

Research Plan: Desktop ABP

WHY DO WE WANT TO RESEARCH?

Gain a deeper understanding of what types of users are interacting with ABP and how this usage differs across user types (=know our customer), why users chose competitor ad blockers (=remain competitive), and identify what's still missing for them in terms of desktop ad blocking (=innovate to lead the market).

Background

The [2018 roadmap for ABP desktop](#) calls for a better understanding of our users, in order to build a desirable product that users want and expect, including various feature updates. These goals are meant to address, in part, the current 10% churn rate.

We already have [some ideas](#) as to why our users have been uninstalling in increasing numbers, and we've also [reviewed the competitive landscape](#) to see what other ad blockers are doing. However, the missing piece is that we don't know how users perceive these competitors and their features. Further research will give us more actionable insights.

PRIMARY RESEARCH OBJECTIVES

We want to understand the following:

1. Discovery / Touchpoints
 - a. Details that go beyond notions like 'word of mouth', 'google' etc., which can help us shape our key messages
2. Adoption drivers
 - a. Non-product based trigger
 - b. Product-based trigger
3. Usage drivers - what makes users continue to use
4. User segments - defined by...
 - a. Interactions with ABP - i.e. behaviors, use cases
 - b. Interactions outside of ABP
5. User becomes advocate
 - a. What triggers influence user to become one
 - b. How can we 'nurture' this process
6. Feedback on existing / new designs for ABP -
 - a. Whether it meets user needs & expectations
 - b. Differences between user segments

RESEARCH QUESTIONS

We hope to answer the following research questions:

- Discovery / Touchpoints
 - Where / [How do people discover their preferred ad blocker?](#)
 - What is the first or most influential touchpoint?
- Adoption drivers
 - Why do users choose a particular ad blocker over another? What's the trigger that influences them to install a particular ad blocker? (incl. Both product-based and non-product based triggers)
 - What are the different adoption drivers per segment?
 - What was the most convincing argument? I.e. what did friends & family say that convinced them
- Usage (or also adoption) drivers
 - What is the *most desired characteristic(s)* in their preferred ad blocker? (i.e. ad blocking quality, specific features, something else)
 - What are the different user interactions per segment?
 - Most commonly used feature(s)
 - Used / most used filters / difference between segments - i.e. privacy vs. security
 - Which *functions are easier to perform / better* in their preferred ad blocker than in ABP? (or vice versa)
 - Do user interactions with their ad blocker (i.e. look for specific filters) reflect the original reasons they chose to block ads? I.e. Youtube user blocking video ads vs. privacy ad blocker
- User experience
 - What are the *most common concerns / issues / challenges* experienced while using their ad blocker?
 - *What more* do users want and need from their ad blocking tools?
 - Is there *something missing* in ad blocking tools in general?
- Do existing / new designs for ABP meet users needs & expectations?
 - Bubble UI
 - Create filter list function
 - Options page

HOW WILL WE DO THE RESEARCH?

- Understand discovery / touchpoints, adoption drivers, usage drivers
 - **(current) Interviews and/or moderated studies with ABP & uBlock users**
 - (long term) Resampling survey in GWI - discovery / touchpoints, adoption drivers
 - Setup new audience segments in GWI - power users vs. mainstream, ABP vs. uBlock Origin vs. Aduard etc.
- Understand adoption drivers, usage drivers, top use cases
 - (done) [User testing with Aduard, mainstream users](#) (feedback [here](#))
 - User testing with uBlock Origin, advanced users

- **(doing) Interviews w/ ABP & competitive ad blocker users - to understand user types & interactions, develop personas & customer journeys**
- (low priority) Survey to quantify interview insights - i.e. % of users who discovered the ad blocker via X, % of users who chose their ad blocker b/c of X reason
- Understand whether existing / new designs for ABP meet users needs & expectations
 - (done) [User testing of new Bubble UI design](#)
 - (next) Moderated user tests with (power) Firefox users - Bubble UI, Options page
 - *User testing of prototype of custom filter list - TBD depends on prototype from Andrea*
 - *(currently it's a basic text box that's not intelligent, new one is based on FF version, want to implement in Chrome - tbd)*
 - User testing with Options page, mainstream users

WHAT ARE THE RESEARCH DELIVERABLES?

- [Customer journey maps](#)
 - specific to user persona or user segment
 - shows touchpoints, expectations, pain points, barriers / challenges that exist throughout lifecycle of user (awareness > discovery > usage > uninstall etc.)
 - [template](#)
- User personas - product-based (align with existing GWI personas)
 - Motivations (i.e. for getting an ad blocker, and choosing one ad blocker over another)
 - Adoption drivers - product & non-product
 - Usage drivers - most used / useful features
- [User scenarios](#) - shows use cases, i.e. how specific user segments (i.e. advanced users) perform certain tasks

WHAT ARE WE PREPARED TO DO WITH THE RESULTS?

Feedback will contribute to the following:

- (Product) Identify and/or prioritize which features go into development
- (Product) Improve general UX of the bubble UI and Settings page, based on user feedback
- (Comms / Marketing) Know in which (discovery) channels to invest time - i.e. tech vs. non-tech articles, pushing CWS ratings or something else
- (Comms / Marketing) Promote the product according to which aspects / qualities (of ad blocking) appeal to which markets - i.e. optimize CWS based on this info
- (Social Media) User segments to help social media plan campaigns

TARGET USER

- Users: Adblock Plus users, uBlock Origin users, Adguard users
- Skill level: Advanced users, Mainstream users
- Locations: US / UK
- Ages: 18 and over
- Genders: Any

- Language: English
- Browsers: Chrome, Firefox
- Requirements: Access to a reliable, high-speed internet connection