Project Manager: Alan Hurt Jr.
UX Designer: Kevin Santos

Introduction

Hi, I'm Kevin. I'm a User Experience Designer gathering research for a project I'm working on.
Do you have some time to answer a few questions for me? — It shouldn't take more than 10 minutes.
I'll be asking about your experiences streaming and sharing music with friends.

Just so you know, this is for research there are no right or wrong answers & you will remain anonymous.
Great, then let's get started! Would you mind if I recorded our conversation for my notes?

Demographic Questions

Gender:

Can you tell me your name?

What does your typical weekday looks like? — What do you do for work?

How old are you:

Music

Tell me about the last time you listened to music.
  What did you listen to?
  Where were you?
  What were you doing?
  How did you access the music? (Stream, Radio, CD, Vinyl, Concert, etc.)

How often would you say you listen to music?

When do you normally listen to music?

How do you normally listen to music?

Is listening to music important to you? — If so, why?

Tell me about the latest artist you discovered. — How did you learn about them/it?
  How about a song you discovered?

Tell me about the last time you had a spoke with someone about a song you were listening to.
    What about an artist?

How do you stay up-to-date with artists you like?

Let's say you just discovered a new artist/song and you really like their music. How would you share the discovery with friends?

Do you ever go see live shows? — If so, how do you find out about them?

Service

Spotify

Are you a Spotify user?

Tell me about the last time you listened to music (or other media) on Spotify.
    Where were you?
    What were you doing?
    How did you access the app (web/desktop/mobile)?

Describe the ways in which how you interact with friends over Spotify.

Do you remember the last time you collaborated with friends to create a playlist on Spotify?

Tell me about the last time you shared the music you were listening to on Spotify with friends.

Is your Facebook account linked to Spotify? Why or why not?

Have you ever used Spotify codes? — If so, tell me what you know about them.

Describe your overall experience using Spotify.

Other

Have you ever used Spotify?
    If so, to the best of your recollection, describe your experience.

Do you stream music through a different streaming service? — Tell me about them.

Why do you choose to use this particular service?

Tell me about the last time you shared the music you were listening to on *service* with friends.

Describe your overall experience using _service_.

Podcasts

Do you listen to podcasts?

Do you typically listen to them? — Have you ever watched one?

Where are you when you listen/watch a podcast?

Do you ever share them with friends or family?

How do you share them?

Closing

Do you have anything else you'd like to share or any questions?

Awesome! We're all done. Thank you for your time. This has been really helpful.