

Spotify | Add a new feature

Interview script

Opening

Hi! How are you doing today? My name is Shivang and I am conducting a user research for Spotify who is researching the use of social media and music sharing. They plan to launch a new feature based on the research findings. Would you have time to answer a few questions regarding how you listen and share music? It will not take more than 20-25 mins of your time. Please let me know if you are uncomfortable answering any of the questions.

Information

Name | Age | Profession | Email | Phone

Interview Questions

1. **Do you listen to music on a regular basis? If so, how often do you listen to music?**
2. **When, where and how do you listen to music? (what time of the day / during what tasks, etc)**
3. **Do you use a streaming service? If so, What music streaming service do you most frequently use?**
Spotify | Pandora | iHeart Radio | Apple Music | Other (please specify)
4. **Do you pay for a monthly subscription service? If yes, what is the most valuable feature for you in the paid service?**
No ads | Unlimited skips | Downloadable songs for offline listening | Choose which songs to play | Other (please specify)
5. **Do you share songs / Playlists / artists with your friends? If so, which method do you prefer?**
Text | Email | Facebook | Snapchat | Instagram | Twitter | I don't share
6. **How often do you share a song / playlist / artist with a friend?**
Multiple times a day | Multiple times a week | Less than 2 times a month | 2-3 times a year | Never
7. **What makes you want to share songs / playlists / artist with your friends? (Please describe in detail where possible)**
Nostalgia | Good music | Share how I feel | Share my mood | Shared memory | Something that reminds you of them | Something that they have been looking for | I don't share
8. **When you are signed into your music app, are you ever interested in seeing what your friends are currently listening to? (Please describe in detail where possible)**
9. **How do you usually share music that you want people to listen to?**
Individually in a private message | Public post or a story | Both depending on the content and the person
10. **If you had a choice of adding a social media feature in your current music app, what would that be? (Please describe in detail)**
Examples for reference:
 - a. Share a public post/story about a song / playlist / artist that your friends can see, comment, and like in the app
 - b. Share lyrics
 - c. Comment on what my friends are listening / listened to
 - d. See a friend's song or playlist history
 - e. Follow a friend's playlist
 - f. Download and / or add a song to a playlist from friend's shared post
 - g. See friends' stories (like Snapchat) that features what they listened to in the last 24 hours
 - h. A direct messaging feature to share a particular song / playlist / artist with a friend in the app
 - i. Be able to "like" what my friends are currently listening to live

Closing

Thank you for your time. We are all done. Your insights are really valuable to us. Please let us know if you would like to get more information about our research.