

STAKEHOLDERS

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SUMMARY

1. Number of participants: 5
2. Stats: 23-34; 3 Female, 2 Male
3. All Spotify Premium users.

Participant 1 - Male, 34

Task 1:

- First action was to click “Your Library” and then “Search.” Said, “wait, what am I supposed to do?” Before continuing down the homepage.
- There, he accidentally hit the right playlist, and went “Oh, that’s confusing.”
- He instinctively knew to touch the right hand of the screen to see more details about the playlist, and said “maybe there should be a map here, or like a list of users who are like me or area also at the beach. I don’t know.”

Task 2:

- Tapped the screen to see instructions from InVision, then clicked the right artist.
- Clicked the “more” next to the song title and got to the share screen.
- Correctly touched the “hold device” instructions to activate the “bump to share” screen.
- Hit “Bump to share” and got the notification, exclaimed “Ah! That worked perfectly. I’m surprised that’s not already a thing.”
- Thought the prototype looked like the real thing.

Participant 2 - Female, 34

Task 1:

- Scrolled down to the bottom and saw the playlist, said “Oh here it is” and clicked the right playlist.
- Wasn’t sure how to find more information, but found it by taking a guess. She saw the color change in the “slide dots” and said “ah, that makes sense.”
- Asked if that was it before moving to the next task.

Task 2:

- Said, “Oh, I know them” and clicked the right artist without prompting.
- Initially tried to click the song title to pull up song info, but then clicked the title in the player upon noticing Invision’s directions.
- Figured out how to get to the share screen from “more.”
- Stared at the screen for a while, before saying “I don’t know” and then hitting cancel to return to the home screen.
- Wanted me to show her how to do it, then said “Maybe you can put an icon there?”

Participant 3 - Female, 23

Task 1:

- Scrolled down to the bottom and saw the playlist category. Clicked on the right play list.
- Said it wasn't clear what I meant in my task description.
- Eventually found the details of the list and said that it could use more details or factoids.

Task 2:

- Didn't know what "bumping a song" or NFC meant, and even after explanation said she couldn't complete the task because she just didn't understand what these things were.
- Despite the lack of knowledge, thought the feature was cool when demonstrated.

Participant 4 - Male, 24

Task 1:

- Quickly scrolled to the bottom, found the playlist, clicked the right playlist, swiped right and found the details - super quickly.
- Asked "is that is?" and added "it would be cool if there was more details, like who is around you who likes the same music, or whats most popular at the dog beach... OH, people should add their dogs favorite songs!"

Task 2:

- Found the song by clicking on the song title in the music player bar at the bottom of the screen.
- Knew to click on the ellipsis to go to the share screen. Said, "this all looks right."
- Said, "Don't think I've seen that before" before click on the bump directions and activating the bump screen.
- Mentioned it might be good if it was an icon there also.
- Said "That's pretty cool, I wonder why they don't have that" before going back to the home screen.



USABILITY TESTING FINDINGS

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Participant 5 - Female, 29

Task 1:

- Instinctively scrolled up and down a few times to say that the prototype worked like the real Spotify, before pausing on the playlist category and selecting the right playlist.
- Quickly found the playlist details as well, commented that maybe adding coordinates or a map would be good. As well as a way to vote/veto songs on the list.

Task 2:

- Carefully examined the screen before clicking on the song title in the music bar.
- She knew to click the “more” to go to the Share screen and from there saw the instructions to bump.
- She said, “I saw the instructions, but I think that should be different. Maybe make that a button? Or have an icon?”
- She pressed “bump to share” and enjoyed getting a notification, but she was curious what it would look on the recipient device.