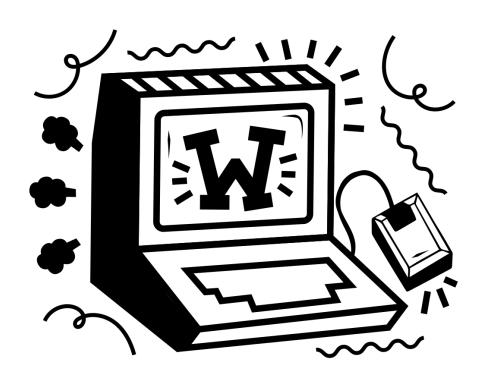
Desktop Improvements:
Introducing a
new skin to
Wikimedia wikis



We are **Alex, Olga, and Szymon** from the Web
Team at the Wikimedia
Foundation.

We're here to talk about the **new desktop experience**.



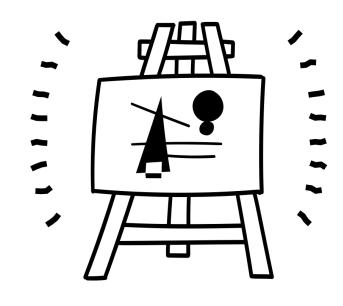
We have been working on various improvements to the desktop interface for the past 3 years.

Our goal is to make our interfaces more welcoming to readers and editors, especially for people new to our sites.

Agenda

- The Desktop Improvements project: the background
- 2. Quick demo
- 3. Discussing deployment and conversations with communities
- 4. Follow-up Q&A please add your questions to our etherpad:

 https://etherpad.wikimedia.org/p/wikimania2022-desktop





Summary

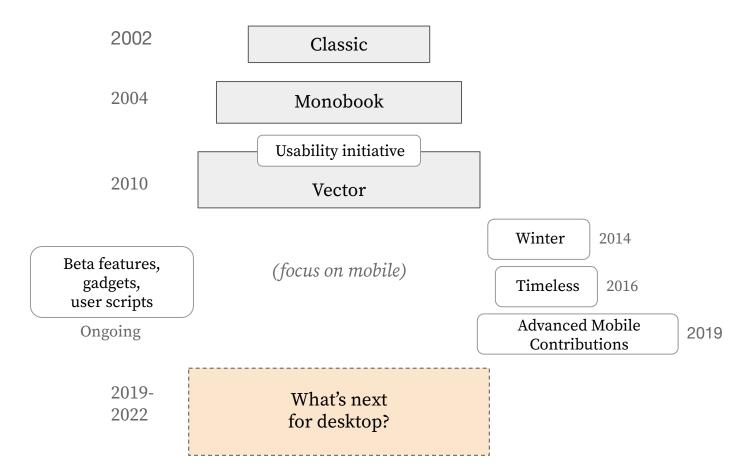
- The Web team has built a new look for Wikimedia wikis, focused on making all readers globally feel welcome. It is currently in use by 32 wikis
- We hope to bring this new design as the **default on** all wikis starting September, 2022
- We are discussing the changes across communities and working to gather consensus for deployment
- We are also working on a blog post series, a separate website for the change, press releases, and other media inquiries





Ol A brief history of our desktop site

A history of improvement



• 2002 – Classic

2004 — Monobook

2010 — Vector

2014 — Winter

2016 — Timeless

2022 — What's next?

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WIKIPEDIA The Free Encyclopedia	Biology From Wikipedia, the free encyclopedia.
Main Page Recent changes Random page Current events	Biology is the study of life and its processes. The term biology was coined in the late 1700s by the French naturalists Pierre-Antoine de Monet and Jean-Baptiste de Lamarck. Biologists study general principles of how living things work and are organised:
Edit this page Discuss this page Older versions What links here Related changes Special pages Bug reports	from the bottom of the scale, in molecular biology, biochemistry and genetics (study of organic molecules, their structures, properties and interactions) at the microscopic level, in cell biology still at the microscopic level, in physiology and histology in systematics (comparison and classification of living organisms), anatomy, ontogeny, and ethology (behavior and adaptability) to the top of the scale, ecology (study of ecosystems, interactions between living organisms and their environment)
	One of the central concepts in biology is the theory of <u>evolution</u> , first rigorously expounded by <u>Charles Darwin</u> . The evolutionary history of an organism, i.e., the sequence of ancestral <u>species</u> , is called its <u>phylogeny</u> ; it is studied using methods of <u>molecular biology</u> by analyzing biopolymer sequences of <u>genes</u> and <u>proteins</u> , and by investigating ancient forms of life in <u>paleontology</u> . Various methodologies have been developed, including <u>phylogenetics</u> , <u>phenetics</u> , and <u>cladistics</u> . An <u>evolutionary timeline</u> outlining the major events in the evolution of life on Earth is available.
	The classification of living things is called systematics , or taxonomy , and should reflect the evolutionary trees (ph/ph/penetic trees) of the different organisms. Taxonomy piles up organisms in groups called taxonomy , while systematics seeks their relationships. The dominant system is called Linnagan taxonomy , which includes ranks and biomenclature . How organisms are named is governed by international agreements such as the International Code of Botanical Nomenclature (ICSN), the International Code of Soological Nomenclature (ICSN), A fourth Draft BioCode was published in 1997 in an attempt to standardize naming in the three areas, but it does not appear to have yet been formally adopted. The International Code of Virus Classification and Nomenclature (ICVCN) remains outside the BioCode.
	Traditionally, living things were divided into five kingdoms:
	Monera Protista Fungi Plantae Animalia
	However, this five-kingdom system is now considered by many to be outdated, and if one does not want to hyperinflate the number of kingdoms, one can use the three-domain system. These domains reflect whether cells have nuclei or not as well as differences in cell membranes / cell walls.
	Archaea Eubacteria Eukaryota
	The distinction between life and non-life is difficult, there is also a series of intracellular "parasites" that are progressively less alive in terms of being metabolically active:
	viruses Viroids Prions
	Major Branches of Biology
	Aerobiology Anatomy Astrobiology Biochemistry Bionics Biogeography Bioinformatics Biophysics Biotechnology Botany Cell biology Chorology Cladistics Cytology Developmental biology Ecology (Symbiology Ecology Ecology (Symbiology Ecology Ecology Ecology Ecology Ecology (Symbiology Ecology Ecology Ecology Ecology Ecology Ecology Ecology Ecology

A solid starting point, the DNA of which still remains today.

The initial appearance of MediaWiki, before skins were introduced.

2004 — Monobook

2010 — Vector

2014 — Winter

2016 — Timeless

2022 — What's next?



The first MediaWiki skin.

Attempting to ensure that key elements are prominent, showing messages and alerts, and article titles are clear.

Also behind the scenes work on templates and HTML/Document Object Model structure.

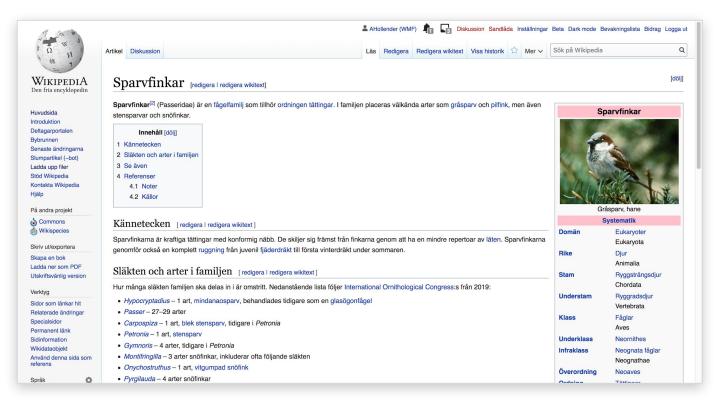
2004 — Monobook

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Based on the Usability Initiative.

The goal was to increase the usability for new contributors. Improve visibility of common navigation elements. Reduce visibility of less common ones.

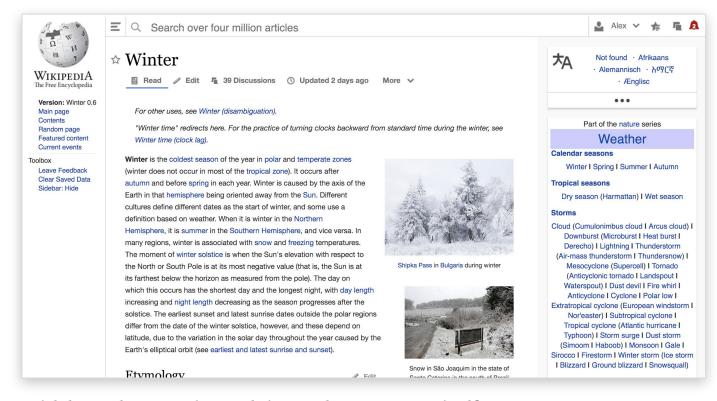
2004 — Monobook

2010 — Vector

2014 – Winter

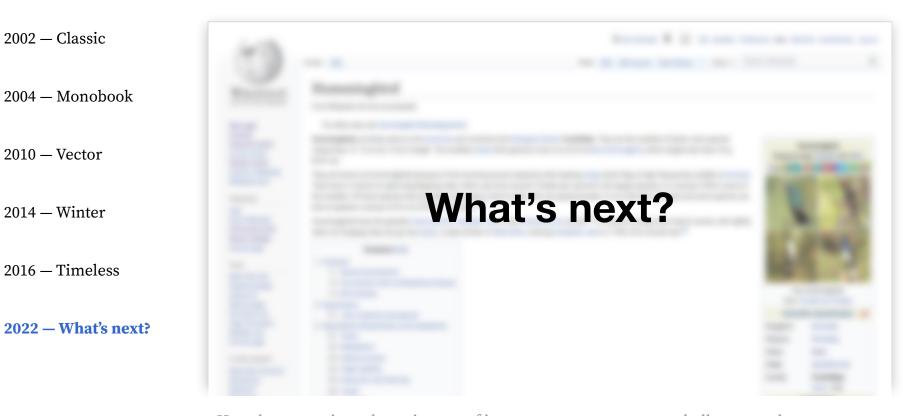
2016 — Timeless

2022 — What's next?



Tightly couple page actions and views to the page content itself.

Reduce interface clutter to focus on content. Make search available at all times. Synchronize design direction across devices and platforms.



2010 — Vector

2014 — Winter

2016 — Timeless

2004 — Monobook

How do we continue the trajectory of improvement to meet new challenges and new audiences?

O2 Why do we need a change?

What new challenges do we face?

Diversity and inclusion

more people are using Wikimedia projects from all over the world

Mobile + desktop

first experience might be mobile, but desktop is still approximately 49% of the 19.9 billion page views each month on en.wiki only

Welcoming new editors

welcome editors from all backgrounds

New patterns

new web patterns and capabilities are available to us (e.g. responsive web)

What are the communities already doing?

The communities are pro-active. Often they will create their own solutions before we have time to.

What can we learn from gadgets, user scripts, and other customizations?

Collapsible sidebar gadget on Korean WP



Wikipedia.rehash userscript by Krasjet



How can we support both?





Will we ever be "done"?



The work of maintaining an active space never ends. Any good librarian would keep their library well-organized as it grows, so must we with our website. On this foundation we can continue to grow and introduce new features.

03 What is an improvement?

What are our goals and targets?

Goals:

- Make Wikimedia wikis more welcoming to new readers and editors
- Increase utility amongst readers and maintain utility for existing editors

Targets:

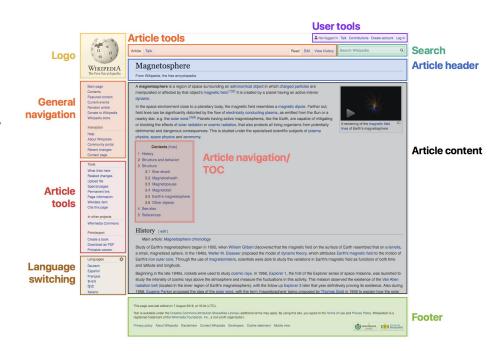
- Measured quantitatively:
 - Increase trust and positive sentiment towards our sites
 - Increase in utility proxied by usage of common actions such as search and language switching
- Additional:
 - Monitor core metrics to identify any other significant effects of the changes
 - Discussed A/B testing along with fundraising banners

In what ways will things improve?

- Bring the content more into focus
- Provide easier access to everyday actions
- Put things in logical and useful places
- Increase consistency with mobile web and the apps
- Eliminate clutter

What we don't want to do:

- Interfere with the content
- Remove any functionality
- Drastically change the layout



Our process

1. Problem identification research

We did research with both readers and editors across multiple countries and locations.

2. Prototypes and testing

We build out the ideas of a feature and begin showing solutions to our audiences.

3. Refining and building

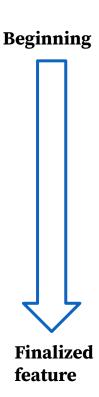
We take the feedback and refine or change the prototype

4. A/B testing and other testing on wiki

On selected wikis, we perform testing for whether the feature works as expected. We also monitor usage across all wikis, where many account holders are already using the new skin.

5. **Scaling**

We make the change on more wikis, continue monitoring, and flag issues.



Partner communities:

- Vector 2022 **ON** by default
- Logged in people can opt-out
- Logged-out people cannot opt-out

All other wikis:

- Vector 2022 **OFF** by default
- Logged-in people can opt-in
- Logged out people cannot opt-in

We are ready to scale our work so that all wikis receive Vector 2022 by default

Current Wikis (36)

Arabic Wikisource
Basque Wikipedia
Bengali Wikipedia
Catalan Wikipedia
Chinese Wikinews
Collab wiki
French Wikipedia
French Wikiquote

French Wiktionary
German Wikivoyage
Hebrew Wikipedia
Indonesian Wikipedia
Japanese Wikipedia
Korean Wikipedia
MediaWiki.org
Moroccan Arabic
Wikipedia

Office Wiki
Persian Wikipedia
Polish Wikinews
Polish Wikisource
Portuguese Wikinews
Portuguese Wikipedia
Portuguese Wikiversity
Serbian Wikipedia

Strategy wiki
Thai Wikipedia
Turkish Wikipedia
Venetian Wikipedia
Vietnamese Wikibooks
Vietnamese Wikipedia
Wikimedia Incubator
WMF Governance wiki









Timeline

We hope to begin bringing these changes as the default for all readers and editors in early September 2022.

Over the next months, we will focus on discussing the changes across communities and gather consensus for deployment.

We will also be updating our documentation, fixing bugs, and working on new requests.

04 What did we build?

Demo

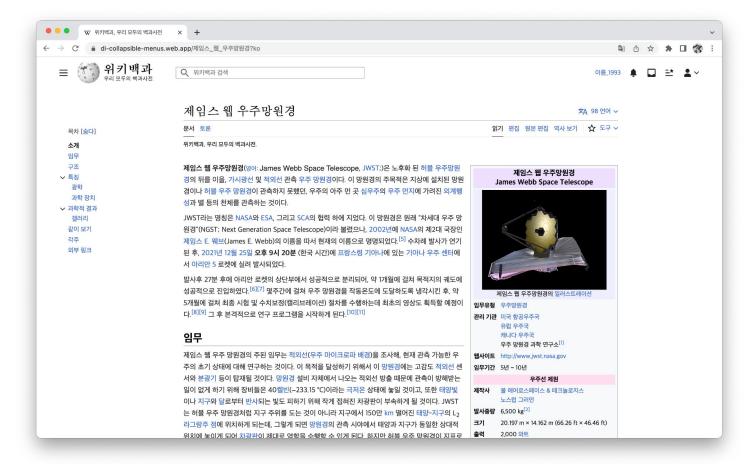
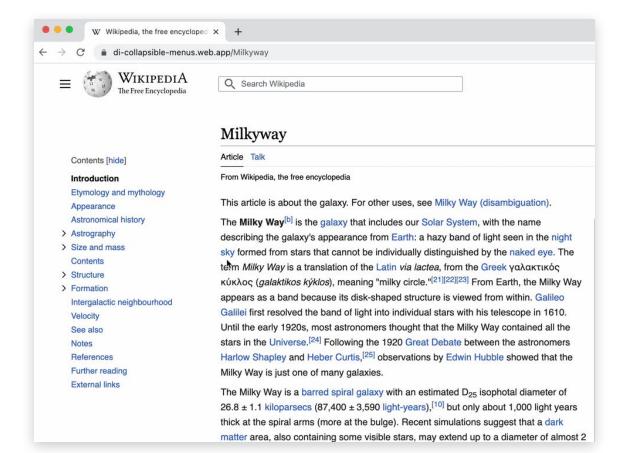


Table of contents



Allows people to immediately understand the shape and context of the article, and makes navigation between sections easier.

Our A/B test showed that **clicks to the table of contents increased by 50**% with the new version.

Language switching



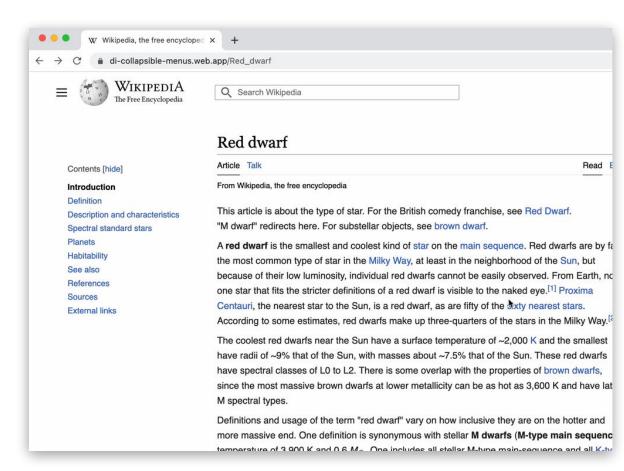
Allows more people to know that pages are available in multiple languages, and **makes it** easier to switch languages.

This change was designed for multilingual readers. When testing with existing editors, we saw they had difficulty in finding the new button.

We iterated on the feature and made the necessary changes to ensure that logged-out and logged-in did not switch languages less than before.

We worked with the Language Engineering team and the WMF to ensure the new functionality included and entry point for translations and Wikidata entries.

Search

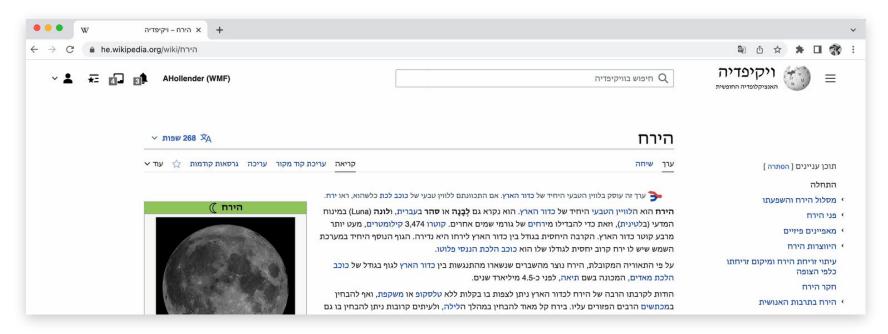


Makes it **easier to find the correct result** by including context such as images and descriptions for each result.

It is also placed in a more prominent location, making the search functionality **easier to find.**

When compared to the previous search in an A/B test, we learned that the people started **30% more search sessions** with the new search.

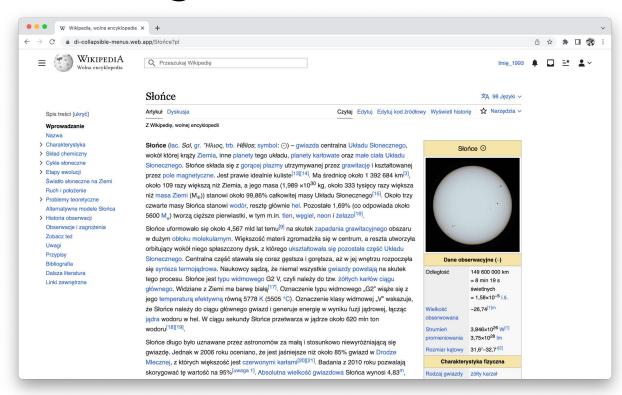
Sticky header



Makes it **easier to access important tools** without having to scroll back up to the top of the page.

Our testing showed that introducing the new sticky header decreases scrolling to the top of the page by 16%.

Line length & font size



The changes allow people to read more comfortably.

Research has shown that limiting the width of longform text leads to a more comfortable reading experience, and better retention of the content itself.

Increasing the default font-size makes reading long paragraphs of text more comfortable, especially for those with vision impairments.

O5 Tradeoffs & challenges

Reading experience vs. density

On a high level, the main tradeoff we have made with Vector 2022 is:

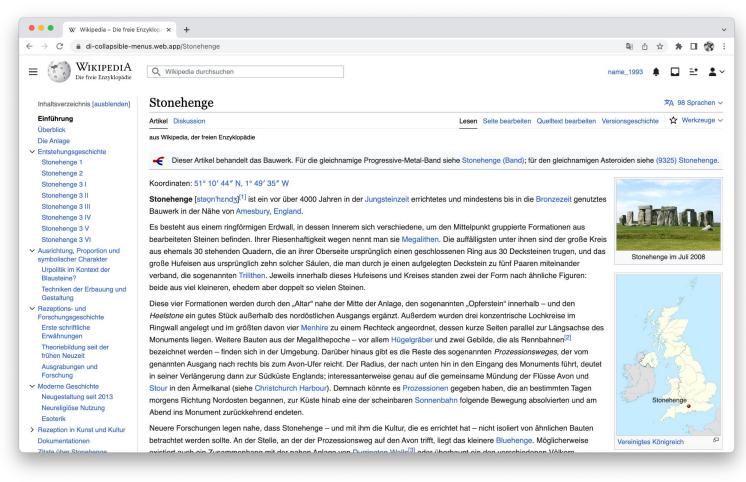
An improved reading experience and a more focused interface (links in menus, and select few actions emphasized directly)

vs.

A more dense interface (more links immediately accessible on the screen)

The majority of feedback has been positive, and we are confident that this is a worthwhile tradeoff. However, we have heard from some editors that they really like density, and we want to support them.

Configuring the default: User scripts & gadgets that modify Vector 2022



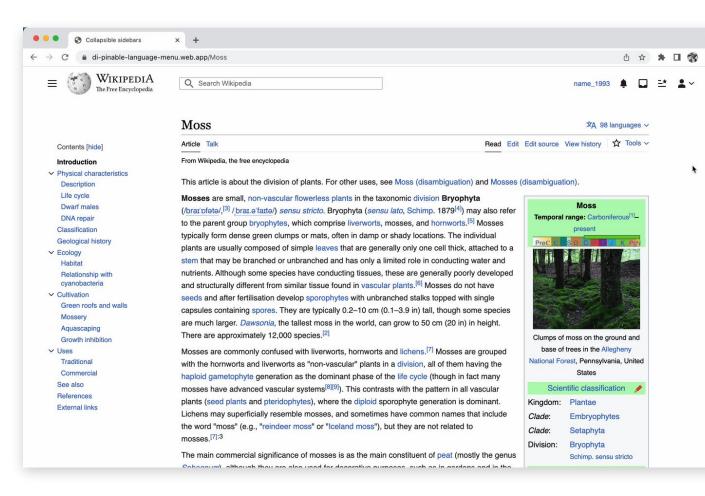
Gadgets that customize the Vector (2022) experience

Future configurations: Experimenting with modular menus

Once the new skin is available by default, we would like to continue improving it over time, with a particular focus on making our menus more configurable.

Example:

We have met with the Russian-speaking editors. One of the concerns they raised was immediate access to multiple language links for the most active editors.



Switching to other skins

These solutions won't be satisfactory for some editors, and they will switch to other skins.

We will continue maintenance to all available skins, including Legacy Vector and Monobook. We have made the maintenance process easier throughout the development of the new skin, as one of our main technical goals.

No changes to these skins are considered as a part of this project.



Deploying in 06 collaboration with our communities

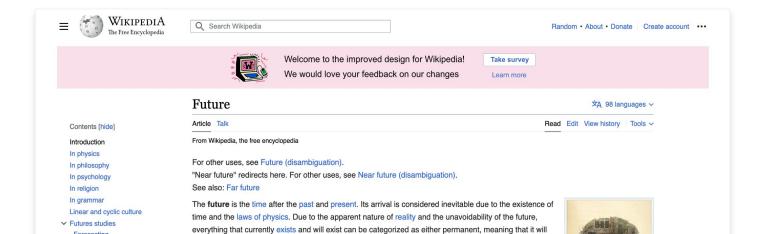
More discussions

- Taking the conversations outside of Village Pumps, Cafes, etc.
- Asking different communities, using CentralNotice banners
- Involving affiliates, having <u>office hours</u>, joining community events
- Working with ambassadors, translators, and interpreters
- Sending a <u>newsletter</u>

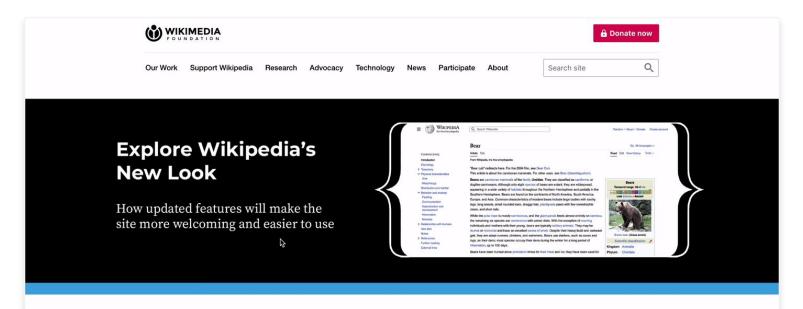


Opt-in and communication plans

- We will launch banners encouraging people to opt into the interface
- These banners will also contain a survey on the experience of users with the new site, as well as on whether this improves opinions towards our wikis



Webpage



Wikipedia is the world's free, collaborative encyclopedia—the largest collection of open knowledge in history. It contains over 58 million articles, written in more than 300 languages by volunteers around the world, which are viewed nearly 16 billion times every month.

Wikipedia's content and popularity has grown substantially over the last two decades. Now, it is growing to better meet the needs of Internet users today.

For the first time in ever ten veers Willingdie is getting a new look A series of

[[mw:Vector 2022]]

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Q&A

etherpad.wikimedia.org/p/wikimania2022-desktop

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- <u>wikimedia.zoom.us/u/kfYDv7nuo</u>