

ACCOUNT CREATION

Wikimedia Outreach

a Wikimedia Foundation initiative, aiming at increasing the number of people who create a user account and actually start editing



WIKIMEDIA
OUTREACH

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WIKIMEDIA

Wikimedia needs new contributors.
Let's reach out. Together.

The account creation process is the first introduction for people who want to start editing.

Currently, users visit our registration page, and are presented with a wall of text. It looks

complicated, unwelcoming, and there's no explanation of the benefits of an account.

Together, we'll research why people create an account and start editing and

develop new solutions to improve our experience.

We need our community to assist. Please sign up to participate and invite your community to get involved.

Research is key.

Why do visitors sign up?
Why do editors contribute?

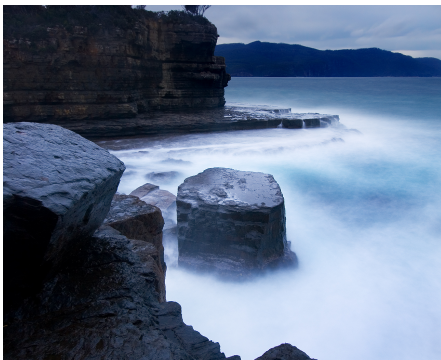
Before we change our account creation process, we need to find out what we should change.

That's why we're doing research.

Step 1

Wikipedia is one of the most visited sites on the web. We're comparing our account creation process with other popular websites.

- Who are they?
- What do they emphasize?
- What can we learn?



you can make this happen. **Reach out.**



reach out.

Step 2.

Our focus isn't on personal information. In fact, we don't ask users for their real name.

- What is the impact of this strategy?
- How can we market this to our advantage?
- What can we learn?

Step 3.

After the account is created, the user is logged in. Now what?

- What do other websites do to keep users hooked?
- How can we get users contributing from the very beginning?
- Where else can we **reach out**?

Together, we can do this.
Let's get started.

Gather support. Our communities—every language, every project—have to get involved to make this a success.

Brainstorm. We want to hear your ideas. After all, this is about you.

Implement. We'll get our ideas together and send them out to the world.

Evaluate. After we deploy our solutions, we'll test different methods and evaluate what works best.

Today is the day.



we're ready to go.

why not

reach out?



Getting more information

Got questions?

Discuss the project with us, leave a suggestion, or sign up.

Imagine a world in which every single human being can freely share in the sum of all knowledge. **That's our commitment.**

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