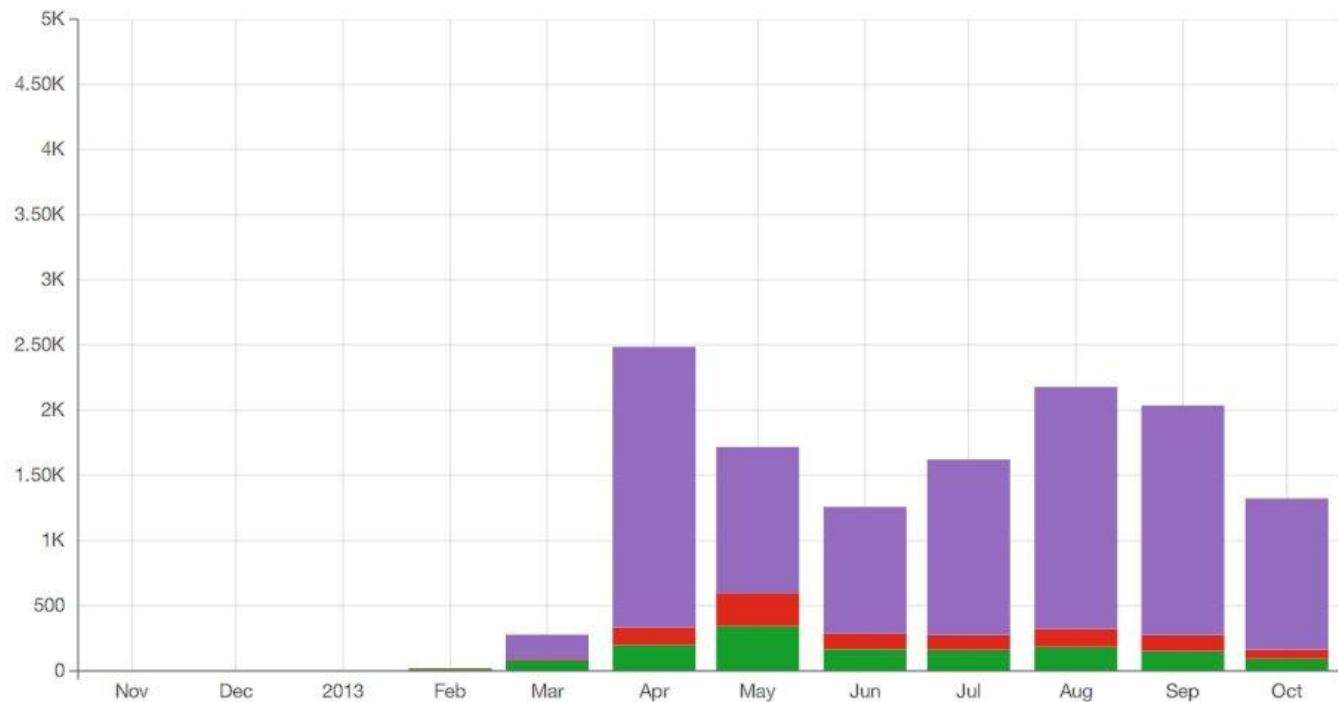


## Uploads



## Unique uploaders (per month)

Sep 2013		
Android	153.00	
iOS	122.00	
Web	1.76K	



### Raw Data

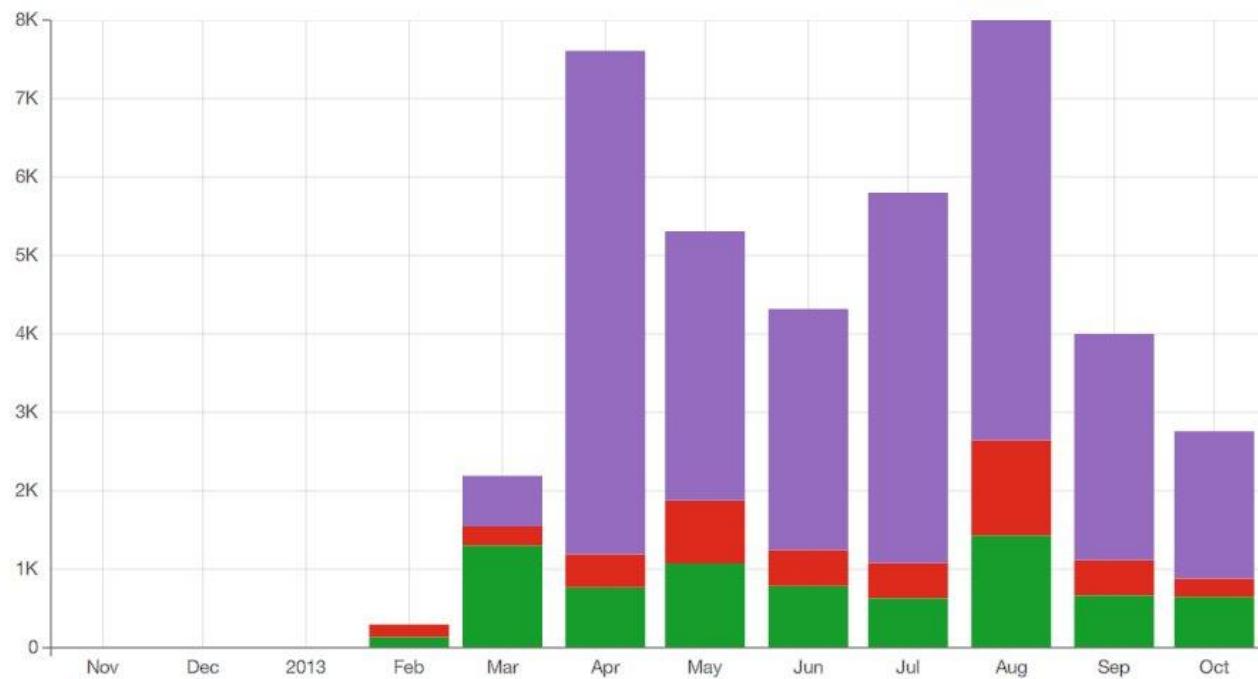
- [http://stat1001.wikimedia.org/lmn-public-data/mobile/datafiles/unique-uploader.csv](http://stat1001.wikimedia.org/lmn-public-data/mobile/datafiles/unique-uploaders.csv)

[View Data as Table](#)

[Edit](#)

## Uploads (per month)

Nov 2012	
Android	NaN
iOS	NaN
Web	NaN



### Raw Data

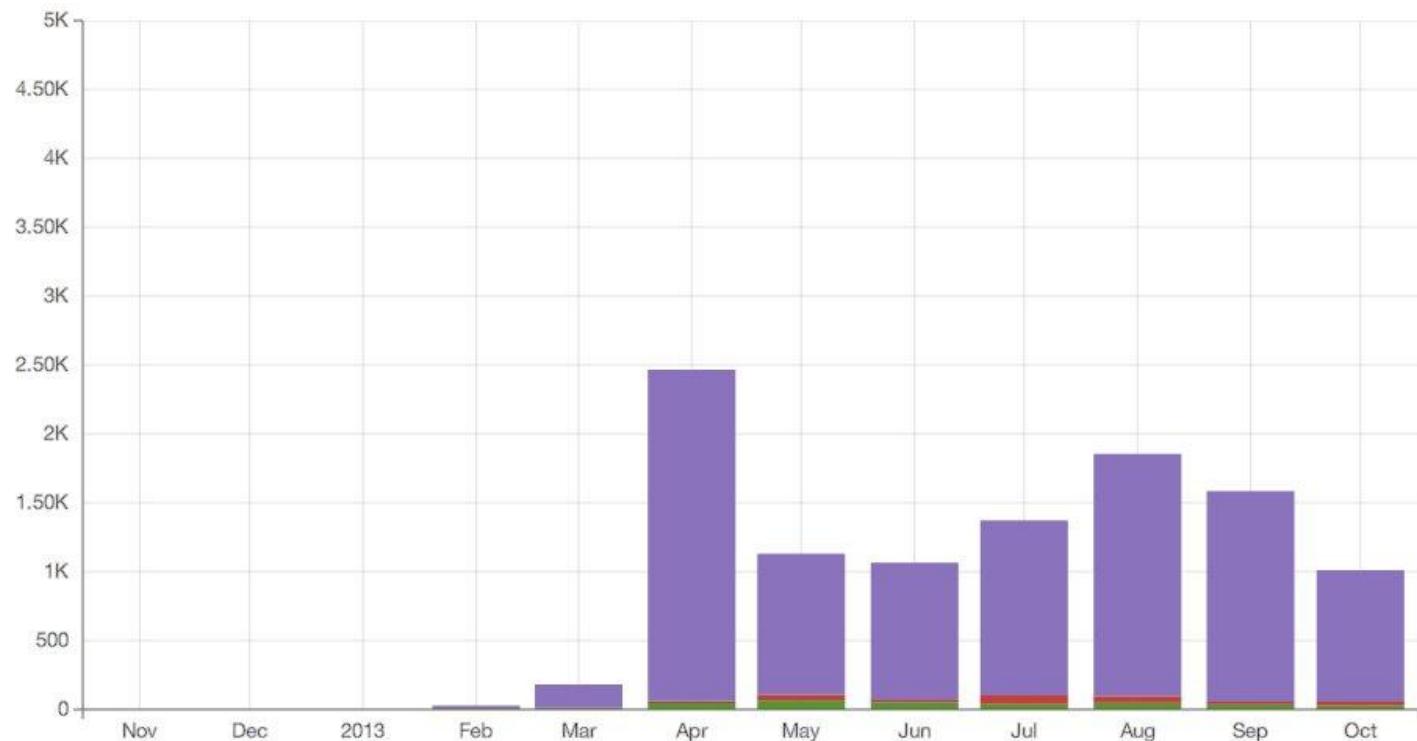
- <http://stat1001.wikimedia.org/lmn-public-data/mobile/datafiles/month-uploads.csv>

[View Data as Table](#)

[Edit](#)

## Uploads deleted (per month)

Nov 2012	
Android	1.00
iOS	NaN
Web	NaN



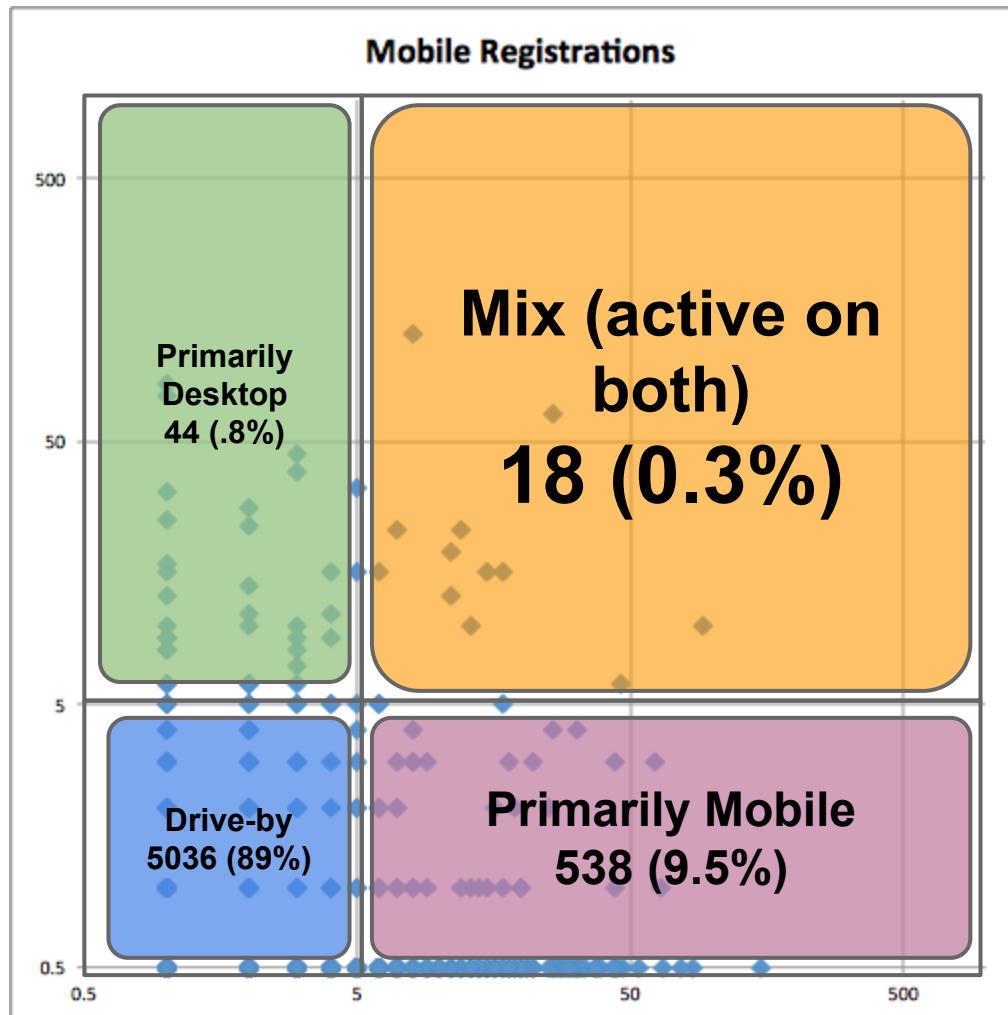
### Raw Data

- <http://stat1001.wikimedia.org/lmn-public-data/mobile/datafiles/deleted-uploads.csv>

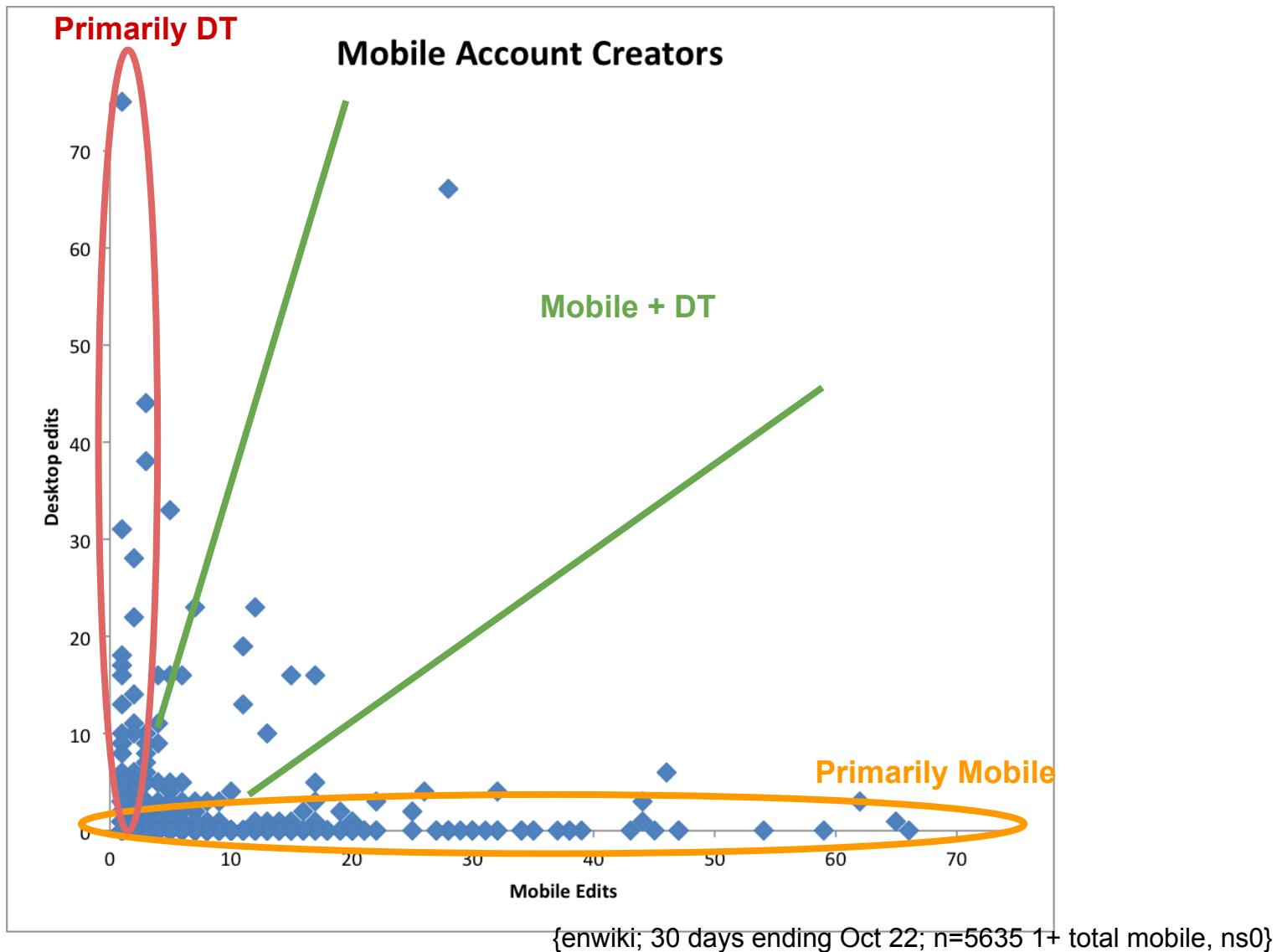
[View Data as Table](#)

[Edit](#)

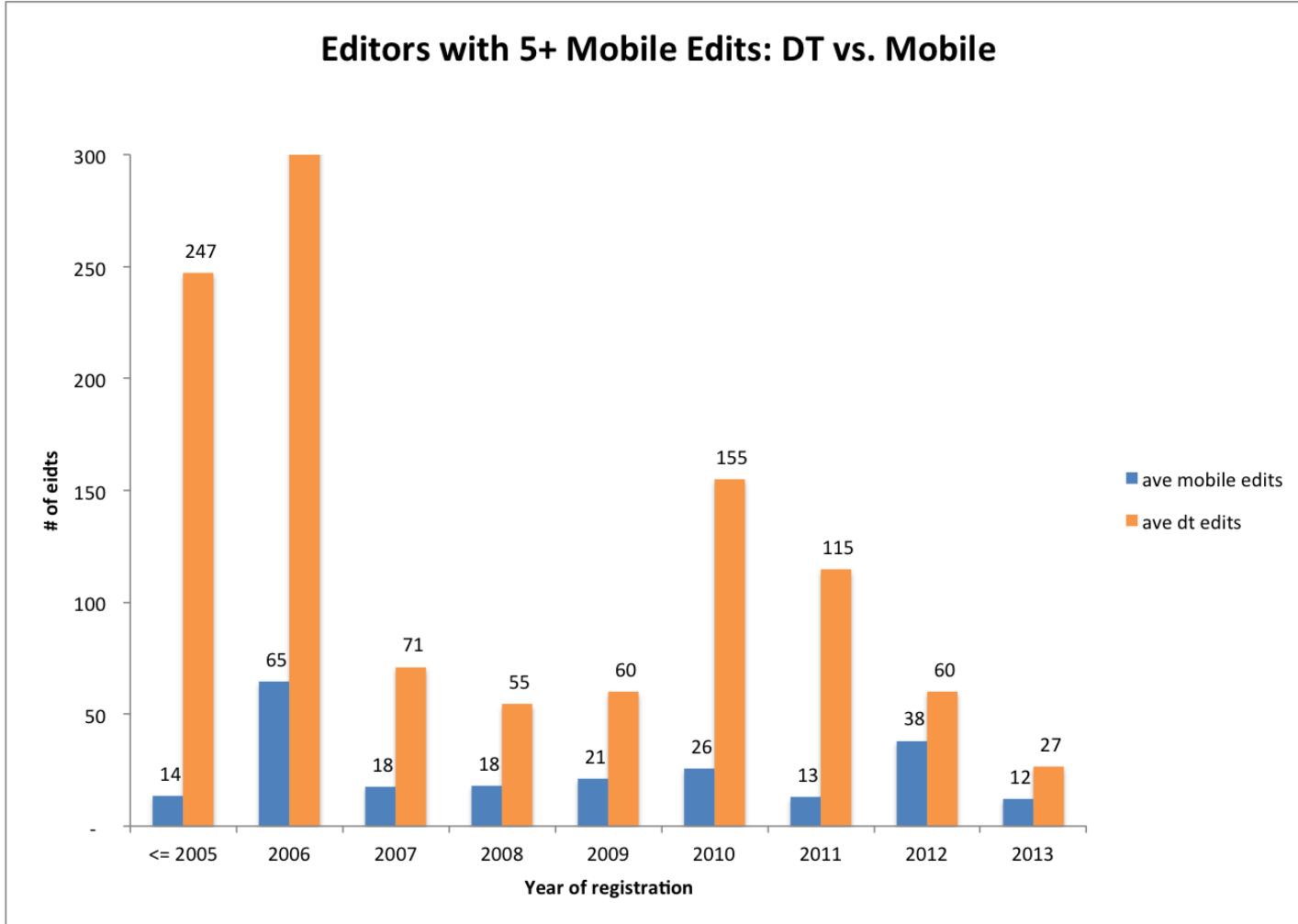
# Mobile Acq: editing behavior of users that created account on mobile



# Another way of looking at this

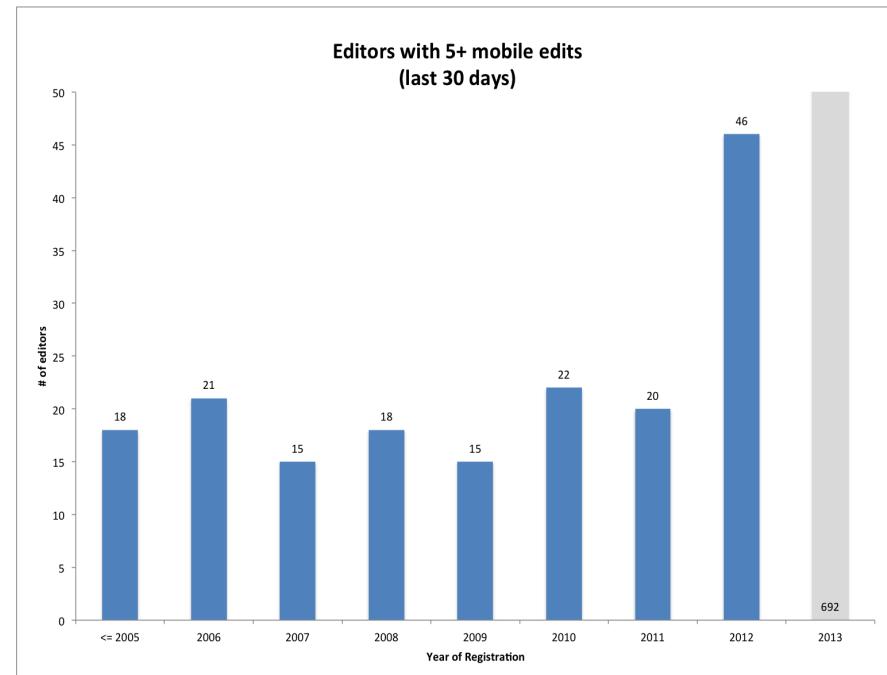
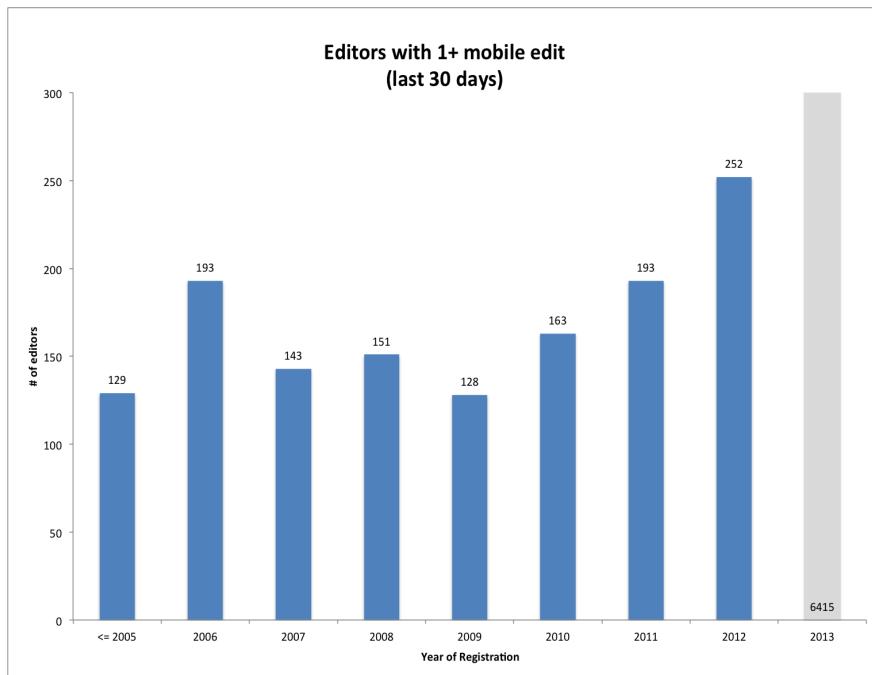


# *Average breakdown of mobile vs. dt for editors with 5+ mobile edits*



{enwiki; 30 days ending Oct 22; n=867 [total users with >=5 mobile edits, ns0]}

# Numbers are still small, but Wikipedians from all classes are editing on mobile



{enwiki; 30 days ending Oct 22; n=7767 [total users with >=1 mobile edit, ns0]}

