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| **General Questions** | **Assume that you are looking to hire a Mariachi band, what is the most important information you would want to have about the band?** | **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?** | **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 Divinas is an all-female band. 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?** | **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 them?** | **What kind of information would you want to get from the band upon first contacting them?** | **Is information such as the band’s current availability, special occasion/events, willingness to travel, etc. important to know before you contact the band?** | **You are searching for a band online and have searched up 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?** | **Is there anything in particular that you think is a MUST-HAVE for the website detailing a Mariachi Band?** | **What kind of media do you expect or would you like to be presented with? This includes anything from images, videos, music players, animations, etc.** | **Past Users** | **Did you experience any difficulties when contacting the band?** | **Could the process of hiring the band have been easier in any way, if so how?** | **When you hired the Mariachi band, how many did you take into consideration and how did you make your final decision?** | **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?** | **Was there any selling point 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 them, would you be willing to go to a website to gather more information about them?** | **What kind of additional information would you like to get from the band after you see them playing, such as contact information, history of the band, how often the play at the restaurant?** | **Is there something in particular that would make you want to go to a website to get more information.** | **Potential Users** | **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?** | **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?** | **What kind of tasks would you perform on the website or what kind of things would like to be available to you?** | **Is there some piece of information that you would want to be presented right away?** | **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.?** |
| 1 | Their rates and what they look and sound like | If they charge too much, have a bad reputation or can’t play the songs I want. | I’m open I just want to make sure they are worth it | Its 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. | This would be nice to know before but I would expect to get this information from our first meeting | Contact info, reviews, rates and pictures | I think pictures and contact info are the most important | Pictures and videos 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 since I think email takes more time for a response | Their appearance, cost, if they’re dependable and how well they sound. They sounded pretty good compared to other mariachis I have heard | Yes and yes. I would check what other people have written 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 like, and also if they would let me sing with them. Also I would want to know how much they would charge and how long they are willing to play. | I wouldn’t want to hire a group for money if they don’t know most of the songs I want to hear. | So long as they are an experienced group then I’m open to being persuaded. | Definitely I really like seeing all girl 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 people 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 card. One of them was for Dulce and the other wasn’t. I got a bit confused when I tried to call them | 2 or 3. But I chose this mariachi because I heard them in person when I was having brunch at Dolphins. I heard about the other ones but I didn’t get a chance to listen to them. | I’m not very good at writing stuff like reviews but I do like reading the ones people put up. If it was available I would definitely read some. | I would have to say it was their presentation. They really talking about how they are all female and they have the musical skills to back that up. |  |  |  |  |  |  |  |  |  |  |
| 3 | I want to know how much they charge and how skilled they are. I want to get my moneys worth. | If their price is ridiculously high. Mariachi is nice but I could always look into other groups if one charges too much. | I do have a preference, if I were 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 wouldn’t want that for my party. | It’s pretty unique in this 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 live videos so I can get an idea of what they sound like live |  | She didn’t answer her phone right 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 | I don’t really consider multiple mariachis at once. I only look into others when one charges too much | Yes I think that would be helpful. I heard they were good from my friends but it would be nice to see that written down somewhere like yelp. | I heard them play at my friend’s birthday party and they sounded good and knew a lot of songs, so I hired them for my parent’s anniversary. My parents like the traditional mariachi music so I made sure to tell the band to play those songs. They did really well and my parents enjoyed it. |  |  |  |  |  |  |  |  |  |  |
| 4 | I would want their contact information, how much they charge, how many people 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 think I would 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 an all female group. It makes them different from most of the groups around here. | I prefer email. If I really needed to get in touch with them fast I would call | 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. Their suits are pretty nice though so I might go and look at their pictures. | Just their contact information would be fine. They gave me their card right after they played for me. | If I knew they had a website maybe. I would go on to see if they have some nice pictures with their suits. |  |  |  |  |  |  |
| 5 | Probably how much they would charge based on how long they would perform and how far they will have to travel | Yea, if they charge too much or it’s too far for them then I wouldn’t want to hire them | Not at the moment. I would just want them to be cheerful and play those happy types of songs. From what I see they look like they’re having fun performing. | I’ve never seen an all female mariachi group before. I think its wonderful. They sound and look beautiful and I love their voices | I would go with a phone number | Where they are located at and how much they would charge for performing and traveling. I would also want an example song list to see if they can play the songs I’m familiar with | No but it would make it easier to communicate when you do get to talk to them | Maybe a nice looking page with pictures and a feminine theme to match their group | Their contact information. I think that the most important to have there if they want people to call them | Pictures and maybe some of their popular songs in a music player |  |  |  |  |  |  |  | If I had an upcoming event then I would consider them. I would just need to know if they are willing to travel because I’m just visiting and I live a few hours from here. | Contact information would be the most important thing for me to get from them at that moment when I see them | If I already have their contact information I might not. I think I would just check it out for some of their pictures and music |  |  |  |  |  |  |
| 6 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Christian | Pricing, price range, how long have they been together or performing and their past experience. Their rate and amount of experience are important | Punctuality, cuz since I already know about their rate and experience, I want to now if they are flexible. | Open to being persuaded, it all depends on what type of event they are being hired for. Like the types of songs they know that are specific to that type of event, like holiday | It can be in certain situations based on the event. And no, unless its for a specific event like dia de la mujer. | By phone or in person, highly prefer in person. Phone would be the next best thing | Their song repertoire, their rate per hour, transportation needs if any, and if they need a sound system or if they have their own. Also flexibility if anything changes | I would assume this is the type of information you would get when you contact the band | Contact info name of the band/group their location, availability to travel like out of state. This would be like the front page | Picture of the group, information about the group like its group members and contact info | 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 concept, the suits the instruments. | Definitely. But also try to either talk to their manager or leader in person or by phone to get more direct info or other customer reviews | Schedule, prices but I don’t think they would put those online, like they would ask for communication for more details repertoire, availability | Maybe something that is unique about the band that makes them stand out. The all female thing is one example of what makes them more special then all the others out there. Even if they play more than just mariachi, something that makes more unique | Maybe to attend one of their practices, to hear them in person. A little bit of both and not too many of one thing (pics and text) |
| Alexander | If they are usually punctual, how many times they have performed, want them to be experienced. | The price, the outfits, and any negative reviews from any of their past gigs | I am open to persuasion based on the bands previous activity. If the people clamor for them, then they must have skills. | The male audience will enjoy having something to not only listen to, but to look at as well. The female 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 accolades from past gigs and also how fast they can get to the gig. | Yes | Pictures of performances, music 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 brand 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 the band, contact information, and sample of their music. More images. I don mind reading text so long as it is short like contact information |
| Amy | The cost, how good they are, how far they are willing to go, where they are from, how many are in a group | Yea high price, maybe what people have written about them in social media, if you can count on them being there and being on time | Pretty much open | I would think that would discourage me because I like male singers too. | Through the internet, through phone. | Probably the price how long they can play, if they need any special equipment if they bring their own. | Yes | I would want pictures, what kind of songs they might play if they’re open to requests, stuff like where they are and how far they have to go their cost how to contact them and how much in advance you have to contact them | Contact info and price and pictures I want to know what they look like | All of the above |  |  |  |  |  |  |  |  |  |  |  | Yes, their quality of music and how many songs they can play. There are certain songs that you want to hear and I want a band that can play them | Yes | I want to check what they have to offer, the songs they play their cost, what their suits look like, how many people 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 | I think I would prefer more videos cuz than that way you can see how they perform. Cuz that way you get more information than just what the text says. |