

Interview Project

Welcome to the World of iPod

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Purpose and Objectives:

Our purpose with this project was conduct research of the iPod consumer through personal interviews to help us understand what makes the iPod special to them. This knowledge will help achieve us understand the reasons and thinking of similar iPod purchasers and help future consumers who are interested in purchasing their first iPod. This research can be helpful in many ways to those with regards to type of iPod they may want to buy, what can be done with and iPod and why they should have one. We think this research will provide that information, so that future purchase decisions can be easy and successful.

The objectives we explored to gain this said knowledge:

- ❖ To find out why people chose to purchase their iPod
- ❖ To learn more about how people use their iPod
- ❖ To see what features consumers would like to see in future iPod generations.

Methodology:

Our method was to answer our objectives by asking questions we felt would get us the research information we need to provide answers to iPod consumers both present and future. We did this by conducted one- on- one interview with three individual who vary in demographic and currently own an iPod. We interviewed and older male and father, named Brian, who currently owns his own iPod shuffle. The interview was conducted June 9, 2009 and approximately lasted eight minutes. We also interview and teenager girl, named Leah, who owns her own iPod nano. This interview was done on June 11, 2009 and lasted approximately two and half minutes. Lastly we interviewed was a young adult male, Nate, who currently has two iPods. This interview was conducted on June 15, 2009 and approximately six minutes. Our interviews done with Brian and Leah were conducted with Mac's Garage Band and the interview with Nate was done with Audacity and converted to mp3 with Lame software. All of our interviews are in mp3 format and uploaded to blogs using Bos.net.

Results:

Consumers want to buy and iPod because it lets them put the kinds of music they like into one device. Consumers are not constrained by many different kinds of CD's or switching radio stations and this allows for individuality and uniqueness to each person's iPod which gives the consumer their own musical identity.

"Because I'm able to put all my CDs in it and have it in one place so I don't have to carry around a bunch, and I'm able to listen to it wherever I want and I don't have to carry around a big thing." - Leah

"I like the iPod mainly for its ability to be able to allow you to listen to so many different kinds of music instead of being locked into a radio station or just listening to individual CDs and carrying a sack of things around, to have the chance to download whatever music you want to listen to without worrying about what else is out there that could distract you from the music that you really want to hear. You're listening to all your favorites, all the things that you want to download. And that makes those instruments that much more meaningful to have." - Brian

Consumers find exercising more enjoyable when using their iPod. People have different kinds of music that makes them more willing and wanting to exercise. The iPod allows for each person to have their own personal motivator through their music.

"I ran a 5k marathon and struggled and without my iPod and being able to listen to my music I wouldn't have made it through the run." - Leah

"I just listen to my iPod to kind of relax and if I'm jogging I'll hold it in my hand, keep it on my side or clip it to my belt or something like that." - Nate

iPod purchasers like many various ways to put their music onto their iPod. While some like using the store because it creates your own personal account, others do not want to pay for the music so they use other software, while the remaining groups of consumers just like to put their personal CD's.

"I use the iTunes store. It's really easy because you can create an account and you can go on and search the different music and they show you a playlist of songs that you might like based on what you bought, so it makes it easy." -- Leah

"I began using Limewire when it came out and then Frostwire to share music files with other people and to get songs that I wanted for free and I would just put them on iTunes and then onto my iPod." - Nate

"I pretty much just choose the CDs that I like. I would say [the reason for using this method] is because it's the simplest form initially and it allows me, rather than just picking and choosing songs, it allows me to get a greater variety quickly onto my iPod." - Brian

Conclusion:

After conducting these interviews we can see that iPods give people a sense of identity and allows them to be creative with the music. This can permit them to live happier and productive lives.

We can get some understanding why these various iPod purchasers wanted an iPod and how they use it. This research can give potential future iPod purchasers some information to make a better decision or sway them into wanting one of their own.

iPod Interview Guide

Objectives:

- To find out why people chose to purchase their iPod
- To learn more about how people use their iPod
- To see what features consumers would like to see in future iPod generations

Questions:

- What was the process you used when you purchased your iPod?
- Tell me why you like your iPod.
- What criteria did you need your iPod to meet?

- What is a memorable experience you have had while using an iPod?
- How do you get your music? Why do you use this method?
- When (and how) do you use your iPod?
- Do you listen to anything other than music? If so, what?

- What would you do to improve your iPod?
- If you could build your own iPod that could do anything, what would it do?

iPod Interview Questions- Nate's Interview Transcript

Questions:

- What was the process you used when you purchased your iPod?

Nate: Well, I didn't even purchase my iPod, my first iPod was a gift so it was chosen for me and I guess I got good grades so I got an iPod. My second iPod was a gift for graduation and I got to pick that one out and it was black and the other was white, and it had video capabilities.

- Tell me why you like your iPod.

Nate: I like my iPod because it defines me, I get to pick the music I want to put on it, the pictures I want, the videos I want, and it's black, so one of my favorite colors is black, and I can be free with my iPod and kind of get in my own little zone when I jog or when I'm by myself or with other people and I don't want to listen to them and I'll turn my iPod on and just zone out.

- What criteria did you need your iPod to meet?

Nate: I needed my iPod to be one of my best friends, it knows what movies I like because I put them on there and I just get in touch with my iPod and I am just myself with my iPod. I needed my iPod to basically be me, with my own ideas and my personality. I get to build my iPod around what I want.

- What is a memorable experience you have had while using an iPod?

Nate: I was on a plane with my iPod and we hit some severe turbulence because there was just a hurricane the same day and a song came on, I don't remember which song, but it was something about turbulence or shakiness or

something like that in a relationship, but it was kind of funny because the plane just hit turbulence at the same time and I started laughing and the person next to me, who I didn't even know, started looking at me like I was retarded... it was kind of funny.

- How do you get your music? Why do you use this method?

Nate: Well, I used to get my music from iTunes, but then iTunes got a little expensive because I kept getting songs every single day because I'd hear songs that I liked. So, in order to get thousands of songs, I wasn't going to pay thousands of dollars at 99 cents a song because that is a bit expensive, so I began using limewire when it came out and then frostwire to share music files with other people and to get songs that I wanted for free and I would just put them on iTunes and then onto my iPod. I use this because it is pretty expensive to pay 99 cents for a song, so if you share the files with other people it is free and it's not stealing.

- When (and how) do you use your iPod?

Nate: I use my iPod when I'm jogging, and I use my iPod when I'm driving sometimes. Most of the time I just hook it up to the input on my car, so I just drive and listen to the iPod. I use my iPod on the plane, basically when I have some free time to myself and I want to listen to music that I like and not the radio and have to switch stations. So, I just listen to my iPod to kind of relax and if I'm jogging I'll hold it in my hand, keep it on my side or clip it to my belt or something like that.

- Do you listen to anything other than music? If so, what?

Nate: I listen mostly to music but I listen to movies sometimes, and watch them, but sometimes I'll listen to them because I've seen them so many times that I can kind of picture what is going on in my head and basically single songs, no playlists or anything. I don't have many playlists, just a few of them, a 80s playlist, a playlist from the Castle, places that we go, so I basically just listen to single songs.

- What would you do to improve your iPod?

Nate: Probably get rid of some of the songs that I don't listen to anymore, but I'm kind of nostalgic because there are some songs that were important to me in the past, but I was basically kind of clear it out to free up some space, although you don't really have to free up space on iPods these days because who could possibly fill it with 15,000-30,000 songs? So, I would probably clear it out, weed out some of the stuff I don't listen to anymore. If I skip over songs, I'll start to realize that those aren't really songs that I listen to anymore.

- If you could build your own iPod that could do anything, what would it do?

Nate: Everything, I'd probably have an iPod that um, they're really big on getting everything up to date these days technologically, at Apple. I don't know if I could enhance the iPod to do logical things, like an iPod can't wash your car or bathe your dog, but an iPod could possibly have a speaker on it so you don't have to hook it up to anything and you can have it on the go and not use ear buds. I'd probably enhance the ear buds that come with the iPod because they are pretty crappy and I guess that'd be about it.

iPod Interview Questions- Leah's Interview Transcript

Questions:

- What was the process you used when you purchased your iPod?

Leah: I looked online to try to find the best one with the best price and I was interested in purchasing the iPod Nano and I finally found one at Sam's that I liked and I liked the color so I got it at Sam's.

- Tell me why you like your iPod.

Leah: Because I'm able to put all my CDs in it and have it in one place so I don't have to carry around a bunch, and I'm able to listen to it wherever I want and I don't have to carry around a big thing.

- What criteria did you need your iPod to meet?

Leah: My iPod needed to meet the criteria of holding a lot of songs and play videos.

- What is a memorable experience you have had while using an iPod?

Leah: I ran a 5k marathon and struggled and without my iPod and being able to listen to my music I wouldn't have made it through the run.

- How do you get your music? Why do you use this method?

Leah: I use the iTunes store. It's really easy because you can create an account and you can go on and search the different music and they show you a playlist of songs that you might like based on what you bought, so it makes it easy.

- When (and how) do you use your iPod?

Leah: I use it mostly at the gym, I use it at night to fall asleep and I take it pretty much everywhere I go, I go to school with it.

- Do you listen to anything other than music? If so, what?

Leah: Mostly music, but I bought a few TV shows that I watch, but it's just mostly music.

- What would you do to improve your iPod?

Leah: If I could do anything to improve my iPod I would make it so the battery would stay longer, charged.

- If you could build your own iPod that could do anything, what would it do?

Leah: Make it so I could listen to the radio so I would have more music options.

iPod Interview Questions- Brian's Interview Transcript

Questions:

- What was the process you used when you purchased your iPod?

Brian: Well, we were coming into Christmas time and I was trying to find a gift for my daughters. We always try to find that one special gift that they hadn't asked for, that they hadn't expected. I spent a lot of time looking at ads, talking to friends, researching consumer reports, and settled on the iPod. I went to the stores and of course the stores were just mobbed with people. Lots of ads, lots of displays and I settled initially on the iPod shuffle for the girls, mainly because most of the inventory couldn't stay on the shelves. There wasn't a whole lot available that first year.

- Tell me why you like your iPod.

Brian: I like the iPod mainly for its ability to be able to allow you to listen to so many different kinds of music instead of being locked into a radio station or just listening to individual CDs and carrying a sack of things around, to have the chance to download whatever music you want to listen to without worrying about what else is out there that could distract you from the music that you really want to hear. You're listening to all your favorites, all the things that you want to download. And that makes those instruments that much more meaningful to have.

- What criteria did you need your iPod to meet?

Brian: Mainly something that would hold the amount of music that we would want to listen to, the ease of downloading things to it, and the ease of being able to transport it wherever you would want. That first year when I bought the iPod shuffle for the girls I also bought a little speaker system that it could be plugged into so that it could either be listened to on the counter or they could take it with them to have more of a speaker experience. But I also bought them the lanyard that it would go into with headphones so if they were on a walk or on a run or on the beach they could listen to it that way too. I guess those are the features that I was mainly looking for and what really came to provide a lot of enjoyment for us.

- What is a memorable experience you have had while using an iPod?

Brian: I think the most memorable experience that I have is sitting on a beach with the iPod around my neck in the lanyard, reading a book and having that chance to listen to music without having to carry a huge boom-box down there. And just being able to enjoy my music while the girls were enjoying their music with their headphones without worrying if one was going to be bleeding into someone else's experience. I think it was just enjoyable to be able to sit there and enjoy my music while they were enjoying theirs and just seeing all of the happy expressions that everyone had and the peace that comes from listening to whatever it is that you choose.

- How do you get your music? Why do you use this method?

Brian: Mainly upload the CDs that I have, that I like. I know the girls have used limewire and gotten online to download music, but I prefer to look at the CDs that I already know I like as opposed to looking for individual songs to download. I pretty much just choose the CDs that I like. I would say [the reason for using this method] is because it's the simplest form initially and it allows me, rather than just picking and choosing songs, it allows me to get a greater variety quickly onto my iPod. Because I have a broad-based music on mine, from Christian music to Country music to music soundtracks from movies, but it allows me to enjoy that wide variety without having to pick individual songs. So I would say, the ease of just being able to choose music that I know that I like.

- When (and how) do you use your iPod?

Brian: Right now the shuffle that I use is one that I inherited from that initial purchase for my daughter's because I upgraded their music, their iPods over the last couple of years. So I still use that original iPod shuffle and one of the original speaker systems and mainly I keep it on the bathroom sink and when I'm getting ready in the mornings I usually listen to my music there, but I also still have the original lanyard so when we travel I take them with me. Those are the main ways I use them.

- Do you listen to anything other than music? If so, what?

Brian: No, I don't. I know the girls do. This past Christmas I bought one of the more advanced iPods for my wife. She's got movies downloaded and songs and videos and things like that, but personally I just still use the original shuffle.

- What would you do to improve your iPod?

Brian: I guess about the only thing I could do to improve it would be to add to the collection of music that I already have on it. It's been sometime since I have added anything new to it. I just enjoy sharing the girls' iPods and the things that they've downloaded on it. Other than just upgrading the music, I can't really think of anything. It suits the purposes that I need it for.

- If you could build your own iPod that could do anything, what would it do?

Brian: Maybe one that you could plug into a stereo system, either in a car or at home and while you're listening to the radio, perhaps be able to hit a record button on the iPod at the moment the song comes on the radio that you would like to have and record that immediately, as opposed to searching on the internet or having to get into limewire or somewhere else and find the song and download it that way on the computer. It would be nice to have the opportunity to record something at a moment's notice.