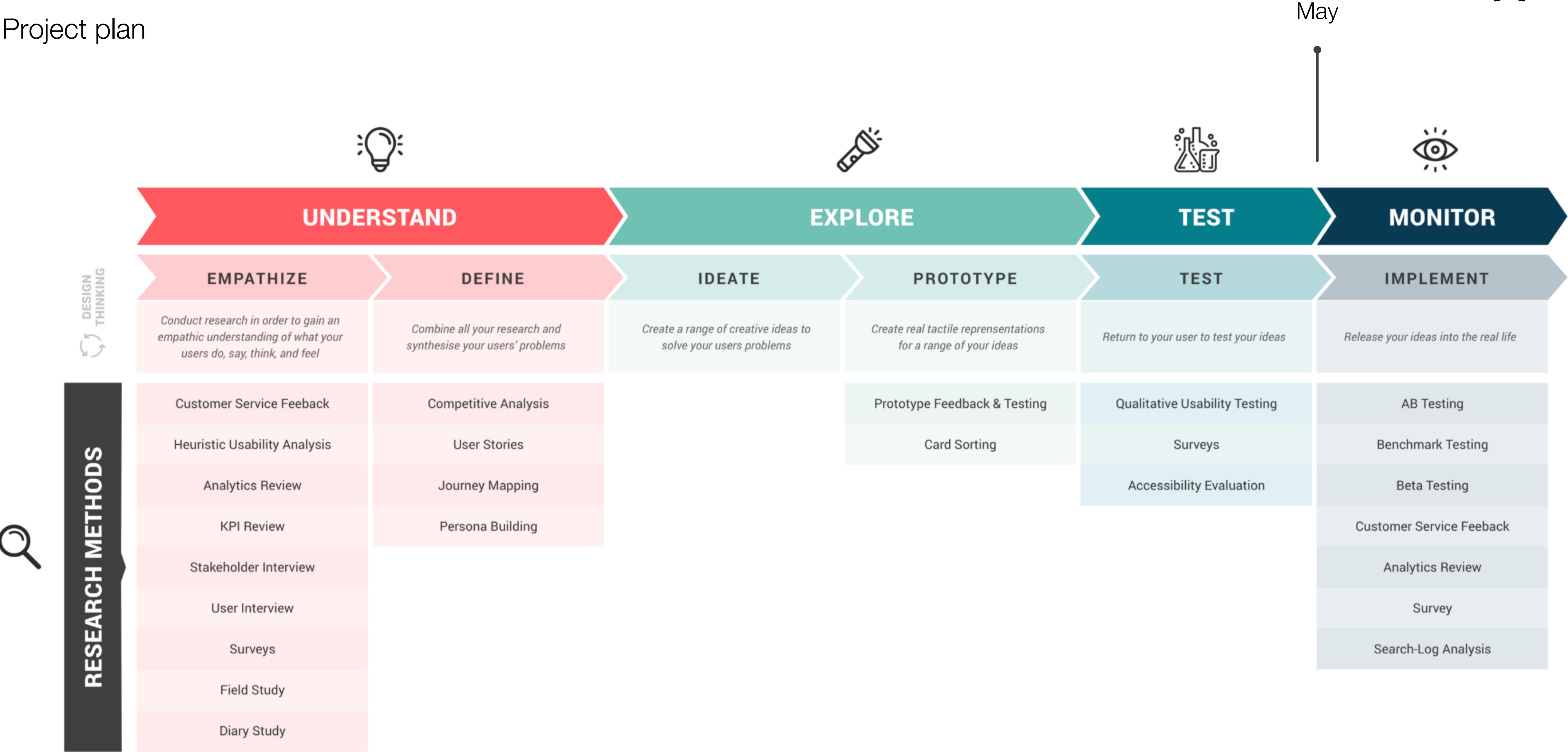
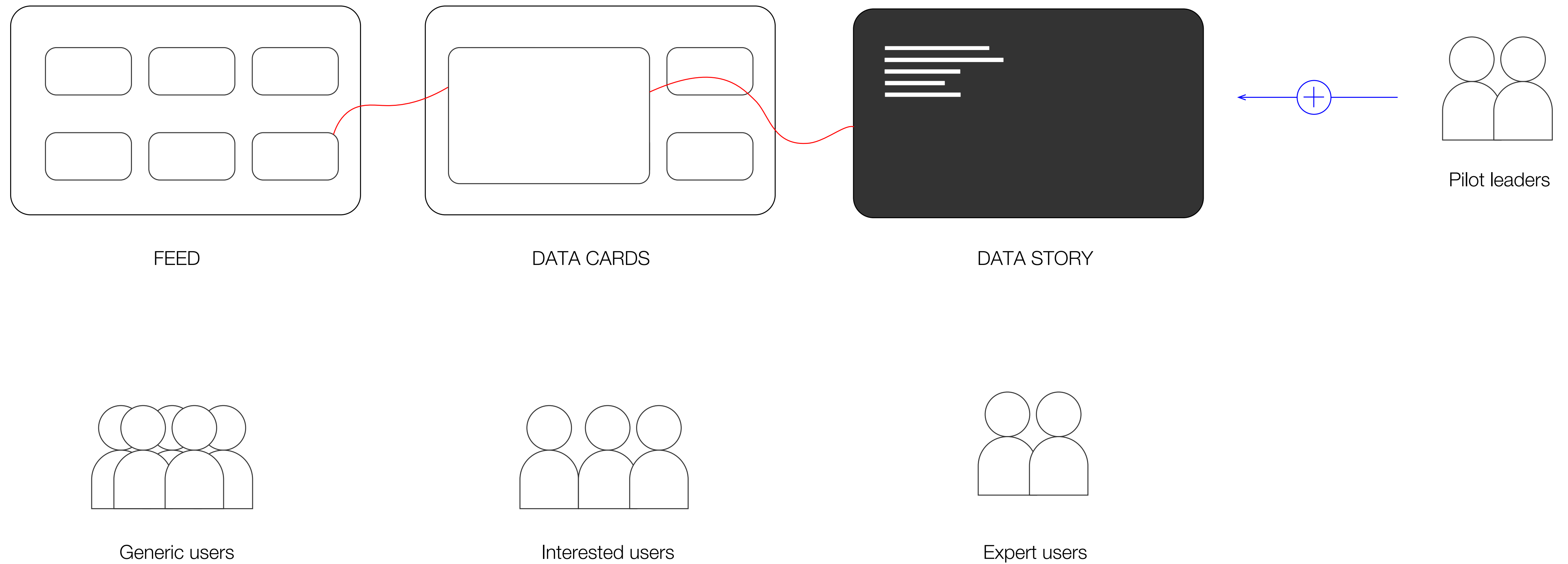


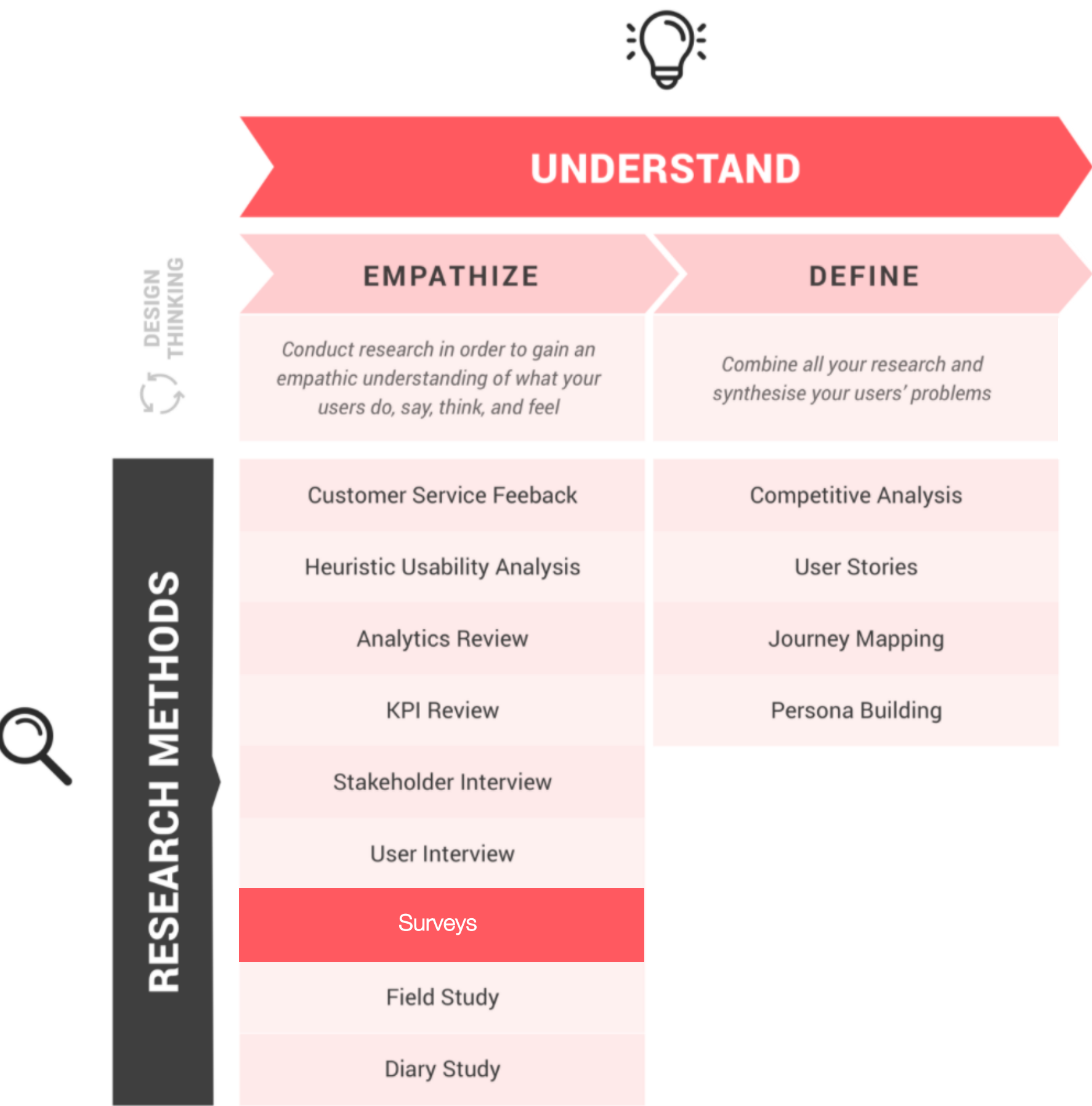
Quantitative User Research Survey



Project plan







Survey

By Marilena, Marco, Paul

Theme

Music platforms investigation

Type

Experience based survey

Topics

Habits

Expectations

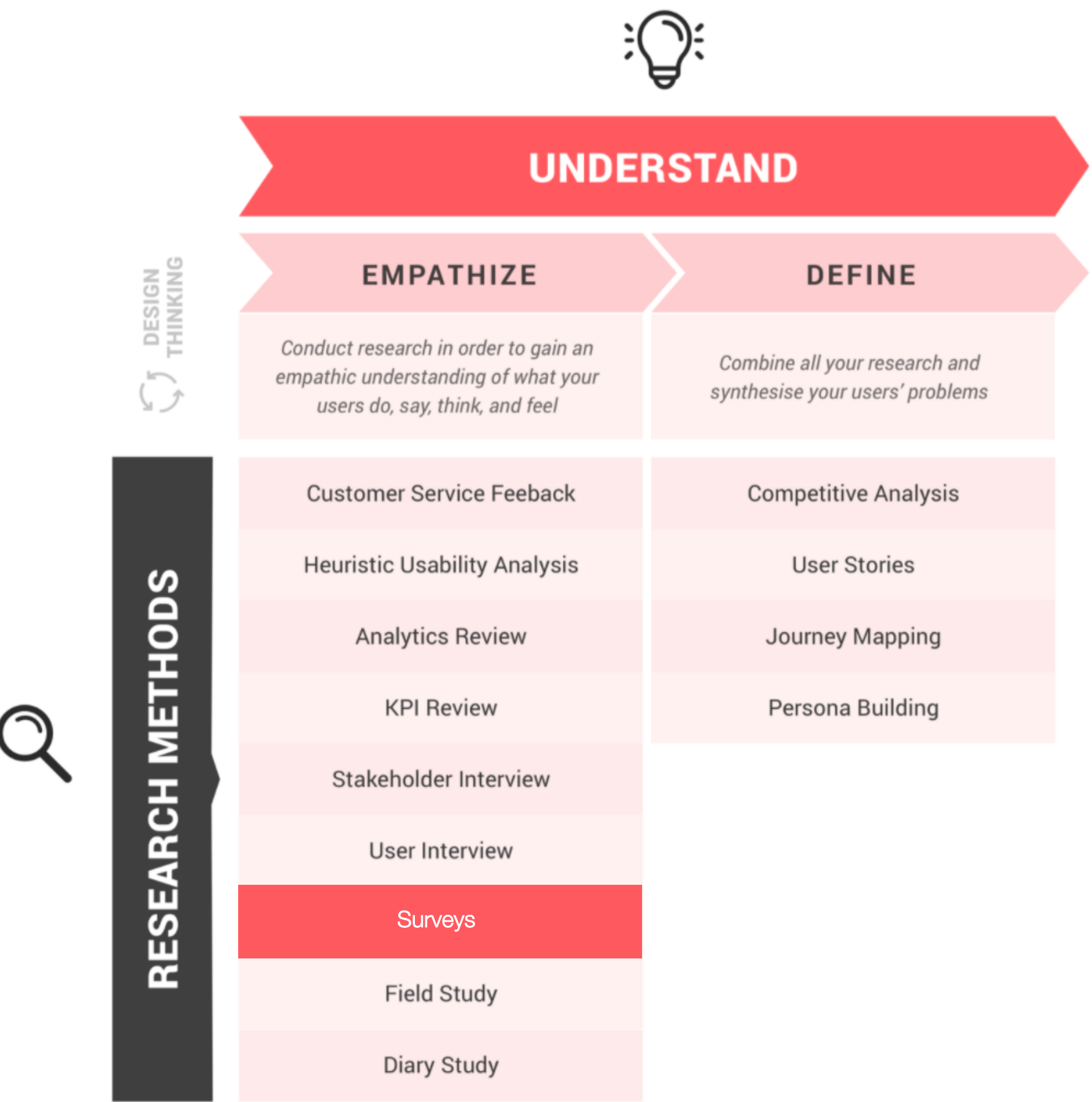
Frustration elements

Models

Music streaming services

Online music magazines

Project websites



Survey

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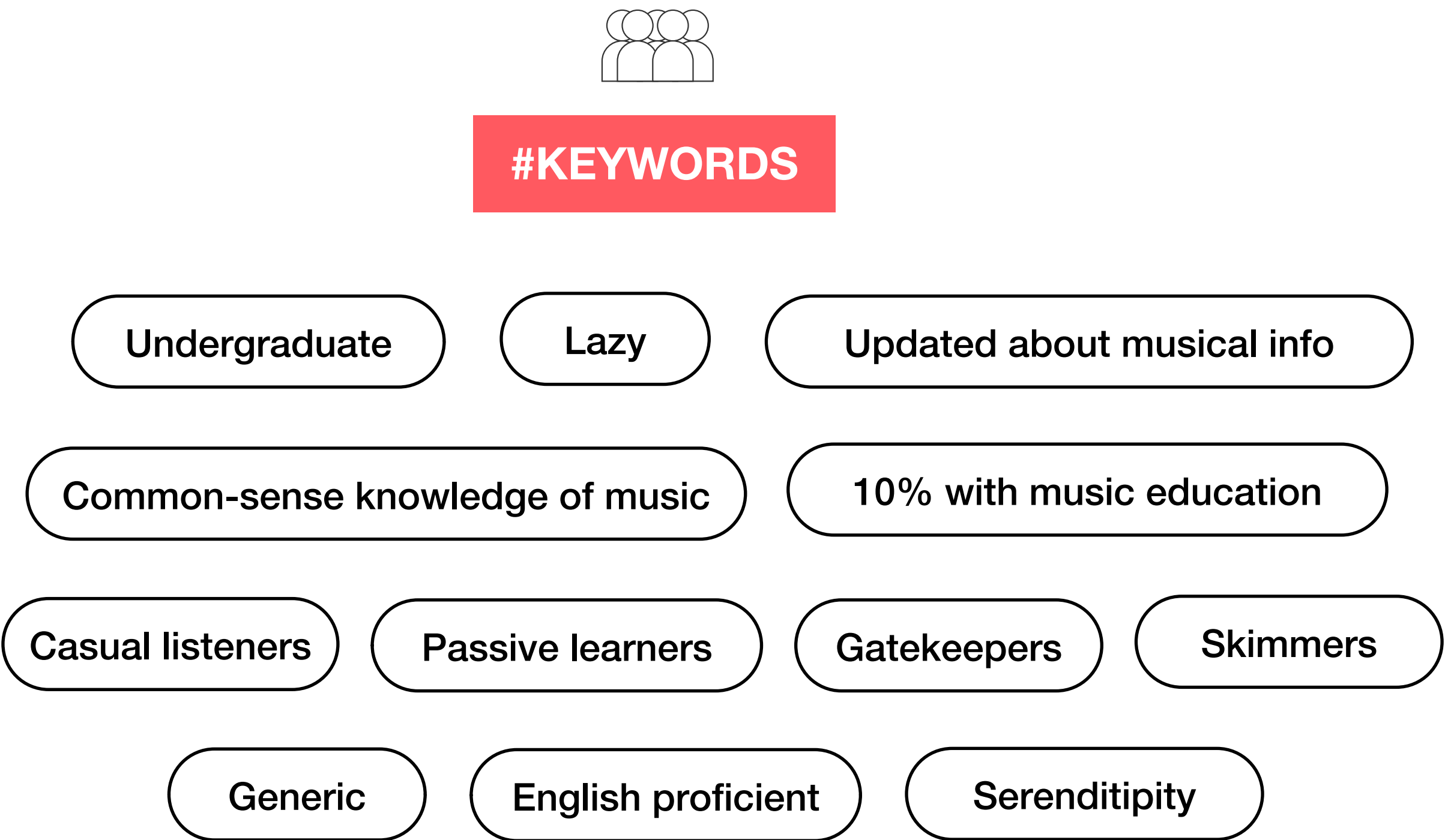
Online music magazines

Project websites

Quantitative User Research

Population

Total	154
Age	20 – 30 years
Gender	Any
Occupation	Students
Expertise	Low
Education	Not related to music
Work	Not related to music
Genres	Pop, Rock, Hip-hop



Habits



DISCOVERY

92% from social media

68% from friends

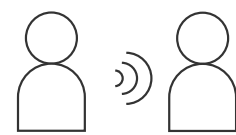
33% concerts

26% radio

20% advertisement

12% magazine online

12% blog



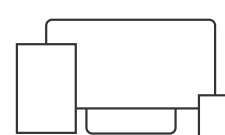
SHARING

Always to controlled groups of friends

66% to stories

79% chat

32% copy link



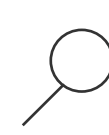
ACCESS

95% from phone

For accessing music resources.

91% from website

For accessing music information.



SEARCH

82% simple text search

35% accepts suggestions

20% page specific search

5% advanced search



EXPLORE

Skimming

Progressive disclosure

No details

External links

Thematic sections

Not guided

Minimal textual content

Element focused

Quantitative User Research

Music streaming services

0

Habits

94% use an app on the phone

90% Use streaming services
regularly

73% Use Spotify

Casual listeners

Safe space

1

Recommendations

91% Similar songs

90% Same artist

88% Artist's releases

86% Same genre

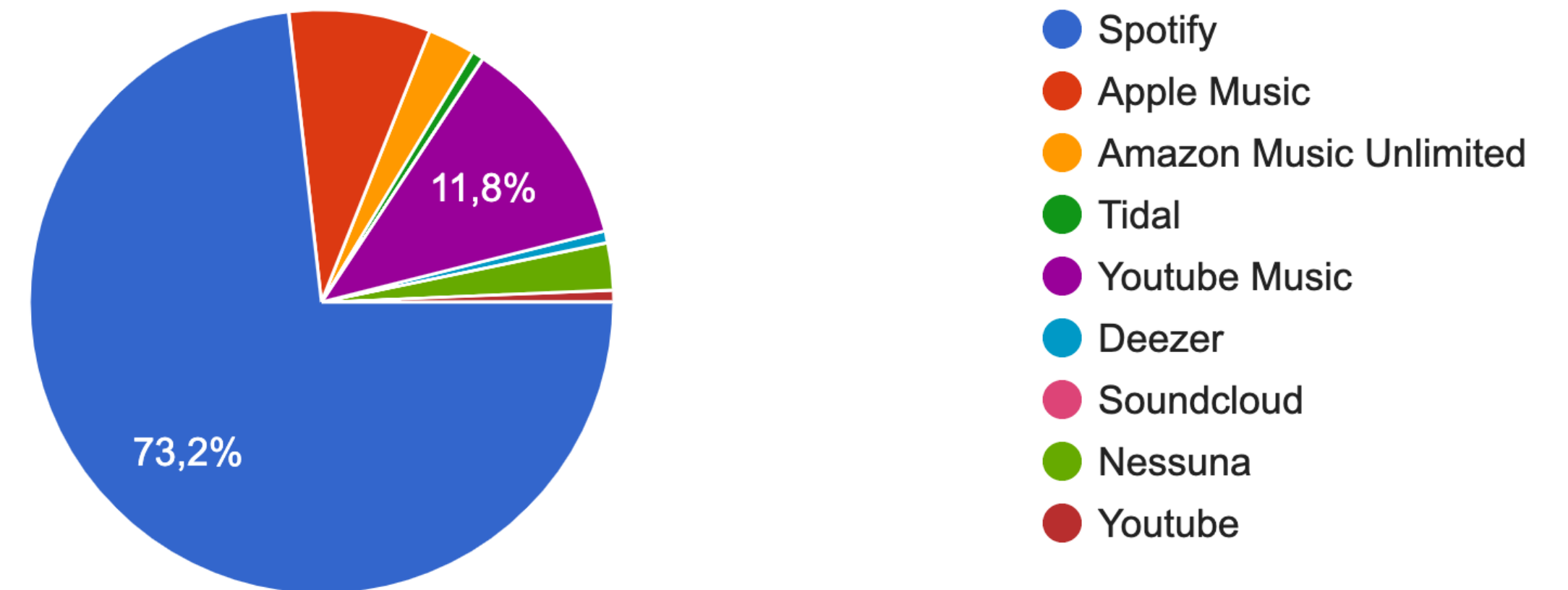
75% Same lyrics

Basic needs

Fidelisation

#KEYWORDS

What music streaming service are you most familiar with?



Quantitative User Research

Music streaming services

2

Additional music information

72% want context information
50% want statistics and graphs
77% care about presentation

3

Interaction

96% save songs in playlists
91% use interests related filters
88% use bookmarks
74% share content (privately)

Metadata level

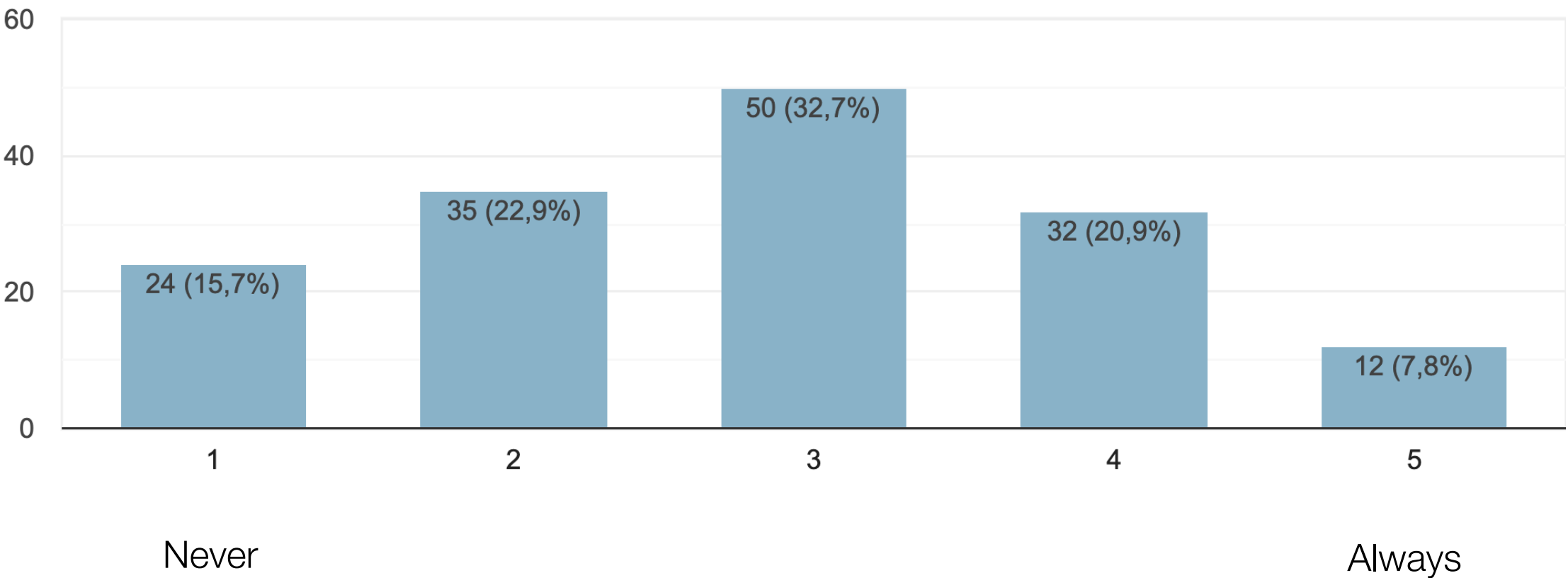
Design & Aesthetic

Gatekeeping

Control

#KEYWORDS

How usually do you interact with content?



Quantitative User Research

Music magazines

0

Habits

75% claim they do not read magazines

60% share privately on instant messaging services

43% share on instagram stories

19% share or copy the link privately

Search is mostly simple text search (63%) or with suggestions (20%)

Private

Low interest in long textual content

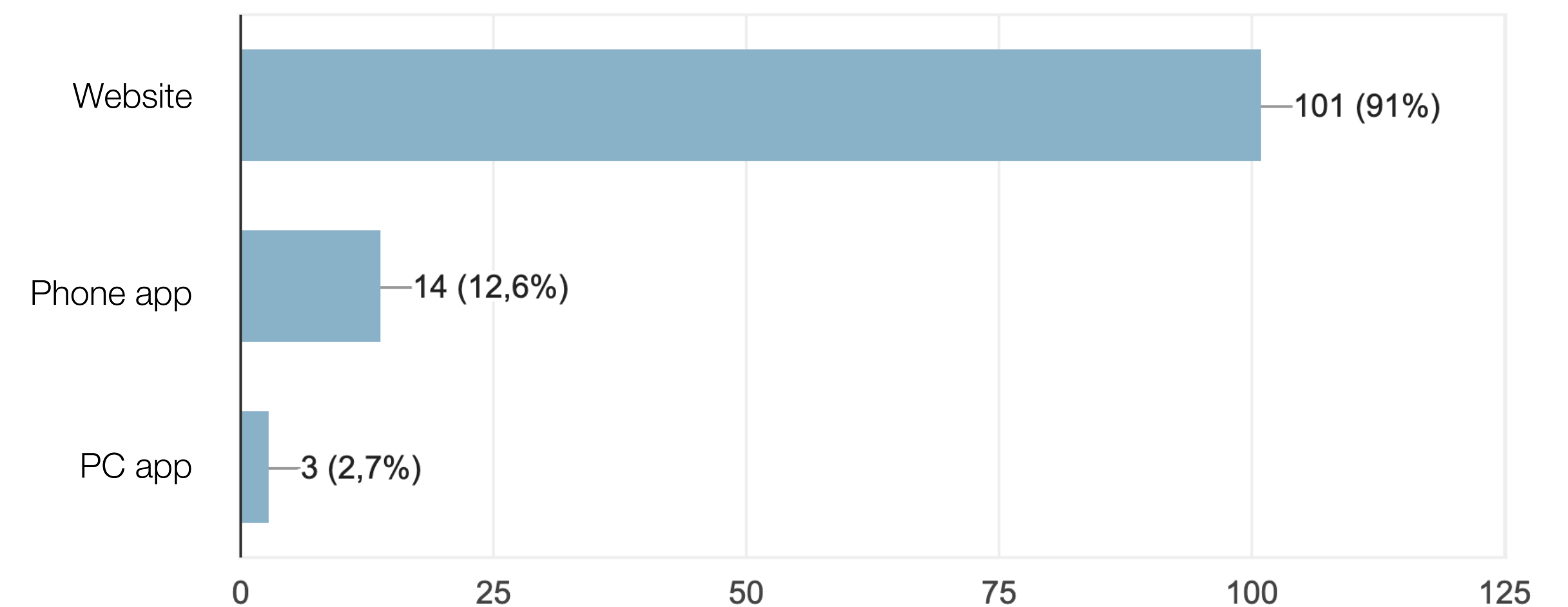
Passive learners

Basic needs

Skimming

#KEYWORDS

How do you usually access online music magazines?



1
Reading experience

Strong
appreciation

- Article preview
- Thematic/music genre grouping of articles
- Article's archives
- Reading/loading bar
- Highlight's section
- Articles sorted chronologically
- Reading time highlight
- Infinite scrolling

General
appreciation

2
Music-content interaction

Strong
appreciation

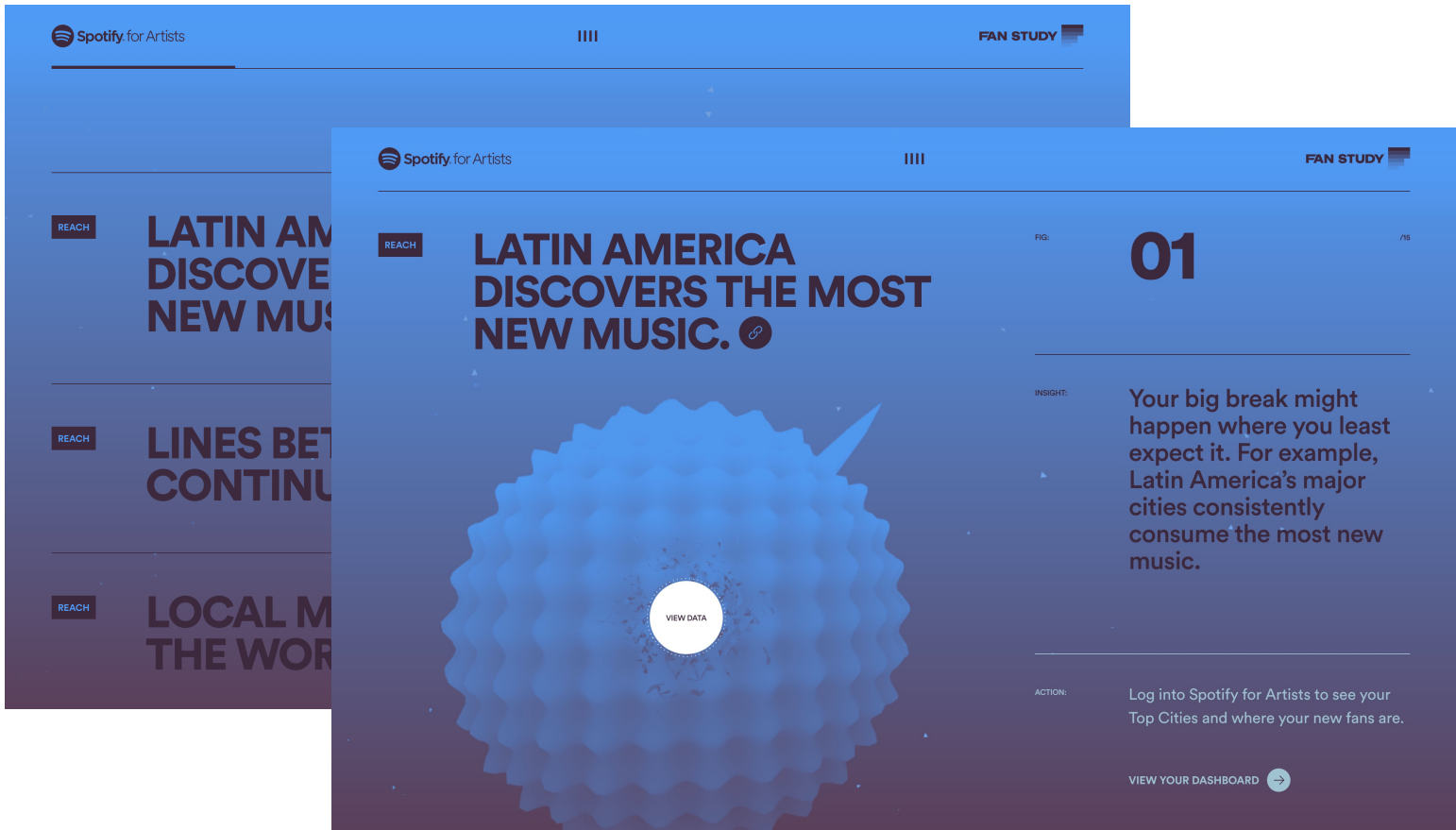
- External links to multimedia
- Internal links between sections
- Colour disambiguation easing
- Breadcrumbs
- Interactive demo
- About page
- Newsletters
- Storytelling approach

General
appreciation

Low appreciation

Quantitative User Research

Music Project websites



Spotify Fun Study

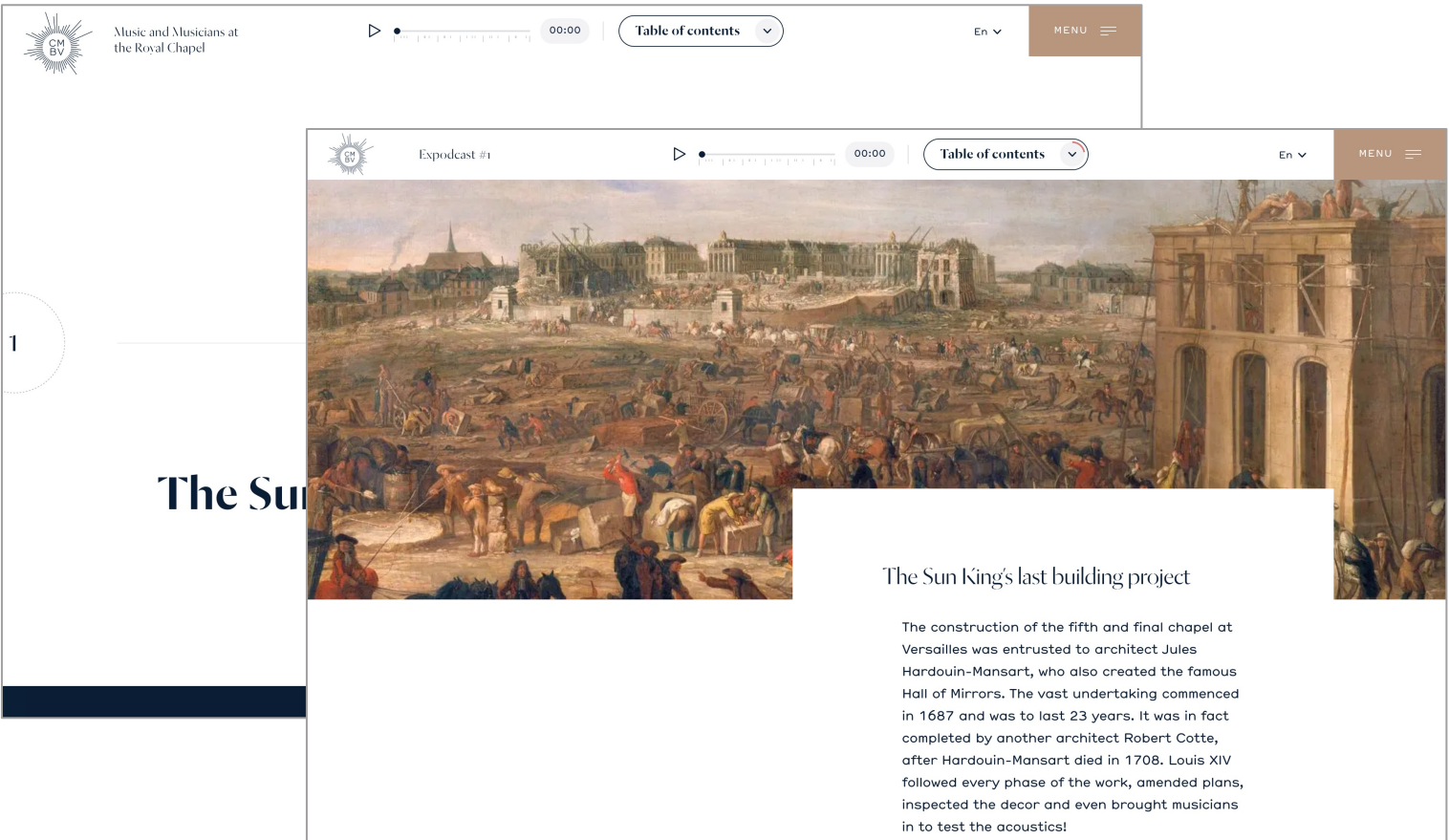
Modern

Minimal

Scrolling interaction

Progressive disclosure

Data visualizations



Expodcast

Baroque

Rich

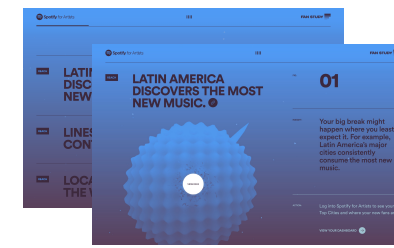
Storytelling

Information filled

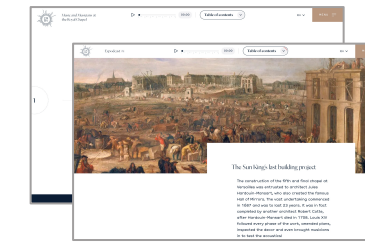
Resources presentation

Quantitative User Research

Music Project websites



Spotify Fun Study



Expodcast

Actions

90% Scroll down immediately
4% Click on menu
70% Did not open articles
75% Explored data once opened

49% Scroll down immediately
14% Click on menu
30% Play with interactive buttons

Feelings

81% Curious
63% Amazed
74% Interested

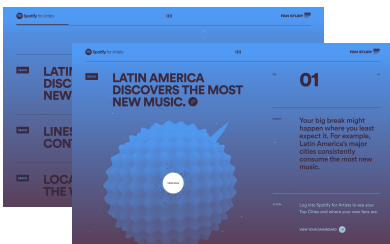
36% Confused
18% Bored
7% Frustrated

71% Curious
58% Amazed
68% Interested

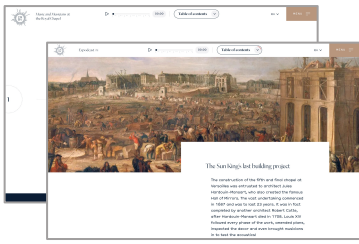
8% Confused
19% Bored
6% Frustrated

Quantitative User Research

Music Project websites



Spotify Fun Study



Expodcast

Content

- Sufficient
- Clear
- Intuitive
- Progressive disclosure

Like

- Graphics
- Content display
- Interaction

Dislike

- Colors
- Purpose
- Content

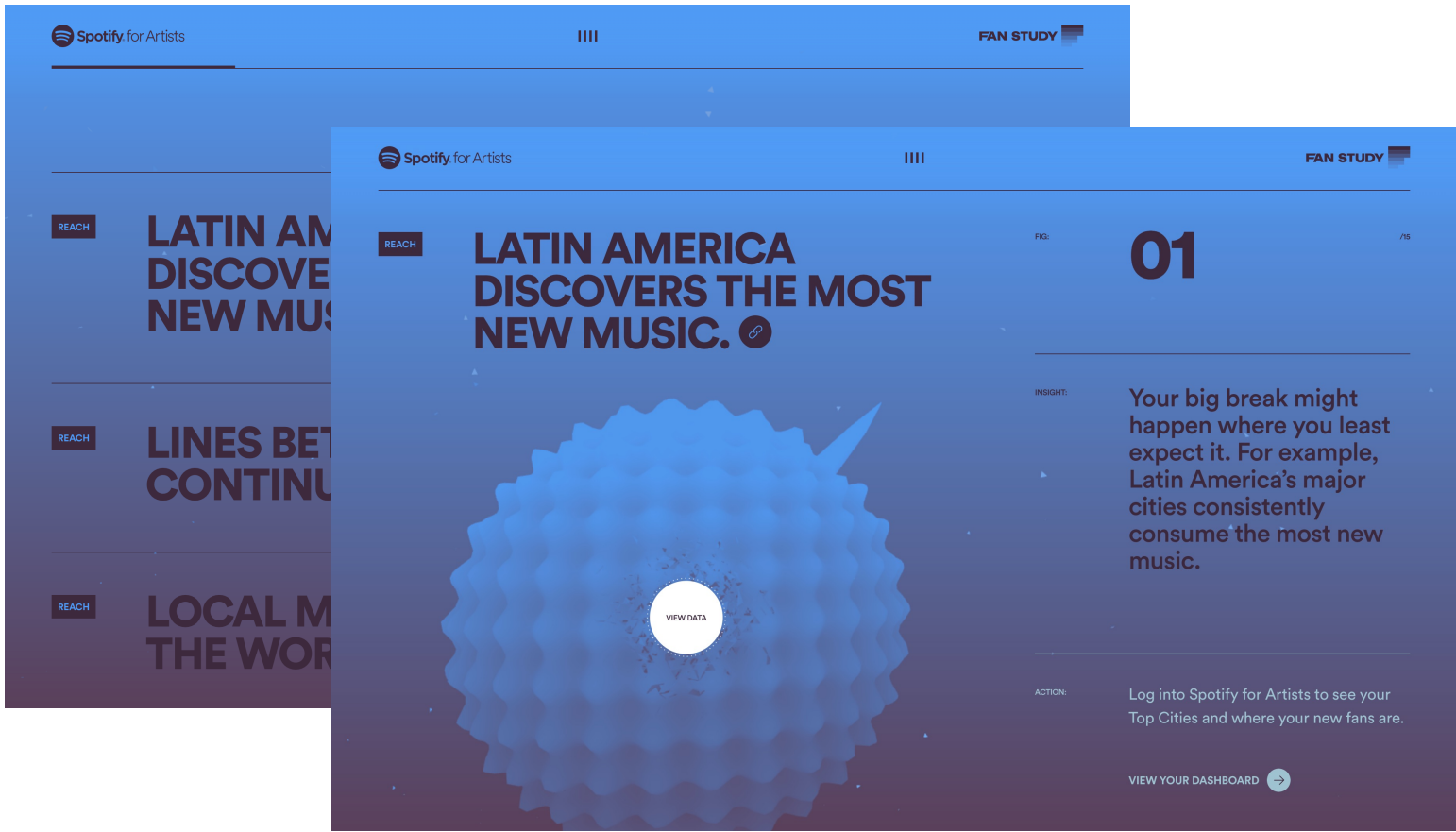
- Sufficient
- Decorative
- Textual
- Clear goal

- Graphics
- Content
- Interaction

- Texts
- Content display
- Clarity

Quantitative User Research

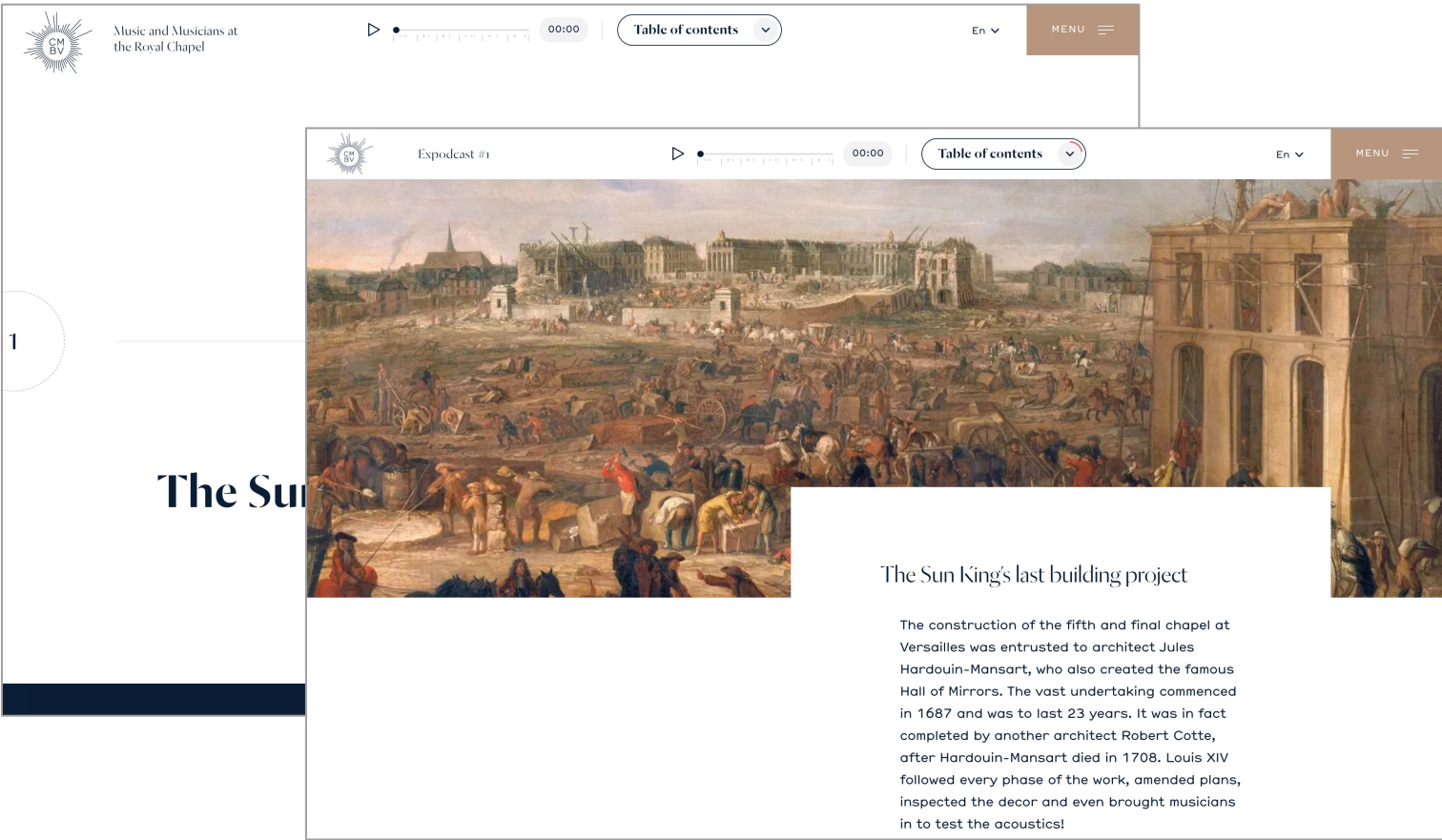
Music Project websites



Spotify Fun Study

Was preferred by this percentage of users over the other project proposed:

70%

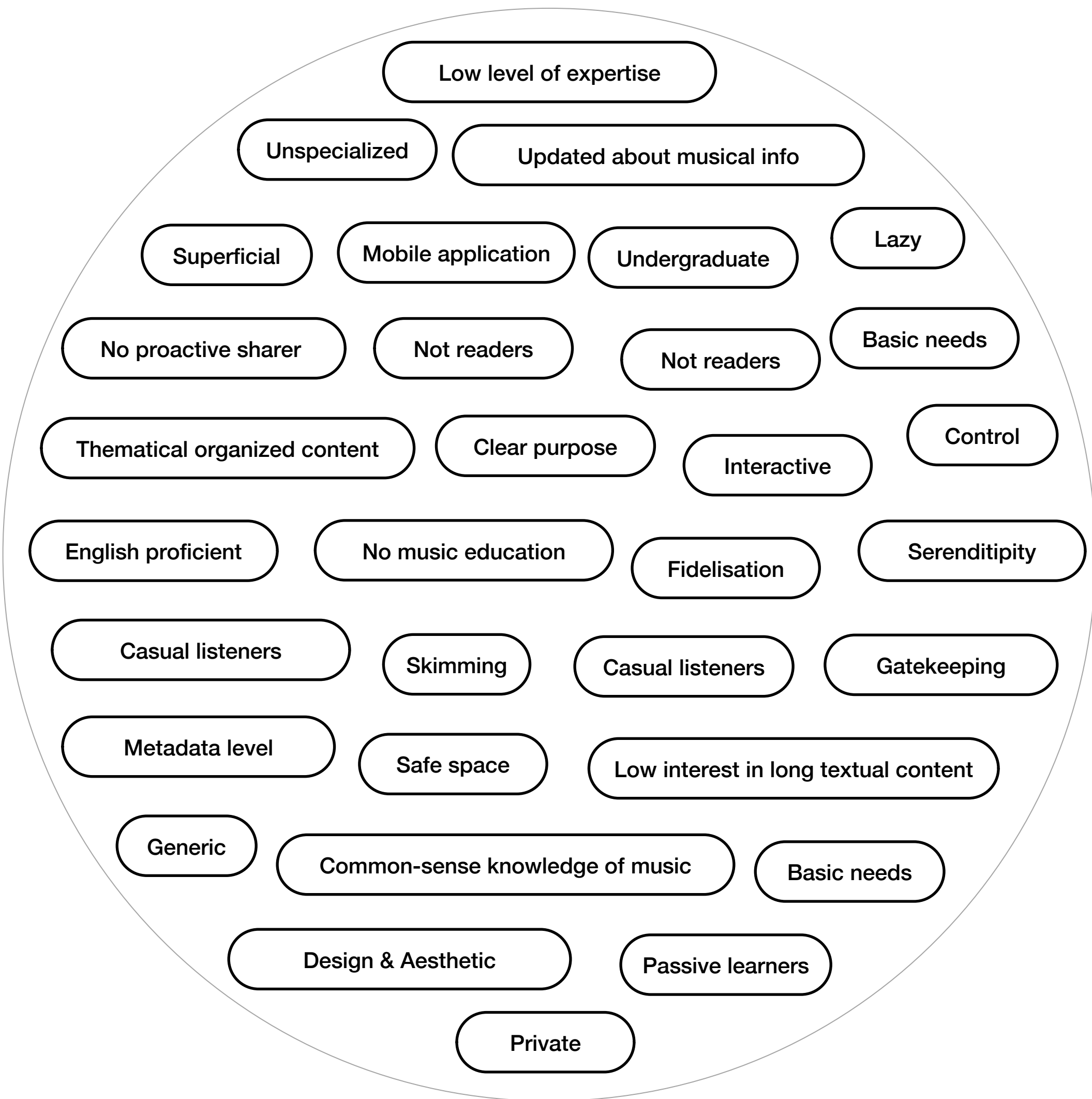


Expodcast

Was preferred by this percentage of users over the other project proposed:

30%

Take-away messages



Outreach problem

Website as an archive
Engagement strategies
Discovery strategies

Recommendation problem

Recommendation are ignored
Lyrics search is effective
Serendipity as best solution

Outputs

Lyrics integration and textual references
Organize content according to personal criteria
Smarter discovery of new content

Reading and interaction
problem

Progressive disclosure
Thematic sections and interlinking
Contemporary music vs. classical

Conclusion

These users are not the main target
Work on presentation of headings/news
Recommendation must feel useful and easy to use

Links

Results in italian

<https://docs.google.com/forms/d/1sBYhkzamGAzJ6lOLeZdQkuTXclFSsxDpYJCJDEaiVgyg/viewanalytics>

Translation

<https://docs.google.com/document/d/1A-SxwogyZYAn2sK7ZiVdZONJk6Rho-0kdYWgnh8Fyv8/edit?usp=sharing>

Survey Report

https://docs.google.com/document/d/1qE1GDwmytmcVx0Xmb_-Pt5Anb_RBu3OW6GeLfk83DOk/edit?usp=sharing

Music Project Website - Spotify Fan Study

<https://fanstudy.byspotify.com/>

Music Project Website - Expodcast

<https://expodcast.cmbv.fr/en>

Polifonia
Thanks

