

First pass at organizing our ideas:

E3 Product & Experiment Ideas

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Comments

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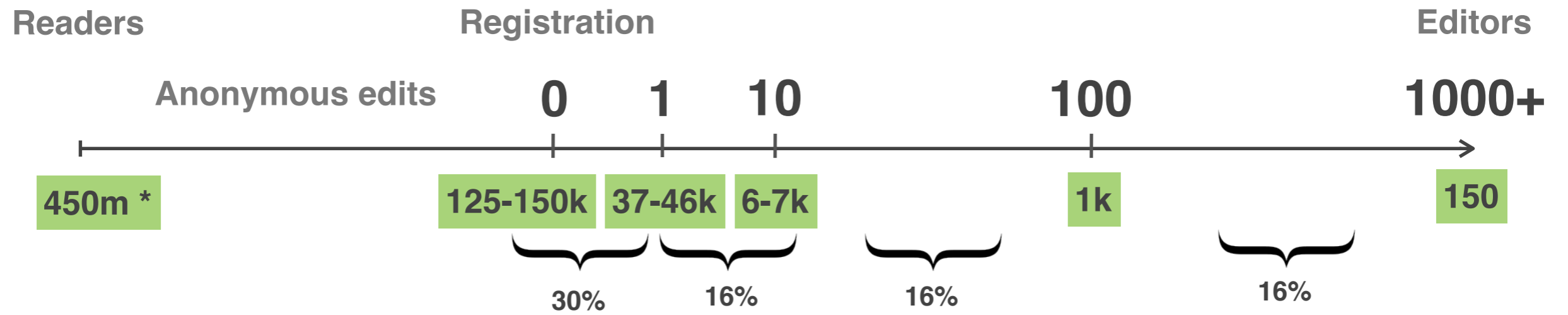
File Edit View Insert Format Data Tools Help All changes saved

EXPERIMENTS												
	A	B	C	D	F	G	H	I	M	N	O	
1	EXPERIMENTS				TARGET		IMPACT				COMMUNIT	
2	Name	Link	Status	Date Live	C	Secondary	4	Retention	Size	Scale		
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)_visib			A		1	1	A	A		
27	Just-in-time mini tutorials	https://office.wikimedia.org/wiki/Editor_Engagement_Experiments/Just-in-time_mini_tut			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		

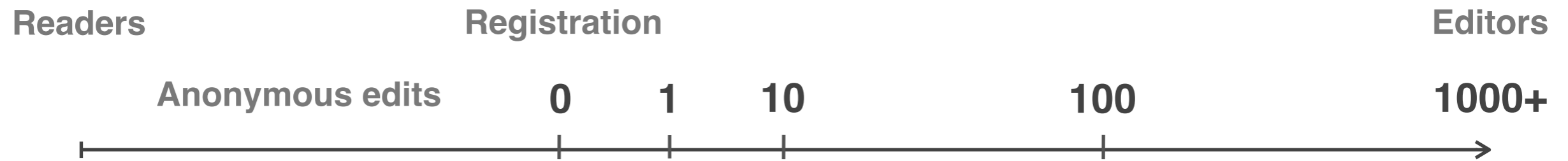
Backlog

EXPERIMENTS

User Lifecycle Framework



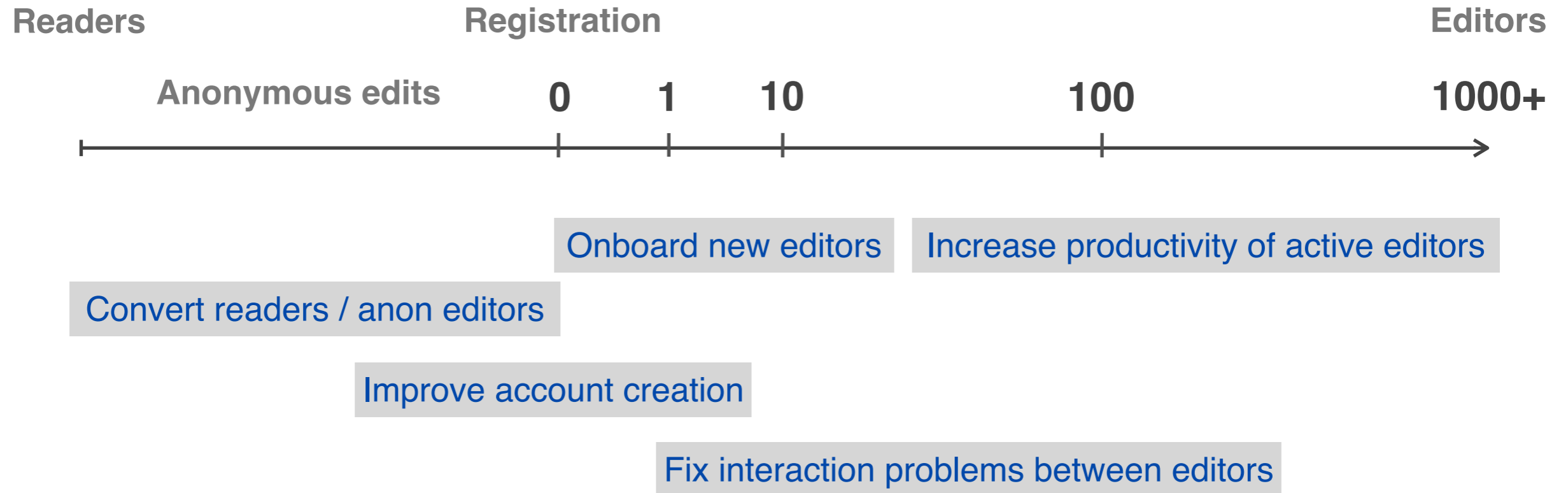
* Uniques for all projects. All other numbers are new each month for English Wikipedia.



Key questions:

- *Who* are we serving, and where are they at in the funnel?
- *What* are we doing to help them move to the next stage?
- *When* is the right time to widen each stage of the funnel, so we can make a big impact?

Areas of Focus for Editor Engagement Experiments



Past Projects

