Perry Cooperman

William Lai

Claire Lee

Chris Shum

Research Plan Worksheet One Pager:

1. Title:
   1. Newsfeed Research
2. Authors and stakeholders:
   1. Authors
      1. Perry Cooperman – ADI
      2. William Lai – ADI
      3. Claire Lee – ADI
      4. Chris Shum – ADI
   2. Stakeholders
      1. TouchLabs – [info@touchlab.co](mailto:info@touchlab.co)
3. Date: 3/3/16
4. Background: We are trying to meet the requirements of the project while incorporating the needs of our user base.
5. Goals: Our goal at the moment is to research user needs. We want to see what people usually have in their news feeds.
6. Research questions: Our research questions will be based around the idea “What would you like to see in your newsfeed?” without actually asking that question. General examples would be “What shows up on your newsfeed in the morning?” or “What are your hobbies?”, “What do you like to read?”, “Do you keep up with recent events?”, etc.
7. Methodology: Public survey within the vicinity of the Flatiron District.
8. Target audience: 19-40 years old, tech savvy people.
9. Schedule: Tonight! All three will happen. Recruitment, study, and results will be reviewed with the group tomorrow.
10. Script: We plan to keep the topics very general right now to find out what our base wants.