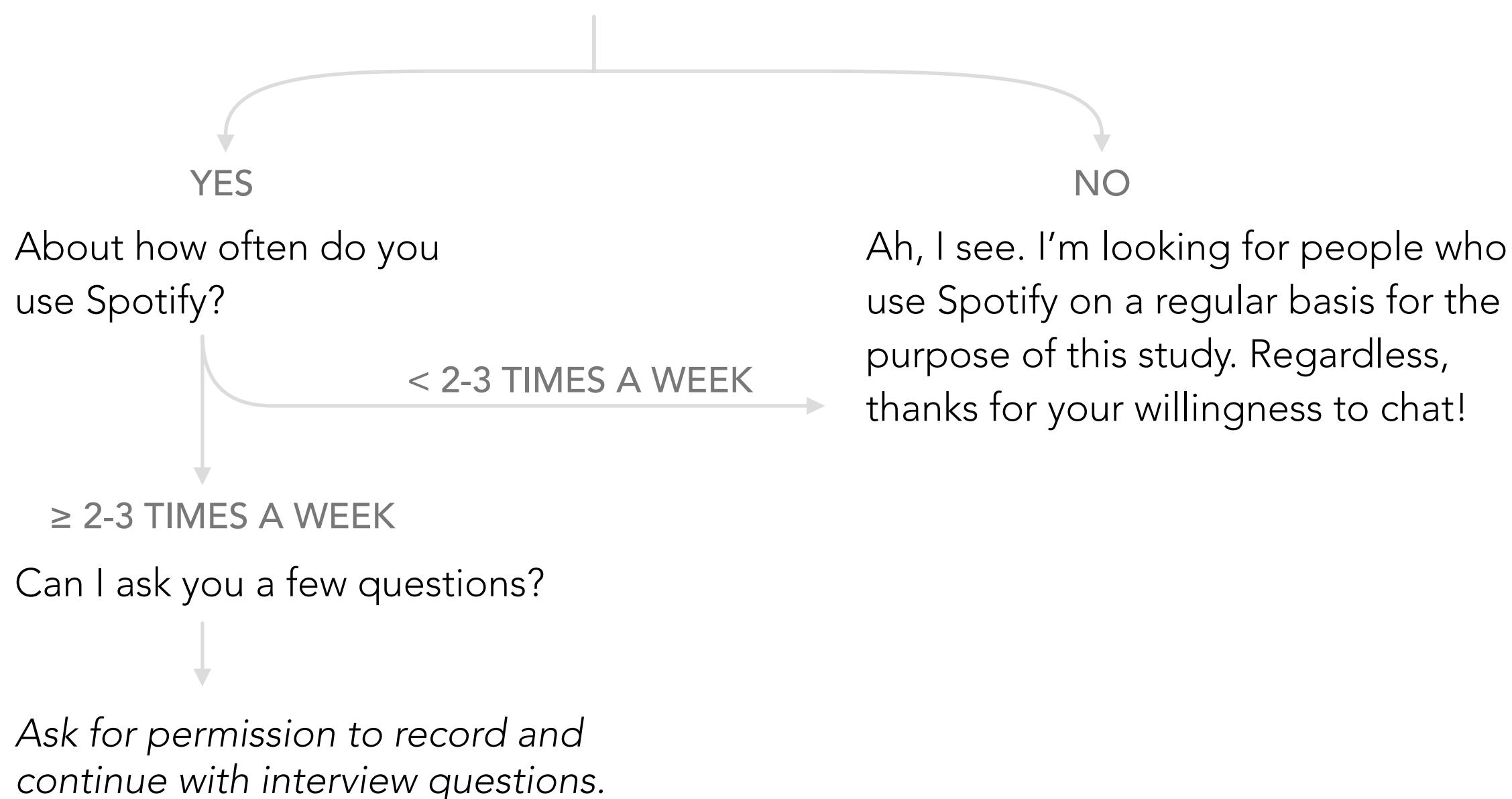


OVERVIEW

These 1:1 interviews will take place in-person at local cafes and on the street. I will act as both interviewer and facilitator, recording the interviews so that I can focus on the conversation.

SCREENER QUESTIONS

Hi! I'm doing some research. Random question: do you use Spotify?



INTERVIEW QUESTIONS

1. Tell me about the last time you listened to music on Spotify.
2. Describe to me a typical Spotify experience that you have. For example, what are you usually doing when you listen to music? What device(s) are you using?
3. Do you remember the last time you shared the music you were listening to on Spotify with your friends?
4. Tell me about an experience that comes to mind when you think of Spotify.
5. Tell me about a positive experience you've had when using Spotify.
6. Tell me about a negative experience you've had when using Spotify.
7. Demographic questions:
 - Age
 - Gender
 - Occupation

OVERVIEW

Number of interviews: 5

Demographics

- Age: 14-24 years old
- Gender: 3 female, 2 male
- 4 use Spotify Premium, 1 uses the free version

HIGHLIGHTS

- All participants mentioned using Spotify in the background while doing other activities, such as driving, studying, and exercising.
- When asked about sharing music from Spotify, all participants had to stop and think for a minute. They seemed to be caught off-guard by the question.
- All participants use Spotify almost every day.
- Only 1 out of 6 participants shares their music via Spotify regularly. 2 participants mentioned sharing via messaging platforms when prompted by other users.

INTERVIEW NOTES

Participant 1: James

male / 25 / optician

Spotify Premium

- Uses Spotify when driving and working out – “basically whenever I’m doing something where I don’t need to talk to people.”
- Uses Radio feature to find new music: takes note of songs that he likes and starts Radio using those songs.
 - Thinks of Radio as “an easier version of Pandora” because Spotify allows him to save songs that he discovers while using Radio, while Pandora didn’t provide that option.
 - Mental model of Spotify = having an organized personal library + pulling in random songs from music discovery
- “It’s not that Spotify is the thing that makes my day better, but that if I’m already doing something, might as well make it better by playing some music.”
- Listens to podcasts and music while driving.
 - Uses Google Maps integration to control Spotify and likes how it’s seamless: “It’s a lot safer because I don’t have to look at my phone, switch to Spotify, and then switch back to [Google] Maps.”
- Doesn’t share music from Spotify: friends play music while in the car together but don’t really talk about the music or share with each other.

Participant 2: Kara

female / 14 / high school student

Spotify free

- Uses Spotify while doing homework and during some classes when it's allowed.
- Finds new music from Instagram from anime "edits" that list the music credits.
- Likes using Spotify because it gives her access to a lot of music and just needs wifi.
- Doesn't use social sharing features on Spotify app; shares music with friends by giving her phone to them to listen to a song that she wants to share.

Participant 3: Bree

female / 20 / college student, Starbucks employee

Spotify Premium

- Uses Spotify while studying and on the bus ride to work.
- Finds music by typing in "a random word, like happy" and picking songs to add to a playlist. Lets the playlist autoplay suggested songs to find new songs.
 - Usually looks for "music that's different or that's not really heard that much"
- Typically uses Spotify on mobile because desktop app crashes too often.
- Uses messaging feature with a friend to share music with each other.
 - Maybe using older version of Spotify??
- Asks Instagram followers to send her songs on Spotify for her art inspiration.
- Has used collaborative playlists to make a workplace playlist.
 - Liked that everyone could contribute their music style.

Participant 4: Nirit

female / 24 / yoga instructor, barista, industrial design graduate

Spotify Premium

- Uses Spotify when walking/on the way to work (with headphones because she doesn't want people to talk to her) and when teaching yoga classes.
- Usually listens to her own playlists or uses Radio feature.
- Builds playlists by searching for songs recommended by friends and using Radio.
- Tries to keep personal music and music for yoga separate.
- Finds new songs from favorite songs and uses Radio or searches for playlists that include those songs.
- When asked about sharing music on Spotify: "I don't really know how to do that."
 - If she hears a song that she likes, she asks for the name and searches it on Spotify.
 - Tried to share music on Spotify once and recalls that it was confusing/challenging. Under the impression that the links shared only work if the other person also has a Spotify account.
- Likes suggested Radio stations and other suggested content.
- Likes that Premium means no ads at all, while Pandora's paid version still has ads.
- Only negative experience is that sharing a Premium account with someone else makes the app crash sometimes.
- Wishes that local files could be added to Spotify playlists because those songs aren't on Spotify.
- Memorable experience: first time using Spotify, someone sent her an entire playlist.
 - Likes that someone can send an entire playlist to another user.

Participant 5: Ian

male / 21 / college student

Spotify Premium

- Uses Spotify while studying because it helps him focus
 - Likes to listen to music “that doesn’t distract me too much” – country music
- Makes his own playlists from songs that he knows
- Usually opens a playlist and hits shuffle
- “If I don’t like a song, I just hit next”
- Uses Spotify when working out, but doesn’t work out often
 - Listens to music to feel energized
 - Searches a song name and finds related playlists
- Likes that Spotify is easy to use, simple, and has the artists that he likes
- Doesn’t use any other music apps
- Uses Spotify because of the student discount
- Never shares music and never asks people to share their music
 - “People don’t really like country, so I don’t share my music”
 - If he heard a song that he *really* liked, he would just ask for the song name and look it up himself, but that doesn’t happen often.