

Research plan for music industry infrastructure in Austin

Music Industry User Interviews

Stakeholders:

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Background:

Since the mid-1980s the live music scene in Austin has steadily grown with the help of world-class events like the SXSW conferences, ACL fest, X Games, F1 racing and the opening of the 360 amphitheater. But in the past four years Austin's music industry has shed more than 1200 jobs. While music industry tourism is growing in Austin, there is no system in place to help enable music industry professionals to stay in Austin and build their businesses.

Goals:

- Identify the strengths and weakness of music industry infrastructure
- Discover the pain points and coping mechanisms of our target audience
- Recognize similar habits and patterns among our target audience

Research Questions:

1. What does the music business in Austin mean to you?
2. Tell me about working in the music industry in your city?
3. Tell me about things that you do to help promote your business?
4. Tell me about the tools and equipment you use most frequently in your business?
5. Tell me about resources that help you in business?

Methodology:

There will be approximately 8-9 recorded interviews with participants that will last about 60 minutes. It will include a short introduction, an interview and a debriefing.

Target Audience:

There will be two groups. The first group will be music industry professionals, age 25-55, who live in another city but have been to at least three music events and have done some business in Austin. The second group will be professionals, age 25-55, who currently live in Austin and work in the music industry.

Discussion Guide for music industry infrastructure in Austin

Introduction:

- I'm conducting interviews with professionals like you to get a better understanding of the music industry as an ecosystem and how you work within it.
- This is for private use only. Do I have your consent to record this interview?
- Small talk to help relax

Interview:

1. What does the music business in Austin mean to you?
2. Tell me about the last time you went to a music event in Austin?
3. Tell me about a time when you were able to do some music business while you were in Austin?
4. What does working in the music business in (your city) mean to you?
5. Tell me about a time when you thought about moving to another city? Why?
6. Tell me about things that you do to help promote and grow your music business?
7. Tell me about some essential tools and equipment that you use in your music business?
8. How did you find and learn about those tools/equipment?
9. What are some essential things that you need in order to conduct your business?
10. Tell me about resources that help you in your business?
11. Where did you find and learn about those resources?

Debrief:

Is there anything you want to ask me about this project?