

# RESEARCH SYNTHESIS

## SURVEY

I conducted a user survey with 14 people regarding their podcast experiences.

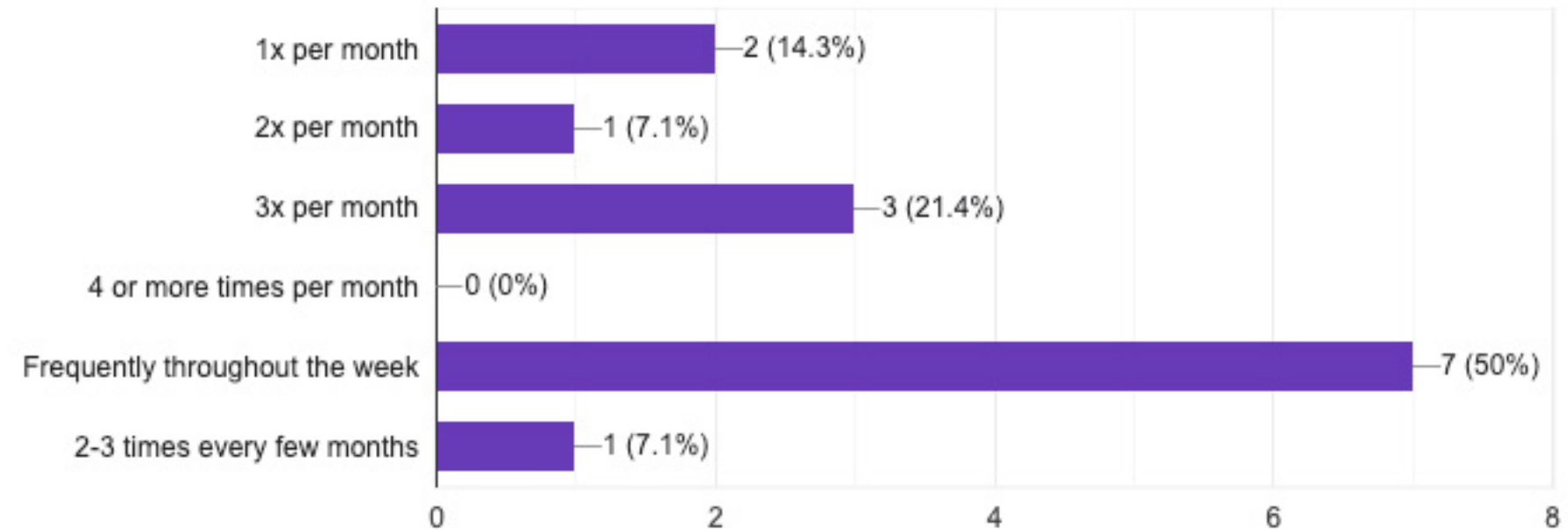


# RESEARCH SYNTHESIS

## FINDING

The participants all consumed an adequate amount of content with the majority listening to podcasts frequently throughout the week.

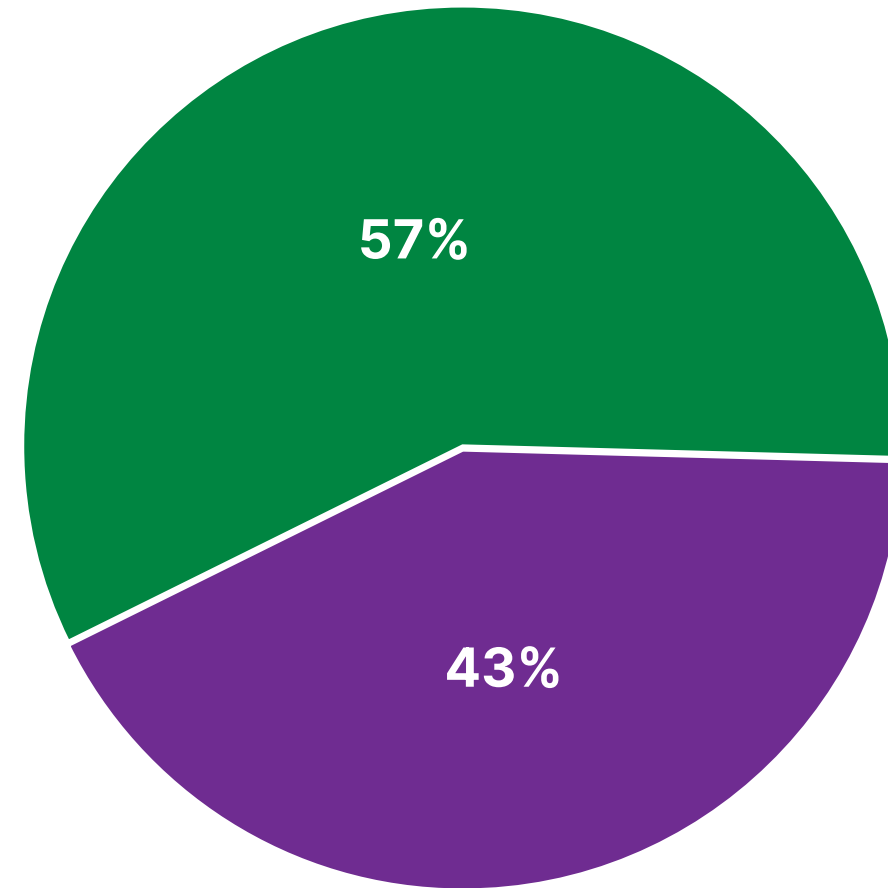
How often do you listen to podcasts?



# RESEARCH SYNTHESIS

## FINDINGS

The participants all fell into the Spotify or Apple Podcasts category.



Which App do you use?

- Apple Podcasts
- Spotify
- Google Podcasts
- Audible
- Stitcher

# RESEARCH SYNTHESIS

What is something you enjoy about your Podcast app?

KEY: Spotify Apple

## FINDINGS

- Finding new episodes from recommender systems.
- Navigation, ease of use.
- Features that fit in with daily use (sleep, downloading, etc).
- Accessibility between devices and other services.
- Feeling connected to friends and having easy access to their music.

sharing with others

ability to follow friends and see what they've been listening to

I can download my friend's playlists if I want

Suggestions based on what I'm already listening to

Alerts for new eps are out for the ones I listen to most often

listen to episodes of podcasts I'm not subscribed to

suggestion list based on what I listen to

Easier to navigate!

will keep my listening progress if I don't finish in one go

It remembers where I am if I stop listening

Option to sort podcast ep in a variety of ways

Add to Episodes, fast forwarding or rewinding by 15sec

Ability to download and listen offline

sleep mode if I'm listening to it before going to bed

speeding up a podcast

easily switch devices (phone, bluetooth speaker, computer)

Easily accessible, comes w/existing subscription

All my listening activities (music) are in one place.

one stop shop for my audio/listening needs

# RESEARCH SYNTHESIS

What is something you dislike about your Podcast app?

KEY: Spotify Apple

## FINDINGS

- Overwhelmingly the organization and UX for both Spotify and Apple looks to be a frustration for users.
- Users want a way to have all their podcasts in one place and in a playlist.
- Easy access to their content.
- Would like the ability to follow friends/podcasters to see what they are listening to.

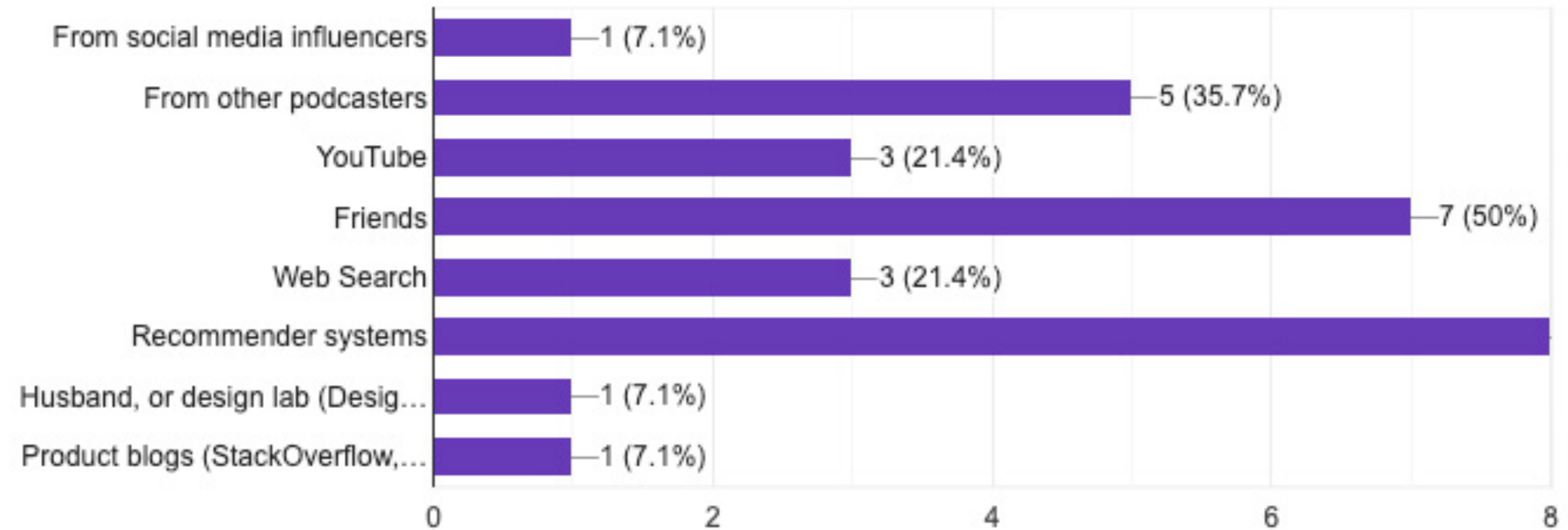


# RESEARCH SYNTHESIS

## FINDINGS

The participants lean on other podcasters, web searches, youtube, friends and recommender systems to find new content.

How do you find out about new podcasts or episodes?

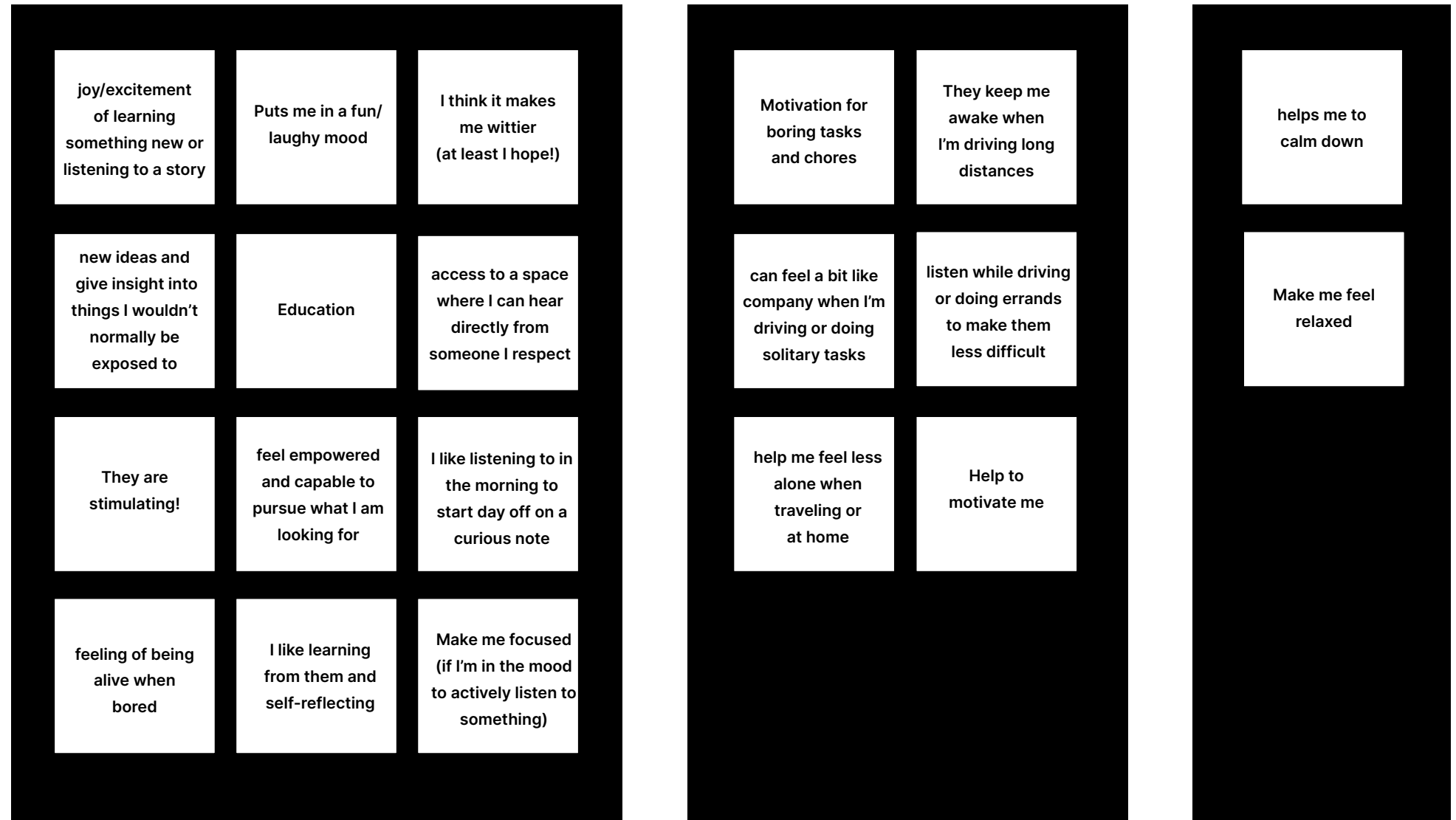


# RESEARCH SYNTHESIS

What effects do podcasts have on your mind?

## FINDINGS

- Users listen to podcasts as a form of entertainment and education.
- Podcasts can help with mundane activities.
- Users like how podcasts open their minds to new information and ideas.



## Why do you listen to podcasts?

**“Passive, productive listening and for new and useful insights!”**

**“To give me a break from reading activities.”**

**“I have access to podcasters I respect and get to hear their ideas.”**

**“To hear about different perspectives and views.”**

**“It feels like I have a friend that I am in conversation with.”**

**“For entertainment and to pass time.”**

**“I want to hear stories from the community, hear their personal experiences.”**

**“To get updates on my career.”**