

Ether User Research

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Last Updated: 4/18/2016

Background:

Ether is a podcast app being built for iPhone. It allows users to listen to podcasts, subscribe to podcast channels, and share podcasts with their friends. Ether wants to create a podcast app that makes it easier for users to share and recommend podcasts with their friends.

Goals:

We are trying to answer the following questions:

1. How do users currently find new podcasts to listen to?
2. Where do users listen to podcasts most?
3. What features of their current podcast app do they use?

Methodology:

We will begin by creating and sending out a survey, hoping to reach 50-75 people. Based on those results we will conduct in-person interviews with 5-7 participants for an in-depth exploration of how they currently interact with their podcast app, where they listen to podcasts, what works well for each user and what issues/ challenges they face.

Participants:

Ideal participants are:

- Users who listen to podcasts routinely
- Users who listen to podcasts infrequently

Schedule:

Research steps are:

1. Online survey distribution
2. Online survey reminder
3. In-person/ video interviews
4. Synthesise data and deliver results

Script

Intro and Background:

Hi, my name is Jenn Hinkle and I'll be conducting the interview today. The interview will be approximately 10 questions long, with the opportunity for follow-up questions. The goal of this interview is to gain a better understanding of how, when, and where users listen to podcasts. Please remember, there are no wrong answers or actions you can take. We are looking for raw, unfiltered responses; so please be as open and honest as you can during this interview.

Main Body:

1. What podcast app do you use?
2. How often do you listen to podcasts?
3. Where do you typically listen to podcasts?
4. When you choose to listen to podcasts, why podcasts? Why not music or silence?
5. What features of your podcast app do you use the most?
 - a. Why is that?
 - b. Can you tell me about the last time you used that feature?
6. What features of your podcast app do you use the least?
 - a. Why is that?
 - b. Can you tell me about the last time you used that feature?
7. Do you ever talk about podcasts with other people?
 - a. Why?
8. How do you find new podcasts to listen to?
 - a. Can you tell me about the last time you found a new channel?

Wrap Up:

Thanks again for taking the time to speak with me today. Do you have any other comments or questions for me before we finish? Would it be ok to contact you if I have a few follow-up questions?