

Screening Questions

1. Age?
2. Which music streaming service do you use? (Spotify, Apple Music, Pandora, etc.)

Interview Script

Hello, my name is Youssef. Thank you for taking time to participate in this study. I'm currently working on a project related to social media and music streaming. I'd love to learn more about your music listening habits and how you usually share music with friends.

This interview will take around 30 minutes. If you want to leave the session or take a break at any point, please do not hesitate to let me know.

Do you have any questions before we start?

Do you mind if I record this session for note-taking purposes? The recording will not be shared with anyone else.

Warm-up Questions

1. Could you tell us more about yourself and what you do for a living?
2. How long would you say you listen to music daily?

Probe into needs, behaviours and pain points

1. Do you usually share music with your friends?

Follow-up questions:

1. Could you walk me through how you share songs and albums with your friends?
2. How do you share songs and albums with friends that use a different music streaming service than you?

2. Do you ever post songs on any of your social media accounts?

Follow-up questions:

1. How often would you say you do so?
2. Which social media platforms do you usually share music on?

3. Do you find the music sharing process easy?

Follow-up questions:

1. Do you find sharing music with friends that use a different music streaming service than you daunting?

4. How do you find new music?

Wrap-up

Thank you for sharing your experience and insights. Your answers will help us build a better product. If you have any additional thoughts and comments, I'd like to hear about them at any time. I can be reached at *[email]*. Enjoy the rest of your day.