SI 422
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Assignment #4b: Survey Analysis

Survey Insights

Our initial survey was constructed and deployed to answer the research question of how certain features of Spotify impact the music streaming experience. This is a fairly broad objective, so we broke it down further to help answer it. In doing this, we decided to ask several other questions including: What features do users most frequently use and enjoy with music streaming platforms? What level of satisfaction do users have with the features Spotify offers? Who are Spotify's frequent users? Why have Spotify users chosen to use this platform over other music streaming platform options? Based on these questions and our survey analysis, we are able to describe the typical characteristics, attitudes, and behaviors of our survey respondents towards Spotify. Since our research question centered around understanding how certain features of Spotify impact the music streaming experience, we were able to conclude some insights with a relatively high level of security because we had 88 responses to our survey.

Taking a look at demographics , our survey found that 100% of the respondents used a music streaming platform. The respondents' ages ranged from 18 and younger to 56 to 65 years old. The most common age category was 19 to 24 years (66.3%), with the second being 18 and younger (21.3%). Based on this, most of the survey respondents are likely attending college or high school. This younger demographic of participants is due to the fact that most people we were able to send the survey to were fellow students we knew. Additionally, younger people tend to use the internet to communicate more frequently than older adults, so it was easier to contact them and have them complete the survey. From our experience, most adults over 35 do not use Spotify as their preferred music streaming site, so to get more accurate, detailed responses about Spotify's usability, we surveyed a younger demographic. Even though we primarily used the internet to distribute our survey, the geographical location of most of our survey respondents is most likely in the Ann Arbor area. Since that is where we are currently living and located, we interact and get to know more people in this area. This gave us a better idea as to what demographic frequently uses music streaming platforms, specifically Spotify.

This information also helped us determine one of our research questions about who the typical users of Spotify are ("Who are frequent users of spotify?"). Based on the demographic data gathered during the survey shown in Figure 1, most Spotify users tend to be younger (aged 19-24 or 18 and younger). However, it is important to mention that most of our survey respondents are also in these categories. Therefore, we made sure to also look at the percent of each age group that used spotify versus other platforms when determining the primary population that uses Spotify. Even after considering this, it still appears that most spotify users are less than 25.

Q9: If so, what music s...	Q1: How old are you?			
	19 to 24	18 or younger	25 to 35	56 to 65
Spotify	88.7%	58.8%	42.9%	33.3%
Pandora	3.8%	5.9%	28.6%	66.7%
Youtube	3.8%	11.8%	28.6%	0%
Apple Music	3.8%	17.6%	0%	0%
Soundcloud	0%	5.9%	0%	0%

Figure 1. Conjoint table of age vs. most used platform

  The next thing we analyzed was how tech-savvy our respondents are. This question helps us give a more detailed answer to our research question of who is using music streaming platforms like Spotify. According to the results, 78.8% are "extremely comfortable" with using technology and 18.8% are "somewhat comfortable". We can be reasonably confident that most potential users are comfortable with technology since the majority of the 88 respondents were. . However, even though not all respondents are comfortable with technology, 100% use at least one type of music streaming service. Of these respondents, 76.3% reported that they use Spotify as their most frequently used music streaming platform. The results show that Spotify usage is widespread over a variety of technology comfort and age. This is an interesting finding, as we had initially thought those who were less comfortable with technology or those who are older would be using platforms that seemed simpler and had less features, such as Pandora. Based on the results seen in Figure 1 above, the only factor that seems to correlate with age is the variety of platforms that were used within the age group.

  Next, we wanted to understand people's main reasons for using Spotify and listening to music, asked in Q5. We asked the respondents "What drives you to listen to music?", and we thought their answers would help us to understand what kind of mindset they are in and attitudes they have when using Spotify. The two top answers, entertainment and stress relief, both received 43.75% of the answers. With this information, we can conclude that most people listen to music to feel relaxed or to have fun. By taking these moods into consideration, we can suggest UX designers translate those moods onto the platform for more cohesion. Again, this also adds more detail to who frequent users are and why they primarily use the platform.

  Our next research question involves discussing which features of music streaming platforms are used the most and if the users are satisfied with their functionality (related to the research question "What features do people like and commonly use?"). To do this, we analyzed user behaviors by asking respondents to rank the importance of different functionalities of music streaming platforms in Q11. From the results of our survey, 50% of people ranked "ability to create own playlists/save songs" as their number one most important feature. This illustrates that most people use these kinds of music streaming apps for its personalization options. The ability to create the "right" music listening experience is an important feature which most users think Spotify enables a good job of. Interestingly, a majority do not find a social aspect necessary in music streaming as 72.5% of respondents ranked "ability to interact with other users" as their least important feature. As a group, we discussed the possibility of adding more

features to make Spotify more of a social media application rather than just a music streaming application, but this does not seem as necessary as we thought it was. In Q14, we asked respondents to vote on their favorite feature that Spotify specifically offers. Thirty seven percent of people voted that Spotify's Discover Weekly feature and personalized playlists that the application's algorithm creates for users was their favorite. Again, this further supports our conclusion that personalization is a key feature within the platform.

The satisfaction level of the majority's favorite feature, Discover Weekly, was a little surprising to us. We learned that 56.5% of users were at least "somewhat satisfied" with their Discover Weekly playlists. Although this is slightly more than the majority, it still gives Spotify an opportunity to improve. Spotify's "Browse" tab was mostly used for people who searched for music by genre and by mood. This highlights that users prefer to search broadly with a certain genre they prefer and then listen to new songs they discover within the search results. From these insights, we got a better understanding of how the users use each function, and how satisfied they are with how it currently runs from the 88 respondents.

Actions and Future Research

Moving forward, we plan to conduct interviews and continue researching how the Spotify user experience can be improved. There are a few key items to research: how Spotify can improve usability issues/what pain points are, what Spotify is doing well in usability, and whether usability plays a large role in whether users switch to other platforms or choose Spotify. Loyalty seemed to play a large role in why users stayed with any platform, so it would be interesting to analyze if usability was a key reason as well.

Interviews will provide essential qualitative data to help us further analyze the quantitative data our survey provided. One key benefit of interviewing is the ability to ask "Why?" to participants and dig deeper into responses, which is more difficult with surveys. Since we had open-ended questions in our survey like Q15, "What is one functionality you wish Spotify had/used to have that it currently does not provide?", we received helpful feedback that we can analyze further. Some participants provided creative ideas like an alphabetized library and the ability to choose the randomness of a shuffle. We found some of the responses to Q15 interesting, as a lot of the participants' answers such as alphabetizing the library are already functions on Spotify. Another example a participant mentioned is that they are able to send songs to other people over iMessage using Apple Music, and would like to see a similar feature on Spotify. This feature is also available already. This feedback leads us to believe that the usability of some functions is not clear for a lot of users, and can be improved so users can utilize all the available functions. After building rapport with participants, they may open up more about similar ideas or usability issues. With more prodding, they may also reveal usability issues they did not think of at first. Interviewing participants will give us a better idea of just how many features they know about, use, like, or dislike.

Researching our competitors to understand their usability and to see which features they have that survey participants mentioned they wanted on Spotify could also help in design. We can analyze the productivity of the suggested features and forecast whether Spotify would benefit from implementing them.

Finally, from our interviews we have a better understanding of why users either stay with Spotify, leave Spotify for another platform, or stay with a competitor. The insights about the features that impact the music listening experience help us drive what music streaming platforms should be paying attention to in order to create the ultimate music listening experience. Participants may be hesitant or thinking too myopically to explain their reasoning in the survey, but interviewing would help us delve into their reasoning - whether it is more focused on loyalty, usability, or popularity, for example.