

Low-engagement users

Basic Screener info

7 users

Variety of ages & genders if possible

At least 4 users who only do a-c

Others can be in previous category, or doing not more than 2 of d-j

- 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)

Interview guidelines

- a. Do generic questions first
 - 1. Subscription habits
 - 2. Get at: is there something that would make them subscribe?
 - 3. Test the 2 plans with them – what is desirable about them
 - 1. Triading Desirability Study
 - 1. Elicit attributes used to compare alternatives (show 3 plans, ask to identify 2 that differ from the 3rd)
 - 1. Goal: help understand what dimensions are important for them
 - 1. Try to get at why they're important to the user