### Interview Notes – User 1 Shraman

#### Background Questions

1. Let us start. Can you tell me something about yourself? Do you publish photos or videos for public consumption? How often? Which channels do you use?

The user indicated that he publishes photos, videos on social media viz. Instagram, Facebook, Twitter once every few months.

1. What kind of music do you listen to? Which are your favorite channels?

The user listens to alternative rock, pop, hiphop. Preferred channels are Spotify, Youtube, Apple Music.

1. How do you think musicians go about getting their albums out these days?

The user thinks they do so through recording labels/ publishing houses.

1. Do you think most musicians make money? Why or why not?

The user thinks that for smaller artists it is not easy to make money because that depends on number of clicks on the song, music video etc.

1. Have you heard of Amazon’s book self-publishing platform? What do you think of it?

The user has not heard of the book self-publishing platform.

1. Amazon is thinking of coming out with a similar platform for music where the artist gets to upload and distribute her own music freely and gets to keep most if not all of her royalties. Is it a good idea for Amazon to launch this platform? Why or why not?

The user thinks it is a good idea for smaller/ amateur artists.

1. What kind of musicians do you think will be attracted to such a platform?
2. What kind of features do you think a user of a mobile music self-publishing app appreciate?

The user indicated a user-friendly experience, ability to track royalties, connect to music stores.

1. What concerns do you think a musician using such a platform might have?

The user felt that as opposed to working with a label musicians will have to work harder to market their own songs and ensure that it is reaching the right target audience.

#### Tasks

Now I’m going to show you a prototype that the team has been working on. This is a prototype for a mobile app for uploading and distributing music through Amazon.

Go ahead and take a look around. What do you see?

The user can see that he can log in and go the welcome page. He can see tabs for music, stats, royalty. On the music tab he can check if he has artwork / audio files and the ‘new release’ button. He likes the colour combination and minimal text. He likes that the release screen allows him to perform multiple tasks like upload artwork, select genre, add tracks. The interface is Intuitive and user-friendly in his opinion.

##### Task 1

How would you go about uploading an album artwork for your upcoming release on the app?

The user can click on the ‘cover art’ button and is able to upload artwork in required format from iCloud/ Dropbox/ Artwork library.

##### Task 2

How would you go about adding details of each track on the album? How would you upload the required audio file?

The user can go to track info and is able to add artist name, indicate whether track is original/remix/cover, add ISRC detail and even add royalty splits.

##### Task 3

Once your album is uploaded you would want to distribute it. Which functions of the app help you do that?

The user can select delivery options and can see options for delivery like Spotify, Apple Music etc. He finds the process user-friendly.

#### Wrap Up

1. Do you think this is something a musician would use? Why or why not?

The user feels that the distribution reach of the platform is very good for a struggling musician. The fact that everything can be done in one place with minimal effort is very useful.

1. Is there anything about the app you think could be improved?

The design could be tweaked around and made more modern.

1. Is there any other feedback you want to share with the team?

The user finds the app overall helpful as a starting point for new musicians before they move to labels.