

N: (00:01) Hi. First of all, before everything, do I have your consent to record this conversation for university purposes?

M: (00:09) Hi and yes, of course.

N: (00:11) Thank you so much. So the interview that we're going to do right now is mainly about music and your musical preferences, and then we will move on with our client, Maaïke. Is that all right with you?

M: (00:22) Yes.

N: (00:23) Okay. So first of all, we would like to know more about you. So please tell me your name and where are you from?

M: (00:31) So I'm M: and I'm from Poland.

N: (00:35) Okay. Thank you, M:. And how old are you?

M: (00:39) I'm 19.

N: (00:41) Are you a student or you're working something?

M: (00:45) Yes, I study business right now.

N: (00:49) Okay. And now let's talk about your hobbies. Tell me what your hobbies are.

M: (00:59) I like, of course, listening to music, watching movies, going out, drinking coffee every day, and that's it.

N: (01:11) So you mentioned that you like listening to music and I want to dig deeper into this topic. Can you tell me what type of music is your favorite one?

M: (01:24) Spotify Wrapped told me that it's indie pop and indie rock, and in general, pop. I like everything. I like RnB as well.

N: (01:35) Okay. And what music platform do you use daily?

M: (01:41) I use Spotify.

N: (01:43) And what do you think makes this platform better than rest?

M: (01:50) It's easy to use. It has never made many problems. It has every song of my favorite artists. And yes, I like the design as well.

N: (02:04) Okay. And now about your favorite artist. Do you have one?

M: (02:11) Yes, I have many - for female Rihanna and for male Harry Styles.

N: (02:18) And how often do you find yourself visiting their website for any reason?

M: (02:27) Usually, for Harry Styles for example, I go to their website when I want to find the tour dates and when the new album is coming out. And if he has any products that he's selling, for example, and merchandise.

N: (02:45) Yeah. And what features do you consider essential for an artist to have in their website?

M: (02:52) Their social media platforms, their music if we are talking about music artists, the places where they put their music, they upload their music. If they're playing somewhere like a pub, if it's a smaller artist or if it's a bigger artist, the tour dates and so on.

N: (03:15) And how often musicians should post on their social media, in your opinion?

M: (03:22) I think for a new artist, it should be every day or every week just to attract more attention to them.

N: (03:35) To broaden their audience, for example?

M: (03:38) Yes. And to promote themselves.

N: (03:43) Do you like websites that have animations or visual effects?

M: (03:48) Yes. They attract the attention and they're beautiful.

N: (03:55) So I want to ask you another thing. When it comes to rising artists, do you think it is better to start their career with covers or post only original music?

M: (04:06) I think by being original, that's when you attract the more attention. For example, Billie Eilish, which started her career by writing songs with her brother in her bedroom, and now she's so big only being 19 years old.

N: (04:26) Yes, she started her career very early.

M: (04:28) Yes, but I don't think that she has done a lot of covers.

N: (04:32) No, I haven't heard any of them. Okay. And now let's talk about our client, Maaïke. I showed you before the interview some of her music, but now I want to talk about her website. So I'm going to show you right now. Just 1 second. Can you see it?

M: (04:59) Yes.

N: (05:03) Okay. So just have a quick look at it, and I want you to tell me, what are your initial thoughts about the website?

M: (05:15) Is it only this page?

N: (05:17) Yeah, it's only one page.

M: (05:20) So there are some missing parts, I think. I like the vibe but the colors don't match a lot for me. I don't like the gray with this orange, yellow tones, but overall, I think it can be better.

N: (05:48) Do you think there should be something that can be added? More pages, for example. And so what pages do you think should be there?

M: (05:56) I think that this website misses, for example, a Spotify button if Maaïke has Spotify. I think also if she plays somewhere, there should be a page for her events. Yes, in general. And I think the coloring, maybe it's my opinion, but I don't like the colors that much. And more information about her.

N: (06:28) So you want to read more about her interests, hobbies, inspirations and something like that?

M: (06:34) Yes, I think that is essential.

N: (06:37) Okay. So that was about the website. Now we will continue about her music. I showed you two of her songs before the interview, and you mentioned you like listening to pop music. So do you think her music is something you would listen to?

M: (06:57) Yes. It matches my vibe, the indie vibes. And so I like it.

N: (07:03) Okay. And if you have to choose three words that you can describe her music, what would they be?

M: (07:13) I think comforting, heartwarming and chill.

N: (07:22) What color do you associate her music with? Because I like associating things with colors. It gives me a better idea of the thing I'm describing.

M: (07:33) The first thing that comes to my mind is yellow.

N: (07:36) Yellow?

M: (07:38) Yes. It reminds me of yellow.

N: (07:41) Because it's associated with Sunshine or something like that?

M: (07:46) Yes. In her music video that you showed me, it was colored in yellow because it was during sunset. I think those colors match her vibes.

N: (08:02) Yeah, I agree with that. Do you like the quality of the videos that I showed you?

M: (08:11) Yes. They could be better, but for raising star, she's great, actually.

N: (08:21) Okay. Thank you. We will tell her that. And the last question would be, is there something she can improve with her approach?

M: (08:32) Maybe posting more often, more music because she doesn't have that many songs posted on the media. And yes, improving her website, maybe.

N: (08:52) Yeah. Adding more stuff to it.

M: (08:55) Yes.

N: (08:56) Okay. Thank you so much for participating in our interview. It really helped us.

M: (09:01) You're very welcome bye.