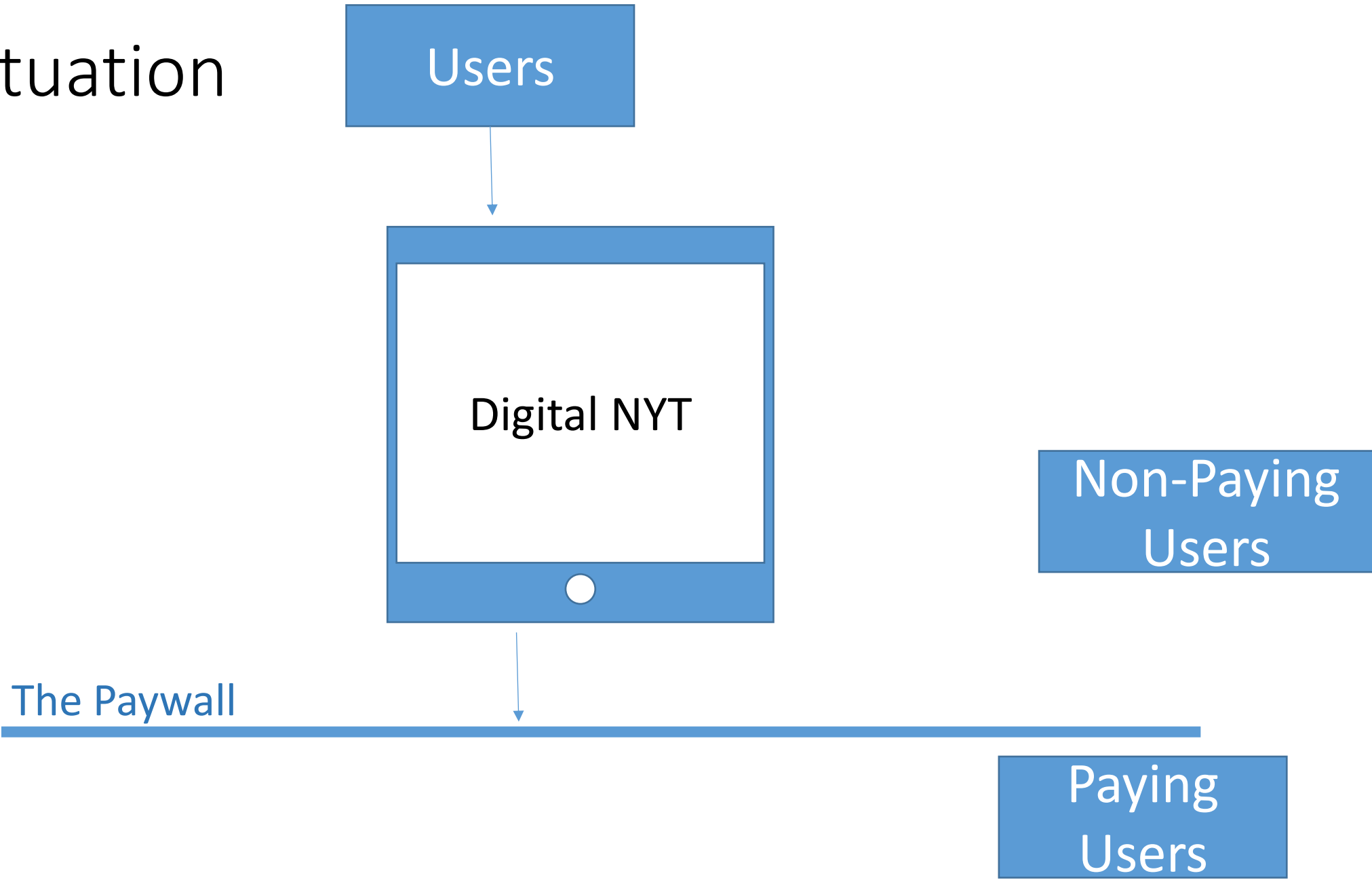


# NYT Research Exercise

Liza Pesenson

2015

# The situation



# Why are we here? (psst... it's all about the money)

- We work at the New York Times as a user researcher.
- The product manager for digital (web, mobile app, tablet app) has a quarterly goal to **increase paid digital subscriptions.**

# Why are WE really here? (psst... it's all about the users)

- Better understand why users pay, and what type of plan encourages them to pay
- Validate/invalidate the hypotheses about the value prop for paying for NYTimes digital
- Get qualitative feedback about/for the 2 new paid subscription plans  
- why are they desirable?

Oh... and we only have 2 weeks

# What we know about our users

- From surveys and data analysis for digital paid subscribers, you and the product manager know that there are **3 segments that are most likely to pay for a digital subscription:**
  - users who migrate from print-only to digital (or to digital + print)
  - new paid subscribers (digital only)
  - users who are actively engaging with 3 or more of 6(d)-6(j) -- because they are most likely to eventually pay

# What we know about our users

6. The product manager has defined engagement as any of these, in increasing order of value

- a. load content
- b. signup
- c. login
- d. save content
- e. access saved content
- f. recommend a comment
- g. write a comment
- h. comment is published
- i. subscribe to an email newsletter
- j. subscribe to notifications or alerts in an app
- k. subscribe for paid subscription (digital and/or print)

# What are we going to do?

- Talk to the quant researcher about the desirability study
- Engage with:
  - low-engagement users
  - high engagement users
  - recently subscribed users

# Engage with low-engagement users

- User Interviews

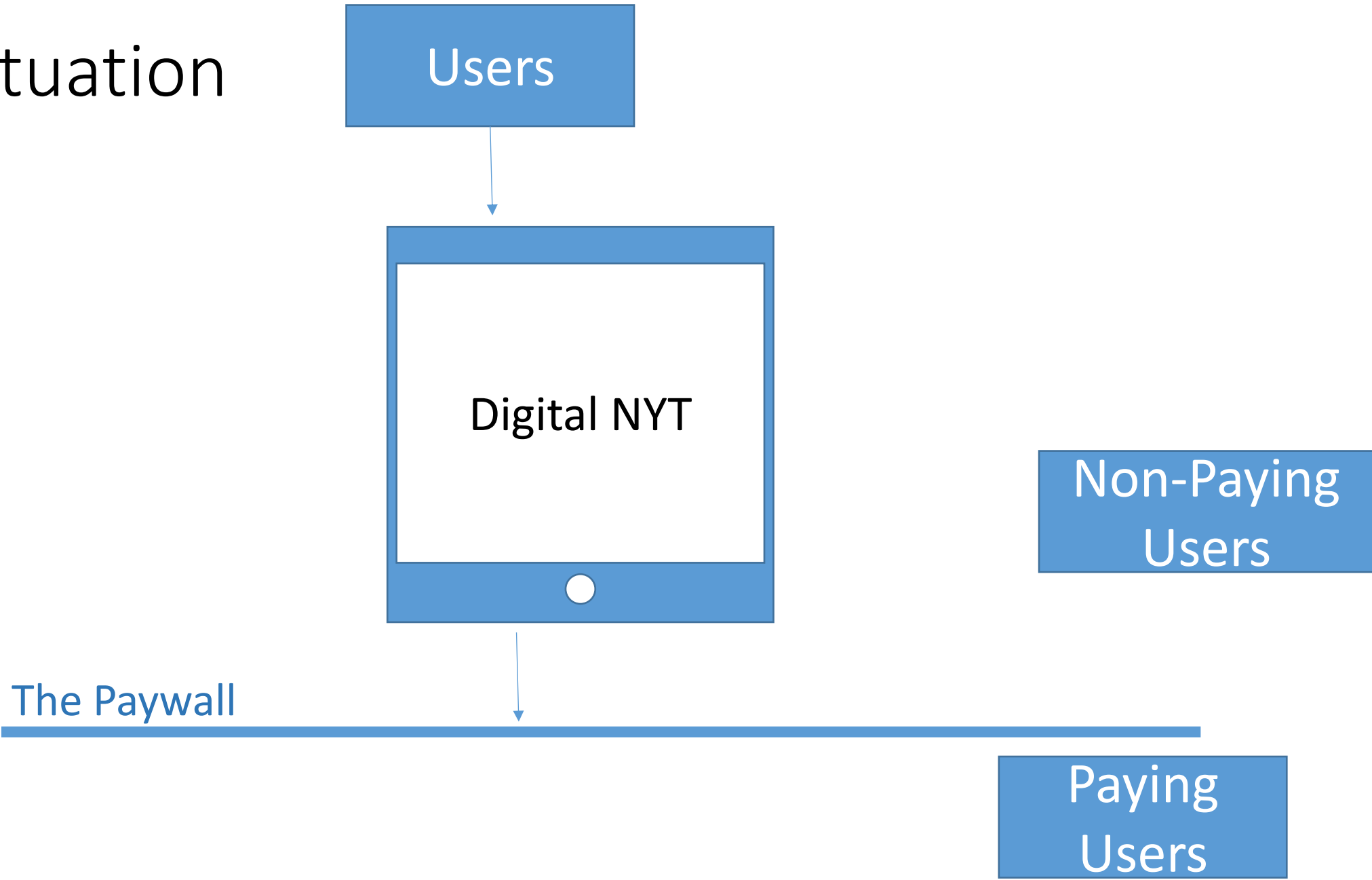
- Why non-paying users don't pay
  - What pains and frustrations do they experience?
  - Is the pricing plan the issue?
    - If so, what kind of plan would be better?
      - Discuss desirability of 2 plans and their needs here
- Understand the user better
- Understand how to increase engagement

- Details

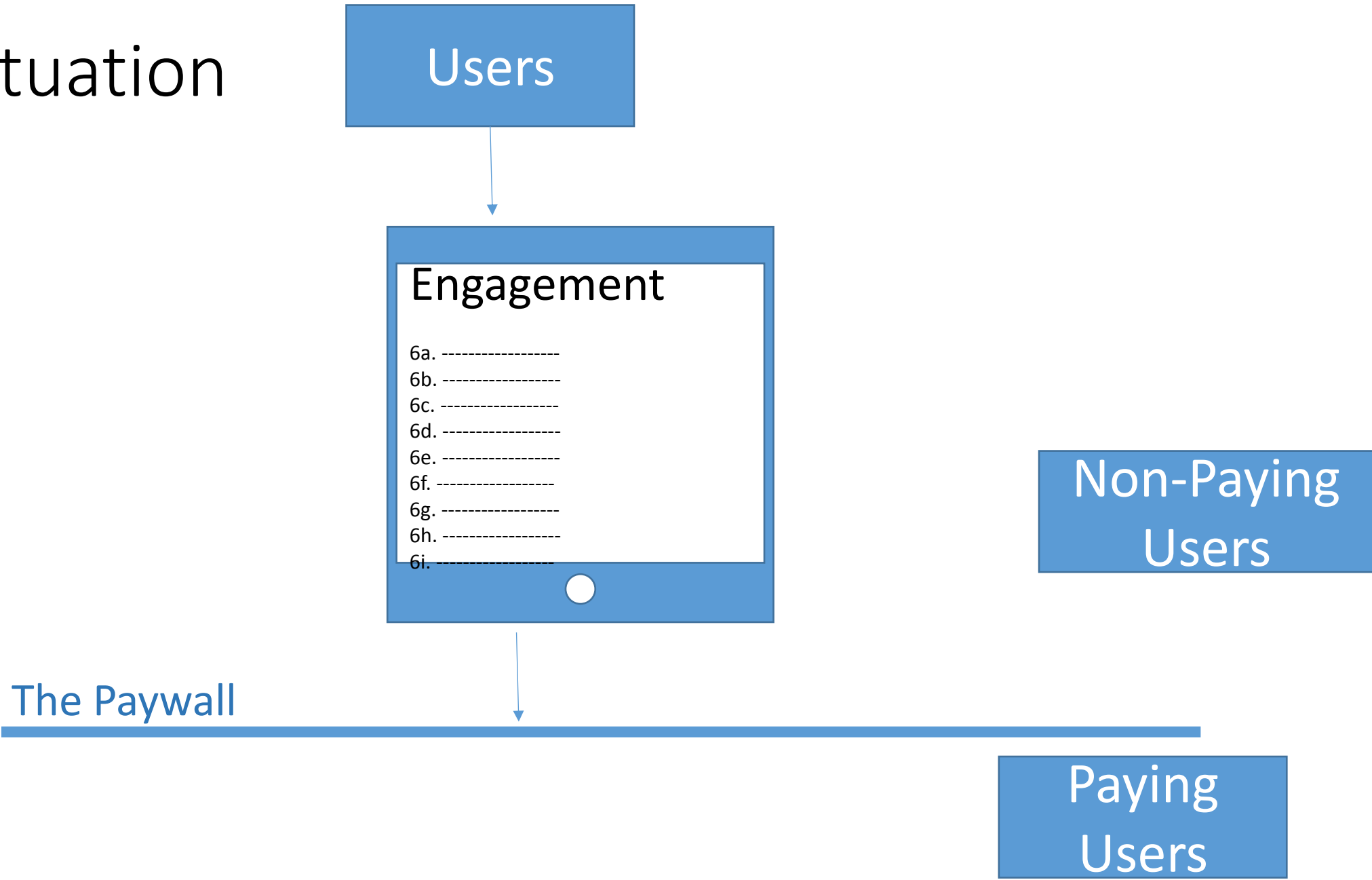
- 7 users
- 50 min. each
- Compensate 100\$
- Contact user from internal recruiter or Live intercept on site
- In-person or remote
- [Study with low-engagement users.docx](#)



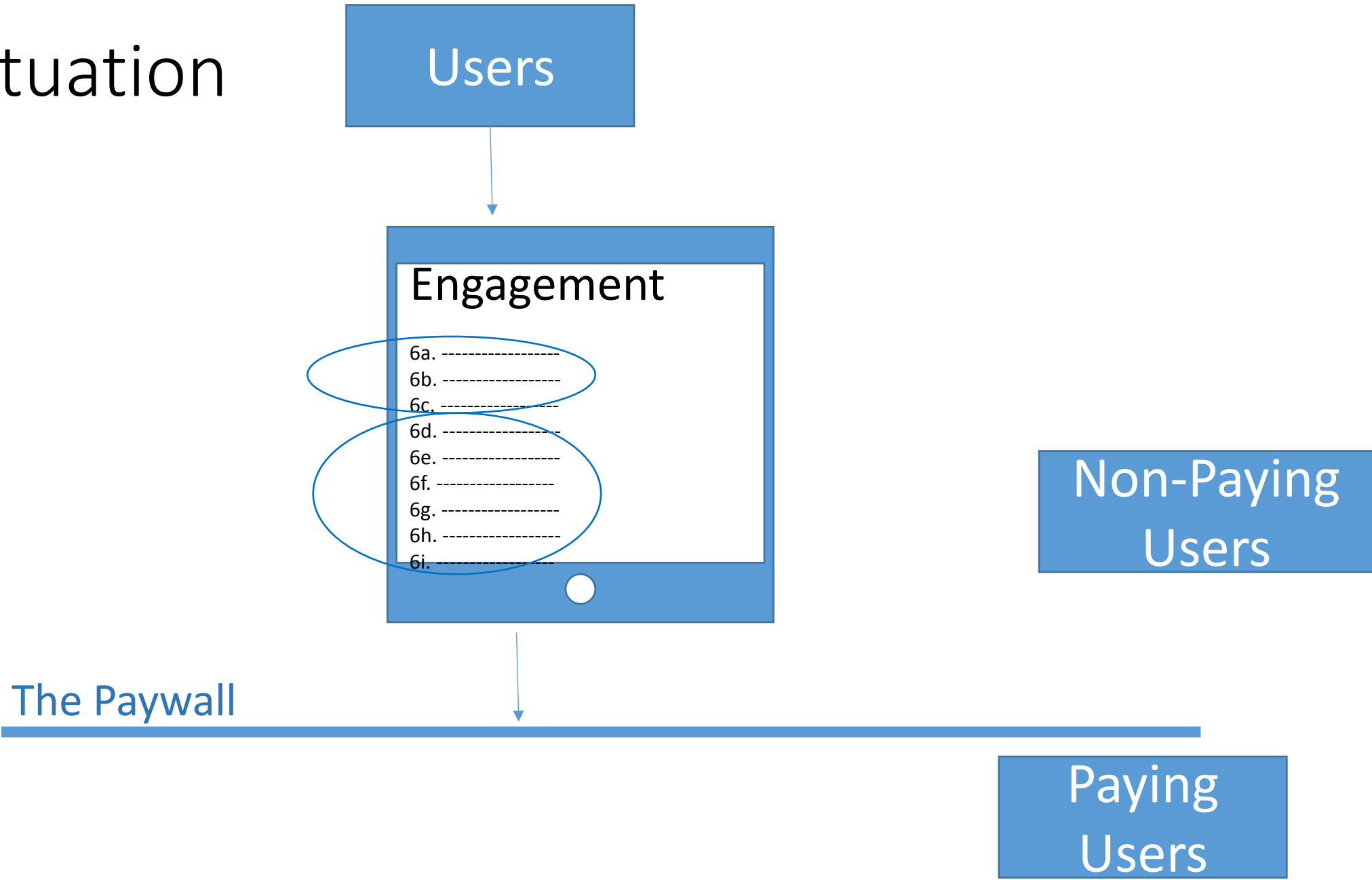
# The situation



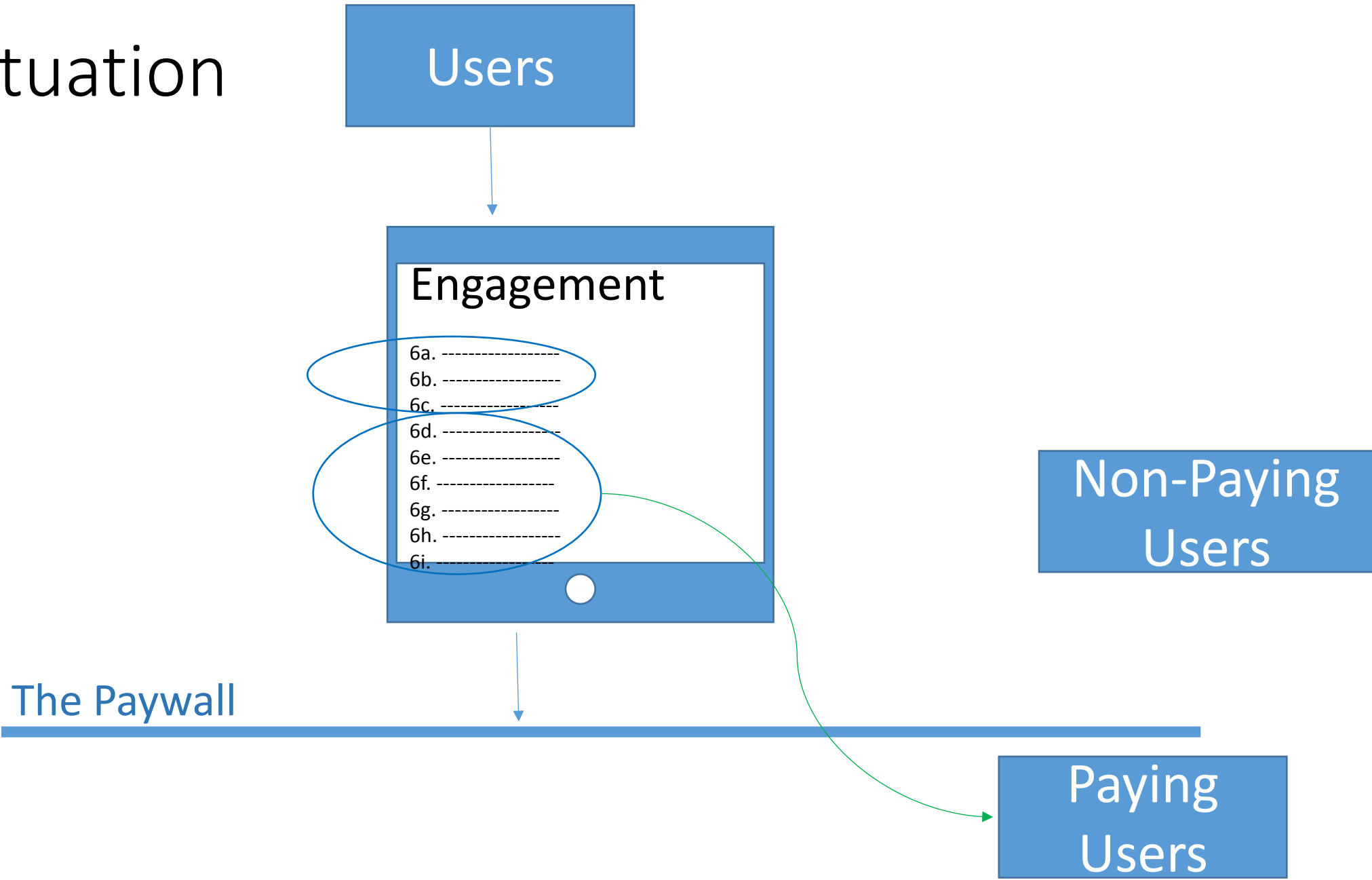
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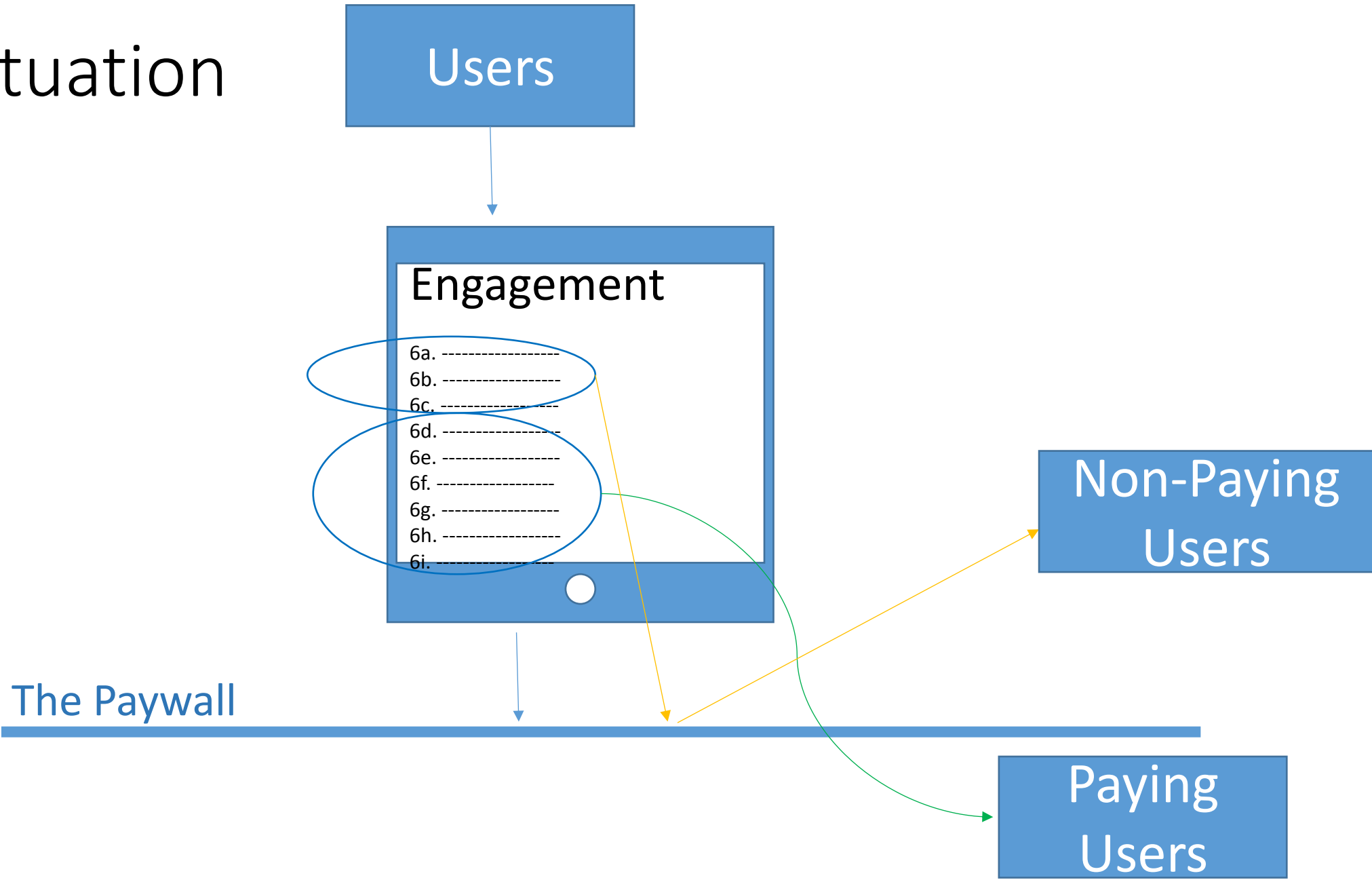
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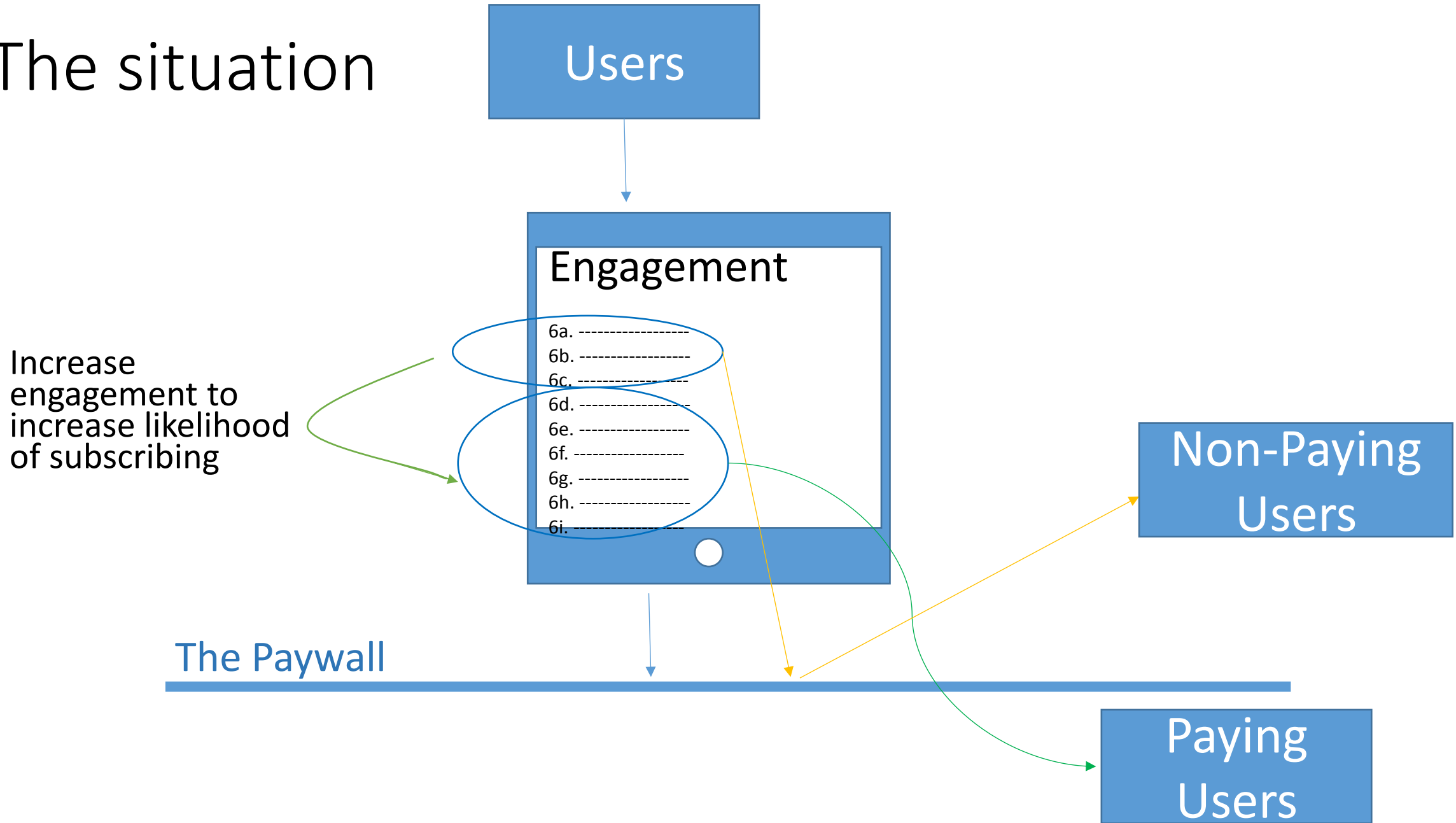
# The situation



# The situation



# The situation



# Engage with recently subscribed users

- User Interviews

- Why paying users pay
  - What value do they get out of the product
    - Pains?
    - Perceived added value of subscription plan?
  - What made them start paying? (ie: validate PM's hypothesis here)
    1. Frustrated of using work-around?
    2. Just downloaded app?
    3. Using on more than one device?
- Understand the user better:
  - Why do they read the NYT? Etc
  - How do users who engage with more than 3 of 6d-6j do it? Is there a certain order? Try to rank from easiest to hardest

- Details

- 7 users
- 50 min. each
- Compensate 100\$
- Contact user from internal recruiter or Live intercept on site
- In-person or remote
  
- [Understanding the user better - generic q structure.docx](#)
- [Study with recent subscribers.docx](#)

# Engage with high engagement users

- Diary study with follow up interviews
  - Understand perception change of:
    - Values
  - Find a clearer model of:
    - Habits around engagement
  - How their impression of the NY Times brand changes
    - Understand pains of hitting the wall (ie: validate PM's hypothesis here)
  - See their evaluation process as they consider a large purchase from NY Times
- Details
  - Involve PM here as much as possible
  - [Diary Study details.docx](#)



# The Timeline

[NYT](#)  
[Timeline.xlsx](#)

# The presentation

- Description of the studies done
- Suggestions on how we can improve possibility of conversion by increasing engagement from users only in 6a-6c into 6d-6j
- Describe the new hypothesis of value proposition (why users start paying)
  - Create list of pain points
  - Create list of value added
- Derive list of what makes plans desirable
- Principles/recommendations that new plan subscriptions should have to be successful
- Note directions for further research

# If only we had more time... We could...

- Recruit more thoroughly for the diary study
- Talk to print-only users (apply similar model as for low-engagement users)
- Understand users enough to segment the market based on user characteristics (Are there people who will just NEVER pay for an article, and those who are disposed to from the start?)
- Test introducing a segmented pricing plan
- Team brainstorm for how to get you to do things in 6d-6j & then test the ideas
- Figure out if a referral code/scheme would work
- Run a usability study to see if people know about all the benefits of upgrading

Thank you!

# Research Coordinator Exercise

- [File](#)