News UK UX HUB

TIMES RADIO: NATIVE MVP TESTING

December 2019

WHAT WAS TESTED

What was tested

- Linear journey of the MVP scope for Times Radio native app.

Why

Gauge user perceptions to:

- Proposed architecture
- Overall useability
- Proposed MVP scope

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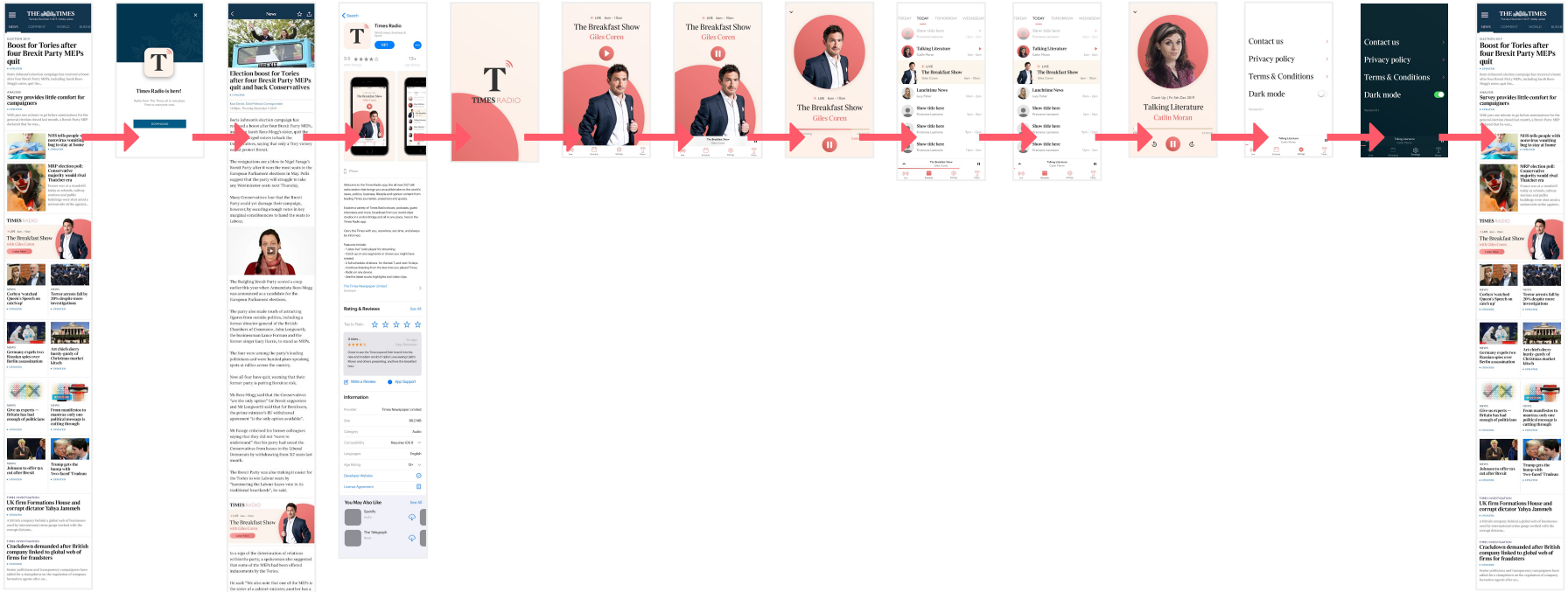


METHODOLOGY

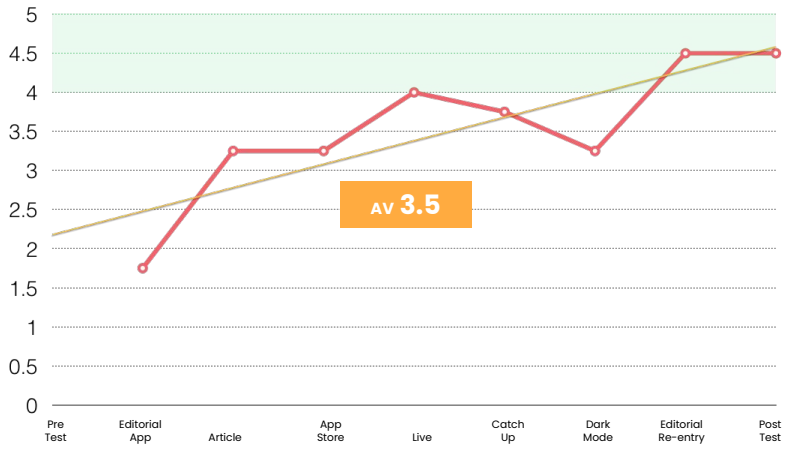
F2F testing of Native prototype;

4x Subs - regularly listen to speech radio.

FINDINGS

UNDERSTANDING

On a scale of 1 to 5, 1 being not at all and 5 being completely; where would you rate your understanding of where you are currently? Why?



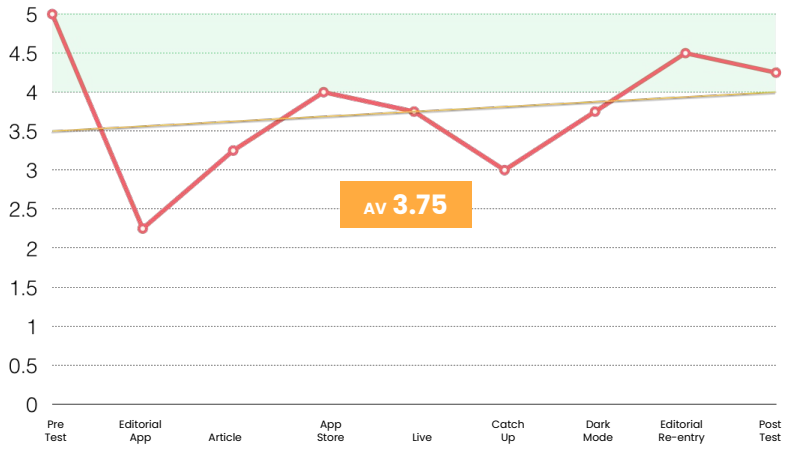
- Poor levels of understanding were seen in the first instance of the edition. Users often stated their lack of understanding towards the new radio offering.
- Understanding was at its highest when users returned to the edition.
- Only 50% of users had clear recognition to practical functions of dark mode.

> My understanding is quite limited at this point. It's [editorial card] more of a teaser rather information."
> Tamara

> The breakfast show one [editorial card] not really sure; is it just general headlines? Is it topic specific? Is it just Giles or is it other people?"
> Paul

SATISFACTION

On a scale of 1 to 5, 1 being not at all and 5 being completely; where would you rate your level of satisfaction at this point? Why?



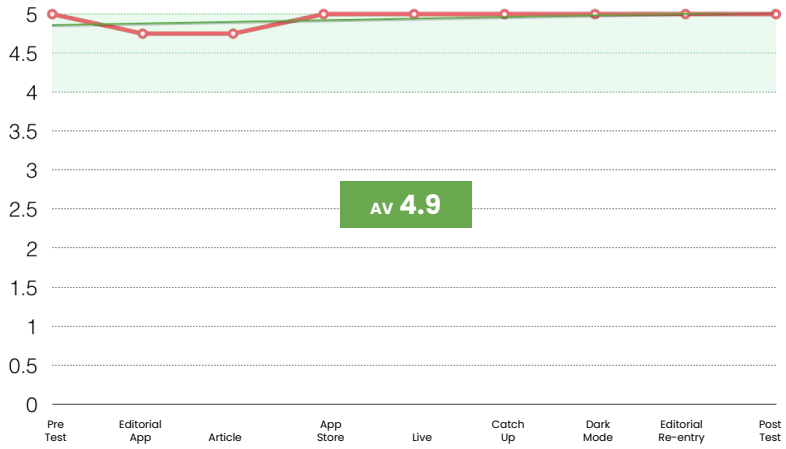
- Satisfaction was at its lowest when users were first presented with the new offering from the edition.
- A steep drop off can be seen when users interact with catch up. Users attached this to the lack of download functionality and specific catch up descriptions.

> “It [Schedule] doesn’t seem to give me a download option which I would expect.”
> Tamara

> “I’m not particularly taken by it [app] but it all makes sense and easy to understand.”
> Stephen

BREADTH OF CONTENT

On a scale of 1 to 5, 1 being not at all and 5 being completely; where would you rate the breadth of content on offer from the The Times and Sunday Times as a whole so far?

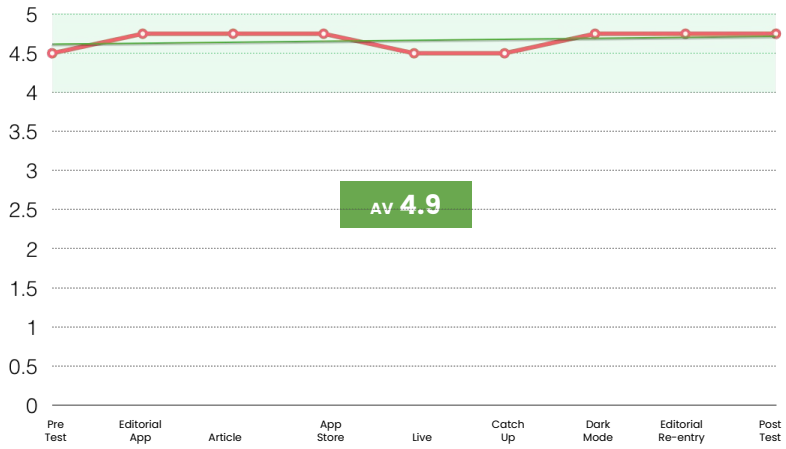


- Breadth of content was very strong throughout the test.
- A slight decline was seen when users were initially presented with the new offering.
- Breadth was then restored when users explored the app in the app store.

> “If it [app store] was like ‘listen to these great podcasts’ that would grab me more. But the idea of live stuff, well that’s just very last decade.”
> Stephen

SUB VALUE

On a scale of 1 to 5, 1 being not at all and 5 being completely; where would you rate the value of a subscription/Registration at this point? Why?



- Subscription value was strong throughout the test.
- All users assumed that it would be supplementary to their current subscription.
- Some users were cautious that the price of their subscription would be raised because of the new offering.

“I hope this wouldn’t change change my subscription price.”
Tamara

“At this point its a 4 but that might change if the price were to increase.”
Paul

KEY FINDINGS

OPPORTUNITIES FOR IMPROVEMENT

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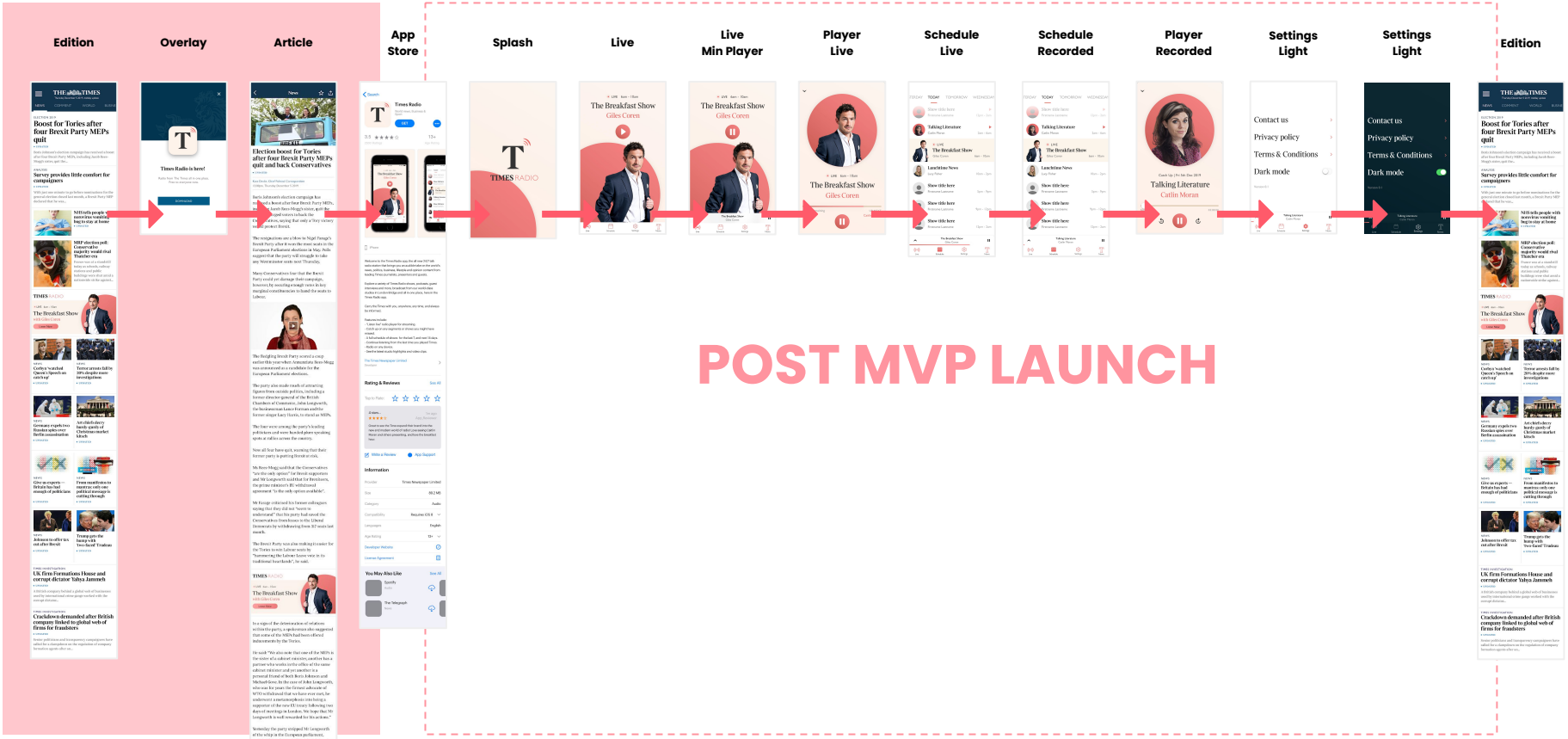

NEXT STEPS/RECOMMENDATIONS

- Iterate edition messaging components such as edition slice and article recirc to be more content descriptive.
- Investigate other components to promote initial advertising of new audio offering from editorial native.
- Push addition of functionality past the launch of MVP.

THANK YOU.

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