Organizing our thinking

E3 Product & Experiment Ideas

File   Edit   View   Insert   Format   Data   Tools   Help   All changes saved

Comments   Share

fx | EXPERIMENTS

	Name	Link	Status	Date Live	TARGET C	Secondary	IMPACT	Retention	Size	Scale	COMMUNIT
3	Post-edit feedback	https://meta.wikimedia.org/wiki/Research:Post-edit_feedback	4	7/30/2012	B	C	4	1	C	B	
4	Account creation UX tests	https://meta.wikimedia.org/wiki/Research:Account_creation_UX	3		B		1	1	C	A	
5	Task recommendations (articles)	https://office.wikimedia.org/wiki/Editor_Engagement_Experiments/Task_recommendatio			C		4	1	C	A	
6	Left hand Nav Overhaul	https://meta.wikimedia.org/wiki/Research:Left-hand_navigation	1		D	C	1	2	B	A	
7	Granular editing (WikiGnome)	https://office.wikimedia.org/wiki/Editor_Engagement_Experiments/Granular_editing	3		A		4	1	B	A	
8	Community Portal Overhaul	https://meta.wikimedia.org/wiki/Research:Community_portal_redesign	4	8/6/2012	C	B	4	4	A	B	
9	Timestamp adjustments	https://meta.wikimedia.org/wiki/Research:Timestamp_position_modification#Background	6	6/14/2012	D	A	3	1	C	A	
10	Barnstar 1,000th-edit editors	https://meta.wikimedia.org/wiki/Research:Editor_milestones	7	4/5/2012	E		2	2	C	C	
11	Warning Template Implementation	https://meta.wikimedia.org/wiki/Template_A/B_testing/Report_draft	7	7/26/2012	C		4	4	B	A	
12	Necromancy	https://meta.wikimedia.org/wiki/Research:Necromancy	7	4/12/2012	E		1	4	C	A	
13	IP editor conversion	https://office.wikimedia.org/wiki/Editor_Engagement_Experiments/IP_editor_conversion			C		2	1	C	B	
14	Leaderboards	https://office.wikimedia.org/wiki/Editor_Engagement_Experiments/Leaderboards			D	E	2	2	C	C	
15	Improve your edit	https://meta.wikimedia.org/wiki/Research:Improve_your_edit			C	D	3	4			
16	Friendly reverting	https://office.wikimedia.org/wiki/Editor_Engagement_Experiments/Friendly_reverting			D		2	2	C	B	
17	Task recommendations (non-articles)	https://office.wikimedia.org/wiki/Editor_Engagement_Experiments/Task_recommendatio			D		2	1	C	B	
18	Share tools	https://office.wikimedia.org/wiki/Editor_Engagement_Experiments/Share_tools			A	C	3	0	B	A	
19	Task and to-do lists	https://office.wikimedia.org/wiki/Editor_Engagement_Experiments/Task_and_to-do_lists			A	D	1	1	C	A	
20	Actionable quality templates	https://office.wikimedia.org/wiki/Editor_Engagement_Experiments/Actionable_quality_te			A		4	1	C	B	
21	Article deletion process	https://office.wikimedia.org/wiki/Editor_Engagement_Experiments/Reference_tooltips			C	D	3	3	D	A	
22	Badges	https://office.wikimedia.org/wiki/Editor_Engagement_Experiments/Badges			E		1	4	C	B	
23	Edit form UX tests	https://office.wikimedia.org/wiki/Editor_Engagement_Experiments/Edit_form_UX			B		2	1	B	A	
24	Editing challenges	https://office.wikimedia.org/wiki/Editor_Engagement_Experiments/Editing_challenges			D	A	4	2	D	C	
25	Editing tutorial Special page	https://office.wikimedia.org/wiki/Editor_Engagement_Experiments/Live_editing_tutorial			B	C	4	1	B	B	
26	Expose editors/editing activity to readers	https://office.wikimedia.org/wiki/Editor_Engagement_Experiments/Making_edit(ors)_visi			A		1	1	A	A	
27	Just-in-time mini tutorials	https://office.wikimedia.org/wiki/Editor_Engagement_Experiments/Just-in-time_mini_tuto			C		2	1	B	B	
28	Main Page calls to action	https://office.wikimedia.org/wiki/Editor_Engagement_Experiments/Main_Page_calls_to_			A		2	1	A	A	
29	Mentor/mentee matching	https://office.wikimedia.org/wiki/Editor_Engagement_Experiments/Mentor_and_mentee_			D	E	0	2	C	C	
30	Mentorship tools	https://office.wikimedia.org/wiki/Editor_Engagement_Experiments/Mentorship_tools			D	E	2	2	C	C	

Backlog   EXPERIMENTS

Framework

Readers

Anonymous edits

Registration

Editors

0	1	5	10	100		1000+

Questions

Readers   Registration   Editors

Anonymous edits   0   1   5   10   100   1000+
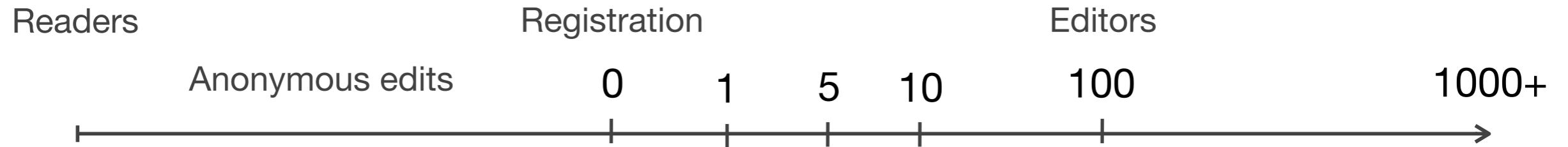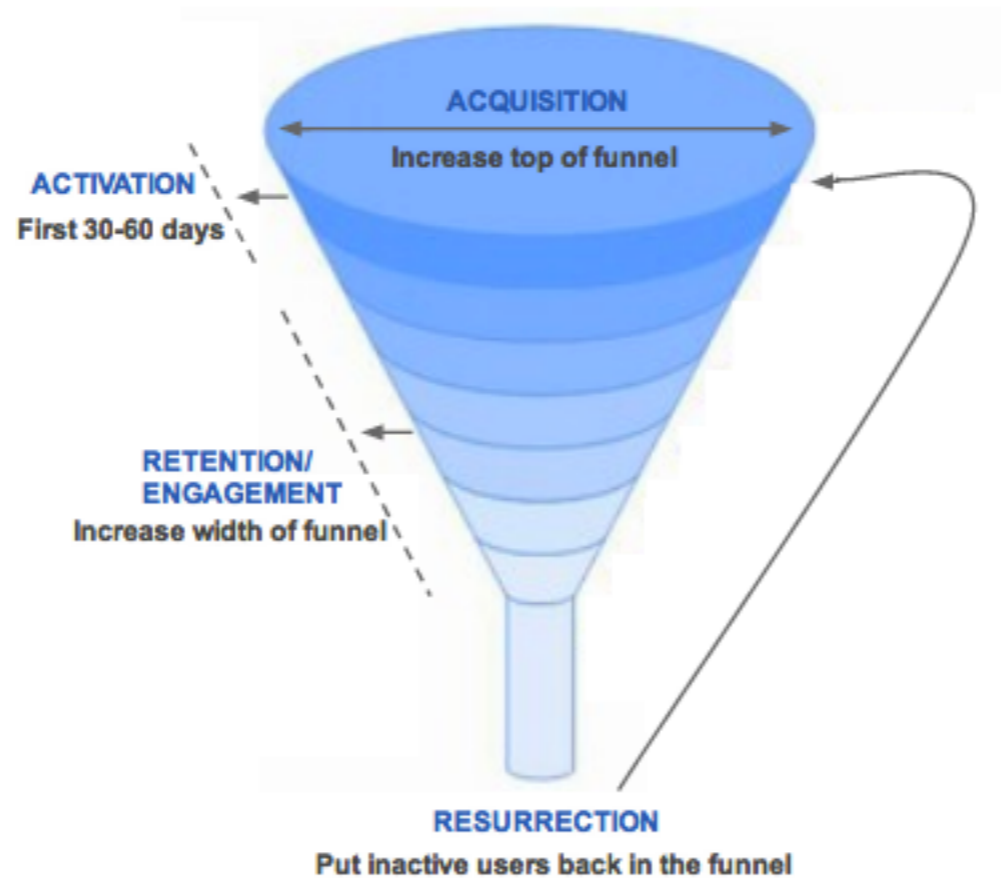
About our users:

- *Who* are we serving?
- *Where* are they at in the funnel?
- *What* are they trying to accomplish?

About our work:

- *What* are we doing to help them?
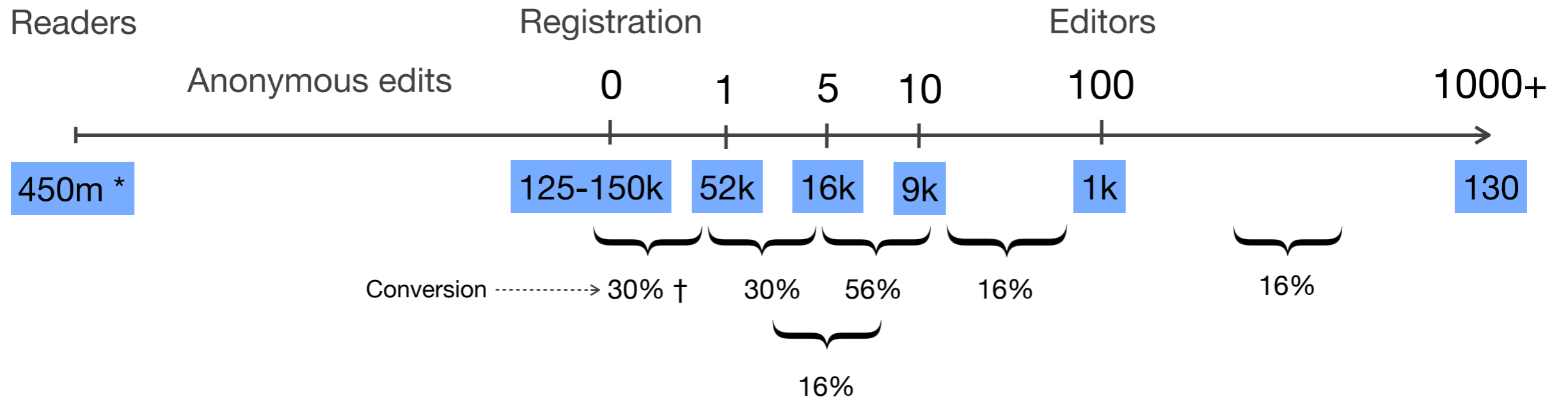- *When* is the right time to widen each part of the funnel?

Similar Frameworks

(Quora)

" You can think about strategy a few ways. One way is in how we generically framed growth funnels and how that tended to inform growth roadmaps. For example, you could say that growth is broken down into a few fundamental questions:

1. How do I increase the rate of acquisition i.e. get more signups?
2. What can I do to activate as many users as quickly as possible in their first 'N' days?
3. What are the levers for engagement and retention and how can I pull them?
4. How do I bring churned users back into the system to "resurrect" them from the dead? "

Data

Readers   Registration   Editors

Anonymous edits   0   1   5   10   100   1000+

| 450m * | | 125-150k | 52k | 16k | 9k | 1k | 130 |

Conversion ┈┈┈> 30% †   30%   56%   16%   16%
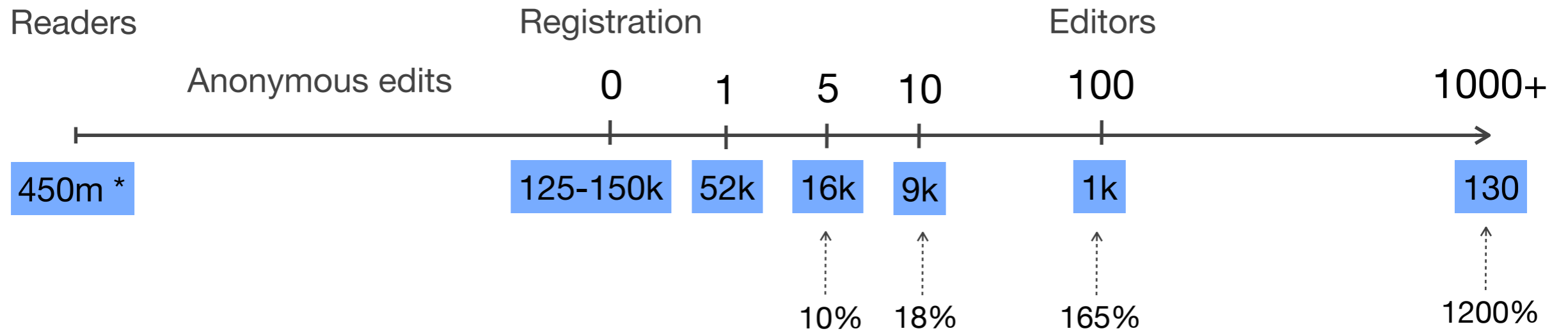
16%

* Uniques for all sites, since uniques per site are unavailable. All other numbers are new per month for English Wikipedia.

† % that make an edit within the first 10 days of registration. Overall conversion rate may be closer to 35-40%. See http://outreach.wikimedia.org/wiki/Account_Creation_Improvement_Project/Research#cite_note-0

Sources: Reader number from comScore, registrations estimated based on historicals, all thresholds based on user contribs (all namespaces) with exception of 10, which is based on stats.wikimedia.org (main namespace only)

Targets

Readers	Registration					Editors		

Anonymous edits   0   1   5   10   100   1000+

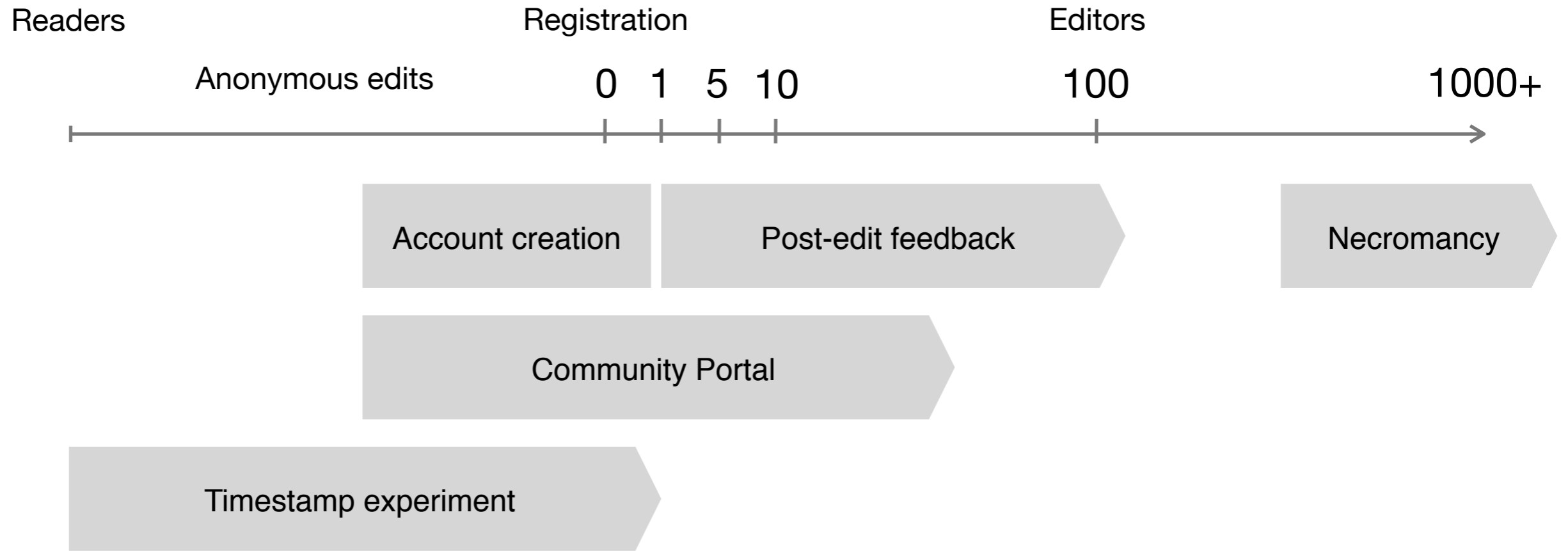| 450m *	125-150k	52k	16k	9k	1k	130

10%   18%   165%   1200%

How do we arrest English Wikipedia's decline?

- From Sep. 2011-12, the project had an average YoY decline of 5%
- 5% of the ~33,000 active English Wikipedians is 1,650.
- How much would we have increase each cohort to retain 1,650 new editors every month?

Current Projects

Readers   Registration   Editors

Anonymous edits   0   1   5   10   100   1000+

Account creation | Post-edit feedback | Necromancy

Community Portal

Timestamp experiment

Types of Projects

Readers   Registration   Editors

Anonymous edits   0   1   5   10   100   1000+

Onboard new editors

Account creation

Increase productivity of active editors

Convert anonymous editors

Fix problems between editors

Convert readers