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### Objectives

1. Does the product solve a real user need? Why or why not?
   1. How does the user distribute her music right now?
   2. Is she happy with the distribution process/ royalty agreements she currently has?
   3. Has the user considered using a self-publishing platform before? Why or why not?
2. What do users think of the product?
   1. Would the user like to go with Amazon for music self-publishing?
   2. What does the user think of the distribution agreement for Prime Music Direct?
   3. What do they think of a mobile app that helps them upload and distribute music?
   4. What do they think of the look and feel of the prototype?
3. Can users navigate through the app?
   1. Can they successfully upload audio files and album artworks?
   2. Can they successfully fill in track details, etc.?
   3. Can they choose music stores for distribution with ease?

### Methodology

2 face-to-face interviews with prototype displayed on mobile phone with Figma Mirror app

### Participants

2 new users

### Interview Sessions

#### Introduction

Hi. My name is Sougata and I am a product manager at Amazon Prime Music Direct. Our team has been working on an exciting project on developing a self-publishing platform for musicians. We wanted to share our ideas with you and get feedback.

The way that this interview will run is… I have a few background questions to get to know you a little bit better and how you might want to distribute your music as a musician. Then, we will switch gears and I’ll show you a prototype that the team has been working on and ask you for your feedback.

Before we get started, please review this NDA and sign it. It’s important that the things we show you and the ideas that we discuss today stay confidential.

Do you have any questions before we get started?

No questions… Great! Is it ok if I record this session? The recording is only going to be used internally by the team to refer back to our conversation. It also helps make sure that we don’t miss anything in the notes.

#### 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?
2. What kind of music do you listen to? Which are your favorite channels?
3. How do you think musicians go about getting their albums out these days?
4. Do you think most musicians make money? Why or why not?
5. Have you heard of Amazon’s book self-publishing platform? What do you think of it?
6. 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?
7. What kind of musicians do you think will be attracted to such a platform?
8. What kind of features do you think a user of a mobile music self-publishing app appreciate?
9. What concerns do you think a musician using such a platform might have?

#### 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. Keep in mind that this isn’t a test… And there’s no right or wrong answer. We’re trying to understand how well this idea works for you. And because it’s a prototype, not everything you see in the app may work.

One more thing… As you start using the prototype, I’m going to ask you to think out loud. I’m interested in hearing what you are seeing on the screen, how you are interpreting it, and what you expect things to do.

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

##### Task 1

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

##### Task 2

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

##### Task 3

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

#### Wrap Up

Awesome! Thanks so much for going through all of that with us. Just a few more questions

1. Do you think this is something a musician would use? Why or why not?
2. Is there anything about the app you think could be improved?
3. Is there any other feedback you want to share with the team?

Thanks so much for coming in! We really appreciate you taking the time to share your thoughts about what we’ve been working on.