

Echo

Notifications for Wikipedia

Editor Engagement Team
Wikimedia Foundation

October 18, 2012



Problems

- **No central notification** system
- **Ad-hoc** approach is **inefficient**
- **Users** are **not notified** of key events
- **Users** are **confused** by current notices



Solutions

- Provide a **unified user experience**
- Help **developers** add it to their **code**
- Promote **editor engagement**



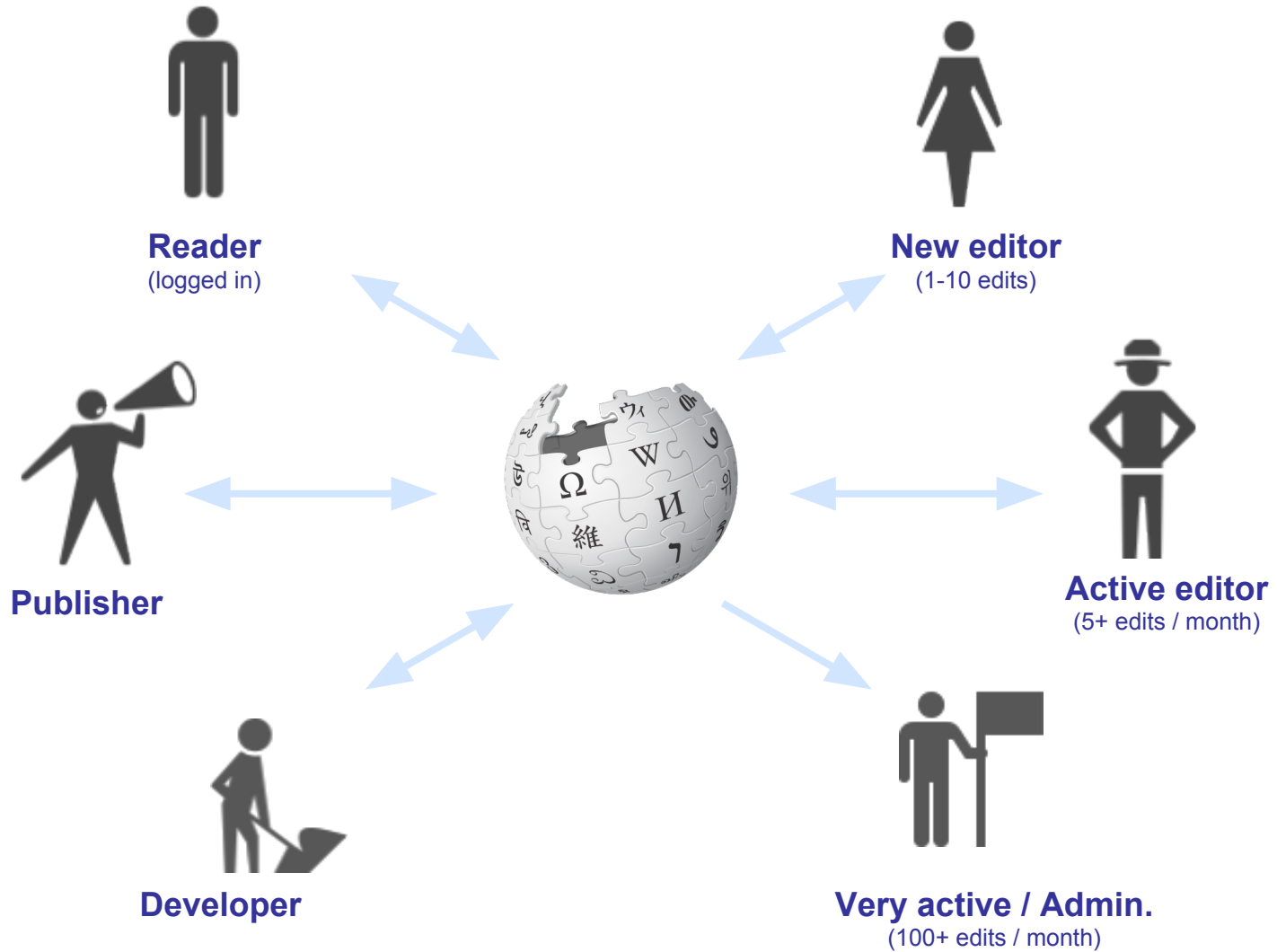
User Benefits

Here are some of the benefits of notifications for end users.

- **be aware** of what's going on
- **track activity** that's relevant to me
- **get all my notices** in one place
- take a **quick action** if I want



Who needs notifications?



Each user group has different needs.

What types of notifications?



Contributions

- Your edit was undone
- A page you started has been reviewed
- A file you uploaded has been featured



Talk

- Someone left a message on your talkpage
- Someone sent you WikiLove
- Someone mentioned your name



Watchlist

- A page on your watchlist has been edited
- A page on your watchlist has been tagged
- A page on your watchlist has been featured



Account

- Please confirm your email address
- You are now an auto-confirmed editor
- You are now a reviewer



News

- An announcement was just posted
- A new edition of Signpost is published
- Today's featured article is ...



Tasks

- Someone requested a page be moved
- Someone requested a page be deleted
- Someone requested oversight



FIRST RELEASE

FUTURE RELEASES?

What are the main groups?

☆ Watchlist

(combines **Contributions** and **Watchlist**)

- Your edit was undone
- A page you edited has been tagged
- A page you started has been reviewed
- A file you uploaded has been featured
- A page on your watchlist has been edited
- A page on your watchlist has been tagged
- A page on your watchlist has been featured

💬 Talk

(includes **Messages**, **Help**, **Feedback**)

- Someone left a message on your talkpage
- Someone sent you WikiLove
- Someone mentioned your name
- Someone answered your TeaHouse question
- Someone replied to your feedback post

Note: many of these to be included in Flow

📁 General

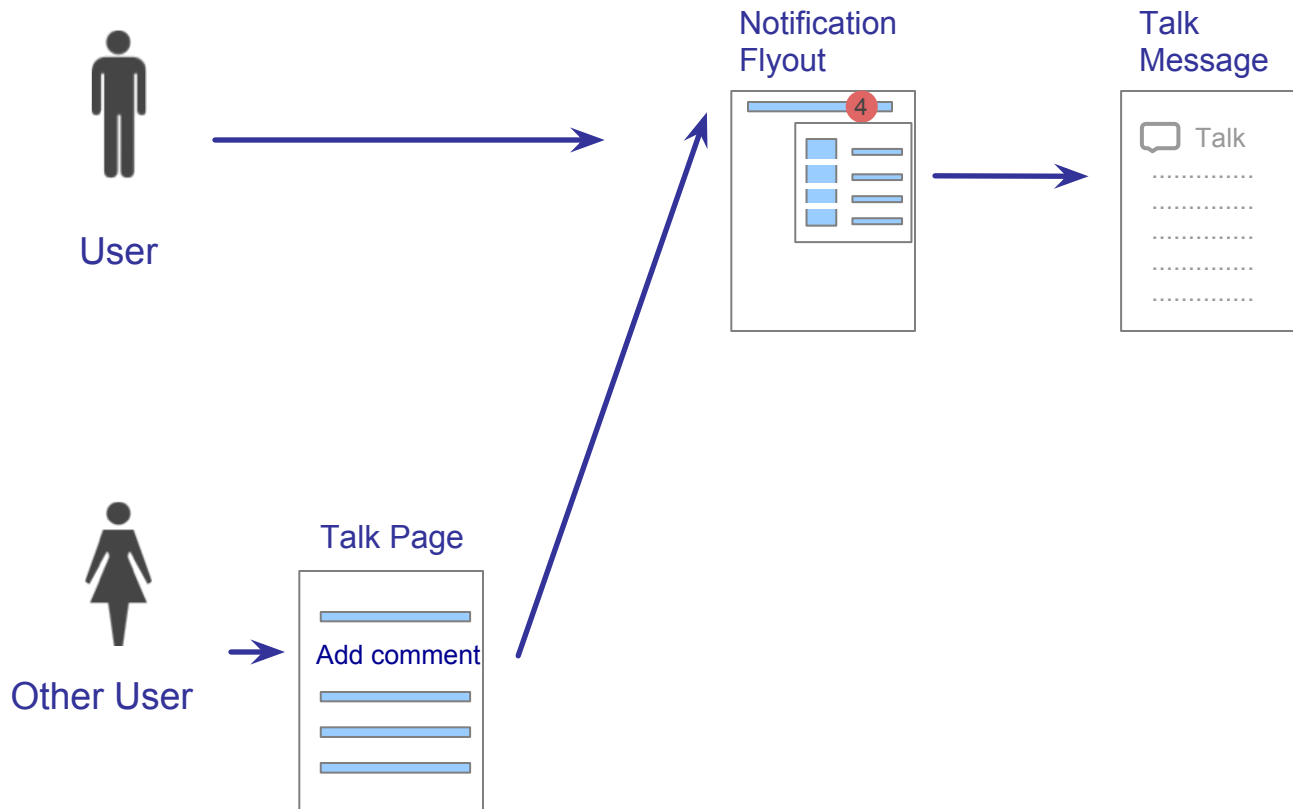
(include **Account**, **News**, **Tasks**)

- You are now an auto-confirmed editor
- You are now a reviewer
- An announcement was just posted
- A new edition of Signpost is published
- Someone requested a page be deleted

Note: many of these could be handled by other applications than Echo.

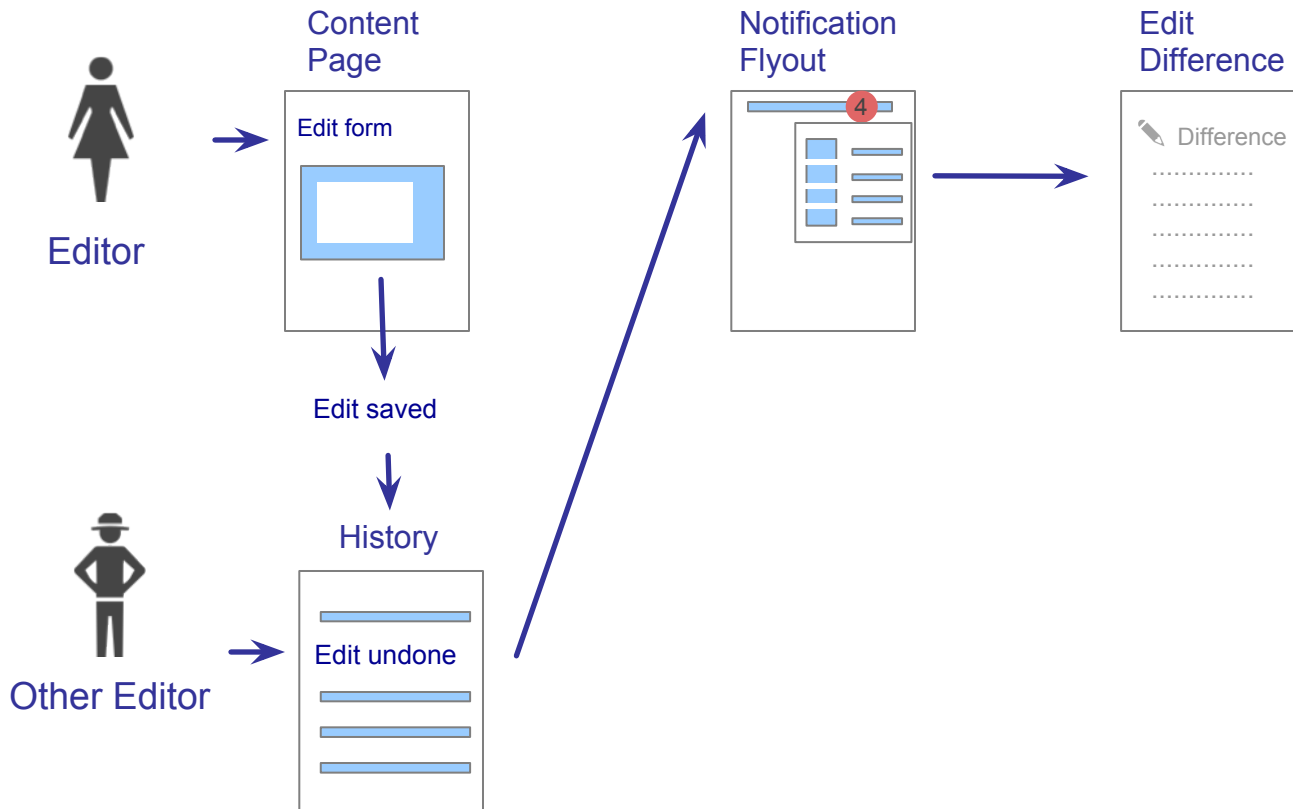
Story 1: Talk page comment

As a **user**, I can find out if there are **comments** on my **talk page**.



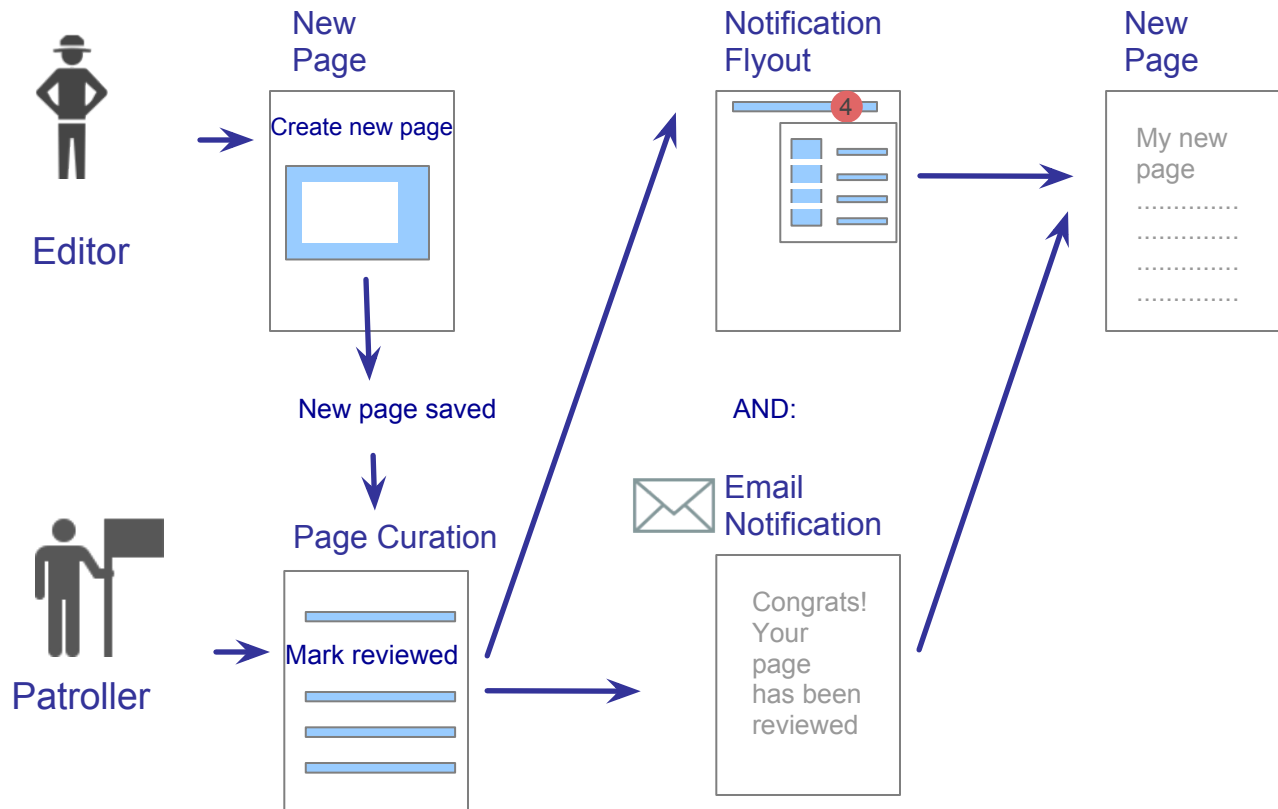
Story 2: Edit was undone

As an **editor**, I can find out if my **edit** has been **undone**, with a link to a **diff page**.



Story 3: Page was reviewed

As an **editor**, I can find out if my **new page** has been **reviewed**, on the web and via **email**.



Notifications List

fiorin@wikimedia.org

Notifications List

Comments

Share

File Edit View Insert Format Data Tools Help All changes saved

No other viewers

Rich text editor toolbar: Bold, Italic, Underline, Text color, Background color, Bulleted list, Numbered list, Indent, Outdent, Link, Unlink, Table, Undo, Redo, Print, etc.

	A	B	C	D	E	F	G	H
1	Notification Title	Description / Message	Priority (1-5)	Mentions	Reader?	New Editor?	Active Editor	Advanced/Admin
2	Counts	112		213	26	61	82	73
3	Validate email address	Thanks for registering! Please validate your email address	5		2 yes			
4	Welcome to Wikipedia	Welcome to Wikipedia - your account has been created, here are some tips	5		2 yes			
5	New user right - auto-confirmed	Congrats on your 10th edit! You are now an auto-confirmed editor.	5		5	yes		
6	New user right - reviewer	Your user rights have changed. You have been promoted to reviewer	5		2		yes	
7	New user right - rollbacker	Your user rights have changed. You have been promoted to rollbacker	5		3		yes	
8	New user right - administrator	Your user rights have changed. You have been promoted to administrator.	5		4			yes
9	You have been blocked	Your user rights have changed. You have been blocked from editing	5		2	yes	yes	yes
10	Edit reverted (undone)	Your edit was just undone (reverted)	5		5	yes	yes	
11	Edit rolled back	Your edit was just rolled back	4		2	yes	yes	yes
12	Edited Page - Edit	A page you edited has been edited	5		1	yes		yes
13	Edited Page - Featured	A page you edited has been featured	4		4	yes	yes	yes
14	Edited Page - Marked as reviewed	A page you edited was marked as reviewed	4		2	yes		
15	Edited Page - Nominated for deletion	A page you edited was nominated for deletion	4		3	yes		
16	Edited Page - Tag	A page you edited was tagged	4		2			
17	Edited Page - Top page editor	You are now one of the top 10 editors for this page	3		1	yes	yes	yes
18	User Liked your Edit (future feature)	User X added a '+1' on an edit you made	4		2	yes	yes	yes
19	Feedback Featured	Feedback you posted was featured	5		2 yes	yes	yes	yes
20	Feedback Helpful	Feedback you posted was found helpful by 5+ users	4		2 yes	yes	yes	yes
21	Feedback Hidden	Feedback you posted was hidden by an administrator	3		1 yes		yes	yes
22	Feedback Reply	Someone replied to feedback you posted	5		1 yes	yes	yes	yes
23	Feedback Resolved	Feedback you posted was marked as resolved	4		1 yes		yes	yes
24	File Upload Complete	Your large file upload is complete (e.g. video)	5		1	yes	yes	
25	File Featured	A file you uploaded has been featured	5		1	yes	yes	
26	File Nominated for deletion	A file you uploaded has been nominated for deletion	5		3	yes	yes	
27	File Overwritten - Nominated for deletion	A file you overwrote has been nominated for deletion	4		2		yes	
28	File Page Edit	A page about a file you uploaded was edited	4		3		yes	
29	File Used in Article	Someone used your file in an article	4		3	yes	yes	
30	File was Deleted	A file you uploaded has been deleted	4		1	yes	yes	
31	File was Overwritten	A file you uploaded was overwritten with a new version	5		3	yes	yes	yes
32	Started Page - Edited	A page you started was just edited	5		3	yes	yes	yes
33	Started Page - Feature Nomination	A page you started was nominated for featured article	3		4	yes	yes	yes
34	Started Page - Feature reviewed	A page you started was reviewed for featured article	4		2	yes	yes	yes

Shortcut:
ur1.ca/al2vz

Triggers

Here are some of the key triggers for notifications, which can define our software 'archetypes'.

First Release:

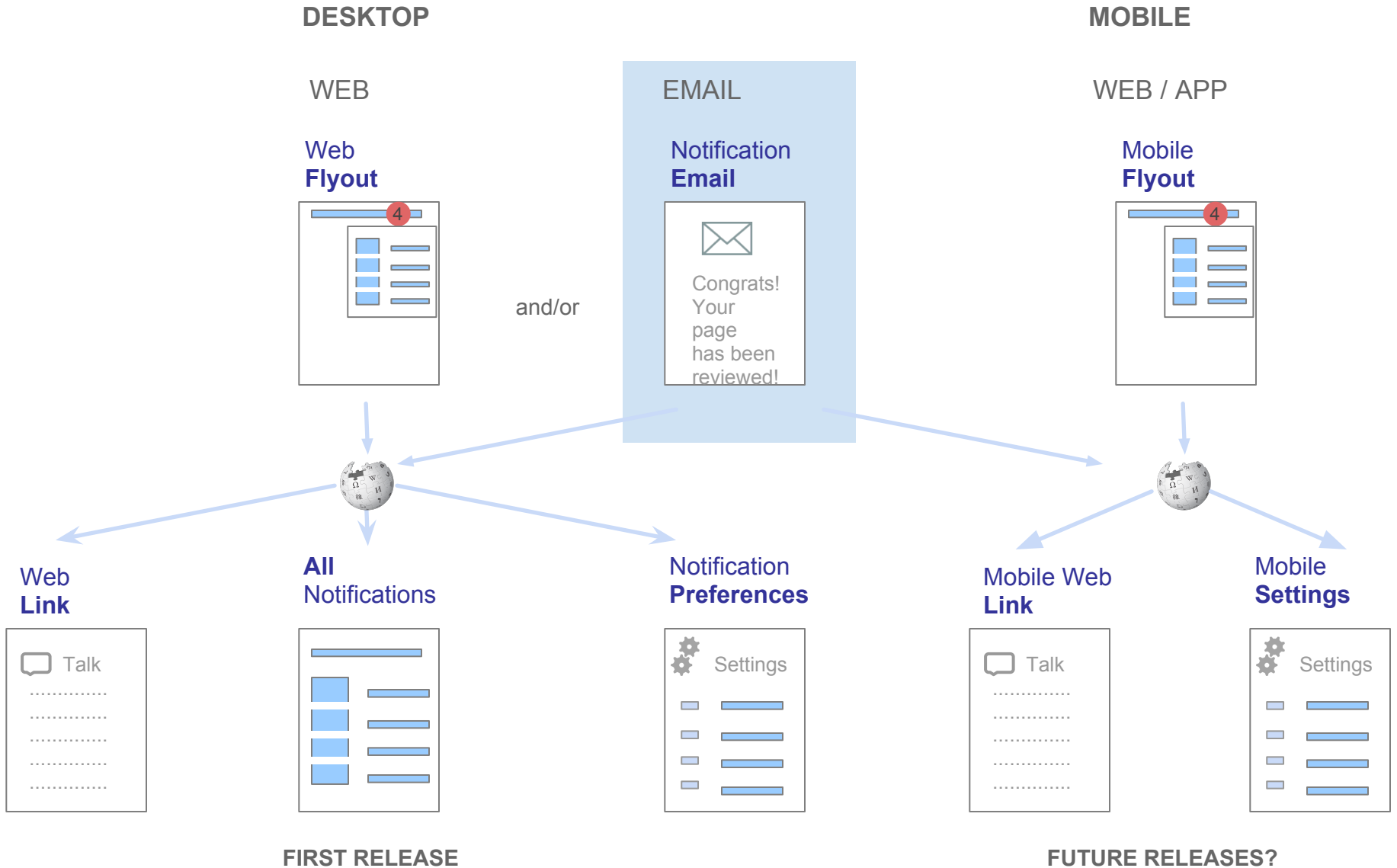
- **edit** - triggered by any edit to a given page
- **special edit** - triggered by tags, templates, categories, reverts
- **core software action** - triggered by a MediaWiki function (e.g. page delete)
- **extension action** - triggered by a MediaWiki extension (e.g. AFT hide)

Future Releases:

- **edit series** - triggered by a series of edit over time
- **special edit series** - triggered by special edits over time
- **invitation/announcement** - triggered manually by publisher
- **confirmation** - triggered by a user action or status change
- **help** - triggered by special rules for random help messages
- **pageview tracking** - triggered by pages exceeding views thresholds
- **user watching** - triggered by a given user taking a given action

User touchpoints

As a **user**, I can **view** or **manage my notifications** through these **touchpoints**.



Notifications Flyout (all-in-one)

ROUGH MOCKUP

Jorm (WMF) [My talk](#) [My notifications](#) 7 [My preferences](#) [My watchlist](#) [My contributions](#) [Log out](#)

Brion VIBBER left a message for you on your [talk page](#).
About a minute ago

Swalling marked your feedback response as "helpful."
32 minutes ago

Swalling left you some [WikiLove](#).
31 minutes ago

4 edits to a page on your watchlist, [Athena](#).
15 minutes ago

Eloquence left a comment on the discussion of [Moodbar](#).
1 hour ago

13 edits to a page on your watchlist, [Village Pump](#).
2 hours ago

HFung left a message for you on your [talk page](#).
1 hour ago

[View all notifications](#)


[imbo Wales](#); 20:15 . . (+1,081) . . [MsBatfish](#) ([talk](#) | [contribs](#)) (→Centralized place to discuss proposed new section)

[/Village pump \(miscellaneous\)](#); 19:59 . . (+436) . . [Tagishsimon](#) ([talk](#) | [contribs](#)) (→Paid Writers/Editors?:ing at all to do with Wikipedia)

[a:Village pump \(technical\)](#); 19:58 . . (-1) . . [Fabrice Florin](#) ([talk](#) | [contribs](#)) (→Testing new versions of the

Separate Flyouts (3 different lists?)


ROUGH MOCKUP


 Fabrice Florin (WMF) [My talk](#) **7** [My sandbox](#) [My preferences](#) [My watchlist](#) **12** [My contributions](#) **3** [Log out](#)


Sparrow


edia


(*Zonotrichia atricapilla*) is a large

 **Brion VIBBER** left a message for you on your [talk page](#).
About a minute ago

 **Swalling** left you some [WikiLove](#).
31 minutes ago


 **Eloquence** left a comment on the discussion of [Moodbar](#).
1 hour ago

 **Kaldari** left a message for you on your [talk page](#).
1 hour ago

 **HFung** left a message for you on your [talk page](#).
1 hour ago








[View all notifications](#)

Golden-crowned Sparrow



Best practices: Concepts

How do other platforms handle overall design concepts for notifications? (work in progress)

Questions							
Is this feed called ' Notifications '?	yes	no	yes	yes	yes	yes	yes
Does it overlap with the ' main feed '?	yes	yes	yes	yes	yes	yes	?
Is there a separate ' message ' feed?	yes	yes	yes	yes	yes	yes	?
Are ' announcements ' separate?	yes	yes	yes	yes	yes	yes	?
Are ' account ' notices separate?	yes	yes	yes	yes	yes	yes	?
Are ' help/invitations ' separate?	yes	yes	no	yes	yes	yes	?
Is ' My ' included in titles?	no	no	no	no	no	no	no

See screenshots from other platforms here:

<http://ur1.ca/ail7q>

Best practices: Types

What types of notifications do other platforms support? (work in progress)

Types							
Sends you a message	yes	yes	yes	yes	yes	yes	yes
Follows you (or 'friends' you)	yes	yes	yes	yes	yes	no	no
Posts on your user page (or 'wall')	yes	no	yes	no	no	no	no
Comments on your post (or 'replies')	yes	yes	yes	yes	yes	no	no
Likes your post (or 'favorites' it)	yes	yes	yes	yes	yes	no	no
Shares your post (or 'retweets' it)	yes	yes	yes	no	yes	no	no
Mentions you (or 'tags' you)	yes	yes	yes	yes	no	no	no

See screenshots from other platforms here:

<http://ur1.ca/ail7q>

Best practices: Touchpoints

What key touchpoints do other platforms provide? (work in progress)

Touchpoints							
Flyout	yes	no	yes	yes	yes	yes	yes
Email	yes	yes	yes	yes	yes	yes	yes
All notifications	yes	yes	yes	no	yes	no	no
Settings	yes	yes	yes	yes	yes	yes	yes
Mobile push	yes	yes	yes	yes	yes	yes	yes
Mobile list	yes	yes	yes	yes	yes	yes	yes
Mobile settings	yes	yes	yes	yes	yes	yes	yes

See screenshots from other platforms here:

<http://ur1.ca/ail7q>

Best practices: Flyouts

What do other platforms include in notification flyouts? (work in progress)








Description							
Number of flyouts (messages, notifications, ...)	3	-	1	2	1	-	-
Number of notices in flyouts (approx.)	7	-	9	6	?	-	-
Include photos/icons ?	yes	-	yes	yes	no	-	-
Include user names ?	yes	-	yes	yes	yes	-	-
Include content/post titles ?	yes	-	yes	yes	yes	-	-
Include text snippets ?	yes	-	?	yes	no	-	-
Include timestamps ?	yes	-	no	yes	yes	-	-

See screenshots from other platforms here:

<http://ur1.ca/ail7q>

Best practices: All notifications

What do other platforms include in the 'All notifications' list? (work in progress)

Description							
Number of days in list (back in time)	7	infinite?	300?	-	infinite?	-	-
Number of notices in list (approx.)	100+	infinite?	30+	-	350+	-	-
Number of lines per notice (average)	1	5	9	-	3	-	-
Include photos? (thumbnails)	no	yes	yes	-	yes	-	-
Include icons? (notice type)	yes	yes	no	-	no	-	-
Include text snippets?	yes	yes	yes	-	no	-	-
Include timestamps?	yes	yes	yes	-	yes	-	-

See screenshots from other platforms here:

<http://ur1.ca/ail7q>

Goals

Here are our preliminary goals, for discussion purposes.

- Deploy on **MediaWiki** throughout **2012**
- **First release** on **En-Wiki** in **Jan. 2013**
- **Second release** around **March 2013?**
- **Third release** around **June 2013?**

First Release

Here is our proposed scope for the first release, due in Jan. 2013.

IN-SCOPE:

- focus on **logged-in users**
- only **en-wiki** and **mediawiki**
- only notifications about:
 - your **contributions**
 - your **talk page**
 - your **watchlist** (partial?)
- build these features:
 - **flyout** (single list)
 - **all notifications** page
 - **notifications preferences**
 - **email notifications** (plain text)

OUT OF SCOPE:

- **no** support for **anonymous users**
- **no cross-wiki** support in 1st release
- **no** notifications for:
 - public **announcements**
 - your **account**
 - your **tasks**
- limited **mobile support** (mobile web/tablets?)

We may address these tasks in next 2013 releases.

Open questions

Here are some of the questions we'd like to answer in coming weeks.

- which **key features** are 'must-have' ?
- which **events** are 'notification-worthy' ?
- which **watchlist** events should be included ?
- how do we handle **talk** until **Flow** is ready?
- how do we support **cross-wiki** in next release?
- how do we support **mobile** in next release?
- should we support **subscriptions** in next release?

Team

User experience: (core team)

Vibha Bamba - designer

Fabrice Florin - product manager

Howie Fung - product director

Ryan Kaldari - developer

Benny Situ - developer

Other WMF Contributors:

Brandon Harris - senior designer

Oliver Keyes - community liaison

Matthias Mullie - developer

Dario Taraborelli - analyst

... more TBD

Backend/Glue: (tentative)

Terry Chay - features engineering dir.

James Forrester - product manager

Andrew Garrett - developer

Luke Welling - developer

Back-end/Queue: (tentative)

Asher Feldman - engineer

Patrick Reilly - engineer

Aaron Schultz - engineer

Wikia: (tentative)

Susan Schmidt - product manager

Sara Wood - SVP product

... more TBD

Timeline

Here is a tentative timeline for the first release, due by Jan. 2013. Please edit as needed.

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P
1	Echo Timeline - 2012															
2		Week of:														
3	Deliverables	October 15	October 22	October 29	November 5	November 12	November 19	November 26	December 3	December 10	December 17	December 24	December 31	January 7	January 14	January 21
4																
5	Product planning															
6																
7	User Stories / Best Practices	Write														
8																
9	Feature Requirements (MVP)	Analyze	Write													
10																
11	Product Plan		Analyze	Write												
12																
13																
14	Design															
15																
16	Workflows for key use cases	Design														
17																
18	User interface design - Web	Analyze	Design	Analyze	Design											
19																
20	User interface design - Email		Analyze	Design	Analyze	Design										
21																
22	User interface design - Mobile			Analyze	Design	Analyze	Design									
23																
24																
25	Development (tentative)															
26																
27	Assess current status, technical plan	Write														
28																
29	Set-up working prototype on testing	Set-up														
30																
31	Back-end development	Plan	Develop	Deploy/Test	Develop	Deploy/Test	Develop	Deploy/Test								
32																
33	Front-end development - Web	Plan	Develop	Deploy/Test	Develop	Deploy/Test	Develop	Deploy/Test								
34																
35	Front-end development - Email			Plan	Develop	Deploy/Test	Develop	Deploy/Test								
36																
37	Glue / Software Integration						Develop	Deploy/Test	Develop	Deploy/Test						
38																
39	Bug fixes, feature tweaks, metrics							Develop	Deploy/Test	Develop	Develop	Deploy/Test				
40																
41	More bug fixes, metrics, platforms										Develop	Develop	Develop	Deploy/Test		
42																
43	First experimental deployment													Develop	Deploy/Test	
44																
45																
46	Community/Developers															
47																
48	IRC chats with stakeholders				IRC chat?		Developers?									
49																
50	Blog post about project													Write	Edit	Publish
51																
52																
53	Blockers / Holidays						Thanksgiving		Visual Editor?	Fundraising		Christmas	New Year			
54																

Shortcut:
ur1.ca/ail6m

Trello Board

Here is our project board for the first release, due by Jan. 2013. Please add tickets as needed.

Chrome File Edit View History Bookmarks Window Users Help

Wikimedia Fr x Inbox (8,267 x All items - C x Echo Overvie x Notifications x Notifications x Slides Scrapl x Notifications x (5) Echo Plan x Echo Timelin x Twitter / Inte x (3) PolitiFact x Google+ - A x Received Me x (1) How do c x

https://trello.com/board/echo-planning/4ffda088c658ef8218749372

Dashboard Article Feedback Echo Flow Page Curation Editor Engagement Product Research Wikipedia Personal Other Bookmarks

Trello Help

Notification 5 Boards

Echo Planning

- Backlog**
 - E-mails have escaped HTML
 - Having the new LiquidThreads version seems to block all LQT notifications from working.
 - Notifications duplicated for edits that are subscribed for multiple reasons (e.g. watchlisted AND user talk page AND reversion)
 - Be smarter about how many notifications to display
 - Get JobQueue abstraction into core.
 - E-mail consolidation (digests)
 - Cross-wiki notifications
 - Reduce materialisation of notifications with large numbers of subscribers
 - Add a card...
- Product Plan**
 - Prioritize notifications list
 - Research best practices
 - Interview typical users
 - Organize kick-off meeting
 - Prepare presentation
 - Prepare system map of key touchpoints
 - Start product plan page
 - Start feature requirements page
 - Start project timeline
 - Add a card...
- Design In Progress**
 - Workflows for key use cases
 - Notifications Flyout Panel
 - Fix CSS for the Flyout Panel
 - Notification Preferences
 - Add a link to Preferences Page
 - Notification grouping and bundling
 - Email Experience
 - Icons, Colors, Thumbnails
 - Add a card...
- Design Complete**
 - Add a card...
- Dev Ready**
 - Turn overflow off on notifications
 - Add a card...
- In Development**
 - Assess current status of Echo
 - Add a card...
- on Labs**
 - Install Echo extension onto ee / beta
 - Add a card...
- Needs Code**
 - Email param
 - Reversion e
 - Add a card...

Members

AM AJG BH VB

Add Members...

Board

Options

Add List

Search and Filter Cards

Activity View all...

Ryan Kaldari on Install Echo extension onto ee / beta

Waiting to hear back from hashar on how to set this up on beta, as I'm not clear on how the config keys work there.

17 hours ago

Fabrice Florin on Install Echo extension onto ee / beta

Hi guys, it would be great to get this extension up and running in coming days. I was not able to access the ee-prototype link below.

17 hours ago

Notifications List.xlsx Echo Timeline - 2012.xlsx Notifications - Best P...pptx Echo Overview Slides.pptx

Show All

URL:

trello.com/board/echo-planning/4ffda088c658ef8218749372

Stay tuned for more !

mediawiki.org/wiki/Echo

Editor Engagement Tools
e2@wikimedia.org

For more info, contact [Fabrice Florin](#)
Shortcut to this deck: <http://ur1.ca/aidr6>