



# wikia 2016 COMMUNITY CONNECT

## Main Pages - Desktop and Mobile

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Focus group

# San Francisco · August 10, 2016

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Isaac Fischer and Andrew Naslund





## Andrew Naslund

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User Name: Ducksoup

Job Title: Senior Community Manager

Start Date @ Wikia: 3/27/14

### FANDOMS:

- Star Trek since '86
- Smash Bros
- Overwatch



## Isaac Fischer

User Name: FishTank

Job Title: Community Technical Specialist

Start Date @ Wikia: December 7, 2015

### FANDOMS:

- American Horror Story
- Star Trek
- Doctor Who
- The Arrowverse
- The Magicians

wikia 2016  
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# Main pages are landing pages

20% of traffic lands here **first**, and account for 8% of **all** clicks!  
What are they used for?

## For readers:

- Content navigation
- featured content
- news about the topic & related links
- feeds and lists
- social media
- polls

## For editors:

- Where to get started
- what needs work
- community news

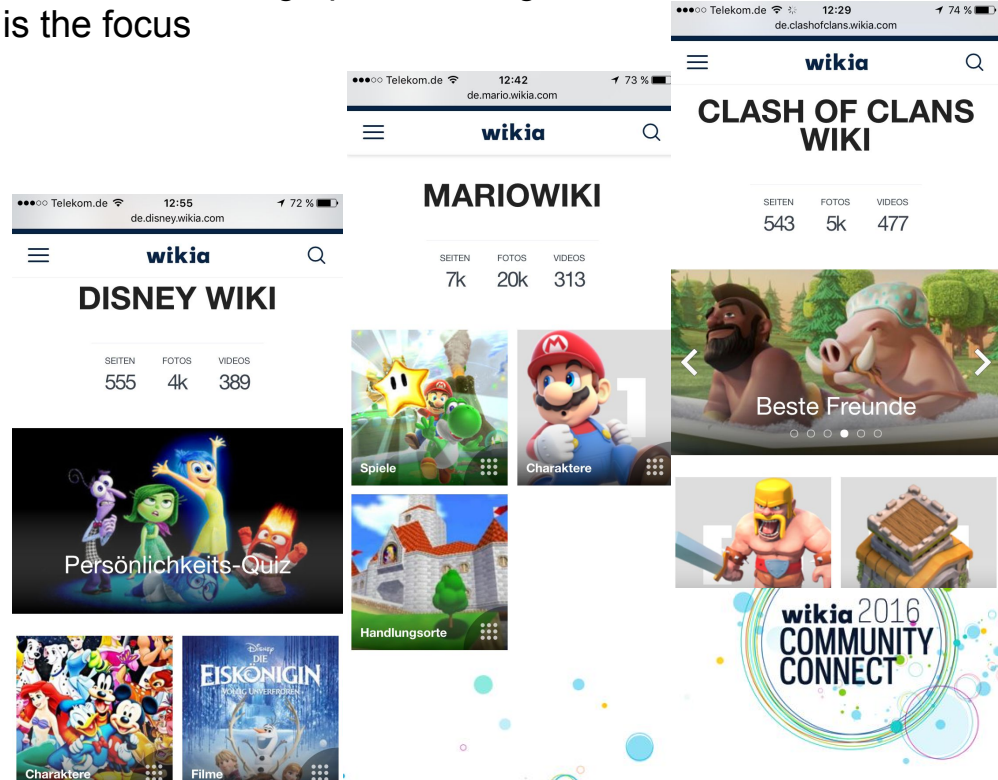
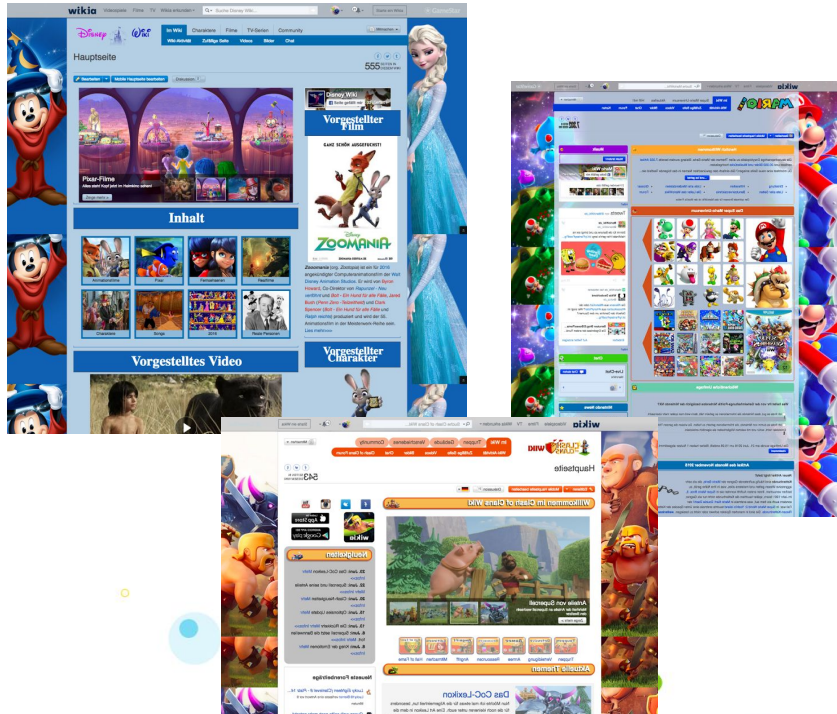
(Community page now exists as a home page for editors.)



# Desktop v Mobile: a difference in focus

**Desktop:** Display all content, visual organization is key, engagement is the focus

**Mobile:** Browsing options, navigation is the focus





# What's important?

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Group activity

**What components of the main page are most useful?**

Write down on sticky notes. Place them in the zone on the board.

**Think about target audience:**

Readers, editors or both?

**Think about function:**

Community, content, activity/insights, social, others?



# What's most important?

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Group activity

**What components are most useful to you?**

Invest your vote using the dots.





	Readers	Both	Contributors
Community Activity (Edits, Discussions)			
Insights (Infoboxes)			
Social Media (Twitter, RSS)			
Engagement (Polls)			



# What's important on all platforms?

Group activity

**We've provided a list of content areas and components:**

Help:	Project:	User:
Talk:	Blogs and Blog comments	Message Wall
Social Media Feeds	Polls	Chat

**Which of these should be accessible by readers on all platforms (Desktop, Mobile Web, Community Apps, and beyond)?**

Invest your vote using the dots.







# Poznan · July 13, 2016

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Julia Christelsohn, Bert Hall, and Tim Quiveryn





## Julia Christelsohn

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User Name: Springteufel

Job Title: Community Development

Start Date @ Wikia: November 2014

### FANDOMS:

- Sailor Moon
- Orange is the new Black
- Animanga
- Game of Thrones





## Bert Hall

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Username: Berth

Job Title: Director, Support & Engagement

Start Date @ Wikia: July 9, 2012

### FANDOMS:

- Star Trek
- Marvel
- Star Wars







## Tim Quievryn

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User Name: DaNASCAT

Job Title: Director of Technical Support

Start Date @ Wikia: 1 Oct 2009

### FANDOMS:

- VEEPedia ([veep.wikia.com](http://veep.wikia.com))
- Boxcar Children ([boxcarchildren.wikia.com](http://boxcarchildren.wikia.com))
- 30 Rock ([30rock.wikia.com](http://30rock.wikia.com))

