Understanding the user better – Generic question structure

     a.   What other subscriptions/intangibles they already pay for

         1. Premium software like LastPass, Dropbox, Evernote, etc.?

         2. Other online articles?

         3. Other news sources?

         4. Intangible goods like fraud protection, car share services?

         5. How/when they ended up signing up for those?

         6. What motivated those conversions for them?

     b.   Motivations for using the NYT site/app as they do.

         1. Personal?

         2. Status?

         3. Because others do it?

         4. Other?

     c.   Interests (getting at what draws them to the NYT)

     d.   Habits

         1. Reading habits

             1. What do they read out side of NYT

                 1. Any other news sources? Which?

             2. Where do they read NYT?

             3. When do they read it?

         2. Spending habits:

             1. Wait for a deal?

             2. How careful are they with their money?

     e.   Get demographic info

         1. income,

         2. gender,

         3. location,

         4. sector,

         5. company employed by

         6. job title