

Script for Spotify: First Iteration

Intro:

Hi my name is Sofia, I'm doing a research project about Spotify for my class at The New School. My goal is to test a new feature idea I have for Spotify.

Set expectations:

This should take about 20-30 minutes, is this still a good time for you?

During this interview, I will ask you some initial questions and then we will look at 2 mid-fidelity prototypes. I'll ask you some questions about the prototypes & you can drive the prototype. Keep in mind, they are just prototypes, so not everything works, if you see anything funky please call it out. I'm going to record the session for internal note taking purposes, but it won't be shared! Is that ok with you?

Directions:

There are absolutely no wrong answers here! We're here to test the prototype, and we're not testing you. Also, don't worry, this prototype is a work in progress, so please be honest, you won't hurt my feelings. As you look at the prototype, please talk out loud, the more you talk, the more I learn!

Give them space:

Do you have any questions before we get started?

Ok lets go!

Soft balls:

- Tell me a little about you! What is your occupation?
- How old are you?
- Have you used Spotify before? How often do you use it?
- Do you use the mobile or desktop version of Spotify (or both)?
- Can you tell me a little bit about your motivation behind using music set up in your place? And what made you do it?

[Share prototype]

<https://www.figma.com/proto/IjHwCN35LddHuFvZ5ufHl6/Spotify-New-Feature-Sofia?node-id=127%3A399&viewport=449%2C712%2C0.22487512230873108&scaling=scale-down>

Body of the interview

- My feature is called Spotify Soundtracks. Please read the first screen and let me know what you think this feature will do.
- Okay, now try creating a soundtrack.
- Create a soundtrack page
 - What do you see here?
 - Ok, now let's say you want to have a morning routine and you wouldn't mind listening to jazz. What would you do?
 - Walk me through how you would create a soundtrack.
- Adjust settings page
 - What do you see in this page?
 - Is there anything confusing?
 - What do you think the right arrow button on the top might do?
 - What do you think about the types of settings on here?
 - Anything else you would want?
 - Now complete creating this soundtrack.
- Your Soundtracks page
 - What do you see here?
 - What do you think the green toggle button does?
 - Are you able to discover how to delete this soundtrack?
- Okay now let's say you want to make another soundtrack, but this time you want to choose your songs from your library. What would you do?
 - Is this what you expected?
- How easy or difficult was it to navigate this feature?
- Did you come across any frustrations with it?
- And what else would you like to see from this feature?

[Swap to 2nd prototype]

<https://www.figma.com/proto/IjHwCN35LddHuFvZ5ufHl6/Spotify-New-Feature-Sofia?node-id=169%3A3020&viewport=519%2C-954%2C0.8271539807319641&scaling=scale-down>

Now let's move on to the second prototype.

- This feature is also called Spotify Soundtracks but it's a little bit different than the first one. Please read the first page and tell me what you think this feature does.
 - Okay now what would you do next?

- Hometown
 - What are you seeing here?
 - What do you think will happen if you click on one of the squares with the green outline on the top of the screen?
 - How can you tell what's playing right now?
- Let's pretend you want to start your day with music and you usually wake up at 9:30. It is currently 9:41. What would you do?
- Soundtrack page
 - What are you seeing here?
 - What do you think the button with the right arrow is about?
 - What do you think about seeing your friends?
 - Did the ability to see your friends on the soundtrack affect how you feel about the soundtrack at all?
 - What do you think the icon on the right would do?
 - What do you think the chat button would do? Do you think this would be useful?
- Now try going back to the homepage.
- Let's say you want to continue your morning with some jazzy music while you make your coffee or make breakfast. What would you do next?
- What is different about this one versus the other soundtrack?
 - What do you think the sign up button would do?
 - Why do you think the sign up button is here on this track but not on the previous one?
 - What do you think the autoplay toggle means?
 - Now that you've added this to your soundtracks, try finding your soundtracks within this app.
- Your Soundtracks page
 - Anything confusing about this page?
 - What do you think the soundtrack schedule button would lead to?
- Soundtrack schedule
 - Navigate this page and tell me what you think about it.
- Overall, were there any challenges with navigating this prototype?

Okay now that we've seen both prototypes:

- What were the main differences between the two prototypes and which did you prefer?
- Which prototype do you think would be more effective at helping you build habits?

- Do you think the name Soundtracks is effective?
- What did you like most?
- Would you use a feature like this on Spotify?
- If you had three wishes to make this better for you, what would those look like?

Closing:

That is all of my questions, is there anything else you'd like to add? Do you have any questions for us?

You'll get your [payment] by [date] to your [way you'll send]

Thank you SO MUCH for your time, this has been really helpful.