

# CI604 - Spotify evaluation: Pre-test questionnaire

This questionnaire is being conducted as part of a usability evaluation of Spotify's group session feature. The goal of the questionnaire is to find out your past experience with Spotify and other music listening software, and how you tend to respond to new products and features

The data collected will be used side by side the observations in the next phase of the evaluation and with the post-test questionnaire. All data will be anonymised and used only for purposes of the CI604 assignment.

\* Required

1

Participant ID (facilitator will provide you with this) \*

2

Have you ever used Spotify? \*

☐ Yes

☐ No

## Use

3

How often do you use Spotify? If you don't currently use, please answer with how you used in the past. \*

- ☐ Most days
- ☐ A few times a week
- ☐ A few times a month
- ☐ A few times a year
- ☐ Less than a few times a year
- ☐ I have only tried it once

## Awareness

4

Are you aware of the group session feature? \*

☐ Yes

☐ No

## Group session use

5

Have you used the group session feature? \*

☐ Yes

☐ No

## Goals

6

What was your main goal when you using the group session feature?

- ☐ To share control of the queue
- ☐ To listen to the same music as the host of the session
- ☐ Just trying it out
- ☐ Something else

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How would you rate the experience of trying to meet your goal? \*

	1	2	3	4	5	
Unsuccessful - nothing went well	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Successful - completely positive

## Reason for not using

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What is the main reason you haven't used the group session feature? \*

- ☐ Not needed to use
- ☐ Not sure where to find it
- ☐ Not sure how to use it
- ☐ Something else

## Use other software

9

Have you ever used other music listening software? E.g. Apple Music, BBC Sounds, iTunes, Native media player \*

☐ Yes

☐ No

## Other music listening software

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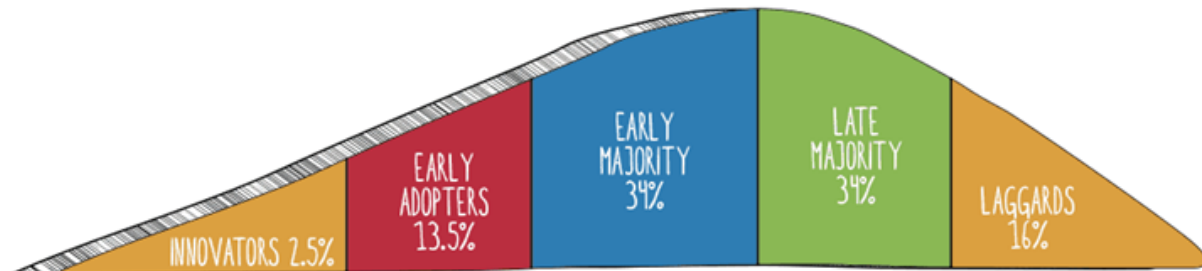
How often do you use music listening software? E.g. Apple Music, BBC Sounds, iTunes, Native media player \*

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## User group

# DIFFUSION OF INNOVATION MODEL



ESSENTIAL MARKETING MODELS [HTTP://BIT.LY/SMARTMODELS](http://bit.ly/smartmodels)

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In general, where would you position yourself on the diffusion of innovation model?

\*

- ☐ Innovator - you explore new ideas and technologies and keep your finger on the pulse of products and technologies. You may have taken part in early betas of products or know of the release dates or updates of your favourite products.
- ☐ Early adopter - you try new technologies and features when you hear about them and are open to the benefits of updates and new tech. You may also advocate and contribute thoughts and reviews
- ☐ Early majority - you wait until you see reviews and others form an opinion before trying new technologies and features
- ☐ Late majority - you are bit of a sceptic and averse to change when it comes to new technologies and features. You may be swayed by feeling left behind or seeing lots of positive reviews or good marketing
- ☐ Laggard - you prefer traditional means of communication and do not like to change products or technologies unless there is no other options or heightened pressure

