# Focus Group study: Courtney Kosmeder

## Hypothesis:

* + Music is an important part of people’s lives.

## Question:

* + How often do you listen to music day to day?

## Answer:

* + Everyday. I listen to the radio in the car. In order to sleep, I have to have music on at night.

## Hypothesis:

* + People are very willing to download applications for entertainment.

## Question:

* + What kinds of apps do you download on your phone and computer?

## Answer:

* + I install music apps, video apps, and gaming apps on my computer. On my phone, I download mainly video and music apps besides bank account and stuff like that.

## Hypothesis:

* + People are willing to pay more for premium functionality in applications.

## Question:

* + What type of apps have you put money into and what did the money accomplish?

## Answer:

* + I have a monthly subscription for a video app. I put money into multiple games in order to help me complete a level or unlock the story. The subscription for the video app makes it possible to watch on any device, removes the ads, and raises the quality of the video.