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**Objectives**

To identify potential users who will go through our prototype and provide feedback on our concept. This will provide an opportunity to have an engineering feasibility discussion. The main objective is to study things beforehand like who would be our target user, how many interviews to have, task and other questions.

### **Methodology**

### Face to face interview

### **Participants**

Target Users:

Split between vivid music lover and casual music listener

Split between one bachelor and family person

Slightly skewed towards people who do not use online streaming services.

20-30 minutes interview

### **Interview Sessions**

#### **Introduction**

*My name is Bipin and I am a Product Manager here at Amazon. The team’s been working on some exciting ideas about streaming music online experience and we wanted to share them with you and get your feedback.*

*The way that this interview will run is I have a few background questions to get to know you a little bit better and some of your shopping habits. Then, we will switch gears and I’ll show you a prototype that the team has been working on and ask you for your feedback.* *Before we get started, please review this NDA, and sign it. It is important that the things we show you and the ideas that we discuss today stay confidential.*

*Do you have any questions before we get started?*

*If any questions – Answer*

*Or else move ahead*

*Is it ok if I record this session? The recording is only going to be used internally by the team to refer to our conversation. It also helps make sure that we don’t miss anything in the notes.*

#### **Background Questions**

* Can you tell me a little bit about yourself?
* How long have you been living in this city?
* Can you tell me about your source of entertainment?
* How often do you listen to music?

#### **Specific to Product Questions**

* Can you tell me a little bit about yourself?
* How long have you been living in this city?
* Can you tell me about your source of entertainment?
* How often do you listen to music?

**Task**

*Now I’m going to show you a prototype that the team has been working on. Keep in mind that this isn’t a test… And there’s no right or wrong answer. We’re trying to understand how well this idea works for you. And because it’s a prototype, not everything you see in the app may work.*

*One more thing… As you start using the prototype, I’m going to ask you to think out loud. I’m interested in hearing what you are seeing on the screen, how you are interpreting it, and what you expect things to do.*

*Go ahead and look around. Can you describe what you see?*

##### **Task 1**

How would you go search a song? Can you show me?

##### **Task 2**

Let’s say that you wanted to create a playlist. How would you do that?

What are the different options for listening to the music? Which one do you prefer? Why?

#### **Wrap Up**

*Awesome! Thanks so much for going through all of that with us. Just a few more questions*

* Do you think this is something you would use? Why or why not?
* Is there anything you think could be improved?
* Is there any other feedback you want to share with the team?

Thanks so much for coming in! We really appreciate you taking the time to share your thoughts about what we’ve been working on.