

User interview questionnaires

01. User context

Purpose: To understand music streaming user's behaviors and thinking.

- Please introduce yourself.
- Please describe what your typical day looks like.
- How often do you listen to music daily?
- Where and when do you usually listen to music?
- Are you a person who enjoys navigating other music outside of your playlist or a person who enjoys your own playlist mostly? Why?
- How do you usually find new songs you like?

02. Comparing

Purpose: To compare other music streaming apps with Spotify.

- What is the most important factor when it comes to choosing a music streaming app?
- Have you ever tried other music streaming apps?
 - if YES, why did you decide to use that apps and what was the pros and cons?
 - if NO, why haven't you tried to use other music streaming apps?
- What made you keep using Spotify instead of those alternatives?

03. Product

Purpose: To discover the main features people use the most on Spotify and find out pros and cons.

- How long have you been using Spotify?
- Please tell me about the last time you used Spotify and describe what you did on Spotify?
- What features/functions do you usually use the most on Spotify? Why?
- How do you like your Spotify - Which is good? Which is bad? Why?
- Would you be willing to switch to Spotify from the app you have been using? Why? or why not?

04. Overall satisfaction

Purpose: To grasp the satisfaction of Spotify experiences.

- How would you rate your overall satisfaction of the app? (1 to 10) Why?
- Is there any features/functions that you would like to add on Spotify?
- How could Spotify be improved?