



Spotify

Author and Stakeholders

Elise Jessop (Author) + Alan Hurt Jr. (Stakeholder)

Participant 1:

Female, 26— Centennial Park, AZ

Occupation: Mortgage Servicing Supervisor

Me: Do you use Spotify?

Participant: Yes..

Me: Do you have Spotify premium?

Participant: Yes..

Me: How often do you use Spotify?

Participant: Daily.

Me: How often do you listen to music?

Participant: Daily.

Me: How do you typically discover new music?

Participant: Uh, through the radio function, you know at the bottom? Where they suggest new songs.

Me: Like when you start listening to a radio playlist based on an individual song?

Participant: So when you are listening to a playlist, when the playlist runs out of songs there are suggested songs at the bottom that you can listen to.

Me: Ohh, I know what you mean. Okay awesome. So tell me about the last time someone shared music with you.

Participant: Um, well because Spotify doesn't have the music sharing any more you have to do it through Imessage or something which sucks because then you have to go look up the song.

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Conducted On: [Dec. 15, 2019]

Me: What do you mean by looking it up?

Participant: Either people send you screenshots of a song, or they will send a Spotify link. The link doesn't always work, like you click on it and it won't take you directly to the Spotify app and open it. So you have to go into the app, type in the song and find it that way.

Me: I see what you mean. That sounds frustrating. Can you recall a good experience you had while someone shared music with you?

Participant: It was with you actually.

Me: Tell me more about that.

Participant: I mean, you know me and you know what kind of music I like *laughs.* So I'd say it was a good experience because you were sharing music with me that you knew I would enjoy.

Me: I do have great taste in music *laughs.* So tell me about the last time you shared music with someone else.

Participant: I just sent a Spotify link through imessage.

Me: What was good about that experience?

Participant: Probably just the feedback I received about the music.

Me: Can you recall a frustrating experience you had while sharing music with someone else?

Participant: I mean the only thing I would say that that sucks is that you can't talk through the application. You have to use other applications to share.

Me: Yeah I completely agree. I guess Spotify deleted the feature back in 2017 due to low engagement but it seems to be a common frustration. Well, last two questions-- first being, tell me about a good experience you had while using Spotify?

Participant: I like that Spotify will suggest new music based on what you listen to.

Me: Can you elaborate on that?

Participant: I just like that they offer songs or playlists to you based on what you listen to. It makes it so that I can discover more music rather than listening to the same playlists or songs over and over again.

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Me: Tell me about a frustrating experience you had while using Spotify.

Participant: Uh, the only thing I can think of are good things right now.

Me: You can share more good things that's totally fine.

Participant: Well they have the driving feature. The features in the app get bigger while you're driving so it's easier to use. They also have the feature if you lose service Spotify will automatically have 3 songs downloaded so that you can keep listening to music even though you lose service.

Me: That's awesome I didn't know they did that. Sweet! Well that sums up the interview. Thank you for taking the time to help me out, I really appreciate it.

Participant 2:

Female, 33— Santa Rosa, CA

Occupation: Graphic Designer

Me: Do you use Spotify?

Participant: Yes.

Me: Do you have Spotify Premium?

Participant: Yes. .

Me: How often do you use Spotify?

Participant: Everyday.

Me: How often do you listen to music?

Participant: Everyday.

Me: How do you typically discover new music?

Participant: Um, I feel like I don't discover new music that often. I have like 6 playlists I listen to and that's it. Well, now that I think about it there are 2 playlists I listen to that are Spotify playlists. They add new music to it like, every week. Every once in a while I will hear a new song I like, and

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from there I will go look into the artist. I'd say 90% of the time that's how I discover new music, or I will be in the truck with David and I will discover new music listening to his playlists.

Me: Tell me about the last time someone shared music with you.

Participant: Um, David sent me a Spotify link through text.

Me: Can you recall a good experience you had while someone shared music with you? Or maybe a frustrating experience?

Participant: Most they are really good experiences because they are awesome songs. Um, there's a lot of times where it's frustrating because for some reason, my phone won't open the link in the app. So I can't like, immediately add it to a playlist. I have to open the app, search the song myself and then go add it to my playlist.

Me: Tell me about the last time you shared music with someone else?

Participant: Um, it was not too long ago. I found a song I liked and I texted the link to David.

Me: What was good about that experience?

Participant: It's usually a good experience when I get a response from the other person saying that they like the song I shared.

Me: Can you recall a frustrating experience?

Participant: This might sound kind of dumb but it sucks when it gets to the end of the day and you haven't heard back from the other person about the song you sent. Like with David, I'll ask what he thought about the song and he will tell me he hadn't listened to it yet.

Me: That's not dumb at all I feel the same way! Okay last two questions. First being-- tell me about a good experience you had while using Spotify.

Participant: Hm, I think my favorite experience is like finding new songs or stuff that I haven't heard in a long time that I wasn't actually searching for. Just recently I got done listening to one of my playlists, and you know how at the end they will list out like, 5 recommended new songs for you to listen to?

Me: Yeah.

Participant: Yeah, it's always fun to find new music that you weren't expecting to find.

Me: Tell me about a frustrating experience you had while using Spotify?

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Participant: So I was trying to add a family member to my Premium account and I could not figure out how to do it from my phone so I had to log onto my laptop to do it, it took forever.

Me: That sums up the interview thank you for taking the time to help me out!

Participant 3:

Female, 29— Phoenix, AZ

Occupation: Sales Director at Hilton

Me: Do you use Spotify?

Participant: Yes.

Me: Do you have Spotify Premium?

Participant: Yes.

Me: How often do you use Spotify?

Participant: Everyday. .

Me: How often do you listen to music?

Participant: Everyday.

Me: How do you typically discover new music?

Participant: Through my Discover Weekly playlist.

Me: Tell me about the last time someone shared music with you. Any good or frustrating experiences.

Participant: Someone sent me a Spotify link through text message. I wish Spotify still had the message section versus texting because my message box was a full playlist of its own. I lost all of that when Spotify deleted that feature. Since they have deleted it though I just 'like' the songs people send me and it adds those songs to my favorites playlist.

Me: Tell me about the last time you shared music with someone else.

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Participant: The last time I shared music was from Spotify and it was through text message. I share music almost every day from Spotify.

Me: Tell me a good experience you had while using Spotify.

Participant: I like that Spotify creates new discovery playlist every week. I always find new music I love in the playlists. I also enjoy being able to download playlist so you can listen offline while flying on a plane or things like that.

Me: Tell me about a frustrating experience you had while using Spotify.

Participant: The only thing that I can think of being frustrated with Spotify was before I used premium and had to listen to ads after every song without being able to skip.

Me: That sums up the interview. Thank you for taking the time to help me out!

Participant 4:

Male, 31— Centennial Park, AZ

Occupation: Dr. Patient Liaison

Me: Do you use Spotify?

Participant: Yes.

Me: Do you have Spotify Premium?

Participant: Yes.

Me: How often do you use Spotify?

Participant: Daily.

Me: How often do you listen to music?

Participant: Daily.

Me: How do you typically discover new music?

Participant: There are a couple of Spotify playlists I use to discover new music. Either by genre or the Discover weekly playlist.

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Me: Tell me about the last time someone shared music with you? Good experiences or frustrating experiences.

Participant: Someone sent me a song through text message. That's usually how people share new music with me, they will text it to me or send it to me through instagram. I can't really recall a frustrating experience. It sucks that you can't share songs through the app anymore though.

Me: Tell me about the last time you shared music with someone else, good or frustrating experiences.

Participant: Um, well the last time I shared a song with someone else they didn't respond forever. Then when they finally did they didn't have the same reaction to the song that I did.

Me: Tell me about a good experience you had while using Spotify. .

Participant: I love that I have millions of songs at my fingertips. But I guess the best experiences I've had with Spotify to date is being able to share songs that I love with my friends.

Me: Tell me about a frustrating experience you had while using Spotify.

Participant: I hate that if I stopped paying for Premium it would all be gone.

Me: What do you mean?

Participant: All of my playlists would be deleted. I wouldn't have access to them any more.

Me: Oh I see. Well that sums this up! Thank you for taking the time to help me out!

Participant 5:

Male, 28— Centennial Park, AZ

Occupation: Loan Officer

Me: Do you use Spotify?

Participant: Yes.

Me: Do you use Spotify Premium?

Participant: Yes.

Me: How often do you use Spotify?

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Participant: Pretty much every day.

Me: How often do you listen to music.

Participant: Everyday.

Me: How do you typically discover new music?

Participant: Most of the time I discover new music through the recommended songs at the end of a playlist. There are also specific artists that I really like and I will follow them to see when they release new music.

Me: Tell me about the last time someone shared music with you-- good experiences or bad experiences.

Participant: People usually share music with me by texting the link to me. I like to listen to a pretty broad range of music so I enjoy it when someone sends me something unique, or something that I have never heard before.

Me: Can you recall any frustrating experiences?

Participant: Um, it's pretty frustrating when I can't open the link that they send me and I have to go search for it myself.

Me: I have had a few people mention that to me today, can you elaborate on that? What happens when you click on the link?

Participant: The link will open up in my Safari browser instead of taking me directly to the app. When it opens in Safari it will make you log in all over again. It blows.

Me: Oh I understand what you mean. Yeah that would blow. Tell me about the last time you shared music with someone else-- good or frustrating experiences.

Participant: I usually share music with people when I discover something new I think they will like, or just when I am thinking about them.

Me: How do you share it?

Participant: Through text message. I used to share it through the app but Spotify doesn't offer that anymore.

Me: Can you recall any frustrating experiences?

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Participant: It sucks that I have to go into Spotify, copy the song to my clipboard, open another app, paste it and share it. It feels like it involves too many steps-- I wish it were easier.

Me: I agree 100%. Well we are almost done here, just 2 more questions. First being-- tell me about a good experience you had while using Spotify.

Participant: Um, when I find new music I really like and when I can share it with other people.

Me: Tell me about a frustrating experience you had while using Spotify.

Participant: When they deleted the messaging feature within the app.

Me: That sums up the interview, thank you for helping me out!