

Interview Transcript

Participant 7

Date: 4/26/20

Format: Webcam Interview

Unknown Speaker 0:00

This meeting is being recorded.

Unknown Speaker 0:02

Okay, so 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. The study should take about an hour, I'll be asking you some questions related to your experiences and perception of Los Angeles's life 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 are you 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 the 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. Take a break at any time during this study, just let me know if and when you would like to do so. 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 on the next page and sign your initials in the box. If you agree to these terms, please don't hesitate to ask any questions that may arise during the course of the study.

Unknown Speaker 1:32

All right. Okay. So yeah, it should be telling you that I am going to be asking you some questions now.

Unknown Speaker 1:38

So I'll just read them out loud. So what do you listen to? What do you use to listen to music so that includes any devices and also websites, apps programs.

Unknown Speaker 1:51

I use my phone primarily. I usually use Apple Music. Sometimes I use

Unknown Speaker 2:01

Yeah, only just use Apple Music or YouTube.

Unknown Speaker 2:07

Um, how do you discover new music?

Unknown Speaker 2:11

Through family or friends or just browsing on YouTube?

Unknown Speaker 2:23

Are you interested in live music events?

Unknown Speaker 2:26

Yes.

Unknown Speaker 2:29

How often do you go to live music events and how often in Los Angeles?

Unknown Speaker 2:39

When was the last month? Oh gosh. Ah. Oh, let's see at least two to three times a year.

Unknown Speaker 2:49

In the next place, how many in Los Angeles?

Unknown Speaker 2:51

Yeah, give me like how often

Unknown Speaker 2:55

I leave least once a year. One of them is an le

Unknown Speaker 3:01

Okay, um, so how important would you rate on a scale from one to 10? One being the least important and 10 being most important? How close LA is to music events as a factor in living in LA.

Unknown Speaker 3:19

Nine a night.

Unknown Speaker 3:25

Do you prefer larger venues or smaller ones?

Unknown Speaker 3:31

smaller one.

Unknown Speaker 3:35

How far in advance Do you buy your tickets usually least a

Unknown Speaker 3:44

month or two a month at least a month

Unknown Speaker 3:55

and

Unknown Speaker 3:57

your attend events for artists you don't know If you ever had an event for artists that you didn't know,

Unknown Speaker 4:09

I've never attended an event. I didn't know that.

Unknown Speaker 4:14

All right, would you ever?

Unknown Speaker 4:16

Yes.

Unknown Speaker 4:20

Okay, so those are just some background questions and now I'll look more into how you actually like look up live music event information. Okay, so when looking up events or buying tickets online, what device insights do you use

Unknown Speaker 4:38

to get Master?

Unknown Speaker 4:45
A, it was a access.

Unknown Speaker 4:50
I think those are the only two I primarily use.

Unknown Speaker 4:56
Which one is the main one

Unknown Speaker 4:59
to get mastered Okay, um, first

Unknown Speaker 5:03
question, I'm asking you if you can show me how you would search up a music event in LA. See if you could like screen share. Okay, okay.

Unknown Speaker 5:15
Okay. Oh, turn it around. Okay.

Unknown Speaker 5:23
Oh my goodness.

Unknown Speaker 5:30
Can you see? Yeah, okay.

Unknown Speaker 5:36
That's not very specific.

Unknown Speaker 6:07
We don't know any of these people

Unknown Speaker 6:14
oh my gosh

Unknown Speaker 6:18
I didn't know they were coming here. Oh my gosh.

Unknown Speaker 6:26
Oh, I

Unknown Speaker 6:34
wonder if they're gonna cancel it with all this stuff

Unknown Speaker 6:57
oh gosh

Unknown Speaker 7:17
Is there anything else I'm supposed to do?

Unknown Speaker 7:21
That is just perfect.

Unknown Speaker 7:24

I'll just ask you the next question then. Okay. So why did you decide to choose this particular search results?

Unknown Speaker 7:34

Oh, why I chose x because I love them so much.

Unknown Speaker 7:38

And I know they're supposed to be coming on tour this year. But with everything going on, I would think they would cancel it but it's their listing is still up, maybe they're not.

Unknown Speaker 7:52

So how old do you think ticket masters search functions work? Are you able to find them so you're looking for and or tickets To those events, and are there any challenges or issues that ever come up?

Unknown Speaker 8:07

I think ticket master search works pretty well. And I've never run into major trouble. I think the only problem would be if I'm looking. I guess if I come to an event, I noticed an event that's late and tickets are not on sale anymore, but people who bought them they're reselling them. Because I can't usually depend on the artists find a row or at least three or two, three or more seats together, if I want to know what other people

Unknown Speaker 8:47

Okay, um, and what factors do you look for when searching for a live music event to attend, for example, that can include ticket price distance venues genre, so anything that matters here

Unknown Speaker 9:02

genre distance

Unknown Speaker 9:07

ticket prices relatively important.

Unknown Speaker 9:12

I think most important probably the artists who I'm looking at

Unknown Speaker 9:23

and then what other websites and apps do you use for finding local music events and or tickets. And it also be helpful to know if you use the website or app for like just one of the functions. So just finding local events or just getting tickets or both.

Unknown Speaker 9:43

If any,

Unknown Speaker 9:44

if I use the other one a x s is usually just a buy ticket. Okay.

Unknown Speaker 9:54

Have you ever use StubHub or CPQ

Unknown Speaker 10:04

Occasionally, like if I see like an article about artists I want to see and I click on Find tickets usually redirects me to one of those two websites.

Unknown Speaker 10:18

Um, have you ever use Facebook events for these purposes?

Unknown Speaker 10:23

Oh, yes, yes, they do.

Unknown Speaker 10:31

And why do you prefer Ticketmaster over these alternatives?

Unknown Speaker 10:38

I think because most artists I am interested they sell their tickets on Ticketmaster. So I just happen to use it the most.

Unknown Speaker 10:54

What are other ways without using like a search engine like this that you would find out about later events

Unknown Speaker 11:04

through friends that Oh, you should go see this person or like, Oh, I think you would like this. You check it out, though through word of mouth bias from other people.

Unknown Speaker 11:15

How often or have you ever gone to the box office at a venue?

Unknown Speaker 11:24

How often? Oh, like

Unknown Speaker 11:27

a handful of times at least two to three times

Unknown Speaker 11:32

before?

Unknown Speaker 11:41

I think so. Okay, yeah.

Unknown Speaker 11:45

And then how do you hear about free or small events

Unknown Speaker 11:52

small event, either through friends or through Facebook friends

Unknown Speaker 12:09

That's it for those questions on the questionnaire, if you could go to the page that says that we're moving on to the task portion of the interview. Okay. Yeah, we'll be taking a look at here by which is a local live music music 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. So for example, you can say like, Oh, I'm going to be zooming in on the map, because that's like, my natural reaction is to search up this or press this filter, because whatever and just see how you're feeling as well. If something's you're frustrated, or Yeah, if you're surprised by something. Yeah, so just try your best and it's okay. If you're not able to complete the tasks, like if you feel like you're at the like, you just can't do it anymore. Just let me know and then we can move on.

Unknown Speaker 13:00

urging you to.

Unknown Speaker 13:02

Okay. Okay. And then on the forum, if you hit next, it'll ask you if you've ever used here.

Unknown Speaker 13:15

Already. Okay, answer. Oh pretest questions?

Unknown Speaker 13:18

Yes. And then how easy or difficult to use this app look.

Unknown Speaker 13:33

Okay. Okay.

Unknown Speaker 13:36

So yeah, I will not ask you to do some tasks on the questionnaire. If you could go to task one. Again, just please talk right. I think a lot as you go through each task on zoom, if you could press, like, screen share broadcasts, under like that share button and then go to the app on your phone.

Unknown Speaker 13:57

Oh, that's so cool. Oh wow okay

Unknown Speaker 14:06

oh I see

Unknown Speaker 14:11

forgotten zoom can do this. Oh gosh my backgrounds embarrassing. Oh goodness. Okay.

Unknown Speaker 14:17

Yes.

Unknown Speaker 14:19

Okay. Step one fine concerts for Saturday March 14

Unknown Speaker 14:27

I'm not seeing anything right now. Oh really?

Unknown Speaker 14:32

That's weird.

Unknown Speaker 14:38

Screen stop

Unknown Speaker 14:42

screen recording no

Unknown Speaker 14:46

sure content share screen

Unknown Speaker 15:00

Why is it the sharing photos now?

Unknown Speaker 15:08

screen

Unknown Speaker 15:17

I push share screen but it won't. Why is it not working? A

Unknown Speaker 15:26
meeting setting

Unknown Speaker 15:42
has anything popped up yet? Now

Unknown Speaker 15:52
ah

Unknown Speaker 15:55
is your screen recording?

Unknown Speaker 15:58
Yeah huh

Unknown Speaker 16:01
So we're,

Unknown Speaker 16:03
I'm

Unknown Speaker 16:11
sure.

Unknown Speaker 16:40
Oh, yeah. So I pressed the wrong thing. Okay.

Unknown Speaker 16:44
Okay, so for task one is to find a local concert. So promote. Also a disclaimer before we begin. As you can see that there's that warning. Yeah, like so the functionality In the app is limited right now. And reason like they did. The day on Today is March, Friday, Friday, March the 13th. So in the tasks, just assume that Today is March 8. Okay, so task one is to find a local concert. Suppose that it is Saturday, March 14 at 6pm and you're out with your friends this evening looking for something to do. You all enjoy life music and decide to search if there are any concerts and walking distance that you can attend. Because we're in different locations, just look for like the closest one to five. Yeah, and then step one is to find concerts for Saturday, March 14. Step two is to find concerts and walking distance. Three is to find concerts that start after 6pm and then step four is to find out how long it takes to walk there.

Unknown Speaker 18:01
March

Unknown Speaker 18:12
read like the near side.

Unknown Speaker 18:15
Oh, okay.

Unknown Speaker 18:18
Michelle just put out in Lausanne

Unknown Speaker 18:23
is this one?

Unknown Speaker 18:37
Oh,

Unknown Speaker 18:40
I've never heard what is this?

Unknown Speaker 18:45
No, there's these things around what's interesting. I guess this is the only one.

Unknown Speaker 18:54
Close ish. Okay, okay. Okay, now I'm zooming in Assuming L bar that's a far walk

Unknown Speaker 19:08
the precedent okay. the right house was a music store. Oh, they're gonna have

Unknown Speaker 19:17
Oh, live music venue to cool for six miles from me

Unknown Speaker 19:31
stuff every Saturday. Oh, that's cool.

Unknown Speaker 19:35
Oh, okay, this one starts at eight or they all start at eight.

Unknown Speaker 19:42
Oh, that's cool.

Unknown Speaker 19:46
That's cool. That's actually pretty useful.

Unknown Speaker 19:51
Find out how long it takes to walk.

Unknown Speaker 19:56
Open up in Google Maps Okay,

Unknown Speaker 20:16
all right. Um, so good job on the questionnaire if you could please check the boxes for the task that you felt like you're able to complete. Okay?

Unknown Speaker 20:33
Are you on task two now?

Unknown Speaker 20:36
Yes. Okay, so task two says discover.

Unknown Speaker 20:40
Suppose that you love jazz music and you want to find a new jazz but I need to check out. Step one is to check out the venues nearby. Step two to learn more about the venues in Step three is to find a spot that primarily features jazz music, and then the day doesn't matter for this one

Unknown Speaker 20:59
can limit you Change the date to oh

Unknown Speaker 21:08
yes music then use

Unknown Speaker 21:17
doo doo doo doo doo doo

Unknown Speaker 21:20
what not found

Unknown Speaker 21:26
out then you Oh whoops okay so I switched it to venue instead of band

Unknown Speaker 21:31
jazz

Unknown Speaker 21:34
search of jazz music

Unknown Speaker 21:38
whoa all these are the all these are venues we don't know if there

Unknown Speaker 21:47
have to be specifically

Unknown Speaker 21:50
search all these ones that popped up I see okay for jazz means

Unknown Speaker 21:57
jazz music venues torrents service Fullerton oh wow

Unknown Speaker 22:04
fine

Unknown Speaker 22:06
I'm really features jazz music. closest one would be really be torn it's

Unknown Speaker 22:15
from West Covina Really?

Unknown Speaker 22:21
Okay, look it up jazz music can you

Unknown Speaker 22:32
spot that primarily features Chaz. What happened?

Unknown Speaker 22:43
What happened? It just came up earlier though.

Unknown Speaker 22:53
Oh there you go. What happened?

Unknown Speaker 23:15
The circle dead What's happened?

Unknown Speaker 23:23
x x

Unknown Speaker 23:29
10 you all okay?

Unknown Speaker 23:33
Whoops. Oh goodness gracious.

Unknown Speaker 23:38
No those shirts results are coming. Oh

Unknown Speaker 23:55
oh

Unknown Speaker 23:58
then up to track your show You pay per venue.

Unknown Speaker 24:05
Oh, okay. Now, what?

Unknown Speaker 24:11
popped up different search results. So with letter M

Unknown Speaker 24:18
that's not my search. Wait.

Unknown Speaker 24:22
Music

Unknown Speaker 24:29
no bar Microsoft theater.

Unknown Speaker 24:44
happened to my search results from early.

Unknown Speaker 24:51
Won't let me erase my search app.

Unknown Speaker 25:03
Pick one.

Unknown Speaker 25:08
Musical Theater is the one that was jazz was somewhere in Long Beach.

Unknown Speaker 25:47
Oh, now

Unknown Speaker 25:49
Okay, can I go back go back to the map

Unknown Speaker 25:54
Let me grab a map Long Beach

Unknown Speaker 26:00
Don't work either.

Unknown Speaker 26:03
Search smart speech now.

Unknown Speaker 26:09
If you need to, you can also

Unknown Speaker 26:11
restart the app. It's

Unknown Speaker 26:13
okay. I was just gonna ask that Okay, cool. We'll take it

Unknown Speaker 26:19
here bye by

Unknown Speaker 26:23
his team. Okay.

Unknown Speaker 26:31
I guess Okay, then you Oh,

Unknown Speaker 26:46
that's one of the top venue. Okay, super jazz. I don't know where to go

Unknown Speaker 26:57
oh

Unknown Speaker 27:00
Let's choose that one.

Unknown Speaker 27:03
I think we're having trouble with that one. Oh, is that why?

Unknown Speaker 27:10
Okay.

Unknown Speaker 27:12
Okay.

Unknown Speaker 27:14
Oh, that was pretty close to whoo that looks nice.

Unknown Speaker 27:25
Cool

Unknown Speaker 27:38
interesting.

Unknown Speaker 27:47
family friendly. Oh, we can kiss my chest. That's cute. Ah

Unknown Speaker 27:55
Oh huh

Unknown Speaker 28:00
With jazz, I guess chest jazz lounge though,

Unknown Speaker 28:07
huh? Look at this.

Unknown Speaker 28:10
Farm to Table time. Oh, oh wow, that looks fancy.

Unknown Speaker 28:16
Oh my gosh. That is so pretty.

Unknown Speaker 28:21
Picture jazz being played here.

Unknown Speaker 28:38
You put beach Oh.

Unknown Speaker 28:49
Present by streamers, no schemers, jazz

Unknown Speaker 28:58
live searching

Unknown Speaker 29:01
Costa Mesa. Oh my goodness.

Unknown Speaker 29:05
Oh, Newport Beach. Oh,

Unknown Speaker 29:13
sir problem with that one too.

Unknown Speaker 29:19
Even if, like cebra jazz lounge has a problem. Can I still choose it? Okay.

Unknown Speaker 29:35
Um, okay, so

Unknown Speaker 29:38
on the questionnaire, again if you could just use the boxes for the time that you're able to.

Unknown Speaker 29:49
Okay, task

Unknown Speaker 29:52
three asks us to discover a new artist. Suppose it is Friday, March 13. And you're looking to attend a live event. If you like rock, hip hop and rap, and want to check out new artists in one genre, step one is to go to the list of events for Friday, March 13. Step two to step two is to discover a rock hip hop or rap artist and then step three through people you want to

Unknown Speaker 30:19
see.

Unknown Speaker 30:21
Okay would be banned.

Unknown Speaker 30:25
To t

Unknown Speaker 30:32
d

Unknown Speaker 30:35
Yeah, bye for

Unknown Speaker 30:49
now.

Unknown Speaker 30:55
I have to hurt her Okay, okay, okay.

Unknown Speaker 31:04
We open it. Okay. We're

Unknown Speaker 31:10
not done yet. Okay, date today. Sort by band. Okay. Okay. Then search up hip

Unknown Speaker 31:27
hop artists.

Unknown Speaker 31:31
Oh, hip hop violins. What?

Unknown Speaker 31:37
hip hop and

Unknown Speaker 31:40
hip hop.

Unknown Speaker 31:52
Have to close the app.

Unknown Speaker 31:57
Oh,

Unknown Speaker 32:03
All these articles interesting Okay, okay.

Unknown Speaker 32:25
Set it to today maybe

Unknown Speaker 32:35
rock oh

Unknown Speaker 32:40
oh

Unknown Speaker 32:48
oh it keeps changing what happened?

Unknown Speaker 32:52
Top venue right at the Disco

Unknown Speaker 33:00
See? You can't see why won't they let me see all the bands?

Unknown Speaker 33:06
Okay

Unknown Speaker 33:09
is our for today?

Unknown Speaker 33:28
Oh, hollywood

Unknown Speaker 33:42
they have to close that up again. Okay.

Unknown Speaker 33:55
The

Unknown Speaker 33:59
only It's moving. The bar is moving Okay. See?

Unknown Speaker 34:11
Okay. Went out.

Unknown Speaker 34:26
Nope. That might have been better out there might Oh, just getting

Unknown Speaker 34:35
it. Friday, March.

Unknown Speaker 34:41
What is this top event, Robert chap with the Natural History let me touching the show off button or thing that's not working He okay

Unknown Speaker 35:08
oh, okay let me

Unknown Speaker 35:11
just rock then. search

Unknown Speaker 35:18
search isn't worth it

Unknown Speaker 35:31

okay.

Unknown Speaker 35:37
Wrapped in it

Unknown Speaker 35:44
me iconic louder

Unknown Speaker 35:49
rap

Unknown Speaker 35:58
Oh

Unknown Speaker 36:13
Just play around talking about things. Okay.

Unknown Speaker 36:19
I'm trying to the tap the show all but the show is not working. Okay?

Unknown Speaker 36:26
Shake, scuff

Unknown Speaker 36:34
Okay, look okay today Oh

Unknown Speaker 37:02
Oh, there's no offense there.

Unknown Speaker 37:06
Today hip hop nation.

Unknown Speaker 37:10
No upcoming events

Unknown Speaker 37:24
coming up.

Unknown Speaker 37:41
The X buttons not working. Oh, quite it worked. Okay.

Unknown Speaker 37:49
Vince happening in Los Angeles.

Unknown Speaker 37:53
how awesome they have been

Unknown Speaker 38:00
Ace and eights

Unknown Speaker 38:08
within a van or Sarah

Unknown Speaker 38:13

Easton eats

Unknown Speaker 38:19
a wrap rapper Robin stuff huh?

Unknown Speaker 38:25
and Kelly and that sounds or funk Friday

Unknown Speaker 38:33
Oh

Unknown Speaker 38:36
atomic group happy hour Oh This

Unknown Speaker 38:45
smells all HR contracts the punk rock Oh.

Unknown Speaker 38:50
But how do I

Unknown Speaker 38:54
oh you can share Oh, it's cool if you share this event with other people

Unknown Speaker 39:01
Person

Unknown Speaker 39:09
Oh a reader to the

Unknown Speaker 39:12
friends maps home all events are all ages shows are \$5 now

Unknown Speaker 39:20
okay let's see what events you have okay stuff

Unknown Speaker 39:30
after the help Factory Records friends about E.

Unknown Speaker 39:42
Mo

Unknown Speaker 39:46
find out what upcoming

Unknown Speaker 39:49
shows

Unknown Speaker 39:52
oh

Unknown Speaker 39:59
how do we know there? Please Oh

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