

Research Plan

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Background

Amoeba is a famous bay area music store that sells new music and videos, used music, and music-oriented merchandise. It also hosts small concerts, and is staffed by music aficionados. Its first store in San Francisco was opened in 1990. Since then it has established a cult following not only in San Francisco throughout the Bay Area. Currently it has additional locations in Berkeley, CA and Los Angeles.

Amoeba also has a website which appears to not have been updated in over a decade. On this website you can search and purchase all of Amoeba's music, including their new and used music catalog, in-store concert tickets (?), posters, clothing, and other music merchandise. The exception appears to be used music they have recently purchased.

Their visual positioning is 1960s nostalgia, fiercely non-corporate, and artsy/rebellious. They pride themselves on bringing together independent artists and listeners. Their tagline, if you wanna call it that, is: **"if you love music, let us be your ultimate source for inspiration!"**

Project Goals

The goal of this project is to redesign Amoeba's website and online shopping experiences while staying true to Amoeba's values, expertise, historical relevance, and brand personality, which they are widely known for. Because Amoeba primarily sells physical music, that's where the focus will be in this consumer research.

Key Decisions to be Made

This research is exploratory and generative in nature. The main goal of the research is to identify attitudes, beliefs, and behaviors that can be distilled into at least two unique, highly-valued, user targets for Amoeba's newly designed website.

Research Objectives

The specific objectives of this research are as follows:

1. Explore attitudes, behaviors, needs, and frustrations around listening and collecting physical music.
2. Explore user inspiration for buying and collecting physical music
 - a. Explore how users determine what to buy and where to buy it
3. Study how users shop music websites
 - a. What are the heuristics and patterns that are most effective
 - b. What are the purchase drivers of physical music
 - c. What are some pain points with online music shopping experiences

Screenener and User Target

- People who buy physical music and/or music merchandise
- Passionate about music
- Diversity in age including young adults/college students (18+) and older adults in different life stages (no kids, kids, adult kids)
- Diversity in gender, ethnicity

Discussion guide

- Before we begin, would you mind telling me a bit about yourself?
 - Age, hobbies, work?
- What's the role of music in your life?
 - Why do you love music (why why why)
 - How often do you listen to music?
 - How often do you see live music?
- Tell me about your music collection
 - How long have you been collecting physical music
 - Why is it important to you (why why why)
 - Did you stop collecting and restart? If so why?
 - **When do you listen to it?
- Why do you buy the physical music you buy?
 - Why, why, why...
 - What inspires you to purchase the music you buy?
 - Other big influences on your purchase decision?
 - Special / limited editions / exclusives?
 - Do any websites bring this type of content together and let you purchase it too?
- Where do you buy physical music?
 - Websites
 - Spotify
 - From artists
 - At concerts?
 - How about special editions ?
- Go to a website and explore how they shop the website!
- What kind of music do you NOT buy in physical form?
 - Why why why
- Do you also stream music? (keep this quick)
 - How often?
 - Paid subscription?
 - How often do you use it?
- How do you determine what to buy? (may already have this from the above)
 - How do you decide where to buy physical music?
 - Does it vary by form (cd v. vinyl v. download)

- What's your process if you use multiple purchasing places?
- How much overall do you buy online vs. in stores?
 - Why why why?
- What are your perceptions of Amoeba's website?
- Do you also buy music merchandise (t-shirts, posters, etc.)
- Do you also buy movie videos?