

# MARIACHI DIVINAS

DISCIPLES OF LEMONGRAB

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## USER INTERVIEWS REPORT

### INTRODUCTION

In the process to create a website for the musical band, Mariachi Divinas, we conducted interviews with 9 potential users of the future website. Out of these 9 interviews we outlined three users groups: Past Users, Restaurant Users, and Potential Users. Using these three groups we created a Persona for each and then followed up each Persona with two User Scenarios each. The Scenarios detailed a specific task along with Use Cases used to achieve those tasks. From all the information we gather from the users in the interviews we were able to formulate several design ideas and functionality that will shape the way we design and build the final website for the band.

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# SUMMARY / USER GROUPS

When we set out to do our interview we did not really know who the users for the new Mariachi Divinas website could be since there is no existing website at the moment. The only information we could get from our client was a list of past clients who had hired the band and the location where they regularly play on Wednesday evenings. Using this information we made assumptions of who **TWO** of our user groups could be. Then when we conducted further interviews we realized that a third group of users, “Potential Clients” could also be formed. As a result our interview questions consisted of a large section of general questions for every participant to answer, as well as a small section that pertained to that specific demographic of users. In the end, as it turned out, the user groups were not very unique or different from the user demographic. They consisted of:

## **Past Users:**

**These are people who have previously hired the band for an event and are perhaps interested in hiring again or providing feedback about the service.**

## **Restaurant Users:**

**This user group are people who are currently dining at the restaurant where the band is playing and perhaps are willing to hire them or obtain further information about the band.**

## **Potential Users:**

**This group of people have the potential to hire the band for certain events such as birthday parties, they are regular people who would just search online for a band.**

# PERSONA 1

## RETURNING CUSTOMER



**Andrea Hernandez**

**Age:** 26

**Occupation:** Office Receptionist

**User Group:** Past Users

**Composed From:** 3 Interviews  
with previous clients.

### **Small Description:**

Andrea is an office receptionist on the weekdays, but on the weekends she likes to socialize with her family. She usually throws parties and attends parties whenever she gets the opportunity. Recently, she hired a Mariachi Band for a baby shower. Regardless of what the occasion is, she likes to present her guests with music and a good time, so she was willing to bring a live band in order to bring more life into the event. As a result she has some experience when it comes to hiring live bands.

**“ I would like to hire this band again, can I send them an email telling them I already hired them? ”**

### **Tasks:**

- Send the band an email stating that she would like to hire them again and that they have already attended one of her events
- Look up pictures on the band's website to see if they have pictures of her event on there.
- Provide the band with a review based on previous performance.

### **UNIQUE SCENARIOS:**

- Contacting The Band
- Making A Review

## PERSONA 2

### CULTURE TOURIST



#### Paul Erickson

**Age:** 51

**Occupation:** Business Admin.

**User Group:** Restaurant Users

**Composed From:** 3 Interviews of current restaurant dinners.

#### Small Description:

Paul is a middle aged man who likes to experience new cultures. He likes to dine at restaurants where live bands usually play because he thinks that music plays an important factor when it comes to creating a cultural experience. Recently he has been interested in learning a lot about all kinds of cultural music and in particular he would like to know as much as he can about traditional Mexican music. Paul might not need to hire a Mariachi band but he would be interested in learning more about them.

**“Is there a place where I can get more information about the band’s history and the music?”**

#### Tasks:

- Visit the website to find history of the band and more general information about the band.
- Wants to find a band that plays at a restaurant and more information about when the band plays.
- Interested in seeing more images and videos of the bands previous performances.

#### UNIQUE SCENARIOS:

- General Info.
- Restaurant Performance Times

# PERSONA 3

## BIRTHDAY ORGANIZER



### Miguel Valdivia

**Age:** 34

**Occupation:** Package Delivery

**User Group:** Potential Users

**Composed From:** 3 Interviews from people who demonstrated interest in hiring a mariachi band.

#### **Small Description:**

Miguel has listened to Mariachi bands growing up. He has some knowledge of the type of music that they play, so he would definitely consider hiring one to play for social gatherings. He is currently organizing a surprise birthday party for one of his brothers and would like to see what options he has in terms of music. He thinks that hiring a live band might be something that is unique and special. He wants to make the event as special as he can, but at the same time he is concerned with the costs and availability of the band for the event.

**“What type of events is the band available to do and what do they charge?”**

#### **Tasks:**

- Find information about the band and what type of events they have played at.
- Look up contact information
- Look up availability of the band
- Find images and videos of the band performing.
- Look up information about pricing or where to inquire about pricing

#### **UNIQUE SCENARIOS:**

- Availability
- Pricing

# SCENARIO 1

## CONTACTING THE BAND

Andrea wants to contact the band, preferably through email, in order to ask them if they are available to play at another one of her events. She wants to make sure that the band knows that she is a returning customer in the email and that she would like to know what their current availability is. Andrea is just looking for an email, and to do so she will have to find the contact information first. She hopes that it does not take too long to find this information.

Use Cases	Returning Customer	Party Organizer
Enter Home Page	X	X
Scan Navigation Bar	X	X
Look For Contact Info.	X	X
In Contact Info Section: search for email	X	X
Copy email address	X	X
Send email to band	X	X

### PERSONAS INVOLVED:

In this scenario, Returning Customer and Party Organizer are both use the same use cases because they would both wish to use the contact the band at some point.

## SCENARIO 2

### MAKING A REVIEW

Andrea has hired the band before to play for one of her events and was pleased with the performance of the band. She is now looking for a way to leave good feedback for the band. Her first idea was to give a review online for others to see and for the band to use in case they need any recommendations for future customers.

Use Cases	Returning Customer	Party Organizer
Enter Home Page	X	X
Scan Navigation Bar	X	X
Look for a review sections	X	X
Navigate to the review section	X	X
Look at previous made reviews	X	X
Look for option to create a new review	X	
Create a new review	X	
Submit review	X	

#### PERSONAS INVOLVED:

In this scenario, Returning Customer and Party Organizer both share some use cases because both of them are interested in a reviews section, however Party Organizer is not interested in leaving a review for the band only reading old ones.

## SCENARIO 3

### GENERAL INFO.

Paul saw the band perform at the restaurant that he was dining that evening. They played at his table and gave him a business card with website address. Paul, wanting to learn more about the music, decides to go to the websites to get more information about the band and how long they have been playing

Use Cases	Culture Tourist	Party Organizer
Enter Home Page	X	X
Scan Navigation Bar	X	X
Look for a “About” section	X	X
Navigate to the “About” section	X	X
Look at the short Bio of the band	X	X
Scan through the images of the band	X	X
Listen to some of the audio samples	X	X
Play one of the bands videos	X	X

#### PERSONAS INVOLVED:

Even though this scenario is unique to the Culture Tourist, the party organizer will also perform all of these use cases because he is trying to get more information before hiring the band for his event.

## SCENARIO 4

### RESTAURANT PERFORMANCE TIMES

Paul really enjoyed the performance of the band and after going to through the website and gathering more information he is eager to see the band perform live again. He is now interested in gather information about the places and times that the band usually plays. He intends to attend a restaurant that that band is currently playing at.

Use Cases	Culture Tourist
Enter Home Page	X
Scan Navigation Bar	X
Look for a schedule of the band's performances	X
Navigate to schedule section	X
Look to see if band is playing anywhere near	X
Copy down the name of location and time of performance	X

#### PERSONAS INVOLVED:

For this scenario, only the Cultural Tourist is interested in finding the time and location that the band plays. He is the only one that just wants to see a second performance at a restaurant.

## SCENARIO 5

### AVAILABILITY

Miguel is thinking of hiring the band for his brother's birthday party, but before he makes any plans he needs to know for sure whether or not the band is available at that specific date and time. He needs to make sure that the band will also not make any other kind of arrange in case he does decide to hire them for that day.

Use Cases	Returning Customer	Party Organizer
Enter Home Page	X	X
Scan Navigation Bar	X	X
Look for information about availability	X	X
Navigate to availability page	X	X
Look at the information in that page	X	X
Sees that the band is available	X	X
Contacts the band to verify	X	X
Reserves the band for a specific date and time	X	X

#### PERSONAS INVOLVED:

The main persona involved is the Party Organizer because he wants to see how available the band is for his event. The Returning Customer persona could also make use of these use cases because she is also looking to hire the band again.

## SCENARIO 6

### PRICING RATES

After seeing that the band is available for the day that he needs, Miguel is thinking of hiring the band now, but he first needs to know if he can afford to pay whatever the band will charge him. He wants to find the rates by which the band charges and any other fees that he might have to take care of, such as transportation fees or other unspecified costs.

Use Cases	Returning Customer	Party Organizer
Enter Home Page	X	X
Scan Navigation Bar	X	X
Look for information about availability	X	X
Navigate to availability page	X	X
Look at the information in that page	X	X
Sees that the band is available	X	X
Contacts the band to verify	X	X
Look for info on pricing	X	X
Navigate to area where pricing rates can be found		X
Check to see if the pricing is adequate		X
Call the band to schedule and event	X	X

#### PERSONAS INVOLVED:

Returning Customer and Party Organizer can make use of all these use cases, although the emphasis is on Party Organizer because he needs the additional information about pricing rates since he is a new customer.

## SUMMARY OF USE CASES

Use Cases	Persona Frequency	Scenario Frequency
Enter Home Page	3	6
Scan Navigation Bar	3	6
Look Up: Contact Information	2	2
Search for Email	1	1
Look for Reviews Section	2	2
Read Reviews	2	2
Write Review	1	1
Read Bio	2	1
Listen to Audio Tracks	2	1
Watch a Performance Video	2	1
Look Up Band Schedule	1	1
Band Availability	2	2
Call the Band to Reserve Spot	2	2
Look up Pricing Rates	1	1

# QUESTIONS AND SUMMARY OF RESPONSES + ANALYSIS

## SEARCHING FOR A MARIACHI BAND

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### 1. Assume that you are looking to hire a Mariachi Band, what is the most important information you would want to have about the band?

Most users seem to be concerned mainly with the bands ability to play. That is, they want to know how much experience they have and for some users having a list of songs they have played before would be a good indication of their ability. Aside from performing they were also interested in having contact information and how reliable the band is.

#### Analysis + Design Ideas:

- Add information that demonstrates the bands ability to play
- Contact information should be apparent and visible

### 2. Is there anything in particular that you would like to know beforehand that would automatically make you NOT select a band? Like too high a price, location not convenient, or not enough information about the band?

Users seemed really concerned about the pricing of the band. The majority of the users said that if the pricing was too high, they would take other options into consideration. Some were also concerned with how flexible or reliable the band could be for their events.

#### Analysis + Design Ideas:

- Have a section dedicated for pricing or rates that the band charges the clients
- Some information about flexibility might be good

### 3. Did you already have something in mind or a particular preference when hiring a band, or are you open to being persuaded based on the band's presentation and previous experience?

Most users indicated they would like to know what type of songs the band plays. This is important for some users because they need to know if the band's songs fit the event they might want to hire them to play at. Also, some users thought it would be important to know if the band had experience and if they would be worth their money.

#### Analysis + Design Ideas:

- Provide users with a list of songs that the band usually plays
- Have section for that details the band's experience playing at certain events

**4. Mariachi Divinas is an all-female. Do you consider this to be a selling point for the band? Is it something that you think would make you more likely to hire the band?**

Most people thought it was unique that the band was an all-female band. There were a couple of users who did not really have a preference, while others thought that depending on the even it might be even better to have an all female band. Overall it seems to be a good selling point for the band.

**Analysis + Design Ideas:**

- Indicate to the user that band is special for being all-female
- Provide images that indicate this selling point

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## CONTACTING THE BAND

**1. Assume that you found a Mariachi Band that you were willing to hire, what is the best way that you would like to get in contact with them?**

Almost all the users seemed to be concerned with contact information. They also had a special preference for a phone number. Some even mentioned that a small business card with some kind of information would be convenient.

**Analysis + Design Ideas:**

- In the contact info. section present the users with a reliable phone number

**2. What kind of information would you want to get from the band upon first contacting them?**

Users were mainly concerned with how much the band would charge them. Some were interested in knowing if the band charged by hour or any other kind of rate. Additionally, availability of the band was also something people wanted to know.

**Analysis + Design Ideas:**

- Have a section dedicated to pricing rates
- Perhaps add a section that shows availability or some way to find this information

**3. Is information such as the band's current availability, special occasion/events, willingness to travel, etc. important to know before you contact the band?**

For this question, the responses were mostly “yes”. Meaning that users would want to know about the band’s availability beforehand. One mentioned it would be good to know what times are appropriate to contact the band.

**Analysis + Design Ideas:**

- Make availability present

**4. You are searching for a band online and have found some band websites. Before going to the actual website, what do you expect to be presented with? What kind of expectations do you have at the top of your head?**

For this question most users thought that pictures of the band members in uniforms would be something that they would come to expect on the website for the band. A small description of the band and the band's history are also things that some users mentioned would be nice to have.

**Analysis + Design Ideas:**

- Add a gallery with images of the bands in uniforms
- Present a brief history/description of the band

**5. Is there anything in particular that you think is a MUST-HAVE for the website detailing a Mariachi Band?**

The answers for this question were mostly just images and contact information, which were already previously stated by many users before hand.

**6. What kind of media do you expect or would you like to be presented with? This includes anything from images, videos, music players, animation, etc.**

The majority of the responses mentioned that it would be nice to have videos of the band performing or perhaps an audio recording. Once again, images of the band would also be nice to have.

**Analysis + Design Ideas:**

- present a video of the band performing live or perhaps an audio clip

## PAST USERS

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**1. Did you experience any difficulties when contacting the band?**

Users who had previously hired a band did not really have any issues contacting the band, except for one who said the person did not pick up the phone. Therefore, we can't really design any feature that would make contacting the band easier based on this question.

**2. Could the process of hiring a band have been easier in any way, if so how?**

Once again most users did not really have an issue or suggestion to make the process easier. Things mentioned were about not getting the information faster or getting in contact with the person they wanted.

**3. When you hire a Mariachi Band, how many do you take into consideration and how do you make your decision?**

From the responses to this question we see that users don't really make lot of comparison, they are more set to hire a band or not. They usually care about the appearance of the band and how reliable they are. Having heard the band perform live was what motivated them to even contact the band in the first place.

**Analysis + Design Ideas:**

- have a section dedicated to appearance of the band

**4. Would you be willing to give a review of a band that you have previously hired? Do you think this is information that you would have liked to see when hiring a band?**

Users thought reviews were a good idea. One did not like to write reviews, but indicated that having reviews to read beforehand would be really helpful. The rest also said they would either write a review or at least read them.

**Analysis + Design Ideas:**

- provide a section for reviews

**5. Was there any selling point to a band that you have previously hired, if so where did you find that information?**

The users who had previously hired the band said that one of the main selling points of the band was their appearance, the all female formation, and that fact that they had word of mouth recommendations.

**Analysis + Design Ideas:**

- have a section detailing the bands features and appearance

## RESTAURANT USERS

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**1. As a restaurant visitor, if you see a band perform and like them, would you be willing to go to a website to gather more information about them?**

Users were not really that willing to go to a website to look for more information, unless they truly wanted to hire the band. One user mentioned that he would check if he did not forget, while another user said that a business card would provide an adequate amount of information.

**2. What kind of additional information would you like to get from a band after you see them playing, such as contact information, history of the band, how often they play at a restaurant?**

Once again, users showed a preference for wanting to know about contact information. One mentioned that she would just look up the band if she wanted more information later on.

**3. Is there something in particular that would make you want to go to a website to get more information?**

Users said that additional information that they would seek would be images of the band, videos of the songs they performed at the restaurant and some information about the band. This is all information that was already gathered before from previous questions.

## POTENTIAL USERS

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**1. Is there a particular brand that you are looking for when hiring a mariachi band? Does something have to stand out about the band for you to hire them?**

The main expectation the users seem to have about a mariachi band is that they are professional and able to handle the responsibility of playing at the event, meaning that they have to be able to adapt to certain situations and have songs for different occasions.

**Analysis + Design Ideas:**

- make sure the website presents a brand that implies professionalism and experience

**2. If you knew that a Mariachi band you were looking into had a website, would you be willing to use that website in order to gather more information about the band?**

Users said they would use a website to get more information, but some of them would also like to just directly get in contact with the person in charge of the group.

**3. What kind of tasks would you perform on the website or what kind of things would you like there to be available to you?**

Contact information, availability, and lists of songs that the band plays were the most important pieces of information that users would want.

**4. Is there some piece of information that you would want to be presented with right away?**

Again, the main thing that people would want to have right away are who the band is and be presented with images, what they have to offer and experience, and finally contact information.

**5. Is there a specific way in which you would want the information to be presented to you? For example, would you prefer to see more images than text, or more videos, etc. ?**

The majority of the users were interested in having more images and videos so that they could get feel for the band for themselves, once users even mention that having the ability to attend of their practices might be nice. It seems that text is not what most users want to see.

**Analysis + Design Ideas:**

- make the website more visual
- minimize the text
- add additional information such as places were people can go see the band live
- image and videos

## IMPLICATIONS: FEATURES + FUNCTIONALITY

FEATURES / FUNCTIONALITY	CLIENT	RETURNING CUSTOMER	CULTURE TOURIST	BIRTHDAY ORGANIZER
Pictures / Gallery	X	X	X	X
Availability	X	X		X
Reviews Page		X		X
Group Bio	X		X	X
Music Player	X	X	X	X
Video Player	X		X	X
Contact Info	X	X		X
Price Rates		X		X
Song List			X	X
Location			X	

Based on the interviews we conducted we realize that over and over, we kept on getting some of the same features and type of information that the users thought would be helpful for their particular situation. These features and functionality are: pictures/gallery, availability of the band, reviews page, a biography of the band, music player/audio of songs, video player/ videos of the band performing, contact information, price rates, a list of songs that the band usually plays, and locations that the band currently plays in.

As seen on the table, some of these features are more common for certain personas and not all the features that we got from the interviews were given to us by our client. We can therefore conclude that the user interviews did yield at least some considerable data to guide us in our decision of what features to include in the website.

General Questions	Assume that looking to hire a mariachi band what is the most information you would want to know about the band?	Is there anything in particular that you would like to know beforehand that would specifically make you not want a band? Like too high a price, location not convenient, or not enough information about the band?	Did you already have something in mind or a particular preference when hiring a band, or are you open to being persuaded based on the band's presentation and previous experience?	Mariachi band is an all-female band. Do you consider this to be a good thing? What is the best way that you would like to get in contact with them?	Assume that you found a Mariachi band that you are willing to hire. What is the best way that you would like to get in contact with the band?	What kind of band would you want to get from the band upon first contacting them?	Is information such as the band's current availability, special occasions/events, willingness to travel, etc. important to know before you contact the band?	You are looking for a band online and have searched up some local websites. Before going to the local website, what do you expect to be presented? What kind of expectations do you have at the top of your head?	Is there something in particular that you think is a MUST-HAVE for the band? This includes anything from images, videos, music players, animations, etc.	Past Users	Did you experience any difficulties when contacting the band?	Given the price of the band have been easier to get, if so how?	Who is in the Mariachi band, how many did you take into consideration and how did you come to your final decision?	Would you give a review of a band that you previously hired? Do you think this is information that you would have liked to see when hiring a band?	Was there any reason to the band, if so where did you find that information?	Restaurant Users	As a restaurant visitor, if you see a band perform and like it, would you be willing to go to a website to research more information about them?	What kind of additional information would you like to get from the band after they play them playing, such as contact information, history of the band, how often they play at the restaurant?	Potential Users	If you knew the name of the Mariachi band you were thinking about when hiring a Mariachi band, does something have to stand out about the band for you to hire them?	What kind of information would you perform on the website or what kind of information would you like to be available to you?	Is there a specific piece of information that you would want to be presented right away?	
Antonio	Their rates and what they look and sound like	If they charge high, they must have a bad reputation or can't play the songs I want.	I open I just want to make sure they are worth it	It's nice to see especially since most of the professional groups are all male.	I prefer by phone	Their rates and the types of events they can and have played for.	Contact info, reviews, rates and pictures	There would be nice to know before but I would expect to get the information from our first meeting	Pictures and video would be nice	No	I didn't have any problems so I wouldn't know, but I think through the phone is the best way compared to other mariachis I have heard.	Their appearance, if they're dependable and how well they sound. They sounded pretty good compared to other mariachis I have heard.	Yes and I would check what other people have said about them of course that would have influenced my decision	Word of mouth, I had recommendations from my friends									
Lucia	If they know a good amount of songs, especially songs that I don't know, then also if they would let me hear some of them. Also I would want to know how many they would charge and how long they are willing to play.	I wouldn't want to hire a group for most of the songs I want to hear.	So long as they are an experienced group, I'm open to being persuaded.	Definitely I like seeing all the groups in a mostly male profession.	I think calling by phone would be the easiest and fastest way.	I would want to know how much they charge per hour, if they have any different colored suits and which types of songs they can play.	Yes	I would expect to see a description of the band and pictures of them in their suits.	Definitely their contact information so I can get a hold of them	Like I said before, pictures. Also some songs would be nice	No	Maybe just putting one number on the band. One of them was for a band and the other wasn't. I got a bit confused when I tried to call them	2 on 3. But I chose this mariachi band. One of them was for a band and the other wasn't. I got a bit confused when I tried to call them.	I'm not very good at writing stuff like this, but I do like reading the comments people put up. If it was available I would definitely read some.	I would have to choose this was their presentation. They really talking about how they are all talented, they have the musical skills to back that up.								
Martin	I want to know how much they charge and how skilled they are. I want to know if they charge one charges too much.	If their price is relatively high, Mariachi is nice but I would always look for another group because one charges too much.	I do have a preference, if I wanted to hire for a party I would want them to play happy songs that I can dance to. I know mariachi has sad songs, but I haven't want that for my party.	It's pretty unique in the area and I like the idea.	I like talking by phone	Their price and I want to see if they can play certain songs I like	Yes	Pictures and some music samples	Their contact information and price	Pictures are nice and some videos so I can get an idea of what they sound like.	She didn't email me the contract right after our phone call. It took her a while to send it to me.	I don't really consider pictures away but other than that no.	She could of emailed me the contract right after our phone call. It took her a while to send it to me.	Yes I think that would be helpful. I heard they were good and knew a lot of songs, so I thought it my parent's anniversary. My parents like the traditional mariachi music so make sure to tell the band to play those songs. They did really well and my parents enjoyed it.	I heard them play at my friend's birthday party and they sounded good and knew a lot of songs, so I thought it my parent's anniversary. My parents like the traditional mariachi music so make sure to tell the band to play those songs. They did really well and my parents enjoyed it.								
Arin	I would want their contact information, how much they charge, how many songs they would go and possibly a list of songs.	I think having an extremely high price would turn me away.	If I were to hire them, I would want to have something in mind on how I want them to perform at my event, but I am open to persuasion, it just depends on the event	I think its great having a female mariachi band. It makes them different from most of the groups around here.	I prefer email. If I wanted to get in touch with them I would call them.	How much they would charge, what color their suit is, and how far they are willing to travel	I would like to know when is the best time to get in contact with them	Where they are from, who they are, who they have played for, and what they look like	Their bio and contact information	lots of pictures and music videos					Maybe if I remember, pictures are pretty nice though so I might go and look at their pictures.	Just their contact information would be fine. They gave me a card right after they played for me.	If I knew they had a website, I would go on to see if they have some nice pictures with their suits.						
Liliana	Can they play really well? Do they have a good sound? How much will they charge me?	The most important thing is that they can play.	A good performance, price, and how many songs they can play so I would consider them then.	That's really good, I like what they do. I think having something like a business card is good.	I say probably calling them. That's not what I would expect. So yes, it would be something to keep in mind.	Just general info about what they come to my event? How much do they charge? What hours are they available.	Just a way to see what the songs they usually play.	Pictures of the samples of the songs they usually play.	I need a way to see what the band looks like. And if they can afford to hire them.	Images, videos of them playing, or just something that will let me know they can actually do the job.					Well if I was really interested in them then yeah I would like to go and get more information. But something like a business card would also come in hand.	I think something like a business card with all the important information would be nice. That would be an important information to have.	If they are nice and I liked it I would like to see a video of them playing some famous songs. Also, names or instruments they play.						
Rosa	How long have they been performing. Information about the people in the band.	They can play and are too expensive or how long they are willing to stay at a party.	I need to know that they are good, help a lot. Also having something to do with events is good.	Calling them personally or getting in touch with someone who knows them.	Are they available to play in my area? What events do they do?	If it's before contact that I would like to just know if they are the right group for my event then I would worry about price and availability.	What the band looks like you want to know if they will be appealing. The contact information is necessary.	Contact information and a small description.	Pictures and maybe a video of them playing to a live audience.					If I really liked them I would like to actually hire them, then yes.	Some more information like who the members are, or why the formed the band. Pictures and some of their songs.								
Christian	Pricing, price range, how long have they been together or performing and their	Punctuality, cuz since I already know their schedule and experience, I want to now if	Open to being persuaded, it all depends on what type of event they are being.	By phone or in person, higher prefer in person. Phone would be the next best.	Their song repertoire, their rate per hour, transportation needs if any, and if they would like to get in contact with the band	I would assume this is the type of information you would get when you contact the band	Contact info of the band/group, their rate per hour, availability to travel like out of state. This	Picture of the group, information about the group like its group members	It depends on the band, pics are the easiest to get, music samples or videos									Sound quality. Cuz mariachi is its own brand; it's like a universal	Definitely, try to either talk to their manager or leader in person or by	Schedule, prices but I don't think they would put those online, like they would ask for	Maybe something that is unique about the band that makes them	Maybe to attend one of their performances to hear them in person. A little bit of	

	past experience. Their rate and amount of experience are important	they are flexible.	based for. Like the types of songs they know. And are specific to that type of event, like holiday	specific event like dia de la mujer.	thing	need a sound system or if they have their own. Also availability if anything changes	would be like the front page	and contact info									concept, the suits the instruments.	place to get more direct info or other customer reviews	communication for more details repertoire, availability	stand out. The all female thing is one aspect of what makes them more special than all the others out there. Even though they play more than just mariachi, something that makes more unique	both and avoid too many of one thing (pics and text)
Alexander	If they are usually paid how many times they have performed, want them to be experienced.	The price, the outfit, and what people reviews from any of their past gigs	I am open to permission based on the bands previous success. If the people clamor for them, then they must have skills.	The male audience will enjoy having something to not only look at but to look at as well. The male demographic may also be impressed by the attire the performers wear.	Over the phone would suffice, but if face to face with the group coordinator is possible that would be great.	Any activities from past gigs and also how fast they can get to the gig.	Yes	Pictures of performances, mini samples, contact information, and where are they located.	Pictures of the band is essential	To see how elaborate the dresses are, the sex appeal the girls bring, and the mood the music they play is.							A professional band would be best. Professional in the sense that the band would be able to handle any sort of situation at the gig and would start playing at the planned time	Yes	Look up contact information, their location, and what kind of mood is their music	Reviews on their past work	Pictures of contact, information, and sample about music. More images. I don't mind spending text so long as it is short like contact information
Amy	The cost, how good they are, how far they are, how many are in a group	Very high price, maybe what people have written about them in social media, if you can contact them, being there and being on time	Pretty much open	Through the internet, through phone.	Probably the price how long they can play, if they need any special equipment if they bring their own	I would want pictures, what kind of songs they might play, if they're open to requests, stuff like that, they are and how far they have to go, and how to contact them, and how much in advance you have to contact them	Yes	Contact info and price	All of the above							Yes, the quality of music and how many songs they can play. I want to know what they look like	Yes	I want to check what they have to offer, the songs they play there, what their suits look like, what their instruments are in the group, their instruments, if they have the right equipment.	I want pictures and the cost. It would be helpful if they have a link to what they sound like or if they have something like how people rate them like how people comment on the group	Though I would prefer more videos cuz that way you can see how they perform. Cuz I think if you get more information about it, what the text says.	

## Cognitive Science Coursework

### Interview Recording Consent Form

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You have read the above description and agree to participate in the study.

Martin Palacio 4/16/14

Signature

Date

Flavio Castro 4/16/14

Witness

Date

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Paulo Gavato

4/16/14

Signature

Date

Flavio Castro

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Witness

Date

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Liliana J. Escalera ✓ 4/16/14

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Flavio Castro 4/16/14

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Amy Sebastian 4/15/14

Signature

Date

Angela Pate 4/15/14

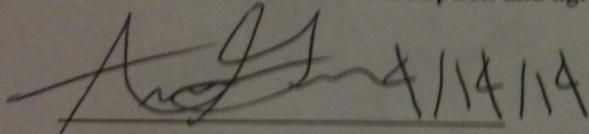
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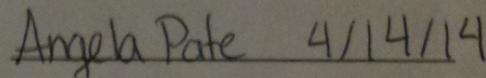
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Christina Cole, 4/15/14

Signature

Date

Angela Pote, 4/15/14

Witness

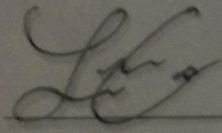
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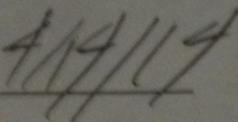
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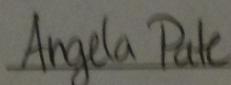
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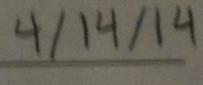
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Alexander Rocha 4/14/14 Angela Pate 4/14/14

Signature

Date

Witness

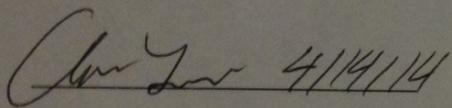
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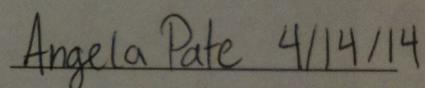
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