



The Wikipedia Mobile Experience

Where We've Been and Where We're Going

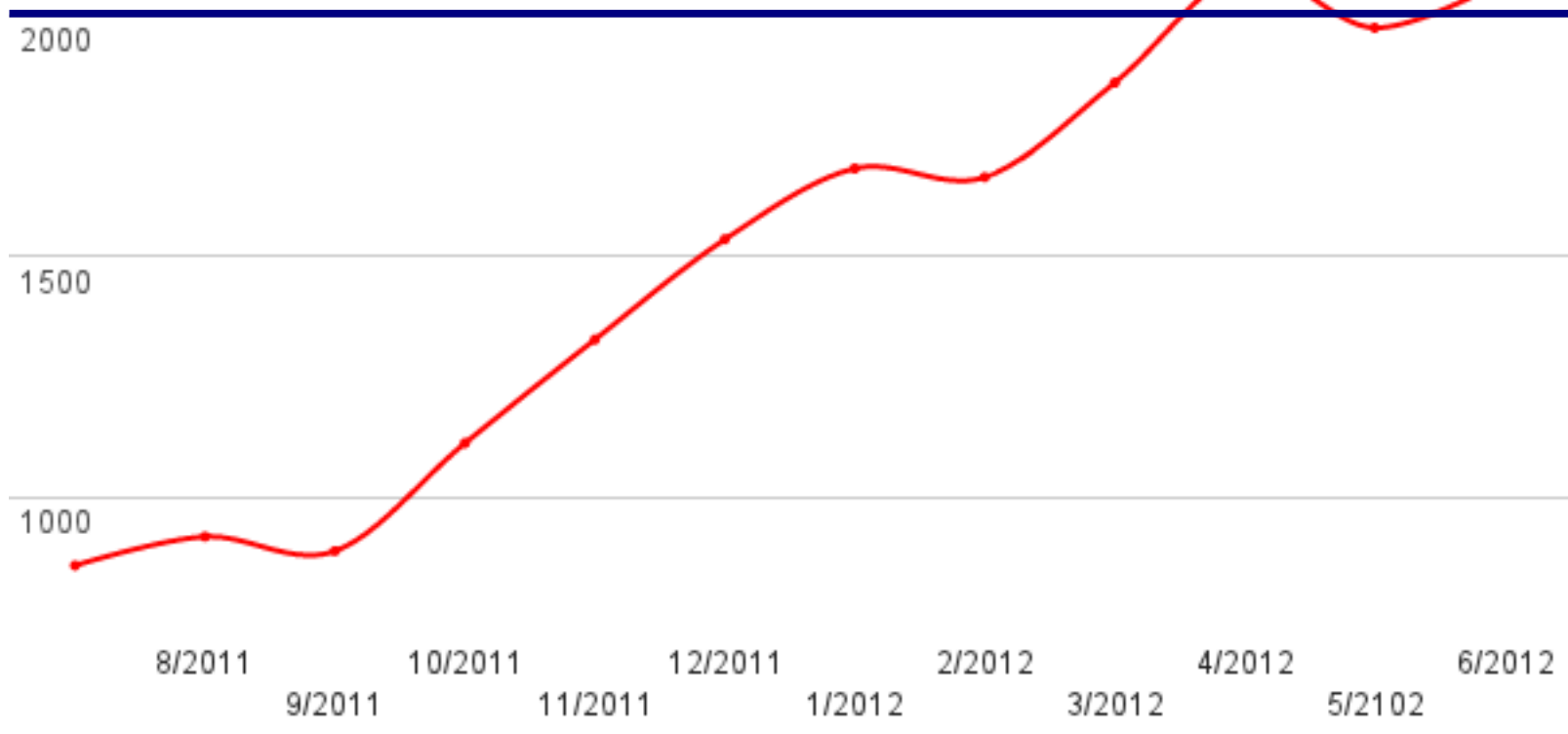
Tomasz Finc (@flyingclimber) – Director of Mobile
Jon Robson (@rakugojon) – Software Developer

It's been a good year ...

- 2 billion page views
- Build the mobile team
- Stabilize mobile platform
- Begin contributory features

- **2 billion page views**
- Build the mobile team
- Stabilize mobile platform
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Mobile Page Views



<http://blog.wikimedia.org/2012/05/03/mobile-milestone-two-billion-page-views/>

- 2 billion page views
- **Build the mobile team**
- Stabilize mobile platform
- Begin contributory features

Mobile and Special Projects



Tomasz Finc
Director of Mobile and Special
Projects



André Engels
Data Analyst



Yuvaraj Pandian
Software Developer — Mobile
(Contractor)



Patrick Reilly
Senior Software Developer —
Mobile



Arthur Richards
Senior Software Developer



Jon Robson
Software Developer, Mobile



Max Semenik
Software Developer — Mobile
(Contractor)

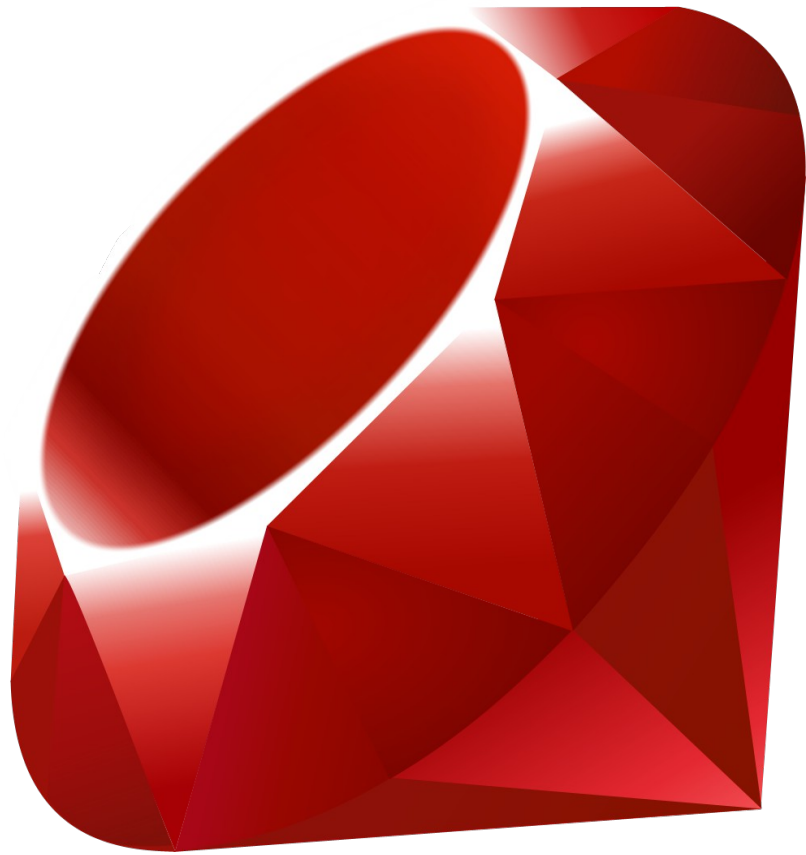


Lindsey Smith
Mobile UI/UX Redesign
(Contractor)



Phil Chang
Product Manager, Mobile

- 2 billion page views
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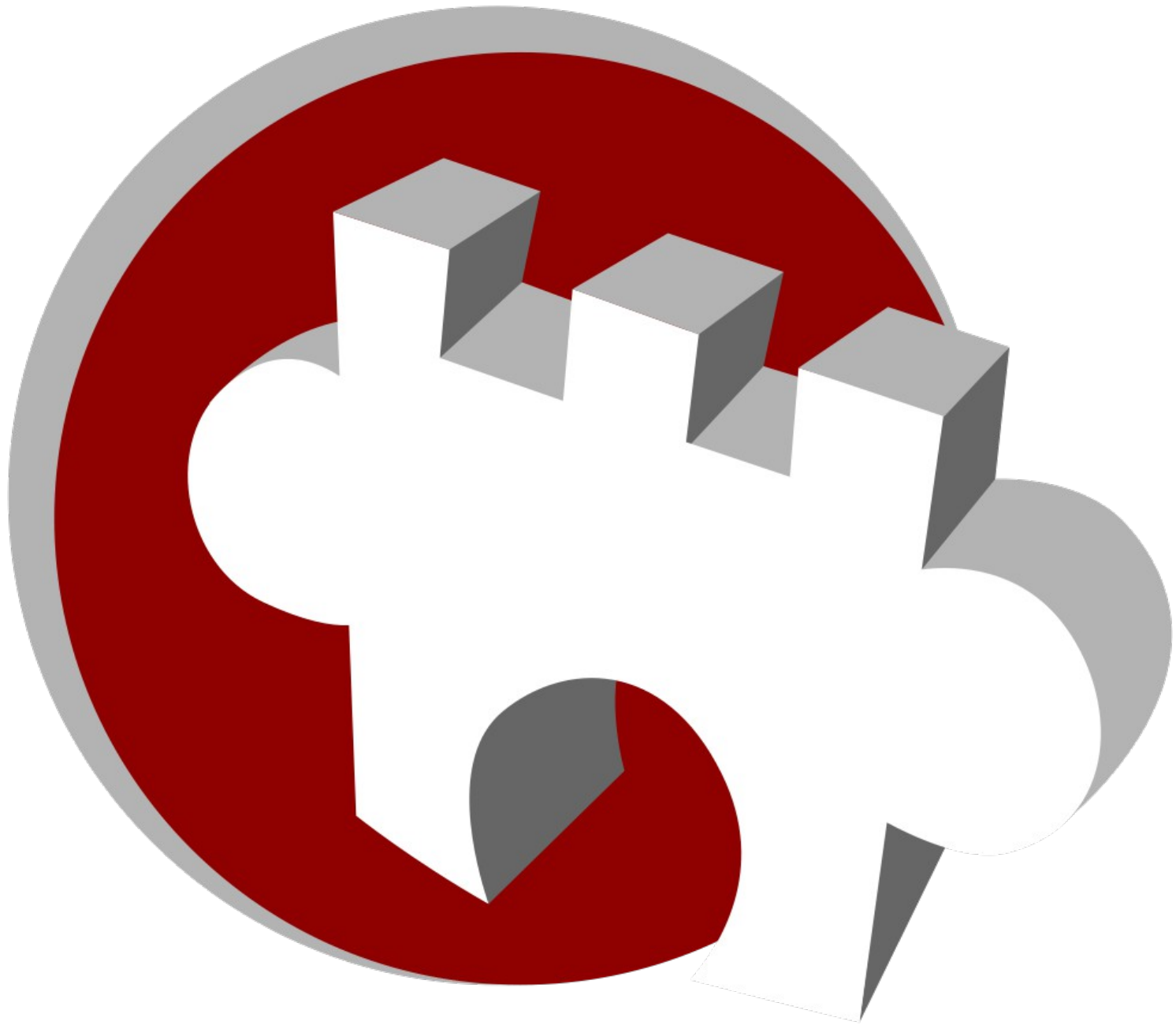
MobileFrontend

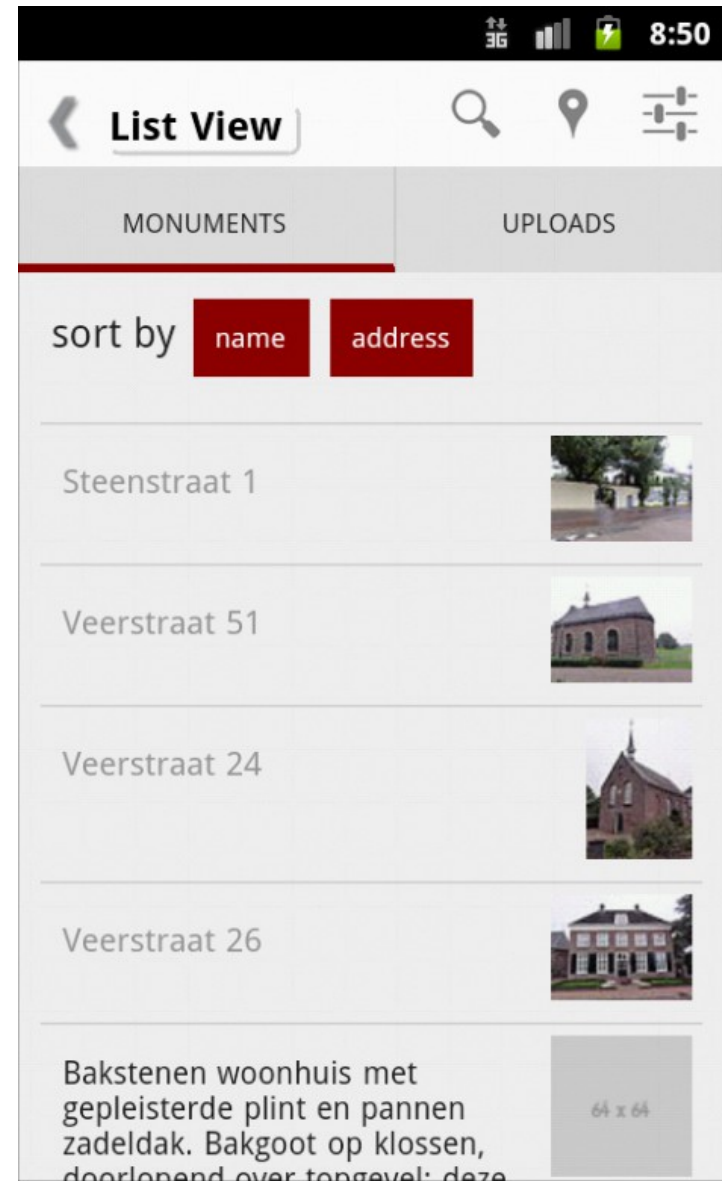
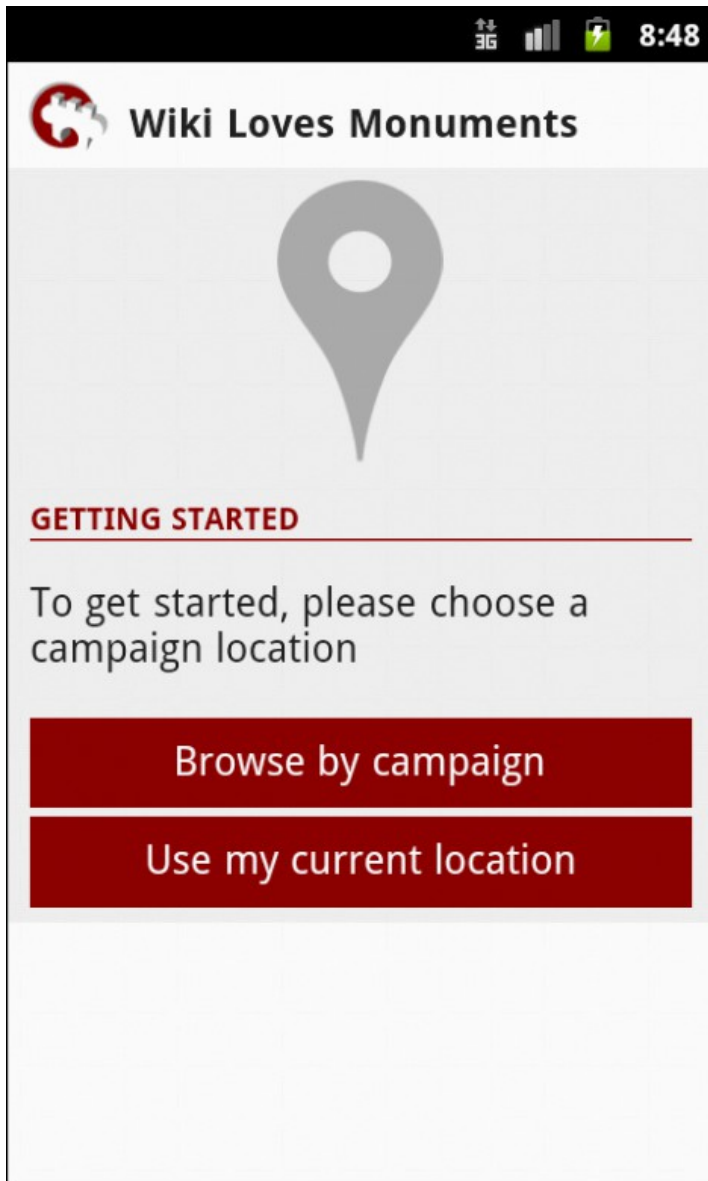
Release status: **stable**

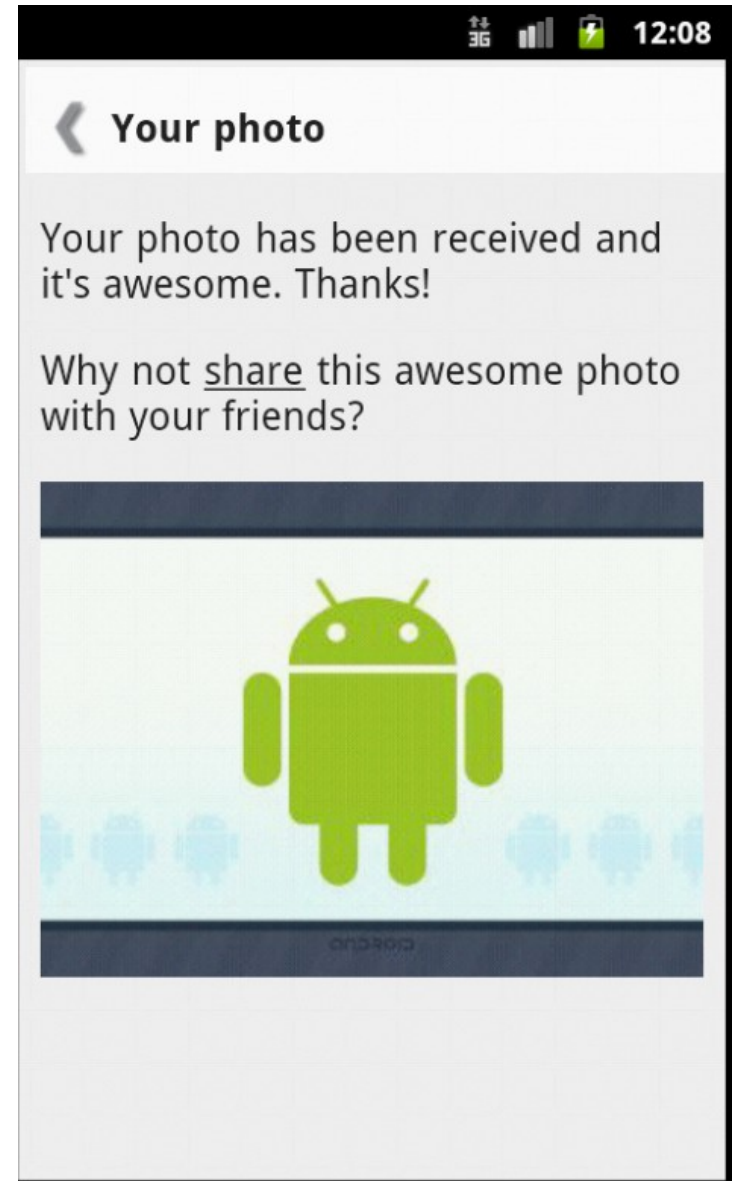
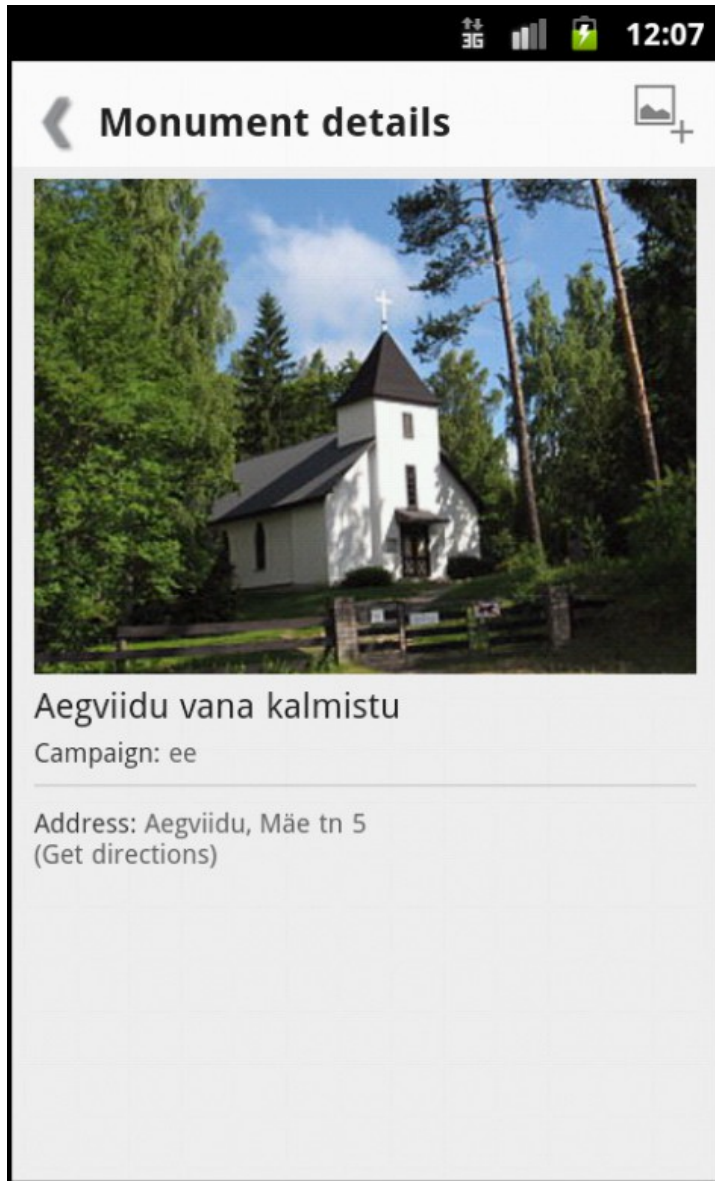
Description	Adds mobile-friendly view capabilities to MediaWiki
Author(s)	Patrick Reilly, Max Semenik, Jon Robson, Arthur Richards
MediaWiki	1.20
PHP	5.3+
License	GPL v2 or later
Download	Download snapshot (Git master) Git ^[?] : repo summary • tree • code changes
Hooks used	[Expand] Check usage ^[?] (<i>experimental</i>)
Bugs: list open ^[?] list all ^[?] report ^[?]	

- 500+ Check ins
- 4+ Active Developers
- Weekly Deployments
 - Live 9/2011

- 2 billion page views
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DEMO

<http://mediawiki.org/wiki/WLMApp>

Follow @WikimediaMobile for
testing updates

But thats not all ...

Wikipedia needed a facelift

thrown into a waste bin, and two [ping pong ball](#) halves for eyes.

Initially, Kermit was as a lizard-like creature. He subsequently made a number of television appearances before his status as a frog was established, which was shortly before *Sesame Street* began. His collar was added at the time to make him seem more froglike and to conceal the seam between his head and body.

Naming

On more than one occasion^{[1][2]} the press has stated that Kermit's name was taken from Jim Henson's childhood friend [Kermit Scott](#), from [Leland, Mississippi](#). However, Karen Falk,

[1] ^ Ferguson, Terri (2008-06-14). "Man for whom frog was named dies" [↗](#). *Delta Democrat Times*. Retrieved 2008-06-15.

< Kermit ×

Kermit the Frog

Kermit Roosevelt

Kermit Ruffins

Kermit

Kermit Maynard

Kermit Cintrón

Kermit Washington

DEMO



WIKIPEDIA
The Free Encyclopedia




WIKIMEDIA
MOBILE



Carrier 1:41 AM

Type your search here...

word of the day



Word of the day for [edit](#), [refresh](#)
July 11

gaggle *n*

1. A group of geese when they are on the ground or on the water.
2. Any group or gathering of related things; bunch.

About Word of the Day • Archive • Nominate a word • Leave feedback



Carrier 1:44 AM

Gib hier deine Suche ein ..

Willkommen bei Wikibooks

Wikibooks ist eine Bibliothek mit Lehr-, Sach- und Fachbüchern. Jeder kann und darf diese Bücher frei nutzen und bearbeiten. Unsere Lehrbücher spiegeln bereits gesichertes Wissen wider, das heißt die hier vermittelten Kenntnisse sind in ähnlicher Form in anderen tatsächlich publizierten Werken des jeweiligen Fachs bereits dargestellt.

Regale



Naturwissenschaften und Technik

Architektur/Bauingenieurwesen,
Astronomie, Biologie, Chemie,
Elektrotechnik,
Geowissenschaften,
Mathematik, Maschinenbau,
Medizin, Natur, Physik, Technik




Carrier 1:42 AM

Tapez votre recherche ici..

Lumière sur

Libye : l'ouverture des bureaux de vote provoque des incidents

Alors que quelques 2 700 000 de Libyens sont appelés aux urnes afin de choisir un « Congrès national général » de 200 membres. Des perturbations ont lieu dans plusieurs bureaux de vote de l'Est de la Libye. 92 % des bureaux de vote restent ouverts.
→ Lire la suite [Modifier] - Crédit image



Tennis : Roger Federer remporte un septième titre à Wimbledon

Roger Federer a aujourd'hui remporté pour la septième fois le trophée de Wimbledon



Carrier 1:45 AM

Строка для поиска...



«
Молиться. Домогаться, чтобы законы Вселенной были отменены ради одного, и притом явно недостойного просителя. — Из книги «Словарь Сатаны»
Pray, v. To ask that the laws of the universe be annulled in behalf of a single petitioner confessedly unworthy.
Амброз Гвиннет Бирс. »

Викицитатник™ больше

Carrier 1:42 AM

اكتب عبارة البحث هنا...

صفحة مختارة

للصباح المنير للشهاب الفيومي

يمن

اليمين الجهة والجارحة وتقدم في اليسار قال الزمخشري أخذت بيمينه ويمناه وقالوا لليمن اليمنى وهي مؤنثة وجمعها أيمن وأيمان.




ويمين الحلف أنشى وتجمع على أيمن وأيمان أيضا قاله ابن الأنباري

Carrier 1:47 AM

Type your search here...

Welcome to Wikiversity

Set learning free with 18,434 learning resources and growing.



"On résiste à l'invasion des armées idées." - Victor Hugo (discuss)

Welcome

Wikiversity is a Wikimedia Foundation project devoted to learning resources, learning projects, and research for use in all levels, types, and styles of education from pre-school to university, including professional training and informal learning. We invite teachers, students, and researchers to join us in creating open educational resources and collaborative learning communities. To learn

Get Mobile Enabled

<http://mediawiki.org/wiki/MobileDefault>

Test your favorite project and report
what works/doesn't on
mobile-l@lists.wikimedia.org

Long wishlist...

disable images
share editing nearby
offline talk
random home
language switch
font size donate related articles
watch lists contributors
desktop/mobile beta opt in
lock page inter-wiki
table of contents

... but where do we put them all?

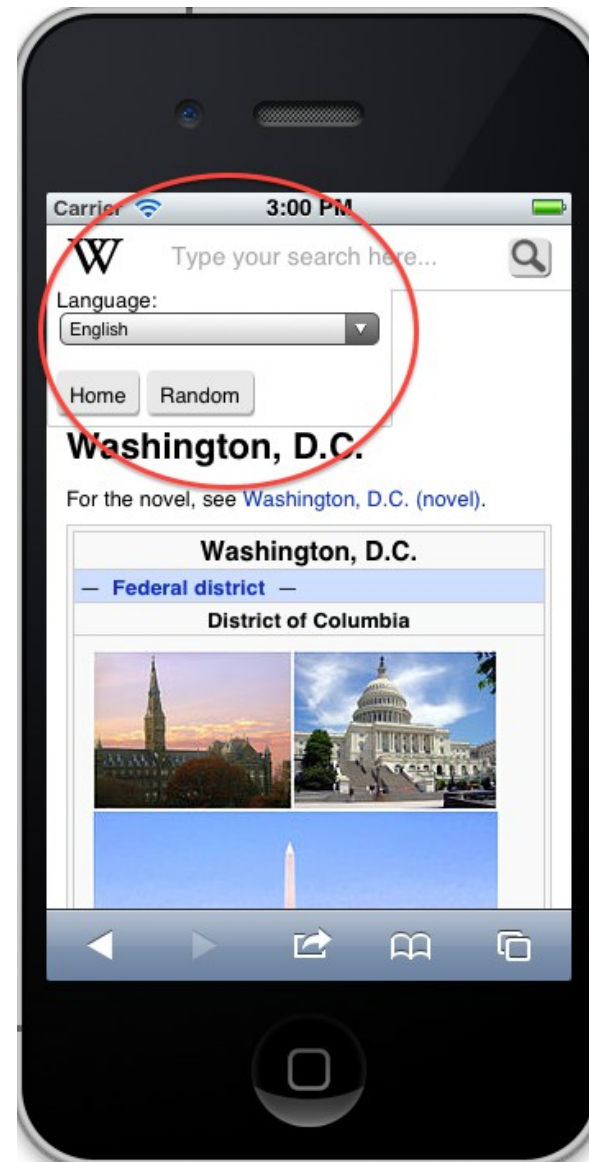


Then the fun stuff!



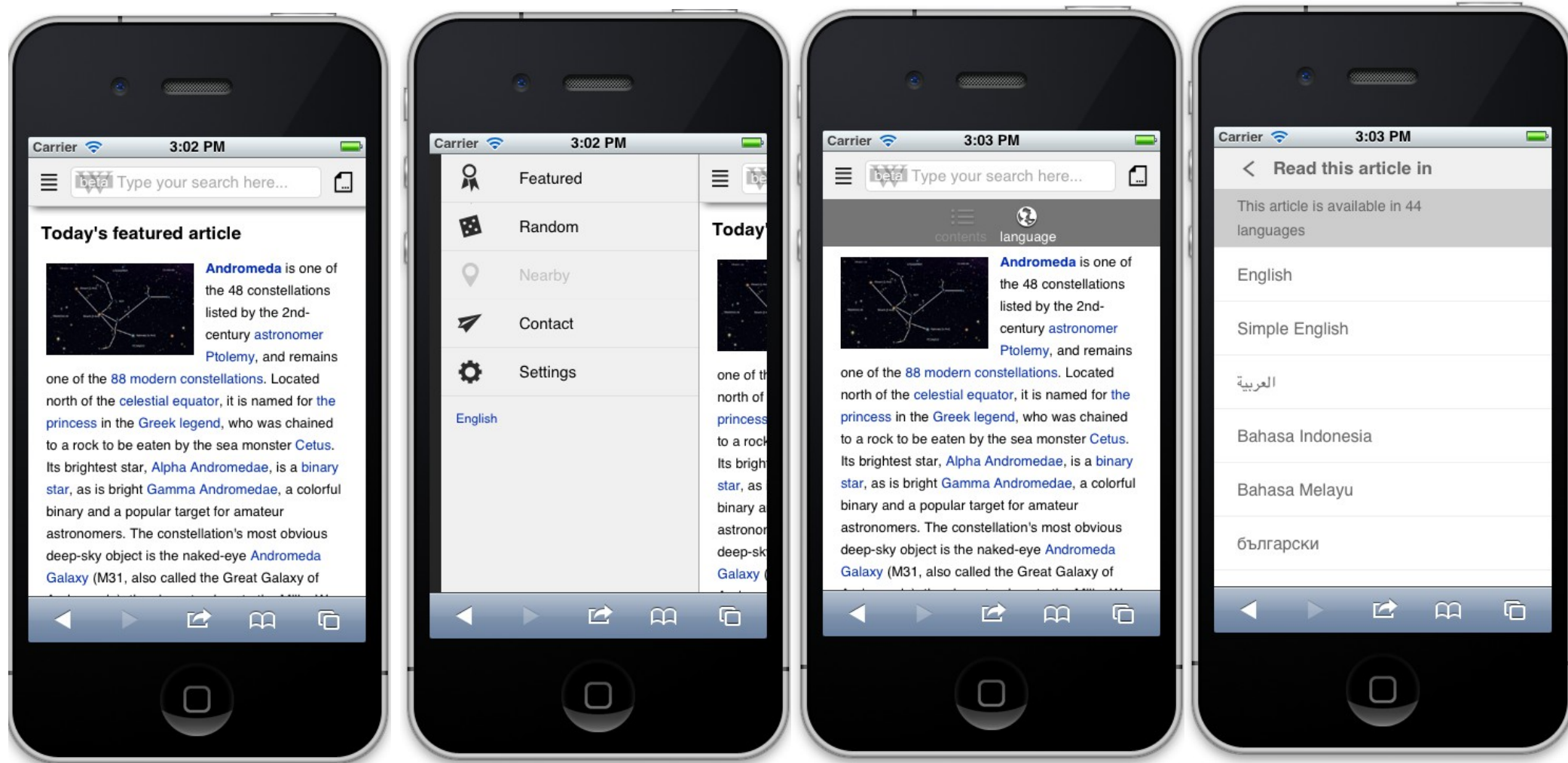
Existing navigation

Undiscoverable



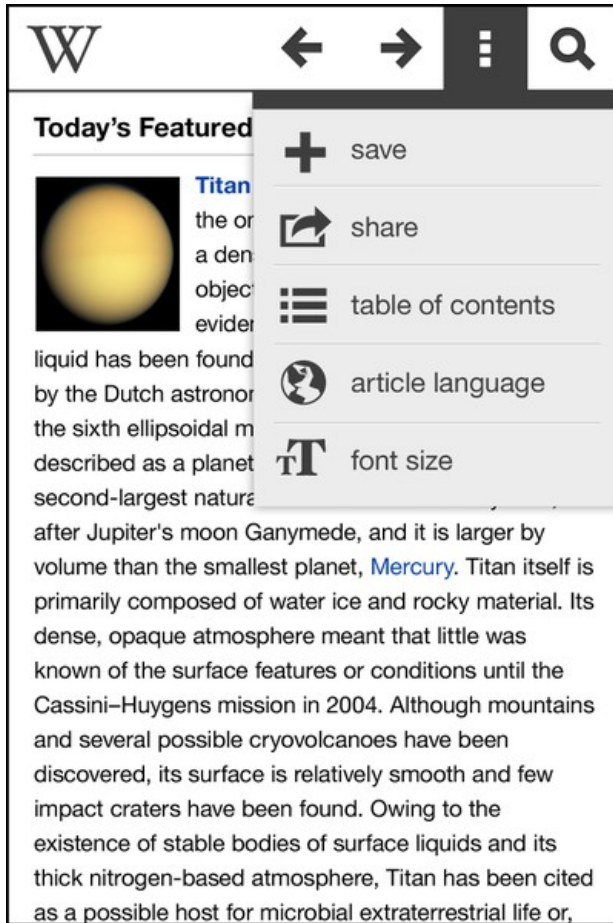
New Navigation(?)

<http://bit.ly/LuCyQm>



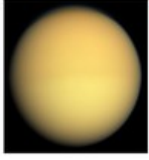
Follow existing mobile patterns

?

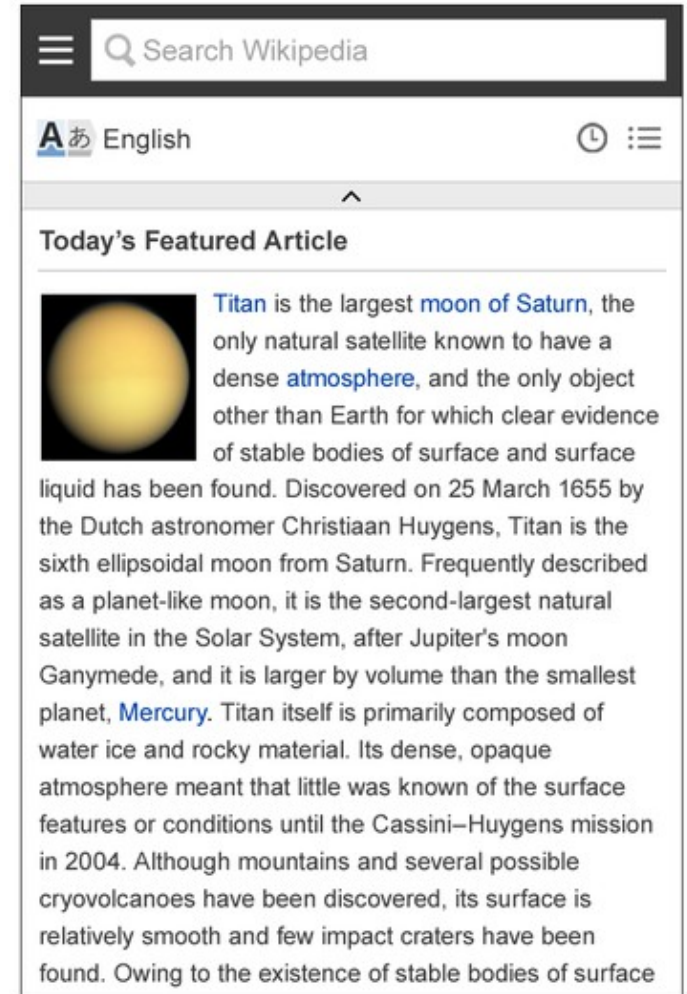


W ← → ☰ 🔍

Today's Featured Article

 **Titan** is the only natural satellite known to have a dense atmosphere, and the only object other than Earth for which clear evidence of stable bodies of surface and surface liquid has been found. Discovered on 25 March 1655 by the Dutch astronomer Christiaan Huygens, Titan is the sixth ellipsoidal moon from Saturn. Frequently described as a planet-like moon, it is the second-largest natural satellite in the Solar System, after Jupiter's moon Ganymede, and it is larger by volume than the smallest planet, [Mercury](#). Titan itself is primarily composed of water ice and rocky material. Its dense, opaque atmosphere meant that little was known of the surface features or conditions until the Cassini–Huygens mission in 2004. Although mountains and several possible cryovolcanoes have been discovered, its surface is relatively smooth and few impact craters have been found. Owing to the existence of stable bodies of surface liquids and its thick nitrogen-based atmosphere, Titan has been cited as a possible host for microbial extraterrestrial life or,

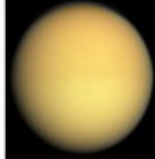
- + save
- ↪ share
- ☰ table of contents
- 🌐 article language
- TT font size



☰ 🔍 Search Wikipedia

English

Today's Featured Article

 **Titan** is the largest moon of Saturn, the only natural satellite known to have a dense atmosphere, and the only object other than Earth for which clear evidence of stable bodies of surface and surface liquid has been found. Discovered on 25 March 1655 by the Dutch astronomer Christiaan Huygens, Titan is the sixth ellipsoidal moon from Saturn. Frequently described as a planet-like moon, it is the second-largest natural satellite in the Solar System, after Jupiter's moon Ganymede, and it is larger by volume than the smallest planet, [Mercury](#). Titan itself is primarily composed of water ice and rocky material. Its dense, opaque atmosphere meant that little was known of the surface features or conditions until the Cassini–Huygens mission in 2004. Although mountains and several possible cryovolcanoes have been discovered, its surface is relatively smooth and few impact craters have been found. Owing to the existence of stable bodies of surface

<http://bit.ly/Ka4glc>

Get involved

- Opt in

<http://bit.ly/wmoptin>

- Join us!

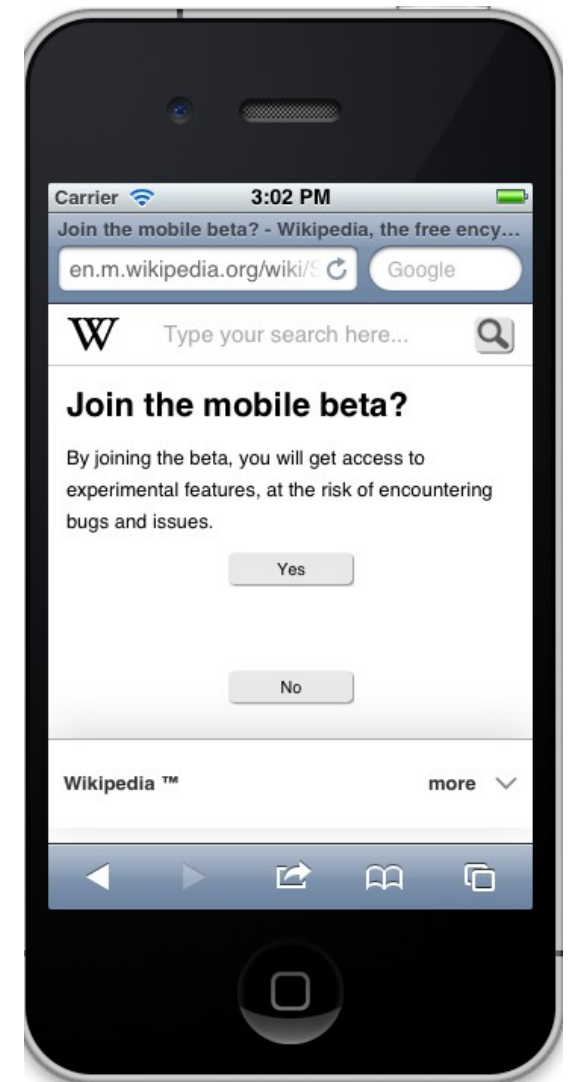
<http://bit.ly/rnIrWF>

- Feedback

<http://bit.ly/M5mdqH>

- Discuss

mobile-l@lists.wikimedia.org



But was the mobile web enough?





Today's featured article



Compsognathus is a monotypic genus of small, bipedal, carnivorous theropod dinosaur. The species *Compsognathus longipes* was the size of a turkey and lived around 150 million years ago, the early Tithonian stage of the late Jurassic Period, in what is now Europe.

Paleontologists have found two well-preserved fossils, one in Germany in the 1850s and the second in France more than a century later. Many presentations still describe *Compsognathus* as a



Jurassic

Jurassic Period
199.6–145.5 million years ago

PreЄЄ O S D C P T J K PgN



Mean atmospheric O ₂ content over period duration	ca. 26 Vol % ^[1] (130 % of modern level)
--	--

Mean atmospheric CO ₂ content over period duration	ca. 1950 ppm ^[2] (7 times industrial level)
---	---

Mean surface temperature over period duration	ca. 16 °C (5 °C above modern level)
---	--

Read in... Nearby History

Save page Saved pages More



- 4,000,000 downloads
- 4.5/5 stars
- Top trending app at launch
- #1 search result for 'Wikipedia'
- 45+ million pages/month

Get Involved



<https://play.google.com/store/apps/details?id=org.wikipedia.beta>

<http://mediawiki.org/wiki/Apps>

Things we should have
known/done/realized earlier



Don't screen scrape

<http://mediawiki.org/wiki/Extension:MobileFrontend#API>



Change is scary
Test with real devices

**Aggressively prune Wikimedia
specific architecture additions**

So looking back ...

It's been a great year

Full screen search

JS tiering

OSM

footer

Faster

Roadmap

Reference reveal

Improved sections

Breaking Things

SMS/USSD

Sibling projects

Mobile API

Wikipedia App



J2ME

Win8

Hats

HTTPS

**WIKIMEDIA
MOBILE**

Inter-wiki links

Contact US

Wiktionary (UCOSP)

PhoneGap

WLM

Hackathons: SF, Mumbai, & Pune

jQuery

Removing WMF specific MF bits

GeoData

Mobile Research

RSS Feeds

Decommission old mobile services

<http://mediawiki.org/wiki/Mobile>

So what's next?

Participation



Reach

Quality

Participation



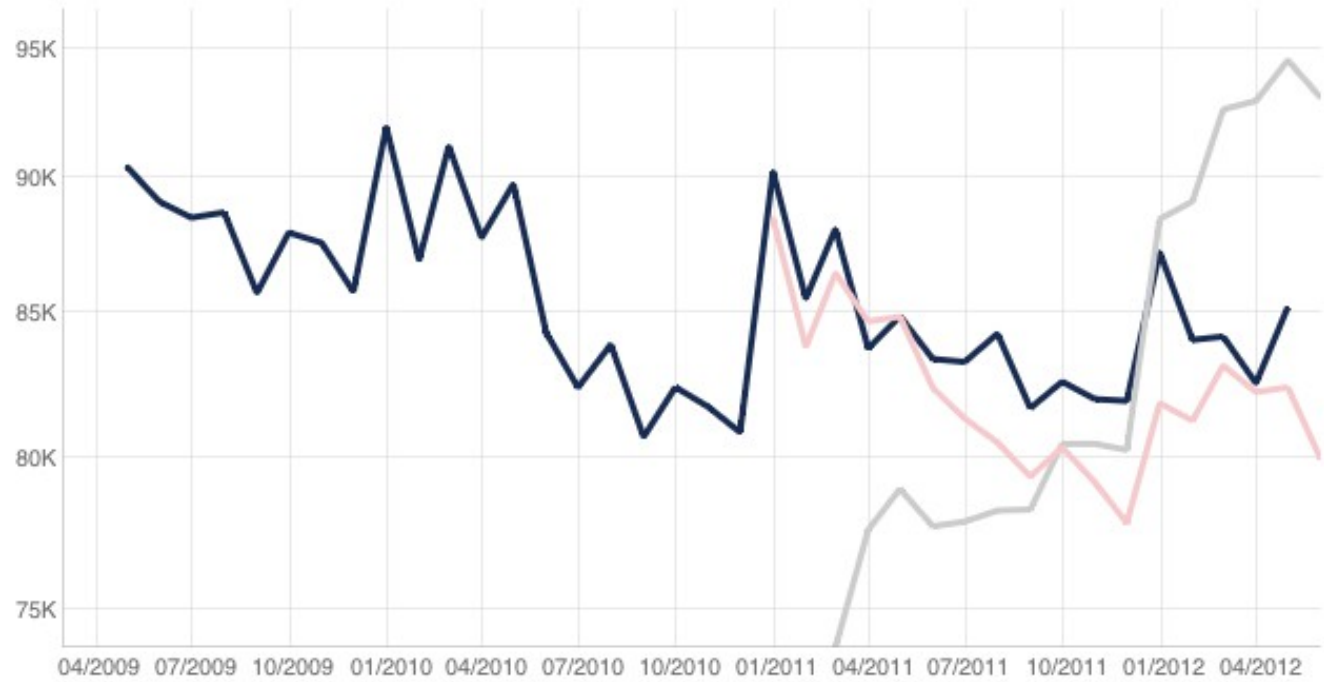
Reach

Quality

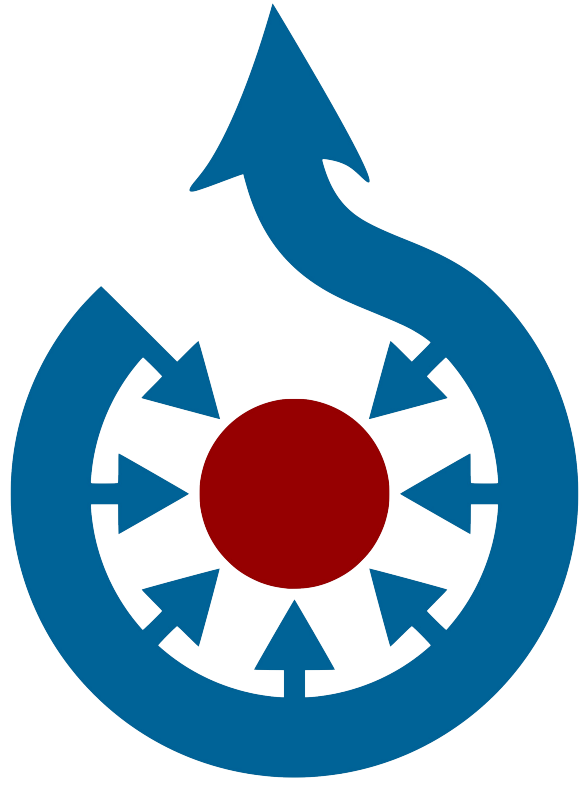
85,200.00

May 11 – May 12 0.38%
Apr 12 – May 12 3.25%

Active Editors - Target



So how is mobile going to
grow new editors?



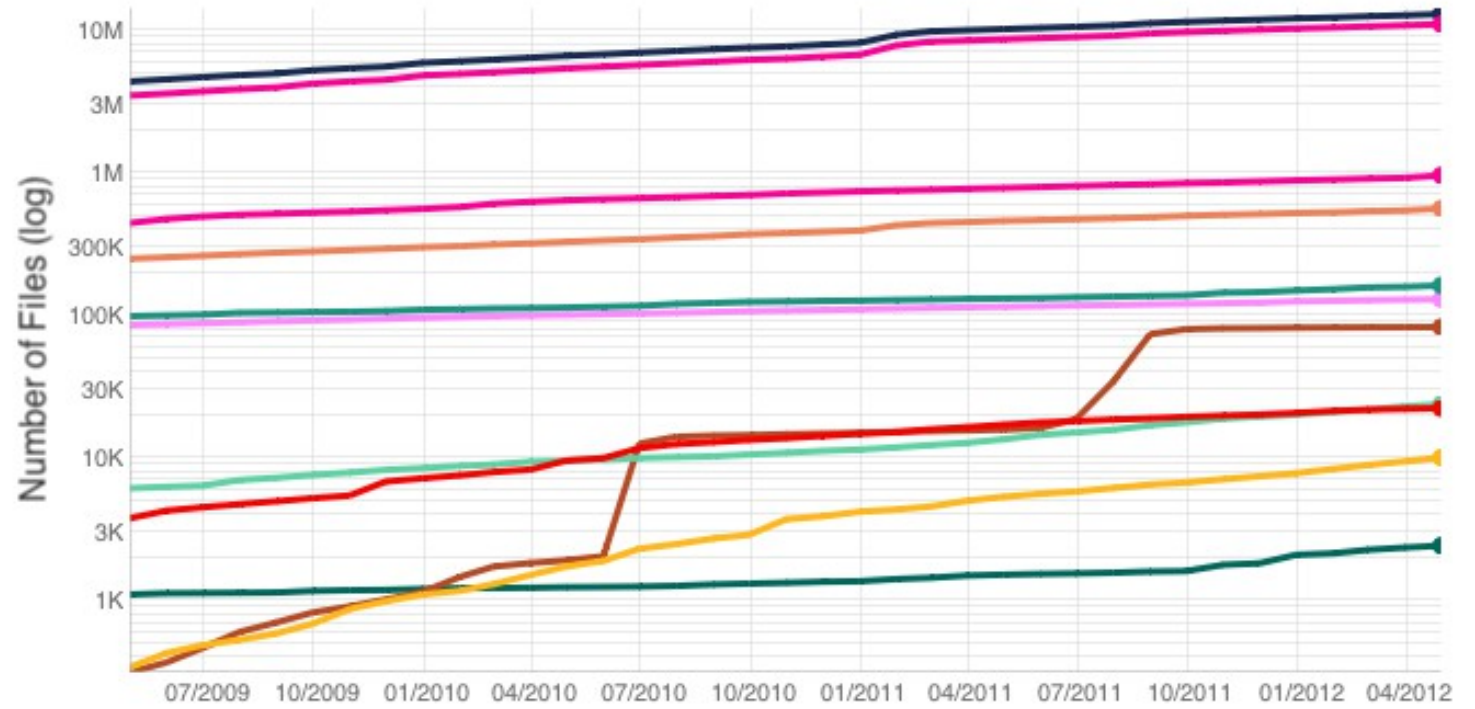
13.05 Million

May 11 – May 12 27.53%
Apr 12 – May 12 2.01%

01 May 2012:

Total:	13.1M
gif:	130.6K
png:	965.2K
svg:	565.1K
ogg:	163.3K
mid:	2.4K
tif:	83.3K
pdf:	24.0K
djvu:	22.5K
ogv:	10.1K
jpg:	11.1M

Commons Binaries (log scale)



- Commons Mobile Default (Q1)
- Wiki Loves Monuments Pilot (Q2)
 - Commons Mobile Focus (Q3)
 - Profit!





WIKIPEDIA SUCKS

A black and white photograph of a person sitting on the floor, leaning against a wall, looking down with a sad expression. The person is wearing a dark hoodie and pants. The background is a plain, light-colored wall.

**I CAN'T EDIT ON MY
MOBILE**

visual editor

VisualEditor **Discussion** **Read** Edit **View history** ☆ ▾

↶ ↷ Paragraph ▾ **B** *I*     Save page ✓

VisualEditor:Welcome

From Trunk

Hello, and welcome to the [Visual editor](#) demonstration pages!

What is this?

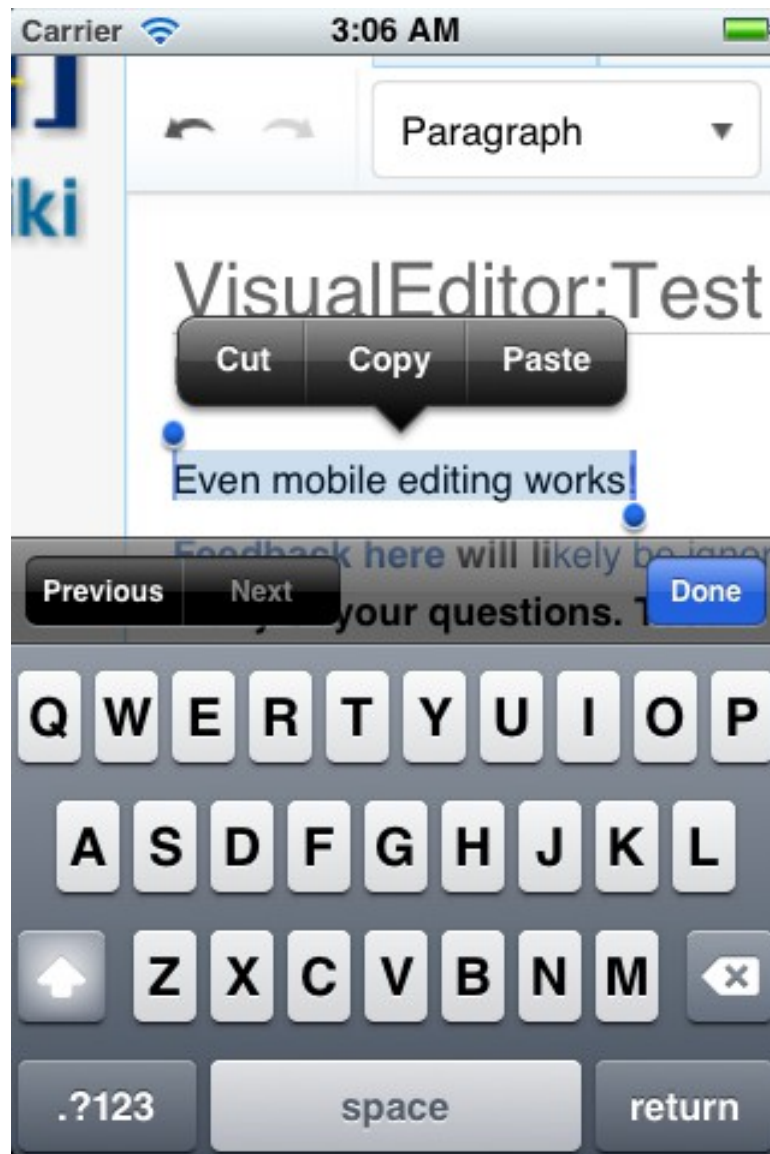
This is a demonstration page using the new [Visual editor](#). That means that you can edit it using a WYSIWYG-like browser-native editing environment, and not have to learn our [special markup language](#). You can read more about this in the Wikimedia blog's [post about the June 2012 releases](#), and the [FAQs](#).

What works?

Right now, we only support a small part of wikitext's functionality. In general, the visual editor supports text in paragraphs, basic text markup, internal and external links, ordered and unordered lists and headings. There's a [demonstration page](#) with some of each of the cases that should work. For the technical, there's [a formal list of all "node types" currently supported](#).

This is just a prototype, and we have focussed on making it stable rather than covering lots of features poorly. We will be adding new features rapidly — we hope to push new changes live every two weeks or so. To help us

<http://blog.wikimedia.org/2012/06/21/help-us-shape-wikimedias-prototype-visual-editor/>



Simple block editing functionality
(Q3 - iOS5 & Android 4.X)

If I can't edit yet ... can I do anything past uploading photos?

Micro Tasks

How would you

- add GPS to an article?
- rate an article?
- review commons uploads?

...

- motivate a newbie to contribute on a phone?

Come talk to us!

Questions?

Tomasz Finc - tomasz@wikimedia.org

Jon Robson – jrobson@wikimedia.org

~

www.wikimediafoundation.org

<http://wikitech.wikimedia.org/view/Presentations>