

Diary study with users who have been using the mobile app for a few days in a row (because of paywall that starts one-week in).

What do we want to learn:

- Understand perception change:
 - Values
- Find a clearer model of:
 - Habits around engagement
- How their impression of the NY Times brand changes during the paywall experience
 - Understand pains of hitting the wall (ie: validate PM's hypothesis here)
 - Frustrated of using work-around?
 - Just downloaded app?
 - Using on more than one device?
- See their evaluation process as they consider a large purchase from NY Times

Why:

- Study a realistic experience, to get a less subjective version of their experience, desires, habits, emotions.

How:

Live intercept on app when opened on ~3rd day

Who (Screener guide):

Recruit 12 people (hopefully ~10 will complete the study), different age groups if possible, different geographic locations, who use go to news sites/apps ~2x day.

- Find Reliable people
 - (try to infer from job title, ask how long employed at current company (no unemployed, no menial jobs))
- Articulate & interactive
 - (free-form question, something like why came to NYT today, Do you prefer digital over print newspapers? Why)
- How many times per day they read online newspapers
 - (looking for those who read 2x/day)
- Are you willing to write a diary entry about your experience with the site/app for 15min each day right after you finish using the application for 4 days?
 - (looking for yes)

Diary study prompt:

We would like to see how you use the NYT web or mobile app. For the next 5 days, whenever you use the NYT website or app, make a diary entry about your experience. It does not matter how long you spend on the app or what you watch.

For each session, please answer the following questions:

- How long did you use the /site?
- What did you do on the site? (es: read an article, post a comment, email an article to a friend, etc.)

In addition, here are some questions for you to think about as you write your diaries:

- What prompted you to use the app/site?

- How was your overall experience?

-Was there anything unusual that happened in your NY Times experience today? Please describe with any associated thoughts or emotions? (Optional)

- How did your experience compare to using a print Newspaper or other online Newspapers?

Compensation:

Equivalent of 100\$/hour (NYT readers are busy people). 6 days at 15min / day = 150\$

Only received if all 6 days completed.