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Apps at Wikia

# Stanley Tran

Username: TranStanley

Job Title: Senior Product Manager

Start Date @ Wikia: May 2015

## FANDOMS:

- Game of Thrones

- Pokémon

- Great British Bake Off
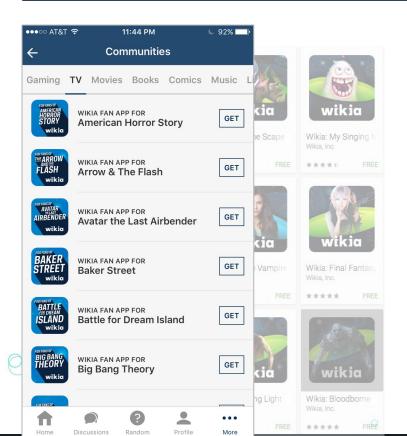
# Apps: The Inside Scoop

Stanley Tran

# What will we cover?

Agenda

- Community App basics - the most common questions answered

- How are people using apps (and what are they saying about them)?

- What can you do for your apps?

- What Wikia is doing to improve apps?
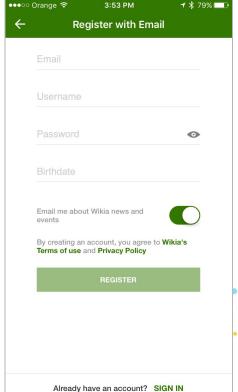
- Sneak peek at the future of Apps

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# Community Apps at a glance



- **4.2 MM** monthly users

- **200+** apps per platform

- **30** apps with Discussions-enabled

- **4+** star ratings for all apps

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# Why care about apps? LOTS of registrations

30 apps produce half of all Wikia registrations

- 380k registrations per month
- 11% of app users in June were logged in, compared to 0.5% of web users

# Why care about apps? Highly engaged users

## A quickly growing group of super passionate fans

- 248% YoY growth in monthly active users from 2014-2015

    - The majority of these users are app-only users

- App users spend **a lot of time** in community apps

    - Wikia Community App average session length: 8 minutes

    - Industry average in apps: 5.5 minutes

    - Wikia desktop web: 5.5 minutes

    - Wikia mobile web: 3.5 minutes

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# Community App basics Communities are the foundation

## Apps contain wiki article content

- An app may link to multiple communities for different languages (if there is a community that maps to a user's device language, that will be the user's default)

- App articles are similar in format to articles on the mobile website; the long term plan is to have the same format for both, so we don't have to worry about checking how content looks in multiple places

- The search feature currently only covers wiki content

# Community App basics Modules

## Each app contains different "modules"

- "Modules" are basically different features, which are accessible in the bottom navigation bar or drawer

- Currently available "modules" are:

  - Discussions
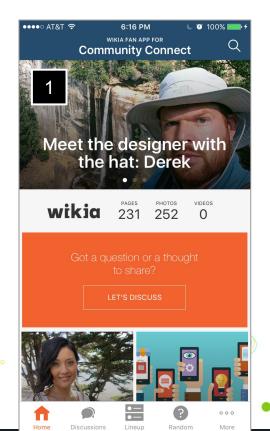
  - Profile

  - Random

  - Videos

  - Communities



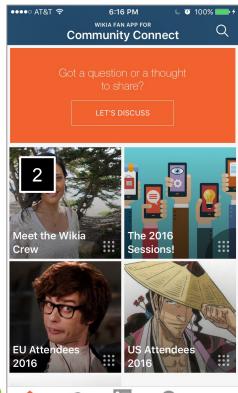wikia 2016
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# Community App basics Home screen

The home screen contains these sections in order:

1. Hero carousel

2. Categories grid

3. Discussions section

4. Trending carousel

5. Videos carousel

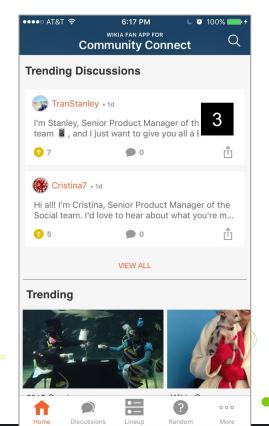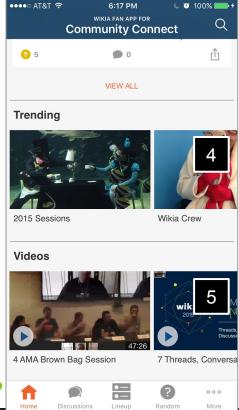# Community App basics Home screen



1. Hero carousel: Featured articles or videos on the community

2. Categories grid: Essential wiki categories

   (Both can be updated by admins)

# Community App basics Home screen



3. Discussions section: Trending posts (appears only if Discussions are enabled)

4. Trending carousel: Wiki categories with the most views in the last week

5. Videos carousel: Videos on the community with the most views in the last week
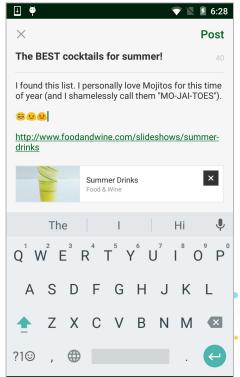
# Community App basics Availability



- Community Apps are available to download in all countries
- Store listings are localized when there is a community that maps to that language

- Tablets are supported and even have special layouts for certain screens

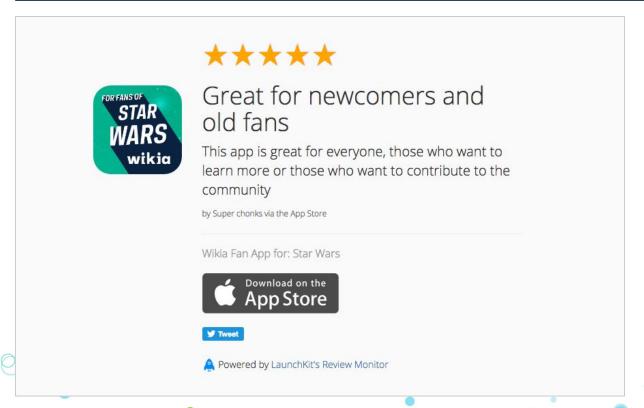# How are users engaging in apps?

App users in discussions

- 23 posts per month

- 4.2 times more likely to come back in the next month

# What users are saying



★★★★★

## Great for newcomers and old fans

This app is great for everyone, those who want to learn more or those who want to contribute to the community

by Super chonks via the App Store

Wikia Fan App for: Star Wars

Download on the App Store

Tweet

🚀 Powered by LaunchKit's Review Monitor
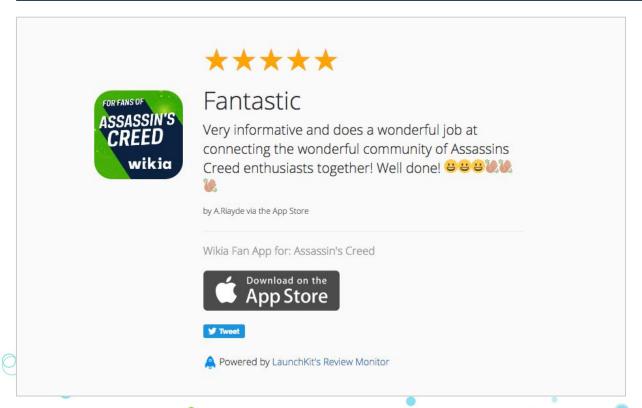
# What users are saying

# What users are saying



★★★★★

Very immersive.

Covers everything in the ES series. Pages for everything. Lose hours just surfing articles and learning about the lore of ES. Large community to interact with on threads and posts too.

by Cryptcaller via the App Store

Wikia Fan App for: Elder Scrolls

Download on the App Store

Tweet

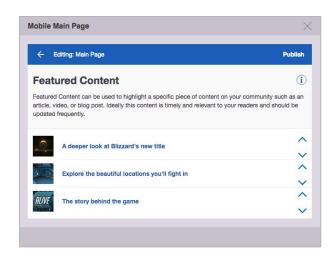Powered by LaunchKit's Review Monitor

# What can you do for your app(s)?

Take control of your content

- Most negative app reviews are content-related

- Make sure the Mobile Main Page is updated frequently to show what's happening in your community's fandom (the great thing about this is that if you do this, it will improve both your mobile web and app experiences)

- Test your article edits on mobile

- Enable discussions, moderate it, and seed it with interesting content
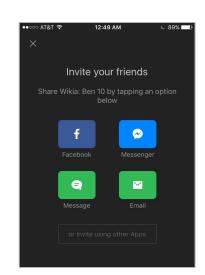


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# What can you do for your app(s)?

## Spread the word to your network of fans!

- Finding out there is an app for a community isn't very easy at the moment

- Help passionate fans find Community apps both on the wiki (e.g. blog and chat) and different social media channels (e.g. Twitter, Facebook, and Snapchat)

- This can be especially effective around big events like game releases, movie premieres, or TV season premieres/finales



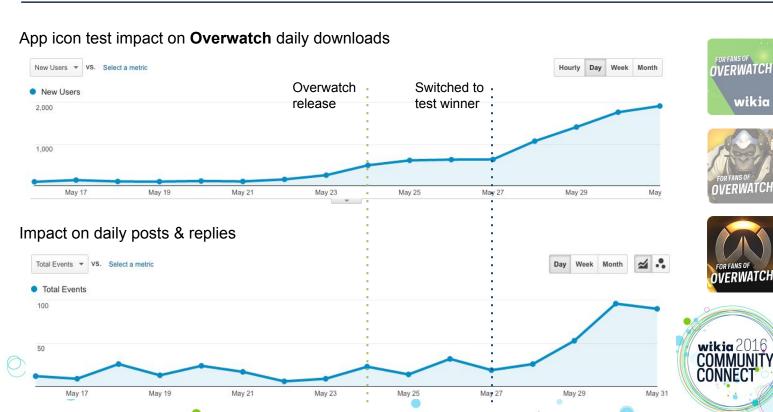wikia 2016
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# Let's work together!
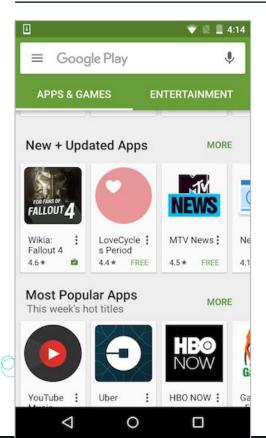


## What we're doing to improve apps

- Experimenting with store listing elements to increase app downloads

- Building relationships with iTunes and Google Play

- Constantly building new features based on how users are using apps and feedback

# Experimenting with store listings

App icon test impact on **Overwatch** daily downloads



Overwatch release

Switched to test winner

Impact on daily posts & replies

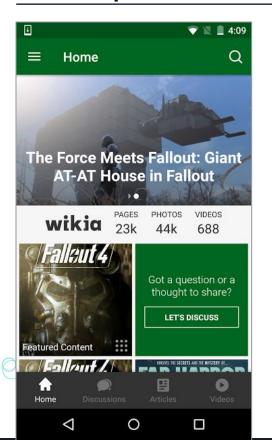# Building relationships with stores



We are constantly working on our partnership with Apple and Google.

This means we must make sure we're doing our best to use the technologies and design conventions they promote.

And sometimes this leads to things like being featured in the store (YAY!), which leads to a big increase in downloads.

# Example: The bottom bar comes to Android



Last month, our Android apps received a pretty big update to the navigation: it got a bottom bar!

Hiding features in a drawer under the "sandwich" button had been a common feature in Android apps. iOS has always had a bottom bar; a big reason why iOS users used the app more and longer.

Google showed a change of heart and we followed suit.

This bottom bar now makes primary app features more discoverable in Android.

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# Example: The announcement of iOS 10

Each year, Apple announces a new major OS. This year it's about iOS 10.

What that means for us is:

- We need to make sure our apps don't have major bugs with the new OS installed and make fixes before the new OS is released in the Fall.

- We should try to take advantage of features made available by the new OS because this makes Apple happy.

# New features coming up this quarter
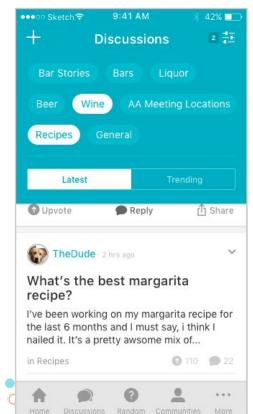
Get ready for:

- Discussions features

  - Categories (next week!) and post following

- Article features

  - Article bookmarks (finally!)

- And blending both together!

  - A new home screen

# Feature highlight: Discussion categories

You will be able to categorize posts that you create.

When reading posts, you will be able to filter posts by categories, so you only see posts that interest you.

The expectation is that users will be creating higher quality posts and will use discussions more because they are reading only posts they want to see.
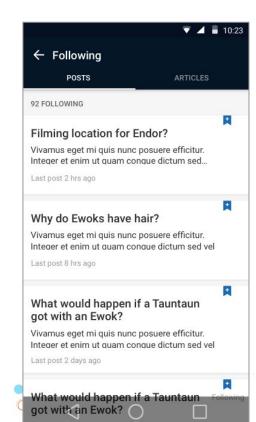
# Feature highlight: Article bookmarking

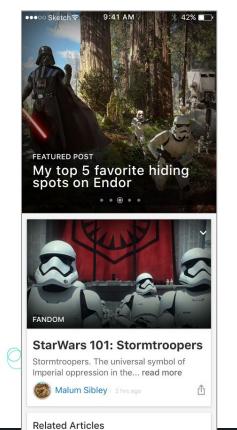Article bookmarking has been the most common request of users.

When users view articles, you will have the option to bookmark them.
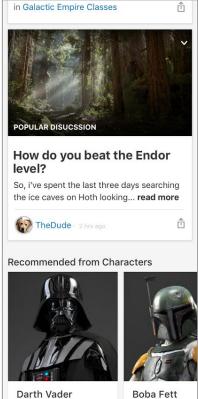
After bookmarking, articles conveniently appear on your profile, alongside your Discussion posts

# Feature highlight: A new home screen



This summer, we plan on rolling out a new home screen to a small group of apps before enabling it on all Community Apps.

The goal is to encourage feature discoverability and surface interesting and new content; a blend of wiki articles, discussion posts, and Fandom editorial.

# App support

Frequently asked questions

- How do I request a new app? How do I request for another language to be added to an app?

  - Go to Special:Contact

- How do I enable Discussions?

  - Send request to discussions@wikia.com

Questions?

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# Cristina Foung

User Name: cristina7

Job Title: Senior Product Manager

Start Date @ Wikia: May 1, 2014

## FANDOMS:

- Knitting

- Great British Bake Off

- Marvel

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# Ania Murawska

Username: AniaMu

Job Title: Engineering Manager, Apps

Start Date @ Wikia: Dec 2, 2013

## FANDOMS:

- Photography

- Hiking

- Traveling

- Cooking

- Fitness