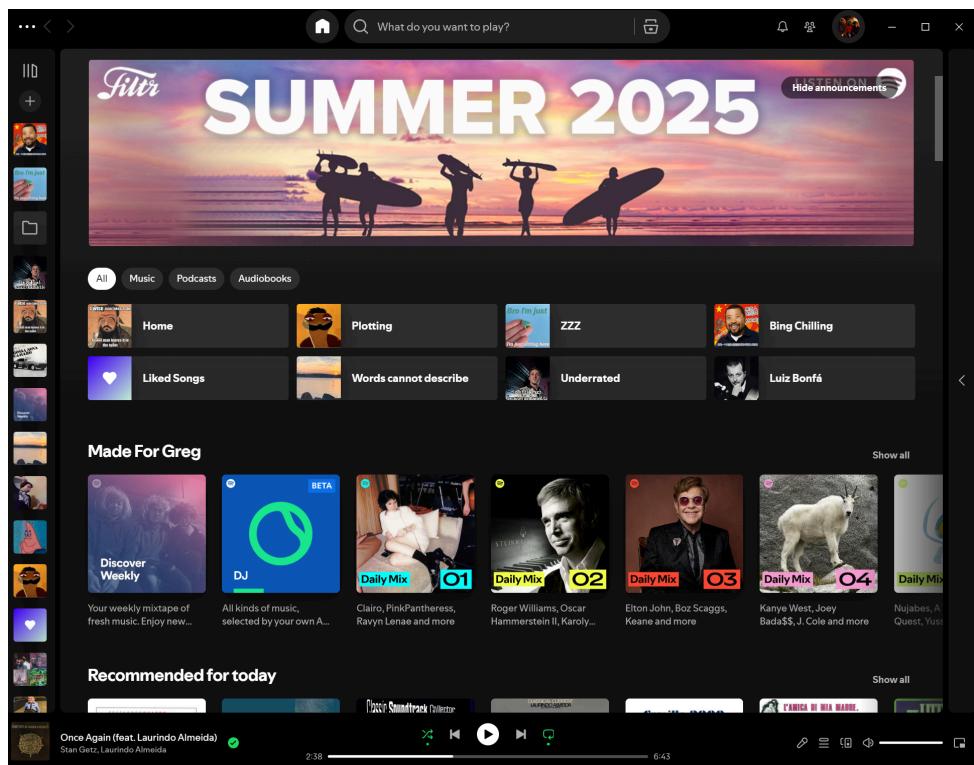
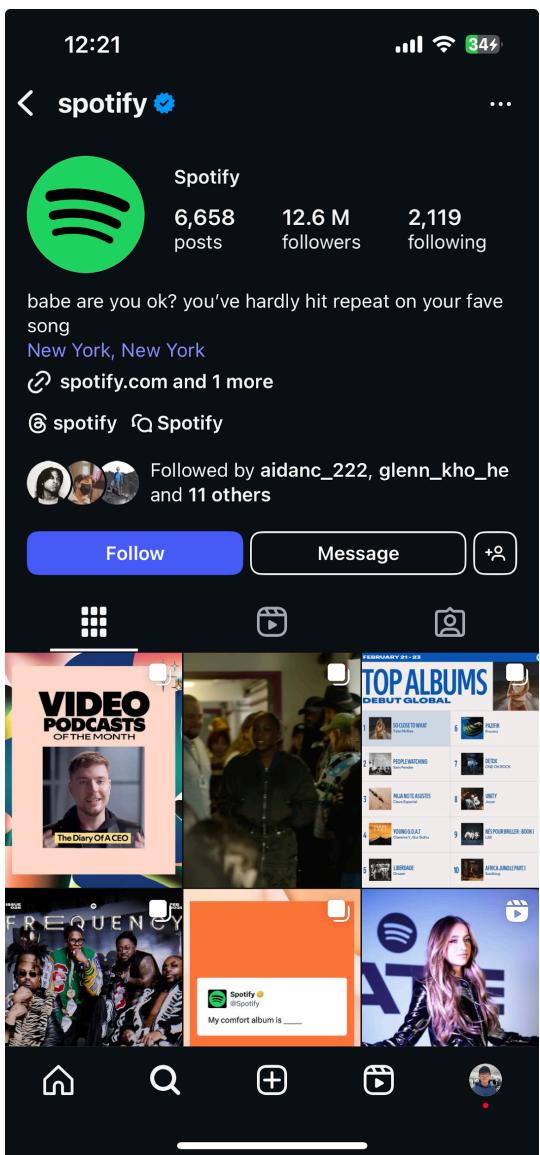


## ST 327 Topic Guides - Group 2

Duration	Activity & description	Corresponds to which research aim
5 mins	<p>Introduction and ice-breaker</p> <ul style="list-style-type: none"> <li>- Asking participants what the last song they listened to was</li> <li>- Initial Prompts to think about:           <ul style="list-style-type: none"> <li>- Favourite artist (currently)</li> <li>- Favourite songs currently</li> <li>- Any concerts any has been to recently -&gt; leads into a research aim later on</li> </ul> </li> </ul>	3. User consumption patterns across different audio formats
10 mins	<p>Mind mapping</p> <ul style="list-style-type: none"> <li>- Participants are given a QR code to scan which gives them access to a digital mood board. They are then asked to write down the first words or phrases they immediately associate with Spotify. This could range from "affordable" to "essential". The moderator will facilitate further discussion on why certain words were chosen, revealing deeper perceptions of the brand.</li> <li>- <b>Completion techniques</b></li> </ul>	1: Brand perception of Spotify
10 mins	<p>Ranking system</p> <ul style="list-style-type: none"> <li>- Participants are provided with a list of 'music streaming platform features', and rank them from most to least important</li> <li>- Then moderator probes different reasonings and patterns</li> <li>- PRINT out the Spotify features for ranking purposes, include some blank pieces of paper in case they have other ideas</li> </ul>	2. Customer experience
10 mins	<p>Perception of Brand Extension: "How would you view the creation of potential service from Spotify for example: they expanded their What would make you willing to try a new service or live streaming?)?</p> <ul style="list-style-type: none"> <li>- What ideas do you think could make this idea more likely to success/happen</li> </ul>	1. Consumers' attitudes towards new initiatives

## 2. Resources and points of inspiration for Mood Board



Individual	Duo	Family	Student
<p>\$9.99 CAD / month 1 account</p> <ul style="list-style-type: none"> <li>✓ Listen to music ad-free</li> <li>✓ Play anywhere - even offline</li> <li>✓ On-demand playback</li> </ul>	<p>\$12.99 CAD / month 2 accounts</p> <ul style="list-style-type: none"> <li>✓ 2 Premium accounts for a couple under one roof</li> <li>✓ Duo Mix: a playlist for two, regularly updated with music you both enjoy</li> <li>✓ Ad-free music listening, play offline, on-demand playback</li> </ul>	<p>\$14.99 CAD / month Up to 6 accounts</p> <ul style="list-style-type: none"> <li>✓ 6 Premium accounts for family members living under one roof</li> <li>✓ Family Mix: a playlist for your family, regularly updated with music you all enjoy</li> <li>✓ Block explicit music</li> <li>✓ Ad-free music listening, play offline, on-demand playback</li> <li>✓ Spotify Kids: a special app for kids up to age 12</li> </ul>	<p>\$4.99 CAD / month 1 account</p> <ul style="list-style-type: none"> <li>✓ Special discount for eligible students in university</li> <li>✓ Listen to music ad-free</li> <li>✓ Play anywhere - even offline</li> <li>✓ On-demand playback</li> </ul>
<a href="#">GET STARTED</a>	<a href="#">GET STARTED</a>	<a href="#">GET STARTED</a>	<a href="#">GET STARTED</a>

What are your first words that come to mind when I say 'Spotify'?

9 responses

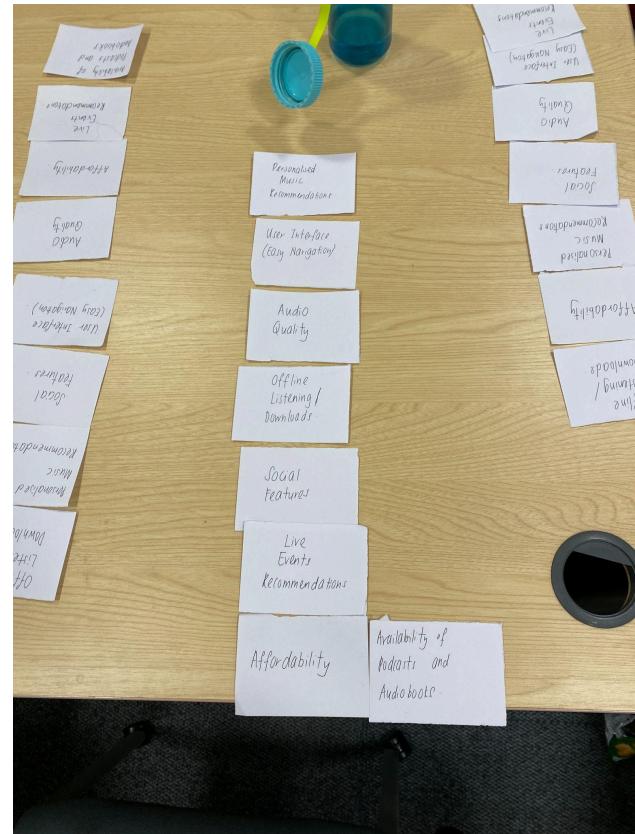
personalised  
start a jam  
music  
wrapped  
jam relax  
daily

### Questions to probe further after mood board exercise:

1. I feel that Spotify's customer service is .....
2. When I see Spotify's prices, I feel .....
3. What would I do if Spotify had removed all music and only podcasts and audiobooks remained .....
4. Compared to other music streaming platforms, I feel Spotify is .....

### 3. Features of Spotify (written on a respective paper card) to be ranked

1. Affordability (price of subscription)
2. Audio Quality
3. Personalised playlists & recommendations
4. User interface & ease of use
5. Availability of podcasts & audiobooks
6. Offline listening & downloads
7. Social features (playlist sharing, friend activity, etc.)
8. Live events recommendations



# **Findings:**

## Mind mapping:

What is the first word you think of when you hear 'Spotify'

Audrey - Music

Daisy - Music

Lance - Jam, start a jam

Latisha - personalised, daily mix

Alexis - Wrapped

Sonya - music

- 3 out of 6 people said music showing how strongly music is tied to the branch
  - No one would think of podcasts for Spotify as a first thought

## Ranking of Spotify features:

Top ranked: 1x Audio quality, 2x Personalised Music recommendations, 3x Offline listening and downloads

Bottom ranked: Audio/podcasts

## Concert live-streaming:

- Most are not keen on the idea
- Are not willing to pay a premium for the service
- Concerts are better to be experienced live for the "atmospheres and vibe"
- More accessible for fans, eras tour, high grossing concert
- One person in particular stated that they were (Jay) "not willing to pay for concert or under 5 pounds"
- Free alternatives such as youtube (but not livestreaming)

"Would you rather pay for a concert live stream based on a subscription per month basis or an event by event basis?"

- Most were not keen on both

## Comments: