

SPOTIFY

Interview Guide

07.19.2018

Hi, I'm Isabella and I'm a user experience designer gathering information for a project I'm working on. Do you have a few minutes to talk? I'd like to ask you a few questions about your experiences listening to music and sharing music with friends.

Awesome! Do you have any questions before we begin? OK, let's get started.

Demographic Information:

Occupation:

Where do you live:

General Questions

1. Can you tell me about the last time you listened to music. Where were you? What were you doing?
2. How did you listen to the music? Headphones, speakers, laptop, etc.
3. How often would you say you listen to music? Do you have any sort of routines with your music listening? Habits you are in?
4. Let's suppose there was a song you just heard that you really liked, and you wanted to share it with a friend. How would you do that?
5. Can you tell me about the last band or artist you learned about that you really liked -- how did you learn about them?
6. What's the main way you learn about new music?
7. What's the main way you keep up with friends these days? How do you stay in touch?
8. Do you go to any shows? If so, how do you usually find out about them?
9. How do you keep up with bands and artists that you're interested in?

Spotify Questions

10. Do you use Spotify?
11. Do you remember the last time you listened to music on Spotify? Where were you?
12. How did you access Spotify? (desktop app, web, mobile, smartphone speaker)
13. What were you doing while listening?

If you use Spotify:

14. Tell me about your social experience with Spotify. How do you connect with friends?
15. Do you ever share music with friends? How do you do so?
16. Have you ever made a shared playlist on Spotify?
17. Have you connected your Facebook account to Spotify? Why or why not?
18. Do you know about Spotify codes? Have you ever used them?
19. Do you know about sharing to Instagram? Have you ever used that feature?
20. Do you ever check out the feed on Spotify's desktop version? How do you use it/interact with it?
21. What are some of your favorite things about using Spotify? What do you like most about it?
22. Is there anything you don't like about Spotify?

Other Questions

23. Do you use any other music streaming apps? Which one do you use the most?
24. What do you like about them? Why do you choose one over the other?

Thanks for your time!