

Google Podcast 1-on-1 Interviews

	Participant 1	Participant 2	Participant 3	Participant 4	Participant 5
Age	34	35	34	33	32
Pronouns	He/Him	She/Her	He/Him	She/Her	He/Him
Location	UT	UT	UT	UT	UT
Job/Profession	Engineer	Stay at home mom	Accounting	Artist	Warehouse Manager
INSIGHT QUESTIONS					
When did you start listening to podcasts?	2008	2008	2014	Basically since forever? Before they were a "thing" I'd listen to anything that was podcast-like since I was a kid (non-news talk radio shows, This American Life, etc)	2016ish
How many hours of podcasts do you listen to in an average week?	8	Varies depending on if it's a book year or not. 1-2 right now, otherwise maybe 5-15.	7	Depends on the week, anywhere from 2-20+ hrs	Sometimes as much as 40-50hrs of podcasts but I alternate between books and podcasts, so sometimes I dont listen to them at all
Where/when do you usually listen?	commuting, work. before bed. Cleaning, road trips.	Around my house (cleaning or while working), driving.	Commute, cleaning, walks, travel	Work, commute, on walks or bike rides, cleaning	Work and commuting, not often at home
How many different podcast shows do you regularly listen to on average?	typically 6 different podcasts	maybe 5 really regularly but 10-15ish total.	1-2	I have 5ish top favorites at any given time, but those change depending on my mood. I tend to get stuck on one show for a few days and then switch. I have listened to dozens of different shows over the years.	3 main shows, I get married to specific shows and don't branch out
What kind of podcasts do you listen to? Do you have a favorite show or genre?	Hobby, educational, comedy, news/NPR	Educational/informational about behavioral sciences, history, interviews	Finance, educational, historical	Comedy, history, long form interviews, behavioral science, educational, true storytelling	Beekeeping, Brandon Sanderson, Information/Science
Do you ever re-listen to podcast episodes you've already listened to?	Sometimes.	Not often but sometimes.	Rarely	Rarely, but it's happened. It's usually if I told someone to listen to something I'll go back and re-listen to it again. Or if I want to remember something specific again.	On occasion, not very frequent but if I want to share an episode with someone else I'll re listen
Would you say you listen to most episodes of your favorite shows or do you skip around to random episodes of many shows looking for a specific topic/guest?	I cant skip around. I always feel i need to listen in order, in case they refer to older podcasts	I skip around a lot.	Listen to podcast series in order from oldest to newest, with exceptions if topic is very relevant for current time	I used to always listen to every episode of every show, but when I'm busy I'll skip around to specific guests or topics that are the most interesting	Pretty obsessive about not missing an episode, but will try a one-off episode if it's recommended
What makes you skip an episode of your favorite show?	If i see a title that makes me want to jump right to that episode, normally i'll follow the release date.	I look for episodes on topics I'm interested in because time is limited.	If the topic doesn't seem worth my time, or the next episode is more interesting, I'll save the less interesting for another time	If there is something more interesting I'll skip an episode, but I often will go back later and listen to skipped episodes if I'm caught up on everything else	Not really, even if it's boring I'll listen to it
How do you find a new show to listen to? Do your friends/family recommend shows or do you hear about them on social media or somewhere else?	I'll search for new shows quarterly, or i'll try family/friend recommendations	Personal recommendations almost entirely; Family, friends, or podcasters that I like.	Recommendations from family	Recommendations from friends, hearing hosts be guests on podcasts I listen to, sometimes I search for specific people if I want to learn more about them (political candidates or academics etc etc)	Recommendations almost always, or if I have a goal of something I want to learn (beekeeping). But I've never browsed for a new podcast.
How do you listen/what platform (s) do you listen on?	Google Podcast, or Apple Podcasts.	Google Podcast	Google Podcast	Google Podcast for mobile, but I've used others in the past. I listen to spotify on my desktop	Google Podcast
Why did you choose the platform you use?	I like the layout of google's podcast app better than most others. But i like apple podcasts because its already pre-installed on all my devices, and i can quickly pickup where i left off.	Because I couldn't use Apple's anymore.	Tried other platforms before which were fine, but since trying Google Podcast I found that the easiest to use	Gave it a try since I didn't feel particularly enthusiastic about any other platform I had used	Felt more stable. Wouldn't crash.
Have you used a different platform in the past? What made you change?	Mostly have used google podcast, and Apple Podcast	Yes, Apple's and then...whatever that specific one was for This American Life. NPR, whatever that one was. I tried Spotify very briefly and then didn't life it because they weren't all there.	I think I have tried Spotify, Stitcher, CastBox, Podcast Addict, Tuneln	I have, though I don't really remember which ones. The eventually would get too glitchy so I'd switch around. As soon as I can't listen to a podcast when I want, I'll find a new platform	Most start off great but then get glitchy
What would you rate your experience with your current platform out of 7?	I'd rate apple podcasts 5 out of 7. The user layout, and interface could be better. I'd rate google 7 out of 7	Great until Armchair Expert is leaving to Spotify, SOBs, but I get it.	6 out of 7	4.5 out of 7, it's "good enough"	In comparison to others: 7 because it works, in general as an app: 5 at best
Do you have a feature you particularly like about your listening platform?	I like when they are marked as "played", and i like being able to queue a next episode while listening to another.	That it has a white background rather than dark like spotify. Almost all the podcasts I want are there.	Download for offline listening, easy tracking of which episodes I've finished listening, integrates with Google Maps	It's been functional	It works good enough
Is there something that bugs you about your current platform?	Apple has a wierd layout that you have to get used to, but once you get "used" to it its fine. Google's layout is more user friendly.	Not really but I never really know where things are and I have to click around a lot	Some navigation and buttons could be better, but I haven't seen a better layout elsewhere	The buttons and layout are annoying when I'm on a walk and can't see my screen very well	It's nothing amazing
Do you have any ideas that would improve your experience?	I'd like to be able to take show notes. Write commentary, then have them all consolidated on a "notes" page with the podcast episode.	I basically want GoodReads for podcasts. I want it to have a more social and rated experience	Would be nice for app to go automatically in list to last episode, some app navigation is small and hard to press in some circumstances.	A little better interface, maybe a social option because I like sharing podcasts with friends or remembering shows I've been recommended	I'd like to be able to navigate better if I want to start from the beginning of a podcast. Where I left off especially if I've taken a break.
OBSERVATION QUESTIONS					
Can you walk me through how you use your podcast platform?	He navigated through apple podcasts quite proficiently doing all the normal things like follow, play, search, etc	Open, pick from list at the top (not sure if it's a followed or "last listened to" list, or search for new one. Never use the main feed. Never heart things. Didn't use most buttons except speed, play, and skip (forward, back).	Navigated to play the current podcast, showed his followed podcasts and where he can find new podcasts. Didn't have any interest in other things on the app.	Open, expressed frustration that her current episode she's listening to isn't the main button to keep listening to, showed off followed list, seemed not confused but not 100% proficient	Did basic function of navigating to a show and scrolling to an episode. Doesn't use any other feature
Do you find this is easy to navigate through? Why or why not?	Once I got used to it (a 2 day learning curve) it was fine. Previously used Google Podcast but I'm not married to any option. I would change if another had better options.	No. I never remember how it works until I use it again. I'm sure if I dedicated time to figure it out, but I rather listen to podcasts rather than learn an app (she then proceeded to discover more of the app)	It's fine. The buttons are a little small to navigate with which is hard while driving.	I think it's a bit cluttered and I don't like that the play buttons are so small	"meh"
Can you show me how you keep track of your favorite podcasts?	I can follow them	I don't. Oh it's subscribe, not follow. I don't do a good job because not all of my favorites are in here. I use subscribe to remember a podcast recommendation not my actual favorites. I use the search to get to a podcast I want to listen to.	I can subscribe to them here.	Subscribe list at the top, but I don't have a favorite list for specific epsidoes or anything	I just search for them if I want to listen to them
If you were trying to find something new to listen to, what would you do?	I like their catagories. I can see what my favorite catagories are already apart of and look under those genres for smoothing new.	I almost never do because I already have enough. But theoretically I would go to "explore" (first time she had done this).	I usually search for shows with topics I want to listen to. Or I'll google it. Or sometimes people will tell me about a podcast and I search for it here.	I almost never browse for new shows on the app, I usually take recommendations from friends or other podcasts	If there's a specific thing I want to learn about I'd probably just search for that
Do you often recommend podcasts to others? How or why not?	Twice a month, send them a URL if they seem intersted or just mention it if they aren't.	Once a week on average by telling people in person about shows I like	No, because everyone recommends stuff to me and I'm the last to hear about it so I don't discover anything.	All the time. Although there are some podcasts only I listen to, the vast majority are ones I want to talk with others about. I get asked a lot about new shows I'm listening to.	Yeah, but I also have the stuff I only listen to that I don't recommend. But I efinately have shows I like talking about with a other people.
What are features you would like to see as options on your platform?	Save for later/queue list, timestamped notes so I can remember where I listened to something specific and what I thought about it or a transcription so I could share something, queue podcast for when I'm driving, curated lists from celebrities or people I like (probably wouldn't do my curation)	A way to rate specific episodes and shows, add notes/review to the rating, organize them into different catagories, a list I can add recommended podcasts to instead of "subscribe", see friends activity/ratings/reviews, a small section transcription option so i can have text versions of important things I listend to	Easy navigation, download for offline use, timestamp with notes for personal use so I can remember things I hear	I'd like to have more control over how I organize my podcasts and specific shows. I follow a lot of podcasts for future listening and it would be nice to seperate them from my favorites. I'd like to be able to have recommendation lists my friends could check out	Where I left off (and in the order I like to listen to them) button, it would be cool to connect with other friends who listen to podcasts
Would you change your platform if another app had these features	Yes	Heck yeah	Yeah	Yeah I'd like that	Yeah I think so, sure