

Interview Transcript

Participant 2

Date: 4/27/20

Format: Webcam Interview

Rebecca Lin 0:00

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 life 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'll be asking you some questions related to your, related to your experiences and perception of Los Angeles is likely to succeed. 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, 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 him to 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 will be recording our interview with audio into recordings as well as taking notes on paper. All responses will be kept copy potential and your name will not be used in connection with the recordings or results. You may take a break or you may take a break at any time during the study. Just let me know if and when you would like to do xso. You're also welcome to withdraw from the 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, and please don't hesitate to ask any questions that may arise during the course of the study.

Participant 2 1:30

I gave consent.

Rebecca Lin 1:34

Yeah, so the next page will be showing you that I'll be starting to interview questions.

Participant 2 1:41

Mm hmm. Yep.

Rebecca Lin 1:43

So first question is, what do you use to listen to music? Like both, any programs or devices?

Participant 2 1:51

Ah, so I mainly use Spotify at this point, or YouTube, but mostly Spotify.

Rebecca Lin 2:00

Do you usually listen on your laptop? Or like your phone? Or radio?

Participant 2 2:04

Yeah, my phone. Yeah.

Rebecca Lin 2:07

Okay, and how do you discover new music? Usually?

Participant 2 2:15

Um, a lot of times it's from friends so they like they play a song and I think like Oh, what's that? And then I Shazam it or ask them what it is. O Yeah, so I'd say like a third of time it's from friends. Other third is like from Shazaming thing things that I hear like out when I'm out. And then lastly, like sometimes I go on

discover weekly, sometimes I go on the Spotify official, like playlist, but for the most part from friends and Shazam.

Rebecca Lin 2:48

Nice, and would you are you interested in live music events?

Participant 2 3:02

Yeah.

Rebecca Lin 3:04

Okay, and how often would you say that you go to live music events?

Participant 2 3:12

Not very often, I don't think I've ever like deliberately gone to a live music event since I've come to college. Yeah. Or do you count like festivals? And like raves is live? Okay yeah, then maybe like two times in four years.

Rebecca Lin 3:35

Can you describe the not deliberately part like, what do you mean by that?

Participant 2 3:41

Um, I mean like sometimes I go to an event and there just happens to be live music playing, so for example, like I know there's some like new student events like in Ackerman and like once I showed up there to like, support some friends and then there happened to be a jazz band, like playing right outside and then I like stopped by and just sat and listened to the jazz band.

Rebecca Lin 4:02

Nice. Okay. Next question is, how important would you rate on a scale from one to 10 the proximity of Los Angeles to music events as a factor in living in LA?

Participant 2 4:18

Uh, one.

Rebecca Lin 4:23

Do you prefer larger venues or smaller?

Participant 2 4:27

Smaller.

Rebecca Lin 4:32

for events usually how far in advance would you buy tickets?

Participant 2 4:37

Six weeks to two months.

Rebecca Lin 4:46

And how often do you attend events for artists you don't know? Like, maybe they're up and coming? Or like if never, would you ever attend an event for an artist you didn't know?

Participant 2 4:59

I think most of the events I've attended, since college, have been for artists that I don't really know. I attend these events more because, like of the social thing with like, hanging out with friends who want to attend them, and like I want to experience something new, so I go, but it's never really been about like, Oh, I want to see an up and coming artist.

Rebecca Lin 5:23

All right. I will now be asking you questions about looking more into specifically how you would look up live music event information. So, first question is, when looking at events or buying tickets online, what device and sites do you use?

Participant 2 5:43

Um, probably I would just go on my computer and my phone and look up the name of the event and see if there's a website affiliated with that. And if there is, and I buy the ticket straight off from there. If not, then it's like Ticketmaster or something like that. But most most of the time, it's from the directly from the event.

Rebecca Lin 6:17

Okay, do you think you could share your screen with me? And then go to one of these websites and just show me how you would search up a music event in Los Angeles.

Participant 2 6:35

Okay, sure. Okay, do you see my screen? Yeah. Okay. So, um, let's say, I want to go to Coachella. Okay, it's postponed. Great. But what I would do as I go to the Coachella website, and then not probably go to like yeah just follow what the website goes to. And they usually have their own like special like landing page for purchasing wristbands or tickets. Rather than going to like a site that aggregates like a bunch of different events together. Yeah, I don't usually go to low key events because I don't, I'm not in the local music scene enough to like, know what's going on. So I only go to like the big name ones which have their own landing site and everything.

Rebecca Lin 7:42

Makes sense, let's see. I guess you answered my next question, I was gonna ask how well do you think like, this search method works for you, but if you like, look up big events..

Participant 2 7:52

Yeah, it works pretty well. I don't think it's ever not worked.

Rebecca Lin 7:59

Are there any challenges or issues that ever come up. For example, like, you can't find an event, there's wrong information, problems at checkout.

Participant 2 8:11

Um, no, not particularly, I think the only thing is like, I know of an event that's coming up, but their website hasn't like been set up. I guess that that's only when like, I want to go something to something that's like way far in advance. So I don't have access to any information from the website. That's like the only thing I can think of.

Rebecca Lin 8:37

And what factors do you look for when searching for a live music event to attend?

Participant 2 8:48

Yeah. Like, mainly, it's something that like my friends have mentioned. And I think okay, that's cool. Maybe I'll check it out.

Rebecca Lin 8:58

How about like ticket price, distance, venue genre? How much?

Participant 2 9:02

Oh, yeah, definitely, um, distance makes a big big difference. I wouldn't go to an event that's out of Southern California. Um I think the closest Yeah, I've gone to events in San Diego because it's like within

two hours but if it's farther than that if I have to go like across the state and I would also take a price like I know certain events are like in the hundreds and that's like, not not a big fan of that. Genre I'm pretty okay with as long as it's like, as long as it falls within like hip hop, r&b, EDM, jazz, classical those things. I'm like, okay with if it's anything else like, Oh, yeah, also folk and indie. That's like, those are things I'm interested in. If it's like country, then I wouldn't really want to go.

Rebecca Lin 9:56

Okay. Have you ever used StubHub or SeatGeek?

Participant 2 10:14

Mmm. No. Ah, I've heard of StubHub. I've never heard of the other one.

Rebecca Lin 10:24

Okay. And have you ever use Facebook events to like hear about events?

Participant 2 10:31

Yes.

Rebecca Lin 10:35

How about purchasing a ticket through that?

Participant 2 10:39

Through Facebook? I was not aware that that was possible.

Rebecca Lin 10:52

Cool. Yeah. Okay. I guess you answered everything else. So we'll now be moving on to the tasks portion of the interview. If you could hit Next on that questionnaire, so we'll be taking a look at Hearby which is a local live music event discovery app. I'll be asking you to do a series of tasks on the app and ask that you describe out loud what you're thinking and doing. So for example, you can be like I am typing in the search bar this or I'm zooming in on the map and just try your best and it's okay if you're not able to complete all the tasks. You can hit next.

So have you ever used Hearby?

Participant 2 11:35

No.

Rebecca Lin 11:38

Okay, and then next to be how easy or difficult to use does the app look to use on a scale?

Participant 2 11:49

Do you want me to say my answer out loud? Yeah. Okay. Three.

Rebecca Lin 11:57

Next. Yeah. In the session, I'll ask to do some tasks, please think and talk aloud as you go through each task and if you could share your screen and maybe go in like Do Not Disturb mode.

Participant 2 12:10

Okay, okay. Yeah. Okay, can you see everything? Yeah. Okay.

Rebecca Lin 12:36

Okay. Um, so due to like the current situation with COVID limitations. There's some like search limitations on the app. So when I say like a certain date, like, try not to be thrown off by that. Okay, accommodate the results we have on that. Okay, so, task one is to find a local concert. Are you on that page on the

questionnaire? So suppose that is Saturday, March 14 at 6pm. And you're out with your friends this evening looking for something to do. You all enjoy live music and decide to search if there are any concerts and walking distance. Due to our context limitations assume that walking distance is five miles or less. Those are the steps.

Participant 2 13:32

So I'm going to look at the map because that's going to be easier for me. I'm zooming in to my current location. Okay. Now because it's on March 14, I'm going to scroll to the side and click on the date. I can't see a specific option for March 14. So and March 14 is in the past, so I can't set the date. So I'm going to type in March 14 on the search and see if anything pops up. If, okay, March, I see that there was a search. There was an option for events on March 14, but I don't know where it went.

Rebecca Lin 14:26

Okay.

Participant 2 14:30

All right, I'm going to go back. Oh, okay. So I'm assuming this is all the events happening on March 14. Although I don't really see how far they are from me. So I'm gonna go back again. I'm going to check to see, city is Los Angeles, which is what I want. I do want to sort by, in this case, I will sort by time To see if it's happening at 6pm. I have no idea how these results are separated by time, if these events are happening earlier or later. So I'm gonna kind of give up on that for now. So, so far this search interface, I'm a little confused on how to like, search for multiple things at a time. So instead, I'm going to go to the drop down menu and see what shows up.

So there's a lot of events here on the bottom. Oh, okay, so I'm assuming that the sorting function applies to the events that show up on the bottom. So I'm going to sort by distance and see okay, right. So now now it's by distance, which I'll use that for now. Right now it's there. They're within five miles, but they're all happening at 8pm. And this one's happening on March 13. So I need to set a time but I'm not too sure how to set for time. Oh, okay. So there's a date option. Yeah, that's for today. Following no idea what that is. Yes. So I, I wish there was a way to do both distance and time, but I can just do distance. So it doesn't seem like there is an event in place that's within five miles that's happening at 6pm. Because everything happened to me that

Rebecca Lin 16:38

It might be that the date on the app is March 13. As today.

Participant 2 16:46

Oh, okay. I see. That might okay. In that case, in that case, I'm going to set my date for tomorrow is tomorrow's March 14. Okay, great. So now I'm seeing everything by distance I still don't see anything within five miles that's also at 6pm. Um Oh after 6pm Sorry, my bad. Okay, cool. If it's after 6pm then yeah, I'm gonna take a look at these different events. I see that I have a guitar shop show. That's interesting. troubadour, Amanda shires no idea what that is, a vibrato group jazz. I like jazz and that's four miles but doesn't have a time. While she sleeps, that sounds interesting. I'm interested in this. Click on it. Okay. They look like a cool band. It's a nightclub. Okay. clubs are cool. Okay, do I. Let's see. Yeah. Okay. I think I'll go to this one, I guess.

Rebecca Lin 17:53

Oh, yeah. And the last step is to find out how long it takes to walk there.

Participant 2 18:00

Okay to find out how long it takes to walk there. Cool. I'll just click on this Google thing. See if? No. Okay, Apple Maps. Okay, so it'll take to walk there. Two hours to walk there. Right. So if I leave by 6pm, I'll get there on time.

Rebecca Lin 18:28

Great, thanks. If you could go and just check off the boxes for the tasks you felt like you're able to complete.

Participant 2 18:44

Okay. So, so I guess if walking distance is five miles or less than I completed that task. Okay.

Rebecca Lin 18:53

Great. Cool. All right. So moving on to task to the next page. It's to discover a new venue. So suppose that you love jazz music and you want to find a new jazz venue to check out. Step one would be to check out the venues nearby. Step two is to learn more about the venues. And step three is to find a spot that primarily features jazz music.

Participant 2 19:16

Cool. Okay. So I'm going to first find the menu. I'm going to first type in jazz and see if it's sorted by jazz. And then from there, I'm going to, hmm okay, I expected when I type in, it affects the searches happening down here, but I guess, I guess not. Mmm hmm. Right. So I want to search for jazz. Okay, there's probably a checklist here. Okay, so the results show up in this checklist. Okay, I get it. Right. So I want to look for jazz events. So if I type in jazz Let's see what happens. Okay, there's lots of venues here. This is a top venue. Um, I guess I'll check that because I'm looking for a venue. I think it just assumed I was looking for things with the letter J. Um, so I mean, they don't sound like jazz things except for seabird, as loud. So I'll click on that and see how far that is. And it's a black screen.

Okay. There's jazz lab, here. Okay, great. That seems really far away. It does not look like anywhere near where I am. So I'm going to go back. Yeah, okay, I need to find a way to go to jazz. I'm just going to look around and see. Click on venue page, the track shows at your favorite venue. Okay. I'm gonna click on venues and nothing happens. Okay. I'm gonna go back. Is there a time limit limit on this? No? Yeah. Is there a way to give up?

Rebecca Lin 21:12

Yeah, if you feel like you can't do it, then that's totally fine.

Participant 2 21:16

Okay, I'm gonna give one more shot. Okay, yeah, I'm gonna, so there's no time or date this time around. So I'm just going to undo that. Or, oh, I guess click all Sure. Okay, and I want to sort by venue. Maybe that'll check it by then you type right so I'm looking at these options and it still doesn't tell me like what that venue tends to feature. I don't know what these I'm assuming these these. What's under the the venue name is the names of the acts but I really don't know a lot of these acts. Oh wait. I'm assuming they Name of the event is in bold and the smaller typefaces the venue, which again, I still don't really know what that is, um yeah, I I do wish there was like tags that you could use that you can sort by genre or something like that or if there are I wish that was more apparent because I can't tell that or maybe there's like a way to sort by genre because typing jazz doesn't work in the in the chat or in the in the search engine. Yeah, okay. I give up.

Rebecca Lin 22:38

Okay. Yeah, he could go to the questionnaire and check boxes for the tasks you felt like we were able to complete.

Participant 2 22:45

Okay. I did learn more about the venues. I didn't check out venues nearby or it didn't feel like Okay. All right.

Rebecca Lin 22:58

And then the last test is to discover new artists on the next page. Suppose it is Friday, March 13. And you're looking to attend a live music event. You like rock, hip hop and rap. And you want to check out new artists in one of those genres. So step one would be to go to the list of events for Friday, March 13. Step two is to discover a rock, hip hop or rap artist and step three is to preview one of their songs.

Participant 2 23:26

Okay, so in this case, distance isn't one of my factors I have to account for, so go to the list of events for March 14. So I'm going to do today because today's March 13, okay, noted down. Sort. I don't do by venue. Let me check if I can do by band. Maybe they'll tell me what genre it is. Or not.

Okay, that's interesting. I don't know why. When I click on band it doesn't seem to show that I'm choosing anything. Okay, um, let's see. So maybe I'll check here. Okay, so now here's a list of things for for today. How do I find the again? Is there any way to find the genre? I guess I'll just like click on each one and see what happens. So aces eights. Okay, I guess that's the venue.

Yeah, okay. foundation room. Oh, okay. Aces eight says the events but the the venue's foundation room Anaheim. But I have no no idea about the event. Do I want to does that take me to the website? Okay, that doesn't tell me about the event. Cool. Um, okay, I guess I'm going back Right. So when I click on this, if I click on let's see, atomic group that sounds interesting. Happy Hour. Okay, so now there's belly up is this, this is an event.

Okay, I guess this looks interesting. So I'm going to click on it and see what happens. So I'm a little confused because the other one, when I clicked on the website, it took me to the venue, it seemed like but this one takes me to the event. So I'm not too sure what what they're showing. Okay, this doesn't seem that helpful. It's kind of, there's just a lot of stuff on here. So I'm going to go back.

Okay, back to. Okay, I'm going to give it one more shot. So I'm going to sort for today's date. All right, I'm gonna do one more thing. Let's say, rock hip hop artist. Is there a way to search by artist? I mean, it says that I'm sorting by band but I really it's just listing the bands in alphabetical order but it doesn't really tell me anything about the type of band it is. DJ head to head, that could be rap. Block of eight oh, Friday dance party. Let's see. So far there's a lot of happy hours and karaoke. I wish there's a way for me to switch it to just music events rather than like, bar events. Um, oh, there's live jazz there. Okay, well, that's not it any more. Nameless Nemesis Penn State University. Yeah, okay. There's a lot of events that don't seem to be like music rock slash, pop Friday. Okay, that's cool. Um, so this is definitely a rock event. So here it's showing me again, like the venue, I guess. Is there a way for me to find the songs or like, one of their songs? Is there like a? Okay, there's that thingy majigy? Nope. That's how I share it. Okay. Um, there's not that much information. If I go on the website, it just takes me to the venue again. Okay, so I'm just gonna, I guess I'm gonna go out of that and maybe check out this tab, which looks like there's music blogs, but it doesn't seem to. Yeah, I'm not going to look at this anymore. It just seems like logs. Okay, maybe I'll check on artists and see quick follow on an artist page to track shows by your favorite artists. Okay, so maybe if I go back here, is there a follow for? So if I click this Follow button, does it tell me to follow the artist or follow the venue? I'm a little unsure. Okay, so I clicked on it. The following so I'm going to go back. That doesn't say anything about my artists. Okay, so I follow the venue and it shows up on the venue. Is there a way for me to follow the artists? Are there artists on this? It doesn't seem to list artists. Okay, I give up. Okay.

Rebecca Lin 28:22

So going back to the questionnaire, just check off the boxes for the tasks that you felt like you were able to complete.

Participant 2 28:29

Okay. Do you want me to tell you the answers? Okay, so finding a local concert was somewhat difficult. Finding a new venue was somewhat difficult finding, discovering new artists was very difficult.

Rebecca Lin 28:48

Oh, you're on the post-test questionnaire.

Participant 2 28:55

Yeah, sorry. Okay. Is that the correct page?

Rebecca Lin 28:59

Did you check off

Participant 2 29:01

Yes, yeah, I only checked off go to a list of events for Friday March the 13th. Okay. Yep. Okay, so finding a local concert was difficult, the discovery of a new venue, actually, it was kind of difficult to discover a new venue. But no, it was somewhat difficult and discovering new artists was very difficult. How much time to find a local. For all of them they took longer than expected. To find a local concert took somewhat longer, discover a new venue took longer, discovering new artists took much longer. How likely would I do I think I would do this task like normally?

Rebecca Lin 29:41

Yeah. Like in the real world,

Participant 2 29:44

in the real world. Okay. Find a local concert, unlikely, discover a new venue I would say somewhat likely, but not for music per se but probably like to go out with friends. Discover new artists. I'd say very likely.

Rebecca Lin 30:00

All right. But the next page, just indicate how much you agree or disagree with the statements below.

Participant 2 30:08

Okay, I think I would use like to use this app frequently, I would say disagree. I found the app unnecessarily complex. And I say somewhat disagree. I thought the app was easy to use disagree. I think that I would need the support of a technical person to be able to use this app. Technical as in like a musician or like someone who knows the app.

Rebecca Lin 30:32

Someone who knows the app, technical support?

Participant 2 30:35

Okay. Yeah, I'd say, agree. I found the various functions in this app are well integrated, disagree. I thought there's too much inconsistency in this app. I'd say I didn't think it was inconsistent. It was just not integrated. So I'd say neither agree nor disagree. I would imagine that most people will learn to use this app very quickly, disagree. I found very cumbersome to use, I'd say I agree. I feel very confident using the app disagree, needed to learn a lot of things before I could get going with this app, I'd say somewhat agree. Like the basic aspects of it were intuitive, but then the results didn't seem to work.

Rebecca Lin 31:18

And then are you on the product satisfaction card? Yes. Select the five words matched your personal reactions to the app.

Participant 2 31:27

Okay, busy. It definitely felt like very cluttered. And it felt like it wasn't like a very completed app. Cheap, it felt like it wasn't really a completed app. Say familiar. It looks, it looks familiar. It looks like a lot of apps I would use but without like, the usability of other apps. So Kinda looks familiar. Um, I guess a little intimidating in the sense that there's just so many events it shows at once and you're just like, Whoa, that's that's like overwhelming. Um, let's see.

Um, I'm trying to find like a fifth word that is it's not really any. I guess the closest fifth word I'd say is calm? Expensive. Yeah, I'd say expensive. It looks like like certain tabs look pretty nice and like, high end, I guess until I started using it. Okay.

Rebecca Lin 32:50

Are you on the wrap up Interview Questions tab?

Participant 2 32:53

Mm hmm.

Rebecca Lin 32:54

Okay, so I'll now, you can stop screen screen sharing. So now I'll just be asking you some concluding 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 2 33:12

How long would I spend?

Rebecca Lin 33:14

Yeah.

Participant 2 33:16

Um, if I'm like, in like an actual situation I would like, spend like, no more than like five minutes searching and then, like searching up some events and then the rest of the time, it would just be like, discussing it with friends. So yeah, five minutes.

Rebecca Lin 33:36

Which features of the app did you like?

Participant 2 33:40

I like the I like that you can follow a venue or an artist. It'll show up like in that tab. I wasn't aware that's what the tab did. But once I found out I thought that was pretty useful. I appreciated the map. I think that's probably the best way to find things nearby. Let's see what else? I definitely appreciate like, how comprehensive they were. They had like, venues and events of like all all types, which is really cool. It's like a way it's, yeah, it definitely makes it like, makes me more likely to want to use it when I'm, like, bored and want to like, go out.

Rebecca Lin 34:23

And what features of the app did you not like or that confused you?

Participant 2 34:28

Yeah, so the search function was really hard to use. I wasn't so so there was like the cards on the bottom, and then there was the map. And when I clicked on the search function, like there was another list I, I guess I wasn't too sure what the cards on the bottom were supposed to be because sometimes you click like a filter option, and the cards on the bottom would change. But other times you click on this search bar and it show up with a completely different list. So the search was definitely not very intuitive, and I do think that they don't give enough information. On the types of events that they are, they just have the event name. But unless I see a flyer for that, a lot of times I can't figure out what that event is. They don't have like, a way to sort by genre or type of event, not that I saw at least. And when I clicked on like an event, it just the landing page format felt very inconsistent, either showed, like the venue itself, or it showed the event. And it had like a website link out to the venue or the event and it didn't make it clear, like what it was. Yeah, so I think, you know, like, trying to find something that was like tailored to my

interests was very difficult. Um, it would only be helpful. I literally had no expectations going in and was like down for anything.

Rebecca Lin 35:48

So last question is, if you could create like 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? Anything that comes to mind.

Participant 2 36:01

Um, yeah, I mean, I think like, it wouldn't be that far off from like something this app does; I think it would just be like a like a type of map thing that had like lots of venues listed out but then there'd be like different like, options for you to filter out you'd be like, maybe like change it from like, you can sorted by artists names, sorted by venue name, by distance, by genre of music ,by like user ratings. Yeah, and like, when you click on it, you can ideally like sample like the artists like music or it links to their Spotify or their or also it can like, maybe link you to a way to buy tickets for the event. Just kind of like an all in one area where once you see the event, you can like learn more about it right away and then also make a purchase if you do want to do.

Rebecca Lin 36:55

Yeah. So is that it for that question. Alright, so so finally on the questionnaire, I'll just be asking you to complete demographics information about yourself. So all your responses kept strictly confidential and anonymous.

Participant 2 37:17

Okay. All right, that's done.

Rebecca Lin 37:19

All right. So thank you so much for participating in my research survey. Do you have any final questions for me?

Participant 2 37:27

Nope.

Rebecca Lin 37:29

Awesome. Again, thank you for your time today. And have a nice rest of your day.

Participant 2 37:34

Yeah. Okay. Thanks.