

Focus Group Study of Subject: “Lee”

Background of Lee

- Lee is a Georgia State University graduate with a bachelors degree in Accounting.
- At the age of 23, Lee’s interest in music became a lot more apparent when he began messing around with the Freeware Audacity.
 - Created his own vocal tracks and guitar tracks.
- Lee’s interest with music soon grew towards the DJ track about a year later.
- Lee purchased his first turntable a few months later after researching more about this prospective track.
- Lee’s first turntable was a basic intro turntable that Lee bought off of amazon for under \$100.
- Lee fell more interested with this from his interest with the music genre EDM and House music.
- For Lee’s next technological upgrade, Lee purchased a MIDI controller.
- Soon Lee partnered up with a local alumni colleague to create a DJ group.
- Lee and his partner has performed at several clubs and parties for groups of people.
- Lee has requested that he and his group be kept anonymous for this research.

Lee's Q&A

Describe your reaction to the install instruction given to you, did you think it was too vague? Was the installation simple?

- “The installation instruction was not complicated to understand. I followed the link to the git page that you told me to go to, and clicked on the download link for my system. After I just double clicked and was able to run the program.”

How difficult was it for you to upload your music track to the buttons on the program?

- “Some what difficult, I didn’t know what to do to assign the music track to the button. All you gave me was ‘Try to assign your music to the button on the keyboard’ and with just the picture of the keyboard, I didn’t know what to do. I thought I had to go

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to the tab menu or something, but it took me a while to learn that I had to click the button to assign the music track.”

Compared to your MIDI controller, how would you compare your actual DJ controller to the likes of our application?

- “Well, these two are completely in different leagues. Honestly, I would not be using this application for a DJ party that I was hired to perform at. But, I do see some use for this application on like a iPad or something. It would be cool to see you do that instead of on a computer, because MIDI controller are mobile and can move around. For me, I perform with my MIDI controller and move my MIDI around while I perform at parties. But with this application I won’t be able to.”

Observation

My initial observation of subject Lee trying to install the application was that he had trouble trying to figure out where the install was on the GitHub page. Since GitHub isn’t like a traditional download page, he did not know he had to scroll down to see the README and install link. However, he was able to find the install link in under a minute.

Once he had installed the application, he had no trouble opening the program on his computer (Windows). Lee then seemed incensed with the layout of the application as to how it was a keyboard layout instead of traditional MIDI layout. Lee then tried to sign a music track to the button but had trouble finding the button or instruction to do so. After a while, greater than one minute, he then found out how to assign the music track to the button. He seemed kind of frustrated but not too frustrated to the point where he wanted to quit.

Once Lee’s tracks have been assigned, he then proceeded to play his track. He played a simple music track and with a combination of button. Maybe he seemed okay with this application because he is used to his MIDI controller. His face didn’t portray a look of excitement or disgust but he facial expression was just mundane.