

# **Article Feedback V5**

**Project Overview** 

Prepared by:

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Nov. 2, 2011

### **Article Feedback Goals**

- engage readers to participate more on Wikipedia
- focus on **article quality** and article **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."

#### **Read Article**





**Post Feedback** 



**Edit Article** 

#### **Touchpoints**



Editors promote the best posts to Talk.

#### **Feedback Form**

Share your feedback	?
Did you find what you were looking for? Yes No	
How can we improve this article?	
Your feedback will be shared here. See our privacy policy. Post your feedback	



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Main page		From all posts (127)	Rating: ★ ★ ★ 🛣 Go	ood [	Details	S »		Add your fee	dback
Contents Featured content Current events		Show: Comments only	Sort by: Date						
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Svenska			Show More Feedback				1

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The Free Encyclopedia

Article Discussion

Search

**WIREFRAME** 

[edit]

Read Edit View history

Q

#### Talk: Jennifer Granholm

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 feedback

**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

Was this suggestion helpful? Yes No

Report abuse

See article changes

Add a suggestion

[ ... etc.... ]

Main page Contents Featured content Current events Random article Donate to Wikipedia

Interaction

Help About Wikipedia Community portal Recent changes Contact Wikipedia

Toolbox
 What links here
 Related changes
 Upload file
 Special pages
 Permanent link
 Cite this page
 Rate this page

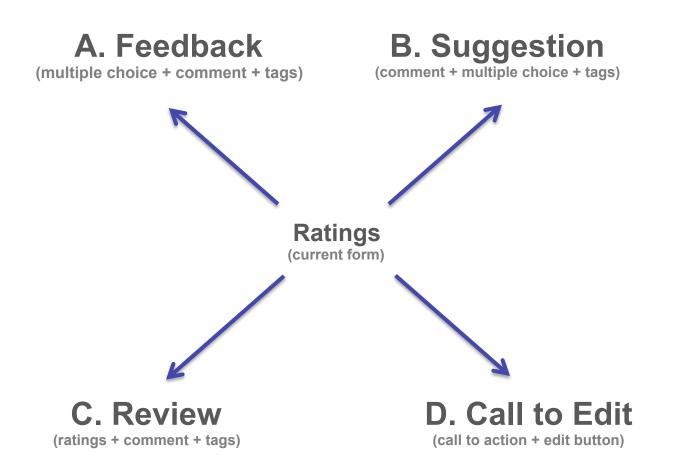
#### Print/export

▼ Languages العربية Dansk Deutsch Español Français 한국어 Italiano Latina 日本語 Norsk (bokmål) Polski Русский Simple English Suomi

Svenska

#### **A/B Test Options**

We will test four possible directions for extending the current rating tool.



#### **Feedback Form**

Share your feedback	?
Did you find what you were looking for? Yes No	
How can we improve this article?	
Your feedback will be shared here. See our privacy policy. Post your feedback	

#### **B. Suggestion**

Suggestion	P Question	A Problem	🍑 Praise
Describe your su	uggestion		
Jeschbe your st	uggestion.		
Jeschbe your si			
Jeschbe your si	uggestion.		

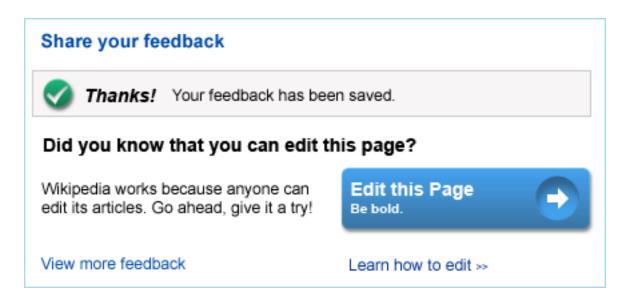
#### **C. Review**

Review this page	
How do you rate this article?	🖌 🜟 Good
Did you find what you were looking for? Any ideas f	or improvement?
Your post will be shared here. See our privacy policy.	Post your review

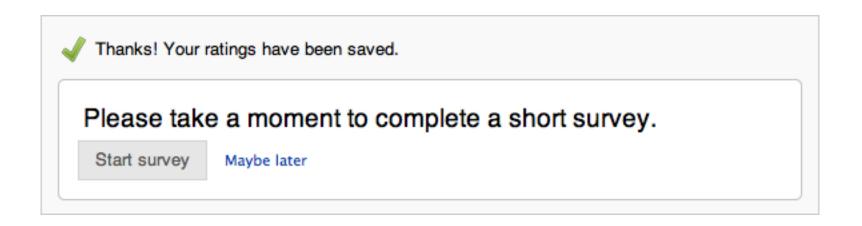
#### **D. Call to Edit**

Н	elp edit this page		0
Di	d you know that you can edit th	is article?	
G	ive it a try and help make Wik	kipedia better.	
Le	arn how to edit >>	Edit this page	

#### **Call to Action – Edit this page**



#### **Call to Action - Survey**



Share your feedback	?	WIREFRAME
Did you find what you were looking for? Yes No		
How can we improve this article?		
Label: 🖉 Suggestion 🧖 Question 🥼 Problem 🤎 Praise		
Tell us more (optional)		
1. How could this article be improved?		
Needs more text Needs more photos		
X Needs more <b>references</b> Needs more <b>citations</b>		
Needs more links Needs more editing		
2. How do you rate this article?		
ls it credible? 🛛 🛠 🛠 🛠 樕 🗴 Credible		
ls it neutral? 🛛 \star \star 🐄 🐄 x Biased		
Is it thorough? 🛛 🛠 🛠 🛠 樕 🗴 Thorough		
ls it well-written? \star \star \star 🐄 x Adequate		
3. How much do you know about this topic?		
I am a content expert 🔻		
Your post will be shared here. See our privacy policy. Post your feedback	]	

### **Key Features**

- feedback forms (phase 1.0)
- calls to action (phase 1.0)
- expanded feedback (phase 1.5)
- feedback page (phase 1.5)
- moderation tools (phase 1.5)



### **Calls to Action**

- take a survey (link to survey page)
- edit this article (if logged in)
- sign up Or login (if logged out)
- get email notifications (if my post is used)

Optional:

- discuss this article
- view feedback page
- learn how to edit



### **Related Features**

- survey for feedback about the tool
- email capture form (if they want notifications)
- help tips or review guidelines
- metrics collection for quantitative data



## **Community Ideas**

Phase 1:

- Comment box
- "Did you find what you were looking for?"
- Checkboxes for suggested improvements
- Make rating tool more visually compact
- Hide AFT for recently created pages
- Different calls to action

Phase 1.5:

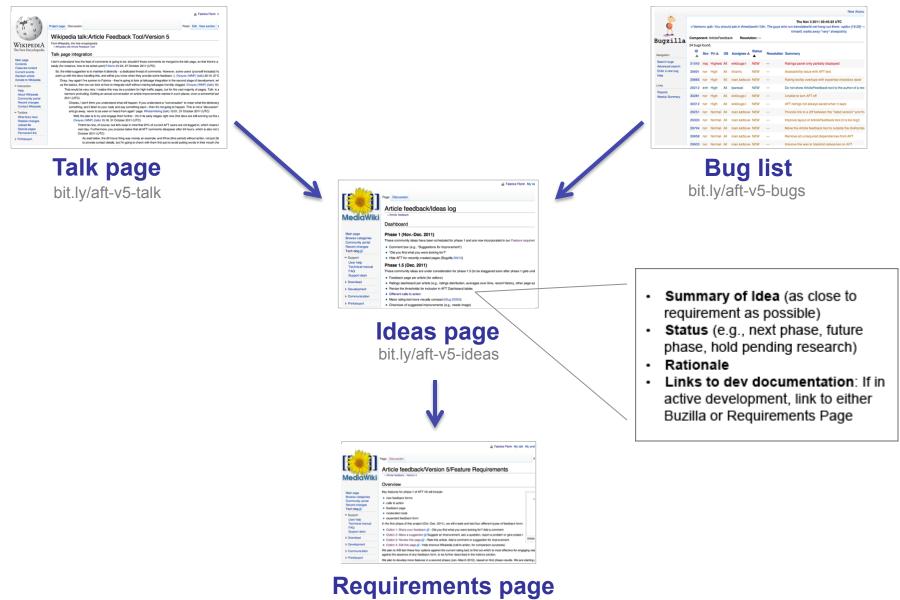
- Dashboard with recent feedback and page metrics
- Allow permanent linking of page scores
- Courtesy diff link to the rated revision

Phase 2:

- Ratings details (counts, distribution, averages over time)
- Promote (or post) feedback/comments to talk page
- Let registered users track pages they rated
- Comments feed per article (for editors) RSS/API?



#### **Communication Funnel**



bit.ly/aft-v5-features

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	• Read Articles	• Post Feedback	• Edit Articles
Activities	• Read Notes	• Read Feedback	• Moderate Feedback
Total Users	420,000,000+	grow to 42,000,000+ ?	grow to 420,000+ ?
% Total	90%	9%	1%

### **Our Vision**



- Help get readers more engaged.
- Give them tools to suggest article improvements.
- Encourage them to **become editors** over time.
- Offer practical feedback tools to **experienced editors**.
- Get readers and editors to **collaborate**, so everybody wins!





#### **Timeline** (Phase 1)

#### 1. Planning

#### **Project plan and research**

(Sep.-Oct. 2011, 3 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)



### **Stage 1: Planning**

We completed this phase in our first 3 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



### Stage 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 (IRC/voice/Skype)
- Write updated requirements and specs
- **Develop core service** in small increments (1.0 1.5)
- Set up metrics and data collection
- **Test private beta** with first participants
- Update launch plan and communications



### **Stage 3: Release**

(Dec. 2011, 2-3 weeks)

Goal: Launch, tweak and support new service

- Launch service on dozens of high-traffic pages
- 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



### **Stage 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 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



#### Schedule (Phase 1)

Phase 1 Development Start:	20-Oct-11
First Requirements:	25-Oct-11
First Community Call/Outreach:	27-Oct-11
First Partial Code Delivery:	4-Nov-11
First Code Testing Start:	10-Nov-11
Updated Requirements:	10-Nov-11
Development/Design Iterations	through Nov. 21
First Release Code Delivery:	23-Nov-11
Release Code Review Start:	28-Nov-11
Release Code Testing Start:	1-Dec-11
First Code Release:	7-Dec-11
A/B Testing Monitoring/Tweaks:	through Dec. 21
Second Code Release:	14-Dec-11
Phase 1 End:	23-Dec-11



# **Project Team - Contractors**

(6 FTEs at peak – all OmniTI except Fabrice)

- Product Lead
- VP Business Development
- Project Manager
- PHP Developer 1
- PHP Developer 2
- UI Developer/Designer
- QA Tester

Fabrice Florin Leon Fayer Yoni Shostak Reha Sterbin Greg Chiasson Sean Heavey TBD

# **Project Team - Wikimedia**

(2 FTEs at peak)

- VP Engineering / Product
- Senior Product Manager
- Engineering Director
- Research Analyst
- UX Designer
- Code Review / Testing
- Community Outreach

Erik Moeller Howie Fung Alolita Sharma Dario Taraborelli Brandon Harris Roan Kattouw Oliver Keyes Communications

# **Communication channels**

- Wikien-I mailing list
- Tech blog
- Foundation blog
- Village Pump
- Mediawiki project page
- What's This? Wikipedia EN
- Article Feedback Ideas/Plan
- Bugzilla
- IRC
- Skype
- Survey Monkey



#### **Useful Links**

AFT V5 - Intro page bit.ly/aft-v5-intro

AFT V5 - Talk page bit.ly/aft-v5-talk

AFT V5 - Ideas page bit.ly/aft-v5-ideas

AFT V5 - Feature Requirements bit.ly/aft-v5-features

AFT V5 - Project Hub Page bit.ly/aft-v5



## Workgroup

- Create a community workgroup for this project
- Publish a high level schedule with milestones
- Outline a set of discrete tasks for editors
- Periodic check-ups via IRC/voice/Skype
- Find engaged community members
- Enlist WMF community folks to help



Development

### **OmniTI Services & Deliverables**

### Services

- UI development and visual design
- Software and database development
- Testing and quality assurance
- Project management

### Deliverables

- Requirements Document
- High-level Designs, Wireframes and Workflows
- Software Development/Design Iterations
- Testing
- Code Releases
- Code Updates & Documentation



### **Agile Development Process**

- short sprints for working code delivery to the product manager
- frequent, ideally daily, check-ins with the development team
- frequent, ideally continuous testing of running code on staging
- focus on making short term tasks and work product visible

(instead of developing elaborate PRDs and long-term plans)



### **Platforms**

- Windows
- Mac
- Linux
- iOS?
- Android?
- Mobile Web?

- Internet Explorer 7+?
- Firefox 3.0+?
- Safari 5.0+ ?
- Opera 10.0+?
- Chrome 5.0+?



**Metrics** 

### **Metrics**

### Usage:

- How many people posted a rating?
- How many people posted a **comment**?
- How many people posted more feedback?
- Which **version** of the tool was used most?
- Which feedback input was used most?

### Engagement:

- How many people posted an edit?
- How many people signed up?
- How many people logged in?
- How many people shared their email?

### Satisfaction:

- Did readers find the tool useful?
- Did editors find the tool useful?
- Which tool version (or input) was found most useful? Why?

### Quality:

- How did reader ratings compare to editor ratings? to expert ratings?
- How many feedback posts were voted up or down by the community?
- How many feedback posts were featured or hidden by editors?
- How many feedback posts led editors to email the contributor?

# **Metrics - Key Data**

#### **Participants**

Unique Visitors Unique Members New Members Trusted Contributors Featured Contributors Deleted Contributors Unique Editors Active Editors Moderating Editors

#### Conversions

Readers to Contributors Readers to Members Readers to Editors Contributors to Members Contributors to Editors Contributors to Admins

#### Outcomes

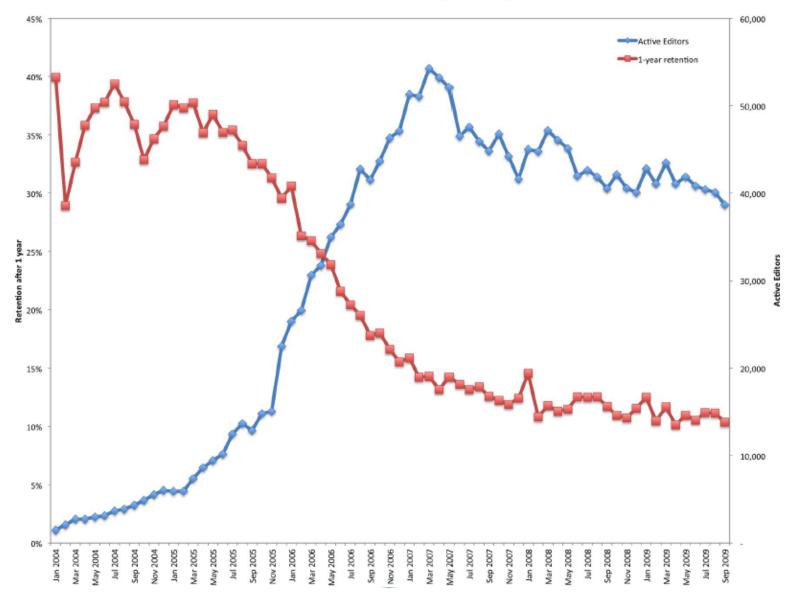
Feedbacks Posted Feedbacks Rated Feedbacks Rated High Feedbacks Rated Low Feedbacks Moderated Feedbacks Featured Feedbacks Hidden Edits by New Members Edits by Inactive Editors Edits by Active Editors

#### Traffic / Other

Pageviews Visits Surveys Talk Page Activity Social Media / Press Mentions

### **Wikipedia Key Metrics**





### **AFT Metrics - Calls to Action**

### CTA click-through, completion and conversion rates (v.4)

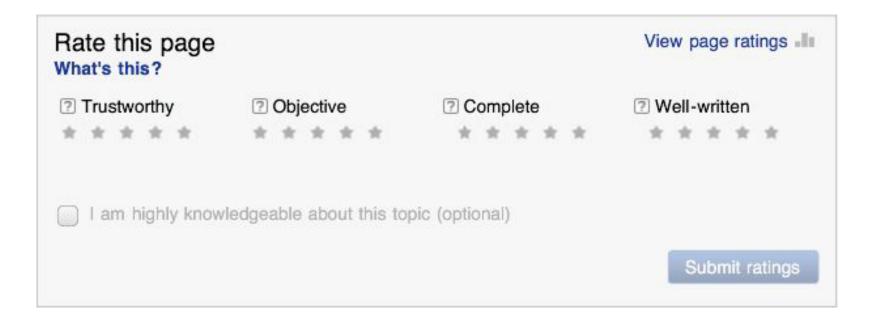
	CTR	СМР	CNV
Edit	17.4%	15.3%	2.7%
Join (signup)	4.7%	n/a	n/a
Join (login)	3.5%	n/a	n/a
Survey	37.2%	64.8%	24.1%

# **AFT Metrics - Ratings by Page**

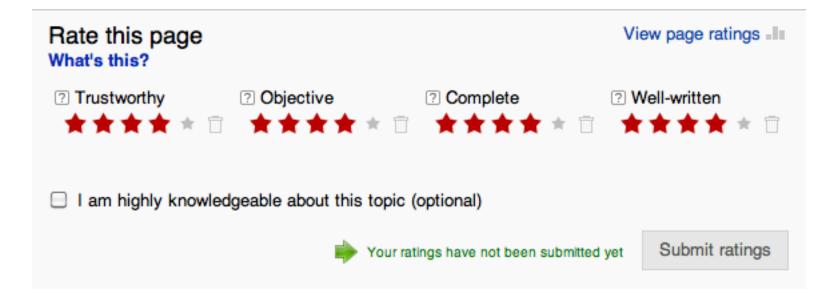
Page Title	Average Rating	Total Ratings	Featured /Good?
Stargate_(device)	4.77	26	-
John_Wooden	4.68	25	-
2009-10_Premier_League	4.62	35	-
Dirk_Nowitzki	4.61	43	GA
The_Wire	4.58	103	FA
Boston_Red_Sox	4.57	36	-
List_of_Fullmetal_Alchemist:_Brotherhood_episodes	4.56	60	
The_Dark_Knight_(film)	4.55	177	GA
2010-11_La_Liga	4.55	261	-
Final_Fantasy_VII_Advent_Children	4.54	28	GA
The_Marshall_Mathers_LP	4.52	81	-
Survivor:_Redemption_Island	4.52	141	-
Dante_(Devil_May_Cry)	4.51	27	GA
List_of_Law_&_Order:_Special_Victims_Unit_episodes	4.51	32	-
Edge_(wrestler)	4.51	468	GA
Empire_of_Brazil	4.51	61	FA
ls_This_lt	4.50	44	FA
Mac_Mini	4.50	25	-
2010-11_Copa_del_Rey	4.50	171	-
List_of_Arrested_Development_characters	4.49	45	-
Rocky	4.48	27	-
Calvin_and_Hobbes	4.47	105	GA
Vs(Pearl_Jam_album)	4.46	27	GA
List_of_Saw_characters	4.46	34	-
Cylon (reimagining)	4.46	25	

**Current Tools** 

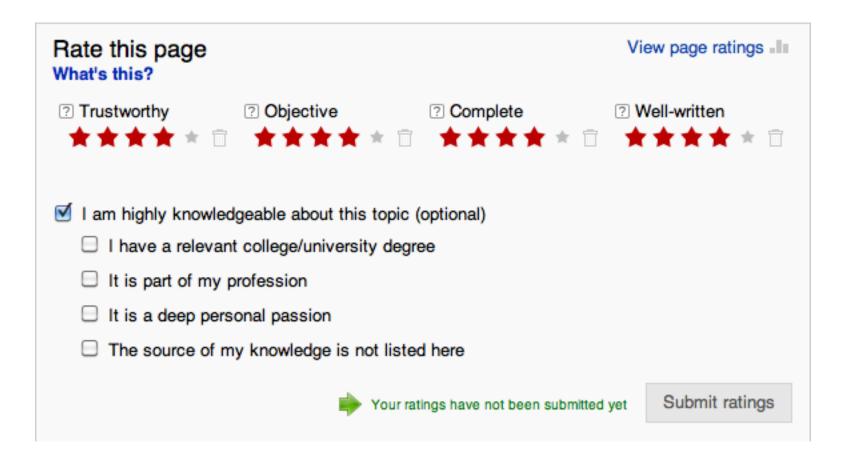
## **Current AFT Form - Before**



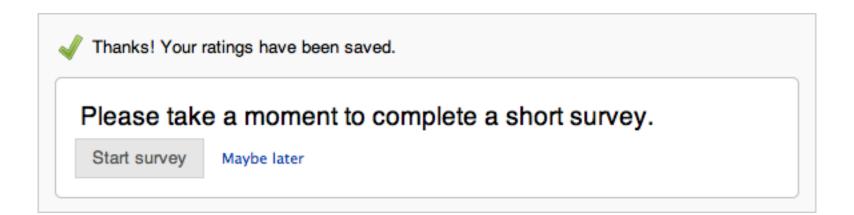
### **Current AFT Form - After**



# **AFT Form - Expertise**



# **Call to Action - Survey**



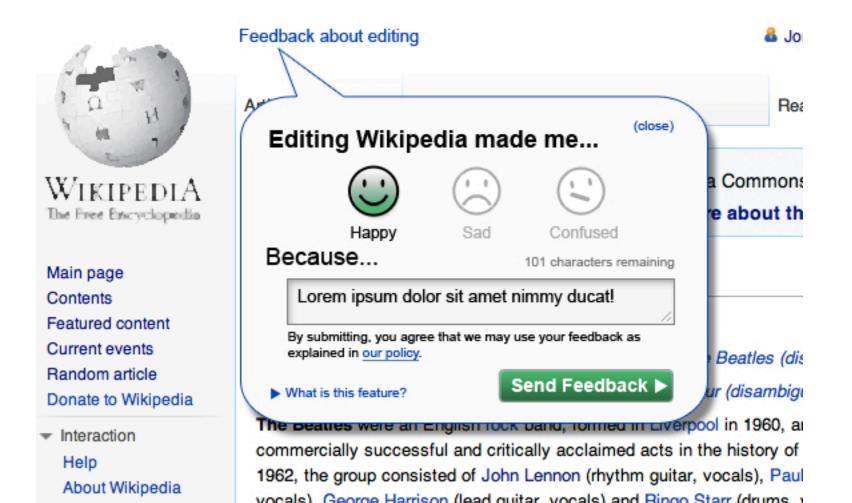
# **Survey Questions**

<ul> <li>Please let us know why you rated this page today (check all that apply):</li> <li>I wanted to contribute to the overall rating of the page</li> <li>I hope that my rating would positively affect the development of the page</li> <li>I wanted to contribute to Wikipedia</li> </ul>	
I hope that my rating would positively affect the development of the page	
I wanted to contribute to Wikipedia	
I like sharing my opinion	
I didn't provide ratings today, but wanted to give feedback on the feature	
Other	
Do you believe the ratings provided are useful and clear?	
Yes	
⊖ No	
Do you have any additional comments?	
This is a good start, but there are ways we can make this process more effective, by adding a comments field perhaps emphasizing suggestions for improvement over ratings.]	d, and
To help improve this feature, your feedback may be shared anonymously with the Wikipedia community.	
Submit	

# **Current AFT Form – Call to Action - Survey**



## **Mood Bar**



#### Jorm (WMF) My talk My preferences My watchlist My contributions Log out.

Q

