

# Audio Transcriptions

1. Willemijn ter Horst (223678)
2. Devlin van Doormalen (222573)
  3. Suus Hooijer (221296)
  4. Feline Kulsen (233067)

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## Interview Questions

Interview questions:

1. Could you give a brief introduction of yourself?
2. What are your interests?
3. How do you connect/interact with those interests? (*social gatherings, social media, the news, etc.*)
4. How did you gain an interest in these topics?
5. What is your favorite part about these interests?
6. How many people do you know with the same interests?
7. How do you meet people with the same interests as you?
8. Do you feel any barriers when meeting new people? What kind of barriers do you encounter?
9. How do these barriers affect you?
10. Do you enjoy going to concerts?
11. Have you experienced similar barriers when you visit (rock) concerts?
12. Can you tell us about a moment that your interests resulted in a feeling of togetherness?
13. How do you experience togetherness in the hard rock community?
14. Has there been a moment where you wished for more togetherness/connection with the hard rock community?
15. Is it important to you that a romantic partner shares your interest? Why?
16. How would you describe the romantic scene in the hard rock community?
17. Do you find it hard to find a romantic partner within the hard rock scene? What makes it easy/difficult?

Solution interview questions (Willemijn):

1. Fellow hard rock fans seem to have some trouble finding like-minded people to go to concerts with. How do you experience this?
2. What would be something that might help you connect to people more easily?
3. How would this help you?
4. We have created an app to connect you to fellow hard rock fans through a swiping mechanism, what do you think of this?
5. Feel free to explore this prototype; please tell me your initial thoughts?
6. Do you feel connected to this solution? Why yes/no?
7. Do you experience any trouble getting around or understanding the prototype? Could you point out any confusing parts?
8. Would you, personally, be willing to try this as a way to meet other hard rock fans to go to concerts with? Why yes/no?

9. Could you point out our parts that we would need to improve for you to enjoy/use the app more?
10. Do you think fellow hard rock fans might feel the same way?
11. Overall, how would you describe your experience with rock rally so far?
12. Would you be willing to pay for Rock Rally? How much? Why/Why not?
13. What are some products you enjoy? Think about specific brands you buy from!

Solution interview questions (Suus):

1. Would you say there is a need for an app for the hard rock community?
2. Would you download an app to meet new concert buddies?
3. Would you say this is a solution to the loneliness problem within the young hard rock fan community?
4. (show the app on figma) Does this outlay look clear and easy to use?
5. Would you be able to find your chat with dan bradley in this app?

## Interviews

### Devlin:

#### ***Participant 1: Kevin Driessen***

Devlin van Doormalen 0:00

All right, so first of all, thank you for doing this. Yes, you're welcome. Could you give a brief introduction of yourself?

Kevin Driessen 0:11

Yeah, well, where do I start? My name is Kevin. I'm 22 years old. I play a lot of sports, mainly a big music fan. So, I, I play and I make music. And yeah, I studied art college for four years that some game development and game design and movies. So I was having a pretty creative personal draw. And that's mainly who I am. Okay.

Devlin van Doormalen 0:41

So among these no categories, what are your interests?

Kevin Driessen 0:49

Sorry, well, what categories?

Devlin van Doormalen 0:51

Yeah, so like you said, you're an art student and you like music? And? Yeah,

Kevin Driessen 0:55

yeah. Well, what I like to play obviously, is like, some of the harder music so I like country and like pop to like, in some cases, but when I play myself, I usually play some louder, some rock or some metal. And I think with was movies, it's the same I like I like extra movies. So I'm like, beyond the adventurous side, I would say, right.

Devlin van Doormalen 1:24

So when you said you played yourself, so is that how you connect with let's say, your music interest?

Kevin Driessen 1:31

Yeah, yeah, I love playing the songs in my favorite band makes and when I whenever I hear something new, and I think it sounds cool. I just got my guitar, I started learning it. And then hopefully, hopefully played and like, somewhere in the next few weeks. But um, yeah, that's how I connect with music. And just like, while I'm running or working out, I left the music on. So that's how I connect to it. Right?

Devlin van Doormalen 1:55

And how did you gain an interest in these topics? Like, how did you start, let's say play music, for example.

Kevin Driessen 2:03

Well, I think my dad has a big influence on Angus, ever since I was a little kid, he had the music on. And we have pretty similar music taste. Of course, when you get older, you develop your own tastes kind of so it kind of got a mix from like, what I heard growing up and like, what am my own interests. And then COVID head, and I have nothing to do for like all these hours in the day. So I just started this site to learn. Well, first bass guitar, and then I really enjoyed that. So let's start learning normal guitar. And recently also drums. So that's how I kind of expand it. Like the COVID pandemic.

Devlin van Doormalen 2:47

Right? And so what would you say is your favorite part so is it maybe no listening, playing it yourself? Or maybe like, getting to know the story behind the song?

Kevin Driessen 2:57

I enjoy every part of it, I think but I think they're the best feeling is once you finally get it down on, like, the instrument you play, when you can, like flawlessly played along, where you can like, kind of get in like some sort of trance since like, we're to explain, if you're like, really into the song, and you play it, then you're just like, if you really feel it, and I think that's the best part about music and sharing it with others, of course,

Devlin van Doormalen 3:22

right? So do you know a lot of people with the same interest?

Kevin Driessen 3:30

There's definitely more people that listen to more that the more popular music so like top 40 hits and stuff. But um, you can kind of tell when someone likes that kind of music, I think, because they're always it's weird, because there's not like super, they don't look super basic. They all have a

little alternative look to them or like feel, right. So you can kind of tell when someone's like a hot rock fan. And I don't have a lot, but I have a few and the few people I like have that connection with are like really good friends. And we go to concerts together. So that's cool. Right?

Devlin van Doormalen 4:08

And how did you meet those people? Just

Kevin Driessen 4:14

um, well, I can meet them like they're all different I met when I met in the gym.

And it's really cool guy and like, we still hang out and we work out together now. Some few people I've met like, via my friends so a friend of a friend that listen to music in our in our baseball group, this few that listen to it, which I really connected with. And yeah, so they really didn't like everywhere they spread out. You just meet them at the most random times, I think. And

Devlin van Doormalen 4:49

do you feel any barriers when meeting these new people?

Kevin Driessen 4:54

No, I think it's the opposite for me as soon as they say like, I like hard rock. And I'm like All right, I already know we're gonna be friends, you know, because you have to be like, such a cool person. If you listen to the same thing or you connect immediately, in my experience, like I've never not connected with a guy that likes the same music as I do. I also play playing instruments. So that works. And then we'll end up jamming together.

Devlin van Doormalen 5:19

Right? And would you say that's like a feeling of togetherness when you're out jamming together?

Kevin Driessen 5:25

Oh, yeah. 100% 100% I think there's like, a few feelings better than like, if you play together and like it actually sounds good. If it sounds shit, it's just funny. Actually sounds good. It's like really, such a cool moment experience, which I recommend for everyone.

Devlin van Doormalen 5:46

So next to playing it yourself and listening to it. Do you also like enjoy going to concerts?

Kevin Driessen 5:50

Oh, yes. 100%. Yeah, I love you. Obviously, the people there are like all fans of the same band. So for me, I connect with most people there. I just like being able to see the artists you love so much like up close. It's just a way better feeling than just listening. It's so weird. Because you, you're used to seeing it on YouTube or on Spotify or iTunes. You see the pictures, but you never see them like up close, close, which is really weird. But I also think that you don't only connect with the people around you, but also with the band itself.

Devlin van Doormalen 6:33

Cool. And do you go to this concert yourself? Or maybe with friends or parents?

Kevin Driessen 6:38

Yeah, usually with friends? Yeah, I usually get someone who enjoys the same music and then we'll go with the two of us or just anyone who wants to tag along can take a loan. For example. That's how we usually roll. Right? Yeah.

Devlin van Doormalen 6:55

And is it difficult to find? I mean, you have your friends but what if they say they don't like a particular band? Is it then difficult to find someone to go with to a concert or?

Kevin Driessen 7:05

Well, my that's, ya know, my nephew and my little brother, they, if it's like, for example, our favorite band, and there's literally nothing that can stop them from coming with me. Ben, if there's like if and only I want to see that I don't mind going along, obviously. Obviously new people on the way.

Devlin van Doormalen 7:27

Yeah. Okay, cool. So you're always around, you know, a certain group of people, you know, would like to go with you.

Kevin Driessen 7:36

Yeah, yeah. It's more fun. If you're like, with more people and yourself. I would agree on that. Because you can enjoy your music together. And it feels just way better than just being alone.

Devlin van Doormalen 7:49

So you would want to, you know, potentially meet new people who would go to a concert with maybe your current friend group or just you?

Kevin Driessen 7:58

Oh, yeah. 100% No, I'm always tired. They're just bitter to people. Like there's really not a lot that can mess that up. So yeah, if you listen to the same music, and you're just like, a cool person, then we'll get along fine. Yeah. Right.

Devlin van Doormalen 8:17

Has there ever been a moment where you wish maybe for more connection within the heartbreak community or more togetherness?

Kevin Driessen 8:27

Oh, yeah, nowadays, you know, there's a lot of people that just listen to that top 40 stuff. And I mean, it's totally fine, of course, because not everyone likes that genre, or like, as interested in it. But there's this like, I've noticed as it keeps getting less and less, so invest people's, like, listen to it.

Devlin van Doormalen 8:51

So you really like to really have to, like look around for those people. Instead of just you know, any given person would maybe like

Kevin Driessen 8:58

Yeah, well yeah, yeah, it's like it's on the more like, alternative like studies like the one I dated like art school. Like just more people like those kinds of people walking around there. So I, during my, my study, or my time at school, I didn't have any trouble, like, finding those people, because they were like all around me. But if I can imagine that, like the more generic business studies, for example, that it might be more towards top 40 or pop music.

Devlin van Doormalen 9:29

Okay. So now we're seeing a bit to another topic. Is it important to you that a romantic partners share the same interest

Kevin Driessen 9:41

will be nice, but I wouldn't say it's the most important now. Of course, right.



Devlin van Doormalen 9:51

Why would it be nice? You know, you say it's not important, but if you could choose like, why would it be

Kevin Driessen 9:57

nice um, lives. It'll be cool if you can go to a concert with your partner, obviously. But ya know, like listening in the car or like putting music on at home, you know? If that what like if that doesn't bother her, that'd be that'd be nice, right? Yeah.

Devlin van Doormalen 10:17

How would you describe the romantic scene in The Hartford community if you have any experience with it? Oh, shit. If not, that's also Yeah, I

Kevin Driessen 10:30

can say that. I have experienced it. A lot. I can imagine that quite wild though. Right? I have no idea.

Devlin van Doormalen 10:40

So the last question will be what are your favourite bands and your favourite song?

Kevin Driessen 10:48

Oh, all right. Um, so my favourite man of all time is Muse so British rock band listened to it for about almost 10 years I think. Yeah, 10 years. Seen him live on multiple occasions. Being getting into like this Japanese rock band was really good one Okay, rock. Another British duo, royal blood, which is also really good. And yeah, those are like the main three are listened to now. And really depends on the mood I have. What my favourite song is, but I like royal Bloods, like mountains at midnight, for example, a really, really like sexy riff. I like sexy riffs. All right, probably something around that. Yeah. All right.

Devlin van Doormalen 11:41

Thank you very much for your time and participation. Welcome noise

Transcribed by <https://otter.ai>

## ***Participant 2: Jop van Straten***

Doormalen, Devlin van (222573)

0 minutes 7 seconds0:07

Doormalen, Devlin van (222573) 0 minutes 7 seconds

Alright.

Doormalen, Devlin van (222573) 0 minutes 9 seconds

First of all, thank you very much for doing this.

**JS**

Jop van Straten

0 minutes 12 seconds0:12

Jop van Straten 0 minutes 12 seconds

No worries.

**DV**

Doormalen, Devlin van (222573)

0 minutes 13 seconds0:13

Doormalen, Devlin van (222573) 0 minutes 13 seconds

OK, let me get the questions real quick.

Doormalen, Devlin van (222573) 0 minutes 16 seconds

Where is it? No.

Doormalen, Devlin van (222573) 0 minutes 20 seconds

Almost.

Doormalen, Devlin van (222573) 0 minutes 23 seconds

There we go.

Doormalen, Devlin van (222573) 0 minutes 24 seconds

OK, so First off, could you give an bit of an introduction of yourself?

JS

Jop van Straten

8 minutes 35 seconds8:35

Jop van Straten 8 minutes 35 seconds

Yeah, usually because after a certain age you mature in a certain way, which stays until pretty much the day you die.

DV

Doormalen, Devlin van (222573)

8 minutes 40 seconds8:40

Doormalen, Devlin van (222573) 8 minutes 40 seconds

Umm.

Doormalen, Devlin van (222573) 8 minutes 45 seconds

Umm.

JS

Jop van Straten

8 minutes 46 seconds8:46

Jop van Straten 8 minutes 46 seconds

Which helps a lot when communicating with random people and whenever someone's younger.

Jop van Straten 8 minutes 51 seconds

You usually notice after like 5 minutes that they just don't have that.

DV

Doormalen, Devlin van (222573)

8 minutes 57 seconds8:57

Doormalen, Devlin van (222573) 8 minutes 57 seconds

Mm-hmm.

JS

Jop van Straten

8 minutes 59 seconds8:59

Jop van Straten 8 minutes 59 seconds

Which I find a little bit annoying sometimes.

**DV**

Doormalen, Devlin van (222573)

9 minutes 3 seconds9:03

Doormalen, Devlin van (222573) 9 minutes 3 seconds

OK.

Doormalen, Devlin van (222573) 9 minutes 5 seconds

And has there been a moment where you wish for more togetherness slash connection with the Hartford community?

Doormalen, Devlin van (222573) 9 minutes 11 seconds

So maybe like it's a platform you're on with a lot of hard work fans or is it just, you know, go to a concert?

Doormalen, Devlin van (222573) 9 minutes 18 seconds

Hope you meet new people.

**JS**

Jop van Straten

9 minutes 21 seconds9:21

Jop van Straten 9 minutes 21 seconds

I personally don't really seek out an extra connection.

Jop van Straten 9 minutes 25 seconds

Usually when I go to, for example, a concert, I go with someone not planning to connect with anyone else because I don't really need that.

**DV**

Doormalen, Devlin van (222573)

9 minutes 31 seconds9:31

Doormalen, Devlin van (222573) 9 minutes 31 seconds

Right.

**JS**

Jop van Straten

9 minutes 33 seconds9:33

Jop van Straten 9 minutes 33 seconds

Uh, and on platforms I don't really have any groups that I'm a part of or in, except for just the channels from the bands themselves and the comment section sometimes.

**DV**

Doormalen, Devlin van (222573)

9 minutes 45 seconds9:45

Doormalen, Devlin van (222573) 9 minutes 45 seconds

Umm.

Doormalen, Devlin van (222573) 9 minutes 48 seconds

OK.

Doormalen, Devlin van (222573) 9 minutes 50 seconds

Umm, OK, so now I'm hearing a bit into a different topic.

Doormalen, Devlin van (222573) 9 minutes 54 seconds

Is it important to you that a romantic partner shares your interest, and if so, why?

**JS**

Jop van Straten

10 minutes10:00

Jop van Straten 10 minutes

Uh.

**DV**

Doormalen, Devlin van (222573)

10 minutes 1 second10:01

Doormalen, Devlin van (222573) 10 minutes 1 second

Hi.

**JS**

Jop van Straten

10 minutes 2 seconds10:02

Jop van Straten 10 minutes 2 seconds

Kind of because it is very nice to have a bit of the same taste, especially when you're, like, just hanging out together and you wanna put on some music.

**DV**

Doormalen, Devlin van (222573)

10 minutes 13 seconds10:13

Doormalen, Devlin van (222573) 10 minutes 13 seconds

Mm-hmm.

JS

Jop van Straten

10 minutes 13 seconds10:13

Jop van Straten 10 minutes 13 seconds

It is nice to be able to put something on and both be like.

Jop van Straten 10 minutes 17 seconds

This is nice.

Jop van Straten 10 minutes 19 seconds

On the other side, it doesn't really matter because it's nice to also have your own thing and have different opinions.

Jop van Straten 10 minutes 26 seconds

It doesn't all have to be the same.

Jop van Straten 10 minutes 29 seconds

So yeah, it kind of varies.

Jop van Straten 10 minutes 31 seconds

I'm lucky enough that it does match, at least with music.

DV

Doormalen, Devlin van (222573)

10 minutes 33 seconds10:33

Doormalen, Devlin van (222573) 10 minutes 33 seconds

Umm.

JS

Jop van Straten

10 minutes 34 seconds10:34

Jop van Straten 10 minutes 34 seconds

Number everything.

Jop van Straten 10 minutes 35 seconds

It's well, yeah, that does help.

Jop van Straten 10 minutes 38 seconds

Especially when for example, driving somewhere or anything like that, you just can put on a playlist whichever one you want and you know the other one also will enjoy it.

**DV**

Doormalen, Devlin van (222573)

10 minutes 49 seconds10:49

Doormalen, Devlin van (222573) 10 minutes 49 seconds

OK, now how would you describe the romantic scene in the Hard Rock community if you don't have?

Doormalen, Devlin van (222573) 10 minutes 55 seconds

If you have experience with that.

**JS**

Jop van Straten

10 minutes 58 seconds10:58

Jop van Straten 10 minutes 58 seconds

In the scene. No clue.

**DV**

Doormalen, Devlin van (222573)

11 minutes11:00

Doormalen, Devlin van (222573) 11 minutes

OK.

**JS**

Jop van Straten

11 minutes 1 second11:01

Jop van Straten 11 minutes 1 second

I yeah.

Jop van Straten 11 minutes 3 seconds

From what I see, some people are bit extravagant I guess so and a lot of people were very clingy in the line, so I don't know if that has anything to do with it, but yeah.

**DV**

Doormalen, Devlin van (222573)

11 minutes 8 seconds11:08

Doormalen, Devlin van (222573) 11 minutes 8 seconds

OK.

Doormalen, Devlin van (222573) 11 minutes 15 seconds

Right. OK.

Doormalen, Devlin van (222573) 11 minutes 18 seconds

Oh, I get it.

Doormalen, Devlin van (222573) 11 minutes 19 seconds

That, that's a valuable point.

Doormalen, Devlin van (222573) 11 minutes 23 seconds

Alright.

Doormalen, Devlin van (222573) 11 minutes 23 seconds

And then the last question will be what is your favorite band?

Doormalen, Devlin van (222573) 11 minutes 26 seconds

And song.

**JS**

Jop van Straten

11 minutes 29 seconds11:29

Jop van Straten 11 minutes 29 seconds

Ohh.

Jop van Straten 11 minutes 32 seconds

Currently favorite band is nothing more and the favorite song is tired of winning.

**DV**

Doormalen, Devlin van (222573)

11 minutes 40 seconds11:40

Doormalen, Devlin van (222573) 11 minutes 40 seconds

All right.

Doormalen, Devlin van (222573) 11 minutes 40 seconds



And it's from the same band.

JS

Jop van Straten

11 minutes 41 seconds11:41

Jop van Straten 11 minutes 41 seconds

Yeah, same pan.

DV

Doormalen, Devlin van (222573)

11 minutes 43 seconds11:43

Doormalen, Devlin van (222573) 11 minutes 43 seconds

Cool.

Doormalen, Devlin van (222573) 11 minutes 43 seconds

We'll check it out.

JS

Jop van Straten

11 minutes 45 seconds11:45

Jop van Straten 11 minutes 45 seconds

Nice.

DV

Doormalen, Devlin van (222573)

11 minutes 46 seconds11:46

Doormalen, Devlin van (222573) 11 minutes 46 seconds

All right.

Doormalen, Devlin van (222573) 11 minutes 46 seconds

Thank you very much for participating.

## Suus:

### Participant 1: Floris van Ommen, 24, student in Den Haag

Hello. Hi. **Okay, so can you give a little introduction of yourself?** Yes, my name is Floris van Ommer, I am 24 years old and I am interested in hard rock.

I really love music and that's why we're doing this interview, right? Yes, **what are your interests?** Well, apart from hard rock music, I like history and politics, but yes, that's more of an official side. And in my spare time I like listening to hard rock and also visiting some concerts. **Okay, so how do you connect with those interests, for example social gatherings, social media or the news?** We talk specifically about hard rock in this interview.

Well, I just follow some social media accounts on Instagram and on X, to get my music tastes. And sometimes I go to concerts, I meet people there, but mostly it's just going there and having a good time, but I don't know if it's real. I think it's also a social gathering, but not to meet people for a very long time, it's just for that concert.

**And how did you become interested in these topics?** I don't know, it started from, I mean, my brother heard it when I was younger and he had really loud music speakers, so I heard them from his room to my room and then I started copying it, maybe because I wanted to be like him. **Okay, so how many people do you know with the same interest?** Very little. Okay, **how do you meet people with the same interests as you?** I don't really, to be honest.

Maybe at concerts, but yeah, you meet people but you don't really stay connected to them. **Why do you think you don't meet many people in hard rock?** I don't know, maybe it's not really a social genre of music. Maybe it's not your fanbase Taylor Swift girlies, to be honest.

Do you think you, perhaps your parents, could be a harm? I don't know, I don't think that really plays a role, does it? **Don't you feel any harm when meeting new people?** Maybe to stay connected to them, that you don't really ask people, their songs, oh when are you going to the next concert, or their social media, I think that might be a bit of a strange thing to ask. **Okay, can you tell us about a time when you felt a sense of collaboration?** A specific concert? It doesn't matter, just the feeling of collaboration in the hard rock community. I think almost every concert has that feeling.

I think the community and the visitors have that feeling, all together, and just being there. That really helps a lot. That's the feeling of collaboration? Yeah I think so.

**Okay. Was there a moment where you knew you needed more collaboration or connection with the hard rock community?** I think at the beginning of every concert. In the ending there's a great sense of community and all that, but it starts off a little strange and a little scary at times, especially when you're alone.

And eventually you meet people and the sense of community begins, but it can be a little difficult at first, a little lonely too. **So do you want to meet more people who are also into hard rock?** Absolute. **So you don't have to go alone anymore?** Yeah that would be great.

**Is it important to you that a romantic partner also listens to hard rock?** Honestly, I wouldn't involve it. Okay, good. **Do you think there is a big romantic scene in the hard rock community?** Don't know.

There must be, but I don't know. **Do you think a couple would be better together if they are both hard rock or not hard rock?** Or do you think that plays a role? I don't think it's better or worse. I think it's basically the same.

**Do you think it would be difficult to find a romantic partner in the hard rock scene?** I don't think so, to be honest. **Do you think it would be easier to find a romantic partner in the hard rock scene than just normal social life now?** Yeah, I think music is quite a good connection between people. And when other parts play too.

I mean, it's not like we're both hard rock, let's just gather enough kids. But I think it's a pretty good connection. Okay, that's it, thanks! Okay thanks! Bye! Bye!

## Participant 2: Silke Hooijer, 21, student in Nijmegen

Hello, my name is Suus and I am going to ask some questions. The first is, **can you give a brief introduction of yourself?** Hello, my name is Silke Hoyer. I study Health in Nijmegen and yes, I live there too.

**Okay, and what are your interests?** I have different interests. I like painting, I like walking in the sun. I like listening to music.

**And what music?** My music style is a little different from other people's music. I'm 21 years old, but I really like listening to old music, like hard rock. And how do you connect or interact with that interest? I follow some hard rock accounts on Instagram, but also some painting accounts on Pinterest.

And I watch YouTube videos about painting. Okay, so **how did you become interested in these topics?** Since my father is also a hard rock music fan, I started listening to that kind of music too. And painting is just something I did when I was a little kid.

And what is your favorite part of this interest? My favorite part about, well, do you still want to know about painting or is it just hard rock? No, just hard rock. Okay, I like it because when I'm angry I can listen to the music. And I also enjoy learning how to play the guitar.

And that's just, when I'm angry, I can do that. Okay, and **how many people do you know with the same interest?** Well, because, first of all, I'm a girl and I'm still 21 years old. I know a lot of people who also listen to hard rock, despite older people, like my father's friends and my father.

**And how do you meet people with the same interests as you?** I think I can find some people who are also into hard rock music if I look on Instagram. But I don't really do that now, because I don't really know how to handle them. **And do you feel there are no limits when meeting new people?** **And what kind of boundaries do you encounter?** I don't meet many boundaries when meeting new people.

Only maybe when it comes to who's playing the music, because they really want to listen to the music that's popular now and I want to listen to a little bit of older music. But most of the time I just give in and I just say we can listen to whatever you want. Because I know not many people my age want to listen to hard rock either.

**And how do these boundaries affect you?** Well, it's just that I can't listen to hard rock with my friends. That's the only way they effect me, but I don't really care. **Do you like going to concerts?** I like going to concerts, it depends on which artists I have gone to a few times.

Sometimes I go alone, sometimes I go with my friends or with my father. **And have you encountered similar boundaries when you attended rock concerts?** Well, I don't go to rock concerts with my friends because I don't have any friends who listen to rock. So I just go to concerts, pop concerts with my friends.

Or else I'll go to a rock concert alone or with my dad. **Okay, and can you tell us about a time when your interest resulted in a sense of community?** It's alone with my father. When we listen to hard rock music together, I feel a sense of community, because we want to do it together.

And also with, for example, the Top 2000, that is the thing in the Netherlands, when there is a hard rock song. We will plug in the TV and listen to the song, and then I will feel a sense of community.

**And how do you experience society in the hard rock community?** I don't really feel in the hard rock community.

I just enjoy listening to the music. But when I see it on Instagram, I see everyone liking it. And I know I'm part of the community, but I don't really feel like part of the community.

**Okay, and has there been a moment where you wish for more society or connection with the hard rock community?** There have been times when I wish I had a hard rock community, like friends who are also into hard rock. I don't really feel the need to connect myself in the hard rock community right now because now I feel like the hard rock community is just old people. And I'm only 21 years old, so I don't think I would fit in there.

But I would like to have a community with me and my friends who listen to more hard rock. But I know that doesn't really matter. **And is it important to you that a romantic partner shares your interest and why?** Some interest.

When we talk about hard rock, I also have friends who don't listen to hard rock, so that's not really a big war for me. But when you talk about interest in general, I think it's important that you and your partner share an interest. **And how would you describe the romantic scene in the hard rock community?** The romantic scene? Yes.

I have no idea because I don't really feel part of the hard rock community so I don't know. But I think many women go to h

ard rock concerts go together, or that they met at a hard rock concert. Okay, last question.

**Do you find it difficult to find a romantic partner in the hard rock community? And what makes it easy or difficult?** I think it's hard to find a partner in the hard rock community because I'm young and I don't really meet other hard rock people. So if I wanted to find a romantic partner in the hard rock community, I would have to really look for it. So I should venture into forums or maybe go on Instagram.

Or, I don't know, I don't know what to do, but right now it's not really possible for me to find a romantic partner in the hard rock community. Okay thanks. You're welcome.

## Feline:

*Can you give a brief introduction of yourself?*

My name is Thierry Gulicx. I come from Breda and work in healthcare.

I am Desiree Janssen. I am 30 years old. I live in Baarle-Hertog. My favorite music is hard rock.

*What are your interests?*

I love rock music, pop music, and Dutch cabaret.

I enjoy gaming on the PlayStation, going to terraces, dining out, watching cooking shows, and listening to a lot of hard rock music.

*How do you engage with these interests?*

I often play CDs and regularly attend band performances and concerts (twice a month).

I listen to Spotify playlists while doing household chores, gaming, and in the car. I also listen to this music on the radio.

*How did you become interested in these topics?*

I've been exposed to them since I was young.

My father is a big fan of classic rock. He took me to concerts and rock bands. When I was in high school, I got into the emo-gothic scene.

*What do you enjoy most about these interests?*

I enjoy the robust music, beautiful guitar playing, and drumming. The guitar is my favorite instrument.

You can do anything with it. You can create a happy or sad song, and it remains interesting because of the drums and guitar.

*How many people do you know with similar interests?*

Quite a few, almost all my friends love this music.

My entire family except for my sisters, and also some friends. But specifically, I'm the only one who listens to hard rock among my social contacts.

*How do you meet people with similar interests to yours?*

Partly through volunteering at Mezz and Belcrum Beach and attending performances in the city.

If I had the money for concerts, I could meet people more easily. I'm not very active on social media.

*Do you encounter any barriers when meeting new people? What kind of barriers do you face?*

No, I don't necessarily have any problems.

The hard rock community is one of the most loving communities there is. It doesn't matter how you look; it's about the music.

*Do you enjoy attending concerts?*

Yes, I really enjoy concerts. When I listen to music at home, it's often live recordings, but attending concerts is still the best.

Yes, I like attending concerts.

*Can you tell us about a moment when your interests led to a sense of togetherness?*

Going to Pinkpop with the entire group of Mezz volunteers does create a sense of togetherness with the whole group.

Within my circle, I don't have many contacts who also enjoy hard rock music.

*How do you experience togetherness within the hard rock community?*

It's a cohesive community; everyone comes for the same music and loves that music, so you quickly find common ground.

I haven't had much experience with it.

*Has there been a time when you wished for more connection with the hard rock community?*

I do get annoyed when people talk through the music.

I haven't had much experience with it.

*Is it important for you that a romantic partner shares your interest? Why?*

Yes, it's important to have the same taste in music; I would go crazy if someone played Dutch crap music all day, then love would quickly fade.

It's nice to share the same interests.

*Do you find it difficult to find a romantic partner within the hard rock scene? What makes it easy/difficult?*

Eh, I don't find it necessarily different from normal life.

Not applicable.

**Willemijn:**

***Participant 1: Tigo***

**Could you give a brief introduction of yourself?**

- Tigo, 21, Likes Rock and Metal music

**What are your interests?**

- Listening to rock music (not creating it), going to concerts, and playing video games.

**How do you connect/interact with those interests? (*social gatherings, social media, the news, etc.*)**

"I go to a lot of concerts with my parents and their friends. Their social group is also kind of my social group."

"Sometimes I meet people during a concert and then I add them on social media. Mostly Instagram. We connect a little at first but then it dies down."

**How did you gain an interest in these topics?**

"My parents kind of gave it to me. They now like a little calmer rock, and I like more the metal kind of rock."

**What is your favorite part about these interests?**

"Going to concerts!" "I really go to listen to the music and take my friends. I don't really go to concerts with the intention of making friends there, I just want to enjoy seeing the band live."

**How many people do you know with the same interests?**

"My parents are really into rock so I know a lot of their friends. I also started the interest in my close friends and girlfriend."

**Do you feel any barriers when meeting new people? What kind of barriers do you encounter?**



"I don't feel that many barriers. I just kind of have my little circle. But I can imagine that people that don't have anyone to go with would like to meet friends before or after a concert."

**Do you enjoy going to concerts?**

"I'm a big fan of specific parts of rock music, so I like going to smaller concerts."

"I really like it when the crowd gets together and everyone takes each other's shoulder, or when we light our phone flashlights together."

**Can you tell us about a moment that your interests resulted in a feeling of togetherness?**

"I went to a concert in the Ziggo dome and metal fans had taken over an entire shopping center. Everyone was wearing merchandise and they had boxes that were playing the band's music. It was really fun. You could really just talk to anyone and have a conversation."

**Has there been a moment where you wished for more togetherness/connection with the hard rock community?**

"To me, not really, because I have my friends and parents. But I completely understand that it might be nice for other rock fans to connect with more people. Especially in a queue or after the concert."

## ***Participant 2: Rob Gross***

could you maybe introduce yourself a little bit?

Yes, I am, uh, Rob cross. I am 53 years old. I have two annoying children and a very beautiful girlfriend who is sitting next to me. There she is.

Hello. Yeah.

Good morning.

Um, could you tell me a little bit about what your interests are?

Uh, my interests are, uh, mostly music, and then, uh, rock, hard rock and metal music.

Do you have favourite bands in mind?

Yes. Of course. Um, from the past. Uh, AC, DC, Van Halen, Iron Maiden, Metallica like that. And, uh, for nowadays, Five Finger Death Punch. You know them?

I don't know them, but I will look them up later.

Yeah, five Finger Death Punch, Avenged Sevenfold, bands like that.

So, um, you got into them at a young age? I'm hearing AC, DC and that kind of stuff. Yeah, I.

Think I was around, uh, 10 or 11 when I first heard, uh, AC, DC Back in Black album. The singer had died and they made a new album, which was called Back in Black. I think that was my first album and my first introduction to, uh, hard rock music.

Okay. And ever since then, how did you, um, manage to really connect with hard rock and that kind of stuff?

Uh, by buying albums, going to concerts? Um, yeah. Like that. If I, if I play music, uh, it's always like a rock. Almost always rock or hard rock or heavy metal.

I hear also going to concerts. Is that a big thing for you as well?

Yes, I like it. I like the especially the, the smaller venues. Uh, I don't like the big venues, like the stadiums or like that, but the smaller venues with a little bit, uh, uh, more intimacy.

Yeah. Is that also what is like, is that your one of your favourite parts, maybe about rock going to these concerts or do you have. Yes. Different.

Yes, absolutely. Uh, for me that's, that's, uh, that's very nice to do. I always wanted to be like, a great guitarist, but I don't have the, uh, the skills, uh, for that. Um, but I like I can enjoy a good guitar player and a good guitar solo. I have a lot of friends in this world, and, uh, I admire them for what they can do with their instruments.

Yeah. You have a ambition to be. You have a lot of guitars, I know that, yes. You know, but you, uh, have an ambition to, uh, one day still be able to play guitar, or is that more like a lost dream now? No.

Last dream? Yes. It's over. It's too late. And, uh, I should have. I had, like, guitar lessons when I was 15 or 16. Um, and then I got homework, and I had to practice, and I never practised, so it is. It's really horrible.

That's okay. Whenever we get homework, we don't want to do it anymore, I know that. Yeah.

That's right. You you understand?

Uh, um, do you know, do you have a lot of friends with the same interests as you in hard Rock?

Yes. Most of my friends, uh, like the same music as me. Okay. I think I choose them by their music style.

That's an important factor for you in making. I have a lot of friends.

A lot of friends with long hair. Uh.

You have a lot of typical hard rock fans that. Yes, yes, I used.

I used to have a long hair when I was younger, but I think like from, uh, 18 to until 23, I had, like, long hair.

Okay, that's a little hard to imagine now.

Yes, I understand, yeah, but I have a wig. If you want me to put it on, I can do it for you. But maybe not all the time.

Um, do you, uh, when you meet new friends, do you feel like it's hard, uh, to meet new friends with the same interests as you? Or do you find them easily?

No. I find them easily. Because the places where I go, um. Uh, there are a lot of people with the same taste of music. Okay? You don't see me going to a discotheque or like that, or to a bar where they play, uh, under houses. I don't go there, so I go to places where people are with the same interests.

Mhm. Do you feel like, um, we're creative business, so we're creating an app. Yeah. Um, yeah. Do you feel like maybe, um, having a kind of a source or like a meetup place, like a, like a social media site, uh, where you can meet like minded people would help you?

Uh, yeah. I think there are places like that, you know, on Facebook, you have, like, metal pages so you can meet people there, but, uh, like a Facebook, especially for, for metalheads or something. Yeah, that maybe that would be nice. Yeah.

Do you use those Facebook groups or do you not use them yourself?

I use.

Oh that's nice.

Yes, yes.

Did you meet a lot of friends through there, or is it just, like, kind of connecting?

No, it's more like, uh, when they announce, like, gigs somewhere, you know? Oh, I can go there. I can go there or, uh, listen to people who, uh, uh, who post like, new music. And I have a few bands where I do things for. I can post their music on that pages, too, so other people can hear it.

That's nice.

Yeah. Thank you.

Do you feel like you're really connected also with this group through this? Like, do you feel there's a form of togetherness?

No, no, no, not really. And not not, uh, at social media. At gigs. Yes there is. Okay. So if you're at a gig, uh, everybody is friendly to each other and never problems. Everybody talks to each other. But on Facebook, there's, like, a certain distance.

Okay. Um, do you also. So that means you enjoy people meeting people more like face to face.

Yes.

Yes, I can see that. Yeah. That's very nice. Yeah. Um, we're almost done already. That's how quick this is going. There you go. Okay. Um, is there a moment in time where you wished that there was more togetherness? Um, in the hard Rock community?

No, no not not specially. No, no. Because there are many possibilities to to, uh, to meet each other, you know. And what you already said. I prefer meeting face to face than, uh, uh, via the social media. Uh, and there are so many gigs during, uh, the year in all of Netherlands that there are a lot of opportunities to meet each other.

So you feel like you feel to enough that there's enough opportunity to, you know. Yeah, yeah.

Yeah, yeah.

And at every gig, you meet new people and then you, uh, um, uh, invite them on Facebook and you can be friends. And that's how your, your network grows every, every year or every month.

Yeah. That's nice. Do you have any very special memories about meeting someone and really feeling nice with them? Yes.

Yes. Uh, one of my best friends is, uh, Noel, and Noel is like, already, uh, my friend for ten, maybe 12 years. And I met him the first time, uh, via Facebook. Okay. So, uh, he's a drummer in a in a metal band, and, uh, yeah, we connected on Facebook, and then we started talking, chatting, meeting. And now he's one of my best friends.

That's nice that you did that story. That is very wholesome. Very nice. Yes.

Almost a lobster.

Almost. Yes.

It's like, uh, almost Tinder for, uh.

Tinder for metalheads. Yeah, yeah. No.

Thank you. That was all I had to know. Thank you so much.

## Solution interviews

**Suus:**

### **First interview**

Okay. Hello. Hi. Um, can you do a quick introduction of yourself?

Of course. My name is Floris. I live in Breda. I'm 24 years old. Um, and you wanted some help with this interview, right? Yes.

What's your favourite music genre again?

Uh, it's hard rock. Yes.

Of course, because I've interviewed this person again and I'm doing it for the second time now for the solution interview. Absolutely. So we have made a prototype for our solution, okay. And our solution we came up with was an app where you could swipe other hardware events and then connect. Okay. Um, do you have trouble finding like minded people to go to concerts with?

Yeah, absolutely. And my friend group there is, uh, I think I'm the only one who likes hard rock. I mean, there are some, some guys that like a bit of hard rock, some songs, but to go to a concert, that's really hard.

What do you think would be something that would help you to connect more easily? Do you think our app would be a good solution?

I think it would. Uh, I don't know about the the reaction on it from other members of my community. Um, but I do like it. I mean, I mean, I think it's a great solution otherwise. Yeah. Most people what I know of is we know I know them from Reddit, uh, just talking about talking about the music. But I think this app is, uh.

Do you go to concerts with them or only online chatting?

Um, it's mostly online chatting. I've been to a concert with 1 or 2 of them, but that's about it.

Okay. And when you look at this prototype that we made, what are your initial thoughts? I like it. This would be the home screen here. You would swipe people to this and then you can search concerts and chat with people.

So you can also have your own if your favourite band.

Uh, yeah. You can put your favourite bands and then uh.

That's, that's a really cool application.

To make. Uh, uh, a quick description of yourself. Okay. That's cool. Do you think it's hard to understand this prototype.

Or not at all? I mean, is it easy? I was afraid when you first, uh, when we first talked, that maybe it would look a bit too much like Tinder, but unfortunately, uh, I mean, unfortunately, it looks great. I mean, yeah, it looks good. Uh, I also like that you can put your favourite band in it as well.

Would you try this app to connect with other? Yeah, sure. Why not? Um, and do you think there are parts that we could improve on this prototype?

Uh, not that I can think of right now.

Okay. No problem. Um, and, um, what are the social media apps you use the most?

I use Instagram, um, a lot. There's also more on a personal level. Yeah. And I watch, uh, lots of TikToks.

Okay, so would you say those are the two when you would be the best apps for us to, uh, to market our app?

Yeah, absolutely. I also use WhatsApp a lot, but you can really promote on WhatsApp, right? I mean, TikTok and Instagram would be.

Yeah. Well, our teacher just said to us today, if they use WhatsApp a lot, we could try WhatsApp, but we'll think about that. Yeah. Look at the other interview people. Um, would you be willing to pay for this app?

Um, I don't know. I think that.

What would be the maximum amount of money that you would pay for this app per month or week or whatever, maybe first, um, just to get the app, maybe if it costs money to download.

It, I don't know. I think that that's a bit difficult because you don't know how many people are on there. Like if you pay, I don't know, €5.

Once through.

You don't know how many people are.

Behind this for a subscription.

Uh, if there are enough people that use it, I would. And would you.

Pay for, like, a pro version that you. Maybe you don't have any advertisements. Oh, absolutely. Yeah. Okay. How much would you be willing to pay for a pro version.

Of this app? Uh, per month? Maybe that's just maybe easier. Um, 7 or €8, maybe 7 or 8 years. Okay.

Um, next question. Very different. What are some products you enjoy buying? Like name certain brands or maybe clothing or drinks or anything you like to buy?

I like I like to buy alcohol, um, also from different beers from different breweries and clothing. I like mostly just, uh, branded clothing as well as merchandise from the brands that I listen to. Uh, merchandise. Yeah. Um, so, yeah. And also sports clothing from the teams that I support. Okay.

Um, so, so what would you be your. Wait, what app do you use the most to listen to music?

Uh, Spotify. Spotify. And.

Um, yeah. Okay. Would you be able if you would be on this app? This is very simple. You would go from this to this. Would you be able to find your chat with them? Bradley.

Uh, yeah. What do you.

Think you have to do? On the first page.

Uh, start swiping probably. Or if he's my friend, let's say he's let's say he's my friend. I will just click on my friends. Otherwise would.

Be this.

Page. Okay. Uh, otherwise I'm just swiping.

There will be this page.

Yeah, I would swipe sack I don't know, I can't read it right now, but if he, he, he has same interest, same bands, I would, uh.

But would you be able to find your chat with them?

Oh, yeah. Absolutely.

What do you think? You have to click on the first page.

Uh, my friends are chats, I don't know. Yeah. If we chat before. Yeah. And then we we just go.

To find your chat, uh, with somebody, you click on chat. Yeah. And otherwise. Yeah. Okay. Yeah. So it's wasn't really clear for you how to do it at first.

Uh, no, but I thought that the first profile was from Dan Bradley, but it was from Zack, so.



Okay, that's my problem. Um, yeah. This is the more clear one, and this is more how to use it. Yeah.

That's it. Okay. Thank you. The app looks great. Really? Thank you. Bye.

Second interview

## **solution interview 2 Suus Hooijer.m4a**

Hello, what is your name, age and study?

My name is Silke. I'm studying health care in Nijmegen and I'm 21 years old.

Okay, I'm going to ask you some questions. A fellow hard rock fan seems to have some trouble finding like-minded people to go to concerts with. How do you experience this?

I think I do agree that some people have trouble because not a lot of people in my social group are also hard rock fans that also go to concerts.

So I think this is a good statement. Okay, and what would be something that might help you connect to people more easily?

Well, maybe something where hard rock fans can get to know each other. Get together with each other and meet each other somewhere and then make more friends.

Because then you really go to an event where you know that all the people like hard rock.

And otherwise you wouldn't step up to someone probably in public and asking them if they like hard rock. And how would this help you?

Well, then I would find more people to go to hard rock concerts with. Okay, we have created an app to connect you to fellow hard rock fans through swiping. Okay. So what do you think of this?

I think that's a good idea.

I don't know if the swiping is only on appearance, because maybe that wouldn't be the greatest idea, but also maybe on favorite bands or something, because then it's not much about appearance, but more about the shared interest that we have.

But I think it would be a great idea to connect through an app where you maybe also can chat. Okay, feel free to explore this prototype. Please tell me your initial thoughts.

I think it looks great. The prototype, it looks nice.

As I said before, maybe you shouldn't focus that much on appearance, but that's only just me because I don't like judging people on appearance.

But I think it's a great way to chat and meet each other and go to concerts together. And I think a lot of people would want to use this. And do you feel connected to the solution?

And why yes or no? I think I do feel connected. Because I'm also young, so I use a lot of social media and then it's just another social media platform, which would be great.

Because if it would be maybe an event, I wouldn't go that easily as I can just get on an app on my phone. Okay. And do you experience any trouble getting around or understanding the prototype?

Or could you point out any confusing parts? No, for me, it's clear. Okay. Would you personally be willing to try this away too much?

Would you be willing to meet other hard rock fans to go to concerts with? Why yes or no? I think I would because it's an app. A lot of young people will be on there and not just old people.

So I think I would use it as a way to meet other hard rock fans because we will all be young and we all like the same music. So that's great.

Could you point out our parts that we would need to improve for you to enjoy and use the app more?

I would change the swiping part with not only a picture of the person, but also maybe their favorite bands or when they are available to go to concerts.

And do you think fellow hard rock fans might feel the same way? I don't know.

I think it's just something in general that I don't like when you are judging people on appearance, but maybe other people don't have a problem with it. Okay. And overall, how would you...

Can you describe your experience with Rock Rally so far? Well, I think everything looks great and it's a good idea. I don't know if there are that many hard rock fans out there, but I think the idea is great.

And would you be willing to pay for Rock Rally? How much and why and or why not?

I think if I know that the app is successful and there are other people on this app, I would pay for it. But I don't know it yet. And I don't know how many people. Are going to be on there. So I think at the first start, I wouldn't pay for it.

But if I know that it's very successful, then I would pay for it. Okay. The last question. What are some products you enjoy? Think about specific brands you buy from.

I like to buy my clothes from brands like jeans, like Wrangler, because they make very good jeans. And I like...

I like to buy... I don't know what to think of. Maybe... If I buy just music stuff, it's usually...

I buy vinyls from pop.com. If I buy vinyls from hard rock stuff.

And I also like to wear band merch tees, but that's just usually from the website that... From the band. Okay. That's fine. Thanks for your help.

You're welcome.

**Feline:**

*Fellow hard rock fans seem to have some trouble finding like-minded people to go to concerts with. How do you experience this?*

Hard Rock is a specific music style. You have to like it. Over the years, I have met some people who enjoy the same music.

I don't necessarily have trouble with it, but I would like to have more people in my network who also enjoy this music.

*What would be something that might help you connect to people more easily?*

Well, you often meet people at work, in your social life, or at concerts, so I can't really think of an easier way.

Maybe there are social media groups for it, but not that I know of.

*We have created an app to connect you to fellow hard rock fans through a swiping mechanism, what do you think of this?*

How funny! Like a kind of Tinder but for hard rock fans?

Seems like a fun way to meet new people.

*Feel free to explore this prototype; please tell me your initial thoughts?*

It looks very neat and clear. It's very similar to Tinder but in a different style.

Looks fun! I immediately understand how it works and what you can do with it. I find the rock hand symbol instead of a like button very nice.

*Do you feel connected to this solution? Why yes/no?*

I already have some people in my circle who also like rock music, so I'm not sure if I would use this. But I think it's a good idea for people who are looking for new contacts.

Yes, I would really enjoy meeting new people this way.

*Do you experience any trouble getting around or understanding the prototype? Could you point out any confusing parts?*

No, not really.

No, it's quite clear to me.

*Would you, personally, be willing to try this as a way to meet other hard rock fans to go to concerts with? Why yes/no?*

Not necessarily for me, but maybe in the future.

Yes, I would enjoy getting in touch with people this way.

*Could you point out any parts that we would need to improve for you to enjoy/use the app more?*

I can't see any right away.

No improvement, but I wonder if you can also create groups through this app. For example, to meet up with several people for a concert.

*Overall, how would you describe your experience with Rock Rally so far?*

I think it's a great idea!

Funny and nice idea to create something specifically for hard rock fans.

*Would you be willing to pay for Rock Rally? How much? Why/Why not?*

No, I wouldn't.

No, I wouldn't pay for it. Nowadays, you can use almost all your apps for free, so I'm not really used to paying for an app.

# Solution Interview Kevin

Mon, Mar 25, 2024 1:52PM • 2:32

## SUMMARY KEYWORDS

app, music, concerts, 1000s, driessen, making, wholeheartedly, connect, band, genre, people, swiping, fellow, interview, honestly, forums, kevin, age range, improve, tastes

## SPEAKERS

Kevin Driessen, Devlin van Doormalen

**Devlin van Doormalen** 00:00

Hello, this is the solution interview once again, I'm with Kevin Driessen.

**Devlin van Doormalen** 00:06

Alright, so the first question, fellow hot rock fans seem to have some trouble finding like minded people to go to concerts with. How do you experience this?

**Kevin Driessen** 00:14

I wholeheartedly agree with the statement.

**Kevin Driessen** 00:19

Because I can barely find any people who want to make music with me or want to go to concerts with me. Luckily, I have some family and one or two friends that like it. But um, it's been a long time. Like, I've been looking for a long time.

**Devlin van Doormalen** 00:35

Okay, great. So what would be something that might help you connect to people more easily? Like an app?

**Kevin Driessen** 00:43

No, no, no, like, just honestly, app would be great. I noticed like forums, but I don't like making 1000s of accounts for stuff. So just one place where like, a lot of people are on would be would be nice.

**Devlin van Doormalen** 00:57

Okay, so Well, actually, we have created an app to connect you through a swiping mechanism. What do you think of this?

**Kevin Driessen** 01:07

I mean, I love the idea of an app. It's just the swiping, I don't really get, because like,

**Kevin Driessen** 01:15

like, you have to, like, judge someone on based on appearance. And not on like music tastes.

**Kevin Driessen** 01:21

I do get it though. Because you don't want to be like, you kind of want to have the same age range. That would be nice. So I do get it. But also like it's more about the music than the looks, I think. Okay. So, I will now show you the prototype.

**Devlin van Doormalen** 01:38

Right, awesome. Now you have seen the app

**Devlin van Doormalen** 01:41

What are your initial thoughts?

**Kevin Driessen** 01:44

I honestly I wish something like that was real. Because I'm also looking for people to play in a band with the same kind of music genre, but there's literally other than Facebook, there's no other place, I can actually find people like that. So this app will actually be super dope.

**Devlin van Doormalen** 02:02

Okay. Can you point out parts that we could improve to, for you to enjoy this app more?

**Kevin Driessen** 02:10

Well, first of all, I think you guys should make the app really.

**Kevin Driessen** 02:16

And honestly, It is fine. I don't see any points you can improve on maybe making more about the individual bands to listen to, instead of the image of themselves.

**Devlin van Doormalen** 02:27

All right. Thank you.

# Solution Interview Jumario

Mon, Mar 25, 2024 1:52PM • 1:17

## SUMMARY KEYWORDS

concert, app, rock, friend, helpful, dreamed, connect, chat, hard, connected, feel, trouble, solution, find, helps, fellow, easily

## SPEAKERS

Jumario Jubitana, Devlin van Doormalen

### Devlin van Doormalen 00:00

Alright, I'm here with Jamario. So Jamario first of all, wait let me check, fellow hard rock fans, like yourself seem to have trouble finding like minded people to go to concert. How do you experience this?

00:14

Yeah, it's pretty sad, you know, because I'm the only one in my friend group th at actually listen to hard rock now, so it's hard to find friend to go to a concert. Okay.

### Devlin van Doormalen 00:25

What would my help for you to connect with those people more easily?

00:29

Right. So it's way easier. And then first, because now I can just chat with people connect with people to to actually go to concert. So yeah, it really helps me. Okay,

### Devlin van Doormalen 00:41

so we have created an app. I will show you the prototype now.

### Jumario Jubitana 00:45

Oh, yeah. Looks nice. Thanks.

### Devlin van Doormalen 00:47

Okay. So what is your first thought?

00:48

Yeah, it's very, very helpful. Very helpful. This is this is what I dreamed about.

### Devlin van Doormalen 00:54

Okay. Do you feel connected to this solution?



00:57

Yeah, actually, I would really use this app.

**Devlin van Doormalen** 01:02

Cool. Is there anything you would like for us to improve?

01:07

Maybe after I used it, then then I will send you some feedback.

**Jumario Jubitana** 01:14

Thank you very much.

## Solution Interview Grace Gross

Hello, could you maybe explain who you are and tell us your age and occupation? Okay, hello, my name is Grace, I am 19 years old and I live in the Netherlands, in Tilburg.

And I study at Creative Business at BUAS, I am in my second year and as a side job I also work at BUAS, I work as a green office leader.

Fellow Hard Rock fans seem to have trouble finding like-minded people to go to concerts with, do you experience that as well?

Yeah, I do, I can acknowledge that I don't have a lot of friends who like Hard Rock music specifically, so yeah.

What would be something that might help you connect to those people more easily? I think social media is a pretty big thing right now. I think an app would be very nice.

Yeah? And how would that help you? I think that would help me to get to know more people that like Hard Rock as well, which is like finding them.

So yeah, I think like that. Now we have created an app to connect you to fellow Hard Rock fans through a swiping mechanism. What do you think of that?

I think that's nice. It's fast and easy. So yeah, I'm curious about it. We have just been asked to shut up.

So now I'm going to show you the prototype. Feel free to explore it a little bit and then I would love to hear your thoughts. Okay, let me see.

I like your logo. It's like easy to remember. And I think the colors are nice that you used.

I also like that logo or like that you have like the little rock sign as like a swipe when you like the person. So that's nice.

It's also nice to see popular concerts. Does like popular concerts mean that they're popular among users of the app? Yeah, and they're trending.

Their ticket sale is going up and a lot of our users have told us that they are going to this concert. And therefore it's popular.

And if you like, for example, click on like a concert, can you, I don't know if it's in there, but can you then also see like, for example, because it says when it is and where it is, it also says, but like if there are still tickets available and how much it costs and maybe like a link that directs you to like the ticket sale.

Would you think that's useful to you? Yeah, I think so. Because then I have, I'm pretty lazy person. So then I have, I don't have to look it up myself on the internet. But yeah.

And it's also nice that you can search by album.

Maybe it's nicer to search by like band or like by artist, because for example, for me, I don't like a specific album.

It's like, I don't know. It's always like, I like a few songs of ACDC, like Back in Black. It's my favorite one, but it's not like I like all of those ones. And it's nice that you can message people actually.

Is that like that you can see like their stories, the little circles? Would you like that? I think it's nice.

It's not very important, but it's maybe nice to see what your friends are doing. And for example, if I would be at a concert right now. Like a Hard Rock concert. Then I would maybe post that on my story for people to see.

Maybe they might be there too. And then we can meet up. Oh, that's a good idea. Yeah.

My friends. It's also nice that you can have an overview of who your friends are in case you might forget. Who made which? What do you think? Chats. Start swiping.

My profile. And like, where's the My Profile section? Yeah, no. So. Okay. Development was tight. Okay. No, I understand.

And like, if you would have a My Profile section, what could you do with that? So you would be able to add your favorite album into your bio. You'd be able to write a little bio.

Tell us your name and share a few images of yourself so we can really get connected. Okay.

And is there like, because I know a lot of hard rock fans, they are very much into hard work, of course.

So they sometimes make like covers or like they do a little bit of music themselves. Can you also do something with this app or is that too much? That's not our focus. No. Okay. But would you like that?

I imagine that if I was like a small artist that I would like to share that information with others. Yeah. But maybe my bio or something doesn't have to be special. But yeah.

Thank you so much. Thank you so much. Do you feel connected to this solution? Yes, I do. Why?

Because I think for me, it's nice to get to know more people via this app who like hard rock. Because if you're not going to a concert, then yeah.

How else would you meet people? It's most likely to be via social media. But then again, it's difficult to do that via Instagram, I think.

Because the distance is a little bit bigger, I feel like. And would you then personally be able or be willing to try this as a way to meet new hard rock fans?

Yeah, I would definitely try it. Would you also want to go to concerts with these people? Depending on the people itself. Like, personally, I'm a little bit skeptical of like, okay, can I trust these people?

But that's not only for, I think that's like a general me thing. Like, I would also have that with apps like Tinder, for example. I would not simply just meet up with people.

So I really need maybe a bigger way of getting to know them than only via an app. But that's not, I don't know if that's a you issue or my issue.

Are there any parts that we would need to improve for you to enjoy this app more? No, I don't think so.

Only except for, yeah, it's for me difficult to trust someone enough to go to a concert with them.

So, but then it would be maybe my responsibility to have a call with them first, or exchange like phone number or something like that. But yeah, otherwise, I would use it definitely. Nice.

And do you think fellow rock fans would feel the same way as you do right now? Maybe, I'm not sure.

Because I do feel like there's already quite like a hard rock fan community.

But if you don't have a lot of experience with like going to hard rock fans or hang out with a hard rock community. Then it's very difficult to get in there.

So I think in that sense, this app would be great to get into that community that is already existing. How would you describe your experience with the rock rally so far?

I would describe it as a very nice experience. And a very, what's very nice is that it's very simple. It's easy to use, I think. Not.

There are no difficulties or anything. So yeah, I easily reach my goal of trying to find people that like hard rock.

And then if you enjoy it so far, would you also be willing to pay for rock rally?

If it would be just like this app, just as you show me, then I would say no, because then I would be like, okay. Then I just go for it.

And then I would find like a hard rock community on Instagram, like an Instagram page or like a fan page for like example, ACDC.

So I think you would need something very special additional to make it being paid. But that could also be just because I'm Dutch. Fair enough.

Now, kind of in a different direction. Are there any like specific brands that you enjoy? Just any specific that don't have anything to do with rock?

Well, well, I don't. Well, actually, there's this like record store called Sounds and they have like multiple stores all across the Netherlands.

And I feel like that might be also for a lot of other hard rock fans. I love to buy hard rock records. So vinyl. So yeah, I think I would say that.

And also Funko's, the Funko pop store. I think you have one in Breda as well called Back to the Trilogy. I think that's a good choice, I think. And I love collecting, for example, ACDC Funko pops.

Great. That was all we have for you today. Thank you so much for this interview. Would you once again like to verify if this is authorized to be used in a school project? Yes, it is.

Thank you so much.

## Interview Tigo.m4a

Boom, we came in. Hello. Hi. I'm just gonna drop with the door into the home.

Fellow Hard Rock fans seem to be having some trouble finding like-minded people to go to concerts with. And then we're talking about new like-minded people. Hi. How do you experience this? To an extent.

I mostly go with people that I know and that also like your music. But when there's a certain band around that I like as the only person in my friends group, then I experience that. Because then I don't want to go alone.

So you have to meet people. And I'm not a person that does that like really easily. Okay, fair enough.

And then as you don't do this really easily, what might be something that could help you do that more easily, connect to people? Maybe like...

A platform that's like a meeting place for people. Yeah. How would that help you? Well, it creates an opening, I think.

So like you should still have to, you know, look for them. But there's like a place for that. So you don't have to start like from nowhere. I think that's nice. Well, lucky for you.

We actually have created such a platform, but in the form of an app. Where... Gezondheid. Gezondheid. No, that's still not English.

We have created an app through a swiping mechanism. You can meet these new people. What do you think of that initial explanation? First of all, just like it's similar to like a dating site idea.

Yeah. I'm curious. Now feel free to explore this prototype. It's only five slides, but you can just click through it.

Okay, yeah. Feel free to say any initial thoughts going through it. I'm seeing the, like the icons. I think it's clear.

The first one looks like the, like the swipe thing. And you have like a search option, your profile, and then a chat box, of course. That's wrong. I don't do MacBooks.

You can also click here, I think. Oh yeah, sure. No, you can't. Oh yeah, you can. Yeah, I can. It works. Okay. This reminds me of Spotify, actually. Is that nice? Is that not nice? I think it's good.

Yeah. Popular concerts. I like that. And then search by album. Personally, I think I'm a bit of an odd one out, but I don't look at albums. I just search for like songs.

But then again, I think I know that people search by albums more often. So that's more of a personal thing. And this is, yeah. This then again reminds me of Instagram. Yeah.

So like the story things. Looks good. Yeah. It's clear. Okay. So do you have any trouble? Like, are there any confusing parts about this prototype?

Yeah. I'm not so sure about this icon here. But then again, it's like a swipe thing. So I think it should work. Yeah. It's not recognizable, of course.

The other ones, we know them from other like apps. So it speaks for itself. I like the little hand. Okay. Like the yes button then, I guess. Yeah. Rock and roll girl. Mm-hmm.

It's also like a bio under the name. That's good. Yeah. I think it's overall really clear. Okay.

Would you be willing to try this as a way to meet other rock fans? Yeah, I think I would. Yeah. Especially when I'm, like I said, listening to like the bands that no one really knows.

But if I go to a friend's group, I think this would be really nice. Mm-hmm. Also, would you be willing to use it then for people to not only meet rock fans, but also go to concert with these people?

I think it would for me be the case to use it the most.

Because I feel like I'm not that great with like, you know, I don't do dating sites in general, but like the bumble to meet people. I know that exists, but it doesn't like attract me.

So, some of this to meet people, I think it won't be an option for me. But to go to concerts, I think it would be really good. All right. So, you'd really use it as a way to get, as like a means to get to an end.

Yeah. If I really want to go to a concert and I know this is not a very big band, they're not showing up to Europe that much or to the Netherlands specific, then I'd use this so

that I can go and maybe I can meet people and I won't go alone. Okay, nice. Do you think fellow Hard Rock fans would kind of feel the same way?

Depending on the community, but I think so. Yeah. I think in general, we are really like, you know, accepting of everyone, like most of the groups.

So, I think if you want to go to a concert and you really need to go, but you don't want to go alone, this is a great option. Okay. So, overall, how would you say your experience is with this Rock Rally app so far?

It's a good name. I think it's, yeah, it's clear. I like the look, like the icons for itself.

It's just, it's not that difficult. I think it's, I think it's good. I don't see any problems with it. Okay, nice. Then. Yeah, this is something else. Okay.

In a later stage, would you be willing to pay for Rock Rally? Hmm. Yeah. That's a good question.

I think, do you have any, like, just to pay for the app in general or to unlock certain options in it? How do you see that happening? Yeah, for now, just to get to the app in general.

So, you would pay one off, but maybe you're like, no, that's not a viable option for me. However, doing it on a subscription basis would, or.

Yeah, I think, like, the one off thing wouldn't work for me, because then I see a paywall behind an app that I never used. So, usually, like, it's not working for me.

But I think if there's, like, certain options locked behind it and you get to try it, like, for a short period of time and then it's locked, maybe then if the app works and I quite like it, then I would pay for it. Hmm.

And if it's then a one off thing, let's say the chat box, for example, there's something locked there. I don't mind paying either a subscription or, like, a one time payment for it.

All right. So, later on, you might be willing to pay. Yeah. I think it's nice to give them, like, a trial first. Okay. So that they get to use the app, they get to, like, experience it.

And if they really like it, then they would like to pay for it as well, I think. Okay, nice. That was all our questions regarding Rock Valley. Now we have one more question just for you. Mm-hmm.

Are there any brands you specifically enjoy using? Because we're now thinking of also adding in advertisements. Mm-hmm. So we want to target those based on Hard Rock fans. What are some brands you like?

Well, most of my, like, merchandise clothing I get from this company called Large. Mm-hmm. It's mostly based around, like, merchandise clothing. Mm-hmm.

So that should be one I think would fit the whole genre. I don't know if you know the brand. Not yet. No. Look it up. It could be, like, a really good match. Okay.

Next to that, I don't think so. No. That's also maybe, like, also not just the brand, like, Spotify or something. Maybe that's something you use frequently. Yeah, of course.

Spotify could be in there. I don't use Apple Music, but I can see it fit there too. Those things I think are always a good answer. But I think the clothing brand is a nice one.

I'm thinking. Yeah. We now also have brands like Dr. Martens and that kind of stuff. So. Maybe, like, Sony or something. Sony. For, like, listening to the music. Oh, yeah, nice. That might be a good one.

All right. Okay. Thank you so much for exploring Rock Rally with me. You're very welcome. Yeah. .



