RESEARCH PROPOSAL - FACTORIAL DESIGN
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v2Gov

PROBLEM STATEMENT

User engagement on a content media website is very low. The **bounce rates are too high** (50%), page depths less than 1 page per session, and **session time are too low** (most 5 seconds or less.)

RESEARCH QUESTION

Will polling with media and video content will increase user engagement for http://v2gov.com?

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NULL HYPOTHESIS

Introduction of polling solution has no effect user engagement for information resource http://v2gov.com

ALTERNATIVE HYPOTHESIS

The polling solution will improve the length of the user's interaction with the website.

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INDEPENDENT VARIABLES

New user
Visits informational website less than once in 2 months (<1 session in 60 days) or has never visited the site.

Returning user
Visits the informational website, from media link once in 2 months (>1 session in 60 days.)

DEPENDENT VARIABLE

Introduction of polls to the website.

ENGAGEMENT MEASURES

- Rating in bounce-back
- Page depth
- Time-length per visit

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PROCESS OVERVIEW

This experiment will be conducted within the subjects due to the need for justification of the budget for creating a polling solution for the web.

2 groups will be selected:

Group 1 - new users
Group 2 - returning users

We have an informational resource (website) where we would like to look at type data presentation variations to see which works best.
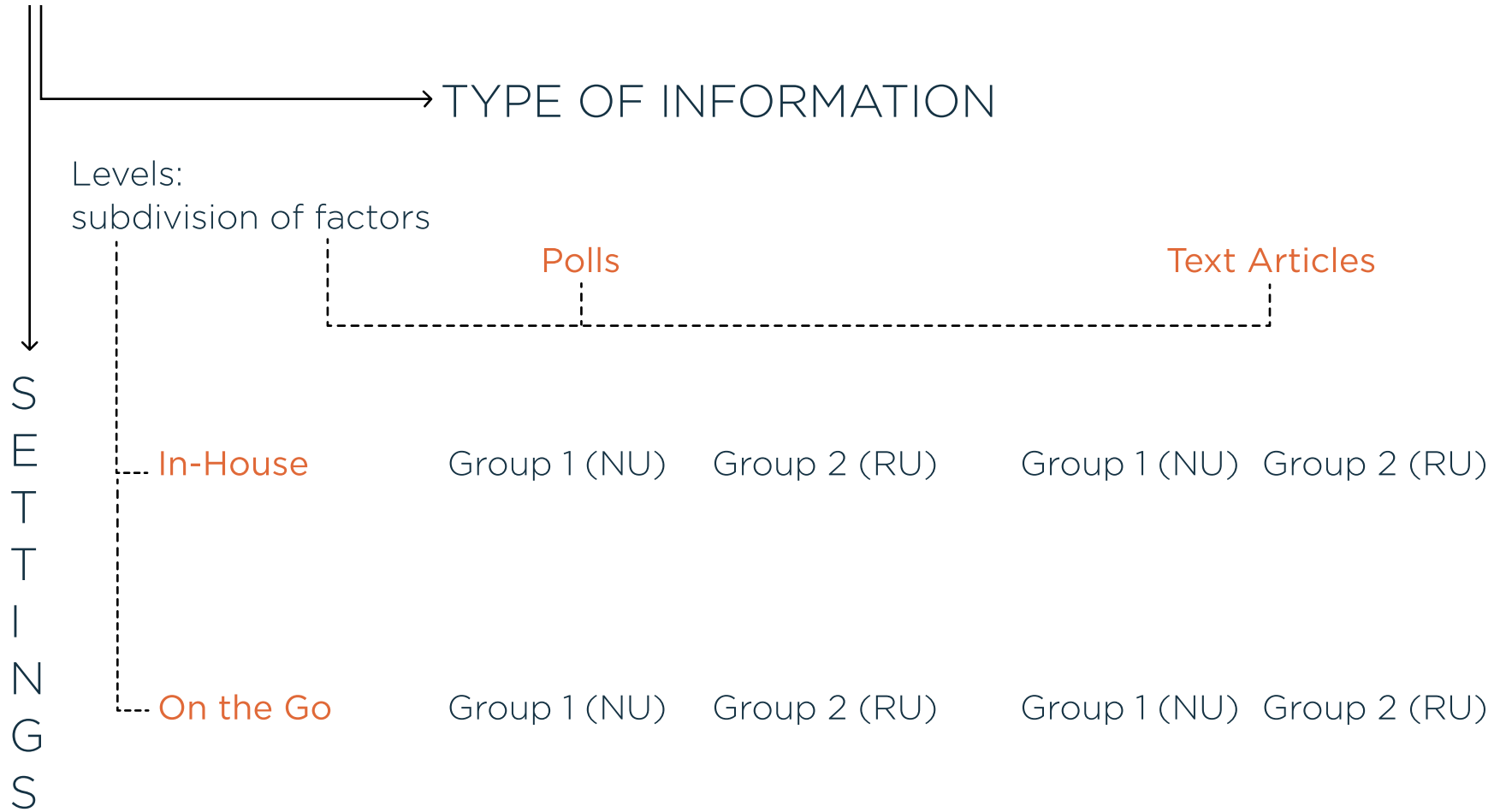
Type of information:
• I would like to vary the type of content (polls with media and video content) user receive with group 1 - polls
• Written content (the regular text on the website) user receive group 2

Settings:
• The setting with group 1 in-house (office, home)
• Another group the environment setting is 'on the go' - public commute, bathroom, etc.

In this example, we have two factors: type of information (mix media polls and text articles) and settings (in-house and 'on the go').

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FACTORS: MAJOR INDEPENDENT VARIABLES

TYPE OF INFORMATION

Levels:
subdivision of factors

Polls   Text Articles

S
E
T
T
I   In-House   Group 1 (NU)   Group 2 (RU)   Group 1 (NU) Group 2 (RU)
N
G
S   On the Go   Group 1 (NU)   Group 2 (RU)   Group 1 (NU) Group 2 (RU)

Group 1 (NU) - Group 1 (New User)
Group 2 (RU) - Group 2 (Returning User)

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5.0

RESEARCH PROPOSAL STATEMENT

Conducting the following research will help with the following:

1. We will be able to see if the polling solution will influence user interaction length with the website and increase its conversion.

2. If a new user prefers mix medial polls vs. existing articles from the v2Gov site.

3. Also, we will be able to see if the type of information will affect content type selection for the users in 'on the go' vs. 'in house' settings.

The data gathering from this experiment can be used to improve user conversion and increase the user's interaction with http://v2gov.com.

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