Login

A - Participant proceeded through the login screen via Face ID

B - The participant did not enjoy the login feature right away.

B - "I don't really want to have to login and enter information until I get to the end.

D - Participant did not have any issues with login

E - "I would like to know why I had to login first."

E - "Can I just connect my streaming account"

C - "I think that I would love to have an ability to go direct to this content and enter my account info or just connect it"

Navigation

A - Participant wanted to or nearly gave up on adding the new album after view shows

A - Participant viewed Bio and quickly exited out

A - Participant seemed to get frustrated navigating between the various options

A - "I would rather go straight to the album and then find this stuff out."

C - "It would have been better for me to look at the extra stuff after adding the album."

E - "I like seeing the new album list since I follow the artist on social media"

A - "Maybe I should actually go check out the preview of the album before I look at this more"

E - "I will come back to see the other content"

D - "I would rather go straight to the album and then find this stuff out."

C - Participant stayed on the details screen then went back to music library to view content

Checkout

B - Participant wanted a quicker path to add album to cart or complete process

D - "I would like to support the artist even if its just a little bit even though I stream my music."

B - "The check out gives the option to order or save to streaming. What if I want to send this to a friend?"

B - Participant seemed uncertain about how they wanted to pay for the application.

A - "I would like to support the artist even if its just a little bit even though I stream my music."

C - Participant wanted a quicker path to add album to cart or complete process