



# Article Feedback V5

## Project Overview

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# Article Feedback Goals

- **engage readers** to participate more on Wikipedia
- **invite community feedback** on **content quality**
- encourage a **collaboration** between **editors** and **readers**
- develop new ways to **drive thoughtful participation**
- experiment with **outsourcing web development**



# Activity Flow

Here are the 3 key stages of the desired “virtuous circle.”



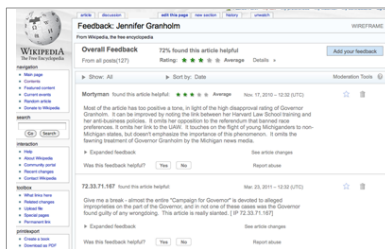
# Touchpoints



## Article page

A screenshot of the 'Share your feedback' form. It asks 'Was this article helpful?' with 'Yes', 'No', and 'Not Sure' buttons. Below is a text box for 'Add a comment' and a 'Post your feedback' button.

## Feedback form + Calls to action



## Feedback page + Moderation tools



## Edit page



## Talk page



Did you know you can edit this article?



Editors promote the best posts to ...

# Feedback Form

WIREFRAME

## Share your feedback ? X

Was this article helpful? Yes No Not Sure

Add a comment. 10 words minimum

Did find what you were looking for? Any suggestions for improvement?

▶ Tell us more

[Post your feedback](#) [Cancel](#) [Help](#) [See feedback page >>](#)

# Expanded Feedback Form

WIREFRAME

## Share your feedback



Was this article helpful?

Yes

No

Not Sure

Add a comment.

10 words minimum

Did you find what you were looking for? Any suggestions for improvement?

### ▼ Tell us more

#### ▼ How do you rate this article?

Is it **trustworthy**? \* \* \* \* \*

Objective

Is it **objective**? \* \* \* \* \*

Biased

Is it **complete**? \* \* \* \* \*

Complete

Is it **well-written**? \* \* \* \* \*

Adequate

▶ How could this article be improved?

▶ How much do you know about this topic?

Post your feedback

Cancel

Help

See feedback page >>



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# Feedback: Jennifer Granholm

WIREFRAME

From Wikipedia, the free encyclopedia

## Overall Feedback

72% found this article helpful

[Add your feedback](#)

From all posts(127)

Rating: **\* \* \* \* \*** **Average** [Details](#) »

► Show: All

► Sort by: Date

Moderation Tools [?](#)

**Mortyman** found this article helpful: **\* \* \* \* \*** **Average**

Nov. 17, 2010 – 12:32 (UTC)



Most of the article has too positive a tone, in light of the high disapproval rating of Governor Granholm. It can be improved by noting the link between her Harvard Law School training and her anti-business policies. It omits her opposition to the referendum that banned race preferences. It omits her link to the UAW. It touches on the flight of young Michiganders to non-Michigan states, but doesn't emphasize the importance of this phenomenon. It omits the fawning treatment of Governor Granholm by the Michigan news media.

► Expanded feedback

[See article changes](#)

Was this feedback helpful?



[Report abuse](#)

**72.33.71.167** found this article helpful:

Mar. 23, 2011 – 12:32 (UTC)



Give me a break - almost the entire "Campaign for Governor" is devoted to alleged improprieties on the part of the Governor, and in not one of these cases was the Governor found guilty of any wrongdoing. This article is really slanted. [ IP 72.33.71.167]

► Expanded feedback

[See article changes](#)

Was this feedback helpful?



[Report abuse](#)

etc.

[More Posts](#)



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## Talk: Jennifer Granholm

WIREFRAME

From Wikipedia, the free encyclopedia

*Skip to table of contents*

This is the talk page for discussing improvements to the **Jennifer Granholm** article.

See also: **Reader Suggestions**

[ ... scroll down to new section ... ]

### Featured suggestions

[ edit ]

**jimbo** featured this suggestion on Mar. 24, 2011 – 14:45 (UTC)

I am promoting this reader suggestion to the Talk page because it makes a good point that I think we should address in the next edit of the government section.

**Mortyman** found this article **helpful**: **\* \* \* \* \*** **Average** Nov. 17, 2010 – 12:32 (UTC)

Most of the article has too positive a tone, in light of the high disapproval rating of Governor Granholm. It can be improved by noting the link between her Harvard Law School training and her anti-business policies. It omits her opposition to the referendum that banned race preferences. It omits her link to the UAW. It touches on the flight of young Michiganders to non-Michigan states, but doesn't emphasize the importance of this phenomenon. It omits the fawning treatment of Governor Granholm by the Michigan news media.

► Expanded post

[See article changes](#)

Was this suggestion helpful?

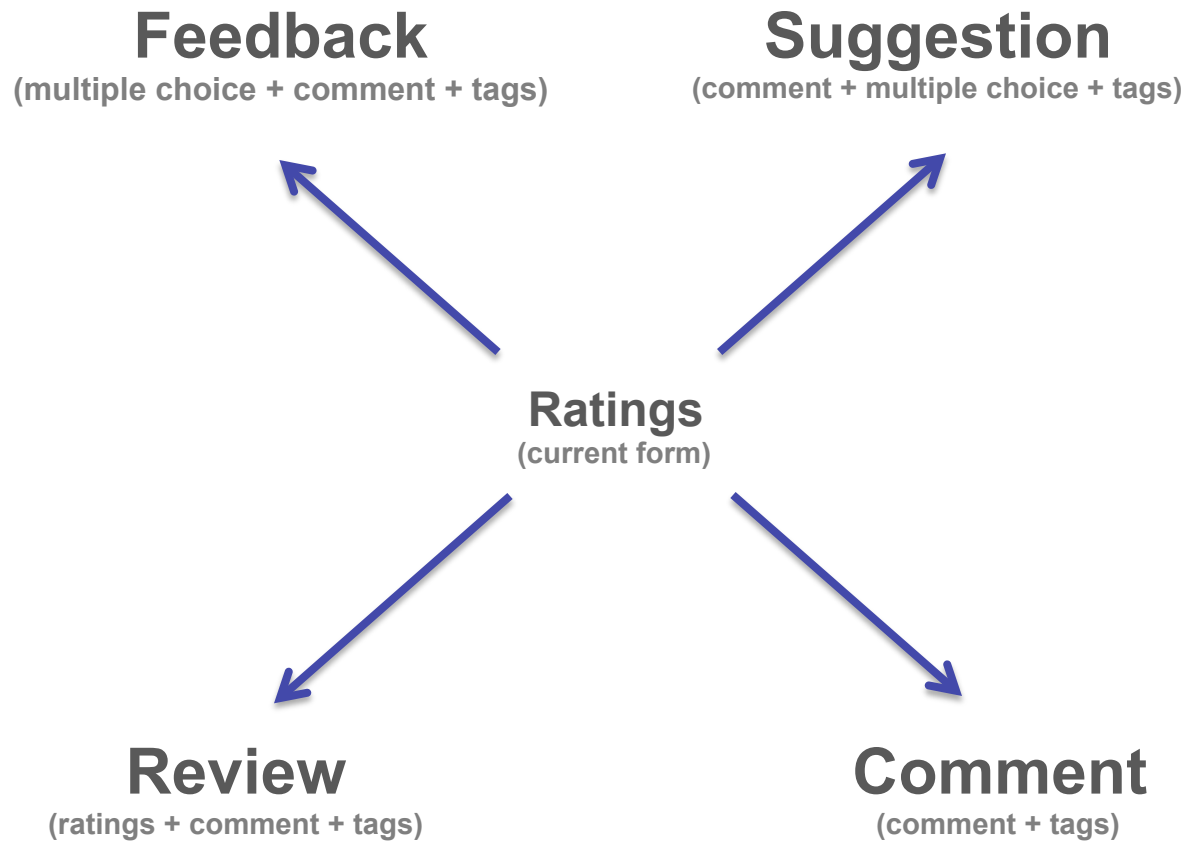
[Report abuse](#)

[ ... etc.... ]



# Directions

Here are four possible directions for extending the current rating tool.



# Feedback Form

WIREFRAME

## Share your feedback ? X

Was this article helpful? Yes No Not Sure

Add a comment. 10 words minimum

Did find what you were looking for? Any suggestions for improvement?

▶ Tell us more

Post your feedback Cancel Help See all posts >>

# Suggestion Form





WIREFRAME

## Suggestion Box

? X

How could this article be improved? 10 words minimum

Describe your suggestion.

Category:  Idea  Question  Problem  Praise



▶ Tell us more

[Post your suggestion](#) [Cancel](#) [Help](#) [See all suggestions >>](#)

# Review Form

WIREFRAME

## Review this page ? X

How do you rate this article?   **Good**

Add a comment. 10 words minimum

Did you find what you were looking for? Any ideas for improvement?

▶ Expand your review (optional)

**Post your review** Cancel [How to review](#) [See page reviews >>](#)

# Comment Form

WIREFRAME

## Add a comment ? X

Share your feedback on this article. 10 words minimum

Did you find what you were looking for? Any ideas for improvement?

Please be civil. Focus on facts and cite your sources. Check our [guidelines](#) >>

▶ Tell us more

[Post your comment](#) [Cancel](#) [See all comments >>](#)

# Key Features

- **simple feedback form** on article pages
- **calls to action** based on user response
- **feedback page** for each article page
- **moderation tools** for managing posts



# Calls to action

- **take a survey** (link to survey page)
- **edit this article** (if logged in)
- **sign up** or **login** (if logged out)

Optional:

- **get email notifications** (if my post is used)
- **see what others said** (link to feedback page)
- **rate more articles** (link to reviews page)
- **learn how to edit** (link to quick guide)



# Related Features

- **survey** for feedback about the tool
- **create a new account** on Wikipedia
- **login** with current Wikipedia account
- **email capture** form (if they want notifications)
- **help tips** or review guidelines
- **metrics collection** for quantitative data





## Optional Features (Stage 2)

- **talk page** display of featured posts
- **reviews widget** on article page sidebar (links to form + reviews)
- **list / edit your posts** on 'My Talk' or contributions page
- **spam detection** and ranking / filtering algorithms
- **email notifications** when posts are promoted to talk page
- **email follow ups** to encourage more participation
- **admin dashboard** showing posts from all article pages
- **RSS** and/or **APIs**





User Type	Reader	Contributor	Editor
Visits/Month	1 Time / Month	5+ Times / Month	10+ Times / Month
Time/Visit	1-3 Minutes	3-5 Minutes	5-10+ Minutes
Main Activities	<ul style="list-style-type: none"><li>• Read Articles</li><li>• Read Notes</li></ul>	<ul style="list-style-type: none"><li>• Post Feedback</li><li>• Read Feedback</li></ul>	<ul style="list-style-type: none"><li>• Edit Articles</li><li>• Moderate Feedback</li></ul>
Total Users	420,000,000+	grow to 42,000,000+ ?	grow to 420,000+ ?
% Total	90%	9%	1%

# Our Vision



- Help **readers get more engaged.**
- Give them tools to **suggest article improvements.**
- Encourage them to **become editors** over time.
- Make this valuable for **experienced editors** as well.
- Get readers and editors to **collaborate**, so everybody wins!



# Learn More

**Article feedback - Project page:**

[www.mediawiki.org/wiki/Article\\_feedback](http://www.mediawiki.org/wiki/Article_feedback)

**Article feedback - FAQ:**

[www.mediawiki.org/wiki/Article\\_feedback/FAQ](http://www.mediawiki.org/wiki/Article_feedback/FAQ)



**Plan**

# Timeline (Stage 1)

## 1. Planning

**Project plan and research**

(Sep.-Oct. 2011, 2 weeks - Done)

## 2. Development

**Design and develop service up to launch**

(Oct.-Nov. 2011, 6-8 weeks)

## 3. Release

**Launch, test and tweak live service**

(Dec. 2011, 2-3 weeks)

## 4. Report

**Analyze user data, recommend next steps**

(Dec. 2011 - Jan. 2012, 2-3 weeks)



# Phase 1: Planning

We completed this phase in our first two weeks.

*Goal:* **Project plan, design** and **research**

- ✓ Define **goals** and **scope**
- ✓ Research **needs** and **metrics**
- ✓ Design **key features**
- ✓ Create first **wireframes**
- ✓ Sign up **development partners**
- ✓ Prepare **project plan**



# Phase 2: Development

(Oct.-Nov. 2011, 6-8 weeks)

*Goal:* **Develop** and **test a basic service** through launch

- **Design user experience**, all **graphics** and **slides**
- **Host discussions** with community, **user survey**
- **Write service requirements** and **specs**
- **Develop core service** on staging site
- **Set up metrics** and **data collection**
- **Test private beta** with first participants
- **Update launch plan** and **communications**





# Phase 3: Release

(Dec. 2011, 2-3 weeks)

*Goal:* **Launch, tweak** and **support new service**

- **Launch service** on dozens of pages (Dec. 1?)
- **Promote service** to community, **host discussions**
- **Conduct A/B tests** for **key features**
- **Adjust features** based on **user feedback**
- **Monitor metrics** and **collect user data**
- **Moderate** key pages, **interact** with community
- **Track bugs** and **feature requests**



# Phase 4: Report

(Dec. 2011-Jan. 2012, 2-3 weeks)

*Goal:* **Study results, recommend next steps**

- **Analyze user data** based on implicit and explicit metrics
- **Send online survey** and **interview** with key participants
- **Write key findings** and **post recommendations** for next steps
- **Post open source code** as **MediaWiki extension**
- Prepare updated **project plan** and **budget** for next phase

