Interview Transcript
Participant 3

Date: 4/27/20
Format: Webcam Interview

Rebecca Lin 0:06
Okay. Hi, my name is Rebecca Lin of UCLA. Thank you so much for participating in this interview. Your responses will gain more insight into live music experience here in LA and to better design a mobile application. This study should take less than an hour. I'll be asking you to complete 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're doing while 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'm 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'll 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 the study, just let me know if and when you would like to do so. You're also welcome to withdraw from the study at anytime if you so desire. If you do not have any questions, please review the following informed consent document on the next page and sign your initials in the box if you agree to these terms. And please don't hesitate to ask any questions that may arise during the course of this study.

Participant 3 1:37
Okay, I signed it.

Rebecca Lin 1:39
Right. You can hit Next on the form and it should just tell you that I'm going to be starting with my interview questions.

Participant 3 1:49
Amazing.

Rebecca Lin 1:50
All right. So these are just some background questions to get some more insight and see your experience with this field of study that I'm doing. So what do you use to listen to music? Like both devices or any programs?

Participant 3 2:09
Spotify, my phone, my laptop, that's it.

Rebecca Lin 2:20
Okay, how do you discover new music?

Participant 3 2:25
My friends, discover weekly, Youtube.

Rebecca Lin 2:36
Are you interested in live music events?

Participant 3 2:40
Yes.

Rebecca Lin 2:42
And how often do you go to live music events?

Participant 3 2:48
Oh, not recently. Last time I went was maybe a year ago, 2 years ago.

Rebecca Lin 3:01
And I guess how often in Los Angeles?

Participant 3 3:05
Oh, just say yearly.

Rebecca Lin 3:14
How important would you rate on a scale from one to 10 the proximity of Los Angeles to music events for living in LA? Like how important is it that LA is close to music events for you to want to live in LA?

Participant 3 3:29
What's my scale? Like one to 10? Or

Rebecca Lin 3:31
Yeah, one to 10 one being like not important at all, to 10 being very, um,

Participant 3 3:38
Like four.

Rebecca Lin 3:43
Do you prefer larger venues or smaller ones?

Participant 3 3:45
Smaller.

Rebecca Lin 3:50
How far in advance do you buy tickets usually for these, for like, what's like something that you're really comfortable with?

Participant 3 3:59
It's like a few months.

Rebecca Lin 4:07
How often do you attend events for artists that you don't know. And if never would you ever attend an event for an artist you didn't know?

Participant 3 4:16
Never but I would.

Rebecca Lin 4:23
All right. Now I'll be moving on to more specific questions about how you search events. So when looking at events or buying tickets online, what device and sites do you use, and what's the main one?

Participant 3 4:39
Um, mainly my laptop. And then what was the other question like programs or websites? Um, I don't know, Ticketmaster?

Rebecca Lin 4:56
can also include like, just going to the artists website or like venue website? Or if you use Ticketmaster the most

Participant 3 5:07
Ah, yeah, probably Ticketmaster.

Rebecca Lin 5:11
For this, could you share your screen with me. Could you show me how you would search up a music event in LA? Whether it's like through your app or just a browser.

Participant 3 5:49
Okay, I'm gonna share my screen on my phone. Is it working? Yeah. Okay. All righty. So what am I searching, a music event in LA?

Rebecca Lin 5:53
Yeah that you would attend.

Participant 3 6:03
Los Angeles, music Ticketmaster. All right. My wifi is so slow today. So I have to find one that I would go to? Okay, if they're not canceled then. Let's see how we, select. Okay sure. Select genre. Let's do pop. Select date Oh my god. What's hapenning? Date range? Nah let's just do all dates. Okay, let's see. Oh my god 1D? May 23rd? Cancelled, can't go do that. Umm Harry Styles September 2.

Rebecca Lin 7:36
So why did you decide on this particular search result? You can look through the page first. Yeah.

Participant 3 7:53
Wait, what's your question?

Rebecca Lin 7:55
Why did you decide on this particular search result?

Participant 3 8:00
Cuz I like Harry Styles.

Rebecca Lin 8:07
How well do you think the search functions on Ticketmaster worked? Like, are you able to find events that you're looking for? And or tickets for these events? And are there any challenges or issues that come up?

Participant 3 8:22
Um, I think it was pretty easy because like, I could filter by genre and the dates I wanted. Um, yeah, I'd say pretty easy, not really any challenges.

Rebecca Lin 8:42
And then so what factors are most important or do you look for when searching for like these event to attend, for example, like the ticket prices, distance, venue, genre, like how important are these to you?

Participant 3 8:57
Um, probably ticket prices is a big one. Cuz I don't want to spend that much money. And then probably the date availability like if I am free on that day if I don't got anything planned. And then yeah, if I like, like the music of the event, that's probably a big one.

Rebecca Lin 9:29

Next. All right. So what other websites or apps do you use to find local music events and or tickets? And it'd be helpful to know if you use thewebsite or app for either just finding local music events or just getting tickets or both.

Participant 3 9:51
Um, finding events? Yeah, mainly Ticketmaster. Sometimes Live Nation. Sometimes I just see events on Facebook and I'm like, Oh, so that's happening. Um, for tickets. Yeah, Ticketmaster, sometimes SeatGeek. What else, I can't really remember. Those are probably the big ones.

Rebecca Lin 10:27
Okay, and then why do you prefer Ticketmaster over those alternatives?

Participant 3 10:35
Because it's usually reliable and you can search for the events that you're interested in and then yeah the buying tickets for seats is usually reliable because sometimes I get scared if I buy on a resale site. That someone's going to scam me and I'll be sad.

Rebecca Lin 11:00
And lastly, whatever ways without using like a search engine would find out about local events. So maybe it's like how often do you hear about events through word of mouth?

Participant 3 11:15
Um, I feel like I hear most of them are about word of mouth. I don't usually just search Ticketmaster for events. So yeah, usually through word of mouth, probably on Facebook. Like if someone like clicks interested or going to like some sort of music event, I'll see it on my feed. Or like, people will talk about it in on their social media, or people, like if they're like, getting tickets to an event on their social media. Or what was I gonna say? I'm gonna say something. Yeah, that's how I Yeah, I feel like I hear about events through word of mouth pretty often.

Rebecca Lin 12:06
How often ever, or have you gone to like the box office at a venue?

Participant 3 12:18
Uh, not really. I don't think for a music event that I've ever been to the box office.

Rebecca Lin 12:25
And then lastly, how do you hear about free or small events?

Participant 3 12:30
Free or small events? Social media.

Rebecca Lin 12:38
Nice, so now we'll be moving on to the task portion of this interview. If you could go to the next page on the questionnaire. Okay. We'll be taking a look at Hearby which is a local, live musical event discovery app. I'll be asking you to complete a series of tasks on the app and ask that you describe out loud what you're thinking and doing. Just try your best and it's okay if you're not able to complete them. So yeah, next page should be asking you if you've ever used Hearby.

Participant 3 13:13
Should I still screen record?

Rebecca Lin 13:20
You don't have to screen record. Yeah, I'm recording.

Participant 3 13:25
Okay. Oh, what's happening? My zoom thinks I'm driving. Oh, how to go back. Oh, I'm back. I'm back. Okay. Okay when should I answer these questions out loud and or should I just fill it out on the Google Form? Out loud, okay, have I ever used Hearby? No. Next, how easy or difficult to use does this app look? I'm gonna, I'm gonna say, four. Next.

Rebecca Lin 14:29
Alright, so in this session, I'll ask you to do some tasks. Again, please think or talk about as you go through each task. So the next page should be the first task. And it should start screen sharing on your on zoom.

Participant 3 14:47
Okay,

Rebecca Lin 14:48
It might help to also maybe go and do not disturb if you're not already on it.

Participant 3 14:53
Should I download the app?

Rebecca Lin 15:16
I might have spelled it wrong. It should be Hear as in listening. Yeah, that should be it. If you could share your location. Okay, so just as like a disclaimer, because of COVID, the search functions are kind of limited on this app. So I'll be saying like certain dates, just assume that today on this app, it is March 13. Friday, March 13.

Participant 3 16:45
Okay.

Rebecca Lin 16:46
Yeah. So your first task is to find a local concert. Supposed that is Saturday, March 14 at 6pm and you're out with your friends this evening looking for something to do. We all enjoy live music and decide to search if there are any concerts in walking distance that you can attend. And due to context limitations, assume that walking distance is like five miles or less. So step one would be to find the concerts for Saturday, March 14. Step two is to find concerts and walking distance. Step three is to find concerts that start after 6pm. And step four is to find out how long it takes to walk there.

Participant 3 17:27
Okay. Um, tomorrow? So the app thinks it's March 13th. Yes. Okay, tomorrow. Got it. Got it. Yeah. Okay. So tomorrow, walking distance. Following? Oh, I can see where I am. Where's this one? Can I click on it? No. Sort of. Oh, wait I clicked on the thing. That's not what I wanted. Sort distance, oh let's do time first. Time? 2am? Well that's, Time, Time Time.

Rebecca Lin 19:12
Actually, if you could change your city to Los Angeles, okay, sorry I just noticed.

Participant 3 19:30
Oh city, Los Angeles. Okay, okay for tomorrow, distance. Saturday ah Hmm. Well, closest one is, looks to be 19 miles away, um, but it's after six. Is that really the closest one? That's Saturday.

Rebecca Lin 20:41
It might be because your location might be throwing it off a bit. Um, I guess just go to the closest event, and then yeah.

Participant 3 21:01
Okay, well the closest one is his one, and then I have to find out how long it takes to get there Um, do this. Oh, it'll take me to Google Maps. Am I allowed to leave the app? Yeah. My wifi's so slow. My goodness. Oh my god. It's taking forever. Come on, oh ah.

Rebecca Lin 24:08
We can move onto the next task then. Okay, so on the questionnaire, just check off the boxes for the task you felt like you were able to complete. You can check off,

Participant 3 24:20
Should I click the thingys?

Rebecca Lin 24:25
Yeah, and for the for step four, you can check off that you did it. So, no worries.

Participant 3 24:34
Should I say that I found concerts in walking distance?

Rebecca Lin 24:38
Yeah, that's all right next. All right. So task two is to discover a new venue. Suppose that you love jazz music and you want to find a new venue to check out. So step one would be to check out the venues nearby, in this case, just search around Los Angeles. Step two is to learn more about the venues. And then step three is to find a spot that primarily features jazz music.

Participant 3 25:05
Okay. All righty. So I'm sorting by Oh my God, I'm sorting by venue. Um they're no. ListView--There seems to be a lot. There's a recital hall, there's bars, there's clubs and restaurants, theaters, event centers. So there's a good variety. All right, let's see if I can. Okay, let's just find a spot that features jazz music. Can I sort by genre? Okay, no, let's just go and search jazz. Ooh. Okay. The James Armstrong theater. Show All. There's a jazz lounge. There's other lounges. Let's check this one because its has jazz in the name. If it loads.

Rebecca Lin 26:39
I think we were having trouble with this earlier so it might not load.

Participant 3 26:44
Okay. Gosh, dang it. My wifi sucks. Will it let me look at it? Oh, this one works. Weird. Okay, primarily features jazz. Upcoming...so upcoming events? I don't know. Why won't that one work? All the other ones work. Weird. All right well I mean I'm guessing this jazz lounge primarily features jazz music.

Rebecca Lin 28:21
Alright, if you try to maybe find a different venue.

Participant 3 28:34
Okay, all right. Um okay venue? Following? Band? All right, I'm trying to sort, it's not letting me click it. Okay. Oh here we go. Oh, oh, it's alphabetical. Okay, let's go back to venue, let's do that. Okay, let me just put jazz music. Oh my god, jazz music. No results? Oh my god. Jazz massagers? What? Jazz. Okay, we're gonna search jazz. Okay. Ojai deer Lodge. Farm to Table dining regular live music. How do I know this artist is a jazz artist? Oh, I can click their links. Umm, Spotify? What will Spotify tell me? Oo, jazz oaky. They feature jazz. Wait let me click on something else. There's no link. He has no link either.

Okay, TJ okay, maybe that's not primarily jazz. Navajo live. Live music and karaoke large dance floor. I don't know if these are jazz artists. They don't have links. Nope. Cajun inspired fair live entertainment. Oh, jazz, okay. Okay. Oo, music that feeds the soul. That sounds like jazz music. Oh yeah, Jazz at Jax.

Okay. There's that one, where is it? Newport Beach? Okay. All right now. Yeah, and then I'm sorry, my Wi Fi so slow. Should I check the thingys?

Rebecca Lin 34:16
If you could go to the questionnaire and just check off the boxes again for all it felt like you were able to complete.

Participant 3 34:26
Okay, alrighty.

Rebecca Lin 34:28
Alrighty. All right, and then we'll move on to the last task. So task 3 is to discover a new artist. Suppose it is Friday, March 13. And you're 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 one is to go to the list of events for Friday, March 13. Step two is to discover a rock, hip hop or rap artists, and step three is to preview one of their songs.

Participant 3 35:11
Okay, let's go to events for March 13th. Today, so I'm going to click today and then I'm gonna go to the list. Okay, um, um search

Rebecca Lin 35:47
Oh, um the connection I think was lost a bit there but I think it's fine though.

Participant 3 36:08
Okay, um. All right. I'm trying to look at the bands. Oh, wait, if I go back. Sort, Oh, I did click band. Today. Why isn't that showing up? When I sort by time I'm sorting by time but when I click that it's not doing that. Okay, I'm just gonna think about it. Okay let's go back, so hip hop. I'm searching for a second. Okay. Okay trying to go back. I'm confused why it's showing me a bunch of venues. Back, mmm, it's being a bit slow. It might be my phone. Mmm, next. Okay, okay. Why isn't it exiting? Oh, what's this? Following.

I don't know why it's not letting me Okay. I'm gonna restart the app real quick because it's not working. Alrighty. Okay, so date today. Go to the list of the events. Okay, now we'll try rap. Hip Hop was not working. All right, okay. Um event, the surfer Sunday. Let's look at band, the bands. No upcoming events. That's not gonna help me. Let's try events. I'm trying to press show all. It's not letting me show all. Click, no okay. That wasn't working. Is it doing it again? No. Dang it. Okay. Okay here we go here we go.

All right, I'm just gonna click one of these. Um, Aces and Eights. Okay, they don't have a link. Umm, dance party jams DJ head to head. Nope, no links. Hooked and faded all times, that sounds...they don't have a link either. Kill Love. Nope, come on, rock rock. Jazz, mariachi, nameless? They don't have links either. Ronnie George band. No links okay, going back. Ryan how. And no links again. Star dog. No links. No links. The craze, can click on that? No, I can't. Umm, the wild side band. Why do none of these bands have links to their things. Oh, wow UCLA. Um, oh here we go. We got a link.. Let's see what they're about. Are they rock? They look rock. It's loading. Okay. Let's check their about. Do they have an about? No? Alright, now, back to the drawing board. Umm, soul asylum. Ooh, okay, Spotify. Well they got a lot of listeners, are they popular? Let's see, what kinda music, oh rock. Let's preview a song. Let's do their number one hit runaway train. Is it playing? Will it play if I'm on zoom?

Rebecca Lin 44:56
I don't know.I feel like it might just be it not playing.

Participant 3 45:17
All right. We got there.

Rebecca Lin 45:20
If you could do the same thing and go to the questionnaire and just check off the boxes for the tasks you felt like you were able to complete. And you can stop screen sharing.

Participant 3 45:39
I pressed next.

Rebecca Lin 45:47
Okay, so yeah, on the questionnaire we'll be moving on to the post test questions. This is designed to tell us how you feel about that app that you used today. So just choose the number that most clearly expresses how you feel about each particular statement. The first one is how easy or difficult was it to perform each task?

Participant 3 46:12
Okay, how easy or difficult was it to perform this task, find a local concert. I feel like that was fine. Yeah. In theory, if I was in LA, it would show the ones in LA, but since I wasn't, it didn't, but I think the location mapping was pretty easy to navigate. So I'm going to say, easy. Discover a new venue, there were many venues I did not know about. So, err. Yeah. But if it was if I wanted to see what kind of venue I wanted? They didn't really have filters for that. I'm gonna stay neutral. Discover a new artist, oops, discover a new artist, okay, I wanted to find a rock hip hop, or rap artist. When I searched on search bar I didn't really come up with anything. So I kind of went through each one, one by one based on what the name was. And then some of them didn't even have links, so I couldn't find out what their songs were. I'm gonna say difficult. Okay. Should I just keep going?

Rebecca Lin 47:23
The next one is how much time do you think it took to complete each task.

Participant 3 7:25
Okay, find a local concert. Umm, I think it was as expected. Discovering a new venue, to find a venue that I wanted took kinda long. Discover a new artist also took kinda long. How likely do you think you would do this task? Um, yeah i think, find a local concert. I'm gonna say it's somewhat likely. Discover a new venue. Neutral. Discover a new artist. Also neutral.

Rebecca Lin 47:50
Okay, so the next page is basically how much you agree or disagree with each of the statements.

Participant 3 48:19
Okay. I think that I would like to use this app frequently. Um, gonna say, neither agree or disagree. I found the app unnecessarily complex. Um, unnecessarily complex? I don't know if I'd say complex. I'll say neither agree or disagree. I thought the app was easy to use. I'm gonna say, somewhat disagree. I think that I would need the support of a technical person to be able to use this stuff. I don't think so. I'm saying disagree. I found the various functions in the setup were well integrated. Mm imma say somewhat disagree. I thought there was too much inconsistency in this app and I must say, somewhat agree. I would imagine that most people would learn to use this app very quickly. I'm gonna say neutral. I found the app very cumbersome to use. I'm gonna say somewhat agree. I felt very confident using the app. I'm gonna say somewhat disagree. I needed to learn a lot of things before I could get going with this app. Ah, I'm gonna say neutral.

Rebecca Lin 49:55
Next page it's just the product satisfaction card. So just select the five words that most closely matched your personal reactions to the app you just used.

Participant 3 50:06

Okay, five words. I'm gonna say, the app was. Excuse me Um, My personal reactions? I felt kind of busy. Um, I think it was familiar to some extent. Um. Why is this the hardest part of the questionnaire? I'm gonna say, okay, I don't think it was intimidated. I'd say it was fresh, I could find out a lot of new stuff. Um, it wasn't boring. Um, I'm gonna say, I guess a little intimidating. Got a lot of stuff going on. Um, old. I don't know what else to put.

Rebecca Lin 51:52
That's fine. If you click next, it should just be showing you that I'll be asking you some wrap-up interview questions. Okay, great. So, now, I'll just be asking you questions to elaborate on your experience in words. So how much time would you spend on a search like this to locate a local novel, music experience?

Participant 3 52:22
Um, 30, minutes.

Rebecca Lin 52:28
What features of the app did you like?

Participant 3 52:32
I liked the map that it like showed me. Like the locations of the venues like where the events were. Um, I like that for some artists they had links, so I could check out their music. Or like and then I also liked that it had links for the venues like I could call or like go to their website. Um, and I like that you could sort it by the date. Umm, and by like the general vicinity, so like the city. So yeah.

Rebecca Lin 53:20
And yeah, following on that, what features of the app did you not like or that confused you?

Participant 3 53:30
Um, the search bar confused me. Only because I thought that if I searched it, then it would like keep my like what I filtered, or at least for like, when I was trying to find the event for the specific day based on the artist, but it like kind of didn't show me that. So I was a little confused, I thought it would like narrow down my search a little more, but I don't think it really did. Um, and then what else confused me? Um, I think, the, I guess the sort function I wasn't really sure how it was sorting them at first, but then I guess I eventually just figured out was like A like alphabetical by like whatever category you pick, but I didn't like that's not one that wasn't as intuitive, I think. Hmm. And yeah, that's pretty much it.

Rebecca Lin 54:58
Okay. Final question, is 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. Just anything that comes to mind.

Participant 3 55:13
I think if I were looking for local music events. I,I would want to be able to like, somehow, look for like venue sizes. Like if it's a big venue or like a smaller venue, or like even the type of venue, like if it's like a concert hall or if it's like a restaurant or something like that. Like, just the way like I feel like when I'm doing live music experiences, a lot of it's about like the environment, so I feel like that's kind of important and, um, I'd also want to filter by price. Or like earlier when I was looking for. For these events, I couldn't tell it like if I had to pay or if they were like free and I could just go. Yeah. So I think just like I wasn't sure if that was the purpose of that app but like if that was applicable then like definitely price is something to take into account. Umm, what else? I think maybe like searching for the genre should be made easier or yeah like the type of artist. Um. That's all I can think of.

Rebecca Lin 57:16

Okay, awesome. And then just for the final part of the questionnaire, I'll just ask you to fill out the demographic info about yourself. All responses will be private and kept confidential.

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

Participant 3 57:53
Oh, I do. Actually I have a question. Yes. Uh, sorry if this makes your life harder. What's your project specifically, or like how will this information help you?

Rebecca Lin 58:17
Yeah, so basically my thing's about, mygeneral research topic is looking at how we can better like get involved with LA's culture and history and because music as a really big part of that and focusing in on how we can be more involved in like the local music experience of the city. I was thinking that, like, because like a lot of people come here to like get discovered and whatnot, and be a good way to like kind of keep that historical element of Los Angeles music industry going, but also like be interactive and like fun also in the present. So, Yeah, I wanted to see like, what was out there to find local music events in LA. And this is really the only thing that showed up that was like locally, and really like intimate and getting to know what's in your city, and I just found a lot of issues with it so I wanted to see how we can improve that.

Participant 3 19:19
All right, glad I could help. Amazing. Sorry my Wi Fi sucked so bad.

Rebecca Lin 19:24
So thank you for your time today and have a nice rest of your day.

Participant 3 9:32
Have a great day. All righty. Goodbye.

Transcribed by https://otter.ai, Edited by Rebecca Lin