

# Bandcamp

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## Goals

- Discover the context of the user's music streaming, purchasing and viewing habits
- Learn what the user likes and dislikes about existing music platforms
- Determine how and when users went to live shows and how that has changed since the pandemic
- To find out what music fans like about music communities and what they look for when finding new music
- See how users work through bandcamp
  - Freely for existing users
  - Prompted by tasks - new users

## Introduction

Hey, how's it going?

Thanks for agreeing to be interviewed. Today, I'm going to ask you a few questions about your experiences finding and listening to music online. It should take about 30 minutes maximum and your insights are greatly appreciated.

Also, do you mind if I **record** this interview, so that I can go back to it after? Thanks.

1. Name:
2. Occupation:
3. Age:
4. Music affiliation (musician, fan, casual listener, etc):
5. Location:

## User Context

1. Tell me about your last positive experience streaming music online
2. Where do you typically go to find out about new music?
3. Do you purchase artist merchandise online?
4. Do you go to livestreams?
5. What do you look for in an online streaming service?
6. What is your primary goal when searching for new music?
7. Do you usually learn more about the artists you listen to? Do you seek out information about them? Q&A?
8. What device do you primarily use to access your music?
9. How often do you listen to music via each app/ service?

## Offline Experience

10. Besides online, how do you learn about new artists/ music?
11. Pre-pandemic: Did you go to live shows? How often?
12. Do you go to "meet and greets" at shows?
13. Do you purchase artist merchandise at shows?
14. How has your experiences with the music scene shifted since the pandemic?
15. Have you found ways online to foster that sense of music community since in-person events ceased? How?

16. Have you seen shows during the pandemic? What kind? How often? What was that like?

### **Bandcamp Knowledge**

1. Have you heard of or used bandcamp?

### **Likes & Dislikes**

2. What do you like about music streaming and purchasing services online?
3. What did you dislike? Why?
4. Did you have any specific negative experiences that shaped your opinion?

### **Conclusion**

5. Please let me know if you have anything else you would like to add.
6. Do you have any questions for me?

Thank you again for you time & for sharing your experience. if anything else comes to mind, feel free to reach out. I hope you have a wonderful day.