### Interview Notes – User 2 Ankita

#### 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 she publishes on social media like Instagram, Facebook about once a month.

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

The user indicated that she listens to indie, rock mainly on Spotify or YouTube

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

The user thinks musicians release music directly as well as through intermediaries.

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

The user has heard of it and thinks it is a great idea.

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 feels there is need for platforms that give more agency to musicians and more musicians will be attracted to such platforms.

1. What kind of musicians do you think will be attracted to such a platform?

Musicians venturing into the field for the first time will be attracted, the user feels.

1. What kind of features do you think a user of a mobile music self-publishing app appreciate?

Simple process, accessible features

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

The customer would want to know if the stats coming in are realistic and also whether correct amount of royalties are coming in.

#### 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 navigate from log in to music release page with ‘new release’ page easily.

##### Task 1

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

The user can see an intuitive ‘plus’ button for adding cover art from where she can go on to uploading her saved artwork from a cloud service.

##### 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 see that she is being asked to put in information on release title, genre of music, and a track list for putting in information on individual tracks. When she clicks on the track list she can see that she is being asked to upload audio file for each track. That button redirects her to a cloud service she can upload tracks from. She can further see that she has to add details on when album was produced, whether original/remix/cover, give attribution to writers/contributors and can also see a feature to split royalties.

##### Task 3

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

Just below the track list the user sees a button that directs her to delivery options page. She sees many options to distribute music to stores as well as options to distribute music on social media platforms.

#### Wrap Up

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

The user thinks it is an intuitive app that gives many features in one place.

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

The user is not sure what additional features would be necessary. She feels the colour schemes and the text fonts can be improved.