Isabella

📅 Date	@03/20/2023
📎 Interview Asset	Isabella Interview_otter_ai.txt
☰ Usage Frequency	Daily
☰ Usage Type	Recreational

User Profile

Married Woman [Isabella, 49 is a Creative Director] living in Los Angeles who has a busy work-travel schedule

Transcript

Unknown Speaker 0:03
How often do you use Spotify? Rarely, sometimes frequently or always?

Unknown Speaker 0:14
I would say I use it always, every day.

Unknown Speaker 0:22
What do you listen to on Spotify?

Unknown Speaker 0:26
So I usually listen to mainly music and then some meditation.

Unknown Speaker 0:36
Why did you select Spotify over other music streaming sites?

Unknown Speaker 0:42
I did try apple. And I really liked it a lot. They had a huge catalog. But something about Spotify where all my other friends and family are using it on us, you know, plan where we can share with one another.

Unknown Speaker 1:00
So I find it more just ease of use.

Unknown Speaker 1:04
Why did you upgrade to premium services?

Unknown Speaker 1:08
So again, it's just to kind of avoid all those ads to be able to create my own playlists and search for songs and listen to when I want.

Unknown Speaker 1:16
A lot of the songs I like are from, you know, a little older maybe so they're not like the newest releases and Spotify seems to have a really good way of curating the playlists.

Unknown Speaker 1:30
So we're gonna go to the second section of the interview, which is Spotify usage.

Unknown Speaker 1:42
So which features within Spotify do you use most?

Unknown Speaker 1:46
So I would say I use the charts and new releases.

Unknown Speaker 1:53
I also use the like button a lot. I tend to share with my friends, songs and so we tend to share with one another

Unknown Speaker 2:17
which features do you like the most? Um, I do like the lyrics feature which I do tend to use the least probably.

Unknown Speaker 2:29
I also use airplay and the Bluetooth feature to play on our Google Home or on a standalone speaker.

Unknown Speaker 2:42
Which feature Do you like the least?

Unknown Speaker 2:47
I guess I would say

Unknown Speaker 2:53
some of the AI used to pull up songs are not the most they haven't been the greatest. So maybe that that's one feature.

Unknown Speaker 3:04
Have you used the lyrics feature within Spotify? Yes, I use it all the time.

Unknown Speaker 3:09
I tend to like to know what I'm listening to what the lyrics mean. So I'll tend to go from there to genius because genius actually tells you stories about behind the lyrics

Unknown Speaker 3:27
Do you share songs with friends and family? Yes. Yes, I do. Especially in group chats

Unknown Speaker 3:38
I don't share songs directly to social media. I've I've tried it. I don't do it often.

Unknown Speaker 3:47
The third section is a karaoke room feature. How often do you sing along to songs rarely, sometimes frequently, always. I would say frequently, not always only because I don't know the lyrics to everything.

Unknown Speaker 4:01
And I'm not the best singer, but I do enjoy singing along.

Unknown Speaker 4:07
How often do you use alert speech to sing along too rarely, sometimes. Frequently or always? I would say I use it always if I am going to try to sing along to a song.

Unknown Speaker 4:18
Just so it's there.

Unknown Speaker 4:21
When you learn the lyrics to songs, how do you usually go about doing that? Walk me through your process please.

Unknown Speaker 4:26
So when I learned the lyrics to a song I usually have the lyrics up. I have to listen to it several several times on repeat. I slowly pick it up by reading the lyrics. So

Unknown Speaker 4:43
who do you sing along with? I usually sing along by myself but if I'm somewhat if I'm with a friend usually when we're listening to music together, I'll sing along.

Unknown Speaker 4:54

I do are you an avid karaoke goer I'm not an avid one but I have gone in the past quite a bit and I do enjoy it. We used to have a karaoke machine at home

Unknown Speaker 5:08

yeah

Unknown Speaker 5:11

what struggles do you face when trying to find lyrics for sing alongs um if the lyrics are you know if I'm if they're not available in real time I would say sometimes it's difficult because you don't know when the words come into the song at what time so I would say that's when it's a little difficult. It's not a real time sort of lyrics feature Okay, thank you for your time. My pleasure.

Transcribed by https://otter.ai

Tokyo Smoke Navigation

- Did you like our website design? I do like the aesthetic of the site—color palette and minimal design and icons

- Did you find our website images relevant? Yes

- Are you happy with our website color c-loding? Yes

- Were you able to quickly find the links that you were looking for? Yes

- What new feature would you like to see on our website? Maybe filters and product reviews

- How do you rate our existing website on a scale of 0-5? 3

- What is one feature that makes us stand out from our competitors? There is a lot of breakdowns and diagrams of how the cannabis affects the body which is neat. Useful iconography

- What is one shortcoming that we need to work upon on our website? All the information may not be organized the best way for a user to follow on website

- How easy was it for you to navigate to other pages on the website? Easy to navigate to different pages but hard to follow the content at times—a lot of scrolling of information

- Could you clearly see and access the menu? Yes

- Do you want us to change the position of the main menu? Maybe re-organize the navigation headers

- Were you able to access the links on the website? Yes

- Are the links on our website helpful? Not always; seemed a bit redundant and circular

- Was the content on this page helpful to you? It is useful for people looking for detailed effects of cannabis

- Did you find the blog topic relevant to your needs? Yes, there was a lot of educational resources as well as best practices

- Did the FAQ section solve your query? Very detailed and more than I could have expected

- Is our website content readable? Yes

- Do you want us to add more information to our content? No, if at all there is almost too much info!

- Did you like the format of our content? I think it can be condensed a bit more and organized to separate the shopping versus the higher learning part

- Did you find any irrelevant or offensive content on our website? No

- How easy was it to purchase our product? Easy but asked to create an account or log in

- Did you face any difficulties during the checkout process? None

- Did you face any issues while using your payment card? No

- Do you have any suggestions to improve our payment process? Offer promotions for more traffic to the shopping cart