

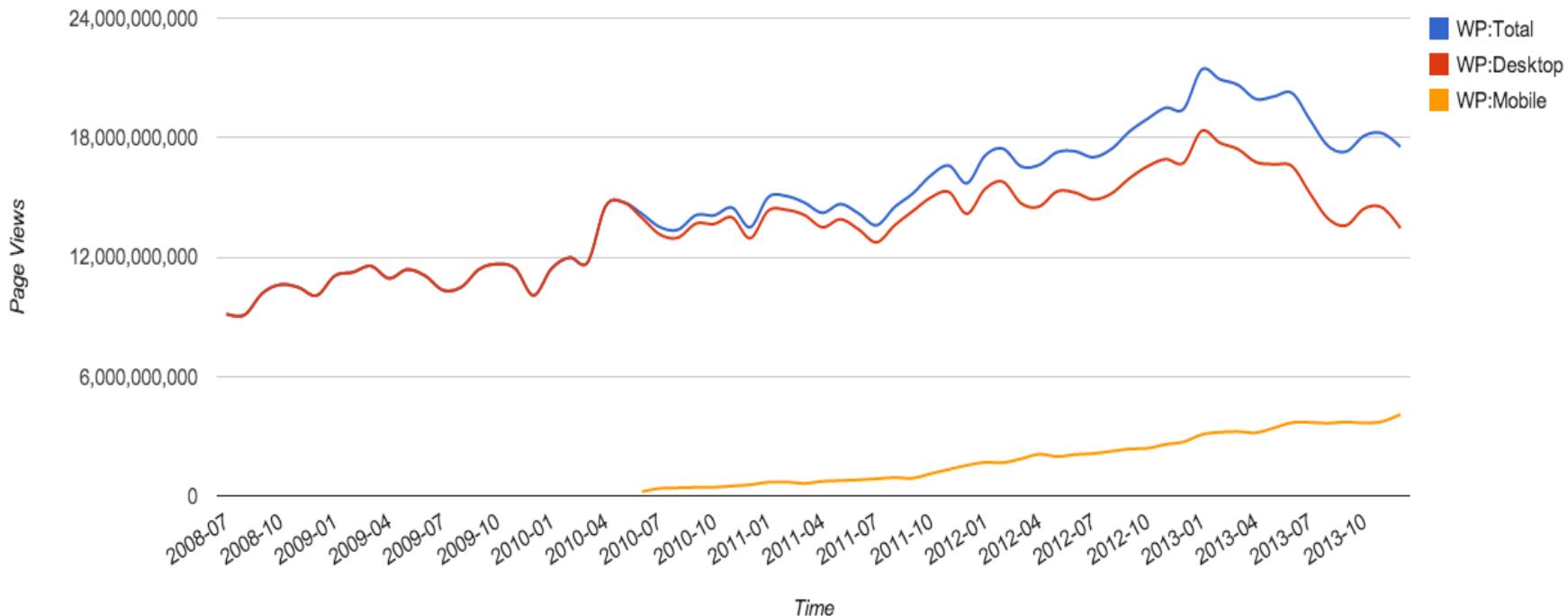
Mobile Web & App Quarterly Review

02/2014

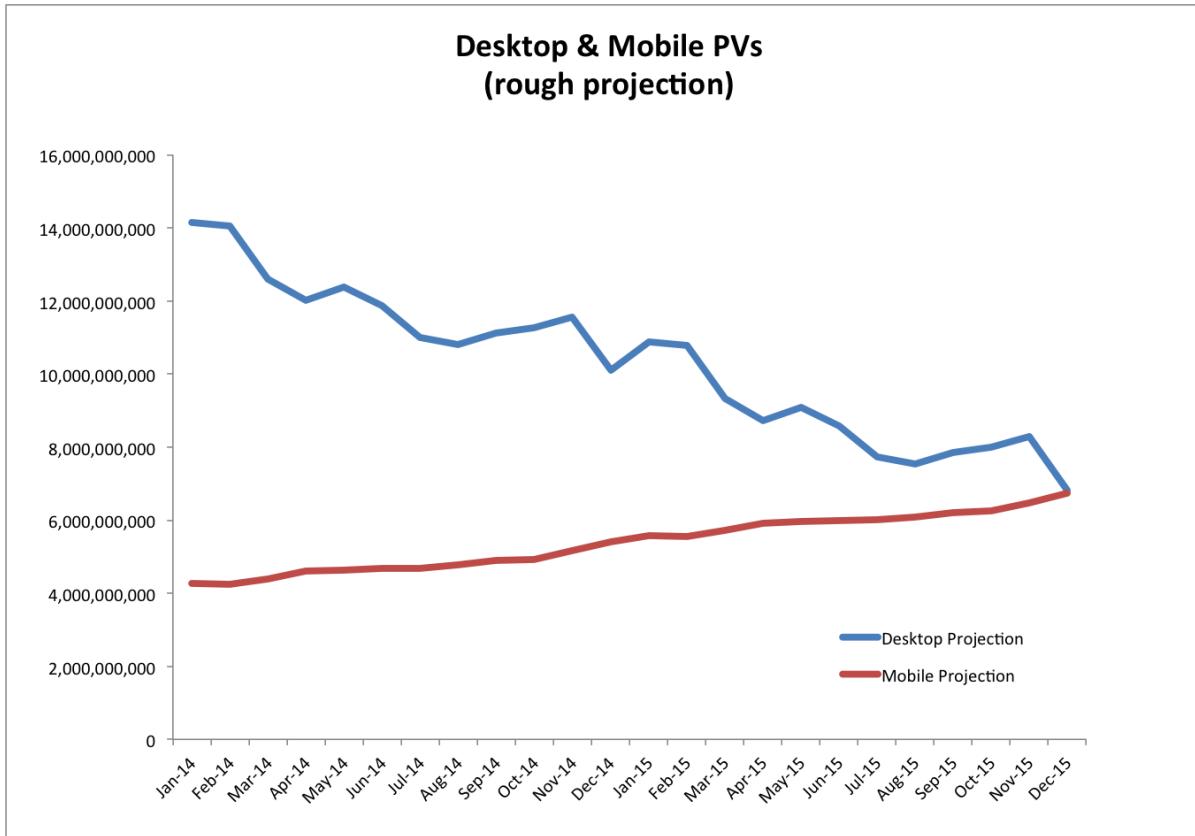
Agenda

1. Mobile Trends
2. Goals and Roadmap
3. Q2 Product Overview
 - Mobile first development
 - Porting existing features
 - Cross team partnerships

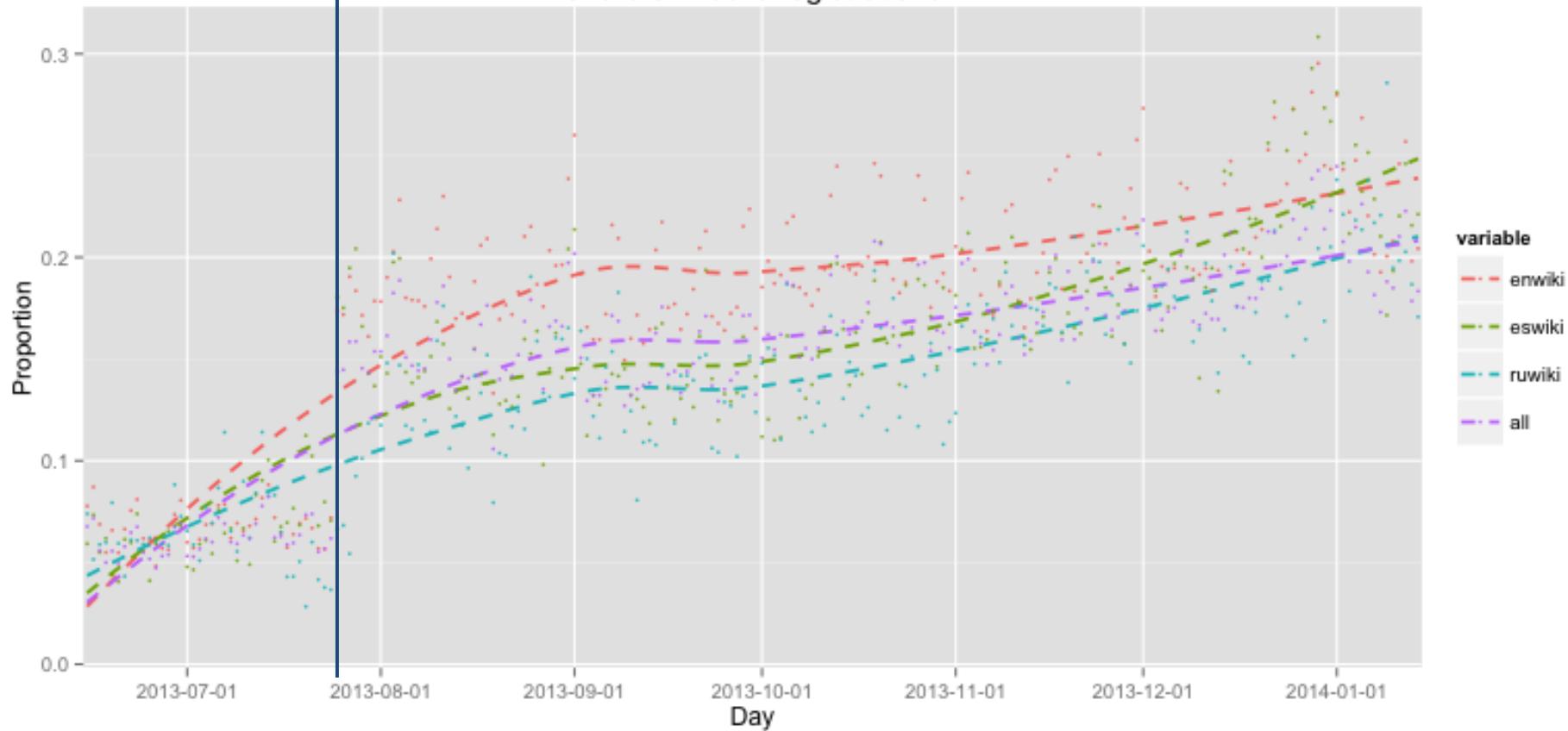
Wikipedia Mobile & Desktop Growth



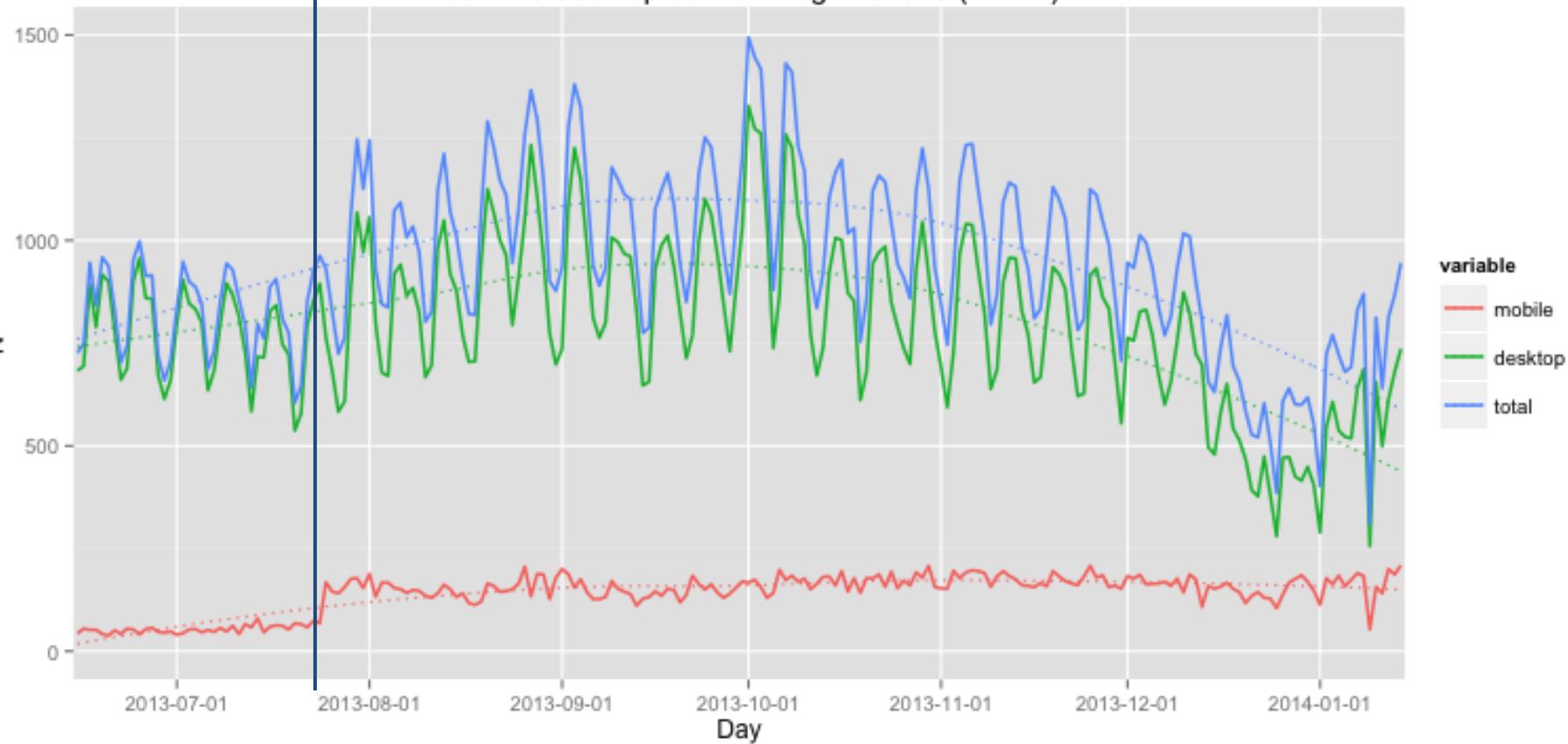
Desktop and Mobile PV



Share of mobile registrations



Mobile vs desktop account registrations (eswiki)



Unique editors	mobile uniques	desktop uniques	combined uniques	percent of uniques mobile
kowiki	479	1600	1966	24.36%
arwiki	452	1786	2195	20.59%
itwiki	984	7186	8006	12.29%
enwiki	9842	99661	108089	9.11%
eswiki	1138	13390	14361	7.92%
ptwiki	331	4337	4628	7.15%
jawiki	736	10538	11081	6.64%
ruwiki	621	9548	10093	6.15%
frwiki	823	14317	14980	5.49%
dewiki	781	18808	19430	4.02%

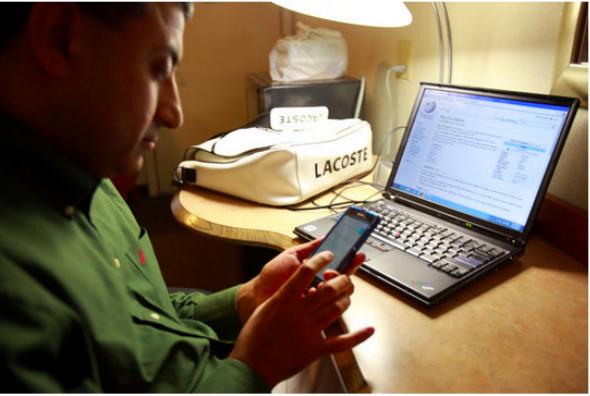
Monthly edits	mobile_edits	desktop_edits	total_edits	mobile share
kowiki	5870	99864	105734	5.55%
arwiki	1824	78336	80160	
jawiki	4060	266890	270950	1.50%
enwiki	32179	2853224	2885403	1.12%
itwiki	2935	323277	326212	0.90%
ptwiki	1348	153893	155241	0.87%
eswiki	3794	447330	451124	0.84%
frwiki	2467	566900	569367	0.43%
ruwiki	1552	413740	415292	0.37%
dewiki	2028	589596	591624	0.34%

www.nytimes.com/2014/02/10/technology/wikipedia-vs-the-small-screen.html?_r=1

SHARE

TECHNOLOGY | Wikipedia vs. the Small Screen

mobile users do not realize that they can edit the articles, or have difficulty doing so. Who will change the Seattle Seahawks' entry to note their first Super Bowl victory? Who will update the CVS article to record the pharmacy chain's decision to stop selling tobacco products at its stores?



Sajjad Altaf, of Findlay, Ohio, edits Wikipedia on a laptop, but increasingly uses a mobile phone.
Fabrizio Costantini for The New York Times

The [Wikipedia page](#) on the actor Philip Seymour Hoffman, who died this month from what appeared to be a drug overdose, highlights the lack of editing on mobile devices. Since Mr. Hoffman's death, his entry has had more than four million page views. Of the more than 200 editors who updated its content and made hundreds of changes, only two changes were tagged as coming from a mobile phone or tablet, according to Wikipedia data.

Lumosity Brain Games
www.lumosity.com
Challenge memory and attention with scientific brain games.

Sajjad Altaf product interview

Q: What inspired your first edit?

A: I **always wanted to edit Wikipedia** and attempted an edit in page about Districts of Kashmir a long time ago and I was not sure whether I succeeded doing so or not. I remember that it **did not seem very user friendly**. That despite me being in IT field. That attempt was from a computer.

My second attempt was when I was not checking news much in December 2013 I did not know who was Pakistan's new Chief Justice and I wanted to find that out. I **googled and started reading** a page on Iftikhar Muhammad Chaudhry, outgoing Chief Justice at that time. I **noticed** that there was no mention of Mian Nawaz Sharif in the section about restoration of judiciary but I knew and remembered that he had a lead role to play.

I wanted to correct that, I wanted to edit. I was **reading the article on my phone**.

I spotted the pen icon on upper left hand corner of my screen, **I tapped on it to see if I am allowed to edit, that is how I started editing**.

Iftikhar Muhammad Chaudhry: Difference between revisions

From Wikipedia, the free encyclopedia

Revision as of 11:53, 16 December 2013 (edit)

58.27.218.138 (talk)

(→*Career in law*)

← Previous edit

Line 75:

In October 2008, Chaudhry visited the Supreme Court building.

The [[Lawyers' Movement]] announced a "long march" for the restoration of the judges, especially Chief Justice Iftikhar from 12 to 16 March 2009. The government of Pakistan refused to reinstate the judges and declared section 144 in effect in three of the four provinces of Pakistan thereby forbidding any form of gatherings of the "long march". Arrangements were made to block all roads and other means of transport to prevent the lawyers from reaching the federal capital, Islamabad. Workers of the main political parties in opposition and the lawyers movement as well as other known persons from the civil society were arrested. Despite these efforts, the movement continued and was able to break through the blockade in Lahore en route to Islamabad in the night between 15 and 16 March 2009. A few hours later, on the morning of 16 March 2009, the prime minister of Pakistan restored Chaudhary Iftikhar as chief justice of Pakistan through an executive order.<ref>{{cite newsurl=http://www.geo.tv/3-16-2009/37454.htmtitle= Justice Iftikhar Chaudhry to be restored as Chief Justice of Pakistan ldate=15 November 2008|publisher=Geo.tv|accessdate=15 November 2008}}</ref> after which the opposition agreed to stop the "long march".

Revision as of 16:10, 21 December 2013 (edit) (undo)

Sajjad Altaf (talk | contribs)

(Tag: Mobile edit)

Next edit →

Line 75:

In October 2008, Chaudhry visited the Supreme Court building.

The [[Lawyers' Movement]] announced a "long march" for the restoration of the judges, especially Chief Justice Iftikhar from 12 to 16 March 2009. The government of Pakistan refused to reinstate the judges and declared section 144 in effect in three of the four provinces of Pakistan thereby forbidding any form of gatherings of the "long march". Arrangements were made to block all roads and other means of transport to prevent the lawyers from reaching the federal capital, Islamabad. Workers of the main political parties in opposition and the lawyers movement as well as other known persons from the civil society were arrested. Despite these efforts, the movement continued under the leadership of Mian Muhammad Nawaz Sharif and Chaudhary Altaf Hussain and was able to break through the blockade in Lahore en route to Islamabad in the night between 15 and 16 March 2009. A few hours later, on the morning of 16 March 2009, the prime minister of Pakistan restored Chaudhary Iftikhar as chief justice of Pakistan through an executive order.<ref>{{cite newsurl=http://www.geo.tv/3-16-2009/37454.htmtitle= Justice Iftikhar Chaudhry to be restored as Chief Justice of Pakistan ldate=15 November 2008|publisher=Geo.tv|accessdate=15 November 2008}}</ref> after which the opposition agreed to stop the "long march".

==Foreign Tours==

==Foreign Tours==

Sajjad Altaf product interview

Q: Why do you edit on mobile instead of on desktop?

A: ...initially It was convenience because I have two young ones and it was hard for me to do anything on the computer in their presence but with phone I can stand up and edit or run away quickly to another room for a few seconds to read or edit something on the phone.

...

In addition to above reasons, I can edit on the phone while having my morning coffee, I can edit while waiting my car to warm up, I can edit while on the train, on the airport, sitting in an airplane waiting for it to take off, waiting the coffee machine to prepare my coffee cup at work.

Compared to [editing on mobile], editing on a desktop seems hassle to me, if I wait to edit on the computer, I will not be editing that much that I am doing now and a lot of good ideas will run out and not be put into an article.

User contributions

For Sajjad Altaf (talk | block log | uploads | logs | filter log)

Search for contributions —

Show contributions of new accounts only

User: Sajjad Altaf

Namespace: Associated namespace

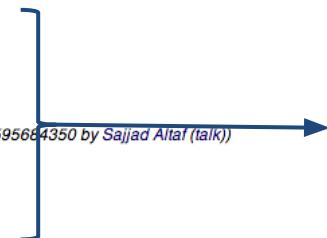
Tag filter:

Only show edits that are latest revisions

From year (and earlier): 2014

(newest | oldest) View (newer 50 | older 50) (20 | 50 | 100 | 250 | 500)

- 14:42, 18 February 2014 (diff | hist) .. (+347) .. Bahawalnagar (current) (Tag: Mobile edit)
- 14:40, 18 February 2014 (diff | hist) .. (+303) .. List of Pakistani poets (ref) (current) (Tag: Mobile edit)
- 14:36, 18 February 2014 (diff | hist) .. (+3) .. List of Pakistani poets (Further name correction) (Tag: Mobile edit)
- 14:34, 18 February 2014 (diff | hist) .. (-5) .. List of Pakistani poets (name correction, rm redlink) (Tag: Mobile edit)
- 14:33, 18 February 2014 (diff | hist) .. (+19) .. User:Sajjad Altaf (current) (Tag: Mobile edit)
- 14:32, 18 February 2014 (diff | hist) .. (-340) .. Bahawalnagar (rm unsourced clutter) (Tag: Mobile edit)
- 14:31, 18 February 2014 (diff | hist) .. (-374) .. Bahawalnagar (rm complete clutter) (Tag: Mobile edit)
- 15:16, 16 February 2014 (diff | hist) .. (+3) .. Dera Ghazi Khan (grammar) (current) (Tag: Mobile edit)
- 15:15, 16 February 2014 (diff | hist) .. (-6) .. Dera Ghazi Khan (rm redlink) (Tag: Mobile edit)
- 15:14, 16 February 2014 (diff | hist) .. (+23) .. Dera Ghazi Khan (rewrite) (Tag: Mobile edit)
- 04:44, 16 February 2014 (diff | hist) .. (+31) .. User talk:Sajjad Altaf (current) (Tag: Mobile edit)
- 04:42, 16 February 2014 (diff | hist) .. (+432) .. User talk:Sajjad Altaf (Tag: Mobile edit)
- 04:41, 16 February 2014 (diff | hist) .. (+432) .. User:Sajjad Altaf (Tag: Mobile edit)
- 04:17, 16 February 2014 (diff | hist) .. (+109) .. Professor Iqbal Azeem (Tag: Mobile edit)
- 04:13, 16 February 2014 (diff | hist) .. (+24) .. Professor Iqbal Azeem (Tag: Mobile edit)
- 04:12, 16 February 2014 (diff | hist) .. (+259) .. Professor Iqbal Azeem (Tag: Mobile edit)
- 04:09, 16 February 2014 (diff | hist) .. (+24) .. Professor Iqbal Azeem (Tag: Mobile edit)
- 04:09, 16 February 2014 (diff | hist) .. (+24) .. Professor Iqbal Azeem (Tag: Mobile edit)
- 04:08, 16 February 2014 (diff | hist) .. (-23) .. Professor Iqbal Azeem (Undid revision 595684350 by Sajjad Altaf (talk))
- 04:06, 16 February 2014 (diff | hist) .. (+23) .. Professor Iqbal Azeem (Tag: Mobile edit)
- 04:05, 16 February 2014 (diff | hist) .. (+18) .. Professor Iqbal Azeem (Tag: Mobile edit)
- 04:04, 16 February 2014 (diff | hist) .. (+197) .. Professor Iqbal Azeem (Tag: Mobile edit)
- 03:09, 16 February 2014 (diff | hist) .. (+89) .. Professor Iqbal Azeem (Tag: Mobile edit)
- 00:04, 16 February 2014 (diff | hist) .. (-27) .. Findlay City School District (current) (Tag: Mobile edit)
- 00:01, 16 February 2014 (diff | hist) .. (+29) .. Findlay City School District (Tag: Mobile edit)
- 23:52, 15 February 2014 (diff | hist) .. (+35) .. User:Sajjad Altaf (Tag: Mobile edit)
- 23:51, 15 February 2014 (diff | hist) .. (+478) .. Findlay City School District (Tag: Mobile edit)
- 20:26, 15 February 2014 (diff | hist) .. (+44) .. Professor Iqbal Azeem (Tag: Mobile edit)
- 19:45, 15 February 2014 (diff | hist) .. (-19) .. User:Sajjad Altaf (Tag: Mobile edit)
- 19:45, 15 February 2014 (diff | hist) .. (+27) .. User:Sajjad Altaf (Tag: Mobile edit)



Professor Iqbal Azeem

From Wikipedia, the free encyclopedia



This article has multiple issues. Please help improve it or discuss these issues on the talk page.
• This biographical article relies on references to primary sources. (February 2014)
• This biographical article needs additional citations for verification. (February 2014)

Professor Iqbal Azeem (Urdu: پروفیسر اقبال آزمیں) (born 8 July 1913 in Meerath, India) was a prominent Urdu poet and a *lyricist* par excellence of Pakistan. Professor Iqbal Azeem was blind, he lost his eye-sight in April 1970. Professor Iqbal Azeem's Naats are very popular among masses and he is revered by many in Pakistan.

He was one of the greatest poets of Urdu literature. He acquired his basic education from Agra and after partition, he settled in East Pakistan.^[1]

Contents [hide]

- 1 Early life
- 2 Education
- 3 Career
- 4 Literary work
- 5 References

Early life [edit]

Professor Iqbal Azeem was born in Meerath, India on July 8, 1913. His father belonged to District Saharan Pur of India. He grew up in Lucknow, India and Odh, India.

Education [edit]

He obtained his Bachelor of Arts from Lucknow University in 1934. From there he moved on to Agra University to achieve his Master of Arts in 1943. He obtained his Research Scholarship from Dhaka University and completed Head Teacher Course from Teachers Training College Lucknow. He also passed Hindi language and Bengali language special examinations.^[1]

Career [edit]

He served as a teacher for eleven years in government schools of Uttar Pradesh before migrating to East Pakistan in 1950. There, for twenty years, he served as a professor in government degree colleges.

He came to Karachi to live with his relatives in April 1970 after he lost his eye-sight.^[1]

Literary work [edit]

"Mizrab" and "Lab Kusha" are two *ghazal* collections of Professor Iqbal Azeem where as "Kab-e-Qasain" is the book of naats. He also wrote "Mashraqi Bengal Mein Urdu"—a critique on Urdu language evolution in Bengal. Another book based on collection of his poetry has been published under the name of "Diwaan-e-Hakeem Natiq".^[1]

References [edit]

¹ [A portrait of Professor Iqbal Azeem - 2014-02-11_09-17.jpg](#) /File_A_portrait_of_Professor_Iqbal_Azeem_-2014-02-11_09-17.jpg June 2010. Retrieved 11 February 2014.

Professor Iqbal Azeem



Professor Iqbal Azeem

پروفیسر اقبال آزمیں

Modern era

Islamic Philosophy

School Ahl as-Sunnah wa-Jama'ah

Main Interests Poetry

One Direction-pocalypse

November 19th, 2013 we saw a huge spike in the number of errors on en.m.wiki

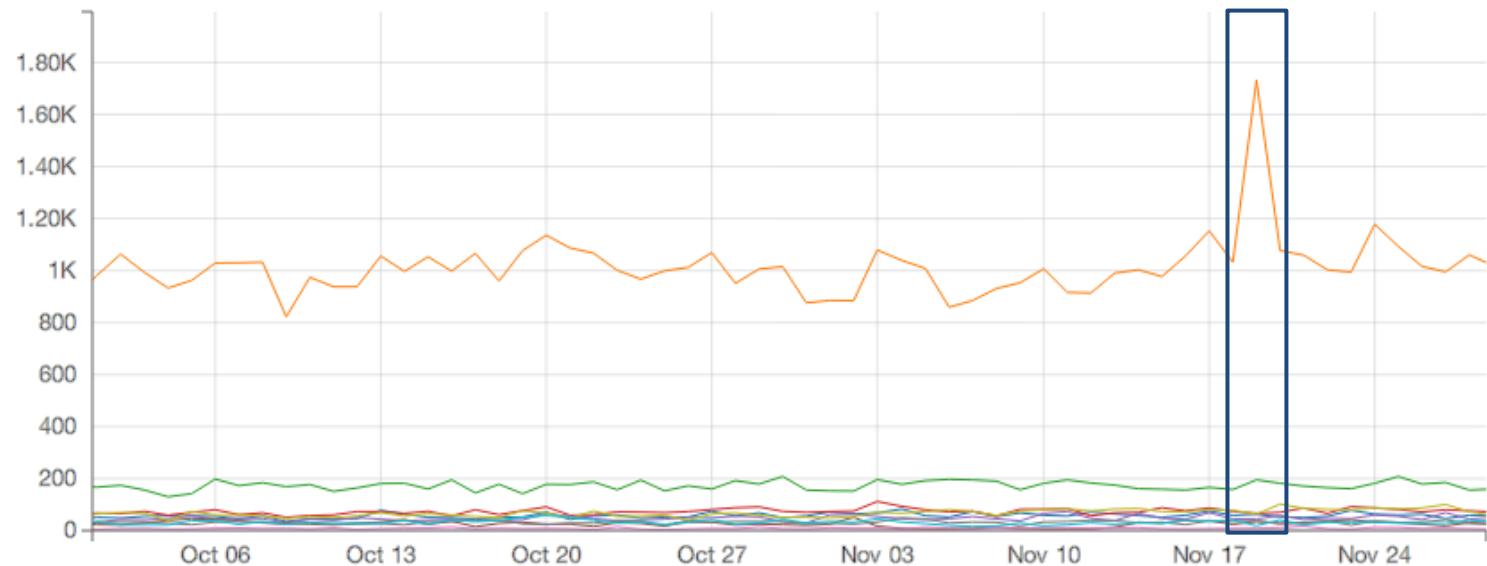
Turns out this was due to edit conflicts from users editing the *Midnight Memories* article (the new One Direction album)

Screenshot of a web browser showing the Wikipedia article for "Midnight Memories". The URL is https://en.wikipedia.org/wiki/Midnight_Memories. The page title is "Midnight Memories". The sidebar on the left contains links for the main page, contents, featured content, current events, random article, donate, and wikimedia shop. It also includes sections for interaction (help, about wikipedia, community portal, recent changes, contact page), tools (what links here, related changes, upload file, special pages, permanent link, page information, data item, cite this page, enable feedback), print/export (print, export), and languages (Cěstina, Español, Français, 한국어, Bahasa Indonesia, Italiano, Nederlands, Norsk bokmål). The main content area starts with a brief introduction: "This article is about the album. For the song, see *Midnight Memories* (song)." It then describes the album as the third studio album by One Direction, released on November 25, 2013. The article notes that it became the fastest-selling album in Amazon UK's history and the first group to debut at No. 1 with its first three albums. It also mentions mixed reviews from critics regarding the lyrical depth and musical composition. To the right of the main content, there is a sidebar for the album "Midnight Memories" by One Direction. It features a thumbnail image of the album cover, which shows the band members standing in front of a dark background with the title "MIDNIGHT MEMORIES" in large letters. Below the image, the sidebar provides details about the album: Released: 25 November 2013, Recorded: 2013, Genre: Pop rock, Length: 48:22, Label: Columbia - Syco. It also lists the One Direction chronology: "Take Me Home" (2012) and "Midnight Memories" (2013). At the bottom of the sidebar, it lists the singles from the album: "Best Song Ever" (2013), "Story of My Life" (2013), and "Midnight Memories" (2014). The bottom of the page shows a series of small thumbnail images and a "Show All" button.

New mobile account registrations

Nov 09, 2013

de	68.00
en	953.00
es	157.00
fr	82.00
it	37.00
ja	8.00
pl	7.00
pt	18.00
ru	74.00
zh	29.00



Goals and Roadmap

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

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

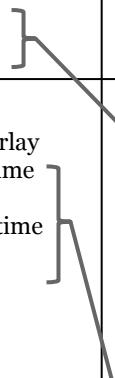
Goals and Roadmap

note: problems with serverside account creation

Q1	Q2	Q3	Q4
6,000 Unique Contributors (photo +edit)	1,000 Mobile Registered Active Editors/month (enwiki)	1,200 Mobile Registered Active Editors/month (enwiki)	Additional contributory funnels
<ul style="list-style-type: none">• mobile first<ul style="list-style-type: none">◦ photo upload◦ commons app• porting existing<ul style="list-style-type: none">◦ edit cta > prod• mobile partnerships	<ul style="list-style-type: none">• mobile first<ul style="list-style-type: none">◦ onboarding: 0-1◦ humanizing WP◦ design• porting existing• mobile partnerships	<ul style="list-style-type: none">• mobile first<ul style="list-style-type: none">◦ tablets on mobile• porting existing<ul style="list-style-type: none">◦ apps editing• mobile partnerships<ul style="list-style-type: none">◦ VE on tablets	<ul style="list-style-type: none">• mobile first<ul style="list-style-type: none">◦ apps: wikidata• porting existing• mobile partnerships<ul style="list-style-type: none">◦ VE on handset◦ flow on mobile

Notes: Flow is TBD, Campaigns pushed to next year per Multimedia research

Q₁ - Q₂ Features

	Q1	Q2
Themes	<i>Editing, notifications, experimentation with editor onboarding and identity</i>	<i>Onboarding, humanizing, UI improvements</i>
Alpha	<ul style="list-style-type: none"> • Categories • Pages near 'this' page • Image lightboxes 	<ul style="list-style-type: none"> • VisualEditor (barebones)
Beta	<ul style="list-style-type: none"> • User profiles • Echo notification overlay • Upload tutorial (1st time user) • Edit CTA guider (1st time user) 	<ul style="list-style-type: none"> • Red links enabled • Pages near 'this' page • Image lightboxes • Table of contents • Mobile optimized history, recent changes, and contributions pages • Tablet-friendly styling • Language overlay performance improvements • GettingStarted • Diff improvements • 'Last modified' improvements • User profile improvements • Overlay UI improvements (editor, 'This page has issues', language selector, search)
Stable	<ul style="list-style-type: none"> • Left navigation improvements (groupings) • Article navigation improvements • Article Editing (section level, all namespaces) • Echo • Editing improvements • 'Thanks' from watchlist 	<ul style="list-style-type: none"> • Upload tutorial • Edit CTA guider • AbuseFilter support • 'Infinite scroll' added to Special:Uploads

Goals and Roadmap

Q1	Q2	Q3	Q4
6,000 Unique Contributors (photo +edit)	1,000 Mobile Registered Active Editors/month (enwiki)	1,200 Mobile Registered Active Editors/month (enwiki)	Additional contributory funnels
<ul style="list-style-type: none">• mobile first<ul style="list-style-type: none">◦ photo upload◦ commons app• porting existing<ul style="list-style-type: none">◦ edit cta > prod• mobile partnerships	<ul style="list-style-type: none">• mobile first<ul style="list-style-type: none">◦ onboarding: 0-1◦ humanizing WP◦ design• porting existing• mobile partnerships	<ul style="list-style-type: none">• mobile first<ul style="list-style-type: none">◦ tablets on mobile• porting existing<ul style="list-style-type: none">◦ apps editing• mobile partnerships<ul style="list-style-type: none">◦ VE on tablets	<ul style="list-style-type: none">• mobile first<ul style="list-style-type: none">◦ apps: wikidata• porting existing• mobile partnerships<ul style="list-style-type: none">◦ VE on handset◦ flow on mobile

Notes: Flow is TBD, Campaigns pushed to next year per Multimedia research

{today}		Edit Left Nav Watchlist Uploads	Signup copy CTA UI	Guider	Keep going	Notifications User profiles Talk	Watchlist Article history Special pages Templates Categories Article creation
Reader	CTA	Sign up	1 st edit	1+ edit	5+ edits	100+ edits	
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	Participation	
Motivations & personas of mobile editing (age?)		-Signups high (~18%)	-Types of edits similar to DT -Productivity ~ DT -Conversion < DT -Guiding helps		-Mostly stay on mobile (80%), some DT migration with higher edits -Most edits at home (73%)		-Impact: # of edits -Types of edits: Article creation Gnoming Microcontributions -DT Migration

{oct 3}

Edit
Left Nav
Watchlist
Uploads

CTA UI

Keep going?

Notifications

Talk

Watchlist
Article history
Special pages
Templates
Categories
Article creation

CTA

Sign up

1st edit

1+ edit

5+ edits

100+ edits

*Clear
actionable
call to action*

*Reduce signup
friction*

*Support user in
executing on
call to action*

*Train and
encourage
users in editing*

Discovery

Participation

-Signups high
(~16%)

-Productivity ~ DT
-Conversion < DT

alot and undefined

{oct 24}

Edit
Left Nav
Watchlist
Uploads

CTA UI

Guider

Keep going?

Notifications
User profiles
Talk

Watchlist
Article history
Special pages
Templates
Categories
Article creation

CTA

Sign up

1st edit

1+ edit

5+ edits

100+ edits

*Clear
actionable
call to action*

*Reduce signup
friction*

*Support user in
executing on
call to action*

*Train and
encourage
users in editing*

Discovery

Participation

-Signups high
(~18%)

-Types of edits
similar to DT
-Productivity ~ DT
-Conversion < DT

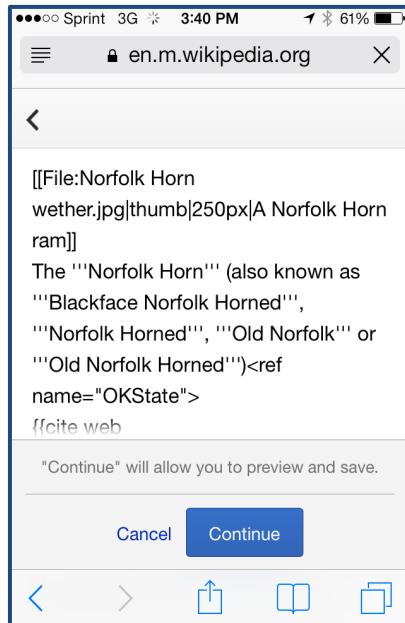
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DT migration with higher edits

Motivations &
personas of
mobile editing
(age?)

-Impact: # of edits
-Types of edits:
Article creation
Gnoming
Microcontribs
-DT Migration

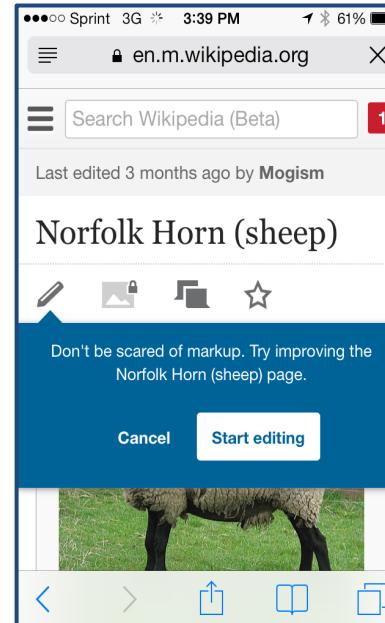
edit CTA guider: A/B test

condition A: straight to editor

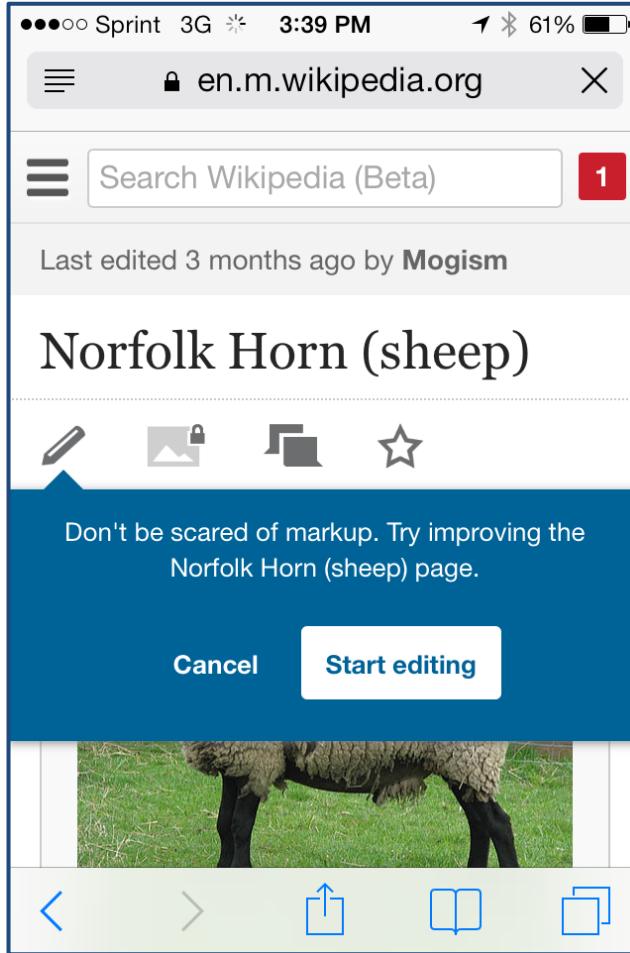


activation rate: 38.6%

condition B: edit guider



activation rate: 42.1%



edit guider

why is this successful?

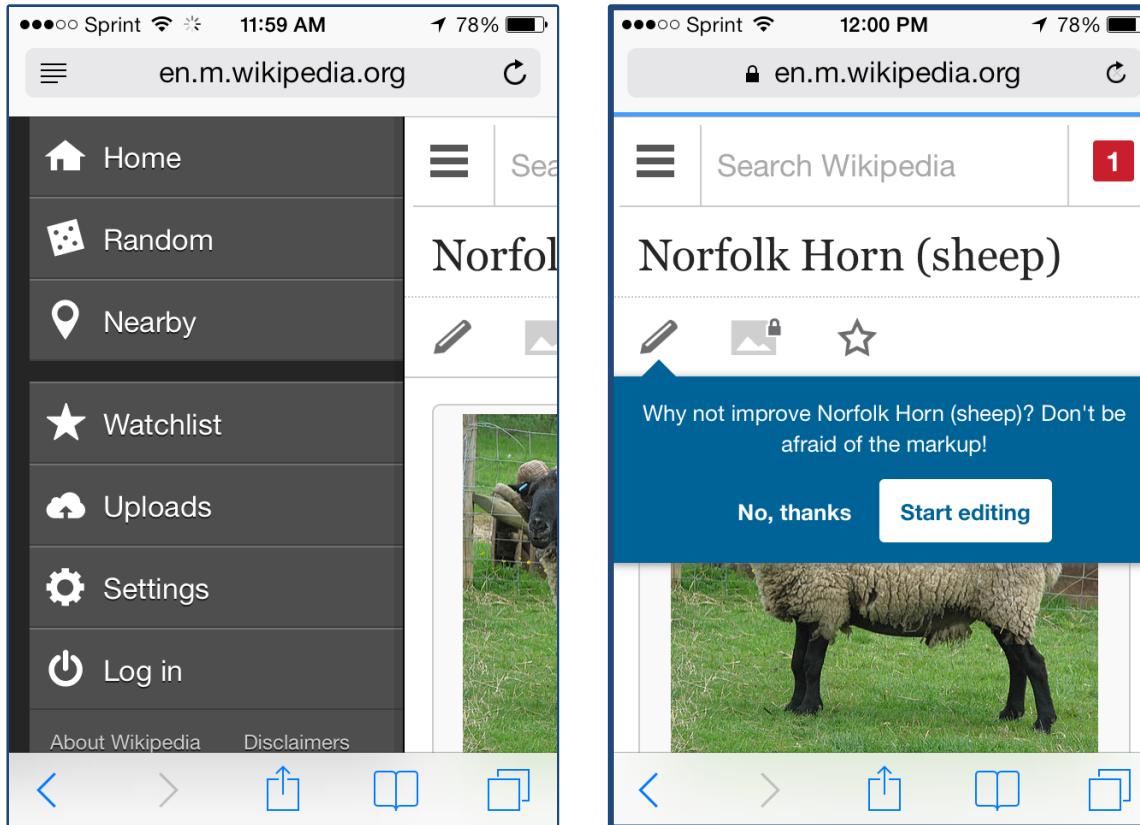
- reminded of what they were doing
- encouragement and warning around markup
- hand holding and guidance
- large start editing button

compared to desktop: converging

This screenshot shows the desktop version of the Wikipedia article for the Norfolk Horn sheep. A prominent 'Getting Started' modal window is open in the center, prompting the user to 'Click "Edit"' to make changes to the page. The main content area displays a photograph of a black-faced sheep with long, curved horns, identified as a Norfolk Horn ram. The sidebar on the left contains the standard Wikipedia navigation menu, including links for Main page, Contents, and Tools.

This screenshot shows the mobile version of the same Wikipedia article. A large blue call-to-action banner at the top encourages users to 'Don't be scared of markup. Try improving the Norfolk Horn (sheep) page.' It features two buttons: 'Cancel' on the left and 'Start editing' on the right. Below the banner, the article content is visible, including the image of the Norfolk Horn ram. The mobile interface includes standard iOS-style navigation icons at the bottom.

left nav guider: A/B test



Early evidence suggests a big difference between control and test
6% vs. 12%
marginally significant

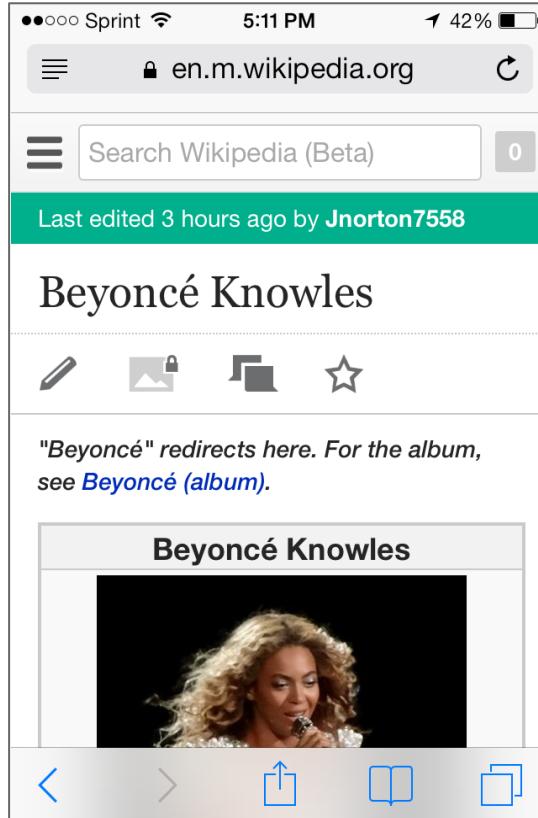
{today}	Edit						Watchlist
Humanizing	Left Nav	Signup copy	Guider	Keep going	Notifications	User profiles	Article history
	Watchlist	CTA UI			Talk		Special pages
	Uploads						Templates
Reader	CTA	Sign up	1 st edit	1+ edit	5+ edits		Categories
Know WP is edited by people	Clear actionable call to action	Reduce signup friction	Support user in executing on call to action	Train and encourage users in editing	Discovery	Participation	
		-Signups high (~18%)	-Types of edits similar to DT -Productivity ~ DT -Conversion < DT -Guiding helps		-Mostly stay on mobile (80%), some DT migration with higher edits -Most edits at home (73%)		
Motivations & personas of mobile editing (age?)				-How to train users -How to encourage users	-What kind of mobile activities will "hook" users?		-Impact: # of edits -Types of edits: Article creation Gnoming Microcontributions -DT Migration

Goals and Roadmap

Q1	Q2	Q3	Q4
6,000 Unique Contributors (photo +edit)	1,000 Mobile Registered Active Editors/month (enwiki)	1,200 Mobile Registered Active Editors/month (enwiki)	Additional contributory funnels
<ul style="list-style-type: none">• mobile first<ul style="list-style-type: none">◦ photo upload◦ commons app• porting existing<ul style="list-style-type: none">◦ edit cta > prod• mobile partnerships	<ul style="list-style-type: none">• mobile first<ul style="list-style-type: none">◦ onboarding: 0-1◦ humanizing WP◦ design• porting existing• mobile partnerships	<ul style="list-style-type: none">• mobile first<ul style="list-style-type: none">◦ tablets on mobile• porting existing<ul style="list-style-type: none">◦ apps editing• mobile partnerships<ul style="list-style-type: none">◦ VE on tablets	<ul style="list-style-type: none">• mobile first<ul style="list-style-type: none">◦ apps: wikidata• porting existing• mobile partnerships<ul style="list-style-type: none">◦ VE on handset◦ flow on mobile

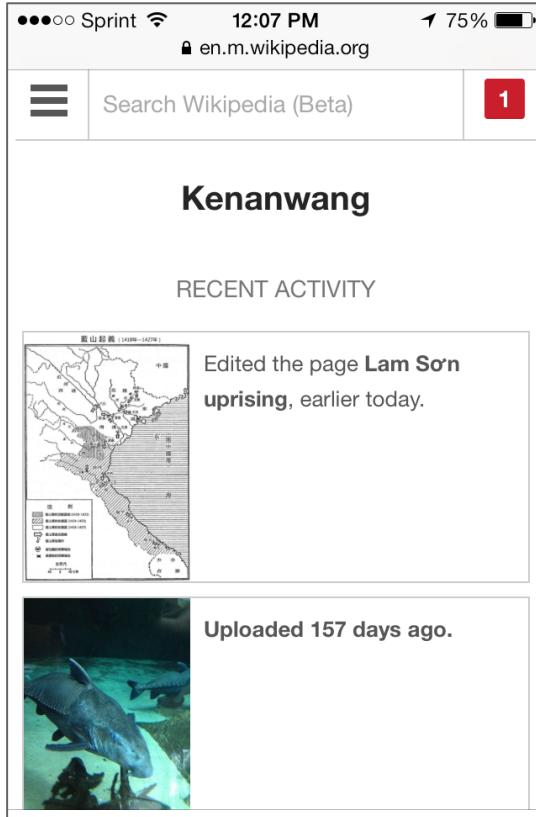
Notes: Flow is TBD, Campaigns pushed to next year per Multimedia research

Humanizing (in beta)



- last modified by [username]
- not explicitly “metric driven”
- frozen in beta
- path to promotion: waiting on mobile friendly article history page in stable and user profiles (or mobile friendly user pages) in stable

User profiles (in beta)



- includes: recent activity, account history,
- frozen in beta
- path to promotion:

proof of value requires either mobile revert workflow or affiliations

OR

move this forward as a navigation popups replacement/user contribs

note: user intent has been removed for now

Goals and Roadmap

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6,000 Unique Contributors (photo +edit)	1,000 Mobile Registered Active Editors/month (enwiki)	1,200 Mobile Registered Active Editors/month (enwiki)	Additional contributory funnels
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Notes: Flow is TBD, Campaigns pushed to next year per Multimedia research

Mobile Web UI overlay redesign

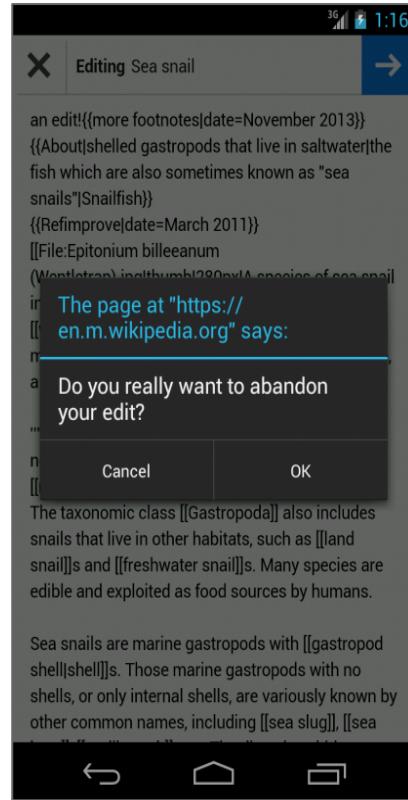
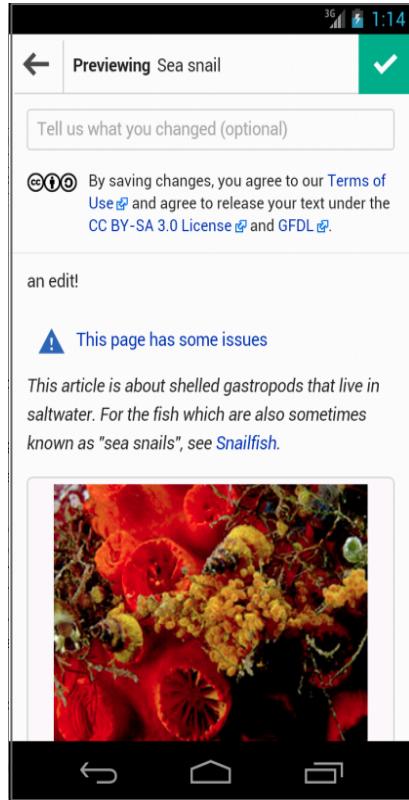
Standardize progress and abandon action

Standard title

Cleaner interface

List:

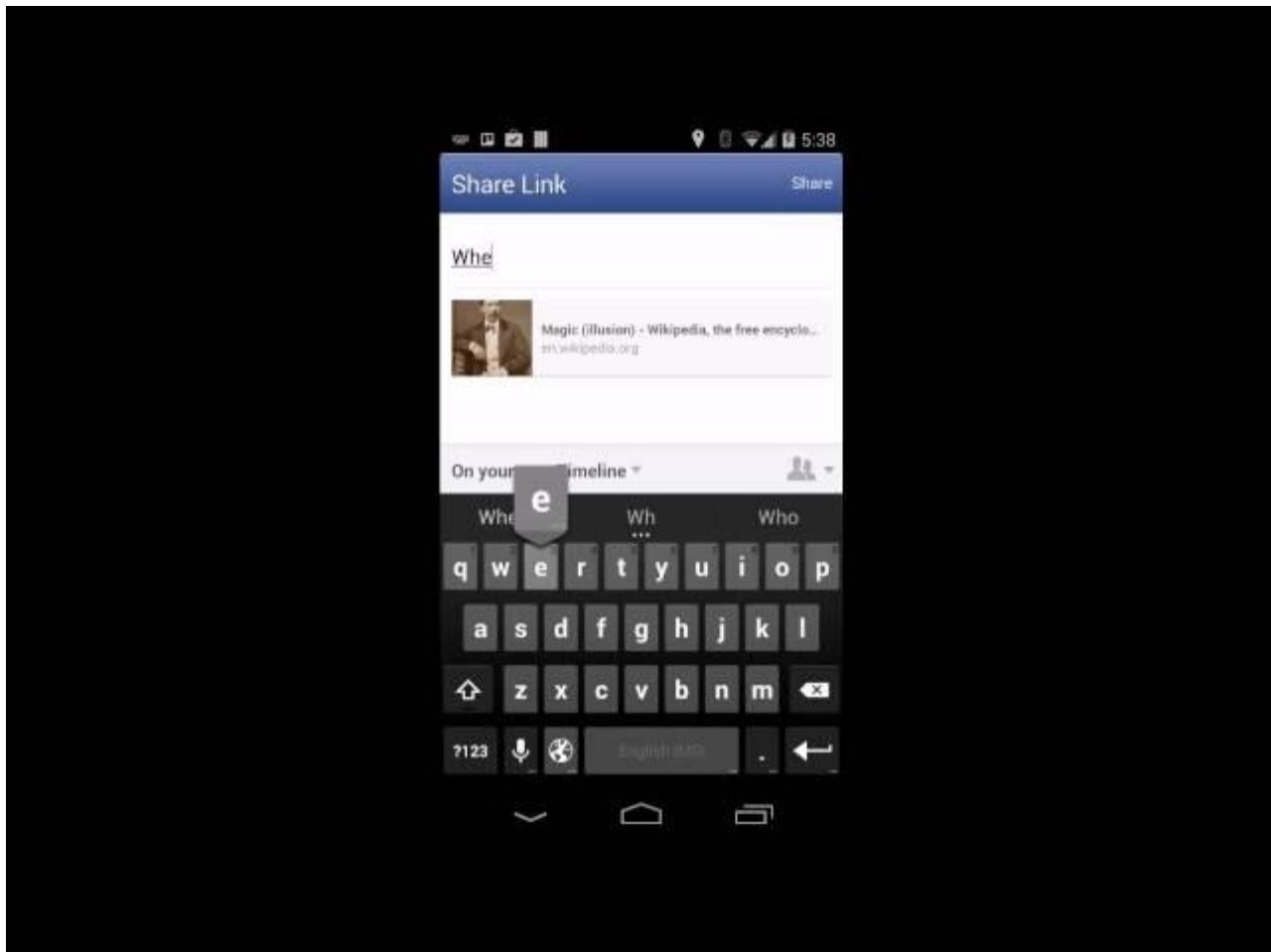
- Edit
- Article issues
- Language selector
- Search
- Diffs
- Uploads
- ...



App Design

first market release:

- 1) no significant depreciation
- 2) lead the foundation in design
- 3) begin positioning app as contributory funnel



Goals and Roadmap

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Notes: Flow is TBD, Campaigns pushed to next year per Multimedia research

Mobile Web + Growth

GettingStarted/KeepGoing

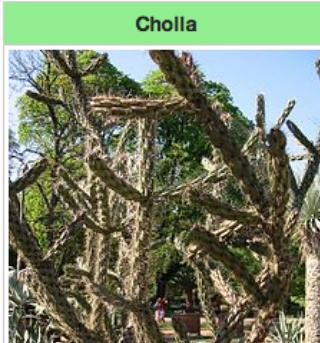
Getting Started

Search Wikipedia (Beta)

Last edited just now by Awjrichards20140214-2

< i>Cylindropuntia</i>



Cholla

 Edit saved!

Congratulations on making your first edit! Would you like to help add links to a recently created page?

Search Wikipedia (Beta)

Last edited 4 months ago by Derek R Bullamore

Nuneaton and Bedworth Council election, 1999

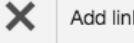


 This page has some issues

Elections to Nuneaton and Bedworth Council were held in May 1999. The Labour Party retained control of the council.

After the election, the composition of the council was

- Labour 10

 Add links 

Find more words that could be links. Add double brackets around the word.

e.g. [[guitar]] becomes guitar

Mobile Web + VisualEditor

VisualEditor in MobileFrontend alpha for
tablets

The image displays two screenshots of the VisualEditor interface on an iPad Retina device running iOS 7.0.3 (118508).
The left screenshot shows the main article page for "VisualEditor". It includes a search bar at the top, a message indicating it was last edited 1 day ago by "Wikiuser13", and the title "VisualEditor". Below the title is a summary of the page's content, mentioning its deployment on English Wikipedia and its redirect from "Visual Editor". A warning icon indicates "This page has some issues". The main content area features the "visual editor" interface with the word "visual" in blue and "editor" in green. The interface includes a toolbar with "Article" and "Talk" tabs, and buttons for "Read" and "Edit". The text "Golden-crowned" is visible in the editor area.
The right screenshot shows the "Editing VisualEditor" page. It contains a toolbar with "Paragraph" dropdown, bold/italic buttons, and other editing tools. Below the toolbar is a message about the VisualEditor deployment on English Wikipedia. Further down, there are two callout boxes: one with an exclamation mark icon stating "This article needs attention from an expert in Wikipedia. The specific problem is: implementation technical details sought. (September 2013)", and another with a red arrow icon stating "It has been suggested that this article be merged into MediaWiki. (Discuss) Proposed since August 2013".

Mobile Web + Multimedia

Image viewer



Search Wikipedia (Experimental)

1

Last edited 2 days ago by Postdlf

Saguaro



This article is about the cactus. For the Palm OS software, see [Saguaro \(Palm OS\)](#). For the baseball team, see [Surprise Saguaros](#).



Scientific classification

Kingdom:	Plantae
(unranked):	Angiosperms
(unranked):	Eudicots
(unranked):	Cacto-eudicots



What have we learned?

Mobile cannot be an afterthought!

goals and roadmap

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Notes: Flow is TBD, Campaigns pushed to next year per Multimedia research

next year fiscal year

Q1	Q2
Growth	Mobile First
<ul style="list-style-type: none">• Growth<ul style="list-style-type: none">◦ Anonymous editor acquisition◦ Article creation◦ Task suggestions and reactivation• Apps: recent changes microcontributions	<ul style="list-style-type: none">• recent changes microcontributions• revisiting user profiles?• mobile power user features• apps: media and geo

red links and anon editing

- The current plan is to work on anonymous editor acquisition and articles for creation with the growth team in Q1 of the next fiscal year.
- In the next two quarters we will be conducting tests (of impact) in mobile web beta and in the apps enabling anonymous editing and red links.

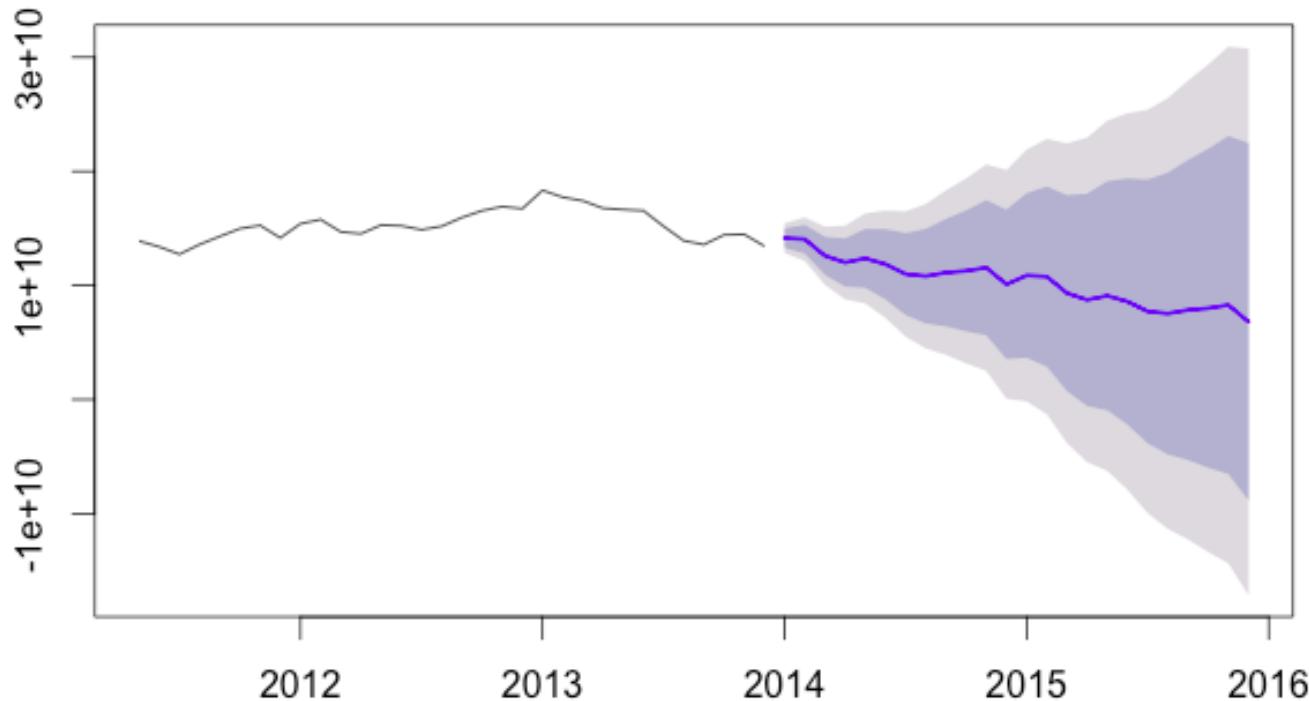
Asks

- QA Infrastructure is still not mature
 - More unit testing experience still needed
- Require and support teams to build for mobile first
- Require creation of API's for all new features
- Additional Mobile Web capacity for resources to support mentorship

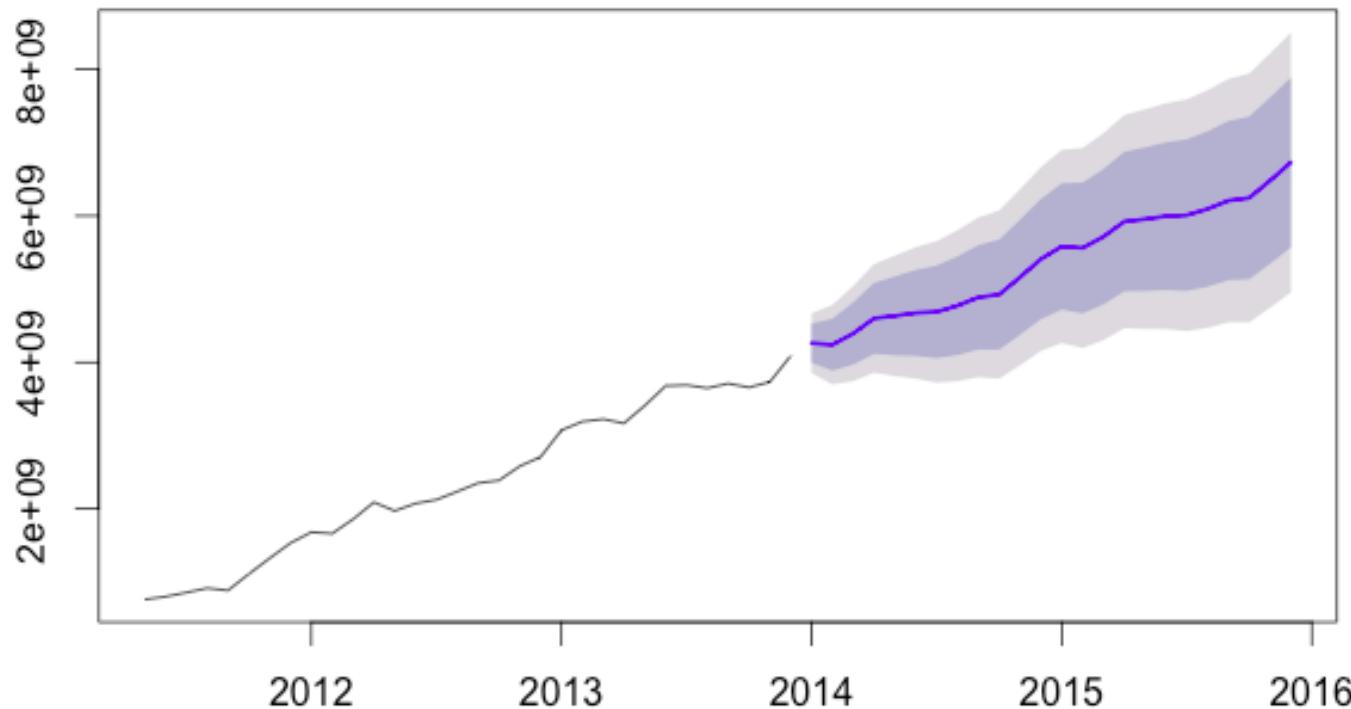
Questions?

ARCHIVE

Wikipedia desktop page views projection



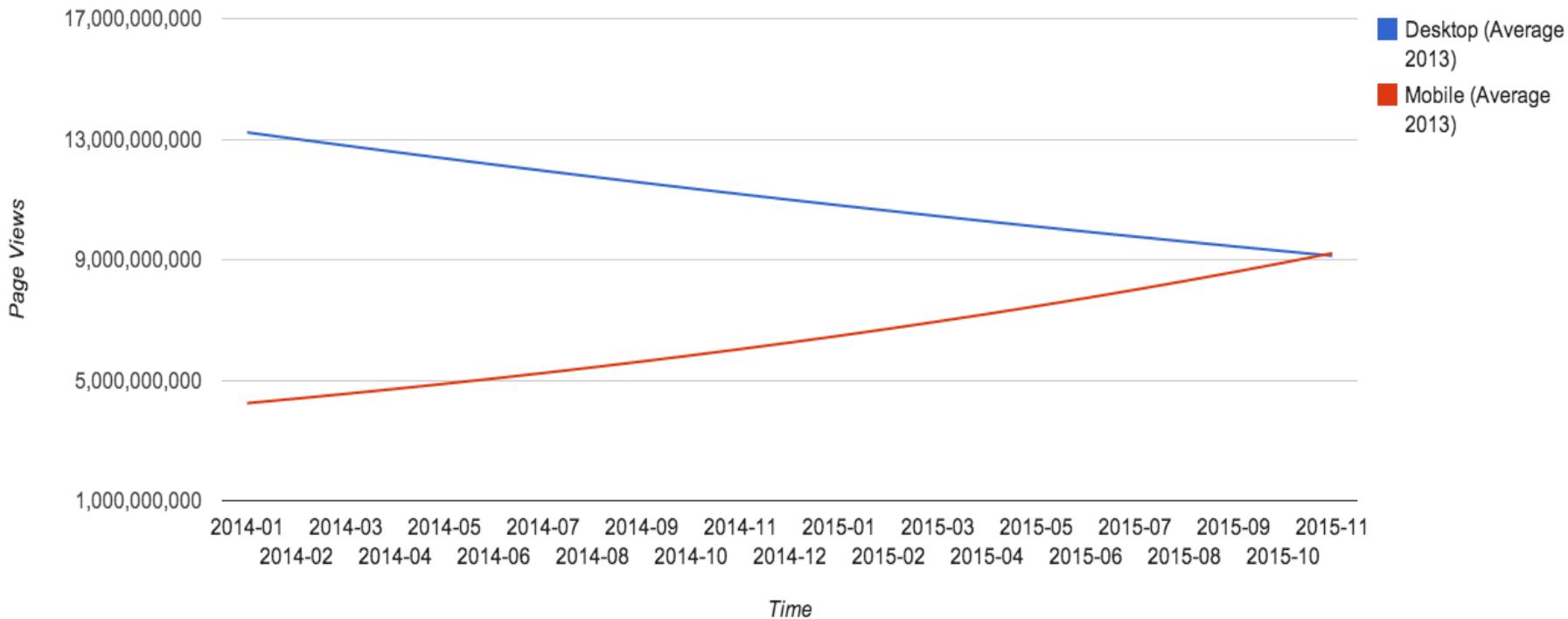
Wikipedia mobile page views projection



q3 and beyond

- roadmap
- numbers
- trends
 - working with other teams
 - community discussions around mobile

Using Average Growth from 2013



UI Improvements: Wikitext editing

Editing Sea snail

3G 1:11

[[File:Epitonium billeeanum (Wentletrap).jpg|thumb|280px|A species of sea snail in its natural habitat: two individuals of the [[wentletrap]] "[[Epidendrium billeeanum]]" with a mass of egg capsules "in situ" on their food source, a red cup [[coral]].]]

"Sea snail" is a [[common name]] for [[snails]] that normally live in [[seawater|saltwater]]–[[marine (ocean)|marine]] [[gastropod]] [[mollusc]]s. The taxonomic class [[Gastropoda]] also includes snails that live in other habitats, such as [[land snail]]s and [[freshwater snail]]s. Many species are edible and exploited as food sources by humans.

Sea snails are marine gastropods with [[gastropod shell|shell]]s. Those marine gastropods with no shells, or only internal shells, are variously known by other common names, including [[sea slug]], [[sea

← →

Previewing Sea snail

3G 1:14

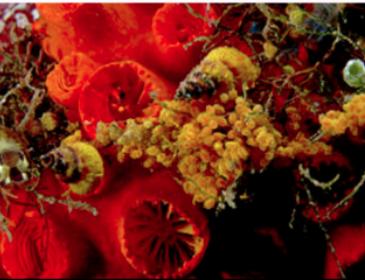
Tell us what you changed (optional)

By saving changes, you agree to our Terms of Use and agree to release your text under the CC BY-SA 3.0 License and GFDL.

an edit!

This page has some issues

This article is about shelled gastropods that live in saltwater. For the fish which are also sometimes known as "sea snails", see [Snailfish](#).



← →

Editing Sea snail

3G 1:16

an edit!{{more footnotes|date=November 2013}}
{{About|shelled gastropods that live in saltwater|the fish which are also sometimes known as "sea snails"|"Snailfish}}
{{Refimprove|date=March 2011}}
[[File:Epitonium billeeanum (Wentletrap).jpg|thumb|280px|A species of sea snail in its natural habitat: two individuals of the [[wentletrap]] "[[Epidendrium billeeanum]]" with a mass of egg capsules "in situ" on their food source, a red cup [[coral]].]]

The page at "<https://en.m.wikipedia.org>" says:

Do you really want to abandon your edit?

Cancel OK

The taxonomic class [[Gastropoda]] also includes snails that live in other habitats, such as [[land snail]]s and [[freshwater snail]]s. Many species are edible and exploited as food sources by humans.

Sea snails are marine gastropods with [[gastropod shell|shell]]s. Those marine gastropods with no shells, or only internal shells, are variously known by other common names, including [[sea slug]], [[sea

← →

UI Improvements: Search

