

Max Rionda
Spotify add a feature

Intro

- Thank you so much for meeting with me today! Before we get into the interview, I'd like to briefly introduce myself and what I'm working on. My name is Max, I'm a UX Design student at DesignLab currently conducting research for a project on adding a feature to Spotify. So what I want to know today is your experience with the platform and how you use it to share and display your music (taste).
- Remember, there are no right or wrong answers here; I'm just interested in your honest experiences, all good and all bad. If you have questions during the session, please don't hesitate to ask - I just want this to be a conversation between us
- With your permission, I'd like to record this call for note-taking purposes during the research process. Is that okay with you? Using AI to record?

Question Sections

- For these questions, I will be focusing on asking them from a listening-to-music standpoint, but if you listen to podcasts or audiobooks on Spotify, please do talk about those, too, and how they fit into the questions

Listening Habits

1. What role does listening to music play in your life?
2. How often do you use Spotify? Tell me about your Spotify usage. How long have you been using the platform? How active are you on it?
3. Which device do you use Spotify on the most? (desktop, tablet, mobile, web, etc) Which device is your favorite? Free vs Premium?
4. How do you currently discover new music? What are your sources?
5. Why do you use Spotify vs another streamer? What draws you into this app vs others?
 - a. Have you used any other music streaming services before? If so, why the switch?

Platform Usage

6. What does your current library look like? How do you organize it? How do you keep track of things (playlists, albums, artists, folders, etc.)?

7. How often are you using the current customization features used? (mainly within the playlist realm - titles, covers, descriptions, public vs private - but also display name, profile picture, library organization (ordering, folders, etc.))
8. How do you feel about the current profile feature selection available on Spotify? Do you wish there were more or less?
9. How do you feel about the current social feature selection available on Spotify? Do you wish there were more or less?
10. Are there any features you wish Spotify had that the platform doesn't? Any social features desired?
11. Would there be any incentive to subscribe to Spotify to have personalization features available?

Sharing Music / Social Aspects

12. How do you currently share music with others?
13. How do you show off your music taste currently?
14. How involved are you in music communities?
15. What is your favorite part of social media? Least favorite part?
16. Do you consider music streaming platforms as part of social media?
17. Are there any other (social media) apps that you enjoy profile customization on?

Other / Finishing Up

18. Do you prefer the term personalization or customization when it comes to expressing yourself through music?
19. Any other fleeting thoughts that you didn't get to voice about your Spotify usage? In general, anything specific? Something I didn't ask you about?
20. May I reach out to you if/when I need any further responses?

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