

Omni – Initial User Research Guide

Introduction (2 min)

- Thanks for participating
- Session scheduled for **30-40 minutes**, does that still work for you?
- Researcher at Drexel University, working with a team focused on improving the process of discovering new artists and finding music to listen to.
- There are no wrong answers! This is not a test of knowledge or mastery.
- The project is still in the conceptual phase, so all feedback is useful and will be appreciated.

Background (5 minutes)

1. To get things started, tell me a little about how you listen to music?

Spotify

2. How often do you listen to music?

Daily

3. Do you have any favorite artists or genres?

The Format and Paramore

4. Do you typically listen to full albums or playlists?

Playlists

5. What are some adjectives that you would use to describe music?

Happy, fun, goofy

Finding new music discussion (20 minutes)

1. How often do you listen to new music?

Occasionally, at least every tuesday

2. How do you find new music?

Spotify's Radio based off songs I really like

1. Do you ever receive music recommendations from friends?

Yes

2. Do you ever recommend music to friends?

No

6. What do you find most challenging when trying to find new music?

Finding good music; you find a song and you're like this is a great song so this artist MUST have other songs like this that are similar and then you find out that isn't true.

7. What is currently working well when trying to find new music?

The Spotify Radio

8. Do you prefer to find new artists, songs, genres, etc?

I prefer to find a really good song, but if the artist has really good music like that, I wouldn't mind.

9. When you are looking for new music, do you typically try to find newer, modern artists, or older, past artists?

Usually random

10. How often do you use the search bar in your music platform of choice to search for a specific artist?

Every day

a. Is there any other way that you like to navigate to an artist's page?

Pin my favorite artists to my home screen

11. When you are on an artist's page, what is the most important information you need to see? Why?

Top 5 most popular songs, and the spotify playlist "This is _____"

- a. Which of this information is currently easy for you to find?

Yeah sometimes they don't have a "This is" for smaller bands

- b. Which of this information is currently more challenging to find?

Sometimes I wish I could see more popular songs than just 5

- c. What do you do if you are unable to find this information on your own?

I give up

12. If you are on an artist's page, do you ever listen to their "Popular" songs (those listed at the top of the page)?

Yes, yes I do

- a. If not, what is your process of listening to music once arriving on an artist's page?

Omni Explainer (10 minutes)

Let me tell you a bit about Omni, the project that this research is focused on. Omni is a music discovery application based around the influence that music artists have on each other. Users can search for an artist, and Omni will display artists that influenced the searched artist, as well as artists that were influenced by the searched artist. This would allow users to find new music from similar older artists or newer artists.

1. What are your *initial thoughts* about Omni?

I like that, I like the Spotify artists page with the feature that "fans also like"

2. What *questions*, if any, would you have at this point?

How are you getting that data, where is that data coming from?

3. What *hesitations*, if any, would you have at this point?

Now I'm using another platform to figure stuff out? That's a little out of the way unless it was a really good platform

4. Would this be something that you would be *interested* in using?

Yeah because I need an easier way to find new music that I like that doesn't require as much trial and error.

5. Do you think there is value in displaying the mix of newer and older artists?

Yeah because a lot of great bands come from previously great bands so seeing the influences can lead to new music options

6. Are there any features that you would like to see in the product?

Song similarity, BPM, similar music compositions (e.g. trumpets in Rihanna song, go to trumpets for Jason Derulo song)

Spotify's home screen is very cluttered at the moment, there's too many square modules

Thank you for your time and feedback today!