

Interview Guide

Thanks for participating in an interview today. This should only take 10-20 minutes. The purpose of this conversation is for you to share your experiences with music, specifically how you engage with it and your interests in it. Do you have any questions before we start?

Let's get started.

Background questions

How do you typically access music?

Which streaming platforms have you used?

Do you play an instrument?

What do you like or dislike about playing an instrument?

What is challenging about playing an instrument or learning new music to play?

Have you ever written or produced music?

What do you like or dislike about the process of writing/producing music?

What is challenging about this process?

Engagement questions

Do you feel connected to your favorite music and artists? Why or why not?

[Can also ask about singing/playing along with music, sharing with others, learning about composition, learning about the artist/background, if relevant]

What aspects of a song or piece are you most interested in or drawn to? Why?

Context questions

How often do you listen to music?

What are you usually doing while listening to music, if anything?

How often do you simply focus on the music you're listening to, without doing anything else? If never, why not?

What, if anything, would make you want to focus on your music?

[If they play an instrument] What motivates you to play?

Feature questions

Imagine that [music streaming app they use] had a feature that allowed you to break down a song into its component instruments and learn more about the artist and how it was made.

How, if at all, would you use this feature? Why?

What do you like or dislike about this hypothetical feature?

Thank you for participating in this interview process! Your responses have been really helpful and insightful.