

A03: Field Research Plan

Main design challenge

The main activity my project aims to support is spontaneous music event discovery—being able to discover and attend music events while roaming around Los Angeles. In reference to Maslow's hierarchy of needs, the basic need this activity seeks to satisfy is social belonging. Not only are live music events often places of community gathering, but users may also encounter a feeling of being in tune with the city they are in by engaging with events unfolding in the present.

The current solutions to satisfy the needs of the user tend to depart from this feeling of "spontaneity." Larger live music events may be discovered through ticketing websites like Ticketmaster, in which tickets, if still available, can be purchased right up to the event start time, which can make for a genuinely impromptu, but more commercial experience. On the other hand, smaller, more intimate music events in clubs or bars may be harder to come by and are often only heard through word-of-mouth; you have to know where to find them.

Technology could be used to enhance this feeling of spontaneity by allowing users to discover these small music events on-the-go using a location-based tracker and real-time search functionality. Even more, an augmented reality sound layer that weaves in sounds of local music while the user also hears sounds of the cars driving by, the bustle of people walking on the streets, and ambient noise from the environment could create an entirely new immersive user experience of feeling as one with the city and finding music on location.

Target users

The target users of the app would be concertgoers and live music enthusiasts living in Los Angeles. While this application could also appeal to tourists, its functionality is catered more toward those who want an intimate experience with the city and to find hole-in-the-walls events. Most likely they will be young adults in their 20's-30's with expendable income, looking for fun, and familiar with mobile technology. They would use the app while walking around Los Angeles, perhaps on an evening out with friends looking for things to do. Users would be able to pull out their phones and open the application to hear the music that have been historically played in venues (constrained to a certain radius) with events happening that night. This could lead to them discovering music events nearby.

Context & Research Methods

To conduct my user research, I plan on conducting an in-person interview with direct observation. Due to constraints in these current times, I will not be able to conduct research in the desired context of usage. Additionally, there are usage and search result limitations within the app I wish to study. Fortunately, however, I am able to use hypothetical questions to ask how the user discovers local music events without having to be on location or with full app functionality, either with people in my household or over video call.

The interview will be twofold: first, I will ask questions regarding the subject's perception of discovering music events in Los Angeles and current methods, and secondly, I will ask the subject to complete several tasks (finding a local concert, discovering a new venue, and discovering a new artist) using the music app Hereby. The interview will last approximately 60

minutes, and I will collect the user data with voice and screen recordings, along with written notes.

Field Interview Script

April 2020 - Rebecca Lin

Script (session length: ~60 minutes)

Participant Name:

Email:

Time/Date:

Location:

1. Introduction

- *Prepare phone & double check screen recording feature for user tasks.*
- *Set up video camera recording, audio recording, and paper & pen for data collection.*

Hi, my name is Rebecca Lin of UCLA. Thank you so much for participating in this interview today! Your responses will help me to gain more insight into live music experience here in LA and to better design a mobile application for users like you.

This study should take less than an hour. I will be asking you some questions related to your experiences and perception of Los Angeles's live music scene and to complete some related tasks on a mobile app. While completing the tasks, it'd be great if you could say out loud whatever is going through your mind (like what you are doing, why you're doing it, and how you feel about the task). There are no right or wrong answers to any of the questions that I'm asking in this study--I am simply interested in learning and understanding how you do things online, so feel free to say anything that comes to mind.

To review things later and to make sure I get everything right, I will be recording our interview with audio and screen recordings, as well as taking notes on paper. All responses will be kept confidential, and your name will not be used in connection with the recordings or results.

You may take a break at any time during this study; just let me know if and when you would like to do so. You are also welcome to withdraw from this study at any time if you so desire.

If you do not have any questions, please review the following Informed Consent document and sign your initials in the box if you agree to these terms.

Please don't hesitate to ask any questions that may arise during the course of this study!

2. Background

- What do you use to listen to music (ex. Phone, radio, Youtube, Spotify, etc.)?
- How do you discover new music?
- Are you interested in live music events?
- How often do you go to live music events? How often in Los Angeles?
- How important would you rate on a scale from 1-10 the proximity of Los Angeles to music events as a factor in living in Los Angeles?
- Do you prefer larger venues or smaller ones?
- How far in advance do you buy tickets?
- How often do you attend events for artists you don't know (maybe they are up-and-coming)? (If never, would you ever attend an event for an artist you didn't know?)

3. Event Search Background

- **[Method]** When looking up events or buying tickets online, what device and sites do you use? What is the main one you use?

For the main source:

- Could you show me how you would search up a music event in Los Angeles that you would attend?
- **[Results]** Why did you decide on this particular search result?
- **[Success of design-topic searches]** How well do you think these search functions work? Are you able to find events you're looking for and/or tickets for those events? Are there any challenges or issues that come up?
 - If prompting is appropriate, suggest:
 - Problems at checkout, can't find event, wrong information
- **[Goal of design-topic searches]** What factors do you look for when searching for a live music event to attend? (Ex. ticket price, distance, venue, genre)

Alternate sources of information

- What other websites/apps do you use for finding local music events and/or tickets? It would also be useful to know if you use the website/app for just one or both functions.
 - If prompting is appropriate:
 - Have you ever used Stubhub, Seatgeek?
 - Have you ever used Facebook Events?
- Why do you prefer the main one over these alternatives?
- What are other ways, without using a search engine, that you would find out about local events?
 - If prompting is appropriate:
 - How often do you hear about friends through word of mouth?
 - How often do you go to the box office at venues?
 - How do you hear about free or small events?

4. Hereby Tasks (refer to [questionnaire](#))

Now we will be moving onto the task portion of this interview. We will be taking a look at Hereby, a local live music event discovery app. I will be asking you to complete a series of tasks on the app and ask that you describe out loud what you are thinking and doing. Just try your best, and it is okay if you are not able to complete them.

User background

- Have you ever used Hereby?

Prior experience (if yes)

- How often do you use Hereby?
- How did you hear about Hereby?
- What's your main purpose for using Hereby?

Pre-test questions

- How easy or difficult to use does this app look to use?

In this session, I will ask you to do some tasks. Please talk/think aloud as you go through each task.

Task 1: Find a local concert

Suppose that it is Saturday, March 14th at 6PM and you are out with your friends this evening looking for a something to do. You all enjoy live music and decide to search if there are any concerts in walking distance (due to context limitations, assume that walking distance is 5 miles or less) that you can attend.

Step 1: Find concerts for Saturday, March 14th.

Step 2: Find concerts in walking distance.

Step 3: Find concerts that start after 6PM.

Step 4: Find how out long it takes to walk there.

- *Wait for user to complete task.*

Please check the boxes for the tasks you were able to complete.

Task 2: Discover a new venue

Suppose that you love jazz music and want to find a new jazz venue to check out.

Step 1: Check out the venues nearby

Step 2: Learn more about the venues.

Step 3: Find a spot that primarily features jazz music.

- *Wait for user to complete task.*

Please check the boxes for the tasks you were able to complete.

Task 3: Discover a new artist

Suppose it is Friday, March 13th, and you are looking to attend a live music event. You like rock, hip hop, and rap and want to check out new artists in one of those genres.

Step 1: Go to the list of events for Friday, March 13th.

Step 2: Discover a rock, hip hop, or rap artist.

Step 3: Preview one of their songs.

- *Wait for user to complete task.*

Please check the boxes for the tasks you were able to complete.

Post-test questionnaire

Now we will move onto the post-test questionnaire. This questionnaire is designed to tell us how you feel about the app you used today. Please choose the number that most clearly expresses how you feel about a particular statement.

- How easy or difficult was it to perform this task?
- How much time do you think it took to complete the task?
- How likely do you think you would do this task?

SUS

Please indicate how much you agree or disagree with each of the statements below.

Product Satisfaction Card

Please select the five words that most closely matched your personal reactions to the app you had just used.

5. Wrap-up interview questions

I will now ask you some concluding questions to elaborate on your experience in words.

- How much time would you spend on a search like this to locate a local novel music experience?
- What features of the app did you like?
- What features of the app did you not like/confused you?
- **[Latent desires for design research]** If you could create a magical tool that would allow you to find any information on local live music experiences, what would it look like? How would it work? What features would it have?

6. Demographics

For the final part of the survey, I will ask you to complete the demographics information about yourself. All responses will be kept strictly confidential and anonymous.

7. Closing

Thank you so much for participating in my research survey! Do you have any final questions for me?

- *Answer any remaining questions.*

Again, thank you for your time today and have a nice day!

[Link to Questionnaire](#)

[Link to Pre-filled Questionnaire](#)