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CSCI - 431W - Usability Engineering

Notes from past contextual inquiries
- Spotify
  - [Contextual inquiry/case study on social features in Spotify](#)
    - Key findings
      - Checking social media becomes part of a daily routine
      - Music streaming services should have a large library of songs that is constantly updated
      - It is important that the app is able to be used whenever/wherever
      - Spotify users use the app almost every day
    - Empathy Map
      - Insights
        - Users consider listening to music to a personal experience that connects artists with their listeners
        - Users value social media as a way to engage with others
      - Needs
        - Music library needs to be constantly updated and offer a large selection
        - Users need a way to connect with their favorite artists
        - A social feature that allows users to engage with others
    - Personas - Janice
      - Motivation to connect with others, discover new music, and exploring musical variety
      - Goals
        - Find a social feature that allows artists to connect with their listeners
        - Utilize social media to engage with others
      - Needs
        - A personal experience that connects artists and their listeners.
        - Use social media to engage with others
      - Frustrations
        - Failure to engage with artists and their listeners
        - Separation of social media and the music sharing experience
- Tiktok
  - Rewards
    - Short videos
    - Infinite scroll UI
    - Surprising
- Soundcloud

- [Case Study](#)
  - Top 5 liked qualities of soundcloud
    - It has a variety of unique tracks.
    - It's easy to use.
    - It's free.
    - It's considered a social media platform.
    - It allows easy access for people to discover and connect with new artists.
  - Top 4 pain points
    - There is no download/ offline mode.
    - The User Interface is bland.
    - Few "mainstream" tracks.
    - Most of the content on SC are low-quality songs.
- [Design thinking](#)
  - Gain
    - Share and feel connected
    - Discover new music and engage with artists
    - Artist network chat?
    - Create you own portfolio of images and video
  - Pain
    - Prefer youtube to market videos and images
    - Cannot chat with other artists
  - Jobs
    - Build artist identity and get exposure
- Youtube/ Youtube Music
  - Case Study
    - Key findings
      - More than 70% of the watch time on Youtube comes through mobile devices. (Youtube, 2021)
  - [In mid-2018, YouTube said that more than one billion people visited it every month to consume music. Two and a half years later, that total has doubled to more than two billion.](#)

- ○ Case Study
  - ■ Insights
    - Users commonly create or find playlists for various occasions.
    - Users like receiving recommendations for new music from other people.
    - Users have difficulty sharing with users on different platforms.
    - Users don't enjoy listening to songs they dislike.

  - ■ Needs
    - **Users need to know they can organize their music.**
    - **Users need to know they can connect with others about music.**
    - **Users needs to be confident they can share music.**
    - **Users need to be able to collaborate on music playlists.**
- ○ [Case Study](#)
  - ■ **People find out about new releases in a somewhat fragmented way** (social media, news sites, their streaming service sometimes)
  - ■ **People find out about tour dates in a very fragmented way** (social media, checking a tour dates section in their streaming app, word of mouth, third party app, news sites/blogs).
  - ■ Some people in my interviews **expressed frustration about missing shows or new releases** simply because they got lost in the noise or didn't remember to seek out this info on their own.
  - ■ Some people are **relying on other services** to satisfy this need for them, but most people just hear about it through social media or word of mouth.
  - ■ Apple Music doesn't have a tour dates section of any kind, while Spotify has this feature, and they currently have a **competitive advantage** over Apple Music because of it.

## [UI Trends](#)

Cultural trends

- - [https://www.dataart.com/blog/music-streaming-trends-for-2020](https://www.dataart.com/blog/music-streaming-trends-for-2020)
    - - Key findings
      - - Personalization
      - - Artist promotion
- - **[http://www.diva-portal.org/smash/get/diva2:1482394/FULLTEXT01.pdf](http://www.diva-portal.org/smash/get/diva2:1482394/FULLTEXT01.pdf)**
    - - Users mainly listen to music when alone
    - - Use in public transportation systems

- Mood management
- Listening is passive in group dynamics
- Network buildings
- [Press Pause: Critically Contextualizing Music Video in Visual Culture and Art Education](#)