SECV2113-HUMAN COMPUTER INTERACTION

INDIVIDUAL ASSIGNMENT
CASE STUDY

SECTION 16

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NAME: Jayotshna Sengeny
MATRIC: A22MJ8015
LECTURER: Dr.Hamidah

ANALYSIS REPORT CASE STUDY ON STREAMING SERVICES
SPOTIFY & APPLE MUSIC

JAYOTSHNA SENGENY
STUDENT OF UNIVERSITI TEKNOLOGI MALAYSIA KUALA LUMPUR
NO.23 JALAN KARUNMAS 5,
DESA KARUNMAS, 43300 SERI KEMBANGAN
jayotshna@graduate.utm.my

ABSTRACT

This case study is conducted to analyse and evaluate the performance of the mobile application. The analysis also aims to explore user's point of view on the applications and evaluate the applications performance based on the user view. This report will also consist of a conclusion that provides future efforts and potential solutions to improve the applications usability.

KEYWORDS

Data Analysis, Case Study, Assessment, Usability, Application Evaluation, Performance Evaluation

1. INTRODUCTION

The case study involves mainly of performance evaluation of the competitive music streaming applications which are Spotify and Apple Music. The analysis aims to study and examine user engagement with the streaming services, and their satisfaction. By comparing the important values, we can identify the strength and weaknesses of each application and help us strategize on what we could do in order to improve the usability and user experience.

2. METHODOLOGY

The case study is conducted through the Data Collection methodology, whereby a google-form is created to be answered by few responders with questions involving the usability and experience of the streaming application. The aim of Data Collection is to gather accurate, relevant, and comprehensive information that supports the study to find the user experiences while engaging with the application. The collected results will then be evaluated using the System Usability Scale (SUS) Analysis Toolkit which is will calculate and analyse the usability of the systems.

The survey has a total of twenty-two questions.
https://docs.google.com/forms/d/e/1FAIpQLSdF5uQ-RND-DMA1-exrmVGZWePjxyC5TG3Rq5YcO_s1QYhV4A/viewform?usp=sf_link

3. RESULTS AND DISCUSSION

The following shows the results obtained from the System Usability Scale (SUS) Analysis Toolkit based on the survey that was conducted.
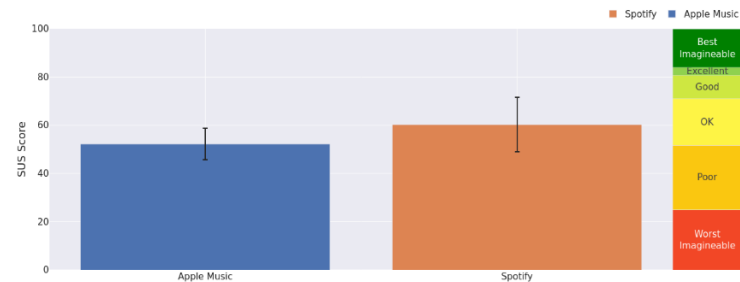

Figure 1: Shows the bar chart of the survey analysis
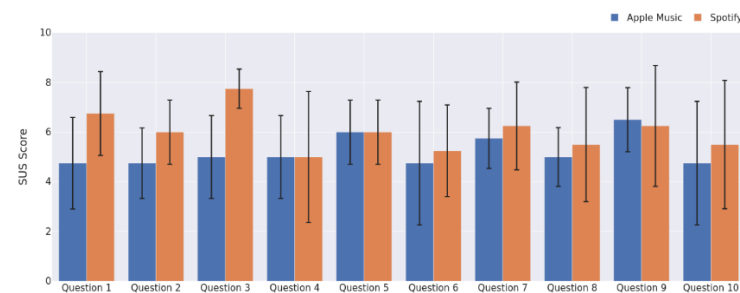

Figure 2: shows a more detailed bar chart per item question
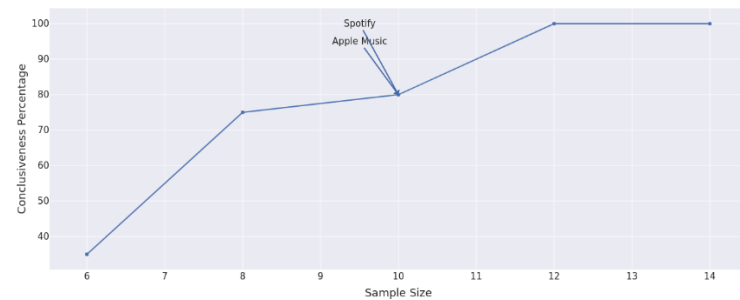

Figure 3: shows the conclusive chart of survey

Based on the obtained, results from the analysis tool, we can see that most of the respondents are more incline to use Spotify application rather than Apple Music. Spotify services received more positive responses in average. The few of the reasons behind this development could be due to Spotify being an application that is easily accessible compared to Apple Music. Although both streaming services are made available for any devices, Spotify has been a more considerable option. This has been more proven from the qualitative analysis made in the survey.

4. CONCLUSION

In conclusion, this analysis of **Spotify vs. Apple Music** using the **System Usability Scale (SUS)**, we aimed to compare the usability of both streaming platforms, focusing on user satisfaction, ease of use, and overall user experience. With this we could identify strengths and weaknesses in each platform, helping to create better solutions such as creating good navigation and removing inconsistencies to improve user experience.

5. REFERENCES

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6. ABOUT AUTHOR

I am currently a year 2 student of Software Engineering in UTM, Kuala Lumpur.