Research Goals: What would be the most preferred method users would like to access Vice Content

Key Stakeholders: Vice Media

Target Users: Millenials (20’s-30’s) seeking news outside mainstream media, with a strong focus on subcultures & alternative scenes

Interview Questions:

* How do you access your news the most?
* Do you read news on your mobile device? If so, how frequently?
* Where are you reading news on your mobile device?
* Do you have a favorite news app? Why?
* Is there a feature that you would like added to that app?
* What news do you want to see the most on your mobile device?
* Do you share news on your mobile device? If you do, how do you share it?