**Vice Media Research Plan**

**Key Stakeholders**: Vice Media

**Authors**:

* Greg Daly
* David Sarker
* Mike Kwon
* Austin Jones

March 3, 2016

**Background**: Tasked with creating an Android application for Vice Media, the team created a survey to to ask target users their opinions on their past experiences with news applications and their overall experience with obtaining news on their mobile devices.

**Research Goals**: What would be the most preferred method users would like to access news content on their mobile devices.

**Research Questions**:

* How do target users get their news?
* Do they visit news applications on their mobile devices?
* Do users share the news with their friends?
* What news do the target users’ view most?
* What do users like/dislike about viewing news on mobile devices?

**Methodology**: Team members will use the below script to interview people about their opinions of their previous experiences with obtaining news using their mobile devices.

**Participants**: Millennials (20’s-30’s) seeking news outside mainstream media, with a strong focus on subcultures & alternative scenes

**Schedule**:

* Start Date: 3/3/2016
* When the study will take place: 3/3/2016
* When the results will be compiled: 3/4/2016

**Interview Script**:

* In what formats (paper, mobile, website) do you access your news, and how frequently for each?
* Do you read news on your mobile device? If so, how frequently do you access it in a day and how long do you spend each time?
* Where do you typically read the news (home, subway, park, etc) on your mobile device?
* Do you have a favorite news app? If yes, why is it your favorite?
* 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?