### INTERVIEW #1 APPLE MUSIC

(Apple Music photos of interface, above)

**FOCUS:**
Focus on user interaction with interface and how, but more importantly why, they chose said product but also enjoyment.

**GENERAL OBSERVATIONS:**
- Has the option to build personal playlists, however usually just tweaks existing ones.

**QUOTES:** Interface: “very visual.”

**PRO:**
- Tailored playlists based off likes/dislikes (tailoring), uses this to bring in new artists into rotation.
- Variety supported by vast library.
- Pre-made playlists that support moods.
- Offline capability.

**CON:**
- Steep price to pay, but still does.

### INTERVIEW #2 YouTube

**FOCUS:**
Focus on user interaction with interface and how, but more importantly why, they chose said product but also enjoyment.

**GENERAL OBSERVATIONS:**
- Searches a general music theme and type to study to, and makes initial choice from viewership count, but doesn’t have an actual account so doesn’t use the like/dislike feature to accurately influence the choice algorithms, says “there’s no need.”

**QUOTES:** “It [YouTube] recognizes what I want.”

**PRO:**
- Auto-play feature allows for no interruptions when listening/watching.
- Translate option “comes in handy.”
- Side bar projects related videos/suggestions. -> recommendations base choice from viewed content.
- Thumbnail previews (visual aid).

**CON:**
- Hates advertisements
The environment plays a major role in the experience of the user, depending on setting it plays a primary or secondary role, or both simultaneously. It can take a primary role when the song is mixed and mastered in a studio (like the one pictured above), or when you're at a live concert. And it can play a secondary role when you're listening at home with headphones on, where the environment there pays an ambient role. These aspects of sound affect the sound quality and thus the experience of the user. The thumping of the base and roar of the crowd vs. the controlled studio environment, these provide different experiences for the user. This environmental affect plays a role even within the buildings themselves, like orchestras and auditoriums. Environments can range from a hall, concert, home, or even a digital environment, all changing the user experience.

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<th>STUDIO</th>
<th>SOUND</th>
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Differences in instruments and inputs plays a role in quality of sound, and thus user experience. Take electric and acoustic guitars for example, they operate under the same in form, however they are functionally different. Acoustics take the string vibration and amplify it in the body of the instrument, while electrics convert the string vibration, send it to an amplifier, which then produces the amplified sound. These two variations have different sounds that the listener picks up, like slight tonal variations, etc. Electrics also allow for variances in effects, with the use of pedias or amp settings and even other kinds of editing software. These change the user experience in an obvious way.
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