

Interview two

Alex, podcast listener and host - entertainment

What podcast app do you use?

Apple podcasts, if on a work computer and don't want to drain the phone I will use Spotify.

Have you tried any other apps?

Not really, I am very much an Apple guy, I just find their apps easier. Apple podcast and Spotify are both really good for car play as well. Seamless integration

What type of podcasts do you listen or subscribe to?

I listen to a lot of movie and pop culture podcasts as well as podcasts I use to be in a network with. Other podcasts I listen to are just from networking and being friendly and chatting with people from Twitter. Helpful chatty people and I go check out their content. Listening to their shows and they are engaging with the content you create. Like minded podcast enthusiasts. I like the social aspect of the podcasts I listen to.

Typically, what are you doing when you listen to podcasts? Location/activity/time of day?

Washing the dishes is a big one, walking to the gym but for tasks that require concentration I can't listen to podcasts but if it's traveling, if it's walking somewhere or small tasks where you can switch your brain off it's perfect, like doing the washing. I find that I start my day with listening to shows as I'm getting ready for work and then will listen in the afternoon as I walk to the gym.

When you're listening on a podcast app is there anything you wish you could do when you hear something interesting?

I think what would be cool is if the hosts are talking about a film, if there was a way for the platform to have the trailer for the film linked to it so the user could stop listening to the episode and bring up the trailer and watch it and then go back to the episode. Whether they are reviewing the film, if the trailer is mentioned in the episode, something that can have the user catch up to speed if they haven't seen it easily, similar to how the Prime Video X-ray feature.

When you find something interesting from a podcast, do you do with that information? Do you discuss that topic with like minded people, do you share that information with friends?

I think when someone says something about a movie for example that they don't agree with I will message them and start a conversation about that. I also like to share an episode I've heard with someone that likes the same topic and spark a conversation with them as well.

Do you think it would be good to be able to react instantly as you're listening within the app you are listening on?

I think it would be good for the audience to provide their thoughts on the episode and then even the content providers can review the comments and have a point of ref to read out on the show and they can easily keep track of it as facebook groups can get flooded with memes and other such items that don't relate to the episodes.

Do you have anything to add when it comes to podcasts that you find frustrating or think would be a nice to have feature?

I don't know how Apple podcasts do it but I like how some podcasts have the hosts and guests at the bottom that link to featured episodes but I think it would be good to have a profile at the bottom that will link to their social media accounts. If for example the show is about reviewing video games then it could also be good to link directly to the game. I also think sponsors could have a section where you could also add links to their website or products as well.