

In today's meeting, Victor, Charles, and I talked over some ideas and went over what was discussed in the office hours with Amazon designers. Our main focus today was on what target group we can clearly define and strive to aid. We got to the ideas of older age groups of 55+ years of age, while also applying the age demographic of Spotify users that are over the ages of 55+ . Say that some of the people in that 19% of 55 years old and over also suffer from a memory disorder/disability. How does the current version of Spotify maybe less accessible and lack of better user experience. I believe that using the data from articles that go over larger age groups with the likelihood of suffering from memory disorders can be used hand to hand to drive our cause of improving Spotify.

Questions to Ask for Gathering Data:

1. General Music Listening Habits

These questions help understand how music fits into their daily lives:

- How often do you listen to music (e.g., daily, weekly)?
 - What devices do you use to listen to music (e.g., smartphone, computer, smart speakers)?
 - What type of music do you enjoy the most, and why?
 - Do you listen to music alone, or do you prefer listening with family or caregivers?
 - How do you usually find the music you want to listen to?
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2. App Usage Behavior

These questions focus on their interaction with music apps:

- Do you currently use a music app like Spotify, Apple Music, or YouTube? If yes, which one(s)?
 - How easy or difficult is it for you to use music apps on your device?
 - What do you usually do on these apps (e.g., search for songs, play playlists, listen to recommendations)?
 - Have you ever felt frustrated when trying to use a music app? If yes, what caused the frustration?
 - How do you typically discover new music or revisit old favorites on music apps?
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3. Memory and Accessibility Challenges

These questions explore specific difficulties related to memory and app navigation:

- Do you sometimes forget the name of a song, artist, or playlist you want to listen to? If so, how do you try to find it?
 - Is it easy for you to pick up where you left off in a playlist or album? If not, what makes it hard?
 - Have you ever wished there was a feature to remind you of songs you've recently played or liked?
 - Are there parts of music apps that are confusing or hard to remember how to use?
 - Do you prefer using voice commands or typing when searching for music?
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4. Desired Features

These questions uncover what improvements would make their experience easier and more enjoyable:

- If you could change one thing about your music app, what would it be?
 - Would it help if the app could automatically create playlists of your favorite songs or songs from a specific time in your life?
 - Would a simplified interface with larger icons or text make it easier for you to use the app?
 - How important is it for you to have reminders or prompts for unfinished playlists or songs?
 - Do you think a voice assistant that helps you find songs or create playlists would be useful?
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5. Cognitive and Emotional Connection to Music

These questions explore the therapeutic and emotional role of music:

- Do you find music helps you relax, remember past events, or lift your mood?
 - Are there particular songs or genres that bring back strong memories for you?
 - How do you feel when listening to music? Does it improve your mood or focus?
 - Would you like a feature that plays music tied to specific memories or decades of your life?
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6. Caregiver or Family Input (if applicable)

These questions gather insights from those who assist the target group:

- Do you help your loved one use music apps? If yes, what challenges do they face?

- What features would make it easier for them to use music apps independently?
 - Do you think music is helpful for their memory or overall well-being? If yes, how?
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7. Technology Preferences

These questions assess familiarity and comfort with technology:

- Do you feel comfortable using smartphones, tablets, or computers for music?
 - Do you prefer simpler designs or more options when using an app?
 - How do you usually learn how to use a new app or technology?
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8. Accessibility Needs

These questions focus on any broader accessibility requirements:

- Do you have any visual or physical impairments that make using apps difficult?
 - Would features like larger text, high contrast modes, or audio cues be helpful?
 - Is there anything specific about app navigation or controls that you would like to see improved?
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9. Demographic Context (Optional)

For context about your sample:

- What is your age range? (e.g., 55–64, 65–74, 75+)
- Do you have any diagnosed memory-related conditions, or are you experiencing occasional memory challenges?
- Do you use any apps or tools designed to help with memory (e.g., reminders, calendars)?