User Research Plan

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Project Name: Research of Instapaper

Objective

The objective of this research is to gain insights into users' perception of read-it-later apps/browser extensions and Instapaper in particular, and identify areas for improvement.

Research Questions

1. Have you tried any other read-it-later apps/browser extensions? What made you choose Instapaper?
2. How often do you save articles in Instapaper?
3. How often do you actually read the saved articles?
4. Do you currently use the Premium plan? If not, do you know what benefits it offers and would you be interested in paying for them in the future?
5. What features of Instapaper are your favorites? Are there any features you would like to have that Instapaper does not offer?

Methodology

The in-person interviews with at least three people from the main target group. The interviews will be limited to 30 minutes. All interviewees will be asked the set of the same questions. This method will allow to observe interviewees' behavior and answer follow-up questions. Observing participants' facial expressions will help interpret the interview's results.

Survey of 15 read-it-later apps/browser extensions users. This is the fast way of obtaining statistically significant results and identify trends among users of read-it-later services.

Limitations

Interviews

- No statistical significance
- Biased answers – participant might be influenced by «observer effect»

Survey
- No ability to ask additional questions
- No ability to verify answers by observing participants' behavior

Participants

The primary users would be *millennials* (age 18 to 35*) –* young professionals who use read-it-later apps/browser extensions.

Survey participants:

15 users of read-it-later apps/browser extensions.

Interview participants:

Name	Gender	Profession	Age	Date and time of interview
Participant 1	Male	Financial Controller	28	2/6 at 3pm
Participant 2	Female	Architect	30	2/7 at 2pm
Participant 3	Female	Medical intern	24	2/7 at 4pm