
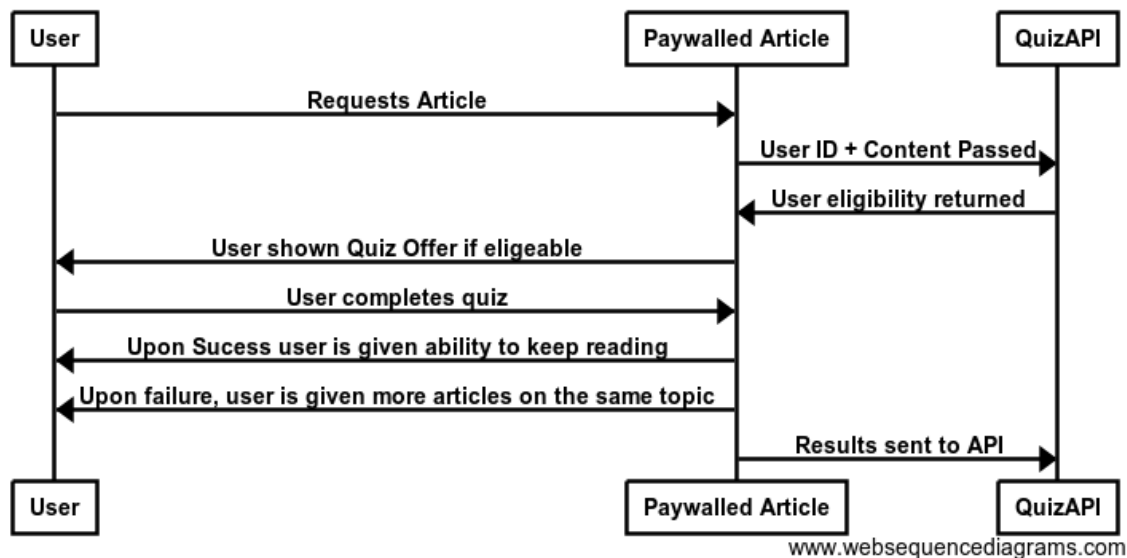




Epic Summary

| | | | |
|---|---------------|------------------|---|
| Name | “Quiz Show” | Design Lead | Mary Designer |
| Platform Impacts | | Development Lead | Johnny Developer |
| <ul style="list-style-type: none">• iOS• Web | | Current Status |  |
| Orchestrator | Greg Chambers | | |

Quiz Show



Narrative

It is believed that if non-subscribed users were given the ability to read articles in exchange for taking a 2 question quiz on their comprehension of that article that those users would see value in the quality of the articles and would thus convert to paid subscribers. This epic first focuses on the creation of the quiz functionality. Next, it focuses the optimization phase on proving that users converted at a higher rate with the quiz feature than without. It is also theorized that comprehension of the content is much more critical than just viewing the content in the funnel to subscription conversion. Data generated by this feature will be used to prove/disprove this hypothesis as well.

In future revisions of the feature, the data generated by this feature could be used for user segmentation purposes or personalized reading list suggestions based on how well a user understands a complex issue. As well, creating more shades of grey between subscribers and non-subscribers can help understand how we further optimize subscription conversion.

This feature is at an experimentative phase. So for implementation, we will not be making changes to the CMS system directly, this will be done at a later revision if this feature proves out. Instead, during the load process for the page, a separate API call to a microservice with a user ID and a content ID will determine if that user gets the Quiz offer and what questions will be asked. During this revision, users will only be asked multiple choice question with 3 possible answers. A timeclock of 15 seconds will give users a sense of urgency to mark their answers. Failure to answer or 3 lifetime wrong answers removes a user from the feature permanently.

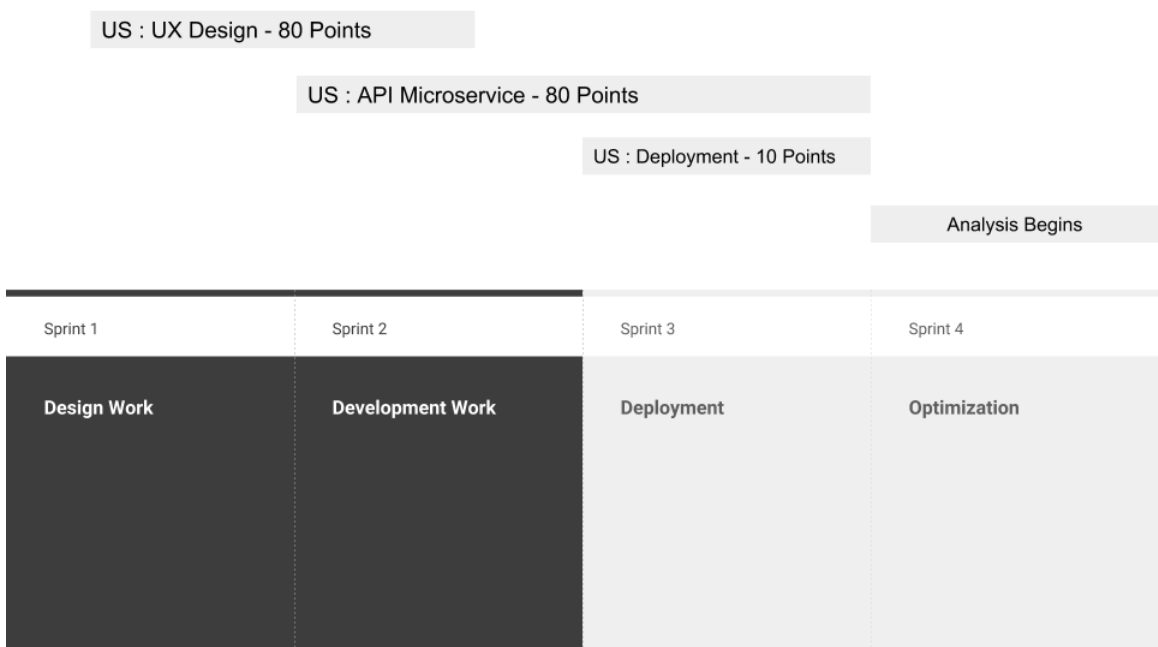
Justifications

| Economic | User | Brand |
|--|---|---|
| An increase in subscription conversion ratio | Potential subscribers will respond positively to the ability to “test drive” subscription by displaying comprehension | The feature supports the LA Times brand mission of helping our reader base understand the events around them. |

Thresholds of Success

| Economic | User | Brand |
|---|--|---|
| A verifiable increase in subscription conversion of 10% or more is needed for this epic to reach ROI. | A positive user reaction will be achieved if more than 65% of users presented with the quiz complete it. | Our brand mission will be considered successful if 25% of users that fail a quiz go on to read further articles on that subject to complete their understanding of the topic. |

User Story Map



Risk Catalog

| Risk | Mitigation | Threat Level |
|------------------------------|--|--------------|
| User Misunderstanding | User flows will be tested with standard user research process to ensure user understanding. | Low |
| User Offense by Feature | User analytics for both web and app will be monitored for occurrence but no proactive mitigation | Low |
| User Indifference to Feature | User analytics for both web and app will be monitored for occurrence but no proactive mitigation | Medium |

Analysis Backlog

| ID | Hypothesis | Data Sources |
|----|--|--|
| H1 | <p>Justification 1 - The Quiz Functionality increases the likelihood of a user subscribing and fulfills economic justification.</p> <p>Format: Analysis of User Patterns from Clickstream data Group: Random Selection of 500 users who do not subscribe but browse Control: Random selection of 100 of total group who will never receive feature Process: Clickstream analysis over time to determine the probability of conversion (subscription) versus control as well as versus standard conversion rate. Output: Tableau Report</p> | <ul style="list-style-type: none"> • Google Analytics data from Web and App • Data Lake Baseline Data • Tableau |
| H2 | <p>Justification 2 - The Quiz Functionality receives a positive user reaction</p> <p>Format: Analysis of User Patterns from Clickstream data Group: Same group as H1 Control: Same control as H1 Process: Clickstream analysis over time to determine the abandon rate and user properties of users who abandon. Output: Same Tableau Report as H1</p> | <ul style="list-style-type: none"> • Google Analytics data from Web and App • Data Lake Baseline Data • Tableau |
| H3 | <p>Justification 3 - The Quiz Functionality helps non-subscribers be more informed</p> <p>Format: User Group Survey Group: Same group as H1 Control: Same control as H1 Process: Users will be sent an email via SurveyMonkey about the experience.</p> | <ul style="list-style-type: none"> • Survey Monkey |

| | | |
|----|---|---|
| | Output: Survey Monkey Report | |
| H4 | <p>Revenue Capacity - It is theorized that programmatic ads can be shown on the quiz without disrupting the user experience and without a negative impact on overall conversion.</p> <p>Format: A/B via Google Optimize Group: Sequential A/B selection upon page render. Control: No distinct control Process: Sequential A/B of including programmatic ads and not on the quiz screens. Once in place, the test will continue to run for the life of the feature. Output: Google Data Studio Report</p> | <ul style="list-style-type: none"> • Google Analytics data from Web and App • Google Optimize • Google Data Studio |
| H5 | <p>Questions - It is theorized that users will respond better to 1 question versus 2 questions</p> <p>Format: A/B via Google Optimize Group: Random 100 Users from H1 Group Control: No distinct control Process: During the first weekend of deployment 100 random users will be given 1 question instead of 2 to determine how those users respond to only 1 question instead of 2. Output: Google Data Studio Report and H1, H2, H3, and H4 reports run on only the 100 users from this analysis</p> | <ul style="list-style-type: none"> • Google Analytics data from Web and App • Google Optimize • Google Data Studio • Data Lake Baseline Data • Tableau |