

SI 422

Professor Lija Hogan

Abbey Chester, Emily Douglas, Sonia Lee, Grace Yau

Assignment #4a: Survey

We designed our survey to help answer several different research questions about the music listening platform, Spotify. We wanted to assess the attitudes, behaviors, and characteristics of Spotify's attributes that influenced the listener's experience. Our research objective was to understand how certain features of Spotify impact the music streaming experience. Some questions to understand the objective included what features users most frequently use and enjoy with music streaming platforms, what level of satisfaction users have from the features Spotify offers, who Spotify's frequent users are and why Spotify users have chosen Spotify over other platforms. In answering these questions, we hope to better understand the benefits of different features, which aspects users like most about Spotify, and more information about the demographic.

Sample:

Our sample population will mainly be college students, as that is the population that we have the most access to as students ourselves on a college campus. However, we will send out the survey to other demographics as well for comparative purposes. This will provide us with potentially valuable information regarding what people in different age demographics look for and use on a music streaming platform. With this data, we can understand a more diverse population of consumers.

Potential Challenges:

One potential challenge that may come up in our research include not having a diverse enough sample population. While our target population and sample population are anticipated to be other college students, it may be worth knowing the opinions of those of other demographics, to see what is of importance to many people. Additionally, most of the people we know use Spotify and not other music streaming platforms. Again, while this is beneficial in learning more details about our product, it may be beneficial to sample users of other music streaming platforms to understand and build on our competitive landscape. Another anticipated challenge maybe trying to get people to fill out this survey. Since our main networks of people who will fill out this survey will be college aged students, we know that they balance very demanding schedules. Therefore, they may not take the time to fill this survey out.

The purpose of the survey was to understand the relationship between attitudes, characteristics, and behaviors. For our survey questions, we intended to gather primarily quantitative data, so we kept them mostly closed-ended but with many answer choices so that we could get as detailed information as possible. We started by asking questions asking about the demographics of the sample population so we could get an idea of who was taking this survey and who uses music streaming platforms like Spotify. Next, we wanted to gather more information about these users to understand their motivations in using Spotify, how they use it, and how often they use it. For example, question #5 asks "What drives you to listen to music?"

This question helps us to understand the overall purpose of our product to our users, and can be used to drive Spotify to make design changes enhancing those motivations. The majority of the questions ask the sample population their favorite features and how often they use these features. We asked these questions to learn more about the users' behaviors while using the application. If we know more about what features are important to them and which are used most frequently, Spotify can work to improve them to make the overall experience easier and more enjoyable.

Rationale and Justification:

For the majority of our survey, we ask the users multiple choice questions where they can choose one answer. We also have questions using Likert scales, one yes/no question, and a couple of fill in the blank/open-ended questions. As we learned in class, yes/no questions are not the most useful because we cannot fully understand why users enjoy or do not enjoy usability, and that while open-ended questions can be useful for gathering more qualitative and abstract thoughts, users will not want to fill out a lot of them. For these reasons, we kept a majority as multiple choice or Likert.

The Likert scale was ideal for questions measuring things like satisfaction or tech savviness because it provides a consistent scale to somewhat accurately sort people into groups. The multiple choice questions were useful for when there are specific answers to questions - for example, when we wanted to find out which feature was most commonly used or which platforms users chose for listening to music. Most of our multiple choice questions have five options, we did this to provide an even scale with the final choice provided as a N/A or Other type of answer. A few multiple choice questions have more than five options - this was for questions like #8 where there were more than five possible answers to the question.

While creating music platform questions that were not specific to Spotify or another platform, we wanted to keep answers general. Through these questions, we wanted to learn general music listening habits among certain populations. With this information, we would be able to get a general sense of how Spotify fits into the bigger picture as a music streaming service.

APPENDIX

Research Questions:

1. What features do people like and commonly use?
2. Are you satisfied with the features spotify offers?
3. Who are frequent users of spotify?
4. Why do people use spotify over other platforms?

Survey Protocol:

This survey is being conducted by University of Michigan students for a User Needs and Evaluation Course. We are gathering data on people's online music streaming platform use, particularly focusing on Spotify.

Survey Introduction/Recruitment Message:

This survey is about online music streaming platforms. Please answer questions to the best of your ability. Thank you in advance for taking the time to complete this survey, we greatly appreciate your response.

Survey Questions:

1. How old are you?
 - a. 18 & younger
 - b. 19-24
 - c. 25-35
 - d. 36-45
 - e. 46-55
 - f. 56+
2. How would you rate your tech savviness?
 - a. Likert scale
3. How often do you listen to music?
 - a. 0-30 min/day
 - b. 30min-1 hr/day
 - c. 1-2 hrs/day
 - d. 2+ hrs/day
4. What time of day do you listen to music most often?
 - a. Morning
 - b. Afternoon
 - c. Evening
 - d. Late night
5. What drives you to listen to music?
 - a. Entertainment
 - b. The artistry
 - c. Stress relief
 - d. Social pressure

- e. other
- 6. Do you use a music streaming platform (common examples include Apple Music, Pandora, Spotify, Soundcloud, Youtube, etc.)?
 - a. Yes
 - b. No
- 7. If so, what music streaming platform do you use most often?
 - a. Soundcloud
 - b. Spotify
 - c. Apple Music
 - d. Pandora
 - e. Youtube
 - f. Other _____
 - g. I don't use a music streaming platform
- 8. What features do you use on the streaming platform you use most often? (select all that apply)
 - a. Creating playlists
 - b. Top charts
 - c. Saving favorite music
 - d. Finding new artists
 - e. Finding new music
 - f. Choosing specific songs to listen to
 - g. Offline listening/ability to download
 - h. Interacting with other users
 - i. Other _____
- 9. Please rank the following functionalities in order of importance for a music streaming platform. (1 - most important, 5 - least important)
 - a. Song or playlist recommendations
 - b. Ability to interact with other platform users
 - c. Ability to download songs for offline listening
 - d. Ability to create own playlists
 - e. Queue songs
- 10. How familiar are you with spotify?
 - a. I have never used it
 - b. I have used it once or twice
 - c. I have used it three or more times, but still don't feel completely comfortable using it
 - d. I am very familiar and comfortable using it
- 11. What is your favorite functionality that spotify has?
 - a. Discover Weekly/Personalized playlists created by Spotify for you
 - b. Top Charts

- c. Ability to create own playlists
 - d. Number of songs and artists available
 - e. Other _____
12. What is one thing that you wish spotify had or did that currently isn't available?
- a. _____
13. How easy is it for you to queue a song on Spotify?
- a. Very easy
 - b. Somewhat easy
 - c. Somewhat hard
 - d. Very hard
 - e. I don't know how to queue a song on Spotify
14. How easy is it for you to create a playlist on Spotify?
- a. Very easy
 - b. Somewhat easy
 - c. Somewhat hard
 - d. Very hard
 - e. I don't know how to create a playlist on Spotify
15. How easy is it for you to find another user on Spotify?
- a. Very easy
 - b. Somewhat easy
 - c. Somewhat hard
 - d. Very hard
 - e. I don't know how to find other users on Spotify
16. How does Spotify enable you to manage what you listen to?
[Open-ended Response]
17. How often do you listen to the "Discover Weekly" playlists made for you?
- a. Never
 - b. Less than once a month
 - c. 1-3 times per month
 - d. Once a week
 - e. More than once a week
18. How satisfied are you with the songs included in your "Discover Weekly" playlist?
- a. Likert scale
19. How easy is it for you to browse new music on Spotify?
- a. Very easy
 - b. Somewhat easy
 - c. Somewhat hard
 - d. Very hard
 - e. I don't know how to browse for new music
20. How often do you use the "Browse" tab to find new music?
- a. Never
 - b. Less than once per month

- c. 1-3 times per month
 - d. Once a week
 - e. More than once per week
21. If you use the "Browse" tab, which functions do you use most often to find new music?
- a. Top charts
 - b. Genres & moods
 - c. New releases
 - d. Discover
 - e. I don't use "Browse"