

## **Purpose/Goals**

We are conducting a usability test for Spotify and have prepared and researched different companies and methods throughout the semester to adequately prepare ourselves to conduct a usability test. We chose to look at Spotify because it has grown in popularity the last several years and has become one of the top music streaming platforms. Therefore, we thought that because of the high traffic that Spotify sees, the usability of the site would be high in order to convert and maintain their users. Our audience was comprised of Spotify users. After conducting a survey and interviewing several Spotify users to understand who uses Spotify and identify reasons why users use this platform, we are going to conduct a usability test to further understand the functionality and usability of the music streaming platform.

To better structure the usability test, we came up with four research questions to help guide our framework. These include:

1. Is the Spotify app easy to use?
2. How do they figure out how to do new tasks in Spotify (if they run into sticking points, how do users work through it/do they work through it or abort)?
3. Do users know how to order tickets for concerts in Spotify? Do they use this feature or even know that it exists?

We came up with these questions primarily based on what we heard during the interviews we conducted with several Spotify users. It seemed that most users had different ways to navigate inside Spotify and noted that most of the time there seemed to be multiple different ways to complete a task, causing redundancy in the platform. Several users even said that this was annoying but understand that because Spotify has so many users, it might be necessary to have multiple different ways to do the same task due to people thinking in different ways. We found this interesting and want to further investigate how users do certain tasks, why they do them in a certain way, and if their process changes based on where they are in the app or other circumstances. By understanding the motivation behind the way the task is done by

various users, we are able to better understand what features are truly redundant within the app and those that are actually used and should be kept.

## **Problem Statement**

Spotify is generally marketed as a music streaming platform, but actually has a wide range of functionality and supports more than just music streaming. After talking to several Spotify users, it seems as though it is popular because of its wide range of music and podcasts available, the ability to create playlists, and how easy it is to discover new music and artists. Spotify is a product primarily designed to deliver music from a vast library of content to user's personal devices such as computers, mobile devices, and tablets, all at an affordable price point. Some particular questions we hope to answer include:

- What makes Spotify easy to use?
- How do people figure out new tasks in Spotify?
- What features of Spotify enhance the usability of the application and simple to follow?

## **Audience/User**

From our research this semester, although all age groups use Spotify, young adults are the heaviest users. These users use Spotify and other streaming services to both listen to music and to discover new music, and want to consolidate music all on one platform rather than having to use multiple different streaming services. They use their streaming service to personalize their music listening experience, whether this be through creating playlists or listening to playlists Spotify's algorithm has created for them based on what they listen to. Users also want and need an easy way to look for new music, learn about different artists, and gather information about upcoming shows. Based on the tasks we came up with, users should know the basics of how to use Spotify, such as how to make a playlist, how to customize it, and how to navigate through Spotify's many pages to look for a specific piece of information.

Furthermore, through our interviews, we learned that the greater majority of Spotify users are very comfortable with using technology and well versed when using new applications. Most users utilize Spotify when they are doing various tasks alongside listening to content, which include activities such as walking to a destination, studying, or unwinding after a long day. They appreciate Spotify's ability to not only play from a computer, but mobile devices, and

tablets as well. This creates an ecosystem where various devices can be utilized from the same account to continue the listening experience.

### **Process for developing your introductory script, task, logging form, and questionnaires:**

The purpose of the introductory script is to not only give the test participant a brief overview of the usability test will work, but also to reassure them that we are not testing their abilities to use Spotify, but the usability of Spotify themselves. It is important that they understand if they are confused or cannot complete a task, that they do not need to be embarrassed. In fact, it can be particularly helpful to us. Additionally, we need to make sure they speak aloud what their thoughts are. With that being said, we developed the introductory script to be friendly to put the participant at ease and to highlight these key points. Furthermore, the same script will be utilized across each test to ensure that all participants receive the same information to give each participant as identical of an experience as possible. This will help accuracy in debriefing the results to draw insights from.

The pre-test questionnaire was developed to get general demographic information similar to the information we gathered at the beginning of our survey and interviews. In case we did not get the participant's age, we want to gather that as we do for all of our other tests. Similarly, we want to know how comfortable they are using technology and Spotify, and if they have ever struggled using it - this helps for when we are comparing results afterward. The post-test questionnaire is similar in that it gathers data outside of the actual test for comparison afterwards. Asking these questions afterwards is important because test participants can look back holistically after completing all tasks and may remember certain things they struggled with that they did not think of while completing the tasks. They also may feel more comfortable answering these questions when not in the test environment itself. It also provides us as facilitators more opportunity to ask probing follow-up questions and with more time, understand the key problems users faced.

The logging form was designed to keep track of the user's actions, reasoning, and justification behind their actions. It includes critical information such as the project name, the date, who it was logged by, and the participant identification information. The table includes an "action" column and an "observations/comments" section. This allows the loggers to take note of what is happening during the usability test. These notes will be helpful to look back on as the analysis portion of the process begins to draw insights about the features of Spotify in conjunction with the user's interaction.

## **Appendix**

After conducting the usability tests, we will include pre- and post-questionnaire responses, basic performance data, and logging notes.

### **Research Questions/Objectives:**

1. Is the Spotify app easy to use?
2. How do they figure out how to do new tasks in Spotify (if they run into sticking points, how do users work through it/do they work through it or abort)?
3. Do users know how to order tickets for concerts in Spotify? Do they use this feature or even know that it exists?

### **Pre-test questionnaire:**

1. How old are you?
2. On a scale of 1 to 5 with 5 being the highest, how comfortable would you say you are using mobile phone applications?
3. How long have you been using Spotify?
4. Do you consider yourself knowledgeable in how to use Spotify?
5. How often do you get confused or try to do a task and need to try multiple ways to complete it?

### **Introduction:**

Hi \_\_\_\_\_, thank you for participating in this usability test. Before we begin, I'm going to give you a quick overview of how this test will work. I have a list of tasks for you to complete in the application. Before I tell you what the task to complete is, I will give you some context behind it - why you are doing it and what your goal is when doing it.

While you complete the task, I would like you to "think out loud", so please say what steps you are taking to complete the task, why you are doing them, and what you find helpful or confusing. Do not worry about saying negative things or struggling with the task - we are testing how easy to use the application is, not how well you complete the tasks. Additionally, if you think a certain task is very easy or very confusing, make sure to say so and why as this is very helpful for us to know.

Do you have any questions so far?

If you have any further questions, feel free to ask them at any time during the test. Let's get started!

**Tasks:**

1. Find the #1 song on the United States Top 50 playlist created by Spotify.
2. Create a playlist that contains the songs Best I Ever Had by Gavin DeGraw and Little Talks by Of Monsters and Men.
3. Go to one of your created, public playlists and make it secret.
4. Please start a private session on Spotify that allows you to listen anonymously.
5. Please navigate to the page for Chance the Rapper. If he is on tour, send the next event he is performing at to the number 608-228-7836 using Messages.
6. Find your Release Radar and add them to your queue.
7. Navigate to Settings and turn on Data Saving.

**Post-test questionnaire:**

1. Were you frustrated during any of the tasks we asked you to complete today?
2. Do you think there could potentially be an easier way to complete these tasks than how Spotify currently allows you to? If so, how?

**Debriefing (excludes test participant)**

1. What sticking points did the user have (if any)?
2. How did the user utilize the search function? → when given artist and song, what determined what piece of information they used to search.

**Environment**

Usability testing will happen in a quiet environment with limited background noise so the test participant is not distracted. The participant will be screened to ensure they use Spotify and will conduct the test using the Spotify app on their phone. This will limit the need to adjust to another person's phone and app settings, and hopefully make the user more comfortable during the test. Additionally, they may have shortcuts or other features set up on their phone or in the app that helps them navigate and complete the tasks.

**Evaluation Measures:**

We will be collecting quantitative and qualitative data. We will evaluate opinions as well as quantifiable items such as frequencies where they appropriately apply.

## Logging Notes:

Project: SI 422 - Group 8

Date: 12/5/19

Logged by: Sonia

Participant Identification: Laurel Dentinger

Pre-test: Age 21, doesn't really use Spotify but finds it pretty easy to use (has used on friends' phones). Doesn't get confused often, mainly uses queue and search.

Actions	Observation/Comments
Find the #1 song on the United States Top 50 playlist created by Spotify.	<ul style="list-style-type: none"><li>- Scrolling down, goes to popular playlists, doesn't see so just searching instead (auto populated), found</li></ul>
Create a playlist that contains the songs Best I Ever Had by Gavin DeGraw and Little Talks by Of Monsters and Men.	<ul style="list-style-type: none"><li>- Went to library, create playlist</li><li>- Names it "new playlist", add songs</li><li>- Searched for "Best I Ever Had", swiped to add to playlist (?)</li></ul>
Go to one of your created, public playlists and make it secret.	<ul style="list-style-type: none"><li>- Went to new playlist just made</li><li>- Clicked dots in corner, made secret</li></ul>
Please start a private session on Spotify that allows you to listen anonymously.	<ul style="list-style-type: none"><li>- Never done before, not sure what means at first (Seemed confused and unsure)</li><li>- Clicks on a song at first (doesn't work)</li><li>- Goes to settings</li><li>- Goes to Social, then turns on private session easily</li></ul>
Please navigate to the page for Chance the Rapper. If he is on tour, send the next event he is performing at to the number 608-228-7836 using	<ul style="list-style-type: none"><li>- Scrolls down artist page</li><li>- Sees that he is on tour</li><li>- Share via text</li></ul>

Messages.	
Find your Release Radar and add them to your queue.	<ul style="list-style-type: none"> <li>- Navigates back to homepage</li> <li>- Scrolling down</li> <li>- Doesn't know what RR is so searches instead</li> <li>- Found</li> <li>- Adds to queue</li> </ul>
Navigate to Settings and turn on Data Saving.	<ul style="list-style-type: none"> <li>- Scrolls up to settings gear</li> <li>- Data saver</li> <li>- Turns on easily</li> </ul>

Post: not frustrated, but did a lot from the homepage and not that familiar, so ended up searching a lot; helps that is she was stuck, search bar would just suggest what you would need, pretty self explanatory

\*\*\*\*\*

Project: SI 422 - Group 8

Date: 12/5/19

Logged by: Grace

Participant Identification: Julia Lauer

Pre-Test: 21 age, comfort using mobile phone app:4, using spotify for 5 years, considers knowledgeable using app, infrequently confused

Actions	Observation/Comments
Find the #1 song on the United States Top 50 playlist created by Spotify.	<ul style="list-style-type: none"> <li>- Scrolls down on homepage</li> <li>- Found</li> </ul>
Create a playlist that contains the songs Best I Ever Had by Gavin DeGraw and	<ul style="list-style-type: none"> <li>- Goes to search, types in song name, autpopulates</li> <li>- Clicks 3 dots, add to playlist</li> </ul>

Little Talks by Of Monsters and Men.	
Go to one of your created, public playlists and make it secret.	<ul style="list-style-type: none"> <li>- Clicks 3 dots, made secret</li> </ul>
Please start a private session on Spotify that allows you to listen anonymously.	<ul style="list-style-type: none"> <li>- Goes back to homepage</li> <li>- Settings gear</li> <li>- Social</li> <li>- Private</li> </ul>
Please navigate to the page for Chance the Rapper. If he is on tour, send the next event he is performing at to the number 608-228-7836 using Messages.	<ul style="list-style-type: none"> <li>- Search bar "Chance"</li> <li>- Scrolls all the way down on artist page</li> <li>- Clicks on tour</li> <li>- Clicks share icon</li> </ul>
Find your Release Radar and add them to your queue.	<ul style="list-style-type: none"> <li>- Back to search page → doesn't directly search it</li> <li>- Goes to new releases</li> <li>- Found release radar</li> <li>- Clicks 3 dots</li> <li>- Added</li> </ul>
Navigate to Settings and turn on Data Saving.	<ul style="list-style-type: none"> <li>- Homepage</li> <li>- Settings gear</li> <li>- Data Saving</li> </ul>

Post test: unsure about how to go about some tasks, but was eventually able to figure it out; sometimes on homepage has randomly linked things which is more efficient than searching, but whatever on homepage changes.

Project: SI 422 - Group 8

Date: 12/5/19

Logged by: Abbey Chester, Emily Douglas



Participant Identification: Ellen Tsao

Pre-test: age: 20, 4 (comfortable using mobile apps), don't use spotify (had account for 2

months), not knowledgeable using spotify, frequently gets confused bc doesn't use app like ever

<b>Actions</b>	<b>Observation/Comments</b>
Find the #1 song on the United States Top 50 playlist created by Spotify.	<ul style="list-style-type: none"><li>-uses search bar to search for "number one song in US"</li><li>-navigates back to home and browses</li><li>-very confused</li><li>-searches top hits 2019</li><li>-searches top US hits after prompting from facilitator → able to find</li></ul>
Create a playlist that contains the songs Best I Ever Had by Gavin DeGraw and Little Talks by Of Monsters and Men.	<ul style="list-style-type: none"><li>-searches for "best i ever had" → adds to playlist using 3 dots at the top</li><li>-creates new playlist after clicking add to playlist</li><li>-search for next song and does the same</li></ul>
Go to one of your created, public playlists and make it secret.	<ul style="list-style-type: none"><li>-scrolled over to albums first, but corrected issue pretty quickly after</li><li>-navigates to playlists</li><li>-3 dots at the top, makes secret</li></ul>
Please start a private session on Spotify that allows you to listen anonymously.	<ul style="list-style-type: none"><li>-facilitator gives context</li><li>-looks under account → about</li><li>-clicks through everything under account to find social page → confused if private session was already started or not</li></ul>
Please navigate to the page for Chance the Rapper. If he is on tour, send the next event he is performing at to the number 608-228-7836 using Messages.	<ul style="list-style-type: none"><li>-goes to search bar and searches for Chance the Rapper</li><li>-found his page, scrolls down his page</li><li>-finds "on tour" at the bottom</li><li>-clicks on event on 2/6 (first one she saw, which was the closest show to AA)</li><li>-goes back, clicks on all concerts and finds the most recent</li><li>-clicked on most recent concert</li><li>-clicks share at the top, then share via messages</li></ul>
Find your Release Radar and add them to your queue.	<ul style="list-style-type: none"><li>-needed clarification on if it was a playlist or not</li><li>-searches through created playlists</li><li>-goes back to home</li><li>-after slight prompting, searches for it → still confused and finally finds it</li><li>-to queue the songs she does each individually, told that task was complete after queueing three songs</li></ul>

Navigate to Settings and turn on Data Saving.	<ul style="list-style-type: none"><li>-goes to home page</li><li>-clicks settings at top right</li><li>-easily finds data saving and turns it on</li></ul>
---	--

`-wasn't very frustrated, even though was confused

-wants a privacy setting as opposed to a private listening session