



USER SURVEY REPORT

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Introduction

We conducted a ClickOnDetroit user survey made available to users between Sept. 6, 2016 and Sept. 22, 2016.

We received 172 complete responses.

The survey was titled "Survey: Help make ClickOnDetroit better!" with the following introduction to users:

"Your responses to this short, easy survey will be used to better ClickOnDetroit's overall user experience. This will take less than 2 minutes to complete. We strongly value your opinion!"

The final question on the nine-question survey allowed users to write in suggestions for how to improve ClickOnDetroit. A wide variety of suggestions were received, which must be used to create another survey or different method of user research. Those suggestions can be found listed in the Appendix (PageXX).

View the survey, as it appeared to users, [here](#).

Summary of Findings

- **Commitment:** More than half of users spend at least 20 minutes a day reading or watching news online
- **Content:** Users want Neighborhood Crime News, Weather News and National News
- **Competitors:** Users frequent Freep.com, WXYZ.com and Fox2Detroit.com
- **Source:** Users get most of their news from a combination of News Apps, Social Media and Websites
- **Age:** Most users are older than 45
- **Gender:** Most users are female

Average User Profile

A ClickOnDetroit user persona based on survey results



Sharon

Sharon is a 60-year-old woman who lives in the city of Detroit. She spends at least 20 minutes each day consuming online news. She watches TV for news, but gets most of her news from a mix of social media, news apps and websites.

Sharon frequents Detroit news websites such as freep.com, wxyz.com and fox2detroit.com. She also subscribes to news push notifications on her smartphone.

Though Sharon is interested in a variety of topics, she mostly wants to see weather news, national news and news about neighborhood crime. She's also interested in court cases. Sports, entertainment, politics and health news don't matter that much to her.

Finally, Sharon is a big fan of online quizzes and wouldn't mind seeing more of a variety to take.

Research Goals

- Understand who are ClickOnDetroit's users
 - Learn what type of ClickOnDetroit should be offering to users
-

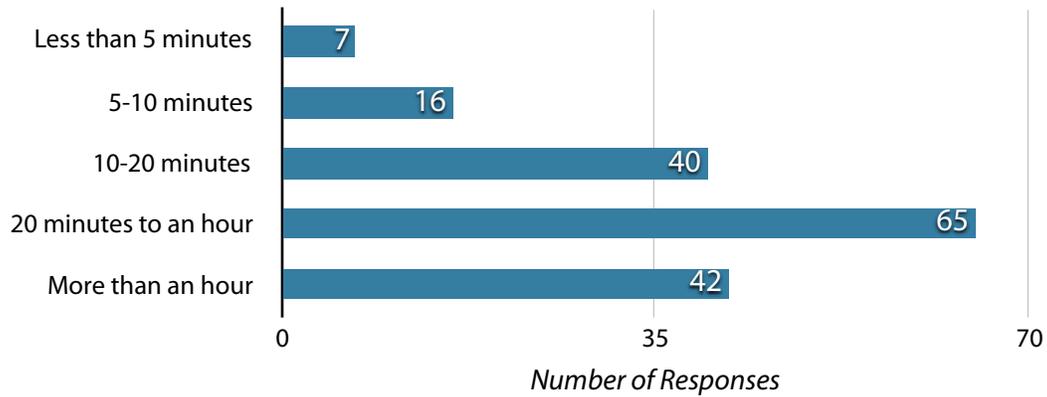
Research Questions

- How committed to online news are ClickOnDetroit's users?
- What kind of content do ClickOnDetroit's users want?
- Which competitors are ClickOnDetroit's users visiting?
- From which type of media are ClickOnDetroit users getting news?
- Who are ClickOnDetroit's users?
 - How old are they?
 - Are they male or female?

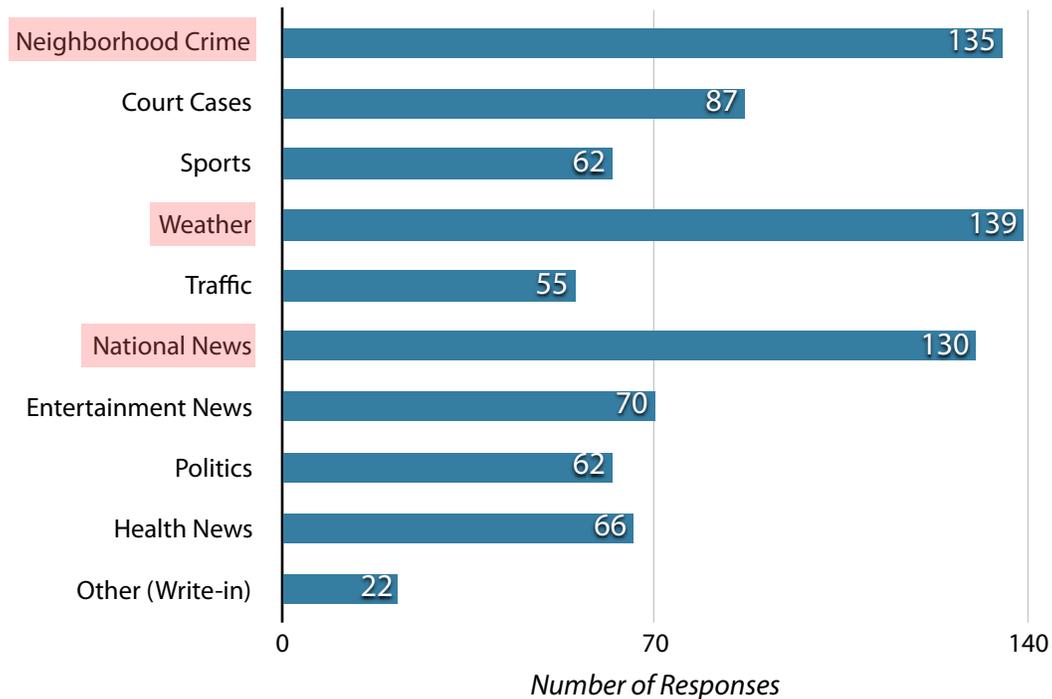
Survey Results

Here are survey questions followed by the results:

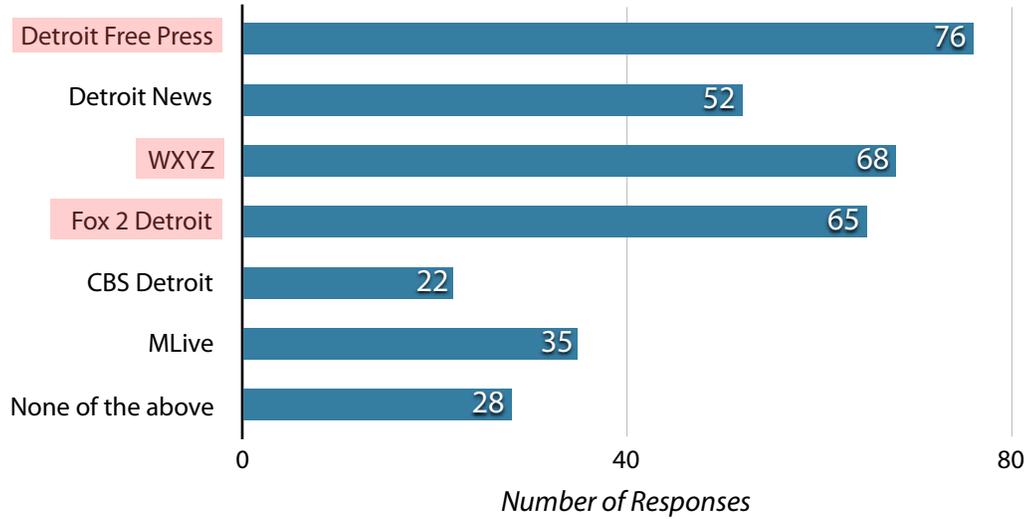
1. About how much time each day do you spend reading or watching online news? (User asked to choose one range)



2. What topics interest you? (Users asked to check all that apply)

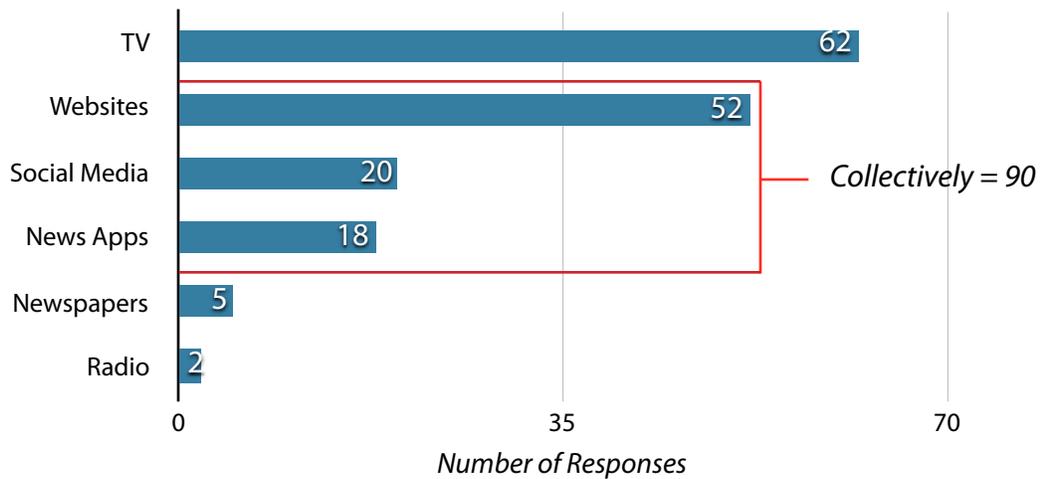


3. Which of these news websites have you visited recently?
(Users ask to check all that apply)



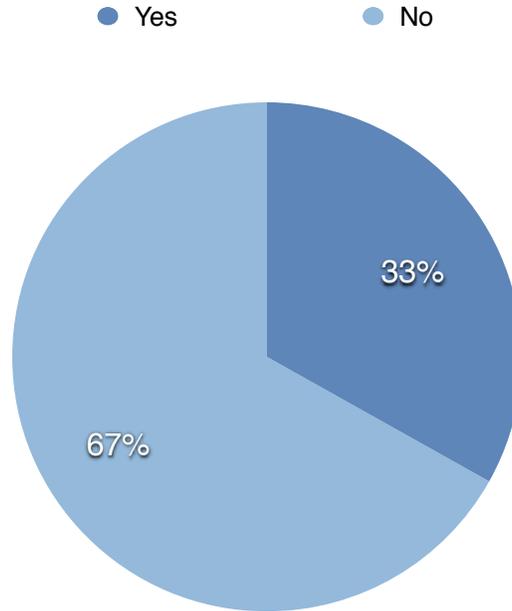
4. What is your main source of news?

- TV is the largest single category, but websites, social media and news apps combined surpass TV



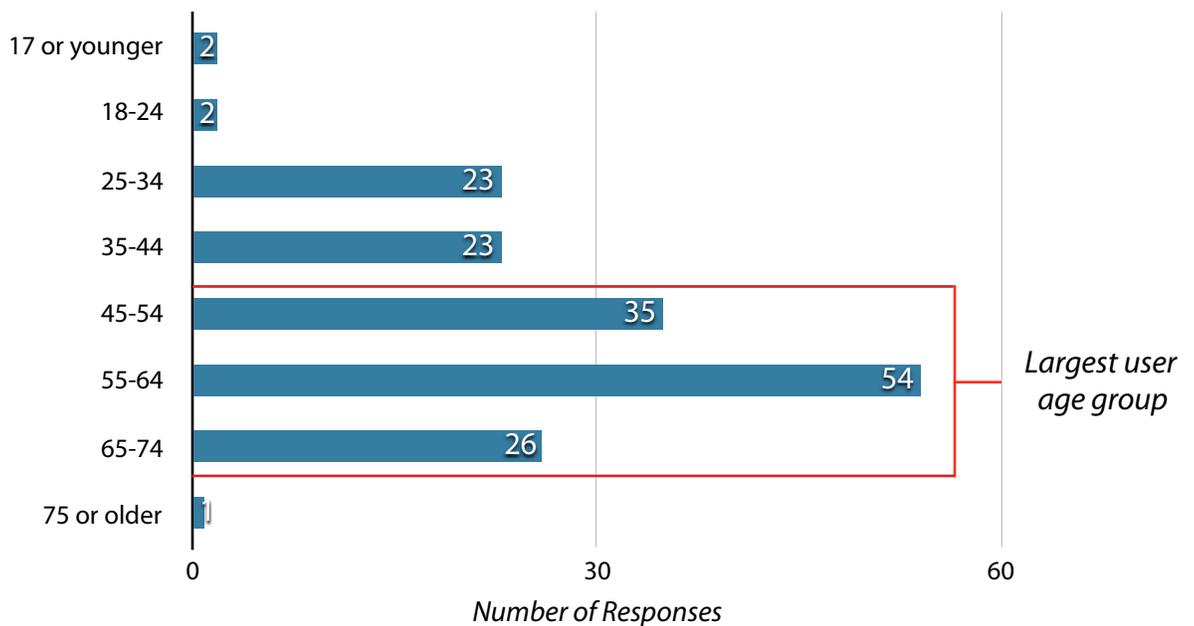
5. Do you subscribe to news push notifications on your phone?

** About 1/3 of respondents DO subscribe **



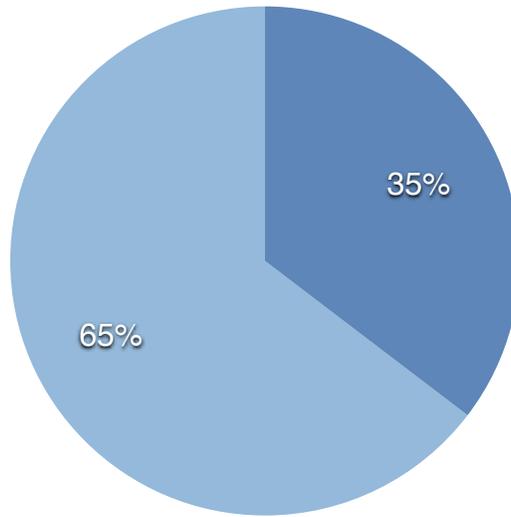
6. What is your age? (Users were asked to pick a range)

- The largest single group of users is age 55-64, and most users are between 45 and 74*



7. What is your gender?

● Male ● Female



Preliminary Recommendations

- **Content:** Cover more national, weather and crime news stories. Make these categories of news more prominent on the website and app.

Also, send more push notifications. About 1/3 of the respondents said they subscribe to push notifications — that's a lot.

- **Conduct more user research:** This survey only scratches the surface of our goal to understand who the ClickOnDetroit user is and wants. We need to conduct more surveys and interviews to understand the user. We have a rough profile here of the ClickOnDetroit user, but we need to conduct iterative user research methods to draw a better, more precise picture of who the ClickOnDetroit user is, how he/she is finding our content and why.
- The appendix includes about 100 suggestions from our survey respondents. Suggestions range from proofreading concerns to what to show on TV, and some are as simple as "keep up the good work." Examining these suggestions more closely should help guide our user research, enable us to revise a user survey and form brand new angles. We may want to form multiple surveys for different areas of the site. It's likely some users are only interested in a fraction of the content made available to them. We are dealing with different user groups based on interest, demographics, computer literacy, etc.

User suggestions

- I would like to see more positive things about Detroit mixed in with the must know news. Detroit history would be fun and interesting. Another avenue to explore are things people may want to do when visiting Detroit, such as fine dining, shopping, arts and entertainment, places to see and inform us on the safer places in Detroit. So one doesn't wander into a bad area. That can lead to people leaving in fear and not wanting to come back to experience what good things Detroit has to offer.
- Add weather tab so I don't have to open different apps. Add comments section for stories
- Content is fine. Do a better job editing spelling, punctuation, etc.
- Cut down on the pictures. Site looked cleaner and easier to navigate when it didn't have all the pictures in the way.
- Fewer videos
- Find someone who knows proper Grammar and can spell to write your stories. It is laughable and discussed in other forums how awful your copywriters are.
- Focus a little less on pictures and video and a little more on content.
- For the most part it is done very well. I feel sometimes that the news is sparse.
- Get rid of advertisements- block half of the page and difficult to close
- Get rid of the new permissions. I removed your apps from my phone with the last update. There is no way you need access to my files or photos or my bluetooth capabilities
- Go back to lists for presenting articles. I do not like the scroll preview like so many sites are doing today. Looks very messy and makes it difficult to find stories.
- Go back to old format.
- Go back to the old format.
- Go back to the way it is - I use your website to compare weather radar. It's too hard to see/read stories now that's it's set up this way. I don't use your site for news anymore - website complicated and with all the extra ads - I use other sites that are easy reading and to see the actual headlines
- Good site for local and US news
- Have someone proofread! There are a lot of errors today in the paragraphs in the article about crime over the weekend. Also have someone keep updating the information every couple hours
- Have the quizzes ready EVERY morning, not just some mornings. Very inconsistent. Quit deleting readers' comments on news stories. Updates on current stories would be nice.
- Hire a proofreader. Otherwise, it's great.
- I always change the site to list the stories instead of the huge photos. Show more text.
- I can't view the whole screen because of an "alert" from Adobe. I requested some help with this problem and never received a reply. Your web coverage is the BEST around and overshadows the rest.
- I don't like the info in the large dark blocks.
- I just downloaded your app....I didn't know it existed.
- I like the old format better. It's hard to find news stories now.
- I love channel 4, change nothin
- I think click on Detroit is on the right track since Jason came on it wish he did the news also.
- I think your VOTE for the BEST contest is so rigged. The restaurant that won first place for steak house serves pizza and an occasional steak. Maybe stricter guidelines about which restaurants can enter which categories.
- I would like to see a bit more balance in the reporting of politics.
- I would like to see more negative stories on Crooked Hillary Clinton. Quit with the biased news coverage.
- I would love recaps and clips of shows like Live in the D, because I can't always catch it live. Things to do or events calendars would be helpful.
- I would not change any thing. love all my reporters
- Improve your wwebsite.
- It is great now
- It would be nice to have some more good news stories but all in all I like it the way it is.
- It's fine. More human interest stories.
- It's good enough for me.. ☺
- Less Florida news
- Less liberal bias. Less reliance on biased news from CNN and AP.
- Less oddly placed ad space. Clear option to view live.
- Less repetitive stories more creative stories about community. I thinks there should be new stories every day.
- Love WDIV!
- Love it !
- Make Tasty Tuesday instantaneously available
- Make it easier to find stories from past shows
- Make it easier to find the article that corresponds with your news cast.
- Make it less difficult to find the stories I'm looking for. There's too much to wade through so I usually just give up.
- Make it more like it was before. Loved it before and would check several times a day, now only once in awhile.
- Make it more user friendly. It skips around too much when going to stories and then back.

- Micro-chipping ex-felons, ex-cons: and micro-chip early-release criminals from prisons: Hire and give adequate pay to public servants: allow them to patrol more heavily in troubled and violent drug infested neighborhoods
- Monitor the comments better than people leave.
- More Trump
- More happy news and good things happening around the city and the people working to do this
- More like news articles, showing a headline for each story. Save the videos for inside the article, like Freep does. I don't use COD as much anymore if I just want to know the news. I do not want to watch a bunch of videos, just need to know the basic info first.
- More live streaming.
- More live streams!
- More local and State news
- More news stories about neighborhood crime so we know more about what's going on in our neighborhoods.
- More sports news stories.
- More updates on neighborhood crime and smaller advertising... I want to see the news not what's on sale
- More updates on recent news
- More written content vs. videos
- Needs to update more often with details on stories
- No more celebrity news. There are too many celebrities in TV shows on for you to be talking about celebrities. If I want to know about them I can turn the station I want news
- Personally, I liked the old format much better. It seemed to be easier to navigate.
- Proof read your articles, get writers that know how to write and get their point across. Spelling and grammar are horrible. Are you people even literate? Stop deleting comments, it's the best part.
- Proof read your content. I find at least one misspelling a day. It's ridiculous with spell checker that you would post stories with misspellings like the person writing it is illiterate!!
- Remember my last spot or article that I was at so I don't have to re scroll all the way back to see more news and update the stories more often
- SWITCH UP THE STORIES MORE OFTEN. MINDS OF MEDICINE HASN'T CHANGED IN AGES. SOME TOPICS ARE ON REPEATEDLY DAY AFTER DAY. ONLY THE TOP PORTION IS UP TO DATE.
- Send Jason Carr back too fox
- So far I am very pleased with content and format of App
- So we can learn from other people Families and friends will support their friends and kids I hope things will be a musical journey for everyone people will love you forever and always Love Jacob McCalabb From Inkster mi
- Sometimes your pop up latest news is not actually on the app. It takes a while to catch up. Would like more national headlines. But Bravo to you for providing them.
- Spellcheck reports and proper grammar would be nice
- Start with the most current news followed by updated news then the "fillers". Eliminate some of the advertisements. Make Paul Gross' weather reports less lengthy and more to the point.
- Stop deleting comments just because the moderators don't agree with one's opinion. Proof read your stories, before they are published. Other wise just gives Detroit a Bigger Black Eye!! Give us access to our profile here, as we had in the past. Instead of having to go to your email, to check for replies.
- Stop making links that go to a dot on the screen. Stop filtering words that are in the stories, that prevents people from making comments on the story. Stop being BIAS, and deleting other peoples opinions. opposing opinions is what makes up this country.
- Stop showing EVERYTHING....all news is not good news on your computer
- Straight news without opinionated headlines
- Takes too long to update news just give you a sentence or two not too many facts maybe they should have more info before reporting!
- The first thing we see is your black and white logo. And it seems to be more intimidating than welcoming. It looks more the style for crime stories only. Other than that Click on Detroit is the go to site for local news and weather.
- The real truth about politics and government.. And stop race baiting! The only stories I seem to hear about are when black men are killed by white cops ! But nothing when it comes to white men being killed by white or black cops..it is All wrong !! I understand you have stories to report, but report them all..maybe more stories on cops doing good deeds for citizens...spread the love! 😊
- The reporting of the news is very poor. Use spell check!!
- Thorough follow up on stories.
- Too many graphics/add. Website takes too long to load. Both website & app jump around to I unclicked pages.
- Update it on the weekends too! It seems like you have old news from Friday and nothing new on the weekends
- Update stories more often.
- Update the news more often
- You can't! It's all ready as good as it can get!
- You webpage is difficult to navigate and confusing.
- fix live news
- format similar to cnn website

APPENDIX

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- make is more simple to navigate from one site to another-I can never find just what I'm looking for I have to go from one site to another & eventually stop!
- oh quit interrupting all the good afternoon shows with world news do it during the news and these infomercials! I find you do this every time. I understand there is urgent news but if it can wait do it during the times the news is on or these dumb infomercials!
- put your old weather back I haven't visited lately because I don't like it
- stop showing the same story in multiple locations on the site on the same day
- update more frequent. some stories are days old.
- update slideshow more often
- update sooner than later.