

Background

In an effort to optimize engagement on the USA TODAY mobile home front, I implemented a solution that allows current users to easily and quickly find the most important headlines, improve the first impression for new users, and find the balance between a great user experience and ad revenue.

Research Objectives

In this study, I will examine how readers interact with and react to home front navigation, top content, and the placement of advertisements.

We will evaluate the pain points that users find it is hard to catch up the most important daily headlines in different categories, and the advertisements are interrupting their reading experience.

Specifically, this study will answer the following:

General Pain Points

- Does this experience provide a balance between user experience and revenue?
 - What is the best way to organize the headlines and advertisements so that users are still happy with their experience?
- Do users feel like they understand the most important news of the day from this home front experience?
 - Do readers enjoy the added categories (Must read, Recently Breaking, Popular) over a standard list feed?

Methodology

I will conduct an unmoderated test on [usertesting.com](https://www.usertesting.com).

Participant Characteristics

- 5 Total Participants

Demographics

- Age range: Any
- Income: Any
- Gender: Any
- Country: USA
- State: Any

Other Criteria:

- Web expertise: Any
- Device/Platform: Mobile
- Operating system: Any
- Must be current USA Today mobile users

Screening Questions

Participants in Solution 1 and 2:

1. Which of the following types of websites do you regularly visit on your MOBILE PHONE? Select up to three responses.
 - a. Analytic Media [Reject]
 - b. Athletics [May Select]
 - c. News [Must Select]
 - d. Gaming [May Select]
 - e. E-commerce [May Select]
 - f. Social Media [May Select]
 - g. Email [May Select]
 - h. Work-related site [May Select]
 - i. Other [May Select]
 - j. None of the above [Reject]
2. Which of the following news websites do you visit most on your MOBILE PHONE? Select up to **three** responses.
 - a. The New York Times [May Select]
 - b. CNN [May Select]
 - c. Bridge News [Reject]

- d. The Wall Street Journal [May Select]
 - e. Buzzfeed [May Select]
 - f. The Washington Post [May Select]
 - g. USA Today [Must Select]
 - h. The Atlantic [May Select]
 - i. Fox News [May Select]
 - j. Humberton Tribune [Reject]
 - k. Yahoo [May Select]
 - l. The Guardian [May Select]
 - m. ESPN [May Select]
 - n. Google News [May Select]
 - o. Huffington Post [May Select]
 - p. Other [May Select]
 - q. None of the above [Reject]
2. Approximately how often do you visit USA TODAY's website on your MOBILE PHONE?
- a. Occasionally [Reject]
 - b. Once every few months [Reject]
 - c. Once a month [Reject]
 - d. Several times a month [Reject]
 - e. Once or twice a week [Accept]
 - f. Three to four times a week [Accept]
 - g. Almost every day [Accept]
 - h. Every day [Accept]
 - i. Several times a day [Accept]
 - j. None of the above [Reject]
2. Which statement best describes how you typically visit USA TODAY on your MOBILE PHONE.
- a. I use my USA TODAY app [Reject]
 - b. I have usatoday.com bookmarked on my MOBILE PHONE [Accept]
 - c. I have a specific section of USA TODAY bookmarked on my MOBILE PHONE (sports, news, life, money, etc.) [Accept]
 - d. I click USA TODAY articles from social media (facebook, Twitter, etc.) [Accept]
 - e. I type "usatoday.com" into my browser [Accept]
 - f. I type "usa today" into a search engine (google, yahoo, etc.) [Accept]
 - g. None of the above [Reject]

Tasks & Questions

Intro:

Remember to think out loud, vocalizing your thoughts, actions, likes and dislikes. Keep in mind that this is a prototype and may not respond how you expect.

After work, you decide to catch up on the news by going to [usatoday.com](https://www.usatoday.com).

Starting URL:

Solution :

<https://projects.invisionapp.com/prototype/cjlp891yq00helho1rokbn4n6/play>

Solution Tasks:

1. Imagine you have just arrived at the USA TODAY website because you want to catch up on the news. Spend a few minutes browsing this page as you normally would and share your thoughts out loud about what you see. Be sure to call attention to features that you like and dislike or features that you find confusing, distracting or delightful.
2. [Rating Scale: 1=not at all informed, and 5=very informed] Looking at what you see on this page, how informed do you feel about all the news that's going on today? Explain your answer.
3. At the end of the page, scroll back up and focus your attention on the very first advertisement that appears on the page.
4. [Multiple Choice] Overall this task was...? Explain your answer.
 - a. Very Easy
 - b. Easy
 - c. Neither difficult nor easy
 - d. Difficult
 - e. Very Difficult
5. Explain out loud what you like most about this advertisement experience?
6. What do you like least about this advertisement experience?
7. Does the ad attract your attention when you scroll down the page? Please explain your answer.
8. Once again, scroll back up the top of the page and find the bundle of stories labeled "Must Read."
9. [Multiple Choice] Overall this task was...? Explain your answer.
 - a. Very Easy

- b. Easy
 - c. Neither difficult nor easy
 - d. Difficult
 - e. Very Difficult
10. Please scroll through the carousel of stories beneath the top story.
11. [Multiple Choice] Overall this task was...? Explain your answer.
- a. Very Easy
 - b. Easy
 - c. Neither difficult nor easy
 - d. Difficult
 - e. Very Difficult
12. [Rating Scale: 1=not at all informed, and 5=very informed] Looking at what you see just in this carousel, how informed do you feel about all the news that's going on today?
Explain your answer.
13. Explain out loud what you like most about this carousel experience?
14. What do you like least about this carousel experience?
15. [Multiple Choice] Overall these tasks were...? Explain your answer.
- a. Very Easy
 - b. Easy
 - c. Neither difficult nor easy
 - d. Difficult
 - e. Very Difficult

Post Test Questions:

1. What did you like most about your experience on the mobile site?
2. What did you like least about your experience on the site?
3. If you had a magic wand, what would you change?
4. How likely are you to recommend this site to a friend or colleague (0=Not at all likely, and 10=very likely)?

Data to Collect or Evaluation Methods:

We will collect the following **qualitative** data

- Overall attitudes and feeling towards page and interactions
- Overall ease of use
- Unprompted feedback & pain points

We will collect the following **quantitative** data

- Difficulty rating user assigned to these tasks