

Abbey Chester

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SI 422

Interview Protocol

Research Questions:

- How do certain features of Spotify impact the music streaming experience?
 - 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 Spotify over other music streaming platforms?

Opening Script:

Thank you for agreeing to participate in this interview today. We greatly appreciate your feedback and participation as it will help us further our research. To begin, today we will be discussing the music streaming platform, Spotify. If there are any questions you do not wish to answer, you are welcome to skip them. You mentioned during scheduling that you [are/aren't] a current user of Spotify. Is that still correct?

Questions:

For both Spotify/non-Spotify users -- Relationship with Music Streaming

1. How would you describe yourself as a music listener?
2. How often do you listen to music?
3. When was the last time you listened to music?
4. How long do you typically listen to music at one given time?
5. Is there a specific time of the day you normally listen to music?
6. Why do you listen to music?
7. How do you listen to music (streaming, radio, CDs)?

If a CURRENT user of Spotify -- Perceptions and Use of Spotify

8. Why do you use Spotify instead of other music streaming platforms?
9. What is your goal when using Spotify? Have those goals changed/evolved over time?
10. What do you like about Spotify?

11. What do you dislike about Spotify?
12. What features of Spotify do you use most often? (Discover Weekly, song radio, Browse, offline listening, etc.)
13. If you could add one feature to Spotify, what would it be? Why?
14. If you had to take one feature away from Spotify, what would it be? Why?
15. What is your favorite feature of Spotify?
16. What do you use most in Spotify?
17. Have you ever used another music streaming platform?
 - a. If yes, what was your favorite feature about that platform?
 - b. If yes, why did you make the switch to Spotify?
18. Explain your process when attempting to discover new music.
19. Explain your process when creating new playlists.
20. Have you ever been confused when using Spotify? If so, what wasn't straightforward?
21. Do you think there are any features of Spotify that are redundant/repeated? If so, which ones?
22. Have you ever considered leaving Spotify for a different platform? Why or why not?

If a POTENTIAL Spotify user -- Perceptions and Use of Other Music Streaming Platforms

23. What music streaming platform are you currently using?
24. What is your goal when using your current music streaming platform?
25. Is this goal changing or evolving?
26. When choosing a music streaming platform, what do you take into consideration?
27. Have you ever thought about switching to Spotify? Why or why not?
 - a. If yes, what's stopping you from switching?
28. Is there something that your current platform could change that would make want to keep using it over potentially switching to Spotify?
29. Have you ever used Spotify in the past? If you have, why did you stop?
30. If you could change one thing about your current music streaming platform, what would it be? Why?
31. What is your favorite feature of your current platform?
32. Which features of your favorite platform do you use the most?

Thank you for your time!