



Understand research

Playlists - Shared experience

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Design Share

MARCH 2021

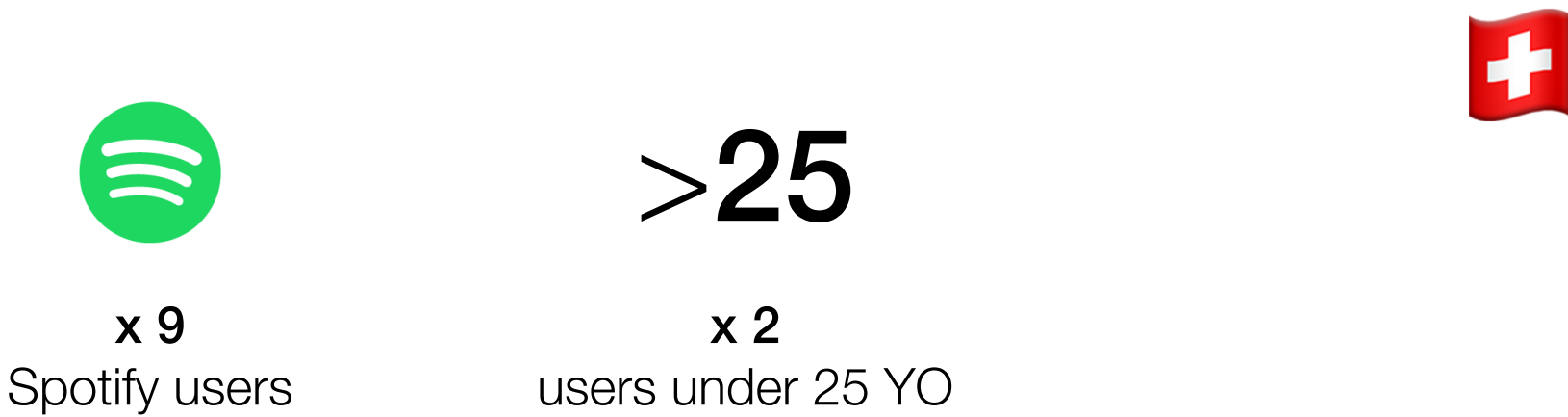
11 Participants:

Diary Study

We asked participants to document every time they interacted with a playlist over 1 week and captured the contextual details.

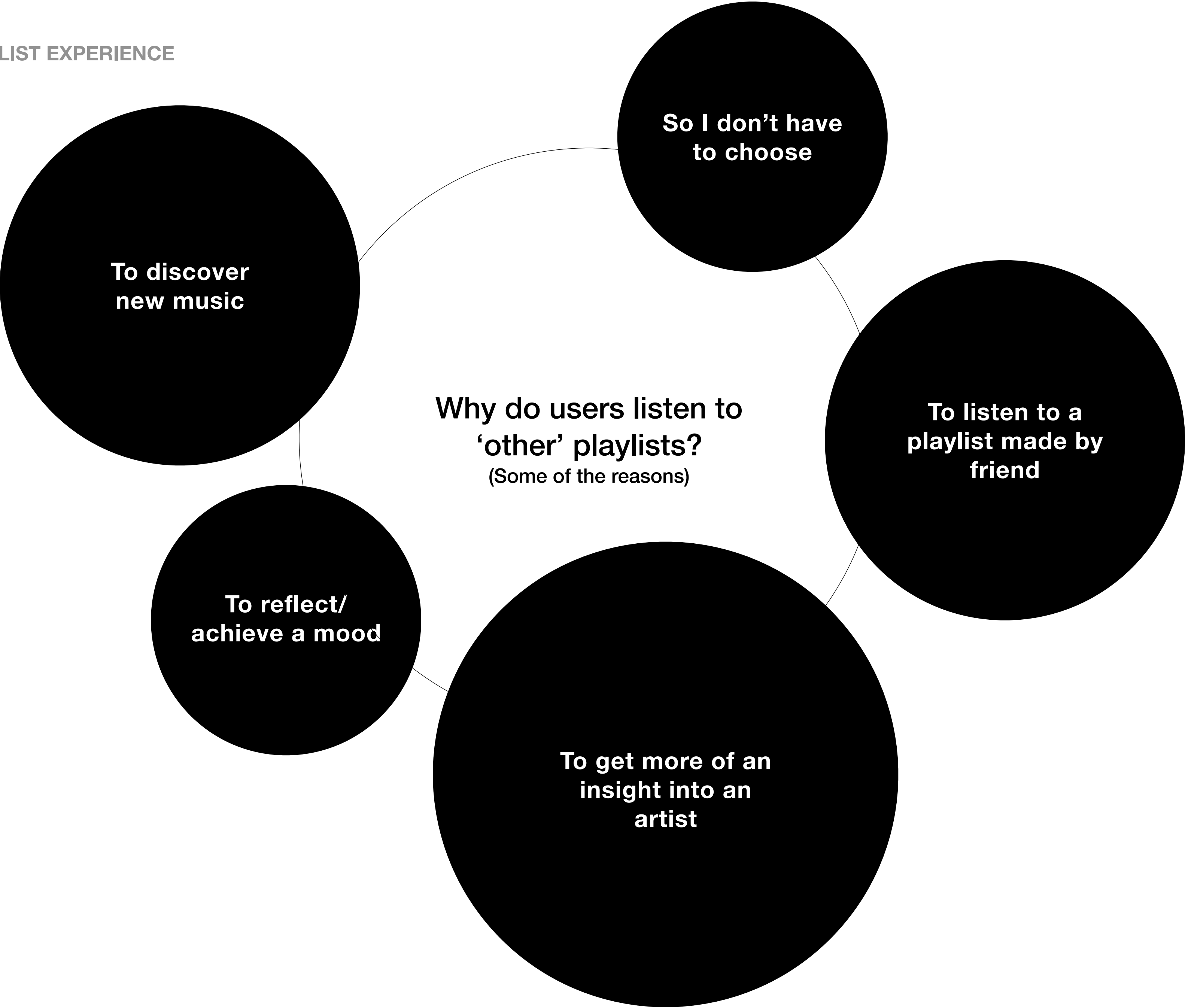
User Interviews

We conducted remote interviews with participants over zoom.



Why do users listen to ‘other’ playlists? (Some of the reasons)

To discover new music	To reflect/achieve a mood or mental state	To get more of an insight into an artist	To put something on for convenience
“ Whenever I feel I'm in a rut and listening to a lot of old stuff P4 - Proud Bandcamper	“ get yourself going in the morning or a pep-talk playlist P18 - Proud Bandcamper	“ An artist’s <i>what I'm listening to right now</i> type playlist...is often surprising and enjoyable P13 - Proud Bandcamper	“ I wanted to listen to something new without the effort of searching. P6 - New User



But above all else

**When users choose to
play a playlist they
expect a continuous
listening experience with
little interaction needed.**

playlist or play through all of the songs I have , which are three in total. I have to manually select one song and it will play and then I have to leave the menu through the back option and then select the second song which brings me into a new window and once that plays through I have to select the back page option again and click on The third song which seems very irritating and not very functional especially when I'm driving listening to music and would like the option of creating a playlist or at least listen to one artists songs in one place without having to go back-and-forth through pages !! is there any fix to this ? thank you

Hey Bandcamp!
I really like your app and use it pretty much every day. One thing I would like to see is the ability to create Playlists out of individual songs from albums I've purchased. I run and there are few albums that are good for running all the way through.

Hi,
I want to listen to all the music in my collection continuously without selecting each album.
This feature is essential for playing while at work.

[00:02:32] I'll add them to a playlist and then just have the playlist on shuffle, in the background, and not have to think about changing tracks or listening to lyrics or segments.

Can we have the ability to create playlists so we don't have to constantly select our favorite songs?

Unless I'm blind, which is possible, there's no play list feature? I'd love to just listen to my whole album sequentially without having to select the next song each time.

If I am just failing here, any chance you could educate me and make my otherwise amazing experience perfect?

I'm sure it's been considered before, but I was thinking about how much more convenient the app would be if it had a playlist feature. I purchased multiple tracks from an artist, yet I can only play each track separately rather than stream them all. I use the app frequently and so far I've had no complaints, this is really just a minor thing that would make a huge difference. Please consider adding a playlist

[00:02:32] I'll add them to a playlist and then just have the playlist on shuffle, in the background, and not have to think about changing tracks or listening to lyrics or segments.

Hey guys,

Hi! I was wondering if you are plan streaming player that allow you to one stream? Things like allowing u "songs" list that will go through all mobile apps work well but I am finding their utility a bit limited by not having this kind of feature, especially for releases with only a couple songs. Thanks!

I love Bandcamp and I really like the app! But I really need a way to make playlists: when I buy just individual tracks it's a pain in the ass to hear them all!

Hello,

I have a suggestion about the app. It would be great if we can have a playlist system or an automatic album switch in collection. When you have finished an album the app automatically go to the next.

It would be nice if I could make playlists out of my collection, or at least be able to play all the tracks at once.

[00:29:24] I'll make one for if I'm four or five hours, I have my airpod

please update the app so that I can listen to all playlist, rather than having to navigate between

It would be cool to somehow make a playlist from all the albums I've purchased. I find myself jumping around to different tracks a lot when I listen to music.

[00:09:31]I had my Google Home on and I play some music and it just picked a random playlist. I didn't like jot down what it was c just played

I own a few tracks that are individual sor cool if you guys implemented a Playlist f even just a "play all owned songs/album function...I hate playing a song only for r to pick up my phone again 4 minutes later to pick another one, you know?

If you're still so averse to the idea of adding playli functionality could you please at least add the ability to cue multiple albums to play consecutivel on the app so I don't have to keep taking my phor out to change them during workouts?

[00:05:28] the way I organize them might be based on a really specific certain mood or a certain situation, if I'm driving, mostly because I'm picky and like to know what I'm going to get.

lay, I like to have happening in the

background and that I can turn in and out...I made it for someone so that it could be like calming songs at night. But it actually it's something that I turn to, even though it was something I made for ...

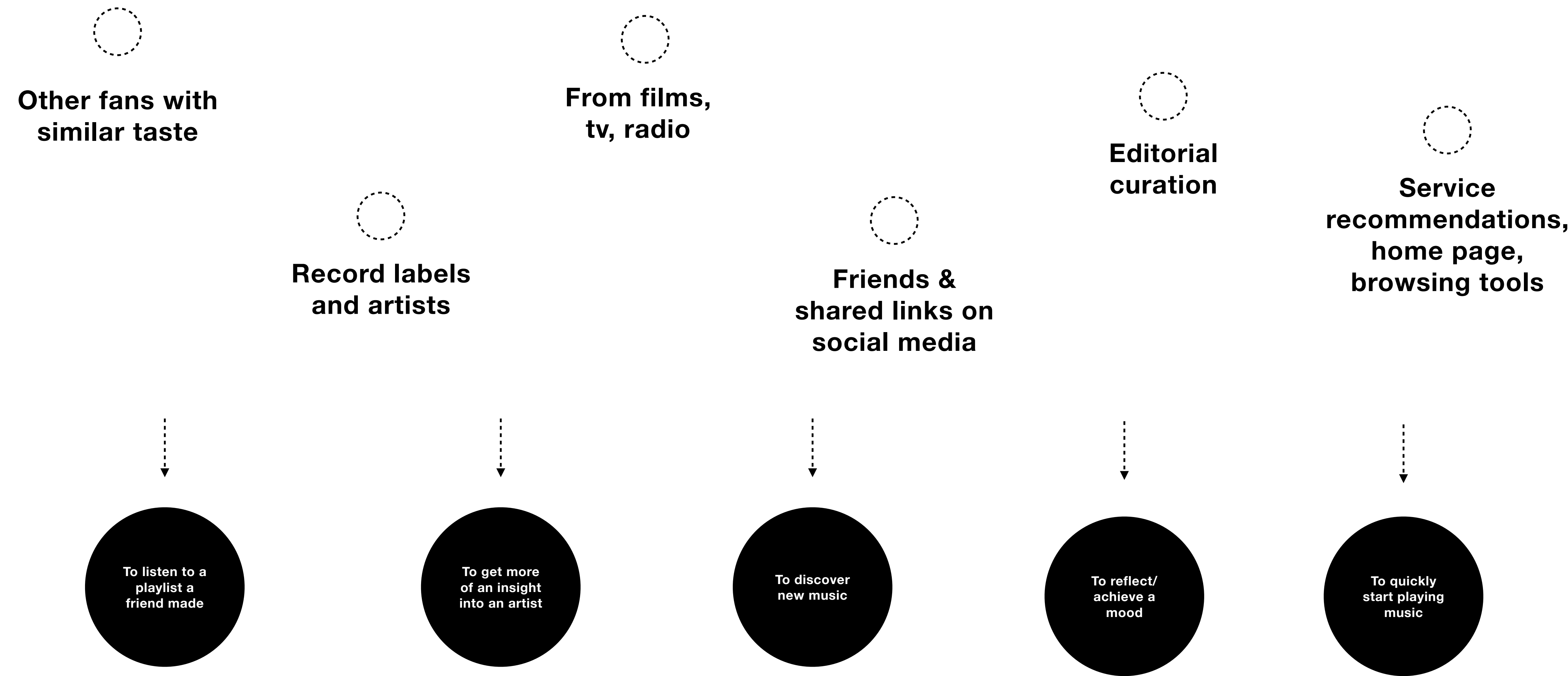
Please put a playlist setting or let us listen to our whole music collection through, it's hard to change song when driving and a bit off putting. Other then that great app! Keep it up

How can I construct a playlist on the Bandcamp Ap., so i can play individual tracks from vaiious artists, some of whom I may have purchased just one or two tracks from your store - I know I can do this in iTunes but would much prefer to use the more stable Bandcamp where interference is not a problem!

Hello,
Please PLEASE please add the ability to make custom playlists in the app! I have so much music that would be way easier to listen to if I could make custom playlists and play them in shuffle mode. That would be super. Thank you!

But above all else
When users choose to play a playlist they expect a continuous listening experience with little interaction needed.

How do users discover and find music or playlists they want to listen to?



Some examples of participant’s playlists

Personalised
algorithmic playlists

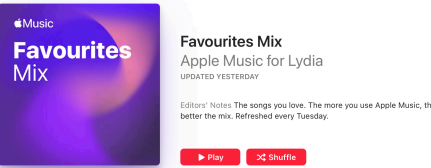
Service editorial
playlists
also partly algorithmic?

Branded playlists

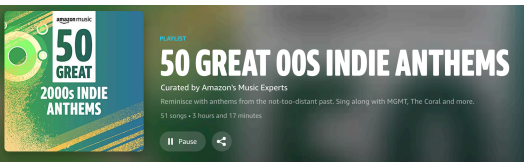
Artist based
playlists

User generated
playlists

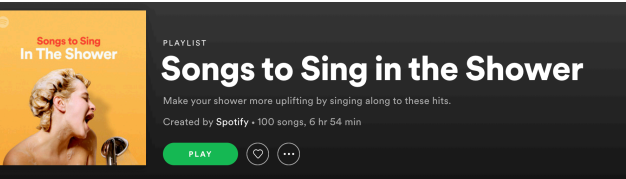
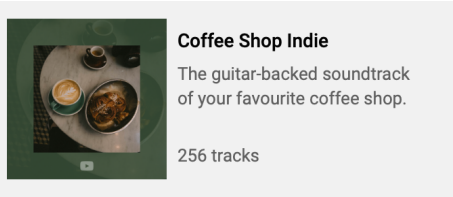
Listening history



Genre



Mood



Label



Platforms



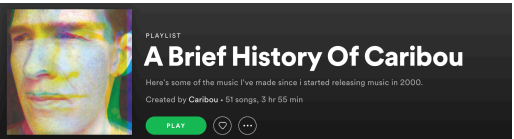
Public Profiles



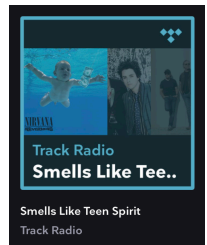
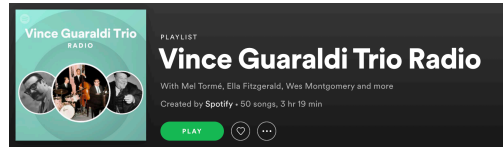
Brands



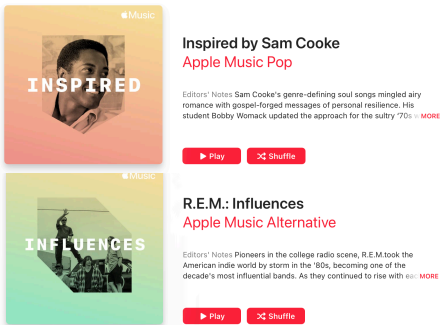
Artist made



Track/Artist Radio



Editorial



1

Interesting takeaway:

6 participants (both BC & non BC users) said they prefer to interact and listen to playlists created by 'real people' e.g. other user profiles, friends, a music expert, a label or an artist, rather than algorithmic or service generated playlists.



I much prefer playlists that are either made by people I know or other organizations like record labels that I like, because that feels a lot more like it's a person.

P9 - Proud Bandcamper

2

Interesting takeaway:

7 participants said they don't fully understand how the playlists on other services are made and how personalised or 'random' they are. They sometimes felt skeptical about these playlists.

“

(Spotify playlists) it all seems very nebulous and I don't really know what's going on.

P1 - New User

3

Interesting takeaway:

4 participants would like more contextual information around a playlist and get an understanding why the playlist creator's chose the songs and what they mean to them.

“

I like the editorial playlist. I like someone else's strong opinions. I may not agree with them, but I like to hear that. And the thing that is missing from those Apple playlist is the reasoning behind it. All I know is like an Apple editorial team put together this playlist

P18 - Proud Bandcamper

Opportunity?

There is an appetite for more transparency around the creation of playlists. Participants also described a desire for more human, handmade playlists & to get more contextual information around a playlist.

BMW enable fans to listen to a playlist made by someone else for free a limited # of times without causing confusion when they hit those limits?

What do users think of the current play limit alert experience?



Bandcamp and non-BC users don't mind the 3 plays limit and feel its fair to the artist.



BC users feel the 3 plays limit lets them try before they buy.

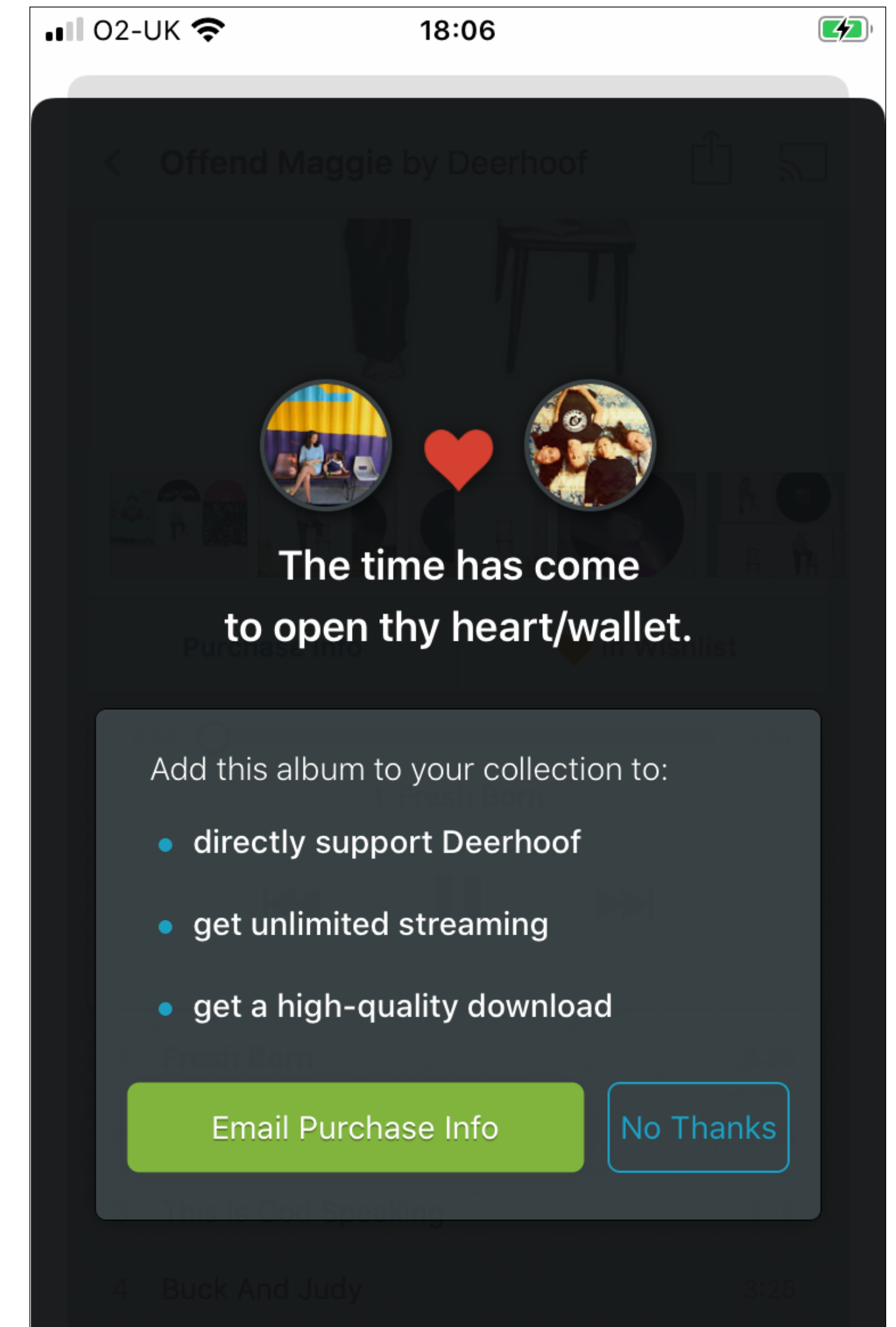


Users felt they may forget the track after reaching the play limit and wanted a way to sample it.



It's good that you're able to listen to all of the songs on an album a couple of times before you buy it. So yeah I think its a good thing

P15 - Proud Bandcamper



Pain points:



(iOS) Users find the play limit modal confusing, they expect to see a buy button here.



Users have learned to instinctively dismiss modals.



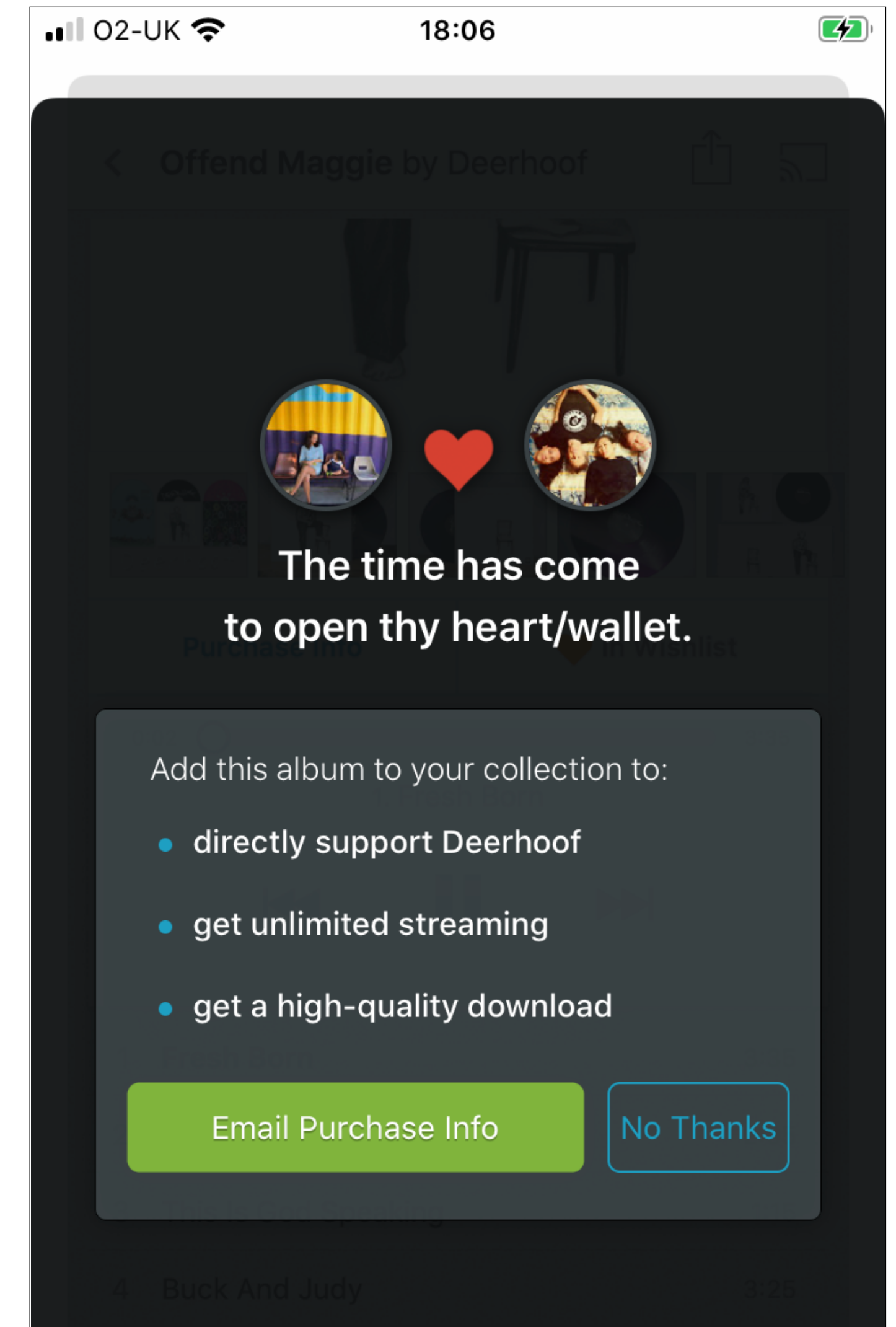
if you're going to take the moment to stop me from listening to thing, just make the experience to buy the thing easier

P13 - Proud Bandcamper



It doesn't look particularly exciting, almost annoying, like a thing to click away, like accept cookies,

P1 - New User



Pain points:



For users who are unable to afford to buy the music the 'open thy wallet' messaging may come across insensitive and negative.



Sometimes people don't have the ability to open thy wallet and that can feel annoying... it's sweet, but kind of harsh at the same time.

P4 - Proud Bandcamper

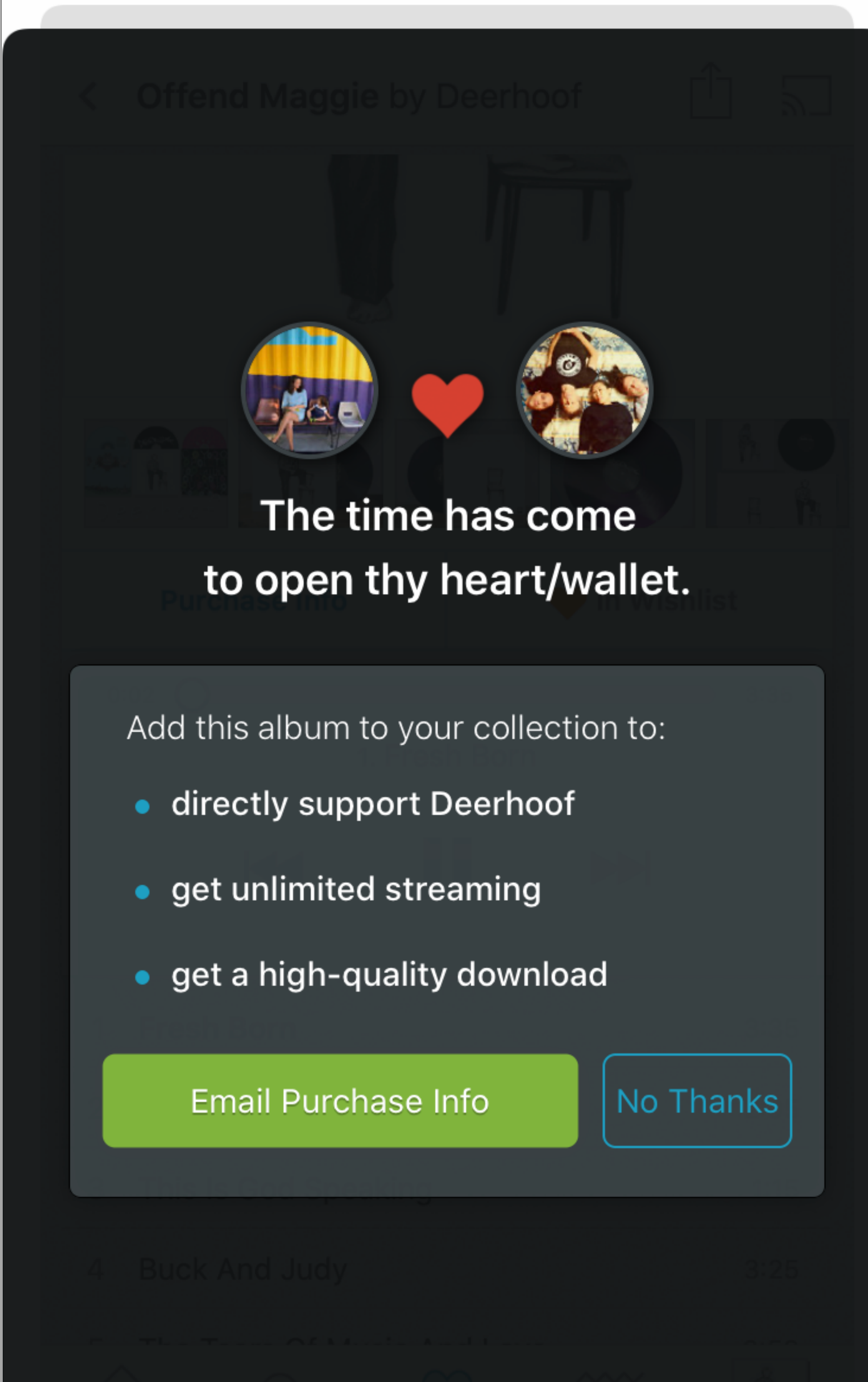


New users maybe skeptical of the message 'support artists directly. They want to know exactly how much they are supporting artists.



If I didn't know Bandcamp that well I might be quite cynical and think, oh yeah, but that's like 0.01p so I wouldn't know necessarily how much it would support them.

P1 - New User



Pain points:



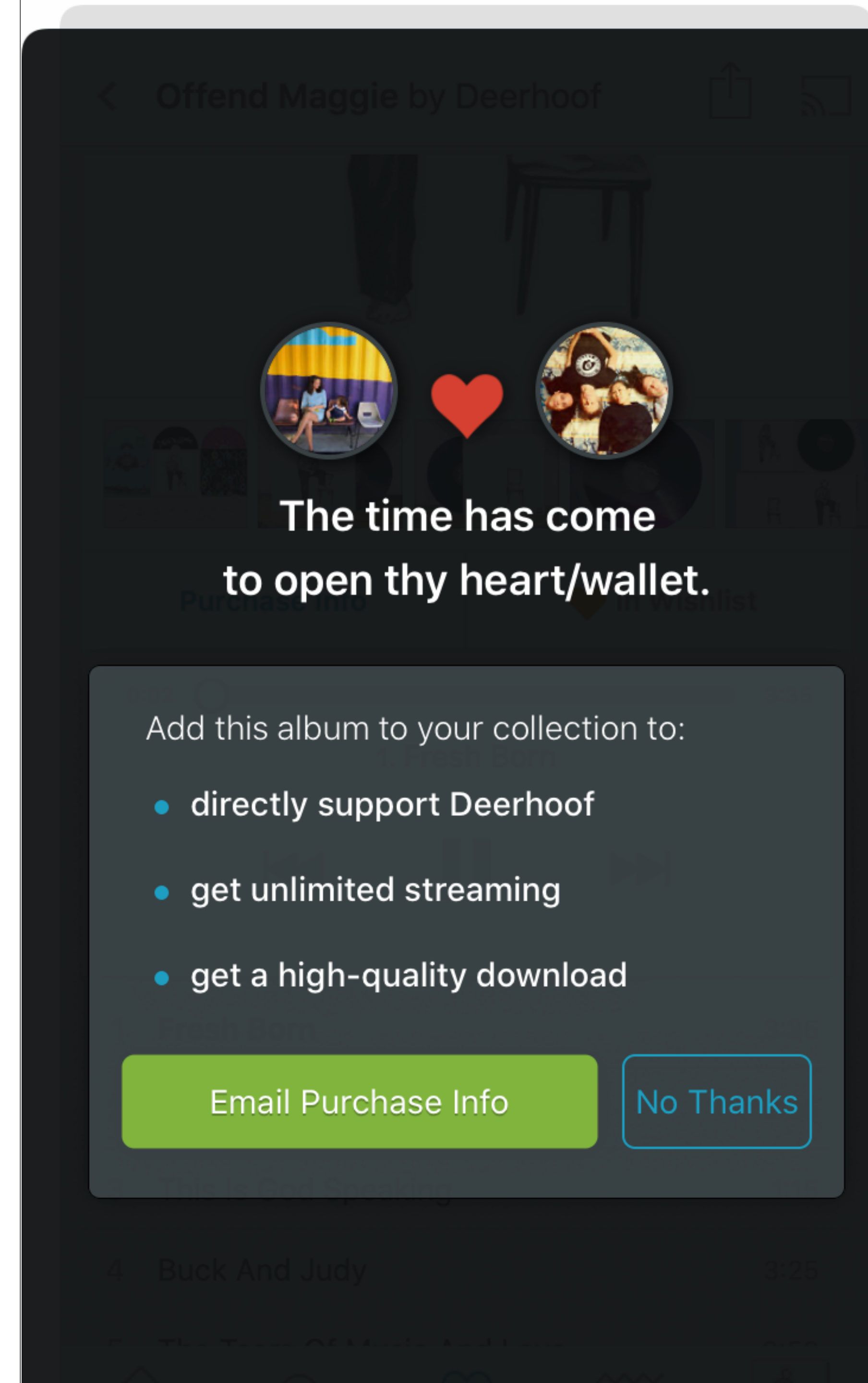
Users have high expectations based on their experience of other apps.

Features like unlimited streaming and high quality download are conventional.



unlimited streaming or high quality download, isn't something that is new or appeals to me, because with other platforms you get that anyway that's expected

P1 - New User



!!

2 participants said when they hit the play limit they might “*look up the track on Spotify*” or “*listen on an incognito window*”

HMW get those fans to buy music from the playlists they visit or listen to, or failing that, to wishlist tracks or albums or to follow artists?

What motivates users to buy music?

“How many tracks do you need to listen and like on an album before you decide to buy it?”

What motivates users to buy music?

Take a chance

Users may buy a new album if they listened and liked 1 or 2 tracks without listening to the whole album.

They see it as taking an exciting chance on the music and believe a small sample of the album gives them enough insight that they will like the rest of the album.

Favourite artist

User will buy their favourite artist's albums without listening to them first, they already know they will appreciate it and they want to continue supporting that artist.

They may also be collecting whole artist discographies.

Cause I care about

Users are more likely to buy releases if they are fundraising for a cause they care about.

How do users make purchases on Bandcamp?

Wishlist

All users said they will Wishlist an item when they reach the play limit rather than select the option of 'email purchase info'.

They have a routine of using their wishlist when they are ready to buy music and do not believe an email will sufficiently remind them/don't want to fill up inbox.

Pay day

Users aggregate music overtime they want to buy and will budget for them on one day to buy together.



Website is easier to buy from

BC users believe purchasing on the website is easier because they can add to cart, review and manage all of their items and have one payment flow.

Do users purchase/wishlist music from the BC Radio? How do they find this experience?

Pain points:

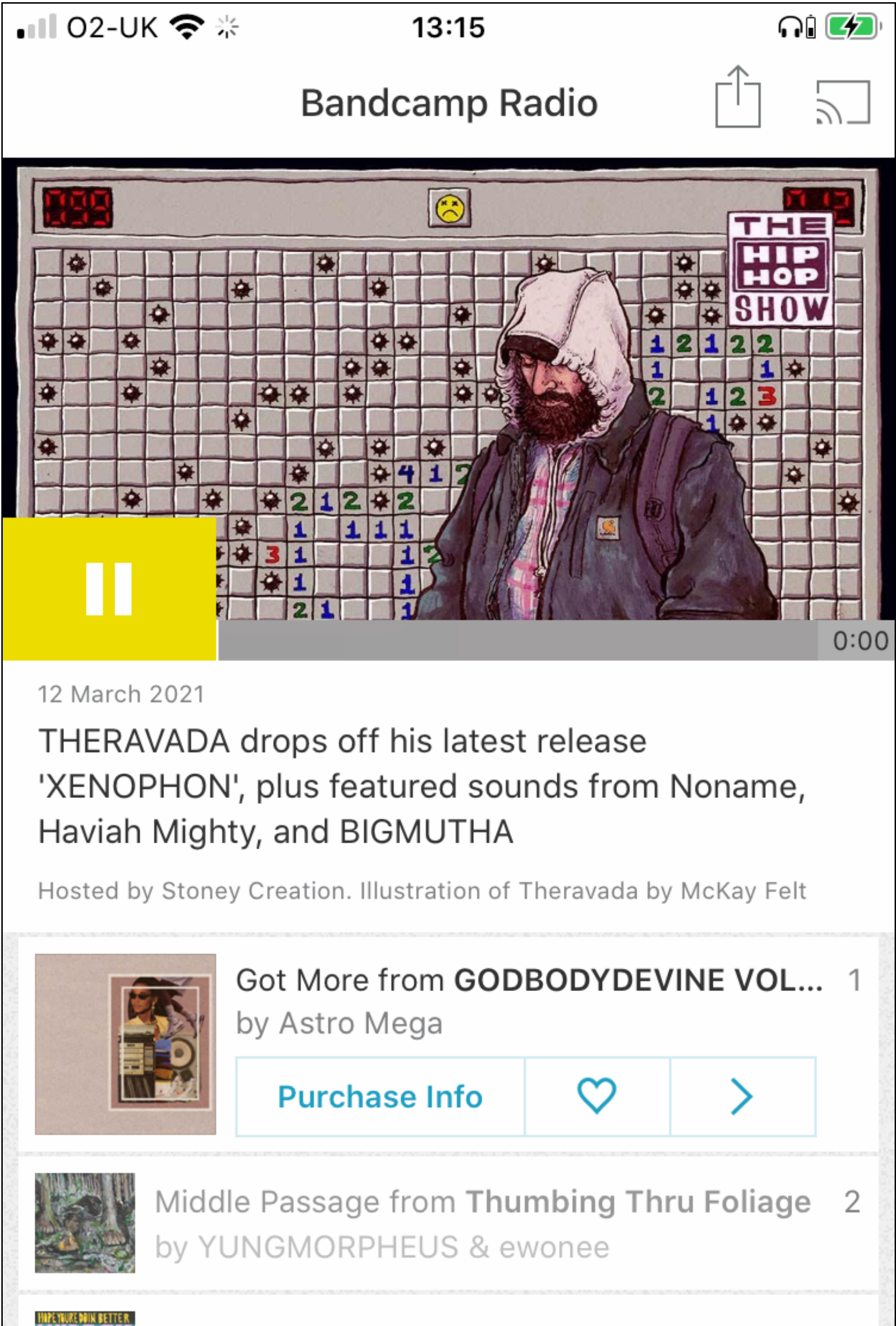


Users expected to see the album artwork of the track playing enlarged and in a header and were confused when it didn't change for each track.

Where we show track metadata together (now playing, tralbum view) if user is not familiar with the track they may be confused which refers to track, album and artist name.



The actions on the track list may not be clear to users who are not familiar with the icons. New users associate heart icon with 'liking' on Instagram and don't associate it with Wishlisting. They do understand the idea of wishlist to save items you might buy later.



How do users remember & revisit music they've previously explored?

Wishlist

BC users find the Wishlist feature useful when discovering new music, they will wishlist music to revisit in the future and decide whether they want to buy it.

Like/Add/Bookmark

Users of other services have a similar behaviour as Wishlisting of adding/bookmarking new music they think they might like to a playlist/playqueue as a convenient way to try it in their music listening routine before they choose to keep it.

'Liked' songs & playlists are a quick way for users to save songs to an auto-generated playlist. On Spotify the 'like' button is presented upfront on the player & tracklist.

Follow

Spotify users are able to follow playlists made by others and add to their library. If the playlist creator updates the playlist it will also update in the follower's library.

User Personas

Crate Digger

*8% population - Fan Survey 2018



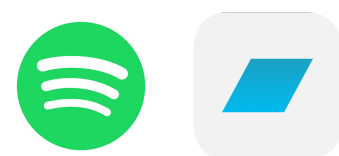
Luke | 36 | Architect
Portland, USA

collection **179** wishlist **119** followers **8** following **162**

devices:



apps:



listening:

4-6hrs
daily

recent purchases:



Songs From Twin Peaks
by Daniel Knox



憂鬱
by 憂鬱



WH051: Media & Memory
by Open

playlists I'm listening to:



Discography

Every release on Devil Town Tapes

by Devil Town Tapes (label)



There's a Scent of Rain in the Air

*Music chosen & playlist
curated by the artist*

by Patience (artist)

“

Its like eating a lot of junk food (Spotify playlists) takes away the discovery process for me, it's never just you learning about a song. I like to know what someone else thinks about that song. There has to be an element of critical thinking there.

Behaviour

- Buys merch & obtains the digital music included
- Buys music to support their favourite artists
- Uses the BC App weekly to listen to their collection
- Reads about music on blogs and articles written by experts, gets recs from friends
- Spotify subscription to access large catalogue of artists

Needs

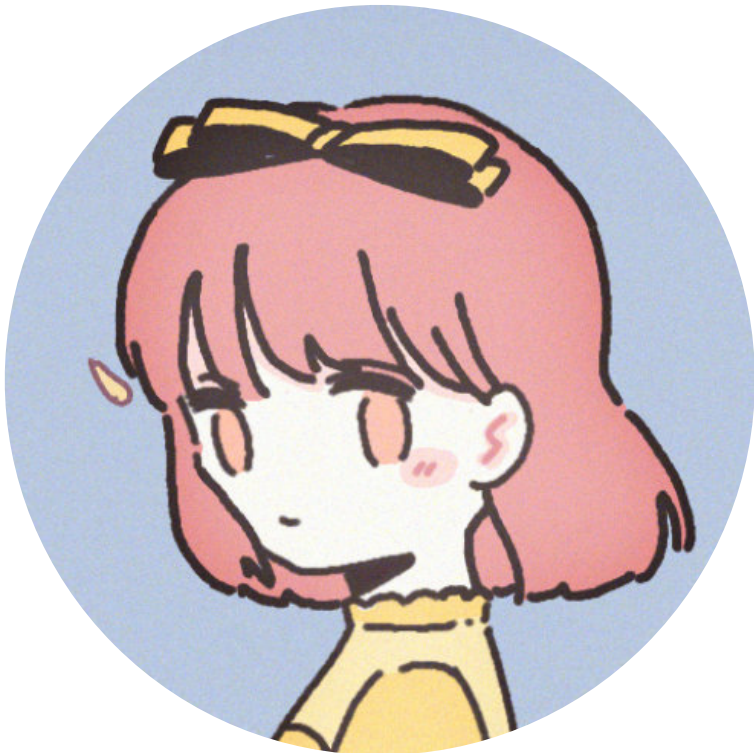
- To find new music through the artists and record labels they follow
- Get contextual info around a playlist, why the songs were chosen and what they mean to the creator
- Listen back to items continuously in their wishlist so they can decide whether to buy it

Pain Points

- Spotify & algorithmic playlists takes away their personal discovery process of music
- Doesn't understand why they can't buy digital music on the iOS app

Proud Bandcamper

23% population - Fan Survey 2018



Aniké | 29 | Backstock retail assistant
Wellington, New Zealand

collection50 wishlist37 followers1 following43

devices:



apps:



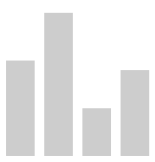
listening:

4-6hrs
daily

recent purchases:



Pixel Galaxy
by Snail's House



Trans Musicians & Allies for Change
by Z Tapes



Celeste B-Sides
by Various Artists

Playlists I'm listening to:



Undercurrents
Underground indie rock gems
by Spotify



Monstercat All Songs
Every single Monstercat release that got uploaded to their YouTube channel.
by Indigo 132 (Music Producer, YT Profile)

“

Whenever I kind of feel like I'm in a rut I turn to Undercurrents playlist as my refresher. Its not something I listen to all the time. I'll pick from it and follow those trails for myself.

Behaviour

- Waits till payday to buy multiple items they have been wishlisting
- Downloads their BC purchases and listens on media player app, has limited mobile data
- Uses Spotify editorial, genre based playlists to find new music
- Uses YouTube to listen to more obscure EDM music for their gaming sessions
- Plays playlists for others to listen in their gaming community

Needs

- An ability for downloadable, long duration playlists during their gaming sessions & when working
- To find new music more relevant to them categorised by genre from Bandcamp editorial

Pain Points

- Not being able to add to cart on the app and buy multiple items at once
- Expensive shipping costs when buying Merch
- On a tight budget, when they hit the play limit they find the 'open thy wallet message' message negative
- Avoids their music feed on the BC App, they don't think they will find anything relevant to them

Curious

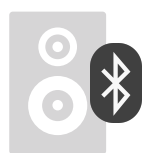
52% population - Fan Survey 2018



Jen | 32 | Art Gallery Assistant
Margate,UK

collection4 wishlist3 followers1 following2

devices:



apps:



listening:

2-3 hrs
daily

recent purchases:



A Guide to Birdsong of Mexico
by Shika Shika

Playlists I'm listening to:



The Dolly Mixtape 122

Regular playlists of a music obsessed
columnist's 10 favourite tracks
by Dolly Alderton (writer)



COS Sounds

Weekly updated playlist
by COS (fashion brand)

“

The quality of those with the generic cover like
Relaxing Bathtime (Spotify) are really awful. It feels like
a CD from a petrol station in the 90s that your parents
would have in the car

Behaviour

- Buys merch when they feel it is exclusive or the release has a special theme
- Reluctant to buy digital music, they are already paying for a music subscription
- Uses Bandcamp to find artists that aren't on Spotify
- Listens to independent radio to discover new music
- Finds playlists when influencer 'taste makers' they follow share links on social media

Needs

- To get recommendations from profiles with 'good taste' to discover music
- A quality curated experience from Bandcamp that covers niche genres and unknown artists that will surprise and challenge them

Pain Points

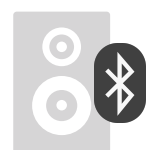
- When Merch they want is sold out
- Is skeptical about 'BC directly supports artists' doesn't know how much of their money actually goes to the artist
- Finding new music that feels relevant to them on Bandcamp
- Finds metadata of tralbums confusing

Future User



Dree | 20 | Media Student
California, USA

devices:



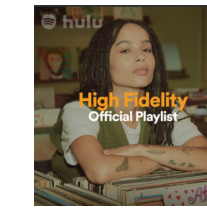
apps:



listening:

6-8hrs
daily

Playlists I'm listening to:



High Fidelity Official Playlist

Music from the Hulu Original Series

by Spotify



Saturday Morning Romp

by Millie (friend)

“

One of the biggest things for me is being able to look at other people's playlists and copy. I go through my friends' Spotify or even people that I don't know well but whose music I might like. It's almost like social media stalking on Spotify and going through people's playlists and just sifting through

Behaviour

- Mostly listens to playlists made by friends and people they know on Spotify. If they hear a track they like they will add to their own playlists
- Discovers music via soundtracks when watching tv and film
- Likes to consume music via videos NPR Tiny Desk, La Blogothèque on Youtube
- Listens to their personalised playlists like Time Capsule and Release Radar on Spotify

Needs

- Aspires to listen to albums more. They are in the habit of listening to individual tracks and don't feel they are fully appreciating the music that way
- Find music that feels more relevant to them
- Find and browse fan collections, wishlists and playlists with similar tastes

Pain Points

- First time using BC they could not find the independent artists they expected to find on BC and left
- Did not like browsing the home feeds, 'a lot of scrolling' reminded them of IG which they feel they do too much of.
- Would prefer more visibility and signposting of home feed content upfront, above the fold, 'like News apps'