

We need to print in on a tabloid 11x17 and fold it to make 4 pages

- **Due** Nov 5 by 11:55pm
- **Points** 5
- **Submitting** a file upload

Each team needs to submit only one document

Keep in mind that for GP2 I would like you to submit a **paper version** of the survey that participants can actually complete (not just an outline for a survey). According to the instruction in the final project guideline, the survey **should take no more than four sides of standard paper** (which allows it to be copied onto a single **11 by 17** sheet and folded) and **take no more than 7-8 minutes on average for respondents to complete**. You can use the credit card survey and the online conjoint surveys as examples. Designing a paper version of the survey forces you to think more carefully about your survey design and helps minimize technical error when you program your survey on Qualtrics. I strongly recommend that you not program anything on Qualtrics until you receive feedback from me for your GP2 and you have revised it properly to be included in the Appendix of your final group project.

For teams that want to design a conjoint survey, I recommend that you restrict your conjoint design to include **no more than 4 attributes and no more than 3 levels for each attribute**. Although, I include 9 rating tasks in my survey, I recommend that you instruct SPSS to provide with **12 rating tasks**.

Questionnaire

<Intro/ Description about this survey>

<Warm Up questions>

<Exploratory questions>

<Specific/ detailed questions>

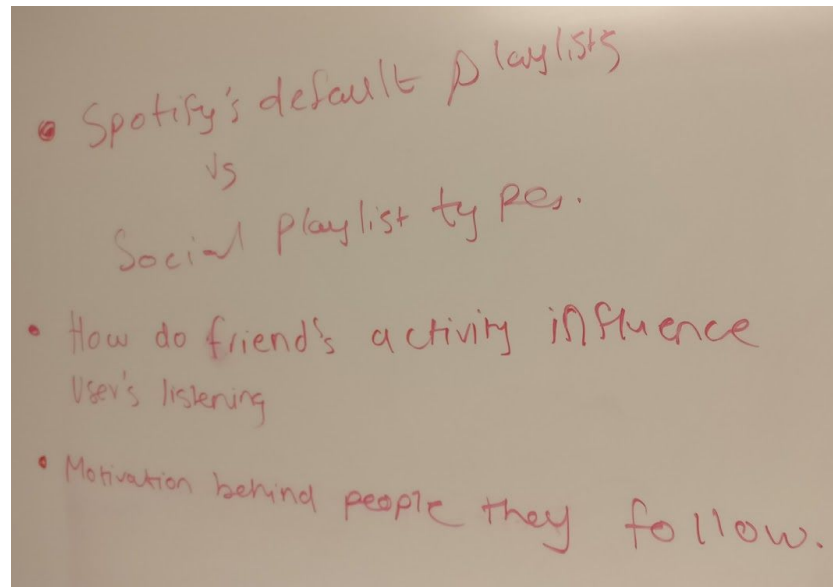
Research Problems

We draw research problems with the goal of understanding our users' interaction with the music sharing and social features, and how it impacts their satisfaction. Few research questions in this area that can help us gather more information are:

- a. What is the level of satisfaction of customers with different features of Spotify?
- b. How aware are users with various social and sharing features in Spotify?
- c. How do users share music with their social circles (inside and outside Spotify)? What are their motivations?
- d. What features do Spotify's customers value the most with respect to music sharing?
- e. How do customers evaluate Spotify against competitors for collaborative features?

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Brainstorming for questions



features.

→ Friend's activity → how important on mobile vs Desktop

→ Daily mix.

→ Collaborative features. → SP

→ Public Playlists of friends

→ Private session (privacy) -

→ Sharing with

→ SHARING RADIO

Overall level of satisfaction

Max 6 features

- Daily Mix
- Friend Activity - not visible on mobile version ---- how important is it on mobile?
- Radio
- Collaborative Playlists
- Public Playlists
- Playlists
 - Daily Mix
 - Public Playlists
 - Collaborative

- Ways of sharing Spotify playlists
 - Facebook
 - Messenger
 - Whatsapp
 - Open.spotify link
 - Mobile versus desktop version --- if there are any differences
- Privacy concerns
- Private session
- Preferences and settings around privacy
 - Show activity publicly
 - Auto posting v/s publishing activity separately
- Sharing priorities
 - Song
 - Playlist
 - Your playlist
 - Your friends' playlists
 - Soundtrack of the day
- Motivation behind following people
 - Do you prefer to follow only friends?
 - Do you prefer to follow only artists?
 - Do you prefer to follow both?
 - Do you prefer to follow neither?

FORMAT

- ☐ Lorem
- ☐ Ipsum
- ☐ Dolor

Red for Radio

- ☒ Lorem
- ☒ Ipsum
- ☒ Dolor