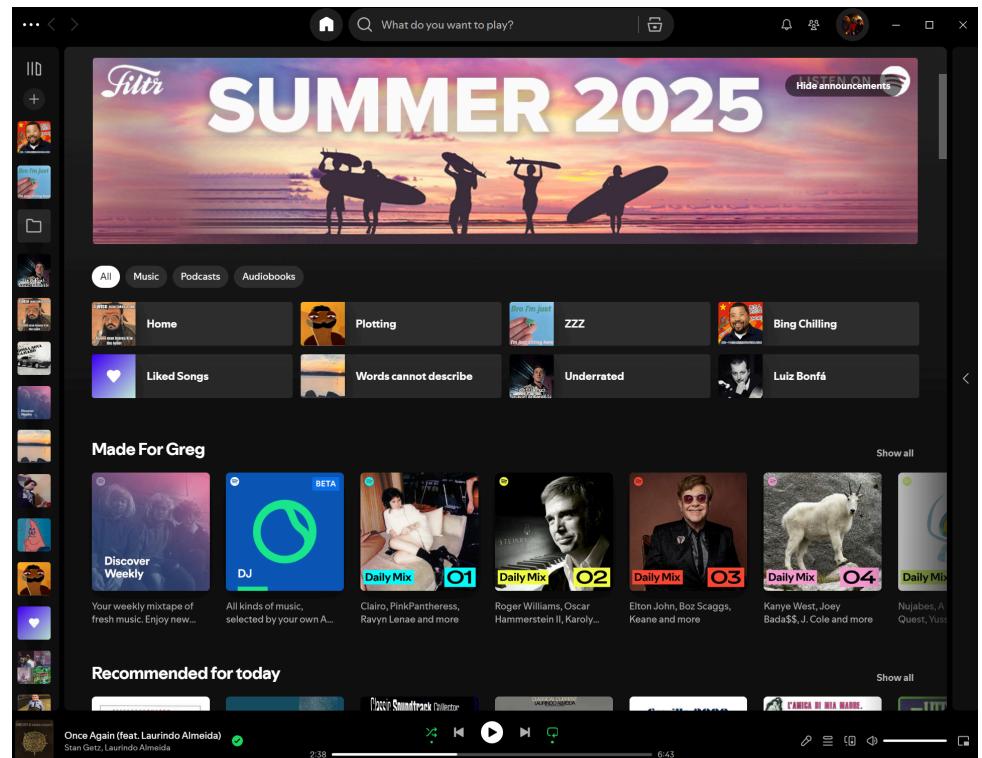
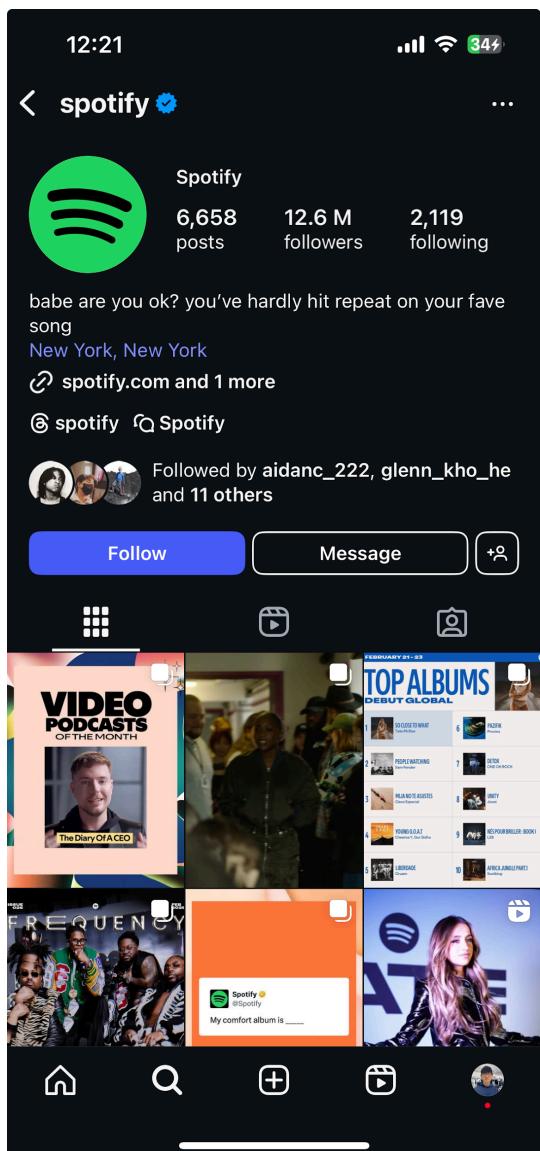


## ST327 Topic Guide - Group 2

Duration	Activity & description	Corresponds to which the 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 that have been to recently -&gt; lead 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 scan a QR code to access a digital mood board. They are then asked to write down the first words or phrases they immediately associate with Spotify. These could range from "affordable" to "essential." The moderator will discuss why certain words were chosen, revealing deeper perceptions of the brand.</li> <li>- Completion techniques</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>- The moderator probes different reasonings and patterns</li> <li>- PRINT out the Spotify features for ranking purposes, including 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, if 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 succeed/happen</li> </ul>	1. Consumers' attitudes towards new initiatives

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



Individual	Duo	Family	Student
\$9.99 CAD / month 1 account	\$12.99 CAD / month 2 accounts	\$14.99 CAD / month Up to 6 accounts	\$4.99 CAD / month 1 account
<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>	<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>	<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>	<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 the 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

